

Television Factbook

Number 20
Spring 1955 Edition

Table of Contents (ALPHABETICAL INDEX ON PAGES 2-13)

TELECASTING

Television Station Directory	63-237	Ownership of TV Stations by Categories	58-61
Rate Digests, Personnel & Other Data		Multiple, Networks, Newspapers,	
Canadian, Mexican Border	231-237	Theatres, Manufacturers, Educational	
Television Networks	41-56	CPs Outstanding for New Stations	17-26
Rates, Personnel and Data		With Probable Starting Dates	
Regional Networks & Group Stations	55	Canadian TV Authorizations	26
TV Stations in Foreign Countries	238-242	Sales & Transfers of TV Stations: 1949-55	29-32
Cuban and Mexican Stations	237	Post-Freeze CPs Relinquished	26-27
National Sales Representatives		Pre-Freeze CPs Relinquished	31
Of U.S. Television Stations	245-250	Stations Which Have Gone Off Air	28
Of Canadian TV Stations	252	Television Program Sources	351-367
Territorial & Foreign Language	252	Congressional TV-Radio Galleries	243
Annual Volume of Advertising in U.S.	34	NART8: Executives & Committees	349
By Media: 1946-53		Armed Forces TV Stations	55
Network TV & Radio Billings: 1949-54	39	British Television Networks	242
Revenues, Expenses and Earnings of		Experimental Television Stations	329
TV-Radio Stations: 1946-53 (FCC)	34	Principal TV Systems of the World	237
Top 100 Network Advertisers	36	Advertising Agency Directory	253-260
Television Status of U.S. Households	33	Canadian Agencies	260
Color Status of Network Stations	313-316	Television Stations by Call Letters	426-427

NEW STATION APPLICATIONS and CPs

Applications Pending and CPs Not Yet on Air as of January 15, 1955 (Blue Pages)	265-285
CPs Outstanding for New Stations, With Probable Starting Dates	17-26

CHANNEL ALLOCATIONS

TV Allocations by States & Cities	297-305	Allocations by Channels: VHF & UHF	306-312
Canada and Mexico	312	Authorized Stations, by Channels	293-296

MANUFACTURING

Manufacturers of TV Receivers	369-377	Manufacturers of Telecasting Equipment	411-418
Canadian	376-377	Transmitters	411
TV-Radio Manufacturers: Financial Data	389-398	Antennas & Accessories	411-412
Picture & Receiving Tube Manufacturers	379-382	Tower Makers & Erectors	412
Receiving Antenna Manufacturers	385-386	Station & Studio Equipment	412-418
Tuner & UHF Converter Manufacturers	377	Closed-Circuit Industrial TV	418
Leading Phonograph Manufacturers	382-384	Community Antenna Equipment	418
Leading Phono Record Manufacturers	384	Theatre and Projection TV	418
TV Set Production: Monthly, 1947-54	387	Subscription TV	418
TV-Radio Sales & Inventories: Monthly	388	RETMA: Executives & Committees	422-423
Factory-Distributor-Dealer, 1950-54		Electronics Research Laboratories	341
TV Shipments by States: 1950-54	386	British TV-Radio Industry	409
Cathode Ray Tube Sales: 1947-54	387	RCA: Officers and Executives	399
Receiving Tube Sales: 1949-54	387	CBS Inc.: Officers and Executives	424

MISCELLANEOUS SERVICES

FCC Personnel Directory	331-334	FCC TV Color Standards: Full Text	317-321
Attorneys Practicing Before the FCC	342-348	FCC Technical Standards, as Amended	321-329
TV-Radio Consulting Engineers	335-337	Color Status of Network Stations	313-316
Network Engineering Departments	340	Community Antenna Systems	401-409
Miscellaneous Consulting Services	338-339	Congressional Committees Handling	
TV-Radio Station Brokers	339	TV-Radio Matters	32
Literature & Reference Books		Associations in TV & Related Fields	419-421
Pertaining to Television	286-290	Market Research Organizations	425
Publications in TV & Related Fields	291-292	Theatre-TV Organizations	55
Labor Unions & Guilds in TV Fields	296	Subscription-TV Promoters & Firms	418

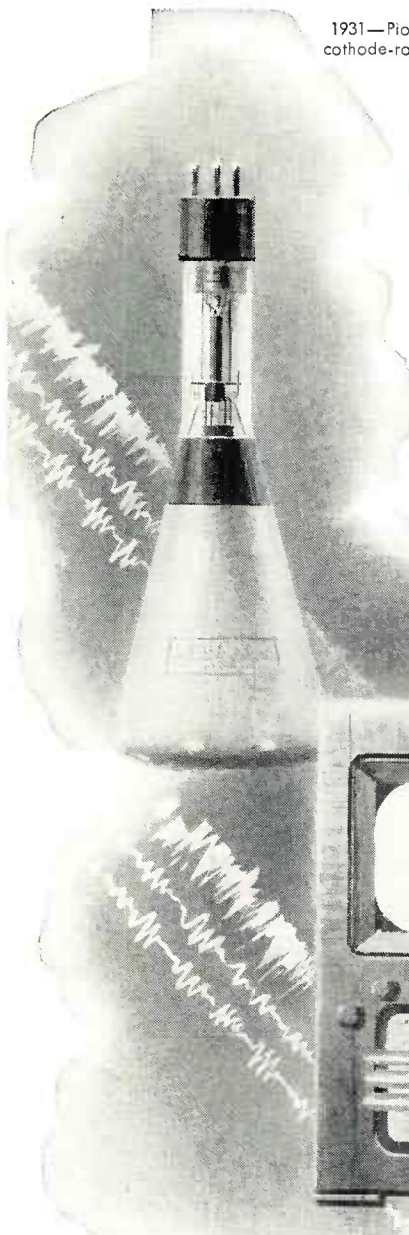
MAP OF TV CITIES AND NETWORK ROUTES (insert)

COPYRIGHT 1955 BY RADIO NEWS BUREAU

This semi-annual Factbook is kept up-to-date with Weekly Addenda Supplements reporting current TV actions of the FCC, which are sent to Full Service Subscribers only. It is part of the services of

Television Digest
with ELECTRONICS REPORTS
WYATT BUILDING, WASHINGTON 5, D. C.

1931—Pioneer Du Mont
cathode-ray picture tube.



A new gift of **VISION** for modern man...

First comes vision, then development, then fulfillment. From the fountains of Du Mont vision flow achievements to enrich the world.

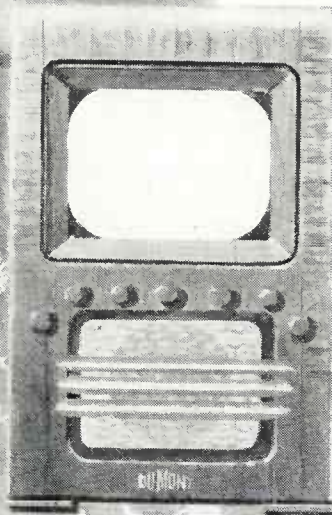
Dr. Allen B. Du Mont foresaw the great future of television when he perfected his pioneer cathode-ray tube in 1931.

From that tube he developed the priceless gift of the Du Mont Laboratories to mankind... all-electronic television, presented to the public in 1938.

Today modern television, pioneered by Du Mont, brings the richest daily entertainment in history within the reach and means of almost every home. And wherever television goes, the people receive new vision too, for better living and fuller citizenship.

Now again, Du Mont Television looks beyond past successes... producing, this year, the first practical large-screen color television tubes, to advance the whole industry's progress. It is through vision, development, and achievement, such as this, that Du Mont continues to be "first with the finest in television"... as in all electronics for the home, industry, science and national defense!

*Write for free 40-page booklet, "THE STORY OF TELEVISION",
Allen B. Du Mont Laboratories, Inc.
Executive Offices, 750 Bloomfield Ave., Clifton, N. J.*



1938—Pioneer Du Mont
television receiver.



1954—Modern Du Mont Teleset.*

VISION IS THE **DU MONT**® DIMENSION

First with the Finest in Television

RESEARCH DIVISION



CATHODE-RAY TUBE DIVISION



BROADCASTING DIVISION



RECEIVER DIVISION



COMMUNICATION PRODUCTS DIVISION



INSTRUMENT DIVISION



GOVERNMENT MANUFACTURING DIVISION



INTERNATIONAL DIVISION



*Trade Mark



There comes a time...

...to each of us, a time for decision.

In broadcasting, with so many claims,
counter-claims and false claims it is
often difficult to know what to do.

Now, more than ever, it is wise
to sell on a Storer station.

STORER BROADCASTING COMPANY



WSPD • WSPD-TV
Toledo, Ohio

WJW • WXEL-TV
Cleveland, Ohio

KPTV
Portland, Ore.

WGBS • WGBS-TV
Miami, Fla.

WJBK • WJBK-TV
Detroit, Mich.

WWVA
Wheeling, W. Va.

WAGA • WAGA-TV
Atlanta, Ga.

WBRC • WBRC-TV
Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director

BOB WOOD, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

Index to Contents of TV Factbook No. 20

A

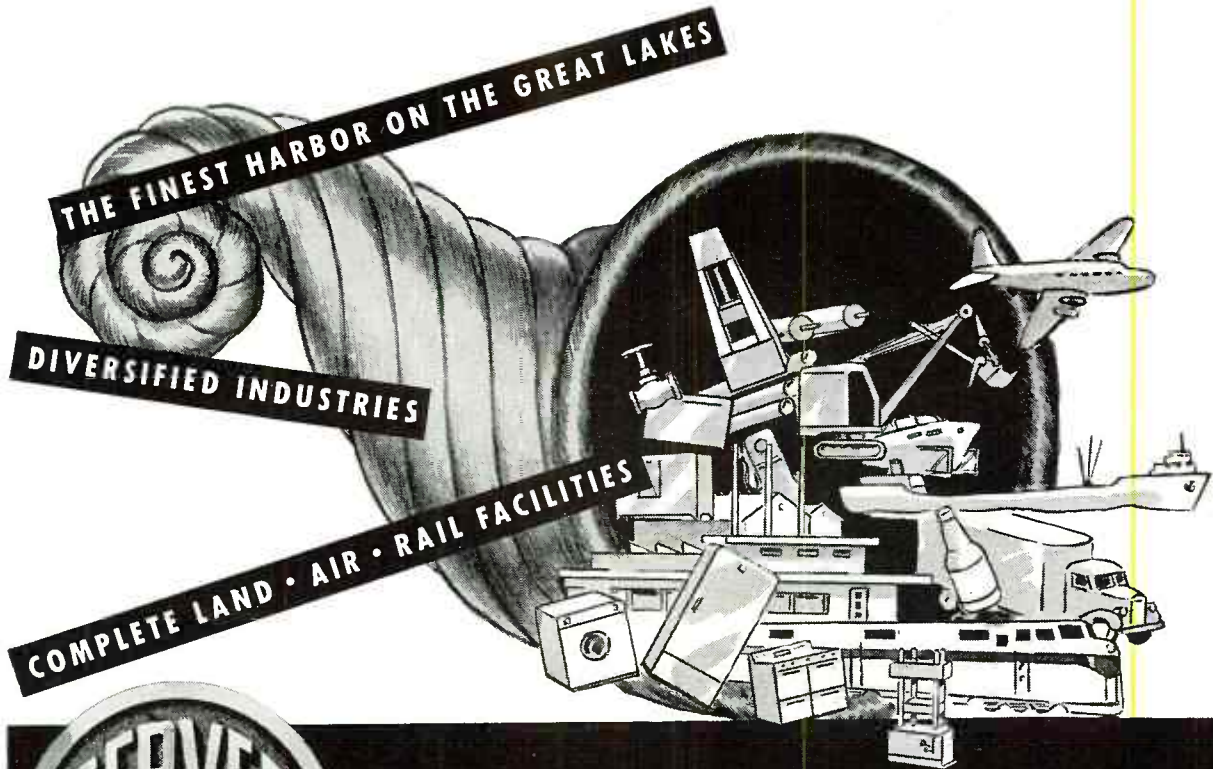
ABC (American Broadcasting Co.)	41-42
Academy of TV Arts & Sciences	419
Acoustical Society of America	419
Admiral Corp.—	
financial record	389
receiver manufacturing	369
Advertisers, index to	428
Advertisers, top 100 network & magazine	36
Advertising—	
agencies	253-260
annual volume, by media, 1946-53	34
associations	419-421
Advertising Association of the West	419
Advertising Council Inc.	419
Advertising Federation of America	419
Affiliates—	
American Broadcasting Co.	41-42
Canadian Broadcasting Corp.	56
Columbia Broadcasting System	45-48
DuMont TV Network	49-50
National Broadcasting Co.	54
TV networks	41-56
Agencies, advertising	253-260
Alaska, TV stations	229-230
Alliance of TV Film Producers	419
Allied States Assn. of Motion Picture Exhibitors	419
Allocation tables—	
Canada	312
Mexican border areas	312
United States	297-305
Allocations—	
by channel, VHF & UHF	306-312
Canada, by province & city	312
Mexican border, by state & city	312
U.S., by state & city	297-305
American Association of Advertising Agencies	419
American Association of Film Producers	419
American Broadcasting Co.—	
affiliates	41-42
executives	41
rates & data	41-42
Western TV Network	55
American Institute of Electrical Engineers	419
American Marketing Association	419
American Newspaper Publishers Association	419
American Radio Relay League	419
Amer. Soc. of Composers, Authors & Publishers	419
American Television Inc.	369
American Women in Radio & TV	419
Andrea Radio Corp.	369
Antenna, community—	
directory of installations	401-409
equipment manufacturers	418
Antennas—	
receiving, manufacturers	385-386
transmitting, manufacturers & erectors	411-412
Applications for TV stations	265-285
ARF Products Inc.	369
Argentina, TV stations & sets	238
Armed Forces Communications, Electronics Assn.	419
Armed forces TV stations	55
Arvin Industries Inc.—	
financial record	389
receiver manufacturing	369
ASCAP	419
Asociation Mexicana de Agencias de Publicidad	419

Assemblers, TV receiver	369-377
Association for Education by Radio & TV	419
Association of Canadian Advertisers	419
Assn. of Electronic Parts & Equipment Mfrs.	419
Association of Federal Communications Consulting Engineers	419
Association of National Advertisers	419
Association of Radio News Analysts	419
Associations in TV fields	419-421
Associations, trade	419-421
Attorneys, TV-radio	342-348
Audio Engineering Society	419
Avco Manufacturing Corp.—	
financial record	389
receiver manufacturing	369
B	
Bace Television Corp.	369
BBC (British Broadcasting Corp.)	242
Belgium, TV stations & sets	238
Bendix Aviation Corp.—	
financial record	390
receiver manufacturing	369
tube manufacturing	379
Bendix Radio	369
Bibliography of books & literature about TV	286-290
Billings, network TV-radio, 1949-54	39
BMI (Broadcast Music Inc.)	419
Books & literature about TV, bibliography	286-290
Brand Names Foundation	419
Brazil, TV stations & sets	238
British Broadcasting Corp.	242
British Independent TV Authority	242
British Radio Equipment Manufacturers Assn.	409
British TV-Radio industry	409
British TV systems	242
Broadcasting & Film Commission, National Council of Churches	419
Broadcast Music Inc.	419
Brokers, station	339
Bureau of Advertising, ANPA	419
C	
Calbest Engineering & Electronics Co.	369
Call letters, TV, U.S. and Canada	426-427
Caltech Electronics Corp.	369
Canada—	
advertising agencies	260
channel allocations	312
TV grants & starting dates	26
TV receiver manufacturers	376-377
TV sets-in-use	238
TV station representatives	252
TV stations	232-237
Canadian Association of Radio & TV Broadcasters	419
Canadian Broadcasting Corp. TV Network	56
Canadian Radio Technical Planning Board	419
Canadian RTMA	421
Capehart-Farnsworth Co.	369
Cascade Television Co.	369
Cathode ray tube manufacturers	379-382
Cathode ray tube sales, 1947-54	387
CBC (Canadian Broadcasting Corp.)	56
CBS (Columbia Broadcasting System)	44-48
CBS-Columbia Inc.	369
CBS-Hytron	379
Census, TV set, ARF & NBC	33

(Continued on page 6)

INSTRUCTIONS FOR FILING: This replaces *TV Factbook No. 19* of July 15, 1954, and Addenda 19-A through 19-Z (weekly blue sheets), which, however, should be retained for reference. This Factbook also begins new series of weekly Addenda, reporting current FCC grants, applications, changes, etc. Weekly Addenda 20-A, 20-B, et seq., are furnished only to subscribers to the full services of *Television Digest* to enable them to keep this section of *TV Factbook No. 20* up-to-date.

ERIE, PA. *Has Everything!*



IT'S ONE OF THE NATION'S GREAT TEST MARKETS

the
ERIE DISPATCH
daily and
Sunday

WICUtv
Channel 12

WIKK

Erie, Pennsylvania is served and sold by the Perfect Threesome—WICU-TV, Channel 12, WIKK-AM, and the Erie Dispatch ■ And there's no question that community life revolves around these three media in this, the Third Largest City in the State of Pennsylvania—where everything from Appliances to Zippers are manufactured ■ Let our representatives tell you about Erie—The Great Test Market.

WICU and WIKK

Represented by
Edward Petry & Co., Inc.

- * RADIO
- * TV
- * NEWSPAPER



EDWARD LAMB Enterprises INC.

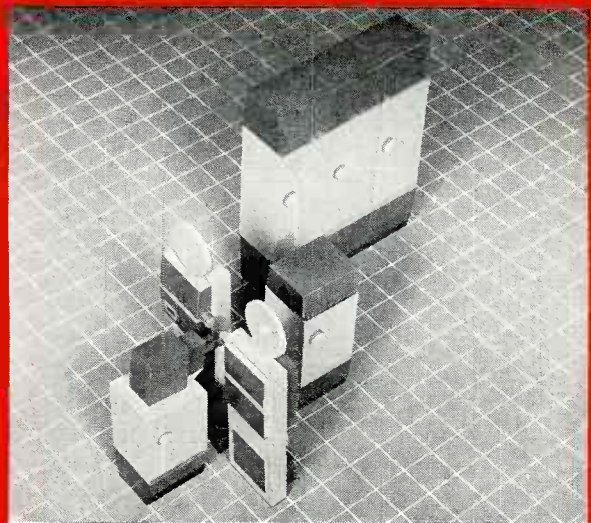
HOME OFFICE—300 EDWARD LAMB BLDG., TOLEDO, OHIO... WASHINGTON OFFICE... 1177 NATIONAL PRESS BLDG.

Erie's 136,700 residents represent 40,400 households with a CSI of \$6,022 of which \$5,407 is spent on retail purchases. But that's not all! Erie is the shopping center of Northwestern Pennsylvania, Western New York and Eastern Ohio.

Install the PHILCO



◀ This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome
... the only practical method for color!

PHILCO CORPORATION

CineScanner

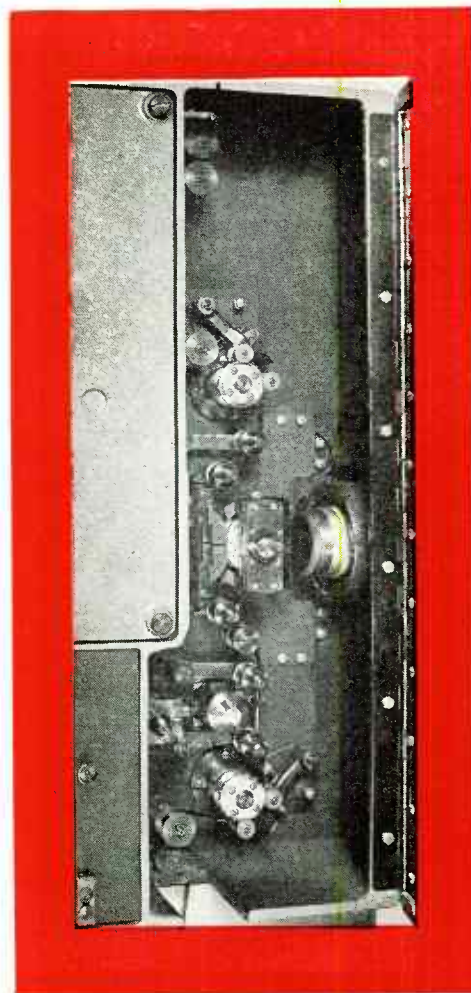
and enjoy modern film telecasting!

- Smooth, Silent Operation — No Flutter
- Preview of all Program Sources
- Color and Monochrome, 16MM and 35MM Models

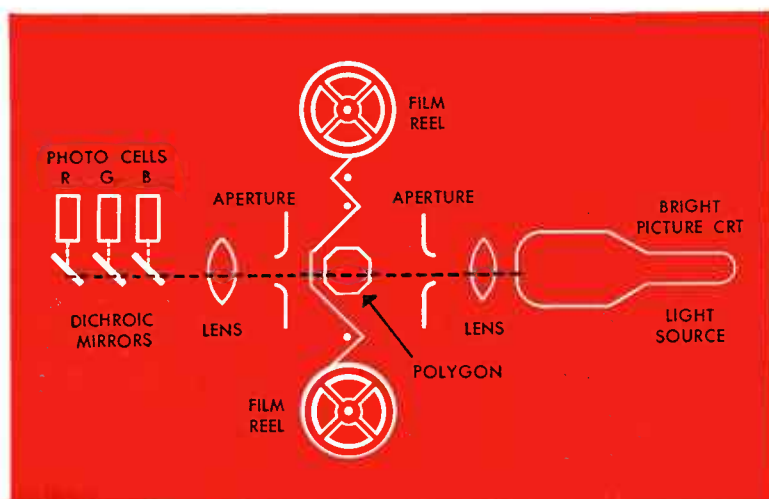
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—in *monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. CT today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.



GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

Index to Contents

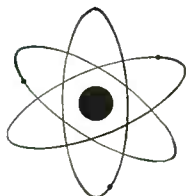
Channel allocations—	
Canada, by province & city	312
Mexico (border), by state & city	312
U.S., by state & city	297-305
Channels—	
stations by	293-296
UHF allocations by	308-312
VHF allocations by	306-307
Chatham Television Co.	369
Circulation, TV set	33
Clear Channel Broadcasting Service	420
Closed-circuit TV—	
equipment manufacturers	418
producers & syndicators	55
Colleges & universities owning TV stations	58
Color TV—	
status of stations	313-316
text of FCC standards	317-321
Colombia, TV stations & sets	239
Columbia Broadcasting System—	
affiliates	45-48
executives	44-45
financial record	390
Pacific TV Network	55
parent corporation	424
rates & data	44-48
Commercials, producers	351-367
Committees, Congressional, dealing with TV	32
Community antenna systems—	
directory of installations	401-409
equipment manufacturers	418
Composers, Authors & Publishers Assn. of Canada	420
Congress—	
committees dealing with TV	32
TV-radio correspondents galleries	243
Conrac Inc.	369
Construction permits—	
new TV stations, Canada	26
new TV stations, U.S.	17-26
relinquished, post-freeze	26-27
relinquished, pre-freeze	31
Consulting engineers, TV-radio	335-337
Consulting services, technical & miscellaneous	338-339
Converter manufacturers	377
Correspondents, TV-radio Congressional	243
Council of Motion Picture Organizations	420
Crosley Broadcasting Corp.	55
Crosley Div., Avco Corp.	369
Cuba—	
TV sets-in-use	239
TV stations	237
D	
Dealers, shipment of TV sets, by states	386
DeWald Radio Manufacturing Corp.	369
Discontinued TV stations	28
Distributor TV-radio sales & inventories	388
DuMont Laboratories Inc., Allen B.—	
financial record	390
receiver manufacturing	370
tube manufacturing	379
DuMont TV Network—	
affiliates	49-50
executives	49
rates & data	49-50
E	
Educational institutions owning TV stations	58
Educational TV & Radio Center	420
Educational TV associations	419-421

Electronic manufacturers—	
financial data	389-398
TV stations owned by	58
Electronics Manufacturers Association	420
Electronics Parts Manufacturers Association	420
Electronics research laboratories	341
Emerson Radio & Phonograph Corp.—	
financial record	392
receiver manufacturing	370
Engineering departments, network	340
Engineering services, miscellaneous	338-339
Engineers, TV-radio consulting	335-337
Erectors, tower	412
Equipment manufacturers—	
community antenna	418
film	412-418
industrial TV	418
microwave	412-418
receiving	369-377
studio	412-418
telecasting	411-418
theatre-TV	418
Experimental TV stations	329
F	
Factory sales & inventories, TV-radio, 1950-54	388
Fada Radio & Electric Co.	370
FCC personnel directory	331-334
Federal Communications Bar Association	420
Federal Communications Commission—	
allocation table	297-305
attorneys practicing before	342-348
channel allocations	297-305
color TV standards	317-321
consulting engineers	335-337
directory of personnel	331-334
field engineering & monitoring offices	333-334
financial data on TV-radio stations	34
former members	334
technical standards	321-329
Federal Radio Commission, former members	334
Federal Radio Education Committee	420
Film—	
associations	419-421
equipment manufacturers	412-418
interests owning TV stations	58
producers & syndicators for TV	351-367
Financial data—	
electronics manufacturers	389-398
TV-radio stations & networks	34
Ford Foundation, TV-Radio Workshop	420
Foreign—	
TV stations and sets-in-use	238-242
TV stations of U.S. Armed Forces	55
France, TV stations & sets	239
G	
Galleries, Congressional, TV-radio	243
Garod Radio Corp.	370
General Electric Co.—	
financial record	392
receiver manufacturing	370
tube manufacturing	379
Germany, TV stations & sets	239-240
Gold Nugget Network	55
Gotham Television Corp.	372
Grants for new stations—	
Canada	26
U.S.	17-26
Great Britain, TV stations & sets	240
Group ownership of TV stations	55, 61
Guild Radio & TV Co.	372
Guilds & labor unions in TV	296

(Continued on page 8)

This semi-annual Factbook (\$4 per copy) is a service of Radio News Bureau, publisher of *Television Digest* with *Electronics Reports*, Wyatt Building, Washington 5, D.C. Telephone: STerling 3-1755. *Editor & Publisher:* Martin Codel. *Senior Editor:* Albert Weinstein. *Associate Editors:* David Lachenbruch, William J. McMahon, Gershon W. Fishbein, Paul Stone, Alan J. Rosenfeld, Lillian Robbins, Margaret Ailene Rook, Richard R. Hoover. *Business Manager:* Robert Cadel. *Circulation:* Ruth E. Vaughn, Florence G. Herman, F. Evelyn Doherty, Ruby K. Phillips. *Production:* Vail Canfield.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS



RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

CAN YOU QUALIFY ?

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

*Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

**Mr. John R. Weld, Employment Manager
Dept. Y-000, Radio Corporation of America
Camden 2, N. J.**



RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary

Index to Contents

H

Hallcrafters Co.—	
financial record	392
receiver manufacturing	372
Hawaii, TV stations	230-231
High Fidelity Institute	420
Hoffman Electronics Corp.—	
financial record	394
receiver manufacturing	372
House of Representatives—	
Interstate & Foreign Commerce Committee	32
TV-radio correspondents gallery	243

I

Independent Motion Picture Producers Assn.	420
Independent TV Authority (British)	242
Index to Advertisers	428
Industrial Television Inc.	372
Industrial TV equipment manufacturers	418
Institute for Education by Radio-TV	420
Institute of High Fidelity Manufacturers	420
Institute of Radio Engineers	420
Instrument Society of America	420
Inter-American Association of Broadcasters	420
Interlocking ownership of TV stations	61
International TV directory	238-242
Interstate & Foreign Commerce Committees	32
Inventories, TV-radio, 1950-54	388
ITA (British)	242
Italy, TV stations & sets	240-241

J

Japanese Broadcasting Corp. (NHK)	421
Japan, TV stations & sets	241
Joint Committee on Educational TV (JCET)	420
Joint Electron Tube Engineering Council	420
Joint Technical Advisory Committee	420

K

Kaye-Halbert Corp.	372
Kent Television Inc.	372

L

Laboratories, electronics research	341
Labor unions & guilds in TV	296
Lawyers, TV-radio	342-348
Life Music Inc.	420
Lighting equipment manufacturers—	
studio	412-418
tower	412
Lion Manufacturing Corp.	372
Literature about TV—	
books & reference works	286-290
periodicals	291-292

M

Magazines, TV & related	291-292
Magnavox Co.—	
financial record	394
receiver manufacturing	372
Magnetic Recording Industry Association	420
Majestic Radio & TV	372
Manufacturers—	
antennas, receiving	385-386
antennas, transmitting	411-412
closed-circuit TV equipment	418
community antenna systems	418
electronics, financial data	389-398
film equipment	412-418
industrial TV	418
microwave equipment	412-418
owning TV stations	58
phonographs & record players	382-384
phonograph records	384

Manufacturers—	
picture & receiving tubes	379-382
projection TV equipment	418
station equipment	411-418
subscription-TV equipment	418
telecasting equipment	411-418
theatre-TV equipment	418
towers	412
transmitters	411
tubes	379-382
tuners	377
TV receivers, U.S.	369-377
UHF converters	377
Map, TV stations & networks	Insert
Market research organizations	425
Mars Television Inc.	372
Mattison TV & Radio Corp.	372
McCann-Erickson advertising figures	34
Merchandising associations	419-421
Meredith Group Stations	55
Mexico—	
channel allocations, border	312
TV sets-in-use	241
TV stations	231, 237
Microwave equipment manufacturers	412-418
Midwest Radio & TV Corp.	372
Military TV stations	55
Motion Picture Association of America	420
Motorola Inc.—	
financial record	396
receiver manufacturing	372
Multiple ownership of TV stations	61
Muntz TV Inc.	372
Music licensors	419-421
Music Publishers' Protective Association	420

N

NARTB	349
National Alliance of TV-Electronic Service Assns.	420
National Appliance & Radio-TV Dealers Assn.	420
National Association for Better Radio & TV	420
National Association of Educational Broadcasters	420
National Association of Electrical Distributors	420
National Association of Manufacturers	420
National Association of Music Merchants	420
National Association of Performing Artists	420
National Association of Radio & TV Broadcasters	349
National Assn. of TV & Radio Farm Directors	420
National Audio-Visual Association	420
National Better Business Bureau	420
National Broadcasting Co.—	
affiliates	54
executives	52-53
rates & data	54
National Citizens Committee for Educational TV	420
National Community TV Association	420
National Council of Churches	419
National Electrical Manufacturers Association	420
National Electronic Distributors Association	420
National Juke Box Music Inc.	420
National Retail Dry Goods Association	421
National TV Film Council	421
NBC (National Broadcasting Co.)	52-54
NBC Research, TV sets-in-use	33
Networks—	
affiliates, color status	313-316
American Broadcasting Co.	41-42
Canadian Broadcasting Corp.	56
Columbia Broadcasting System	44-48
DuMont Television Network	49-50
engineering departments	340
FCC financial data	34
National Broadcasting Co.	52-54
owned-&-operated stations	58
rates, personnel & data	41-56
regional	55
top 100 advertisers	36
TV-radio billings, 1949-54	39

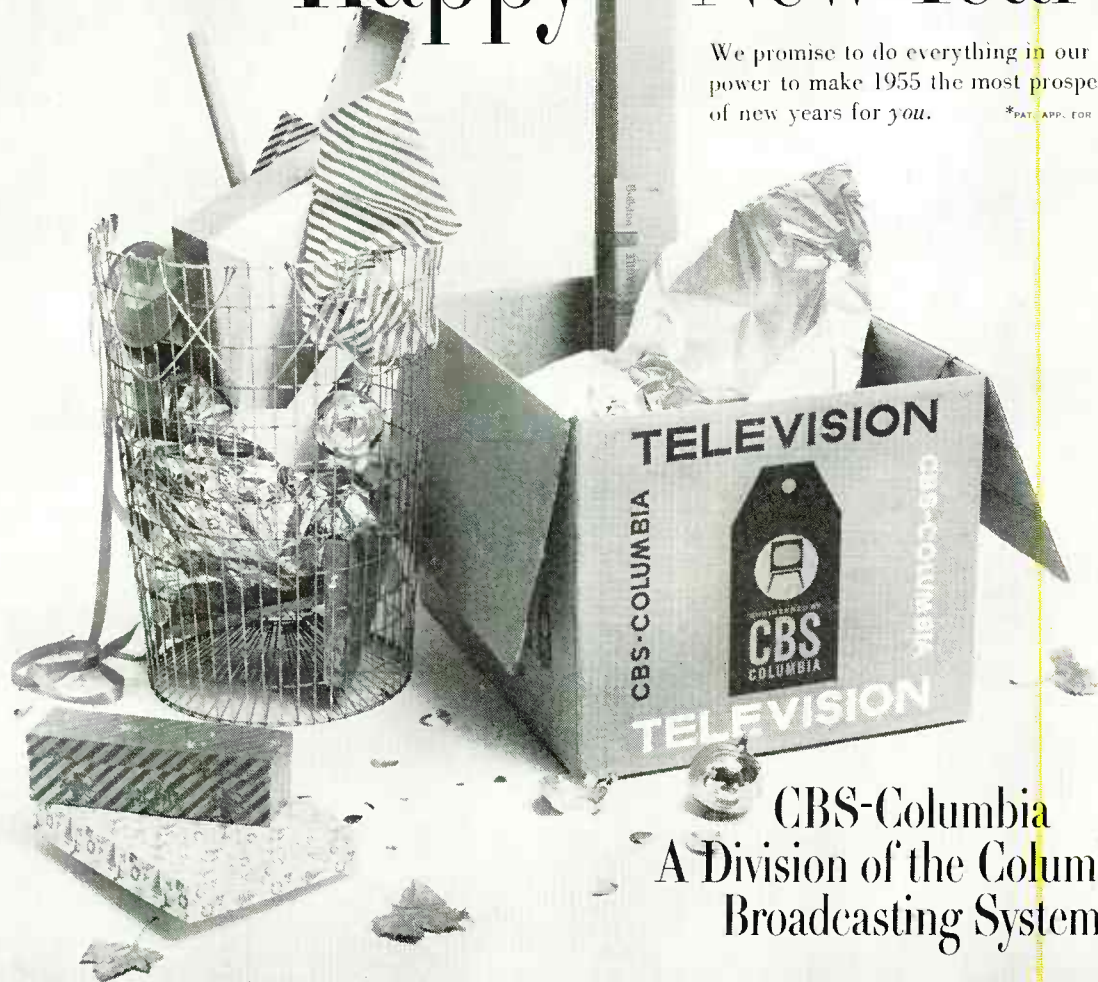
(Continued on page 10)

Some people
will have a very
Happy

Thanks to you, sir, a lot of people are going to have a *very* Happy New Year. The people to whom you've sold our TV sets will enjoy themselves thoroughly. Many will have the time of their lives with CBS Sweep Tuning*, that quick and easy way of switching on the whole, wide world of entertainment. Others will revel in the real-as-life experience of CBS two-speaker "360"® Full Fidelity Sound. A growing number will discover the drama and excitement of CBS Full Fidelity Color TV. We, too, are facing the happiest New Year of our young corporate lives. With your help, in the year just past, we've made dramatic progress in volume, in quality, and in public recognition. And our minds are buzzing with big ideas for 1955.

New Year!

We promise to do everything in our power to make 1955 the most prosperous of new years for you. *PAT. APP. FOR



CBS-Columbia
A Division of the Columbia
Broadcasting System

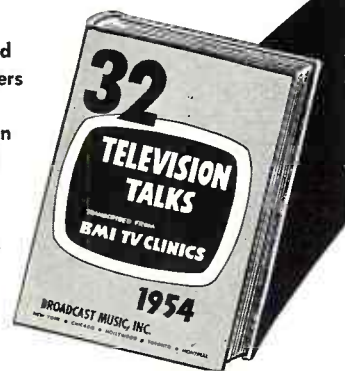
SPECIAL PRE-PUBLICATION OFFER!

"32 TELEVISION TALKS"

transcribed from the
BMI TV CLINICS—1954

Combines the knowledge and experiences of 32 TV leaders in every phase of TV programming and production . . . factual, informative and down-to-earth talks by men who have been in the industry from the ground up.

Published by BMI at \$7 and made available as an industry service at the cost of transcribing and printing—\$4.20 post paid.



"32 Television Talks" is an entirely fresh and stimulating report of the BMI TV Clinic sessions conducted in New York, Chicago and Los Angeles during 1954 . . . a new and up-to-date book which follows up "Twenty-Two TV Talks," published in 1952.

"How to do it" is the theme of "32 TV Talks," with complete data on such vital topics as: *film buying and film programming . . . news and special events . . . twists in production . . . educational and commercial programming . . . low cost production . . . local programming . . . promotion and public relations . . . ideas and imagination . . .* as well as dozens of other essential elements in TV.

In addition to the 32 talks, the book includes transcripts of the QUESTION and ANSWER periods of the Clinics.

Contributing Authors

Fareword by ROSEL H. HYDE

Harry Ackerman
 Kenyon Brown
 Victor F. Campbell
 William Dempsey
 Joseph Drilling
 Norman Gittleston
 Ben Greer
 Barbara Haddox
 Sherman K. Headley
 Len Higgins
 Ken Kennedy

Jean Paul King
 Norman Knight
 Carl Lee
 Clair R. McCullough
 George Mathieson
 Bert Mitchell
 Fred C. Mueller
 John T. Murphy
 Robert Petranoff
 George Putnam

L. H. (Budd) Rogers
 Harold See
 Hamilton Shea
 Frank Sisson
 Donn B. Tatum
 Robert Tincher
 George R. Torge
 Charles Vanda
 G. Pearson Ward
 John K. West
 George Whitney

Publication of "32 Television Talks" will be limited. Order your copy today.



BROADCAST MUSIC, INC.
 589 FIFTH AVENUE, NEW YORK 17, N.Y.
 NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Index to Contents

Newspaper-owned TV stations	59-60
Newsreels and news services	352

O

Off air, TV stations	28
Olympic Radio & TV Inc.—	
financial record	396
receiver manufacturing	372
Ontario Assn. of Radio-TV & Appliance Dealers	421
Organizations in TV & related fields	419-421
Organizations, market research	425
Ownership changes, TV station	29-32
Ownership, TV stations—	
by category	58-61
educational institutions	58
electronics manufacturers	58
multiple	61
networks	58
newspaper interests	59-60
theatrical interests	58

P

Pacific Mercury TV Manufacturing Corp.—	
financial record	396
receiver manufacturing	372
Pacific Vogue Radio & TV Co.	372
Packagers, program	351-367
Packard-Bell Co.—	
financial record	396
receiver manufacturing	374
Pay-as-you-see TV, organizations	418
Periodicals, TV & related	291-292
Personnel—	
networks	41-56
stations	63-237
Philco Corp.—	
financial record	397
Lansdale Tube Co.	380
receiver manufacturing	374
Philharmonic Radio & TV Corp.	374
Philippines, TV stations & sets	241
Philmore Manufacturing Co.	374
Phonograph manufacturers	382-384
Phonograph Manufacturers Association	421
Phonograph record manufacturers	384
Picture tubes—	
manufacturers	379-382
sales, 1947-54	387
Pilot Radio Corp.	374
Prescott Television Co.	374
Producers—	
commercials	351-367
film	351-367
theatre-TV & closed-circuit	55
Production—	
radio receiver, 1924-54	388
TV receiver, 1947-54	387
Profits—	
electronics manufacturers	389-398
TV-radio stations, FCC data	34
Program sources	351-367
Projection TV manufacturers	418
Publications, TV & related	291-292
Publishers Information Bureau	421
Puerto Rico, TV stations	231

R

Radio Advertising Bureau	421
Radio-TV Comm., Southern Baptist Convention	421
Radio & Television Executives Society	421
Radio Club of America	421
Radio Corporation of America—	
financial record	397
parent corporation	399
receiver manufacturing	374
tube division	380

Radio Craftsmen Inc.	374
Radiodiffusion-Television Francais (RDF)	421
Radio-Electronics-TV Manufacturers Association	422-423
Radio Industry Council (British)	409
Radio-Newsreel-TV Working Press Assn. of N.Y.	421
Radio NHK (Japanese)	421
Radio Pioneers	421
Radio set production & sales	388
Radio-TV Manufacturers Association of Canada	421
Radio-TV News Directors Association	421
Rates—	
networks	41-56
stations	63-237
Raytheon Manufacturing Co.—	
financial record	397
receiver manufacturing	374
tube manufacturing	380
RCA (Radio Corporation of America)	399
Receivers—	
geographical distribution	33
in foreign countries	238-242
manufacturers & assemblers, U.S.	369-376
manufacturers, Canada	376-377
production, radio, 1924-54	388
production, TV, 1947-54	387
sales, TV-radio, 1950-54	388
shipments to dealers, by states	386
Receiving antenna manufacturers	385-386
Receiving tubes—	
manufacturers	379-382
sales, 1949-54	387
Record Industry Association of America	421
Record player manufacturers	382-384
Record manufacturers, phonograph	384
Regal Electronics Corp.	375
Regional networks & group stations	55
Representatives, TV station—	
Canadian	252
territorial & foreign language	252
U.S.	245-250
"Representatives" of Electronic Products Mfrs.	421
Research—	
electronic laboratories	341
market	425
Retail TV-radio sales, 1950-54	388
RETMA	422-423
RETMA figures—	
CR tube sales, 1947-54	387
radio set production, 1924-54	388
receiving tube sales, 1949-54	387
TV-radio sales & inventories, 1950-54	388
TV receiver production, 1947-54	387
TV shipments to dealers, by states	386
Revenues, expenses, earnings of TV-radio stations	34
Roesch Inc., Douglas	375
Russia, TV stations & sets	242

S

Sales—	
cathode ray tubes, 1947-54	387
receiving tubes, 1949-54	387
TV-radio sets, 1950-54	388
TV stations	29-32
Sales Managers Club, Eastern Division	421
Schools owning TV stations	58
Scott Radio Laboratories Inc.	375
Senate—	
Interstate & Foreign Commerce Committee	32
TV-radio correspondents gallery	243
Sentinel Radio Corp.—	
financial record	397
receiver manufacturing	375
Services—	
consulting	338-339
news	352
station, miscellaneous	338-339

(Continued on next page)

ADMINISTRATIVE Assistant, exper-
enced office management, bookkeep-
er by phone ill.

BO.
ledger, by mail, 10
office m
perience,
Times.

DO YOU NEED

ELECTRONIC LABORATORY TECHNICIANS

RADIO & TV TRANSMITTER ENGINEERS

RADIO & TV SERVICE TECHNICIANS

Trained Technicians and
Operators Holding
First Class Radio Telephone
Licenses Will Graduate from

RCA INSTITUTES, INC.


February 24, 1955
May 18, 1955
August 12, 1955

Contact:

PLACEMENT SERVICE RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.



ARTIST, experienced layout, lettering,
mechanical, o' time broken.

CHEMISTRY
delphia

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EXECUTIVE & STAFF LEVELS

CONFIDENTIAL CONTACT

NATION-WIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when selecting employees or when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-radio—Howard S. Frazier.

It is a confidential service, at no cost to employer—identities of principals being withheld until preliminaries are completed.

Whether you are looking for a top executive, or want to change jobs, investigate with complete confidence our service for managerial, sales, programming, engineering and all staff positions.

FRAZIER TV-AM MANAGEMENT SERVICES

Revenue Estimates	Programming
Station Appraisals	Sales & Promotion
Operation Analysis	Expert Testimony
Station Plant Design	Rate Studies
Station Organization	Low Cost TV Operation

HOWARD S. FRAZIER

*TV and Radio Management
Consultants*

708 BOND BLDG.
WASHINGTON 5, D. C.

Index to Contents

Sesac Inc.	421
Setchell Carlson Inc.	375
Sets-in-use—	
foreign	238-242
U.S., NBC figures, 1946-54	33
Shipments, TV sets to dealers, by states	386
Shows, producers & syndicators	351-367
Singer TV Manufacturing Co.	375
Skyline TV Group	55
Society of Independent Motion Picture Producers	421
Society of Motion Picture & TV Engineers	421
Sonora Radio & TV Corp.	375
Sparks-Withington Co.—	
financial record	397
Spartan Radio-TV Division	375
Standards—	
color TV	317-321
world TV, summarized	237
Station brokers	339
Station directory—	
Canada	232-237
Mexican border	231
U.S.	63-231
Station representatives	245-252
Station Representatives Association	421
Station equipment manufacturers	411-418
Station sales	29-32
Station services, miscellaneous	338-339
Stations, TV—	
applications	265-285
armed forces	55
by channels	293-296
Canada, personnel, rates & data	232-237
equipped for color	313-316
Mexican border, personnel, rates & data	231
now off the air	28
sales of	29-32
U.S., personnel, rates & data	63-231
Storer Broadcasting Co.	55
Stromberg-Carlson Co.—	
financial record	398
receiver manufacturing	375
Studio equipment manufacturers	412-418
Subscription-TV organizations	418
Switzerland, TV stations & sets	241
Sylvania Electric Products Inc.—	
financial record	398
receiver manufacturing	375
tube manufacturing	380
Systems, world's TV	237

T

Target dates—	
new TV stations, Canada	26
new TV stations, U.S.	17-26
station color equipment	313-316
Tech-Master Corp.	375
Technical—	
associations	419-421
consulting services	338-339
data, TV stations	63-237
standards for TV, including color	321-329
standards, world TV, summarized	237
Telecasters, British	242
Telecasting equipment manufacturers	411-418
Tele King Corp.	376
Teleguide Radio Co.	376
Television (see TV)	
Television Bureau of Advertising	421
Theatre Owners of America	421
Theatre-TV—	
equipment manufacturers	418
producers & syndicators	55
Theatrical interests owning TV stations	58
Tower manufacturers & erectors	412

Trade associations	419-421
Trad Television Corp.	376
Transfers, TV stations	29-32
Transmitter manufacturers	411
Transmitting antenna manufacturers	411-412
Trav-Ler Radio Corp.—	
financial record	398
receiver manufacturing	376
Tubes—	
manufacturers	379-382
cathode ray, sales, 1949-54	387
receiving sales, 1949-54	387
Tuner manufacturers	377
TV receivers—	
geographical distribution	33
in foreign countries	238-242
manufacturers, Canadian	376-377
manufacturers, financial data	389-398
manufacturers, U.S.	369-376
production, 1947-54	387
sales & inventories, 1950-54	388
shipments to dealers, by states	386
TV stations—	
applications	235-285
armed forces	55
brokers	339
by call letters	426-427
by channels	293-296
Canadian	232-237
experimental	329
financial data, FCC figures	34
foreign	237-242
Mexican	231, 237
now off air	28
sales of	29-32
U.S.	63-231
U	
UHF allocations by channels	308-312
UHF converter manufacturers	377
UHF Industry Coordinating Committee	421
Ultra High Frequency TV Association	421
United Kingdom, TV stations & sets	240
United Nations Dept. of Public Information	421
Upcoming TV stations & target dates—	
Canada	26
U. S.	17-26
U. S. Information Agency, Broadcast Advisory Committee	421
USSR, TV stations & sets	242
V	
Venezuela, TV stations & sets	242
Veteran Wireless Operators Association	421
VHF allocations by channels	306-307
W	
Warwick Manufacturing Corp.	376
Wells-Gardner & Co.—	
financial record	398
receiver manufacturing	376
West Coast Electronic Manufacturers Assn.	421
Westinghouse Broadcasting Co.	55
Westinghouse Electric Corp.—	
financial record	398
electronic tube division	382
TV-radio division	376
Wilcox-Gay Corp.—	
financial record	398
receiver manufacturing	376
World TV standards	237
World's TV stations	238-242
Z	
Zenith Radio Corp.—	
financial record	398
Rauland Corp. (tubes)	380
receiver manufacturing	376


INSTALLATION

FOR COLOR TV

Let's be frank—broadcasting network color programs is dependent only upon installing minimum color equipment costing less than \$5,000. Telechrome has been supplying such equipment to leading networks and broadcasters longer than any other manufacturer.

Complete facilities for transmission of network color, local programming from color slides and motion pictures, standard signals from color bars, color signal certification, phase measurements. Literature on these and more than 150 additional Telechrome instruments for color TV available on request.

DELIVERY 30 DAYS OR LESS



TELECHROME
INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
Amityville 4-4446





YOU PUT THEM TOGETHER

... *T-H-T makes the sales!*

TODAY, HOME and TONIGHT have long since made their mark — each is a great NBC-TV network program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

Whether you figure it by electronic calculator or on the back of an envelope, T-H-T offers an enormous number of combinations weekly. (The calculator said 32,767, but who believes calculators any more?) And *you* select the right combination for *your* product . . . *your* customers . . . *your* competitive picture . . . *your* seasonal promotions.

With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs:

TODAY The selling techniques of DAVE GARROWAY have made this pioneer early-morning news and special features show an outstanding success. Reaches the whole family — housewives, children, working men and women.

HOME Charming ARLENE FRANCIS in less than a year has made HOME TV's major source of homemaking advice and information. HOME is watched by a predominantly feminine audience — women who take time out of their busy days because they are vitally interested in improving their own homes.

TONIGHT Easy, breezy STEVE ALLEN and his guests bring comedy, music and surprises to a new live, lively late-evening

show. On TONIGHT you reach the biggest adult male audience available at Class "C" rates . . . and you make the last impression that *lasts*.

TV competition is tough. The big rewards go to the advertisers who buy television that most closely fits their advertising needs. T-H-T is designed to do exactly that with Dave Garroway, Arlene Francis and Steve Allen working for you on the air and at point-of-sale. And dealer acceptance is amazing!

Holiday note. T-H-T can put your products on display for the gift season with as little as 72 hours notice!

You will be glad to learn that combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Smart sponsors such as Dow Chemical, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., and Broil-Quik, Inc. are already taking advantage of T-H-T's flexibility. Ask your NBC-TV representative about the profitable arrangements *you* can make.



Compare...

▶ **ECONOMY**
▶ **POWER**
▶ **STYLING**



Part of the TV transmitter room of WLW-A, Atlanta, Georgia, an SE BLUE STAR STATION, showing visual end of Crosley Broadcasting Company's new 50 KW transmitter, 316 KW ERP. 100% air cooled.

standard electronics



television transmitters

You'll want to know about STANDARD'S complete line of television transmitters and amplifiers starting with a 500 W. driver expandable through "Add-A-Unit" design to 5, 10, 20, 25, 40 and 50 KW.

1. because with S-E you can get right into the picture with a big 50 KW transmitter . . . or you can start as modestly as you like, and using Standard's "Add-A-Unit" feature, build up to stay ahead of competition.

2. because with STANDARD amplifiers you can expand your present equipment — any make . . . any power — to higher power for a greater market, *simply* and *economically* without obsoleting or replacing any of the existing equipment.

FIRST TO DESIGN AND DELIVER
50 KW TRANSMITTERS



Compare before you invest. Compare Standard Electronics transmitters with any other on the market for design and economy. Learn the facts by getting in touch with:

Standard Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 emmett street • newark 5, n. j.

features:

- ▶ **economy . . .** savings in operating costs alone of \$145,000 over 5 years with a high-power Standard Electronics transmitter.
- ▶ **reduced power consumption . . .** as much as 25% less than competitive transmitters of similar power.
- ▶ **modern styling . . .** full-length plate glass doors make all tubes visible and accessible from front . . . cabinetry by Dreyfuss.
- ▶ **long-life tubes . . .** 5000 hours and more, even on the high band. Low-emission visual tubes may be interchanged in aural section for even longer life.
- ▶ **low original tube cost . . .** Only \$210 each . . . all air cooled. Similar types extensively employed.
- ▶ **economical installation . . .** fewer building alterations . . . adaptable to any station layout.
- ▶ **color . . .** elimination of back porch clamp insures proper operation with color signals.
- ▶ **self-contained . . .** compact, no external blowers or external vaults needed. Air cooling throughout.
- ▶ **meters and control circuit lights . . .** for continuous, visible check on every major circuit during operation.
- ▶ **extra-easy tuning . . .** simplified tuning of video final stages.

Construction Permits Outstanding for New Stations

Status of Post-Freeze Grantees Not Yet on the Air as of Jan. 15, 1955

With Probable Starting Dates, as Reported, and National Sales Representatives

For List of CPs Relinquished, see p. 26; for List of Stations That Went Off Air, see p. 28

Radio Station Affiliate, If Any, Indicated in Parentheses After Name of Grantee

Powers are ERP and Antenna Heights are Above Average Terrain, as Specified in CPs

BPCT number is FCC file reference. For details about these grantees, including street addresses and principals, see starred items on Blue Pages. For Directory of National Sales Representatives, see pp. 245-252.

Dagger (†) Denotes Non-Commercial Educational Grantee

Editor's Note: This log brings up-to-date the status reports on CPs to Jan. 15, 1955. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution that these more often than not are optimistic expectations, for experience has shown that you can usually add a month or more to estimates given. The weekly Television Digest will continue to report latest data on upcoming new stations as fast as received.

ALABAMA

- † WEDB, Birmingham (Ch. 10)—Alabama Educational Television Commission. Granted 10-13-54; 30.9-kw visual, 18.6-kw aural, 530-ft. BPET-52. January, 1955.
- WJLN-TV, Birmingham (Ch. 48)—Johnston Bcstg. Co. (WJLD, Homewood). Granted 12-10-52; 230-kw visual, 120-kw aural, 650-ft. BPCT-1335. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted extension to Feb. 10, 1955.]
- WTVY, Dothan (Ch. 9)—Ala-Fla-Ga Television Inc. Granted 7-2-54; 28.2-kw visual, 14.1-kw aural, 550-ft. BPCT-1839. February, 1955.
- WSLA, Selma (Ch. 8)—Deep South Bcstg. Co. (WBAM, Montgomery). Granted 2-24-54; 2.51-kw visual, 1.26-kw aural, 360-ft. BPCT-1814.

ARKANSAS

- KRBB, El Dorado (Ch. 10)—South Arkansas Television Co. Inc. (KVMA, Magnolia). Granted 2-24-54; 2.82-kw visual, 1.41-kw aural, 250-ft. BPCT-1590.
- KNAC-TV Fort Smith (Ch. 5)—American Television Co. Inc. Granted 6-4-54; 50-kw visual, 25-kw aural, 645-ft. BPCT-842. [Note: Sale to Southwestern Publishing Co., operator of KFSB-TV, Fort Smith (Ch. 22), which plans shift to Ch. 5, pending FCC approval; see *Television Digest*, Vol. 10:52.]
- KBTM-TV, Jonesboro (Ch. 8)—Regional Bcstg. Co. (KBTM). Granted 1-12-55; 11.7-kw visual, 7.08-kw aural, 200-ft. BPCT-1900.
- KTHV, Little Rock (Ch. 11)—Arkansas Television Co. Granted 11-3-54; 316-kw visual, 158-kw aural, 1736-ft. BPCT-1057. Rep: Branham. September, 1955.

CALIFORNIA

- KCOA, Corona (Ch. 52)—KOWL Bcstg. Co. (KOWL, Santa Monica). Granted 9-16-52; 38-kw visual, 20.4-kw aural, 2910-ft. BPCT-1494.
- KBIC-TV, Los Angeles (Ch. 22)—John Poole Bcstg. Co. Granted 12-10-52; 540-kw visual, 320-kw aural, 2930-ft. BPCT-1345.
- KTRB-TV, Modesto (Ch. 14)—KTRB Bcstg. Co. Inc. (KTRB). Granted 2-17-54; 20.4-kw visual, 11-kw aural, 300-ft. BPCT-1721.
- KBET-TV, Sacramento (Ch. 10)—Sacramento Telecasters Inc. Granted 9-29-54; 316-kw visual, 158-kw aural, 1120-ft. BPCT-976. Rep: H-R Television Inc. March, 1955.
- KBIE-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co. Granted 6-26-53; 207-kw visual, 107.7-kw aural, 514-ft. BPCT-1007.
- KUSH, San Diego (Ch. 21)—Elliott L. Cushman. Granted 12-23-53; 186-kw visual, 100-kw aural, 810-ft. BPCT-1769.
- KBAY-TV, San Francisco (Ch. 20)—Dr. & Mrs. Leonard Averett d/b as Bay Television. Granted 3-11-53; 151-kw visual, 81.3-kw aural, 1070-ft. BPCT-1490. [Note: Transfer from Lawrence A. Harvey approved by FCC Dec. 29, 1954; see *Television Digest*, Vol. 10:45 & 11:1.]
- KQXI, San Jose (Ch. 11)—Standard Radio & Television Co. Granted 4-15-54; 178-kw visual, 99.4-kw aural, 2770-ft. BPCT-1542.
- KAKI, Visalia (Ch. 43)—Sequoia Telecasting Co. Granted 10-6-54; 22.9-kw visual, 12.6-kw aural, 310-ft. BPCT-1878.

COLORADO

- † KRMA-TV, Denver (Ch. 6)—School District No. 1 in the City & County of Denver and State of Colorado School District. Granted 7-1-53; 20-kw visual, 10.3-kw aural, 950-ft. BPET-30

CONNECTICUT

- WELL-TV, New Haven (Ch. 59)—Connecticut Radio Foundation Inc. (WELI). Granted 6-24-53; 19.5-kw visual, 10.2-kw aural, 560-ft. BPCT-456.
- WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Granted 12-31-52; 19.1-kw visual, 10.2-kw aural, 700-ft. BPCT-1217. "Sometime in 1955."
- WSTF, Stamford (Ch. 27)—Stamford-Norwalk Television Corp. Granted 5-27-53; 19.5-kw visual, 11-kw aural, 240-ft. BPCT-1672.
- † WCTB, Bridgeport (Ch. 71)—Conn. State Board of Education. Granted 1-29-53; 220-kw visual, 110-kw aural, 610-ft. BPET-15.
- † WEDH, Hartford (Ch. 24)—Conn. State Board of Education. Granted 1-29-53; 235-kw visual, 120-kw aural, 780-ft. BPET-16.
- † WCTN, Norwich (Ch. 63)—Conn. State Board of Education. Granted 1-29-53; 215-kw visual, 110-kw aural, 590-ft. BPET-17.

DISTRICT OF COLUMBIA

- Washington (Ch. 20)—Washington Metropolitan Television Corp. (WGMS). Granted 10-21-54; 188-kw visual, 97.28-kw aural, 520-ft. BPCT-1518.
- WOOK-TV, Washington (Ch. 50)—United Bcstg. Co. Inc. (WOOK). Granted 2-24-54; 22.9-kw visual, 13.5-kw aural, 340-ft. BPCT-1819. Rep: United Bcstg. Co.

FLORIDA

- WPGT, Clearwater (Ch. 32)—Pioneer Gulf Television Bcstrs. Granted 12-2-53; 93.3-kw visual, 53.7-kw aural, 320-ft. BPCT-1301.
- WMFJ-TV, Daytona Beach (Ch. 2)—Telrad Inc. (WMFJ). Granted 7-8-54; 1.26-kw visual, .72-kw aural, 317-ft. BPCT-1219. "Sooner than July 1, 1954."
- WOBS-TV Jacksonville (Ch. 30)—Southern Radio & Equipment Co. (WOBS). Granted 8-12-53; 18.2-kw visual, 11-kw aural, 430-ft. BPCT-1391. Rep: Stars National Inc. Spring of 1955.
- WMFL, Miami (Ch. 33)—Miami Biscayne Television Corp. Granted 12-9-53; 182-kw visual, 97.7-kw aural, 480-ft. BPCT-1616.
- † WTHS-TV, Miami (Ch. 2)—Lindsey Hopkins Vocational School of Dade County Board of Public Instruction (WTHS). Granted 11-12-53; 11.5-kw visual, 5.75-kw aural, 300-ft. BPET-2.
- WTVT, Tampa (Ch. 13)—Tampa Television Co. Granted 9-2-54; 316-kw visual, 158-kw aural, 793-ft. BPCT-1302. Rep: Pearson. [Delayed by protest.]

GEORGIA

- WCTV, Thomasville (Ch. 6)—E. D. Rivers Sr. Granted 12-23-53; 6.03-kw visual, 3.02-kw aural, 350-ft. BPCT-1254.

IDAHO

- KWIK-TV, Pocatello (Ch. 6)—Pocatello Television Corp. (KWIK). Granted 2-25-53; 7.2-kw visual, 3.6-kw aural, 20-ft. BPCT-1556. Rep: Hollingbery. "Summer of 1955."
- KLIX-TV, Twin Falls (Ch. 11)—Southern Idaho Bcstg. & Television Co. (KLIX). Granted 3-18-53; 26.9-kw visual, 13.5-kw aural, 660-ft. BPCT-1292. Rep: Hollingbery. "Early in 1955."

ILLINOIS

- † WTLC, Champaign-Urbana (Ch. 12)—University of Illinois (WILL). Granted 11-4-52; 55-kw visual, 27.5-kw aural, 180-ft. BPET-34.
- WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC). Granted 1-7-53; 219-kw visual, 110-kw aural, 600-ft. BPCT-1343.
- WIND-TV, Chicago (Ch. 20)—WIND Inc. (WIND). Granted 3-18-53; 1000-kw visual, 500-kw aural, 570-ft. BPCT-187.

(Continued on page 20)

superior...

including superb transmission of FCC-approved COLOR signal

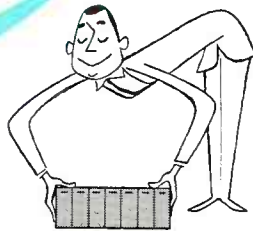
HIGH POWER
Plus
PERFORMANCE

25 kw
low band

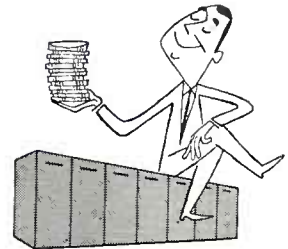
50 kw
high band



QUIET! Water-cooling of final anodes only assures extremely quiet operation — no noisy “wind-tunnel” roar.

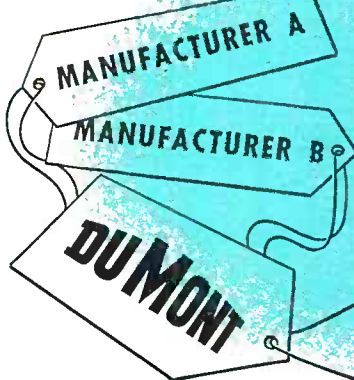


COMPACT! By actual comparison this transmitter requires 60% less space. The aural and visual sections can be separated and subdivided for flexible layout arrangement.



ECONOMICAL! Both aural and visual amplifiers are identical — spare parts are interchangeable.

COMPARE
THESE PRICE TAGS



SERIES 9000 (LOW BAND) 25 KW VHF TELEVISION TRANSMITTER

BY EVERY MEASURE!

- Single 4W20000A tetrode used in both aural and visual amplifiers of 25 KW. Pair employed in aural and visual amplifiers of 50 KW.
- Separate built-in power supplies in both aural and visual amplifiers safeguard against cut-off due to possible failure in either section.
- Exceeds FCC color specifications.
- Low Driving Power! 25 KW Transmitter: only 500 watts.
50 KW Transmitter: less than 5 KW.
- Compact design permits *one-man tuning*—quickly and easily.
- Simple broadband circuits require minimum tuning with aid of built-in wobulator and band-pass indicator.
- *No external sideband filter required.* Intermediate level modulation provides simpler attenuation.
- No fuss in tube-changing! Tubes equipped with self-sealing quick-disconnect couplings. Tube-changing time: 30 seconds.
- Trouble-light system indicates and locates breakdowns instantly.

Add up all the features of the Du Mont 25 KW / 50 KW transmitters and compare to other transmitters in this power class. You'll quickly discover that your best buy is Du Mont, from the initial cost view and on an operating cost basis. With a Du Mont installation, more of that high-power money will find its way into your pocket.

WRITE... for Bulletin describing in detail the new Du Mont 25 KW (for Channels 2-6) or 50 KW (for Channels 7-13) Television Transmitters.

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

DU MONT



**COMPARE
THESE PRICE TAGS**

MANUFACTURER A

MANUFACTURER B

DU MONT

SERIES 12000 (HIGH BAND) 50 KW VHF TELEVISION TRANSMITTER

ILLINOIS—(Continued from page 17)

- †**WTTW, Chicago (Ch. 11)**—Chicago Educational Television Foundation. Granted 11-5-53; 61.7-kw visual, 33.1-kw aural, 610-ft. BPET-38. August-September, 1955.
- WOPT, Chicago (Ch. 44)**—WOPA Inc. (WOPA). Granted 2-10-54; 204-kw visual, 110-kw aural. 660-ft. BPCT-1820.
- WTLE, Evanston (Ch. 32)**—Northwestern Television Bcstg. Corp. Granted 8-12-53; 24-kw visual, 12.9-kw aural, 160-ft. BPCT-1724.

INDIANA

- WANE-TV, Fort Wayne (Ch. 69)**—Radio Fort Wayne Inc. (WANE). Granted 9-29-54; 99.1-kw visual, 49.55-kw aural, 432-ft. BPCT-1040.
- WNDU-TV, Notre Dame (Ch. 46, allocated to South Bend)**—Michiana Telecasting Corp. (WHOT). Granted 8-12-54; 164-kw visual, 82-kw aural, 500-ft. BPCT-1431.

KANSAS

- †**KSAC-TV, Manhattan (Ch. 8)**—Kansas State College of Agriculture & Applied Science (KSAC). Granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPET-1. [Fails to get appropriation, see *Television Digest*, Vol. 9:15]

KENTUCKY

- WPTV, Ashland (Ch. 59)**—Polan Industries. Granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009.
- WLAP-TV, Lexington (Ch. 27)**—American Bcstg. Corp. (WLAP). Granted 12-3-53; 250-kw visual, 125-kw aural, 625-ft. BPCT-1140.
- WLEX-TV, Lexington (Ch. 18)**—WLEX-TV Inc. (WLEX). Granted 4-13-54; 171-kw visual, 92-kw aural, 630-ft. BPCT-1815. Rep: Forjoe. January, 1955.
- WQXL-TV, Louisville (Ch. 41)**—Robert W. Rounasville (WLQU). Granted 1-14-53; 200-kw visual, 105-kw aural, 210-ft. BPCT-1442. Rep: Forjoe. "Early in 1955."
- WNOP-TV, Newport (Ch. 74, allocated to Cincinnati)**—Tri-City Bcstg. Co. (WNOP). Granted 12-24-53; 17.52-kw visual, 8.762-kw aural, 515-ft. BPCT-1737.

LOUISIANA

- WBRZ, Baton Rouge (Ch. 2)**—Louisiana Television Bcstg. Corp. (WJBO). Granted 1-28-54; 97.7-kw horizontal & 100-kw maximum visual, 56.2-kw horizontal & 57.8-kw maximum aural, using 5° electrical beam tilt. 890-ft. BPCT-1665. Rep: Hollingbery. "Spring of 1955."
- KLFY-TV, Lafayette (Ch. 10)**—Camelia Bcstg. Co. Inc. (KLFY). Granted 9-16-53; will share time and transmission facilities with Evangeline Bcstg. Co. Inc., but will maintain separate studios, using 28.2-kw visual, 15.8-kw aural, 450-ft. BPCT-1167. [Note: Has applied for permission to buy out Evangeline Bcstg.; see next item.]
- KVOL-TV, Lafayette (Ch. 10)**—Evangeline Bcstg. Co. Inc. (KVOL). Granted 9-16-53; will share time and transmission facilities with Camelia Bcstg. Co. Inc., but will maintain separate studios, using 28.2-kw visual, 15.8-kw aural, 450-ft. BPCT-818. [Note: Sale of CP to Camelia Bcstg. pends FCC approval; *Television Digest*, Vol. 10:49.]
- WCKG, New Orleans (Ch. 26)**—CKG Television Co. (WMRV). Granted 4-2-53; 100-kw visual, 54-kw aural, 330-ft. BPCT-1474. Rep: Adam Young.
- WCNO-TV, New Orleans (Ch. 32)**—Community Television Corp. Granted 4-1-53; 18.6-kw visual, 10.5-kw aural, 420-ft. BPCT-1378. Rep: Forjoe.

MARYLAND

- WITH-TV, Baltimore (Ch. 72)**—WITH-TV, Inc. (WITH). Granted 12-17-52; 95.5-kw visual, 52.5-kw aural, 510-ft. BPCT-1338. Rep: Forjoe.
- WTLF, Baltimore (Ch. 18)**—United Bcstg. Co. of Eastern Maryland Inc. (WSID, Essex, Md.). Granted 12-9-53; 214-kw visual, 12.6-kw aural, 502-ft. BPCT-1791. Rep: United Bcstg. Co.
- WTBO-TV, Cumberland (Ch. 17)**—Cumberland Valley Bcstg. Corp. (WTBO). Granted 11-12-53; 19.1-kw visual, 9.55-kw aural, 1010-ft. BPCT-1146.

MASSACHUSETTS

- WJDW, Boston (Ch. 44)**—J. D. Wrather Jr. Granted 8-12-53; 282-kw visual, 145-kw aural, 580-ft. BPCT-1656.
- WHEF-TV, Brockton (Ch. 62)**—Trans-American Enterprises Inc. Granted 7-29-53; 195-kw visual, 105-kw aural, 430-ft. BPCT-1731.
- WAAB-TV, Worcester (Ch. 20)**—WAAB Inc. (WAAB). Granted 8-12-53; 74.1-kw visual, 41.7-kw aural, 820-ft. BPCT-1241. Rep: Hollingbery.

MICHIGAN

- †**WUOM-TV, Ann Arbor (Ch. 26)**—Regents of the U of Michigan. Granted 11-4-53; 263-kw visual, 138-kw aural. BPET-27. [Fails to get appropriation, see *Television Digest*, Vol. 10:10.]
- WBCK-TV, Battle Creek (Ch. 58)**—Michigan Bcstg. Co. (WBCK). Granted 11-19-52; 74.1-kw visual, 40.7-kw aural, 580-ft. BPCT-1076. Rep: Headley-Reed.

- WBID-TV, Detroit (Ch. 62)**—Woodward Bcstg. Co. Granted 11-18-53; 200-kw visual, 100-kw aural, 685-ft. BPCT-1589. [Note: Sold to Woodward Bcstg. Co. by UAW-CIO; see *Television Digest*, Vol. 10:26, 29.]

- †**WTVS, Detroit (Ch. 56)**—Detroit Educational Television Foundation (WDTR-FM). Granted 7-14-54; 219-kw visual, 120-kw aural, 540-ft. BPET-27. "Spring of 1955."

- WJRT, Flint (Ch. 12)**—WJR, The Goodwill Station Inc. (WJR, Detroit). Granted 5-14-54; 316-kw visual, 158-kw aural, 1000-ft. BPCT-967. "Early in 1955."

- WMCN, Grand Rapids (Ch. 23)**—Peninsular Bcstg. Co. Granted 9-2-54; 216-kw visual, 110-kw aural, 485-ft. BPCT-1730.

- WAGE-TV, Marquette (Ch. 6)**—Peninsula Television Inc. Granted 4-7-54; 24.5-kw visual, 13.2-kw aural, 630-ft. BPCT-1783. June, 1955.

- WTVM, Muskegon (Ch. 35)**—Versluis Radio & Television Inc. (WLAV, Grand Rapids). Granted 12-23-52; 268-kw visual, 140-kw aural, 974-ft. BPCT-1208.

MINNESOTA

- KHTV, Hibbing (Ch. 10)**—North Star Television Co. Granted 1-13-54; 10.5-kw visual, 5.25-kw aural, 630-ft. BPCT-1774.

MISSISSIPPI

- WCBI-TV, Columbus (Ch. 4)**—Birney Ines Jr. (WCBI). Granted 7-28-54; 10.7-kw visual, 5.37-kw aural, 390-ft. BPCT-1868. Rep: McGillvra. May, 1955.

- _____, **Tupelo (Ch. 9)**—Tupelo Citizens Television Co. Granted 12-8-54; 26.9-kw visual, 13.5-kw aural, 370-ft. BPCT-1917.

MISSOURI

- KFUO-TV, Clayton (Ch. 30, allocated to St. Louis)**—Lutheran Church—Missouri Synod (KFUO). Granted 2-4-53; 175-kw visual, 91-kw aural, 580-ft. BPCT-404.

- KRCG, Jefferson City (Ch. 13)**—Jefferson Television Co. (KWOS). Granted 6-10-54; 105-kw visual, 63.1-kw aural, 660-ft. BPCT-1843. Rep: Meeker. January, 1955.

- KTVO, Kirksville (Ch. 3)**—KBIZ Inc. (KBIZ, Ottumwa, Ia.). Granted 12-16-53; 100-kw visual, 50-kw aural, 1082-ft. BPCT-1452.

- WIL-TV, St. Louis (Ch. 42)**—Missouri Bcstg. Corp. (WIL). Granted 2-11-53; 170-kw visual, 89-kw aural, 490-ft. BPCT-1444.

NEBRASKA

- KSTF, Scottsbluff (Ch. 10)**—Frontier Bcstg. Co. Granted 8-18-54; 12.3-kw visual, 6.17-kw aural, 620-ft. BPCT-1874. Rep: Hollingbery. February, 1955. [Note: To be operated as satellite by KFBC-TV, Cheyenne, Wyo.]

NEW HAMPSHIRE

- WKNE-TV, Keene (Ch. 45)**—WKNE Corp. (WKNE-CBS). Granted 4-22-53; 23-kw visual, 12.5-kw aural, 800-ft. BPCT-1300. Rep: Meeker.

NEW JERSEY

- WOCN, Atlantic City (Ch. 52)**—David E. Mackey. Granted 1-7-53; 24.5-kw visual, 13.2-kw aural, 360-ft. BPCT-1457.

- WKDN-TV, Camden (Ch. 17, allocated to Philadelphia)**—South Jersey Bcstg. Co. (WKDN). Granted 1-28-54; 17.8-kw visual, 9.77-kw aural, 250-ft. BPCT-1522.

- †**WTLV, New Brunswick (Ch. 19)**—Dept. of Education, State of N.J. Granted 12-3-52; 105-kw visual, 53-kw aural, 780-ft. BPET-13. [Fails to get appropriation, see *Television Digest*, Vol. 10:10.]

NEW YORK

- WPTR-TV, Albany (Ch. 23)**—Patroon Bcstg. Co. Inc. (WPTR). Granted 6-10-53; 257-kw visual, 135-kw aural, 1010-ft. BPCT-405.

- WINR-TV, Binghamton (Ch. 40)**—Southern Tier Radio Service Inc. (WINR). Granted 9-29-54; 190-kw visual, 99-kw aural, 560-ft. BPCT-892. Rep: Hollingbery.

- WICU-TV, Ithaca (Ch. 20)**—Cornell University (WHCU). Granted 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. [Commercial channel.] BPCT-534.

- WNYC-TV, New York (Ch. 31)**—City of New York (WNYC). Granted 5-12-54; 251-kw visual, 135-kw aural, 590-ft. BPCT-899. May, 1955.

- WGBF-TV, Rochester (Ch. 15)**—Star Bcstg. Co. Inc. (WGVA). Granted 6-10-53; 288-kw visual, 151-kw aural, 430-ft. BPCT-1608. Rep: Donald Cooke. [Cited by FCC on extension of CP; *Television Digest*, Vol. 10:12; granted extension to Feb. 10, 1955.]

- WRNY-TV, Rochester (Ch. 27)**—Genesee Valley Television Corp. Granted 4-1-53; 265-kw visual, 135-kw aural, 440-ft. BPCT-1387.

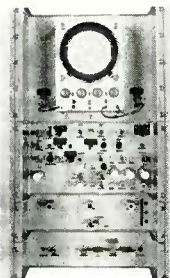
- †**WTVZ, Albany (Ch. 17)**—University of the State of New York. Granted 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. BPET-3.

(Continued on page 22)

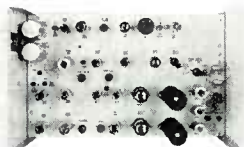
1 source for all your color television equipment

Federal

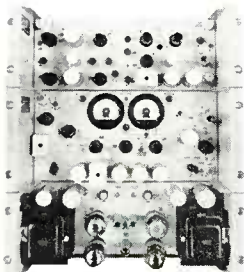
Test Equipment



FTL-P-127A
Chromascope



FTL-122A
Linearity Checker



FTL-P-125A Envelope
Delay Curve Tracer

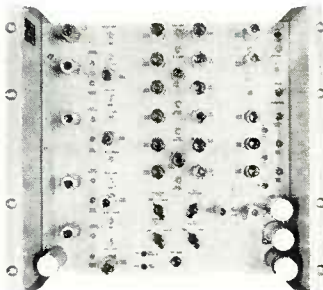


Wide experience in the manufacture of monochrome television equipment places Federal Telecommunication Laboratories in a most advantageous position to provide color television equipment for your station.

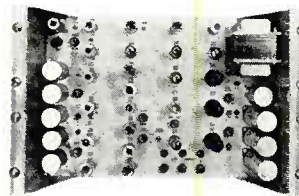
Newly developed color units maintain Federal's reputation for low cost, reliable, efficient equipment. A complete line for color is now available.

For all your color television needs, make FTL your one source.

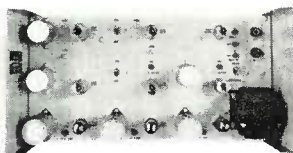
Studio Equipment



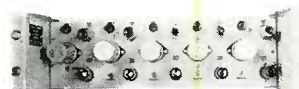
FTL-P-121A Color Bar Gen.



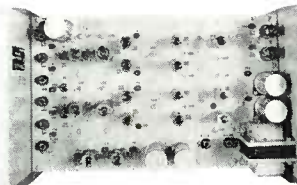
FTL-P-123A Color
Stabilizing Amplifier



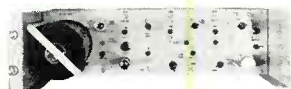
FTL-P-116A Matrix
Adder & Signal Delay



FTL-P-124A Color Video
Distribution Amplifier
(5 Channels)



FTL-P-117A Color Encoder



FTL-P-114A Color Standard

Federal Telecommunication Laboratories

A DIVISION OF INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

TELEVISION BRANCH • ROUTE 17, LODI, N. J. • Main Office: 500 Washington Ave., Nutley, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.

Export Distributor: International Standard Electric Corp., 67 Broad St., N. Y.



- †WQTV, Binghamton (Ch. 46)—University of the State of New York. Granted 8-13-52; 200-kw visual, 105-kw aural, 540-ft. BPET-11.
- †WTVF, Buffalo (Ch. 23)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 630-ft. BPET-4.
- †WIET, Ithaca (Ch. 14)—University of the State of New York, State Education Department. Granted 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. BPET-10.
- †WGTV, New York (Ch. 25)—University of the State of New York. Granted 8-13-52; 205-kw visual, 110-kw aural, 680-ft. BPET-5.
- †WROH, Rochester (Ch. 21)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 700-ft. BPET-6.
- †WHTV, Syracuse (Ch. 43)—University of the State of New York. Granted 9-17-52; 200-kw visual, 105-kw aural, 560-ft. BPET-7.

Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. (See *Television Digest*, Vol. 9:9.)

NORTH CAROLINA

- WFLB-TV, Fayetteville (Ch. 18)—Fayetteville Bcstrs. Inc. (WFLB). Granted 4-13-54; 98.5-kw visual, 54.5-kw aural, 320-ft. BPCT-1395.
- WTVX, Gastonia (Ch. 48)—Air Pix Corp. Granted 4-7-54; 14.4-kw visual, 7.59-kw aural, 900-ft. BPCT-1848.
- WRRF-TV, Washington (Ch. 7)—North Carolina Television Inc. (WRRF). Granted 10-27-54; 251-kw visual, 138-kw aural, 480-ft. BPCT-1856.
- WHTT, Wilmington (Ch. 3)—Wilmington Television Corp. Granted 2-17-54; 6.03-kw visual, 3.02-kw aural, 220-ft. BPCT-1755.

NORTH DAKOTA

- KNOX-TV, Grand Forks (Ch. 10)—Community Radio Corp. (KNOX). Granted 3-10-54; 2.82-kw visual, 1.41-kw aural, 180-ft. BPCT-1760.

OHIO

- WQXN-TV, Cincinnati (Ch. 54)—Robert W. Rounsaville. (WCIN). Granted 5-13-53; 129-kw visual, 67.6-kw aural, 530-ft. BPCT-1681. Rep: Forjoe. "Early in 1955."
- WERE-TV, Cleveland (Ch. 65)—Cleveland Bcstg. Inc. (WERE). Granted 6-17-53; 204-kw visual, 110-kw aural, 650-ft. BPCT-279. Rep: Venard, Rintoul & McConnell.
- WHK-TV, Cleveland (Ch. 19)—United Bcstg. Co. (WHK). Granted 12-3-53; 220-kw visual, 120-kw aural, 645-ft. BPCT-216.

- †WOSU-TV, Columbus (Ch. 34)—Ohio State University (WOSU). Granted 4-22-53; 205-kw visual, 110-kw aural, 560-ft. BPET-23. October, 1955.
- WEOL-TV, Elyria (Ch. 31, allocated to Lorain)—Elyria-Lorain Bcstg. Co. (WEOL). Granted 2-12-54; 96-kw visual, 51.8-kw aural, 357-ft. BPCT-1124.
- WTVG, Mansfield (Ch. 36)—Fergum Theatres Inc. Granted 6-4-54; 17-kw visual, 9.1-kw aural, 715-ft. BPCT-1179.
- WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Granted 9-4-52; 99-kw visual, 50-kw aural, 430-ft. BPCT-1010.
- WTOH-TV, Toledo (Ch. 79)—Woodward Bcstg. Co. Granted 10-20-54; 166-kw visual, 87.1-kw aural, 420-ft. BPCT-1899.

OKLAHOMA

- KVSO-TV, Ardmore (Ch. 12)—John F. Easley (KVSO). Granted 5-12-54; 27.5-kw visual, 13.8-kw aural, 640-ft. BPCT-1821.
- KMIV, Miami (Ch. 58)—Miami Television Co. Granted 4-22-53; 1.75-kw visual, .87-kw aural, 230-ft. BPCT-1650.
- †KETA, Oklahoma City (Ch. 13)—Oklahoma Educational Television Authority. Granted 12-2-53; 316-kw visual, 191-kw aural, 1440-ft. BPET-21.
- KSPG, Tulsa (Ch. 17)—Arthur R. Olson. Granted 2-4-54; 215.2-kw visual, 116.2-kw aural, 864-ft. BPCT-1628.
- †KOED-TV, Tulsa (Ch. 11)—Oklahoma Educational Television Authority. Granted 7-21-54; 75.9-kw visual, 45.7-kw aural, 1270-ft. BPET-51. "Early part of 1955."

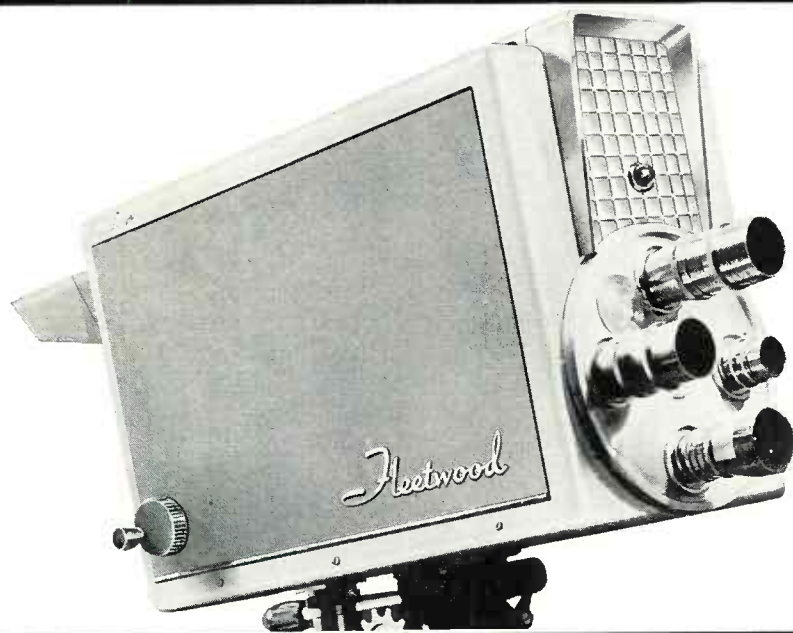
OREGON

- KFJI-TV, Klamath Falls (Ch. 2)—KFJI Bcstrs. (KFJI). Granted 12-1-54; 13.07-kw visual, 6.54-kw aural, 460-ft. BPCT-1299.
- KLOR, Portland (Ch. 12)—Oregon Television Inc. Granted 7-22-54; 316-kw visual, 158-kw aural, 1015-ft. BPCT-938. Rep: Hollingbery. February, 1955.
- KSLM-TV, Salem (Ch. 3)—Oregon Radio Inc. (KSLM-MBS). Granted 9-30-53; 5.5-kw visual, 2.75-kw aural, 970-ft. BPCT-1180.

PENNSYLVANIA

- WQCY, Allentown (Ch. 39)—Queen City Television Co. Inc. Granted 8-10-53; 263-kw visual, 141-kw aural, 349-ft. BPCT-1001. Rep: Weed.
- WLEU-TV, Erie (Ch. 66)—Commodore Perry Bcstg. Service Inc. Granted 12-31-53; 7.1-kw visual, 3.83-kw aural, 550-ft. BPCT-1283.
- WAZL-TV, Hazelton (Ch. 63)—Hazelton Television Corp. (WAZL). Granted 12-17-52; 20-kw visual, 10.7-kw aural, 660-ft. BPCT-481.

FLEETWOOD . . . TELEVISION CAMERAS AND CAMERA CHAINS FOR 1955



The Fleetwood Camera, using the number 6198 vidicon tube, produces and maintains a standard of better than 500 lines over many hours of continuous operation. 7" viewer produces a clear, sharp picture.

Camera console includes DC power supply, and stabilization amplifier, adjusted to produce a standard video signal of 1 volt with controlled black level set-up. For single chain operation, sync pulses may also be mixed to produce the standard composite video signal.

Fleetwood gives live camera response within minutes.

Size: 10" x 15" x 23"—weight 50 pounds

THE FLEETWOOD CORPORATION
1037 Custer Drive
Toledo 12, Ohio

. . . the Fleetwood VIDICON

WWLA, Lancaster (Ch. 21)—Harold C. Burke. Granted 5-6-53; 18-kw visual, 10-kw aural, 610-ft. BPCT-1670. March, 1955.

WIBG-TV, Philadelphia (Ch. 23)—Daily News Television Co. (WIBG). Granted 10-21-53; 1000-kw visual, 501-kw aural, 640-ft. BPCT-119. Note: Same controlling interests (Paul F. Harron) have purchased **WDEL-TV, Wilmington, Del.**, so this grant will be dropped; [*Television Digest*, Vol. 11:4].

WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Granted 12-23-52; 230-kw visual, 120-kw aural, 490-ft. BPCT-1417 [Transfer of ownership to Ed Lamb pending; *Television Digest*, Vol. 9:30.]

WRAC-TV, Williamsport (Ch. 36)—WRAC Inc. (WRAC). Granted 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. BPCT-521. Rep: Everett-McKinney. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension to Jan. 12, 1955.]

RHODE ISLAND

WPRO-TV, Providence (Ch. 12)—Cherry & Webb Bcstg. Co. (WPRO-CBS). Granted 9-3-53; 316-kw visual, 158-kw aural, 510-ft. BPCT-223. Rep: Blair.

SOUTH CAROLINA

WACA-TV, Camden (Ch. 14)—Camden Bcstg. Corp. (WACA). Granted 6-3-53; 78-kw visual, 45-kw aural, 550-ft. BPCT-1544.

WSPA-TV, Spartanburg (Ch. 7)—Spartan Radlocasting Co. (WSPA). Granted 11-25-53; 200-kw visual, 120-kw aural, 1182-ft. BPCT-1216. [Delayed by protests to locating transmitter on Paris Mt.; see *Television Digest*, Vol. 10:14, 18, 20.]

SOUTH DAKOTA

KOTA-TV, Rapid City (Ch. 3)—Black Hills Broadcast Co. of Rapid City (KOTA). Granted 12-8-54; 1.48-kw visual, .891-kw aural, 260-ft. BPCT-1907. Rep: Headley-Reed. June, 1955.

KTLV, Rapid City (Ch. 7)—Hills Bcstg. Co. Granted 2-24-54; 11.2-kw visual, 5.62-kw aural, 480-ft. BPCT-1566.

TENNESSEE

WDXI-TV, Jackson (Ch. 7)—Dixie Bcstg. Co. (WDXI). Granted 12-2-53; 83.2-kw visual, 41.7-kw aural, 630-ft. BPCT-1255. Rep: Burn-Smith. March, 1955.

TEXAS

KFDM-TV, Beaumont (Ch. 6)—Beaumont Bcstg. Corp. (KFDM). Granted 8-4-54; 100-kw visual, 50-kw aural, 537-ft. BPCT-762. Free & Peters. [Delayed by protest.]

KBST-TV, Big Spring (Ch. 4)—Big Spring Bcstg. Co. (KBST). Granted 7-22-54; 1.33-kw visual, .802-kw aural, 323-ft. BPCT-1479.

KTLG, Corpus Christi (Ch. 43)—Trinity Bcstg. Corp. Granted 12-8-53; 37.1-kw visual, 19.1-kw aural, 460-ft. BPCT-1032.

KDTX, Dallas (Ch. 23)—UHF Television Co. Granted 1-14-53; 220-kw visual, 115-kw aural, 510-ft. BPCT-827.

KLIF-TV, Dallas (Ch. 29)—Trinity Bcstg. Corp. (KLIF). Granted 2-11-53; 50-kw visual, 25-kw aural, 490-ft. BPCT-1388.

KOKE, El Paso (Ch. 13)—Trinity Bcstg. Corp. (KELP). Granted 3-18-54; 28.2-kw visual, 17-kw aural, 120-ft. BPCT-1840. Rep: Forjoe. June 1955.

KFJZ-TV, Fort Worth (Ch. 11)—Texas State Network Inc. (KFJZ). Granted 9-17-54; 316-kw visual, 158-kw aural, 1020-ft. BPCT-571. Rep: H-R Television Inc. "By summer of 1955."

KTVP, Houston (Ch. 23)—UHF Television Co. Granted 1-7-53; 175-kw visual, 88-kw aural, 510-ft. BPCT-826.

KXYZ-TV, Houston (Ch. 29)—Shamrock Bcstg. Co. (KXYZ). Granted 6-17-53; 1000-kw visual, 501-kw aural, 670-ft. BPCT-319.

KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE). Granted 11-17-54; 10.7-kw visual, 5.37-kw aural, 670-ft. BPCT-1905.

KALA, San Antonio (Ch. 35)—Alamo Television Co. Granted 3-25-53; 230-kw visual, 120-kw aural, 420-ft. BPCT-802.

KCOR-TV, San Antonio (Ch. 41)—KCOR Inc. (KCOR). Granted 5-12-54; 17.8-kw visual, 9.77-kw aural, 350-ft. BPCT-1800. Rep: Richard O'Connell. March, 1955.

KPAR-TV, Sweetwater (Ch. 12)—Texas Telecasting Inc. Granted 8-26-53; 2.95-kw visual, 1.48-kw aural, 340-ft. BPCT-1736. Rep: Avery-Knodel.

KWTX-TV, Waco (Ch. 10)—KWTX Bcstg. Co. (KWTX). Granted 12-1-54; 107.2-kw visual, 53.6-kw aural, 525-ft. BPCT-814.

UTAH

KOVO-TV, Provo (Ch. 11)—KOVO Bcstg. Co. (KOVO). Granted 12-2-53; 64.6-kw visual, 32.4-kw aural, 1360-ft. BPCT-867.

VIRGINIA

WPRG, Petersburg (Ch. 8)—Petersburg Television Corp. Granted 10-1-54; 316-kw visual, 158-kw aural, 546-ft. BPCT-1772.

WOTV, Richmond (Ch. 29)—Winston-Salem Bcstg. Co. Inc. Granted 12-2-53; 17-kw visual, 9.33-kw aural, 540-ft. BPCT-1623.

WASHINGTON

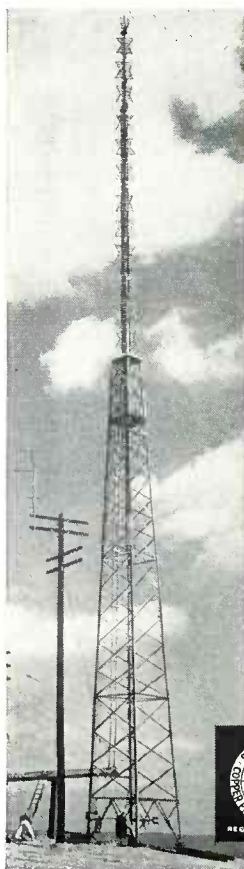
KCTL, Seattle (Ch. 20)—Seattle Construction Co. Inc. Granted 4-7-54; 200-kw visual, 100-kw aural, 630-ft. BPCT-1811.

KVAN-TV, Vancouver (Ch. 21, allocated to Portland, Ore.)—KVAN Inc. (KVAN). Granted 9-2-53; 107-kw visual, 62-kw aural, 1014-ft. BPCT-959. Rep: Bolling.

(Continued on page 26)

Styroflex Coaxial Cable

has many applications
in the communication field!



Television Broadcast



Community Antenna



Mobile Pickup



Microwave



PHELPS DODGE COPPER PRODUCTS CORPORATION

General Offices: 40 WALL STREET, NEW YORK 5, N. Y.

GET

**ALL EQUIPMENT FROM
ONE MANUFACTURER...**

G.E.

**OFFERS YOU
UNDIVIDED
RESPONSIBILITY**

**FOR A COMPLETE LINE OF
COLOR OR BLACK & WHITE**

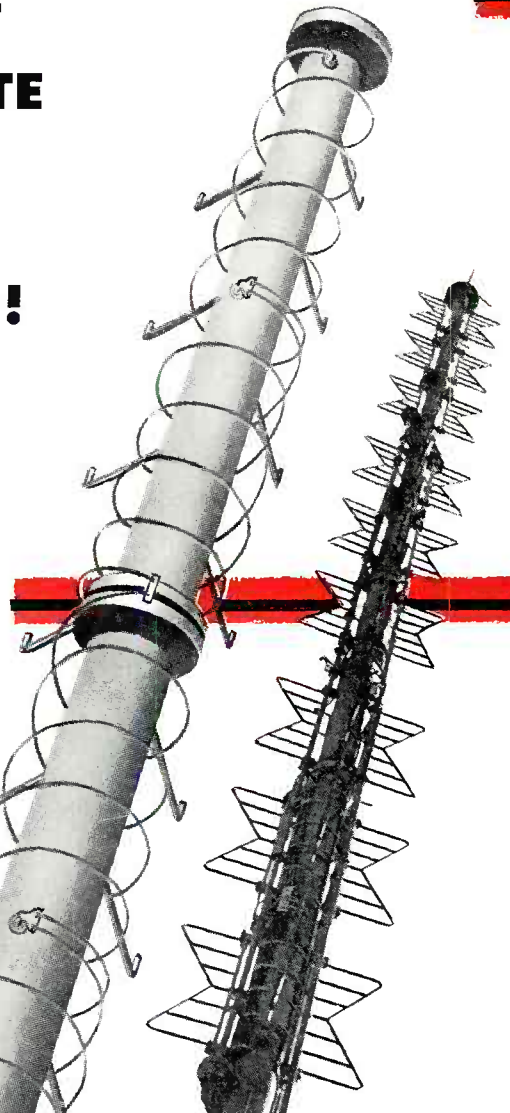
TV

EQUIPMENT!

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let General Electric be the *single source of responsibility* for delivering equipment when you want it... for delivering the performance you prefer. G.E. can answer *all* your TV needs! Take advantage of General Electric's performance tested and approved equipment. Go down the list—from the smallest tube to 50 kw VHF transmitters—General Electric has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...

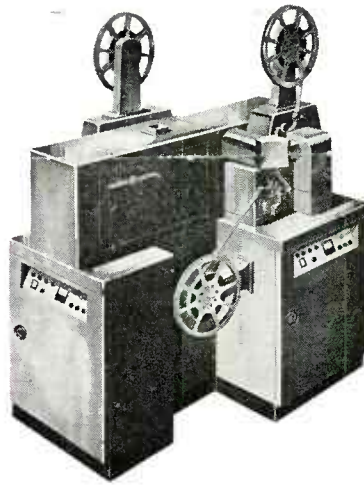
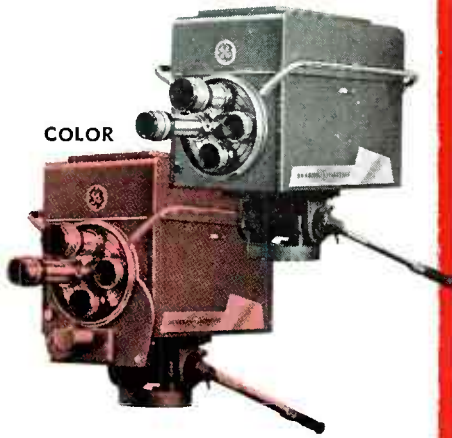
the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable . . . in short, *all your electrical and electronic requirements!*



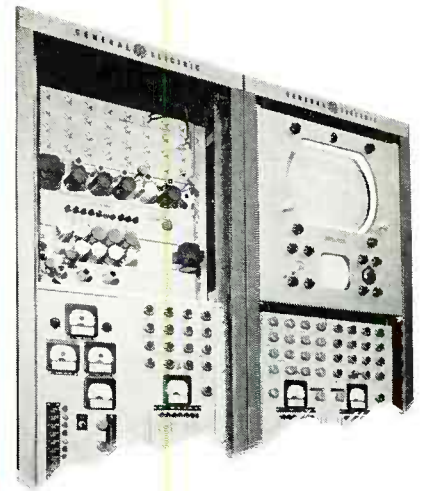
• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. G-E VHF antennas—from single to giant 12-bay units—the right size for both large and small markets!

• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

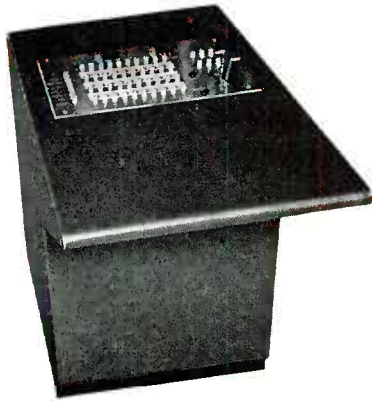
MONOCHROME



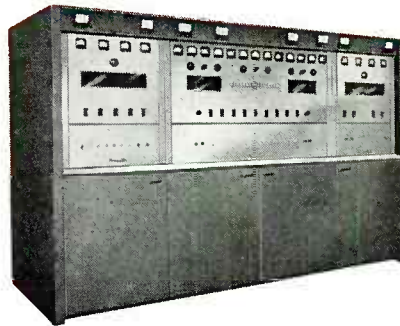
• Complete Color Film & Slide Facilities. Ideally-integrated units deliver versatile commercial & film programming.



• The G-E Chromacoder for live local programs. Here is practical economy which *must* affect your color plans.



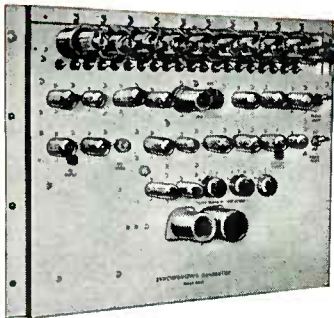
• G-E Studio Switching Combinations exactly fit your needs . . . from the smallest to the largest studio operation.



• G-E Transmitters answer all requirements . . . color or B&W. From 5 KW VHF to high power 45 KW UHF units.



• Famous G-E Mirror Changeovers. 2 or 3 mirror designs for B&W. More inputs . . . multiple adjustments. For vidicon . . . optical multiplexer types.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

*Progress Is Our
Most Important Product*

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical PYRAMID PLAN for color TV. Or, write: Section X9715, General Electric Co., Broadcast Equipment, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.S. Electronics, 830 Lansdowne Avenue, Toronto.

GENERAL  ELECTRIC

WEST VIRGINIA

- WBLK-TV, Clarksburg (Ch. 12)**—Ohio Valley Bcstg. Corp. (WBLK). Granted 2-17-54; 4.36-kw visual, 2.19-kw aural, 740-ft. BPCT-849.
- WHIS-TV, Bluefield (Ch. 6)**—Daily Telegraph Printing Co. (WHIS). Granted 10-29-54; 50.1-kw visual, 28.1-kw aural, 1225-ft. BPCT-1515. April, 1955.
- WHTN-TV, Huntington (Ch. 13)**—Greater Huntington Radio Corp. (WHTN). Granted 9-2-54; 316-kw visual, 158-kw aural, 1270-ft. BPCT-773. Rep: Petry. "Spring of 1955."
- WLTW, Wheeling (Ch. 51)**—Polan Industries. Granted 2-11-53; 120-kw visual, 67.6-kw aural, 170-ft. BPCT-1048.

WISCONSIN

- WFRV-TV, Green Bay (Ch. 5)**—Valley Telecasting Co. Granted 3-10-54; 100-kw visual, 60.3-kw aural, 600-ft. BPCT-1147. [Note: Sale of control to WNAM-TV, Neenah-Appleton-Menasha (Ch. 42), now off air, pends FCC approval; *Television Digest*, Vol. 10:49 & 11:2.]
- WTLB, LaCrosse (Ch. 38)**—LaCrosse Television Corp. Granted 12-16-53; 18.2-kw visual, 9.12-kw aural, 350-ft. BPCT-1668.

ALASKA

- KFIF, Fairbanks (Ch. 2)**—Midnight Sun Bcstg. Co. Granted 7-1-53; 13.8-kw visual, 8.32-kw aural, minus 70-ft. BPCT-1709. Reps: Weed; Moore & Lund (Pacific Northwest). February, 1955. [Note: Transfer of CP from Richard R. Rollins approved by FCC Dec. 29, 1954; see *Television Digest*, Vol. 10:47 & 11:1.]
- KTVF, Fairbanks (Ch. 11)** Northern Television Inc. Granted 12-29-54; 11-kw visual, 5.5-kw aural, minus 50-ft. BPCT-1909. Rep: Alaska Radio-TV Sales. February, 1955.



CANADIAN CPs OUTSTANDING

(As of Jan. 15, 1955.)


- CKBB-TV, Barrie, Ont. (Ch. 3)**—Ralph Snelgrove Television Ltd. (CKBB). Recommended 9-22-54; 14-kw visual, 7-kw aural, 369-ft. August or September, 1955.
- CKX-TV, Brandon, Man. (Ch. 5)**—Western Manitoba Bcstrs. Ltd. (CKX). Recommended 6-21-54; 19.3-kw visual, 9.65-kw aural, 259-ft. Reps: Weed (for U.S.); All-Canada Television. January, 1955.
- CBOFT, Ottawa, Ont. (Ch. 9)**—Canadian Bcstg. Corp. (CBO). ERP & height of tower not determined. Due to begin as French language outlet by Summer of 1955.
- CHEX-TV, Peterborough, Ont. (Ch. 12)**—Kawartha Bcstg. Co. Ltd. (CHEX). Recommended 4-5-54; 102-kw visual, 61.2-kw aural, 418-ft. Reps: Weed (for U.S.); All-Canada Television. March, 1955.
- CHLT-TV, Sherbrooke, Que. (Ch. 7)**—La Tribune Limitee (CHLT). Recommended 12-10-53; 17.3-kw visual, 8.8-kw aural, 1848-ft.
- CJON-TV, St. John's, Nfld. (Ch. 2)**—Newfoundland Bcstg. Co. Ltd. (CJON). Authorized Oct. 20, 1954; 1.06-kw visual, .834-kw aural, 359-ft. Rep: All-Canada Television. Reps: Weed (for U.S.); All-Canada Television. Spring or summer of 1955.

★ DAFFIEST! ★

TV'S NEW FUN SHOW

SEE PAGES 356-357



Post-Freeze

CPs Granted But Relinquished

Before Going on Air

(Dropped at Request of Grantee or Cancelled by FCC)

To Jan. 15, 1955

- WSGN-TV, Birmingham, Ala. (Ch. 42)**—Jemison Bcstg. Co. Inc. Dropped April 30, 1954.
- WTVS, Gadsden, Ala. (Ch. 21)**—Jacob A. Newborn Jr. Dropped May 26, 1953.
- KCNA-TV, Tucson, Ariz. (Ch. 9)**—Catalina Bcstg. Co. Dropped Sept. 2, 1953.
- KTVR, Hot Springs, Ark. (Ch. 9)**—Southern Newspapers Inc. Cancelled by FCC Dec. 8, 1954.
- KPIC-TV, El Centro, Cal. (Ch. 16)**—Valley Empire Telecasters. Cancelled by FCC Nov. 18, 1954.
- KMER, Merced, Cal. (Ch. 34)**—Merced Television Corp. Cancelled by FCC May 20, 1954.
- KICU, Salinas, Cal. (Ch. 28)**—Salinas-Monterey Television Co. Dropped Dec. 30, 1953.
- KITO-TV, San Bernardino, Cal (Ch. 18)**—KITO Inc. Dropped April 9, 1954.
- KVIE, San Jose, Cal. (Ch. 48)**—John A. Victor, Jr. Dropped Feb. 18, 1954.
- KAGR-TV, Yuba City, Cal. (Ch. 52)**—John Steventon. Dropped March 27, 1954.
- KDEN, Denver, Colo. (Ch. 26)**—Empire Coil Co. Inc. Dropped Dec. 31, 1953.
- KIRV, Denver, Colo. (Ch. 20)**—Mountain States Television Co. Cancelled by FCC Dec. 11, 1953.
- WSJL, Bridgeport, Conn. (Ch. 49)**—Harry L. Liftig. Dropped April 29, 1954.
- WHRN, Dover, Del. (Ch. 40)**—Rollins Bcstg. Inc. Dropped Nov. 5, 1954.
- WILM-TV, Wilmington, Del. (Ch. 83)**—Delaware Bcstg. Co. Dropped Dec. 15, 1954.
- WOTV, Lakeland, Fla. (Ch. 16)**—WONN-TV Inc. Dropped Nov. 13, 1953.
- WGOV-TV, Valdosta, Ga. (Ch. 37)**—WGOV-TV Inc. Dropped Nov. 5, 1954.
- KTVI, Boise, Ida. (Ch. 9)**—Idaho Bcstg. & Television Co. Dropped March 8, 1954 in order to comply with FCC requirements after purchase of KFXD-TV, Nampa (Ch. 6); for details, see *Television Digest*, Vol. 10:5. CP for Nampa dropped Oct. 27, 1954.
- KIFT, Idaho Falls, Ida. (Ch. 8)**—Idaho Falls Television Inc. Dropped Oct. 27, 1954.
- KTVI, Nampa-Boise, Ida. (Ch. 6)**—Idaho Bcstg. & Television Co. Dropped Oct. 27, 1954.
- KWIK-TV, Pocatello (Ch. 10)**—Eastern Idaho Bcstg. & Television Co. Dropped Oct. 27, 1954. [Note: KWIK-TV now holds Ch. 6 CP, resulting from merger under which New Pocatello Television Corp. is being formed with Eastern Idaho Bcstg. and Tribune Journal Co. as equal owners.]
- WCUI, Champaign, Ill. (Ch. 21)**—Champaign-Urbana Television Inc. Cancelled by FCC June 17, 1954.
- WJRE, Indianapolis, Ind. (Ch. 26)**—Marion Bcstg. Corp. Dropped April 30, 1954.
- WNES, Indianapolis, Ind. (Ch. 67)**—Empire Coil Co. Inc. Dropped Dec. 31, 1953.
- WMRI-TV, Marion, Ind. (Ch. 29)**—Chronicle Publishing Co. Inc. Dropped Jan. 22, 1954.
- KEYC, Cedar Rapids, Ia. (Ch. 20)**—Hawkeye Television Corp. Dropped Jan. 29, 1954.
- KDIO, Davenport, Ia. (Ch. 36)**—Mel Foster-Harold Hoersch. Dropped Nov. 18, 1953.
- KTKA, Topeka, Kan. (Ch. 42)**—Alf M. Landon. Dropped Nov. 15, 1954.
- WVJS-TV, Owensboro, Ky. (Ch. 14)**—Owensboro On The Air. Dropped Sept. 25, 1953. [Now applicant for Ch. 9, Hatfield, Ind.]
- WTLK, Paducah, Ky. (Ch. 43)**—Paducah Television Corp. Cancelled by FCC May 19, 1954.
- WBGT, Richmond, Ky. (Ch. 60)**—Blue Grass Television Co. Dropped Nov. 6, 1953.
- KSPJ, Alexandria, La. (Ch. 62)**—Barnet Brezner. Dropped Feb. 8, 1954.
- KHTV, Baton Rouge, La. (Ch. 40)**—Capital Television & Bcstg. Co. Dropped Feb. 18, 1954.
- WTLO, New Orleans, La. (Ch. 20)**—New Orleans Television Co. Cancelled by FCC Sept. 17, 1954.
- WFMD-TV, Frederick, Md. (Ch. 62)**—Monocacy Bcstg. Co. Dropped Dec. 11, 1953.
- WBOS-TV, Boston, Mass. (Ch. 50)**—E. Anthony & Sons Inc. Dropped July 30, 1954.
- WSEE-TV, Fall River, Mass. (Ch. 46)**—New England Television Co. Inc. Dropped Nov. 4, 1953.

WGLM, Lawrence, Mass. (Ch. 72)—General Bestg. Co. Dropped April 22, 1954.

WTEV-TV, New Bedford, Mass. (Ch. 28)—E. Anthony & Sons Inc. Dropped July 30, 1954.

WNOH, Northampton, Mass. (Ch. 36)—Regional TV Corp. Dropped Sept. 18, 1953.

WBEC-TV, Pittsfield, Mass. (Ch. 64)—Western Massachusetts Bestg. Co. Dropped June 23, 1954.

WIFB-TV, Benton Harbor, Mich. (Ch. 42)—Palladium Publishing Co. Dropped Feb. 18, 1954.

WJLB-TV, Detroit, Mich. (Ch. 50)—Booth Radio & Television Stations Inc. Dropped Dec. 23, 1954.

WCTV, Flint, Mich. (Ch. 28)—Trans-American Television Corp. Dropped Nov. 20, 1953.

WIBM-TV, Jackson, Mich. (Ch. 48)—WIBM Inc. Dropped Dec. 3, 1953.

WKMI-TV, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped Aug. 12, 1953.

WSBM-TV, Saginaw, Mich. (Ch. 51)—Booth Radio & Television Stations Inc. Dropped Dec. 23, 1954.

WJON-TV, St. Cloud, Minn. (Ch. 7)—Granite City Bestg. Co. Dropped Dec. 11, 1953.

WCOW-TV, St. Paul, Minn. (Ch. 17)—WCOW Telecasting Co. Dropped Jan. 19, 1954.

WCBI-TV, Columbus, Miss. (Ch. 28)—Birney Imes Jr. Dropped May 12, 1954. [Note: Later Birney Imes applied for Ch. 4, now holds CP for WCBI-TV (Ch. 4) in Columbus.]

WGCM-TV, Gulfport, Miss. (Ch. 56)—WGCM Television Corp. Dropped Jan. 14, 1954.

KGMO-TV, Cape Girardeau, Mo. (Ch. 18)—KGMO Radio Television Inc. Cancelled by FCC Sept. 17, 1954.

KRHT, Billings, Mont. (Ch. 8)—Rudman-Hayutin Television Co. Cancelled by FCC Feb. 26, 1954.

KMON-TV, Great Falls, Mont. (Ch. 3)—Montana Farmer, Inc. Dropped Jan. 22, 1954.

WDRN, New Brunswick, N.J. (Ch. 47)—Home News Publishing Co. Dropped May 19, 1954.

KNEH, Clovis, N.M. (Ch. 12)—Telepolitan Bestg. Co. Cancelled by FCC March 15, 1954.

WTTM-TV, Trenton, N.J. (Ch. 41)—Peoples Bestg. Corp. Cancelled by FCC May 20, 1954.

KTVK, Santa Fe, N.M. (Ch. 2)—Greer & Greer. Dropped Nov. 20, 1953.

WJTN-TV, Jamestown, N.Y. (Ch. 58)—James Bestg. Co. Inc. Dropped June 11, 1954.

WEOK-TV, Poughkeepsie, N.Y. (Ch. 21)—Mid-Hudson Bcstrs. Inc. Dropped March 3, 1954.

WFRB, Utica, N.Y. (Ch. 19)—Richard H. Balch. Dropped Sept. 24, 1954.

WWNY-TV, Watertown, N.Y. (Ch. 48)—Brockway Co. Dropped March 5, 1954. [Note: Brockway Co. was granted CP for Ch. 7 in Carthage, N.Y., on March 3, 1954, provided they dropped this CP.]

WC1G-TV, Durham, N.C. (Ch. 46)—T. E. Allen & Sons Inc. Dropped Feb. 26, 1954.

WTVX, Goldsboro, N.C. (Ch. 34)—Goldsboro Television Corp. Dropped May 26, 1954.

WCOG-TV, Greensboro, N.C. (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. Dropped Sept. 22, 1954.

WHKP-TV, Hendersonville, N. C. (Ch. 27)—Radio Hendersonville Inc. Dropped Nov. 5, 1953.

WPAQ-TV, Mt. Airy, N.C. (Ch. 55)—Ralph D. Epperson. Dropped Jan. 19, 1954.

KBSM, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped Sept. 11, 1953.

KNDK, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped Sept. 11, 1953.

WIMA-TV, Lima, O. (Ch. 35)—Northwestern Ohio Bestg. Corp. Dropped Dec. 9, 1954. [Note: Bought WLOK-TV, Lima (Ch. 73) & got permission to shift to Ch. 35; see *Television Digest*, Vol. 10:49.]

WLEC-TV, Sandusky, O. (Ch. 42)—Lake Erie Bestg. Co. Dropped Aug. 25, 1953.

WHHH-TV, Warren, O. (Ch. 67)—Warren Tribune Radio Station Inc. Dropped July 10, 1953.

KTVF, Eugene, Ore. (Ch. 20)—W. Gordon Allen. Dropped Dec. 30, 1953.

KPIC, Salem, Ore. (Ch. 24)—Lawrence A. Harvey. Dropped March 22, 1954.

WMRF-TV, Lewistown, Pa. (Ch. 38)—Lewistown Bestg. Co. Dropped Feb. 27, 1954.

WIP-TV, Philadelphia, Pa. (Ch. 29)—Pennsylvania Bestg. Co. Dropped May 25, 1954.

WAKN-TV, Aiken, S.C. (Ch. 54)—Alken Electronics Adv. Corp. Cancelled by FCC Sept. 17, 1954.

WCRS-TV, Greenwood, S.C. (Ch. 21)—Greenco Inc. Dropped May 24, 1954.

WSCV, Spartanburg, S.C. (Ch. 17)—Sterling Telecasting Co. Dropped May 14, 1954.

WOUC, Chattanooga, Tenn. (Ch. 49)—Chattanooga T-V Inc. Dropped April 20, 1954.

WTVT, Chattanooga, Tenn. (Ch. 43)—Tom Potter. Cancelled by FCC March 22, 1954.

KLYN-TV, Amarillo, Tex. (Ch. 7)—Plains Empire Bestg. Cancelled by FCC Jan. 14, 1955.

KCTV, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped June 4, 1953.

KTVA, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.

KEPO-TV, El Paso, Tex. (Ch. 13)—KEPO Inc. Dropped Dec. 29, 1953.

KTCO, Fort Worth, Tex. (Ch. 29)—Tarrant County Television Co. Dropped April 6, 1954.

KTVR, Galveston, Tex. (Ch. 41)—Rudman Television Co. Cancelled by FCC Oct. 15, 1953.

KFYO-TV, Lubbock, Tex. (Ch. 5)—Globe News Publishing Co. Inc. Dropped Dec. 9, 1954.

KTRE-TV, Lufkin, Tex. (Ch. 9)—Forest Capital Bestg. Co. Dropped June 1, 1954. [Note: Re-filed, now has CP again for KTRE-TV (Ch. 9), plans to operate as satellite of KPRC-TV, Houston.]

KMSL, Marshall, Tex. (Ch. 16)—Marshall Television Corp. Cancelled by FCC May 19, 1954.

KRIO-TV, McAllen, Tex. (Ch. 20)—Texas State Network Inc. Dropped June 19, 1953.

KMID-TV, Midland, Tex. (Ch. 2)—Permian Basin Television Co. Dropped May 6, 1953. [Channel and call letters reassigned to Midessa Television Co.]

KGKL-TV, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March 27, 1953.

KSHM, Sherman, Tex. (Ch. 46)—Sherman Television Co. Dropped Jan. 27, 1954.

KNAL-TV, Victoria, Tex. (Ch. 19)—KNAL Television Co. Dropped Nov. 18, 1954.

KTVW, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped July 28, 1953.

WCHV-TV, Charlottesville, Va. (Ch. 64)—Barham & Barham. Dropped Jan. 20, 1954.

WWOD-TV, Lynchburg, Va. (Ch. 16)—Old Dominion Bestg. Corp. Dropped July 10, 1953.

WMEV-TV, Marion, Va. (Ch. 50)—Mountain Empire Bestg. Corp. Dropped Feb. 12, 1954.

KIT-TV, Yakima, Wash. (Ch. 23)—KIT Inc. Dropped Dec. 4, 1953.

WRBJ, Beloit, Wis. (Ch. 57)—Beloit Bestg. Co. Dropped Oct. 8, 1953.

WOSA-TV, Wausau, Wis. (Ch. 16)—Alvin E. O'Konski. Dropped Oct. 7, 1954.

WMIL-TV, Milwaukee, Wis. (Ch. 31)—Cream City Bestg. Co. Inc. Dropped Dec. 5, 1953.

WBey, Beckley, W.Va. (Ch. 21)—Appalachian Television Corp. Cancelled by FCC May 20, 1954.

KSPR-TV, Casper, Wyo. (Ch. 2)—Donald Lewis Hathaway. Dropped July 16, 1954.

Note: WUTV, Youngstown, O. (Ch. 21)—Polan Industries. This CP was sold on May 5, 1954 to Vindicator Printing Co., operator of WFMJ-TV (Ch. 73), which shifted to Ch. 21.

Extra Copies of This

TV Factbook No. 20

Available at \$4.00 per copy

Post-Freeze

Stations That Have Gone Off Air

Up to Jan. 15, 1955

(Does not include stations that quit temporarily but resumed)

- WKAB-TV**, Mobile, Ala. (Ch. 48)—Pursley Bostg. Service Inc. Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status (see *Television Digest*, Vol. 10:31). CP expires March 1, 1955.
- KOY-TV**, Phoenix, Ariz. (Ch. 10)—KOY Bostg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954 (see *Television Digest*, Vol. 10:19).
- KRTV**, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc. Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).
- KBID-TV**, Fresno, Cal. (Ch. 53)—John Poole Bostg. Co. Began operation Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status (see *Television Digest*, Vol. 10:29). CP expires April 12, 1955.
- +KTHE**, Los Angeles, Cal. (Ch. 28, educational)—University of Southern California. Began operation Aug. 3, 1953, but quit air Sept. 10, 1954, reverting to CP status (see *Television Digest*, Vol. 10:37). CP expires Jan. 28, 1955.
- KDZA-TV**, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. Began operation March 16, 1953, but quit air on April 21, 1954, reverting to CP status; CP canceled by FCC Sept. 17, 1954 (see *Television Digest*, Vol. 10:20).
- WFTL-TV**, Fort Lauderdale, Fla. (Ch. 39)—Tri-County Bostg. Co. Began operation Apr. 7, 1953 on Ch. 23, but quit air permanently Dec. 29, 1954 after Storer Bostg. purchased CP of WMIE-TV (Ch. 27) and physical facilities of WFTL-TV, then got FCC approval to change call letters to WGBS-TV and switch to Ch. 23 (see *Television Digest*, Vol. 10:47, 51).
- KFXD-TV**, Nampa, Ida. (Ch. 6)—Frank E. Hurt & Sons, Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bostg. & Television Co. Jan. 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15); dropped CP Oct. 27, 1954.
- WRAY-TV**, Princeton, Ind. (Ch. 52)—Southern Indiana Tele-Casting Inc. Began operation Dec. 6, 1953, but quit air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). CP expires March 11, 1955.
- WKLO-TV**, Louisville, Ky. (Ch. 21)—Mid-America Bostg. Corp. Began operation Sept. 7, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:17). CP expires Aug. 1, 1955.
- KFAZ**, Monroe, La. (Ch. 43)—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status pending FCC action on petition to allocate Ch. 13 to Monroe, La.; CP cancelled by FCC Dec. 6, 1955 (see *Television Digest*, Vol. 10:19).
- WPMT**, Portland, Me. (Ch. 53)—Portland Telecasting Corp. Began operation Aug. 27, 1953, but quit air Dec. 16, 1954, reverting to CP status (see *Television Digest*, Vol. 10:52). CP expires Feb. 16, 1955.
- WBKZ-TV**, Battle Creek, Mich. (Ch. 64)—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich.; dropped CP Oct. 22, 1954 (see *Television Digest*, Vol. 10:17, 18, 21).
- WTAC-TV**, Flint, Mich. (Ch. 16)—Trendle-Campbell Bostg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status; dropped CP Aug. 10, 1954 (see *Television Digest*, Vol. 10:19, 31).
- WFTV**, Duluth, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota. Began May 31, 1953, but quit air July 11, 1954 (see *Television Digest*, Vol. 10:28). CP expires June 13, 1955.
- WCOC-TV**, Meridian, Miss. (Ch. 30)—Mississippi Bostg. Co. Began operation in Dec., 1953, but quit air July 30, 1954, reverting to CP status and asking for Ch. 7 allocation (see *Television Digest*, Vol. 10:31). CP expires Feb. 12, 1955.
- KCTY**, Kansas City, Mo. (Ch. 25)—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).
- KMBC-TV**, Kansas City, Mo. (Ch. 9)—Midland Bostg. Co. Began operation Aug. 1, 1953, sharing time with WHB-TV, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bostg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).
- KACY**, St. Louis (Festus), Mo. (Ch. 14)—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:15). CP expires July 30, 1955.
- KSTM-TV**, St. Louis, Mo. (Ch. 36)—Broadcast House Inc. Began operation Oct. 20, 1953, but quit air Aug. 3, 1954, reverting to CP status; dropped CP Aug. 26, 1954; is applicant for Ch. 11, East St. Louis, Ill. (see *Television Digest*, Vol. 10:32).
- KOPR-TV**, Butte, Mont. (Ch. 4)—Copper Bostg. Co. Began operation Aug. 23, 1953, but quit air Sept. 19, 1954, reverting to CP status (see *Television Digest*, Vol. 10:38). CP expires March 15, 1955.
- KFOR-TV**, Lincoln, Neb. (Ch. 10)—Cornbelt Bostg. Corp. Began operation May 25, 1953, sold to Fetzer Bostg. Co. Feb. 1954; went off air permanently March 13, 1954. KOLN-TV (under same ownership) switching from Ch. 12 to 10. Ch. 12 facilities transferred to KUON-TV c/o Byron J. Dunn, acting as trustee for U of Nebraska, July 28, 1954. (For details see *Television Digest*, Vol. 10:9, 11, 31.)
- WFPG-TV**, Atlantic City, N.J. (Ch. 46)—Neptune Bostg. Corp. Began operation Dec. 21, 1952, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires June 21, 1955.
- WBES-TV**, Buffalo, N.Y. (Ch. 59)—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).
- WECT**, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc. Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status; dropped CP Sept. 23, 1954 (see *Television Digest*, Vol. 10:22).
- WTVE**, Elmira, N.Y. (Ch. 24)—Elmira Television. Began operation June 1, 1953, but quit air Oct. 15, 1954, reverting to CP status (see *Television Digest*, Vol. 10:45). CP expires May 19, 1955.
- WIFE**, Dayton, O. (Ch. 22)—Skyland Bostg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (*Television Digest*, Vol. 10:11). Has requested extension of CP which expires Feb. 4, 1955.
- KCEB**, Tulsa, Okla. (Ch. 23)—Elfred Beck. Began operation Feb. 22, 1954, but quit air Dec. 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:49 & 11:2). CP expires July 1, 1955.
- WCHA-TV**, Chambersburg, Pa. (Ch. 46)—Chambersburg Bostg. Co. Began operation Sept. 3, 1953, but quit air July 18, 1954, reverting to CP status; dropped CP Nov. 8, 1954 (see *Television Digest*, Vol. 10:29).
- WLBR-TV**, Lebanon, Pa. (Ch. 15)—Lebanon TV Corp. Began operation Oct. 9, 1953, but quit air Oct. 16, 1954, reverting to CP status (see *Television Digest*, Vol. 10:42). CP expires Feb. 26, 1955.
- WKST-TV**, New Castle, Pa. (Ch. 45)—WKST Inc. Began operation April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status (see *Television Digest*, Vol. 11:2). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.
- WKJF-TV**, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). CP expires March 1, 1955.
- KNUZ-TV**, Houston, Tex. (Ch. 39)—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:27). CP expires June 29, 1955.
- KETX**, Tyler, Tex. (Ch. 19)—Jacob A. Newborn Jr. Began operation Aug. 24, 1953, but quit Oct. 23, 1954, reverting to CP status and applying for Ch. 9 (see *Television Digest*, Vol. 10:43). CP expires June 1, 1955.
- WBRM-TV**, Danville, Va. (Ch. 24)—Piedmont Bostg. Corp. Began operation Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status (see *Television Digest*, Vol. 11:2). CP expires May 20, 1955.
- WTOV-TV**, Norfolk, Va. (Ch. 27)—Commonwealth Bostg. Corp. Began operation Oct. 22, 1953, but quit air on Oct. 3, 1954, reverting to CP status (see *Television Digest*, Vol. 10:40). CP expires March 8, 1955.
- WROV-TV**, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).
- WNAM-TV**, Neenah-Appleton-Menasha, Wis. (Ch. 42)—Neenah-Menasha Bostg. Co. Began operation Dec. 10, 1953, but quit air Jan. 2, 1955, reverting to CP status, while planning switch to Ch. 5 in Green Bay, which pends FCC approval of its purchase of CP for WFRV-TV (see *Television Digest*, Vol. 10:49 & 11:2). CP expires Feb. 28, 1955.
- WOSH-TV**, Oshkosh, Wis. (Ch. 48)—Oshkosh Bostg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).
- XELD-TV**, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Television de Matamoros, S.A. Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

Major Ownership Changes

Sales & Transfers of Television Stations, 1949-55 *

Volume References Are to Issues of *Television Digest* Reporting Details of Deals

† Indicates FCC approval still pending as of January 15, 1955

ALABAMA

WABT, Birmingham (Ch. 13)—Purchased with leasehold on WAPI (AM) by Birmingham News Co. for \$2,400,000 from Edward L. Norton and Thad Holt. Former call letters WAFM-TV. (Vol. 9:15, 17, 24).

WBRC-TV, Birmingham (Ch. 6)—Purchased with WBRC (AM) by Storer Broadcasting Corp. for \$2,400,000 from Mrs. Eloise Hanna. (Vol. 9:13, 21).

† **WSFA-TV, Montgomery (Ch. 12)**—Purchased as it neared completion by WKY Radiophone Co., Oklahoma City, operator of WKY-TV & WKY there and publisher of *Daily Oklahoman*. Consideration \$562,598 plus assumption of certain obligations, deal including radio WSFA. Selling group headed by Judge David E. Dunn includes R. F. Hudson, publisher of *Montgomery Advertiser & Journal* whose son was to have operated stations but took ill. (Vol. 10:38, 40, 50).

ARIZONA

KOY-TV, Phoenix (Ch. 10)—Half-time station, sharing with KOOL-TV, sold for \$200,000 to Gene Autry group and merged with KOOL-TV in order to give latter fulltime. KOY-TV principals were John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook, Glenn Snyder. (Vol. 10:14, 19).

KPHO-TV, Phoenix (Ch. 5)—Purchased with KPHO (AM) by Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*) for \$1,500,000 from John C. Mullins, et al. (Vol. 8:18, 26). Ownership previously acquired from W. L. Pickens, R. L. Wheelock & H. H. Coffield, each holding 25% stock in original grantee company. (Vol. 5:26 & 6:6, 20).

* **Editor's Note:** This tabulation does not purport to cover all TV station ownership changes, particularly does not undertake to list hundreds of minority stockholder changes; this list includes only those deals involving changes of control or otherwise regarded as being of major importance. For present ownership of individual stations, see individual listings in the Television Station Directory.

KVAR, Phoenix (Ch. 12)—Sold to KTAR Broadcasting Co. (and call letters changed from KTYL-TV) by Harry L. Nace estate, Dwight Harkins & Lorenzo K. Lisonbee in consideration of payment of liabilities of about \$251,242. (Vol. 10:18, 25).

ARKANSAS

KRTV, Little Rock (Ch. 17)—Rowley-Brown Broadcasting Co., two-thirds owned by Rowley theatre family and one-third by Kenyon Brown, purchased 50% interest in KRTV from publisher Donald Reynolds (KFSA-TV, Ft. Smith) for \$42,500 cash and assumed approximately \$300,000 obligations. Physical assets sold March 1954 to owners of KATV, Pine Bluff, Ark., and KRTV quit air (Vol. 10:11, 13). Mr. Reynolds also made deal with Mr. Brown to take over CP for KZTV, Reno, Nev. (now on air), paying Brown \$1250 for out-of-pocket expenses and relinquishment of 50% interest. (Vol. 9:30).

CALIFORNIA

KBAK-TV, Bakersfield (Ch. 29)—Sheldon Anderson and family sold 51½% control of TV and radio stations (then known as KAFY-TV & KAFY) for approximately \$85,000 to San Francisco *Chronicle* group (Vol. 9:47, 50). In April, 1954 *Chronicle* Publishing Co., San Francisco (KRON-TV), became 97½% owner by purchasing minority interests. (Vol. 10:16).

KABC-TV, Los Angeles (Ch. 7)—Formerly KECA-TV. See WABC-TV, New York City.

KCOP, Los Angeles (Ch. 13)—Sold for \$1,375,000 by Mrs. Dorothy Schiff Sonneborn, publisher of *New York Post*, to Copley Press Inc., publisher of *San Diego Union and Tribune*, 8 Los Angeles county dailies and various other newspapers. Former call letters KLAC-TV. (Vol. 9:46, 49, 52).

KHJ-TV, Los Angeles (Ch. 9)—Purchased by Thomas C. Lee Enterprises Inc. (now General Teleradio Inc.) for \$2,500,000 from Earl C. Anthony. Former call letters KFI-TV. (Vol. 7:23, 32, 36).

(Continued on next page)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF
RADIO AND TELEVISION STATIONS

1701 K St. N.W. • Washington 6, D.C. • NA 8-3233

Lincoln Building • New York 17, N. Y. • MU 7-4242

KNXT, Los Angeles (Ch. 2)—Purchased by CBS for considerations totalling \$3,600,000 from Thomas S. Lee estate. (Vol. 6:52). Former call letters KTSL. CBS required to divest itself of 49% interest in KTTV, Los Angeles, which it sold to 51% owner Los Angeles, Times for \$200,900 and other considerations.

† **KMBY-TV, Monterey, Cal. (Ch. 8)**—Sold for \$230,000 to time-sharing KSBW-TV, Salinas, Cal. in order to effect merger. Sellers include Kenyon Brown, George Coleman & Bing Crosby. (Vol. 10:45).

KFMB-TV, San Diego (Ch. 8)—Purchased with radio KFMB by John A. Kennedy Interests for \$925,000 and other considerations from Jack O. Gross (Vol. 6:46 & 7:17). Sold by Kennedy to Wrather-Alvarez Bstg. Co. (Jack D. Wrather & Mrs. Helen Alvarez) for \$3,150,000 (Vol. 9:5, 9, 13). 22.22% interest sold in June 1953 to Edward Petry & Co. for \$633,330. (Vol. 9:23).

KFSD-TV, San Diego (Ch. 10)—One-third interest in KFSD-TV & KFSD transferred from Thomas E. Sharp to T.B.C. group headed by Harrison G. Sloan in consideration of about \$350,000 and in conformity with deal paving way for TV grant. (Vol. 9:46). Sold with radio KFSD for \$3,200,000, to Fox, Wells & Co., N. Y., investments, holding 95.5%; Glen McDaniel, attorney, 3%; Wm. T. Lane, 1.5%. Sellers were Tom Sharp, Charles E. Salik and TBC Television (about 40 stockholders), who secured CP for TV jointly. (Vol. 10:31, 32, 34, 38, 42).

KGO-TV, San Francisco (Ch. 7)—See WABC-TV, New York City.

KPIX, San Francisco (Ch. 5)—Acquired by Westinghouse in exchange-of-stock deal approved by FCC July 2, 1954; stock valued at \$6,000,000 when deal was closed Feb. 15, 1954, valued at \$7,787,280 on date of FCC approval. Sellers and considerations: Associated Broadcasters Inc., 100% owned by Wesley L. Dumm, for 81,755 shares of Westinghouse common; Philip G. Lasky, gen. mgr., 11,845 shares plus \$209,994 cash; R.C.D. Bell, 8461 shares plus \$149,980 cash; Franklin Dumm, 2538 shares plus \$45,010 cash; George Hughes, 1692 shares plus \$30,006 cash. (Vol. 10:3, 4, 13, 15, 19, 27).

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—50.37% interest of Joseph Rohrer in TV and radio KRDO acquired for \$24,500 by Wm. J. Gregory, now 39.21%; Harry Hoth Sr., 27.16%; Harry Hoth Jr., 22.93%; Priscilla Gitz, 6.13%. (Vol. 10:44, 49).

KLZ-TV, Denver (Ch. 7)—Purchased with radio KLZ by Time Inc. from Aladdin Radio & TV Inc. (Harry E. Huffman, Hugh B. Terry, J. Elroy McCaw, Theodore R. Gamble, Frank H. Ricketson Jr., et al.) for total of \$3,533,760. (Vol. 10:11, 15, 18, 26).

KSCJ-TV, Pueblo (Ch. 5)—Acquired with radio KSCJ by Bankers Life & Casualty Co., Chicago, which assumed \$323,000 in obligations from owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%). Kahle, continuing as mgr., had option to buy back 25% if managerial contract is extended for 5 years after first year. (Vol. 10:35, 40).

CONNECTICUT

† **WKNB-TV, New Britain-Hartford (Ch. 30)**—Purchased with WKNB by NBC from group headed by adman Julian Gross for \$606,000 cash plus assumption of about \$400,000 in obligations. NBC plans to build 1000-kw transmitter plant on Mt. Higby, Middletown. (Vol. 11:2).

DELAWARE

† **WDEL-TV, Wilmington (Ch. 12)**—Purchased from Steinman brothers by Paul F. Hannon, operator of radio WIBG, Philadelphia, for \$3,720,500. (Vol. 11:4).

DISTRICT OF COLUMBIA

† **WTOP-TV, Washington (Ch. 9)**—Purchased 55% by Washington Post, operator of radio WTOP, and 45% by CBS for \$1,400,000 from R. H. Macy interests in 1950; call letters then WOIC. (Vol. 6:25). CBS sells its holdings in 1954 to Washington Post for sum in "excess of \$3,000,000." (Vol. 10:35, 42).

FLORIDA

WMBR-TV, Jacksonville (Ch. 4)—Purchased with radio WMBR by Washington Post Co., publisher of Washington Post and then 55% owner of WTOP Inc. (WTOP-TV & WTOP, Washington) for \$2,470,000 from Edward L. Norton, Frank King and Glenn Marshall Jr. (Vol. 8:51, 9:1, 3).

WGBS-TV, Miami (Ch. 23)—Acquired by Storer Broadcasting Co. through purchase of CP for WMIN-TV, Miami (Ch. 27) for \$35,409 expenses from E. D. Rivers Sr. and purchase of facilities of WFTL-TV, Ft. Lauderdale (Ch. 23) for \$300,000 from Ft. Lauderdale Daily News. Shift of Ch. 27 to Ch. 23 approved by FCC Dec. 16, 1954. (Vol. 10:47-51).

GEORGIA

WLWA, Atlanta (Ch. 11)—Purchased by Broadcasting Inc., local group, for \$525,000 in swap of channels with CP holder WCOT-TV from newly merged Atlanta Journal and Constitution (Vol. 7:32-34, 38-39). Purchased by Crosley Broadcasting Corp. (Avco) for \$1,500,000 from Broadcasting Inc. Former call letters WLTV. (Vol. 8:51 and 9:5).

ILLINOIS

WBEM-TV, Chicago (Ch. 2)—Purchased (as WBKB) by CBS for \$6,000,000 from newly merged ABC-United Paramount, AB-UP retaining WENR-TV but changing its call letters to WBKB. (Vol. 7:21, 8:28, 46 & 9:7).

WBKB, Chicago (Ch. 7)—See WABC-TV, New York City.

WTVH-TV, Peoria (Ch. 19)—Purchased with radio WTVH by Peoria Journal Star Inc. for \$55,000 cash plus assumption of notes and obligations totaling \$155,000 from Hugh R. Norman (52%) and L. W. Hicks (36%); newspaper company owns 91% (Vol. 10:13-14, 18).

IOWA

KCRG-TV, Cedar Rapids (Ch. 9)—100% acquired, along with radio KCRG, by Cedar Rapids Gazette, already 30% owner, by purchasing holdings of 11 other stockholders for \$101,500. Former call letters KCRI-TV & KCRI. (Vol. 10:29, 33).

WABI-TV, Bangor (Ch. 5)—Murray Carpenter sold his 50% interest in WABI-TV & WABI for \$125,000, thus giving 50% owner ex-Gov. Horace Hildreth 60% control. (Vol. 9:31, 41).

MASSACHUSETTS

WHYN-TV, Springfield-Holyoke (Ch. 55)—50% acquired, along with radio WHYN, by Republican Television Inc., owned by Employes Beneficial Fund of the Springfield Union, News and Sunday Republican for consideration of \$250,000. Wm. Dwight, publisher, of Northampton Gazette, relinquished 2/3 control, gen. mgr. Charles DeRose, Holyoke Transcript, 1/3. (Vol. 10:30).

MICHIGAN

WXYZ-TV, Detroit (Ch. 7)—See WABC-TV, New York City.

WOOD-TV, Grand Rapids (Ch. 8)—Purchased by Harry Bitner interests for \$1,382,086 from Leonard A. Versluis. Former call letters WLAV-TV. (Vol. 7:19, 38).

WTOM-TV, Lansing (Ch. 54)—Leased for \$5000 monthly, with option to buy for \$166,254 at end of 2 years, to Inland TV Co., headed by Thomas B. Shull, by John C. Pomeroy and associates. Call letters formerly WILS-TV. (Vol. 10:36, 39).

MINNESOTA

† **KMMT, Austin (Ch. 6)**—Acquired by Black Hawk Broadcasting Co., operating KWVL-TV, Waterloo, Ia. (Ch. 7) in deal including radio KAUS, Austin. R. J. McElroy, 50% owner of KWVL-TV has option to buy KMMT & KAUS for \$40,000 after managing stations for year. (Vol. 10:42).

KEYD-TV, Minneapolis (Ch. 9)—Sale of controlling interest (84.3%) in CP, along with radio KEYD, for \$337,200 approved by FCC to acquire financing for construction. Purchaser was Minneapolis Tower Co., owner of Poshay Tower Bldg. (Morris T. Baker, pres.). Original stockholders, headed by gen. mgr. Lee E. Whiting (40%) given option to buy back 49% interest. (Vol. 10:34, 38).

† **WCCO-TV, Minneapolis (Ch. 4)**—CBS acquired 47% interest in old WTCN-TV by turning over to Midwest Radio-Television Inc. (Ridder Newspapers) 53% interest in radio WCCO in July, 1952. (Vol. 8:10, 53). CBS sells its interest to Minneapolis Star & Tribune Co. (Cowles) in Nov. 1954 for \$3,950,000. (Vol. 10:45).

MISSOURI

KCMO-TV, Kansas City (Ch. 5)—Purchased with KCMO by Meredith Publishing Co. (WHEN, WOW-TV, KPHO-TV) from Tom Evans and Lester E. Cox for \$2,000,000 plus long-term debt not to exceed \$450,000. (Vol. 9:40-42, 46).

KCTV, Kansas City (Ch. 25)—Transferred by Empire Coil Co. (Herbert L. Mayer) to DuMont Network Dec. 31, 1953 for token consideration of \$1. (Vol. 10:1). Operation discontinued by DuMont March 1, 1954. (Vol. 10:7).

KMBC-TV, Kansas City (Ch. 9)—Half-time station (sharing Ch. 9 equally with WHB-TV) sold by Arthur B. Church interests, along with KMBC and KFRM, Concordia, Kan., to Cook Paint & Varnish Co., owning WHB-TV & WHB; under merger Cook subsidiary became KMBC Broadcasting Co., with KMBC call letters retained, WHB-TV dropped and WHB (AM) sold. Purchase price: \$1,750,000 cash plus assumption of about \$865,000 in obligations, plus 10-year contract with Mr. & Mrs. Arthur B. Church at \$25,000 a year. (Vol. 10:17, 20, 24).

NEBRASKA

KOLN-TV, Lincoln (Ch. 10)—Purchased as Ch. 12 outlet with radio KOLN by Fetzer Broadcasting Co., controlled by John Fetzer (WKZO-TV & WKZO, Kalamazoo, Mich.), from Edwin M. O'Shea-Barrett S. Martin interests for \$145,000 cash plus assumption of about \$500,000 in liabilities. (Vol. 9:30, 34). Fetzer interests also purchased KFOR-TV, Lincoln (then Ch. 10) for \$300,000 from James Stuart, and FCC authorized KOLN-TV to take over KFOR-TV's Ch. 10. (Vol. 10:13-14). Ch. 12 turned over to U. of Nebraska by Fetzer interests, now operated as non-commercial KUON-TV. (Vol. 10:31).

WOW-TV, Omaha (Ch. 6)—Purchased with radio WOW by Meredith Publishing Co. interests for \$2,525,000 from Francis P. Matthews (deceased) and John J. Gillen estate, purchaser acquiring surplus account of \$720,000. (Vol. 7:32, 39).

NEW MEXICO

KOB-TV, Albuquerque (Ch. 4)—Purchased with radio KOB by Time Inc. (75%) and Wayne Coy (25%) for \$900,000, including net quick assets of \$300,000 from T. H. Pepperday, publisher of Albuquerque Journal. (Vol. 8:9, 16, 17, 22).

NEW YORK

† **WROW-TV, Albany (Ch. 41)**—83.8% control purchased by Lowell Thomas-Frank Smith group, along with radio WROW, for \$298,800 cash plus assumption of \$380,000 obligations, with Louis H. Gross retaining 7.86% and Congressman Dean Taylor, 8.66%. Transfer protested by WTRI (Harry Wilder-Stanley Theatre) interests. (Vol. 10:42, 45, 49, 51).

WABC-TV, New York City (Ch. 7)—Transferred as WJZ-TV in merger of American Broadcasting Co. with United Paramount Theatres Corp. (now American Broadcasting-United Paramount Inc.), along with WENR-TV, Chicago (now WBKB); WXYZ-TV, Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles (now KABC-TV); and AM counterparts. Approved by FCC Feb. 9, 1953. (Vol. 9:7).

WOR-TV, New York City (Ch. 9)—Merged with Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.), along with radio WOR, in November, 1951; sale by R. H. Macy Co. involved payment of \$4,500,000 cash or other assets, plus 25-year lease on New York studio & transmitter properties at \$315,000 a year, plus 10% stock interest in Thomas S. Lee Enterprises Inc., now General Teleradio Inc. (Vol. 7:46).

NORTH CAROLINA

WAYS-TV, Charlotte (Ch. 36)—Transferred to Hugh Deadwyler for token \$4 by G. W. Dowdy, B. T. Whitmire, J. Horton Dough-ton & Harold H. Thoms; radio WAYS not involved. (Vol. 10:51 & 11:1).

OHIO

WXEL, Cleveland (Ch. 8)—Sold with **KPTV**, Portland, Ore. and Empire Coil Co., New Rochelle, N. Y., for total consideration of approximately \$10,000,000, to Storer Broadcasting Co., by Herbert L. Mayer interests. (Vol. 10:2, 44).

WTVN-TV, Columbus (Ch. 6)—Purchased by Radio Cincinnati Inc. (Taft) for \$1,500,000 from Edward Lamb. (Vol. 9:3, 9).

WLOK-TV, Lima (Ch. 73)—Acquired with radio **WLOK** for \$750 plus \$150,000 liabilities by Northwestern Ohio Bestg. Corp., operator of **WIMA** and holding CP for **WIMA-TV** (Ch. 35). **WIMA** owners dropped CP for **WIMA-TV** (Ch. 35) after getting shift to Ch. 35 for **WLOK-TV**, keep radio **WIMA**, drop radio **WLOK**. (Vol. 10:44, 49).

† **WSTV-TV**, Steubenville (Ch. 9)—Purchased by CBS from Berkman-Laux group for \$3,000,000 with intention of making it Pittsburgh area outlet. Deal conditional on FCC approval, being protested by Pittsburgh interests. (Vol. 10:47, 49, 50, 51).

OKLAHOMA

KOTV, Tulsa (Ch. 6)—Sold for \$4,000,000 to J. H. Whitney & Co. by General Television Inc. (Mrs. Helen Maria Alvarez, 50%; Jack D. Wrather Jr., 25%; Mrs. Mazie Wrather, 25%). Transfer approved in May 1954 (Vol. 10:14, 20). Station had been purchased in 1950 by General Television Inc. for \$2,500,000 from George Cameron Jr. & Mrs. Helen Maria Alvarez. (Vol. 8:19).

OREGON

KPTV, Portland (Ch. 27)—See **WXEL**, Cleveland, O.

PENNSYLVANIA

WPTZ, Philadelphia (Ch. 3)—Purchased by Westinghouse Radio Stations Inc. for \$8,500,000 from Philco Corp. (Vol. 9:8, 22).

KDKA-TV, Pittsburgh (Ch. 2)—Purchased by Westinghouse from DuMont for \$9,750,000 cash. Former call letters **WDTV**. (Vol. 10:49-50).

TENNESSEE

WTSK-TV, Knoxville (Ch. 26)—Sold for \$300,000. Including assumption of \$216,500 liabilities, by W. R. Tuley, 80% owner, and Harold Thoms & J. Horton Doughton, 10% each, to So. Central Broadcasting Co. (John A. Engelbrecht, pres.), licensee of radio **WIKY**, Evansville, Ind. (Vol. 10:23, 29, 31).

WHBQ-TV, Memphis (Ch. 13)—Acquired with **WHBQ** by General Teleradio Inc., subsidiary of General Tire & Rubber Co., from Harding College under 15-year leasing arrangement at total rental of \$2,879,046. (Vol. 10:11, 14, 27).

WLAC-TV, Nashville (Ch. 5)—50% acquired for \$200,000 equally by T. B. Baker Jr. & A. G. Beaman from Bankers Life & Casualty Insurance Co., Nashville, which retained 50% and full control of radio **WLAC**. (Vol. 10:19, 36).

(Continued on next page)

Pre-Freeze CPs Relinquished

(With formerly assigned call letters)

KARO-TV, Riverside, Cal. (Ch. 1)—Bestg. Corp. of America (**KPRO**). Dropped June 22, 1949, because FCC eliminated Channel No. 1.

KGDM-TV, Stockton, Cal. (Ch. 8)—E. F. Peffer (**KGDM**). Dropped June 15, 1949.

WJAX-TV, Jacksonville, Fla. (Ch. 2)—City of Jacksonville (**WJAX**). Cancelled by FCC July 26, 1950.

WJHP-TV, Jacksonville, Fla. (Ch. 8)—Jacksonville Journal Co. (**WJHP-Perry**). Cancelled by FCC April 13, 1949.

WPDQ-TV, Jacksonville, Fla. (Ch. 6)—Jacksonville Bestg. Corp. (**WPDQ**). Dropped July 22, 1949.

WSEE, St. Petersburg, Fla. (Ch. 7)—Sunshine Television Corp. (Robt. R. Guthrie). Dropped Oct. 7, 1949.

WTZR, Chicago, Ill. (Ch. 2)—Zenith Radio Corp. (**WEFM**). Dropped Jan. 9, 1947.

WEEK-TV, Peoria, Ill. (Ch. 12)—West Central Bestg. Co. (**WEEK**). Cancelled by FCC June 8, 1949.

WMBD-TV, Peoria, Ill. (Ch. 6)—Peoria Bestg. Co. (**WMBD**). Dropped Sept. 29, 1949.

WUTV, Indianapolis, Ind. (Ch. 3)—Wm. H. Block Co. (dept. store). Dropped March 30, 1949.

WRTV, New Orleans, La. (Ch. 4)—Maison Blanche-Paramount (**WSMB**). Dropped Jan. 18, 1950.

WTPS-TV, New Orleans, La. (Ch. 7)—Times-Picayune Publishing Co. (**WTPS**). Dropped July 29, 1949.

WRTV, Waltham-Boston, Mass. (Ch. 2)—Raytheon Mfg. Co. Cancelled by FCC March 15, 1950.

Worcester, Mass. (Ch. 5)—Worcester Telegram Publishing Co. (**WTAG**). Dropped Aug. 15, 1946.

KRTV, Minneapolis, Minn. (Ch. 9)—Minneapolis Star & Tribune (Cowles). Cancelled by FCC March 30, 1946.

WAGE-TV, Syracuse, N.Y. (Ch. 10)—**WAGE** Inc. (**WAGE**). Dropped Feb. 16, 1949.

WTVL, Utica, N.Y. (Ch. 3)—Utica Observer-Dispatch Inc. (Gan-nett). Dropped Feb. 3, 1949.

KGWG, Portland, Ore. (Ch. 6)—Oregonian Publishing Co. Dropped Jan. 17, 1948.

KTVU, Portland, Ore. (Ch. 3)—Video Bestg. Co. Cancelled by FCC Nov. 22, 1949.

TRANSIT RADIO INC.*(R. C. Crisler & Co.)***BUSINESS BROKERS SPECIALIZING IN
RADIO AND TELEVISION STATIONS**

FIFTH-THIRD BANK BLDG.,

41 E. 42ND ST.,

P. O. BOX 3126, BAHIA MAR,

CINCINNATI 2, OHIO

NEW YORK, N. Y.

FT. LAUDERDALE, FLA.

DUNBAR 7775

MUR. HILL 7-8437

LOGAN 4-3312

WSIX-TV, Nashville (Ch. 8)—Sold with radio WSIX to WSIX Inc. for \$800,000 by Draughon estate, with Louis R. Draughon continuing as gen. mgr. and one-third owner, other equal owners being W. H. Crisswell & R. D. Stanford Jr., Nashville contractors. Each of 3 stockholders agreed to invest \$100,000 working capital. (Vol. 10:17, 19, 32, 36).

TEXAS

KRBC-TV, Abilene (Ch. 9)—Purchased with radio KRBC by oilman Lewis J. Ackers and family for \$500,000 from group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks. (Vol. 9:35, 38).

KFDA-TV, Amarillo (Ch. 10)—75% control, with radio KFDA, transferred to Texas State Network for \$550,000; 25% retained by Charles B. Jordan, TSN v.p. (Vol. 9:46).

WFAA-TV, Dallas (Ch. 8)—Purchased by *Dallas News* for \$575,000 from Tom Potter. Former call letters KBTV. (Vol. 6:4, 11).

KPRC-TV, Houston (Ch. 2)—Purchased by *Houston Post* for \$740,000 from W. Albert Lee. Former call letters KLEE-TV. (Vol. 6:13, 21).

KENS-TV, San Antonio (Ch. 5)—Purchased as KEYL by Fort Industry Corp. (Storer) for \$1,050,000 from W. L. Pickens-R. L. Wheelock-H. H. Coffield (Vol. 7:30, 41), and call letters changed to KGBS-TV. Storer also buys KABC, San Antonio (AM) in 1953 for \$700,000, changes call letters to KGBS (Vol. 9:26, 34). TV & AM stations sold by Storer to *San Antonio Express* for \$3,500,000 in Oct. 1954 and call letters changed to KENS-TV & KENS. (Vol. 10:26, 44).

KANG-TV, Waco (Ch. 34)—Acquired by Texas Broadcasting Corp. (Claudia T. Johnson, wife of Sen. Lyndon Johnson) for \$25,000 cash, plus payment of \$90,000 for equipment and assumption of \$19,000 debt. TBC also operates KTBC-TV & KTBC, Austin, Tex. (Vol. 10:48-49).

UTAH

KTVT, Salt Lake City (Ch. 4)—Purchased with KDYL (AM) by Time Inc. for \$2,100,000 from S. S. Fox group, mgr. G. Bennett Larson acquiring 20% of new operating company. Former call letters KDYL-TV. (Vol. 9:14, 26).

WASHINGTON

KING-TV, Seattle (Ch. 5)—Purchased by Mrs. A. Scott Bullitt for \$375,000 from P. K. Leberman (Vol. 5:20); 25% interest sold to Hearst Radio for \$375,000 (Vol. 7:26) but repurchased from Hearst for \$450,000 in 1953 (Vol. 9:11). Former call KRSC-TV.

KXLY-TV, Spokane (Ch. 4)—Sold with radio KXLY for \$1,750,000 to Northern Pacific Television Corp., 42½%, and Northern Pacific Radio Corp., 57½%, whose identical stockholders are: Joseph Harris, 45%; Norman Eisenstein, 45%; Richard E. Jones, 10%. Sellers: Symons Ecstg. Co., 50%; Eng. Crosby, 47.6%. Symons 49.6% owned by E. B. Craney, 33.23% by Mrs. Burton K. Wheeler, 16.37% by John L. Wheeler. (Vol. 9:49 & 10:2).

KTWW, Tacoma (Ch. 13)—Sold for \$300,000 by Carl Raymond to J. Elroy McCaw. Former call letters KMO-TV. (Vol. 10:28, 34, 38).

WEST VIRGINIA

WJPB-TV, Fairmont (Ch. 35)—75% control, along with radio WVWV, sold by J. Patrick Beacom to Donn Baer for \$147,000, Beacom retaining 25%. (Vol. 10:47, 51).

WISCONSIN

† **WFRV-TV, Green Bay (Ch. 5)**—Control of CP to be acquired by operators of WNAM-TV, Neenah-Appleton-Menasha (Ch. 42) which has dropped UHF operation in order to go on Ch. 5 in Green Bay. WFRV-TV group to retain part interest. (Vol. 10:49).

† **WOKY-TV, Milwaukee (Ch. 19)**—Purchased by CBS from Bartell family for \$350,000 in Oct. 1954; CBS also purchased physical facilities of WCAN-TV (Ch. 25) for \$650,000 from Lou Poller group, which is to take over plant of WOKY-TV but continue on Ch. 25. (Vol. 10:43, 47).

† **WTVW, Milwaukee (Ch. 12)**—Purchased by Hearst Corp. for \$2,000,000, of which about \$900,000 is cash, rest being assumption of obligations and liabilities. Selling group was headed by L. F. Gran, Paul A. Pratt and Loron Thurwachter. (Vol. 11:2).

ALASKA

KFIA, Anchorage, Alaska (Ch. 2)—Control sold for \$100,000 by Richard R. Rollins to Midnight Sun Broadcasting Co. (Lathrop Co.), operator of 4 AM stations in Alaska, which also takes over CP for KFIF, Fairbanks (Ch. 2). Rollins retains 19%. (Vol. 10:47 & 11:1).

HAWAII

KONA, Honolulu (Ch. 11)—Transferred to new company 50% owned by *Honolulu Advertiser* (KGU) and 50% by J. Elroy McCaw & John D. Keating (KPOA) by Herbert M. Richards group, on condition KPOA sold within 90 days of transfer. (Vol. 9:13, 23).

**Congressional Committees
Handling TV-Radio Matters**

**SENATE INTERSTATE &
FOREIGN COMMERCE COMMITTEE**

Democrats

- Warren G. Magnuson, Wash. *chairman*
- * John O. Pastore, R.I.
- * A. S. Mike Monroney, Okla.
- George A. Smathers, Fla.
- Price Daniel, Tex.
- * Sam Ervin, N.C.
- Alan Bible, Nev.
- J. Strom Thurmond, S.C.

Republicans

- * John W. Bricker, Ohio
- Andrew F. Schoepel, Kan.
- John Marshall Butler, Md.
- * Charles E. Potter, Mich.
- James H. Duff, Pa.
- William A. Purtell, Conn.
- Frederick A. Payne, Me.

* Member of communications subcommittee (Pastore, chairman)

Staff

- Edward S. Jarrett, *chief clerk*
- Bertram O. Wissman, *assistant clerk*
- Frank Pellegrini, *chief counsel*
- Robert D. L'Heureux
- Edward R. Jelsma
- Edward C. Sweeney
- Nicholas Zapple *(communications)*

**HOUSE INTERSTATE &
FOREIGN COMMERCE COMMITTEE**

Democrats

- J. Percy Priest, Tenn. *chairman*
- Oren Harris, Ark.
- Arthur G. Klein, N.Y.
- William T. Granahan, Pa.
- F. Ertel Carlyle, N.C.
- John Bell Williams, Miss.
- Peter F. Mack Jr., Ill.
- Louis B. Heller, N.Y.
- Kenneth A. Roberts, Ala.
- Morgan M. Moulder, Mo.
- Harley O. Staggers, W. Va.
- Isidore Dollinger, N.Y.
- Walter Rogers, Texas
- Martin Dies, Texas
- Samuel N. Friedel, Md.
- John J. Flynt Jr., Ga.
- Torbert MacDonald, Mass.
- Don Hayworth, Mich.

Republicans

- Charles A. Wolverton, N.J.
- Carl Hinshaw, Cal.
- Joseph P. O'Hara, Minn.
- Robert Hale, Me.
- James I. Dolliver, Ia.
- John W. Heselton, Mass.
- John B. Bennett, Mich.
- Richard W. Hoffman, Ill.
- John V. Beamer, Ind.
- William L. Springer, Ill.
- Alvin R. Bush, Pa.
- Paul F. Schenck, Ohio
- Joseph L. Carrigg, Pa.
- Steven B. Derounian, N.Y.

Staff

- Elton J. Layton, *clerk*
- Kenneth J. Painter, *asst. clerk*
- Herman C. Beasley, *asst. clerk*
- Georgia G. Glasmann, *asst. clerk*
- Helen A. Grickis, *asst. clerk*
- Roy P. Wilkinson, *asst. clerk*
- Kurt Borchardt *(communications)*
- Andrew Stevenson
- Sam G. Spal

*Every key executive
in your organization should
have his own copy of this TV Factbook
for quick, handy and up-to-the-minute reference.*

extra copies available at \$4 per copy



Television Status of U.S. Households

as reported in

National Survey of Radio & TV Sets Associated With U.S. Households: May, 1954

Conducted by Advertising Research Foundation, 11 West 42nd St., New York City

Note: Tables showing status of households by Socio-Economic Quartiles and by Number of Household Members, as well as characteristics of TV households and distribution and location of sets, available in complete report which includes same data for radios. For summary of full report, see *Television Digest* (Vol. 10:39).

BY GEOGRAPHIC AREAS

ALL HOUSEHOLDS

	Northeast (2,897)		North Central (3,447)		South (3,166)		West (1,510)		Total (11,020)	
	Per Cent	Number (000)	Per Cent	Number (000)	Per Cent	Number (000)	Per Cent	Number (000)	Per Cent	Number (000)
Sample size: households										
Total households	100.0	12,390	100.0	14,270	100.0	13,780	100.0	7,120	100.0	47,560
Having one or more TV sets in working order	71.6	8,880	62.9	8,980	44.4	6,120	50.8	3,620	58.1	27,600
Having no TV sets in working order*	28.4	3,510	37.1	5,290	55.6	7,660	49.2	3,500	41.9	19,960

TELEVISION HOUSEHOLDS

	(2,073)		(2,154)		(1,406)		(775)		(6,408)	
Sample size: TV households										
Total households having one or more TV sets in working order	100.0	8,880	100.0	8,980	100.0	6,120	100.0	3,620	100.0	27,600
One TV set in working order	95.9	8,510	96.9	8,700	98.3	6,020	98.7	3,570	97.1	26,800
Two or more sets	4.1	370	3.1	280	1.7	100	1.3	50	2.9	800
Average (mean) number of TV sets in working order per TV household		1.04		1.03		1.02		1.01		1.03

BY METROPOLITAN AND NON-METROPOLITAN AREAS

ALL HOUSEHOLDS

Non-Metropolitan Areas

	Metropolitan Areas (6,489)		Places of Population 2,500 and Over (1,890)		Places of Population Under 2,500 (2,641)		Total (11,020)	
	Per Cent	Number (000)	Per Cent	Number (000)	Per Cent	Number (000)	Per Cent	Number (000)
Sample size: households								
Total households	100.0	28,350	100.0	8,250	100.0	10,960	100.0	47,560
Having one or more TV sets in working order	72.1	20,430	39.6	3,270	35.6	3,900	58.1	27,600
Having no TV sets in working order*	27.9	7,920	60.4	4,980	64.4	7,060	41.9	19,960

TELEVISION HOUSEHOLDS

	(4,708)		(761)		(939)		(6,408)	
Sample size: households								
Total households having one or more TV sets in working order	100.0	20,430	100.0	3,270	100.0	3,900	100.0	27,600
One TV set in working order	96.5	19,720	98.7	3,230	98.9	3,850	97.1	26,800
Two or more sets	3.5	710	1.3	40	1.1	50	2.9	800
Average (mean) number of TV sets in working order per TV household		1.04		1.01		1.01		1.03

* Includes households having no television set in working order and households having no television set at time of interview.

A CONTINUING market-by-market or county-by-county census of TV set ownership that is wholly acceptable to the industry is still one of TV's conspicuous voids. NARTB committees have been working on such a project for about 3 years, hope to get it under way this year. It tentatively envisions monthly county-by-county figures.

Meanwhile, various compilations have been undertaken individually—by networks, advertising agencies & trade publications. First, there were the monthly NBC figures on sets-in-use in markets covered by NBC affiliates, which are still being compiled but are not made public. Last public NBC county-by-county compilation, dated May 1, 1953, was published in *TV Factbook No. 17* of July 15, 1953, covering radio as well as TV ownership.

CBS's last county-by-county TV fig-

Total Sets-in-Use, 1946-55

(NBC Research Dept. Estimates)

January 1, 1946	10,000
January 1, 1947	16,476
January 1, 1948	189,900
January 1, 1949	1,000,000
January 1, 1950	3,950,000
January 1, 1951	10,549,500
January 1, 1952	15,777,000
January 1, 1953	21,234,000
January 1, 1954	27,812,000
January 1, 1955	33,500,000

ures, based on a Nielsen study and dated Nov. 1, 1953, was released by that network in Feb. 1954 and published by *Television Digest* as a Special Report, Feb. 27, 1954.

J. Walter Thompson Co. has compiled

4 surveys titled "Where The TV Sets Are", giving TV household figures for 340 top markets as delineated by the U. S. Census Bureau. Each was published by *Television Digest*; the 4th brought preceding ones up-to-date, was dated Jan. 1, 1954 and published in full in *TV Factbook No. 19* of July 15, 1954.

Advertising Research Foundation's survey of May, 1954 (excerpted above) does not undertake to break down figures by counties; it offers national & regional totals only.

Each station provides its own coverage figures, and these are "certified" and published regularly by the trade journals *Broadcasting-Teletesting*, *Television Age* and *Standard Rate & Data*. The magazine *Television* makes its own estimates, revising them monthly, based on CBS-Nielsen data and monthly RETMA shipment reports.

Revenues, Expenses and Earnings

Of TV & Radio Stations: 1946-1953

Summaries of the Financial Data Compiled Annually by FCC Economics Division

(Dollar Figures in Millions)

Year	No. of Stations Reporting	No. of Networks	Networks and Owned-and-Operated Stations				Other Stations				Total		
			No. of Stations	Broad-cast Revenues	Broad-cast Expenses	Earnings Before Federal Tax ¹	No. of stations Reporting	Broad-cast Revenues	Broad-cast Expenses	Earnings Before Federal Tax ¹	Broad-cast Revenues	Broad-cast Expenses	Earnings Before Federal Tax ¹
TELEVISION													
1946 ²	10											\$.5	
1947 ²	15											1.9	
1948	50	4	10	\$4.8	\$11.2	(\$6.4)	40	\$3.9	\$12.4	(\$8.5)	8.7	\$23.6	(\$14.9)
1949	98	4	14	19.3	31.4	(12.1)	84	15	29	(13.5)	34.3	59.6	(25.3)
1950	107	4	14	55.5	65.5	(10)	93	50.4	49.6	.8	105.9	115.1	(9.2)
1951	108	4	15	128.4	117.4	11	93	107.3	76.7	30.6	285.7	194.1	41.6
1952 (total)	122	4	15	180.2	170.3	9.9	107	144	98.4	45.6	324.2	268.7	55.5
Post-freeze	14						14	0.6	0.8	(0.2)			
1953 (total)	334	4	16	231.7	213.7	18	318	201	151	50	432.7	364.7	68
Post-freeze VHF	114						114	16.1	20.3	(4.2)			
UHF	112						112	10.4	16.7	(6.3)			
RADIO													
1946	1025	8 ³	29	\$102	82.6	19.4	996	220.6	163.5	57.1	322.6	246.1	76.5
1947	1464	7 ³	27	104.4	84.8	19.6	1437	259.3	207.1	52.2	363.7	291.9	71.8
1948	1824	7 ³	27	109.1	91	18.1	1797	298	252	46.1	407	342.9	64.1
1949 ⁴	2021	7 ³	27	108.1	90.6	17.5	1994	305.7	266.9	38.8	413.8	357.5	56.3
1950 ⁴	2229	7 ³	26	110.5	91.5	19	2203	334	284.8	49.2	444.5	376.3	68.2
1951 ⁴	2266	7 ³	25	104	93.9	10.1	2241	346.4	299	47.4	450.4	392.9	57.5
1952 ⁴	2380	7 ³	25	100.6	89.4	11.2	2355	369.1	320.2	48.9	469.7	409.6	60.1
1953	2479	7 ³	22	97.3	86.9	10.4	2457	378	333.4	44.6	475.3	420.3	55

Note: Revenues are net amounts received by stations and networks from all broadcast sources, including time, talent, programs, in case of TV, non-time revenues run as much as one-third; in case of radio, around 10%. (See *Television Digest*, Vol. 10:24).

¹ Parenthesis denotes loss. ² No figures available. ³ Four national networks plus regional networks. ⁴ Includes AM only, FM only and AM-FM stations.

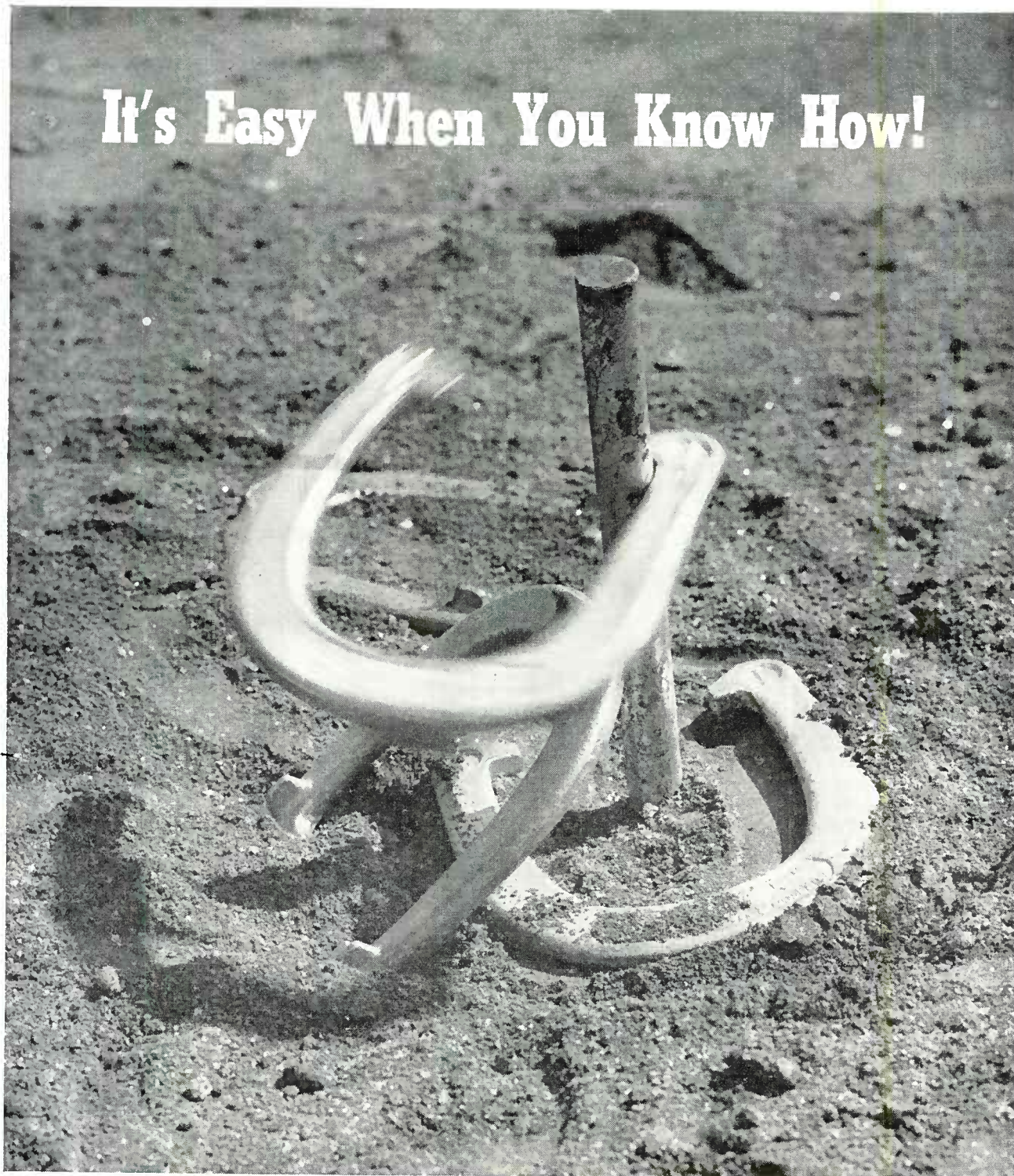
Annual Volume of Advertising in United States By Media, 1946-1953

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used by Permission
(In Millions of Dollars)

MEDIUM		1946	1947	1948	1949	1950	1951	1952	1953	1954*
TELEVISION	Total	57.8	170.8	332.3	453.9	610.5	
	Network	29.4	85.0	180.8	256.4	322.8	
	Spot	9.2	30.8	69.9	93.8	128.7	
	Local	19.2	55.0	81.6	103.7	159.0	
RADIO	Total	454.4	506.4	561.6	571.4	605.4	606.3	624.1	649.5	
	Network	199.6	201.2	210.6	203.0	196.3	179.3	161.5	141.0	
	Spot	98.2	106.4	121.1	123.4	135.8	138.3	141.5	163.8	
	Local	156.6	198.8	229.9	245.0	273.3	288.5	321.1	244.7	
NEWSPAPERS	Total	1,158.3	1,475.0	1,749.8	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	
	National	247.8	335.6	393.7	475.7	533.4	548.9	562.4	642.7	
	Local	910.5	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	
MAGAZINES	Total	426.5	492.9	512.7	492.5	514.9	573.7	615.8	667.4	
	Weeklies	201.7	245.5	257.5	245.4	261.1	296.8	325.3	350.7	
	Women's	126.7	132.9	133.4	128.6	129.4	143.6	148.8	158.2	
	General	75.7	85.3	86.5	83.6	87.5	95.0	101.2	117.9	
	Farm	22.4	29.2	35.3	34.9	36.9	38.3	40.5	40.6	
FARM PUBLICATIONS	Total	13.9	19.5	20.4	20.5	21.2	25.7	29.4	30.8	
DIRECT MAIL	Total	334.4	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	
BUSINESS PAPERS	Total	211.2	232.5	250.9	248.1	251.1	292.1	365.2	395.0	
OUTDOOR	Total	85.9	121.4	132.1	131.0	142.5	149.2	162.1	176.3	
	National	60.1	78.9	89.2	88.4	96.2	100.7	109.4	119.0	
	Local	25.8	42.5	42.9	42.6	46.3	48.5	52.7	57.3	
MISCELLANEOUS	Total	679.6	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,535.8	
	National	385.4	460.8	508.8	539.8	610.1	693.1	766.0	846.3	
	Local	294.2	372.2	438.4	469.8	515.2	572.3	642.6	689.5	
TOTAL	National	1,963.2	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,525.8	
	Local	1,401.0	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,283.4	
GRAND TOTAL		3,364.2	4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,809.2	

* 1954 Figures not yet prepared, but *Television Digest* preliminary estimate for TV is \$900,000,000 (Vol. 10:48).

It's Easy When You Know How!



MEREDITH
Radio and
Television
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

The Katz Agency

The Katz Agency

The Katz Agency

John Blair & Co.
and Blair-TV

Affiliated With

Better Homes and **Farming**
and Gardens ^{Successful} Magazines

100 Top Network TV-Radio & Magazine Advertisers

For First 6 Months of 1954

Compiled for *Advertising Age* and Reprinted with Permission

EDITOR'S NOTE: These figures are based on Publishers Information Bureau data, covering measurements of 4 TV and 4 radio networks, 97 general magazines, 6 national farm publications. Newspaper sections include New York Mirror Magazine, New York Times Magazine, Puck—The Comic Weekly, American Weekly, Parade and This Week. For table of Top 100 Advertisers of 1953, showing media chiefly used and including newspaper figures (not available for this table), see Fall 1954 Edition of TV Factbook (No. 19).

Rank	Company	Total Expenditure	Network Television	Network Radio	Newspaper Sections	General Magozines	Form Magozines	Total for Magozines
1.	Procter & Gamble Co.	\$22,814,538	\$11,136,979	\$6,933,705	\$1,015,424	\$3,421,918	\$306,512	\$3,728,430
2.	General Motors Corp.	20,421,228	5,681,660	1,475,324	1,197,445	11,084,122	982,677	12,066,799
3.	Colgate-Palmolive Co.	13,823,831	6,385,466	2,915,764	2,237,179	2,140,597	144,825	2,285,422
4.	General Foods Corp.	13,320,407	4,611,103	2,429,887	1,123,544	4,739,350	416,523	5,155,873
5.	Lever Bros. Co.	9,451,752	3,260,819	2,367,904	2,334,866	1,416,274	71,889	1,488,163
6.	General Electric Co.	9,275,500	3,179,569	943,302	145,870	4,555,559	451,200	5,006,759
7.	Chrysler Corp.	8,421,405	3,265,327	987,804	303,620	3,686,828	177,826	3,864,654
8.	American Tobacco Co.	8,181,858	4,517,048	752,520	516,515	2,286,545	109,230	2,395,775
9.	R. J. Reynolds Tobacco Co.	8,163,041	5,518,421	1,031,781	226,190	1,205,379	181,270	1,386,649
10.	Ford Motor Co.	8,053,004	2,725,736	310,362	595,478	3,915,511	505,917	4,421,428
11.	General Mills Inc.	7,339,021	3,632,195	1,698,737	413,455	1,493,424	101,210	1,594,634
12.	Gillette Co.	7,250,433	3,848,060	2,754,840	285,340	333,273	28,920	362,193
13.	P. Lorillard & Co.	6,463,059	3,252,368	1,644,092	—	1,566,599	—	1,566,599
14.	Liggett & Myers Tobacco Co.	6,365,626	2,784,685	1,643,663	607,845	1,329,433	—	1,329,433
15.	Campbell Soup Co.	5,425,891	2,159,050	573,195	632,135	2,061,511	—	2,061,511
16.	American Home Products Corp.	5,315,204	2,232,433	2,889,769	129,750	963,552	99,700	1,063,252
17.	Notional Dairy Products Corp.	5,276,155	2,786,649	362,332	379,631	1,654,061	93,482	1,747,543
18.	Swift & Co.	5,156,357	1,567,792	1,658,509	476,060	1,337,148	116,848	1,453,996
19.	Miles Labs Inc.	4,334,037	—	3,654,421	87,341	575,281	16,994	592,275
20.	Sterling Drug Inc.	4,187,740	370,163	2,100,701	761,887	848,677	106,312	954,989
21.	Pillsbury Mills Inc.	4,007,337	1,878,406	1,041,078	257,730	830,123	—	830,123
22.	Bristol-Myers Co.	3,902,234	1,434,989	750,326	133,605	1,538,187	45,127	1,583,314
23.	Kellogg Co.	3,863,980	1,931,444	1,021,394	233,220	661,722	16,200	677,922
24.	Quaker Oats Co.	3,741,007	1,013,063	910,864	461,375	1,189,235	166,470	1,355,705
25.	Goodyear Tire & Rubber Co.	3,475,940	793,476	190,470	69,760	2,239,505	182,729	2,422,234
26.	S. C. Johnson & Son	3,346,454	1,393,145	986,838	375,075	591,396	—	591,396
27.	Philip Morris & Co.	2,955,932	1,727,805	727,536	—	469,601	30,990	500,591
28.	American Telephone & Tel. Co.	2,889,410	—	407,863	—	2,307,017	174,530	2,481,547
29.	Distillers Corp.-Seogroms Ltd.	2,860,788	—	—	—	2,855,388	5,400	2,860,788
30.	Rodia Corp. of America	2,819,001	1,292,997	413,840	56,818	1,055,346	—	1,055,346
31.	Philco Corp.	2,726,883	1,181,690	799,066	58,400	646,081	41,646	687,727
32.	Armour & Co.	2,699,520	637,549	—	754,835	1,237,406	69,730	1,307,136
33.	Westinghouse Electric Corp.	2,654,752	1,584,080	—	—	1,039,772	30,900	1,070,672
34.	Coco-Colo Co.	2,600,077	1,298,860	253,334	—	1,047,883	—	1,047,883
35.	Standard Brands Inc.	2,498,858	757,323	—	377,490	1,302,635	61,410	1,364,045
36.	Johnson & Johnson	2,391,051	106,880	—	170,571	2,005,272	108,328	2,113,600
37.	Inter. Cellucotton Prod. Co.	2,383,704	436,830	407,966	220,957	1,317,951	—	1,317,951
38.	Notional Distillers Prod. Corp.	2,317,632	—	—	—	2,316,854	778	2,317,632
39.	E. I. du Pont De Nemours Inc.	2,204,872	469,840	—	6,048	1,673,200	55,784	1,728,984
40.	Firestone Tire & Rubber Co.	2,162,218	810,921	351,052	—	865,750	134,495	1,000,245
41.	Seruton Co.	2,155,837	2,013,715	—	140,190	1,932	—	1,932
42.	Rexall Drug Inc.	2,124,669	667,650	362,847	—	993,412	100,760	1,094,172
43.	Kaiser Motors Corp.	2,118,205	—	1,153,572	—	869,993	94,640	964,633
44.	Borden Co.	2,090,741	889,805	—	384,465	781,371	35,100	816,471
45.	American Motors Corp.	1,991,140	482,862	23,553	—	1,484,725	—	1,484,725
46.	Texas Co.	1,987,518	72,443	387,929	—	1,429,786	97,360	1,527,146
47.	Avco Mfg. Corp.	1,939,302	582,606	14,892	454,515	760,817	126,472	887,289
48.	Andrew Jergens Co.	1,907,176	704,700	195,195	331,089	628,547	47,645	676,192
49.	Scott Paper Co.	1,831,760	1,075,682	—	35,399	720,679	—	720,679
50.	Cornotion Co.	1,815,457	494,193	950,575	—	333,029	37,660	370,689
51.	Eastman Kodak Co.	1,783,043	—	—	232,421	1,550,622	—	1,550,622
52.	Notional Biscuit Co.	1,659,470	373,397	398,287	534,855	352,931	—	352,931
53.	Helene Curtis Industries Inc.	1,651,346	491,675	73,238	588,600	497,833	—	497,833
54.	Coliformio Pocking Corp.	1,610,450	—	—	273,205	1,337,205	—	1,337,205
55.	Aluminum Co. of America	1,605,270	650,285	—	—	849,170	105,815	954,985
56.	Corn Products Refining Co.	1,592,669	127,548	266,433	429,165	657,454	111,859	769,313
57.	B. F. Goodrich Co.	1,580,058	470,508	—	—	964,033	145,517	1,109,550
58.	Pobst Brewing Co.	1,579,030	1,328,550	16,500	—	233,980	—	233,980
59.	Pepsi-Colo Co.	1,576,590	543,075	—	583,600	449,915	—	449,915
60.	Nestle Co.	1,570,046	686,054	74,065	128,811	673,746	7,370	681,116
61.	Carter Products Inc.	1,552,138	977,796	568,542	2,950	2,850	—	2,850
62.	Hollmark Cords Inc.	1,549,429	1,019,870	382,950	—	146,609	—	146,609
63.	Monhotton Soap Co.	1,538,255	—	1,383,584	37,693	116,978	—	116,978

(Continued on page 348)

*If you want to see your
Oklahoma Sales go up
you need...*



"THE EYES OF OKLAHOMA"



KVOO-TV...TULSA... Hub of the Magic Empire... is the trade and service center for eastern Oklahoma and adjoining areas of Kansas, Missouri and Arkansas.

INCOME ... in Tulsa is 27% higher than the national average per household!

POPULATION ... has increased over 43% since 1940!

INDUSTRY ... in Tulsa includes headquarters for 500 major oil companies and 738 manufacturing firms.

SELLING ... 1,435,000 persons in a 100-mile radius!

KVOO-TV coverage reaches ...

- 42% of Oklahoma retail sales
- 42% of Oklahoma drug sales
- 44% of Oklahoma food sales
- 42% of Oklahoma automotive sales
- 43% of Oklahoma's general merchandise sales

REPRESENTED BY



.....

C. B. Akers – Vice President and General Manager
Russ Lamb – Sales Manager
Bill Sadler – Program Director

Spring 1955 Edition

WBC's Low Channels in Big Markets Mean High Sales for You!

Better reception . . . larger audiences—bigger sell! That's what you get when you buy Westinghouse Broadcasting Company TV stations . . . because WBC stations are on low, clear channels in high-population, high-buying areas. Look at *this* clear picture:



Channel 3
WPTZ
Philadelphia

Population—6,796,015
TV Families—1,878,519
Effective Buying Power—
\$11,776,873,000
Retail Sales—\$7,833,466,000



Channel 4
WBZ-TV
Boston

Population—5,258,259
TV Families—1,239,424
Effective Buying Power—
\$9,340,341,055
Retail Sales—\$6,106,033,000



Channel 5
KPIX
San Francisco

Population—3,811,100
TV Families—1,033,430
Effective Buying Power—
\$8,144,656,000
Retail Sales—\$5,109,861,000

Each of these stations is a proved producer for advertisers. Because each stays ahead with the leading local personalities. Good time slots. Top talent. Loyal audiences. That's what you get with participation in WBC's top-rated TV shows. For additional information and availabilities, contact the stations or Eldon Campbell, National Sales Manager, at PLaza 1-2700, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, Philadelphia; WBZ-TV • WBZ+WBZA, Boston; KPIX, San Francisco;
WOWO, Fort Wayne; KEX, Portland; KDKA, Pittsburgh
KPIX Represented by THE KATZ AGENCY, INC.
WBC National Representatives—FREE & PETERS, INC.

* Network Television Billings, 1949-54

* Network Radio Billings, 1949-54

Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1949 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1949 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1950 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1950 to 1954 with monthly and total data.

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

Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1951 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1951 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1952 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1952 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1953 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1953 to 1954 with monthly and total data.

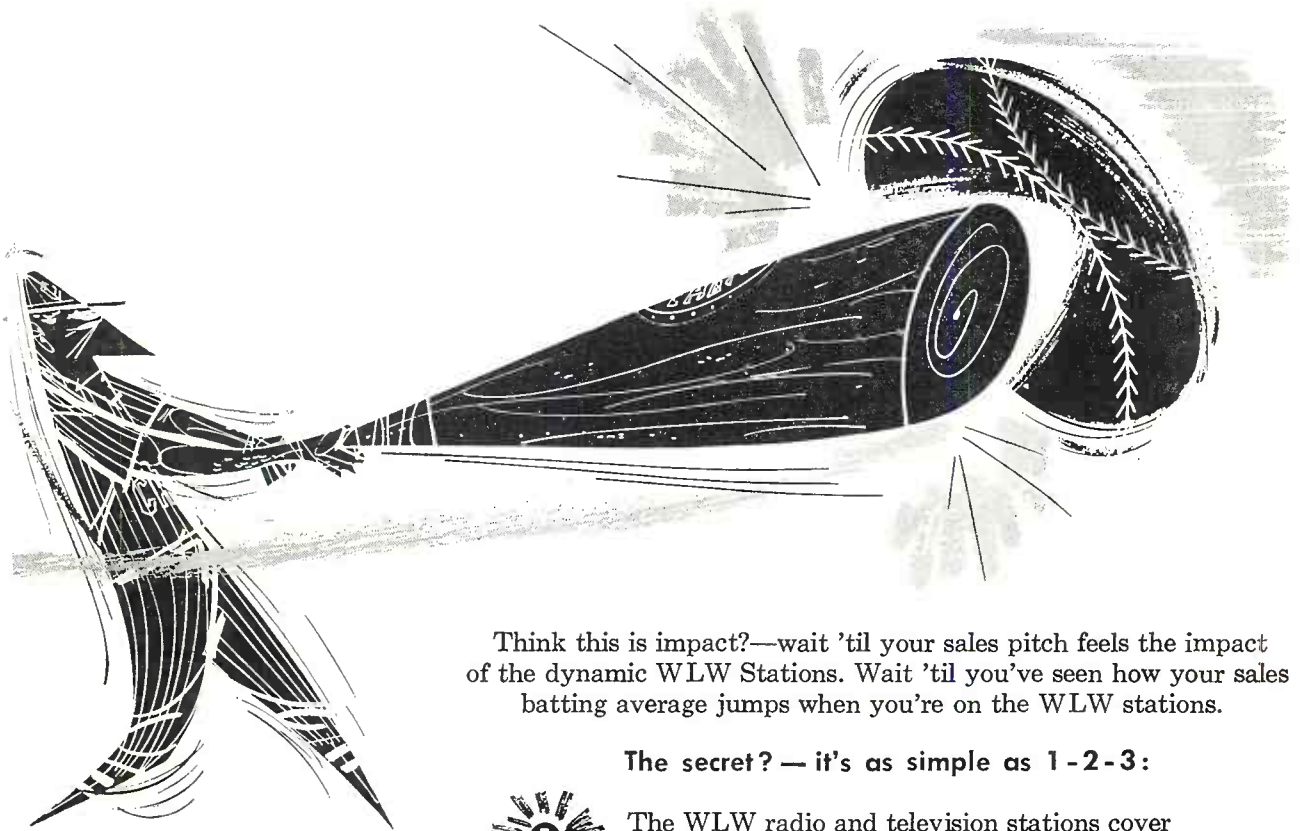
Table with 6 columns: Year, ABC, CBS, DuMont, NBC, Total. Rows for years 1954 to 1954 with monthly and total data.

Table with 6 columns: Year, ABC, CBS, MBS, NBC, Total. Rows for years 1954 to 1954 with monthly and total data.

* Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts...

miral (ABC), Westinghouse (CBS) and Philco (NBC). PIB figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons and trends.

TALK ABOUT IMPACT



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:



The WLW radio and television stations cover 13,464,600 people — that's a lot of people who buy a lot of things.



The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.



The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

*as your ad dollar is directed,
so your sales message "scores".*

So, when you think of impact, think of the Crosley WLW Stations.

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • MIAMI

Television Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

All data as furnished by networks.

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

AMERICAN BROADCASTING CO.

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

Television Network

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

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

Other Affiliations: ABC also owns WABC & WABC-TV, New York; WBKB, Chicago; WXYZ & WXYZ-TV, Detroit; KGO & KGO-TV, San Francisco; KABC & KABC-TV, Los Angeles.

Board of Directors: (AB-PT): Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Walter W. Gross, Robert H. Hineckley, Robert L. Huffines Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Edward J. Noble, Robert H. O'Brien, Herbert Schwartz, Robert B. Wilby, Owen D. Young.

EXECUTIVES

Robert E. Kintner, *president*.
 Earl E. Anderson, *v.p.*
 James H. Connolly, *v.p. in charge of San Francisco*.
 John Daly, *v.p. TV news, special events & public affairs*.
 Robert H. Hineckley, *v.p. in charge of Washington*.
 Earl Hudson, *v.p. in charge of Western Division*.
 Ernest Lee Jahncke Jr., *v.p. in charge of station relations*.
 Frank Marx, *v.p. in charge of engineering & gen. services*.
 John H. Mitchell, *v.p. in charge of TV network*.
 Robert M. Weitman, *v.p. in charge of talent & programming-TV*.
 Paul Whitman, *v.p. in charge of music*.
 Harold L. Morgan, *v.p. & controller*.

Engineering & General Services

Frank Marx, *v.p. in charge*.
 Thomas F. Foy, *purchasing agent*.
 Riehard Hamilton, *supervisor of communications*.
 Clure Owen, *administrative assistant*.
 John G. Preston, *dir. of engineering facilities & general services*.
 Lawrence A. Ruddell, *recording director*.
 Joseph J. Spagnola, *office & studio services director*.
 William H. Trevarthen, *director of engineering operations*.
 Reginald Willcocks, *traffic manager*.
 Merle Worster, *eastern TV engineering operations manager*.

Finance and Personnel

Harold L. Morgan Jr., *v.p. & controller*.
 Jason Rabinovitz, *asst. comptroller*.
 J. Russell Gavin, *chief accountant*.
 Marle McWilliams, *director of personnel*.

Labor Relations

Mortimer Weinbach, *director of labor relations*.

Legal and Business Affairs

Geraldine B. Zorbaugh, *general counsel*.
 Omar Elder, *asst. secretary & asst. general counsel*.
 James A. Stabile, *director of business affairs*.

Television Programming & Services

John H. Mitchell, *v.p. in charge of TV network*.
 Ruth K. Blainey, *operations manager*.
 Richard H. Depew, *program operations manager*.
 Arthur Dorfner, *administrative manager*.
 Freelon Fowler, *film program manager*.
 Robert Lewine, *director of TV program dept.*
 James McNaughton, *executive art director*.
 Charles Mortimer, *manager of program production*.
 Bernard Paulson, *plant superintendent*.
 J. English Smith, *manager of TV program services*.
 Harold Sobolov, *studio supervisor*.
 Robert Stone, *director of TV services dept.*

News, Special Events & Public Affairs

John Daly, *v.p. in charge of TV news, special events & public affairs*.
 Thomas Velotta, *v.p. & administrative officer*.
 Donald Coe, *director of special events & operations*.
 William Whitehouse, *director of radio & TV sports*.

Advertising, Promotion & Publicity; Continuity Acceptance

Eugene Aecas, *director of advertising, promotion & publicity*.
 Ellen Crawford, *librarian*.
 Ellen Heagerty, *supervisor of audience information*.
 Grace Johnson, *director of continuity acceptance*.
 Ernest E. Stern, *manager of publicity*.

Station Relations

Ernest Lee Jahncke Jr., *v.p.*
 Frank Atkinson, *manager of co-operative program dept.*
 Alfred Beckman, *station relations director for TV network*.

Network Sales

Slocum Chaplin, *v.p. in charge of TV network sales*.
 Charles Abry, *TV network sales manager*.
 Henry T. Hede, *director of TV network sales service*.
 Mary Alice Connell, *TV network station clearance manager*.
 Alice Stamatis, *TV network order processing manager*.

Research & Sales Development

Don Durgin, *director of research & sales development*.
 Donald Coyle, *director of research*.
 Dean Shafner, *director of sales development*.

ABC Film Syndication

George T. Shupert, *president*.
 Don L. Kearney, *v.p., sales*.
 John B. Burns, *midwest manager*.
 William L. Clark, *western manager*.

Owned Television Stations

WABC-TV, New York: Theodore I. Oberfelder, *v.p. in charge of WABC-TV*; J. Trevor Adams, *sales manager*; Arden B. Rodner, *program mgr.*

WBKB, Chicago: Sterling C. Quinlan, *v.p. in charge of WBKB*; James W. Beach, *sales mgr.*; Daniel Schuffman, *program mgr.*
 KABC-TV, Los Angeles: Amos Baron, *mgr.*; Eton Rule, *sales mgr.*

KGO-TV, San Francisco: James H. Connolly, *v.p. in charge of KGO-TV*; Vincent Francis, *sales mgr.*; Frank R. Baker, *program mgr.*

WXYZ-TV, Detroit: James G. Riddell, *pres.*; John F. Pival, *station mgr.*; Ralph Dawson, *sales mgr.*

Central Division (Chicago)

Gerald Vernon, *director of TV network for Central Division*.
 Elliot Henry, Jr., *publicity, promotion & adv. director*.
 Matthew Vieracker, *treasurer*.

Western Division (Los Angeles)

Earl J. Hudson, *vice president in charge*.
 Seng Seligman, *asst. to v.p. & business coordinator*.
 Kenneth B. Craig, *TV program director*.
 Dorothy L. Brown, *continuity acceptance editor*.
 Edwin W. Conklin, *news editor*.
 Cameron G. Pierce, *chief facilities engineer*.
 Florence T. Schro, *personnel director*.
 John C. Wagner, *controller*.
 Stanton Kramer, *director of TV promotion & publicity*.

San Francisco

James H. Connolly, *vice president in charge*.
 Lorraine J. Duchene, *continuity acceptance editor*.
 Edith Kirby, *traffic manager*.
 Victor Keed, *mgr. of news & special events*.
 Henry A. Saroyan, *auditor*.
 Harry Jacobs, *chief engineer*.

Washington

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

NETWORK RATES

(Rate Card No. 4—Revised to January, 1955)
 (Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.). Class B rates (2-6 p.m., Sat.; 1-5 p.m., Sun.) are 75% of Class A rates. Class C rates (all other times) are 50% of Class A rates. Class B rates will apply in certain markets for Mon. thru Fri. 5-6 p.m.; a listing of these markets will be given upon request.

GROSS STATION RATES—CONNECTED NETWORK

(Class A Rates)

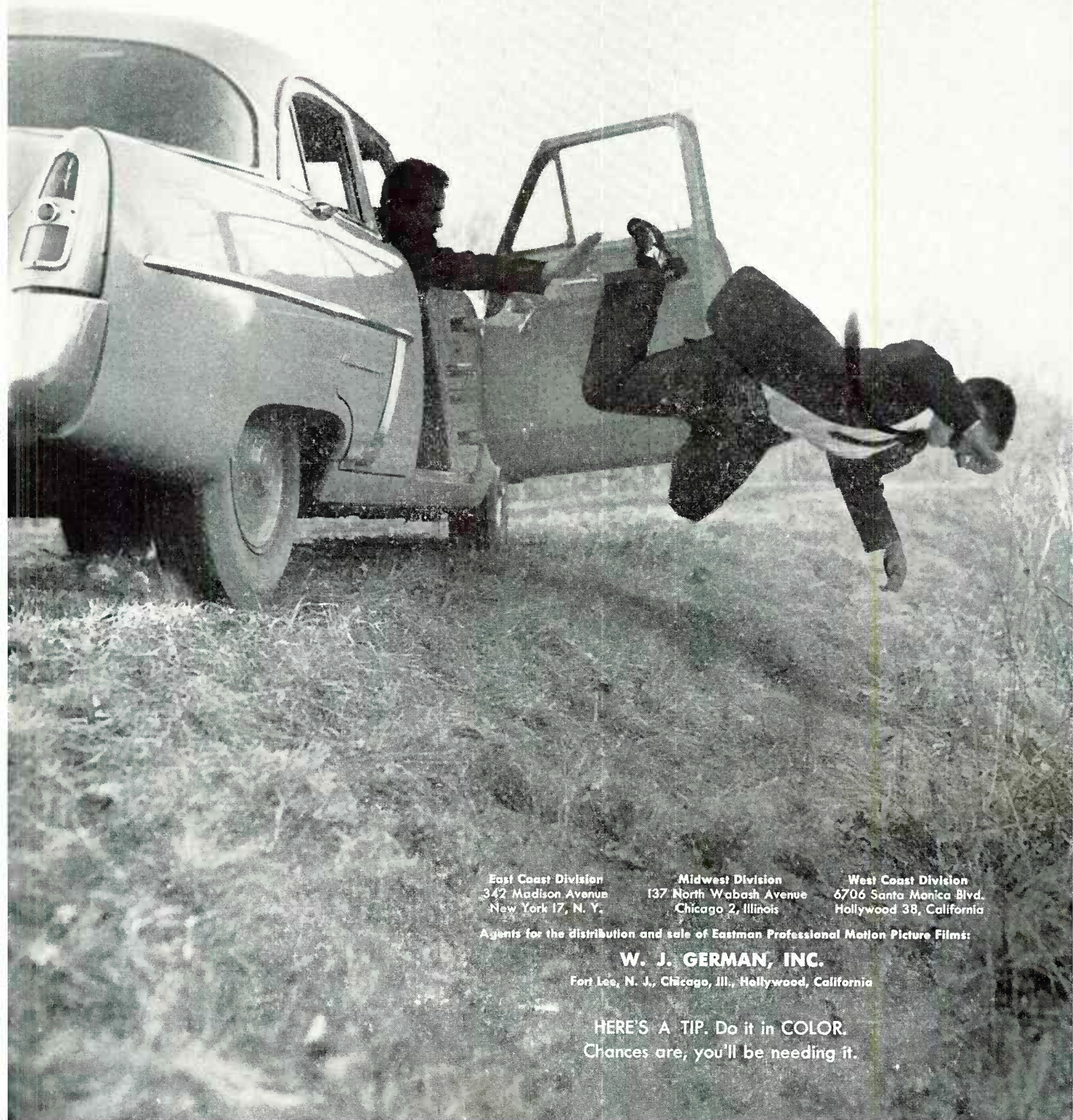
Station	Hour	30 Min.	15 Min.	
WABC-TV, New York	\$4250.00	\$2550.00	\$1700.00
KTEN-TV, Ada, Okla.	150.00	90.00	60.00
WAKR-TV, Akron, Ohio	150.00	90.00	60.00
WKOW-TV, Albany-Schenectady	300.00	180.00	120.00
WFBG-TV, Altoona, Pa.	500.00	300.00	200.00
WOI-TV, Ames-Des Moines	500.00	330.00	220.00
WLOS-TV, Asheville, N. C.	250.00	150.00	100.00
WLW-A, Atlanta, Ga.	850.00	510.00	340.00
WJBF-TV, Augusta, Ga.	250.00	150.00	100.00
KMMT, Austin, Minn.	200.00	120.00	80.00
KTBC-TV, Austin, Tex.	300.00	180.00	120.00
KBK-TV, Bakersfield, Cal.	150.00	90.00	60.00
WAAM, Baltimore	1300.00	780.00	520.00
WTVI, Belleville, Ill. (St. Louis)	400.00	240.00	160.00
WNEF-TV, Binghamton, N.Y.	600.00	360.00	240.00
WABT, Birmingham, Ala.	750.00	450.00	300.00
**WBLN-TV, Bloomington, Ill.		Bonus to network	
WNAC-TV, Boston	2000.00	1200.00	800.00
WICC-TV, Bridgeport	200.00	120.00	80.00
WGR-TV, Buffalo	1100.00	660.00	440.00
WBUF-TV, Buffalo	350.00	210.00	140.00
KCRG-TV, Cedar Rapids, Ia.	200.00	120.00	80.00
WCSC-TV, Charleston, S.C.	300.00	180.00	120.00
WKNA-TV, Charleston, W.Va.	300.00	180.00	120.00
WOAY-TV, Oak Hill, W.Va.		(Charleston, Oak Hill, comb. rate)	
WAYS-TV, Charlotte, N.C.	150.00	90.00	60.00
WBT-TV, Charlotte, N.C.	1000.00	600.00	400.00
WDEF-TV, Chattanooga	350.00	210.00	140.00
WBKB, Chicago	2200.00	1320.00	880.00
KHSI-TV, Chico, Calif.	200.00	120.00	80.00
WCPO-TV, Cincinnati	1200.00	720.00	480.00

(Continued on next page)

Tricks like this... are sure-fire. They lift TV audiences right out of their seats—especially when spotted in “live” shows. Easy to produce, too—entertainment or commercial—when you **USE EASTMAN FILM.**

For complete information—what film to use, latest processing technics—write to:

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



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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. GERMAN, INC.

Fort Lee, N. J., Chicago, Ill., Hollywood, California

HERE'S A TIP. Do it in COLOR.
Chances are, you'll be needing it.

CBS TELEVISION DIVISION

A Division of Columbia Broadcasting System, Inc.

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

Production Center: 524 W. 57th St., New York 19, N. Y. Judson 6-8000.

Studios: 15 Vanderbilt Ave., New York. Plaza 1-2345. (CBS-TV also has these studios in New York: Studios 41, 42, 43 and 44 in the Grand Central Bldg.; Studio 50, 1697 Broadway; Studio 51, 109 West 39th St.; Studio 52, 254 West 54th St.; Studios 53, 54, 55 & 56 at 111 East 58th St.; Studio 57, 1280 Fifth Ave.; Studio 58, 841 Ninth Ave.; Studio 59, 256 West 47th St.; Studio 60, 1945 Broadway; Studio 61, 1456 First Ave.; Studio 62, 231 West 47th St.; Studio 71, 485 Madison Ave.; Studio 72, Bway. & 81st St.; in Los Angeles at Don Lee Studios and Television City; and in Chicago at the Garrick Theatre.)

Other Affiliations: Columbia Broadcasting System Inc. (William S. Paley, chairman, Frank Stanton, president) owns and CBS Television Division operates WCBS-TV, New York; WBBM-TV, Chicago; KNX-TV, Los Angeles; CBS Television Spot Sales, and CBS Television Film Sales; CBS Inc. also owns and CBS Radio Division operates AM stations WCBS, New York; KCBS, San Francisco (owned by a subsidiary); KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston. Note: CBS purchase of WOKY-TV, Milwaukee, approved by FCC 1-14-55.

Board of Directors, CBS Inc.: William S. Paley, Leon Levy, Samuel Paley, J. A. W. Iglehart, Dorsey Richardson, Ralph F. Colin, Frank Stanton, Edward R. Murrow, James B. Conkling, Adrian Murphy, J. L. Van Volkenburg, Robert A. Lovett, Charles F. Stromeyer, Seymour Mintz.

Operating Subsidiaries and Divisions of Columbia Broadcasting System Inc. include CBS-Columbia (Seymour Mintz, president); CBS Laboratories Division (Peter Goldmark, president); CBS Radio Division (Adrian Murphy, president); Columbia Records (James B. Conkling, president); CBS-Hytron (Charles F. Stromeyer, president); CBS International (Lewis Gordon, president).

CBS Television Affiliate Advisory Board: Philip G. Lasky, KPX, San Francisco; Clyde W. Rembert, KRLD-TV, Dallas; James C. Hanrahan, WEWS, Cleveland; Glenn Marshall Jr., WMBR-TV, Jacksonville; E. K. Jett, WMAR-TV, Baltimore; Owen Saddler, KMTV, Omaha.

OFFICERS

J. L. Van Volkenburg, *president*
Edward L. Saxe, *v.p. & asst. to president*
William H. Hylan, *v.p. in charge of network sales*
Hubbell Robinson Jr., *v.p. in charge of network programs*
Harry S. Ackerman, *v.p. in charge of network programs, Hollywood*
H. Leslie Atlas, *v.p. in charge of Central Division*
Frank B. Falknor, *v.p. in charge of operations*
Merle S. Jones, *v.p. in charge of CBS-owned TV stations & general services*
W. Spencer Harrison, *v.p. in charge of legal & business affairs*
Herbert V. Akerberg, *v.p. in charge of station relations*
William B. Lodge, *v.p. in charge of engineering*
Leslie Harris, *v.p. & gen. mgr., CBS Television Film Sales Inc.*
Charles L. Glett, *v.p. in charge of network services, Hollywood*
William J. Flynn, *comptroller*

NETWORK SALES

William H. Hylan, *v.p. in charge of network sales*
Thomas H. Dawson, *general manager of network sales*
George E. Klayer, *Chicago sales manager*
Frank Samuels, *Pacific Coast sales manager*
Charles R. Sterritt, *Detroit sales manager*
James C. Shattuck, *sales manager, color*
William J. Fagan, *business manager*
T. D. Connolly, *program sales manager*
Edward F. Lethen Jr., *manager of network sales development*
Robert F. Jamieson, *sales service manager*
Terrence McGuirk, *sales manager, EMP*
George A. Koipin, *contract manager*

PROGRAMS

Hubbell Robinson Jr., *v.p. in charge of network programs, Hollywood*
Harry S. Ackerman, *v.p. in charge of network programs, Hollywood*
Harry G. Ommerle, *program director*
William Dozier, *director of network programs, Hollywood*
Louis Stone, *manager of program budget*
Mario Lewis, *executive producer, music & variety programs*
Milo Frank, *talent & casting director*
Richard Lewine, *executive producer, color*
E. Carlton Winckler, *production manager*
Charles Holden, *production manager, Hollywood*
John Hundley, *manager, program service*

OPERATIONS

Frank B. Falknor, *v.p. in charge of operations*
Henry Grossman, *director of operations*
R. G. Thompson, *director of technical operations*
H. C. Meier, *manager of network operations*
Walter R. Pierson, *manager of production*
Gilbert DeStefano, *manager of lighting*
Albert J. Raymond, *manager of stage operations*
Anthony Boschetti, *manager of procurement*
Paul Wittig, *manager of new effects development*
Orville Sather, *manager of technical operations*
C. H. Rylander, *manager of special effects*
H. Grant Theis, *manager of film service operations*
Herbert O. Phillips, *manager of scenic art division*
George Lehmann, *manager of scenery construction*

STATION RELATIONS

Herbert V. Akerberg, *v.p. in charge of station relations*
Edward P. Shurick, *national director of station relations*
Robert Wood, *asst. director of station relations*
Bert Lown, *western manager, Los Angeles*
Ed Scovill, *Midwest manager*

ADVERTISING & SALES PROMOTION

William Golden, *creative director*
John P. Cowden, *operations director*
Robert Strunsky, *copy chief*
Alex Kennedy, *director of program promotion*
Gordon Hellmann, *director of presentations*
John Donald Foley, *director of CBS-owned TV stations promotion service*
Edward Side, *production manager*

PRESS INFORMATION

Charles J. Oppenheim, *director of press information*
Michael J. Foster, *publicity manager*
Hank Warner, *manager of operation*
Arthur Perles, *asst. to the director*
Ted Wick, *director of publicity & exploitation, Hollywood*
Jack Goldstein, *director of special projects*
Dorothy Leffler, *director of magazine division*
James J. Kane, *trade news editor*

RESEARCH

Oscar Katz, *director*
Philip Eisenberg, *manager of coverage*
Rose Marie O'Reilly, *manager of ratings*
Tore Fallonquist, *manager of program analysis*
Leonard DeNooyer, *manager of general surveys*

ENGINEERING

William B. Lodge, *v.p. in charge of engineering*
A. B. Chamberlain, *chief engineer*
H. A. Chinn, *chief audio-video engineer*
J. D. Parker, *chief radio engineer*

EDITING

Herbert A. Carlborg, *director*

BUSINESS AFFAIRS

W. Spencer Harrison, *v.p. in charge of legal & business affairs*
Merritt H. Coleman, *director of business affairs*
Phillip Feldman, *director of business affairs, Hollywood*

ACCOUNTING

William J. Flynn, *comptroller*
Norman C. Hadley, *director, accounting operations*

NETWORK SERVICES, HOLLYWOOD

Charles L. Glett, *v.p. in charge of network services, Hollywood*
Lester H. Bowman, *director of technical operations, Hollywood*
James Melick, *dir. of budgeting, business operations, Hollywood*

CBS INC. DEPARTMENTS

NEWS AND PUBLIC AFFAIRS

Sig Mickelson, *v.p. in charge of news & public affairs*
John F. Day, *director of news for CBS*
Irving Gitlin, *director of public affairs*
Elmer Lower, *director of special projects*
Howard Kany, *manager of news/film*
Jack Bush, *manager of film production*
George Crothers, *associate director of public affairs for TV*
Stuart Novins, *associate director of public affairs for radio*
James Burke, *assignment editor for radio & TV news*
David Zellmer, *executive producer of TV news*
Robert Skedgell, *executive producer of radio news*
Helen Sioussat, *director of talks*
Theodore F. Koop, *director of news & public affairs, Washington*
John Derr, *director of sports*

CONSTRUCTION & BUILDING OPERATIONS

Louis R. LaPorte, *gen. mgr., construction & building operations*
H. W. Van Wagenen, *manager, construction operations*
James Swenson, *manager, building operations*
Jack Page, *manager, office administration & building services for construction & building operations*

GENERAL PURCHASING

John E. Forsander, *director of purchases*
Edward Drewes, *purchasing agent*

OFFICE SERVICES

A. H. Bryant, *manager*
Maud Stubner, *supervisor, program typing*
Emily Schiener, *supervisor, program transcripts*
Laurette Banks, *supervisor, ticket bureau*
Harry Kestenbaum, *supervisor, general files & record center*
Marie Dunn, *supervisor, transportation*

PERSONNEL RELATIONS

Robert Kalaidjian, *director*
Charles Burt, *personnel administrator*
Dr. Jack Nelson, *director, medical office*
John Anderson, *personnel & labor research manager*
Richard Stanley, *employment manager*

PHOTOGRAPHY

Walter I. Selgal, *manager*

REFERENCE

William C. Ackerman, *director*
May Dowell, *manager, general information*
Agnes Law, *librarian*
Esther H. Dobbins, *manager, program information division*
Dorothy E. Boyle, *manager, program statistics division*

CBS TELEVISION SPOT SALES

Clark B. George, *general sales manager*
Ben Margolis, *business manager*
Al DiGiovanni, *research manager*
Edward A. Larkin, *eastern sales manager*
John A. Schneider, *midwestern sales manager*
J. Richardson Loughrin, *Los Angeles sales manager*
MacLean Chandler, *San Francisco sales manager*
Tony Moe, *Detroit sales manager*
H. H. Holtshouser, *Atlanta sales manager*

CBS TELEVISION FILM SALES INC.

Leslie Harris, *v.p. & general manager*
 Wilbur S. Edwards, *general sales manager*
 Fred Mahlstedt, *director of operations*
 Eugene Moss, *director of research*
 Walter Scanlon, *director of merchandising & promotion*

CBS-OWNED TELEVISION STATIONS

Craig Lawrence, *director of station administration*

WCBS-TV, 485 Madison Avenue, New York 22, N. Y.

Sam Cook Digges, *general manager*
 Frank Shakespeare Jr., *general sales manager*
 Clarence Worden, *asst. to general manager*
 Hal Hough, *program director*
 Robert Patt, *promotion manager*
 William C. Lacey, *film manager*
 Robert Fuller, *publicity manager*

WBBM-TV, 410 N. Michigan Avenue, Chicago, Ill.

H. Leslie Atlas, *v.p. & general mgr., central division*
 E. H. Shomo, *asst. general mgr.*
 George J. Arkedis, *sales manager*
 Eugene McClurg, *sales traffic manager*
 C. W. Docbler, *sales promotion manager*
 William Ryan, *program manager*
 Les Welnrott, *executive producer*
 J. F. Novy, *chief engineer*
 Andy Murphy, *publicity director*

KNXT, 1313 North Vine Street, Los Angeles 28, Cal.

James T. Aubrey Jr., *general manager*
 Donald M. Hine, *program manager*
 Dean Linger, *promotion manager*

NETWORK RATES

(Rate Card 11, revised to Jan. 15, 1955)

(Consult Network for Discounts, Specifications, etc.)

Class A (6 p.m. to 11 p.m. Monday through Saturday, 5 p.m. to 11 p.m. Sunday) gross rates are listed below. Class B (5 p.m. to 6 p.m. Monday through Friday, 2 p.m. to 6 p.m. Saturday, 1 p.m. to 5 p.m. Sunday) are 75% of gross rates. Class C (all other times) are 50% of gross rates. All rates are based on local time in each city. Rates for periods less than one hour shall be the following percentages of applicable full hour rate: 80% for 45 minutes; 60% for 30 minutes; 50% for 20 minutes; 40% for 15 minutes; 33 1/3% for 10 minutes; 30% for 5 minutes.

BASIC REQUIRED GROUP
 (Rate Card No. 11 revised to Jan. 15, 1955)

Station	Hour	30 Min.	15 Min.
WCBS-TV, New York, N. Y.	\$ 5500.00	\$ 3300.00	\$ 2200.00
WAGA-TV, Atlanta, Ga.	950.00	570.00	380.00
WMAR-TV, Baltimore, Md.	1450.00	870.00	580.00
WBRC-TV, Birmingham, Ala.	750.00	450.00	300.00
WNAC-TV, Boston, Mass.	2000.00	1200.00	800.00
WBNV-TV, Buffalo, N. Y.	1125.00	675.00	450.00
WCHS-TV, Charleston, W. Va.	500.00	300.00	200.00
WBT, Charlotte, N. C.	1000.00	600.00	400.00
WBBM-TV, Chicago, Ill.	3000.00	1800.00	1200.00
WKRC-TV, Cincinnati, O.	1200.00	720.00	480.00
WEWS, Cleveland, O.	1750.00	1050.00	700.00
WBNS-TV, Columbus, O.	850.00	510.00	340.00
KRLD-TV, Dallas, Tex.	1250.00	750.00	500.00
WHIO-TV, Dayton, O.	975.00	585.00	390.00
†KLZ-TV, Denver, Colo.	700.00	420.00	280.00
WJBK-TV, Detroit, Mich.	2100.00	1260.00	840.00
WFMY-TV, Greensboro, N. C.	750.00	450.00	300.00
KGUL-TV, Houston-Galveston ...	700.00	420.00	280.00
WFBM-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WMBR-TV, Jacksonville, Fla.	600.00	360.00	240.00
WKZO-TV, Kalamazoo-Grand Rapids	1000.00	600.00	400.00
KMBC-TV, Kansas City, Mo.	1075.00	645.00	430.00
†KNXT, Los Angeles, Cal.	2700.00	1620.00	1080.00
WHAS-TV, Louisville, Ky.	1000.00	600.00	400.00
WTVJ, Miami, Fla.	850.00	510.00	340.00
WCCO-TV, Minneapolis, Minn.	1250.00	750.00	500.00
WSIX-TV, Nashville, Tenn.	550.00	330.00	220.00
WTAR-TV, Norfolk, Va.	875.00	525.00	350.00
KWT, Oklahoma City, Okla.	750.00	450.00	300.00
KMTV, Omaha, Neb.	800.00	480.00	320.00
WCAU-TV, Philadelphia, Pa.	2700.00	1620.00	1080.00
†KPHO-TV, Phoenix, Ariz.	500.00	300.00	200.00
†KOIN-TV, Portland, Ore.	800.00	480.00	320.00
WHEC-TV, WVET-TV, Rochester	700.00	420.00	280.00
WBFB-TV, Rock Island, Ill.	700.00	420.00	280.00
KSD-TV, St. Louis, Mo.	1500.00	900.00	600.00
†KSL-TV, Salt Lake City, Utah ...	350.00	330.00	220.00
*KENS-TV, San Antonio, Tex. ...	600.00	360.00	240.00
†KFMB-TV, San Diego, Cal.	800.00	480.00	320.00
†KPIX, San Francisco, Cal.	1700.00	1020.00	680.00
†KTNI-TV, Seattle-Tacoma	900.00	540.00	360.00
WHEN-TV, Syracuse, N. Y.	900.00	540.00	360.00
WSPD-TV, Toledo, O.	800.00	480.00	320.00
KOTV, Tulsa, Okla.	700.00	420.00	280.00
WTOP-TV, Washington, D. C. ...	1500.00	900.00	600.00
KTVH, Wichita-Hutchinson, Kan.	425.00	255.00	170.00
Group totals	\$54,975.00	\$32,985.00	\$21,990.00

*Formerly KGBS-TV.

(Continued on page 48)

Television and Radio Station APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Co. to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

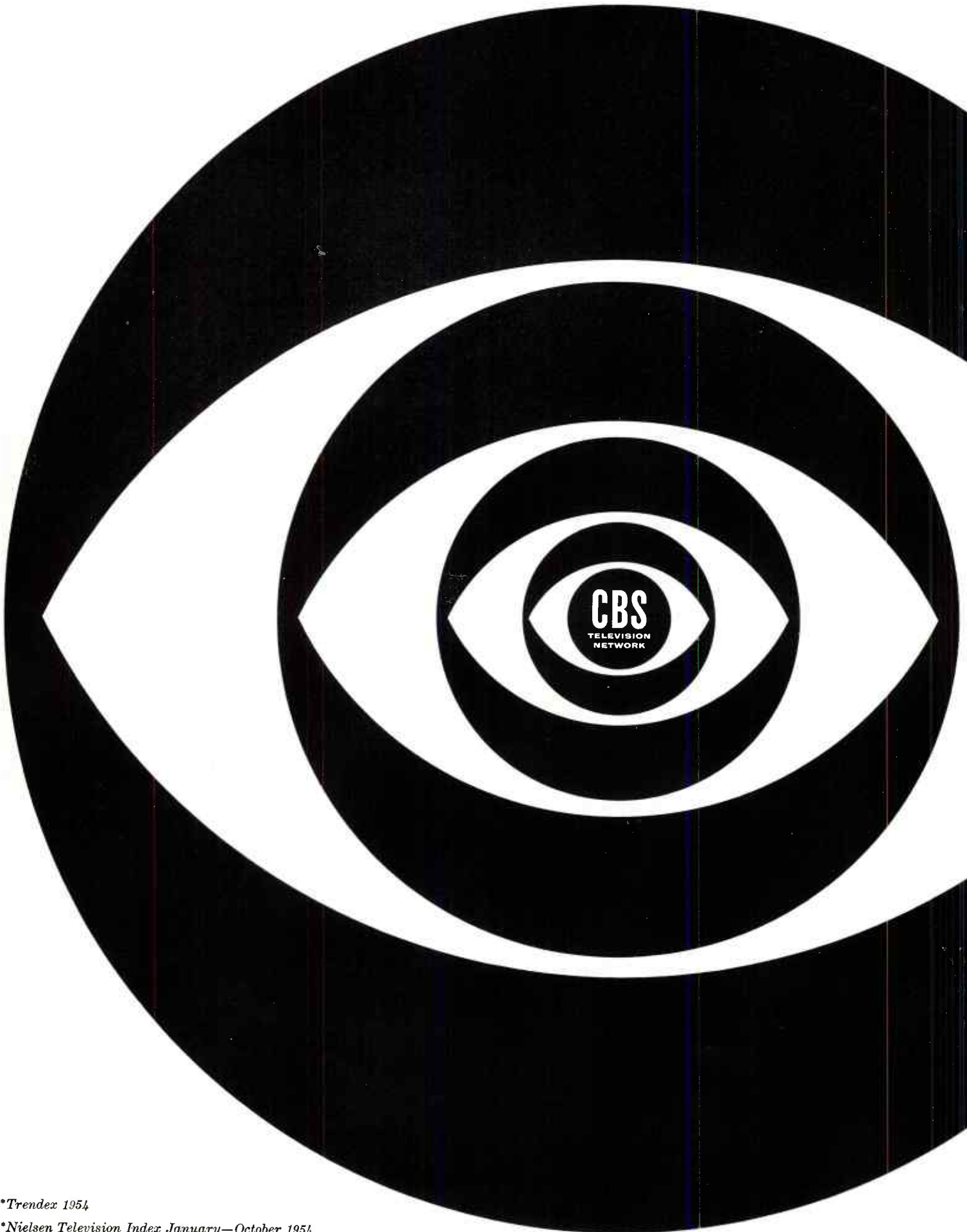
James W. Blackburn
 Clifford Marshall
 Washington Bldg.
 Sterling 3-4341-2

CHICAGO

Ray V. Hamilton
 Phil Jackson
 Tribune Tower
 Delaware 7-2755-6

SAN FRANCISCO

William T. Stubblefield
 235 Montgomery St.
 Exbrook 2-5671-2



**Trendex 1954*

***Nielsen Television Index January—October 1954*



Network identification

In 1954 Television again demonstrated that it was the most effective sales force in America by reaching larger audiences than any other medium of mass communications.

During 1954 the number of U.S. television homes increased from 28,000,000 to 32,500,000.

In 1954 the network identified by this symbol

- won the highest average ratings* of any broadcasting network-11% higher at night, 85% higher during the day
- broadcast the most popular* programs in television- an average of 6 of the top 10 at night, all of the top 10 during the day
- grew from 157 to 202 stations, while the number of stations carrying the average nighttime commercial program increased by 44%
- reached its audiences at the lowest cost per thousand** in network television
- earned the largest investment ever committed to a single advertising medium.

CBS NETWORK RATES—(Continued)

BASIC OPTIONAL GROUP

(44 Stations Available Individually with Required Group

Interconnected:)

Table with columns: Station, Hour, 30 Min., 15 Min. Lists stations like WRDW-TV, KTBC-TV, WAFF-TV, etc., with their respective rates.

BASIC GROUP TOTALS (90 Stations)

Summary table for Basic Group Totals showing rates for Basic Required Group, Basic Optional Group, and Totals for 90 Stations.

†These stations subject to transcontinental cable charges.

††Effective April 22, 1955, WOKY-TV becomes Basic Optional Affiliate.

SUPPLEMENTARY GROUP

70 Stations (Available Individually with Required Group—Interconnected)

Table listing supplementary stations like **WTRI, KGGM-TV, KFDA-TV, etc., with their rates for Hour, 30 Min., and 15 Min.

Table listing stations like Station, Hour, 30 Min., 15 Min. including KOLN-TV, KATV, KDUB-TV, etc.

Non-Interconnected:

Table listing non-interconnected stations like WISE-TV, KOOK-TV, KFVR-TV, etc., with their rates.

** (WTRI) Limited alternate affiliate for Schenectady, N. Y.
*** (WNET) Limited alternate affiliate for Providence, R. I.

†CABLE CHARGES (Gross):

Table showing cable charges for Transcontinental (Westbound), Transcontinental (Eastbound), and Cable charges for individual or combined interconnection.

ALASKA-CUBA-HAWAII-MEXICO-PUERTO RICO GROUP

(6 Stations Available Individually with Required Group)
(These stations subject to film shipping charges)

Table listing stations like KFIA, KFIF, CMA-TV, etc., with their rates.

CANADIAN GROUP

(16 Stations Available Individually with Required Group)

(Excluded from station-hour and annual discounts and computation of same. Special frequency and group discounts allowed by Canadian Broadcasting Corporation available on request. Interconnected stations subject to cable charges, payable direct to CBC. Class C rates are 60% of gross rates.)

Table listing Canadian stations like CHCI-TV, CFRN-TV, CKCO-TV, etc., with their rates.



THIS YOU'VE GOT TO SEE!
TV'S NEW FUN SHOW!

SEE PAGES 356-357

THE ALLEN B. DuMONT LABORATORIES, INC.

Broadcasting Division

Business Offices: 515 Madison Ave., New York 22, N. Y. Murray Hill 8-2600.

Studios: Tele-Centre, 205 East 67th St., New York 22, N.Y. Lehigh 5-1000. Adelphi Playhouse, Ambassador Theatre.

Affiliations: Owned by Allen B. DuMont Laboratories Inc., TV and electronics manufacturer; owns and operates TV stations WABD, New York and WTTG, Washington.

BROADCASTING DIVISION EXECUTIVES

Ted Bergmann, *director*.
 James L. Caddigan, *director of programming & production*.
 R. D. Chipp, *director of engineering*.
 Gerald Lyons, *director of publicity & public relations*.
 Joseph W. Hess, *controller*.
 Morris A. Mayers, *general manager of closed circuit operations*.
 Paul G. O'Friel, *director of labor relations*.
 Leif Tanenholz, *manager, personnel*.
 Richard L. Geismar, *adm. asst. to the director*.

DuMONT TELEVISION NETWORK

Ted Bergmann, *managing director*.
 John H. Bachem, *general manager*.
 James L. Caddigan, *director of programming & production*.
 Rodney D. Chipp, *director of engineering*.
 E. B. Lyford, *director of station relations*.
 Gerry Martin, *director of network sales*.
 A. L. Hollander Jr., *director of operations*.
 James M. Dolan, *director of sports*.
 Werner Michel, *executive producer*.
 Robert L. Coe, *manager, station relations dept.*
 Roy Sharp, *manager, network traffic dept.*
 Robert S. Woolf, *manager, teletranscription dept.*
 James O'Grady, *manager, sales service*.
 Shirley Stone Godley, *mgr. promotion, adv. & merchandising*.

Network Sales

Gerry Martin, *director of sales*.
 William Koblenz, *Eastern sales manager*.
 Gordon Mills, *Central Div. sales manager, 435 N. Michigan Ave., Chicago 11, Ill.*
 E. J. Rosenberg, *manager of sales development*.
 James O'Grady, *manager, sales service*.
 Edward R. Eadeh, *manager of research*.
 Ted Douglas, *account service manager*.

Operations Department

A. L. Hollander Jr., *director of operations*.
 James G. Graham, *business affairs manager*.
 Ed. Lieberthal, *manager of broadcast operations*.
 John Seidler, *production operations manager*.
 William C. Seaman, *asst. manager, production operations*.

Programming and Production

James L. Caddigan, *director of programming & production*.
 Werner Michel, *executive producer*.
 David Lowe, *acting manager of news & public affairs*.
 Louis E. Arnold Jr., *business manager*.
 Frank Bunetta, *mgr., development new production techniques*.
 Elizabeth Mears, *manager of casting*.
 Henry Humphrey, *manager, film programs*.
 Don Trevor, *film editor*.
 Dominick Celentano, *supervisor, music library & clearance*.
 Don Russell, *chief announcer*.
 Joan Thompson, *supervisor, religious programs & public service*.
 Frank Savage, *news editor*.
 Roger Gerry, *supervising producer*.
 Frank Telford, *producer-director*.
 Harry Coyle, *director & supervising producer for sports*.

Engineering Department

Rodney D. Chipp, *director of engineering*.
 Robert I. Brown, *acting manager, general engineering*.
 Arthur W. Deneke, *building facilities engineer*.
 Harry C. Milholland, *manager of technical operations*.
 Eric Herud, *technical operations engineer*.
 Malcolm Burleson, *chief engineer, WTTG*.

Station Relations

Elmore B. Lyford, *director of station relations*.
 Robert L. Coe, *manager, station relations*.
 Edwin G. Koehler, *area supervisor*.
 Roy H. Sharp, *manager, traffic dept.*
 Robert S. Woolf, *manager, teletranscription dept.*
 Carmine Patti, *asst. manager, traffic dept.*

Accounting

Joseph Hess, *controller, broadcasting division*.
 Willoughby Walsh, *purchasing agent*.

DuMont Owned and Operated Stations

George L. Barenbregge, *general manager, WABD, New York City*.
 Leslie G. Arries Jr., *general manager, WTTG, Washington*.
 William Crawford, *sales manager, WABD*.
 George Griesbauer, *sales manager, WTTG*.

NETWORK RATES

(Revised to January, 1955)

(Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., daily).

Class B rates (5-6 p.m., Mon.-Fri.), are 75% of Class A rates.

Class C rates (all other times) are 50% of Class A rates.

(Sat. & Sun., 1-6 p.m.—rates upon request)

Standard breakdown percentage: 20 min. is 50% of 1-hour rate; 10 min. is 35% of 1-hour rate; 5 min. is 25% of 1-hour rate.

INTERCONNECTED STATIONS

Station	Hour	30 Min.	15 Min.
KRBC-TV, Abilene, Tex.	\$150.00	\$90.00	\$60.00
² WROW-TV, Albany, N.Y.	250.00	150.00	100.00
KOAT-TV, Albuquerque, N.M.	180.00	108.00	72.00
WFBG-TV, Altoona, Pa.	500.00	300.00	200.00
KGNC-TV, Amarillo, Tex.	300.00	180.00	120.00
WOI-TV, Ames, Ia.	550.00	330.00	220.00
WPAG-TV, Ann Arbor, Mich.	150.00	90.00	60.00
WLOS-TV, Asheville, N.C.	250.00	150.00	100.00
WAGA-TV, Atlanta, Ga.	800.00	480.00	320.00
² WLW-A, Atlanta, Ga.	850.00	510.00	340.00
WJBF-TV, Augusta, Ga.	250.00	150.00	100.00
KTBC-TV, Austin, Tex.	300.00	180.00	120.00
KBAK-TV, Bakersfield, Cal.	200.00	120.00	80.00
WAAM, Baltimore, Md.	1200.00	720.00	480.00
WABI-TV, Bangor, Me.	250.00	150.00	100.00
WAFB-TV, Baton Rouge, La.	250.00	150.00	100.00
WNBF-TV, Binghamton, N.Y.	600.00	360.00	240.00
WABT, Birmingham, Ala.	750.00	450.00	300.00
WTV, Bloomington, Ind.	1000.00	600.00	400.00
WVAC-TV, Boston, Mass.	2000.00	1200.00	800.00
² WBZ-TV, Boston, Mass.	2200.00	1320.00	880.00
² WTAO-TV, Boston, Mass.	200.00	150.00	100.00
² WICC-TV, Bridgeport, Conn.	200.00	120.00	80.00
WBEN-TV, Buffalo, N.Y.	1125.00	675.00	450.00
² WBUF-TV, Buffalo, N.Y.	350.00	210.00	140.00
² WGR-TV, Buffalo, N.Y.	1100.00	660.00	440.00
² KFVS-TV, Cape Girardeau, Mo.	150.00	90.00	60.00
KCRG-TV, Cedar Rapids, Ia.	200.00	120.00	80.00
WGIA, Champaign, Ill.	600.00	360.00	240.00
WUSN-TV, Charleston, S.C.	300.00	180.00	120.00
WCBS-TV, Charleston, W.Va.	500.00	300.00	200.00
WBT, Charlotte, N.C.	1000.00	600.00	400.00
² WAYS-TV, Charlotte, N.C.	150.00	90.00	60.00
WDEF-TV, Chattanooga, Tenn.	350.00	210.00	140.00
KFBC-TV, Cheyenne, Wyo.	150.00	90.00	60.00
WGN-TV, Chicago, Ill.	2200.00	1320.00	880.00
WCPO-TV, Cincinnati, O.	1200.00	720.00	480.00
WXEL, Cleveland, O.	1750.00	1050.00	700.00
KKTV, Colorado Springs, Colo.	150.00	90.00	60.00
KOMU-TV, Columbia, Mo.	200.00	120.00	80.00
WNOK-TV, Columbia, S.C.	200.00	120.00	80.00
² WIS-TV, Columbia, S.C.	350.00	210.00	140.00
WDAK-TV, Columbus, Ga.	200.00	120.00	80.00
WTVN-TV, Columbus, O.	800.00	480.00	320.00
WFAA-TV, Dallas, Tex.	1150.00	690.00	460.00
WHIO-TV, Dayton, O.	975.00	585.00	380.00
² WTV, Decatur, Ill.	200.00	120.00	80.00
² KGT, Des Moines, Ia.	200.00	120.00	80.00
KFEL-TV, Denver, Colo.	450.00	270.00	180.00
WJBE-TV, Detroit, Mich.	2100.00	1260.00	840.00
CKLW-TV, Detroit, Mich.	1600.00	960.00	640.00
WDSM-TV, Duluth, Minn.	250.00	150.00	100.00
WGLV, Easton, Pa.	100.00	60.00	40.00
WEAU-TV, Eau Claire, Wisc.	150.00	90.00	60.00
² WSJV, Elkhart, Ind.	250.00	150.00	100.00
KROD-TV, El Paso, Tex.	300.00	180.00	120.00
WICU, Erie, Pa.	600.00	360.00	240.00
² WSEE-TV, Erie, Pa.	150.00	90.00	60.00
KVAL-TV, Eugene, Ore.	175.00	105.00	70.00
WFIE, Evansville, Ind.	200.00	120.00	80.00
WJPB-TV, Fairmont, W.Va.	150.00	90.00	60.00
KXJB-TV, Fargo-Valley City, N.D.	150.00	90.00	60.00
WKJG-TV, Fort Wayne, Ind.	400.00	240.00	160.00
KJEO-TV, Fresno, Cal.	300.00	180.00	120.00
KGUL-TV, Galveston-Houston, Tex.	700.00	420.00	280.00
WOOD-TV, Grand Rapids, Mich.	800.00	480.00	320.00
WBAY-TV, Green Bay, Wis.	400.00	240.00	160.00
WPMY-TV, Greensboro, N.C.	750.00	450.00	300.00
WNCT, Greenville, N.C.	200.00	120.00	80.00
WGVL, Greenville, S.C.	200.00	120.00	80.00
WCMB-TV, Harrisburg, Pa.	250.00	150.00	100.00
WSVA-TV, Harrisonburg, Va.	200.00	120.00	80.00
WGTH-TV, Hartford, Conn.	350.00	210.00	140.00
WHYN-TV, Holyoke-Springfield, Mass.	250.00	150.00	100.00
² WSAZ-TV, Huntington, W.Va.	775.00	465.00	310.00
KTVE, Hutchinson, Kan.	425.00	255.00	170.00
WISH-TV, Indianapolis, Ind.	1200.00	720.00	480.00
² WFBM-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WJTV, Jackson, Miss.	200.00	120.00	80.00
WMBR-TV, Jacksonville, Fla.	600.00	360.00	240.00
² WJHP-TV, Jacksonville, Fla.	200.00	120.00	80.00
WJHL-TV, Johnson City, Tenn.	200.00	120.00	80.00
² WARD-TV, Johnstown, Pa.	200.00	120.00	80.00
WJAC-TV, Johnstown, Pa.	825.00	495.00	330.00
WKZO-TV, Kalamazoo, Mich.	1000.00	600.00	400.00
KCMO-TV, Kansas City	1075.00	645.00	430.00
² KHOL-TV, Kearney, Neb.	200.00	120.00	80.00
WKNY-TV, Kingston, N.Y.	100.00	60.00	40.00
WTSK-TV, Knoxville, Tenn.	250.00	150.00	100.00
WKBT, La Crosse, Wis.	180.00	108.00	72.00
² WFAM-TV, Lafayette, Ind.	200.00	120.00	80.00
KTAG-TV, Lake Charles, La.	150.00	90.00	60.00
WGAL-TV, Lancaster, Pa.	900.00	540.00	360.00
WTOM-TV, Lansing, Mich.	200.00	120.00	80.00
KLAS-TV, Las Vegas, Nev.	150.00	90.00	60.00
² WLAM-TV, Lewiston, Me.	150.00	90.00	60.00
² WLOK-TV, Lima, O.	150.00	90.00	60.00
KARK-TV, Little Rock, Ark.	300.00	180.00	120.00
KOLN-TV, Lincoln, Neb.	200.00	120.00	80.00

(Continued on next page)

DUMONT INTERCONNECTED—(Continued)

Table with columns: Station, Hour, 30 Min., 15 Min. listing various stations like KHJ-TV, WAVE-TV, KDUB-TV, etc.

Table with columns: Station, Hour, 30 Min., 15 Min. listing stations like WKTU, KANG-TV, WTTG, etc.

- *Owned and operated stations.
** Combined rate \$300 per hour.
1 Available only when ordered with WNOW-TV, York, Pa.

NON-INTERCONNECTED STATIONS

Table listing non-interconnected stations such as WALB-TV, KBMT, KBOS-TV, etc.

- *Alternate affiliate.
**Available upon request by advertiser.
1 Combined rate with KVVG, Fresno-Tulare (UHF—off the air KBK-TV) \$300 per hour.

NON-DOMESTIC STATIONS

Table listing non-domestic stations in Canada and Others, such as CHCT-TV, CFRN-TV, etc.

- † Rates quoted in Canadian money.
x DuMont Network discounts do not apply. In addition to time costs, there are additional charges for cable or teletranscriptions —to be checked on request.

Advertisement for 'MIXIE' television show featuring the station logo, a character in a cap, and the text 'FABULOUS! IS THE WORD FOR TV's NEW FUN SHOW! SEE PAGES 356-357'.

**DU MONT
MEANS BUSINESS
GOOD BUSINESS
TODAY
and in the
FUTURE**

DU MONT®
TELEVISION NETWORK

515 MADISON AVENUE
NEW YORK 22, N. Y.

NATIONAL BROADCASTING CO.

Television Network

Executive & Business Offices: RCA Building, New York 20, N.Y.
Telephone: Circle 7-8300.

Studios: RCA Bldg. and 106th St. & Park Ave. Color TV studios in RCA Bldg., Colonial Theatre & Brooklyn studios in New York. NBC also has studios at Hudson & Century Theatres in New York; Studebaker Theatre, Chicago; El Capitan Theatre, Hollywood. NBC-TV network originates programs from its TV studios in Burbank, Cal., and from the TV studios at each of the owned & operated TV station locations.

Corporate Affiliations: NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WRCA-TV, New York; WRC-TV, Washington; WNBQ, Chicago; WNEK, Cleveland; KRCA, Los Angeles. Its owned & operated AM stations are: WRCA, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KNBC, San Francisco.

Board of Directors: David Sarnoff, chairman; John T. Cahill, Charles R. Denny, Frank M. Folsom, Harry C. Hagerty, George L. Harrison, Joseph V. Heffernan, Mrs. Douglas Horton, Harry C. Ingles, Charles B. Jolliffe, Edward F. McGrady, William E. Robinson, Robert W. Sarnoff, Sylvester L. Weaver Jr., John K. West.

Officers: David Sarnoff, chairman; Sylvester L. Weaver Jr., president; Robert W. Sarnoff, executive v.p.; David C. Adams, Harry Bannister, Kenneth W. Bilby, John M. Clifford, Ted Cott, Charles R. Denny, Sydney H. Eiges, Thomas E. Ervin, William H. Fineshriber Jr., George H. Frey, William S. Hedges, Joseph V. Heffernan, Edward R. Hitz, Gustav B. Margraf, Thomas A. McAvity, Thomas B. McFadden, Richard A. R. Pinkham, H. Earl Rettig, Frank M. Russell, Emanuel Sacks, Hamilton Shea, Robert E. Shelby, Carleton D. Smith, Carl M. Stanton, Davidson Taylor, John K. West, Frederic W. Wile Jr., vice presidents; Joseph A. McDonald, treas.; William A. Williams, asst. treas.; George D. Matson, controller; John Q. Cannon, secy.; Paul B. Lynch, John V. Shute, Raymond E. Simonds, asst. secys.

EXECUTIVE DIVISION

Sylvester L. Weaver Jr., president.
Robert W. Sarnoff, executive vice president.
David Adams, staff v.p.
Emanuel Sacks, staff v.p.
James Nelson, staff asst.
Alfred R. Stern, asst. to executive v.p.

ADMINISTRATIVE DIVISION

John M. Clifford, administrative v.p.

Controllers Dept.

George D. Matson, controller.
Nicholas Gilles, budget manager.
Francis X. O'Shea, financial planning manager.
Aaron Rubin, chief accountant.

Engineering Dept.

Robert E. Shelby, v.p. & chief engineer.
William A. Clarke, administrative asst.
Edward E. Cullen, liaison engineer.
Joseph D'Agostino, liaison engineer.
Raymond F. Guy, director of radio frequency engineering.
George M. Nixon, manager of engineering development.
Chester A. Rackey, manager of audio-video engineering.
James Wood Jr., manager of technical services.

Integrated Services Dept.

William S. Hedges, v.p. in charge of integrated services.
William D. Bloxham, purchasing agent.
Willard Frech, cost accountant.
Mildred Joy, chief librarian.
Edward M. Lowell, building & general services manager.
William Burke Miller, night executive officer.
J. Robert Myers, manager of traffic dept.
Peter M. Tintle, guest relations manager.
Albert Walker, transportation manager.

Personnel Dept.

B. Lowell Jacobsen, director of personnel.
Charles J. Moos, labor relations administrator.
Edmund Souhami, labor relations administrator.
A. David Broadfoot, manager of salary administration.
Dr. Bernard Handler, company physician.
Donald H. Mackenzie, manager of employment & records.
Donald Rutledge, mgr. of training, policy, benefits & communications.

FILM DIVISION

Carl M. Stanton, v.p. in charge of film division.
Edgar G. Sisson Jr., director of film division.
Robert A. Anderson, business manager.
H. Weller Keever, national manager of TV film sales.
Charles Henderson, director of publicity.
Frederick A. Jacobi, manager of press.
John W. Kiermalter, administrative coordinator.
Frank Lepore, mgr. of film & kinescope operations and services.
Stanton M. Osgood, production manager.
Jay H. Smolin, manager of advertising & promotion.

FINANCE DIVISION

Joseph V. Heffernan, financial v.p.

Legal Dept.

Thomas E. Ervin, v.p. & general attorney.
John V. Shute, asst. general attorney.
James E. Denning, senior attorney.

Treasurer's Dept.

Joseph A. McDonald, treas.
William A. Williams, asst. treas.

Tax Dept.

Harry F. McKeon, director of tax department.
Joseph Akulonis, asst. director.

PUBLIC RELATIONS DIVISION

Kenneth W. Bilby, v.p. for public relations.

Continuity Acceptance Dept.

Stockton Helffrich, manager of continuity acceptance.
Carl Watson, asst. manager.

National Advertising & Promotion Dept.

John H. Porter, manager of national advertising & promotion.
Clyde L. C'ém Jr., national audience promotion manager.
John Graham, art director.
Edwin Vane, national sales promotion manager.

Press & Publicity Dept.

Sydney H. Eiges, v.p. in charge of press & publicity.
Mike Horton, director of information.
Ellis Moore, director of press dept.
Cornelius K. Sullivan, public relations representative.
Donald Bishop, manager of program publicity.
Kathryn Co'e, manager of information.
Joseph J. Derby, manager of business & trade publicity.
Sidney Desfor, photo editor.
Auriel Macfie, magazine editor.

Research & Planning Dept.

Hugh M. Beville, director of research & planning.
Dr. Thomas E. Coffin, manager of research.
Allen R. Cooper, manager of markets & media.
James Cornell, manager of audience measurement.
Barry Rumble, manager of plans.

STATION RELATIONS DIVISION

Harry Bannister, v.p. for station relations.

Thomas Knode, director of station relations.

TELEVISION NETWORK PROGRAMS DIVISION

Thomas A. McAvity, v.p. in charge of TV network programs.

National Program Dept.

Samuel Fuller, national program director.
Thomas O. Loeb, mgr. of TV network programs division.
Albert McCleery, executive producer.
George McGarrett, general programming executive.
E. Roger Muir, executive producer.
LeRoy Passman, manager of program administration.
John Rayel, general programming executive.
Sam Schiff, executive producer.

Public Affairs Dept.

Davidson Taylor, v.p. in charge of public affairs.
Thomas S. Gallery, manager of sports.
Eugene E. Juster, manager of NBC news film.
William McAndrew, director of NBC news.
Arch Robb, manager of special events.
Edward Stanley, manager of public service programs.
Leslie C. Vaughan, business manager of public affairs.
Barry Wood, director of special events.

Talent Dept.

Gustav B. Margraf, v.p. for talent.
Martin J. Begley, casting director.
Mitchell Benson, manager of contract administration.
Ross Donaldson, supervisor of literary rights & story.

Program Sales Dept.

Michael H. Dann, director of program sales of the TV network programs division.

Program Development Dept.

Leonard H. Hole, director of programs development.

Participating Programs Dept.

Richard A. R. Pinkham, v.p. in charge of participating programs.
Mort Werner, executive producer of participating programs.

Music Dept.

Samuel Chotzinoff, general music director.

Production & Business Affairs Dept.

H. Earl Rettig, v.p. in charge of production & business affairs.

Production

Anthony M. Hennig, director of production.

Technical Operations

George McE'rath, director of technical operations.
Andrew L. Hammerschmidt, associate director of technical operations.
Reid R. Davis, TV operations supervisor for color.
Paul J. Gallant, technical scheduling supervisor.
Arthur A. Garbade, business manager of technical operations.
George K. Graham, administrator of TV technical operations & asst. to the associate director of technical operations.
Frederick G. Knopfke, manager of sound effects.
Thomas H. Phelan, manager of technical operations, plant & maintenance.
Ferdinand R. Rojas, TV operations supervisor for monochrome.
Courtney A. Snell, TV field supervisor.
Charles L. Townsend, supervisor of film & kinescope.
Edwin Wilbur, networks technical operations supervisor.

Production Operations

Frederick Shawn, director of production operations.
Ernest W. Theiss, manager of production operations.

Plant Operations

James A. Glenn, director of plant operations.
Sol Cornberg, director of studio & plant planning.
William Ervin, supervisor of studio & theatre operations.
Walter Giebelhaus, supervisor of scenic production.
Thomas Tart, business manager of plant operations.

NATIONAL BROADCASTING CO.—(Continued)

Design & Art Operations

Norman H. Grant, *director of design & art operations.*
John L. Kelly, *manager of design & art operations.*

Divisional Business Managers

William V. Sargent, *divisional business mgr.-TV network programs.*
John J. Heywood, *manager of divisional budgets.*
Thomas Loeb, *manager of the business units.*
Edward J. Stegeman, *manager of program budgets.*

TELEVISION NETWORK SALES DIVISION

George H. Frey, *v.p. in charge of TV network sales.*
Matthew J. Culligan, *national sales mgr. of TV network sales division.*
Murray Hellwell, *manager of merchandising.*
Edward R. Hitz, *v.p. in charge of TV network sales, central division.*
John B. Lanigan, *Eastern division sales manager.*
Ludwig Stramel, *co-op program sales manager.*
John T. Williams, *Western division sales manager.*
Roy C. Porteous, *manager of sales for participating programs.*

Sales Administration Dept.

Walter D. Scott, *administrative sales manager.*
Stephen Flynn, *manager of TV sales traffic operations.*
David Hedley, *TV network sales presentation manager.*
Robert McFadyen, *director of sales development.*
Hamilton Robinson, *manager of office services.*

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny, *v.p. in charge of NBC owned stations & NBC spot sales.*
Charles C. Bevis Jr., *general executive.*
Charles H. Colledge, *director of technical operations.*
Thomas S. O'Brien, *divisional business manager.*

National Spot Sales Dept.

Thomas B. McFadden, *v.p. in charge of national spot sales.*
Richard H. Close, *national manager of represented stations.*
Caroline Herbert, *manager of sales service.*
John H. Reber, *national manager of TV spot sales.*
Harold W. Shepard, *manager of new business & promotion.*

NBC Owned Stations

WRCA-TV, WRCA, WRCA-FM, New York: Hamilton Shea, *v.p. WRCA-TV, WRC, WRC-FM, Washington: Carleton D. Smith, v.p. & general manager.*
WNBQ, WMAQ, WMAQ-FM, Chicago: Jules Herbuveaux, *general manager.*
WNBK, WTAM, WTAM-FM, Cleveland: Lloyd E. Yoder, *general manager.*
KRCA, Hollywood: Thomas C. McCray, *general manager.*
KNBC, KNBC-FM, San Francisco: George Greaves, *general mgr.*
WKNE-TV, WKNE, Hartford-New Britain, Conn.: Peter B. Kenney, *mgr. Transfer pending FCC approval (Television Digest, Vol. 11:2).*

WASHINGTON EXECUTIVE OFFICE

Commonwealth Bldg., 1625 K St., NW, Washington, D. C.
Adams 4-5400 & District 7-1260
Frank M. Russell, *v.p., Washington.*
George Wheeler, *RCA staff v.p.*

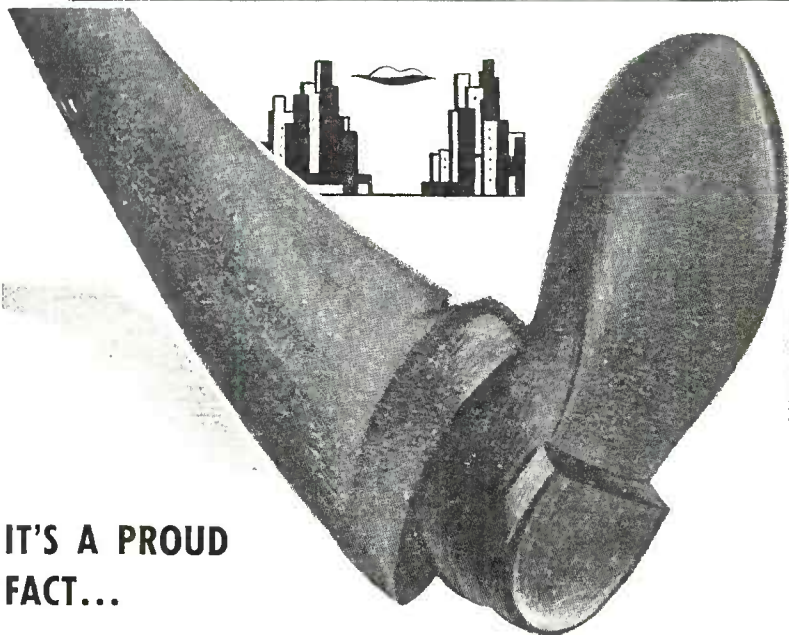
PACIFIC DIVISION

Sunset & Vine, Hollywood 28, Cal. Hollywood 9-6161
John K. West, *v.p. for the Pacific Division.*
Frederic W. White Jr., *v.p. in charge of TV & radio network programs div.*
Frank Cleaver, *TV network program manager.*
Lewis S. Frost, *coordinator of regional network activities.*
Harold Kemp, *general program executive for the radio & TV network programs division.*
Karel Pearson, *program manager.*
Thomas W. Sarnoff, *director of production.*
Oscar C. Turner, *personnel & labor relations manager.*
Sheldon B. Hickox Jr., *director of station relations, Pacific division.*
Ralph F. Shawhan, *director of press & publicity.*

FOREIGN REPRESENTATIVES

London—Romney Wheeler, NBC, 2 Mansfield St., London, W-1, England.
Paris—Paul Archirard, William Frye, NBC, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.
Rome—Jack Begon, NBC, 54 Via Del'la Mercede, Rome, Italy.
Bonn—Robert McCormick, U. S. Press Center, APO 757, c/o P.M. New York, N. Y.
Tokyo—George Thomas Folster, Wilson Hall, John Rich, James G. Robinson, Nikkatsu Bldg., Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

(Continued on next page)



**IT'S A PROUD
FACT...**

that station demand for NORTHWEST-trained personnel has taxed our Portland school to the limit. Radio and TV station executives will be happy to know that TWO new Northwest Radio and TV School centers are now in operation to build an even greater pool of trained, responsible men and women.

**NORTHWEST RADIO and TV
SCHOOL**
now takes a
**GIANT STEP
FORWARD**
WITH **2** NEW TRAINING
CENTERS IN CHICAGO AND
HOLLYWOOD

- Professional Studios
- Extension Training
- Placement Service
- Film Training
- Consulting Service

NORTHWEST RADIO and TV SCHOOL of PORTLAND

540 No. Michigan Ave.
Chicago, Illinois

1440 No. Highland Ave.
Hollywood, California

1221 N. W. 21st St.
Portland, Oregon

MAJOR REGIONAL NETWORKS and GROUP-OWNED STATIONS

With Executives and Other Data

(For other multiple ownerships, see page 61)

ABC WESTERN TV NETWORK—ABC Television Center, Hollywood 27, Cal. Telephone: Normandy 3-3311. Executives: Earl J. Hudson, ABC western div. v.p.; Kenneth B. Craig, coordinator, western div. TV programming; Richard Drummy, regional sales mgr.; Louis F. Sanman, production coordinator; Courtney McLeod, traffic mgr.; Stanton Kramer, publicity & promotion; Norman Sloane, sales service. Pacific Coast regional network comprises KFMB-TV, San Diego; KABC-TV, Los Angeles; KEYT, Santa Barbara; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield; KJEO-TV, Fresno; KGO-TV, San Francisco; KCCC-TV, Sacramento; KHSL-TV, Chico; KIEM-TV, Eureka; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle; KREM-TV, Spokane—16 stations offered at separate rate. Mountain regional network comprises KUTV, Salt Lake City; KBTU, Denver; KOOL-TV, Phoenix; KVOA-TV, Tucson; KROD-TV, El Paso—5 stations offered at separate rate. ABC western TV network (served by video recordings): KLAS-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Colo.; KSDS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KXLF-TV, Butte, Mont.; KOOK-TV, Billings, Mont.

CBS-TV PACIFIC NETWORK—1313 No. Vine St., Los Angeles 28, Cal. Telephone: Hollywood 9-1212. James Aubrey, gen. mgr. Basic California Group: KNXT, Los Angeles; KPXX, San Francisco; KFMB-TV, San Diego. Basic Pacific Coast Group: KNXT, Los Angeles; KPXX, San Francisco; KFMB-TV, San Diego; KTNT-TV, Tacoma-Seattle; KOIN-TV, Portland, Ore. Optional Group (interconnected): KERO-TV, Bakersfield, Cal.; KHSL-TV, Chico, Cal.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver; KROD-TV, El Paso, Tex.; KJM-TV, Fresno, Cal.; KBES-TV, Medford, Ore.; KMBY-TV & KSBW-TV, Monterey-Salinas, Cal.; KPHO-TV, Phoenix; KSL-TV, Salt Lake City; KEYT, Santa Barbara, Cal.; KXLY-TV, Spokane, Wash.; KOPO-TV, Tucson, Ariz.; KIMA-TV, Yakima, Wash. Optional Group (non-interconnected): KGGM-TV, Albuquerque, N. M.; KOOK-TV, Billings, Mont.; KBOI, Boise, Ida.; KOPR-TV, Butte, Mont. (off air Aug. 23); KFBC-TV, Cheyenne, Wyo.; KIEM-TV, Eureka, Cal.; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Ida.; KLAS-TV, Las Vegas, Nev.; KWIK-TV, Pocatello, Ida. (CP); KZTV, Reno, Nev.

CROSLEY BROADCASTING CORP.—140 W. Ninth St., Cincinnati 2, O. Telephone: Cherry 1822. Executives: James D. Shouse, chairman of board; Robert E. Dunville, pres.; Harry Mason Smith, sales v.p.; John T. Murphy, TV v.p.; George Henderson, gen. TV sales mgr.; Carlos A. Franco, gen. radio sales mgr.; Wm. McCluskey, sales service mgr.; J. E. Allen, promotion director; R. K. Jones, client service dept. Crosley TV Group (sold as group) comprises WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWA, Atlanta. Also operates WLW(AM), Cincinnati.

GENERAL TELERADIO INC. (Subsidiary of General Tire & Rubber Co.)—1440 Broadway, New York City. Telephone: Longacre 4-8000. Executives: Thomas F. O'Neil, pres. & chairman of exec. committee; J. Glenn Taylor, v.p., director & member of exec. committee; John B. Poor, director & member of exec.

committee; Frank W. Knowlton, General Tire, secy., director & member of exec. committee; Gordon Gray, Robert A. Schmid, Earl Johnson, vice presidents; George W. Steffy, v.p. (Yankee div.); Willet H. Brown, v.p. (pres., Don Lee div.); James E. Wallen, treas. Operates Mutual Broadcasting System, Don Lee Network, Yankee Network, General Teleradio film syndicate. Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHLJ); WOR-TV, New York (WOR); leasehold on WHBQ-TV, Memphis (WHBQ); and 55% of WGTH-TV, Hartford (WGTH), with Gannett Newspapers (45%).

GOLD NUGGET NETWORK—KOA-TV, Denver, Colo. Telephone: Main 3-6211. Wm. F. McCrystal, network sales mgr. Special hookup comprising KOA-TV, Denver; KSCJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

MEREDITH GROUP—Operated by subsidiary of Meredith Publishing Co. Owns WHEN-TV, Syracuse, N.Y. (WHEN); WOW-TV, Omaha, Neb. (WOW); KPHO-TV, Phoenix, Ariz. (KPHO-TV); KCMO-TV, Kansas City (KCMO-TV). Not operated as group, but directed by Payson Hall, director of radio & TV, Meredith Publishing Co., Des Moines, Ia.; telephone, 8-8511.

SKYLINE TV GROUP—Stations owned in whole or part by Time Inc., namely: KLZ-TV, Denver; KOB-TV, Albuquerque; KIVT, Salt Lake City. As of Jan. 1, 1955 group discount (programs only) is 3% from earned rate when 2 stations are bought, 6% when 3 are bought. Special national sales representative: J. I. Meyerson, 3432 RCA Bldg., New York City; Plaza 7-1298.

STORER BROADCASTING CO.—1177 Kane Concourse, Miami Beach 41, Fla. Telephone: Union 6-0211. Executives: George B. Storer, pres.; J. Harold Ryan, senior v.p.; Lee B. Wallis, exec. v.p.; Harry A. Steensen, treas.; Keith Kiggins, exec. asst. to pres.; George B. Storer Jr., v.p., planning & finance; John E. McCoy, secy.; Bertha C. Prestler, asst. secy.; Stanton P. Kessler, southern district v.p.; Glenn G. Boudry, director of engineering; Ewald Kockritz, national program director; Clyde C. McClymonds, mgr. of special services. National sales office: Storer House, 118 E. 57th St., New York City, Eldorado 5-7699; Glenn W. Harker, mgr. & Arthur C. Schofield, sales promotion & adv. mgr. Midwest sales office: 230 No. Michigan Ave., Chicago, Ill., Franklin 2-6498; Robert C. Wood, sales mgr. Northern district: Hawley Bldg., Wheeling, W. Va., telephone 592; William E. Rine, v.p. TV stations (AMS in parentheses): WSPD-TV, Toledo (WSPD); WJEB-TV, Detroit (WJEB); WXEL, Cleveland (WJW); WAGA-TV, Atlanta (WAGA); WBRC-TV, Birmingham (WBRC); KPTV, Portland, Ore.; WGBS-TV, Miami (WGBS). Other AM station: WWVA, Wheeling, W. Va.

WESTINGHOUSE BROADCASTING CO. INC.—1625 K St. NW., Washington 6, D. C. Telephone: Sterling 3-0903. Executives: Chris J. Witting, pres. (40 Wall St., New York; Whitehall 3-4321); Joseph E. Baudino, exec. v.p.; Ralph N. Harmon, engineering v.p.; Eldon Campbell, national sales mgr.; David E. Partridge, adv. & sales promotion mgr.; Richard M. Pack, national program mgr.; I. C. Rubv, auditor; J. O. Schertler, industrial relations mgr.; John W. Steen, attorney. Owns & operates TV stations WBZ-TV, Boston; WPTZ, Philadelphia; KPXX, San Francisco; KDKA-TV, Pittsburgh (formerly WDTV).

Armed Forces TV Stations

Continental U. S.

CHINA LAKE NAVAL ORDNANCE TEST STATION, INYOKERN, CAL.—7-channel booster, relaying signals from all Los Angeles stations. Equipment, composite. Began operation 1953.

LORING AIR FORCE BASE, LIMESTONE, ME. (Ch. 8)—42nd Air Defense Group. Armed Forces TV Service (Lt. Col. Mel Williamson, commanding officer). Office of Armed Forces Information & Education, Dept. of Defense. Lt. C. R. Hughes, officer in charge. 10 watts transmitter power, 17 watts ERP. Equipment: RCA. Began operation Dec. 24, 1953.

WHITE SANDS PROVING GROUNDS, N. M. (Ch. 44)—U.S. Army. Rebroadcasts programs from KROD-TV, El Paso. 3 watts transmitter power. Equipment: composite. Began operation July 1, 1954.

Overseas

KEFLAVIK AIRPORT, ICELAND (Ch. 8)—Iceland Air Defense Force. Armed Forces TV Service. Due to begin operation in 1955.

LAJES FIELD, AZORES (CSL-TV, Ch. 8)—Hq., Atlantic Div., Military Air Transport Service. Operated by Armed Forces TV Service (Lt. Col. Mel Williamson, commanding officer). Office of Armed Forces Information & Education, Dept. of Defense. Capt. L. N. Moore, officer in charge. 50 watts transmitter power. Equipment: Dage, Gates. Began operation Oct. 17, 1954.

SIDI SLIMANE, FRENCH MOROCCO (Ch. 8)—Hq., U.S. Air Force in Europe. Armed Forces TV Service. 10 watts transmitter power, 17 watts ERP. Equipment: RCA. Began operation Dec. 1954.

WHEELUS FIELD, TRIPOLI, LIBYA (Ch. 8)—Hq., U.S. Air Force in Europe. Armed Forces TV Service. Capt. R. E. Heet, officer in charge. 10 watts transmitter power, 17 watts ERP. Equipment: RCA. Began operation Dec. 1954.

Theatre & Closed-Circuit TV Producers, Syndicators, Trade Groups, Etc.

BOX OFFICE TELEVISION INC. (BOTV)—30 E. 60th St., New York 22, N.Y. Plaza 1-2541. Milton N. Mound, chairman; Wm. P. Rosensohn, pres. Vice presidents: Sid Caesar, Abrams, Chasins, Ivan Veit, Robert M. Rosenkrans, Edgar A. Rosenberg.

BUSINESS TELEVISION INC. (Subsidiary of Wells Television Inc.)—52 Vanderbilt Ave., New York 17, N.Y. Murray Hill 5-8760. Jay Wells, v.p.

BUSINESS TELEVISION INC.—501 Madison Ave., New York 22, N.Y. Eldorado 5-6750. Irvin Paul Sulds, pres.; Melvin Alpern, intercity sales mgr.

DOR THEATER TELEVISION—15 W. 44th St., New York 36, N.Y. Edmund Dorfman, pres.

DUMONT TELEVISION NETWORK, Closed Circuit Dept.—515 Madison Ave., New York 22, N.Y. Murray Hill 8-2600. M. A. Mayers, gen. mgr., closed circuit operations.

MEDICAL COMMUNICATIONS INC. (affiliated with Peul Klemtner & Co.)—21 Central Ave., Newark, N. J. Market 4-9191. Thomas H. Jones, v.p., sales. Closed-circuit TV service in medical and pharmaceutical fields.

NATIONAL BROADCASTING CO., Telesales Dept.—RCA Bldg., New York 20, N. Y., Circle 7-8300. Erik Hazelhoff, mgr.

NATIONAL EXHIBITORS THEATRE TELEVISION COMMITTEE (NETTC)—1501 Broadway, New York 18, N.Y. Chickering 4-1200. Cafritz Bldg., Washington 6, D.C. Sterling 3-5880. S. H. Fabian, Fabian Theatres, chairman; Mitchell Wolfson, WTVJ & Wometco Theatres, Miami, v.p.; Robert O'Brien, United Paramount Theatres, secy.; Fred J. Schwartz, Century Circuit, treas.; Philip F. Harling, Fabian Theatres, asst. secy.-treas. Trade group.

TELE-SESSIONS INC.—575 Madison Ave., New York 22, N.Y. Murray Hill 8-3220. Nathan L. Halpern, pres.; Robert L. Crawford, sales; Fanshawe Lindsley, gen. sales mgr.

THEATRE NETWORK TELEVISION INC. (TNT)—575 Madison Ave., New York 22, Murray Hill 8-3220. Nathan L. Halpern, pres.

CANADIAN BROADCASTING CORPORATION Television Network

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont. Telephone 2-2531.

Business Offices and Studios: 354 Jarvis St., Toronto, Ont. Telephone: Walnut 3-5481 (TV studios also in Montreal, Ottawa, Vancouver).

Other Affiliations: CBC operates TV stations CBLT, Toronto; CBFT & CBMT, Montreal; CBOT, Ottawa; CBUT, Vancouver; CBWT, Winnipeg; with privately owned affiliates in Sydney, N. S.; St. John & Moncton, N. B.; Rimouski & Quebec, P. Q.; Kingston, Hamilton, London, Kitchener, Windsor, Sudbury, Port Arthur & Sault Ste. Marie, Ont.; Saskatoon & Regina, Sask.; Edmonton & Calgary, Alta., plus two English-language radio networks and one French-language radio network, consisting of 21 CBC-owned AM stations, 5 CBC-owned FM stations and 95 privately-owned affiliates; also operates shortwave international service in 17 languages on behalf of the Canadian Govt.

BOARD OF GOVERNORS: A Davidson Dunton, Ottawa, chairman; Rene Morin, Montreal, vice chairman; Gordon A. Winter, St. John's, Nfld.; Prof. J. A. Corry, Kingston, Ont.; Dean Arden Pouliot, Quebec; W. H. Phillips, Ottawa; F. J. Crawford, Toronto; G. Douglas Steel, Charlottetown, P. E. I.; R. J. Fry, Winnipeg; K. G. Montgomery, Edmonton, Alta.; R. K. Gervin, Vancouver, B. C.

CBC EXECUTIVES

J. A. Oulmet, *general manager (Ottawa)*.
E. L. Bushnell, *asst. gen. mgr. (Ottawa)*.
R. P. Landry, *controller of administration*.
Harry Bramah, *treasurer (Ottawa)*.
Charles Jennings, *director of programs (Ottawa)*.
Marcel Oulmet, *asst. director of programs (Ottawa)*.
J. M. Beaudet, *director of program planning & production (Ottawa)*.
Stuart Griffiths, *special TV programs development officer*.
J. P. Gilmore, *coordinator of TV (Ottawa)*.
H. G. Walker, *director of network coordination (Ottawa)*.
R. C. Fraser, *director, press & information services (Ottawa)*.
George Young, *director of station relations & mgr., broadcast regulations (Ottawa)*.
M. Carter, *director of personnel & administrative services (Ottawa)*.
N. M. Morrison, *director of audience research bureau (Ottawa)*.
Geoffrey Waddington, *director of music (Toronto)*.
W. G. Richardson, *director of engineering (Ottawa)*.
J. E. Hayes, *chief engineer (Montreal)*.
D. G. McKinstry, *chief architect (Montreal)*.
W. H. Hogg, *chief news editor (Toronto)*.
A. E. Powley, *supervisor of special events (Toronto)*.
R. W. Peers, *supervisor of talks & public affairs (Toronto)*.
R. S. Lambert, *supervisor, school broadcasts dept. (Toronto)*.
W. J. Dunlop, *supervisor, international exchange & institutional broadcasts (Toronto)*.
A. K. Morrow, *supervisor of farm & fisheries broadcasts (Ottawa)*.
Andrew Allan, *supervisor of radio drama (Toronto)*.
Hugh Kemp, *script supervisor*.
W. E. Powell, *commercial manager (Toronto)*.
O. C. Wilson, *manager, national TV film department (Toronto)*.
W. H. Brodle, *supervisor of broadcast language (Toronto)*.

CBC REGIONAL OFFICERS

NEWFOUNDLAND REGION: T. A. Bldg., St. John's—W. F. Galgay, *director for the Province of Newfoundland*; E. D. Witherstone, *area engineer*.

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

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

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

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

BRITISH COLUMBIA REGION: 701 Hornby St., Vancouver, B. C.—K. P. Caple, *director (for the Province of British Columbia)*; J. D. Nixon, *program director*; P. McDonald, *director of TV, Vancouver*; F. B. C. Hilton, *regional engineer*; R. Jessup, *press & information representative*; H. W. Paulson, *sales representative*.

CBUT, Vancouver: P. McDonald, *director*; M. L. Munroe, *program director*; R. Whiteside, *technical director*.

QUEBEC REGION: 1425 Dorchester St., Montreal—A. Seguin, *director (for the Province of Quebec)*; G. Lamarche, *program director*; H. Audet, *regional engineer*; A. Oulmet, *director of TV, Montreal*; J. St. Georges, *director of sound broadcasting*; R. Elle, *supervisor of press & information (French)*; M. Goudraut, *supervisor of station relations*; M. Valliquette, *commercial manager*.

CBC-TV Stations, Quebec Region: F. Guerard, *program director, CBFT, Montreal*; G. Frenette, *technical director, CBFT*; F. Coleman, *program director, CBMT, Montreal*; C. Frenette, *technical director, CBMT*.

ONTARIO REGION: 354 Jarvis St., Toronto—Ira Dilworth, *director*; H. J. Boyle, *program director*; H. E. Hillard, *regional engineer*; R. S. Bryden, *supervisor of press and information*; W. C. Anderson, *supervisor of program clearance*; F. Mutrie, *director of TV, Toronto*; J. M. Kannawin, *acting director of radio, Toronto*.

CBC-TV Stations, Ontario Region: C. P. Wright, *manager, CBOT, Ottawa*; Bruce McPherson, *program director, CBOT*; M. Gilbert, *chief operator, CBOT*; R. W. McGall, *program director, CBLT, Toronto*; R. Horton, *technical director, CBLT*.

CBC AT UNITED NATIONS: V. M. Tovell, *CBC representative*; P. Stursberg, *correspondent*; Miss M. Fielder, *production assistant*.

EUROPEAN OFFICES: 200 Oxford St., London, W.1, England—B. Trotter, *European representative*; M. Halton, *correspondent, London*; D. Lachance, *correspondent, Paris*.

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

Owned Radio Affiliates

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

CBC TELEVISION NETWORK

CBLT-Toronto (Ch. 9) 345 Jarvis St. Toronto 3, Ont. Video: 26.5-kw ERP Audio: 13.25-kw ERP	CBOT-Ottawa (Ch. 4) Chateau Laurier Ottawa, Ont. Video: 15-kw ERP Audio: 7.5-kw ERP	CBFT-Montreal (Ch. 2) Radio-Canada Bldg. Montreal 25, Que. Video: 15-kw ERP Audio: 7.5-kw ERP
CBMT-Montreal (Ch. 6) Radio-Canada Bldg. Montreal 25, Que. Video: 43.8-kw ERP Audio: 26.2-kw ERP	CBWT-Winnipeg (Ch. 4) 541 Portage Ave. Winnipeg, Manitoba Video: 56.2-kw ERP Audio: 33.7-kw ERP	CBUT-Vancouver (Ch. 2) 701 Hornby St. Vancouver, B. C. Video: 102-kw ERP Audio: 55.2-kw ERP
	CBHT-Halifax (Ch. 3) 27 College St., Halifax, N. S. Video: 100-kw ERP Audio: 50-kw ERP	

NETWORK RATES—Rate Sheet No. 8, January 1, 1955

(Consult Network for Discounts, Specifications, Charges, etc.)
Class A rates (6-11 p.m. daily). Class B rates (5-6 p.m. Mon.-Fri.; 1-6 p.m. Sat. & Sun.; 11 p.m.-sign-off, daily) are 75% of Class A rates. Class C rates (all other times) are 60% of Class A rates. Rates for periods less than 1 hour: 80% for 45 min.; 60% for 30 min.; 50% for 20 min.; 40% for 15 min.; 35% for 5 min.

ATLANTIC REGION

†CBHT, Halifax, N.S.	\$160.00	\$ 96.00	\$ 64.00
*CJCB-TV, Sydney, N.S.	200.00	120.00	80.00
*CHSJ-TV, Saint John, N.B.	200.00	120.00	80.00

MID-EASTERN REGION

†CELT, Toronto, Ont.	950.00	570.00	380.00
CKWS-TV, Kingston, Ont.	190.00	114.00	76.00
†CBOT, Ottawa, Ont.	280.00	168.00	112.00
†CBMT, Montreal, P.Q.	500.00	300.00	200.00
CHCH-TV, Hamilton, Ont.	400.00	240.00	160.00
CKCO-TV, Kitchener, Ont.	300.00	180.00	120.00
CFPL-TV, London, Ont.	300.00	180.00	120.00
CKLW-TV, Windsor, Ont.	450.00	270.00	180.00
*CKSO-TV, Sudbury, Ont.	170.00	102.00	68.00
*CFPA-TV, Port Arthur, Ont. ...	150.00	90.00	60.00

PRAIRIE REGION

†CBWT, Winnipeg, Man.	280.00	168.00	112.00
*CKCK-TV, Regina, Sask.	200.00	120.00	80.00
*CFQC-TV, Saskatoon, Sask.	200.00	120.00	80.00
*CHCT-TV, Calgary, Alta.	200.00	120.00	80.00
*CFRN-TV, Edmonton, Alta.	200.00	120.00	80.00

PACIFIC REGION

†CBUT, Vancouver, B.C.	300.00	180.00	120.00
-----------------------------	--------	--------	--------

QUEBEC REGION (French)

†CBFT, Montreal, P.Q.	700.00	420.00	280.00
CFCM-TV, Quebec, P.Q.	200.00	120.00	80.00
*CJBR-TV, Rimouski, P.Q.	160.00	96.00	64.00
†CBOT, Ottawa, Ont.	280.00	168.00	112.00

* Non-Interconnected stations. † Owned & operated stations.
Note: Advertisers using these stations will receive rate protection on current contracts at the old rate for 6 months, i.e., to and including June 30, 1955. New business and additional time periods for present advertisers ordered to start on or after Jan. 1, 1955 will carry these increased rates.



THIS YOU'VE GOT TO SEE!
TV'S NEW FUN SHOW!
SEE PAGES 356-357

CBC

NETWORKS . . .

English and French, make Canada

. . . ONE BIG RADIO MARKET

The three CBC Networks . . . Dominion, Trans-Canada and French . . . provide flexible, economical coverage and give the penetration and sales results that make CBC network radio a most attractive advertising buy.

Two coast-to-coast CBC networks . . . Trans-Canada and Dominion . . . serve *English-speaking* Canadians, bringing listeners the best in music, drama, comedy, sports, news, information and public service programs.

The CBS French Network provides a separate program service designed especially to meet the tastes and interests of *French-speaking* Canadians . . . not only in the Province of Quebec but also to those in Northern Ontario and the Prairies through the westward extension of the network to French language stations across Canada.

In the development and production of Canadian Talent Programs . . . French and English . . . the CBC is glad to extend its fullest assistance to advertising agencies and their clients.

C B C

Canadian Broadcasting Corporation

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1425 Dorchester St. W., Montreal 25

Quebec.

Categories of

Ownership of Television Stations of United States

Tabulation Includes Only Stations in Operation as of January 15, 1955; CP Holders Not Included.
(AM adjuncts, if any, in parentheses)

By Networks

ABC—Owns and operates WABC-TV, New York City (WABC); WKBK, Chicago (WLS, 40%); WXYZ-TV, Detroit (WXYZ); KABC-TV, Los Angeles (KABC); KGO-TV, San Francisco (KGO).

CBS—Owns and operates WCBS-TV, New York City (WCBS); WBBM-TV, Chicago (WBBM); KNXT, Los Angeles (KNX); WCCO-TV, Minneapolis (WCCO), 47%; WTOP-TV, Washington (WTOP), 45%; WOKY-TV, Milwaukee (call to be changed to WXIX). Note: CBS sales of interests in WCCO-TV & WCCO and WTOP-TV & WTOP pend FCC approval. CBS purchase of WSTV-TV, Steubenville, O. pends FCC approval. (See Sales & Transfers of Television Stations, 1949-54, pp. 31-32).

DuMont—Owns and operates WABD, New York City and WTTG, Washington, D. C.

NBC—Owns and operates WRCA-TV, New York City (WRCA); WNBQ, Chicago (WMAQ); WNBK, Cleveland (WTAM); KRCA, Los Angeles; WRC-TV, Washington (WRC). Note: NBC purchase of WKNB-TV, New Britain-Hartford (WKNB) pends FCC approval. (See Sales & Transfer of Television Stations, 1949-54, p. 32).

By Electronic Manufacturers*

Allen B. DuMont Laboratories Inc.—WABD, New York; WTTG, Washington.

Crosley Broadcasting Corp. (Avco)—WLWT, Cincinnati (WLW); WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta.

Eitel-McCullough Inc.—KQVR, Stockton, Cal., 8.3%.

Empire Coil Co.—Storer Broadcasting Co purchased this firm from Herbert Mayer along with WXEL, Cleveland & KPFT, Portland, Ore. (*Television Digest*, Vol. 10:2, 44). For other Storer holdings, see Multiple Ownerships.

General Electric Co.—WRGB, Schenectady (WGY).

Harvey Radio Laboratories Inc.—WTAO-TV, Cambridge, Mass. (WTAO).

Hoffman Radio Corp.—KQVR, Stockton, Cal.

P. R. Mallory Co. Inc.—WISH-TV, Indianapolis (WISH), 9.78%.

Olympic Radio & Television Inc.—Interlocking interests (Fox, Wells & Co.) own 95.5% of KFSD-TV, San Diego, Cal. (KFSD) and 26.74% of WWOR-TV, Worcester, Mass.

Sarkes Tarzian—WTTV, Bloomington, Ind. (WTTV).

Sparks-Withington Co.—WWTW, Cadillac, Mich.

Stromberg-Carlson Co.—WHAM-TV, Rochester (WHAM).

Westinghouse Broadcasting Co.—WBZ-TV, Boston (WBZ); WPTZ, Philadelphia (KYW); KPXX, San Francisco; KDKA-TV, Pittsburgh (formerly WDTV). Westinghouse also owns radios KDKA, Pittsburgh; WOWO, Ft. Wayne, Ind.; KEX, Portland.

* In addition, RCA owns NBC, which has 5 TV stations as listed under Networks. CBS has as manufacturing divisions CBS-Columbia (sets) and Hytron (tubes).

By Educational Institutions

Commercial and Non-Commercial Stations on The Air

Alabama Educational Television Commission—WEDM, Muford. Non-commercial, in participation with University of Alabama, University of Birmingham and Alabama Polytechnic Institute. Also holds CP for WEDB, Birmingham (Ch. 10).

Bay Area Educational Television Assn.—KQED, San Francisco, Cal. Non-commercial, with U of California participating.

Greater Cincinnati Television Educational Foundation—WCET, Cincinnati, O. Non-commercial.

Iowa State College—WOI-TV, Ames-Des Moines, (WOI). Commercial.

Metropolitan Pittsburgh Educational Television Station—WQED, Pittsburgh, Pa. Non-commercial, with U of Pittsburgh participating.

Michigan State College, Michigan State Board of Agriculture—WKAR-TV, East Lansing (WKAR). Non-commercial.

Norbertine Fathers (St. Norbert College)—WBAY-TV, Green Bay, Wis. (WBAY). Commercial.

St. Louis Educational Television Commission—KETC, St. Louis, Mo. Non-commercial, with Washington U & St. Louis U co-operating.

University of Houston—KUHT, Houston, Tex. (KUHF-FM). Non-commercial.

University of Missouri—KOMU-TV, Columbia, Mo. Commercial.

University of Nebraska—KUON-TV, Lincoln, Neb. Note: being operated by Byron J. Dunn as trustee pending appropriation of funds by State Legislature. Non-commercial.

University of North Carolina—WUNC-TV, Chapel Hill (WUNC). Non-commercial.

University of Southern California—KTHE, Los Angeles (KUSC-FM). Non-commercial. Note: Began operation Aug. 3, 1953, but quit air Sept. 10, 1954, reverting to CP status.

University of Washington—KCTS, Seattle, Wash. (KUOW-FM). Non-Commercial.

University of Wisconsin—WHA-TV, Madison, (WHA). Non-commercial.

WGBH Educational Foundation—WGBH-TV, Boston-Cambridge, Mass. (WGBH-FM). Non-commercial, operated in cooperation with Lowell Institute Cooperative Broadcasting Council.

Note: Tulsa University and Oklahoma A & M each owns 1.55% of KVOO-TV, Tulsa. (Commercial). Butler University owns .38% of WISH-TV, Indianapolis (Commercial).

By Theatrical Interests

Albuquerque (N.M.) Exhibitors Inc.—KOAT-TV

American Broadcasting-United Paramount Theatres Inc. (See Ownership by Networks).

Gene Austry—KOPO-TV, Tucson, Ariz. (KOPO), 48%; KOOL-TV, Phoenix, Ariz. (KOOL), 70%; also controls AM station KMPC, Los Angeles.

Morris B. Ebin—KCRI-TV, Cedar Rapids, Ia. (KCRI), 11.2%.

Harry & Elmer Balaban-Irwin & H. W. Dubinsky—WTVO, Rockford, Ill., 50%; WISC, Springfield, Ill., 34%.

R. Lewis Barton—KMPT, Oklahoma City, 11.26%.

Myron N. Blank—KCRI-TV, Cedar Rapids, Ia. (KCRI), 32%.

Citizens Theatre Co. & Malco Theatres—WEHT, Henderson, Ky.

Gary L. Cohen—WBUF-TV, Buffalo, N.Y. (WBUF), 26%.

Ronald Colman—KEYT, Santa Barbara, 9.2%.

Consolidated Amusement Co. Ltd.—KGMB-TV, Honolulu (KGMB), 66.77%.

Bing Crosby—KMBY-TV, Monterey, Cal., 25% (sale pending).

Stanley H. Durwood—KEDD, Wichita, Kan.

Joseph H. Floyd-Edmund R. Rubin—KELO-TV, Sioux Falls, S.D. (KELO). Interlocking ownership with WMIN-TV, St. Paul.

Roy Zimmer (6% of Hass Flynn Theatres)—KCKT, Great Bend, Kan., 3.98%.

Henry S. Giffing—KWTV, Oklahoma City (KOMA), 12½%.

Don George—KSLA, Shreveport, La.

Gran Theatre Interests—WREX-TV, Rockford, Ill., 32.57%; WTVW, Milwaukee, 41.7%. (Sale of WTVW to Hearst Corp. pending).

Grand-Carlton Corp.—WFIE, Evansville, Ind.

Bob Hope—KOA-TV, Denver (KOA), 39%.

Kallet Theatres—WKTU, Utica, N.Y. (WKAL).

Lathrop Co. (Midnight Sun Bstg. Co.)—KFIA, Anchorage (KENI); CP for KFIF, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

Mose Lebovitz-Joel W. Solomon—WDEF-TV, Chattanooga (WDEF), 10.3%.

Martin Theatres of Georgia—WJBF, Augusta, Ga., 35%; WDAK-TV, Columbus, Ga. (WDAK), 75%.

Paramount Pictures Corp.—KTLA, Los Angeles.

Walter Reade Jr.—WRTV, Asbury Park, N.J.

Mary Pickford Rogers—WSJS-TV, Winston-Salem, N.C. (WSJS), 18½%; Charles (Buddy) Rogers, 15%.

Rowley-Brown Bstg. Co. (E. H. Rowley, Kenyon Brown)—KWFT-TV, Wichita Falls, Tex. (KWFT). Mr. Brown also owns 30% of KMBY-TV, Monterey, Cal., and has interests in radio KBYC, Oklahoma City and KGLC, Miami, Okla.

Stanley Warner Corp. (Fabian)—WTRI, Schenectady, N. Y. (WTRY), 50%.

James M. Stewart—KGUL-TV, Galveston, Tex., 9.16%.

Walter M. Thomas-Margaret E. Garland—WARD-TV, Johnstown, Pa. (WARD).

Transcontinental Properties Inc. (Herbert Scheffel-Alfred G. Berger-Telenews)—WICS, Springfield, Ill., 34%.

Turner-Farrar Assn.—WSIL-TV, Harrisburg, Ill.

Wometco Theatres (Mitchell Wolfson)—WTVJ, Miami.

By Newspaper Interests †
(Interlocking ownership in whole or part)

Anderson (S.C.) Independent and Mail—WAIM-TV (WAIM).

Akron Beacon Journal—WAKR-TV (WAKR), 45%. Same interests (Knight newspapers) publish *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Charlotte (N.C.) Observer*, and own radio station WQAM, Miami, and 27.7% of WIND, Chicago.

Albany, (Ga.) Herald—WALB-TV (WALB).

Amarillo Globe News—KGNC-TV (KGNC). Interlocking ownership with *Lubbock (Tex.) Avalanche Journal* (KFYO).

Ashtabula (O.) Star-Beacon—WICA-TV (WICA). Same interests publish *Painesville Telegraph*, *Conneaut News Herald*, and *Geneva Free Press*, all in Ohio.

Atlanta Journal & Constitution (Cox)—WSB-TV (WSB). See also *Dayton News*.

Baltimore News-Post—WBAL-TV (WBAL). Same interests (Hearst) also own radio station WISN, Milwaukee, and WCAE, Pittsburgh. Purchase of WTVW, Milwaukee, pends FCC approval.

Baltimore Sun—WMAR-TV.

Birmingham News and Post-Herald—WABT & WAPI (AM). Same ownership as *Huntsville Times* (WHBS-AM).

Buffalo News—WBEN-TV (WBEN).

Butler (Pa.) Eagle (Gerald & Vernon Wise)—WILK-TV, Wilkes-Barre (WILK), 25%. See also *DuBois Courier-Express*.

Butte Montana Standard (Fairmont Corp.)—KFBB-TV, Great Falls, Mont. (KFBB). Fairmont Corp., owned by Anaconda Copper Co., also publishes *Billings Gazette*, *Helena Independent-Record*, *Livingston Enterprise*, *Missoula Missoulian*—all in Montana.

Camden (Ark.) News—KCMC-TV, Texarkana, Tex. (KCMC). Associated with C. E. Palmer Newspapers, (*Texarkana Gazette and News*).

Cedar Rapids Gazette—KCRG-TV (KCRG).

Champaign (Ill.) News-Gazette—Interlocking ownership with WCIA, Champaign (WDWS) and radio WSOY, Decatur, Ill.

Charleston (S.C.) News & Courier and Post—WUSN-TV (WUSN), 40%.

Cheyenne Wyoming Eagle and Wyoming State Tribune (McCracken)—KFBC-TV (KFBC), 47.66%. Same interests publish *Laramie Republican-Boomerang and Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *World Northern Wyoming News*; and operate radio stations KRAL, Rawlins & KVRS, Rock Springs—all in Wyoming.

Chicago Tribune (McCormick)—WGN-TV (WGN); see also *New York News*.

Cincinnati Post (Scripps-Howard)—WCPO-TV (WCPO). See also *Cleveland Press* and *Memphis Commercial Appeal*.

Cincinnati Times-Star (Taft)—WKRC-TV (WKRC); WTVN, Columbus (WHKC); and 20% of radio WBIR, Knoxville.

Cleveland Plain Dealer and News—Holds CP for WHK-TV, Cleveland. Owns 40.6% of WKBN-TV, Youngstown (WKBN).

Cleveland Press (Scripps-Howard)—WEWS. Other Scripps-Howard Newspapers: *Cincinnati Post*, *Covington (Ky.) Post*, *Columbus Citizen*, *New York World-Telegram & Sun*, *Pittsburgh Press*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel*, *Memphis Commercial Appeal and Press-Scimitar*, *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Denver Rocky Mountain News*, *Evansville Press*, *Birmingham Post-Herald*.

Columbus (Ga.) Enquirer & Ledger—WRBL-TV (WRBL), 51%.

Columbus (O.) Dispatch & Ohio State Journal—WBNS-TV (WBNS).

Copley Press Inc., KCOP, Los Angeles (formerly KLAC-TV)—Publishers of Los Angeles county dailies, *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*. Also publisher of *San Diego Union and Tribune*; 60% owner of *San Pedro (Cal.) News-Pilot*; publisher of *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald-News*, and *Springfield State Register*—all in Illinois.

Dallas Morning News—WFAA-TV (WFAA).

Dallas Times-Herald—KRLD-TV (KRLD).

Danville (Ill.) Commercial-News (Gannett)—WDAN-TV (WDAN). See also *Rochester Democrat & Chronicle* and *Times-Union*.

Dayton News & Journal-Herald (Cox)—WHIO-TV (WHIO); see also *Atlanta Journal and Constitution*.

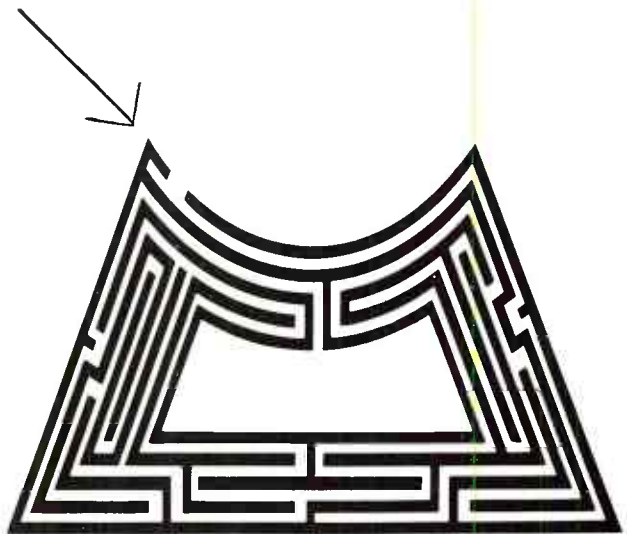
Des Moines Register & Tribune—KVTW, Sioux City, Ia. (WNAX, Yankton, S.D.). Same interests (Cowles) also publish *Minneapolis Star and Tribune*, and *Look Magazine*, and own KRNT, Des Moines (AM). Also pending is purchase of 47% interest in WCCO-TV & WCCO, Minneapolis (see *St. Paul Dispatch & Pioneer Press*).

Detroit News—WWJ-TV (WWJ).

DuBois (Pa.) Courier-Express (H. T. Gray)—WILK-TV, Wilkes-Barre (WILK), 12.5%. See also *Butler Eagle*.

Duluth Herald and News Tribune (Ridder)—WDSM-TV (WDSM), 51%. Same interests also publish *St. Paul Dispatch* and *Pioneer Press* & own 53% of WCCO-TV (WCCO). See Multiple Ownerships.

(Continued on next page)



The maze—of details involved in expert film processing presents no problem at Precision. Skilled technicians, exclusive equipment, and expert research groups team up constantly to keep performance at the highest possible level. Precision-processed film is recognized by industry leaders—producers, directors, cameramen—as the finest in the field.

Just one example of advanced film printing methods is the individual Printing Control Strip technique—available only at Precision. This Strip permits complete printing control without notching or altering the original film in any way—and may be filed for later precise duplication.

In everything there is one best... in film processing, it's **Precision.**



A division of J. A. Maurer, Inc.

Durham (N.C.) Herald—WTVD, 25%.

Easton (Pa.) Express—WGLV, Easton, Pa. (WEEX).

Elkhart (Ind.) Truth—WSJV (WTRC).

El Paso Times—KROD-TV (KROD).

Erie Dispatch-Herald (Ed Lamb)—WICU, Erie (WIKK).

Erie Times (John J. & George J. Mead)—WSEE (WERC), 30%; George J. Mead also has minority interest in WNAO-TV, Raleigh (WNAO).

Fargo (N.D.) Forum—WDAY-TV, Fargo (WDAY), 34%.

Fontana (Cal.) Herald-News (Brown Industries)—KTUV, Stockton, Cal. (KSTN). Also publishes *Richmond Independent* and *La Mesa Scout* (weekly).

Fort Smith Southwest American and Times-Record (Donald Reynolds)—KFSA-TV (KFSA).

Fort Worth Star-Telegram—WBAP-TV (WBAP).

Fresno (Cal.) Bee—KMJ-TV (KMJ). Same interests (McClatchy) also publish *Sacramento Bee* and *Modesto Bee*, and own radio stations KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton; KBBE, Modesto; KOH, Reno, Nev.

Grants Pass (Ore.) Courier—KBES-TV, Medford, Ore., 50%.

Greenville (S.C.) News-Piedmont—WFBC-TV (WFBC), 39%.

Greensboro (N.C.) News & Record—WFMY-TV. See Jefferson Standard Life Insurance Co. under Multiple Ownerships.

Hannibal (Mo.) Courier-Post—KHQA-TV (WTAD, Quincy, Ill.) Lee Radio Inc. (Lee Newspapers); see also *Mason City Globe-Gazette* and *LaCrosse Tribune*.

Harrisburg Patriot-News—WTPA (Newhouse family interests).

Hartford Times (Gannett)—WGTH-TV (WGTH), 45%. See also *Rochester Democrat & Chronicle* and *Times-Union*.

Holyoke (Mass.) Transcript—WHYN-TV (WHYN), 50%. Same interests also publish *Northampton* (Mass.) *Daily Gazette*. See also *Springfield Union*, *News* and *Sunday Republican*.

Honolulu Advertiser—KONA, 50%; also owns KGU (AM).

Honolulu Star-Bulletin—KGMB-TV (KGMB), 24.25%.

Houston Chronicle—KTRK-TV, 32%; also radio KTRH, 70%.

Houston Post—KPRC-TV (KPRC).

Hutchinson (Kan.) News Herald (John P. Harris)—KTWH (KFBI, Wichita), 12%.

Huntington (W. Va.) Herald-Dispatch & Advertiser—WSAZ-TV (WSAZ). Interlocking ownership with radio WGKV, Charleston, W. Va.

Jackson (Miss.) Clarion-Ledger and Daily News—WJTV.

Johnstown Tribune—WJAC-TV (WJAC).

Jacksonville Journal (Perry)—WJHP-TV (WJHP).

Joplin (Mo.) Globe and News-Herald—KOAM-TV, Pittsburg, Kan. (KOAM), 33.23%.

Kansas City Star—WDAF-TV (WDAF).

LaCrosse (Wis.) Tribune—WKBT, LaCrosse (WKBH), 41%; see also *Hannibal Courier-Post* & *Mason City Globe-Gazette*.

Lancaster (Pa.) New Era & Intelligencer-Journal (Steinman)—Same ownership as WGAL-TV, Lancaster (WGAL); WDEL-TV, Wilmington, Del. (WDEL); WLEV-TV, Bethlehem, Pa. (WEST, Easton). Also radio stations WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa.

Las Vegas (Nev.) Sun—KLAS-TV (KLAS) 10.17%.

Los Angeles Times—KTTV.

Louisville Courier-Journal & Times—WHAS-TV (WHAS).

Macon (Ga.) Telegraph & News—Publisher Peyton Anderson owns 16% of WNEK-TV (WNEK).

Mannington (W. Va.) Times (weekly)—WJPB-TV, Fairmont, W. Va. (WVWV), 25%.

Mason City Globe-Gazette—KGLO-TV (KGLO). Lee Radio Inc. (Lee Newspapers); see also *Hannibal Courier-Post* and *LaCrosse Tribune*.

Memphis Commercial Appeal (Scripps-Howard)—WMCT (WMC). See also *Cleveland Press* and *Cincinnati Post*.

Meridian (Miss.) Star (James H. Skewes)—WTOK-TV (WTOK), 6.5%.

Miami Beach Sun—Owned by Storer Broadcasting Co. (See Multiple Ownerships).

Milwaukee Journal—WTMJ-TV (WTMJ).

Milwaukee Sentinel—See Hearst Corp. under Multiple Ownerships.

New York News (McCormick)—WPIX; see also *Chicago Tribune*.

Norfolk Virginian-Pilot & Ledger-Dispatch—WTAR-TV (WTAR).

Oklahoma City Oklahoman & Times—WKY-TV (WKY); also buying WSFA-TV, Montgomery, Ala.

Peoria Journal and Star—WTVH-TV (WTVH), 91.66%.

Philadelphia Bulletin—WCAU-TV (WCAU).

Philadelphia Inquirer—WFIL-TV (WFIL), and radio WHGB, Harrisburg, Pa. (50%).

Portland Oregonian—(Newhouse)—KOIN-TV, 50%. See also *Syracuse Post-Standard* and *Herald-Journal*.

Portland (Me.) Press-Herald and Express—WGAN-TV (WGAN). Gannett Co. Inc. (Guy Gannett Bcstg. Services) also publishes *Augusta Kennebec Journal* and *Waterville Sentinel*, both Maine.

Quincy (Ill.) Herald-Whig—WGEM-TV (WGEM).

Raleigh News & Observer—WNAO-TV (WNAO), 12.5%.

Rochester Democrat & Chronicle and Times-Union (Gannett)—WHEC-TV, Rochester (WHEC). Same ownership (Gannett) as WGAN-TV, Danville, Ill. (*Danville Commercial News*). Also owns *Hartford Times*, which holds 45% of WGTH-TV.

Reading (Pa.) Eagle—WEEU-TV (WEEU).

Rockford (Ill.) Star and Register Republic—WREX, 10%.

Rock Island Argus—WHBF-TV (WHBF).

Rocky Mount (N. C.) Telegram (Josh Horne)—WNCT, Greenville, N. C. (WGTC), 10%.

Salt Lake Tribune and Telegram—KUTV, 50%.

San Antonio Express and News—KENS-TV (KENS).

San Francisco Chronicle—KRON-TV; KBAK-TV, Bakersfield, Cal. (KBAK), 97½%.

San Juan (P. R.) El Mundo—WKAQ-TV (WKAQ).

Sioux City Journal and Journal-Tribune—KTIV, 50%.

Springfield (Mo.) News and Leader & Press—KYTV (KGBX). Interlocking ownership with KOAM-TV, Pittsburg, Kan. And also interlocking ownership with *Muskogee* (Okla.) *Phoenix* and *Times Democrat*.

St. Louis Globe-Democrat—KWK-TV (KWK), 23%.

St. Louis Post-Dispatch—KSD-TV (KSD).

St. Paul Dispatch & Pioneer Press (Ridder)—WCCO-TV (WCCO). Same interests also publish *Duluth Herald-News Tribune* and control WDSM-TV (WDSM). See also Multiple Ownerships. (Note: Minneapolis Star & Tribune Co. has option to buy 47% of WCCO-TV & WCCO held by CBS, which pends FCC approval.)

South Bend Tribune—WSBT-TV (WSBT).

Southwestern Publishing Co. (Donald W. Reynolds)—KFSA-TV, Ft. Smith, Ark. (KFSA); KZTV, Reno, Nev.; also holds CP for Ch. 2, Henderson, Nev. Publisher of *Ft. Smith Southwest American* and *Times-Record*, Bartlesville (Okla.) *Examiner* and *Enterprise*; Okmulgee (Okla.) *Daily Times* and *Times-Democrat*. Also part owner of *Las Vegas* (Nev.) *Review Journal*, *Boulder City* (Nev.) *Journal*, *Carson City* (Nev.) *Appeal*, *Ely* (Nev.) *Daily Times*. Owns AM stations KFSA, Ft. Smith, Ark.; KBRS, Springdale, Ark.; KEBG, Okmulgee, Okla.

Spokane Chronicle and Spokesman-Review—KHQ-TV (KHQ).

Springfield (Mass.) Union, News and Sunday Republican (Emploves Beneficial Fund)—WHYN-TV, Springfield-Holyoke (WHYN), 50%. See also *Holyoke Transcript*.

Superior (Wis.) Telegram—See Morgan Murphy-Walter C. Bridges under Multiple Ownerships.

Syracuse Post-Standard & Herald-Journal—WSYR-TV (WSYR). Same interests (Newhouse) own *Harrisburg* (Pa.) *Patriot-News* and *WTPA*, Harrisburg; *Portland Oregonian* and 50% of *KOIN-TV*, Portland (KOIN). Other Samuel I. Newhouse Newspapers; *Jersey City Journal*, *Newark Star-Ledger*, *Long Island Daily Press* and *Star-Journal*, *Staten Island Advance*.

Tacoma News-Tribune—KTNT-TV (KTNT).

Temple (Tex.) Daily Telegram—KCEM-TV (KTEM). Frank W. Mayborn, publisher, also 50% owner of *Sherman* (Tex.) *Democrat* and part owner of radio WMAK, Nashville.

Topeka Capital and State Journal (Capper)—WIBW-TV (WIBW). Owned by Capper Publications Inc., also publisher of *Kansas City* (Kan.) *Kansan*; *Cappers Farmer* and other publications. Also owns radio KCKN, Kansas City, Kan.

Washington Post—WTOP-TV (WTOP), Washington; WMBR-TV, Jacksonville (WMBR).

Washington Evening Star—WMAL-TV (WMAL).

Watertown (N.Y.) Daily Times—WCNY-TV, Carthage-Watertown (WWNY, Watertown).

Wausau (Wis.) Record-Herald—WSAU-TV (WSAU), 25%. (Note: Various other newspapers also participate in ownership, see station listing).

Wheeling (W.Va.) Intelligencer & News Register—WTRF-TV (WTRF, Bellaire, O.) Associated in ownership with *Dix* newspapers (*Bellaire Times-Leader*, *Ravenna Record*, *Kent Courier Tribune*, *Defiance Crescent-News*—all in Ohio); has interest in radio WWST, Wooster, O.

Wilson (N. C.) Times (Herbert Brauff)—WNCT, Greenville, N. C. (WGTC), 10%.

Winston-Salem Journal and Twin City Sentinel—WSJS-TV (WSJS), 66½%.

Wichita Beacon—KEDD, 5%.

Youngstown Vindicator—WFMJ-TV (WFMJ).

Zanesville (O.) Times-Recorder & Signal—WHIZ-TV (WHIZ).

† In addition to the stations here listed, Meredith Publishing Co. publisher of *Better Homes & Gardens* and *Successful Farming*, owns WHEN-TV, Syracuse; WOW-TV, Omaha; KPFO-TV, Phoenix; KCMO-TV, Kansas City. Time Inc. (*Time*, *Life*, *Fortune*) is 50% owner of KOB-TV, Albuquerque; 80% owner of KTVT, Salt Lake City, and 100% of KLTZ-TV, Denver. Tele-news Productions Inc. (Herbert Scheffel, Marshall Field & Conde Nast Publishing Corp.) owns Industrial Publishing Co., publisher of *Industry & Welding*, *Flow*, *Applied Hydraulics*, *Commercial Refrigeration & Air Conditioning*, *Precision Metal Molding*, *Occupational Hazards*. Mr. Scheffel is a major owner of WFTV, Duluth (now silent); WIGS, Springfield, Ill.; KETV, Little Rock (CP); KCTV, Sioux City (CP).

Multiple Ownerships

(Major Interlocking Holdings)

ABC—See Networks

American Broadcasting Stations Inc. (Wm. B. Dolph)—WMT-TV, Cedar Rapids, Ia. (WMT), 51%; KULA-TV, Honolulu (KULA), 41%. Same interests hold stock in radio KJBS, San Francisco & KCIL, San Fernando, Cal.

Gene Austry—KOPO-TV, Tucson, Ariz. (KOPO), 48%; KOOL-TV, Phoenix, Ariz. (KOOL), 85%. Also controls AM station KMPC, Los Angeles.

Gerald, Lee & David Bartell—WMTV, Madison, Wis.; WOKY-TV, Milwaukee (WOKY); and radio WAPL, Appleton, Wis. (Note: Sale of WOKY-TV to CBS pending FCC approval.)

N. L. Bentson—WMIN-TV, St. Paul; KELO-TV, Sioux Falls, S. D. (KELO), 33⅓%.

Harry M. Bitner—WFBM-TV, Indianapolis (WFBM); WOOD-TV, Grand Rapids, Mich. (WOOD); and radios WEOA, Evansville, Ind. and WFDF, Flint, Mich.

John W. Boler—KCJB-TV, Minot, N.D. (KCJB); KXJB-TV, Valley City, N. D.; and radio KSJB, Jamestown, N. D.

Frank C. Carman-Grant R. Wrathall—Own 50% of KUTV, Salt Lake City (KUTA); 33% of KOPR-TV, Butte, Mont. (KOPR), which left air reverting to CP status Sept. 19, 1954. Hold CPs for KWIK-TV, Pocatello, Ida. (KWIK); KLIX-TV, Twin Falls, Ida. (KLIX). Mr. Wrathall also owns radio KPOO, San Francisco.

Cascade Broadcasting Co.—KIMA-TV, Yakima, Wash. (KIMA) and KEPR-TV, Pasco, Wash. (satellite).

CBS—See Networks

Central Broadcasting Co. (B. J. Palmer, Des Moines)—Owns WHO-TV, Des Moines (WHO) and WOC-TV, Davenport, Ia. (WOC); has 25% interest in KMTV, Omaha.

Chicago Tribune-New York News—WGN-TV, Chicago (WGN); WPIX, New York.

Cincinnati Times-Star Co. (Hulbert Taft)—WKRC-TV, Cincinnati (WKRC); WTVN, Columbus (WHKO); and 20% of radio WDIR, Knoxville.

Lester E. Cox & Lester L. Cox—KYTV, Springfield, Mo. (KGBX); KOAM-TV, Pittsburg, Kan. (KOAM).

Cox Newspapers—WSB-TV, Atlanta (WSB); WHIO-TV, Dayton (WHIO); also own radio WIOD, Miami, TV applicant.

Crosley—See Manufacturers

R. H. Drewry Group—KSWO-TV, Lawton, Okla. (KSWO); KMTD-TV, Midland, Tex.

DuMont—See Networks

John W. English Group—WNAO-TV, Raleigh, N. C.; WSEE, Erie, Pa.

John E. Fetzer—WKZO-TV, Kalamazoo, Mich. (WKZO); KOLN-TV, Lincoln, Neb. (KOLN); also radio WJEF, Grand Rapids, Mich., and minority interest in WMBD, Peoria, Ill.

Fox, Wells & Co.—KFSD-TV, San Diego, Cal. (KFSD), 95.5%; WWOR-TV, Worcester, Mass., 26.74%.

Theodore R. Gambie—KOIN-TV, Portland, Ore. (KOIN), 50% as voting trustee with Harvey Benson; KOMO-TV, Seattle (KOMO), 33.33%.

Gannett Newspapers—WHEC-TV, Rochester, N.Y. (WHEC); WDAN-TV, Danville, Ill. (WDAN). Also owns 45% of WGTH-TV, Hartford, Conn. Gannett Newspapers are: Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Press and Observer-Dispatch, Elmira Advertiser and Star-Gazette, Newburgh News, Beacon News, Ithaca Journal, Olean Times Herald, Ogdensburg Journal and Advance-News, Malone Telegram, Saratoga Springs Saratogian, Massena Observer, Binghamton Press, Potsdam Courier-Freeman—all in N. Y. Also Hartford (Conn.) Times, Danville (Ill.) Commercial-News and Plainfield (N. J.) Courier-News.

General Teleradio Inc. (General Tire & Rubber Co. subsidiary)—Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); 55% of WGTH-TV, Hartford, Conn. (WGTH).

Gran Theatre Interests—WREX-TV, Rockford, Ill., 32.57%; WTVW, Milwaukee, 41.7%.

John T. Griffin Group—KWTW, Oklahoma City (KOMA); KATV, Pine Bluff, Ark.; KTVX, Muskogee, Okla., and radio KTUL, Tulsa and KFPW, Ft. Smith, Ark.

Hearst Corp.—WBAL-TV, Baltimore (WBAL); also buying WTVW, Milwaukee, where it operates radio WISN. WTVW purchase pending FCC approval.

Horace A. Hildreth—Controls Community Broadcasting Service, 91% owner of WABI-TV, Bangor, Me. (WABI); holds 35.2% of WMIV, Poland Spring, Me.

Jefferson Standard Life Insurance Co.—Owns WBTW, Charlotte, N. C. (WBT); owns 16.5% of Greensboro News Co., licensee of WPMY-TV, Greensboro, N. C.; owns 100% of WBIG (AM), Greensboro; 100% of WBTW, Florence, S. C.; holds substantial stock in Storer Bestg. Co.

Claudia T. Johnson—KTBC-TV, Austin, Tex. (KTBC); KANG-TV, Waco, Tex.

Robert F. Kerr family—WEEK-TV, Peoria, Ill. (WEEK); KVOO-TV, Tulsa (KVOO), 43%.

KSTP Inc. (Stanley Hubbard)—KSTP-TV, St. Paul, Minn. (KSTP); KWK-TV, St. Louis, 23%.

Charles W. Lamar Jr.—WPFA-TV, Pensacola, Fla.; WAFB-TV, Baton Rouge (WAFB), 15%; KTAG-TV, Lake Charles, La., 40.61%.

John J. Laux-Jack N. Berkman Group—WSTV-TV, Steubenville, O. (WSTV); WFPG-TV, Atlantic City, N. J. (WFPG) left air 5-17-54, see Television Digest, Vol. 10:19; and radio WPIT, Pittsburgh & WBMS, Boston. Mr. Laux also owns WJIL, Niagara Falls, N. Y. (Note: Sale of WSTV-TV to CBS pending FCC approval.)

T. B. Lanford—KALB-TV, Alexandria, La. (KALB), 47.2%; KPLC-TV, Lake Charles, La. (KPLC), 33.33%; WSLI-TV, Jackson, Miss. (WSLI), 22.8%; 48% of radio KRMD, Shreveport, temporarily combined with 2 others in operating KSLA (Ch. 12) there. Also owns 88% of radio KRRV, Sherman, Tex.

Lee P. Loomis Group (Lee Bestg. and Lee Newspapers)—KHQA-TV, Hannibal, Mo. (WATD, Quincy, Ill.); and interlocking ownership with KGLO-TV, Mason City, Ia. (KGLO) and WKBT, La Crosse, Wis. (WKBH). Ownership interlocks with Mason City Globe-Gazette; LaCrosse Tribune; Davenport (Ia.) Times and Morning Democrat; Ottumwa (Ia.) Courier; Muscatine (Ia.) Journal; Lincoln (Neb.) Star; Kewanee (Ill.) Star-Courier; Madison (Wis.) State Journal (13.5% of Ch. 3 applicant for Madison).

John J. Louis Group—KVAR, Phoenix-Mesa (KTAR); KVOA-TV, Tucson (KVOA). Also own radio stations KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz.

Martin Theatres of Georgia—WJEF, Augusta, Ga., 35%; WDAK-TV, Columbus, Ga. (WDAK), 75%.

J. Elroy McCaw—KTUV, Tacoma, Wash., 100%; KONA, Honolulu, 25%. Mr. McCaw also has interests in radio stations WINS, New York; KOC, Mineral Wells, Tex.; KETA, Centralia, Wash.; KYA, San Francisco; KYAK, Yakima, Wash.; KALE, Richland, Wash. Mrs. McCaw owns 25% of KAPA, Raymond, Wash.

Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines (Better Homes & Gardens, Successful Farming)—Owns WHEN-TV, Syracuse (WHEN); WOW-TV, Omaha (WOW); KPHO-TV, Phoenix (KPHO); KCMO-TV, Kansas City (KCMO).

Midnight Sun Bestg. Co. (Lathrop Co.)—KFIA, Anchorage (KENI); CP for KPFI, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

Morgan Murphy-Walter C. Bridges—KGTW, Des Moines, Ia.; WEAU-TV, Eau Claire, Wis. (WEAU). Mr. Murphy is also publisher of Superior (Wis.) Telegram and other newspapers.

NBC-RCA—See Networks

Samuel I. Newhouse Family—WSYR-TV, Syracuse, N.Y. (WSYR); WTPA, Harrisburg, Pa.; 50% of KOIN-TV, Portland, Ore. (KOIN). See also Syracuse Post-Standard and Herald-Journal and Portland Oregonian.

Radio Service Corp. of Utah—KSL-TV, Salt Lake City (KSL); KID-TV, Idaho Falls, Ida., 25.9% (KID), interlocking interest (Mormon Church) in KGMB-TV, Honolulu (KGMB).

Donald W. Reynolds—KFSA-TV, Fort Smith, Ark. (KFSA); KZTV, Reno, Nev.; holds CP for KLRJ-TV, Henderson, Nev.; also controls radio KHGB, Okmulgee, Okla. and KBRS, Springdale, Ark.

Ridder Publications Inc.—Owns WCCO-TV, Minneapolis-St. Paul (WCCO) and 51% of WDSM-TV, Superior-Duluth (WDSM). Also publishes St. Paul Pioneer Press and Dispatch, Duluth Herald and News-Tribune, New York Journal of Commerce, Aberdeen (S. D.) American-News, Grand Forks (N. D.) Herald, Long Beach (Cal.) Independent Press-Telegram, San Jose (Cal.) Mercury and News; has minority interest in Seattle Times; owns radio stations KSDN, Aberdeen and KILQ, Grand Forks.

Rowley-Brown Bestg. Co. (E. H. Rowley, Kenyon Brown)—KWFT-TV, Wichita Falls, Tex. (KWFT). Mr. Brown also owns 30% of KMBY-TV, Monterey, Cal., and has interests in KMIV, Miami, Okla. (CP) and in radio KGLC, Miami, Okla. and KBYE, Oklahoma City.

San Francisco Chronicle—KRON-TV, San Francisco; KBAK-TV, Bakersfield, Cal. (KBAK), 97½%.

Scripps-Howard Newspapers—WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); WMCT, Memphis (WMC); and radio WNOX, Knoxville. See also Cleveland Press.

William B. Smullin—Owns KIEM-TV, Eureka, Cal. (KIEM); 50% of KBES-TV, Medford, Ore. Also owns radio KUIN, Grants Pass, Ore.

Steinman Brothers—WGAL-TV, Lancaster (WGAL); WDEL-TV, Wilmington (WDEL); WLEV-TV, Bethlehem, Pa. (WEST). Steinmans also own radio stations WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa., and publish Lancaster New Era and Intelligencer Journal.

Storer Broadcasting Co.—Owns WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WAGA-TV, Atlanta (WAGA); WBRC-TV, Birmingham, Ala. (WBRC); WXEL, Cleveland (WJW); KPTV, Portland, Ore.; WGBS-TV, Miami (WGBS). Also owns radio station WWVA, Wheeling, W. Va. Also owns Empire Coil Co.

Hulbert Taft family—WKRC-TV, Cincinnati (WKRC); WTVN-TV, Columbus (WTVN); holds 20% of WDIR, Knoxville, TV applicant; publishes Cincinnati Times-Star.

Time Inc.—KOB-TV, Albuquerque, N.M. (KOB), 50% (Wayne Coy, 50%); KTVT, Salt Lake City (KDYL), 80% (G. Bennett Larson, 20%); KLZ-TV, Denver, (KLZ), 100%.

Tyrone Corp.—WMTW, Poland Spring, Me., 35.2%; WENS, Pittsburgh, 5.55%.

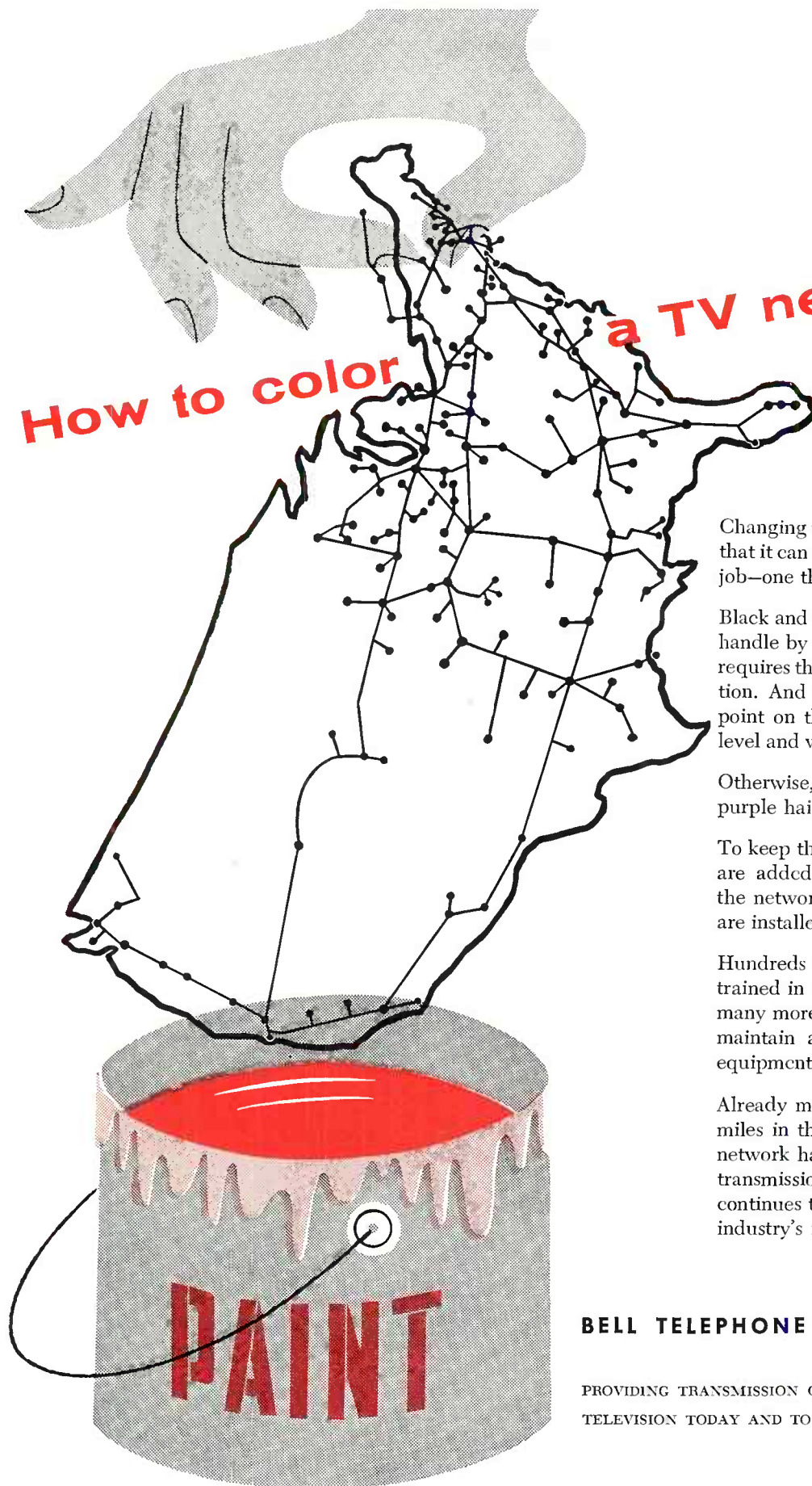
Washington Post Co.—WTOP-TV, Washington, D. C. (WTOP); WMBR-TV, Jacksonville, Fla. (WMBR).

WDSU Broadcasting Corp.—WDSU-TV, New Orleans (WDSU); WAFB-TV, Baton Rouge, La. (WAFB), 11.9%.

Westinghouse Broadcasting Co.—See Manufacturers

Allen M. Woodall—WDAK-TV, Columbus, Ga. (WDAK), 25%; WRDW-TV, Augusta, Ga. (WRDW), 20%. See also Martin Theatres of Georgia.

How to color a TV network...



Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 50,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

BELL TELEPHONE SYSTEM



PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

TELEVISION STATION DIRECTORY

Rate Digests, Personnel, Facilities and Other Data as of January 1, 1955

Covering All Commercial Stations in Operation in the United States, Territories and Canada
[Also Mexican-licensed Stations on U.S.-Mexican Border]

Plus CP Holders Reported Due to Begin Operation Before Spring of 1955

EXPLANATORY NOTES

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

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

All rates, personnel and other data supplied by stations

Powers are Effective Radiated Powers (ERP).

STA means Special Temporary Authority pending license.

ALABAMA

WABT Birmingham

(Ch. 13)

Licensee: The Television Corp., Box 2553, Birmingham 2, Ala.

Studio and Transmitter: Atop Red Mt.

Telephone: 4-3506.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 302-kw horizontal visual, 190-kw maximum and 178-kw horizontal aural. Antenna: 840-ft. above av. terrain, 505-ft. above ground, 1323-ft. above sea level using 5° electrical beam tilt, lat. 33° 29' 27", long. 86° 47' 48".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WAPI, 10-kw (D), (5-kw night) 1070 kc (NBC). FM Affiliate: WAFM, 71-kw, 99.5 mc (No. 258), 505-ft. antenna height.

Ownership: Same as *Birmingham News*; Henry P. Johnston, pres. Same principals also own *Huntsville Times* and WHBS, Huntsville.

Began Operation: July 1, 1949. Sold to present owner July 1953 (see *Television Digest*, Vol. 9:15, 24).

Represented (sales) by Blair-TV Inc.

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

Represented (engineering) by George E. Gautney.

Personnel:

Henry P. Johnston, *president & managing director*.

Charles P. Grisham, *commercial manager*.

Tom M. Percer, *local sales manager*.

Ray A. Furr, *v.p. & program director*.

J. V. Sanderson, *chief engineer*.

Nod Nelson, *film director*.

Johnny Johnson, *production manager*.

DIGEST OF RATE CARD NO. 7 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.					
\$650.00	\$390.00	\$260.00	\$228.00	\$163.00	\$160.00
Class B—6-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun.					
488.00	293.00	195.00	171.00	122.00	98.00
Class C—Noon-6 p.m., Mon.-Fri.; noon-2 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.					
325.00	195.00	130.00	114.00	81.00	65.00
Class D—Sign-on-noon, daily.					
250.00	150.00	100.00	88.00	63.00	50.00

* Applies from 6:59-9:30 p.m., daily. Other Class A Min. rate is \$130.00 & applies to 6:29-6:59 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sat. & Sun.; 9:31-10:30 p.m., daily.

WBRC-TV Birmingham

(Ch. 6)

Licensee: Storer Broadcasting Co., Birmingham 9, Ala.

Studio and Transmitter: Atop Red Mt.

Telephone: 4-4701.

Technical Facilities: Channel No. 6 (82-88 mc). Operating under special temporary authorization with 100-kw visual power, 50-kw aural. Antenna: 910-ft. above av. terrain, 562-ft. above ground, 1582-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Network Service: CBS.

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

Ownership: See WJBK-TV, Detroit.

Began Operation: July 1, 1949. Sold to Storer Bestg. Co. Inc. May, 1953 (see *Television Digest*, Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.

J. Robert Kerns, *v.p. & managing director*.

Oliver V. Naylor, *sales manager*.

Robert L. DuPriest, *chief engineer*.

M. D. Smith, *program director*.

Sterling P. Madding, *promotion & merchandising manager*.

DIGEST OF RATE CARD NO. 6 (Aug. 16, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.					
\$650.00	\$390.00	\$260.00	\$228.00	\$195.00	\$160.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
488.00	293.00	195.00	171.00	146.00	130.00
Class C—Sign-on-5 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, daily; sign-on-1 p.m., Sat. & Sun.					
325.00	195.00	130.00	114.00	98.00	65.00
Also has Class AA min. rate, \$160.00.					

WEDB Birmingham

(Ch. 10)

Non-Commercial Educational Station

(Due to Begin Operating in January)

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg.

Studios: Birmingham, University, Auburn. Transmitter: Red Mt.

Telephone: 53-5602.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.8-kw visual, 18.5-kw aural. Antenna: 528-ft. above av. terrain, 187-ft. above ground, 1187-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Ownership: Commission officers are Raymond D. Hurlbert, pres.; Thomas D. Russell, secy. Commission also operates WEDM, Munford, Ala.

Represented (legal) by Hogan & Hartson.

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

Personnel:

Raymond Hurlbert, *president*.

Norton & Holt, *consultants*.

Rudy Bretz, *program consultant*.

James L. Evans, *chief engineer*.

Alabama

WMSL-TV Decatur (Ch. 23)

Grantee (STA): Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg.

Studio and Transmitter: Mutual Savings Life Bldg.

Telephone: 802.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 15.8-kw visual, 8.52-kw aural. Antenna: 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level, lat. 34° 36' 44.5", long. 86° 59' 08".

Network Service: NBC, CBS.

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

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

Began Operation: June 29, 1954.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by Harry J. Daly.

Represented (engineering) by John H. Mullaney.

Personnel:

Frank Whisenant, *president & general manager*.
John V. Short, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$35.00	\$20.00
Class B—5-6 p.m., Mon.-Sat. & after 10:30 p.m., daily.						
120.00	72.00	48.00	42.00	36.00	29.00	17.00
Class C—Sign-on-2 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
80.00	48.00	32.00	28.00	24.00	21.00	13.00

† Film rates only.

WTVY Dothan (Ch. 9)

(Due to Begin Operation in February or March)

Grantee (STA): Ala-Fla-Ga Television Inc., Box 505.

Studio & Transmitter: Cottonwood Rd.

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

Ownership: Charles Woods, pres., 16.67%; J. T. Thrower, v.p., 16.67%; Dr. Paul Flowers, treas., 16.67%; Alto V. Lee III, secy., 1.67%; Huey D. McInish, asst. secy., 1.67%; Richard I. Kearley, 16.67%; H. L. Holman Jr., 6.67%; 7 others, each owns 3.33%.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, *general manager*.

DIGEST OF RATE CARD NO. 1 (Feb. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 1-1:30 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$37.50	\$22.50	\$11.25
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:30 p.m.-midnight, daily.							
120.00	72.00	60.00	48.00	36.00	30.00	18.00	9.00
Class C—Sign on-5 p.m., Mon.-Fri.; midnight-sign-off, daily.							
90.00	54.00	45.00	36.00	27.00	22.50	13.50	6.75

Note: To be available in combination with WEAR-TV, Pensacola & WJDM, Panama City, Fla.

WALA-TV Mobile (Ch. 10)

Grantee (STA): Pape Television Co. Inc., 210 Government St.

Studio: 210 Government St. Transmitter: Baldwin County, near Spanish Fort.

Telephone: 33756.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 190-kw aural. Antenna: 620-ft. above av. terrain, 573-ft. above ground, 732-ft. above sea level, lat. 30° 39' 33.2", long. 87° 53' 33.4".

Network Service: ABC, CBS, NBC.

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

Ownership: W. O. Pape, pres., 99.6%; H. K. Martin, v.p. & secy., .2%; W. B. Pape, secy.-treas., .2%.

Began Operation: Jan. 14, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by L. J. N. du Treil.

Personnel:

W. O. Pape, *president*.
H. K. Martin, *exec. v.p.*
W. B. Pape, *general manager*.
Al Holman, *program director*.
A. R. Bell, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B—All other times.					
250.00	150.00	100.00	87.50	62.50	50.00

WCOV-TV Montgomery (Ch. 20)

Grantee (STA): Capitol Broadcasting Co., Box 1029.

Studio and Transmitter: Adrian Lane.

Telephone: 5-3561.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 47-ft. above av. terrain, 460-ft. above ground, 680-ft. above sea level, lat. 32° 20' 27.5", long. 86° 17' 50".

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

Network Service: ABC, CBS, DuMont.

Ownership: Oscar P. Covington, pres., 13.89%; Clara R. Covington, v. p., 13.89%; Hugh M. Smith, secy.-treas., 2.78%; Margaret Covington Milwee, director, 6.94%; Ethel Covington, director, 13.89%; Peggy Milwee Carlton, director, 13.89%; Mrs. George E. Davis, 13.89%; Earl B. Covington, 13.89%; W. I. Milwee, 6.94%. All stockholders have same proportionate interest in WGWC, Selma.

Began Operation: April 17, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by W. J. Holey, Atlanta, Ga.

Personnel:

O. P. Covington, *president*.
Hugh M. Smith, *general manager*.
Morris South, *local sales manager*.
Gene Munger, *operations manager*.
W. D. Weatherly, *chief engineer*.
Robert House, *film editor*.
Phil Taylor, *promotion manager*.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. & Sun.					
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.					
150.00	90.00	60.00	50.00	40.00	30.00
Class C—All other times.					
100.00	60.00	40.00	35.00	25.00	20.00

WSFA-TV Montgomery (Ch. 12)

Grantee (STA): Montgomery Bestg. Co., Box 1013.

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

Telephone: 5-1251.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1029-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level, lat. 32° 01' 15", long. 86° 20' 56".

Network Service: NBC.

AM Affiliate: WSFA, 5-kw (1-kw, night), 1440 kc (NBC).

Ownership: David E. Dunn, pres., 11 $\frac{2}{3}$ %; R. F. Hudson Sr., v.p., 25%; H. S. Durden, secy.-treas., 38 $\frac{1}{3}$ %; R. F. Hudson Jr., 16 $\frac{2}{3}$ %; Seble B. Smith, 8 $\frac{1}{3}$ %. R. F. Hudson Sr. is publisher and Hudson Jr. is general & business mgr. of *Montgomery Advertiser* and *Journal*. Sale to WKY-TV, Oklahoma City pending FCC approval (*Television Digest*, Vol. 10:38).

Began Operation: Nov. 8, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Gautney & Jones.

Personnel:

David E. Dunn, *president*.
Hoyt Andres, *general manager*.
Seble B. Smith, *technical director*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 2-5 p.m., Sat. & Sun.						
200.00	120.00	80.00	65.00	50.00	40.00	20.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
125.00	75.00	50.00	40.00	31.25	25.00	12.50

WEDM
Munford
(Ch. 7)

Non-Commercial Educational Station

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

Studios: Munford (film only); Birmingham studios: WBRC-TV, WABT, University Extension Center; U. of Alabama studios, Tuscaloosa; Alabama Polytechnic Institute studios, Auburn.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 53-5602.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 190-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level, lat. 33° 29' 06", long. 85° 48' 32".

Began Operation: Nov. 28, 1954.

Ownership: Commission officers: Raymond D. Hurlbert, pres.; Thomas D. Russell Jr., secy.; and the following directors: Mrs. J. S. Acker, Milton Cummins, Rex Sikes. Commission also holds CP for WEDB, Birmingham.

Represented (legal) by Hogan & Hartson.

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

Personnel:

Raymond Hurlbert, *president*.
Rudy Bretz, *program consultant*.
James L. Evans, *chief engineer*.
Dr. O. C. Carmichael, *chairman, program board*.
Norton & Holt, *consultants*.

ARIZONA

KOOL-TV
Phoenix
(Ch. 10)

Grantee (STA): Maricopa Bcstrs. Inc., 511 W. Adams St.

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

Telephone: Alpine 3-3121.

Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 29.45-kw visual, 14.69-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 1620-ft. above av. terrain, 162-ft. above ground, 2803-ft. above sea level, lat. 33° 20' 02", long. 112° 03' 42".

Network Service: ABC. (CBS after June 16, 1955.)

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

Ownership: Gene Autry, pres., 70%; Frank Beer, v.p., 5%; Thomas Chauncey, asst. secy., 25%. Mr. Autry owns 48% of KOPO-TV, Tucson, and is principal owner of KMPC, Los Angeles. Mr. Chauncey owns 20% of KOPO-TV.

Began Operation: Oct. 19, 1953 as share-time outlet with KOY-TV; on May 3, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19).

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Maurice R. Barnes.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Charles H. Garland, *general manager*.
Kenneth Morton, *asst. general manager*.
William Connally, *commercial manager*.
Douglass Carruth, *program director*.
Clifford Miller, *chief engineer*.

DIGEST OF RATE CARD NO. 3 †
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$425.00	\$255.00	\$153.00	\$122.00	\$97.50	\$80.00	\$40.00
Class B—5-6:30 p.m., daily; 3-6:30 p.m., Sun.						
255.00	153.00	107.00	85.60	60.00	50.00	25.00
Class C—All other times.						
200.00	120.00	72.00	58.00	46.00	40.00	20.00
Combination Rates: KOOL-TV & KOPO-TV, Tucson, Ariz.						
Class A—6:30-10:30 p.m., Mon.-Fri.; 3-11 p.m., Sat. & Sun.						
\$573.75	\$344.25	\$215.05	\$136.09	\$110.50	\$55.25	
Class B—All other times.						
354.88	212.93	146.20	85.51	70.13	35.06	

† Film rates only.

KPHO-TV
Phoenix
(Ch. 5)

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

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

Telephone: Alpine 8-4511.

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

Network Service: CBS, DuMont.

AM Affiliate: KPHO, 5-kw, 910 kc (ABC).

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v. p.; Edna E. Meredith, v. p.; Mildred M. Bohlen, secy.-treas.; Rowland G. Wright, asst. secy. & asst. treas.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV & KCMO, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

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

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Richard B. Rawls, *general manager*.
Payson Hall, *v.p. of TV-radio*.
Al Larson, *commercial manager and film buyer*.
Robert T. Martin, *program director*.
Jack Murphy, *executive producer*.
Dan Schwartz, *promotion manager*.
Al Rau, *traffic manager*.
George L. McClanathan, *chief engineer*.

DIGEST OF RATE CARD NO. 7B
(Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00	\$45.00
Class B—6-7 p.m., 10:30-11 p.m., Mon.-Sat.; 5-6 p.m., 10:30-11 p.m., Sun.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class C—Noon-6 p.m., 11 p.m.-sign-off, Mon.-Sat.; 2-5 p.m., 11 p.m.-sign-off, Sun.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00
Class D—All other times.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50

KTVK
Phoenix
(Ch. 3)

Grantee (STA): Arizona Television Co., 4701 N. 24th St.

Studio: 16th St. & Osborn Rd.

Telephone: Amhurst 6-5691.

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

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1668-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level, lat. 33° 20' 01", long. 112° 03' 45".

(Continued on next page)

Arizona

PHOENIX: KTVK—(Continued)

Ownership: Ernest W. McFarland, pres., 40% (Arizona Governor); Leon M. Nowell, v.p., 20%; Ralph A. Watkins, v.p.-treas., 20%; Edward Cooper, 10%; H. R. Larson, secy., 5%; Lorenzo Wright, 2.5%; Bassett Wright, 2.5%.

Began Operation: Dec. 24, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Ralph Watkins, *station manager*.
Sean Dillon, *operations manager & program director*.
James E. Overpeck, *sales manager*.
Bob Latham, *chief engineer*.

DIGEST OF RATE CARD NO. 1 † (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—2-7 p.m., Mon.-Sat.						
200.00	120.00	80.00	70.00	55.00	40.00	20.00

† Film rates only.

KVAR Phoenix-Mesa (Ch. 12)

Grantee (STA): KTAR Bestg. Co., 1101 N. Central Ave., Phoenix.
Studios: Mesa-Phoenix Highway and 1101 N. Central Ave., Phoenix.
Transmitter: Top of Mt. Suappa, Phoenix South Mt.
Telephone: Alpine 4-4161.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 33-kw visual, 16.5-kw aural. Antenna: 1550-ft. above av. terrain, 97-ft. above ground, 2757-ft. above sea level, lat. 33° 19' 54", long. 112° 03' 52".

Network Service: NBC, DuMont.

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

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

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

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

Richard O. Lewis, *president and general manager*.
Dwight Harkins, *station manager*.
E. William Harvey, *commercial manager*.
William B. Robb Jr., *program director*.
Arthur C. Anderson, *engineering director*.

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:59 p.m., Mon.-Sat.; 4:59-10:59 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00	\$45.00
Class B—4:59-5:59 p.m., 10:59-11:59 p.m., Mon.-Fri.; 1:59-5:59 p.m., Sat.; 12:59-4:59 p.m., Sun.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00
Class C—All other times.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Combination Rates—KVAR & KVOA-TV, Tucson, Ariz.						
Class A—5:30-10:30 p.m., daily; 4:30-10:30 p.m., Sun.						
\$607.50	\$364.50	\$243.00	\$213.00	\$152.65	\$121.50	\$60.75
Class B—4:30-5:30 & 10:30-11:30 p.m., Mon.-Fri.; 1:30-5:30 p.m., Sat.; 12:30-4:30 p.m., Sun.						
364.50	218.70	145.80	128.25	91.80	72.90	36.45
Class C—All other times.						
303.75	182.25	121.50	106.65	76.30	60.75	30.40

KOPO-TV Tucson (Ch. 13)

Grantee (STA): Old Pueblo Broadcasting Co., 115 W. Drachman St.
Studio and Transmitter: 115 W. Drachman St.
Telephone: 4-2511.

Technical Facilities: Channel 13 (210-213 mc). Operating under special temporary authorization with 33-kw visual, 16.5-kw aural, 135-ft. above av. terrain. Authorized power: 316-kw visual, 160-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 2868-ft. above sea level, lat. 32° 14' 22", long. 110° 58' 13".

Network Service: CBS, DuMont.

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

Ownership: Harold C. Tovrea, pres., 10%; Tom Chauncey, v. p., 20%; Charles H. Garland, secy.-treas., 10%; Gene Autry, 48%; Robert C. Garland, 10% (son of C. H. Garland). Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry also chief stockholder in KMPC, Los Angeles and KOLD, Yuma.

Began Operation: Jan. 13, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Maurice Barnes.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

E. S. Mittendorf, *general manager*.
Cliff Stillinger, *program director*.
Jack Martin, *promotion manager*.
Paul Bennewitz, *chief engineer*.

DIGEST OF RATE CARD NO. 3 † (Oct. 10, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 3-11 p.m., Sat. & Sun.					
\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00
Class B—All other times.					
162.50	97.50	65.00	40.00	32.50	16.25

† Film rates only.

Note: For combination rates see KOOL-TV, Phoenix, Ariz.

KVOA-TV Tucson (Ch. 4)

Licensee: Arizona Bestg. Co. Inc., 209 W. Elm St., Box 2911.

Studio & Transmitter: 209 W. Elm St.

Telephone: 3-2555.

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

Network Service: NBC, ABC.

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

Ownership: KTAR Bestg. Co., 85.08%; John J. Louis, chairman; R. B. Williams, pres., 10.13%; Richard O. Lewis, v.p.; B. R. Fulbright, secy.-treas.; Harper Phillips, 2.7%; Raymond Holsclaw, 1.35%. KTAR Bestg. Co. is owned by John J. Louis and members of Louis family; it operates KVAR (TV) & KTAR, Phoenix, KYUM, Yuma, & KYCA, Prescott, Ariz.

Began Operation: Sept. 25, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

R. B. Williams, *president & general manager*.
Harper M. Phillips, *business manager*.
John C. Underwood Jr., *sales manager*.
Ben L. Slack Jr., *program director*.
Raymond H. Holsclaw, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$225.00	\$135.00	\$90.00	\$56.50	\$45.00	\$22.50
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.					
135.00	81.00	54.00	34.00	27.00	13.50
Class C—All other times.					
112.50	67.50	45.00	28.25	22.50	11.25

Note: For combination rate see KVAR, Phoenix, Ariz.

KIVA Yuma (Ch. 11)

Grantee (STA): Valley Telecasting Co., Box 1708.

Studio and Transmitter: Kiva, Cal., 8-mi. W. of Yuma.

Telephone: State 6-8311.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29-kw visual, 16-kw aural. Antenna: 440-ft. above av. terrain, 485-ft. above ground, 733-ft. above sea level, lat. 32° 44' 42", long. 114° 44' 19".

Network Service: NBC.

AM Affiliate: None.

Ownership: Donald Ellsworth, pres., 16.7%; Howard L. Roberts, v.p., 16.7%; G. Park Dunford, 10%; Russell J. Madsen, secy-treas., 6.5%; William S. Porter, 16.7%; Alvin S. Reber, 16.7%; Robert Anderson, 8.35%; Virgil Crisman, 8.35%.

Began Operation: Oct. 8, 1953.

Represented (sales) by W. S. Grant Co. Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

Donald Ellsworth, *president*.
Arthur L. Fszol, *general manager*.
Roland Yount, *chief engineer*.

DIGEST OF RATE CARD NO. 1†
(July 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00
Class B—All other times.					
130.00	78.00	52.00	32.50	26.00	13.00

† Film rates only.

ARKANSAS

KFSA-TV

Fort Smith

(Ch. 22)

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

Studio and Transmitter: Southwestern House, 920 Rogers Ave.

Telephone: Sunset 2-9126.

Technical Facilities: Channel No. 22 (518-524 mc). Operating under special temporary authorization with 22-kw visual, 12-kw aural. Authorized power: 265-kw visual, 145-kw aural. Antenna: 270-ft. above av. terrain, 349-ft. above ground, 783-ft. above sea level, lat. 36° 23' 02", long. 94° 25' 22". Note: Application to buy CP of KNAC-TV, Fort Smith (Ch. 5) and switch channels pending FCC approval (*Television Digest*, Vol. 10:52).

Network Service: DuMont, NBC, ABC, CBS.

AM Affiliate: KFSA, 1-kw (.5-kw night), 950 ke (ABC). **FM Affiliate:** KFSA-FM, .32-kw, 107.1 me (No. 296), 260-ft. antenna height.

Ownership: Donald W. Reynolds, pres., 100%; Weldon Stamps, v.p.; C. W. Parkinson, secy. Mr. Reynolds owns KZTV, Reno; has controlling interest in KHBG, Okmulgee, Okla., and KBRS, Springdale, Ark. Principals also own Southwestern Publishing Co., KLRJ-TV, grantee for Henderson, Nev., and publisher of *Fort Smith Southwest American* and *Times-Record*, *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma.

Began Operation: July 10, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Weldon Stamps, *v.p. & general manager*.
Roland Hundley, *sales manager*.
Paschal Porta, *program director*.
Diek Bentley, *promotion director*.
Robert W. Platt Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 1
(June 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—(Same rate applies to all hours, every day, Mon.-Sun.)						
\$150.00	\$90.00	\$60.00	\$30.00	\$20.00	\$17.50	\$15.00

KARK-TV

Little Rock

(Ch. 4)

Grantee (STA): Arkansas Radio & Equipment Co., 10th & Spring Sts.

Studio: 10th & Spring Sts. **Transmitter:** 6815 Cantrell Rd.

Telephone: Franklin 6-2481.

Technical Facilities: Channel No. 4 (66-72 me). Operating under special temporary authorization with 58-kw visual, 29-kw aural, using antenna 340-ft. above ground. Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1650-ft. above av. terrain, 1175-ft. above ground, 2205-ft. above sea level, lat. 34° 46' 05", long. 92° 21' 05".

Network Service: NBC, DuMont.

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

Ownership: T. H. Barton, pres., 72.68%; T. K. Barton, v.p., 18.16%; David Grundfest, v.p., 4.575%; Harvey C. Couch Jr., v.p., 4.575%.

Began Operation: March 24, 1954.

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

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Spring 1955 Edition

Personnel:

T. K. Barton, *v.p. & general manager*.
Douglas Romine, *asst. general manager*.
H. Lee Bryant, *commercial manager*.
Dale Hart, *program director*.
Frederick S. Buschmeyer Jr., *production manager*.
Bob Buice, *public relations & farm director*.
Shirley E. Kennedy, *promotion director*.
Champ Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 1†
(March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6 p.m. & 10:30-11 p.m., daily.						
262.50	157.50	105.00	91.90	65.65	52.50	26.25
Class C—Noon-5 p.m. & 11 p.m.-midnight, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50
Class D—Midnight-noon, daily.						
87.50	52.50	35.00	30.65	21.90	17.50	8.75

† Film rates only.

KATV

Pine Bluff-Little Rock

(Ch. 7)

Grantee (STA): Central South Sales Co., 100 Williams Rd., Pine Bluff.

Studios: 100 Williams Rd., Pine Bluff; 620 Beech St., Little Rock.

Transmitter: Jefferson Springs, Ark.

Telephones: 3880, Pine Bluff; Mohawk 6-9401, Little Rock.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 89.1-kw aural. Antenna: 1010-ft. above av. terrain, 922-ft. above ground, 1322-ft. above sea level, lat. 34° 22' 12", long. 92° 10' 07".

Network Service: CBS, ABC.

Ownership: John T. Griffin, pres., 45%; James C. Leake, v.p., 45%; Bryan Mathes, secy-treas., 10%. Also own 50% of KWTW, Oklahoma City, and control radio stations KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Fort Smith, Ark. Messrs. Leake and Mathes hold minority interest in KTVX (TV), Muskogee, Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

John T. Griffin, *president*.
James C. Leake, *v.p.*
Bryan Mathes, *secretary-treasurer*.
John H. Fugate, *general manager*.
Don Curran, *program director*.
Rex Cole, *commercial manager*.
Bruce B. Compton, *national sales manager*.
Joe Myers, *promotion manager*.
A. R. Garrett, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$450.00	\$276.00	\$180.00	\$150.00	\$112.50	\$90.00	\$45.00
Class B—Sign-on-1 p.m., Sun.; 5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	112.50	85.00	67.50	33.75
Class C—All other times.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50

THIS YOU'VE GOT TO SEE!



TV's NEW FUN SHOW
PAGES 356-357

CALIFORNIA

KBAK-TV Bakersfield

(Ch. 29)

Grantee (STA): Bakersfield Broadcasting Co., Box 1448.

Studio and Transmitter: Top of Mount TV.

Telephone: Fairview 4-6421.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 19-kw visual, 10.5-kw aural. Antenna: 630-ft. above av. terrain, 596-ft. above ground, 1326-ft. above sea level, lat. 35° 27' 55", long. 119° 01' 15".

Network Service: DuMont, ABC.

AM Affiliate: KBAK, 1-kw, 550 kc (MBS).

Ownership: Chronicle Publishing Co. (KRON-TV, San Francisco), 97 1/3%; Charles Thierlot, 1 2/3% (KRON-TV gen. mgr.); H. P. See, 1% (KRON-TV station mgr.).

Began Operation: Aug 20, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Represented (engineering) by Robert Hammett, San Francisco.

Personnel:

A. H. Constant, *station manager*.
Frank Beazley, *sales manager*.
Don Anderson, *chief engineer*.
Vern Mack, *production manager*.
Helen Smythe, *traffic*.

DIGEST OF RATE CARD NO. 2 (Jan. 4, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$235.00	\$141.00	\$94.00	\$82.25	\$58.75	\$47.00	\$23.50
Class B—5-6 p.m., Mon.-Sat.						
176.25	105.75	70.50	61.75	44.00	35.25	17.50
Class C—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
117.50	70.50	47.00	41.00	29.50	23.50	11.75

KERO-TV Bakersfield

(Ch. 10)

Grantee (STA): Kern County Bcstrs., 1420 Truxtun Ave.

Studio: 1420 Truxtun Ave. Transmitter: Breckenridge Mt., 5-mi. WNW of fire tower, 22 mi. E. of Bakersfield.

Telephone: Fairview 7-1441.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 17.4-kw aural. Antenna: 3740-ft. above av. terrain, 147-ft. above ground, 7681-ft. above sea level, lat. 35° 27' 11", long. 118° 35' 26".

Network Service: CBS, NBC.

AM Affiliate: KERO, 25-kw, 1230 kc (NBC).

Ownership: Albert E. DeYoung, pres., 51%; Gordon L. Harlan, v.p., 29%; B. J. Coleman, secy.-treas., .066%; Edward E. Urner, 10%; Edwin A. Andress, 5.933%; Kenneth R. Croes, 4%.

Began Operation: Sept. 26, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

Gene DeYoung, *president & general manager*.
Edward Urner, *v.p.*
John Barrett, *sales manager*.
Kenneth Croes, *program manager*.
Edwin A. Andress, *engineering director*.
John Ballenger, *film director*.

DIGEST OF RATE CARD NO. 4 † (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

KHSL-TV Chico

(Ch. 12)

Grantee (STA): Golden Empire Bcstg. Co., Box 303.

Studio: 350 Wall St. Transmitter: Cohasset Road.

Telephone: Fireside 2-5614.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 63.1-kw visual, 37.8-kw aural. Antenna: 1263-ft. above av. terrain, 237-ft. above ground, 3732-ft. above sea level, lat. 39° 57' 30", long. 121° 42' 48".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

Ownership: Mrs. Hugh McClung, pres., 92.5%; Martha McClung Roberts, v.p., 2.5%; Hugh McClung Jr., treas., 5%; Dorothy Hawke, secy. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

M. F. Woodling, *manager*.
George Ross, *national sales manager*.
Jerry Pero, *sales manager*.
Martin Jacobsen, *production manager*.
E. P. Milfourn, *chief engineer*.
Russel Pope, *technical director*.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—7-10:30 p.m., daily.							
\$225.00	\$135.00	\$90.00	\$70.00	\$55.00	\$33.50	\$33.50	\$17.50
Class B—5-7 p.m., 10:30-11 p.m., daily.							
175.00	100.00	60.00	50.00	40.00	22.50	16.00	12.00
Class C—All other times.							
120.00	72.00	48.00	39.00	30.00	17.00	12.00	8.00

KIEM-TV Eureka

(Ch. 3)

Grantee (STA): Redwood Bcstg. Co. Inc., Box 1021.

Studio: Foot of Bay St. Transmitter: Redwood Peak, 12-mi. SE of Eureka.

Telephone: Hillside 2-5754.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 14.1-kw visual, 7.59-kw aural. Antenna: 1655-ft. above av. terrain, 249-ft. above ground, 3049-ft. above sea level, lat. 40° 43' 52", long. 123° 57' 06".

Network Service: ABC, CBS, NBC, DuMont.

AM Affiliate: KIEM, 5-kw, 1480 kc (MBS). FM Affiliate: KRED, 5.6-kw, 96.3 mc (No. 242), 1100-ft. antenna height.

Ownership: William B. Smullin, pres., 100%; Donald H. Telford, v.p.; John G. Bauriedel, radio v.p.; Redwood Bcstg. Co. owns 50% of KBES-TV, Medford, Ore., and KUIN & KGPO, AM & FM affiliates in Grants Pass. KBES-TV also is applicant for Roseburg, Ore.

Began Operation: Oct. 9, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Don H. Telford, *manager*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-10:00 p.m., daily.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$50.00	\$38.00	\$30.00	\$25.00
Class B—Noon 1-p.m., 5-6:30 p.m., 10-11 p.m., daily; 1-5 p.m. Sat. & Sun.								
120.00	96.00	72.00	60.00	48.00	42.00	30.00	24.00	20.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00	17.00

KJEO Fresno

(Ch. 47)

Grantee (STA): O'Neill Bcstg. Co., Box 1708.

Studio: Shaw at Cedar. Transmitter: Bald Mt.

Telephone: 7-8405.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 440-kw visual, 220-kw aural. Antenna: 1789-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31". CP for 178-kw visual, 91.2-kw aural.

Network Service: ABC, CBS, DuMont.

Ownership: J. E. O'Neill, pres., 100%; J. C. Drilling, v.p.; Charles Theodore, v.p.; George D. Helvey, secy.-treas.

Began Operation: Sept. 20, 1953.

Represented (sales) by The Branham Co.

Represented (legal) by Joseph Brenner, Beverly Hills, Cal.

Personnel:

Charles Theodore, *v.p. & operations director.*
 Joe Drilling, *v.p. & business manager.*
 W. O. Edholm, *commercial manager.*
 Bill Anthony, *news director.*
 Jack Shepherd, *production manager.*
 Francis Quinn, *promotion manager.*
 Jack McElwain, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	118.13	84.38	67.50	33.75
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class D—Sign-on-noon, daily.						
112.50	67.50	45.00	39.38	28.13	22.50	11.25

KMJ-TV
Fresno
(Ch. 24)

Grantee (STA): McClatchy Bestg. Co., 1559 Van Ness Ave.

Studio: 1559 Van Ness Ave. Transmitter: Bear Mountain.

Telephone: 3-6277.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 282-kw maximum and 170-kw horizontal visual, 145.5-kw maximum and 91.725-kw horizontal aural. Antenna: Directional, mechanically tilted 1°, 3385-ft. above valley floor, 242-ft. above ground, 3638-ft. above sea level, lat. 36° 44' 45.5", long. 119° 16' 52".

Network Service: NBC, CBS.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: McClatchy Newspapers, 100%; same officers for both companies. Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; James B. McClatchy, secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. McClatchy Bestg. Co. owns KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish *Fresno Bee*, *Sacramento Bee*, *Modesto Bee*.

Began Operation: May 28, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Dow, Lohnes & Alhertson.

Represented (engineering) by George C. Davis.

Personnel:

Eleanor McClatchy, *president.*
 Perry Nelson, *manager.*
 Wilson Lefler, *sales manager.*
 Tom Flynn, *production manager.*
 Joe Tomes, *program manager.*
 Marlon Anderson, *traffic manager.*
 William Curtis, *film editor.*
 James B. Hancock, *chief engineer.*

DIGEST OF RATE CARD NO. 4 †
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	118.13	84.38	67.50	33.75
Class C—All other times.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50

† Film rates only.

KABC-TV
Los Angeles
(Ch. 7)

Licensee: American Broadcasting Co. Prospect & Talmadge Sts.

Studio: Prospect & Talmadge Sts. Transmitter: Mt. Wilson.

Telephone: Normandie 3-3311.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 118-kw visual, 59-kw aural. Antenna: 3040-ft. above av. terrain, 297-ft. above ground, 6003-ft. above sea level, lat. 34° 13' 29.4", long. 118° 03' 57". CP for 166-kw visual, 59-kw aural, directional antenna electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.

Network Service: ABC.

AM Affiliate: KABC, 5-kw, 790 kc (ABC). FM Affiliate: KABC-FM, 3.8-kw, 95.5 mc (No. 238), 240-ft. antenna height.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 16, 1949 as KECA-TV.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Earl J. Hudson, *v.p., Western Div.*
 Selig J. Seligman, *business coordinator & asst. to v.p., Western Div.*

Kenneth B. Craig, *coordinator, TV programming, Western Div.*
 Amos T. Baron, *general manager, KABC-TV.*
 Elton H. Rule, *sales manager, KABC-TV.*
 Don Quinn, *asst. sales manager, KABC-TV.*
 Norman Sloane, *sales service manager.*
 Hunt Stromberg Jr., *executive producer.*
 James Mandulay, *TV production manager, KABC-TV.*
 Norma Olsen, *director of program operations.*
 Jack F. Brembeck, *promotion manager, KABC-TV.*
 Russ Landers, *film director.*
 Cameron G. Pierce, *engineering operations supervision.*

DIGEST OF RATE CARD NO. 5
(Feb. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$1500.00	\$900.00	\$600.00	\$450.00	\$375.00	\$275.00	\$137.50
Class B—5:30-7 p.m., 10:30-11 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
1000.00	600.00	400.00	300.00	250.00	200.00	100.00
Class C—All other times.						
600.00	360.00	240.00	180.00	150.00	100.00	50.00
Class AA announcements (8-10 p.m., daily): Min. or 20 Sec., \$350; 10 Sec., \$175.						

KCOP
Los Angeles
(Ch. 13)

Licensee: Copley Press Inc., 1000 Cahuenga Blvd.

Studio: 1000 Cahuenga Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-7311.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.4-kw visual, 15.75-kw aural. Antenna: 2955-ft. above av. terrain, 237-ft. above ground, 5917-ft. above sea level, lat. 34° 13' 42", long. 118° 04' 02".

Ownership: Copley Press Inc. Publishers of *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*, all California; *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald News*, *Springfield Illinois State Journal*, all Illinois. Also owns 60% of *San Pedro (Cal.) News-Pilot* and publishes *Springfield (Ill.) State Register* under lease.

Began Operation: Sept. 17, 1947 as KLAC-TV. Acquired by Copley Press Inc., Dec. 23, 1953. (See *Television Digest*, Vol. 9:49, 52.)

Represented (sales) by Katz Agency Inc.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Jack Helntz, *v.p. & general manager.*
 A. G. Flanagan, *asst. general manager.*
 Dan Lindquist, *production director.*
 David E. Lundy, *general sales manager.*
 Helen McDermott, *business manager.*
 M. F. Wentworth, *chief engineer.*
 Warren Earl, *director of promotion.*

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

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.								
\$900.00	\$765.00	\$540.00	\$360.00	\$270.00	\$225.00	\$150.00	\$100.00	\$100.00
Class B—5:30-7 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10 p.m.-midnight, daily.								
600.00	510.00	360.00	240.00	180.00	150.00	120.00	85.00	50.00
Class C—All other times.								
500.00	425.00	300.00	200.00	150.00	125.00	75.00	55.00	45.00

KHJ-TV
Los Angeles
(Ch. 9)

Licensee: General Teleradio Inc., 1313 N. Vine St. (Don Lee Div.)

Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-2133.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 81.3-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level, lat. 34° 13' 38", long. 118° 04' 00".

Network Service: DuMont.

AM Affiliate: KHJ, 5-kw, 930 kc (MBS). FM Affiliate: KHJ-FM, 16.8-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

Ownership: General Teleradio, Inc. (Don Lee Div.). Officers of Don Lee Div.: Willet H. Brown, pres.; C. J. Marshall, asst. treas.; A. M. Quinn, secy. & treas.; Norman Boggs, v.p.; Norman Ostry, v.p. For other affiliates of General Teleradio see WOR-TV, New York.

Began Operation: Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (see *Television Digest*, Vol. 7:23, 32, 36).

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson & Ball.

(Continued on next page)

California

LOS ANGELES: KHJ-TV—(Continued)

Personnel:

Thomas F. O'Neil, *president*, General Teleradio Inc.
 Willet H. Brown, *president*, Don Lee Div.
 Ward D. Ingram, *general manager*, Don Lee Div.
 James Richards, *eastern sales manager*.
 John Reynolds, *manager*.
 Howard Wheeler, *sales manager*.
 Robert Light, *sales promotion manager*.
 James D. Higson, *program manager*.
 Robert Arne, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (March 1, 1952)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$180.00	\$120.00	\$60.00
Class B—5:30-7 p.m., Mon.-Fri.; 10:30 p.m.-Midnight, daily; Noon-7 p.m., Sat. & Sun.							
750.00	450.00	300.00	262.50	187.50	135.00	90.00	45.00
Class C—Sign-on-5:30 p.m., daily; Sign-on-Noon, Sat. & Sun.							
500.00	300.00	200.00	175.00	125.00	90.00	60.00	30.00

KNXT Los Angeles (Ch. 2)

Grantee (STA): Columbia Broadcasting System Inc., 1313 N. Vine.
 Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.
 Telephone: Hollywood 9-1212.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level, lat. 34° 14' 00", long. 118° 04' 28".

Network Service: CBS.

AM Affiliate: KNX, 50-kw, 1070 kc (CBS). FM Affiliate: KNX-FM, 72-kw, 93.1 mc (No. 226), 2800-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSB. Sold to present owner December 1950 (see *Television Digest*, Vol. 6:46, 52).

Represented (sales) by CBS Television Spot Sales.

Represented (engineering) by CBS Engineering Dept., N. Y.

Personnel:

James T. Aubrey Jr., *general manager*.
 Edmund C. Bunker, *general sales manager*.
 Jack Van Nostrand, *national spot sales representative*.
 Bruce Huffman, *sales service coordinator*.
 Dean Linger, *sales promotion & publicity manager*.
 Larry Lazarus, *business manager*.
 Don Hine, *program director*.
 Robert Quinlan, *executive producer*.
 Leon Drew, *production manager*.
 William Whitley, *public affairs director*.
 Lester H. Bowman, *chief engineer*.
 Sam Zelman, *director of news & special events*.
 Don Rosenquest, *operations & traffic manager*.
 Herbert Pangborn, *technical operations manager*.

DIGEST OF RATE CARD NO. 3 (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7:30-10 p.m., daily.					
Group I					*
\$2700.00	\$1620.00	\$1080.00	
Group II—7-7:30 p.m., 10-10:30 p.m., daily.					
2000.00	1200.00	800.00	666.67	600.00	*
Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., daily.					
1350.00	810.00	540.00	450.00	405.00	250.00
Class C—9:30 a.m.-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.					
1000.00	600.00	400.00	333.33	300.00	165.00
Class D—Sign-on-9:30 a.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.					
750.00	450.00	300.00	250.00	225.00	125.00

* Class A announcements only, classified in two groups:

Group I—7:59-10 p.m., daily, \$550; Group II—6:59-7:59 p.m., 10-10:30 p.m., daily, \$400. KNXT also quotes 20-second rates of \$550, \$400, \$250, \$165 & \$125. 10-second, \$275, \$200, \$125, \$82.50, \$62.50.

KRCA

(formerly KNBH)

Los Angeles

(Ch. 4)

Licensee: National Broadcasting Co. Inc., Sunset & Vine.

Studios: Sunset & Vine. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-6161.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 47-kw visual power, 23.5-kw aural. Antenna: 3013-ft. above av. terrain, 119-ft. above ground, 5781-ft. above sea level, lat. 34° 13' 33", long. 118° 03' 55". CP for 42.7-kw visual, 21.4-kw aural, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level using directional antenna electrically tilted 2.5°.

Network Service: NBC. AM Affiliate: None locally.

Ownership: See WRCA-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

John K. West, *v.p. in charge of Western Div.*
 Thomas C. McCray, *general manager*.
 James Parks, *sales manager*.
 Noyes Scott, *sales service manager*.
 John C. Kenaston, *advertising & promotion manager*.
 Grant Recksleck, *sales promotion director*.
 Robert Pelgram, *publicity manager*.
 Harry Camp, *merchandising manager*.
 Dean Craig, *executive producer*.
 George Burke, *film operations supervisor*.
 John Knight, *chief engineer*.
 James Damon, *operations supervisor*.
 Robert Livingston, *remote director*.
 Cleve Hermann, *sports director*.

DIGEST OF RATE CARD NO. 9 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						Class AA*
\$3200.00	\$1920.00	\$1280.00	\$1120.00	\$800.00	\$575.00	\$250.00
Class B—6-7:30 p.m., Mon.-Sat.						Class A*
1700.00	1020.00	680.00	595.00	425.00	375.00	160.00
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun.						Class B*
1600.00	960.00	640.00	560.00	400.00	200.00	75.00
Class D—All other times.						Class C*
825.00	495.00	330.00	283.75	206.25	125.00	50.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. Class B—6:59 p.m., Mon.-Sat., 5-6 p.m., Sun. Class C—all other times.

KTLA Los Angeles (Ch. 5)

Licensee: Paramount Television Productions Inc., 5451 Marathon.

Studio: 5451 Marathon St. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-3181.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 2921-ft. above av. terrain, 250-ft. above ground, 5936-ft. above sea level, lat. 34° 13' 35", long. 118° 03' 56". CP for 50.1-kw visual, 25.1 aural, 2990-ft. above av. terrain.

AM-FM Affiliates: None.

Ownership: Paramount Pictures Inc., 100%.

Began Operation: Jan. 22, 1947.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Arnold, Fortas & Porter.

Personnel:

Paul Ralibourn, *president* (New York).
 Klaus Landsberg, *v.p. and general manager*, KTLA.
 J. Gordon Wright, *production coordinator*.
 Robert Mohr, *sales manager*.
 Joseph Coffin, *sales development director*.
 Leland G. Muller, *film program director*.
 Gilbert Martyn, *news editor*.
 Roy White, *studio operations supervisor*.
 John Silva, *remote operations supervisor*.
 Glenn Hughes, *talent department*.

DIGEST OF RATE CARD NO. 6 † (Dec. 1, 1952)

Hour	45 Min.	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1250.00	\$975.00	\$800.00	\$525.00	\$300.00	\$250.00	\$230.00	\$115.00
Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Fri.; 10:30 p.m.-midnight, Sat.							
625.00	487.50	400.00	262.50	150.00	125.00	115.00	57.50
Class C—All other times.							
500.00	390.00	320.00	210.00	120.00	100.00	92.00	43.00

† Film rates only.

KTTV
Los Angeles
 (Ch. 11)

Licensee: KTTV Inc., 5746 Sunset Blvd.
 Studio: 5746 Sunset Blvd. Transmitter: Mt. Wilson.
 Telephone: Hollywood 2-7111.
 Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 166-kw visual, 83-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level, lat. 34° 13' 29", long. 118° 03' 47.1".
 AM-FM Affiliates: None.
 Ownership: The Times-Mirror Co., 100%, publisher of Los Angeles Times and Mirror. Norinan Chandler, pres.; Harrison Chandler, exec. v.p.; Omar F. Johnson, v.p.-asst. secy.; Richard A. Moore, v.p.; Harry W. Bowers, treas.; Richard G. Adams, secy.

Began Operation: Jan. 1, 1949.
 Represented (sales) by Blair TV Inc.
 Represented (legal) by Eliot C. Lovett.
 Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
 Richard A. Moore, v.p. & general manager.
 John E. Vrba, sales manager.
 Leslie H. Norins, local sales manager.
 George T. Ruby, controller.
 Robert Breckner, program director.
 Bill Welsh, director of special events.
 Jack O'Mara, promotion & merchandising manager.
 Norma Norman, traffic manager.
 Dick Woollen, film director.
 Reavis Winckler, publicity director.
 Val Conte, sales service manager.
 Edward Benham, chief engineer.

DIGEST OF RATE CARD NO. 6A (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1400.00	\$840.00	\$560.00	\$466.00	\$392.00	\$365.00	\$320.00	\$185.00
Class B—6-7 p.m., 10:30 p.m.-midnight, daily.							
980.00	588.00	392.00	326.00	274.00	225.00	170.00	105.00
Class C—Noon-6 p.m., midnight-2 a.m., daily.							
550.00	330.00	220.00	183.00	154.00	150.00	115.00	70.00
Class D—2 a.m.-noon, daily.							
300.00	180.00	120.00	100.00	84.00	80.00	70.00	40.00

California

KCCC-TV
Sacramento
 (Ch. 40)

Grantee (STA): Capital City TV Corp., Senator Hotel.
 Studio: Senator Hotel. Transmitter: Garden Highway.
 Telephone: Gilbert 3-4843.
 Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 186-kw visual, 93.3-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 528-ft. above sea level, lat. 38° 36' 35", long. 121° 33' 15".
 Network Service: ABC, CBS, DuMont, NBC.

Ownership: Harry McCart, pres., 50%; Ashley L. Robison, secy.-treas., 50%.
 Began Operation: Sept. 30, 1953.
 Represented (sales) by Weed Television Corp.
 Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
 Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:
 Ashley L. Robison, secy.-treas. & general manager.
 A. J. Richards, national sales manager.
 Bud Edwards, program director.
 John J. Kehoe, sales manager.
 George Ledell Jr., Los Angeles sales manager.
 Clarence P. Talbot, public relations director.
 Harvey Chester, news & special events director.
 Katherine Perry, woman's director.
 Paul E. Leake, engineering director.

DIGEST OF RATE CARD NO. 2
 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.							
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—1-6 p.m., Mon.-Fri.							
300.00	180.00	145.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.							
225.00	135.00	112.50	90.00	79.00	56.50	45.00	22.50

ONE MORE
REASON WHY
KTLA
STAYS IN
FRONT



Radio—Television

KTLA COMES OFF WITH FLYING COLORS
IN FIRST TRY AT TELEVISION IN TINT

Klaus Landsberg gave an invited audience its first look at KTLA color television Friday night and the critical consensus was both favorable and enthusiastic. It was generally agreed that the colorcast of "Western Varieties" was comparable in quality to some of the network Specs from the east and certainly a milestone in the history of the local station, first of the unaffiliated indies to "show its colors."

Landsberg's chromatic display of the cowboy revue with two RCA color cameras shown on 10-inch Motorola receivers was sharply brilliant in the closeups On the monitors Landsberg said the picture was clear and sharp and that he was highly elated at the first exposure of his color program, with others to follow at weekly intervals. It is estimated that there are now 1,500 color sets in the L.A. signal area.

CHECK ALL THE FACTS AND YOU WILL SEE WHY
 KTLA IS YOUR BEST BUY IN SOUTHERN CALIFORNIA

MORE VALUE
MORE COVERAGE
MORE SALES POWER

KTLA

CHANNEL FIVE LOS ANGELES

Represented Nationally By
PAUL H RAYMER CO.

The gay and vivid colorings of the cowboy regalia brought out the bright qualities of the color lenses and splashed the western set with fast moving rainbowish hues. Performing in colorful garb under the emceeing of Doye O'Dell were such familiars to the hoedown set as Roscoe Ates, Space Cooley, Eddie Dean, Eddie Cletro, Twin Tones, Y-Knot Twirlers, Gail Moser, Ricky Lane & Willie and Cheetah, the ape, who wasn't given the chance to steal the show.

California

KFMB-TV San Diego (Ch. 8)

Licensee: Wrather-Alvarez Broadcasting, Inc., Fifth and Ash St.

Studio: Fifth and Ash St. Transmitter: Mt. Soledad.

Telephone: Belmont 2-2114.

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 54-kw visual power, 27-kw aural. Antenna: 750-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level, lat. 32° 50' 17", long. 117° 14' 56". CP for 316-kw visual, 158-kw aural.

Network Service: CBS, ABC.

AM Affiliate: KFMB, 5-kw, 540-kc (CBS).

Ownership: Maria Helen Alvarez, 38.89%; Jack D. Wrather Jr., 38.89%; Edward Petry & Co., 22.22%. Mrs. Alvarez owns 25% of application for Corpus Christi. Mr. Wrather holds CP for WJDW, Boston (TV); 25% of application for Corpus Christi.

Began Operation: May 15, 1949. Sold to Kennedy Bestg. Co. April 25, 1951 (*Television Digest*, Vol. 7:18); sold to present owners March 25, 1953 (*Television Digest*, Vol. 9:5, 13).

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

Represented (legal) by Welch, Mott & Morgan.

Personnel:

J. D. Wrather Jr., *president*.
 Maria Helen Alvarez, *v. p.*
 George Whitney, *general manager*.
 Ralph E. McKinnie, *national sales manager*.
 Charles E. Jackson, *local sales manager*.
 Bill Fox, *program director*.
 Paul W. White, *executive editor*.
 Charles Abel, *chief engineer*.
 William H. Ryan, *promotion manager*.

DIGEST OF RATE CARD NO. 8† (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$120.00	\$60.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
455.00	273.00	182.00	159.00	137.00	91.00	46.00
Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11-11:30 p.m., daily.						
350.00	210.00	140.00	123.00	105.00	70.00	35.00

Class D—9 a.m.-noon, daily; 11:30 p.m.-sign-off, daily.

245.00	147.00	98.00	86.00	74.00	49.00	25.00
Class E—Sign-on-9 a.m., daily.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00

† Film rates only.

KSBW-TV Salinas-Monterey (Ch. 8)

Grantee (STA): Salinas Bestg. Corp., Box 1651, Salinas.

Studio: 238 John St. Transmitter: Baldy Peak.

Telephone: 2-6422.

Technical Facilities: Channel No. 8 (180-186 mc). Shares time with KMBY-TV, Monterey. Authorized power: 11.5-kw visual, 5-kw aural. Antenna: 2630-ft above av. terrain, 197-ft. above ground, 3777-ft. above sea level, lat. 36° 32' 06", long. 121° 37' 10".

Network Service: CBS, ABC, DuMont, NBC.

AM Affiliate: KSBW, 1-kw, 1380 kc (MBS)

Ownership: John C. Cohan, pres., 50%; William M. Oates, secy.-treas., 50%. Merger with half-time KMBY-TV, Monterey, due for FCC approval momentarily (*Television Digest*, Vol. 10:45).

Began Operation: Aug. 17, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by John P. Hearne, Hollywood.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

John Cohan, *president & general manager*.
 William M. Oates, *secy.-treas. & sales manager*.
 O. C. Sullivan, *asst. manager*.
 Neal Edmondson, *program supervisor*.
 George Freeman, *chief engineer*.

DIGEST OF RATE CARD NO. 2† (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-sign-off, Mon.-Sat.; 1-6:30 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

Still **FIRST** in America's Fastest-Growing Billion-Dollar-Market!...

*You must buy KFMB-TV....
to reach all of San Diego County*

KFMB-TV



SAN DIEGO, California

ABC

WRATHER - ALVAREZ BROADCASTING, INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

IS YOUR SIGNAL COMING IN CLEAR?

Are your best prospects getting your advertising signal strong and clear?

You'll get uncluttered reception when you put your sales message in RADIO-TV REPORT.

The 800 advertising agencies and their clients located in the eleven western states face problems different from those in the Mid-West and the East.

REPORT covers these problems with a strictly western approach; with the know-how and experience of successfully publishing WESTERN ADVERTISING for over 35 years.

With its unduplicated editorial coverage, it is the only news weekly offered the western broadcasting industry.

Over 4200 time buyers, media directors, account executives, advertising managers and other policy-making advertising executives associated with the western broadcasting industry have become regular REPORT readers.

For maximum impact, pin-point your sales messages by advertising in REPORT.

RADIO-TV REPORT
SAN FRANCISCO LOS ANGELES

The Newsweekly of the Western Broadcasting Industry

California

KFSD-TV San Diego (Ch. 10)

Grantee (STA): KFSD Inc., 3642 Enterprise St.
 Studio: 3642 Enterprise St. Transmitter: Mt. Soledad.
 Telephone: Cypress 8-7151.
 Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 63-kw visual, 35.4-kw aural. Authorized power: 316-kw visual, 178-kw aural. Antenna: 700-ft. above av. terrain, 224-ft. above ground, 1019-ft. above sea level, lat. 32° 50' 20", long. 117° 14' 56".

Network Service: NBC.
 AM Affiliate: KFSD, 5-kw, 600 kc (NBC). FM Affiliate: KFSD-FM, 33-kw, 94.1 mc (No. 231), 425-ft. antenna height.

Ownership: Fox, Wells & Co. (95.5%). KFSD Inc. officers: James G. Rogers, pres.; Glen McDaniel, exec. secy., 3%; William E. Goetze, asst. secy. & director; William Lane, director, 1.5%; Tom Sharp, director. Fox Wells also owns 26.75% of WWOR-TV, Worcester, Mass., and about 28% of Olympic Radio.

Began Operation: Sept. 9, 1953. Sale to present owners by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (*Television Digest*, Vol. 10:31-32, 34, 38, 42).

Represented (sales) by The Katz Agency Inc.
 Represented (legal) by Hogan & Hartson.
 Represented (engineering) by George C. Davis.

Personnel:
 William E. Goetze, *general manager*.
 John Merino, *station manager*.
 Jay Grill, *sales manager*.
 William Hollenbeck, *studio manager*.
 John Clement, *acting program manager*.
 Leroy Bellwood, *chief engineer*.

DIGEST OF RATE CARD NO. 3 † (Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.							
\$600.00	\$360.00	\$300.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—7-8 p.m.; 10-10:30 p.m., daily							
\$500.00	\$300.00	\$250.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—1-7 p.m., 10:30-midnight, daily.							
250.00	150.00	125.00	100.00	87.50	62.50	50.00	25.00
Class C—All other times.							
125.00	75.00	62.50	50.00	43.50	31.25	25.00	12.50

† Film rates only.

KGO-TV San Francisco (Ch. 7)

Licensee: American Broadcasting Co., 277 Golden Gate Ave.
 Studio: 277 Golden Gate Ave. Transmitter: Mt. Sutro.
 Telephone: Underhill 3-0077.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 160-kw visual, 80-kw aural. Antenna: 1231-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05". CP for 316-kw visual, 158-kw aural.

Network Service: ABC.
 AM Affiliate: KGO, 50-kw, 810 kc (ABC). FM Affiliate: KGO-FM, 3.78-kw, 106.1 mc (No. 291), 1180-ft. antenna height.

Ownership: See WABC-TV, New York.
 Began Operation: May 5, 1949.
 Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by McKenna & Wilkinson.
 Represented (engineering) by Kear & Kennedy.

Personnel:
 James H. Connolly, *v.p. & general manager*.
 Vincent Francis, *local sales manager*.
 David Sacks, *national spot sales manager*.
 Jon W. Barkhurst, *director, promotion-publicity*.
 Russell Baker, *program manager*.
 Robert Mitchell, *film manager*.
 Edith Kirby, *traffic manager*.
 Victor Reed, *manager of news, sports & special events*.
 Jeanne Rieinan, *sales service manager*.
 Harry Jacobs, *chief engineer*.
 Edward Smith, *production manager*.
 Lorraine Duchene, *continuity acceptance editor*.

DIGEST OF RATE CARD NO. 8 (Feb. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.							
\$1200.00	\$720.00	\$480.00	\$420.00	\$300.00	\$250.00	\$125.00
Class A—7-7:30 p.m., 10-10:30 p.m., daily.							
1100.00	660.00	550.00	440.00	385.00	275.00	220.00	110.00
Class B—6-7 p.m., 10:30-11 p.m., daily; noon-7 p.m., Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.							
400.00	240.00	200.00	160.00	140.00	100.00	80.00	40.00

KPIX San Francisco (Ch. 5)

Licensee: Westinghouse Broadcasting Co. Inc. (Cal.), 2655 Van Ness Ave.

Studio: 2655 Van Ness Ave.
 Transmitter: Mt. Sutro Television Center.
 Telephone: Prospect 6-5100.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 420-ft. above ground, 1354-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

Network Service: CBS.
 AM Affiliate: KSFO, 5-kw (1-kw night), 560 kc.
 Ownership: Westinghouse Bestg. Co. Inc. (Cal.); for other interests see KDKA-TV, Pittsburgh.

Began Operation: Dec. 25, 1948. Sold to present owner by Associated Bestrs. Inc. (*Television Digest*, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by the Katz Agency Inc.
 Personnel:
 Chris J. Witting, *pres., Westinghouse Broadcasting Co. Inc.*
 Phillip G. Lasky, *general manager*.
 George Mathiesen, *asst. to general manager*.
 Louis Simon, *commercial manager*.
 Herbert Bachman, *director of promotion*.
 William Dempsey, *program manager*.
 A. E. Towne, *director of engineering*.

DIGEST OF RATE CARD NO. 8 † (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.						
\$1250.00	\$750.00	\$500.00	\$437.50	\$312.50	\$260.00	\$130.00
Class A—6:30-7:30 p.m., 10-10:45 p.m., Mon.-Fri.; 5-7:30 p.m., 10-11 p.m., Sat.; 4-7:30 p.m., 10-11 p.m., Sun.						
1100.00	660.00	440.00	385.00	275.00	220.00	110.00
Class B—5-6:30 p.m., 10:45-11:30 p.m., Mon.-Fri.; 4-5 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00

† Film rates only.

KQED San Francisco (Ch. 9)

Non-Commercial Educational Station

Grantee (STA): Bay Area Educational Television Assn., 165 Post St.
 Studio: O'Connell Trade School. Transmitter: Atop Mark Hopkins Hotel.

Telephone: Yukon 6-5910.
 Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 510-ft. above av. terrain, 354-ft. above ground, 630-ft. above sea level, lat. 37° 47' 24", long. 122° 24' 40".

Ownership: Following are officers: Herbert C. Clish, chairman; Vaughn D. Seidel, pres.; J. Paul Leonard, secy.; Raymond Reeves, treas.; George A. Pettitt, v.p. Mr. Seidel is supt. of Alameda County schools.

Began Operation: April 2, 1954.
 Represented (legal) by Krieger & Jorgensen.
 Represented (engineering) by R. A. Isberg.

Personnel:
 James Day, *general manager*.
 Jonathan C. Rice, *program manager*.
 Gerald Marens, *production manager*.
 Marianne Goldman, *publicity director*.
 Bevins Austin, *community relations director*.
 Robert Katz, *film director*.
 Larry M. Reed, *chief engineer*.

Newspaper listing of TV schedules is a

Key to Coverage

Santa Rosa
Press-Democrat



Every metropolitan daily newspaper within this vital Northern California area carries the program schedules of KPIX, for the now over

**1,000,000
TV HOMES**

served best from San Francisco and best of all from Channel 5.

Sacramento
Bee

**SAN FRANCISCO
KPIX**

Stockton
Record

Santa Cruz
Sentinel-News

Modesto
Bee

Salinas Californian



SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, Boston
KYW • WPTZ, Philadelphia
KOKA, Pittsburgh
WOWO, Fort Wayne
KEX, Portland
Represented by Free & Peters, Inc.
KPIX, San Francisco
Represented by The Katz Agency

California

KRON-TV San Francisco (Ch. 4)

Licensee: Chronicle Publishing Co., 901 Mission St.

Studio: 929 Mission St. Transmitter: Television Peak, San Bruno Mt.

Telephone: Garfield 1-1100.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1441-ft. above sea level, lat. 37° 41' 12", long. 122° 26' 03". CP for 100-kw visual, 50-kw aural, 1310-ft.

Network Service: NBC.

AM Affiliate: None.

Ownership: Chronicle Publishing Co., publisher of *San Francisco Chronicle*; George T. Cameron, pres. Also owns 97.3% of KBAK-TV & KBAK, Bakersfield, Cal.

Began Operation: Nov. 15, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by John P. Hearne (San Francisco).

Represented (engineering) by Robert L. Hammett (San Francisco).

Personnel:

Charles Thieriot, *v.p. & general manager*.
Harold P. See, *station manager*.
Norman Louvau, *sales manager*.
Roland D. Irving, *promotion manager*.
Douglas Elleson, *program manager*.
J. L. Berryhill, *chief engineer*.

DIGEST OF RATE CARD NO. 9 (Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$1300.00	\$780.00	\$650.00	\$520.00	\$455.00	\$325.00	\$270.00	\$135.00
Class A—7-7:30 p.m., Mon.-Fri., 4-7:30 p.m., Sun.; 5-7:30 p.m., Sat.; 10:30-11 p.m., daily.							
1100.00	660.00	550.00	440.00	385.00	275.00	220.00	110.00
Class BB—6:30-7 p.m., 11-11:30 p.m., Mon.-Fri.							
750.00	450.00	375.00	300.00	262.50	187.50	180.00	90.00
Class B—5-6:30 p.m., Mon.-Fri.; 4-5 p.m., Sat.; noon-4 p.m., Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.							
450.00	270.00	225.00	180.00	157.50	112.50	*90.00	*45.00

* Noon-midnight, midnight-noon, 20-sec.; \$68.00; 8 sec.; \$34.00.

KSAN-TV San Francisco (Ch. 32)

Grantee (STA): S. H. Patterson, 1355 Market St.

Studio: Atop Merchandise Mart. Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.

Telephone: Market 1-8171.

Technical Facilities: Channel No. 32 (578-584 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 37.1-kw visual, 46.8-kw aural. Antenna: 1080-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

AM Affiliate: KSAN, 25-kw, 1450 kc.

Ownership: S. H. Patterson, 100%.

Began Operation: March 1, 1954.

Represented (sales) by Joseph Hershey McGillvra Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Radio Engineering Co., San Francisco.

Personnel:

Norwood J. Patterson, *general manager*.

DIGEST OF RATE CARD NO. 1-B (May 10, 1954)

All hours.	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
\$225.00	\$135.00	\$90.00	\$67.50	\$33.75	\$18.00	\$10.00	

KVEC-TV San Luis Obispo (Ch. 6)

Grantee (STA): Valley Electric Co., 787 Higuera St.

Studio: Mt. View & Hill Sts. Transmitter: Los Padres Forest.

Telephone: 1100.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16-kw visual, 8.9-kw aural. Antenna: 1260-ft. above av. terrain, 140-ft. above ground, 2390-ft. above sea level, lat. 35° 21' 37", long. 120° 38' 57".

Network Service: ABC, DuMont, CBS.

AM Affiliate: KVEC, 1-kw, 920 kc (MBS).

Ownership: Christina M. Jacobson $\frac{2}{3}$; Lealie H. Hacker $\frac{1}{3}$.

Began Operation: May 13, 1953.

Represented (sales) by W. S. Grant Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Leslie H. Hacker, *manager*.
SI Darrah, *commercial manager*.
Bob Wilton, *program director*.
Ted Warner, *director of production*.
James Cochran, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p. m., daily.							
\$200.00	\$160.00	\$120.00	\$80.00	\$65.00	\$50.00	\$37.50	\$30.00
Class B—All other times.							
150.00	120.00	90.00	60.00	49.00	42.50	30.00	22.50

KEY-T Santa Barbara (Ch. 3)

Grantee (STA): Santa Barbara Bestg. & TV Corp., 730 Miramonte.

Studio: 730 Miramonte Dr.

Transmitter: TV Peak, Santa Ynez Mountains.

Telephone: Woodland 5-8533.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 3011-ft. above av. terrain, 211 ft. above ground, 4201-ft. above sea level, lat. 34° 31' 32", long. 119° 57' 08".

Network Services: ABC, CBS, Du Mont, NBC.

Ownership: Harry C. Butcher, chairman, 13.2%; Colin M. Selph, pres., 18.5%; Cecil I. Smith, *v.p. & treas.*, 10.8%; Arthur F. Marquette, *director & secy.*, 9.2%; Alvin C. Weingand, *director*, 3.7%; C. H. Jackson Jr., *director*, 26.2%; P. M. Hamilton, *director*, 6.2%; Ronald Coleman, 9.2%.

Began Operation: July 24, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Seymour F. Johnson, Santa Barbara.

Personnel:

Colin M. Selph, *president and general manager*.
Russell L. Furse, *director of operations*.
Jim Eskilson, *production manager*.
Mary Ann Casey, *program supervisor*.
Ray Dietrich, *film & public events manager*.
R. Hill Carruth, *regional sales manager*.
Thomas Chace, *sales service coordinator*.
Bill Huddy, *news editor*.
Lloyd M. Jones, *director of engineering*.
James G. Hoyt, *comptroller*.
Joe Costantino, *promotion*.

DIGEST OF RATE CARD NO. 2 † (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11 p.m.-midnight, daily.							
300.00	180.00	150.00	120.00	105.00	75.00	60.00	30.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; midnight-sign-off, daily.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00

† Film rates only.



THIS YOU'VE GOT TO SEE!
TV'S NEW FUN SHOW!
SEE PAGES 356-357

36 - 24 - 36
WOW!



KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- **Antenna Height:** 1441 feet above sea level, the highest in San Francisco
- **Power:** 100 KW, the top power authorized for Channel 4
- **Audience:** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco
KRON TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.

California - Colorado

KOVR Stockton

(Ch. 13)

Grantee (STA): Television Diablo Inc., 225 Miner St.
Studio: 225 Miner St. Transmitter: Atop Mt. Diablo.
Sales Office: 450 Ninth St., San Francisco.
Telephone: Howard 6-6981.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 144-kw visual, 72.2-kw aural. Antenna: 3172-ft. above av. terrain, 293-ft. above ground, 3923-ft. above sea level, lat. 37° 52' 49", long. 121° 55' 09".

Network Service: DuMont.

FM Affiliate: KSBR, 63-kw, 100.5 mc (No. 263), 3,100-ft. antenna height.

Ownership: H. L. Hoffman, chairman, 63%; Orrin H. Brown, v.p., 3.8%; J. A. McCullough, v.p., 4.5%; W. W. Eitel, v.p., 4.5%; Joseph E. and Theodore R. Gamble, 10%; over 300 others, none owns over 3%.

Began Operation: Aug. 29, 1954.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

A. E. Joscelyn, *president*.
Terry Hamilton Lee, *executive v.p. & general manager*.
Jay Watson, *asst. general manager*.
William Rambo, *sales manager*.
Marshall Plant, *sales service manager*.
Gordon Grannis, *publicity & sales promotion manager*.
Stanton D. Bennett, *chief engineer*.

DIGEST OF RATE CARD NO. 1 † (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class B—5-7 p.m., 10:30-11 p.m. daily.						
525.00	315.00	210.00	183.75	131.25	100.00	50.00
Class C—All other times.						
350.00	232.75	140.00	122.50	87.50	75.00	37.00

† Film rates only.

KTVU Stockton

(Ch. 36)

Studio: 2293 E. Main St. Transmitter: 10-mi. N. of Livermore, Cal.

Grantee (STA): San Joaquin Telecasters, 2293 E. Main St.

Telephone: Howard 5-7271.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 537-kw maximum and 151-kw horizontal visual, 268-kw maximum and 81.3-kw horizontal aural. Antenna: Directional, electrically tilted 1°, 1630-ft. above av. terrain, 120-ft. above ground, 2370-ft. above sea level, lat. 37° 49' 17", long. 121° 48' 49".

Network Service: NBC.

Ownership: Brown Industries, 100% (Warren Brown Jr., pres.) purchased 20% interest of ex-mgr. Knox La Rue and 5% of L. E. Chenault in July, 1954 (see *Television Digest*, Vol. 10:28). Brown Industries publishes *Fontana Herald News*, *Richmond Independent* and *La Mesa Scout* (weekly), all in Cal.

Began Operation: Dec. 15, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by John P. Hearne, Los Angeles.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

Roman W. Wassenberg, *general manager*.
Dave Hume, *program director*.
Robert Miller, *art director*.
Bruce Joyner, *chief engineer*.

DIGEST OF RATE CARD NO. 1 † (Nov. 1, 1953, Revised)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10 p.m., daily.						
\$175.00	\$105.00	\$70.00	\$60.00	\$50.00	\$35.00	\$17.50
Class B—6-7 p.m., daily.						
125.00	75.00	50.00	45.00	35.00	25.00	12.50
Class C—All other times.						
75.00	45.00	30.00	25.00	20.00	15.00	7.50

† Film rates only.

KVVG Tulare

(Ch. 27)

Grantee (STA): Sheldon Anderson, Box 119.

Studio: 1385 E. Tulare St. Transmitter: Eshom Point, 40-mi. NE of Tulare and 40-mi. E of Fresno.

Telephone: 6-3481.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 151-kw visual, 81.3-kw aural. Antenna: 1630-ft. above av. terrain, 120-ft. above ground, 2370-ft. above sea level, lat. 37° 49' 17", long. 118° 56' 35".

AM Affiliate: KCOK, 1-kw, 1270 kc (MBS).

Ownership: Operated by trustees and representative of creditors of Sheldon Anderson; sale to M. V. Scott Inc., Los Angeles (advertising) pending.

Began Operation: Nov. 16, 1953.

Represented (sales) by ForJoe-TV Inc.

Represented (legal) by John P. Hearne, Los Angeles.

Personnel:

Wally Sherwin, *general manager*.
Don Ferguson, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$97.50	\$81.25	\$65.00	\$32.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	75.00	62.50	45.00	22.50
Class C—All other times.						
162.50	97.50	65.00	48.75	40.50	35.00	17.50

COLORADO

KKTV Colorado Springs

(Ch. 11)

Grantee (STA): TV Colorado Inc., 512 S. Tejon.

Studio: 512 S. Tejon. Transmitter: Cheyenne Mt.

Telephone: Melrose 4-2844.

Technical Facilities: Channel No. 11 (198-204 mc). Operating under special temporary authorization with 45-kw visual power, 22.5-kw aural. Authorized power: 263-kw visual, 132-kw aural. Antenna: 1760-ft. above av. terrain, 223-ft. above ground, 9202-ft. above sea level, lat. 38° 45' 42", long. 104° 51' 51".

Network Service: ABC, CBS, Du Mont.

AM Affiliates: KVOR, 1-kw, 1300 kc (CBS), Colorado Springs; KGHF, 5-kw, 1350 kc (ABC), Pueblo.

Ownership: **Voce of the Rockies Inc.**, 50% (KVOR); Colorado Bcstg. Co. Inc., 50% (KGHF, Pueblo). James D. Russell, *pres-treas.*; Betty Z. Russell, v.p.; Robert D. Ellis, v.p.-secy. Mr. Russell votes stock of Voce of the Rockies and Mr. Ellis votes stock of Colo. Bcstg. Co. Inc.

Began Operation: Dec. 8, 1952.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

James D. Russell, *president and general manager*.
Robert D. Ellis, v.p. and *national sales manager*.
Cecil Seavey, *program director*.
Carl Pehlman, *film editor*.
Howard Arnberg, *news director*.
H. Cozine Strang, *transmitter supervisor*.
Willis Shanks, *studio supervisor*.

DIGEST OF RATE CARD NO. 2 † (March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$70.00	\$60.00	\$50.00	\$40.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.						
120.00	72.00	56.00	48.00	40.00	32.00	20.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
90.00	54.00	42.00	36.00	30.00	24.00	15.00

† Film rates only.

KOVR
channel **13**

fact sheet

Northern
California's
Finest TV Buy

...it's a fact **KOVR**

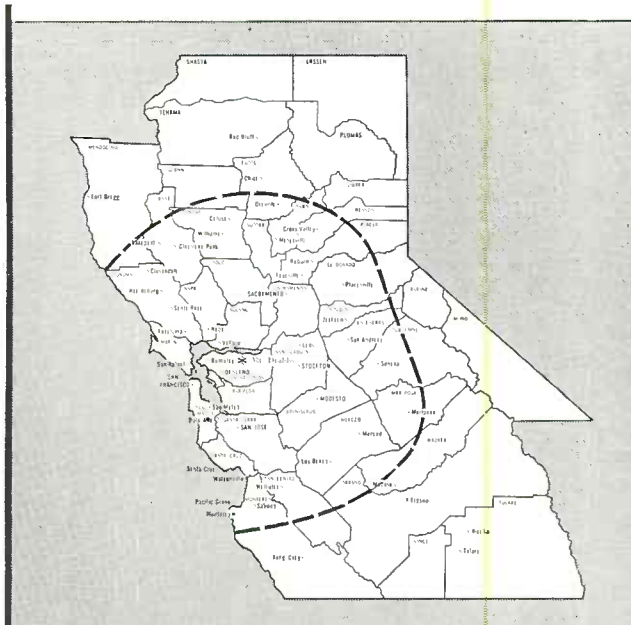
Is Northern California's one Station
Network covering these important markets

SAN FRANCISCO • OAKLAND

SACRAMENTO • STOCKTON

MODESTO • MONTEREY - SALINAS

KOVR is truly "The Area Station of Northern California!" No other Northern California television station can match its superior transmitter site...on top of 4,000 foot Mt. Diablo...the highest antenna location in Northern California. From this site...commanding coverage of both the rich San Francisco Bay Area and the wealthy Central Valley...KOVR's 144,000 watt signal reaches MORE prospects than any other Northern California television station. Ask KOVR or your Blair TV representative for the full story on KOVR...Northern California's "Area Station."



San Francisco: 450 Ninth Street, UNDERhill 3-6727
Stockton: 225 Miner Avenue, HOWard 6-6981

Representing KOVR Nationally **BLAIR**

Serving 4,000,000 Northern Californians from 4,000-ft. Mt. Diablo

Colorado

KRDO-TV Colorado Springs (Ch. 13)

Grantee (STA): Pikes Peak Broadcasting Co., 399 S. 8th St.

Studio and Transmitter: 399 S. 8th St.

Telephone: Melrose 2-1515.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11.5-kw visual, 5.8-kw aural. Antenna: minus 630-ft. above av. terrain, 465-ft. above ground, 6415-ft. above sea level, lat. 38° 49' 42", long. 104° 50' 15".

Network Service: NBC.

AM Affiliate: KRDO, .25-kw, 1240 kc.

Ownership: William D. Gregory, 39.22%; Harry C. Hoth, 27.17%; Harry W. Hoth Jr., pres., 22.94%.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by Joseph Hershey McGillvra Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by James C. McNary.

Personnel:

Harry W. Hoth Jr., *president & general manager.*
Jack Finlayson, *program director.*
William Gear, *news director.*
Glenn E. Lilly, *film director.*
Robert Fitzmorris, *technical director.*
Herbert Schubarth, *chief engineer.*

DIGEST OF RATE CARD NO. 3 † (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.						
\$125.00	\$75.00	\$50.00	\$43.75	\$37.50	\$25.00	\$12.50
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

† Time rates only. See KCSJ-TV, Pueblo, for combination rates.

KBTV Denver

(Ch. 9)

Grantee (STA): Colorado Television Corp., 1089 Bannock St.

Studio: 1089 Bannock St. Transmitter: Lookout Mountain.

Telephone: Tabor 5-6386.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 08".

Network Service: ABC.

AM Affiliate: Interlocking ownership KVOD, 5-kw, 630-kc (ABC).

Ownership: W. D. Pyle, pres.; Robert Galbasin, v.p.; T. C. Ekrem, secy.-treas.; Colorado Radio Corp., 15.29%; J. G. Dyer, 9.32%; Edward Hirshfield, 9.32%; Aksel Neilsen, 9.32%; Joe Sunshine, 9.32%; 9 others owning 4.66% each and one owning 5.41%.

Began Operation: October 12, 1952.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Joseph Herold, *station manager.*
Sam Worsham, *program manager.*
Everett Wren, *production manager.*
James Brown, *national sales manager.*
Robert Brown, *local sales manager.*
Charles Howard, *continuity editor and publicity.*
Don Grimes, *stage manager.*
W. L. Murray, *film manager.*
Bill Michaelson, *news director.*
Rosa Lee Samuels, *office manager.*
Russ Elias, *studio engineering supervisor.*
Carl Blesner, *transmitter engineering supervisor.*

DIGEST OF RATE CARD NO. 3 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.					
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.					
270.00	162.00	108.00	94.50	67.50	60.00
Class C—Noon-6 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily.					
180.00	108.00	72.00	63.00	45.00	36.00
Class D—Sign-on-noon, midnight-sign-off, daily.					
112.50	67.50	45.00	39.38	28.13	22.50

KBTV

2 to 6 p.m. 44

6 to 11:30 p.m. 35

TOTAL.... 79*

*Total
Exclusive
1st Place
Quarter
Hours

things are *Different* in Denver! KBTV DOMINATES!

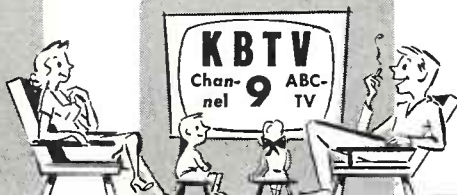
Monday thru Friday KBTV is FIRST with the FINEST!

First place quarter hour figures are based on leadership by 1 full point or more in Nov. 1954 ARB.

STATION B
2-6 p.m. 12
6-11:30 p.m. 37
TOTAL..... 49*

STATION C
2-6 p.m. 2
6-11:30 p.m. 26
TOTAL..... 28*

STATION D
2-6 p.m. 1
6-11:30 p.m. 5
TOTAL..... 6*



STUDIOS AND OFFICES: 1089 BANNOCK ST.
DENVER, COLORADO

• JOE HEROLD, Manager •

Contact your nearest Free and Peters Representative

KFEL-TV

Denver

(Ch. 2)

Licensee: Eugene P. O'Fallon Inc., 550 Lincoln St.

Studio: 550 Lincoln St.

Transmitter: Buffalo Bill Highway, Lookout Mountain.

Telephonic: Keystone 4-8281.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level, lat. 39° 43' 59", long. 105° 14' 11".

Network Service: DuMont.

Ownership: Eugene P. O'Fallon, pres., 97.86%; Joseph A. Myers, v. p., .17%; Frank L. Bishop, secy.-treas., 1.15%; 4 others, none holding more than .3%.

Began Operation: July 18, 1952.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Gene O'Fallon, *general manager*.
Frank Bishop, *commercial director*.
George A. Kirkpatrick, *local sales manager*.
Brad Robinson, *operations manager*.
Gene O'Fallon Jr., *promotion-publicity director*.
Duncan Ross, *program director*.
Rhean D. Cunningham, *chief engineer*.
Tom Breen, *film buyer*.
Chet Goodfellow, *art director*.

DIGEST OF RATE CARD NO. 2 (March 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$120.00	\$87.50	\$75.00	\$37.50
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.						
250.00	150.00	100.00	87.50	67.50	60.00	30.00
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	60.00	43.75	35.00	17.50

KLZ-TV

Denver

(Ch. 7)

Licensee: Aladdin Bcstg. Corp., 131 Speer Blvd.

Studio: 131 Speer Blvd. Transmitter: Lookout Mt.

Telephone: Main 3-4271.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 12".

Network Service: CBS.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS). FM Affiliate: KLZ-FM, 5.3-kw, 94.1 mc (No. 231), 300-ft. antenna height.

Ownership: Time Inc., 100%. Time also operates KTVT, Salt Lake City, with radio KDYL, and owns 50% of KOB-TV & KOB, Albuquerque, N.M.

Began Operation: Oct. 27, 1953. Sale to Time Inc. by Aladdin Radio & TV (Harry Huffman-Frank Ricketson) approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson & Ball.

Personnel:

Hugh B. Terry, *president & general manager*.
Phil Hoffman, *station manager*.
Jack Tipton, *sales manager*.
Bill Day, *publicity director*.
Clayton Brace, *program manager*.
Harold W. Storm, *promotion & advertising manager*.
Jerre Wyatt, *production manager*.
Sheldon Peterson, *news director*.
Ruth Willhite, *traffic manager*.
Starr Yelland, *sports & special projects director*.
Eugene Jenkins, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$193.00	\$138.00	\$120.00	\$60.00
Class B—10-11 p.m., Mon.-Sat.; 3-6 p.m., 10-11 p.m., Sun.						
330.00	193.00	127.00	110.00	79.00	66.00	33.00

Colorado

Class C—1-6 p.m., Mon.-Sat.; 11 p.m.-midnight, Mon.-Sat.; 1-3 p.m. & 11 p.m.-midnight, Sun.

220.00 127.00 83.00 72.00 53.00 44.00 22.00

Class D—Sign-on-1 p.m. & midnight-sign-off, daily & Sun.

165.00 99.00 66.00 58.00 41.00 33.00 16.50

Special discount applicable to all Time Inc. stations (Skyline TV Group): 3% from earned rate if 2 stations bought; 6% if 3 stations bought (programs only).

KOA-TV

Denver

(Ch. 4)

Grantee (STA): Metropolitan Television Co., 1625 California.

Studio: 1625 California. Transmitter: Lookout Mt.

Telephonic: Main 3-6211.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1030-ft. above av. terrain, 383-ft. above ground, 7697-ft. above sea level, lat. 39° 43' 50", long. 105° 14' 07".

Network Service: NBC.

AM Affiliate: KOA, 50-kw, 850-kc (NBC), FM Affiliate: KOA-FM, 23.5-kw, 95.7 mc (No. 239), 242-ft. antenna height.

Ownership: William Grant, pres., 5.5%; Don Searle, exec. v.p. & gen. mgr., 6%; Ralph Radetsky, secy., 1%; Richard M. Davis, treas., 1.36%; Hendrie & Bolthoff Co., 14%; Bob Hope (actor), 39%; James L. Saphler, 4.5%; and 15 others, none over 4%.

Began Operation: Dec. 24, 1953.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Don Searle, *exec. v.p. & general manager*.
Jud Woods, *program operations manager*.
James H. Butts, *TV operations supervisor*.
William F. MacCrystall, *sales manager*.
Ralph Radetsky, *director of public affairs*.
Dick Harris, *promotion manager*.
Royce Natton, *business manager*.
J. A. Slusser, *director of engineering*.
Harlan Mendenhall, *film director*.
Dick Crosswhite, *news editor*.
Van Haafte, *program coordinator & film buyer*.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$120.00	\$60.00
Class B—5:30-6:00 p.m., Mon.-Sat.; 3-6 p.m., Sun.; 10:30-11 p.m., daily.						
330.00	198.00	132.00	66.00	33.00
Class C—1-5:30 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 11 p.m.-sign-off, daily.						
220.00	132.00	88.00	72.00	55.00	44.00	22.00
Class D—Sign-on to 1:00 p.m., daily.						
125.00	75.00	50.00	40.00	30.00	25.00	12.50

KFXJ-TV

Grand Junction

(Ch. 5)

Grantee (STA): Western Slope Bcstg. Co. Inc., Box 30.

Studio & Transmitter: Hillcrest Manor.

Telephone: 1300.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.29-kw visual, .776-kw aural. Antenna: minus 10-ft. above av. terrain, 343-ft. above ground, 5004-ft. above sea level, lat. 39° 05' 15", long. 108° 33' 56".

Network Service: NBC, DuMont, CBS.

AM Affiliate: KFXJ, 1-kw (.5-kw night), 920 kc (MBS).

Ownership: Rex G. Howell, pres., 71%; Ruth G. Howell, v.p., 3%; Laura Howell, director, 24%; Marlene Jane Howell, 2%. Also owns KGLN, Glenwood Springs, Colo.

Began Operation: May 22, 1954.

Represented (sales) by Hal Holman Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Rex Howell, *president & general manager*.
E. Anson Thomas, *exec. v.p. & commercial manager*.
Roy Adamson, *secy. & treas.*
J. Robinson, *TV director of operations*.
Ruth Howell, *program director*.
Rick Krepela, *production supervisor*.
Cecil Whitchurch, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$12.00
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Colorado-Connecticut

KCSJ-TV

Pueblo

(Ch. 5)

Grantee (STA): Star Broadcasting Co. Inc., 2226 Television Lane. Studio and Transmitter: Television Center, 2226 Television Lane. Telephone: Lincoln 4-5782.

Technical Facilities: Channel 5 (76-82 mc). Authorized power: 17.5-kw visual, 10.5-kw aural. Antenna: 400-ft. above av. terrain, 480-ft. above ground, 5330-ft. above sea level, lat. 38° 17' 90", long. 104° 36' 56".

Network Service: NBC.

Ownership: Bankers Life & Casualty Co. (Chicago), 100%. Bankers Life also owns KGA, Spokane, Wash. Douglas D. Kahle, former majority owner (67%) has option to buy back 25% if managerial contract is extended for 5 years after first year.

Began Operation: June 29, 1953; sale by partners Douglas D. Kahle & Robert L. Clinton Jr. to present owners approved by FCC Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Douglas D. Kahle, *president & general manager.*
Ray J. Williams, *v.p. & managing director.*
John Henry, *sales manager.*
Russ Truesdell, *program & film director.*
George Harris, *production director.*
Robert Billman, *news director.*
Marion Cunningham, *chief engineer.*
Ruth Sample, *promotion manager.*

DIGEST OF RATE CARD NO. 8 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$150.00	\$90.00	\$65.00	\$55.00	\$45.00	\$35.00	\$18.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11:30 p.m., daily.						
120.00	72.00	52.00	44.00	36.00	28.00	14.00
Class C—All other times.						
80.00	48.00	35.00	30.00	25.00	20.00	10.00
Combination Rates—KCSJ-TV & KRDO-TV, Colorado Springs †						
Class A—6-10:30 p.m., daily.						
\$175.00	\$105.00	\$75.00	\$65.00	\$55.00	\$45.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-sign-off, daily.						
140.00	84.00	60.00	52.00	44.00	36.00	20.00
Class C—All other times.						
105.00	63.00	45.00	39.00	33.00	27.00	15.00

† Film rates only.

CONNECTICUT

WICC-TV

Bridgeport

(Ch. 43)

Grantee (STA): Southern Connecticut & Long Island Television Co. Inc., Booth Hill Rd.

Studio and Transmitter: Booth Hill Rd., Trumbull, Conn.

Telephone: Amherst 8-1601.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 180-kw visual, 91-kw aural. Antenna: 700-ft. above av. terrain, 470-ft. above ground, 1000-ft. above sea level, lat. 41° 16' 46", long. 73° 11' 09". Requests change to Ch. 6, 2.4-kw visual, 1.2-kw aural, 677-ft. above av. terrain, 999-ft. above sea level.

Network Service: ABC, DuMont.

AM Affiliate: WICC, 1-kw, .5-kw night, 600-kc (MBS).

Began Operation: March 29, 1953.

Ownership: Bridgeport Bestg. Co. (WICC), 69%; Philip Merryman, pres., 4.6%; G. Gresham Griggs, treas., 5.7%; J. Kenneth Bradley, secy., 5.75%. Voting trust of Bridgeport Bestg. Co. also has Mr. Merryman as president.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank McIntosh.

Personnel:

Philip Merryman, *president and general manager.*
Manning Slater, *sales manager.*
Wallace B. Dunlap, *director of TV operations.*
Joan Fisher, *promotion director.*
Irving Magilnick, *film editor.*
Bill Whalen, *news director.*
Alvin Andrus, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1952)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$66.00	\$53.00	\$40.00	\$20.00
Class B—6-7 p.m. Mon.-Fri.; noon-7 p.m., Sat. & Sun.						
180.00	108.00	72.00	59.40	47.70	27.00	18.00
Class C—Noon-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Sat. & Sun.						
100.00	60.00	40.00	33.00	26.50	20.00	10.00
Class D—7 a.m.-noon, daily.						
50.00	30.00	20.00	17.50	13.25	10.00	5.00

WKNB-TV

New Britain-Hartford

(Ch. 30)

Grantee (STA): New Britain Broadcasting Co., 1422 New Britain Ave., W. Hartford.

Studios: 1422 New Britain Ave., W. Hartford.

Transmitter: U.S. Route 6, Farmington, Conn.

Telephone: Adams 3-7511, Hartford.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 210.4-kw maximum and 189.2-kw horizontal visual, 113.5-kw maximum and 102.1-kw horizontal aural. Antenna: 971-ft. above av. terrain, 545-ft. above ground, 1285-ft. above sea level, lat. 41° 42' 00", long. 72° 49' 59".

Network Service: CBS.

AM Affiliate: WKNB, 1-kw, 840-kc.

Ownership: Julian Gross, pres., 47.7%; Peter B. Kenney, exec. v.p., 1.4%; Chester Bland, treas., 15.7%; Goodman Banks, 10%; Milton Conhain, 6.5%; Beulah Gross, 4.9%; Laurence Whitehead, 3.4%; Lois Whitehead, 3.1%; Samuel Lebon, asst. treas., 3.1%; Wm. H. Ray, secy., 2%; Shirley Bland, 1.5%; others, 7%. Sale to NBC pending FCC approval (*Television Digest*, Vol. 11:2).

Began Operation: Feb. 11, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis.

Personnel:

Julian Gross, *president.*
William H. Ray, *secretary.*
Peter B. Kenney, *exec. v.p. & general manager.*
Ralph D. Kanna, *administrative supervisor.*
David Scott, *national sales manager.*
Erwin Needles, *local sales manager.*
Helen M. Loy, *promotion & publicity director.*
Barry Barents, *program director.*
Phillip B. Hale, *asst. program director & production manager.*
Kenneth Houseman, *news director.*
Elliot Weisman, *film supervisor.*
John Shipley, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (Jan. 15, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$400.00	\$320.00	\$240.00	\$160.00	\$136.00	\$110.00	\$80.00
Class B—5-7 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
300.00	240.00	180.00	120.00	102.00	82.50	60.00
Class C—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
200.00	160.00	120.00	80.00	68.00	55.00	40.00
Class D—7 a.m.-noon, Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
100.00	80.00	60.00	40.00	34.00	27.50	20.00

WNHC-TV

New Haven-Hartford

(Ch. 8)

Licensee: Elm City Broadcasting Corp., 1110 Chapel St.

Studio: 1110 Chapel St. Transmitter: Gaylord Mt., Hamden, Conn.

Telephone: Spruce 7-3611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 315-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level, lat. 41° 20' 05", long. 72° 56' 42".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WNHC, .25-kw, 1340 kc (NBC). FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 621-ft. antenna height.

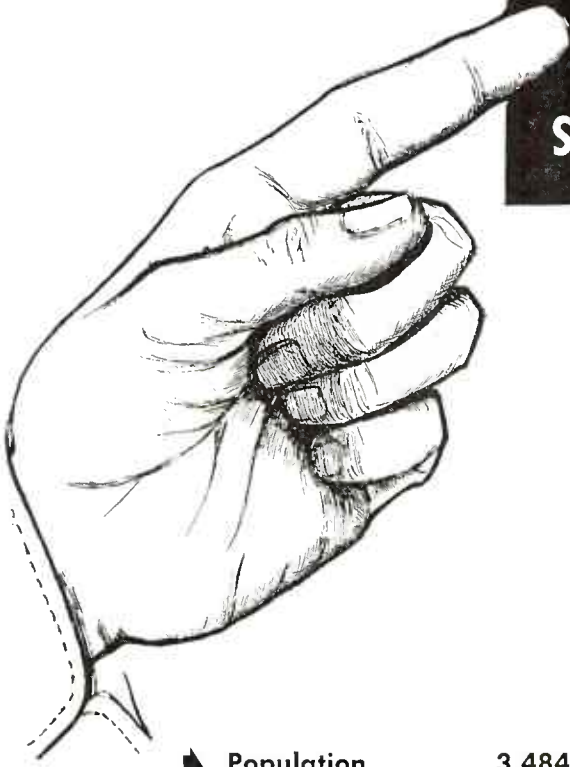
Ownership: Patrick J. Goode, pres., 7.89%; Aldo DeDominicis, secy.-treas., 41.67%; David K. Harris, 11.11%; Vincent De Laurentis, v.p., engineering, 5.55%.

Began Operation: June 15, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

(Continued on page 84)



**ONLY WNHC-TV
REACHES *all*
SOUTHERN NEW ENGLAND**

*... why
take
anything
less?*

- ▶ Population 3,484,400
- ▶ Households 1,006,400
- ▶ Retail Sales \$4,260,662,000
- ▶ Drug Sales \$118,571,000
- ▶ Food Sales \$1,157,867,000
- ▶ Spendable Income \$6,178
- ▶ Only VHF in Connecticut
- ▶ TV Families 878,288

Sources: 1954 SRDS Consumer Markets, CBS NIELSON updated with RETMA Set Sales

REPRESENTED BY KATZ

WNHC-TV

**316,000
WATTS**

CONNECTICUT'S

Channel 8

Connecticut - D.C.

HARTFORD: WNHC-TV—(Continued)

Personnel:

Patrick J. Goode, *president*.
 Aldo De Dominici, *secretary-treasurer & general manager*.
 Edward D. Taddel, *executive v.p.*
 Edward Christ, *station manager & program director*.
 J. Vincent Callanan, *v. p., sales*.
 Vincent De Laurentis, *v. p., engineering*.
 Kenneth Wynne Jr., *production manager*.
 James W. Evans, *promotion & publicity director*.
 W. Rockwell Clark, *news director*.
 Sam P. Mastro, *office manager*.

DIGEST OF RATE CARD NO. 7
(Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.							
\$800.00	\$480.00	\$400.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—Noon-6 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11-p.m.-sign-off, daily.							
330.00	198.00	165.00	132.00	115.00	83.00	66.00	33.00
Class D—Sign-on-noon, Mon.-Fri.							
165.00	99.00	82.50	66.00	57.50	41.50	33.00	16.50

WGTH-TV Hartford

(Ch. 18)

Grantee (STA): General-Times Television Corp., 54 Pratt St.
Studio: 555 Asylum St. Transmitter: 3.85 mi. SE of Avon Village, Deercliff Rd.
Telephone: Jackson 7-9131.
Technical Facilities: Channel No. 18 (494-500 mc). Authorized power, 187-kw visual, 85.2-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level, lat. 41° 45' 39", long. 72° 48' 08".
Network Service: ABC, DuMont.
AM Affiliate: WGTH, 5-kw, 1410 kc (MBS, ABC).
Ownership: General Teleradio Inc. (see WOR-TV, New York), 55%; Hartford Times (Gannett, see WHEC-TV, Rochester, N.Y.), 45%. WGTH-TV officers: Thomas F. O'Neil, pres.; Fred W. Wagenvoord, v.p.
Began Operation: Aug. 4, 1954.
Represented (sales) by H-R Television Inc.
Represented (legal) by Pierson & Ball.
Represented (engineering) by I. B. Robinson.
Personnel:
 Thomas F. O'Neil, *president*.
 Fred W. Wagenvoord, *v.p. & general manager*.
 Gordon R. Kerr, *sales manager*.
 John O. Downey, *program director*.
 Daniel German, *film director*.
 Charles Norwood, *news & special events director*.
 Rogers Holt, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8-10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$119.00	\$96.25	\$70.00	\$35.00
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-5 p.m., Sun.						
262.50	157.50	105.00	89.25	72.19	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	59.50	48.13	35.00	17.50

WATR-TV Waterbury

(Ch. 53)

Grantee (STA): WATR Inc., 440 Meadow St.
Studio: 440 Meadow St.
Transmitter: West Peak, Meriden Mt., Meriden, Conn.
Telephone: Plaza 5-1121.
Technical Facilities: Channel No. 53 (704-710 mc). Operating under special temporary authorization with 24.5-kw visual, 12.5-kw aural. Authorized power: 245-kw visual, 125-kw aural. Antenna: 800-ft. above av. terrain, 120-ft. above ground, 1120-ft. above sea level, lat. 41° 33' 42", long. 72° 50' 41".
Network Service: ABC.
AM Affiliate: WATR, 1-kw, 1320 kc (ABC).
Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%. Mr. Thomas has interest in WNAB, Bridgeport and WTOR, Torrington, Conn.
Began Operation: Sept. 4, 1953.

Represented (sales) by Burke Stuart Co. Inc. Walker Representation Co. Inc.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Garo W. Ray (Stratford, Conn.)

Personnel:

Harold Thomas, *president*.
 Sam Elman, *general manager*.
 Edmund Waller, *program director*.
 Wally King, *promotion manager*.

DIGEST OF RATE CARD NO. 1
(June 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$200.00	\$120.00	\$80.00	\$66.00	\$52.00	\$40.00	30.00	\$20.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.							
180.00	108.00	72.00	59.00	45.00	36.00	27.00	18.00
Class C—All other times.							
100.00	60.00	40.00	33.00	25.00	18.00	15.00	8.00

DELAWARE

WDEL-TV Wilmington

(Ch. 12)

Licensee: WDEL Inc., Tenth & King Sts.
Studio and Transmitter: Shipley Road.
Business Offices: Tenth & West Sts., Wilmington; 1500 Walnut St., Philadelphia.
Telephone: 6-2567; Kingsley 6-4020, Philadelphia.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 620-ft. above av. terrain, 478-ft. above ground, 848-ft. above sea level, lat. 39° 49' 01", long. 75° 31' 53".
Network Service: DuMont, NBC.
AM Affiliate: WDEL, 5-kw, 1150 kc (NBC). FM Affiliate: WDEL-FM, 20-kw, 93.7 mc (No. 229), 460-ft. antenna height.
Ownership: See WGAL-TV, Lancaster, Pa.
Began Operation: June 30, 1949.
Represented (sales) by Meeker TV Inc.
Represented (legal) by George O. Sutton and Duke M. Patrick.
Represented (engineering) by James C. McNary.
Personnel:
 Clair R. McCollough, *station director*.
 Thomas R. Nunan, *station manager*.
 J. Robert Gulick, *national sales manager*.
 Barton K. Feroe, *commercial manager*.
 Glen B. Lau, *Philadelphia sales manager*.
 Richard W. Getz, *program manager*.
 J. E. Mathiot, *chief engineer*.

DIGEST OF RATE CARD NO. 7 †
(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—8-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00	\$100.00
Class A—7:30-8 p.m., Mon.-Sat.; 7-8 p.m., Sun.; 10-11 p.m., daily.						
800.00	480.00	320.00	280.00	240.00	160.00	80.00
Class B—5-7:30 p.m., Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m., Sun.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C—All other times.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00

† Film rates only.

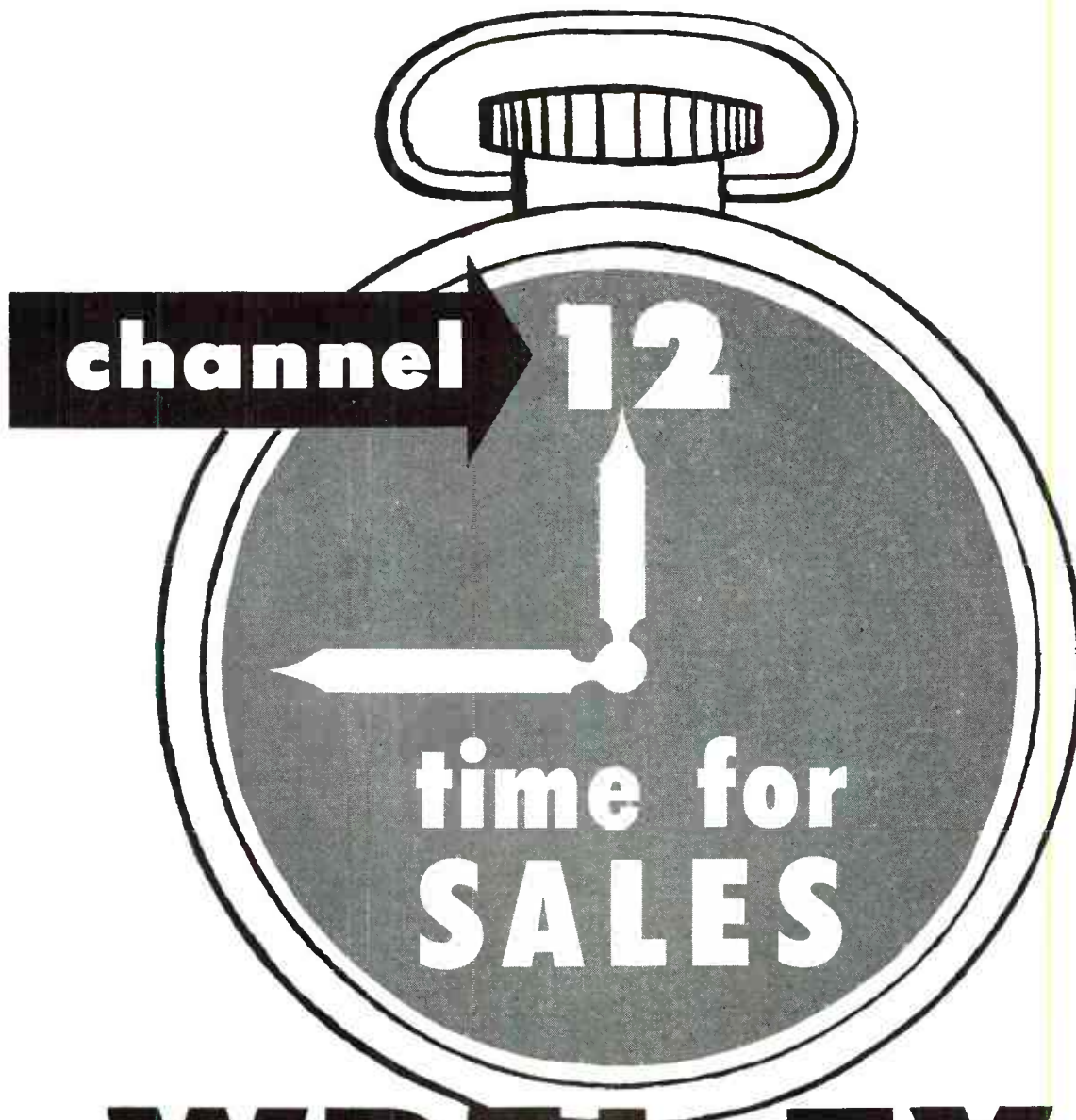
DISTRICT OF COLUMBIA

WMAL-TV Washington

(Ch. 7)

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave.
Studio: 4461 Connecticut Ave. Transmitter: American University.
Telephone: Kellogg 7-1100.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 22-kw visual, 12-kw aural. Antenna: 515-ft. above av. terrain, 400-ft. above ground, 765-ft. above sea level, lat. 38° 56' 09.4", long. 77° 05' 33.4".
Network Service: ABC.
AM Affiliate: WMAL, 5-kw, 630 kc (ABC). FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 475-ft. antenna height.

(Continued on page 86)



channel

12

**time for
SALES**

WDEL-TV

Wilmington, Delaware



Time to put your advertising dollar on the station that's doing an outstanding selling job, locally and nationally, WDEL-TV. Time to get your sales message across to a vast, responsive audience in a high-income area that includes all Delaware and thriving portions of Pennsylvania, New Jersey and Maryland. These people spend over a billion dollars a year in the retail market! Time right now to get your share!

Write or phone for availabilities

Represented by

MEEKER TV, Inc.

STEINMAN
STATION

New York
Chicago

Los Angeles
San Francisco

District of Columbia

WASHINGTON: WMAL-TV—(Continued)

Ownership: Evening Star Newspaper Co., 100%, publisher of *Washington Evening Star*. Officers of Evening Star Bcstg. Co. Inc.; John W. Thompson Jr., pres.; B. M. McKelway, v.p.; W. R. Little, secy.-treas.

Began Operation: Oct. 3, 1947.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

Frederick S. Houwink, *general manager*.
 Neal J. Edwards, *TV sales manager*.
 Allan T. Powley, *chief engineer*.
 Charles Bishop, *program manager*.
 E. H. Meeks, *director of promotion & publicity*.
 Phillip A. Melillo, *production manager*.

DIGEST OF RATE CARD NO. 8
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7:30-10:30 p.m., daily.					
\$750.00	\$450.00	\$300.00	\$262.50	\$187.50	\$150.00
Class A—7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7:30 p.m., 10:30-11 p.m., Sun.					
600.00	360.00	240.00	210.00	150.00	120.00
Class B—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.					
360.00	216.00	144.00	126.00	90.00	72.00
Class C—3-6 p.m., Mon.-Sat.; noon-3 p.m., Sun.; 11-11:30 p.m., daily.					
240.00	144.00	96.00	84.00	60.00	48.00
Class D—Sign-on-3 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:30 p.m., sign-off, daily.					
180.00	108.00	72.00	63.00	45.00	36.00

WRC-TV
(formerly WNBW)
Washington
(Ch. 4)

Licensee: National Broadcasting Co. Inc., Sheraton Park Hotel.

Studio & Transmitter: Sheraton Park Hotel.

Telephone: Adams 4-5400.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level, lat. 38° 55' 29", long. 77° 03' 22".

Network Service: NBC.

AM Affiliate: WRC, 5-kw, 980 kc (NBC). **FM Affiliate:** WRC-FM, 20-kw, 93.9 mc (No. 230), 410-ft. antenna height.

Ownership: See WRCA-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

Carleton D. Smith, *v.p. and general manager*.
 Joseph Goodfellow, *director of sales*.
 Charles de Lozier, *sales manager*.
 Lefferts A. McClelland, *operations director*.
 James E. Kovach, *program director*.
 John A. Lavan, *business manager*.
 John Rogers, *engineer in charge*.
 Jay Royen, *publicity director*.
 Joan King, *advertising & promotion director*.
 George Dorsey, *supervisor TV operations & film editor*.
 Burton Bridges, *public service programs manager*.

DIGEST OF RATE CARD NO. 10
(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m. Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$275.00	\$135.00
Class A—7-7:30 p.m., Mon.-Sat.						
800.00	480.00	320.00	280.00	200.00	175.00	85.00
Class B—6-7 p.m., Mon.-Sat.; 1-3 p.m., Sun.						
550.00	330.00	220.00	192.50	137.50	100.00	45.00
Class C—1-3 p.m., Mon.-Sat.; sign-on-10 a.m., Sun.; 11 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	87.50	65.00	30.00
Class D—Sign-on-10 a.m., Mon.-Sat.; midnight-sign-off, daily.						
250.00	150.00	100.00	87.50	62.50	50.00	20.00

* Class AA (7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class A (7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class B (6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.). Class C (1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-midnight, daily). Class D (Sign-on-1 p.m., Mon.-Sat.; midnight-sign-off, daily).

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

WTOP-TV

Washington

(Ch. 9)

Licensee: WTOP Inc., Broadcast House, 40th & Brandywine Sts., NW.

Studio and Transmitter: Broadcast House.

Telephone: Emerson 2-9300.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 175-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level, lat. 38° 57' 00", long. 77° 04' 45".

Network Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS). **FM Affiliate:** WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna height.

Ownership: Washington Post Co., 55%, publisher of *Washington Post*; CBS, 45%. Washington Post Co. also owns WMBR-TV & WMBR, Jacksonville, Fla. Sale of CBS 45% to Washington Post Co. pending FCC approval (*Television Digest*, Vol. 10:42-43).

Began Operation: Jan. 16, 1949 as WOIC. Sold to present licensee August 1950 (see *Television Digest*, Vol. 6:25).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

John S. Hayes, *president*.
 George F. Hartford, *v.p. for television*.
 Robert Bordley, *sales manager*.
 Cody Pfanstiehl, *director of public relations, WTOP Inc.*
 Robert Adams, *promotion director*.
 Thomas B. Jones, *director of TV program operations*.
 Clyde M. Hunt, *v.p., engineering*.

DIGEST OF RATE CARD NO. 6—(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A, Group I—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$1500.00	\$900.00	\$600.00	\$300.00	\$125.00
Class A, Group II—7-8 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., Sun.						
800.00	480.00	320.00	185.00	85.00
Class B—6-7 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11-11:15 p.m. daily.						
475.00	285.00	190.00	158.33	142.50	110.00	50.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:15 p.m.-sign-off daily.						
375.00	225.00	150.00	124.88	112.50	85.00	40.00
Class D—Sign-on-9 a.m., Mon.-Sat.						
250.00	150.00	100.00	83.33	75.00	50.00	25.00

WTTG
Washington
(Ch. 5)

Grantee (STA): Allen B. DuMont Laboratories Inc., Raleigh Hotel.

Studio: Raleigh Hotel. **Transmitter:** 5217 Nineteenth Road, N. Arlington, Va.

Telephone: Sterling 3-5300.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 17.5-kw visual, 10.5-kw aural. Antenna: 587-ft. above av. terrain, 465-ft. above ground, 835-ft. above sea level, lat. 38° 53' 30", long. 77° 07' 55".

Network Service: DuMont.

Ownership: See WABD, New York.

Began Operation: January 1947.

Represented (sales) by Blair TV Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Allen B. DuMont Labs Inc.

Personnel:

Leslie G. Arries Jr., *general manager*.
 George L. Griesbauer, *sales manager*.
 Francis V. Guildice, *program manager*.
 Malcolm M. Burlison, *chief engineer*.
 Duncan Miller, *publicity & promotion manager*.
 Roger Shea, *producer-director*.
 Fred O'Neill, *producer-director*.
 Weston Harris, *special events director*.
 John Rule, *film manager*.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7:30-10:30 p.m., daily.							
\$600.00	\$360.00	\$300.00	\$240.00	\$200.00	\$150.00	\$120.00	\$50.00
Class B—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 10:30-11 p.m., daily.							
450.00	270.00	225.00	180.00	150.00	112.50	90.00	38.00
Class C—1-6:30 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
300.00	180.00	150.00	120.00	100.00	75.00	60.00	26.00
Class D—Sign-on-1 p.m., Mon.-Sat.							
210.00	126.00	105.00	84.00	70.00	52.50	42.00	18.00



there's a mint in Washington

No, not a big government building where they stamp out coins. The mint we mean is the 728,500 family purses stuffed with \$4,532,064,000 of effective buying income. Washington has *the second-largest family income in the entire country*. It makes America's ninth largest city quite a prize in the struggle for power... buying power... among advertisers. For instance, families within the Washington Metropolitan Area spent \$104,232,000 for drugs last year and a whopping \$547,522,000 for automobiles and accessories.

Selling power in Washington is even more obvious. WRC-TV is as much in the public eye as the Washington Monument or 1600 Pennsylvania Avenue. It has been the most-viewed station in Washington every month

since June, 1948. Every month last year WRC-TV had more non-network programs in the first 10 than Washington's other three stations combined. And all through 1954 WRC-TV had more network programs in the first 10 than any other Washington station.

To tap this rich market's tremendous buying power, it is only common sense to use the most potent selling power available...

WRC-TV **NBC** TELEVISION
IN WASHINGTON
a service of **RCA**
REPRESENTED BY NBC SPOT SALES

Sources: Sales Management Survey of Buying Power, ARB

FLORIDA

WITV

Fort Lauderdale-Miami

(Ch. 17)

Grantee (STA): Gerico Investment Co., 300 E. Las Olas Blvd., Fort Lauderdale.

Studio & Transmitter: 5500 W. Hallandale Beach Blvd., Hollywood, Fla.

National Sales Office: 228 N. E. 3rd St., Miami, Fla.

Telephones: 3-1566, 2-6650, Hollywood; 9-3268, Miami.

Technical Facilities: Channel No. 17 (488-494 mc). Operating under special temporary authorization with 43-kw visual, 21-kw aural. Authorized power: 430-kw visual, 215-kw aural. Antenna: 730-ft. above av. terrain, 752-ft. above ground, 762-ft. above sea level, lat. 25° 58' 46", long. 80° 11' 50".

Network Service: ABC, DuMont.

Ownership: Mortimer W. Loewi, 21.1%; Russell E. Lowell, pres., 14.1%; E. J. Richardson, v.p., 6.3%; George W. English, secy., 21.1%; Don McCullaugh, 10.55%; James Kirkwood, 7.4%; Robert W. Standart, .3%; Wm. Latham, .2%. Mr. Richardson owns 18% and Mr. English owns 4% of WBRD, Fort Lauderdale.

Began Operation: Nov. 25, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Russell E. Lowell, *president*.
Arthur L. Gray, *v.p. & general manager*.
William W. Van der Busch, *v.p. in charge of sales*.
Bill Bayer, *news director*.
William Latham, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.						
180.00	108.00	72.00	63.00	45.00	35.00	17.50

WINK-TV

Fort Myers

(Ch. 11)

Grantee (STA): Fort Myers Bcstg. Co., 54 Palm Beach Blvd.

Studio & Transmitter: 54 Palm Beach Blvd.

Telephone: Edison 4-1331.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 12-kw visual, 6-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level, lat. 26° 39' 03", long. 81° 51' 20".

Network Service: ABC, CBS.

AM Affiliate: WINK, 25-kw, 1240 kc (CBS).

Ownership: United Garage & Service Corp. (Cleveland), 100%. United G & S Owners: Daniel Sherby estate, 50% (Clementine F. Sherby & Sylvester W. Flesheim, executors); Arthur B. McBride Jr., 25%; Edward J. McBride, 25%.

Began Operation: March 6, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Russell P. May.

Personnel:

A. J. Bauer, *general manager*.
Ken Parke, *sales manager*.
Bob Bachman, *technical director*.
Frank Nodine, *program director*.
Vernon Lundquist, *news director*.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.								
112.00	90.00	68.00	46.00	45.00	40.00	28.00	20.00	12.00

WJHP-TV

Jacksonville

(Ch. 36)

Grantee (STA): Jacksonville Journal Co., 500 Laura St.

Studio & Transmitter: 4038 Phillips Hwy.

Telephone: Exbrook 8-9751.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 276-kw visual, 138-kw aural. Antenna: 472-ft. above av. terrain, 472-ft. above ground, 497-ft. above sea level, lat. 30° 16' 55", long. 81° 37' 52".

Network Service: ABC, DuMont, NBC.

AM Affiliate: WJHP, 5-kw, 1320 kc (MBS). **FM Affiliate:** WJHP-FM, 32-kw, 96.9 mc (No. 245), 375-ft. antenna height.

Ownership: Perry Enterprises Inc., 100%; John H. Perry Jr. holds management control through voting trust. Publisher of *Jacksonville Journal* and other newspapers.

Began Operation: Dec. 13, 1953.

Represented (sales) by John H. Perry Associates.

Represented (legal) by Dempsey & Koplavitz.

Represented (engineering) by Frank H. McIntosh.

Personnel:

T. S. Gilchrist Jr., *general manager*.
Bill Fraker, *sales manager*.
Jack Newsom, *operations manager*.
Beecher Hayford, *technical director*.

DIGEST OF RATE CARD NO. 1 †

(March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$66.67	\$60.00	\$40.00	\$16.00
Class B—5:30-7 p.m., 10:30-11 p.m., daily; 1-7 p.m., Sun.						
150.00	90.00	60.00	50.00	45.00	30.00	12.00
Class C—All other times.						
100.00	60.00	40.00	33.34	30.00	20.00	8.00

† Film rates only.

WMBR-TV

Jacksonville

(Ch. 4)

Licensee: Washington Post Co., 605 S. Main St.

Studio: 605 S. Main St. **Transmitter:** Colorado at S. Hampton.

Telephone: Exbrook 8-0501.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 440-ft. above av. terrain, 473-ft. above ground, 473-ft. above sea level, lat. 30° 18' 44.9", long. 81° 38' 57.9".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WMBR, 5-kw, 1460 kc (CBS). **FM Affiliate:** WMBR-FM, 63-kw, 96.1 mc (No. 241), 380-ft. antenna height.

Ownership: Washington Post Co., 100% owner, publisher of *Washington Post* and owns 55% of WTOP-TV. Officers: Phillip L. Graham, pres.; John S. Hayes, v.p.; Glenn Marshall Jr., pres., WMBR div.

Began Operation: Oct. 16, 1949. Sold to present owner Jan., 1953 (*Television Digest*, Vol. 8:51 & 9:1, 5).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

Glenn Marshall Jr., *president*.
Charles Stone, *v.p., WMBR-TV*.
Jerry White, *sales service manager*.
Harry Kalkines, *program director*.
Windsor Bissel, *production manager*.
Ernest Vordermark, *chief engineer*.
Charles Sears, *chief transmitter engineer*.
Roger Langston, *promotion director*.

DIGEST OF RATE CARD NO. 5

(March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$600.00	\$360.00	\$240.00	\$200.00	\$180.00	\$120.00*	\$50.00*
Class B—5:30-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
450.00	270.00	180.00	150.00	135.00	70.00	25.00
Class C—10 a.m.-5:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign off, daily.						
300.00	180.00	120.00	100.00	90.00	50.00	15.00
Class D—Sign-on-10 a.m., daily.						
200.00	120.00	80.00	66.67	60.00	30.00	12.00

* Group II—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10-11 p.m., daily. Also has Group I—8-10 p.m., \$150 for 20 Sec., \$70 for 10 Sec.

WGBS-TV

Miami

(Ch. 23)

Grantee (STA): Storer Bestg. Co., 229 SE First Ave., Fort Lauderdale, Fla.

Studio: 229 SE First Ave., Fort Lauderdale, Fla.

Transmitter: Honey Hill Dr., TV Antenna Farm.

Telephone: Jackson 3-6531.

Technical Facilities: Channel No. 23 (524-530 mc). (Interim) Authorized power: 185.5-kw visual, 92-kw aural. Antenna: 525-ft. above av. terrain, 540-ft. above ground, 551-ft. above sea level, lat. 25° 57' 27", long. 80° 12' 43".

Network Service: NBC.

AM Affiliate: WGBS, 710-ke, 50-kw (10-kw, night).

Ownership: Storer Bestg. Co. See WJBK-TV, Detroit for other interests.

Began Operation: April 7, 1953, Physical facilities of WFTL-TV, Fort Lauderdale, sold to Storer Bestg. by Tri-County Bestg. Co. concurrent with sale of CP for WMIE-TV, Miami (Ch. 27) by E. D. Rivers Sr., FCC approved transactions Dec. 16, 1954 which provided for shift to Ch. 23 and eventual move to site in Miami (*Television Digest*, Vol. 10:47, 51).

Represented (sales) by the Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Noran E. Kersta, *manager*.
John Crosby, *program director*.
William Needs, *engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$80.00*	\$40.00*
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat. & Sun.						
375.00	225.00	150.00	131.50	112.50	60.00*	30.00*
Class C—All other times.						
250.00	150.00	100.00	87.50	75.00	40.00	20.00

* Announcements: Class AA—7:30-10:30 p.m., daily. Min. or 20 Sec., \$100; 8 Sec. \$50. Class A Min. or 20 Sec. and 8 Sec. rates apply between 6-7:30 p.m., 10:30-11 p.m., daily. Class B Min. or 20 Sec. and 8 Sec. rates apply between 5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.

WTVJ

Miami

(Ch. 4)

Licensee: WTVJ Inc., 316 N. Miami Ave.

Studio: 316 N. Miami Ave. Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Telephone: 2-6262.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level, lat. 25° 59' 08.5", long. 80° 11' 34.5"

Network Service: CBS, NBC, ABC, DuMont.

AM-FM Affiliates: None.

Ownership: Wolfson-Meyer Corp., 99.1%; Mitchell Wolfson, pres.; Sidney Meyer, secy.; E. H. Radloff, treas. Also has 10% interest in TV applications for Ch. 12, Jacksonville, Fla. and Ch. 9, Charlotte, N.C.

Began Operation: March 21, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

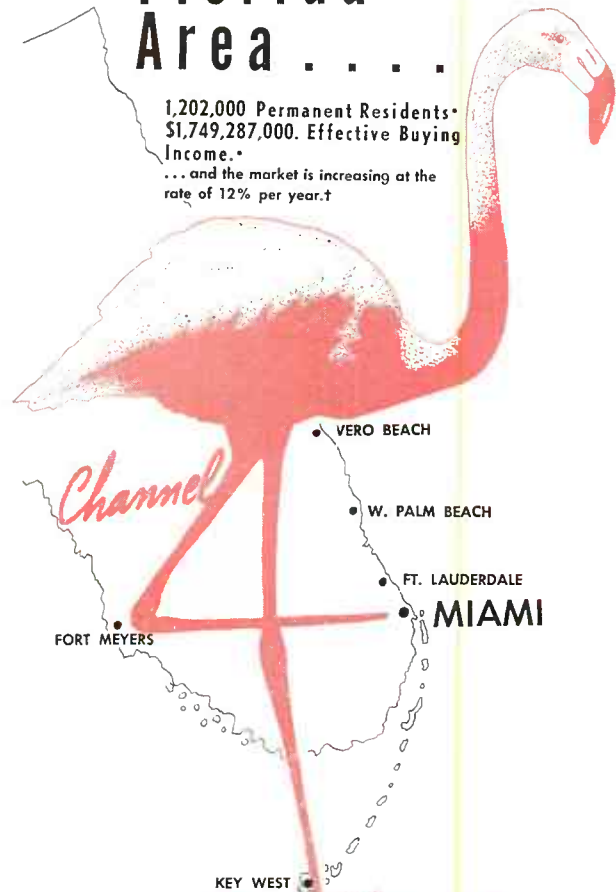
Mitchell Wolfson, *president*.
Lee Ruwitch, *executive v.p. & general manager*.
John S. Allen, *v.p. & general sales manager*.
John Shay, *v.p. in charge of operations*.
Richard Wolfson, *legal director*.
Earl Lewis, *chief engineer*.
Robert J. Ross, *comptroller*.
Louis Wolfson, *business manager & film director*.
Burt Toppan, *promotion manager*.
Stan Gordon, *national sales manager*.
Lynn Morrow, *merchandising director*.
Joseph H. Kline, *director of engineering operations*.
Lee Waller, *director of program operations*.
Ash Dawes, *director of production operations*.
Mary Ford, *local sales manager*.
Jack Cummins, *sports director*.
Louis G. Jacobs, *public service director*.
Ralph Reniek, *news director*.

(Continued on page 91)

WTVJ in Miami Gives You Complete Coverage Of The Entire South Florida Area

1,202,000 Permanent Residents*
\$1,749,287,000. Effective Buying
Income.*

. . . and the market is increasing at the
rate of 12% per year.†



Represented Nationally
by Free & Peters, Inc.

WTVJ Channel 4 MIAMI

FIRST IN COLOR
- 1,000 FT. TOWER:
100,000 WATTS FULL
COVERAGE

Florida's First Television Station.

* Sales Management 1954
† U.S. Census

Sure-Fire Method of CUTTING COSTS

**WITHOUT
SACRIFICING
VOLUME!**

Here is a simple buying and merchandising plan which has been proven successful by just about every profit-making store in the USA!

Perhaps the best way to examine it is in the words of the President of one of America's largest and most successful stores.

He stated recently:

"We recognize the many advantages of...brands in our day-to-day merchandising.

"We know that it is much easier to sell branded merchandise because the advertising has pre-sold the product to the consumer.

"We know that self-service and self selection are possible with brands, thereby cutting selling costs.

"And in a business with a close margin of profit, we are constantly looking for just such ways to cut selling costs without changing the character of our operation."

The consumers of America favor manufacturers' brands by eight to one. Need we say more?

*Brand Names
Foundation*
INCORPORATED

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

MIAMI; WTVJ—(Continued)
DIGEST OF RATE CARD NO. 10 †
(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—6:59-10:30 p.m., daily.							
\$900.00	\$540.00	\$450.00	\$360.00	\$270.00	\$225.00	\$180.00
Class A—6-6:59 p.m., Mon.-Sat., 1-6:59 p.m., Sun., 10:30-11 p.m. daily.							
780.00	468.00	390.00	312.00	234.00	195.00	156.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11 p.m.-midnight, daily.							
600.00	360.00	\$300.00	240.00	210.00	150.00	120.00	120.00
Class C—All other times.							
375.00	225.00	188.00	150.00	131.00	94.00	75.00	75.00

† Film rates only.

●
WDBO-TV
Orlando

(Ch. 6)

Grantee (STA): Orlando Bestg. Co. Inc., Box 3707, Orlando, Fla.
Studio: 30 S. Ivanhoe Bldg. Transmitter: State Hwy. No. 50 & Texas Ave.
Telephone: 5-0541.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 370-ft. above ground, 687-ft. above sea level, lat. 28° 35' 18", long. 81° 22' 53".

Network Service: CBS, ABC, NBC, DuMont.

AM affiliate: WDBO, 5-kw, 580 ke (CBS). FM Affiliate: WDBO-FM, 25-kw 92.3 mc (No. 222), 460-ft. antenna height.

Ownership: Harold P. Danforth, pres., 18.4%; James E. Yarbrough, v.p., 18.4%; J. Thomas Gurney, v.p.-secy., 16% (with wife); Frank W. Reed, treas., 7.3%; William G. McBride, director, 13.7%; Henry S. Jacobs, 11.73%; John M. Pedrick, 11.7%; J. Ray Campbell, 2%; T. Sherman Penny, .66%.

Began Operation: June 5, 1954.

Represented (sales) by Blair-TV Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by George C. Davis.

Personnel:

Harold P. Danforth, *president & general manager*.
Walter Siekles, *program director & film buyer*.
John Thorwald, *sales & promotion director*.
Mark V. Barker Jr., *production director*.
Harold P. Danforth Jr., *film director*.
James E. Yarbrough, *v.p. & chief engineer*.

DIGEST OF RATE CARD NO. 1—(March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; after 10:30 p.m., daily; 1-6 p.m., Sun.						
150.00	90.00	60.00	50.00	40.00	35.00	17.50
Class C—Sign-on-5 p.m., Mon.-Sat.; before 1 p.m., Sun.						
100.00	60.00	40.00	35.00	30.00	25.00	12.50

●
WJNO-TV
Palm Beach

(Ch. 5)

Grantee (STA): WJNO-TV Inc., 5 Cocoonut Row.
Studio: 5 Cocoonut Row, Palm Beach. Transmitter: Prosperity Farms Rd., .75 mi. N of Lake Park.
Telephone: 3-2471.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 544-ft. above av. terrain, 544-ft. above ground, 549-ft. above sea level, lat. 26° 49' 07", long. 80° 04' 30".

Began Operation: Aug. 22, 1954.

Network Service: NBC, ABC, DuMont, CBS.

AM Affiliate: WJNO, .25-kw, 1230 ke (CBS).

Ownership: WJNO Inc., 50%; Theodore Granik, chairman, 21%; George H. Buck Jr., pres. (also pres. of WJNO Inc.); William H. Cook, exec. v.p., 18%; 14 others, none owns over 1%. Mr. Granik is producer & owner of *American Forum of the Air*.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

Walter L. Dennis, *general manager & sales director*.
H. V. McMillan, *asst. general manager*.
William F. Housner, *sales manager*.
Dan F. Durniak, *station operations manager*.
Esther Witt, *traffic manager*.
Frank L. Struzziel, *film editor*.

DIGEST OF RATE CARD NO. 3-N—(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$25.00
Class B—All other times.						
187.50	112.50	74.00	65.50	56.50	37.50	18.75

●
WJDM
Panama City

(Ch. 7)

Grantee (STA): J. D. Manly, Box 423, Panama City, Fla.

Studio & Transmitter: U. S. Hwy. 98, W. of Panama City.

Telephone: Adams 4-2251

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 10.7-kw visual, 5.36-kw aural. Antenna: 480-ft. above av. terrain, 487-ft. above ground, 502-ft. above sea level, lat. 30° 10' 58.7", long. 85° 48' 37.8".

Network Service: ABC, NBC, DuMont.

Ownership: J. D. Manly, 100%.

Began Operation: Dec. 1, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, *general manager*.
Milt de Reyna, *asst. manager & national sales manager*.
Harry C. Babb Jr., *station manager*.
Jay Mills, *commercial manager*.
Jerry Williams, *program and film director*.
Jim Smith, *chief engineer*.

DIGEST OF REVISED RATE CARD NO. 2—(Dec. 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Fri.; 1-10 p.m., Sat. & Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$37.50	\$22.50	\$11.25
Class B—5-7 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.							
120.00	72.00	60.00	48.00	36.00	30.00	18.00	9.00
Class C—Sign on-5 p.m., Mon.-Fri.; 11 p.m.-sign off, Mon.-Sun.							
90.00	54.00	45.00	36.00	27.00	22.50	13.50	6.75

Combination rate—WEAR-TV, Pensacola rates plus 40%. To be also available with WTVY, Dothan, Ala.

●
WEAR-TV
Pensacola

(Ch. 3)

Grantee (STA): Gulfport Bestg. Corp., Box 1188, Pensacola, Fla.

Studio & Transmitter: U. S. Hwy. 90, W. of Pensacola.

Telephone: 8-4449.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 55.4-kw visual, 33.2-kw aural. Antenna: 577-ft. above av. terrain, 613-ft. above ground, 677-ft. above sea level, lat. 30° 26' 42.7", long. 87° 17' 01.4".

Network Service: ABC, DuMont, CBS.

AM Affiliate: WEAR, .25-kw, 1230 ke (ABC, MBS).

Ownership: Charles W. Smith, pres., 51%; Mel Wheeler, v.p.-secy-treas., 25%; F. M. Turner, 12%; A. C. Johnson, 12%. Mr. Wheeler also is gen. mgr. of WJDM, Panama City, Fla.

Began Operation: Jan. 13, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

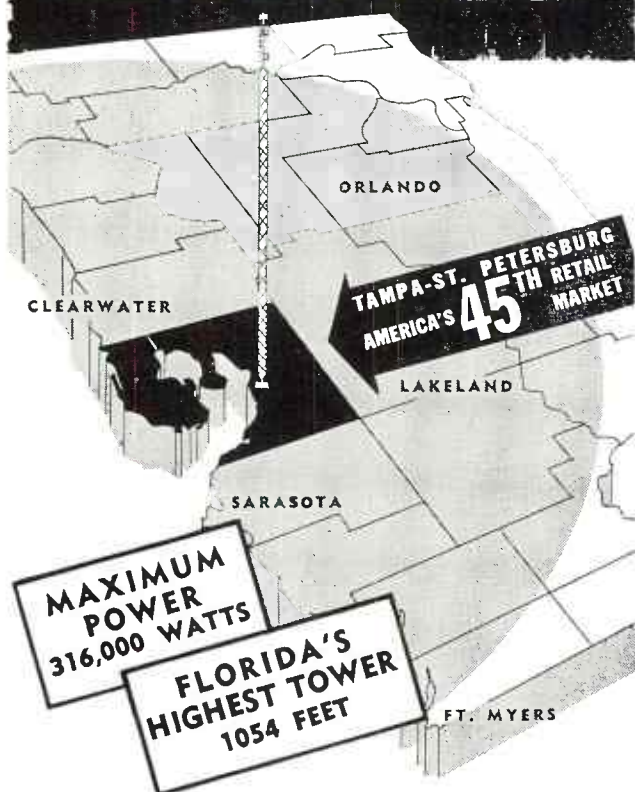
Mel Wheeler, *general manager*.
Milt de Reyna, *asst. general manager & national sales manager*.
Jerry Williams, *program and film director*.
Irving Welch, *commercial manager*.
Dave Fulton, *news editor*.
Jim Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sun.						
\$225.00	\$135.00	\$90.00	\$67.50	\$56.00	\$45.00	\$22.50
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-midnight, daily; 1-6:30 p.m., Sat.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00
Class C—Sign-on-5 p.m., Mon.-Fri.; midnight-sign-off, daily.						
135.00	81.00	54.00	50.50	33.75	27.00	13.50

Note: For combination rate see WJDM-TV, Panama City, Fla.

NOW! VHF on Florida's West Coast WFLA-TV



THE WFLA-TV AREA MARKET*

Counties	26
Population	1,092,190
Families	339,180
Retail Sales	\$1,124,143,610

With maximum power and the highest tower, WFLA-TV will provide the greatest physical coverage in Florida.

* Anticipated date of operation February 1955.

* Sales Management 1954, within the 100 mv/m contour.

WFLA-TV

NBC Basic
(INTERCONNECTED)

TAMPA



National Representative
BLAIR-TV, Inc.

ST. PETERSBURG

WPFA-TV Pensacola

(Ch. 15)

Grantee (STA): WPFA-TV Inc., Box 27, Pensacola.

Studio & Transmitter: Lolita & O Sts.

Telephone: 3-1141.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 370-ft. above av. terrain, 353-ft. above ground, 433-ft. above sea level, lat. 30° 27' 18", long. 87° 14' 22".

Network Service: CBS, DuMont.

AM Affiliate: WPFA, 1-kw, 790 kc (CP).

Ownership: Charles W. Lamar Jr. holds CP under lease arrangement with minority stockholders (*Television Digest*, Vol. 10:42, 44). Mr. Lamar also has minority interest in WAFB-TV, Baton Rouge, and holds 40% of KTAG-TV, Lake Charles, La.

Began Operation: Oct. 9, 1953.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

N. V. Pleler, *station manager*.

George Blanford, *business manager*.

DIGEST OF RATE CARD NO. 2

(Dec. 10, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
\$120.00	\$60.00	\$30.00	\$20.00	\$10.00	\$8.00

WSUN-TV St. Petersburg

(Ch. 38)

Grantee (STA): City of St. Petersburg, Box 240.

Studio: Million Dollar Pier. Transmitter: W. end of Gandy Bridge.

Telephone: 5-4121.

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 245-kw visual, 132-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level, lat. 27° 52' 40", long. 82° 35' 25".

Network Service: ABC, DuMont.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).

Ownership: City of St. Petersburg.

Began Operation: May 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by James C. McNary.

Personnel:

Charles L. Kelly, *general manager*.

Mrs. Vera New, *sales service manager*.

Robert Gilbert, *TV program director*.

William Bowes, *news editor*.

Louis J. Link, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.	\$325.00	\$195.00	\$130.00	\$115.00	\$90.00	\$65.00
Class A—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.	260.00	156.00	104.00	90.00	70.00	55.00
Class B—6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.	210.00	126.00	84.00	74.00	58.00	45.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.	160.00	96.00	64.00	56.00	44.00	30.00

WFLA-TV

Tampa—St. Petersburg

(Ch. 8)

Grantee (STA): The Tribune Co., Lafayette & Morgan Sts.

Studio: 905 Jackson St. Transmitter: 14-mi. SE of Tampa.

Phone: 2-4747.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual 212-kw aural. Antenna: 1037-ft. above av. terrain, 1054-ft. above ground, 1130-ft. above sea level, lat. 27° 50' 26", long. 82° 15' 47".

Network Service: NBC.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC).

Began Operation: January, 1955.

Ownership: Same as *Tampa Tribune*. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Interlocking ownership with *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL), TV applicant.

Represented (sales) by Blair-TV Inc.; Harry E. Cummings (Southeast).

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Page, Creutz, Garrison & Waldschmidt.

Personnel:

George W. Harvey, *general manager*.
 William B. Faber, *sales manager*.
 Paul M. Jones, *program manager*.
 Carl F. Bergquist, *production manager*.
 Tom M. Matthews, *promotion manager*.
 Joe H. Mitchell, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11:00 p.m., daily; 2-6 p.m., Sun.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	50.00	25.00

WEAT-TV
West Palm Beach
(Ch. 12)

Grantee (STA): WEAT-TV Inc., Box 70.

Studio & Transmitter: Congress Ave. & Lark Rd., West Palm Beach.

Telephone: 3-9668.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 112-kw visual, 60-kw aural. Antenna: 320-ft. above av. terrain, 352-ft. above ground, 362-ft. above sea level, lat. 26° 38' 26.5", long. 80° 05' 13.5".

Network Service: ABC.

AM Affiliate: WEAT, 1-kw, 850 kc, NBC.

Ownership: J. Robert Meachem, pres., 75%; 8 other stockholders, none owning more than 4%.

Began Operation: Dec. 27, 1954.

Represented (sales) by The Walker Representation Co., Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmidt.

Personnel:

J. Robert Meachem, *president & general manager*.
 Jack Rathbun, *operations manager*.
 Ed J. Hennessey, *sales manager*.
 J. Ross McPherson, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00

WIRK-TV
West Palm Beach
(Ch. 21)

Grantee (STA): WIRK-TV Inc., Box 2148.

Office Address: 711 S. Flagler Dr.

Studio & Transmitter: Harvey Bldg.

Telephone: 3-1711.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 18.6-kw visual, 10-kw aural. Antenna: 220-ft. above av. terrain, 248-ft. above ground, 260-ft. above sea level, lat. 26° 42' 22", long. 80° 03' 07".

AM Affiliate: WIRK, 5-kw (1-kw night), 1290 kc (MBS).

Ownership: Joseph S. Field Jr., pres., 17%; A. M. Shandloff, secy., 17%; E. H. Silis, 17%; J. J. Weed, 10%; Ken-Sell Inc. (WIRK), 17%.

Began Operation: Aug. 31, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandlvere, Cohen & Wearn.

Personnel:

Joseph S. Field Jr., *president & general manager*.
 Sherlee Barish, *program director and film buyer*.
 William P. Heitzman, *chief engineer*.
 Stuart Wayne, *production coordinator*.

DIGEST OF RATE CARD NO. 1 †
(June 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.							
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.							
112.00	90.00	68.00	45.00	40.00	28.00	20.00	12.00

† Film rates only.

GEORGIA

WALB-TV
Albany
(Ch. 10)

Grantee (STA): Herald Publishing Co., 138 Pine Ave.

Studio: Stuart Ave. Transmitter: Greenwood Dr. & Stuart Ave.

Telephone: Hemlock 5-8386.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 112-kw visual, 56.2-kw aural. Antenna: temporarily using 6-section antenna 387-ft. above ground. Regular antenna will be 400-ft. above av. terrain, 424-ft. above ground, 649-ft. above sea level, lat. 31° 36' 54", long. 84° 11' 26".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WALB, 1-kw, 1590 kc (ABC).

Ownership: James H. Gray, pres., 79.4%; Mrs. Martha M. Nail, secy.-treas., 2%; Mrs. W. B. Haley, 9.3% (as executrix, estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 10 others, none owns as much as 2%. Also publishes *Albany Herald*.

Began Operation: April 7, 1954.

Represented (sales) by Burn-Smith Co. Inc.; James S. Ayers (Southeast).

Represented (legal) by Kirkiand, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

T. R. Stillwagon, *general manager*.
 Jack Mayer, *program director*.
 Don Ferrandou, *news director*.
 John L. Rivard, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—1-6 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 p.m.-midnight, Sun.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00

WAGA-TV
Atlanta
(Ch. 5)

Licensee: Storer Broadcasting Co., 1018 W. Peachtree St., N.W.

Studio and Transmitter: 1018 W. Peachtree St., N.W.

Telephone: Vernon 3553.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 530-ft. above av. terrain, 434-ft. above ground, 1484-ft. above sea level, lat. 33° 46' 32", long. 84° 23' 18". CP for 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level, lat. 33° 47' 49", long. 84° 20' 00"; transmitter to Briarcliff Rd. near Emory Rd.

Network Service: CBS, DuMont.

AM Affiliate: WAGA, 5-kw, 590 kc (CBS). FM Affiliate: WAGA-FM, 42-kw, 103.3 mc (No. 277), 530-ft. antenna height.

Ownership: See WJBK-TV, Detroit.

Began Operation: March 8, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

(Continued on next page)

Georgia

ATLANTA: WAGA-TV—(Continued)

Personnel:

George B. Storer, *president*.
Glenn Jackson, *managing director*.
Jack Collins, *station manager*.
Van Darby, *promotion manager*.
Don Naylor, *program director and film buyer*.
Dale Clark, *news director*.
Hugo Bondy, *chief engineer*.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$850.00	\$510.00	\$425.00	\$340.00	\$298.00	\$213.00	\$135.00
Class B—6:30-7 p.m., 10:30-11 p.m., daily.						
630.00	378.00	315.00	252.00	221.00	158.00	80.00
Class C—All other times.						
425.00	255.00	213.00	170.00	149.00	106.00	35.00

WLW-A Atlanta

(Ch. 11)

Licensee: Crosley Bcstg. of Atlanta Inc., 1611 W. Peachtree St. N.E.
Studio and Transmitter: 1611 W. Peachtree St. N.E.

Telephone: Vernon 1141.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 567-ft. above av. terrain, 586-ft. above ground, 1521-ft. above sea level, lat. 33° 47' 58", long. 84° 23' 12". CP for 1330-ft. above av. terrain, 1326-ft. above ground, 2333-ft. above sea level, lat. 33° 45' 23.5", long. 84° 19' 55"; change transmitter to 110 Arizona St. N.E.

Network Service: ABC.

AM-FM Affiliates: None.

Ownership: Crosley Bcstg. Corp., 100%. See WLW-T, Cincinnati.

Began Operation: Sept. 30, 1951 as WLTV. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 3:51 & 9:5, 7).

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

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

Personnel:

Harry Le Brun, *general manager*.
J. P. Dwyer, *comptroller*.
Bernard I. Ochs, *general sales manager*.
Harvey J. Aderhold, *chief engineer*.
Willbur L. Pattig, *asst. chief engineer*.
John C. Roesel, *promotion director*.
Gerard Appy, *program director*.
Marie Schlieff, *traffic manager*.
James Sharp, *production manager*.
Wade Perkins, *film director*.
Bob Hendrickson, *news director*.

DIGEST OF RATE CARD NO. 2—(March 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class AA—8-10 p.m., daily.						
\$700.00	\$420.00	\$350.00	\$280.00	\$244.00	\$175.00	\$112.00
Class A—7-8 p.m., 10-10:30 p.m., daily; 6:30-7 p.m., Sun.						
650.00	390.00	325.00	260.00	227.00	162.50	90.00
Class B—6:30-7 p.m., Mon.-Sat.						
487.50	292.50	243.75	195.00	170.00	121.88	78.00
Class C—Noon-6:30 p.m., 10:30 p.m.-sign-off, daily.						
325.00	195.00	162.50	130.00	113.75	81.25	52.00
Class D—Sign-off-noon, daily.						
210.00	126.00	105.00	84.00	73.50	52.50	25.00

10 Sec. rates: \$56, \$52, \$39, \$26, \$15.

WQXI-TV Atlanta

(Ch. 36)

Grantee (STA): Robert W. Rounsaville, 3165 Mathieson Dr. N.E.
Studio: 1430 W. Peachtree St. NW. Transmitter: Rear, 325 Bishop St.

Telephone: Cherokee 2196.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 440-ft. above av. terrain, 447-ft. above ground, 1407-ft. above sea level, lat. 33° 47' 36", long. 84° 24' 22".

AM Affiliate: WQXI, 5-kw (1-kw night), 790 kc, MBS.

Ownership: Robert W. Rounsaville, 100%. Also holds CPs for WQXL-TV, Louisville & WQXN-TV, Cincinnati and owns radio stations WBAC, Cleveland, Tenn.; WMBM, Miami Beach, Fla.; WLOU, Louisville, Ky.; WCIN, Cincinnati, O.; also owns 51% of WBEJ, Elizabethton, Tenn. and 80% of WWOK, being built in Charlotte, N. C.

Began Operation: Oct. 13, 1954.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) John H. Mullaney.

Personnel:

Robert W. Rounsaville, *general manager*.
John Fulton, *station manager*.
Walter P. Kelley, *asst. manager*.
Robert Corley, *program manager*.
Robert Craver, *production manager*.
Paul Cram, *director of engineering*.
Elton Chick, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Dec. 18, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$35.00	\$17.50
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	26.25	13.25

WSB-TV Atlanta

(Ch. 2)

Licensee: Atlanta Newspapers Inc., Biltmore Hotel.

Studio: 1601 W. Peachtree St. Transmitter: 780 Willoughby Way
Telephone: Elgin 6711.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 932-ft. above av. terrain, 1062-ft. above ground, 2032-ft. above sea level, lat. 33° 45' 51", long. 84° 21' 42".

Network Service: NBC.

AM Affiliate: WSB, 50-kw, 750 kc (NBC). FM Affiliate: WSB-FM, 52-kw, 98.5 mc (No. 253), 1050-ft. antenna height.

Ownership: Atlanta Newspapers Inc., 100%, publisher of *Atlanta Journal and Constitution*; James M. Cox Sr., chairman. For other Cox TV-radio-newspaper interests, see WHIO-TV, Dayton.

Began Operation: Sept. 29, 1948.

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

J. Leonard Reinsch, *managing director*.
John M. Outler, Jr., *general manager*.
Marcus Bartlett, *station manager*.
M. K. Toalson, *production manager*.
C. F. Daugherty, *chief engineer*.
Jean Hendrix, *film director*.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$140.00	\$140.00	\$70.00
Class B—6:30-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.							
650.00	390.00	260.00	227.50	162.50	104.00	84.50	52.00
Class C—Noon-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 11 p.m. sign-off, daily.							
450.00	270.00	180.00	157.50	112.50	72.00	58.50	36.00
Class D—Sign-on-noon, daily.							
300.00	180.00	120.00	105.00	75.00	48.00	39.00	24.00

WJBF Augusta

(Ch. 6)

Licensee: Georgia-Carolina Bcstg. Co., Box 490.

Studio & Transmitter: 1305 Georgia Ave.

Telephone: 7-7787.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 67.6-kw aural. Antenna: 610-ft. above av. terrain, 479-ft. above ground, 950-ft. above sea level, lat. 33° 30' 23", long. 81° 57' 44".

Network Service: NBC, ABC, DuMont.

Ownership: J. B. Fuqua, pres., 59%; D. M. Kelly Jr., v.p., 6%; Martin Theatres of Ga., 35%. Martin Theatres also owns 75% of WDAK-TV, Columbus, Ga.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingsbery Co.

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

Personnel:

J. B. Fuqua, *president*.
Donald M. Kelly Jr., v.p. & *general manager*.
Thomas J. Hennesy, *program manager*.
John Bondeson, *promotion director*.
John Jopling, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00

Class B—5-6:30 p.m., Mon.-Sat.; 3-6:30 p.m., Sun.							
187.50	112.50	75.00	65.60	47.00	37.50	18.75	
Class C—All other times.							
125.00	75.00	50.00	43.75	31.25	25.00	12.50	

**WRDW-TV
Augusta**

(Ch. 12)

Grantee (STA): Radio Augusta, Inc., 8th & Broad Sts.
 Studio & Transmitter: Georgia & Observatory Aves., N. Augusta.
 Telephone: 7-5422.
 Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 102-kw visual, 51.3-kw aural. Antenna: 650-ft. above av. terrain, 498-ft. above ground, 968-ft. above sea level, lat. 35° 30' 21", long. 81° 57' 43".

Network Service: CBS.
 AM Affiliate: WRDW, 5-kw, 1480 kc (CBS).
 Ownership: Grover C. Maxwell, pres., 20%; Harry W. Jernigan, v.p., 20%; W. R. Ringson, secy.-treas., 20%; Allen M. Woodall, exec. v.p., 20%; F. Frederick Kennedy, v.p., 20%; Mr. Woodall owns 25% of WDAK-TV, Columbus, Ga. (as pres. of radio WDAK). Mr. Ringson owns 20% of radio WHAN, Charleston, S.C.

Began operation: Feb. 9, 1954.
 Represented (sales) by Headley-Reed TV.
 Represented (legal) by Fisher, Wayland, Duvali & Southmayd.
 Represented (engineering) by George C. Davis.

Personnel:
 W. Ray Ringson, general manager.
 James W. Hicks, managing director.
 Joseph P. Gill, chief engineer.
 Warren Hites, news director.
 W. H. Mackenzie, program director.

**DIGEST OF RATE CARD NO. 1
(Jan. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

**WRBL-TV
Columbus**

(Ch. 4)

Grantee (STA): Columbus Bestg. Co. Inc., 1350 13th Ave.
 Studio & Transmitter: 1350 13th Ave.
 Telephone: 2-0601.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27.5-kw visual 14.4-kw aural. Antenna: 360-ft. above av. terrain, 492-ft. above ground, 787-ft. above sea level, lat. 32° 28' 20", long. 84° 58' 26". Requests change to 100-kw visual, 70-kw aural, 660-ft. above av. terrain, 460-ft. above ground, 1080-ft. above sea level, lat. 32° 27' 57", long. 85° 03' 23"; transmitter to Crawford Rd., Phenix City, Ala.

Network Service: CBS.
 AM Affiliate: WRBL, 5-kw, 1420 kc (CBS). FM Affiliate: WRBL-FM, 16-kw, 93.3 mc (No. 227), 270-ft. antenna height.
 Ownership: R. W. Page Corp., publisher of Columbus Enquirer & Ledger, 51%; J. W. Woodruff, 19%; J. W. Woodruff Jr., 30%. WRBL-TV officers: J. W. Woodruff Jr., pres.; A. H. Chapman, v.p.; M. E. Ashworth Sr., secy.; J. W. Woodruff, director; W. E. Page, director.

Began Operation: Nov. 8, 1953.
 Represented (sales) by George P. Hollingbery Co.
 Represented (legal) by Dempsey & Koplovitz.
 Represented (engineering) by George C. Davis.

Personnel:
 J. W. Woodruff Jr., president & general manager.
 Ridley Bell, assistant manager & film buyer.
 George A. Gingell, program & production director.
 George (Red) Jenkins, local sales manager.
 Joe A. Gamble, chief engineer.
 Frank Hardman, TV technical director.
 Boyd Hinton Jr., news director.

DIGEST OF RATE CARD NO. 1—(Nov. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

MEMO
 As requested increases* will be:
 1. Grade B, sq mi. 102%
 2. Fringe, sq mi. 89%
 3. Signal strength in trading area 300%
 4. Radius will jump from 53 to 73 miles.
 We should make it *
 March 1955
 Regards
 J.A.G.
 CHIEF ENGINEER

*** 100 KW
FULL POWER**

**WRBL-TV
Channel 4**

COLUMBUS, GEORGIA

**FOR DETAILS CALL:
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO ATLANTA
SAN FRANCISCO LOS ANGELES**

Georgia

WDAK-TV Columbus

(Ch. 28)

Grantee (STA): Television Columbus, Martin Bldg.
Studio: Martin Bldg. Transmitter: 2.6-mi. W of Columbus.
Telephone: 2-8828.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 204-kw visual, 120-kw aural. Antenna: 650-ft. above av. terrain, 449-ft. above ground, 1049-ft. above sea level, lat. 32° 27' 48", long. 85° 02' 27".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WDAK, 25-kw, 1340 kc (NBC).

Ownership: Radio Columbus Inc. (WDAK), 25%; Martin Theatres of Georgia Inc., 75%. Allen Woodall is pres. of Radio Columbus, pres. and 20% owner of WMOG, Brunswick, Ga., and is v.p. and 25% owner of WRDW-TV, Augusta, Ga. E. D. Martin is pres. of Martin Theatres which also owns 35% of WJBF-TV, Augusta.

Began Operation: Aug. 27, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Allen M. Woodall, *general manager*.
E. F. MacLeod, *station manager*.
John Hughes, *director of programs, production & traffic*.
Joe Windsor, *commercial manager*.
Ronnie Otwell, *film director*.
Bill Henry, *news director*.
Reeve Owen, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Aug. 15, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

WMAZ-TV

Macon (Warner Robins)

(Ch. 13)

Grantee (STA): Southeastern Bestg. Co., 682 Cherry St., Macon.

Studio & Transmitter: U.S. 129, South of Macon.

Telephone: 2-7373.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 440-ft. above av. terrain, 514-ft. above ground, 848-ft. above sea level, lat. 32° 45' 09", long. 83° 33' 33".

Network Service: CBS, DuMont, ABC.

AM affiliate: WMAZ, 10-kw, 940 kc (CBS). FM Affiliate: WMAZ-FM, 3-kw, 99.1 mc (No. 256), 170-ft. antenna height.

Ownership: George P. Rankin Jr., pres., 71.4%; Wallace Miller, v.p., 3%; Wilton E. Cobb, secy.-treas., 22.6%; Mary S. Miller, 3%.

Began Operation: Aug. 29, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by George C. Davis.

Personnel:

George P. Rankin Jr., *president & chief engineer*.
Wilton E. Cobb, *secy.-treas. & general manager*.
Frank Crowther, *commercial manager*.
Albert Sanders, *local sales manager*.
Herb Johnson, *operations director*.
Robert Savage, *production director*.
Ed Pendleton, *film & promotion director*.
J. D. Lawhon, *engineering director*.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.						
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m. Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

WNEX-TV

Macon

(Ch. 47)

Grantee (STA): Macon Television Co., Box 2245.

Studio and Transmitter: 2411 Pio Nona Ave.

Telephone: 3-9355.

Technical Facilities: Channel No. 47 (668-674 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 170-kw visual, 91.2-kw aural. Antenna: 490-ft. above av. terrain, 437-ft. above ground, 903-ft. above sea level, lat. 32° 49' 03", long. 83° 39' 53".

Network Service: NBC.

AM Affiliate: WNEX, 25-kw, 1400 kc (ABC-MBS).

FM Affiliate: WNEX-FM, 4.1-kw, 96.9 mc (No. 245), 415-ft. antenna height.

Ownership: Stockholders and officers are: Macon Bestg. Co. (WNEX), 82%; W. A. Fickling, pres., 18%; E. M. Lowe, v.p.; Alfred Lowe, exec. v.p.; Ellsworth Hall Jr., secy.-treas. E. M. Lowe owns 51%, Alfred Lowe, 21%, Peyton Anderson, 16%, and Ellsworth Hall, 12% of radio WNEX. Mr. Anderson publishes *Macon Telegraph and News*.

Began Operation: Aug. 25, 1953.

Represented (sales) by The Branham Co.

Represented (legal) by Dempsey & Kopolovitz and Pierson & Ball.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Alfred Lowe, *executive v.p.*
Ardie S. Grinalds Jr., *general manager*.

DIGEST OF RATE CARD NO. 2

(May 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—5-6 p.m., 10-11 p.m., Mon.-Sat.							
112.50	67.50	56.25	45.00	39.40	28.15	22.50	11.25
Class C—All other times.							
75.00	45.00	37.50	30.00	26.25	18.75	15.00	7.50

WROM-TV

Rome

(Ch. 9)

Grantee (STA): WROM-TV Inc., 121 Broad St.

Studio: 121 Broad St. Transmitter: Horseleg Mt.

Telephone: 2-0833.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 720-ft. above av. terrain, 87-ft. above ground, 1468-ft. above sea level, lat. 34° 14' 00", long. 85° 14' 02".

AM Affiliate: WROM, 1-kw, 710 kc.

Ownership: Dean Covington, pres., 33½% (as executor of Leon Covington estate); Charles E. Doss, v.p.-treas., 33½%; Edward N. McKay, secy., 33½%.

Began Operation: June 15, 1953.

Represented (sales) by Weed Television Corp.

Personnel:

Dean Covington, *president*.
Ed McKay, *general manager*.
Charles Doss, *commercial manager*.
T. H. Robertson, *chief engineer*.

(ADDITIONAL DATA UNAVAILABLE)

WTOC-TV

Savannah

(Ch. 11)

Grantee (STA): Savannah Bestg. Co., Box 858.

Studio & Transmitter: 516 Abercorn St.

Telephone: 2-0127.

Technical Facilities: Channel No. 11 (198-204 mc). Operating under special temporary authorization with 60-kw visual, 30-kw aural. Authorized power: 209-kw visual, 110.7-kw aural. Antenna: 477-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level, lat. 32° 04' 07", long. 81° 05' 35".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS). FM Affiliate: WTOC-FM, 8-kw, 97.3 mc (No. 247), 350-ft. antenna height.

Ownership: William T. Knight Jr., pres.-treas., 51%; Grace Schley Knight, 16.6%; F. Schley Knight, v.p. for TV, 4.6%; S. P. Driscoll, v.p., 3.6%; over 80 other stockholders.

Began Operation: Feb. 2, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

William T. Knight Jr., *president & general manager*.
F. Schley Knight, *v.p. for TV*.
Dwight J. Bruce, *program director*.
Ben B. Williams, *commercial manager*.
Joan Purcell, *promotion manager*.
Kyle E. Goodman, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 10:30 p.m.—sign off, Mon.-Sat.; 1-6 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

IDAHO

**KBOI
Boise**

(Ch. 2)

Grantee (STA): Boise Valley Bcstrs. Inc., 311 N. 10th St.

Studio: 1009 W. Jefferson St.

Transmitter: Deer Point Peak, Shafer Butte.

Telephone: 2-2222.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 16.5-kw visual, 8.3-kw aural. Antenna: 2480-ft. above ave. terrain, 100-ft. above ground, 7170-ft. above sea level, lat. 43° 45' 12", long. 116° 06' 08".

Network Service: CBS, DuMont.

AM Affiliate: KDSH, 5-kw, 950 kc (CBS).

Ownership: H. Westerman Whillock, pres., 8.61%; Earl Glade, Jr., secy.-treas., 5.32%; Willis C. Moffatt, v.p., 11.6%; Fred M. Taylor, director, 10.3%; Stanley E. King, director, 16%; Edwin Snow, director, 5.32%; Theresa Whillock, 8.6%; Dr. Ralph Falk, 5%; Rudy Anderson, director, 3.4%; 13 others, none owns over 3%.

Began Operation: Nov. 1, 1953.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Willis C. Moffatt, Boise.

Personnel:

Westerman Whillock, *president & general manager.*
Earl Glade Jr., *station & sales manager.*
Bill Gratton, *production supervisor.*
Dave Johnson, *news editor.*
James A. Johntz Jr., *chief engineer.*
Robert Howell, *film editor.*

DIGEST OF RATE CARD NO. 1—(Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—5:59-6:59 p.m., 10-11 p.m., Mon.-Sat.; 1-6:59 p.m., Sun.						
112.50	67.50	45.00	39.40	28.20	22.50	11.25
Class C—All other times.						
75.00	45.00	30.00	26.25	18.75	15.00	7.50

**KIDO-TV
Boise**

(Ch. 7)

Licensee: KIDO Inc., Chamber of Commerce Bldg.

Studio and Transmitter: 700 Crestline Dr.

Telephone: 2-4611.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 850-ft. above av. terrain, 387-ft. above ground, 3607-ft. above sea level, lat. 43° 37' 50", long. 116° 10' 44".

Network Service: ABC, NBC.

AM Affiliate: KIDO, 5-kw, 630 kc (NBC).

Ownership: Georgia M. Davidson, pres., 88.45%; Walter E. Wagstaff, v.p., 11.55%; Oscar W. Worthwine, secy.-treas.

Began Operation: July 6, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Walter E. Wagstaff, *v.p. & general manager.*
Barry Tucker, *commercial manager.*
Jack Link, *program director.*
Bill Harvey, *film editor.*
Vern Moore, *news director.*
Harold W. Toedtemeler, *chief engineer.*

DIGEST OF RATE CARD NO. 4†—(Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$65.00	\$55.00	\$35.00	\$30.00
Class B—All other times.						
140.00	84.00	56.00	44.00	32.00	22.00	20.00

† Film rates only.

**KID-TV
Idaho Falls**

(Ch. 3)

Grantee (STA): Idaho Radio Corp., Box 701.

Studio: Ammon Rd. Transmitter: Little Butte Mt., 8.5-mi. N.E. of Atomic City, Ida.

Telephone: 3 & 4.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level, lat. 43° 29' 30", long. 112° 39' 05".

Network Service: CBS, NBC, DuMont, ABC.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Ownership: Radio Service Corp. of Utah (KSL-TV, Salt Lake City), 25.9%; Zion Securities Corp., 17.4%; A. W. Schweider, pres., 7.3%; Guy A. Poulsen, v.p., 6.7%; 10 others, none owns more than 4.8%.

Began Operation: Dec. 17, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Wilkinson, Boyden, Cragun & Barker.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

C. N. Layne, *general manager.*
Claude Cain, *commercial manager.*
Roy Southwick, *production manager.*
Carroll Secrist, *technical engineer.*

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; all day Sun.						
\$175.00	\$105.00	\$70.00	\$60.00	\$45.00	\$30.00	\$12.50
Class B—All other times.						
120.00	72.00	48.00	40.00	30.00	20.00	8.00

**KLIX-TV
Twin Falls**

(Ch. 11)

(Due to Begin Operating in Early 1955)

Grantee (STA): Southern Idaho Bestg. & Television Co., Box 432.

Studio: Elizabeth Blvd. & Eastland Dr. Transmitter: Flat Top Butte, 14 mi. north of city.

Telephone: 2820.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.9-kw visual, 13.5-kw aural. Antenna: 660-ft. above av. terrain, 250-ft. above ground, 4553-ft. above sea level, lat. 42° 43' 48", long. 114° 24' 52".

Network Service: CBS, ABC.

AM Affiliate: KLIX, 1-kw, 1310 kc (ABC).

Ownership: J. Robb Brady Trust Co., 50%; Frank C. Carman, pres., 12.5%; David G. Smith, 12.5%; Grant R. Wrathall, 12.5%; Edna O. McCrea, 12.5% (6.25% as guardian of estate of Sharon Lee Power). Ownership interlocks with KOPR-TV, Butte, Mont., (now off air); KUTV, Salt Lake City, and with TV grantee, KWIK-TV, Pocatello. Mr. Wrathall also owns KPOO, San Francisco.

Represented (sales) by George F. Hollingbery Co.

Represented (legal) by John H. Midlen.

Represented (engineering) by Grant R. Wrathall, Aptos, Cal.

Personnel:

Frank C. McIntyre, *v.p. & general manager.*
Vic Graybeal, *film buyer.*
C. W. Evans, *technical director.*

DIGEST OF RATE CARD NO. 1
(Sept. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 2-10 p.m., Sun.						
\$120.00	\$72.00	\$48.00	\$39.00	\$30.00	\$24.00	\$12.00
Class B—Noon-1 p.m., 5-6:30 p.m. & 10-11 p.m., Mon.-Fri.; noon-6:30 p.m. & 10-11 p.m., Sat.; noon-2 p.m. & 10-11 p.m., Sun.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00
Class C—All other times.						
80.00	48.00	32.00	26.00	20.00	16.00	8.00

ILLINOIS

WTVI Belleville (See St. Louis, Mo.)

WBLN Bloomington (Ch. 15)

Grantee (STA): WBLN Television Inc., Box 646.
 Studio & Transmitter: SE of Bloomington on U. S. Bypass 66 at intersection of U.S. 150.
 Telephone: 4-3031.
 Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 15.8-kw visual, 8.51-kw aural. Antenna: 480-ft. above av. terrain, 443-ft. above ground, 1293-ft. above sea level, lat. 40° 27' 37", long. 88° 58' 22".
 AM Affiliate: None locally.

Ownership: Cecil W. Roberts, pres. & owner; John F. Spahr, v.p.; Ralph Jerrell Henry, secy.-treas. Mr. Roberts also owns radio stations KREL, Farmington, Mo.; KCHI, Chillicothe, Mo.; KALO, Leavenworth, Kan.; KCRB, Chanute, Kan.; WINI, Murphysboro, Ill. Also holds CP for AM in Columbia, Mo.
 Began Operation: Dec. 1, 1953.
 Represented (sales) by Joseph Hershey McGillvra Inc.
 Represented (engineering) by Fred O. Grimwood & Co., St. Louis.
 Personnel:

Cecil W. Roberts, *president*.
 Jerrell Henry, *general manager*.
 John F. Spahr, *v.p. & commercial manager*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m.					
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00

WCIA Champaign (Ch. 3)

Licensee: Midwest Television Inc., 509 S. Neil St.
 Studio: 509 S. Neil St. Transmitter: Seymour, Ill.
 Telephone: 6-8333.
 Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 991-ft. above ground, 1701-ft. above sea level, lat. 40° 06' 23", long. 88° 26' 59".
 Network Service: CBS, DuMont, NBC.
 Ownership: August C. Meyer, pres., 24.9%; Russel O. Derby, secy.-treas., 5%; Clara R. Meyer, 26.1%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; J. A. McDermott, 2.1%; Illinois Bestg. Co., 20% (owns WSOY, Decatur). Helen Stevick owns 60% and Marajen Chinigo owns 40% of *Champaign News-Gazette*, licensee of WDWS.
 Began Operation: Nov. 12, 1953.
 Represented (sales) by George P. Hollingbery Co.
 Represented (legal) by Spearman & Roberson.
 Represented (engineering) by Paul Godley Co.
 Personnel:

August C. Meyer, *president*.
 Guy Main, *sales manager*.
 James Fielding, *production manager*.
 Fred Sorenson, *news director*.
 Bob Myers, *chief engineer*.

DIGEST OF RATE CARD NO. 2 † (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$155.00	\$112.50	\$100.00	\$45.00
Class B—6-7 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat. & Sun.						
330.00	200.00	132.00	112.50	82.50	70.00	32.50
Class C—All other times.						
200.00	120.00	80.00	70.00	55.00	50.00	20.00

† Film rates only.

WBBM-TV Chicago (Ch. 2)

Licensee: Columbia Broadcasting System Inc., 410 N. Michigan Ave.
 Studio: 190 N. State St. Transmitter: American National Bank Building.
 Telephone: Whitehall 4-6000.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 657-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level, lat. 41° 52' 58", long. 87° 37' 55".

Network Service: CBS.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS). FM Affiliate: WBBM-FM, 10.5-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XKB); Sept. 6, 1946 (as WBKB); sold to present owner Feb. 9, 1953 (*Television Digest*, Vol. 9:7).

Represented (sales) by CBS-TV Spot Sales.

Personnel:

H. Leslie Atlask, *v.p. and general manager*.
 E. H. Shomo, *asst. general manager*.
 George Arkedis, *sales manager*.
 Robert Reisinger, *sales service manager*.
 William Ryan, *program director*.
 C. W. Doebler, *station promotion director*.
 Ed Sheaffer, *director of continuity*.
 Don Dillion, *production manager*.
 Vann Cominos, *film director*.
 William G. Garry, *news director*.
 Virginia Renaud, *director of education*.
 Joseph Novy, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class A (Group I)—6:30-10 p.m., daily.					
\$3000.00	\$1800.00	\$1200.00	\$900.00	\$625.00*	\$300.00*
Class A (Group II)—10-10:30 p.m., daily; 5:30-6:30 p.m., Sun.					
2250.00	1350.00	900.00	675.00	425.00*	200.00*
Class B—5:30-6:30 p.m., Mon.-Fri.					
1600.00	960.00	640.00	480.00	250.00†	112.50†
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; 5-6:30 p.m., Sat.; 1-5:30 p.m., Sun.; 10:30-11 p.m. daily.					
1400.00	840.00	560.00	420.00	200.00†	80.00†
Class D—9 a.m.-5 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-midnight, daily.					
850.00	510.00	340.00	255.00	150.00†	75.00†
Class E—Sign-on-9 a.m., Mon.-Sat.; midnight-sign-off, daily.					
650.00	390.00	260.00	195.00

* Class A Announcements are subdivided into Group I—6:59-10 p.m., daily. Group II—6:29-6:59 p.m., 10-10:30 p.m., daily.

† Class B (4:59-6:29 p.m., Mon.-Sat.; 12:59-6:29 p.m., Sun. 10:30-11 p.m., daily). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.; 11 p.m.-midnight, daily). Class D (Sign-on-8:59 a.m., Mon.-Sat.; midnight-sign-off daily).

WBKB Chicago (Ch. 7)

Licensee: American Broadcasting Co., 20 N. Wacker Dr.
 Studio and Transmitter: Opera Bldg.

Telephone: Andover 3-0800.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 200-kw visual power, 100 kw aural. Antenna: 660-ft. above av. terrain, 670-ft. above ground, 1270-ft. above sea level, lat. 41° 52' 57.4", long. 87° 38' 15". CP for 316-kw visual, 158-kw aural, 630-ft. above av. terrain, 658-ft. above ground, 1258-ft. above sea level.

Network Service: ABC.

AM Affiliate: WLS, 50-kw, 890-kc (ABC), 60% owned by Agriculture Bestg. Co. (Prairie Farmer Publishing Co.); 40% by ABC.

FM Affiliate: WENR-FM, 14.5-kw, 94.7 mc (No. 234), 580-ft.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 17, 1948 (as WENR-TV).

Represented (sales) by Blair TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sterling C. Quinlan, *v.p. & general manager*.
 James W. Beach, *sales manager*.
 Clar W. Heider, *national spot sales manager*.
 Dan Schuffman, *program manager*.
 John F. Fitzpatrick, *production manager*.
 Ralph Andrews, *film director*.
 M. E. Vieracker, *treasurer*.
 Stewart Robinson, *asst. treasurer*.
 Con O'Dea, *news director*.
 Elliott Henry, *publicity director*.
 William F. Kusack, *director of engineering*.

DIGEST OF RATE CARD NO. 7 (April 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$1650.00	\$990.00	\$660.00	\$577.50	\$412.50	\$350.00	\$160.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11 p.m., Sun.						
1237.50	742.50	495.00	433.00	309.00	200.00	75.00
Class C—All other times.						
825.00	495.00	330.00	288.75	206.25	150.00	50.00

WGN-TV
Chicago
(Ch. 9)

Licensee: WGN Inc., 441 N. Michigan Ave.
Studio and Transmitter: 441 N. Michigan Ave.
Telephone: Superior 7-0100.

Technical Facilities: Channel No. 9 (186-192 mc). Operating under special temporary authorization with 120-kw visual power, 60-kw aural. Antenna: 585-ft. above av. terrain, 610-ft. above ground, 1205-ft. above sea level, lat. 41° 53' 25", long. 87° 37' 25". CP for 316-kw visual, 158-kw aural, 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level, lat. 41° 53' 05", long. 87° 37' 23"; transmitter to 130 E. Randolph Dr.

Network Service: Du Mont.

AM Affiliate: WGN, 50-kw, 720 kc (MBS).

Ownership: Tribune Co., 100%, publisher of *Chicago Tribune*; Robert R. McCormick, pres., interlocking ownership with WPIX (*New York News*).

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 441 N. Michigan Ave., Chicago. Eastern sales office: 220 E. 42nd St., New York. Station representative: George P. Hollingbery Co.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Frank P. Schrelber, *general manager*.
Robert Hibbard, *asst. to manager*.
Theodore Weber, *sales director*.
Ben H. Berentson, *eastern sales manager*.
J. E. Faraghan, *program director*.
Elizabeth Bain, *film director*.
Charles A. Wilson, *sales promotion manager*.
Donald A. Getz, *sales service representative*.
George Petterson, *director of operations*.
Spencer Allen, *news director*.
Jim Hanlon, *publicity director*.
Carl J. Meyers, *director of engineering*.

DIGEST OF RATE CARD NO. 14
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-11 p.m., dally.					
\$1500.00	\$900.00	\$600.00	\$500.00	\$375.00	\$310.00*

Illinois

Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.					
1125.00	675.00	450.00	375.00	281.25	135.00**
Class C—Sign-on to 5 p.m., Sun.; sign-on to 6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.					
750.00	450.00	300.00	250.00	187.50

* Class I—5-11 p.m., Sat. & Sun.; 6-11 p.m., Mon.-Fri.
** Class II—All other hours not in Class I.

WNBQ
Chicago
(Ch. 5)

Licensee: National Broadcasting Co. Inc., Merchandise Mart.
Studio: Merchandise Mart. Transmitter: Kemper Insurance Bldg.
Telephone: Superior 7-8300.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 748-ft. above av. terrain, 745-ft. above ground, 1346-ft. above sea level, lat. 41° 52' 57.4", long. 87° 38' 15".

Network Service: NBC.

AM Affiliate: WMAQ, 50-kw, 670 kc (NBC). FM Affiliate: WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.

Ownership: See WRCA-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

Jules Herbuveaux, *general manager*.
Henry Sjogren, *assistant general manager*.
Charles V. Dresser, *director of sales*.
Floyd E. Beaton, *sales manager*.
John M. Keys, *advertising & promotion manager*.
Chet Campbell, *manager press department*.
George Heinemann, *program manager*.
William Ray, *news director*.
John Whalley, *operations director*.
Richard D. Johnson, *production manager*.
Neil Murphy, *controller*.
Howard Luttgens, *engineer-in-charge*.

(Continued on page 101)

WGN-TV MERCHANDISING—A BIG PLUS!

Double Sales Impact on WGN-TV in Chicago

Qualifying advertisers buying \$450 per week for 13 weeks in Class 2 announcements may choose from four great merchandising plans—

You pay no program charges! All announcements interior to programs or at station breaks from sign-on to 5:00 P.M. are the same rate on WGN-TV!

- A & P SUPERMARKET MERCHANDISING
- JEWEL SUPERMARKET MERCHANDISING
- FEATURE FOODS MERCHANDISING
- HOME ARTS GUILD MERCHANDISING

Contact your WGN-TV representative for further details

WGN-TV • Channel 9 • Chicago

Why is a trade paper like a television station?

Whether it's a television station, a radio station, or a trade publication they have this in common—they're all advertising vehicles in business to deliver selling messages to a *logical* audience.

The logical trade paper audience for you (if you're a radio or tv station) is the national timebuyer, the account executive, the ad manager, the man on the agency plans board. In short, advertiser and agency decision-makers.

If you can find a trade paper that guarantees regular and thorough readership by important decision-makers you've got that essential ingredient for advertising success—an advertising medium that's right for you.

One of the toughest jobs in advertising is finding the right vehicle. The advertising woods are full of wrecked campaigns that lacked only the right station or the right magazine to keep them on the road.

Trade papers come in all shapes, sizes, and abilities. They come in varied ability to deliver the right audience. Broadcast publications are no exceptions. How does SPONSOR rate as an advertising vehicle?

Answer: if you're a radio or television station it rates *number one*. SPONSOR led all broadcast publications in a large-scale study of agency/advertiser trade paper reading habits conducted by a leading radio and television firm. SPONSOR was number one among broadcast trade publications in every segment of this study, was 20% ahead of publication "B" in regular readership and 25% ahead in total readership.

A survey of top agency timebuyers made by an eastern agency showed SPONSOR the *most read, most preferred* publication. SPONSOR's own continuing study (July 1954) is soon to be released. This compares 1953 readership findings with 1954 and gives valid clues to the growth of the broadcast trade publications. Some of the summary findings are charted here.

1953-54 COMPARISONS OF BROADCAST TRADE PAPER READERSHIP*

Publication	"I read"		"I read regularly"		"I read thoroughly"	
	1953	1954	1953	1954	1953	1954
SPONSOR	86%	86%	63%	68%	32%	42%
BROADCASTING	68%	77%	68%	58%	39%	31%
TELEVISION	53%	73%	56%	45%	20%	24%
VARIETY	55%	51%	52%	44%	29%	27%
RADIO DAILY	40%	40%	62%	43%	35%	32%
BILLBOARD	47%	44%	31%	22%	8%	16%

Base: Total Readership

*1953 survey by CORE, 1954 survey by Alan C. Russell Marketing Research. Only agencies and advertisers surveyed; only broadcast publications at least one year old at time of survey included; only Standard Advertising Register and National Register Agency List used as sources; 1100 questionnaires mailed and 245 returned.

S SPONSOR would like to tell you, in businesslike terms, what trade-paper advertising can do for you. Interested? **use**

SPONSOR the magazine radio and tv advertisers

CHICAGO: WNEQ—(Continued)
DIGEST OF RATE CARD NO. 8A
 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$3300.00	\$1980.00	\$1320.00	\$1155.00	\$825.00	\$600.00	\$275.00
Class A—10-10:30 p.m., daily.						
2500.00	1500.00	1000.00	875.00	625.00	400.00	160.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily.						
1900.00	1140.00	760.00	665.00	475.00	225.00	90.00
Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-6:30 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily.						
1650.00	990.00	660.00	577.50	412.50	200.00	75.00
Class D—All other times.						
900.00	540.00	360.00	315.00	225.00

* Class AA—7-10:15 p.m., daily. Class A—6:30-7 p.m., 10:15-10:30 p.m., daily. Class B—5-6:30 p.m., 10:30-10:59 p.m., daily. Class C—All other times. Network time: Class A—6:30-9:30 p.m., Mon.-Fri.; 5-9:30 p.m., Sat. & Sun. Class B—2-5 p.m., Sat. & Sun. Class C—9 a.m.-noon, daily; 2-5 p.m., Mon.-Fri.

WDAN-TV
Danville

(Ch. 24)

Grantee (STA): Northwestern Publishing Co., 1500 N. Washington Ave.

Studio & Transmitter: 1500 N. Washington Ave.

Telephone: 1700.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 19.1-kw visual, 9.55-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, lat. 40° 08' 58", long. 87° 37' 35". CP for 13.2-kw visual, 7.24-kw aural using 0.6° beam tilt.

Network Service: ABC.

AM Affiliate: WDAN, .25-kw 1490 kc (CBS).

Ownership: Northwestern Publishing Co., publisher of *Danville Commercial-News*, is owned by Gannett Co. Inc. For other Gannett holdings, see WHEC-TV, Rochester, N.Y.

Began Operation: Dec. 13, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

Robert J. Burow, *general manager*.
 Max Shaffer, *station manager*.
 John Eekert, *sales director*.
 Honore Ronan, *program director*.
 Bill Dorn, *production director*.
 Max Shaffer, *news director*.
 Orville Neely, *chief engineer*.

DIGEST OF RATE CARD NO. 1
 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:00 p.m., Mon.-Sat.; 1-10 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$42.00	\$25.00	\$12.00
Class B—All other times.						
90.00	54.00	36.00	30.00	25.00	15.00	10.00

WTVP
Decatur

(Ch. 17)

Grantee (STA): Prairie Television Co., Box 108.

Studio and Transmitter: South Side Dr.

Telephone: 8-4304.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 174-kw visual, 93.3-kw aural. Antenna: 545-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level, lat. 39° 49' 28", long. 88° 58' 03".

Network Service: ABC, DuMont.

AM Affiliate: None.

Ownership: W. L. Shellabarger, pres. & treas., 68.75%; Gladys L. Burns, 7.5%; David S. Shellabarger, v.p., 1.25%; John A. Wagner, director, 2.5%; Dr. Arthur O. Simon, 3%, and 8 others, none owning over 2.5%.

Began Operation: Aug. 4, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Walter F. Kean.

Personnel:

W. L. Shellabarger, *president & acting general manager*.
 Robert G. Wright, *program director*.
 Robert Shade, *news director*.
 Dean Bafford, *promotion director*.
 Hubert F. Abfalter, *chief engineer*.

DIGEST OF RATE CARD NO. 3
 (Oct. 15, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sun.							
\$300.00	\$240.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00

Illinois

Class B—4-6 p.m., Mon.-Sun.	225.00	180.00	135.00	90.00	79.00	67.50	45.00	22.50
Class C—All other times.								
180.00	144.00	108.00	72.00	63.00	54.00	36.00	18.00	

WSIL-TV
Harrisburg
 (Ch. 22)

Grantee (STA): Turner-Farrar Assn., 21 W. Poplar St.

Studio & Transmitter: 21 W. Poplar St.

Telephone: 373.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 14.12-kw visual, 7.06-kw aural. Antenna: 520-ft. above av. terrain, 549-ft. above ground, 947-ft. above sea level, lat. 37° 44' 20", long. 88° 32' 25".

Network Service: ABC.

Ownership: Oscar L. Turner, pres., 25%; O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 20%; Harry R. Horning, 5%. This partnership also operates Southern Ill. theatre chain.

Began Operation: Dec. 6, 1953.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Oscar L. Turner, *president & manager*.
 Jim Bolen, *program director*.
 Charles Gilliam, *chief engineer*.

DIGEST OF RATE CARD NO. 2 †
 (Dec. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.								
\$150.00	\$100.00	\$80.00	\$50.00	\$45.00	\$40.00	\$30.00	\$25.00	\$15.00
Class B—All other times.								
105.00	70.00	56.00	35.00	31.00	28.00	21.00	17.50	10.50

† Film rates only.

WEEK-TV
Peoria

(Ch. 43)

Grantee (STA): West Central Broadcasting Co., Commercial National Bank Bldg.

Studio and Transmitter: 2907 Springfield Rd., E. Peoria.

Telephone: 3-3688.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 175-kw visual, 85-kw aural. Antenna: 550-ft. above av. terrain, 432-ft. above ground, 1161-ft. above sea level, lat. 40° 37' 42", long. 89° 32' 57".

Network Service: NBC.

AM Affiliate: WEEK. 1-kw, 1350 kc (NBC).

Ownership: Sen. Robert S. Kerr (D-Okla.), 50.61%; Mrs. Grayce B. Kerr, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla.

Began Operation: Jan. 29, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Plerson & Ball.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Fred C. Mueller, *general manager*.
 Wm. J. Flynn, *sales manager*.
 Robert Johnson, *program director*.
 Wayne Lovely, *chief engineer*.
 F. R. Oakley, *publicity & promotion manager*.
 Robert F. Stockdale III, *business manager*.
 Bob Arthur, *news director*.
 F. D. "Chiek" Hearn, *sports director*.
 John Jennings, *film editor*.

DIGEST OF RATE CARD NO. 2
 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m. Sun.					
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:30-11 p.m., daily.					
360.00	180.00	120.00	105.00	75.00	60.00
Class C—Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.					
200.00	120.00	80.00	70.00	50.00	40.00

WTVH-TV

Peoria

(Ch. 19)

Grantee (STA): Peoria Journal Star, Peoria, Ill.
 Studio and Transmitter: Stewart & Leonard Sts., Creve Coeur, Ill.
 Telephone: 6-5561.
Technical Facilities: Channel No. 19 (500-506 mc). Operating under special temporary authorization with 12.5-kw visual, 5.76-kw aural. Authorized power: 243-kw maximum and 214-kw horizontal visual, 131-kw maximum and 115-kw horizontal aural. Antenna: 290-ft. above av. terrain, 240-ft. above ground, 932-ft. above sea level, lat. 40° 39' 13", long. 89° 35' 15".

Network Service: CBS, ABC, DuMont.
Ownership: Peoria Journal Star, 91.66%; Harold C. Yeager, 5.6%; G. Abel Anderson, 2.8%. Journal Star officers: Carl P. Slane, pres., 37.5% (of which 26.5% is in trust for Mrs. Slane); Henry P. Slane, exec. v.p.; L. A. Welch, trust; W. L. Rutherford, secy. Elizabeth P. Talbott, sister of Mrs. Slane, 26.5% (in trust).
Began Operation: Aug. 20, 1953. Sale to present majority owners by Hugh R. Norman group approved by FCC April 28, 1954 (*Television Digest*, Vol. 10:13, 15, 18).

Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by Cohn & Marks.

Personnel:
 Henry P. Slane, *president*.
 Edward G. Smith, *general manager*.
 Robert L. Jawer, *asst. general manager & sales manager*.
 John Leslie, *national sales manager*.
 Morton Cantor, *promotion manager*.
 Robert G. Holben, *program manager & film buyer*.
 Wallace Wurz, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—4:30-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:30-11 p.m., daily.						
262.50	157.50	105.00	91.85	65.60	52.50	26.25
Class C—Sign-on-4:30 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

WGEM-TV

Quincy

(Ch. 10)

Grantee (STA): Quincy Bcstg. Co., Hotel Quincy.
 Studio: Hotel Quincy. Transmitter: North Columbus Rd., 7-mi. W of Franklin School.
 Telephone: Baldwin 2-6840.
Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 50.2-kw visual, 25.4-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 783-ft. above av. terrain, 673-ft. above ground, 1433-ft. above sea level, lat. 39° 57' 03", long. 91° 19' 54".

Network Service: NBC, ABC.
AM Affiliate: WGEM, 1-kw, 1440 kc (ABC). **FM Affiliate:** WGEM-FM, 8.9-kw, 105.1 mc (No. 286), 680-ft. antenna height.
Ownership: Quincy Newspapers Inc., publisher of *Quincy Herald-Whig*, 70.3%; T. C. Oakley, pres., 1%; Joseph S. Bonansinga, v.p.-treas., 5%; John T. Reardon, secy., 1%; Arthur O. Lindsay, director, 1%; Lawrence J. Fischer, director, 1%; Donald S. Gardiner, 8.5%; Clarence H. Quest, 7%; Anita C. Lavery, 5%; 6 others, none owns over 1%. Mr. Lindsay is president of Quincy Newspapers Inc.

Began Operation: Aug. 27, 1953.
 Represented (sales) by Avery-Knodel Inc.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
 Joseph S. Bonansinga, *v.p.-treasurer & general manager*.
 James Muse, *commercial manager*.
 Ted Austin, *production & program director*.
 Mike Olds, *promotion manager*.
 Frank Laughlin, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—5:59-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.; 10:31-11 p.m., daily.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.							
100.00	60.00	40.00	35.00	25.00	20.00	10.00

WREX-TV

Rockford

(Ch. 13)

Grantee (STA): Greater Rockford Television Inc., Auburn & Winnebago Rds.
 Studio & Transmitter: Auburn & Winnebago Rds.
 Telephone: 8-1813.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level, lat. 42° 17' 50", long. 89° 14' 24".

Network Service: CBS, ABC.
Ownership: Rockford Bcstrs. Inc. (WROK), 10%; Louis E. Caster, pres., 7%; Swan Hillman, treas., 7%; Stanley H. Guyer, secy., 6%; Bruce Gran, 32.57%; more than 30 others, none holding more than 4.3%. L. F. Gran (father of Bruce) owns 12% of WTVW Milwaukee. (Sale to Hearst Corp. pending FCC approval; *Television Digest*, Vol. 11:2.) *Rockford Star* and *Register* public owns WROK.

Began Operation: Sept. 18, 1953.
 Represented (sales) by H-R Television Inc.
 Represented (legal) by Cohn & Marks.
 Represented (engineering) by Weldon & Carr.

Personnel:
 J. Michael Baisch, *general manager*.
 Al Bilardello, *local sales manager*.
 Jack Mazzie, *program director*.
 Rod MacDonald, *production manager*.
 Grace Kuehn, *traffic manager*.
 Howard Elliott, *chief engineer*.
 Robert Pofelski, *studio technical supervisor*.
 Charles Olson, *promotion manager*.
 George Raubacher, *sports director*.
 Donna Mazzie, *film manager*.

DIGEST OF RATE CARD NO. 2

(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$40.00
Class B—4-6 p.m., Mon.-Sat.; noon-2 p.m., Sun.; noon-4 p.m., Sat.; 10:30 p.m.-midnight, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class C—Sign-on-4 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00

WTVO

Rockford

(Ch. 39)

Grantee (STA): Winnebago Television Corp., Meridian Rd.
 Studio & Transmitter: Meridian Rd.
 Telephone: 3-5413.
Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 19.6-kw visual, 9.8-kw aural. Antenna: 650-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level, lat. 42° 17' 14", long. 89° 10' 16".

Network Service: DuMont, NBC.
AM-FM Affiliates: None.
Ownership: H. & E. Balaban Corp., 50%; Dubinsky Brothers Theatre Corp., 50%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v. p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. H. & E. Balaban Corp. also owns 34% of WICS, Springfield, Ill. (Ch. 20).

Began Operation: April 29, 1953.
 Represented (sales) by Weed Television Corp.
 Represented (legal) by Krooth & Altman.
 Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:
 Harold Froelich, *manager*.
 John W. Keim, *production manager*.
 Herbert Eckstein, *chief engineer*.
 Carl P. Stemler, *film director*.

DIGEST OF RATE CARD NO. 3

(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6:30 p.m., Sat.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

WHBF-TV Rock Island

(Ch. 4)

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio and Transmitter: Telco Bldg.

Telephone: 6-5441.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 493-ft. above ground, 1063-ft. above sea level, lat. 41° 30' 36", long. 90° 34' 28".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS). FM Affiliate: WHBF-FM, 37-kw, 98.9 mc (No. 255), 380-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v. p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of *Rock Island Argus*); Estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%.

Began Operation: July 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Ben H. Potter, *president and treasurer*.
Leslie C. Johnson, *v.p. and general manager*.
Maurice Corken, *asst. general manager*.
Ted Arnold, *sales manager*.
Forest W. Cooke, *program & production manager*.
Fern Hawks, *publicity and promotion*.
William Ellison, *news director*.
Paul Liggitt, *special events director*.
Joe Grear, *film manager*.
Robert J. Sinnett, *chief engineer*.
Jerry Keefe, *asst. chief engineer*.
Jim Booth, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 7 † (Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

† Film rates only.

WICS Springfield

(Ch. 20)

Grantee (STA): Plains Television Corp., 523 E. Capitol Ave.

Studio: 523 E. Capitol Ave. Transmitter: 3000 S. 4th St.

Telephone: 8-0465.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 17.4-kw visual, 9.33-kw aural. Antenna: 430-ft. above av. terrain, 430-ft. above ground, 1037-ft. above sea level, lat. 39° 45' 36", long. 89° 39' 05".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WCVS, .25-kw, 1450 kc (ABC, MBS).

Ownership: Transcontinental Properties Inc., 34%; H. & E. Balaban Corp. (theatres), 34%; WCVS Inc. (licensee of WCVS, Springfield), 32%. Herbert Scheffel and Alfred G. Burger (theatres) each owns 26.68% of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. Harold L. Dewing and L. G. Pefferle each owns 49% of WCVS. WICS officers: L. G. Pefferle, pres.; Elmer Balaban, v.p.; Alfred G. Burger, v.p.; H. L. Dewing, v.p.; Harry Balaban, secy.; Herbert Scheffel, treas.

Began Operation: Sept. 17, 1953.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Balley Inc.

Personnel:

Milton D. Friedland, *general manager*.
Warren King, *local commercial manager*.
Bazil O'Hagan, *chief engineer*.
Jerrold P. Merritt, *asst. chief engineer*.
Harold Hoskins, *program manager*.
Robert Steffan, *production manager*.
James M. Henneberry, *sales promotion director*.
William Shaw, *film director*.

(Continued on next page)



ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

THE QUAD-CITIES

are among the

"FIRST 100" MARKETS

according to Sales Management's 1954 Survey of
Buying Power for 165 Standard Metropolitan Areas

84th IN POPULATION

75th IN RETAIL SALES

81st IN FOOD SALES

70th IN DRUG SALES

67th IN AUTO SALES

Two ingredients for successful sales are present for you in the Quad-Cities — a good market and a good media to reach that market.

The Quad-Cities are firmly placed as one of the leading 100 markets in the country. WHBF-TV is in a favored position to deliver this market to you. Through 25 years this station has grown to be the Quad-Cities favorite in both radio and TV.

WHBF-TV

BASIC CBS FOR THE QUAD-CITIES

Telco Building, Rock Island, Illinois

National Representatives—Avery-Knodel, Inc.

Illinois - Indiana

SPRINGFIELD: WICS—(Continued)

DIGEST OF RATE CARD NO. 1
(Sept. 15, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$54.00	\$40.00	\$20.00
Class B—1-6 p.m., Mon.-Sat.; 11 p.m.-sign off, daily.								
150.00	120.00	90.00	75.00	60.00	52.50	40.50	30.00	15.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	27.00	20.00	10.00

INDIANA

WTTV

Bloomington-Indianapolis

(Ch. 4)

Grantee (STA): Sarkes Tarzian Inc., 535 S. Walnut St.

Studio: E. Hillside Drive. Transmitter: 3-mi. SE of Cloverdale, Ind.

Business Office: Essex House, Indianapolis.

Telephones: 2-1407, Bloomington; Melrose 5-8656, Indianapolis.

Technical Facilities: Channel No. 4 (66-72 mc.). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 953-ft. above ground, 1803-ft. above sea level, lat. 39° 28' 28", long. 86° 45' 40". CP for 996-ft. above av. terrain, 973-ft. above ground, 1800-ft. above sea level.

Network Service: NBC, CBS, DuMont.

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kc.

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verace Tarzian, director; Thomas Tarzian, 15½%; Patricia Tarzian, 15½%. Firm also manufactures TV-radio parts & tubes.

Began Operation: Nov. 11, 1949.

Represented (sales) by Meeker TV Inc.

Represented (legal) by A. L. Stein.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sarkes Tarzian, *president*.
Robert Lemon, *general manager*.
Norman Cisna, *asst. manager and sales director*.
Keith Wilson, *merchandising director*.
Robert Petranoff, *program manager*.
Jerry Danziger, *production manager*.
David Lewis, *director of news*.
Warren Perney, *film director*.
Susan Bartlett, *traffic director*.
Carl Onker, *chief engineer*.

DIGEST OF RATE CARD NO. 6
(April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-10 p.m., daily.					
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00
Class B—6-7 p.m., 10-11 p.m., daily.					
600.00	360.00	240.00	210.00	150.00	120.00
Class C—4:30-6 p.m., daily.					
450.00	270.00	180.00	150.00	110.00	90.00
Class D—Sign on-4:30 p.m., 11 p.m.-sign off, daily.					
300.00	180.00	120.00	100.00	75.00	60.00

WSJV Elkhart

(Ch. 52)

Grantee (STA): Truth Publishing Co. Inc., 416 S. 2nd St.

Studio & Transmitter: Mishawaka & Oakland Rds.

Telephone: 2-1518.

Technical Facilities: Channel No. 52 (698-704 mc.). Authorized power: 266-kw visual, 115-kw aural. Antenna: 410-ft. above av. terrain, 445-ft. above ground, 1225-ft. above sea level, lat. 41° 39' 06", long. 85° 59' 01".

Network Service: ABC, NBC, DuMont.

AM Affiliate: WTRC, .25-kw, 1340 kc (NBC). FM Affiliate: WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 350-ft. antenna height.

Ownership: John F. Dille Jr., pres., 35.5%; Carl D. Greenleaf, v.p., 14.42%; Walter R. Beardsley, v.p., 49.5% (for A. H. Beardsley trust); Charles W. Greenleaf, director, 5.75%. Carl & Walter Beardsley are officials of C. G. Conn Ltd. (band instruments); Mr. Beardsley is pres. of Miles Laboratories.

Began Operation: March 15, 1954.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

John F. Dille Jr., *president & general manager*.
John J. Keenan, *commercial manager*.
Edwin J. Lasko, *program manager*.
John Alves, *production manager*.
Arthur C. Whitaker Jr., *film director*.
Lester W. Zellmer, *chief engineer*.
R. J. Gillespie, *promotion director*.

DIGEST OF RATE CARD NO. 1 †
(Jan. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11:01 p.m., Mon.-Sat.; noon-11 p.m., Sun.							
\$250.00	\$150.00	\$125.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—All other times.							
187.50	112.50	93.75	75.00	65.60	46.90	37.50	18.75

† Film rates only.

WFIE Evansville

(Ch. 62)

Grantee (STA): Premier Television Inc., 1115 Mount Auburn Rd.

Studio & Transmitter: 1115 Mount Auburn Rd.

Telephone: 5-6201.

Technical Facilities: Channel No. 62 (758-764 mc.) Authorized power: 69.2-kw visual, 36.3-kw aural. Antenna: 550-ft. above av. terrain, 515-ft. above ground, 975-ft. above sea level, lat. 37° 59' 21", long. 87° 35' 37".

Network Service: NBC, ABC, DuMont.

Ownership: Grand-Carlton Corp. (theatres), 99.6%; Jesse D. Fine, pres., .1%; Isadore J. Fine, v.p., .1%; Oscar K. Fine, treas., .1%; Eugene P. Fine, secy., .1%. Jesse, Isadore & Oscar Fine own Grand-Carlton Corp.

Began Operation: Nov. 9, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Martin R. Williams, Indianapolis.

Personnel:

Ted Nelson, *general manager*.
Charles Carey, *program manager*.
Shaun Murphy, *sales manager*.
Fred Rollison, *news director*.
Isabel Thompson, *women's director*.
Harvey Shellito, *chief engineer*.

DIGEST OF RATE CARD NO. 4
(Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$85.00	\$65.00	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
187.50	112.50	75.00	56.25	37.50	28.13	14.07
Class C—All other times.						
125.00	75.00	50.00	42.50	32.50	25.00	12.50

WKJG-TV Fort Wayne

(Ch. 33)

Grantee (STA): Northeastern Indiana Bcstg. Co. Inc., 220 E. Jefferson St.

Studio: 220 E. Jefferson St. Transmitter: West State Blvd.

Telephone: Anthony 2295.

Technical Facilities: Channel No. 33 (584-590 mc.) Authorized power: 270-kw visual, 143-kw aural. Antenna: 775-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level, lat. 41° 05' 36", long. 85° 10' 28.47".

Network Service: NBC, DuMont.

AM Affiliate: WKJG, 5-kw, 1380 kc (MBS). FM Affiliate: WKJG-FM, 30-kw, 106.1 mc (No. 291), 310-ft. antenna height.

Ownership: Clarence L. Schust, pres., 28.5%; H. Leslie Popp, v.p. & treas., 28.5%; Edward G. Thoms, v.p. & secy., 18.8%; Walter L. Thoms, director, 18.8%; Earl Groth Jr., 4.8%; Herbert Willis, .6%.

Began Operation: Nov. 14, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Gautney & Jones.

Personnel:

Edward G. Thoms, *v.p. & general manager*.
Hilliard Gates, *asst. manager*.
Carleton B. Evans, *commercial manager*.
Calo O. Mahlock, *program manager*.
Paul Dawson, *continuity director*.
Eugene A. Chase, *chief engineer*.

(Continued on page 106)

WTTV

Reaching and Serving

The **GREAT HOOSIER HEARTLAND**

INDIANA

RETMA SET COUNT
OVER 600,000

Grade A Coverage
Indianapolis • Terre Haute

Grade B Pop. • 1,922,150
(SRDS—Consumer Markets)

NBC
television

For **INDIANAPOLIS • TERRE HAUTE • BLOOMINGTON**
and all the Hoosier Heartland

WTTV Channel **4** Owned and Operated by Sarkes Tarzian

Represented Nationally by MEEKER TV, Inc.
New York • Chicago • Los Angeles • San Francisco

Indiana

FORT WAYNE: WKJG-TV—(Continued)
DIGEST OF RATE CARD NO. 3 †
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6:30-11 p.m., Sat. & Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.						
262.50	157.50	105.00	91.90	65.65	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

† Film rates only.

WINT Waterloo (Ft. Wayne Area) (Ch. 15)

Grantee (STA): Tri-State Television Inc., 2105 Lincoln Tower, Ft. Wayne, Ind.

Studio: Waterloo, Ind.

Transmitter: 2.3 mi. SE of Auburn, Ind., on Cemetery Rd.

Telephone: Anthony 9468, Ft. Wayne.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 830-ft. above av. terrain, 853-ft. above ground, 1723-ft. above sea level, lat. 41° 20' 8.56", long. 85° 03' 15.74".

Network Service: CBS, ABC.

AM Affiliate: None.

Ownership: R. Morris Pierce, pres., 10%; Frederick C. Wolf, treas., 10%; E. J. Sklenicka, secy., 4%; Ralph G. Rehor, 6%; Wm. S. Hlavin, 8.3%; Jerry J. Smid, 8.3%; John F. Patt, 10%; Carl E. George, 8.3%; Worth Kramer, 4.2%; Sibley Moore, 4.2%; Mrs. Edith McNaughton Ford, 4.2%; Marion Smith, 4.2%; Leo Francl, 4.2%; Emil Jelneck, 4.2%; Elmer Krusell, 2.1%; Walberg L. Brown, 2.1%; Ralph Quay, 2.1%; Edwin Skoch, 2.1%; June Keachie, 4%. Mr. Patt is pres. of WJR, Detroit, which has CP for WJRT, Flint, Mich.

Began Operation: Sept. 8, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Ben B. Baylor Jr., v.p. & general manager.
Robert C. Currie Jr., program manager.
Ben K. West, promotion manager.
Charles T. Hickox, news director.
Charles Bloomquist, film director.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-5 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WFBM-TV Indianapolis (Ch. 6)

Licensee: Consolidated Television & Radio Bcstrs. Inc., 1330 N. Meridian St.

Studio: 1330 N. Meridian St. Transmitter: 79th St. & Township Rd. Telephone: Melrose 4-8521.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above ave. terrain, 1019-ft. above ground, 1849-ft. above sea level, lat. 39° 53' 59", long. 86° 12' 02".

Network Service: CBS, NBC, ABC.

AM Affiliate: WFBM, 5-kw, 1260 kc (CBS).

Ownership: H. M. Bitner, chairman of board, 25.4%; H. M. Bitner Jr., pres., 10%; Frank O. Sharp, v.p., .79%; William F. Kiley Jr., v.p., .99%; Melvin C. Green, secy.-treas., .20%; Evelyn H. Bitner, director, 10%; Jeanne E. Bitner, 4.94%; Evelyn H. Pearson, 10%; Ralph S. Euler, 5.33%; Dorothy Kapner, 4%. Same company is 95% owner of WOOD-TV & WOOD, Grand Rapids, Mich.; also owns radio stations WEOA, Evansville, Ind., and WFDF, Flint, Mich., and is TV applicant in Evansville.

Began Operation: May 30, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harry M. Bitner Jr., president.
William F. Kiley, v.p. & general manager.
Bernard W. Carney, promotion manager.
William Fall, program director.
Hugh L. Kibbey, sales-service.
Harold S. Holland, chief engineer.

DIGEST OF RATE CARD NO. 7 †—(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10:30 p.m., daily.							
\$960.00	\$576.00	\$480.00	\$384.00	\$336.00	\$240.00	\$180.00	\$90.00
Class A—6-7 p.m., 10:30-11 p.m., daily.							
720.00	432.00	360.00	288.00	252.00	180.00	144.00	72.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
500.00	300.00	250.00	200.00	175.00	125.00	100.00	50.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.							
360.00	216.00	180.00	144.00	126.00	90.00	72.00	36.00

† Film rates only.

WISH-TV Indianapolis (Ch. 8)

Grantee (STA): Universal Bcstg. Co. Inc., 1440 N. Meridian St.

Studio: 1440 N. Meridian St. Transmitter: Rawls Ave. & South Post Rd.

Telephone: Melrose 4-6411.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level, lat. 39° 45' 39", long. 86° 00' 21".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WISH, 5-kw (1-kw night), 1310 kc (ABC).

Ownership: Bruce McConnell, pres., 50.69%; Robert B. McConnell, 1st v.p., .09%; Stokes Gresham Jr., 2d v.p., .45%; Frank E. McKinney, treas., 10%; Earl H. Schmidt, secy., 7%; Joseph E. Cain, director, 6.72%; Samuel R. Sutpin, 6.56%; Dudley V. Sutpin, 6.56%; Butler U., .38%; P. R. Mallory Co. Inc., 9.78%; 4 others, none owns over 1%. Mr. Cain also votes stock held by Butler U. and Mallory Co. Also holds CP for WANE-TV, Ft. Wayne and operates WANE & WHBU, Anderson, both Indiana.

Began Operation: June 26, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

C. Bruce McConnell, president.
Robert B. McConnell, v.p. & general manager.
Robert F. Ohleyer, sales manager.
Steve Briggs, program manager.
Michael Ruppe, continuity.
Stokes Gresham Jr., chief engineer.
Robert Brockway, asst. chief engineer.

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00	\$80.00
Class A—6-6:30 p.m., Mon.-Fri.; 10-10:45 p.m., Mon.-Fri.; 10-11 p.m., Sat. & Sun.						
720.00	432.00	288.00	252.00	180.00	135.00	72.00
Class B—10:45-11 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
540.00	324.00	216.00	189.00	135.00	108.00	54.00
Class C—5-6 p.m., Mon.-Fri.						
414.00	250.50	165.50	145.00	103.50	81.00	40.50
Class D—Sign-on-5 p.m. & 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon & 11 p.m.-sign-off, daily.						
306.00	183.50	122.50	107.00	76.50	54.00	27.00

WFAM-TV Lafayette (Ch. 59)

Grantee (STA): WFAM Inc., McCarty Lane.

Studio and Transmitter: McCarty Lane.

Telephone: 2-4300.

Technical Facilities: Channel No. 59 (740-746 mc). Authorized power: 20-kw visual, 10.5-kw aural. Antenna: 372-ft. above av. terrain, 369-ft. above ground, 1019-ft. above sea level, lat. 40° 24' 08", long. 86° 15' 59".

Network Service: DuMont, CBS.

AM Affiliate: WASK, 25-kw, 1450 kc (MBS).

Ownership: O. E. Richardson, pres., 100%.

Began Operation: May 8, 1953.

Represented (sales) by William G. Rambeau Co.

(Continued on page 108)

More reasons
why WFBM-TV
is
"First in Indiana"

WFBM-TV
STATION B

COVERAGE

POPULATION, 1954 2,226,700
FAMILIES, 1954 695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

* Circles indicate contours as registered with the FCC.



WFBM-TV
INDIANAPOLIS

Represented Nationally by
The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint; WOOD AM
& TV, Grand Rapids

Indiana-Iowa

LAFAYETTE: WFAM-TV—(Continued)

Personnel:

O. E. Richardson, *president*.
Herbert E. Nelson, *manager*.
Richard Cochran, *chief engineer*.

DIGEST OF RATE CARD NO. 1 † (Jan. 20, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00

† Film rates only.

WLBC-TV

Muncie

(Ch. 49)

Grantee (STA): Tri-City Radio Corp., 420 Alden Rd., Box 271.

Studio and Transmitter: State Rd. No. 35, SE of Muncie.

Telephone: 4403.

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 1.1-kw visual, 7.59-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level, lat. 40° 09' 01", long. 85° 22' 45".

Network Service: CBS, DuMont, NBC, ABC.

AM Affiliate: WLBC, .25-kw, 1340 kc (CBS). FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Walker Representation Co. Inc.; Hal Holman Co. (Chicago).

Represented (legal) by John H. Midlen.

Represented (engineering) by George C. Davis.

Personnel:

W. F. Craig, *v.p. & commercial manager*.
Lee Allerton, *program director*.
Maurice Crain, *chief engineer*.
Geo. Lee Marks, *production manager*.
Bill Summers, *musical director*.

DIGEST OF RATE CARD NO. 2—(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.						
\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$45.00	\$22.50
Class B—5-6:30 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 11-12 p.m., daily.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

WSBT-TV

South Bend

(Ch. 34)

Grantee (STA): South Bend Tribune, 223 W. Colfax Ave.

Studio: Tribune Bldg. Transmitter: Ironwood Rd.

Telephone: Central 3-3141.

Technical Facilities: Channel 34 (590-596 mc). Authorized power: 204-kw visual, 122-kw aural. Antenna: 540-ft. above av. terrain, 479-ft. above ground, 1349-ft. above sea level, lat. 41° 37' 05.4", long. 86° 13' 09", using .4° electrical beam tilt.

Network Service: CBS, DuMont.

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

Ownership: South Bend Tribune Publishing Co., 100%, publisher of *South Bend Tribune*.

Began Operation: Dec. 22, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Neal B. Welch, *manager*.
Robert J. Drain, *program director*.
Walter A. Sweitzer, *film director*.
Arthur R. O'Neil, *chief engineer*.

DIGEST OF RATE CARD NO. 2 †—(Oct. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.							
\$300.00	\$240.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.							
225.00	180.00	135.00	90.00	79.00	56.25	45.00	22.50

† Film rates only.

WTHI-TV

Terre Haute

(Ch. 10)

Grantee (STA): Wabash Valley Bestg. Corp., 918 Ohio St.

Studio & Transmitter: 918 Ohio St.

Telephone: Crawford 9481.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 549-ft. above ground, 1049-ft. above sea level, lat. 39° 27' 54", long. 87° 24' 24".

Network Service: CBS, ABC, DuMont.

AM affiliate: WTHI, 1-kw, 1480 kc (CBS). FM Affiliate: WTHI-FM, 7.4-kw, 99.9 mc (No. 260), 331-ft. antenna height.

Ownership: Anton Hulman, Jr., pres., 81.65%; J. E. Cloutier, v.p.-treas., 13.35%; Henry P. Smith, 5%.

Began Operation: July 21, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by George C. Davis.

Personnel:

Anton Hulman Jr., *president*.
Joseph M. Higgins, *general manager*.
Ben Falber Jr., *director TV operations*.
Pat Murphy, *technical director*.
Louis Froeb, *commercial director*.
Don Petit, *chief engineer*.
Russ Arnold, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 1—(June 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$135.00	\$120.00	\$80.00
Class B—All other times.					
240.00	144.00	96.00	80.00	72.00	48.00

IOWA

WOI-TV

Ames — (Des Moines)

(Ch. 5)

Licensee: Iowa State College of Agriculture & Mechanic Arts.

Studio: Service Bldg. Transmitter: 4 miles SW of Ames.

Telephone: 2500.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level, lat. 41° 59' 20", long. 93° 41' 12".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WOI, 5-kw, 640 kc. FM Affiliate: WOI-FM, 15.86-kw, 90.1 mc (No. 211), 508-ft. antenna height.

Began Operation: Feb. 21, 1950.

Represented (sales) by Weed Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

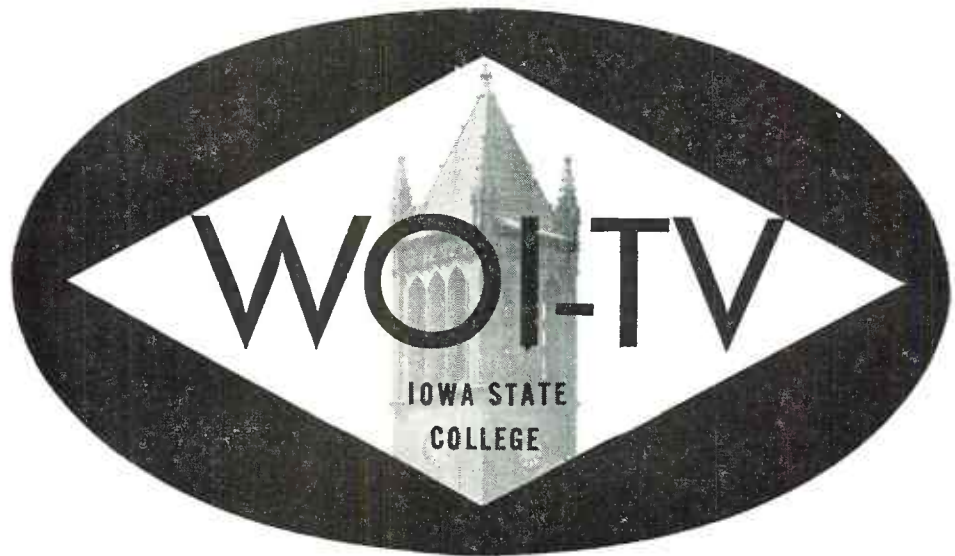
Personnel:

Dr. James Hilton, *president of Iowa State College*.
Richard B. Hull, *general manager of TV-radio operations*.
Merritt C. Ludwig, *assistant to general manager*.
Robert C. Mulhall, *operations manager*.
Chris Donaldson, *TV program manager & film director*.
George Halsey, *news director*.
Marguerite Theobald, *promotion manager*.
Joseph North, *TV training lab supervisor*.
Keith Ketcham, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:29 p.m., Mon.-Fri.; 4:59-10:29 p.m., Sat. & Sun.							
\$500.00	\$300.00	\$250.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 10:29-11 p.m., daily; 12:59-4:59 p.m., Sat. & Sun.							
375.00	225.00	187.50	150.00	112.50	93.75	75.00	37.50
Class C—11:59 a.m.-4:59 p.m., Mon.-Fri.; 11:59 a.m.-12:59 p.m., Sat. & Sun.							
275.00	165.00	137.50	110.00	96.25	68.75	55.00	27.50
Class D—Sign-on-11:59 a.m., 11 p.m.-sign-off, daily.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

FULL-SCALE NETWORK AND LOCAL PROGRAMMING.
 PROGRAM DEVELOPMENT.
 STUDENT TRAINING.
 AUDIENCE RESEARCH.
 KINESCOPE RECORDING AND PROCESSING.
 COMPLETE REMOTE FACILITIES.
 ENGINEERING RESEARCH.
 SPECIALIZED MERCHANDISING SERVICE.
 AP, UP, INS TELENEWS FACILITIES.
 LOCAL NEWS CORRESPONDENTS.
 CINEMATOGRAPHY.
 LOCAL FILM PROCESSING.
 CLIMATOLOGY DEPARTMENT.
 COMPLETE MIDWEST MARKET COVERAGE.
 ART SERVICES
 FULL-SCALE NETWORK AND LOCAL PROGRAMMING.
 PROGRAM DEVELOPMENT.
 STUDENT TRAINING.
 AUDIENCE RESEARCH.
 KINESCOPE RECORDING AND PROCESSING.
 COMPLETE REMOTE FACILITIES.
 ENGINEERING RESEARCH.
 SPECIALIZED MERCHANDISING SERVICE.
 AP, UP, INS TELENEWS FACILITIES.
 LOCAL NEWS CORRESPONDENTS.
 CINEMATOGRAPHY.
 LOCAL FILM PROCESSING.
 CLIMATOLOGY DEPARTMENT.
 COMPLETE MIDWEST MARKET COVERAGE.
 ART SERVICES
 FULL-SCALE NETWORK AND LOCAL PROGRAMMING.
 PROGRAM DEVELOPMENT.
 STUDENT TRAINING.
 AUDIENCE RESEARCH.
 KINESCOPE RECORDING AND PROCESSING.
 COMPLETE REMOTE FACILITIES.
 ENGINEERING RESEARCH.
 SPECIALIZED MERCHANDISING SERVICE.
 AP, UP, INS TELENEWS FACILITIES.
 LOCAL NEWS CORRESPONDENTS.
 CINEMATOGRAPHY.
 LOCAL FILM PROCESSING.
 CLIMATOLOGY DEPARTMENT.
 COMPLETE MIDWEST MARKET COVERAGE.
 ART SERVICES
 FULL-SCALE NETWORK AND LOCAL PROGRAMMING.
 PROGRAM DEVELOPMENT.
 STUDENT TRAINING.



CENTRAL IOWA'S

PIONEER TELECASTING SERVICE



MAXIMUM POWER
ON CHANNEL



ABC CBS
DUMONT



REPRESENTED BY WEED TELEVISION

KCRG-TV
(formerly **KCRI-TV**)
Cedar Rapids
(Ch. 9)

Grantee (STA): Cedar Rapids Television Co., 1st Ave. & 1st St. S.W.
Studio address: 1st Ave. & 1st St. S.W. Transmitter: 1.5-mi. NW of Robins, Ia.

Telephone: 4-4194.

Technical Facilities: Channel No. 9 (186-192 mc). Operating under special temporary authorization with 33-kw visual, 16.5-kw aural using 6-section antenna 353-ft. above ground. Authorized power: 210-kw visual, 105-kw aural. Antenna: 693-ft. above av. terrain, 674-ft. above ground, 1574-ft. above sea level, lat. 42° 05' 09", long. 91° 42' 09". CP for 316-kw visual, 158-kw aural, 1050-ft. above av. terrain, 1073-ft. above ground, 1913-ft. above sea level, lat. 42° 03' 18", long. 91° 41' 41"; transmitter to 2.5-mi. N of Cedar Rapids on State Hwy. 150.

Network Service: ABC, DuMont.

AM Affiliate: KCRG, 5-kw, 1600 kc (MBS).

Ownership: The Gazette Co. (*Cedar Rapids Gazette*), 100%; Joseph F. Hladky Jr., exec. v.p.

Began Operation: Oct. 15, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

- Wade S. Patterson, *general manager*.
- Ralph D. Willey, *program director*.
- Wade S. Patterson, *commercial manager*.
- Edna A. Herbst, *promotion & publicity director*.
- Jean Moe, *continuity director*.
- Joyce Ross, *film director*.
- Dick Yoakam, *news director*.
- Ed Hutchings, *director*.
- Robert Allard, *director*.
- Carl R. Rollert, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Feb. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5:30-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., 10-11 p.m., Sun.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

WMT-TV
Cedar Rapids
(Ch. 2)

Licensee: WMT-TV Inc., Barr Bldg., Washington 6, D.C.

Business Office: Paramount Theatre Bldg., Cedar Rapids.

Studio and Transmitter: 600 Old Marion Rd., NE.

Telephone: 40171.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 670-ft. above av. terrain, 703-ft. above ground, 1549-ft. above sea level, lat. 42° 01' 43", long. 91° 38' 27".

Network Service: CBS.

AM Affiliate: WMT, 5-kw, 600 kc (CBS).

Ownership: American Bcstg. Stations Inc. (Helen J. Mark, chairman), 51%; William B. Dolph, pres., 29%; William B. Quarton, v.p., 20%; Mr. Dolph owns 15% of KJBS, San Francisco, and Mrs. Mark owns 5%. KJBS owns 1/3 of KULA-TV, Honolulu and 22% of KGIL, San Fernando, Cal. American Bcstg. Stations owns 41.67% of KULA-TV; Wm. Quarton owns 5% of KULA-TV.

Began Operation: Sept. 24, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

- William B. Quarton, *v.p. & general manager*.
- Lew Van Nostrand, *sales manager*.
- Leo F. Cole, *business manager*.
- Douglas B. Grant, *TV operations director*.
- Don Badger, *promotion manager*.
- Dick Cheverton, *news director*.
- George P. Hixenbaugh, *chief engineer*.

DIGEST OF RATE CARD NO. 2 †—(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

† Film rates only.

WOC-TV
Davenport
(Ch. 6)

Licensee: Central Broadcasting Co., 805 Brady St.

Studio: 805 Brady St. Transmitter: Pleasant Valley.

Telephone: 3-3661.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 600-ft. above av. terrain, 625-ft. above ground, 1305-ft. above sea level, lat 41° 32' 54", long. 90° 28' 37".

Network Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kc (NBC). FM Affiliate: WOC-FM, 47-kw, 103.7 mc (No. 279), 355-ft.

Ownership: Owns WHO-TV & WHO, Des Moines, and 25% of May Bcstg. Co., operating radio station KMA, Shenandoah, Ia., and TV station KMTV, Omaha.

Began Operation: Oct. 31, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- B. J. Palmer, *president*.
- D. D. Palmer, *v.p. & treas.*
- Ralph Evans, *executive v.p.*
- Paul A. Loyet, *v.p.*
- William D. Wagner, *secy.*
- Ernest C. Sanders, *resident manager*.
- Fred Reed, *asst. resident manager & sales promotion manager*.
- Mark L. Wodlinger, *sales manager*.
- Raymond E. Guth, *program director*.
- Bob Frank, *news director*.
- Paul Arvidson, *chief engineer*.

DIGEST OF RATE CARD NO. 7 †
(May 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.							
\$700.00	\$560.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.							
600.00	480.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., 10-11 p.m., Mon.-Fri.; noon-6:30 p.m., 10-11 p.m., Sat. & Sun.							
400.00	320.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.							
200.00	160.00	120.00	80.00	70.00	50.00	40.00	20.00

† Film rates only.

WHO-TV
Des Moines
(Ch. 13)

Grantee (STA): Central Bcstg. Co., 1100 Walnut St.

Studio: 1100 Walnut St. Transmitter: 1 mi. S. of Mitchellville, on Polk-Jasper County line.

Telephone: 8-6511.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level, lat. 41° 39' 12", long. 93° 20' 56".

Network Service: NBC.

AM Affiliate: WHO, 50-kw, 1040 kc (NBC). FM Affiliate: WHO-FM, 24-kw, 100.3 mc (No. 262), 690-ft. antenna height.

Ownership: Col. B. J. Palmer, pres., 8.5%; D. D. Palmer, v.p. & treas., 58.4%; Ralph Evans, exec. v.p., 1.5%; Paul A. Loyet, v.p. & resident mgr., 2.7%; Wm. D. Wagner, secy., H. E. Hender, 2.51%; H. B. Chance, 2.51%; remainder in Palmer family trusts. Central Bcstg. also operates WOC-TV, Davenport, and owns 25% of KMTV, Omaha & KMA, Shenandoah, Ia.

Began Operation: April 15, 1954.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

(Continued on page 112)

You just want the FACTS!

IN case you think of Iowa as a farm state exclusively, and that Iowans are less interested in TV than big-city folks, study these figures from 1954 Iowa Radio and Television Audience Survey! (And remember that as of March, 1954, 59.6% of all homes in Iowa *had* television sets — one-fourth of which had been purchased less than six months previously!)

NUMBER OF HOURS AVERAGE TV SET OWNER SPENDS USING TV, WEEK DAYS

Weekdays, Averages:	TOTAL (Average Home)	AVERAGE Woman Over 18	AVERAGE Man Over 18
Urban	11.25 hrs.	4.41 hrs.	2.96 hrs.
Village	11.70 hrs.	5.03 hrs.	3.00 hrs.
Farm	13.20 hrs.	5.13 hrs.	3.64 hrs.

WHO-TV reaches 280,250 television sets in Central Iowa — owned by 566,300 city people, 545,100 rural people. Get all the facts from Free & Peters!



WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

Iowa

DES MOINES: WHO-TV—(Continued)

Personnel:

Paul A. Loyet, *v.p. & resident manager.*
 W. W. Woods, *asst. manager.*
 Harold W. Fulton, *sales manager.*
 Robert H. Harter, *regional sales manager.*
 William A. Venell, *local sales manager.*
 Jack Kerrigan, *program director.*
 Kenneth Gfeller, *production manager.*
 John Schweiker, *sales promotion manager.*
 Jack Shelley, *news bureau manager.*
 M. L. Nelsen, *managing editor.*
 Reed E. Snyder, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (March 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:29-10:31 p.m., Mon.-Sat.; 4:59-10:31 p.m., Sun.						
\$550.00	\$330.00	\$220.00	\$192.50	\$137.50	\$110.00	\$55.00
Class B—5:59-6:29 p.m., Mon.-Sat.; 10:31-11:01 p.m., daily; 11:59 a.m.-4:59 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—11:59 a.m.-5:59 p.m., Mon.-Sat.						
275.00	165.00	110.00	96.25	69.00	55.00	27.50
Class D—Sign on-11:59 a.m. & 11:01 p.m.-sign off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

KGTV Des Moines

(Ch. 17)

Grantee (STA): Rib Mt. Television Inc., 2d Ave & Hobson Dr.
 Studio & Transmitter: 2d Ave. & Hobson Dr.
 Telephone: 8-6751.

Technical Facilities: Channel No. 17 (488-494 mc). Operating under special temporary authorization with 22.1-kw visual, 19.4-kw aural. Authorized power: 162-kw visual, 87.1-kw aural. Antenna: 470-ft. above av. terrain, 492-ft. above ground, 1402-ft. above sea level, lat. 41° 40' 05", long. 93° 37' 05".

Network Service: ABC, CBS, DuMont.

Ownership: Central Bcstg. Co. 60% (WEAU-TV, Eau Claire, Wis.); Evening Telegram Co., publisher of *Superior* (Wis.) *Telegram*, 30%; W. C. Bridges, pres., 10%; Morgan Murphy, v.p.; Norman Postles, secy.-treas. Messrs. Bridges and Murphy also are officers and stockholders of Central Bcstg. Co. Mr. Murphy is pres. & 74.2% owner of Evening Telegram Co.

Began Operation: Nov. 14, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Scharfeld, Jones & Baron.

Personnel:

W. C. Bridges, *president.*
 Leo Howard, *general manager.*
 Thomas J. Kelly, *program director.*
 Walter Hariu, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$54.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.								
150.00	120.00	90.00	75.00	60.00	52.50	40.50	30.00	15.00
Class C—Noon-5 p.m., Mon.-Fri.								
100.00	80.00	60.00	50.00	40.00	35.00	27.00	20.00	10.00

KQTV Fort Dodge

(Ch. 21)

Grantee (STA): Northwest Television Co., 912 First Ave. S.

Studio & Transmitter: Television Square, Fort Dodge.

Telephone: Walnut 3761, 4031.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 18-kw visual, 11-kw aural. Antenna: 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level, lat. 42° 29' 16", long. 94° 12' 09". CP for 214-kw visual, 112-kw aural.

Network Service: NBC, DuMont.

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

Ownership: Edward Breen, pres., 20% (with wife); George Haire, v.p., 2%; Allen A. Loomis II, treas., 2%; L. V. Geer, secy., 2%; Northwest Bcstg. Co. (KVFD), 36.3%. Ownership interlocks with Northwest Bcstg. Co.

Began Operation: Nov. 2, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Edward Breen, *president & general manager.*
 Max Landes, *commercial manager.*
 Drexel Peterson, *program director.*
 David Sinclair, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$22.50	\$15.00
Class B—4:59-5:59 p.m., Mon.-Sat.; 10:30 p.m.-sign off, daily & Sun.						
100.00	60.00	40.00	35.00	25.00	12.00	8.00
Class C—All other times.						
75.00	45.00	30.00	26.25	18.75	12.00	6.00

KGLO-TV Mason City

(Ch. 3)

Grantee (STA): Lee Radio Inc., 2d & Pennsylvania Ave.

Studio: 2d & Pennsylvania Ave. Transmitter: Kensett, Ia., 15 mi. N. of Mason City.

Telephone: 2800.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level, lat. 43° 21' 25", long. 93° 12' 57".

Network Service: CBS, DuMont.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS). FM Affiliate: KGLO-FM 16-kw, 101.1 mc (No. 266), 230-ft. antenna height.

Ownership: Lee P. Loomis, pres., 9.28%; Herbert R. Ohrt, exec. v.p., 2.75%; Roger Sawyer, treas., 1.67%; Donald G. Harrer, secy., 1.67%; Ralph Norris estate (Elizabeth Norris, executrix), 16.67%; Elizabeth Norris, 13.25%; Laura Lee, 12%; James Powell, 5.833%; Mrs. James Powell, 5.1%; W. Earl Hall, 5%; Wanda Nell Eighmey, 4.6%; Henrietta Adler, 4.2%; and over 50 others, none owning over 2%. Mr. Loomis is publisher of *Mason City Globe-Gazette*. Ownership interlocks with KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill.

Began Operation: May 15, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Herbert R. Ohrt, *exec. v.p. & general manager.*
 Walter Rothschild, *national sales manager (Quincy headquarters)*
 Lloyd Loers, *local sales manager.*
 Bud Suter, *program manager.*
 Douglas F. Sherwin, *production manager.*
 Don Harrer, *promotion manager.*
 Roger Sawyer, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., daily.							
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$30.00	\$20.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; 10:31-11 p.m., daily.							
150.00	90.00	60.00	50.00	37.50	30.00	22.50	15.00
Class C—All other times.							
100.00	60.00	40.00	33.00	25.00	20.00	15.00	10.00

KTIV Sioux City

(Ch. 4)

Grantee (STA): KTIV Television Co., 10th & Grandview Blvd.

Studio: 10th & Grandview Blvd.

Transmitter: 1-mi. N. of 54th & North Rustin (Plymouth County).

Telephone: 8-0545.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 51.3-kw visual, 26-kw aural. Antenna: 770-ft. above av. terrain, 633-ft. above ground, 2046-ft. above sea level, lat. 42° 34' 27", long. 96° 22' 11".

Network Service: NBC, ABC, DuMont.

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC). FM Affiliate: KSCJ-FM, 11.6-kw, 94.9 mc (No. 235), 175-ft. antenna height.

Ownership: Dietrich Dirks group (Duane Kidder, Ryal Miller, Ben Knuth, Carleton Corbett, William Klinger, Ken Cotton, Burton Bridgens, Royal Rostenbach), 50%; Perkins Bros. Co. (KSCJ, also affiliated with Journal Tribune Publishing Co.), 50%. KTIV officers: Dietrich Dirks, pres.; Gene Flaherty (KSCJ), v.p.

Began Operation: Sept. 23, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

Dietrich Dirks, president & general manager. Gene Flaherty, v.p. L. L. McCurnin, sales director. Gordon E. Morehouse, regional sales director. Bill Lucas, program director. Max Schindler, production director. Ken Wayman, news director. Robert A. Wilson, sports director. Al Smith, chief engineer.

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

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 10 Sec. Rows include Class A (5:30-10:30 p.m., daily), Class B (5-6 p.m. & 10:30-signoff, Mon.-Sat.; 1-6:30 p.m. & 10:30 p.m.-signoff, Sun.), and Class C (All other times).

KVTV Sioux City (Ch. 9)

Grantee (STA): Cowles Broadcasting Co., 614 Plerce St. Studio: 614 Plerce St. Transmitter: 41st & Howard Sts. Telephone: 2-2711.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 197-kw visual, 57.5-kw aural. Antenna: 705-ft. above av. terrain, 500-ft. above ground, 1900-ft. above sea level, lat. 42° 32' 33", long. 96° 23' 34".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WNAX, Yankton, S. D., 5-kw, 570 kc (CBS).

Ownership: Register & Tribune Co., Des Moines, 100%, publisher of Des Moines Register & Tribune, Minneapolis Star & Tribune, Look Magazine. Cowles Bcstg. Co. officers: Gardner Cowles, pres.; John Cowles, chairman; Luther Hill, v. p.; James S. Milloy, v. p.; Robert Tincher, v. p.; Robert Dillon, v. p.; Carl T. Koestler, treas.; Vincent Starzinger, secy. Also operates KRNT, Des Moines, TV applicant.

Began Operation: March 29, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Robert R. Tincher, v.p. & general manager. Arthur J. Smith, resident manager. Donald D. Sullivan, director advertising. Norman Bacon, program director. Ben Roen, film director. Don Beedle, promotion manager. Clair Giles, business manager. Jack Iverson, transmitter supervisor. Charles Prohaska, studio supervisor.

DIGEST OF RATE CARD NO. 3† (Oct. 1, 1954)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 10 Sec. Rows include Class A (6:30-10:30 p.m., daily), Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.), and Class C (All other times).

† Film rates only.

KWWL-TV Waterloo (Ch. 7)

Grantee (STA): Black Hawk Bcstg. Co., Hotel Russell Lamson. Studio & Transmitter: Route 20, 8-mi. E of city limits. Telephone: Adams 4-4404.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 550-ft. above av. terrain, 674-ft. above ground, 1609-ft. above sea level, lat. 42° 29' 13", long. 92° 16' 18". CP for 191-kw visual, 95.5-kw aural, 550-ft. above av. terrain, 576-ft. above ground, 1496-ft. above sea level, lat. 42° 29' 56", long. 92° 15' 51"; transmitter to 1.2-mi. E of Waterloo on US 20.

Network Service: NBC, DuMont.

AM Affiliate: KWWL, 5-kw (1-kw night), 1330 kc (MBS).

Ownership: Ralph J. McElroy, pres., 50%; Donald M. Graham, v.p., 2%; E. Horslund, treas., 3%; Glenn B. Beers, secv., 1%; the following directors: Robert A. Buckmaster, 6%; C. K. Cropper, 3%; Robert H. Dunkelberg, 2%; Vivian Johnson, 2%; A. D. Donnell, 1%. The following stockholders do not hold office: William Bolster, 4%; Robert McCoy, 3% (2% as executor for Jackson R. McCoy estate); John G. Miller, 2%; R. A. Rath, 2%; Gene Thorne, 2%. There are 14 other stockholders, each owning 1% or less. Note: Purchase of KMMT and radio KAUS, Austin, Minn. pends FCC approval (Television Digest, Vol. 10:42).

Began Operation: Nov. 15, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Ralph J. McElroy, president & general manager. Donald E. Inman, director of sales. Chester T. Ehrman, dir. of programming & operations. Ed Falk, director of news. T. W. Kirksey, director of engineering. Virg Clark, director of promotion.

DIGEST OF RATE CARD NO. 4 (July 1, 1954)

Table with columns: Hour, 30 Min., 20 Min., 15 Min., 10 Min., 5 Min., 20 Sec., 10 Sec. Rows include Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.), Class B (5-30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-5 p.m., 10:30-11 p.m., Sun.), and Class C (All other times).

KANSAS

KCKT Great Bend (Ch. 2)

Grantee (STA): Central Kansas Television Co. Inc., Box 182.

Studio & Transmitter: U. S. Hwy. 281, 4-mi. N of city limits.

Telephone: 7868.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 2875-ft. above sea level, lat. 28° 25' 54", long. 98° 46' 24".

Network Service: NBC.

Ownership: E. C. Wedell, pres., 10%; C. L. Roberts, v.p., 7.92%; Les Ware, v.p., 30%; Roy Zimmer, secy., 2.38%; Delbert Williams, treas., 42%; Ralph R. Rinker, 5.95%; Vick E. Baum, 3.27%; Eugene Brack, 2.86%; Lloyd Spruill, 2.86%; over 50 others, none owns as much as 3%. Zimmer owns 6% and is treas. of Haas Flynn Theatres Inc.

Began Operation: November 15, 1954.

Represented (sales) by The Boiling Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Les Ware, v.p. & general manager. Otis Cowan, commercial manager. Ben Butler, program director. Gil Canfield, news director. Bob Cawley, sports director. Kenneth H. Cook, chief engineer.

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

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. Row includes Class A (4:30-11 p.m., daily).

KTVH Hutchinson (Ch. 12)

Grantee (STA): Hutchinson TV, Inc., 1800 N. Plum St. Studios: 1800 N. Plum St., Hutchinson; Hotel Lassen, Wichita. Transmitter: 8.3-mi. E. of Hutchinson.

Telephones: Hutchinson 5-5503; Wichita, Forest 3-0269.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 810-ft. above av. terrain, 779-ft. above ground, 2324-ft. above sea level, lat. 38° 03' 23", long. 97° 46' 36".

Network Service: CBS, DuMont.

AM Affiliate: None locally; interlocking ownership with KFBI Wichita, 10-kw D. 1-kw N, 1070 kc (ABC).

Ownership: W. D. P. Carey, pres., 7.74%; J. H. Child, v.p., 5.6%; R. E. Dillon, secy., 4%; J. P. Harris, treas., 11.2%; Sidney Harris, 11.2%; Bess Wyse, 12%; Howard O. Peterson, 8%; Howard Carey, 6.98%; Charles Carey estate, 6.48%; R. J. Leubengayer, 6%; L. T. Child, 5.6%; J. N. Waddell, 4%; James Davis, 5.6%; Harry Stevens, 4%; Wesley E. Brown, 1.6%. J. P. Harris publishes Hutchinson News-Herald.

Began Operation: June 22, 1953.

(Continued on next page)

Kansas

HUTCHINSON: KTVH—(Continued)

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum.

Personnel:

Howard O. Peterson, *general manager*.
 E. W. Dallier Jr., *sales manager*.
 C. F. Woods, *Wichita sales*.
 Robert E. Marye, *chief engineer*.
 Ray Huffer, *program director*.
 Melvin A. Haines, *asst. program director*.
 William S. Ritchie, *promotion manager*.
 John B. Kirk, *merchandise manager*.
 Harold F. Means Jr., *operations manager*.

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00	\$50.00
Class B—6-6:30 p.m., Mon.-Fri.; 1:30-6:30 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
340.00	200.00	136.00	120.00	85.00	75.00	37.50
Class C—5-6 p.m., Mon.-Fri.; 10:30-11:00 p.m., daily; sign-on-1:30 p.m., Sat. & Sun.						
180.00	108.00	72.00	63.00	45.00	40.00	20.00
Class D—Sign-on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
160.00	96.00	64.00	56.00	40.00	35.00	17.50

KOAM-TV Pittsburg (Ch. 7)

Grantee (STA): Mid-Continent Telecasting Inc., Box 699.

Studio and Transmitter: Intersection of U. S. 69 & Lawton Rd., 4-mi. W. of Lawton, Kan.

Telephone: 2508.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 98-kw visual, 49-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1464-ft. above sea level, lat. 37° 13' 19", long. 94° 42' 17".

Network Service: NBC, ABC, DuMont.

AM Affiliate: KOAM, 10-kw (5-kw night), 860 kc (NBC).

Ownership: Pittsburg Bcstg. Co. (KOAM), 66.53%; Joplin Globe Publishing Co., publisher of *Joplin (Mo.) Globe and News-Herald*, 33.23%. Officers: E. V. Baxter, chairman; Cowgill Blair, pres.; Lester E. Cox, 1st v.p.; Lester L. Cox, 2d v.p.; Lang Rogers, 3d v.p.; Fred Hughes, secy.; R. E. Wade, treas. Mr. Lester E. Cox is curator of U of Missouri (which operates KOMU-TV) and owns 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Messrs. Blair, Rogers and Hughes represent Joplin Globe Publishing on KOAM-TV board.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

R. E. Wade, *general manager*.
 Louis R. Martin, *program director*.
 Leo Stafford, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Dec. 5, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

WIBW-TV Topeka (Ch. 13)

Grantee (STA): Topeka Bcstg. Assn. Inc., 1035 Topeka Blvd.

Studio: 1035 Topeka Blvd. Transmitter: 1.5-mi. W of city limits.

Telephone: 3-2377.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 87.1-kw visual, 52.5-kw aural. Antenna: 1010-ft. above av. terrain, 950-ft. above ground, 2030-ft. above sea level, lat. 39° 03' 51", long. 95° 45' 49.5".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WIBW, 5-kw, 580 kc (CBS).

Ownership: Capper Publications Inc., 100%. Topeka Bcstg. officers: H. S. Blake, pres.; L. H. Schenck, v.p.-treas.; Roy Vogel, secy. Capper Publications also operate KCKN, Kansas City, and publish *Topeka Capital* and *State Journal*, Kansas City (Kan.) *Kansan*, *Cappers Farmer* and other publications.

WIBW-TV Sells this \$1.3 Billion Market

WIBW-TV—the only TV station in Topeka, America's 14th "buyingest" city—is now delivering

- A 1.3 billion dollar market
- 135,364 big-buying TV homes *, excluding Kansas City and St. Joseph, Missouri.
- Top Coverage in 44 counties in 3 states

See your Capper Man for a full sales breakdown of this responsive, unexploited market and how you can cover it at an unbelievably low cost-per-thousand homes.

* Nov. 1, 1954



TOPEKA, KANSAS
 Ben Ludy, Gen. Mgr.
 WIBW & WIBW-TV in Topeka
 KCKN in Kansas City

Began Operation: Nov. 10, 1953.
 Represented (sales) by Capper Publications Inc.
 Represented (legal) by Hogan & Hartson.
 Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.
Personnel:

Ben Ludy, *general manager.*
 Art Holbrook, *TV manager.*
 Hilton Hodges, *sales manager.*
 W. V. Barton, *program manager.*
 Leroy Carlson, *studio director.*
 Allan Young, *promotion manager.*
 Mary Wynn, *traffic director.*
 Lewis Dickensheets, *director of engineering.*

DIGEST OF RATE CARD NO. 2
 (Sept. 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 4:59-10:30 p.m., Sun.							
\$400.00	\$320.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$40.00
Class B—5:59 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.; 1-4:59 p.m., Sun.							
200.00	240.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—All other time.							
200.00	130.00	120.00	80.00	70.00	60.00	40.00	20.00

KEDD
Wichita
 (Ch. 16)

Grantee (STA): KEDD, Inc. Box 1740.
 Studio & Transmitter: 37th Off Hillside.
 Telephone: Temple 8-3321.
 Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 245-kw visual, 132-kw aural. Antenna: 670-ft. above av. terrain, 708-ft. above ground, 2048-ft. above sea level, lat. 37° 45' 01", long. 97° 18' 12".
 Network Service: NBC.
 Ownership: Stanley H. Durwood, pres., 85%; Henry S. Ungerleider, v.p.-treas.; Mrs. Victor Panchot, secy.; Beacon Publishing Co., publisher of *Wichita Beacon*, 5%; 14 others, each owns less than 5%.

Began Operation: Aug. 15, 1953.
 Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by Hogan & Hartson.
 Represented (engineering) by George P. Adair.

Personnel:
 Stanley H. Durwood, *president.*
 John E. North, *v.p. & general manager.*
 Robert O. Paxson, *regional sales manager.*
 Francis N. McCord, *sales promotion manager.*
 Mary Jo Taylor, *program manager.*
 Murray Tucker, *film director.*
 Keith Stagg, *chief engineer.*

DIGEST OF RATE CARD NO. 3
 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$375.00	\$225.00	\$150.00	\$112.50	\$93.75	\$75.00	\$37.50
Class B—6-6:30 p.m., 10-10:30 p.m., daily; 1-6:30 p.m., Sun.						
280.00	168.00	112.00	84.00	70.00	56.00	28.00
Class C—Sign-on-6 p.m., Mon.-Sat.; 10:30-sign-off, daily.						
140.00	84.00	56.00	42.00	35.00	28.00	14.00

KAKE-TV
Wichita
 (Ch. 10)

Grantee (STA): KAKE-TV, Inc., 1500 North West St., Box 1010.
 Studio: 1500 North West St. Transmitter: State Hwy. 96, 8 mi. NW of city.
 Telephone: Whitehall 3-4221.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 54", long. 97° 31' 10".

Network Service: ABC.

AM Affiliate: KAKE, 25-kw, 1240 kc, MBS.

Ownership: Mark H. Adams, pres., 6.25%; Ted Gore, v.p., 7%; Tom Palmer, v.p., 15%; H. E. Zoller, v.p., 12%; Robert Dockum, treas., 9.5%; Ralph Gore, secy., 7%; Charles E. Jones, asst. secy. & treas., 6.25%; Sherrill Corwin, 13%; Owen C. McEwen, 5%; Dwight Rounds, 5%; S. O. Beren, 2%; George Bruce, 2%; Graeme Fletcher, 2%; J. B. McKay, 2%; Harold Newby, 2%; Martin Umansky, 2%; Lloyd Pickrell, 2%.

Began Operation: Oct. 19, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd; Cohn & Marks.

Represented (engineering) by Craven, Lohnes & Culver.

(Continued on next page)



blue chip
PROGRAMMING

*of NBC pays
 off for you in
 regular viewers
 of all KEDD shows*

It's a sure bet you'll reach more potential customers with spot time on KEDD, the station that brings over 50 NBC blue chip programs through more than 120,000 sets.

In Kansas' richest market viewers tune their sets, and keep them tuned to KEDD.

**SEE YOUR PETRY
 MAN TODAY**



Kentucky - Louisiana

WHAS-TV Louisville (Ch. 11)

Licensee: WHAS Inc., Courier-Journal Bldg.
Studio: Courier-Journal Bldg. Transmitter: Sixth St. & Broadway.
Telephone: Wabash 2211.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 529-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level, lat. 38° 14' 50", long. 85° 45' 50".

Network Service: CBS.

AM Affiliate: WHAS, 50-kw, 840 kc (CBS).

Ownership: Courier-Journal & Louisville Times Co.

Began Operation: March 27, 1950.

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

Represented (legal) by Miller & Schroeder.

Personnel:

Barry Bingham, *president*.
Mark F. Ethridge, *v.p.*
Lisle Baker Jr., *v.p. and treasurer*.
Victor A. Sholls, *v.p. and station director*.
Neil D. Cline, *station manager*.
Albert John Gillen, *sales manager*.
William F. Loader, *promotion manager*.
Ralph Hansen, *program director*.
Richard Oberlin, *news director*.
James Van Sickle, *night news editor*.
Charles McDaniel, *film director*.
O. W. Towner, *director of engineering*.

DIGEST OF RATE CARD NO. 7† (Aug. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.				
\$850.00	\$510.00	\$340.00	\$212.50	\$170.00
Class B—5-6:30 p.m., Mon.-Fri.; Noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.				
637.50	382.50	255.00	159.50	127.50
Class C—Noon-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; sign-on-noon, Sat. & Sun.				
425.00	255.00	170.00	106.25	85.00
Class D—Midnight-noon, Mon.-Fri.				
340.00	204.00	136.00	85.00	68.00

† Film rates only.

LOUISIANA

KALB-TV Alexandria

(Ch. 5)

Grantee (STA): Alexandria Bcstg. Co., 601 Washington St.

Studio: 601 Washington St. Transmitter: Wardville, La.

Telephone: 3-2543.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.4-kw visual, 14.4-kw aural. Antenna: 543-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level, lat. 31° 18' 22.2", long. 92° 24' 56.4".

Network Service: NBC.

AM Affiliate: KALB, 5-kw, 580 kc (ABC). FM Affiliate: KALB-FM, 11-kw, 96.9 mc (No. 245), 380-ft. antenna height.

Ownership: W. H. Allen, *pres.*, 52%; Grove Stafford, *v.p.*, .08%; T. B. Lanford, *secy.-treas.*, 47.2%. Ownership interlocks with WSLI-TV, Jackson, Miss., radio KRRV, Sherman, Tex., and KPLC-TV, Lake Charles, La. Also interlocks with KRMD, Shreveport, which has 1/3 interest in KSLA now operating on interim basis on Ch. 12 in Shreveport.

Began Operation: Sept. 22, 1954.

Represented (sales) Weed Television Corp.

Represented (legal) by Stafford & Pitts.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Willard L. Cobb, *general station manager*.
Marvin Reuben, *sales manager*.
Tom Palmer, *program director*.
Jesse Sexton, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00

RED-HOT* and READY

to make sales sizzle for you!

SEE PAGES 356-357

for the most FABULOUS show ever
produced for local advertisers!!





Good Programs Grow at **WHAS-TV**



The Happiest

21,800 laughing, happy viewers have attended "Walton Calling" in its first 4 years. (7:30 p.m., Mon.)



The Biggest

The "Haylft Haedawn" with its regular cast of 18 is the market's biggest talent show. (8:00 p.m., Friday)



The Exclusive

"WHAS-TV News", with Kentuckiana's exclusive daily newsreel, sets an unmatched pace in local news coverage. (6:30, 10:30 p.m., daily)



The Favorite

"Small Talk" hostess Mary Snow Ethridge, chosen by TV PRESS readers as their Favorite Female Personality. (6:15 p.m., daily)



The Winner

"Gad Living" with McCall's "Mike Award" winner Marian Giffard, is the market's outstanding homemaker program. (10:00 a.m., daily)



The Onlyest

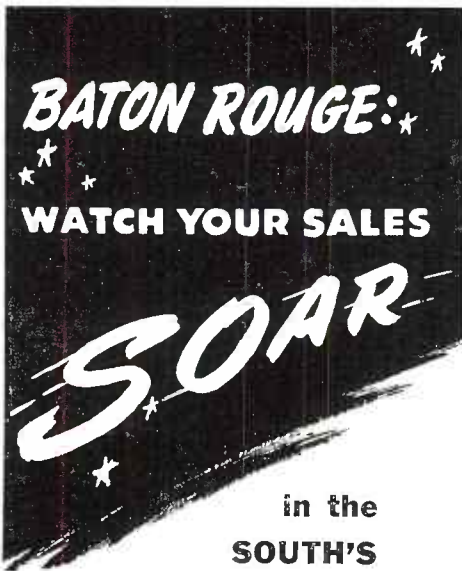
"Spartraits" with Jimmy Finegan, (Minor League Baseball Cammissionaner Gearge Trautman on left) is Louisville's only daily sparts program. (6:00 p.m.)

*Go where there's growth
Go **WHAS-TV***



VICTOR A. SHOLIS, Director—NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco

Associated with The Courier-Journal & The Louisville Times



in the
SOUTH'S

*fastest growing
market!*



POPULATION	
1940	88,415
1953	197,000
RETAIL SALES	
1940	\$ 20,251,000
1953	\$184,356,000*

* East Baton Rouge Parish, Survey of Buying Power, 1954

RANKS 92nd IN EFFECTIVE BUYING INCOME

HIGHEST PER CAPITA INCOME IN LOUISIANA



WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the only TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

*Now operating with
200,000 watts.*

Tam E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative



Channel 28

BATON ROUGE, LA.

WAFB-TV Baton Rouge

(Ch. 28)

Grantee (STA): Modern Broadcasting Co. of Baton Rouge Inc.

Studio and Transmitter: 844 Government St.

Telephone: 4-8571.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 216-kw visual, 108-kw aural. Antenna: 490-ft. above av. terrain, 500-ft. above ground, 545-ft. above sea level, lat. 30° 26' 36", long. 91° 10' 27".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WAFB, 5-kw, 1-kw night, 1460 kc (MBS). FM Affiliate: WAFB-FM, 3.5-kw, 104.3 mc (No. 282), 354-ft. antenna.

Ownership: C. C. Barnard, pres., 12.38%; T. E. Gibbens, v.p., 3.17%; Louis S. Prejean, secy., 14.38%; Francis H. Lee, treas., 2.69%; John S. Burk, 12.38%; Charles W. Lamar Jr., 14.92%; WDSU Bestg. Corp., 11.9%; Herman Moyses, 5.13%; and 21 others, each owning less than 2.5%. C. W. Lamar also operates KTAG-TV, Lake Charles, La., and controls WPFA-TV, Pensacola, Fla.

Began Operation: April 14, 1953.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

C. C. Barnard, *president*.
T. E. Gibbens, *v.p. & general manager*.
Ron Litteral, *commercial manager*.
Donald K. Allan, *chief engineer*.
Don Hallman, *program manager*.
G. Cranow, *publicity director*.

DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., 11 p.m.-sign-off, daily; noon-5 p.m., Sat. & Sun.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—Noon-5 p.m., Mon.-Fri.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

WBRZ

Baton Rouge

(Ch. 2)

(Due to Begin Operating in Early 1955)

Grantee (STA): Louisiana Television Broadcasting Corp., 1650 Highland Rd.

Studios & Transmitter: 1650 Highland Rd.

Telephone: 8-1491.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level, lat. 30° 25' 57", long. 91° 11' 08".

Network Service: NBC, ABC.

Ownership: Baton Rouge Bestg. Co., 49.33½%; Douglas L. Manship, 33½%; Charles P. Manship Jr., 33½%; Lewis Gottlieb, 9.415%; R. F. Cangelosi, 9.415%; Roland C. Kizer, 9.415%; Clint L. Pierson, 9%; Percy E. Roberts, 9.415%; Earl Smith, 3.34%. Douglas & Charles Manship control Baton Rouge Bestg. Co. (WJBO) and Baton Rouge Advocate and State Times.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Douglas L. Manship, *president*.
Roy Dabadie, *general manager*.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.
Class A—6-11 p.m., daily.				
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50
Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., daily; 11 p.m., sign-off, daily.				
187.50	112.50	75.00	56.25	46.88
Class C—8 a.m.-5 p.m., Mon.-Fri.; 8 a.m.-noon, Sat. & Sun.				
125.00	75.00	50.00	43.75	31.25

KPLC-TV

Lake Charles

(Ch. 7)

Grantee (STA): Calcasieu Bestg. Co., Majestic Hotel.

Studio and Transmitter: 320 Division St.

Telephone: Hemlock 6-3631.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 52.5-kw visual, 35.5-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level, lat. 30° 13' 47.6", long. 93° 12' 56.5".

Network Service: NBC, ABC.

AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).

Ownership: T. B. Lanford, 1/3; L. M. Sepaugh, 1/3; R. M. Dean, 1/6; Viola Lipe Dean Trust, 1/6. Ownership interlocks with WSLI-TV, Jackson, Miss., radio KRRV, Sherman, Tex., and KALB-TV, Alexandria, La. Also interlocking with KRMD which has 1/3 interest in KSLA now operating on interim basis on Ch. 12 in Shreveport.

Began Operation: Sept. 29, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

David Wilson, *general manager*.
Pelham Mills Jr., *sales manager*.
Bob Thompson, *program manager*.
Bob Weimar, *production manager*.
A. B. Craft, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00

KTAG-TV Lake Charles (Ch. 25)

Grantee (STA): KTAG-TV Inc., Box 173.

Studio: 631 Fifteenth St. Transmitter: NW corner of Center & Parkway Sts.

Telephone: Hemlock 9-9413.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 330-ft. above av. terrain, 348-ft. above ground, 368-ft. above sea level, lat. 30° 12' 35", long. 93° 12' 43".

Network Service: CBS, ABC, DuMont.

Ownership: Warren Berwick, pres., 30.46%; Charles Lamar Jr., exec. v.p., 40.61%; Robert B. McCall, secy., 10.15%; Harold Knox, director, 10.15%; Charles Barnard, director (firm of Barnard & Burk owns 5.08%); 3 others, none owning over 2.5%. Mr. Lamar owns 14.92% of WAFB-TV, Baton Rouge, controls WFFA-TV, Pensacola, Fla.

Began Operation: Nov. 2, 1953.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Warren Berwick, *general manager*.
William Hesson, *sales manager*.
Maurice Wynne, *chief engineer & production manager*.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.							
\$150.00	\$90.00	\$60.00	\$52.50	\$41.25	\$25.00	\$17.50	\$12.50
Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., 11 p.m.-sign-off, daily.							
112.50	67.50	45.00	39.38	28.13	18.75	13.50	9.37
Class C—Noon-5 p.m., Mon.-Fri.							
75.00	45.00	30.00	26.25	20.63	12.50	9.50	6.25

KNOE-TV Monroe (Ch. 8)

Licensee: James A. Noe, Box 1713.

Grantee (STA): James A. Noe, Box 1713.

Studio & Transmitter: Knoe Rd.

Telephone: 8155.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 750-ft. above av. terrain, 777-ft. above ground, 852-ft. above sea level, lat. 32° 31' 37", long. 92° 06' 16".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KNOE, 5-kw, 1390 kc (NBC).

Ownership: James A. Noe, 100%. Also operates WNOE, New Orleans, and is TV applicant there; owns 50% of KOTN, Pine Bluff, Ark.

Began Operation: Sept. 26, 1953.

Represented (sales) by H-R Television Inc.; Clarke Brown Co., (Houston).

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Paul H. Goldman, *v.p. & general manager*.
Jack Ansell Jr., *sales & promotion manager*.
Harry Arthur, *program director*.
Pete McCausland, *operations manager*.
Mac Ward, *news director*.
Beth Breese, *women's program coordinator*.
Leon Noland Jr., *chief photographer*.
Gene Milligan, *art director*.
Lee Hunt, *film director*.
Ray Boyd, *v.p. & technical director*.
Jack Ratliff, *chief engineer*.

DIGEST OF RATE CARD NO. 2 † (May 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat. & Sun.								
225.00	180.00	135.00	112.50	90.00	75.00	60.00	45.00	22.50
Class C—Sign on-5 p.m., Mon.-Fri. sign on-10 a.m., Sat. & Sun.								
150.00	120.00	90.00	75.00	60.00	50.00	40.00	30.00	15.00

† Time charges only.

WDSU-TV New Orleans (Ch. 6)

Licensee: WDSU Broadcasting Corp., 520 Royal St.

Studio: 520 Royal St. Transmitter: Hibernia Bank Bldg.

Telephone: Tulane 4376.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 395-ft. above av. terrain, 424-ft. above ground, 429-ft. above sea level, lat. 29° 57' 05", long. 90° 04' 17".

Network Service: NBC, ABC, CBS, DuMont.

AM Affiliate: WDSU, 5-kw, 1280 kc (NBC). **FM Affiliate:** WDSU-FM, 4.7-kw, 105.3 mc (No. 287), 235-ft. antenna height.

Ownership: Edgar B. Stern Jr., pres., 67%; Robert D. Swezey, exec. v.p., 20%; A. Louis Read, v.p., 10%; Lester E. Kabacoff, secy. & treas., 3%; A. B. Suhor, asst. secy. & asst. treas.; Edgar B. Stern, chairman of board; Monte M. Lemann, director. WDSU Bestg. Corp. owns 19.3% of WAFB-TV, Baton Rouge. Messrs. Stern Jr., Swezey, Read and Kabacoff are beneficial owners of 10%, 5%, 3% and 2% respectively, of Mobile Television Corp., TV applicant for Mobile Ala.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair TV Inc.

Represented (legal) by Plerson & Ball.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Edgar B. Stern Jr., *president*.
Robert D. Swezey, *executive v.p. and general manager*.
Louis Read, *v.p. and commercial manager*.
Lester E. Kabacoff, *secretary-treasurer*.
Tom Hicks, *v.p. & program manager*.
Stanley Holiday, *operations manager*.
John Muller, *staging director*.
Herman Liveright, *program director*.
Marlon Annenberg, *publicity director*.
William Monroe, *news director*.
Stanley Rames, *art director*.
Lindsey Riddle, *chief engineer*.

DIGEST OF RATE CARD NO. 8 † (July 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.								
\$700.00	\$560.00	\$420.00	\$350.00	\$280.00	\$245.00	\$210.00	\$150.00	\$75.00
Class A—6-7 p.m., 10-11 p.m., daily.								
600.00	480.00	360.00	300.00	240.00	210.00	180.00	130.00	65.00
Class B—5-6 p.m., 11-11:30 p.m., daily; 1-5 p.m., Sat. & Sun.								
450.00	360.00	270.00	225.00	180.00	157.50	135.00	97.50	48.75
Class C—9 a.m.-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; 9 a.m.-1 p.m., Sat. & Sun.								
300.00	240.00	180.00	150.00	120.00	105.00	90.00	65.00	32.50
Class D—Sign on-9 a.m., daily.								
200.00	160.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00
20 Sec. Rates—Class AA, \$150.00; Class A, \$110.00; Class B, \$82.50; Class C, \$55.00; Class D, \$30.00.								

† Time charges only.

Louisiana - Maine

WJMR-TV New Orleans

(Ch. 61)

Grantee (STA): Supreme Bcstg. Co. Inc., 1500 Canal St.

Studio & Transmitter: Jung Hotel, 1500 Canal St.

Telephone: Canal 0356.

Technical Facilities: Channel No. 61 (752-758 mc). Operating under special temporary authorization with 50-kw visual, 25-kw aural. Authorized power: 200-kw visual, 100-kw aural. Antenna: 410-ft. above av. terrain, 416-ft. above ground, 421-ft. above sea level, lat. 29° 57' 24", long. 90° 04' 34".

Network Service: ABC, DuMont, CBS.

AM Affiliate: WJMR, 25-kw, 990 kc. FM Affiliate: WRCM, 61-kw, 97.1 mc (No. 246), 465-ft. antenna height.

Ownership: Chester F. Owens, pres., 96%; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Also applicant for Ch. 3 in Mayaguez, Puerto Rico.

Began Operation: Nov. 1, 1953.

Represented (sales) by The Bolling Co.

Personnel:

George A. Mayoral, *v.p. & general manager.*
Patrick J. Shannon, *commercial manager.*
Aubrey Moore, *program director.*
Jack Petrik, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 11:59 a.m.-11 p.m., Sun.							
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00	\$25.00
Class B—All other times.							
150.00	120.00	90.00	60.00	50.00	45.00	30.00	15.00

KSLA Shreveport

(Ch. 12)

Grantee (STA): Interim Television Corp., Box 1661.

Studio: Washington-Youree Hotel. Transmitter: 300 Lake St.

Telephone: 2-0697.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 13-kw visual, 6.5-kw aural. Antenna: 270-ft. above av. terrain, 300-ft. above ground, 469-ft. above sea level, lat. 32° 30' 39", long. 93° 44' 40".

Network Service: NBC, CBS, ABC, DuMont.

Ownership: KRMD, KCIJ & Shreveport TV Co. equally own Interim Television Corp.; when CP is awarded via final decision, corp. is to be dissolved and winner will pay other two for actual expenses. Don George, pres.

Began Operation: Dec. 22, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Weaver & Glassie.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Deane Flett, *manager.*
Henry Davis, *program director.*
Carol Vinson, *promotion director.*
John Renshaw, *production manager & film director.*
Morris C. Barton, *chief engineer.*
John Hitt, *asst. chief engineer.*

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 10 p.m.-sign off, daily; noon-3 p.m., Sun.; noon-6:30 p.m., Sat.							
225.00	135.00	112.50	90.00	75.00	67.50	45.00	22.50
Class C—All other times.							
180.00	108.00	90.00	72.00	60.00	54.00	36.00	18.00

MAINE

WABI-TV Bangor

(Ch. 5)

Grantee (STA): Community Telecasting Service, 57 State St.

Studio and Transmitter: Copeland Mountain, Holden.

Telephone: 8255

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level, lat. 44° 44' 16", long. 68° 42' 00".

Network Service: CBS, DuMont, NBC, ABC.

Ownership: Community Bcstg. Service, 91%; Horace A. Hildreth (Ambassador to Pakistan and ex-Gov. of Maine), pres., 1%; John M. Kimball, v.p., 1%; Carleton D. Brown, v.p., 1%; Arnold L. Veague, secy., 1%; James P. White, treas., 1%; Leon P. Gorman Jr., asst. treas., 1%; William H. Rea, director, 1%; Harold P. Meyer, director, 1%; Walter L. Dickson, director, 1% (shares held by officers are beneficially owned by Community Bcstg. Service). Community Bcstg. Service is 60% owned by Mr. Hildreth, 34% owned by Oliver Bcstg. Corp. (WPOR), Portland, Me., & 6% by Kennebec Bcstg. Co. (WTVL), Waterville, Me. Mr. Hildreth is pres. and owns 35.2% of WMTW, TV grantee for Poland, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc., New England.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George C. Davis.

Personnel:

Leon P. Gorman Jr., *general manager.*
Walter Dickson, *operations manager.*
James C. Fletcher, *network representative.*
Leon H. Nelson, *program director.*
Harold M. Shaw, *production director.*
Richard B. Bronson, *sales & program coordinator.*
Elmer C. Snow, *engineering supervisor.*

DIGEST OF RATE CARD NO. 2 † (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—5:59-10:30 p.m., daily.						
\$200.00	\$150.00	\$100.00	\$85.00	\$65.00	\$50.00	\$25.00
Class B—All other times.						
150.00	120.00	70.00	60.00	45.00	35.00	20.00

† Film rates only.

W-TWO Bangor

(Ch. 2)

Grantee (STA): Murray Carpenter & Assoc., 46 Hammond St.

Studio: Mt. Hope Ave. Transmitter: Riders Peak, Holden, Me.

Telephone: 2-4822.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 14.1-kw visual, 8.52-kw aural. Antenna: 641-ft. above av. terrain, 99-ft. above ground, 388-ft. above sea level, lat. 44° 41' 10", long. 68° 40' 17".

Ownership: Murray Carpenter and Marie Zoldis Carpenter, 100% (directly and beneficially). Note: Maine Bcstg. Co. has option to purchase up to 40% within year of start of commercial operation.

Began Operation: Sept. 9, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Robert Foster (New England).

Represented (legal) by Pierson & Ball.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Murray Carpenter, *general manager.*
Rudy Marcoux, *business manager.*
Robert Walton, *local sales manager.*
William Clark, *operations manager.*
Clifton Reynolds, *production manager.*

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—9 a.m.-7 p.m., daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—7-9 a.m., daily.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

WLAM-TV

Lewiston

(Ch. 17)

Grantec (STA): Lewiston-Auburn Bestg. Corp., 129 Lisbon St.

Studio & Transmitter: Apple-Sass Hill.

Telephone: 4-5401.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 15.8-kw visual, 8.51-kw aural. Antenna: 370-ft. above av. terrain, 246-ft. above ground, 666-ft. above sea level, lat. 44° 09' 13", long. 70° 16' 36".

Network Service: DuMont.

AM Affiliate: WLAM, 5-kw, 1470 kc (ABC).

Ownership: Elden H. Shute Jr., pres., 2%; Frank S. Hoy, treas., 67%; Gladys Parker Hoy, clerk, 16%; Fred Parker Hoy, asst. treas., 9%; Gerald T. Higgins, director, 2%; G. Emilio Ouelette, 2%; Romeo E. Sansoucy, 2%. Mr. Frank Hoy owns 73% of WPMT, Portland, Me. (Now off air).

Began Operation: Nov. 22, 1953.

Represented (sales) by Everett-McKinney Inc.; Kettell-Carter Inc., New England.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Frank S. Hoy, *treas. & general manager.*
Elden H. Shute Jr., *president & station manager.*
Donald Jordan, *program & film director.*
F. Parker Hoy, *news director.*
Gerald T. Higgins, *advertising & promotion director.*
Henry G. Root, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$110.00	\$66.00	\$44.00	\$33.00	\$27.50	\$22.00	\$12.00
Class B—5-6 p.m., daily; 1-6 p.m., Sat. & Sun.						
90.00	54.00	36.00	27.00	22.50	18.00	9.00
Class C—All other times.						
75.00	45.00	30.00	22.50	18.75	15.00	7.50

WMTW

Poland Spring

(Ch. 8)

Grantees (STA): Mt. Washington TV Inc., Poland Spring.

Studio: Riccar Inn, Poland Spring. Transmitter: Mt. Washington, N.H.

Telephone: 51.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 52.5-kw aural. Antenna: 3840-ft. above av. terrain, 87-ft. above ground, 6375-ft. above sea level, lat. 44° 16' 13", long. 71° 18' 13".

Network Service: CBS, ABC, DuMont.

Ownership: Horace Hildreth, 35.2%; John Guider, pres., 11.8%; Tyrone Corp., 35.2% (controlled by WFOR, Portland, Me., interlocking with WENS, Pittsburgh); WTVL, Waterville, Me., 11.8%; Granite State Network Inc. (WTSN, Hanover, WKBR, Manchester, WTSV, Claremont, all N.H.), 5.9%; Twin City Bestg. Co. Inc., 1.5%. Mr. Hildreth is pres. & controls WABI-TV, Bangor, Me. Mr. Guider owns radio WMOU, Berlin, N.H.

Began Operation: Aug. 31, 1954.

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

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

Personnel:

John H. Norton Jr., *v.p. & general manager.*
Paul Tiemer, *Boston office mgr. & New England sales mgr.*
John T. Madigan, *program director.*
Lester J. Richards, *production manager.*
Parker H. Vincent, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Extra copies of this
TV FACTBOOK No. 20
available at \$4 each

Maine

WCSH-TV

Portland

(Ch. 6)

Licensee: Congress Square Hotel Co., 157 High St.

Studio: Congress Square Hotel. Transmitter: Blackstrap Hill, West Falmouth, Me.

Telephone: 2-0181.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 590-ft. above av. terrain, 380-ft. above ground, 800-ft. above sea level, lat. 43° 45' 45", long. 70° 19' 30".

Network Service: NBC, DuMont.

AM Affiliate: WCSH, 5-kw, 970 kc (NBC).

Ownership: Adeline B. Rines, pres., 99% (in trust). Also principal stockholder of AM stations WRDO, Augusta, and WLBZ, Bangor, both Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

William H. Rines, *managing director.*
Jack S. Atwood, *station manager & national sales manager.*
Charles R. Brown, *chief engineer.*
Bruce McGorill, *commercial manager.*
Burnel Poole Jr., *program director.*
Linwood T. Pittman, *promotion director.*
Philip N. Johnson, *news director.*
William Kerkos, *film director.*

DIGEST OF RATE CARD NO. 2 (June 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., daily.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.								
225.00	180.00	135.00	112.50	90.00	78.75	56.25	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-signoff, daily.								
150.00	120.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

WGAN-TV

Portland

(Ch. 13)

Grantee (STA): Guy Gannett Bestg. Services, 390 Congress St., Box 1731.

Studio: 390 Congress St.

Transmitter: Blackstrap Mt., Falmouth.

Telephone: 2-7423.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 630-ft. above av. terrain, 314-ft. above ground, 819-ft. above sea level, lat. 43° 45' 32", long. 70° 19' 14". CP for 316-kw visual, 158-kw aural, 783-ft. above sea level.

Network Service: ABC, CBS.

AM Affiliate: WGAN, 5-kw, 560 kc (CBS).

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, 2%; Anne M. Gannett estate, 2%; Roger C. Williams, 2%; Laurence H. Stubbs, 2%; Creighton E. Gatchell, 2%. Officers: Jean Gannett Williams, pres.; Creighton E. Gatchell, v.p.-treas.; Francis H. Farnum Jr., asst. treas. Guy Gannett Publishing Co. publishes *Portland Press Herald*, *Evening Express* and *Sunday Telegram*, *Augusta Kennebec Journal* and *Waterville Sentinel*, all in Maine.

Began Operation: April 10, 1954.

Represented (sales) by Avery-Knodel Inc.; Robert C. Foster, Boston (New England).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

C. E. Gatchell, *v.p. & general manager.*
Richard E. Bates, *sales manager.*
Samuel G. Henderson Jr., *program manager.*
Earl W. Fenderson, *film editor.*
Nunzi Casavola, *news editor.*
Duncan Oliphant, *educational director.*
Linn Wells, *sports editor.*
Roger Hodgkins, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., 11 p.m.-midnight, daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

MARYLAND

WAAM Baltimore

(Ch. 13)

Licensee: WAAM Inc., Television Hill.

Studio and Transmitter: Television Hill.

Telephone: Mohawk 4-7600

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 550-ft. above av. terrain, 530-ft. above ground, 864-ft. above sea level, lat. 39° 20' 05", long. 76° 39' 05".

Network Service: ABC, Du Mont.

AM-FM Affiliations: None.

Ownership: Ben Cohen, pres., .738%; Herman Cohen, v.p.-secy.-treas., 3.312%; Norman C. Kal, exec. v.p., 7%; Dr. Harry Goldmann, director, 4.5%; Frederick Allman, director; 6 Cohen family trusts, 44.79%; Cohen Brothers (partnership of Ben and Herman Cohen), 16.38%; Henry G. Fischer, 7%; estate of Herbert Levy, 3.5%; Isaac and Etta C. Adelberg, 3%; Joseph R. Byrnes & Mrs. Byrnes, 1.75%; Rosa L. Cohen, 1.26%; Zelda G. Cohen, 1.26%; and 14 others, each owning less than 1%. Mr. Kal is partner in Kal, Ehrlich & Merrick Adv. Inc., Washington, D. C.

Began Operation: Nov. 2, 1948.

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

Represented (legal) by Fischer, Willis & Panzer.

Represented (engineering) by Kear & Kennedy.

Personnel:

Norman C. Kal, *executive v.p.*
Ken Carter, *general manager.*
Armand Grant, *asst. general manager & sales manager.*
Pel Schmidt, *local sales manager.*
Herb Cahan, *program manager.*
James Killan, *asst. program manager.*
Herbert Steinberg, *program operations supervisor.*
Joel Chaseman, *director of public service & publicity.*
Ted Jaffee, *news director.*
Charlotte Levy, *traffic manager.*
Benjamin Wolfe, *director of engineering.*
Glenn H. Lahman, *chief engineer.*

DIGEST OF RATE CARD NO. 9

(Nov. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—7:29-10:30 p.m., daily.					
\$975.00	\$585.00	\$390.00	\$195.00	\$175.00	\$87.50
Class B—10:30-10:59 p.m., daily.					
850.00	510.00	340.00	191.25	150.00	75.00
Class C—6:59-7:29 p.m., daily.					
700.00	420.00	280.00	157.50	125.00	62.50
Class D—5:59-6:59 p.m., Mon.-Fri.; 10:59-11:29 p.m., daily; 12:59-6:59 p.m., Sat. & Sun.					
550.00	330.00	220.00	123.75	100.00	50.00
Class E—12:59-5:59 p.m., Mon.-Fri.; 11:29-11:59 p.m., daily; 11:59-12:59 p.m., Sat. & Sun.					
375.00	225.00	150.00	84.25	75.00	37.50
Class F—11:59-12:59 p.m., Mon.-Fri.; 11:59 p.m.-11:59 a.m., Sat. & Sun.					
250.00	150.00	100.00	56.25	45.00	22.50

WBAL-TV Baltimore

(Ch. 11)

Licensee: Hearst Corp., (Radio & TV Div.) 2610 N. Charles St.

Studio: 2610 N. Charles St. Transmitter: 2401 Violet Ave.

Telephone: Hopkins 7-3000

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 543-ft. above av. terrain, 458-ft. above ground, 863-ft. above sea level, lat. 39° 19' 53", long. 76° 39' 28".

Network Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

Ownership: Hearst Corp. (newspapers & magazines, including *Baltimore News Post*); C. B. McCabe, exec. director. Officers of WBAL-TV Div., Hearst Corp., D. L. Provost, v.p.; Leslie H. Peard Jr., v.p.; John T. Wilner, v.p.; F. W. Cardall, asst. secy.-treas. Same interests operate radio stations WBAL, Baltimore, WISN, Milwaukee, and (through affiliation) WCAE, Pittsburgh; have TV applications pending for Milwaukee and Pittsburgh.

Began Operation: March 11, 1948.

SYMBOL OF



TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Charles B. McCabe, v. p. & executive director.
D. L. Provost, v. p. & general manager.
Leslie H. Peard Jr., v. p. and station manager.
John T. Wilner, v. p., engineering.
Freeman W. Cardall, business manager.
Arnold Wilkes, director of public affairs & education.
Sydney King, program director.
John Frankenfield, production manager.
Willis K. Frelert, sales manager.
Thomas J. White Jr., news & publicity manager.
Conway Robinson, farm program director.
Mollie Martin, director of women's programs.
Jean Conwell, film editor.
Joseph M. Croghan, sports editor.
William C. Bareham, chief engineer.

DIGEST OF RATE CARD NO. 11
(Sept. 15, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—8-10:30 p.m., daily.					
\$1100.00	\$660.00	\$440.00	\$275.00	\$200.00	\$103.00
Class B—10:30-11 p.m., daily.					
900.00	540.00	360.00	225.00	175.00	87.50
Class C—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.					
800.00	480.00	320.00	200.00	150.00	75.00
Class D—6-7 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; noon-6 p.m., Sat. & Sun.					
600.00	360.00	240.00	150.00	120.00	60.00
Class E—Noon to 6 p.m., Mon.-Fri.					
400.00	240.00	160.00	100.00	75.00	37.50
Class F—All other times.					
300.00	180.00	120.00	75.00	40.00	20.00

WMAR-TV
Baltimore
(Ch. 2)

Licensee: A. S. Abell Co., Sun Square.

Studios: Old Sun Bldg. Transmitter: Mathieson Bldg.

Telephone: Mulberry 5-5670.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 591-ft. above ground, 624-ft. above sea level, lat. 39° 17' 23", long. 76° 36' 56".

Network Service: CBS.

Ownership: Same as Baltimore Sunpapers (*Baltimore Sun* and *Evening Sun*); Harry C. Black, chairman of board; Gary Black, vice chairman; William F. Schmick, pres.; William F. Schmick Jr., exec. v.p.; Hamilton Owens, v.p.; Ewell K. Jett, v.p.; Emmett P. Kavanaugh, v.p.-secy.

Began Operation: Oct. 30, 1947.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

William F. Schmick, president.
E. K. Jett, v.p. and director of television.
Ernest A. Lang, commercial manager.
Robert Cochrane, program director.
Edwin B. Mick, production manager.
Thomas J. Severin, program manager.
David V. Stickle, film manager & news director.
C. G. Nopper, chief engineer.
Bernice Harding, promotion coordinator.

DIGEST OF RATE CARD NO. 10
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.*
Class A—7:59-10:31 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$330.00	\$240.00	\$200.00	\$80.00
Class B—10:31-10:59 p.m., daily.						
900.00	540.00	360.00	270.00	200.00	175.00	70.00
Class C—7:01-7:59 p.m., daily.						
850.00	510.00	340.00	255.00	191.00	150.00	60.00
Class D—6:01-7:01 p.m., 10:59-11:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., 10:59-11:01 p.m., Sat. & Sun.						
650.00	390.00	260.00	195.00	162.00	130.00	52.00
Class E—11:59 a.m.-6:01 p.m., 11:01 p.m.-sign-off, Mon.-Fri.; 11:59 a.m.-12:59 p.m., 11:01 p.m.-sign-off, Sat. & Sun.						
440.00	264.00	176.00	132.00	85.00	68.00	27.00
Class F—Sign-on-11:59 a.m., Sun.-Sat.						
280.00	168.00	112.00	84.00	62.00	50.00**	20.00**

* Color—2x2 slide and 16mm RCA 3V color chain, 10% additional.

** Sign-on-9 a.m., Mon.-Fri., \$30.00 and \$12.00.

Spring 1955 Edition

WMAR-TV

Firsts



FIRST-TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurred to 575,174 sets in the latest (November 1, 1954) official count.



FIRST—in Maryland with Color

WMAR-TV and CBS conducted local live experimental colorcasts from Johns Hopkins Hospital in 1949. These were viewed by Government and Industry representatives by aff the air reception in Washington. *The first regular broadcasts of color TV were made on June 17, 1951.

Since December, 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.



FIRST — with Maximum Power under FCC Standards

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



FIRST—with Viewers

	QUARTER-HOUR FIRSTS*	
	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

*When two or more stations were on the air in Baltimore



WMAR-TV

CHANNEL 2

Sunpapers Television • Baltimore, Md.

Television Affiliate of The Columbia Broadcasting System

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

Maryland-Massachusetts

WBOC-TV Salisbury

(Ch. 16)

Grantee (STA): Peninsula Bcstg. Co., Radlo Park.

Studio: Radio Park. Transmitter: U.S. Hwy. 13.

Telephone: 6131.

Technical Facilities: Channel No. 16 (482-488 mc). Operating under special temporary authorization with 16.9-kw visual, 9.1-kw aural. Authorized power: 151-kw visual, 83.2-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level, lat. 38° 24' 15", long. 74° 34' 45".

Network Service: ABC, DuMont, CBS.

AM Affiliate: WBOC, 1-kw, 960 kc (MBS).

Ownership: John W. Downing, pres., 15.5%; W. Lee Allen, v.p., 3.8%; Charles J. Truitt, v.p., 2.8%; I. L. Benjamin, treas., 1.6%; Avery W. Hall, secy., 1.5%; T. Edward Webb, asst. treas., 2.8%; over 50 others, none owning more than 5%.

Began Operation: June 7, 1954.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

Charles J. Truitt, v.p. & general manager.
John W. Downing Jr., program director.
Jack W. Ward, chief engineer.

DIGEST OF RATE CARD NO. 1 (May, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$20.00
Class B—All other times.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50

MASSACHUSETTS

WMGT Adams

(Ch. 19)

Grantee (STA): Greylock Bcstg. Co., 8 Bank Row, Pittsfield, Mass.

Studio: 8 Bank Row, Pittsfield.

Transmitter: Atop Mt. Greylock, Adams.

Telephone: Pittsfield 2-1553.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 2100-ft. above av. terrain, 200-ft. above ground, 3700-ft. above sea level, lat. 42° 38' 11", long. 73° 10' 04".

Network Service: DuMont.

AM Affiliate: WBRK, Pittsfield, 25-kw, 1340 kc (MBS).

Ownership: Leon Podolsky, pres., 36.06%; Gardner S. Morse, v.p., 11.56%; C. R. Burns, treas.; Gordon W. Phelps, clerk, 1.01%; Lawrence R. Connor, 11.56%; Robert W. McCracken, 11.56%; Winnie Davis L. Crane, 10%; Zenas Crane Colt, 5.05%; 8 others, none owns over 2.52%.

Began Operation: Feb. 5, 1954.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by James C. McNary.

Personnel:

Leon Podolsky, president.
John T. Parsons, manager.
William P. Geary, commercial manager.
Edward Pearson, program director.
Don Selby, production manager.
M. Richard Bolender, film director.
Dan Healy, sports director.
Larry Vaber, news editor.
Leonard Lavendol, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 25, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$250.00	\$150.00	\$100.00	\$70.00	\$60.00	\$40.00	\$30.00	\$20.00
Class B—All other times.							
187.50	112.50	75.00	55.00	45.00	30.00	20.00	15.00

WBZ-TV Boston

(Ch. 4)

Licensee: Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd. Studio: 1170 Soldiers Field Rd. Transmitter: Murray St., Medford, Mass.

Telephone: Algonquin 4-5670.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 95.5-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 389-ft. above ground, 577-ft. above sea level, lat. 42° 25' 56", long. 71° 05' 20", during temporary use of WEEI-FM tower, Medford, Mass.

Network Service: NBC, DuMont.

AM Affiliate: WBZ, 50-kw, 1030 kc (NBC).

Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; Chris J. Witting, pres. of Westinghouse Bcstg. Co. Inc.; J. E. Baudino, exec. v.p. (Washington); John W. Steeb, counsel (Washington). Also operates TV stations WPTZ, Philadelphia; KPLX, San Francisco; KDKA-TV, Pittsburgh; radio stations WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne; KEX, Portland, Ore.; also TV applicant for Portland.

Began Operation: June 9, 1948.

Represented (sales) by Free & Peters Inc.

Personnel:

W. C. Swartley, general manager.
W. H. Hauser, assistant manager and chief engineer.
Thomas T. Ely, asst. chief engineer.
C. S. Young, assistant to manager.
C. Herbert Masse, sales manager.
Eugene Muriaty, advertising & sales promotion manager.
William H. Youry, sales service supervisor.
W. Gordon Swan, program manager.
A. A. Palmer, auditor.
Robert G. Duffield, film & traffic manager.
Fred Laffey, traffic supervisor.
Iran Berlow, program supervisor.
J. P. Cullinane, publicity director.
Carl H. Lawton, film editor.
F. Whitmarsh, news director.

DIGEST OF RATE CARD NO 9 (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—8:10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$2000.00	\$1200.00	\$800.00	\$700.00	\$500.00	\$400.00	\$200.00
Class A—7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.						
1700.00	1020.00	680.00	595.00	425.00	340.00	170.00
Class B—7-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
1500.00	900.00	600.00	525.00	375.00	300.00	150.00
Class C—5-7 p.m., Mon.-Sat.						
1300.00	780.00	520.00	455.00	325.00	260.00	130.00
Class D—11-11:45 p.m., daily.						
1000.00	600.00	400.00	350.00	250.00	200.00	100.00
Class E—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.						
800.00	480.00	320.00	280.00	200.00	160.00	80.00
Class F—Sign-on-9 a.m., 11:45 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	150.00	120.00	50.00
Class F—20 Sec. announcement, \$90.						

WGBH-TV Boston

(Ch. 2)

Non-Commercial Educational Station

Grantee (STA): WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.

Studio: 84 Massachusetts Ave., Cambridge. Transmitter: Blue Hill, Milton, Mass.

Telephone: University 4-6400.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level, lat. 42° 12' 42", long. 71° 06' 51".

FM Affiliate: WGBH-FM, 15.5-kw, 89.7 mc (No. 209), 550-ft. antenna height.

Ownership: Foundation officers: Trustee of the Lowell Institute, President of Harvard College, Treasurer of Harvard College, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Chairman of the Board of Trustees of Boston Symphony Orchestra, Inc., Director of the Lowell Institute Cooperative Broadcasting Council, Chairman or Vice-Chairman of the Board of Trustees of the Twentieth Century Fund.

Began Operation: Jan. 10, 1955.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Balley Inc.

Personnel:

Parker Wheatley, general manager.
Hartford N. Gunn Jr., director of operations.
Edward G. Sherburne Jr., program director.
Paul Rader, TV & film coordinator.
Arthur W. Richardson, chief engineer.

WNAC-TV Boston

(Ch. 7)

Licensee: General Teleradio Inc. (Yankee Network Division), 21 Brookline Ave.

Studio: 21 Brookline Ave. Transmitter: Murray St., Medford.

Telephone: Commonwealth 6-0800.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 428-ft. above ground, 600-ft. above sea level, lat. 42° 25' 56", long. 71° 05' 21".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WNAC, 50-kw, 680-kc (MBS). FM Affiliate: WNAC-FM, 20-kw, 98.5 mc (No. 253), 460-ft. antenna height.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson & Ball.

Personnel:

T. F. O'Neill, *president & treasurer.*
Norman Knight, *executive v.p. & general manager.*
George Steffy, *vice president.*
Tom Bateson, *sales service manager.*
Leland Bickford, *news director.*
Harry Whittemore, *technical director.*

DIGEST OF RATE CARD NO. 7 † (Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$1700.00	\$1020.00	\$680.00	\$595.00	\$425.00	\$340.00	\$170.00
Class B—7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
1275.00	765.00	510.00	446.25	318.75	255.00*	127.50*
Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
950.00	570.00	380.00	332.50	237.50	160.00*	80.00*
Class D—Midnight-9 a.m., daily.						
700.00	420.00	280.00	245.00	175.00	140.00	70.00

† Film rates only.

* Class B Announcements—6:30 p.m., 10:30 p.m.-midnight, Mon.-Fri.; 11 p.m.-midnight, 1-5 p.m., Sat. & Sun. Class C Announcements—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun. Special features—Shopping-Vues, each partic., \$160; Movie Quick Quiz, each partic., \$160.

WTAO-TV Cambridge-Boston

(Ch. 56)

Grantee (STA): Middlesex Bestg. Corp., 439 Concord Ave., Cambridge.

Studio and Transmitter: Zion Mt., Waltham St., Woburn, Mass.

Telephone: Eliot 4-0500.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 20.5-kw visual, 11.5-kw aural. Antenna: 470-ft. above av. terrain, 289-ft. above ground, 629-ft. above sea level, lat. 42° 27' 20", long. 71° 10' 50".

Network Service: DuMont, ABC.

AM Affiliate: WTAO, .25-kw, 740 kc. FM Affiliate: WXHR, 6.9-kw, 96.9 mc (No. 245), 440-ft. antenna height.

Ownership: Frank Lyman Jr., president & treasurer, 74%; Harvey Radio Laboratories Inc., 26%. Mr. Lyman is principal stockholder of Harvey Radio Labs.

Began Operation: Aug. 31, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George E. Gautney.

Personnel:

Frank Lyman Jr., *president.*
Theodore B. Pitman Jr., *general & commercial manager.*
Richard C. Holbrook, *program supervisor.*
Walter Harrington, *program director.*
Carmen Ferraro, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$250.00	\$150.00	\$125.00	\$100.00	\$87.50	\$62.50	\$50.00	\$37.50
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.							
187.50	112.50	93.75	75.00	65.63	46.88	37.50	27.50
Class C—All other times.							
125.00	75.00	62.50	50.00	43.75	31.25

Massachusetts

WHYN-TV

Springfield-Holyoke

(Ch. 55)

Grantee (STA): Hampden-Hampshire Corp., 1300 Liberty St., Springfield.

Studios: 1300 Liberty St., Springfield.

Transmitter: Top of Mt. Tom.

Telephone: Springfield 4-1126; Holyoke 8238.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 182-kw visual, 91-kw aural. Antenna: 990-ft. above av. terrain, 460-ft. above ground, 1329-ft. above sea level, lat. 42° 14' 32", long. 72° 38' 55".

Network Service: CBS, DuMont.

AM Affiliate: WHYN, 1-kw, 560 kc (CBS). FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 970-ft. antenna height.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 6.54%; Charles N. DeRose, v.p., 8.375%; Sidney R. Cook, treas., 10.04%; Arthur Ryan, asst. treas., .084%; Harriet W. and Charles N. DeRose jointly, 8.29%. Same interests publish *Holyoke Transcript* and *Northampton Daily Gazette*. Republican Television Inc. is owned by Employees Beneficial Fund of the *Springfield Union News* and *Sunday Republican*.

Began Operation: March 8, 1953. Sale of 50% to newspaper pension fund approved July 21, 1954. (See *Television Digest*, Vol. 10:10, 30.)

Represented (sales) by The Branham Co.; Weed Television Corp. (New England).

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles N. DeRose, *general manager.*
Patrick J. Montague, *commercial manager.*
Kendall Smith, *program director.*

DIGEST OF RATE CARD NO. 2 † (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$300.00	\$180.00	\$120.00	\$110.00	\$90.00	\$75.00	\$60.00	\$30.00
Class B—6-7 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11 p.m.-sign-off, daily.							
225.00	135.00	90.00	75.00	60.00	56.00	45.00	22.50
Class C—All other times.							
150.00	90.00	60.00	50.00	40.00	37.50	30.00	15.00

† Film rates only.

WWLP Springfield

(Ch. 61)

Licensee: Springfield Television Broadcasting Corp., 61 Chestnut St.

Studio and Transmitter: Provin Mt., Agawam, Mass.

Telephone: Springfield 2-4181.

Technical Facilities: Channel No. 61 (752-758 mc). Authorized power: 148-kw visual, 79.4-kw aural. Antenna: 700-ft. above av. terrain, 347.5-ft. above ground, 987.5-ft. above sea level, lat. 42° 05' 04", long. 72° 42' 18".

Network Service: ABC, NBC.

AM Affiliate: WSPR, 1-kw, 1270 kc (ABC).

Ownership: Roger L. Putnam, pres., 15%; William L. Putnam, treas., 4.8%; Raymond T. King, clerk, 3%; Alan C. Tindal, v.p.; the following directors: Charles L. Furcolo, 12%; Joseph J. Delizo, 4.1%; George Vadnals, 10.5%; John Oakley, 1.8%; James Y. Scott, 4.5%; and following who are not officers: WSPR Inc., 15.8%; James Fitzgerald, 7.5%; Conrad Fafard, 7.5%; John J. Duggan, 4%; Foster Furcolo, 3% and 12 others, none owning over 2% each. WWLP owns 4.76% and J. F. Fitzgerald owns 2.98% of Ch. 5 applicant for Boston.

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Roger L. Putnam, *president.*
William L. Putnam, *treasurer.*
Alan C. Tindal, *v.p. & general manager.*
Milton R. Slater, *program director.*
Howard S. Keefe, *promotion manager.*
George R. Townsend, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-7 p.m., 11 p.m.-sign-off, Mon.-Sat.; 1-7 p.m., 11 p.m.-sign-off, Sun.						
225.00	135.00	90.00	79.00	56.00	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.00	37.00	30.00	15.00

Massachusetts-Michigan

WWOR-TV Worcester

(Ch. 14)

Licensee: Salisbury Bestg. Corp., Box 609.

Studio & Transmitter: Asnebumskit Hill, Paxton, Mass.

Telephone: 7-8374.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 16.2-kw visual, 8.71-kw aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level, lat. 42° 18' 13.6", long. 71° 53' 50.7".

Network Service: ABC, DuMont.

Ownership: John Z. Buckley, pres., 1.66%; Ansel E. Gridley, v.p., 4.16%; Kenneth P. Higgins, treas., 83%; James G. Rogers, director (associated with Fox, Wells & Co. which owns 26.74% of WWOR-TV); Ralph K. Hubbard, 9.16%; 26 others, none owns as much as 2%. Fox, Wells & Co., also controls KFSD-TV & KFSD, San Diego.

Began Operation: Nov. 16, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Ansel E. Gridley, v.p. & general manager.
Leonard V. Corwin, commercial manager.
John S. McSheehy, promotion manager.
Thomas C. Sawyer, program manager.
Norman C. Locke, production manager.
Harold Eckman, film director.
Donald P. Wise, chief engineer.

DIGEST OF RATE CARD NO. 1 (Oct. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Sat.; 3-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—All other times.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75

MICHIGAN

WPAG-TV Ann Arbor

(Ch. 20)

Grantee (STA): Washtenaw Broadcasting Co. Inc., Hutzel Bldg.

Studio: Hutzel Bldg., Main & E. Liberty Sts. Transmitter: Sico Church & Maple Rds.

Telephone: 2-5517.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 343-ft. above av. terrain, 277-ft. above ground, 1234-ft. above sea level, lat. 42° 15' 33", long. 83° 46' 39".

AM Affiliate: WPAG, 1-kw, 1050 kc.

Ownership: Arthur E. Greene, pres.-secy., 50%; Edward F. Baughn, v. p.-treas., 50%; John W. Conlin, director.

Began Operation: April 3, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by D. F. Prince.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Edward F. Baughn, general manager.
David Pringle, program director & film editor.
Kenneth MacDonald, sales manager.
Donald Boudish, chief engineer.

DIGEST OF RATE CARD NO. 1 (April 3, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00
Class B—All other times.					
120.00	72.00	48.00	35.00	24.00	12.00

WNEM-TV Bay City-Saginaw

(Ch. 5)

Grantee (STA): North Eastern Michigan Corp., 814 Adams St., Bay City.

Studio and Transmitter: 3.8-mi. NE of Saginaw, Mich.

Telephone: 3-5269.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 569-ft. above ground, 1154-ft. above sea level, lat. 43° 28' 15", long. 83° 50' 36".

Network Service: NBC, DuMont.

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian and WPON, Pontiac, both Mich.

Began Operation: Feb. 16, 1954.

Represented (sales) by Headley-Reed TV; Michigan Spot Sales (Detroit).

Personnel:

John H. Bone, general manager.
Harry E. Travis, asst. general manager & film buyer.
Hugh M. Woolsey, chief engineer.
Claude Mendell, client service.
Frank Benesh, news director.
Virgil O'Dell, sports director.

DIGEST OF RATE CARD NO. 2 † (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.						
\$425.00	\$255.00	\$212.50	\$170.00	\$127.50	\$85.00	\$42.50
Class B—4-6 p.m., 11-11:15 p.m., Mon.-Fri.						
300.00	180.00	150.00	120.00	90.00	60.00	30.00
Class C—All other times.						
220.00	132.00	110.00	88.00	66.00	44.00	22.00

† Film rates only.

WWTW Cadillac

(Ch. 13)

Grantee (STA): Sparton Bestg. Co., 214 N. Mitchell St.

Studio & Transmitter: 5.7-mi. E of Tustin, Mich.

Telephone: Prospect 5-3478.

Technical Facilities: Channel No. 13 (210-216 mc). Operating under special temporary authorization with 104-kw visual, 52-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 1640-ft. above av. terrain, 1282-ft. above ground, 2986-ft. above sea level, lat. 44° 08' 12.4", long. 85° 20' 23.4".

Network Service: CBS, DuMont, ABC.

Ownership: Sparks-Withington Co., 100%. WWTW officers: John J. Smith, pres. (also pres. of Sparks-Withington Co.); Leland T. Matthews, v.p. (asst. to pres. of Sparks-Withington); Harold M. Johnston, secy.-treas. (treas. of Sparks-Withington); Harold P. Katherman, asst. secy.-treas.

Began Operation: Dec. 11, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Scharfeld, Jones & Baron.

Personnel:

John J. Smith, president.
L. T. Matthews, v.p. and general manager.
John Cundiff, sales manager.
Donald Cunningham, program director.
Allen W. Daubendick, chief engineer.
Fred Lamb, art, promotion, and merchandising manager.
Daryl Sebastian, operations manager.

DIGEST OF RATE CARD NO. 2 (Dec. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
187.50	112.50	75.00	65.62	46.87	37.50	18.75
Class C—All other times.						
140.63	84.38	56.25	49.22	35.16	28.13	14.06



THIS YOU'VE GOT TO SEE!

TV'S NEW FUN SHOW!

SEE PAGES 356-357

CKLW-TV
Windsor-Detroit
 (Ch. 9)

Licensee: Western Ontario Ecstg. Co. Ltd., Sandwich and Crawford Sts.

Detroit office: Guardian Bldg.

Studio & Transmitter: Sandwich & Crawford Sts., Windsor.

Telephones: Clearwater 4-1155, Windsor; Woodward 1-7200, Detroit.

Technical Facilities: Channel No. 9 (188-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 653-ft. above av. terrain, 626-ft. above ground, 1250-ft. above sea level. lat. 42° 18' 59", long. 83° 02' 58".

Network Service: CBC, DuMont.

AM Affiliate: CKLW, 50-kw, 800 kc (CBC, MBS). FM Affiliate: CKLW-FM, .25-kw, 93.9 mc (No. 230), 414-ft. antenna height.

Ownership: CKLW-TV officers: Harry Sedgwick, chairman; J. E. Campeau, pres.; J. E. Rogers, v.p.; Samuel Rogers, secy.; W. H. Gatfield, treas.

Began Operation: Aug. 30, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & All-Canada Television.

Represented (legal) by Samuel Rogers Q.C., Windsor.

Personnel:

- J. E. Campeau, *president & general manager.*
- E. Wilson Wardell, *commercial manager.*
- Charles E. Gunn, *asst. sales manager.*
- S. Campbell Ritchie, *operations director.*
- Haford Kerbawy, *production manager.*
- Woodruff E. Crouse, *sales promotion manager.*
- Norman Hawkins, *national sales manager.*
- Arthur MacColl, *film director.*
- Arthur Gloster, *publicity & public relations director.*
- Bruce Chick, *traffic director.*
- W. J. Carter, *engineering director.*

DIGEST OF RATE CARD NO. 1 (U. S. rates)
 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$330.00	\$275.00	\$220.00	\$90.00
Class B—6-7 p.m., Mon.-Sat.; 3-7 p.m., Sun.						
825.00	495.00	330.00	243.00	206.00	165.00	66.00
Class C—5-6 p.m., Mon.-Sat.; noon-3 p.m., Sun.						
688.00	412.00	275.00	206.00	172.00	138.00	55.00
Class D—11 p.m.-midnight, daily; 9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.						
550.00	330.00	220.00	165.00	138.00	110.00	44.00

Michigan

DIGEST OF RATE CARD NO. 2 (Canadian rates)
 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$450.00	\$315.00	\$270.00	\$225.00	\$180.00	\$90.00	\$45.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat.						
337.50	236.25	202.50	168.75	135.00	67.50	33.75
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.						
270.00	189.00	162.00	135.00	108.00	54.00	27.00

WJBK-TV
Detroit
 (Ch. 2)

Licensee: Storer Broadcasting Co., 500 Temple St., Detroit.

Studio: Masonic Temple.

Transmitter: Southfield Township, Mich.

Telephone: Temple 3-7900

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1657-ft. above ground, 1730-ft. above sea level, lat. 42° 27' 38", long. 83° 12' 47".

Network Service: CBS, DuMont

AM Affiliate: WJBK, .25-kw, 1490 kc. (CP for 10-kw D, 5-kw N, 1500 kc). FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

Ownership: Storer Bestg. Co., 1177 Kane Concourse, Miami Beach, Fla. Also owns and operates: WAGA-TV & WAGA, Atlanta, Ga.; WSPD-TV & WSPD, Toledo, O.; WXEL & WJW, Cleveland, O.; KPTV, Portland, Ore.; WBRC-TV & WBRC, Birmingham, Ala.; WGBS-TV & WGBS, Miami, Fla.; and radio station WWVA, Wheeling, W.Va. Operates Empire Coil Co. Inc., manufacturer of coils and transformers in New Rochelle, N. Y., acquired from Herbert Mayer (*Television Digest*, Vol. 10:2, 14, 44), along with WXEL and KPTV. Also owns Sun Publishing Co., publishers of *Miami Beach Sun*, Miami Beach (daily except Sat.). Storer Bestg. Co. officers: George B. Storer, pres.; J. Harold Ryan, v.p. & treas.; Lee B. Wailes, exec. v.p.; Stanton P. Kettler, district, v.p.; William E. Rine, district v.p.; Allen L. Haid, v.p.; J. Robert Kerns, v.p.; George B. Storer Jr., planning & finance v.p.; Glen W. Harker, v.p.; Gayle V. Grubb, v.p.; John E. McCoy, secy.; H. A. Steensen, asst. treas.; Bertha C. Frestler, asst. secy.

Began Operation: Oct. 24, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

(Continued on next page)

NOW!... double the wallop in the Detroit area!

CKLW-TV
 channel
9

**325,000
 WATTS**

CKLW
 radio
800 kc

**50,000
 WATTS**

**THE
 MOST POWERFUL
 RADIO AND TELEVISION
 COVERAGE
 IN THE
 MARKET!**

Adam Young
 Television Corporation
 National Rep.

J. E. Campeau
 President
 Guardian Bldg., Detroit

Michigan

DETROIT: WJBK-TV—(Continued)

Personnel:

George B. Storer, *president*.
 Lee B. Wailes, *executive v.p.*
 William E. Rine, *district v.p.*
 Bill Michaels, *managing director*.
 Maurice E. McMurray, *TV sales manager*.
 Tom Harker, *national sales director* (New York City).
 Robert C. Wood, *midwest sales director* (Chicago).
 Gayle V. Grubb, *west coast sales director* (San Francisco).
 Richard E. Fisher, *program director*.
 Glenn G. Boundy Jr., *TV production manager*.
 George Kenyon, *film manager*.
 Jack LeGoff, *news director*.
 Kenneth H. Boehmer, *sales promotion manager*.
 George L. Snyder, *merchandising manager*.
 Elaine von Grimmenstein, *publicity director*.
 Paul O. Frincke, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$500.00	\$400.00	\$160.00
Class A—7-8 p.m., 10:30-11 p.m., daily.						
1600.00	960.00	640.00	480.00	400.00	320.00	125.00
Class B—6-7 p.m., daily.						
1350.00	810.00	540.00	405.00	337.50	270.00	96.00
Class C—Noon-6 p.m., Sun.						
1200.00	720.00	480.00	360.00	300.00	240.00	85.00
Class D—All other times.						
850.00	510.00	340.00	255.00	213.00	170.00	70.00

WWJ-TV Detroit

(Ch. 4)

Licensee: Evening News Assn., 615 Lafayette Ave.
 Studio: 622 W. Lafayette Ave. Transmitter: Greenfield & 10½ Mile Rds.

Telephone: Woodward 2-2000.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 50.1-kw aural. Antenna: 1010-ft. above av. terrain, 1064-ft. above ground, 1749-ft. above sea level, lat. 42° 28' 59", long. 83° 12' 20".

Network Service: NBC.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC). FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 500-ft. antenna height.

Ownership: Evening News Assn., publisher of *The Detroit News*; Warren S. Booth, pres.

Began Operation: March 4, 1947.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Edwin K. Wheeler, *general manager*.
 Don DeGroot, *assistant general manager*.
 Henry C. Rogers, *business manager*.
 James Schiavone, *program & production manager*.
 Robert J. McKendrick, *asst. program & production manager*.
 Wendell Parmelee, *national sales manager*.
 Douglas L. Sinn, *assistant sales manager*.
 Glenn Kyker, *sales promotion manager*.
 James Eberle, *public affairs manager*.
 E. J. Love, *general engineering manager*.
 Frank Picard, *film manager*.
 James F. Clark, *news editor*.

DIGEST OF RATE CARD NO. 13 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	1D
Class AA—8-10:30 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$500.00	\$400.00	\$160.00
Class A—7-8:00 p.m., 10:30-11 p.m., daily.						
1600.00	960.00	640.00	480.00	400.00	320.00	128.00
Class B—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.						
1400.00	840.00	560.00	420.00	350.00	280.00	112.00
Class C—Noon-6 p.m., Sun.; 6-6:30 p.m., Mon.-Sat.; 11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun.						
1000.00	600.00	400.00	300.00	250.00	200.00	80.00

Class D—10 a.m.-6 p.m., Mon.-Sat.; 10 a.m.-noon, Sun.; 11:15 p.m.-midnight, Mon.-Fri.; 11:30 p.m.-midnight, Sat. & Sun.

840.00 504.00 336.00 252.00 210.00 168.00 67.20

Class E—All other times.

700.00 420.00 280.00 210.00 175.00 140.00 56.00

WXYZ-TV Detroit

(Ch. 7)

Licensee: WXYZ Inc., 1700 Mutual Bldg.

Studio and Transmitter: Maccabees Bldg.

Telephone: Woodward 3-8321.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 485-ft. above av. terrain, 480-ft. above ground, 1109-ft. above sea level, lat. 42° 21' 28.09", long. 83° 03' 55.54". CP for 316-kw visual, 158-kw aural, 460-ft. above av. terrain, 468-ft. above ground, 1097-ft. above sea level.

Network Service: ABC.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC). FM Affiliate: WXYZ-FM, 30-kw, 101.1 mc (No. 266), 660-ft. antenna height.

Ownership: American Bestg. Co., 100%, see WABC-TV, New York. WXYZ Inc.; James G. Riddell, pres.

Began Operation: Oct. 9, 1948.

Represented (sales) by Blair TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

James G. Riddell, *president & general manager*.
 John Pival, *v.p. for television*.
 Ralph Dawson, *sales director*.
 Peter Strand, *executive producer*.
 John Lee, *studio manager*.
 Jack Hurford, *operations manager*.
 Robert Baldrica, *director of promotion*.
 Chas. Kocher, *chief engineer*.
 Joe Avesian, *publicity director*.
 Richard Femmel, *news director*.

DIGEST OF RATE CARD NO. 10 (Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$1700.00	\$1020.00	\$793.33	\$680.00	\$566.66	\$425.00	\$325.00	\$130.00
Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun.							
1500.00	900.00	750.00	600.00	450.00	375.00	275.00	125.00
Class B—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.							
1250.00	750.00	625.00	500.00	375.00	312.50	225.00	110.00
Class C—11 p.m.-midnight, daily.							
850.00	510.00	425.00	340.00	255.00	212.50	200.00	100.00
Class D—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.							
750.00	450.00	375.00	300.00	225.00	187.50	150.00	75.00
Class E—All other times.							
600.00	360.00	300.00	240.00	180.00	150.00	100.00	50.00

WTWS Detroit

(Ch. 56)

Non-Commercial Educational Station

(Due to Begin Operating in Spring)

Grantee (STA): Detroit Educational Television Foundation Inc., 474 W. Warren Ave.

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne U.; U. of Detroit.

Transmitter: 9345 Lawton Ave.

Telephone: Temple 1-5144.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 219.4-kw visual, 119.4-kw aural. Antenna: 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22' 25", long. 83° 06' 50".

FM Affiliate: WDTR-FM, 2-kw, 90.9 mc (No. 215), 170-ft. antenna height.

Ownership: Foundation officials: C. Allen Harlan, pres.; James Cope, v.p.; Mrs. Frank Couzens, treas.; W. E. Stirton, secy. & asst. treas.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by William L. Foss Inc.

Personnel:

William E. Stirton, *secretary*.

WWJ-TV's TALLEST TOWER- MAXIMUM POWER means EXTRA coverage!

WWJ-TV COVERAGE AREA

Population—1954	5,988,000
Families—1954	1,725,800
Television Sets (Sept. 1954)	1,466,000
Family Buying Income—1953	\$6,023
Total Retail Sales—1953	\$7,413,599,000
<i>Food Sales</i>	1,726,945,000
<i>General Merchandise</i>	812,489,000
<i>Furniture-Household</i>	360,416,000
<i>Automotive</i>	1,819,799,000
<i>Drug</i>	261,977,000

By every measuring rule, WWJ-TV is your best TV buy in a market where family income is the highest in the nation. With the tallest tower . . . with maximum power . . . with the greatest audience loyalty . . . WWJ-TV can do the most effective, most far-reaching selling job for YOUR product. See your Hollingbery man for availabilities.

In Detroit . . .

You Sell More

on channel

4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

• National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Michigan

WJRT Flint

(Ch. 12)

(Due to Begin Operating in Early 1955)

Grantee (STA): WJR, The Goodwill Station Inc., Fisher Bldg., Detroit.

Studio: 2302 Lapeer St. Transmitter: Burt & Gasper Rds., 4 mi. NE of Chesaning, Mich.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level lat. 43° 13' 48", long. 84° 03' 24".

AM Affiliate: WJR, Detroit, 50-kw, 760 kc, CBS. FM Affiliate: WJR-FM, 24-kw, 96.3 mc (No. 242), 480-ft. antenna height.

Ownership: Mrs. Walton Parker, 52.57% (of which 3.27% is in G. A. Richards trust, 26.12% held by estate of G. A. Richards, deceased husband). There are over 1000 other stockholders, none owns as much as 3%. Officers: John F. Patt, pres., 1.14%; Worth Kramer, v.p.; William G. Siebert, secy.-treas. Patt owns 12.5% of WINT, Waterloo-Ft. Wayne, Ind.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Worth Kramer, v.p. & general manager.
A. Donovan Faust, operations manager.
Franklin Mitchell, program director.
Clarence W. Jones, chief engineer.

ADDITIONAL DATA UNAVAILABLE

WOOD-TV Grand Rapids (Ch. 8)

Licensee: Grandwood Broadcasting Co., 120 College Ave. SE.

Studio: 120 College Ave. SE. Transmitter: 6101 Five Mile Rd.

Telephone: 9-4125.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 925-ft. above ground, 1810-ft. above sea level, lat. 43° 02' 37", long. 85° 31' 08".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WOOD, 5-kw, 1300 kc (NBC).

Ownership: Harry M. Bitner, chairman; Harry M. Bitner Jr., pres.; Willard Schroeder, v.p.-secy., 4.98%; Melvin C. Green, treas.; Mrs. Evelyn H. Bitner, director; Leonard Bridge, director; WFBM-TV, Indianapolis, 95.01%. Same interests also applicants for Evansville, Ind.

Began Operation: Aug. 15, 1949, as WLAV-TV. Sold to present grantee Sept. 1951 (see *Television Digest*, Vol. 7:19, 38).

Represented (sales) by Katz Agency, Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Willard Schroeder, general manager.
Frank Sisson, program director.
Art Swift, sales manager.
John H. Clay, sales service manager.
Leonard Bridge, controller.
Clark Grant, asst. program director.
John Dragomier, promotion director.
Louis Bergenroth, chief engineer.
David Hoyle, continuity director.

DIGEST OF RATE CARD NO. 3 †
(March 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.							
\$800.00	\$480.00	\$400.00	\$320.00	\$280.00	\$200.00	\$150.00	\$75.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.							
600.00	360.00	300.00	240.00	210.00	150.00	110.00	55.00
Class C—Sign on-5 p.m., Mon.-Fri.; Sign on-noon, Sat. & Sun.; midnight-sign off, daily.							
400.00	240.00	200.00	160.00	140.00	100.00	75.00	37.50

† Film rates only.

WKZO-TV Kalamazoo

(Ch. 3)

Licensee: Fetzter Broadcasting Co., 124 W. Michigan Ave.

Studio: 124 W. Michigan Ave.

Transmitter: AB Ave. & 24th St.

Telephone: 5-2101.

Technical Facilities: Channel No. 3 (60-66 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 1012-ft. above av. terrain, 952-ft. above ground, 1952-ft. above sea level, lat. 42° 24' 57", long. 85° 31' 49".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

Ownership: John E. Fetzter, pres.-treas., 52%; Rhea Y. Fetzter, v.p.-secy., 48%. Licensee also operates KOLN-TV & KOLN, Lincoln, Neb., and radio station WJEF, Grand Rapids, Mich. Also has minority interests in WMBD, Peoria, Ill.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

John E. Fetzter, president.
Carl E. Lee, managing director.
Donald DeSmit, sales manager.
Robert Dye, promotion director.
Arthur Covell, chief engineer.
Charles T. Lynch, program director.

DIGEST OF RATE CARD NO. 8
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11:01 p.m., Mon.-Fri.; 11:59-11:01 p.m., Sat. & Sun.						
\$900.00	\$540.00	\$360.00	\$290.00	\$230.00	\$170.00	\$85.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 11:01 p.m.-sign-off, daily.						
675.00	405.00	270.00	225.00	177.50	127.50	63.75
Class C—Sign-on-4:59 p.m., Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun.						
450.00	270.00	180.00	160.00	125.00	85.00	42.50

WJIM-TV Lansing

(Ch. 6)

Licensee: WJIM Inc., WJIM Country House.

Studio and Transmitter: Saginaw & Howard Sts.

Telephone: 2-1333.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 440-ft. above av. terrain, 502-ft. above ground, 1340-ft. above sea level, lat. 42° 44' 22", long. 84° 30' 49".

Network Service: ABC, CBS, NBC.

AM Affiliate: WJIM, 25-kw, 1240 kc (NBC-ABC).

Ownership: Harold F. Gross, pres.-treas., 75%; Charlotte Gross, secy., 2.12%; Howard Finch, v.p., 1.2%. Mr. Gross also holds 12.05% of Ch. 11 applicant for Toledo, O.

Began Operation: May 1, 1950.

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

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

Represented (engineering) by Kear & Kennedy.

Personnel:

Harold F. Gross, president.
William R. Brazzil, general sales manager.
Howard K. Finch, v.p., program & production.
Phil Sherck, film director.
Charles L. Brady, technical operations director.

DIGEST OF RATE CARD NO. 7
(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.; noon-11 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00	\$75.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; noon-5 p.m., Sat.						
600.00	360.00	240.00	210.00	150.00	112.50	56.25
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
450.00	270.00	180.00	157.50	112.50	75.00	37.50

WTOM-TV

Lansing

(formerly WILS-TV)

(Ch. 54)

Grantee (STA): Inland Bcstg. Co., 407 N. Washington Ave.
Studio: 407 N. Washington Ave. Transmitter: Olds Tower Bldg.
Telephone: 2-1655.

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 360-ft. above av. terrain, 378-ft. above ground, 1238-ft. above sea level, lat. 42° 43' 57", long. 84° 33' 15".

Network Service: ABC, DuMont.

Ownership: Leased for two years at \$5000 per month to Inland TV Co. by Lansing Bcstg. Co. (Pomeroy family). Inland Officers: Thomas B. Shull, pres.-gen. mgr.; Herbert H. Upton, v.p., 38.46%; John A. Straus, treas., 38.46%; James C. Hendley, secy., 23.08%.

Began Operation: Aug. 13, 1953.

Represented (sales) by Everett-McKinney Inc.

Personnel:

Thomas B. Shull, *president & general manager*.
R. S. Underhill, *commercial director*.
Ed Carson, *program director*.
Kenneth Herman, *production director*.
Frances Wilson, *film director*.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$35.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	26.25	18.75

WKAR-TV East Lansing

(Ch. 60)

Non-Commercial Educational Station

Grantee (STA): Michigan State Board of Agriculture, Michigan State College.
Studio: Michigan State College campus.
Transmitter: Okemos, Mich.

Michigan

Telephone: Edgewood 2-1511.

Technical Facilities: Channel No. 60 (746-752 mc). Authorized power: 184-kw visual, 94-kw aural. Antenna: 980-ft. above av. terrain, 1034-ft. above ground, 1874-ft. above sea level using .6° electrical beam tilt, lat. 42° 42' 08", long. 84° 24' 51".
Note: Has filed share-time application for Channel 10, Onondaga, Mich. with Television Corporation of Michigan Inc. Will drop Channel 60 if granted.

AM Affiliate: WKAR, 5-kw, 870 kc.

Began Operation: Jan. 13, 1954.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by William L. Foss Inc.

Personnel:

Dr. Armand L. Hunter, *general manager*.
J. D. Davis, *operations manager*.
Ken Richards, *program manager*.
Carl Williams, *film director*.
Linn Towsley, *chief engineer*.

WKNX-TV Saginaw

(Ch. 57)

Grantee (STA): Lake Huron Bcstg. Corp., 221 S. Washington Ave.
Studio: 221 S. Washington Ave. Transmitter: Bridgeport Twp.
Telephone: 3-4471.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 450-ft. above av. terrain, 459-ft. above ground, 1061-ft. above sea level, lat. 42° 23' 32", long. 83° 55' 32".

Network Service: CBS, ABC.

AM Affiliate: WKNX, 1-kw, 1210 kc.

Ownership: William J. Edwards, pres., 33½%; Alvin M. Bentley (Congressman), v.p., 33½%; Howard H. Wolfe, secy.-treas., 33½%.

Began Operation: April 5, 1953.

Represented (sales) by Gill-Perna, Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

(Continued on page 135)

WJIM-TV

"Covering more"

...of Michigan than any other TV station!

→ **WJIM-TV**
Channel 6...Lansing
NBC...CBS...ABC

● Lansing ● Flint
● Saginaw ● Bay City ● Jackson
● Battle Creek ● Grand Rapids

Edward Petry and Company, Inc.

THANKS—*from a Timebuyer*

“Day after day, week after week, month after month, year after year, we poor characters are asked to find out what the competition is doing.

“Frankly, this is a pain in you know what.

“At least the Spot TV end of it has been cleared up by the Rorabaugh Report.

“I, for one, want to thank the majority of TV broadcasters for their cooperation in putting these necessary facts in one convenient place.”

CHARLES M. WILDS

Chief Timebuyer

N. W. Ayer & Son, Inc.

RORABAUGH REPORT ON SPOT TELEVISION ADVERTISING

347 MADISON AVENUE

NEW YORK 17, N. Y.

Personnel:

William J. Edwards, *president & general manager.*
 Alvin M. Bentley, *v.p.*
 Howard H. Wolfe, *station manager.*
 Robert M. Chandler, *commercial manager.*
 Thomas Taylor, *program director.*
 Robert E. Douglas, *sales promotion director.*
 Max W. Thomas, *director technical operations.*
 David Krenz, *business manager.*
 Leland Service, *film editor.*
 Britton Temby, *news director.*
 Robert Dyer, *production coordinator.*

DIGEST OF RATE CARD No. 1†
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WPNB-TV
Traverse City

(Ch. 7)

Grantee (STA): Midwestern Bcstg. Co., Paul Bunyan Bldg.
 Studio & Transmitter: 3 mi. W. of center of Traverse City.
 Telephone: 2700.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 30.9-kw aural. Antenna: 760-ft. above av. terrain, 462-ft. above ground, 1538-ft. above sea level, lat. 44° 46' 32", long. 85° 41' 02".

Network Service: NBC.

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

Ownership: Les Biederman, pres., 50.77%; William H. Kiker, v.p., 16.84%; Drew McClay, secy.-treas., 15.54%; Fred Zierle, director, 16.84%; remainder is treasury stock. Also operates WATT, Clam Lake; WATZ, Alpena; WMBN, Bear Creek; WATC, Gaylord, all Michigan radio stations.

Began Operation: July 24, 1954.

Represented (sales) by Hal Holman Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

Les Biederman, *president & general manager.*
 John Anderson, *station manager.*
 R. E. Detwiler, *commercial manager.*
 Wm. H. Kiker, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
\$120.00	\$72.00	\$48.00	\$38.50	\$30.00	\$18.00	\$12.00

MINNESOTA

KMMT
Austin

(Ch. 6)

Grantee (STA): Minnesota-Iowa Television Co., 405-A N. Main St.
 Studio and Transmitter: 2.5-mi. S. of Austin on Hwy. No. 105.

Telephone: 8836.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 18.5-kw visual, 9.3-kw aural. Antenna: 420-ft. above av. terrain, 445-ft. above ground, 1670-ft. above sea level, lat. 43° 37' 20", long. 92° 59' 22".

Network Service: ABC, CBS, DuMont.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).

Ownership: Harry M. Smith, pres., 16 $\frac{2}{3}$ %; Albert W. Smith, v.p., 16 $\frac{2}{3}$ %; George Wilson, secy.-treas., 16 $\frac{2}{3}$ %; Harold O. Westby, 16 $\frac{2}{3}$ %; Martin Bustad, 16 $\frac{2}{3}$ %; Chester A. Weseman, 16 $\frac{2}{3}$ %. Has agreement with KWWL-TV, Waterloo, Iowa, whereby latter has option to buy KMMT & KAUS.

Began Operation: July 27, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank McIntosh.

Personnel:

Tom Steensland, *acting manager.*
 Ken Cessna, *news director.*
 John Eklin, *technical director.*

DIGEST OF RATE CARD NO. 1
(May 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5:30-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$30.00	\$18.00
Class B—4:59-5:50 p.m., Mon.-Fri.						
112.50	67.50	45.00	37.50	30.00	22.50	13.50
Class C—All other times.						
75.00	45.00	30.00	25.00	20.00	15.00	9.00

KDAL-TV
Duluth-Superior
(Ch. 3)

Grantee (STA): Red River Bcstg. Co. Inc., Bradley Bldg., Duluth.
 Studio: Bradley Bldg. Transmitter: Observation Rd. & 11th St.
 Telephone: Randolph 2-4466.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 809-ft. above av. terrain, 558-ft. above ground, 1784-ft. above sea level, lat. 46° 47' 08", long. 92° 07' 15".

Network Service: NBC, ABC.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).

Ownership: Dalton LeMasurier, pres.-treas., 70%; Robert A. Dettman, v.p., 10%; Odin S. Ramsland, v.p., 10%; Charles LeMasurier, 10%. Dalton LeMasurier also controls WQUA, Moline, Ill.; he and Messrs. Dettman & Ramsland each owns 10% of WIRL, Peoria, Ill.

Began Operation: Feb. 19, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Robert M. Silliman.

Personnel:

Dalton LeMasurier, *president & general manager.*
 Odin S. Ramsland, *v.p. & commercial manager.*
 John Grandy, *sales manager.*
 Earl Henton, *program director.*
 Robert Dettman, *v.p. & chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:59-10:15 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—4:59-6:30 p.m., daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

WDSM-TV
Duluth-Superior
(Ch. 6)

Grantee (STA): WDSM Television Co., 230 East Superior St., Duluth; 921 Tower Ave., Superior, Wis.

Studios: 230 E. Superior St., Duluth & 921 Tower Ave., Superior.

Transmitter: 5th Ave. W. & 10th St., Duluth.

Telephones: 7-6875, Duluth; Export 4-4451, Superior.

Technical Facilities: Channel No. 6 (82-88 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 791-ft. above av. terrain, 584-ft. above ground, 1828-ft. above sea level, lat. 46° 47' 20", long. 92° 06' 51".

Network Service: CBS, DuMont.

AM Affiliate: WDSM, 5-kw, 710 kc (ABC, MBS).

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 51%; R. B. Ridder, pres., 8%; John C. Campbell Jr., v.p., 12%; Rodney A. Quick, v.p., 4%; Bernard H. Ridder Jr., secy.-treas., 8%; Homer Collins, 7%; Gustaf A. Nordin, 4%; J. R. Van Horn, 3.5%; Ernest A. Young, 1%; 6 others own less than 1% each. Northwest Publications publishes *Duluth Herald-News Tribune*. Ridder also controls WCCO-TV, Minneapolis-St. Paul. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Free & Peters Inc.

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

Personnel:

Rodney A. Quick, *v.p. & general manager.*
 Martin Olson, *commercial manager.*
 Edwin M. Conrad, *production manager.*
 Lew Martin, *program director.*
 Bob Ball, *news director.*
 Lute Mason, *sports director.*
 Jerry Baumann, *chief engineer.*
 Paul Andresen, *promotion director.*

(Continued on next page)

Minnesota

DULUTH-SUPERIOR: WDSM-TV—(Continued)

DIGEST OF RATE CARD NO. 1 (Jan. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—10:30-11 p.m., daily; 5:30-6:30 p.m., Mon.-Sat.; 1-5:30 p.m., Sun.						
187.50	112.50	75.00	65.00	47.00	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

KEYD-TV

Minneapolis-St. Paul

(Ch. 9)

Grantec (STA): Family Bestg. Corp., Foshay Tower, Minneapolis.

Studio & Transmitter: Foshay Tower.

Telephone: Lincoln 8451.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level, lat. 44° 58' 28.2", long. 93° 16' 16.7".

Network Service: DuMont.

AM Affiliate: KEYD, 5-kw, 1440 kc.

Ownership: Minneapolis Tower Co. (Baker Properties, Inc.), 84.3%; Lee L. Whiting, 10%; balance is held by original Family Bestg. Corp. stockholders. Note: Original stockholders have option to buy back up to 49% (with Leslie C. Park holding option for 10%), but Minneapolis Tower will retain 51% control.

Began Operation: Jan. 9, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Lee L. Whiting, *general manager*.
Raymond Tenpenny, *asst. general manager*.
Robert C. Fransen, *operations & program director*.
J. Randolph Norris, *asst. operations & program director*.
Jim McGovern, *promotion manager*.
Harry Reasoner, *news director*.
Harvey Headen, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$162.00	\$120.00	\$60.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., Sun.						
400.00	240.00	160.00	140.00	108.00	80.00	40.00
Class C—Sign-on-5:30 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	54.00	40.00	20.00

WCCO-TV

Minneapolis - St. Paul

(Ch. 4)

Licensee: Midwest Radio-Television Inc., Radio City, Minneapolis.

Studio: Radio City, Minneapolis and Dispatch Bldg., St. Paul.

Transmitter: Foshay Tower.

Telephone: Lincoln 0552 and Nestor 8661.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level, lat. 44° 58' 30", long. 93° 16' 01".

Network Service: CBS, DuMont.

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by CBS, with Robert B. Ridder and Wm. J. McNally voting CBS stock under trusteeships. Minnesota Tribune Co. owns 25.4% of WEMP, Milwaukee, Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers) owns 50% and Minnesota Tribune Co. owns 50% of Mid-Continent. Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; KILQ, Grand Fork, N.D.; WDSM, Duluth-Superior. Other Ridder newspapers are *New York Journal of Commerce*, *Duluth Herald* and *News-Tribune*, Aberdeen (S.D.) *American and News*, Grand Forks (N.D.) *Herald*, Long Beach (Cal.) *Press-Telegram* and *Independent*, San Jose (Cal.) *News and Mercury*, and owns minority interest in *Seattle Times*. Note: CBS sale of 47% interest to Minneapolis Star & Tribune Co. (Cowles) pending FCC approval (*Television Digest*, Vol. 10:45).

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (*Television Digest*, Vol. 8:10, 33).

Represented (sales) by Free & Peters Inc.

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

Personnel:

William J. McNally, *chairman of board*.
Robert B. Ridder, *president*.
F. Van Konyneburg, *executive v.p. & general manager*.
Sherman Headley, *asst. manager*.
R. N. Ekstrum, *sales manager*.
Richard Jensen, *national sales representative*.
Charles D. Miller, *production manager*.
John M. Sherman, *director of engineering*.
Gwen Harvey, *program director*.
Harry Jones, *film director*.
Gene Godt, *publicity & promotion director*.
William J. McGinnis, *studio engineer*.
Nell E. Coll, *transmitter engineer*.
Don Gillies, *merchandising director*.
Charles McCuen, *news director*.
Rollie Johnson, *sports director*.
Arle Haeblerle, *director of women's activities*.
Charles H. Smith, *director of research*.
H. W. Dornseif, *controller*.

DIGEST OF RATE CARD NO. 7 (REVISED) (Sept. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7-10 p.m., daily.							
\$1100.00	\$880.00	\$660.00	\$550.00	\$440.00	\$385.00	\$330.00	\$275.00
Class A—6:30-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily.							
900.00	720.00	540.00	450.00	360.00	315.00	270.00	225.00
Class B—5:30-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 1-4 p.m., Sun.; 10:30-11:15 p.m., daily.							
700.00	560.00	420.00	350.00	280.00	245.00	189.00	140.00
Class C—Sign-on-5:30 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11:15 p.m.-sign-off, daily.							
350.00	280.00	210.00	175.00	140.00	123.00	95.00	70.00

WTCN-TV

Minneapolis-St. Paul

(Ch. 11)

Grantee (STA): Minnesota Television Public Service Corp., West Lake St. at Dean Blvd., Minneapolis.

Studio: West Lake St. at Dean Blvd. Transmitter: Foshay Tower,

Telephone: Walnut 7-8881.

Technical Facilities: Channel No. 11 (198-204 mc). Shares time with WMIN-TV, St. Paul. Authorized power: 316-kw visual, 188.7-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level, lat. 44° 58' 28", long. 93° 16' 10".

Network Service: ABC.

AM Affiliate: WTCN, 5-kw (1-kw night), 1280 kc (ABC).

Ownership: Robert Butler, pres., 68.63%; Arthur Gluek, v.p., 7.84%; Harold Richter, treas., .98%; Alfred J. Lethert, secy., .98%; Bror Dahlberg, 4.9%; Samuel Lipschultz, 3.92%; Quentin David, 1.96%; Lester Mample, 1.96%; 7 others, each owning .98%. Mr. David also is pres. & owns 6.16% of TV grantee for Hibbing and Mr. Gluek owns 6.5%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George P. Adair.

Personnel:

Robert Butler, *president*.
Joe Merkle, *general manager*.
Miller Robertson, *asst. general manager*.
Donald Kraatz, *director of TV operations*.
David Cole, *TV sales manager*.
G. E. LaRocque, *promotion director*.
Paul Sevareid, *chief newscaster*.
Mike Fleming, *technical director*.
Joe Kahnke, *chief transmitter engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.							
\$750.00	\$600.00	\$450.00	\$375.00	\$300.00	\$263.00	\$203.00	\$150.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.							
550.00	440.00	330.00	275.00	220.00	193.00	149.00	110.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, Mon.-Sat.; noon-1 p.m., Sun.							
300.00	240.00	180.00	150.00	120.00	105.00	81.00	60.00
Class D—Sign-on-noon, daily.							
200.00	160.00	120.00	100.00	80.00	70.00	54.00	40.00

316,000 WATTS KEYD-TV

keyd to the great
MINNEAPOLIS
and **ST. PAUL**
market

Channel 9...

NOW ON CHANNEL 9
MAXIMUM POWER
MINIMUM COST *TV*

to sell the Upper Midwest

KEYD-TV is "keyd" to low cost selling of this rich metropolitan and rural market—a 62 county area of over 480,000 TV families, including large cities and suburbs, prosperous towns, and most of Minnesota's richest farming area. Ask your H-R Representative about KEYD-TV's "incentive" rates.

KEYD-TV, Minneapolis-St. Paul's new 316,000 watt Channel 9 television station, will begin telecasting early in January with programs "keyd" to public service and public interest. KEYD-TV will bring top network and local entertainment, news and sports to an audience of 480,000 sets in 52 counties. A complete RCA installation, the newest, most modern drive-in studios and maximum power transmitter, located in the Foshay Tower assure the best in television production and reception. Represented nationally by H-R TELEVISION, INC.

Minnesota-Mississippi

KSTP-TV St. Paul-Minneapolis

(Ch. 5)

Licensee: KSTP Inc., 3415 University Ave.
Studio and Transmitter: 3415 University Ave.
Telephone: Prior 2724.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 560-ft. above av. terrain, 569-ft. above ground, 1473-ft. above sea level, lat. 44° 58' 08", long. 93° 12' 20".

Network Service: NBC.

AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Ownership: Stanley E. Hubbard, pres. & director, 55.17%; Kenneth M. Hance, exec. v.p.; Else Ryberg, secy. Directors: A. G. Bush (Minnesota Mining & Manufacturing Co.); Thomas E. Bragg, 7.26%; Edward Petry; Phillip A. Du Frene; and the following stockholders not holding office: Siems Bros. Inc., 11.25%; Didrikke S. Hubbard, 14.06%; Vera S. Bragg, 7.26%; Mrs. Paulette E. Godfrey, 5%. KSTP Inc. holds 23% of KWK-TV, St. Louis.

Began Operation: April 23, 1948.

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

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Rlng & Assoc.

Personnel:

Stanley E. Hubbard, *president and general manager.*
Kenneth M. Hance, *executive v.p. and treasurer.*
Marvin L. Rosene, *general sales manager.*
Karl Plain, *sales development manager.*
William P. Davey, *promotion manager.*
Del Franklin, *program director.*
Dick Nesbitt, *sports director.*
William S. Sadler, *chief engineer.*

DIGEST OF RATE CARD NO. 11 (Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1200.00	\$720.00	\$480.00	\$420.00	\$340.00	\$280.00	\$110.00
Class A—6:30-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily.						
900.00	540.00	360.00	315.00	270.00	225.00	90.00
Class B—6-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:45-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—5:30-6 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—Sign-on-5:30 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

KROC-TV Rochester

(Ch. 10)

Licensee: Southern Minnesota Bestg. Co., 100-First Ave. Bldg.
Studio and Transmitter: Highway 14, 2-mi. west of town.
Telephone: 3924.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 93.3-kw visual, 46.8-kw aural. Antenna: 630-ft. above av. terrain, 576-ft. above ground, 1780-ft. above sea level, lat. 44° 01' 27", long. 92° 32' 36".

Network Service: NBC.

AM Affiliate: KROC, 25-kw, 1340 kc (NBC).

Ownership: Agnes P. Gentling, pres., 12.25%; G. David Gentling, v.p. & treas., 8.31%; Calvin A. Smith, secy.; directors L. C. Miller and H. J. Postler; and the following who do not hold office: Gordon P. Gentling, 10.05%; Phillip H. Gentling, 5.9%; Agnes P. Gentling and other trustees, estate of G. P. Gentling, 63.59%. Mr. Miller is a director and owns 25¼% of KAAA, Red Wing, Minn.

Began Operation: July 14, 1953.

Represented (sales) by Meeker TV Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. David Gentling, *general manager.*
Don Perry, *program director.*
Willard N. Lampman, *station manager.*
Warren L. Miller, *general sales manager.*
Robert Cross, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WMIN-TV St. Paul-Minneapolis

(Ch. 11)

Grantee (STA): WMIN Bestg. Co. Inc., 538 Hamm Bldg., St. Paul.
Studio: 538 Hamm Bldg. Transmitter: Foshay Tower.
Telephone: Capital 4-4831.

Technical Facilities: Channel No. 11 (198-204 mc). Shares time with WTCN-TV, Minneapolis. Authorized power: 316-kw visual, 188.7-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level, lat. 44° 58' 28", long. 93° 16' 10".

Network Service: ABC.

Ownership: N. L. Bentson, pres. (87% jointly with Mort Bentson as trustee of Edward Hoffman estate); Mort Bentson, secy.; Frank M. Devaney, exec. v.p., 10%; L. C. Borgstrom, 3%. N. L. Bentson owns 1/3 of KELO-TV, Sioux Falls, S.D. Also stockholder in WRFW, Eau Claire, Wis.

Began Operation: Aug. 27, 1953.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

N. L. Bentson, *president.*
Frank Devaney, *executive v.p. and general manager.*
Robert Stern, *promotion manager.*
Fred Kaufman, *production director.*
Stuart A. Lindman, *program director.*
Warren Fritze, *chief engineer.*
Oscar Backlund, *film director.*

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.							
\$750.00	\$600.00	\$450.00	\$375.00	\$300.00	\$263.00	\$203.00	\$150.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-5:30 p.m., Sun.							
550.00	440.00	330.00	275.00	220.00	193.00	149.00	110.00
Class C—Noon-6 p.m., Mon.-Sat.; noon-1 p.m., Sun.							
300.00	240.00	180.00	150.00	120.00	105.00	81.00	60.00
Class D—Sign-on-noon, daily.							
200.00	160.00	120.00	100.00	80.00	70.00	54.00	40.00

MISSISSIPPI

WJTV Jackson

(Ch. 25)

Grantee (STA): Mississippi Publishers Corp., P.O. Box 3459.
Studio and Transmitter: Van Winkle Rd.
Telephone: 4-7642.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 250-kw visual, 110-kw aural. Antenna: 720-ft. above av. terrain, 670-ft. above ground, 1049-ft. above sea level, lat. 32° 17' 02", long. 90° 15' 54.5".

Network Service: CBS, DuMont.

AM-FM Affiliates: None.

Ownership: H. V. Watkins, pres., 44%; T. M. Hederman Jr., 1st v.p., 1.78%; Frederick Sullens, 2nd v.p., 10.71%; Walter G. Johnson Jr., treas., 24.93%; R. M. Hederman, Jr., Secy., 1.78%; estate of R. M. Hederman, 23.21%; estate of T. M. Hederman, 23.14%; estate of Mrs. Anne Lemon Sullens (George Lemon Sugg, trustee), 5%; Mrs. Ann Sullens Lomax, 5%; Mrs. Barbara B. Sullens, 3.57%; M. Scott Dickson, 71%. Also publisher of *Jackson Clarion Ledger* and *Daily News*.

Began Operation: Jan. 20, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by Raymond M. Wilmotte.

Personnel:

Jay Scott, *general manager.*
J. E. Whitworth, *chief engineer.*
Frank Willis, *commercial manager.*
Ken Jordan, *promotion manager.*

DIGEST OF RATE CARD NO. 1 † (Dec. 20, 1952)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.					
150.00	90.00	60.00	37.50	30.00	15.00
Class C—All other times.					
100.00	60.00	40.00	25.00	20.00	10.00

† Film rates only.

WLBT Jackson

(Ch. 3)

Grantee (STA): Lamar Life Bcstg. Co., Box 2171.

Studio: 715 S. Jefferson St. Transmitter: Red Hill, 5-mi SE of Jackson.

Telephone: 2-2691.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 681-ft. above av. terrain, 589-ft. above ground, 1055-ft. above sea level, lat. 32° 15' 43", long. 90° 06' 22".

Network Service: NBC.

AM Affiliate: WJDX, 5-kw (1-kw night), 620 kc (NBC). FM Affiliate: WJDX-FM, 50-kw, 102.9 mc (No. 275), 570-ft. antenna height.

Ownership: Wiley P. Harris, pres., 20%; Fred L. Beard, secy.-treas., 20%; L. E. Alfred, v.p.; Maurice Thompson, v.p., 20%; Peter Koch Lutken, v.p., 20%; William Calvin Welis III, 20%. Mr. Lutken is pres. of Lamar Life Ins. Co.

Began Operation: Dec. 20, 1953

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Fred L. Beard, *general manager*.
Frank Gentry, *sales manager*.
Maurice Thompson, *program director*.
Walter Henson, *promotion director*.
Howard Langfitt, *farm director*.
Cliff Bingham, *film director*.
Bob Smathers, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—6:59-9:59 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00
Class A—5:59-6:59 p.m., 10-10:29 p.m., daily.					
200.00	120.00	80.00	50.00	40.00	20.00
Class B—4:59-5:59 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; noon-5:59 p.m., Sun.					
150.00	90.00	60.00	37.50	30.00	15.00
Class C—All other times.					
100.00	60.00	40.00	25.00	20.00	10.00

WSLI-TV Jackson

(Ch. 12)

Grantee (STA): Standard Life Bcstg. Co. Inc., Box 8187.

Studio & Transmitter: Robinson Rd. extension, .3-mi. N. of Route 13.

Telephone: 2-6625.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 700-ft. above av. terrain, 666-ft. above ground, 1045-ft. above sea level, lat. 32° 17' 02", long. 90° 15' 52".

Network Service: ABC.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

Ownership: Standard Life Insurance Co., 52.8%; Charles H. Russell, chairman, 4%; W. R. Newman, pres., 4%; W. P. McMullen, v.p., 4%; L. M. Sepaugh, treas., 23.2%; T. B. Lanford, 22.8%. Ownership interlocks with KALB-TV, Alexandria, La., & KPLC-TV, Lake Charles, La., and with KRMD which has 1/3 interest in KSLA now operating on interim basis on Ch. 12 in Shreveport. Also interlocking with radio KRRV, Sherman, Tex.

Began Operation: March 15, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. M. Sepaugh, *general manager*.
Owens F. Alexander, *TV manager*.
Evan Hughes, *commercial manager*.
Fitz Hooton, *film director*.
C. A. Perkins, *chief engineer*.

DIGEST OF RATE CARD NO. 2 May 1, 1954

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 6-9 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—10-10:15 p.m., Mon.-Sat.; sign-on-6 p.m., Sat.; 9-10 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Spring 1955 Edition

Mississippi-Missouri

WTOK-TV Meridian

(Ch. 11)

Grantee (STA): Southern Television Corp., Box 1771, Meridian, Miss.

Studio: Southern Bldg.

Transmitter: U.S. Highway 45, 1.8-mi. S of Meridian.

Telephone: 3-1441.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 31-kw visual, 15.5-kw aural. Antenna: 580-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level, lat. 32° 19' 40", long. 88° 41' 30".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliates: W TOK, .25-kw, 1450 kc (ABC)

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 18%; Thomas Y. Minniece, secy., 6%; S. A. Rosenbaum, treas., 12%; and the following directors: James H. Skewes, 6.5%; H. M. Minniece, 6%; I. A. Rosenbaum, Jr., 12%; H. K. Griffin; 4 other stockholders, none owns over 5%. Mr. Skewes publishes *Meridian Star*.

Began Operation: Sept. 25, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Robert F. Wright, *president & general manager*.
William B. Crooks, *sales manager*.
Cecil Germany, *traffic manager*.
George E. Shannon, *program director*.
Joe H. Saxon, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(July 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-sign off, daily.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

MISSOURI

KFVS-TV

Cape Girardeau

(Ch. 12)

Grantee (STA): Hirsch Bcstg. Co., Box 275.

Studio: 324 Broadway. Transmitter: 3 mi. NW on U.S. 61.

Telephone: 5-5511.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 892-ft. above ground, 1439-ft. above sea level, lat. 37° 20' 25", long. 89° 35' 21".

Network Service: CBS.

AM Affiliate: KFVS, 1-kw (.5 kw night), 960 kc (MBS).

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, v.p., .66%; David E. Hoche, secy., .66%. Mr. Hirsch also controls KFMO, Flat River, Mo., WKRO, Cairo, Ill., and WHCO, Sparta, Ill.

Began Operation: Sept. 25, 1954.

Represented (legal) by George O. Sutton.

Personnel:

Oscar C. Hirsch, *president & general manager*.
Robert O. Hirsch, *manager of TV operations*.
Jack Ramey, *commercial manager*.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00	\$30.00	\$20.00

KOMU-TV Columbia

(Ch. 8)

Grantee (STA): Curators of the University of Missouri.

Studio & Transmitter: Hwy. 63 South.

Telephone: 2-1122.

(Continued on next page)

Missouri

COLUMBIA: KOMU-TV—(Continued)

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 48.7-kw visual, 24.35-kw aural. Authorized power: 251-kw visual, 126-kw aural. Antenna: 794-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level, lat. 39° 53' 16", long. 92° 15' 48".

Network Service: NBC, ABC, CBS, DuMont.

Ownership: University of Missouri; Powell B. McHaney, pres. Member of Curators is Lester E. Cox who owns 10% of KOAM-TV, Pittsburg, Kan., and 49% of radio KWTO, Springfield, Mo.

Began Operation: Dec. 20, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Edward C. Lambert, *director of television.*
Claude Ratliff, *station manager.*
John O. Conwell, *sales manager.*
Charles D. Sigsbee, *program manager.*
Milton E. Gross, *promotion manager.*
Phillip E. Berk, *news director.*
William J. Reagan, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (July 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Fri.; 5-11 p.m., Sat.; 5-10:30 p.m., Sun						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—Noon-1 p.m., Mon.-Sat.; 5-6 p.m., Mon.-Fri.; 1-5 p.m., Sun.; after 10 p.m., Mon.-Fri.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—1-5 p.m., Mon.-Sat.; sign-on-noon, daily.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

KHQA-TV Hannibal (Ch. 7)

Grantee (STA): Lee Bcstg. Inc., 510 Maine St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill.

Business & National Sales Office: WCU Bldg., Quincy.

Transmitter: Columbus Rd., Quincy, Ill.

Telephone: Baldwin 2-6200, Quincy; 2732, Hannibal.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level, lat. 39° 58' 22", long. 91° 19' 54".

Network Service: CBS, DuMont.

AM Affiliate: WTAD (Quincy), 5-kw, 930 kc (CBS). **FM Affiliate:** WTAD-FM, 27-kw, 99.5 mc (No. 258), 770-ft. antenna height.

Ownership: Lee Radio Inc., 53.125% (Interlocking with Lee Bcstg. Inc.); Courier-Post Publishing Co., publisher of *Hannibal Courier-Post*, 16.66%; Lee P. Loomis, pres., 2.50%; Herbert R. Ohrt, exec. v.p., 2.395%; E. L. Sparks, v.p.; Walter J. Rothschild, secy.-treas., .979%. Lee Radio Inc. operates KGLO-TV & KGLO, Mason City, Ia. Mr. Loomis also is pres. of Lee Enterprises Inc., stockholder in several Iowa newspapers, the *Lincoln (Neb.) Star and Journal* (50% owner of KFAB, Lincoln), and the *Kewanee (Ill.) Star-Courier*. Minority interest in WIBA, TV applicant for Madison, Wis., through holdings in *Wisconsin State Journal*.

Began Operation: Aug. 27, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Walter J. Rothschild, *general & national sales manager.*
Merritt Milligan, *program director & asst. manager.*
Paul Millen, *national sales asst.*
Dick Moore, *promotion director.*
Charles Lotz, *film director.*
Don Nicholson, *news director.*
J. E. Gray, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 5-11 p.m., Sat.; 5-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$40.00	\$20.00
Class B—Noon-1 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
187.50	112.50	75.00	65.60	46.90	30.00	15.00
Class C—1-5:15 p.m., Mon.-Fri.; 1-5 p.m., Sat.; before noon, daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

KRCG Jefferson City (Ch. 13)

(Due to Begin Operating in February)

Grantee (STA): Jefferson Television Co., Callaway Hills Farm.

Studio: Callaway Hills Farm. **Transmitter:** U. S. Hwy. 54, 2 mi. S of New Bloomfield.

Telephones: 6-6188, 5-3122.

1955 AM-FM Station Directory

Revised to January 1, 1955

CONTENTS

- Part I—AM-FM Broadcasting Stations by States and Cities.
Stations licensed or authorized in United States, Canada, Mexico, Cuba, etc. with company names and addresses, frequencies, powers, FM antenna heights, network affiliations.
- Part II—AM Broadcasting Stations by Frequencies.
Same list as Part I, tabulated by frequencies.
- Part III—FM Broadcasting Stations by Frequencies.
Same list as Part I, tabulated by frequencies.
- Part IV—Applications for AM-FM Facilities, by States.
New stations or changed facilities applied for in United States and Possessions, listed by States and Cities, with company names, addresses and FCC file numbers.
- Part V—Applications for AM-FM Facilities by Frequencies.
Same list as Part IV, tabulated by frequencies.
- Part VI—AM-FM Broadcasting Stations, by Call Letters.
Alphabetical lists for quick reference.

... all this
AM-FM data
at your
fingertips
in convenient
loose-leaf form
for easy
reference and
with space
for your
own notes ...
\$7.50 per copy

Published by

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 63.1-kw aural. Antenna: 660-ft. above av. terrain, 573-ft. above ground, 1417-ft. above sea level, lat. 38° 41' 23", long. 92° 05' 43".

Network Service: CBS.

Ownership: Mrs. Betty Goshorn Handy, pres., 97.6%; Robert Blosser, v.p., .6%; Ralph Rose, v.p., .6%; Jean Duensing, v.p., .6%; Camille Williams, secy.-treas., .6%. Mrs. Handy holds interest in *Jefferson City Capital News & Post Tribune*, licensee of radio KWOS, Jefferson City.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

DIGEST OF RATE CARD NO. 1
(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

KSWM-TV
Joplin
(Ch. 12)

Grantee (STA): Air Time Inc., 1923 W. 13th St.

Studio & Transmitter: 1923 W. 13th St.

Telephone: Main 3-7260.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 58.9-kw visual, 34.7-kw aural. Antenna: 506-ft. above av. terrain, 440-ft. above ground, 1490-ft. above sea level, lat. 37° 04' 37.4", long. 94° 32' 10.24".

Network Service: CBS.

AM Affiliate: KSWM, .25-kw, 1230 kc (CBS).

Ownership: Austin A. Harrison, pres., 35%; Eleanor F. Harrison, secy.-treas., 26%; H. Van Fleet, v.p., 1.65%; T. J. Cusack, director, 1.65%; Dewitt T. Knight, 11.4%; 13 other stockholders, none owns as much as 5%.

Began Operation: Aug. 26, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Personnel:

Austin Harrison, *president & general manager.*
Ronald Robson, *operations manager.*
D. T. Knight, *sales manager.*
Johnny R. Holmes, *sports director.*

DIGEST OF RATE CARD NO. 1—(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$20.00

Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-11 p.m., daily; noon-5 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—6 a.m.-5 p.m., Mon.-Sat.; 6 a.m.-noon, Sun.; 11 p.m.-midnight, daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

KCMO-TV
Kansas City
(Ch. 5)

Grantee (STA): Meredith Engineering Co., 125 E. 31st St.

Studio & Transmitter: 125 E. 31st St.

Telephone: Jefferson 6789.

Technical Facilities: Channel No. 5 (76-82 mc). Operating under special temporary authorization with 71.1-kw visual, 42.6-kw aural. Antenna: 1131-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level, lat. 39° 04' 14", long. 94° 34' 59".

Network Service: ABC, DuMont.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (ABC). FM Affiliate: KCMO-FM, 50-kw, 94.9 mc (No. 235), 342-ft. antenna height.

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohlen, secy.-treas.; Rowland G. Wright, asst. secy. & asst. treas.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N. Y.; KPHO-TV & KPHO, Phoenix, Ariz.; WOW-TV & WOW, Omaha.

Began Operation: Sept. 8, 1953. Sold to present owners Nov. 12, 1953 (*Television Digest*, Vol. 9:40, 46).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

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

Personnel:

E. K. Hartenbower, *general manager.*
Karl Troeglen, *technical director.*
Sid B. Tremble, *commercial manager.*
Ken Heady, *program director.*
F. C. Strawn, *promotion director.*
Jim Monroe, *news director.*
T. R. Thompson, *film director.*

DIGEST OF RATE CARD NO. 2
(Jan. 15, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$750.00	\$450.00	\$375.00	\$300.00	\$262.50	\$187.50	\$150.00	\$75.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11 p.m., Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.							
375.00	225.00	187.50	150.00	132.00	93.00	75.00	37.50



FABULOUS!

IS THE WORD FOR
TV'S NEW FUN SHOW!
SEE PAGES 356-357



**now going farthest
with the mostest.....**

KMBC-TV

Kansas City's Most Powerful TV Station

WITH A GIANT 1,079-FOOT TOWER

(above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. The new Channel 9 TV signal is booming strong and clear into areas never before covered by a Kansas City station. As a result, thousands of additional new television homes are swinging to Channel 9 for the kind of programming that only KMBC-TV and the CBS-TV network can deliver.

If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is far and away the best place to invest your television dollars. Your Free & Peters Colonel can give you the lowdown on the Midwest's most up-and-coming TV station. Contact him for availabilities.

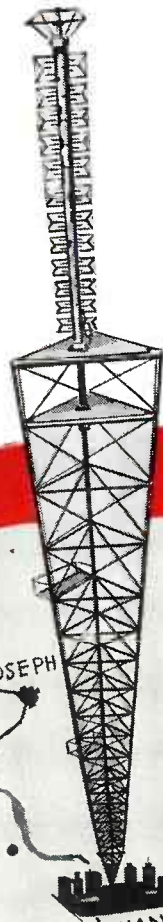


FREE & PETERS, INC.
Exclusive National Representatives

Basic Affiliate — CBS-TV

DON DAVIS, *Vice President*
JOHN T. SCHILLING, *Vice President & General Manager*
GEORGE HIGGINS, *Vice President & Sales Manager*

... AND IN RADIO, IT'S **KMBC of KANSAS CITY**
KFRM for THE STATE OF KANSAS



KMBC-TV Kansas City

(Ch. 9)

Grantee (STA): KMBC Bestg. Co., KMBC Bldg., 11th & Central, Kansas City, Mo.

Studio: KMBC Bldg. Transmitter: 5701 E. 22nd St.

Telephone: Harrison 2650.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1080-ft. above av. terrain, 1025-ft. above ground, 1946-ft. above sea level, lat. 39° 05' 51", long. 94° 35' 04".

Network Service: CBS.

AM Affiliates: KMBC, 5-kw, 980 kc (CBS); KFRM, Concordia, Kan., 5-kw, 550 kc, (CBS).

Ownership: Cook Paint & Varnish Co., 100%. Following officers are stockholders of record, but have no beneficial interests: Lathrop G. Backstrom, 99.4%; Donald D. Davis, pres., .2%; John F. Cash, v.p.-treas., .2%; R. B. Caldwell, secy., .2%.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bestg. Co. (Arthur B. Church); on June 9, 1954, FCC approved merger whereby WHB Bestg. Co. was changed to KMBC Bestg. Co. and acquired KMBC-TV & KMBC and retained KMBC call letters (*Television Digest*, Vol. 10:17, 20, 24).

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr., Dallas.

Personnel:

John T. Schilling, v.p. & general manager.
Donald D. Davis, v.p. sales, adv., programming & promotion.
George J. Higgins, v.p. & sales manager.
Edwin L. Dennis, local sales manager.
Morris Greiner, director of TV.
Ken Greenwood, asst. director of TV.
Ed Schulz, promotion dept.
Henry Goldenberg, chief engineer.

DIGEST OF RATE CARD NO. 1

(Aug. 1, 1953)

	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$540.00	\$369.00	\$288.00	\$216.00	\$180.00	\$90.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.	360.00	240.00	192.00	144.00	120.00	60.00
Class C—5-6 p.m., 11 p.m.-midnight, Mon.-Sun.	300.00	200.00	160.00	120.00	100.00	50.00
Class D—8 a.m.-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.	240.00	160.00	128.00	96.00	80.00	40.00
Class E—Sign-on-8 a.m., daily.	180.00	120.00	96.00	72.00	60.00	30.00

WDAF-TV Kansas City

(Ch. 4)

Licensee: The Kansas City Star Co., 1729 Grand Ave.

Studio and Transmitter: 3030 Summit St.

Telephone: Harrison 1200.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level, lat. 39° 04' 19", long. 94° 35' 43".

Network Service: NBC.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

Ownership: The Kansas City Star Co., publisher of *The Kansas City Star*; Roy A. Roberts, pres.

Began Operation: Oct. 16, 1949.

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

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Gautney & Jones.

Personnel:

H. Dean Fitzer, managing director.
Bill Bates, station manager.
E. Manne Russo, commercial manager.
Jay Barrington, program director.
Randall Jessee, director of news & special events.
Joseph Flaherty, chief engineer.

Missouri

DIGEST OF RATE CARD NO. 8

(Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class A—6:30-10:30 p.m., daily.	\$860.00	\$516.00	\$344.00	\$301.00	\$215.00	\$172.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.	688.00	413.00	275.00	241.00	172.00	138.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.	516.00	310.00	206.00	181.00	129.00	103.00

10 Sec. rate is 50% of announcement rates in all time classifications.

KFEQ-TV St. Joseph

(Ch. 2)

Licensee: KFEQ Inc., KFEQ Bldg.

Studio & Transmitter: 40th & Faraon Sts.

Telephone: 3-2528.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level, lat. 39° 46' 12", long. 94° 47' 53".

Network Service: CBS, DuMont.

AM Affiliate: KFEQ, 5-kw, 680 kc (MBS).

Ownership: Barton Pitts, pres., 98%; Glenn G. Griswold, treas., 1%; J. Ted Branson, secy., 1%.

Began Operation: Sept. 13, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson & Ball.

Represented (engineering) by George C. Davis.

Personnel:

Barton Pitts, president & general manager.
Glenn Griswold, commercial manager.
Wally Johnson, program manager.
Ralph Combes, news editor.
J. Wesley Koch, chief engineer.

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—6:29-10:30 p.m., Mon.-Sat.; 12:59-10:30 p.m., Sun.	\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—All other times.	200.00	160.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00

KETC St. Louis

(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): St. Louis Educational Television Commission, McMillan Hall, Washington U.

Studio: McMillan Hall. Transmitter: Between St. Louis U. High School & Oakland Stadium.

Telephone: Volunteer 3-0995.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 560-ft. above av. terrain, 600-ft. above ground, 1080-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09".

Ownership: Commission officers: Arthur H. Compton (Washington U. chancellor), chairman; Raymond H. Wittcoff, vice chairman; Malcolm Martin, secy.-treas.

Began Operation: Sept. 13, 1954.

Represented (legal) by Martin, Peper & Martin, St. Louis.

Represented (engineering) by Fred O. Grimwood & Co.

Personnel:

Martin Quigley, general manager.
Shelby Storck, operations & production manager.
William T. Gangle, director of public relations.
John F. White, business manager.
Walter Beranek, coordinator of in-school programs.
Richard Hartzell, director of children's programs.
Richard F. Smith, design director.
Jack Chenoweth, chief engineer.

**KSD-TV
St. Louis
(Ch. 5)**

Licensee: The Pulitzer Publishing Co., 1111 Olive St.
 Studio: 1111 Olive St. Transmitter: Post-Dispatch Annex.
 Telephone: Main 1-1111.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 510-ft. above av. terrain, 544-ft. above ground, 1014-ft. above sea level, lat. 38° 37' 48", long. 90° 11' 47".
 Network Service: ABC, CBS, NBC.
 AM Affiliate: KSD, 5-kw, 550 kc (NBC).
 Ownership: Same as *St. Louis Post-Dispatch*; Joseph Pulitzer, pres.
 Began Operation: Feb. 8, 1947.
 Represented (sales) by NBC Spot Sales.
 Represented (legal) by Segal, Smith & Hennessey.
 Represented (engineering) by A. D. Ring & Co.
 Personnel:
 George M. Burbach, *general manager*.
 Guy E. Yeldell, *sales manager*.
 Harold Grams, *program director*.
 David Pasternak, *promotion director*.
 Ed Risk, *chief engineer*.

**DIGEST OF RATE CARD NO. 10 †
(Jan. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—6:30-10:30 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$400.00	\$318.00	\$200.00	\$100.00
Class A—6-6:30 p.m., 10:30-11 p.m., daily.						
1000.00	600.00	400.00	333.00	265.00	175.00	87.50
Class B—9 a.m.-6 p.m., 11 p.m.-midnight, daily.						
600.00	360.00	240.00	200.00	159.00	105.00	52.50
Class C—Midnight-9 a.m., daily.						
333.00	200.00	133.00	111.00	88.00	58.00	29.00

† Time charges only.

**KWK-TV
St. Louis
(Ch. 4)**

Grantee (STA): KWK Inc., 1215 Cole St.
 Studio & Transmitter: 1215 Cole St.
 Telephone: Main 1-9100.
 Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 521-ft. above av. terrain, 561-ft. above ground, 1029-ft. above sea level, lat. 38° 38' 10", long. 90° 11' 44".
 Network Service: CBS, ABC.
 AM Affiliate: KWK, 5-kw, 1380 kc (MBS).
 Ownership: Robert T. Convey, voting trustee, 28%; 800 North 12th Inc. (formerly KXOK Inc.), 23%; Globe-Democrat Publishing Co., 23%; KSTP Inc., 23%; Missouri Valley Television stockholders, 3%. KWK Inc. also owns WGTO, Haines City, Fla.
 Began Operation: July 7, 1954.
 Represented (sales) by The Katz Agency Inc.
 Represented (legal) by Dempsey & Koplovitz.
 Represented (engineering) by A. Earl Cullum Jr.
 Personnel:
 Robert T. Convey, *president & general manager*.
 Ray E. Dady, *v.p. & station director*.
 V. E. Carmichael, *v.p. & sales director*.
 James E. Goldsmith, *sales manager*.
 Ted Liss, *production manager*.
 John W. Tinnea, *executive program director & film buyer*.
 Jack Griffin, *news editor*.
 N. J. Zehr, *chief engineer*.

**DIGEST OF RATE CARD NO. 2 †
(Aug. 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$335.00	\$250.00	\$200.00	\$100.00
Class B—4:30-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
750.00	450.00	300.00	250.00	188.00	150.00	75.00
Class C—11 p.m.-midnight, daily; 9 a.m.-4:30 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.						
500.00	300.00	200.00	167.00	125.00	110.00	55.00
Class D—Midnight-9 a.m., daily.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00

† Film rates only.

**WTVI
St. Louis (Belleville, Ill.)**

(Ch. 54)

Grantee (STA): Signal Hill Telecasting Corp.
 Business Office: Landreth Bldg., St. Louis 2.
 Studio & Transmitter: 10200 W. Main St., Belleville, Ill.
 Telephone: Geneva 6-5454 (St. Louis).
 Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 245-kw visual, 129-kw aural. Antenna: 630-ft. above av. terrain, 593-ft. above ground, 1143-ft. above sea level, lat. 38° 34' 16", long. 90° 04' 11".
 Network Service: Du Mont, ABC, CBS.
 AM Affiliate: None.
 Ownership: Paul E. Peltason, pres. & treas., 38.91%; Harry Tenenbaum, v.p. & asst.-treas., 38.91%; 7 others, none holds more than 4%.
 Began Operation: Aug. 10, 1953.
 Represented (sales) by Radio-TV Representatives Inc.
 Represented (legal) by Sher, Oppenheimer & Harris.
 Personnel:
 John D. Scheuer Jr., *exec. v.p. & general manager*.
 Judy Schainblatt, *operations assistant*.
 James R. Bonfils, *local sales manager*.
 Theodore F. Westcott, *program director*.
 James F. Jae Jr., *promotion director*.
 Richard J. Trompeter, *chief engineer*.

**DIGEST OF RATE CARD NO. 3
(Mar. 15, 1954)**

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$100.00	\$60.00	\$45.00	\$25.00
Class B—6-6:30 p.m., 10:30-11 p.m., daily; 1-6:30 p.m., Sat. & Sun.						
192.00	128.00	80.00	48.00	36.00	20.00	20.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
240.00	144.00	96.00	60.00	36.00	27.00	15.00

**KDRO-TV
Sedalia
(Ch. 6)**

Grantee (STA): Milton J. Hinlein, 2100 W. Broadway.
 Studio & Transmitter: 2100 W. Broadway.
 Telephone: 4004.
 Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16.2-kw visual, 8.71-kw aural. Antenna: 360-ft. above av. terrain, 321-ft. above ground, 1211-ft. above sea level, lat. 38° 42' 20", long. 93° 15' 13".
 AM Affiliate: KDRO, .25-kw, 1490 kc (MBS).
 Ownership: Milton J. Hinlein, 100%.
 Began Operation: July 1, 1954.
 Represented (sales) by John E. Pearson Television Inc.
 Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
 Represented (engineering) by Commercial Radio Equipment Co.
 Personnel:
 Herb Brandes, *general manager*.
 James Glenn, *sales manager*.
 Bob Smith, *chief engineer*.

**DIGEST OF RATE CARD NO. 1
(Jan. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
\$200.00	\$114.00	\$62.00	\$46.00	\$35.00	\$30.00	\$25.00

**KTTS-TV
Springfield
(Ch. 10)**

Licensee: Independent Bcstg. Co., Chamber of Commerce Bldg.
 Studio: Chamber of Commerce Bldg. Transmitter: Walnut & Jefferson Sts.
 Telephone: 2-7474.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.6-kw visual, 6.31-kw aural. Antenna: 265-ft. above av. terrain, 235-ft. above ground, 1551-ft. above sea level, lat. 37° 12' 24", long. 93° 17' 23".
 Network Service: CBS, Du Mont.
 AM Affiliate: KTTS, .25-kw, 1400 kc (CBS). FM Affiliate: KTTS-FM, 11-kw, 94.7 mc (No. 234), 225-ft. antenna height.

(Continued on page 146)

In more and more client-agency huddles, decision-makers are

SOLD ON SPOT

. . . and all the advantages of SPOT TELEVISION advertising which influence their decisions are prominently present on KSD-TV . . . the NBC television network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are

SOLD ON KSD-TV

The St. Louis Post-Dispatch Television Station

100,000 Watts on VHF Channel 5



National Advertising Representative:

SPOT SALES

Missouri-Montana

SPRINGFIELD: KTTS-TV—(Continued)

Ownership: J. H. G. Cooper, pres., 54.87% (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v. p., treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 6.96%; 17 others, none holding as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. Pearson Ward, v.p. & manager.
William F. Curry, chief engineer.
Kevin McAndrews, program director.
Bill Bowers, news editor.
Bob Burke, national sales manager.
Jack Lloyd, local sales manager.

DIGEST OF RATE CARD NO. 1 †—(Jan. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00
Class B—Sign-on-6 p.m., Mon.-Fri.					
150.00	90.00	60.00	45.00	30.00	15.00

† Film rates only.

KYTV Springfield (Ch. 3)

Grantee (STA): Springfield Television Inc., 999 W. Sunshine.

Studio & Transmitter: 999 W. Sunshine.

Telephone: 6-2766.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 61-kw visual, 31-kw aural. Antenna: 520-ft. above av. terrain, 557-ft. above ground, 1835-ft. above sea level, lat. 37° 10' 59", long. 93° 18' 11".

Network Service: ABC, NBC.

Ownership: Springfield Newspapers, Inc., 49.866% (publishers of *Springfield News* and *Leader & Press* and operators of KGBX, Springfield); Tams Blxby Jr., pres., .033% (general mgr. of *Springfield Newspapers*); Lester L. Cox, v.p., 24.966%; T. W. Duvall, treas., .033% (pres of *Springfield Newspapers*); Lynn E. Bussey, secy., 24.96%. Tams Blxby Jr., with son, owns 70% of *Muskogee Phoenix* and *Times Democrat* (KBIX). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Sept. 30, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Ralph L. Stufflebam, co-manager & sales manager.
Carl Fox, co-manager & program director.
E. Dennis White, chief engineer.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 11 a.m.-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—4-6 p.m., noon-1 p.m., Mon.-Fri.						
150.00	90.00	60.00	52.00	38.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

MONTANA

KOOK-TV Billings (Ch. 2)

Grantee (STA): The Montana Network, 7002 S. Billings Blvd. Box 1498.

Studio & Transmitter: 2-mi. ESE of Billings on Westergard Hill.
Telephone: 9-2382.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 17.5-kw visual, 8.8-kw aural. Antenna: 520-ft. above av. terrain, 199-ft. above ground, 3999-ft. above sea level, lat. 45° 46' 18", long. 108° 28' 00".

Network Service: CBS, DuMont, ABC, NBC.

AM Affiliate: KOOK, 5-kw, 970 kc (CBS).

Ownership: C. L. Crist, pres., 32.46%; J. Carter Johnson, v.p., 31.55%; Jerome Anderson, secy.; Carl O. Hansen, director, 5.33%; R. I. Rledesel, director, 5.33%; Malcolm G. Long, director, 5.33%; Alice C. Hoiness, 5.33% (as executrix of will of Melvin H. Hoiness); 9 others, none owns over 3%.

Began Operation: Oct. 23, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by John H. Midlen.

Represented (engineering) by Grant R. Wrathall, Aptos, Cal.

Personnel:

C. L. Crist, president.
V. V. Clark, general manager.
John Conner, commercial manager.
Edmund Pells, program manager & operations director.
Grant French, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:29-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 10:30-midnight, daily & Sun.; 1-4:59 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00*	12.00

* Min. only; 20 Sec. is \$18.00.

KXLF-TV Butte (Ch. 6)

Grantee (STA): Television Montana, Box 1988.

Studio & Transmitter: 1681 George St.

Telephone: 2-2696.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 2-kw visual, 1-kw aural. Antenna: 690-ft. above av. terrain, 120-ft. above ground, 5580-ft. above sea level, lat. 46° 00' 00", long. 112° 30' 51".

Network Service: NBC, DuMont, ABC.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Ownership: KXLF, Butte, 58.95%; KXLJ, Helena, 22.68%; KXLQ, Bozeman, 4.39%; KXLL, Missoula, 4.53%; KXLK, Great Falls, 2.27%. Officers: A. T. Hibbard, pres., .05% (owns 10% of KXLJ, KXLK, KXLL); Barclay Craghead, v.p., .05% (owns 58% of KXLK, 15% of KXLJ); E. B. Craney, treas., .1% (owns 49.6% of KXLQ, 49.4% of KXLF, 42% of KXLJ, 30% of KXLL); J. J. Manning, secy., .45% (owns 10% of KXLL). Mr. Craney also owns 46.8% of KXL, Portland.

Began Operation: Aug. 14, 1953.

Represented (sales) by The Walker Representation Co. Inc. (east); Pacific Northwest Bcstrs. (west).

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by George P. Adair.

Personnel:

E. B. Craney, president & general manager.
Jim Manning, station manager.
W. Jake Walker, commercial manager.
Jack Provis, chief engineer.
Clary Wright, news director.

DIGEST OF RATE CARD NO. 2 † (July 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.								
\$100.00	\$80.00	\$60.00	\$50.00	\$40.00	\$35.00	\$30.00	\$20.00	\$10.00

Note: Group discount offered advertisers who use more than one of following: KXLF-TV, Butte; KXLY-AM, Spokane; KXL-AM, Portland, Ore.; Z radio net of Mont. (KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula).

† Rates are 50% time charges, 50% facilities charges.

KFBB-TV Great Falls (Ch. 5)

Grantee (STA): Wilkins Broadcast Inc., Box 1139.

Studio & Transmitter: 3-mi. W of city limits on U. S. Hwy. 89-91.

Telephone: 4-4377.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 4066-ft. above sea level, lat. 47° 31' 19", long. 111° 23' 18".

Network Service: CBS, DuMont, ABC, NBC.

AM Affiliate: KFBB, 5-kw, 1310 kc (CBS).

Ownership: Joseph P. Wilkins, pres., 50.04%; E. F. Galt, v.p. & secy.-treas., 1.8%; Fairmont Corp., 30.5%; Roy H. Glover, 5% (jointly with wife); Grace M. Hoover, 4.82%; 4 others, none owns as much as 4%. Fairmont Corp. is subsidiary of Anaconda Copper Co. and publishes daily newspapers in Butte, Livingston, Billings and Helena, Mont.

Began Operation: March 19, 1954.

Represented (sales) by Headley-Reed Co.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by Weldon & Carr.

Personnel:

Joseph P. Wilkins, *president & general manager*.
LeRoy Stahl, *station manager*.
W. C. Blanchette, *commercial manager*.
Robert Froemming, *program director*.
Anthony J. Lopuch, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily; all day Sun.							
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.							
112.00	90.00	68.00	45.00	40.00	28.00	20.00	12.00

KGVO-TV Missoula (Ch. 13)

Grantee (STA): Mosby's Inc., 127 E. Main St.

Studio: 127 E. Main St. **Transmitter:** 10 mi. N of Missoula, near Evaro, Mont.

Telephone: 9-4169.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 38-kw visual, 20.9-kw aural. Antenna: 2030-ft. above av. terrain, 274-ft. above ground, 7124-ft. above sea level, lat. 47° 01' 05", long. 114° 00' 41".

Network Service: ABC, CBS, NBC, DuMont.

AM Affiliate: KGVO, 5-kw, 1290 kc (CBS).

Ownership: A. J. Mosby, pres., 99.36%; R. G. Mosby, v.p., .54%; Don Bradley, secy., .05%. Also operates radio KANA, Anaconda, Mont.

Began Operation: July 1, 1954.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Archer Taylor, Missoula.

Personnel:

A. J. Mosby, *president & general manager*.
Charles Cromwell, *program director*.
Hugh Bader, *sales manager*.
Colleen Hayden, *publicity director*.
Harold Mahairas, *film director*.
Shirley Pahrman, *traffic manager*.
Bill Musler, *art director*.
Amos Hargrave, *engineer*.
Edward P. Dezendorf, *engineer*.

DIGEST OF RATE CARD NO. 2 † (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., Mon.-Fri.; 1-4:49 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	18.00

† Film rates only.

NEBRASKA

KHOL-TV Kearney (Ch. 13)

Grantee (STA): BI-States Co., 414 East Ave., Holdrege, Neb.

Studio & Transmitter: 2.5-mi. E. of Axtell, Neb.

Telephone: Sherwood 3-4541.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 550-ft. above av. terrain, 581-ft. above ground, 2215-ft. above sea level, lat. 40° 29' 43", long. 99° 05' 01".

Network Service: CBS, DuMont, ABC, NBC.

Ownership: F. Wayne Brewster, pres., 44.4%; C. E. Freas Jr., v.p., 13.9%; Harold J. Hamilton, secy.-treas., 5.6%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Brewster Hospital Inc., 22.2%.

Began Operation: Dec. 24, 1953.

Represented (sales) by Meeker TV Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Spring 1955 Edition

Personnel:

Jack Gilbert, *station manager*.
A. B. McThillany, *national sales manager*.
Dick Hackney, *sales & promotion manager*.
John Thayer, *regional sales manager*.
Bob Schnuelle, *program manager*.
Fred Kempf, *art director*.
Maurine Nelson, *traffic manager*.
Jack Lewis, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$30.00	\$15.00
Class B—All other times except after 10:30 p.m., daily.							
150.00	90.00	75.00	60.00	52.50	37.50	22.50	11.25
Class C—After 10:30 p.m., daily.							
100.00	60.00	50.00	40.00	35.00	25.00	15.00	7.50

KOLN-TV Lincoln (Ch. 10)

Grantee (STA): Cornhusker Radio & Television Corp., 40th & W Sts.

Studio: 40th & W Sts. **Transmitter:** 6-mi. E. of Beaver Crossing.
Telephone: 6-2367.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level, lat. 40° 48' 07", long. 97° 10' 46".

Network Service: CBS, ABC, DuMont.

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

Ownership: Fetzer Bcstg. Co., see WKZO-TV, Kalamazoo, Mich.

Began Operation: Feb. 10, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954. (*Television Digest*, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

John E. Fetzer, *president*.
A. James Ebel, *acting manager*.
Thomas L. Young, *sales manager*.
Paul Jensen, *program director*.
Bill Hemke, *production director*.
Ray Taylor, *engineering director*.

DIGEST OF RATE CARD NO. 3 † (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:29-10:01 p.m., daily.							
\$250.00	\$150.00	\$125.00	\$100.00	\$75.00	\$62.50	\$50.00	\$25.00
Class B—4:59-6:29 p.m., Mon.-Sat.; 12:59-6:29 p.m., Sun.; 10:01-10:31 p.m., daily.							
187.50	112.50	93.75	75.00	56.25	46.85	37.50	18.75
Class C—All other times.							
125.00	75.00	62.50	50.00	37.50	31.25	25.00	12.50

† Film rates only.

KUON-TV Lincoln (Ch. 12)

Non-Commercial Educational Station

Grantee (STA): University of Nebraska, Byron J. Dunn, trustee c/o National Bank of Commerce.

Studio & Transmitter: 40th & W Sts.

Telephone: 2-7631.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 26.3-kw visual, 13.8-kw aural. Antenna: 360-ft. above av. terrain, 400-ft. above ground, 1601-ft. above sea level, lat. 40° 49' 23", long. 96° 39' 28".

Ownership: Byron J. Dunn is operating station as trustee, with University TV Advisory Committee, until state legislature appropriates funds for actual transfer of facilities to University from Fetzer family for undetermined sum. (*Television Digest*, Vol. 10:45).

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln.

Represented (engineering) by Chief Engineer, KOLN-TV, according to terms of the trust agreement.

Personnel:

George Round, *chairman of TV Advisory Committee*.
Jack McBride, *manager, program & production director*.
Norris Heineman, *production director*.

Nebraska - Nevada

KMTV Omaha (Ch. 3)

Licensee: May Broadcasting Co., 2615 Farnam St.
Studio and Transmitter: 2615 Farnam St.
Telephone: Harney 3333.

Technical Facilities: Channel No. 3 (60-66mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 550-ft. above ground, 1720-ft. above sea level, lat. 41° 15' 35", long. 95° 56' 58".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KMA, Shenandoah, Ia., 5-kw, 960 kc (ABC).

Ownership: May Broadcasting Co., 75% (licensee of radio station KMA, Shenandoah, Ia.); Central Bestg. Co., 25% (owns and operates WOC-TV and WOC, Davenport, Ia., and WHO-TV & WHO, Des Moines). Officers of May Bestg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; R. H. Sawyer, secy.; Mark Eischeid, treas.; and the following directors: R. M. Gwynn, Gertrude W. May, Ralph Evans, William D. Wagner, J. D. Rankin Jr., Raymond Sawyer, and Owen L. Saddler.

Began Operation: Sept. 1, 1949.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Robert M. Silliman.

Personnel:

Edward W. May, *president*.
Owen Saddler, *executive v.p. & general manager*.
Arden Swisher, *general sales manager*.
Frank Peddle, *local sales manager*.
Glenn E. Harris, *general program manager*.
Lew Jeffrey, *production manager*.
Joe H. Baker, *director of promotion & merchandising*.
Amos E. Bastridge, *publicity director*.
R. J. Schroeder, *chief engineer*.
Wally Schwentser, *engineering supervisor*.

DIGEST OF RATE CARD NO. 8 (Oct. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class B—5:30-6 p.m., 10-11 p.m., daily.						
490.00	294.00	196.00	171.50	122.50	98.00	49.00
Class C—11 p.m.-5:30 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50

Other time units: 45 Min., 80% of hour rate; 40 Min., 75% of hour rate.

WOW-TV Omaha (Ch. 6)

Licensee: Meredith WOW Inc., Insurance Bldg.
Studio and Transmitter: 3509 Farnam St.
Telephone: Webster 3400.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 580-ft. above av. terrain, 496-ft. above ground, 1696-ft. above sea level, lat. 41° 15' 26", long. 95° 57' 49".

Network Service: DuMont, NBC.

AM Affiliate: WOW, 5-kw, 590 kc (NBC).

Ownership: Meredith Engineering Co., subsidiary of Meredith Publishing Co., 100%. For other affiliations and Meredith Engineering Co. officers, see KPHO-TV, Phoenix, Ariz.; WHEN-TV, Syracuse, N. Y.; or KCMO-TV, Kansas City, Mo. Officers of Meredith WOW Inc.: Fred O. Bohen, chairman of board; E. T. Meredith Jr., pres.; Payson Hall, v.p. & treas.; Frank P. Fogarty, v.p. & gen. mgr. Address: Meredith Publishing Co., Des Moines, Ia.

Began Operation: July 9, 1949. Sold to present owner (Meredith Engineering Co.) Sept. 1951 (see *Television Digest*, Vol. 7:32, 39).

Represented (sales) by Blair TV Inc.

Represented (legal) by Haley, Doty & Wollenberg.

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

Personnel:

Frank P. Fogarty, *v.p. & general manager*.
Lyle DeMoss, *asst. general manager*.
Fred Ebener, *sales manager*.
J. M. "Willie" Wilson, *local sales manager*.
Bill McBride, *program director*.
Verne Reynolds, *production manager*.
William Kotera, *director of engineering*.
Glenn Flynn, *chief engineer*.
William Templin, *office manager*.

DIGEST OF RATE CARD NO. 9 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-9 p.m., daily.						
\$800.00	\$479.00	\$296.00	\$259.00	\$185.00	\$160.00	\$75.00
Class A—6:30-7 p.m., 9-10 p.m., daily.						
700.00	420.00	260.00	227.00	162.00	140.00	70.00
Class B—6-6:30 p.m., 10-10:30 p.m., daily.						
550.00	330.00	220.00	187.00	154.00	108.00	54.00
Class C—10:30-11 p.m., daily; 5:30-6 p.m., Sun.						
420.00	252.00	168.00	134.00	101.00	84.00	42.00
Class D—11 p.m.-sign-off, daily; sign-on-6 p.m., Mon.-Sat.; sign-on-5:30 p.m., Sun.						
225.00	135.00	90.00	79.00	56.00	45.00	22.00

KSTF Scottsbluff (Ch. 10)

(Satellite of KFBC-TV, Cheyenne, Wyo.)
(Due to Begin Operating in February)

Grantee (STA): Frontier Bestg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

Studio: 2923 E. Lincolnway, Cheyenne. Transmitter: 10.25-mi. S of Scottsbluff.

Telephone: 4-4461, Cheyenne.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 600-ft. above av. terrain, 100-ft. above ground, 6500-ft. above sea level, lat. 41° 42' 46", long. 103° 38' 52".

Network Service: Same as KFBC-TV, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Koteen & Burt.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

NEVADA

KLRJ-TV Henderson-Las Vegas (Ch. 2)

Grantee (STA): Southwestern Publishing Co. Inc., 737 N. Main St., Las Vegas.

Studio & Transmitter: U. S. Hwy. 95, 8-mi. NW of Henderson.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 12.2-kw visual, 6.3-kw aural. Antenna: 106-ft. above av. terrain, 324-ft. above ground, 2134-ft. above sea level, lat. 36° 07' 50", long. 115° 05' 06".

Network Service: NBC.

Ownership: Donald W. Reynolds, pres., 75%; A. E. Cahlan, v.p.-treas., 25%. Reynolds also controls KZTV, Reno and KFSA-TV, Fort Smith, Ark. and publishes *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma. For radio interests, see KFSA-TV, Fort Smith, Ark.

Began Operation: Jan. 13, 1955.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Bob Gardner, *general manager*.
Rick Williams, *production manager*.
Stanley Sulek, *chief engineer*.

DIGEST OF RATE CARD NO. 1 † (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—All hours, sign-on to sign-off.						
\$225.00	\$135.00	\$90.00	\$67.50	\$45.00	\$30.00	\$22.50

† Film rates only.

KLAS-TV Las Vegas (Ch. 8)

Grantee (STA): Las Vegas Television Inc., Box 711.

Studio and Transmitter: Wilbur Clark's Desert Inn.

Telephone: 7138.

Nevada-N.H.-N.J.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 29-kw visual, 14.5-kw aural. Antenna: 380-ft. above av. terrain, 250-ft. above ground, 2322-ft. above sea level, lat. 36° 07' 49", long. 115° 09' 52". Requests change to 26.9-kw visual, 14.4-kw aural, 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level, lat. 36° 08' 06", long. 115° 09' 44".

Network Service: CBS, AEC, DuMont.

AM Affiliate: KLAS, 25-kw, 1230 kc (CBS).

Ownership: R. G. Jolley, pres., 49.93%; J. Dewey Solomon, v.p., 10.5%; Herman M. Greenspun, 22.71%; Harvey E. Luce, 2%; A. Norval Solomon, 2.1%; L. W. Meehem, 2.54%; C. H. Huntington, 2.1%; Oran Gragson, 3.33%; George Albright, 2%; William Urga, 2.66%. Mr. Greenspun publishes *Las Vegas Sun*.

Began Operation: July 8, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Grant R. Wrathall, Aptos, Cal.

Personnel:

R. G. Jolley, *president & general manager*.
Marian Y. Komar, *commercial manager*.
James A. Lilly, *program director*.
Donald C. Graves, *production manager*.
Jeanne Henter, *traffic manager*.
Ralph E. Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 2 † (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

KZTV

Reno

(Ch. 8)

Grantee (STA): Nevada Radio-Television Inc., Box 2448.

Studio & Transmitter: 770 E. 5th St.

Telephone: 3-0721.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.63-kw visual, 1.32-kw aural. Antenna: minus 520-ft. above av. terrain, 137-ft. above ground, 4627-ft. above sea level, lat. 39° 31' 58", long. 119° 48' 11".

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: Application for 5-kw, 540 kc pends FCC approval.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. For Mr. Reynolds' holdings see KFSA-TV, Fort Smith, Ark.

Began Operation: Sept. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.; Network Representatives Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert L. Hammett.

Personnel:

Harry Huey, *general manager*.
Ed Cardinal, *program director*.
Richard Colon, *development director*.
Loren Logan, *film supervisor*.
Thomas Hughes, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
\$225.00	\$135.00	\$90.00	\$67.50	\$45.00	\$30.00	\$22.50

NEW HAMPSHIRE

WMUR-TV

Manchester

(Ch. 9)

Grantee (STA): Radio Voice of New Hampshire Inc., 1819 Elm St.

Studio: WMUR Bldg. **Transmitter:** Goffstown, N. H.

Telephone: 5-5788.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 112-kw visual, 67.6-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level, lat. 42° 58' 59", long. 71° 35' 19".

Network Service: ABC, DuMont.

AM Affiliate: WMUR, 5-kw (1-kw night), 610 kc.

Ownership: Francis P. Murphy, pres.-treas., 96.66%; James J. Powers, v.p., 3.33%; Edward F. O'Brien, v.p.

Represented (sales) by Weed Television Corp.

Represented (legal) by Cummings, Stanley, Truitt & Cross.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Francis P. Murphy, *president*.
Norman A. Gittleson, *exec. v.p. & general manager*.
Gordon Moore, *local sales manager*.
Robert Boak, *production supervisor*.
William Gildersleeve, *program manager*.
Charles Halle, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$37.50	\$18.75
Class B—6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
187.50	112.50	75.00	56.25	37.50	28.13	14.07
Class C—All other times.						
125.00	75.00	50.00	37.50	25.00	18.75	9.38

NEW JERSEY

WRTV

Asbury Park

(Ch. 58)

Grantee (STA): Atlantic Video Corp., Eatontown, N.J.

Studio & Transmitter: Eatontown Traffic Circle, Eatontown, N.J.

Telephone: Eatontown 3-1520.

Technical Facilities: Channel No. 58 (734-740 mc). Authorized power: 17.10-kw visual, 9.12-kw aural. Antenna: 440-ft. above av. terrain, 466-ft. above ground, 550-ft. above sea level, lat. 40° 17' 31", long. 74° 02' 56".

Ownership: Walter Reade Theatres Inc. Walter Reade Jr., pres., 51%; Edwin Gage, v.p., & secy.; Helen Mourad, treas.; Suzanne Gage, 49%.

Began Operation: Dec. 14, 1953.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Weldon & Carr.

Personnel:

Walter Reade Jr., *president*.
Harold C. Burke, *v.p. & manager*.
Allen Preville, *sales manager*.
Bernard Probert, *production manager*.
Louis MacDonald, *technical director*.

DIGEST OF RATE CARD NO. 2 (Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., daily.						
\$165.00	\$99.00	\$66.00	\$55.00	\$44.00	\$29.50	\$20.63
Class B—All other times.						
137.50	82.50	55.00	48.13	34.38	28.50	15.13

WATV, Newark

(See New York, N.Y.)

THIS YOU'VE GOT TO SEE!



**TV's NEW
FUN SHOW!
SEE PAGES 356-357**

NEW MEXICO

KGGM-TV Albuquerque (Ch. 13)

Grantee (STA): New Mexico Bcstg. Co. Inc., Box 1294.
 Studio: 14th & Coal SW. Transmitter: Sandia Crest.
 Telephone: 3-4543.

Technical Facilities: Channel No. 13 (210-216 mc). Operating under special temporary authorization with 9.7-kw visual, 4.85-kw aural. Authorized power: 89-kw visual, 45-kw aural. Antenna 4186-ft. above av. terrain, 145-ft. above ground, 10,793-ft. above sea level, lat. 35° 12' 40", long. 106° 26' 57".

Network Service: CBS.

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

Ownership: A. R. Hebenstreit, pres., 62.79%; S. P. Vidal, v.p., 21.18%; N. M. Switzer, secy.-treas.; Gallup-Gamerco Coal Co., 5.26%; Maurice Liberman, 5.3%; Clinton P. Anderson, 5.26%; and 3 others less than 1% each. Also owns KVSF, Santa Fe.

Began Operation: Sept. 24, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr., Dallas.

Personnel:

A. R. Hebenstreit, *president & general manager.*
 George Morgan, *commercial manager.*
 Bob Van Driel, *program director.*
 Ed Sanchez, *program manager.*
 Vergie Abeyta, *traffic manager.*
 Dick Colman, *news director.*
 Leonard Dodds, *chief engineer.*

DIGEST OF RATE CARD NO. 2 † (Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	ID*
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 10-10:30 p.m., Sun.-Sat.						
225.00	135.00	90.00	79.00	56.00	30.00	15.00
Class C—All other times.						
150.00	90.00	60.00	52.00	37.00	20.00	10.00

† Film rates only. * Class AA announcements: min. \$50; ID \$25.

KOAT-TV Albuquerque (Ch. 7)

Grantee (STA): Alvarado Television Co. Inc., 122 S.E. Tulane Dr.
 Studio: 122 S.E. Tulane Dr. Transmitter: U. S. Hwy. 66, 1.75-mi. W of Albuquerque.
 Telephone: 5-8716.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 25.1-kw visual, 12-kw aural. Antenna: 540-ft. above av. terrain, 318-ft. above ground, 5993-ft. above sea level, lat. 35° 03' 43", long. 106° 46' 51".

Network Service: ABC, DuMont.

Ownership: Alvarado Bcstg. Co. Inc., 60% (KOAT); Albuquerque Exhibitors Inc., 35%. KOAT-TV officers: A. M. Cadwell, pres.; Herbert Wimberly, secy.-treas.; and the following directors: Pearce C. Rodney, owns 3% of KOAT-TV, and J. B. Stephenson, owns 2%.

Began Operation: Sept. 28, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Personnel:

A. M. Cadwell, *president and general manager.*
 Ted Snider, *station manager.*
 Mel Drake, *general sales manager.*
 Dick True, *program director.*
 Bill Bozarth, *production & promotion manager.*
 Ben Caine, *news director.*
 Evelene Wills, *film director.*
 Bill Carman, *chief engineer.*

DIGEST OF RATE CARD NO. 2 † (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.							
\$160.00	\$96.00	\$60.00	\$50.00	\$40.00	\$26.00	\$16.00	\$10.00
Class B—Sign-on-6 p.m., 10:30 p.m.-sign-off, daily.							
85.00	50.00	30.00	25.00	20.00	14.00	9.00	6.00

† Film rates only.

KOB-TV Albuquerque (Ch. 4)

Licensee: Albuquerque Broadcasting Co., 1430 Coal Ave. S.W.
 Studio: 1430 Coal Ave. S.W. Transmitter: Sandia Crest.
 Telephone: 3-4411.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 10.2-kw visual, 5.13-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt, lat. 35° 12' 42", long. 106° 26' 57".

Network Service: NBC.

AM Affiliate: KOB, 50-kw D, 25-kw N, 770 kc (NBC).

Ownership: Time Inc., 50%; Wayne Coy, pres.-treas., 50%; Weston C. Pullen Jr., v.p.; Grace C. Coy, secy.; Chas. L. Stillman, director. Time Inc. also owns 80% of KTVT, Salt Lake City, with radio KDYL, and 100% of KLZ-TV and KLZ, Denver.

Began Operation: Nov. 29, 1948.

Represented (sales) by Branham Co.

Represented (legal) by Pierson & Ball.

Personnel:

Wayne Coy, *president & general manager.*
 George S. Johnson, *chief engineer.*
 Rolf S. Nielsen, *sales manager.*
 Dorothy Smith, *program director.*
 Al Jarrett, *executive producer & sales service director.*
 Dallas Wyant, *promotion manager.*
 George Morrison, *news director.*
 Lawrence Billmaier, *technical operations.*

DIGEST OF RATE CARD NO. 4 † (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$40.00*	\$20.00*
Class B—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.						
225.00	135.00	90.00	79.00	56.00	30.00	15.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	20.00	10.00

† Film rates only.

* Class AA (7-9:30 p.m., daily): Min. or 20 Sec., \$50.00; 10 Sec., \$25.00. Special discount available to all Time Inc. stations (Skyline TV Group): 3% from earned rate if 2 stations bought; 6% if 3 stations bought (programs only).

KSWS-TV Roswell (Ch. 8)

Grantee (STA): John A. Barnett, Box 670.

Studio: 1723 W. Second St. Transmitter: Comanche Hill, 8-mi. E. of Roswell.

Telephone: 3737.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 905-ft. above av. terrain, 790-ft. above ground, 4540-ft. above sea level, lat. 33° 24' 05", long. 104° 22' 45". Requests 316-kw visual, 160-kw aural, 1000-ft. above av. terrain, 5299-ft. above sea level, lat. 33° 23' 18", long. 103° 47' 05"; transmitter move to 2-mi. S of U. S. Hwy. 380.

Network Service: NBC, CBS, ABC, DuMont.

AM Affiliate: KSWS, 25-kw, 1230 kc (NBC).

Ownership: John A. Barnett, 100%.

Began Operation: June 18, 1953.

Represented (sales) by Meeker TV Inc., Clyde Melville (Southwest).

Represented (legal) by A. L. Stein.

Represented (engineering) by Gautney & Jones.

Personnel:

John A. Barnett, *general manager.*
 Paul B. McEvoy, *sales director.*
 Jack Shafer, *program director.*
 Ray Summersgill, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(June 24, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; All day Sun.						
\$150.00	\$90.00	\$60.00	\$37.50	\$20.00	\$15.00	\$10.00
Class B—All time prior to 6 p.m., Mon.-Sat.						
100.00	60.00	40.00	25.00	15.00	10.00	7.50

NEW YORK

WROW-TV

Albany

(Ch. 41)

Grantee (STA): Hudson Valley Bcstg. Co. Inc., Box 4100.

Studio & Transmitter: North Greenbush, N. Y.

Telephone: 3-2225.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 269-kw visual, 138-kw aural. Antenna: 650-ft. above av. terrain, 690-ft. above ground, 810-ft. above sea level, lat. 42° 41' 23", long. 73° 42' 26".

Network Service: CBS, ABC, Du Mont.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (ABC).

Ownership: Lowell Thomas, 31.24%; Frank M. Smith, 20.86% (business mgr. for Thomas); Alger B. Chapman, 10.45%; Edward Elliot, 20.85% (held by wife); Dean Taylor, 8.66% (U. S. Congressman); Louis H. Gross, 7.88%.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (*Television Digest*, Vol. 10:42, 45).

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Thomas S. Murphy, *general manager*.
Harry L. Goldman, *station manager*.
Harry Littler, *TV sales manager*.
C. G. Pogan, *director of operations*.
Hilda Nauman, *promotion & merchandising manager*.
Marc Edwards, *news director*.
Charles R. Heisler, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(June 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7:15-10:30 p.m., daily.						
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00
Class A—5:30-7:15 p.m., 10:30-11 p.m., daily.						
187.50	150.00	112.50	75.00	65.00	57.00	37.50
Class B—Noon-5:30 p.m., daily.						
125.00	100.00	75.00	50.00	44.00	37.50	25.00
Class C—11 p.m.-sign-off, daily.						
100.00	80.00	60.00	40.00	35.00	30.00	20.00

WTRI

Albany-Schenectady-Troy

(Ch. 35)

Grantee (STA): Van Curler Bcstg. Corp., 15 N. Pearl St., Menands, Albany 4, N. Y.

Studio: 15 N. Pearl St.

Transmitter: Mt. Rafinesque, approx. 2-mi. E of Troy.

Telephone: Albany 5-5291.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 380-kw maximum visual, 200-kw maximum aural. Antenna: Directional, 994-ft. above av. terrain, 543-ft. above ground, 1503-ft. above sea level, lat. 42° 47' 08", long. 73° 37' 46.5".

Network Service: CBS.

AM Affiliate: WTRY, Troy, 5-kw, 980 kc (CBS).

New York

Ownership: Troy Bcstg. Co. (WTRY), 50%; Stanley Warner Corp. (theatre chain; operates Cinerama; owns International Latex Corp.), 50%. WTRI officers: Col. Harry C. Wilder, pres.; Edward L. Fablan, v.p.; Thomas W. Rourke, secy.; Paul Jacobson, treas.

Began Operation: Feb. 19, 1954.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Richard B. Wheeler, *general manager*.
Paul L. Jacobson, *asst. manager*.
John D'Anitolo, *national sales manager*.
Steve Davis, *publicity & sports director*.
Fred D. Shavor, *program & production manager*.
Albert Chlsmark, *chief engineer*.
Paul Albert, *technical supervisor*.
Mario E. Swacna, *film editor*.
Ann Williams, *continuity director & women's editor*.
Bill Hartigan, *film news director*.
Norman A. Swetman, *producer-director*.

DIGEST OF RATE CARD NO. 1

(Oct. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

WNBF-TV

Binghamton

(Ch. 12)

Licensee: Clark Associates Inc., (WNBF Div.), Box 48.

Studio: Arlington Hotel. Transmitter: Ingraham Hill Rd.

Telephone: 3-7311.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 83.2-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level, lat. 42° 03' 33.5", long. 75° 57' 06".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: WNBF, 5-kw, 1290 kc (CBS).

Ownership: John C. Clark, pres., 77.78%; John C. Clark Jr., v.p., 2.53%; and 8 others, none owning over 2.8% each. C. D. Mastlin, v.p.; George C. Coughlin, secy.; E. W. Farnetl, treas.

Began Operation: Dec. 1, 1949.

Represented (sales) by Bolling Co.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

George Dunham, *general manager*.
S. N. Heslop, *sales manager*.
E. M. Scala, *program director*.
John Turner, *promotion manager*.
L. H. Stantz, *chief engineer*.

DIGEST OF RATE CARD NO. 7

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	I.D.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$120.00	\$60.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; Noon-5 p.m., Sun.						
450.00	270.00	180.00	135.00	112.50	90.00	45.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00



FABULOUS!

IS THE WORD FOR
TV'S NEW FUN SHOW!
SEE PAGES 356-357



New York

WBEN-TV

Buffalo

(Ch. 4)

Licensee: WBEN Inc., Hotel Statler.

Studios: Hotel Statler. Transmitter: Colden, N. Y.

Telephone: Mobawk 0930.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 54-kw visual, 27-kw aural. Antenna: 1206-ft. above av. terrain, 1001-ft. above ground, 2641-ft. above sea level, lat. 42° 39' 33", long. 78° 37' 38".

Network Service: ABC, CBS, DuMont.

AM affiliate: WBEN, 5-kw, 930 kc (CBS). FM Affiliate: WBEN-FM, 52-kw, 106.5 mc (No. 293), 1001-ft. antenna height.

Ownership: Same as *Buffalo Evening News*.

Began Operation: May 14, 1948.

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

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Edward H. Butler, *president*.
 Alfred H. Kirchhofer, *v.p. and secretary*.
 C. Robert Thompson, *general manager*.
 George R. Torge, *station manager*.
 N. J. Malter, *television sales manager*.
 Fred Keller, *program director*.
 Joseph Haefner, *publicity director*.
 Ralph J. Kingsley, *technical director*.
 Glenn Beerbower, *asst. technical director in charge of TV*.
 John Hutchinson, *executive producer*.

DIGEST OF RATE CARD NO. 7—(April 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-11 p.m., daily.							
\$300.00	\$640.00	\$480.00	\$400.00	\$320.00	\$280.00	\$200.00	\$140.00
Class B—5-7 p.m., daily; noon-7 p.m., Sat. & Sun.							
600.00	480.00	360.00	300.00	240.00	210.00	150.00	105.00
Class C—Noon-5 p.m., 11 p.m.-midnight, Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.							
400.00	320.00	240.00	200.00	160.00	140.00	100.00	75.00
Class D—7 a.m.-noon, Mon.-Fri.							
350.00	280.00	210.00	150.00	140.00	105.00	84.00	50.00

WBUF-TV

Buffalo

(Ch. 17)

Grantee (STA): WBUF-TV Inc., 184 Barton St.

Studio & Transmitter: 184 Barton St.

Telephone: Summer 1717.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 149-kw visual, 74.5-kw aural. Antenna: 420-ft. above av. terrain, 417-ft. above ground, 1039-ft. above sea level, lat. 42° 55' 03", long. 78° 53' 42".

Network Service: ABC, DuMont, CBS, NBC.

Ownership: Sherwin Grossman, pres., 26.03%; Gary L. Cohen, exec. v.p., 26.03%; Irving Cohen, secy.; Harry J. Grossman, treas.; and the following directors: Meyer A. Kahn, 5.17%; Claire Obietz, 2.47%; Harold S. Goldman, 2.25%; Lester Gross, 2.27%. There are 24 other stockholders, none owns over 3.62%.

Began Operation: Aug. 17, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sherwin Grossman, *president*.
 Gary L. Cohen, *executive vice-president*.
 Robert L. Brenner, *commercial manager*.
 Carol S. Moe, *program coordinator*.
 Frank Fredrics, *news director*.
 Ernest E. Retz, *director of operations*.

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.								
\$350.00	\$280.00	\$210.00	\$170.00	\$140.00	\$120.00	\$87.50	\$65.00	\$32.50
Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-6 p.m., Sun.								
250.00	200.00	150.00	120.00	100.00	87.50	67.50	55.00	25.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.								
175.00	140.00	105.00	85.00	70.00	60.00	44.00	32.50	16.00

THE BUFFALO EVENING NEWS STATION

WBEN-TV

*Leads
the Way*



1st on the air . . .

1st in know how . . .

1st in experience. WBEN-TV, Buffalo's favorite station, is also **1st** in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's **1st** station are equipped to interpret and handle your advertising needs.

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

WGR-TV

Buffalo

(Ch. 2)

Grantee (STA): WGR Corp., Box 66, Buffalo.

Studio: 184 Barton St. Transmitter: Hotel Lafayette Penthouse.

Telephone: Summer 7115.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 66.1-kw aural. Antenna: 380-ft. above av. terrain, 436-ft. above ground, 1049-ft. above sea level, lat. 42° 53' 05", long. 78° 52' 22".

Network Service: NBC, DuMont, ABC.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

Ownership: Alanson C. Deuel estate (which sold *Niagara Falls Gazette* to Gannett), 25%; George F. Goodyear, pres., 7.5%; Myron P. Kirk, v.p., 6% (with family); J. Fred Schoellkopf IV, secy., 7.29%; Paul A. Schoellkopf Jr., treas., 7.5% (with family); Seymour H. Knox, director, 7.5% (with family); Arthur Victor Jr., director, 4.5% (with family); J. Eugene McMahon, director, 4.5% (with family); Peter J. Crotty, 4.5% (with family); Norman Joseph, 3.97% (with family); Patrick J. McGroder Jr., 4.5% (with family); Barbara A. Shick, 4%; 19 others, none holding more than 2%.

Began Operation: July 26, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Geo. C. Davis.

Personnel:

George F. Goodyear, *president*.
Joseph Bernard, *general manager*.
Van DeVries, *program director*.
Ollie Howard, *local sales manager*.
G. Paschall Swift, *national sales manager*.
Warren Rossell, *production director*.
Walter L. Amidon, *traffic director*.
Phillip H. Curtis, *promotion manager*.
Karl B. Hoffman, *general manager of engineering*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$300.00	\$480.00	\$320.00	\$280.00	\$200.00	\$140.00	\$70.00
Class B—5-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	105.00	52.00
Class C—11-11:30 p.m., daily; noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—11:30 p.m.-sign-off, daily; sign-on-noon, Mon.-Fri.						
350.00	210.00	140.00	105.00	84.00	50.00	25.00

WCNY-TV

Carthage-Watertown

(Ch. 7)

Grantee (STA): The Brockway Co., 120 Arcade St., Watertown, N.Y.

Studio & Transmitter: Champion Rd., 6 mi. W of Carthage & 9 mi. E of Watertown.

Telephone: Watertown 410; Sales office, Watertown 2930.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 180-kw maximum and 174-kw horizontal visual, 95.9-kw maximum and 91.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36 electrical beam tilt, lat. 43° 57' 16", long. 75° 43' 45".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS). FM Affiliate: WWNY-FM, 15.4-kw, 100.5 mc (No. 263), 379-ft. antenna height.

Ownership: John B. Johnson, pres. & treas., 75%; Catherine C. Johnson, v.p. & secy.; estate of Jessie R. Johnson, 25%. Also publishes *Watertown Daily Times* and operates WMSA and WMSA-FM, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Weed Television Corp. (U. S.); Andy McDermott, (Toronto); Emery G. Richmond, (Montreal).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis.

Personnel:

Louis Salf Jr., *general manager*.
James W. Higgins, *director of TV*.
Alfred M. Tauroney, *sales manager*.
David M. Graves, *program & production manager*.
John A. LaLiberte, *film director*.
Raymond W. Steele, *art director*.
John G. Case, *sports editor*.
Mrs. Loretta Rich, *traffic manager*.
Maynard B. Davis, *chief engineer*.

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

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$52.00	\$38.00	\$30.00	\$15.00
Class B—All other times.							
112.00	68.00	56.00	45.00	40.00	28.00	20.00	12.00

New York

WKNY-TV

Kingston

(Ch. 66)

Grantee (STA): WKNY-TV Corp., 601 Broadway.

Studio & Transmitter: Rt. 9W, Port Ewen, N. Y.

Telephone: 4500.

Technical Facilities: Channel No. 66 (782-788 mc). Authorized power: 21.4-kw visual, 11.5-kw aural. Antenna: 620-ft. above av. terrain, 641-ft. above ground, 916-ft. above sea level, lat. 41° 53' 07", long. 73° 58' 09". Requests change to Ch. 21.

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: WKNY, 25-kw, 1490 kc (MBS).

Ownership: John K. Close, pres., 12.24%; George W. Smith, treas., 3.25%; Robert M. Peebles, v.p., 1.22%; N. LeVan Haver, secy., 7.34%; Arthur H. Wicks, 9.18%; W. A. H. Birnie, 4.59%; WKNE Corp. (WKNE, TV grantee for Keene, N. H.), 21.42%; 21 others, none with more than 3.25%. Mr. Close owns 71.2% of WKNE.

Began Operation: April 23, 1954.

Represented (sales) by Meeker TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Joseph K. Close, *president*.
Robert M. Peebles, *v.p. & general manager*.
Robert L. Sabin, *TV operations manager*.
Irv Rose, *program & production director*.
Charles B. Edwards, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—All hours.					
\$100.00	\$60.00	\$40.00	\$25.00	\$20.00	\$10.00

WABC-TV

New York

(Ch. 7)

Grantee (STA): American Broadcasting Co., 7 West 66th St.

Studio: 7 W. 66th St. Transmitter: Empire State Bldg.

Telephone: Susquchanna 7-5000.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 80-kw visual, 40-kw aural. Antenna: 1378-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00". CP for 110-kw visual, 55-kw aural.

Network Service: ABC.

AM Affiliate: WABC, 50-kw, 770 kc (ABC). FM Affiliate: WABC-FM 1.5-kw, 95.5 mc (No. 238), 1271-ft. antenna height.

Ownership: American Broadcasting Co. is a division of American Broadcasting-Paramount Theatres, Inc. (Merger approved by FCC Feb. 9, 1953—See *Television Digest*, Vol. 9:7); Leonard Goldenson, pres. ABC officers: Edward I. Noble, chairman; Robert E. Kintner, pres.; Geraldine Zorbaugh, secy. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and AM stations WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; also FM stations WXYZ-FM, Detroit; WENR-FM, Chicago; KGO-FM, San Francisco; KABC-FM, Los Angeles.

Began Operation: Aug. 10, 1948.

Represented (sales) by KABC-TV Sales (in N.Y.), Weed Television Corp. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Ted Oberfelder, *v.p. & general manager*.
Trevor Adams, *sales manager*.
Ardien B. Rodner, *program manager*.
Billy Balaban, *daytime program supervisor*.
Thomas Martinez, *treasurer*.
Marie Adams, *sales secretary*.
Daniel Norton, *traffic & national spot sales manager*.
George Rice, *film director*.
DeWard Jones, *publicity and promotion*.
Gordon Kunz, *production manager*.
G. Edward Hamilton, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (Oct. 15, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$3100.00	\$2480.00	\$1860.00	\$1550.00	\$1240.00	\$1033.35	\$930.00	\$550.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.							
2320.00	1856.00	1392.00	1160.00	928.00	773.35	696.00	405.00
Class C—All other times.							
930.00	744.00	558.00	465.00	372.00	310.00	279.00	170.00
Class A 10-sec., \$350.00. Class B 10-sec., \$175.00. Class C 10-sec., \$75.00.							

New York

WABD New York (Ch. 5)

Licensee: Allen B. DuMont Laboratories Inc., 515 Madison Ave.
 Studios: Tele-Centre, 205 E. 67th St., Ambassador Theatre, Adelphi Theatre. Transmitter: Empire State Bldg.
 Telephone: Murray Hill 8-2600.
 Technical Facilities: Channel No. 5 (76-82 mc). Operating under special temporary authorization with 16.7-kw visual power, 8.35-kw aural. Antenna: 1340-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 09".
 Network Service: Du Mont.
 AM-FM Affiliates: None.

Ownership: Same as receiver-tube-electronics manufacturing concern of same name at East Paterson, N. J., which is listed on American Stock Exchange (20.1% of stock owned by Paramount Pictures Corp.). Allen B. DuMont, pres.; Stanley F. Patten, v.p.; Paul Raibourn, treas.; Bernard Goodwin, secy. Licensee also owns and operates WTTG, Washington and is applicant for Ch. 5 in Boston.

Began Operation: May 2, 1944.
 Represented (sales) by Avery-Knodel Inc.
 Represented (legal) by Roberts & McInnis.
 Personnel:

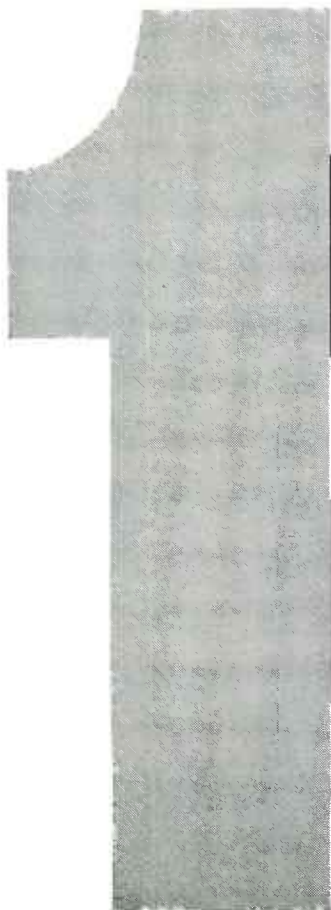
Ted Bergmann, *managing director*.
 George L. BarenBregge, *general manager*.
 William Crawford, *sales manager*.
 James L. Caddigan, *director of programming & production*.
 Rodney D. Chipp, *director of engineering*.
 Gerald Lyons, *director of publicity & public relations*.
 Werner Michel, *executive producer*.
 David Lowe, *manager of news & public affairs*.
 Shirley S. Godley, *manager of promotion, advertising & merchandising*.
 Herman Edel, *asst. manager, promotion, advertising & merchandising*.
 F. A. Wurster, *sales service manager*.
 Frank Savage, *news editor*.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1951)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$2200.00	\$1760.00	\$1320.00	\$1100.00	\$880.00	\$770.00	\$550.00
Min.	20 Sec.	8 Sec.				
\$500.00	\$425.00	\$212.50				
Class B—5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1650.00	1320.00	990.00	825.00	660.00	577.50	412.50
Min.	20 Sec.	8 Sec.				
325.00	275.00	137.50				
Class C—All other times.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
880.00	704.00	525.00	440.00	350.00	308.00	220.00
Min.	20 Sec.	8 Sec.				
175.00	150.00	75.00				

WATV Newark-New York (Ch. 13) (New York Metropolitan Area)

Grantee (STA): Bremer Broadcasting Corp., Television Center, 1020 Broad St., Newark, N.J.
 Sales Office: 575 Madison Ave., New York.
 Studio: Television Center. Transmitter: Empire State Bldg., New York.
 Telephone: Mitchell 2-6400, Newark; Plaza 5-1331, New York.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 180-kw visual, 105-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".
 AM Affiliate: WAAT, 5-kw (1-kw night), 970 kc. FM Affiliate: WAAT-FM, 13.5-kw, 94.7 mc (No. 234), 540-ft. antenna height.
 Ownership: Matthew B. Rosenhaus, chairman, 10.38%; Irving E. Rosenhaus, pres., 21.66%; Frank V. Bremer, v.p., 4.44%; Edmund S. Lennon, v.p.; Emanuel Pollack, secy., 12.96%; Jerome Cossman, treas.; Marcia Brezin, 12.96%; Morton Pollack, 12.96%; Sarah Rosenhaus, 10.83%; and 4 others, none owning more than 4.44%.
 Began Operation: Jan. 27, 1948.



st with

super power
316,000 WATTS

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

st with

published audience
GUARANTEE

You pay for what you get

watv channel **13**
 NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Irving R. Rosenhaus, *president and general manager.*
 Frank V. Bremer, *v.p.*
 Edmund S. Lennon, *v.p.*
 Bertram Leihar Jr., *v.p. & director of sales.*
 Herb Green, *program coordinator.*
 George Green, *program director.*
 Robert Paskow, *film director.*
 Ralph Amatrudi, *art director.*
 Grace Reese, *traffic director.*
 Robert MacDougall, *director of educational activities.*
 Lou Frankel, *sales promotion & publicity director.*

DIGEST OF RATE CARD NO. 5
 (Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—4-11 p.m., Mon.-Fri.; 2-11 p.m., Sat. & Sun.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$450.00	\$400.00	\$144.00
Class B—1-4 p.m., Mon.-Fri.; noon-2 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
1500.00	900.00	600.00	450.00	350.00	300.00	108.00
Class C—Noon-1 p.m., Mon.-Fri.; midnight-sign-off, daily; 8 a.m.-noon, Sat. & Sun.						
1000.00	600.00	400.00	300.00	225.00	200.00	72.00
Class D—8 a.m.-noon, Mon.-Fri.						
750.00	450.00	300.00	225.00	175.00	150.00	54.00

WCBS-TV
New York
 (Ch. 2)

Licensee: Columbia Broadcasting System Inc., 485 Madison Ave.

Studios: 485 Madison Ave.

Telephone: Plaza 1-2345.

Technical Facilities: Channel No. 2. (54-60 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 1300-ft. above av. terrain. 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 09".

Network Service: CBS.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 mc (No. 266), 1270-ft. antenna height.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange; William S. Paley, chairman of board (stockholdings, 11.15%); Frank Stanton, pres.; Julius F. Brauner, secy.; S. R. Dean, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; WOKY-TV, Milwaukee (call letters to be changed to WXIX). CBS Inc. also owns radio stations KCBS, San Francisco; KMOX, St. Louis (TV applicant); WEEI, Boston; and has applied to purchase WSTV-TV, Steubenville, O. (see *Television Digest*, Vol. 10:43, 47). Same company also owns 25% of Bing Crosby Enterprises Inc., Los Angeles.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Spot Sales.

Personnel:

Sam Cook Digges, *general manager.*
 Clarence Worden, *asst. to the general manager.*
 Frank Shakespeare Jr., *general sales manager.*
 Haworth White, *business manager.*
 Robert G. Patt, *promotion manager.*
 Hal Hough, *program director.*
 Dan Gallagher, *asst. program director.*
 Marlon Lonsberry, *operations manager.*
 William C. Lacey, *manager of film department.*
 Robert Fuller, *publicity director.*

DIGEST OF RATE CARD NO. 14
 (May 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (Group I)—7:30-10:30 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$6000.00	\$3600.00	\$2400.00			*	*
Class A (Group II)—7-7:30 p.m.; 10:30-11 p.m., Mon.-Sat.						
5500.00	3300.00	2200.00			*	*
Class B—6-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily.†						
3750.00	2250.00	1500.00	1250.00	1125.00		375.00
Class C—9 a.m.-6 p.m., 11 p.m.-midnight, daily.‡						
2500.00	1500.00	1000.00	833.33	750.00	500.00	250.00
Class D—Sign-on-9 a.m.; midnight-sign-off, daily.						
1250.00	750.00	500.00	416.67	375.00	250.00	125.00

* Class A announcements are subdivided into Group I—7:59-10:30 p.m., Mon.-Sat., 7:29-11 p.m., Sun.; Min. \$1500, 10-Sec. \$750.
 Group II—6:59-7:59 p.m., 10:30-11 pm., Mon.-Sat., 5:59-7:29 p.m., Sun.; Min. \$1100, 10-Sec. \$550.

† Announcements only.

‡ After 11 p.m., 5-min. programs or longer, Class C rate prevails 11 p.m.-midnight; Min. or less, Class B rates prevail 11-11:15 p.m., Class C rates 11:15 p.m.-midnight.

New York

WOR-TV
New York

(Ch. 9)

Licensee: General Teleradio Inc., 1440 Broadway.

Studios: Empire State Bldg. & Broadway.

Transmitter: Empire State Bldg.

Telephone: Longacre 4-8000.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 129-kw visual, 64.6-kw aural. Antenna: 1240-ft. above av. terrain, 1240-ft. above ground, 1290-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 00".

AM Affiliate: WOR, 50-kw, 710 kc (MBS). FM Affiliate: WOR-FM, 3.4-kw, 98.7 mc (No. 254), 910-ft. antenna height.

Ownership: Subsidiary of General Tire & Rubber Co., under 1951 purchase deal approved by FCC, with R. H. Macy & Co. holding 10% of stock in General Teleradio (see *Television Digest*, Vol. 7:41, 46 & 8:33). General Teleradio officers: T. F. O'Neill, pres.; J. Glen Taylor, v.p.; Willet H. Brown, v.p.; Gordon Gray, v.p.; WOR-TV & WOR: Earl M. Johnson, v.p.; Robert A. Schmid, v.p.; George N. Steffy, v.p.; Norman S. Knight, v.p.; James E. Wallen, v.p. & treas.; John B. Poor, v.p. & gen. counsel; F. W. Knowlton, secy.; Patrick J. Winkler, gen. auditor. General Teleradio operates Mutual Broadcasting System; operates Yankee Network (with WNAC, Boston); and Don Lee Network (with KHJ, Los Angeles; KFRC, San Francisco). It also operates WNAC-TV, Boston; KHJ-TV, Los Angeles; WHBQ-TV, Memphis, Tenn. Same interests hold CP for WGTH-TV, Hartford (*Hartford Times* having 45%) and have option to buy 40% of Ch. 2 applicant for Oakland.

Began Operation: Oct. 5, 1949.

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and Chicago Tribune Tower, Chicago; H-R Television Inc. (West Coast).

Represented (legal) by Pierson & Ball.

Personnel:

T. F. O'Neill, *president.*
 Gordon Gray, *v.p. in charge of WOR & WOR-TV Div.*
 Seymour Handy, *executive assistant.*
 Charles H. Phillips, *director of sales.*
 William Gorman, *asst. sales manager.*
 William McCormick, *regional sales manager.*
 George R. Jensen, *sales manager, Midwest.*
 John Mulvihill, *program sales manager.*
 Frank Klzls, *sales service manager.*
 Robert M. Hoffman, *planning & development director.*
 Charles E. Singer, *chief engineer.*
 Robert J. Sullivan, *sales promotion manager.*
 Ivan Reiner, *production manager.*
 Richard A. Jackson, *publicity manager.*

DIGEST OF RATE CARD NO. 7
 (Revised to June 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:29-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$1500.00	\$900.00	\$600.00	\$375.00	\$300.00	\$200.00	\$125.00
Class B—6:30-7:29 p.m., Mon.-Fri.; noon-6 p.m. Sat. & Sun.; 10:30-11 p.m., daily.						
1125.00	675.00	450.00	285.00	225.00	150.00	95.00
Class C—All other times.						
600.00	360.00	240.00	150.00	120.00	80.00	50.00

WPIX
New York

(Ch. 11)

Licensee: WPIX Inc., 220 E. 42nd St.

Studio: 220 E. 42nd St. Transmitter: Empire State Bldg.

Telephone: Murray Hill 2-6500.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1405-ft. above av. terrain, 1464-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".

AM-FM Affiliates: None.

Ownership: Same as *New York News*. Interlocking ownership (McCormick-Patterson families) with TV station WGN-TV, Chicago (*Chicago Tribune*).

Began Operation: June 15, 1948.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

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

Personnel:

F. M. Flynn, *president.*
 Fred M. Thrower, *v.p. & general manager.*
 Leavitt J. Pope, *asst. to general manager & operations mgr.*
 John Patterson, *sales manager.*
 Walter Engels, *news & special events manager.*
 L. A. Hollingsworth, *publicity & public relations manager.*
 Keith Culverhouse, *promotion, advertising, research manager.*
 W. Robert Rich, *program manager.*
 Otis S. Freeman, *chief engineer.*
 T. E. Mitchell, *controller.*

(Continued on next page)

New York

NEW YORK CITY: WPIX—(Continued)

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10:30 p.m., daily.						
\$1500.00	\$900.00	\$600.00	\$500.00	\$450.00	\$300.00	\$200.00
Class B—5:30-7 p.m., 10:30-11 p.m., daily.						
1125.00	675.00	450.00	375.00	338.00	225.00	150.00
Class C—All other times.						
750.00	450.00	300.00	250.00	225.00	150.00	135.00

WRCA-TV

(formerly WNBT)

New York

(Ch. 4)

Licensee: National Broadcasting Co., 30 Rockefeller Plaza

Studio: 67th St. & Columbus Ave. Transmitter: Empire State Bldg.
Telephone: Circle 7-8300.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual., 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1445-ft. above av. terrain, 1465-ft. above ground, 1490-ft. above sea level, lat. 40° 44' 54", long. 73° 55' 10".

Network Service: NBC.

AM Affiliate: WRCA, 50-kw, 660 kc (NBC). FM Affiliate: WRCA-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns TV stations WRC-TV, Washington; WNBQ, Chicago; WNBK, Cleveland; KRCA, Los Angeles; and AM stations WRCA, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland, KNBC, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

Hamilton Shea, *v.p. & general manager.*
Ernest de la Ossa, *station manager.*
Arthur Hamilton, *production & business affairs manager.*
Ted Nathanson, *executive producer.*
Jay J. Heitin, *sales manager.*
Steven Krantz, *director of programs.*
William A. Berns, *news & special events manager.*
Peter Affe, *manager of operations.*
Max E. Buck, *director of promotion, adv. & merchandising.*
Robert Blake, *director of publicity.*
William Anderson, *publicity manager.*
Fred E. Jackson, *technical operations supervisor.*

DIGEST OF RATE CARD NO. 14—(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$6200.00	\$3720.00	\$2480.00	\$2170.00	\$1550.00	\$1575.00	\$815.00
Class A—7-7:30 p.m., Mon.-Sat.						
4500.00	2700.00	1800.00	1575.00	1125.00	1095.00	565.00
Class B—6-7 p.m., Mon.-Sat.						
3150.00	1890.00	1260.00	1102.50	787.50	650.00	295.00
Class C—1-3 p.m., Mon.-Fri.; 11 p.m.-midnight, Mon.-Sat.; 11 p.m.-11:15 p.m., Sun.						
2650.00	1590.00	1060.00	927.50	662.50	350.00	150.00
Class D—Sign-on-10 a.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; midnight-sign-off, Mon.-Sat.; 11:15 p.m.-sign-off, Sun.						
1850.00	1110.00	740.00	647.50	462.50	300.00	80.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun. Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6:29-6:59 p.m., Sun. Class B—5:59-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 5:59-6:29 p.m., Sun.; Class C—3-3:59 p.m., Mon.-Sat.; sign-on 5:59 p.m., Sun.; 11:15-sign-off, daily. Class D—sign-on 3 p.m., Mon.-Sat.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.); Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.); Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

THIS YOU'VE GOT TO SEE!



TV'S NEW FUN SHOW
SEE PAGES 356-357

WIRI

North Pole—Plattsburg

(Ch. 5)

Grantee (STA): Great Northern Television Inc., 357 Cornelia St., Plattsburg, N.Y.

Studio & Transmitter: Terry Mt., 7.3-mi W of Peru, N.Y.

Telephone: 3070.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 1205-ft. above av. terrain, 183-ft. above ground, 2264-ft. above sea level, lat. 44° 34' 18.5", long. 73° 40' 53.5".

Network Service: DuMont.

AM Affiliate: WIRY, Plattsburg, 25-kw, 1340 kc, MBS.

Ownership: Joel H. Scheier, pres., 62%; Vincent S. Jerry, v.p., 33%; Harry Schulman, 6%; Cyril Schulman, 6%; Armand Mancuso, 6%; Martin Schulman, 6%; Dr. E. S. McDowell, 6%; 10 others, none owns over 3%. Ownership interlocks with WIRY.

Began Operation: Dec. 8, 1954.

Represented (sales) by Adam Young Television Corp.; Radio & TV Sales Inc. (Canada).

Represented (legal) by A. L. Stein.

Represented (engineering) by Craven, Lohnes, & Culver.

Personnel:

Joel H. Scheier, *president, general & sales manager.*
Hal Wilson, *program director.*
Carl Stohn Jr., *production director.*
John H. Nazak, *chief engineer.*
Jas. H. Sharman, *studio supervisor.*

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00
Class B—All other times.					
160.00	96.00	64.00	40.00	32.00	16.00

WHAM-TV

Rochester

(Ch. 5)

Licensee: Stromberg-Carlson Co., 100 Carlson Rd.

Studio: 201 Humboldt St. Transmitter: Pinnacle Hill, Brighton.

Telephone: Culver 7240.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".

Network Service: NBC, DuMont, ABC.

AM Affiliate: WHAM, 50-kw, 1180 kc (NBC). FM Affiliate: WHEFM, 20-kw, 98.9 mc (No. 255), 500-ft. antenna height.

Ownership: Licensee also is manufacturer of TV-radio and other electronics-communications equipment.

Began Operation: June 11, 1949.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

William Fay, *v.p. & gen. mgr., broadcasting div.*
John W. Kennedy, Jr., *administrative asst. and gen. sales mgr.*
A. N. Bender, *asst. in TV sales.*
Charles Clerks, *director of TV sales service.*
Walton Smith, *promotion & publicity director.*
Charles W. Silverson, *general program director.*
Eugene Zacher, *program director for TV.*
David E. Kessler, *news director.*
Robert Turner, *sports director.*
David D. Manning, *film director.*
Kenneth J. Gardner, *director of engineering.*
George Driscoll, *director of studio engineering.*
Alfred Balling, *transmitter supervisor.*

DIGEST OF RATE CARD NO. 8

(Dec. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$700.00	\$410.00	\$350.00	\$290.00	\$260.00	\$200.00	\$170.00*
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
525.00	307.50	262.50	217.50	195.00	150.00	135.00†
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
350.00	205.00	175.00	145.00	130.00	100.00	80.00‡

* 8-10 p.m., daily.

† 5-8 p.m., 10-11:15 p.m., Mon.-Fri.; 1-8 p.m., 10-11:30 p.m., Sat. & Sun.

‡ 9 a.m.-5 p.m., 11:15-sign-off, Mon.-Fri.; 11:30-sign-off, Sat. & Sun.

WHEC-TV Rochester

(Ch. 10)

Grantee (STA): WHEC Inc., 40 Franklin St.
Studio: 40 Franklin St. Transmitter: Pinnacle Hill.
Telephone: Baker 6740.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WVET-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 270-ft. above ground, 950-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".

Network Service: CBS, ABC.

AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).

Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Frank E. Gannett, pres.; Glover DeLaney, v.p.; Clarence Wheeler, v.p.; H. W. Cruickshank, secy.-treas. Gannett Co. owns grantee WDAN-TV, Danville, Ill., 45% of WGTH-TV, Hartford, Conn. Gannett Co. owns chain of N.Y. newspapers, including *Rochester Times-Union* and *Democrat & Chronicle*, *Elmira Advertiser & Star Gazette*, *Niagara Falls Gazette*; also publishes *Danville (Ill.) Commercial-News*, *Hartford (Conn.) Times*, and *Plainfield (N.J.) Courier-News*.

Began Operation: Oct. 31, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

Glover DeLaney, v.p. & general manager.
Lowell MacMillan, asst. general manager.
LeMoine Wheeler, general sales manager.
William Adams, program director.
Frederick Tillet, production director.
James Reidenbach, film director.
Dorothy Cotton, women's program director.
Bernard O'Brien, chief engineer.
R. K. Blackburn, technical director.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.	\$600.00	\$480.00	\$360.00	\$300.00	\$240.00	\$200.00	\$180.00	\$120.00 \$40.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.	450.00	360.00	270.00	225.00	180.00	150.00	135.00	90.00 30.00
Class C—Sign on-5 p.m., 11 p.m.-sign off, Mon.-Fri.; sign on-1 p.m., 11 p.m.-sign off, Sat. & Sun.	300.00	240.00	180.00	150.00	120.00	100.00	90.00	60.00 20.00

Class AA (Announcements)—7:59-10:01 p.m., daily; Min. or 20 sec., \$140.00; 8 or 10 secs., \$50.00.

New York

WVET-TV Rochester

(Ch. 10)

Grantee (STA): Veterans Bestg. Co. Inc., 17 Clinton Ave. S.
Studio: 17 Clinton Ave. S. Transmitter: Pinnacle Hill.
Telephone: Hamilton 4820.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WHEC-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".

Network Service: CBS, ABC.

AM Affiliate: WVET, 5-kw, 1280 kc (ABC).

Ownership: Ervin F. Lyke, pres. & treas., 6.4%; Paul C. Louthier, v.p., 1.5%; Grantier Neville, secy., 1.2%. Of 12 other directors, only following own over 4%: Harry W. Bennett, 4.8%; William B. Maillefert, 4.8%; Hal James, 4.8%. Of more than 100 additional stockholders only following own over 3%: Fred W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%.

Began Operation: Oct. 31, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

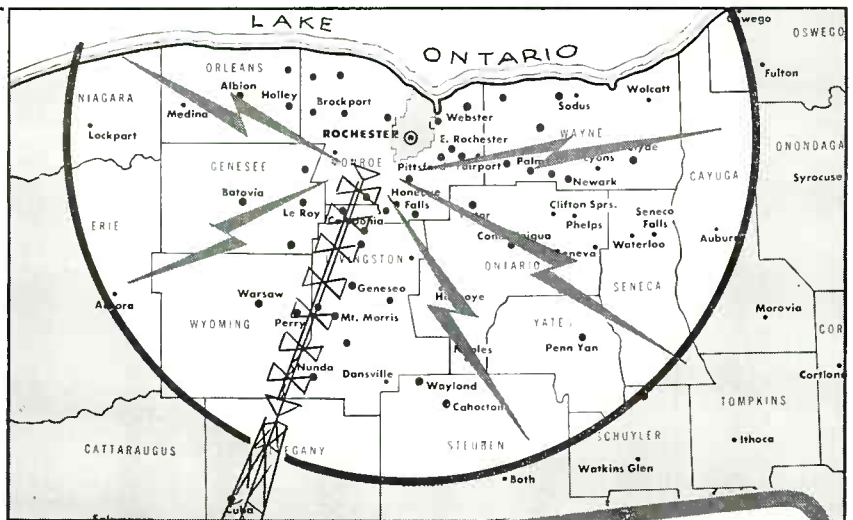
Ervin F. Lyke, president & general manager.
Paul C. Louthier, v.p. & program director.
Arthur Murrellwright, general sales manager.
F. Chase Taylor, operations manager.
Arthur V. Cook, film editor.
David Roberts, news director.
Ray Jobs, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.	\$600.00	\$480.00	\$360.00	\$300.00	\$240.00	\$200.00	\$180.00	\$120.00 \$40.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.	450.00	360.00	270.00	225.00	180.00	150.00	135.00	90.00 30.00
Class C—sign on-5 p.m. & 11 p.m.-sign-off, Mon.-Fri.; sign on-1 p.m. & 11 p.m.-sign off, Sat. & Sun.	300.00	240.00	180.00	150.00	120.00	100.00	90.00	60.00 20.00

Class AA (Announcements)—7:59-10:01 p.m., daily; Min. or 20 sec., \$140.00; 8 or 10 sec., \$50.00.

Covering The Rich, Lush Lap of New York State



- ★ Population 989,760
- ★ Income Per Family (Average) . . . \$5,503
- ★ Total Retail Sales \$903,970,000
- ★ Television Sets in Area 270,000
- ★ TV Home Saturation . . Highest in U.S.A.!
- ★ Station Promotion . Complete, thorough!



National Representatives:
EVERETT-MCKINNEY INC.
THE BOLLING COMPANY INC.

WHEC-TV CHANNEL



125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV • WVET-TV

ROCHESTER, N.Y.

New York

WRGB Schenectady (Ch. 6)

Licensee: General Electric Co., 1 River Rd.
 Studio: 60 Washington Ave. Transmitter: New Scotland, N. Y.
 Telephone: 7-2261.
 Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1620-ft. above sea level, lat. 42° 38' 12", long. 73° 59' 45".
 Network Service: ABC, CBS, DuMont, NBC.
 AM Affiliate: WGYY, 50-kw, 810 kc (NBC). FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.
 Ownership: Licensee is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc. Philip D. Reed, chairman; Ralph J. Cordiner, pres.; Ray H. Luebbe, secy.; John D. Lockton, treas.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).
 Represented (sales) by NBC Spot Sales.

Personnel:
 R. B. Hanna Jr., mgr., GE broadcasting stations dept.
 R. W. Welpott, manager.
 Edwin Scott West, manager of finance.
 Robert F. Reid, manager, sales.
 James Q. Cobb, manager, promotion & publicity.
 A. G. Zink, manager, programs.
 Caleb Paine, manager broadcasting services.
 W. J. Purcell, manager, engineering.
 W. B. Monroe, operations desk.

DIGEST OF RATE CARD NO. 8 (July 1, 1954)

Hour	45 Min.	40 Min.	30 Min.	20 Min.
Class A—6-11 p.m., daily.				
\$850.00	\$680.00	\$637.50	\$510.00	\$425.00
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
\$340.00	\$297.50	\$212.50	\$165.00*	\$82.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.				
Hour	45 Min.	40 Min.	30 Min.	20 Min.
550.00	440.00	412.50	330.00	275.00
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
220.00	192.50	137.50	100.00	50.00
Class C—All other times.				
Hour	45 Min.	40 Min.	30 Min.	20 Min.
375.00	300.00	281.25	225.00	187.50
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
150.00	131.25	93.75	75.00	37.50
Class D—Announcements (7-11 a.m., Mon.-Fri.): Min. or 20 Sec., \$60; 8 Sec., \$30. * Class AA—7:30-10:30 p.m. daily; Class A—6-7:30 p.m., 10:30-11 p.m. daily.				

WHEN-TV Syracuse (Ch. 8)

Grantee (STA): Meredith Syracuse Television Corp., 101 Court St.
 Studio: 101 Court St. Transmitter: .32 miles E. and .34 miles N. of Sentinel Heights & Jim Bull Rds.
 Telephone: 74-5711.

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 190-kw visual power, 100-kw aural. Antenna: 958-ft. above av. terrain, 554-ft. above ground, 1914-ft. above sea level, lat. 42° 57' 19", long. 76° 06' 34".
 Network Service: ABC, CBS, DuMont.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (ABC).

Ownership: Meredith Engineering Co., 100%, subsidiary of Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*. Same interests own KPHO-TV & KPHO Phoenix, WOW-TV & WOW, Omaha & KCMO-TV & KCMO, Kansas City. Meredith Engineering Co. officers: E. T. Meredith Jr., pres.; F. O. Bohlen, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohlen, secy.-treas.; Payson Hall, v.p. of TV-radio. Meredith Syracuse Television Corp. officers: E. T. Meredith, pres.; Paul Adanti, v.p. & general manager; S. Payson Hall, treas.; Frank Furbush, secy.

Began Operation: Dec. 1, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:
 Paul Adanti, v.p. and general manager.
 William Bell, commercial manager.
 Gordon J. Alderman, program director.
 Robert G. Peel, promotion & publicity manager.
 Frank K. Spain, director of engineering.
 Donald F. Langhan, technical operations director.

DIGEST OF RATE CARD NO. 7 + (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$60.00
Class B—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sun.						
490.00	294.00	196.00	172.00	122.00	98.00	45.00
Class C—8:59 a.m.-6 p.m., 11 p.m.-sign-off, Mon.-Sat.; 8:59 a.m.-1 p.m., 11 p.m.-sign-off, Sun.						
350.00	210.00	140.00	122.00	88.00	70.00	34.00
Class D—All other times.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

† Film rates only.



Where the course is subject to change (As In TV)

YOU NEED UP-TO-DATE CHARTS!

See That Your "Execs" and Junior Officers have the

NEW Map of TV Stations and Network Routes

Included with This TV Factbook No. 20

This valuable map shows all present and projected microwave and coaxial routes (accurately drafted by AT&T engineers), station-owned microwave and off-air facilities, time zones, all stations in operation as of January 15, 1955 (with channel numbers), all cities over 10,000 pop., all cities with TV applications or CPs—in U.S., Canada and on Mexican border.

Single copy, \$1.00
 10 copies, \$7.50
 25 copies, \$12.50

Television Digest WITH ELECTRONICS REPORTS
 WYATT BUILDING WASHINGTON 5, D. C.

portrait of a market

ALBANY, Capital of New York State, lies at the heart of WRGB's coverage area. As a center of government, education and commerce for the Empire State, it is a vital part of the WRGB market area that includes 30 counties of New York, Vermont, Massachusetts and Connecticut.



WRGB

A General Electric Station in Schenectady

The Capital District's Only Full-time Television Station

Represented Nationally

by NBC Spot Sales

NEW YORK ★ CHICAGO ★ CLEVELAND ★ DETROIT ★ SAN FRANCISCO
LOS ANGELES ★ CHARLOTTE* ★ ATLANTA* ★ DALLAS*

*BOMAR LOWRANCE and ASSOCIATES

New York-North Carolina

WSYR-TV Syracuse

(Ch. 3)

Licensee: Central New York Broadcasting Corp., 224 Harrison St. Studios: Syracuse University and 110 Harrison Pl. Transmitter: Sentinel Heights.

Telephone: 3-7111.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 597-ft. above ground, 2037-ft. above sea level, lat. 42° 56' 40", long. 76° 07' 08".

Network Service: NBC.

AM Affiliate: WSYR, 5-kw, 570 kc (NBC). FM Affiliate: WSYR-FM, 10-kw, 94.5 mc (No. 233), 480-ft. antenna height.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 4%; William V. Rothrum, v.p.; Samuel I. Newhouse, 37%; Samuel I. Newhouse Jr., 4%; Donald E. Newhouse, 4%. Interlocking ownership with Newhouse newspapers: *Syracuse Post-Standard* and *Herald Journal*, *Jersey City Journal*, *Newark Star Ledger*, *Long Island Daily Press* and *Star Journal*, *Harrisburg Patriot-News*, *States Island Advance*, *Portland Oregonian*. Central New York Bcstg. also owns 50% of KOIN-TV, Portland. Donald Newhouse is 100% owner of WTPA, Harrisburg, Pa. Mr. Vadeboncoeur holds 12.65% of CP for WINR-TV, Binghamton, N. Y.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Righter & Parsons (after Feb. 15).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

E. R. Vadeboncoeur, *president*.
William R. Alford, Jr., *director of sales*.
Thomas F. McCollum, *promotion manager*.
William V. Rothrum, *v. p. and program manager*.
Rod Swift, *film editor*.
Albert J. Eichelzer, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$150.00	\$65.00
Class B—6-7:30 p.m., daily.						
660.00	396.00	264.00	198.00	165.00	130.00	55.00
Class C—All other times.						
360.00	220.00	140.00	110.00	92.50	72.00	30.00

WKTV Utica

(Ch. 13)

Licensee: Copper City Broadcasting Corp., Smith Hill Rd.

Studio and Transmitter: Smith Hill Rd.

Telephone: Utica 3-0404.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 186.8-kw visual, 100-kw aural. Antenna: 790-ft. above av. terrain, 447-ft. above ground, 1647-ft. above sea level, lat. 43° 08' 38", long. 75° 10' 14".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WKAL, Rome, N. Y., 25-kw, 1450 kc (MBS).

Ownership: Same as Kallet Theatres Inc. (movie chain). Myron J. Kallet, pres., 56%; William T. MacNelly, exec. v. p. & treas., 1.66%; Robert M. Kallet, v. p., 1.66%; Joseph S. Kallet, secy., 6.6%; Eva W. Zophy, asst. treas., .833%; Penn State Realty, 25%; Sidney J. Kallet, 4.06%; and 3 others, none owning over 1.66%. Also owns radio station WKAL, Rome; has 1/3 interest in TV applicant for Buffalo.

Began Operation: Dec. 1, 1949.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George P. Adair.

Personnel:

Myron J. Kallet, *president*.
William T. MacNelly, *executive v.p.*
Michael C. Fusco, *general & commercial manager*.
Frank Grunewald, *promotion manager*.
DeForest T. Layton Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 6† (April 1, 1954)

Hour	45 Min.	40 Min.	30 Min.	20 Min.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.				
\$475.00	\$380.00	\$356.25	\$285.00	\$237.50
Class B—5-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.				
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
190.00	166.25	118.75	85.00	30.00

Class B—All other times.

Hour	45 Min.	40 Min.	30 Min.	20 Min.
375.00	300.00	281.25	225.00	187.50
15 Min.				
150.00	131.25	93.75	75.00	8 Sec.
				20.00

†Film rates only.

NORTH CAROLINA

WISE-TV Asheville

(Ch. 62)

Grantee (STA): WISE-TV Inc., 100 College St.

Studio and Transmitter: Scenic Highway, Sunset Mt.

Telephone: 3-5381 (office), 3-4793 (studio).

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 417-ft. above av. terrain, 140-ft. above ground, 2858-ft. above sea level, lat. 35° 36' 33.5", long. 82° 32' 11.8".

Network Service: NBC, CBS.

AM Affiliate: WISE, 5-kw (1-kw night), 1310 kc (NBC).

Ownership: Harold H. Thoms, pres.-treas., 99%; Meredith S. Thoms, secy., 1%. Mr. Thoms owns 25% interest in radio WAYS, Charlotte and WCOG, Greensboro; and with his wife, M. S. Thoms, 71% of WEAM, Arlington, Va.

Began Operation: July 5, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George C. Davis.

Personnel:

Harold H. Thoms, *general manager*.
J. J. Master, *sales manager*.
Rex Moore, *news director*.
John Randolph, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (June 15, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$150.00	\$120.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00
Class B—All other times.						
90.00	72.00	54.00	36.00	30.00	27.00	18.00

WLOS-TV Asheville

(Ch. 13)

Grantee (STA): Skyway Bcstg. Co., Box 2150.

Studio: Battle House, 288 Macon Ave. Transmitter: Atop Mt. Pisgah, 16.7 mi. SW of city.

Telephone: 2-2431.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 2850-ft. above av. terrain, 340-ft. above ground, 6089-ft. above sea level, lat. 35° 25' 32.41", long. 82° 45' 25.02".

Network Service: ABC, DuMont.

AM Affiliate: WLOS, 5-kw (1-kw night), 1380 kc (ABC, MBS).

FM Affiliate: 9.2-kw, 104.3 mc (No. 282), 130-ft. antenna height.

Ownership: Charles M. Britt, pres., 12.215%; Charles B. Britt, v.p., 13.89%; Joe H. Britt, 16.848%; over 70 others, none owns more than 6%. Note: Asheville Citizen-Times Co. has option to purchase 31.25% of stock.

Began Operation: Sept. 17, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Charles B. Britt, *exec. v.p. & general manager*.
Bradley H. Roberts, *commercial manager*.
Charles E. Newcomb, *production director*.
Fred Brown Jr., *program manager*.
Bob Hensley, *film editor*.
Margaret Hall, *traffic manager*.
M. D. Hunnicutt, *chief engineer*.

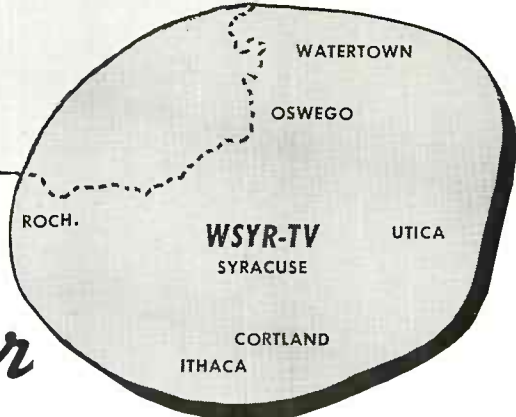
DIGEST OF RATE CARD NO. 1—(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$35.00	\$17.50
Class B—5-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
165.00	100.00	65.00	57.00	38.00	24.00	12.00
Class C—All other times.						
125.00	75.00	50.00	43.50	31.00	20.00	10.00

Definitely . . .

CENTRAL NEW YORK'S

Superior



TELEVISION SERVICE

Only WSYR-TV delivers coverage of all Central New York State, because WSYR-TV is the only maximum-power station in the area. It operates on Channel 3, radiating 100 kw of power from an antenna 2020 feet above sea level.

Such clear superiority of facilities is given full significance when you consider that the programming service of WSYR-TV is produced under the direction of executive personnel who have spent an average of 14½ years in the broadcasting business right here in Central New York.

It's that combination of topnotch facilities, plus topnotch local programming, plus the full NBC network service, that gives WSYR-TV distinct leadership in one of the country's important markets.

FIRST CHOICE in a FIRST RATE MARKET

★ Grade B contour by Craven, Lahnes & Culver, Consultant Engineers.

NATIONAL SALES REPRESENTATIVES
(Effective February 11)

HARRINGTON, RIGHTER AND PARSONS, INC.
New York Chicago San Francisco

WSYR - TV CHANNEL 3
100 KW SYRACUSE, N. Y. NBC

North Carolina

WUNC-TV Chapel Hill

(Ch. 4)

Non-Commercial Educational Station

Grantees (STA): Consolidated University of North Carolina, Venable Hall, Chapel Hill, N.C.

Studios: Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephone: 8-415, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level, lat. 35° 52' 07", long. 79° 10' 06".

FM Affiliate: WUNC, 1.45-kw, 91.5 mc (No. 218), 165-ft. antenna height.

Ownership: University officials: Gordon Gray, president; William D. Carmichael Jr., v.p., & controller; Harris Purks, v.p., & provost; C. H. Bostian, R. H. House & E. K. Graham, chancellors.

Began Operation: Dec. 27, 1954.

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

Personnel:

Robert F. Schenckan, *director of television*.
Alan B. MacIntyre, *chief engineer*.
Richard B. Barnhill, *production manager*.
Ralph L. Burgin, *program director, Raleigh*.
David M. Davis, *program director, Greensboro*.
Duff Browne, *program director, Chapel Hill*.
Richard Burdick, *executive producer*.

WAYS-TV Charlotte

(Ch. 36)

Grantee (STA): WAYS-TV Inc., 3229 S. Blvd.

Studio: 3229 S. Blvd. Transmitter: Rt. 9, Oakdale Section.

Telephone: 3-7173.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 380 ft. above av. terrain, 360-ft. above ground, 1145-ft. above sea level, lat. 80° 53' 24", long. 35° 18' 05".

Network Service: ABC, NBC, DuMont.

Ownership: Hugh Deadwyler, 100%.

Began Operation: Dec. 7, 1953. Sale to present owner by G. W. Dowdy, B. T. Whitmire, Horton Doughton and Harold Thomas approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 11:1).

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

James P. Poston, *general manager*.
B. C. Stewart, *chief engineer*.
Richard Frosch, *program director*.
Donald Matney, *promotion director*.
Bill Rollins, *traffic manager*.

DIGEST OF RATE CARD NO. 2 (April 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 11:59 a.m.-11 p.m., Sun.							
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$45.00	\$40.00	\$20.00
Class B—All other times.							
120.00	96.00	72.00	48.00	40.00	36.00	24.00	12.00

WBTW Charlotte

(Ch. 3)

Licensee: Jefferson Standard Broadcasting Co., 1901 W. Morehead St.

Studio: 1901 W. Morehead St. Transmitter: Spencer Mt., Gaston County.

Telephone: Edison 3-8833.

Technical Facilities: Channel No. 3 (60-66 mc). Operating under special temporary authorization with 100-kw visual, 60.3-kw aural. Antenna: 1090-ft. above av. terrain, 550-ft. above ground, 1866-ft. above sea level, lat. 35° 17' 50", long. 81° 06' 53".

Network Service: CBS, DuMont, NBC, ABC.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

Ownership: Jefferson Standard Life Insurance Co., 100%; Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v. p. Also owns 100% of WBTW, Florence, S.C.; 16.50% of WFMV-TV, Greensboro, N.C. (through Greensboro News Co.); 100% of radio WBIG, Greensboro; 100% of WBT.

Began Operation: July 15, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Co.

Personnel:

Joseph M. Bryan, *president*.
Charles H. Crutchfield, *executive v.p. & general manager*.
J. Robert Covington, *v.p., sales & promotion*.
Kenneth I. Tredwell Jr., *v.p., programs & public relations*.
C. Kenneth Spicer, *controller & asst. secy.*
Wallace Jorgenson, *general sales manager*.
Paul B. Marion, *TV sales manager*.
Lacy S. Sellars, *program supervisor*.
Charles Seward, *film supervisor*.
Sam Zurich, *production supervisor*.
Jack Knell, *news director*.
Nelson Benton, *Carolina news editor*.
John P. Dillon, *promotion supervisor*.
Tom Howard, *director of engineering*.
W. Chase Idol Jr., *personnel-public relations*.
M. J. Minor, *chief engineer*.

DIGEST OF RATE CARD NO. 9 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$900.00	\$540.00	\$360.00	\$300.00	\$270.00	\$180.00*	\$90.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
675.00	405.00	270.00	225.00	202.50	135.00	67.50
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
450.00	270.00	180.00	150.00	135.00	90.00	45.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
375.00	225.00	150.00	125.00	112.50	75.00	37.50
Class AA (Announcements)—3-10 p.m.; Min., \$225; 10 Sec., \$105.						

* 7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.

WTVD Durham

(Ch. 11)

Grantee (STA): Durham Bcstg. Enterprises Inc., Box 2009.

Studio: 1730 Newton Rd. Transmitter: 7 mi. N. of Durham.

Telephone: 22111.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 1000-ft. above av. terrain, 783-ft. above ground, 1489-ft. above sea level, lat. 36° 06' 39", long. 78° 56' 19".

Network Service: NBC, ABC.

Ownership: Harmon L. Duncan, pres.-treas., 12.5%; Virginia D. Duncan, 12.5%; J. Floyd Fletcher, v.p.-secy., 24.9%; Mildred M. Fletcher, 1%; Durham Radio Corp. (WDNC), 25%; 60 others, none owns as much as 1%. Mr. Duncan owns 8.34% & Mr. Fletcher, 8.33% of WRRF-TV, grantee for Washington, N.C.

Began Operation: Aug. 12, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Harmon L. Duncan, *president & general manager*.
J. Floyd Fletcher, *v.p.*
Ernie Greup, *program manager*.
Mike Thompson, *sales & commercial manager*.
Henry Cronin, *technical director*.
Harry N. Middleton, *production coordinator*.
Dale Baum, *film buyer*.
Paul Rigsbee, *film director*.
Jewell Lovette, *traffic director*.

DIGEST OF RATE CARD NO. 2 † (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$105.00	\$87.50	\$70.00	\$35.00
Class B—5-6:30 p.m., daily.						
262.50	157.50	105.00	78.75	65.65	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	52.50	43.75	35.00	17.50

† Film rates only.

WFMY-TV Greensboro

(Ch. 2)

Licensee: Greensboro News Co., 200 N. Davie St.
Studio and Transmitter: Phillips Ave. & White St.
Telephone: 4-0114.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level, lat. 36° 05' 59", long. 79° 45' 47".

Network Service: CBS, ABC, DuMont.

AM-FM Affiliates: None.

Ownership: Greensboro News Co., 100%, publisher of *Greensboro Daily News and Record*; Jefferson Standard Life Insurance Co., owner of WBTW & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee.

Began Operation: Sept. 22, 1949.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Gaines Kelley, *general manager*.
Gordon Williamson, *operations & production manager*.
William S. Baskerville, *commercial manager*.
Gomer R. Lesch, *program director*.
Jack Wiggins, *film director*.
Richard S. Zavon, *promotion manager*.
A. Bertrand Channon, *continuity director*.
William E. Neill, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.							
\$650.00	\$390.00	\$325.00	\$260.00	\$227.50	\$195.00	\$130.00	\$65.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, Sat.							
450.00	270.00	225.00	180.00	157.50	135.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, Sun.-Fri.							
300.00	180.00	150.00	120.00	105.00	90.00	60.00	30.00
Class D—Sign-on-9 a.m., Mon.-Fri.							
200.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00

WNCT Greenville (Ch. 9)

Grantee (STA): Carolina Bcstg. System Inc., Box 898.

Studio & Transmitter: S. Evans St. extended, 2-mi. S. of city limits.
Telephone: 6181.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 93-kw visual, 56-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level, lat. 35° 34' 15", long. 77° 22' 49".

Network Service: ABC, CBS, DuMont, NBC.

Ownership: Earl McD. Westbrook, pres., 20%; Josh Horne, v.p., 10%; Penn T. Watson, v.p., 10%; John H. Adams, v.p., 5.4%; A. Hartwell Campbell, secy., 5.7%; Mrs. John H. Adams, treas., 5.4%; Directors Herb Brauff, 10%; James S. Ficklen, 4.6%; W. H. Woolard, 1.1%. Others owning more than 1%: Fred Jones, 5.4%; Mrs. Mary Jones, 3.7%. Remaining voting stock held by 28 other individuals. Mr. Horne publishes *Rocky Mount Evening Telegram*; Mr. Brauff publishes *Wilson Times*.

Began Operation: Dec. 22, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

A. Hartwell Campbell, *manager*.
John G. Clark Jr., *commercial manager*.
Mrs. M. J. Laughinghouse, *business manager*.
Eck Wall, *program director and promotion manager*.
Joe Reaves, *production manager*.
Malcolm Nicholson, *film editor*.
Hank Tribbley, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—8-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 12:30-6:30 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

North Carolina

Class C—Noon-6 p.m., Mon.-Sat.							
187.50	112.50	75.00	65.03	46.88	37.50	18.75	
Class D—All other times.							
100.00	60.00	40.00	30.00	25.00	20.00	10.00	

WNAO-TV Raleigh (Ch. 28)

Grantee (STA): Sir Walter Television Co., 219 S. McDowell St.

Studio: 219 S. McDowell St. Transmitter: Asbury, N. C.

Telephone: 2-0321.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 182-kw visual, 102-kw aural. Antenna: 460-ft. above av. terrain, 346-ft. above ground, 851-ft. above sea level, lat. 35° 47' 29", long. 78° 44' 24".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WNAO, 10-kw (5-kw night), 850 kc (ABC). FM Affiliate: WNAO-FM, 30-kw, 96.1 mc (No. 241).

Ownership: The following officers and stockholders hold the following interests: John W. English, pres., 12.5%; Frank A. Daniels, v.p. (as officer for the *Raleigh News & Observer*, the actual owners), 12.5%; Mrs. Lydia McBrier Jarecki, 1st v.p., 12.5%; Thomas Waters, v.p., 3.125%; James R. McBrier, treas., 12.5%; George J. Mead, secy., 12.5% of the preferred. Directors: John J. Boland Jr., 12.5%; James B. Donovan, 6.25%. Stockholders: Marie Waters, 3.125%; Jean Devine Jarecki, 12.5%; Marv Evelyn Mead & John J. Boland Jr. as trustees, 12.5%. Ownership interlocks with WSEE, Erle, Pa. George J. Meade is co-publisher of *Erle Times*.

Began Operation: July 6, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes and Culver.

Personnel:

Charles G. Baskerville, *general manager*.
Earl Welde, *sales manager*.
Leo Ribitzki, *program director*.
Mike Silver, *production manager*.
Pete Miller, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; noon-10:30 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00

WMFD-TV Wilmington (Ch. 6)

Grantee (STA): WMFD-TV Inc., 225 Princess St.

Studio: 225 Princess St. Transmitter: New River Rd.

Telephone: 3-4666.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 26.9-kw aural. Antenna: 385-ft. above av. terrain, 358-ft. above ground, 385-ft. above sea level, lat. 34° 13' 31", long. 77° 59' 17".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WMFD, 1-kw, 630 kc (ABC).

Ownership: R. A. Dunlea, pres., 60%; Dan D. Cameron, v.p., 33%; Louise M. Dunlea, director, 2%; Mrs. D. V. Mitton, 4%.

Began Operation: April 8, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Stephen Tuhy Jr.

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

Personnel:

Richard A. Dunlea, *president*.
Richard A. Dunlea Jr., *manager*.
Claud Oshields, *sales manager*.
Gene Warren, *promotion & publicity director*.
Clint Long, *program manager & production manager*.
E. I. Herring, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$34.00	\$19.00
Class B—All other times.						
150.00	90.00	60.00	52.00	37.00	26.00	17.00

North Carolina

WSJS-TV Winston-Salem

(Ch. 12)

Grantee (STA): Triangle Bcstg. Corp., 419-421 N. Spruce St.
 Studio: 419-421 N. Spruce St.
 Transmitter: U.S. 421, 7-mi. E. of Winston-Salem.
 Telephone: 5-2311.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 40-kw visual, 21.9-kw aural. Antenna: 370-ft. above av. terrain, 335-ft. above ground, 1291-ft. above sea level, lat. 36° 07' 52", long. 80° 07' 35". CP for 316-kw visual, 158-kw aural, 2000-ft. above av. terrain, 807-ft. above ground, 3107-ft. above sea level, lat. 36° 22' 38", long. 80° 22' 11"; transmitter to Sauratown Mt., 7-mi. N. of King in Yadkin Co.

Network Service: NBC.

AM Affiliate: WSJS, 5-kw, 600 kc (NBC). FM Affiliate: WSJS-FM, 42-kw, 104.1 mc (No. 281), 160-ft. antenna height.

Ownership: Piedmont Publishing Co. (Gordon Gray, pres.), 66 $\frac{2}{3}$ %; Mary Pickford Rogers, 18 $\frac{1}{2}$ %; Charles (Buddy) Rogers, 15%. Triangle Bcstg. Corp. officers: William K. Hoyt, pres.; W. Harold Essex, exec. v.p. & treas.; Wm. P. Sandridge, secy. Piedmont Pub. Co. publishes *Winston-Salem Journal* and *Twin City Sentinel*.

Began Operation: Sept. 29, 1953.

Represented (sales) by Headley-Reed TV.

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

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Harold Essex, *exec. v.p. & general manager*.
 Harry B. Shaw, *sales manager*.
 John Comas, *program manager*.
 Robert C. Estes, *production manager*.
 Phil Hedrick, *operations manager*.
 Carl Wiegold, *film manager*.
 Isabel Shaffer, *film librarian*.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.						
350.00	210.00	140.00	105.00	87.50	70.00	35.00
Class C—All other times.						
225.00	135.00	90.00	67.50	56.25	45.00	22.50

WTOB-TV Winston-Salem

(Ch. 26)

Grantee (STA): Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P. O.

Studio & Transmitter: 300 S. Stratford Rd.

Telephone: 3-4353.

Technical Facilities: Channel No. 26 (542-548 mc). Operating under special temporary authorization with 13.7-kw visual, 6-kw aural. Authorized power: 74.1-kw visual, 37.2-kw aural. Antenna: 570-ft. above av. terrain, 547-ft. above ground, 1447-ft. above sea level, lat. 36° 05' 30", long. 80° 16' 59".

Network Service: ABC, DuMont.

AM Affiliate: WTOB, 5-kw (1-kw night), 1380 kc (CBS, MBS).

Ownership: James W. Coan, pres., 15%; John G. Johnson, 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; and the following directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%. Also TV grantee for WOTV, Ch. 29 in Richmond, Va.

Began Operation: Sept. 18, 1953.

Represented (sales) by H-R Television Inc; James S. Ayers, Atlanta (Southeast only).

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Kear & Kennedy.

Personnel:

James W. Coan, *president*.
 John G. Johnson, *general manager*.
 Tracy Lounsbury, *production manager & film director*.
 Jim Hoke, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	32.00	24.00	20.00	10.00

YOU COVER

THE TAR HEEL GOLDEN TRIANGLE*

WINSTON-SALEM GREENSBORO HIGH POINT

*... a 24-county market with retail sales of

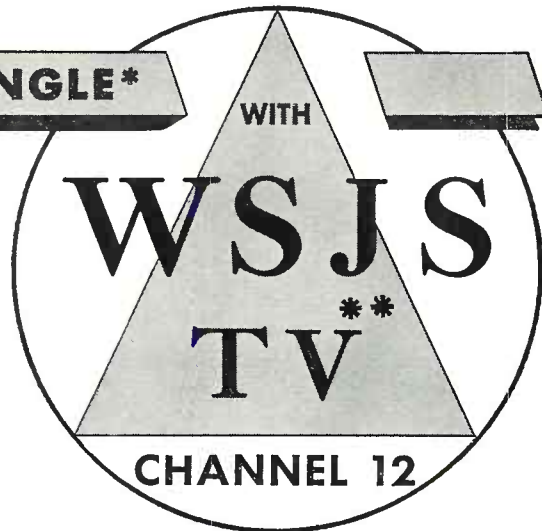
\$1,028,000,000.

(Sales Management 1954 Survey of Buying Power)

** 245,189 sets as of December 1, 1954--An increase of 37,162 sets in six months.

WSJS

WINSTON-SALEM, N. C.



Interconnected
Television Affiliate

Represented By:
HEADLEY-REED COMPANY

NORTH DAKOTA

KFYR-TV

Bismarck

(Ch. 5)

Grantee (STA): Meyer Bcstg. Co., 202½ Fourth St.
 Studio: 202½ Fourth St. Transmitter: 2.5-mi. N. of Menoken, N. D.
 Telephone: 30-900.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 667-ft. above ground, 2362-ft. above sea level, lat. 46° 51' 12", long. 100° 32' 32".

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

Ownership: Etta Hoskins Meyer, pres.-secy., 51.6%; Marletta Meyer Ekberg trust (Etta H. Meyer, trustee), 42.76%; F. E. Fitzsimonds, exec. v.p.-treas., 5.34%; Ward R. Lewis, .1%; Gordon V. Cox, .2%.

Began Operation: Dec. 8, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Frank E. Fitzsimonds, exec. v.p. & general manager.
 Cal Culver, program director.
 Alvin Anderson, sales manager.
 Robert MacLeod, photography director.
 Jack Swenson, news director.
 Ivar Nelson, chief engineer.

DIGEST OF RATE CARD NO. 1 † (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$22.50
Class B—5:30-6 p.m., 10-10:30 p.m., daily; 1-6 p.m., Sun.						
112.50	67.50	45.00	37.50	28.00	22.50	17.00
Class C—All other times.						
75.00	45.00	30.00	25.00	20.00	14.00	10.00

† Film rates only.

KCJB-TV

Minot

(Ch. 13)

Grantee (STA): North Dakota Broadcasting Co. Inc., 15-A West Central Ave.

Studio: 15-A West Central Ave. Transmitter: Hwy. 83, S of Minot.
 Telephone: 15-161.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 29.5-kw visual, 15-kw aural. Antenna: 420-ft. above av. terrain, 416-ft. above ground, 2159-ft. above sea level, lat. 48° 11' 57", long. 101° 17' 37".

Network Service: CBS, NBC, DuMont, ABC.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS). KSJB, Jamestown, 5-kw, 600 kc (CBS).

Ownership: John W. Boler, pres.; Mary Frances Boler, treas.; John Hjellum, secy.; Jamestown Bcstg. Co. Inc., 73.5%. Jamestown Bcstg. Co. is licensee of KSJB, Jamestown, and is 100% owned by its pres. John Boler. Also operator of KXJB-TV, Valley City, N. D.

Began Operation: April 4, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo and Kear & Kennedy.

Personnel:

John W. Boler, president.
 William L. Hurley, v.p. and national sales manager.
 William H. Johnson, v.p. and director of news & public relations.
 Judith Lawton, operations manager.
 Don Kingsley, program director.
 Cis Hadley, director of women's programs.
 Herman Burkart, commercial manager.

DIGEST OF RATE CARD NO. 2 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:31-11 p.m., daily.						
112.00	68.00	45.00	40.00	28.00	20.00	12.00
Class C—1-5 p.m., Mon.-Sat.; noon-1 p.m., Sat. & Sun.						
75.00	45.00	30.00	25.00	18.75	15.00	7.50

Combination rates—See KXJB-TV, Valley City.

THE GREAT NORTH TV TWINS KXJB-TV—KCJB-TV VALLEY CITY, N.D.—MINOT, N.D. DELIVER "CADILLAC" BUYING POWER

HOW THE TWINS COMPARE IN MARKET DATA
WITH TOP METROPOLITAN AREAS

Market Data Category	KXJB-TV & KCJB-TV as Combined Markets	Metropolitan City & Total
Population	730,000	PITTSBURGH 673,000
Retail Sales	\$817,040,000	MINNEAPOLIS \$812,608,000
Spendable Income	\$879,164,000	DAYTON \$864,493,000

THE TWINS SET CIRCULATION

Current	97,000 Sets
Potential	170,000 Sets

FOR THE BEST ADJACENCIES CHECK THE FOLLOWING TOP NETWORK SHOWS

KXJB-TV

CBS—DUMONT

- THE JACKIE GLEASON SHOW
- TOAST OF THE TOWN
- ARTHUR GODFREY & FRIENDS
- CLIMAX—SHOWER OF STARS
- STUDIO ONE
- BISHOP SHEEN
- HALLS OF IVY
- JACK BENNY
- FOUR STAR PLAYHOUSE
- TWO FOR THE MONEY
- TOPPER
- I LOVE LUCY
- PLAYHOUSE OF STARS
- PERSON TO PERSON

KCJB-TV

CBS—NBC—ABC—DUMONT

- THE BERLE SHOW
- YOU BET YOUR LIFE
- BADGE 714
- DISNEYLAND
- LIBERACE
- LIFE OF RILEY
- FORD THEATRE
- YOUR HIT PARADE
- PHILCO PLAYHOUSE
- BREAK THE BANK

— COLOR FACILITIES —

Network—Slide & 16 mm. Film on DuMont Scanner.
 DuMont 16 mm. Film Scanner for Continuous Motion Projection.

REPRESENTED BY
WEED TELEVISION
 Owned and Operated by
NORTH DAKOTA BROADCASTING CO.
 National Sales Office
 4000 FRONT ST.
 FARGO, N. D.

North Dakota - Ohio

WDAY-TV

Fargo

(Ch. 6)

Grantee (STA): WDAY Inc., 118 Broadway.

Studio: Black Bldg. Transmitter: 2.5-min. S. on U.S. 81.

Telephone: 5357.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 66-kw visual, 33-kw aural. Antenna: 390-ft. above av. terrain, 433-ft. above ground, 1335-ft. above sea level, lat. 46° 48' 55", long. 96° 47' 58".

Network Service: NBC, CBS, ABC, DuMont.

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

Ownership: E. C. Reineke, pres., 54.44%; H. D. Paulson, v.p., 8.89%; N. D. Black Jr., secy-treas., 1.11%; Marie E. Reineke, director, 1.11%; John D. Paulson-Jenny C. Black estate (N. D. Black Jr. & Charlotte Lontz, executors), 21.55%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black, trustees), 12.88%. Black family publishes *Fargo Forum*, *Moorehead* (Minn.) *Daily News*.

Began Operation: May 28, 1953.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Gillett & Associates.

Personnel:

E. C. Reineke, *president*
Tom Barnes, *general manager*
Julius Hetland, *technical director*
Jack Dunn, *TV-radio manager*
Ken Kennedy, *program manager*
Roy Pedersen, *promotion manager*
Jack Gauvitte, *production director*
Glenn W. Flint, *news director*

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

KXJB-TV Valley City

(Ch. 4)

Grantee (STA): North Dakota Bestg. Co. Inc., 400 W. Front St., Fargo, N.D.

Studios: West Front St., Fargo, N.D.; Granger Hill, Valley City.

Transmitter: 7.5 mi. S. of Pillsbury, N.D.

Telephones: Fargo 4461; Valley City 1500.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 57.5-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2495-ft. above sea level, lat. 47° 05' 29", long. 97° 51' 15".

Network Service: CBS, DuMont.

Ownership: Jamestown Bestg. Co. Inc., 63.5%; over 50 other stockholders, none owns as much as 1%. Jamestown Bestg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KCJB-TV, Minot, N.D., and radio stations KCJB, Minot, and KSJB, Jamestown. KXJB-TV officers: John Boler, pres.; William L. Hurley, v.p. for sales; John Hjellum, secy.

Began Operation: July 12, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

John W. Boler, *president & general manager*
William L. Hurley, *v.p. & station manager*
Judith Lawton, *operations manager*
Hal Kennedy, *sales service manager*
Charles O. Yates, *promotion manager*
Robert Ridgeway, *chief engineer*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, Mon.-Sat.; 1-6 p.m., Sun.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00
Combination rates—KXJB-TV & KCJB-TV, Minot: 10% discount allowed for identical services on both stations.						

OHIO

WAKR-TV

Akron

(Ch. 49)

Grantee (STA): The Summit Radio Corp., 853 Copley Rd.

Studio: Television Center of Akron, 853 Copley Rd. Transmitter: First National Tower.

Telephone: Portage 2-8811.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 18.2-kw visual, 9.1-kw aural. Authorized power: 182-kw visual, 91-kw aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level, lat. 41° 04' 56", long. 81° 31' 07".

Network Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc (ABC). FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 434-ft. antenna height.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes *Akron Beacon Journal*, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Charlotte* (N.C.) *Observer*; has interests in WIND-TV, grantee for Chicago, and in TV application for Miami.

Began Operation: June 7, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

S. Bernard Berk, *president*
Roger G. Berk, *v.p. & general manager*
Kenneth M. Keegan, *v.p. sales*
Bloyce M. Wright, *program director*
Milton F. Komito, *production manager*
William Mavrides, *film editor*
Ed McDonald, *news director*
Irwin L. Knopp, *chief engineer*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6:30 p.m., Sun.						
200.00	120.00	80.00	67.00	60.00	40.00	20.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WICA-TV Ashtabula

(Ch. 15)

Grantee (STA): WICA Inc., Box 372.

Studio and Transmitter: Rt. 46, 35-mi. S. of Ashtabula.

Telephone: 32-126.

Technical Facilities: Channel No. 15 (476-482 mc.) Authorized power: 19-kw visual, 10-kw aural. Antenna: 340-ft. above av. terrain, 358-ft. above ground, 1188-ft. above sea level, lat. 41° 48' 45", long. 80° 47' 15". Holds modification of CP for 191-kw visual, 102-kw aural, 330-ft. above av. terrain, lat. 41° 49' 02", long. 80° 46' 52".

AM Affiliate: WICA, 5-kw (1-kw night), 970 kc. FM Affiliate: WICA-FM, 40-kw, 103.7 mc (No. 279), 270-ft. antenna height.

Ownership: D. C. Rowley, pres.-treas., 50%; Olive D. Rowley, 50% (as executrix of estate of R. B. Rowley). Same interests publish *Ashtabula Star Beacon*, *Painesville Telegraph*, *Conneaut News Herald* & *Geneva Free Press*, all in Ohio.

Began Operation: Aug. 25, 1953.

Represented (engineering) by Gautney & Jones.

Personnel:

John A. Colin, *v.p. & general manager*
Vernon Webster, *sales manager*
Lawrence E. Gerrety, *promotion manager*
Donald Fassett, *business manager*
John Strasen, *program director*
George Murray, *traffic manager*
Frank Bernato, *chief engineer*

DIGEST OF RATE CARD NO. 1 (July 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-9 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.							
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$20.00	\$15.00



**"ALONE IN THE RED RIVER VALLEY . . .
 . . . but NOT lonely!"**

WDAY-TV is the only TV station in Fargo . . . the *only* station in the Red River Valley. Here's how far away our nearest "competitors" are:

- Minneapolis-St. Paul more than 200 miles
- Bismarck more than 185 miles
- Valley City, N. D. more than 50 miles

And, boy! — we've got television set saturation in our area, too. In Fargo, it's 70.5%

. . . 20 miles away it's 57% . . . and fifty miles away it's 33%.

And our *viewers* aren't lonely, either. We keep their sets *turned on* with 57 popular local programs and 60 of the best shows from NBC, CBS and ABC . . . including many *live* shows, both network and local.

Ask Free & Peters about WDAY-TV . . . the Red River Valley's *only* TV station.

WDAY-TV
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC



FREE & PETERS, INC., *Exclusive National Representatives*

Ohio

WCET Cincinnati

(Ch. 48)

Non-Commercial Educational Station

Grantee (STA): Greater Cincinnati Television Educational Foundation, 1243 Elm St.

Studio: Music Hall, 1243 Elm St. Transmitter: 2222 Chickasaw St. Telephone: Dunbar 4033.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 15.4-kw visual, 7.7-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18".

Ownership: Foundation officers: Dr. Claude V. Courter (Supt. Cincinnati Public Schools), chairman; Rt. Rev. Msgr. Carl Ryan (Supt. of Schools, Archdiocese of Cincinnati), vice-chairman; Ernest I. Miller (assoc. director, Cincinnati & Hamilton County Public Library), secy.-treas.

Began Operation: June 29, 1954.

Represented (legal) by Edgar W. Holtz, Cincinnati.

Represented (engineering) by R. J. Rockwell, Crosley Bcstg. Corp.

Personnel:

Uberto T. Neely, *general manager*.
Bob Huber, *program director*.
John Morris, *production director*.
James R. Leonard, *chief engineer*.

WCPO-TV Cincinnati

(Ch. 9)

Licensee: Scripps-Howard Radio Inc., 2345 Symmes St.

Studio and Transmitter: Dover & Symmes Sts.

Telephone: Capitol 0777.

Technical Facilities: Channel No. 9 (186-192 mc). Operating under special temporary authorization with 250-kw visual, 130-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level, lat. 39° 07' 31", long. 84° 29' 57". CP for 316-kw visual, 158-kw aural.

Network Service: ABC, Du Mont.

AM Affiliate: WCPO, .25-kw, 1230 kc (MBS). FM Affiliate: WCPO-FM, 12.5-kw, 105.1 mc (No. 286), 590-ft. antenna height.

Ownership: E. W. Scripps Co., 100%, publisher of *Cincinnati Post* and other newspapers. Also owns WEWS, Cleveland, WMCT & WMC, Memphis and WNOX, Knoxville. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Radio Inc., see WEWS, Cleveland.

Began Operation: July 26, 1949.

Represented (sales) by Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

M. C. Watters, *v.p. & general manager*.
Glenn C. Miller, *station director*.
Ed Weston, *general program manager*.
Clarence L. Doty, *director of sales*.
Pat Crafton, *natl. sales director*.
John Sweeney, *business manager*.
Maurice Wattenberg, *promotion director*.
Dolores Jennings, *film buyer*.
Sidney Barger, *film supervisor*.
Bob Otto, *news director*.
Al Lewis, *art director*.
Paul Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1952)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., daily.						
	\$850.00	\$510.00	\$340.00	\$297.50	\$255.00	\$150.00 \$135.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-6 p.m., 11 p.m.-midnight, Sat. & Sun.						
	600.00	360.00	240.00	210.00	180.00	65.00 52.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.						
	425.00	255.00	170.00	148.75	127.50	50.00 40.00

WKRC-TV Cincinnati

(Ch. 12)

Licensee: Radio Cincinnati Inc., Hotel Alms.

Studio: Times-Star Bldg. Transmitter: 1932 Highland Ave.

Telephone: Garfield 1331.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 316-kw visual, 158-kw aural. Antenna: 612-ft. above av. terrain, 540-ft. above ground, 1365-ft. above sea level, lat. 39° 07' 00", long. 84° 30' 08". CP for 316-kw visual, 195-kw aural.

Network Service: CBS.

AM Affiliate: WKRC, 5-kw (1-kw night), 550 kc (CBS). FM Affiliate: WKRC-FM, 15.6-kw., 101.9 mc (No. 270), 531-ft. antenna.

Ownership: Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star*, 50%; Hulbert Taft, 25%; Hulbert Taft Jr., 12.5%; David G. Taft, 12.5%. Radio Cincinnati Inc. officers: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth W. Church, v.p.; Dorothy S. Murphy, v.p.; Robert Taft Jr., secy. Also owns WTVN-TV, Columbus, and holds 20% interest in WBIR, Knoxville. TV applicant. David & Hulbert Taft Jr. have minority interest in TV applicant for Toledo, O.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis.

Personnel:

Hulbert Taft Jr., *president*.
U. A. Latham, *general manager*.
Kenneth W. Church, *v.p. & national sales manager*.
David G. Taft, *executive v.p.*
Don Chapin, *national sales director, Tri-State network (WKRC-TV, WTVN-TV, WHIO-TV)*.
Robert T. Schinkert, *general sales manager*.
Roger Read, *assistant sales manager*.
George Rogers, *commercial production manager*.
Fred Thomas, *publicity manager*.
John J. Walsh, *coordinating director of merchandising, promotion & publicity*.
Lila Lambert, *promotion & merchandising manager*.
George Palmer, *news director*.
Paul Shumate, *program director*.
Emil Bergdolt, *film director*.
George Wilson, *director of engineering*.
Hugh J. La Crosse, *chief engineer*.

DIGEST OF RATE CARD NO. T-8 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$1000.00	\$600.00	\$400.00	\$330.00	\$250.00	\$115.00*
Class B—6-7 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 11 p.m.-midnight, daily.					
675.00	405.00	270.00	222.75	168.75	85.00*
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.					
440.00	264.00	176.00	145.00	110.00	50.00
Class D—Midnight-9 a.m., daily.					
335.00	201.00	134.00	110.00	83.75	35.00

* Class AA (7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.): \$165.00. Class A (6-7 p.m., Mon.-Sat.; 11 p.m.-midnight, daily). Class B (1-5 p.m., Sun.).

WLW-TV Cincinnati

(Ch. 5)

Licensee: Crosley Broadcasting Corp., 140 W. 9th St.

Studio: 140 W. 9th St. Transmitter: 2222 Chickasaw St. Clifton Heights.

Telephone: Cherry 1822

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level, lat. 39° 07' 28.3", long. 84° 31' 18".

Network Service: NBC.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, MBS).

Ownership: 100% owned by AVCO Manufacturing Corp.; Crosley Div. is TV-radio and appliance manufacturing subsidiary. Crosley Bcstg. Corp. officers: James D. Shouse, chairman of board; R. E. Dunville, pres. & gen. mgr.; Ward L. Quaal, v.p. & asst. gen. mgr.; John T. Murphy, v.p. in charge of TV; Harry Mason Smith, v.p. in charge of sales; K. T. Murphy, v.p. & treas.; Gilbert W. Kingsbury, v.p. in charge of public relations; R. J. Rockwell, v.p. & director of engineering. Crosley Bcstg. Corp. also owns and operates TV stations WLW-C, Columbus, and WLW-D, Dayton (inter-connected with WLW-TV to form regional network); owns and operates Crosley Bcstg. of Atlanta Inc., licensee of WLW-A; is TV applicant for Indianapolis; owns and operates AM station WLW, Cincinnati (AM).

Began Operation: Feb. 9, 1948.

Represented (sales) by Crosley Broadcasting Corp. (N.Y., Chicago, Cincinnati, Atlanta); NBC Spot Sales (Detroit, San Francisco, Hollywood).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

J. D. Shouse, chairman of the board.
 R. E. Dunville, president and gen. manager.
 Ward L. Quaal, v.p. & asst. general manager.
 H. M. Smith, v.p. in charge of sales.
 K. T. Murphy, v.p. & treasurer.
 J. T. Murphy, vice-president, TV.
 R. J. Rockwell, v.p. & engineering director.
 G. Kingsbury, v.p. in charge of public relations.
 B. Musnik, v.p. & eastern sales manager.
 H. Albrecht, v.p. & central division manager.
 C. George Henderson, national sales mgr., TV.
 William J. McCluskey, WLW-T sales service director.
 Robert H. Boulware, station manager, WLW-T.
 Wm. P. Robinson, head of specialized sales plans.
 Richard K. Jones, director of promotional activities, client service dept.
 James E. Allen, promotion director, client service dept. & publicity director for WLW-T and WLW.
 John K. Frazier, mds. director, client service dept.
 J. M. MacDonald, asst. engineering director.
 James Bruce, program director, WLW-T.
 Pete Katz, executive producer.
 Bob Roberts, production manager.
 A. Sussman, director of film procurement.
 Arthur Nevins, film director.
 Terry Flynn, news director.
 Howard Lepple, chief engineer, WLW-T.

DIGEST OF RATE CARD NO. 9 (April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	8 Sec.*
Class AA—7:30-10:30 p.m., daily.							
\$1000.00	\$800.00	\$550.00	\$400.00	\$350.00	\$250.00	\$160.00	\$50.00
Class A—10:30-11 p.m., daily; 6-7:30 p.m., Sat. & Sun.							
900.00	540.00	495.00	360.00	315.00	225.00	100.00	40.00
Class B—5-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.							
875.00	405.00	371.00	270.00	236.25	168.75	75.00	30.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
450.00	270.00	247.50	180.00	157.50	112.50	50.00	25.00
Class D—Midnight-9 a.m., daily.							
285.00	170.00	156.75	115.00	99.75	75.00	30.00	15.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Combination rates—WLW-T, WLW-D, Dayton & WLW-C, Columbus.

Class AA—7:30-10:30 p.m., daily.							
\$2340.00	\$1404.00	\$1287.00	\$936.00	\$819.00	\$585.00	\$440.00	\$130.00
Class A—6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
2115.00	1269.00	1163.25	846.00	740.25	528.75	240.00	100.00
Class B—5-7:30 p.m., Mon.-Friday; 3-6 p.m., Sun.; 5-6 p.m., Sat.							
1575.00	945.00	866.25	630.00	551.25	393.75	195.00	80.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
1057.50	634.50	581.63	423.00	370.13	264.38	130.00	55.00
Class D—Midnight-9 a.m., daily.							
634.50	380.70	348.98	253.80	222.08	158.63	70.00	35.00

WEWS Cleveland

(Ch. 5)

Licensee: Scripps-Howard Radio Inc., 1816 E. Thirteenth St.

Studio: 1816 E. Thirteenth St. Transmitter: Parma, Ohio.

Telephone: Tower 1-5454.

Technical Facilities: Channel No 5. (76-82 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level, lat. 41° 22' 27", long. 81° 43' 05".

Network Service: CBS.

AM-FM Affiliates: None locally.

Ownership: Principal Stockholders & Other Interests. Licensed to Scripps-Howard Radio, Inc., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald. Scripps-Howard Radio, Inc. also owns WCPO & WCPO-TV, Cincinnati, and WNOX, Knoxville.

Began Operation: Dec. 17, 1947.

Represented (sales) by Branham Co.

Represented (legal) by Dempsey & Koplavitz.

Personnel:

James C. Hanrahan, general manager.
 J. Harrison Hartley, station director.
 Floyd E. Weidman, general executive.
 John H. Foley, local sales manager.
 Betty Cope, executive program manager.
 Donald E. Ferris, director, promotion & publicity.
 J. B. Epperson, chief engineer.

DIGEST OF RATE CARD NO. 9 (Feb. 15, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.				
\$1200.00	\$960.00	\$720.00	\$600.00	\$480.00
10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
400.00	360.00	300.00*	235.00*	80.00*
Class B—6-7 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6 p.m., Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
900.00	720.00	540.00	450.00	360.00
10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
300.00	270.00	200.00	150.00	40.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; midnight-slg-off, daily; 11 a.m.-1 p.m., Sun.; 11 a.m.-6 p.m., Sat.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
600.00	480.00	360.00	300.00	240.00
10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
200.00	180.00	100.00	75.00	25.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-11 a.m., Sat. & Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
475.00	380.00	285.00	237.50	190.00
10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
159.00	142.50	75.00	50.00	15.00

* Group II: 7-8 p.m., 10:30-11 p.m., Mon.-Sat. Also has Class A Group I Announcements (8-10:30 p.m., Mon.-Sat.; 6-11 p.m., Sun.); Min., \$400; 20 Sec., \$330; 10 Sec., \$100.

WNBK Cleveland (Ch. 3)

Licensee: National Broadcasting Co., 815 Superior Ave.

Studio: 815 Superior Ave. Transmitter: 6600 Broadview Rd., Parma, O.

Telephone: Cherry 1-0942.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level, lat. 41° 23' 09", long. 81° 41' 19".

Network Service: NBC.

AM Affiliate: WTAM, 50-kw, 1100 kc (NBC). FM Affiliate: WTAM-FM, 14-kw, 105.7 mc (No. 289), 575-ft. antenna height.

Ownership: See WRCA-TV, New York.

Began Operation: Oct. 31, 1948.

Represented (sales) by NBC Spot Sales.

Personnel:

Lloyd E. Yoder, general manager.
 William N. Davidson, asst. general manager & sales director.
 Theodore H. Walworth Jr., sales manager.
 George W. Cyr, program director.
 Albert L. Odeal, film director.
 S. E. Leonard, engineer in charge.
 George F. Way, press & publicity manager.
 William Howard, technical operations supervisor.
 Clement Scerback, advertising & promotion manager.
 William Dallmann, merchandising manager.
 Edward Wallace, news & special events director.
 Gene Walz, manager, public affairs & continuity acceptance.

DIGEST OF RATE CARD NO. 8 (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$1300.00	\$780.00	\$520.00	\$455.00	\$325.00	\$375.00	\$185.00
Class A—7-7:30 p.m., Mon.-Sat.						
1100.00	660.00	440.00	385.00	275.00	290.00	130.00
Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 2-6 p.m., Sun.						
850.00	510.00	340.00	297.00	212.50	165.00	85.00
Class C—All other times.						
600.00	360.00	240.00	210.00	150.00	100.00	35.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-6 p.m., Sun. Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 2-5 p.m., Sun. Class C—1-6 p.m., Mon.-Fri.; Sign-on-2 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. Also has Class D (Sign-on-1 p.m., Mon.-Fri.), 20 Sec., \$55, 10 Sec., \$15.

Time res. for network: Class A (7:30-10:30 p.m. daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

Ohio

WXEL Cleveland (Ch. 8)

Licensee: Storer Broadcasting Co., 1630 Euclid Ave.

Studio: 1630 Euclid Ave.

Transmitter: 4501 Pleasant Valley Rd.

Telephone: Tower 1-8989.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1937-ft. above sea level, lat. 41° 21' 47", long. 81° 42' 58".

Network Service: ABC, DuMont. (CBS basic after March 1, 1955.)

AM-FM Affiliates: WJW, 5-kw, 850 kc, (ABC).

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests see WJFK-TV, Detroit.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Franklin Snyder, *managing director*.
Ben Wickham, *director of program operations*.
R. C. Wright, *commercial manager*.
Barbara Snyder, *publicity director*.
H. A. Brinkman, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$1700.00	\$1020.00	\$680.00	\$570.00	\$460.00	\$375.00	\$150.00
Class A—7-8 p.m., 10:30-11 p.m., Mon.-Sat.; 6-8 p.m., 10:30-11 p.m., Sun.						
1200.00	720.00	480.00	400.00	325.00	275.00	110.00
Class B—6-7 p.m., 11-11:30 p.m., Mon.-Sat.; 1-6 p.m., 11-11:30 p.m., Sun.						
850.00	510.00	340.00	285.00	230.00	200.00	80.00
Class C—9 a.m.-6 p.m., 11:30 p.m.-sign-off, Mon.-Sat.; 9 a.m.-1 p.m., 11:30 p.m.-sign-off, Sun.						
600.00	360.00	240.00	200.00	162.00	100.00	40.00
Class D—Before 9 a.m., daily.						
300.00	180.00	120.00	100.00	81.00	50.00	20.00

WBNS-TV Columbus (Ch. 10)

Licensee: Dispatch Printing Co., 33 N. High St.

Studio and Transmitter: 495 Olentangy Blvd.

Telephone: Capital 8-3538.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 224-kw visual, 126-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level, lat. 39° 58' 14", long. 83° 01' 23".

Network Service: CBS.

AM Affiliate: WBNS, 5-kw (1-kw N). 1460 kc (CBS).

Ownership: Same as *Columbus Dispatch* and *Ohio State Journal*. Dispatch Printing Co. officers: Edgar T. Wolfe, co-publisher and director; H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

R. A. Borel, *director of TV*.
E. D. Thomas, *sales director*.
Frank N. Jones, *local sales manager*.
Jerome Reeves, *program director*.
Lawrence F. Rhodes, *public service director*.
L. H. Nafzger, *technical director*.
M. J. Sherman, *merchandising director*.
Chet Long, *news director*.

DIGEST OF RATE CARD NO. 5† (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-11:00 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.					
\$780.00	\$468.00	\$312.00	\$260.00	\$234.00	\$150.00

Class B—5-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.

585.00	351.00	234.00	195.00	175.50	100.00
--------	--------	--------	--------	--------	--------

Class C—All other times.

390.00	234.00	156.00	130.00	117.00	75.00
--------	--------	--------	--------	--------	-------

† Film rates only.

WLW-C Columbus

(Ch. 4)

Licensee: Crosley Broadcasting Corp., 3165 Olentangy River Rd.

Studio and Transmitter: 3165 Olentangy River Rd.

Telephone: Jefferson 5441.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level, lat. 40° 01' 31", long. 83° 01' 48".

Network Service: NBC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100% (See WLW-T, Cincinnati.)

Began Operation: April 4, 1949.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

James Leonard, *v.p. & general manager*.
James Burgess, *director of sales*.
Richard Reed, *commercial operations director*.
Charles Sloan, *chief engineer*.
Martha Brian, *continuity director*.
Donald Edgemon, *client service director*.
Dave Nichols, *news director*.
William Clark, *film director*.

DIGEST OF RATE CARD NO. 7 (April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$800.00	\$480.00	\$440.00	\$320.00	\$280.00	\$200.00	\$140.00*	\$40.00*
Class A—6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m. daily.							
700.00	420.00	385.00	280.00	245.00	175.00	70.00*	30.00*
Class B—5-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.							
525.00	315.00	288.75	210.00	183.75	131.25	60.00*	25.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily							
350.00	210.00	192.50	140.00	122.50	87.50	40.00	15.00
Class D—Midnight-9 a.m., daily.							
210.00	125.00	115.50	85.00	73.50	55.00	20.00	10.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Note: For combination rates see WLW-T, Cincinnati.

WTVN-TV Columbus

(Ch. 6)

Licensee: WTVN Inc., 753 Harmon Ave.

Studio: Harmon & Griggs Ave.

Transmitter: 50 W. Broad St., Lincoln Leveque Tower.

Telephone: Capital 8-5801.

Technical Facilities: Channel No. 6 (82-88 mc). Operating under special temporary authorization with 20-kw visual power, 10-kw aural. Antenna: 570-ft. above av. terrain, 657-ft. above ground, 1400.5-ft. above sea level, lat. 39° 57' 48", long. 83° 00' 17". CP for 100-kw visual, 60-kw aural, 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level, lat. 39° 52' 29", long. 82° 58' 46"; transmitter to Obetz Rd. between Parsons Ave. & Lockbourne Rd.

Network Service: ABC, DuMont.

AM Affiliate: WTVN, 5-kw, 610 kc (MBS).

Ownership: Radio Cincinnati (Cincinnati Times-Star Co.), 100% owner; see WKRC-TV, Cincinnati. Officers of WTVN: Hulbert Taft Jr., pres.; Kenneth W. Church, exec. v.p.; David G. Taft, v.p.; Robert Taft Jr., secy.; Dorothy S. Murphy, treas.

Began Operation: Aug. 30, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953. (see *Television Digest*, Vol. 9:9).

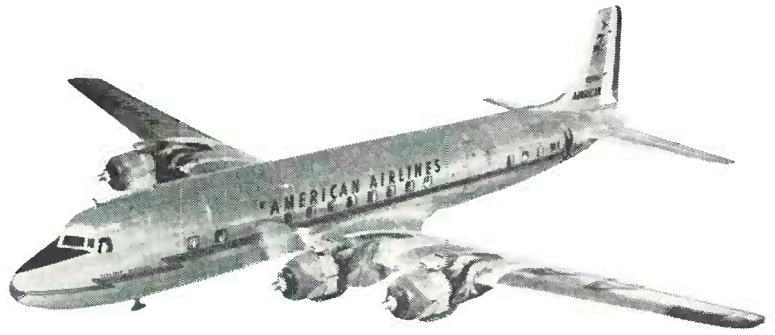
Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis.

(Continued on page 172)

Cleveland's prosperous air...



It figures that a market where incomes (personal) and output (industrial) are climbing sky-high should also have an immense stake in America's air age.

Among the incredibly diverse catalog of products created by Cleveland's 3,000-plus plants is a whopping share of aviation equipment—roughly, 25% of all parts and accessories used by U.S. aircraft makers. And (being perennially in the forefront of progress) Cleveland manufacturers have become the biggest producers of jet engine parts.

Situated at a logical crossroads of passenger and cargo air routes, Cleveland Airport ranks as one of the largest municipally-operated fields in the world. It's used daily by eleven scheduled airlines, with about 1900 flights of all types logged in and out during an average week!

Cleveland's prosperous air has its sound basis in fact—the solid ground of *over three billion dollars* in annual

buying power and a per-family income that's No. 4 among all metropolitan areas in the nation.

The air around Greater Cleveland, though, is filled with more than aircraft. This is the medium, too, whereby WXEL (its fastest growing TV station) reaches a constantly-growing audience of Clevelanders . . . and the productive route by which so many advertisers move their messages into the homes of their best prospects. If you'd like to airlift *your* sales story over the same route, any KATZ office can show how to spread your wings in our fabulous Cleveland market.

Cleveland
Channel 8 **WXEL**

Represented nationally by the KATZ Agency



Ohio

COLUMBUS: WTVN-TV—(Continued)

Personnel:

Hulbert Taft Jr., *president*.
 Kenneth Church, *executive v.p.*
 Wally McGough, *general manager*.
 Robert Wiegand, *asst. general manager*.
 Edwin G. Richter Jr., *local sales manager*.
 Joseph A. Jenkins, *program director*.
 Bernice Caldron, *promotion director*.
 Harry Mohr, *director of public service & education*.
 Richard A. J. McKinney, *film director*.
 Joe Hill, *sports director*.
 William H. Hansher, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$100.00	\$40.00
Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11 p.m.-sign-off, daily.						
375.00	225.00	150.00	130.00	94.00	60.00	24.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.						
250.00	150.00	100.00	88.00	63.00	30.00	15.00
Class D—All other times.						
170.00	102.00	68.00	60.00	43.00	20.00	10.00

WHIO-TV

Dayton

(Ch. 7)

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave.

Studio: 1414 Wilmington Ave. Transmitter: 3316 Germantown Rd.

Telephone: Adams 2261.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1140-ft. above av. terrain, 1104-ft. above ground, 1945-ft. above sea level, lat. 39° 44' 03", long. 84° 14' 50".

Network Service: CBS.

AM Affiliate: WHIO, 5-kw, 1290 kc (CBS). FM Affiliate: WHIO-FM, 19-kw, 99.1 mc (No. 256), 515-ft. antenna height.

Ownership: Same as *Dayton Daily News* and *Journal Herald*. Miami Valley Bcstg. Corp. officers and stockholders: James M. Cox Jr., pres., 31.07%; Glenn L. Cox, v. p., .06%; Robert C. Snyder, secy.-treas., .06%; Springfield Newspapers Inc., 37%; the Evening News Publishing Co., 31.8%. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (*Atlanta Journal and Constitution*); radio station WIOD, Miami (*Miami Daily News*); and publish *Springfield (O.) News* and *Sun* (Springfield Newspapers Inc.) James M. Cox Jr. has 30½% interest in TV applicant for Miami.

Began Operation: Feb. 23, 1949.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Frank H. McIntosh.

Personnel:

James M. Cox Jr., *president*.
 J. Leonard Reinsch, *managing director*.
 Robert E. Moody, *general manager*.
 Harvey E. Young Jr., *assistant to general manager*.
 Wade H. Alley, *business manager*.
 Charles E. Gay, *program & promotion director*.
 Don Wayne, *news director*.
 Ernest L. Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$175.00	\$55.00
Class A—6:30-8 p.m., 10-11 p.m., Mon.-Sat.; 3:30-8 p.m., 10-11 p.m., Sun.						
750.00	450.00	300.00	200.00	175.00	150.00	50.00
Class B—Noon-6:30 p.m., 11 p.m.-midnight, daily; 11 a.m.-3:30 p.m., 11 p.m.-sign-off, Sun.						
500.00	280.00	190.00	160.00	100.00	80.00	40.00
Class C—All other times.						
350.00	200.00	130.00	115.00	90.00	50.00	30.00

WLW-D

Dayton

(Ch. 2)

Licensee: Crosley Broadcasting Corp., 4595 S. Dixie Highway.

Studio: 4595 S. Dixie Highway. Transmitter: Frytown & W. Carrollton Rds.

Telephone: Walnut 2101.

Technical Facilities: Channel No 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1421-ft. above sea level, lat. 39° 43' 05", long. 84° 15' 21".

Network Service: NBC, ABC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Crosley Broadcasting Corp.; NBC Spot Sales (Detroit, San Francisco, Hollywood).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

H. P. Lasker, *general manager*.
 C. R. Dodsworth Jr., *sales manager*.
 George Gray, *national sales representative*.
 Dorothy Sanders, *publicity-promotion manager*.
 William Bailey, *program director*.
 C. T. Dempsey, *program-sales coordinator*.
 Bill Ditzel, *news director*.
 Carol H. Cline, *public affairs director*.
 Lester Sturgill, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$800.00	\$480.00	\$440.00	\$320.00	\$280.00	\$200.00	\$140.00*	\$40.00*
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
750.00	450.00	412.50	300.00	262.50	187.50	70.00*	30.00*
Class B—5-7 p.m., Mon.-Fri.; 3-6 p.m., Sun.; 5-6 p.m., Sat.							
550.00	330.00	302.50	220.00	192.50	137.50	60.00*	25.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
375.00	225.00	206.25	150.00	131.25	93.75	40.00	15.00
Class D—Midnight-9 a.m., daily.							
210.00	125.00	115.50	85.00	73.50	55.00	20.00	10.00

*Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Note: For combination rates see WLW-T, Cincinnati.

WLOK-TV

Lima

(Ch. 73)

Grantee (STA): WLOK Inc., 1424 Rice Ave.

Studio and Transmitter: 1424 Rice Ave.

Telephone: 6-3411.

Technical Facilities: Channel No. 73 (824-830 mc). Authorized power: 20-kw visual, 8.3-kw aural. Antenna: 340-ft. above av. terrain, 336-ft. above ground, 1206-ft. above sea level, lat. 40° 44' 53.5", long. 84° 07' 55.5". CP for Ch. 35, 16.2-kw visual, 9.55-kw aural, 340-ft. above av. terrain, 345-ft. above ground, 1215-ft. above sea level.

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC).

Ownership: Northwestern Ohio Bcstg. Corp.: George Hamilton, pres., 50%; Robert W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%.

Began Operation: March 30, 1953. Sale to present owners by Pfixley and Case families approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

R. W. Mack, *manager*.
 Easter Straker, *program director*.
 Joe Rex, *news director*.
 Darrell Hunter, *chief engineer*.
 Lawrence Webb, *national sales manager*.

DIGEST OF RATE CARD NO. 1 — (Feb. 15, 1953)

Hour	30 Min	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—All other times.						
112.00	67.50	45.00	39.50	28.25	17.50	8.75

WSTV-TV

Steubenville

(Ch. 9)

Grantee (STA): WSTV Inc., Exchange Realty Bldg.

Studio: Exchange Realty Bldg.

Transmitter: Altamont Heights, 1.3-mi. S. of business center.

Telephone: Atlantic 2-6265.

WFMJ-TV Youngstown

(Ch. 21)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 955-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level, lat. 40° 20' 32", long. 80° 37' 14". Requests change to 302-kw visual, 181-kw aural, 1022-ft. above av. terrain, 764-ft. above ground, 2049-ft. above sea level, lat. 40° 29' 34", long. 80° 00' 03"; transmitter to Troy Hill & County Rds. near Reserve Twp., Pa.

Network Service: CBS.

AM Affiliate: WSTV, 25-kw, 1340 kc (MBS). **FM Affiliate:** WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

Ownership: Jack N. Berkman, pres., 13.75%; Louis Berkman, v.p., 13.75%; John J. Laux, exec. v.p., 10%; Richard Teitlebaum, treas., 7.5%; Carl A. Weisman, secy., 4.06%; Allen H. Berkman, 7.81%; over 20 other stockholders, none owns as much as 4%. Ownership interlocks with WFPG-TV, Atlantic City (off air May 17, 1954, reverting to CP status) and TV applicant for Ch. 7, Buffalo, and radio stations WPIT, Pittsburgh and WBMS, Boston. Mr. Laux owns WJL, Niagara Falls, N.Y. Note: Sale to CBS pending FCC approval (*Television Digest*, Vol. 10:47).

Began Operation: Dec. 10, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by George C. Davis.

Personnel:

John J. Laux, *exec. v.p. & general manager*.
Joseph M. Troesch, *asst. manager & commercial manager*.
Rod Gibson, *national sales manager*.
Burke Waters, *Pittsburgh sales director*.
Robert E. Holt, *program-production manager*.
Scott McMurray, *news editor*.
Charles Donley, *sports editor*.
Carl Kroskey, *film editor*.
Charles Shepherd, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-midnight, daily.						
320.00	192.00	128.00	112.00	80.00	64.00	32.00
Class C—5-6 p.m., Mon.-Sat.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class D—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; mid-night-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

WSPD-TV

Toledo

(Ch. 13)

Licensee: Storer Broadcasting Co., 136 Huron St.

Studio: 136 Huron St. **Transmitter:** 117 S. Superior St.

Telephone: Adams 3175.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 510-ft. above av. terrain, 557-ft. above ground, 1147-ft. above sea level, lat. 41° 38' 45", long. 83° 32' 25".

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC). **FM Affiliate:** WSPD-FM, 20-kw, 101.5 mc (No. 268), 470-ft. antenna height.

Ownership: See WJBK-TV, Detroit (Storer).

Began Operation: July 21, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

George B. Storer, *president*.
Allen L. Hald, *v.p. & managing director*.
Lester A. Dana, *asst. TV manager*.
William Ashworth, *merchandise & national sales manager*.
Al Ruhfel, *program director*.
John Saunders, *production manager & asst. program director*.
Elaine Phillips, *film director*.
Jerry Peacock, *art director*.
Laura Jeffries, *traffic manager*.
W. M. Stringfellow, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (Nov. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$850.00	\$510.00	\$425.00	\$340.00	\$297.50	\$212.50	\$170.00	\$85.00
Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
750.00	450.00	375.00	300.00	262.50	187.50	150.00	75.00
Class C—All other times.							
425.00	255.00	212.50	170.00	149.00	106.00	85.00	42.50

Grantee (STA): The Vindicator Printing Co., Vindicator Square.

Studio: 101 W. Boardman St. **Transmitter:** Mabel St.

Telephone: Riverside 3-4121.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 91.2-kw horizontal visual, 45.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt, lat 41° 04' 46", long. 80° 38' 25".

Network Service: NBC.

AM Affiliate: WFMJ, 5-kw, 1390-kc.

Ownership: Vindicator Printing Co., publisher of *Youngstown Vindicator*, 43.88% (treasury stock); William O. Brown, pres.-treas., 1.133%; William F. Maag Jr., v. p. & gen. mgr., 18.166%; William J. Brown, secy., 10.33%; Alma M. Brown, 12.833%; Elizabeth M. Brown, 10.33%; Katherine Smith, 7.09%; J. Floyd Tower, 5.27%; John W. Smith, 3.59%; and 14 others, none over 1%.

Began Operation: Feb. 9, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (See *Television Digest*, Vol. 10:19).

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum.

Personnel:

William F. Maag, Jr., *president & general manager*.
Mitchell F. Stanley, *station manager*.
Warren Park, *program manager*.
Gene Donahay, *film director*.
Frank Dieringer, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11:30 p.m., Mon.-Sat.; 1-11:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.00	\$105.00	\$70.00	\$35.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11:30 p.m.-sign-off, daily.						
262.50	157.50	105.00	91.90	78.75	52.50	26.25
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

WKBN-TV

Youngstown

(Ch. 18)

Grantee (STA): WKBN Broadcasting Corp., 3930 Sunset Blvd.

Studio and Transmitter: 3930 Sunset Blvd.

Telephone: Sterling 2-1145.

Technical Facilities: Channel 27 (548-554 mc). Authorized power: 155-kw maximum and 81.3-kw horizontal visual, 77.5-kw maximum and 43.6-kw horizontal aural. Antenna: 553-ft. above av. terrain, 539-ft. above ground, 1656-ft. above sea level, lat. 41° 03' 30", long. 80° 38' 42". Requests change to 178-kw maximum and 93.6-kw horizontal visual, 89-kw maximum and 41.8-kw horizontal aural.

Network Service: CBS, ABC, DuMont.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS).

FM Affiliate: WKBN-FM, 18.7-kw, 98.9 mc (No. 255), 539-ft. antenna height.

Ownership: W. P. Williamson Jr., pres., 59.37%; Gladys S. Williams, treas., Arthur L. Jones, secy., Sterling E. Graham, director; Herman L. Vail, director; Myron E. Roberts, director; Forest City Publishing Co., 40.63%. Forest City Publishing Co. publishes *Cleveland Plain Dealer and News*, owns WHK, Cleveland; holds CP for WHK-TV.

Began Operation: Jan. 11, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

W. P. Williamson, Jr., *president & general manager*.
J. L. Bowden, *station director*.
Don Brice, *program-production director*.
B. T. Wilkens, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(May 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:59-11 p.m., Mon.-Sat.; 2:59-11 p.m. Sun.								
\$350.00	\$280.00	\$210.00	\$175.00	\$140.00	\$122.50	\$105.00	\$70.00	\$35.00
Class B—4:59-6:59 p.m., Mon.-Fri.; 12:59-6:59 p.m., Sat.; 12:59-2:59 p.m., Sun.; 11:01 p.m.-midnight, daily.								
262.50	210.00	157.50	131.25	105.00	91.90	78.75	52.50	26.25
Class C—All other times.								
175.00	140.00	105.00	87.50	70.00	61.25	52.50	35.00	17.50

Ohio-Oklahoma

WHIZ-TV Zanesville

(Ch. 18)

Grantee (STA): Southeastern Ohio Television System.

Studio and Transmitter: Downer Rd.

Telephone: 2-5431 and 3-0361.

Technical Facilities: Channel No. 18 (494-500 mc). Operating under special temporary authorization with 14.8-kw visual, 8.1-kw aural. Authorized power: 74.1-kw visual, 40.7-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level, lat. 39° 55' 42", long. 81° 59' 06".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WHIZ, 25-kw, 1240 kc (NBC).

Ownership: General partnership: Zanesville Publishing Co., publisher of *Zanesville Times-Recorder* and *Signal*, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 87.5%; Arthur S. Littick, 3.3%; Wm. O. Littick, 9.2%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence A. Graham, 20%.

Began Operation: May 15, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Dow, Lohnes & Alhertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Allan Land, *general manager*.
Nate Milder, *director of sales*.
William Hunt, *chief engineer*.
Reed Mellon, *director of programs*.
Ralph Young, *film operation manager*.
Ed Fisher, *production manager*.

DIGEST OF RATE CARD NO. 1—(April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8-Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m. to sign-off, daily.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.						
80.00	48.00	32.00	28.00	20.00	16.00	8.00

OKLAHOMA

KTEN Ada

(Ch. 10)

Grantee (STA): Eastern Oklahoma Television Co. Inc., Box 10.

Studio & Transmitter: 8.5 mi. N. of Ada on State Hwy. 99.

Telephone: 1010.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 251-kw visual, 141-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level, lat. 34° 54' 08", long. 96° 40' 37".

Network Service: ABC.

AM Affiliate: KADA, 25-kw, 1230 kc (ABC).

Ownership: C. C. Morris, pres., 32.3% (beneficially); Bill Hoover, v.p., 32.3%; Brown Morris, secy.-treas., 32.3%. Ownership interlocks with KADA, Ada, and KWSH, Wewoka.

Began Operation: April 28, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Dr. C. C. Morris, *president*.
Bill Hoover, *v.p. & general manager*.
Brown Morris, *secy.-treas. & station manager*.
Mrs. Nadine Wheeler, *program manager*.
Mrs. Z. D. Parker, *woman's director*.
George Miller, *news director*.
Fred Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; noon-6 p.m., Sun.							
\$225.00	\$135.00	\$112.50	\$90.00	\$75.00	\$50.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., 11 p.m.-sign-off, daily; sign-on-11:59 Sun.							
175.00	105.00	87.50	70.00	52.50	35.00	17.50	8.75

KGEO-TV

Enid

(Ch. 5)

Grantee (STA): Streets Electronics Inc., Box 168.

Studio: 206 E. Randolph. Transmitter: 9.4 mi. East of Enid.

Telephone: 835.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 819-ft. above av. terrain; 649-ft. above ground, 2084-ft. above sea level, lat. 36° 23' 10", long. 97° 42' 33". Requests change to 1386-ft. above av. terrain, 1356-ft. above ground, 2516-ft. above sea level, lat. 35° 58' 56", long. 97° 41' 43"; transmitter to 6-mi. WNW of Crescent.

Network Service: ABC.

AM Affiliate: None.

Ownership: P. R. Banta, pres., 21.3%; Bruce E. Wallace, vice pres., 10.7%; George Streets, secy., 21.3%; Walter P. Scheffe, treas., 4.3%; L. D. Banta, 21.3%; James Cummins, 14.9%; Ed McGivney, 6.2%; Enid Radiophone Co. has option to buy 20%.

Began Operation: July 6, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George Streets, *general manager*.
Tom Belcher, *commercial manager*.
Marilyn Ellis, *program director*.
William Teitzel, *chief engineer*.
Eugene Clark, *studio engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$225.00	\$135.00	\$90.00	\$75.00	\$50.00	\$30.00	\$15.00
Class B—4-6 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, daily; 1-4 p.m., Sat.						
175.00	105.00	70.00	52.50	35.00	17.50	8.75
Class C—Sign-on-4 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
112.50	67.50	45.00	37.50	25.00	15.00	7.50

KSWO-TV

Lawton

(Ch. 7)

Licensee: Oklahoma Quality Broadcasting Co., Box 1385.

Studio & Transmitter: Administration Bldg., 4-mi. E. of Lawton.

Telephone: 7777; sales 7725.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 9.12-kw visual, 4.57-kw aural. Antenna: 540-ft. above av. terrain, 520-ft. above ground, 1700-ft. above sea level, lat. 35° 35' 31", long. 98° 19' 08".

Network Service: DuMont.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Ownership: Co-partnership composed of R. H. Drewry, 50%; J. R. Montgomery, 15.5%; T. R. Warkentin, 15.5%; R. P. Scott, 15.5%; and G. G. Downing, 3.5%. Licensee owns 90% of KRHD, Duncan, Okla.; principals also operate KMID-TV, Midland, Tex.

Began Operation: March 8, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Ross B. Baker, *general manager*.
Paul Goode, *comptroller*.
Willard Cochran, *chief engineer*.
E. J. Wheatley, *production manager*.
Wretha Barnhart, *traffic manager*.

DIGEST OF RATE CARD NO. 2 † (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

† Film rates only.

Extra copies of this
TV FACTBOOK No. 20
available at \$4 each

IN OKLAHOMA

**Survey after Survey
Tells the Story of**

WKY-TV

Continuing Dominance

PULSE REVEALS*

In Oklahoma City —
**43 of top 50 shows
are on WKY-TV**

*Oct. 8-14, '54

PULSE REVEALS*

In 30 county area
**49 of top 50 shows
are on WKY-TV**

*Nov. 3-16, '54

HOOPER REVEALS*

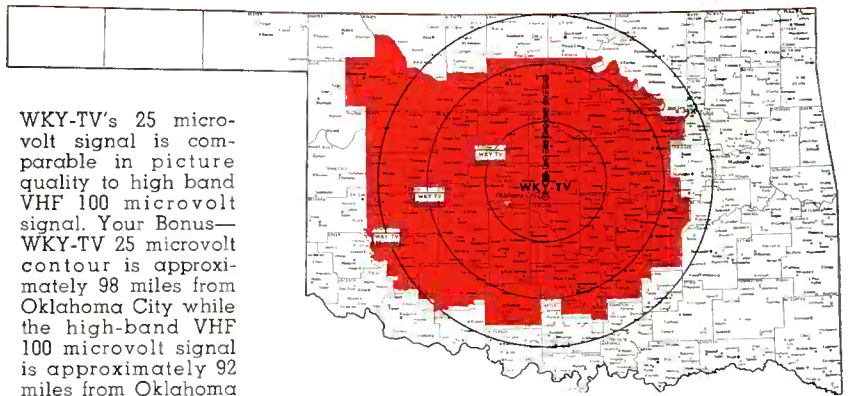
In Oklahoma City —
**48 of top 50 shows
are on WKY-TV**

*Oct. 13-19, '54

ARB REVEALS*

In Oklahoma City —
**48 of top 50 shows
are on WKY-TV**

*Oct. 21-27, '54



WKY-TV's 25 microvolt signal is comparable in picture quality to high band VHF 100 microvolt signal. Your Bonus—WKY-TV 25 microvolt contour is approximately 98 miles from Oklahoma City while the high-band VHF 100 microvolt signal is approximately 92 miles from Oklahoma City. (Source: A. D. Ring and Associates)

PULSE AREA SURVEY* (30 COUNTIES)

In the 30 County Area Telepulse (Nov. '54), WKY-TV has nearly twice the share of audience as the second station in the market, morning, afternoon and evening!

MONDAY THROUGH FRIDAY			
STATION	6:45 a.m.-12 noon	12 noon-6:00 p.m.	6 p.m.-12 midnight
WKY-TV	61%	57%	57%
Sta. B	34 a %	33%	29%

(a) Does not broadcast for complete period and the share of audience is unadjusted for this situation.

*November 1954

Owned and Operated by
The Oklahoma Publishing Company
The Daily Oklahoman—Oklahoma City Times
The Farmer-Stockman—WKY Radio
REPRESENTED BY THE KATZ AGENCY, INC.

THE NATION'S FIRST COLOR TV STATION



OKLAHOMA CITY



Oklahoma

KTVX Muskogee

(Ch. 8)

Grantee (STA): Tulsa Bestg. Co., Box 1739, Tulsa, Okla.

Studio: 720 Eastside Blvd., Muskogee, Okla.

Transmitter: Concharty Mt., 6 ml. NW of Haskell, Okla.

Telephones: 7-4447, Muskogee; 2-3191, Tulsa.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1036-ft. above av. terrain, 719-ft. above ground, 1700-ft. above sea level, lat. 35° 51' 43", long. 95° 46' 01".

Network Service: ABC.

AM Affiliate: KTUL, Tulsa, 5-kw, 1430 kc, CBS.

Ownership: John T. Griffin, pres., 56.5%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; James C. Leake, v.p., 3.61%; Bryan Mathes, secy.-treas., 2.12%. Also licensee of radios KTUL, Tulsa & KFPW, Fort Smith, Ark. Interlocking ownership with KOMA, Oklahoma City (owns 50% of KWTW, Oklahoma City) and KATV, Pine Bluff, Ark.

Began Operation: Sept. 16, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

L. A. Blust Jr., v.p. & general manager.
James P. Walker, asst. general manager.
Ted Cramer, station manager.
Ben Holmes, national sales manager.
William D. Swanson, local & regional sales manager.
John Devine, program manager.
George Ketcham, promotion director.
Robert E. Snider, engineering director.
Jack Morris, news director.
Bob Mays, sports director.
Albert A. (Bus) Dory, film manager.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$133.35	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6 p.m., Sun.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class C—Sign-on-5 p.m., Mon.-Sat.						
200.00	120.00	80.00	66.65	50.00	40.00	20.00

KMPT Oklahoma City

(Ch. 19)

Grantee (STA): KLPR Television Inc., 128 W. Commerce.

Studio: 128 W. Commerce. Transmitter: 700 block of E. Erlton Rd.

Telephone: Central 2-1341.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 960-ft. above av. terrain, 971-ft. above ground, 2141-ft. above sea level, lat. 35° 33' 48", long. 97° 29' 23".

AM Affiliate: KLPR, 1-kw 1140 kc.

Ownership: Byrne Ross, pres., 4.5%; R. Lewis Barton, v.p., 11.26%; Lester E. Johnson, secy.-treas.; Monty Wells, 6.94%; J. J. Whalen, 6.75%; 66 others, none owns over 4%. Mr. Ross owns KLPR. [Note: Everett E. Cotter appointed Trustee & Receiver Feb. 12, 1954 and has operated station since that time; see *Television Digest*, Vol. 10:9, 14].

Began Operation: Nov. 8, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by William Howard Payne.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Everett E. Cotter, trustee & receiver.
Troy Hoskins, general manager.
Bill Humphreys, commercial manager.
Lou Miller, program director.
Michael Kennedy, news editor.
John Galbreath, chief engineer.

DIGEST OF RATE CARD NO. 2 (Nov. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 11:59 a.m.-11 p.m., Sun.							
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00	\$25.00
Class B—All other times.							
150.00	120.00	90.00	60.00	50.00	45.00	30.00	15.00

KTVQ Oklahoma City

(Ch. 25)

Grantee (STA): Republic Television & Radio Co., Northwest Station.

Studio: 18th & Classen Blvd. Transmitter: Atop First National Bank Bldg.

Telephone: Jackson 5-1561.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 141-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level, lat. 35° 28' 08", long. 97° 30' 58".

Network Service: ABC, NBC.

Ownership: John Esau, pres., 48.6%; J. Harry Abbott, secy.-treas., 3%; Phil D. Jackson, v.p., 2.5%; Frank E. Brown, 10.7%; Frank B. Smith, 10.7%; R. P. Green, 10.7%; A. C. Saunders, 11.4%; C. E. Wilson, 2.4%. Messrs. Wilson & Jackson are equal partners in TV application for Ch. 7 in Odessa, Tex. Note: Operated by trustees Duke Duval and John Esau following court petition for reorganization filed Dec. 1, 1954.

Began Operation: Oct. 28, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Lyon, Willner & Bergson.

Represented (engineering) by Vandlvere, Cohen & Wearn.

Personnel:

John Esau, president.
Raymond Wilson, sales manager.
Richard Kirchner, program director.
Jack Sherman, news & sports director.
Buddy Myers, film director.
Harold Coomes, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$225.00	\$135.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
150.00	90.00	80.00	67.00	60.00	40.00	20.00
Class C—All other times.						
112.50	67.50	60.00	52.50	37.50	30.00	15.00

KWTW Oklahoma City

(Ch. 9)

Grantee (STA): Oklahoma Television Corp., Box 8788.

Studio & Transmitter: 7401 N. Lincoln Rd., 8-mi. NE of Oklahoma City.

Telephone: Victor 3-6641.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 48", long. 97° 29' 48".

Network Service: CBS, DuMont.

AM Affiliate: KOMA, 50-kw, 1520 kc (CBS).

Ownership: KOMA Inc., 50%; Roy J. Turner, pres., 12½%; Henry S. Griffing, 12½%; Luther T. Dulaney, v.p., 12½%; F. E. Harper, v.p., 12½%. John T. Griffing is pres. and majority stockholder of KOMA Inc. KOMA ownership interlocks with KATV, Pine Bluff, Ark. and with KTVX, Muskogee, Okla.

Began Operation: Dec. 12, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by George C. Davis.

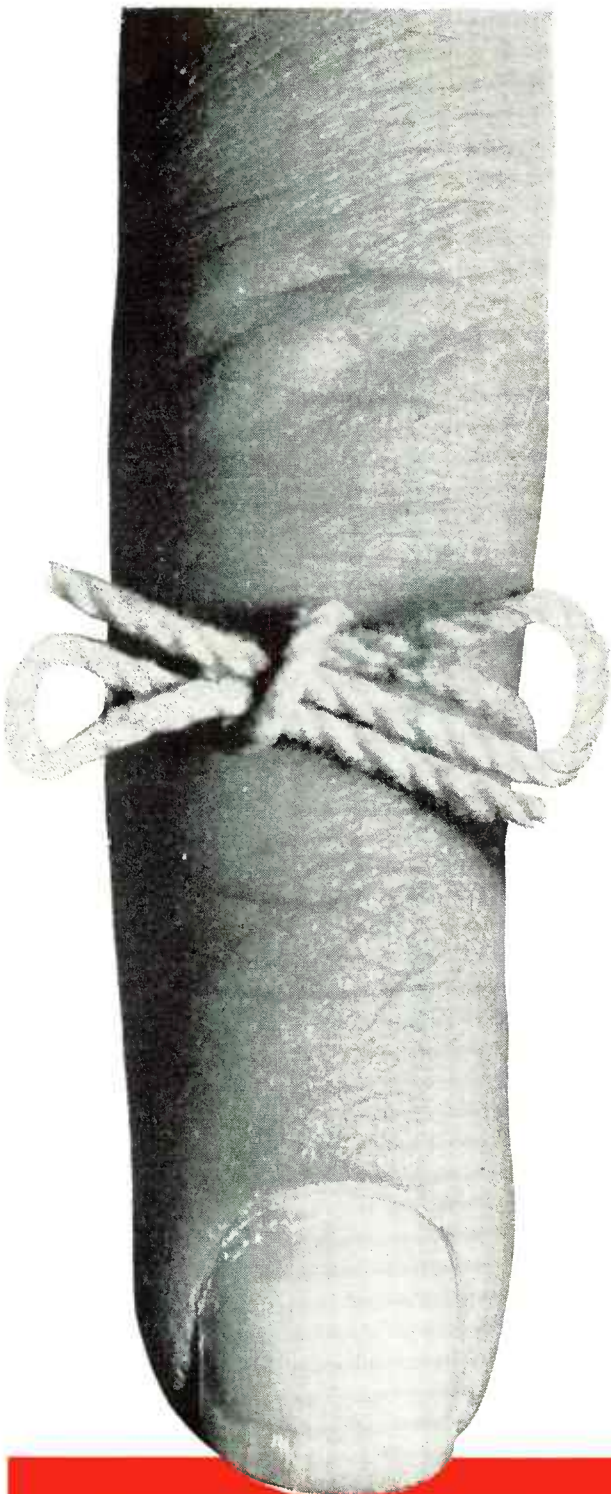
Personnel:

Edgar T. Bell, general manager.
Fred L. Vance, sales manager.
W. Perry Dickey, program director.
Montez Tjaden, promotion-publicity director.
David Hunt, film editor.
John Arville, continuity director.
Bruce Palmer, news editor.
Morris W. Thomas, chief engineer.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$140.00	\$70.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
560.00	336.00	224.00	112.00*	56.00*
Class B—6-6:30 p.m., 10:30-11 p.m., daily.						
420.00	252.00	168.00	84.00*	42.00*
Class C—Sign-on-6 p.m., 11 p.m.-sign-off, daily.						
280.00	168.00	112.00	56.00*	28.00*

* Less 45% in "9" Plan.



Timebuyers

Never

Forget!

Timebuyers, like elephants, never forget! We like this characteristic in timebuyers. They never forget the good sales results they get via KWTV. No wonder KWTV enjoys so many renewals, extensions and increases of schedules. Timebuyers never forget—and neither will you once you've used Oklahoma's Number One TV Station.

KWTV operates from the world's tallest man-made structure.

KWTV is a maximum 316,000 watts.

KWTV is the CBS-TV affiliate for most of Oklahoma.

KWTV offers more effective coverage from its 1572-foot tower.

KWTV has better programming day in and day out.

KWTV promotion is designed to help you sell your product or service.

WORLD'S TALLEST VIDEO TOWER

KWTV
Channel 9

OKLAHOMA CITY

Oklahoma's No. 1 TV Station



AFFILIATED MANAGEMENT KOMA - CBS-RADIO

Edgar T. Bell, Executive Vice-President

Fred L. Vance, Sales Manager

REPRESENTED BY AVERY-KNODEL, INC.

Oklahoma - Oregon

WKY-TV Oklahoma City (Ch. 4)

Licensee: WKY Radiophone Co., 500 E. Britton Rd.
Studio and Transmitter: 500 E. Britton Rd.
Telephone: Trinity 8-2161.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 927-ft. above av. terrain, 969-ft. above ground, 2128-ft. above sea level, lat. 35° 33' 24", long. 97° 30' 25".

Network Service: NBC, ABC.

AM Affiliate: WKY, 5-kw, 930 kc (NBC).

Ownership: Oklahoma Publishing Co., publisher of *The Daily Oklahoman*, *Oklahoma City Times* and *The Farmer-Stockman*. WKY Radiophone Co. officers: E. K. Gaylord, pres.; P. A. Sugg, exec. v.p.; Edw. L. Gaylord, secy.-treas.; Hoyt Andres, asst. secy. Purchase of WSFA-TV & WSFA, Montgomery, Ala., pending FCC action (*Television Digest*, Vol. 10:38, 50).

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson & Ball.

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

Personnel:

E. K. Gaylord, *president*.
P. A. Sugg, *executive v.p. & manager*.
Geno Dodson, *administrative assistant*.
John M. Haberman, *national sales representative*.
Wally Kinnan, *public relations & publicity manager*.
Robert Olson, *program manager*.
Harold Dedrick, *farm director*.
H. J. Lovell, *chief engineer*.
Aaron Britton, *color coordinator*.

DIGEST OF RATE CARD NO. 7† (October 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7-10 p.m., daily.						
\$750.00	\$450.00	\$375.00	\$300.00	\$263.00
Class A—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 10-11 p.m., daily.						
600.00	360.00	300.00	240.00	210.00	\$150.00	\$120.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.						
450.00	270.00	225.00	180.00	158.00	113.00	90.00
Class C—All other times.						
300.00	180.00	150.00	120.00	105.00	75.00	60.00

†Film rates only.

KOTV Tulsa (Ch. 6)

Licensee: KOTV Inc., Third & Frankfort Sts.

Studio: Third & Frankfort. Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Telephone: 2-9233.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50".

Network Service: CBS.

AM-FM Affiliates: None.

Ownership: J. H. Whitney & Co., N.Y., owns 100% of KOTV Inc. KOTV board: C. Wrede Petersmeyer, William H. Jackson, Robert F. Ryan, Maria H. Alvarez, Jack D. Wrather Jr.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:14, 20).

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

Represented (legal) by Haley, Doty & Wollenberg.

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

Personnel:

C. Wrede Petersmeyer, *president*.
C. P. Persons Jr., *v.p. & general manager*.
Dick Campbell, *operations manager*.
Jim Randolph, *program director*.
James C. Richdale Jr., *commercial manager*.
Robert Freeland, *public relations director*.
Glenn White, *traffic director*.
George G. Jacobs, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class A—6-7 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 9 a.m.-1 p.m., Sun.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class D—Sign-on-9 a.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

KVOO-TV Tulsa (Ch. 2)

Grantee (STA): Central Plains Enterprises Inc., 311 S. Denver St. Studio: 311 S. Denver St. Transmitter: Bigheart Mt. Telephone: 54-7204.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 22-kw visual, 11-kw aural, using 200-ft. temporary tower. Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1172-ft. above ground, 2147-ft. above sea level, lat. 36° 11' 40", long. 96° 06' 00".

Network Service: NBC.

AM Affiliate: KVOO, 50-kw, 1170 kc, NBC.

Ownership: William Skelly, pres., 38.87% (held by Southwest Sales Corp.); Dean A. McGee, chairman, 7.41%; Sen. Robert F. Kerr, v.p., 27.89%; Travis M. Kerr, 6.86%; Harold C. Stuart, 12%; F. C. Love, 2.02%; C. B. Akers, 1.81%; Tulsa U., 1.55%; Oklahoma A&M, 1.55%. Kerr family also controls WEEK-TV, Peoria, Ill.

Began Operation: Nov. 15, 1954.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Doerner, Rinehart, Stuart & Clammer.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

C. B. Akers, *general manager*.
Russ Lamb, *sales manager*.
William Sadler, *program director & production manager*.
Ann Fellows, *promotion director*.
Ken Miller, *news director*.
Wayne Taylor, *film editor*.
John M. Bushnell Jr., *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class A—6-7 p.m. & 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6 p.m., Mon.-Sat.; noon-6 p.m., Sun.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class D—Sign-on-noon, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

OREGON

KVAL-TV Eugene (Ch. 13)

Grantee (STA): Eugene Television Inc., Blanton Heights, Eugene. Studio & Transmitter: Blanton Heights.

Telephone: 4-3245.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 56-kw visual, 34-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level, lat. 44° 00' 05", long. 123° 06' 37".

Network Service: NBC, ABC, Du Mont.

Ownership: Robert P. Booth, pres., 6.66%; C. H. Fisher, v.p., 32.33%; Lee P. Bishop, treas., 6.66%; Thomas Winn, secy., 6.66%; W. D. Abel, director, 6.66%; Edna E. Fisher, director, 1%; E. T. Gardner, 6.66%; William N. Russell, 6.66%; Willis B. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, 6.66%. Messrs. Abel, Bishop, Gardner, Smith & Thoms own KORE, Eugene. Mr. Fisher owns K1HR, Hood River, Ore. and is applicant, with wife, for AM stations in The Dalles, Ore. & Gresham, Ore. Eugene Television owns 51% of application for Ch. 4 satellite in Roseburg, Ore.

Began Operation: March 22, 1954.

Represented (sales) by George P. Hollingbery Co.; Moore & Lund (Pacific Northwest).

(Continued on page 180)

TOP MARKET--BEST BUY...

Coverage . . . Viewing Habits . . . Maximum Power . . . top CBS network programming, and over five years of telecasting experience are but a few of many important factors why KOTV is your best buy in the oil rich Tulsa market.

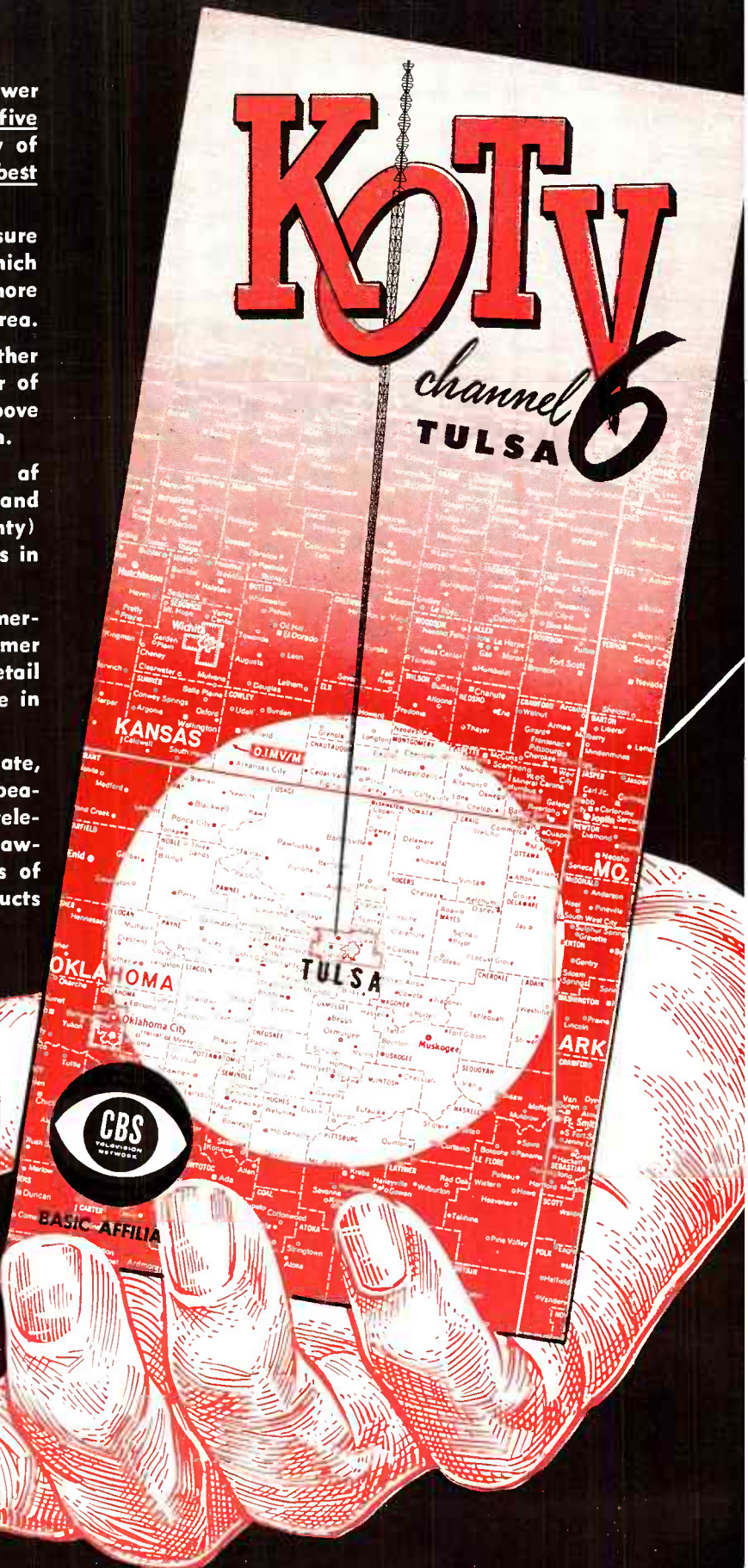
When you buy the Tulsa market you can be sure of reaching an established viewing audience which KOTV, and only KOTV, can offer with its more than five year lead over other stations in the area.

KOTV now serves a larger market than any other station in Oklahoma, using a maximum power of 100,000 watts and a new tower 1,135 feet above ground and 1,328 feet above average terrain.

Within the KOTV 0.1MV/M coverage area of 24,000 square miles live 1,116,790 people, and 345,000 families (excluding Oklahoma County) who last year spent more than a billion dollars in retail purchases.

Tulsa alone is a terrific market! A survey of America's 57 largest cities ranks Tulsa 7th in consumer spendable income, 6th in percent increase in retail sales since 1948, and 11th in percent increase in population since 1950.

These people look to KOTV, a basic CBS affiliate, for the finest of network programming. These people depend on KOTV for well planned local television programming. Ideas, technique and know-how that come from more than 26,000 hours of television service to a 4-state area sell your products when you buy KOTV — Tulsa's No. 1 Station.



KOTV

channel 6
TULSA

KOTV

channel 6
TULSA

CBS BASIC AFFILIATE

KOTV, Inc.
Represented by

Edward Petry & Co., Inc.

Oregon

EUGENE: KVAL-TV—(Continued)

Personnel:

S. W. McCready, *general manager*.
 Bob Lowmsbery, *program & production manager*.
 Glenn Nickell, *commercial manager*.
 Tru Vosburg, *traffic & continuity*.
 Martin Levinson, *film director*.
 Alvin Barnard, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.						
\$175.00	\$110.00	\$71.00	\$62.00	\$44.25	\$35.00	\$17.50
Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.						
130.00	79.00	53.00	46.50	33.00	26.50	13.00
Class C—All other times.						
117.00	75.00	47.50	41.50	29.50	23.50	11.50

KBES-TV

Medford

(Ch. 5)

Grantee (STA): Southern Oregon Broadcasting Co., Box 1189.

Studio: 2000 Crater Lake Hwy. Transmitter: TV Peak, Medford.

Telephone: Medford 3-4581.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.9-kw visual, 15.8-kw aural. Antenna: 460-ft. above av. terrain, 190-ft. above ground, 2190-ft. above sea level, lat. 42° 25' 43", long. 123° 00' 09".

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: KULN (Grants Pass), 25-kw, 1340 kc (MBS). FM Affiliate: KGPO (Grants Pass), 3.1-kw, 96.9 mc (No. 245), 1650-ft.

Ownership: Amos E. Voorhies, pres., 16%; Everett A. Faber, v.p.; Edward A. Malone, v.p., William B. Smullin, secy.-treas.; Earle Voorhies, 16%; John Voorhies, 16%; Redwood Bcstg. Co. Inc., 50%. Mr. Voorhies is publisher of *Grants Pass Courier*; Redwood Bcstg. Co. Inc. (William B. Smullin) operates KIEM-TV & KIEM, Eureka, Cal. Southern Oregon Bcstg. also is TV applicant for Roseburg, Ore.

Began Operation: July 14, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

William B. Smullin, *general manager*.
 Everett A. Faber, *v.p. and business manager*.
 Ed A. Malone, *v.p. and station manager*.
 Isobel Champ, *film editor*.

DIGEST OF RATE CARD NO. 1† (Dec. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10 p.m., daily.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$50.00	\$38.00	\$30.00	\$15.00
Class B—Noon-1 p.m., Mon.-Fri.; 5-6:30-p.m., 10-11 p.m., daily; noon-5 p.m., Sat. & Sun.								
120.00	96.00	72.00	60.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

†Film rates only.

KOIN-TV

Portland

(Ch. 6)

Grantee (STA): Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St.

Studio: 140 S.W. Columbia St.

Transmitter: 5516 S. W. Barnes Rd.

Telephone: Atwater 6412.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1530-ft. above av. terrain, 708-ft. above ground, 1773-ft. above sea level, lat. 45° 30' 58", long. 122° 43' 59".

Network Service: CBS, ABC.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS). FM Affiliate: KOIN-FM, 48-kw, 101.1 mc (No. 266), 1394-ft. antenna height.

Ownership: Theodore R. Gamble & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Central New York Bcstg. Corp., 50%. KOIN-TV officers: T. R. Gamble, pres.; C. Howard Lane, v.p.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; S. I. Newhouse Jr., director; Mitzi Newhouse, director; Fred W. Albertson, director. Mr. Gamble owns 49% of KCMJ, Palm Springs, Cal. and 33 1/3% of KOMO-TV, Seattle. Mr. Lane owns 23.75% of KFBI, Wichita, Kan. Central New York Bcstg. (Newhouse family) operates WSYR-TV and WSYR, Syracuse, N. Y. and WTPA, Harrisburg, Pa.

Began Operation: Sept. 29, 1953.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

C. Howard Lane, *v.p. & managing director*.
 Frank Coffin, *local sales manager*.
 John Palmer, *national sales manager*.
 Ted W. Cooke, *program director*.
 T. M. Williams, *film director*.
 Robert Orth, *continuity director*.
 Louis Bookwalter, *chief engineer*.
 Roy Rector, *production manager*.
 Robert McGill, *promotion director*.
 Ralph Greer, *traffic manager*.

DIGEST OF RATE CARD NO. 4 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$205.00	*	*
Class B—4:59-6:29 p.m., Mon.-Fri.; 1:59-6:29 p.m., Sat.; 11:59-2:59 p.m., Sun.; 10:59 p.m.-midnight, daily.						
525.00	315.00	210.00	183.75	153.75	105.00	52.50
Class C—10:59-4:59 p.m., Mon.-Fri.; 10:59 a.m.-1:59 p.m., Sat.; 10:59 a.m.-12:59 p.m., Sun.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	102.50	70.00	35.00
Class D—Sign-on-10:59 a.m., daily.						
300.00	180.00	120.00	105.00	87.50	60.00	30.00

* Announcements: Class AA—7:29-10:29 p.m., Mon.-Sat.; 6:29-10:29 p.m., Sun. Min., \$175, 8-sec., \$75. Class A—6:29-7:29 p.m., 10:29-10:59 p.m., Mon.-Sat.; 2:59-6:29 p.m., Sun. Min., \$140, 8-sec., \$70.

KLOR

Portland

(Ch. 12)

(Due to Begin Operating in March)

Grantee (STA): Oregon Television Inc., Loyalty Bldg.

Studio & Transmitter: 4854 SW 19th St.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1014-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level, lat. 45° 29' 19", long. 122° 41' 40".

Network Service: ABC.

Ownership: Henry A. White, pres., 15.1%; Stephen E. Thompson, v.p. & treas., 15.1%; Robert L. Sabin, secy., 7.6%; William A. Healey, 15.1%; Huntington Malarkey estate, 22.6% (Kathleen E. Malarkey & Robert L. Sabin, executors); Julius L. Meier Jr., director, 22.6%; Walter J. Stiles Jr., 1.9%.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

John Schley, *general manager*.

Base hour rate: \$500.00

(ADDITIONAL DATA UNAVAILABLE)

THIS YOU'VE GOT TO SEE!



TV'S NEW
FUN SHOW!
 SEE PAGES 356-357



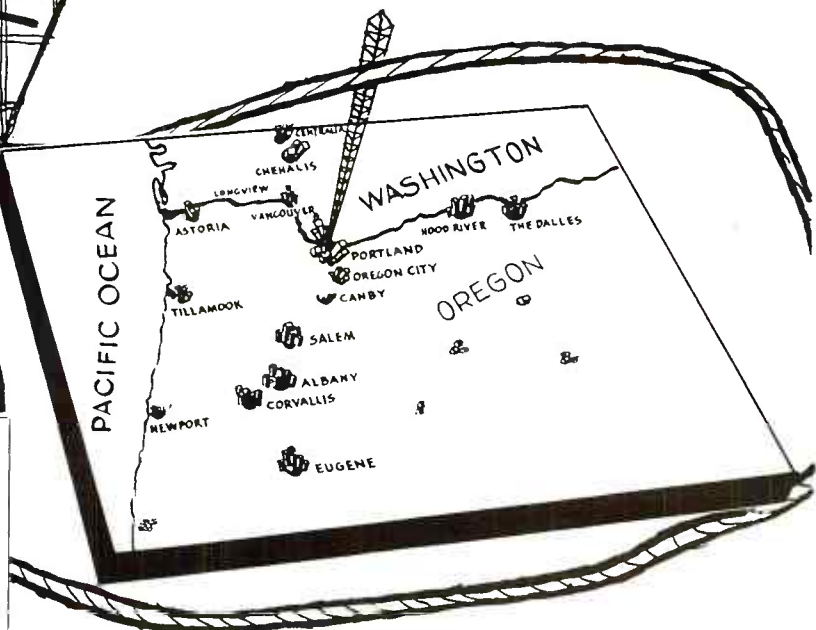
If you're buyin' the west
buy the best . . .

**only KOIN-TV sells the
huge 30-county Portland Market**

Dollar for dollar, KOIN-TV is your single best buy in the rich productive Oregon and Southwest Washington Market, centered around Portland. Your KOIN-TV advertising budget puts your sales message before more eyes than any other station or combination of stations in this commercial heart of the Pacific Northwest.

Highest Tower—Maximum Power

The giant KOIN-TV tower, 1530 feet above average terrain, plus maximum power of 100,000 watts on Channel 6 blankets over 35,000 square miles in the prosperous Pacific Northwest. KOIN-TV delivers a con-



..and podner, we're the FAVORITE

AVERAGE DAILY SHARE OF AUDIENCE
(October, 1954—ARB Report for Metropolitan Portland)

	KOIN-TV	STATION B
Sunday.....	19.3	8.8
Monday.....	14.7	7.4
Tuesday.....	13.9	9.7
Wednesday.....	17.2	10.3
Thursday.....	11.9	11.1
Friday.....	11.5	11.2
Saturday.....	18.4	13.1
Average for Week..	15.3	10.2

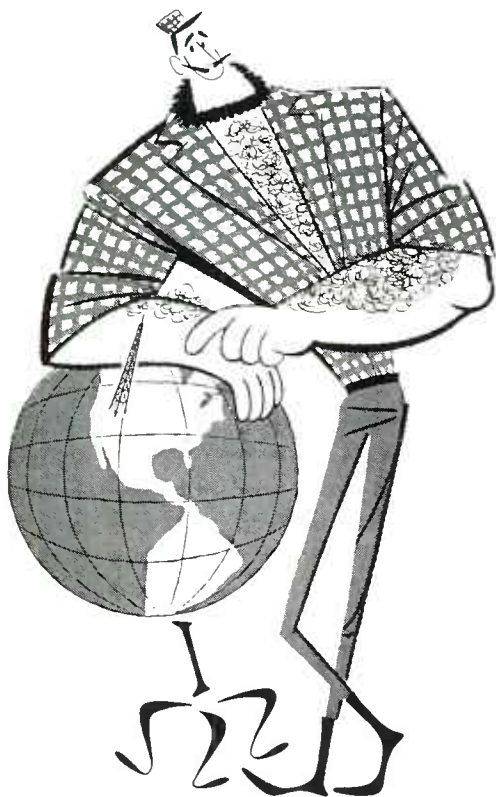
9 out of 10 Top Weekly Shows
8 out of 10 Top Multi-Weekly
Are on KOIN-TV

sistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southwest Washington counties. No other advertising buy in the area can duplicate this sales coverage. Write, wire or phone us for complete availabilities.

KOIN-TV Oregon's only **MAXIMUM POWER** station **CHANNEL 6** 

Represented Nationally by CBS Television Spot Sales

soon*...
 one of the world's
MOST
POWERFUL
TV stations



KPTV PORTLAND,

Oregon's television giant, will soon
 be one of the world's first maximum 1,000,000
 watt UHF stations! A new 540-foot tower
 plus this tremendous power increase
 gives you a dominant sales action
 medium in Oregon.

*About March 1, 1955



Call or wire
 NBC Spot Sales
 for full details

KPTV Portland (Ch. 27)

Grantee (STA): Empire Coil Co., Inc., 735 S.W. 20th Pl.
 Studio: 735 S.W. 20th Pl. Transmitter: 3405 S.W. Council Crest Dr.
 Telephone: Capitol 9921.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized
 power: 204-kw visual, 110.6-kw aural. Antenna: 1020-ft. above
 av. terrain, 251-ft. above ground, 1300-ft. above sea level, lat.
 45° 30' 00", long. 122° 42' 00". Hold CP for 1307-ft. above av.
 terrain, 535-ft. above ground, 1590-ft. above sea level with .55°
 electrical beam tilt.

Network Services: NBC, ABC, DuMont.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach,
 Fla. For other interests see WJBK-TV, Detroit.

Began Operation: September 20, 1952. Sale to present owners by
 Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27,
 1954. (*Television Digest*, Vol. 10:2, 44).

Represented (sales) by NBC Spot Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
 Lee B. Walles, *executive v.p.*
 Stanton P. Kettler, *district v.p.*
 Russell K. Olsen, *managing director*.
 Charles R. White, *sales manager*.
 Tom Harker, *national sales director (New York)*
 Robert C. Wood, *midwest sales director (Chicago)*.
 Gayle V. Grubb, *west coast sales director (San Francisco)*.
 Gene Ragle, *program director*.
 D. Donald Lonie Jr., *advertising & promotion director*.
 Charles D. Richardson, *office manager*.
 William H. McAllister, *chief engineer*.

DIGEST OF RATE CARD NO. 4 † (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 3-11 p.m., Sun.						
\$550.00	\$330.00	\$220.00	\$192.50	\$137.50	\$110.00	\$55.00
Class B—5-6:30 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 1-6 p.m., Sat.; 1-3 p.m., Sun.						
350.00	210.00	140.00	122.50	87.50	80.00	40.00
Class C—3-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; sign on-1 p.m., Sat. & Sun.						
275.00	165.00	110.00	96.25	68.75	60.00	30.00
Class D—Sign on-3 p.m., Mon.-Fri.						
225.00	135.00	90.00	78.75	56.25	50.00	25.00

PENNSYLVANIA

WFMZ-TV Allentown

(Ch. 67)

Grantee (STA): Penn-Allen Bcstg. Co., Masonic Temple Bldg.

Studio: MacArthur Blvd., Allentown. Transmitter: 3-mi. SSE of
 Allentown on South Mt.

Telephone: Hemlock 5-6733.

Technical Facilities: Channel No. 67 (788-794 mc). Authorized
 power: 79.4-kw visual, 43.6-kw aural. Antenna: 970-ft. above
 av. terrain, 495-ft. above ground, 492-ft. above sea level, lat.
 40° 33' 59", long. 75° 26' 03".

AM Affiliate: None. FM Affiliate: WFMZ, 20-kw, 100.7 mc. (No.
 264), 290-ft. antenna height.

Ownership: Raymond F. Kohn, pres., 3.6%; Earl J. Kohn, v.p.,
 3.3%; Horace W. Gross, treas., 4.2%; Daniel Houck, secy., .02%;
 Ben Strouse, director, 31.9%; 21 others, none owns as much as
 5%. Mr. Strouse is gen. mgr. of radio WWDC, Washington, D.C.

Began Operation: Dec. 4, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Raymond F. Kohn, *president & general manager*.
 Perry S. Ury, *sales manager*.
 Edward Glacken, *program director*.
 Mark Dean, *promotion & merchandising manager*.
 Donald Mohr, *film director*.
 Carl Egoif, *chief engineer*.

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

Hour	45 Min.	30 Min.	15 Min.	Min.	ID
Class A—7-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat.; 3-11 p.m., Sun.					
\$440.00	\$330.00	\$231.00	\$115.50	\$90.00*	\$50.00*

Class B—5-7 p.m., Mon.-Fri.; 3-7 p.m., Sat.						
330.00	247.50	175.00	88.00	65.00*	35.00*	
Class C—1-5 p.m., Mon.-Fri.						
220.00	165.00	115.50	57.75	45.00*	25.00*	

Note: Rates are based on cost of \$3.50 or less per 1000 homes.
* Minute & ID rates on guaranteed set circulation.

WFBG-TV Altoona

(Ch. 10)

Grantee: Gable Broadcasting Co., 1320 11th Ave.

Studio and Transmitter: Wopsononock Mt.

Telephone: 6467.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 153-kw aural. Antenna: 980-ft. above av. terrain, 163-ft. above ground, 2553-ft. above sea level, lat. 40° 34' 01", long. 78° 26' 31".

Network Service: ABC, CBS, NBC, DuMont.

AM Affiliate: WFBG, .25-kw, 1340 kc (NBC).

Ownership: William F. Gable Co. (dept. store), 100%; Geo. Gable, pres.

Began Operation: March 1, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

George P. Gable, *president*.
W. Stanley Truby, *v.p.*
Jack Snyder, *managing director*.
George Burgoon, *operations manager*.
Lois Huey, *program manager*.
B. Harley Shook, *film director*.
Samuel Patten, *sales promotion*.
K. R. Brubaker, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.							
\$500.00	\$390.00	\$250.00	\$200.00	\$175.00	\$150.00	\$100.00	\$50.00
Class B—All other times.							
300.00	180.00	150.00	120.00	105.00	90.00	60.00	30.00

WLEV-TV Bethlehem

(Ch. 51)

Grantee (STA): Associated Broadcasters Inc., Box 111.

Business Office: Savercool Ave., Fountain Hill.

Studio and Transmitter: Savercool Ave., Fountain Hill.

Telephone: Hemlock 4-6278.

Technical Facilities: Channel No. 51 (692-698 mc). Authorized power: 20-kw maximum and 7.41-kw horizontal visual, 10.7-kw maximum and 3.98-kw horizontal aural. Antenna: 600-ft. above av. terrain, 235-ft. above ground, 1095-ft. above sea level using 1° electrical beam tilt. lat. 40° 35' 55", long. 75° 25' 12".

Network Service: NBC.

AM Affiliate: WEST, .25 kw, 1400 kc (NBC). FM Affiliate: WEST-FM, 11-kw, 107.9 mc (No. 300), 172-ft. antenna height.

Ownership: See WGAL-TV, Lancaster.

Began Operation: April 21, 1953.

Represented (sales) by Meeker TV Inc.

Represented (legal) by George O. Sutton and Duke M. Patrick.

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, *station director*.
Elwood C. Anderson, *station manager*.
J. Robert Gulick, *national sales manager*.
George H. Etele, *commercial manager*.
Bernard M. Ames, *program director*.
J. E. Mathlot, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-11 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
150.00	90.00	75.00	60.00	52.50	37.50	22.50
Class C—All other times.						
100.00	60.00	50.00	40.00	35.00	25.00	15.00

WGLV Easton

(Ch. 57)

Grantee (STA): WGLV Inc., 2857 Nazareth Rd., Easton, Pa.

Business address: 2857 Nazareth Rd., Easton & 529 Hamilton St., Allentown.

Studio: 2857 Nazareth Rd.

Transmitter: Gaffney Hill, Pa.

Telephone: 3-3557.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 100-kw visual, 49.89-kw aural. Antenna: 1063-ft. above av. terrain, 471-ft. above ground, 1481-ft. above sea level, lat. 40° 37' 35", long. 75° 15' 19".

Network Service: ABC, DuMont.

AM Affiliate: WEEX, .25-kw U, 1230 kc (CP). FM Affiliate: WEEX-FM, 1-kw, 98.3 mc (No. 252), 735-ft. antenna height.

Ownership: Same as Easton Publishing Co. (*Easton Express*); J. L. Stackhouse, pres.-treas.

Began Operation: June 26, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Paul Godley Co.

Personnel:

J. L. Stackhouse, *president*.
J. R. Porterfield, *general manager*.
Nelson Rounsley, *business manager*.
Charles E. Thon, *chief engineer*.
Tom Grant, *director of programming & production*.
Joy Fox, *program manager*.

DIGEST OF RATE CARD NO. 2 (Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
112.50	67.50	45.00	37.50	30.00	22.50	11.50
Class C—All other times.						
75.00	45.00	30.00	26.26	18.75	15.00	7.50

WICU Erie

(Ch. 12)

Licensee: Dispatch Inc., 3514 State St.

Studio & Transmitter: 3514 State St.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 30-kw visual power, 15-kw aural. Antenna: 115-ft. above av. terrain, 309-ft. above ground, 1113-ft. above sea level, lat. 42° 06' 14", long. 80° 04' 11". Requests 207.5-kw visual, 103.8-kw aural, 782-ft. above av. terrain, 569-ft. above ground, 1949-ft. above sea level, lat. 42° 03' 53", long. 80° 00' 18"; transmitter to 5.6-mi. SE of center of Erie.

Network Service: NBC, ABC, DuMont.

AM Affiliate: WIKK, 5-kw, 1330 kc (NBC).

Ownership: Same as *Erie Dispatch*. Edward Lamb, pres.-treas., 70.83%; J. Howard McGrath, exec. v.p.; Frank C. Oswald, v.p.; Cecile Haebner, secy.; Edward H. Lamb, asst. secy.; Prudence H. Lamb, director, 21.11% (as trustee for 3 Lamb family trusts, holds remaining 8.06%). Holds CP for WMAC-TV, Massillon, O.: is TV applicant for Toledo; operates WTOD, Toledo.

Began Operation: March 15, 1949.

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

Represented (legal) by McGrath & Brown.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Edward Lamb, *president*.
Frank C. Oswald, *asst. to president*.
Ben McLaughlin, *general manager*.
Karl Nelson, *commercial manager*.
Bob Lunquist, *program director*.
Dick Johnson, *production supervisor*.
Jack Schumacher, *promotion director*.
Michael Csop, *chief engineer*.

DIGEST OF RATE CARD NO. 9 (Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00	\$70.00
Class B—5-6 p.m., 11-11:30 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	105.00	52.50
Class C—Noon-5 p.m., 11:30 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	105.00	70.00	35.00
Class D—Midnight-noon, daily.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

Pennsylvania

WSEE

Erie

(Ch. 35)

Grantee (STA): Great Lakes Television Co., 1220 Peach St.

Studio: 1220 Peach St. Transmitter: U.S. Hwy. 19, 5 mi. S of Erie.

Telephone: 5-7575.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 948-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level, lat. 42° 05' 55.7", long. 80° 03' 14.5".

Network Service: CBS.

Ownership: Jacob A. Young, chairman, 11.66%; George J. Mead, pres., 16.66%; Charles E. Denny, exec. v.p., 5.33%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 15.33%; James A. Quisenberry, secy.-treas., 2.66%; John J. Mead Jr., 13%; Charles Simmons, 8%; J. T. Simmons, 3.33%; John W. English, 6.95%; John J. Boland Jr., 6.95%; Edward Mead, 1.3%; J. B. Held, 3.66%; Mary Mead, 1.05%; Joseph Mead, 1.05%. Ownership interlocks with WNAO-TV, Raleigh, N. C. George J. & John J. Mead Jr., are co-publishers of *Erie Times*. Jacob A. Young and B. Walker Sennett are owners of radio WERC (5-kw, 1260 kc) and WERC-FM, (9.7-kw, 99.9 mc).

Began Operation: April 19, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles E. Denny, v.p. & general manager.
 Don Boyce, commercial manager.
 Frank Palmer, station manager.
 Jack Naylor, program & production director.
 Dick Morgan, news director.
 Ed Zellefrow, chief engineer.
 James Penna, assistant engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

WTPA

Harrisburg

(Ch. 71)

Grantee (STA): The Patriot News Co., 812 Market St.

Studio: 3235 Hoffman St. Transmitter: E. Pennsboro Twp.

Telephone: 8-7171.

Technical Facilities: Channel No. 71 (812-818 mc). Authorized power: 175-kw visual, 93-kw aural. Antenna: 990-ft. above av. terrain, 439-ft. above ground, 1519-ft. above sea level, lat. 45° 19' 03", long. 76° 56' 50".

Network Service: NBC, ABC.

AM Affiliate: None.

Ownership: The Patriot News Co., 100%; officers: Edwin F. Russell, pres.; S. I. Newhouse, v.p. & secy.; Sarah Russell, treas.; B. F. Lantz, asst. secy. & asst. treas. For other Newhouse family interests, see WSYR-TV, Syracuse, N. Y.

Began Operation: June 19, 1953.

Represented (sales) by Headley-Reed TV; Harrington, Righter & Parson Inc. (effective Feb. 10, 1955).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver

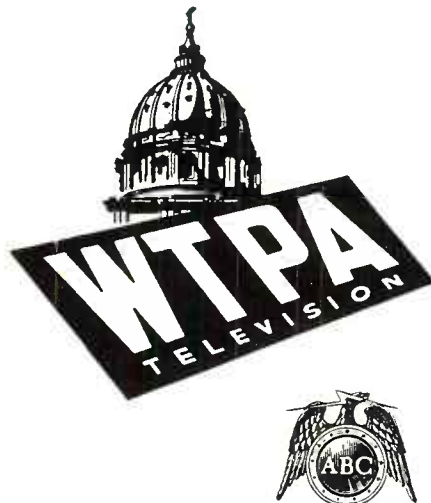
Personnel:

David J. Bennett, general manager.
 Allen Solada, sales manager.
 Don Wear, program director.
 Roy McCauley, production director.
 Roy Nassau, news director.
 Gladys Swift, promotion director.
 Paul Gross, chief engineer.

DIGEST OF RATE CARD NO. 2 †
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—6:30-11 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$110.00	\$87.50	\$70.00
Class B—5-6:30 p.m., daily; 1-5 p.m., Sat. & Sun.					
265.00	159.00	106.00	79.50	66.00	53.00
Class C—All other times.					
175.00	105.00	71.00	55.00	43.75	35.00

† Film rates only.



HARRISBURG, PA.

Represented by

HARRINGTON, RIGHTER AND PARSON, INC. (effective Feb. 10)

the

MEDIUM

- Most modern facilities in the area, providing complete service with adequate and experienced personnel
- ABC Television Network shows, plus outstanding local programming

that

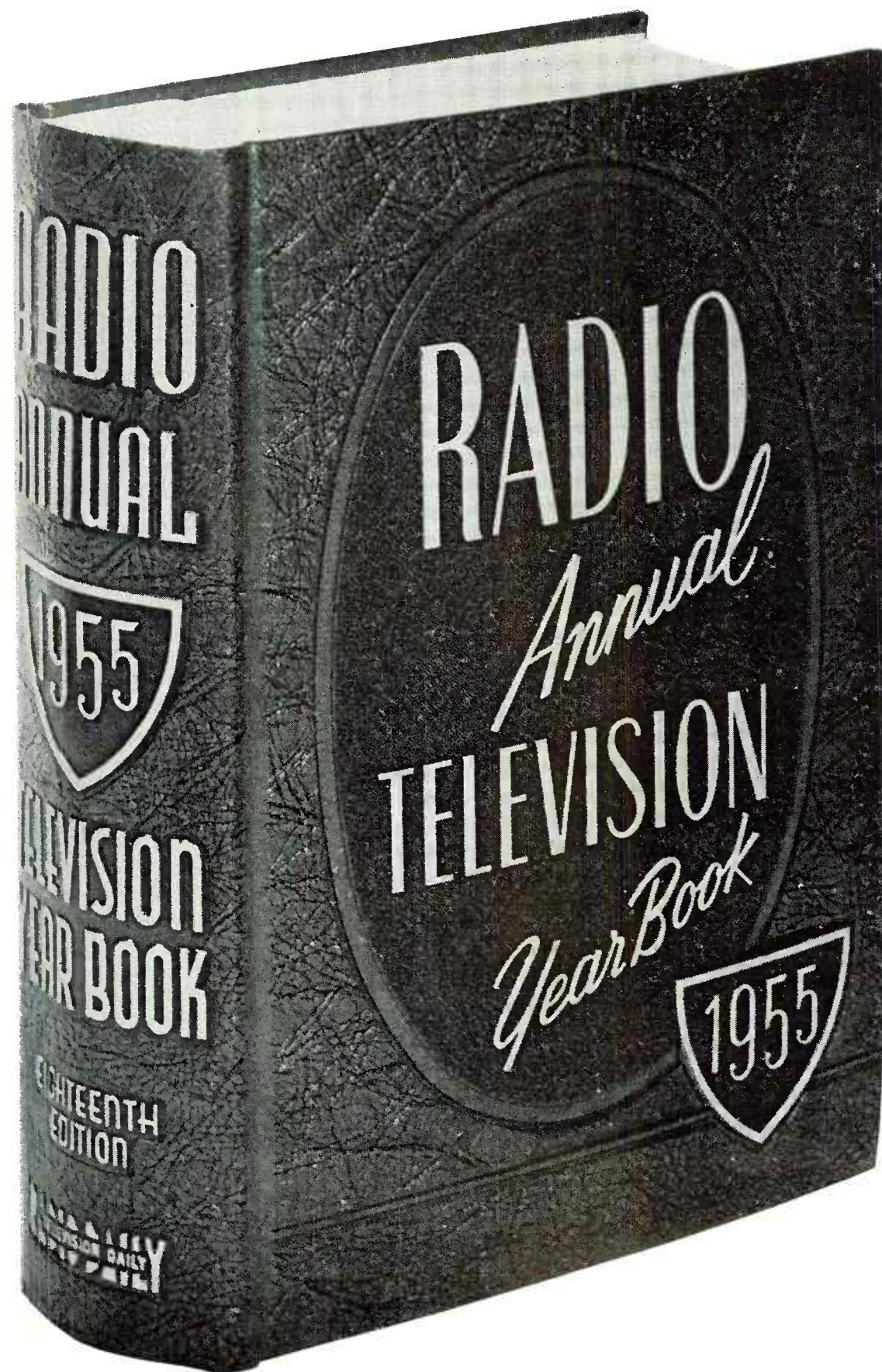
MATCHES

- Now Power Plus—ten times more than before
- Completely equipped mobile unit
- Promotion and Merchandising services

the

MARKET

- WTPA Coverage area population, 1,117,600; UHF families, 157,100
- 71 communities served by Channel 71
- Net buying income; \$1,708,214; Total retail sales, \$1,211,716



The
1955
Radio
Annual
Television
Year
Book
IS
NOW IN
INTENSIVE
PREPARATION

OUT SOON

Spring 1955 Edition

185

Pennsylvania

WCMB-TV Harrisburg

(Ch. 27)

Grantee (STA): Rossmoyne Corp., 228 Court St.

Studio: 228 Court St. Transmitter: Blue Mt., approx. 1-mi. NE of Summerdale, Pa.

Telephone: 4-3005.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 186-kw visual, 105-kw aural. Antenna: 930-ft. above av. terrain, 400-ft. above ground, 1450-ft. above sea level, using .6° beam tilt, lat. 40° 18' 58", long. 76° 56' 57".

AM Affiliate: WCMB, 5-kw, 1460 kc (MBS).

Ownership: Edgar T. Shepard Jr., pres., 66%; Edgar K. Smith, v.p., 33%.

Began Operation: Sept. 2, 1954.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Ed K. Smith, v.p. & general manager.
John Archer, program director.
J. Howard Bair, chief engineer.

DIGEST OF RATE CARD NO. 1†—(March 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-11 p.m., daily.							
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$60.00	\$50.00	\$30.00
Class B—All other times.							
150.00	120.00	90.00	75.00	60.00	45.00	37.50	22.50

† Film rates only.

WHP-TV Harrisburg

(Ch. 55)

Grantee (STA): WHP Inc., 216 Locust St.

Studio: 216 Locust St. Transmitter: Blue Mountain.

Telephone: 4-3211.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 241-kw maximum and 182-kw horizontal visual, 130-kw maximum and 100-kw horizontal aural. Antenna: 910-ft. above av. terrain, 179-ft. above ground, 1489-ft. above sea level, lat. 40° 20' 44", long. 76° 52' 09".

Network Service: CBS.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 4-kw, 97.3 mc (No. 247), 880-ft. antenna height.

Ownership: Telegraph Press Inc., 96.25%; E. J. Stackpole, pres.-treas., .0823%; A. K. Redmond, v.p., 3.5%; A. H. Stackpole, v.p., .0823%; Bowman A. Brown, secy. & asst. treas., .0823%.

Began Operation: April 1, 1953.

Represented (sales) by Bolling Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis

Personnel:

A. K. Redmond, general manager.
Dick Redmond, program manager.
Beatrice Pottelger, sales service director.
John Price, news editor.
E. Dan Liebensperger, chief engineer.

DIGEST OF RATE CARD NO. 1—(April 1, 1953)

Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.	Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00	\$30.00
Class B—All other times.							
150.00	120.00	90.00	60.00	50.00	45.00	30.00	

THIS YOU'VE GOT TO SEE!



TV'S NEW
FUN SHOW
PAGES 356-357

WJAC-TV Johnstown

(Ch. 6)

Licensee: WJAC Inc., 329 Main St.

Studio: Chestnut St. & 10th Ave.

Transmitter: Laurel Hill Mt.

Telephone: 4-1267, 9-1965 & 58-251.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 35.4-kw aural. Antenna: 1120-ft. above av. terrain, 162-ft. above ground, 2872-ft. above sea level, lat. 40° 22' 22", long. 78° 58' 51".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: WJAC, .25-kw, 1400 kc (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft. antenna height.

Ownership: Same as *Johnstown Tribune*. WJAC Inc. officers: Walter W. Krebs, pres.; A. D. Schrott, secy.-treas.; N. L. Straub, v. p.

Began Operation: Sept. 15, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by James C. McNary.

Personnel:

Walter W. Krebs, president.
Alvin D. Schrott, manager.
Frank P. Cummins, program director.
John H. Hepburn, commercial manager.
Nevin L. Straub, director of technical operation.
Theodore Campbell, chief engineer.

DIGEST OF RATE CARD NO. 9† (Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$750.00	\$450.00	\$375.00	\$300.00	\$263.00	\$188.00	\$150.00	\$68.00
Class A—6-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 5-7:30 p.m., 10:30-11 p.m., Sat. & Sun.							
700.00	420.00	350.00	280.00	245.00	175.00	140.00	63.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.							
350.00	210.00	175.00	140.00	123.00	88.00	70.00	32.00
Class C—9 a.m.-5 p.m., midnight-sign-off, daily.							
330.00	200.00	165.00	130.00	115.00	85.00	60.00	27.00
Class D—Sign-on-9 a.m. 50% of Class C rates.							

† Film rates only.

WARD-TV Johnstown

(Ch. 56)

Grantee (STA): Rivoli Realty Co., First National Bank Bldg.

Studio & Transmitter: Cover Hill.

Telephone: 81-216.

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 91-kw visual, 46-kw aural. Antenna: 610-ft. above av. terrain, 540-ft. above ground, 2461-ft. above sea level, lat. 40° 19' 47", long. 78° 53' 45".

Network Service: CBS, DuMont, ABC.

AM Affiliate: WARD, .25-kw, 1490 kc (CBS). FM Affiliate: WARD-FM, .285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

Ownership: Walter M. Thomas, pres.-treas., 17.24%; Dr. George D. Gartland, v.p., 17.24%; Margaret E. Gartland, secy., 51.72%; Clarence B. Hammerle, 6.89%; George D. Gartland Sr., 6.89%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis.

Personnel:

Robert R. Nelson, general manager.
William F. Wilson, operations director.
Millard Coleman, chief engineer.

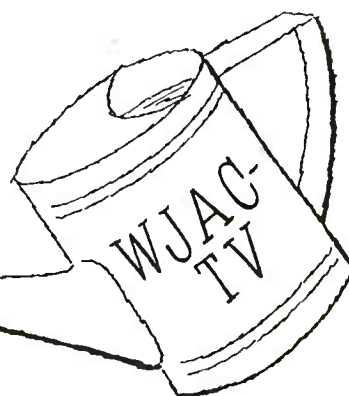
DIGEST OF RATE CARD NO. 1 (Aug. 12, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$37.50	\$15.00
Class B—All other times.							
125.00	75.00	62.50	50.00	37.50	25.00	22.00	10.00

Pour your sales story into the

Southwestern Pennsylvania Market

*through WJAC-TV
JOHNSTOWN*



Watch your sales coverage grow when you channel your budget dollars into the fertile WJAC-TV market! You get the buying-minded Johnstown audience, and the Pittsburgh and Altoona markets, too, at no extra cost. The latest Hoopers show WJAC-TV:

1st

in Johnstown

A 2-station market . . . and WJAC-TV is 'way out in front in viewer popularity!

2nd

in Pittsburgh

A 3-station market . . . and WJAC-TV gives advertisers a real bonus audience!

1st

in Altoona

A 2-station market . . . and WJAC-TV stands out as a perennial favorite!

*Buy the 1
that covers 3*



Call your KATZ man  for full information

Effective December 1, 1954



becomes the exclusive national representative of

wfil-tv

The Philadelphia Inquirer Station

CHANNEL 6 ABC-DUMONT NETWORKS

IN PHILADELPHIA, PA.

(3rd IN POPULATION)

**WGAL-TV
Lancaster**

(Ch. 8)

Licensee: WGAL Inc., 24 S. Queen St.

Studio: 24 S. Queen St. Transmitter: 2.25 m. NE of Hallam, Pa.
Telephone: 5246.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 500-ft. above ground, 1523-ft. above sea level, lat. 40° 02' 06", long. 76° 37' 14".

Network Service: CBS, DuMont, NBC.

AM Affiliate: WGAL, 25-kw, 1490 kc (NBC). FM Affiliate: WGAL-FM, 3.8-kw, 101.3 mc (No. 267), 260-ft. antenna.

Ownership: Same interests (Steinman brothers) also operate WDEL-TV, Wilmington, Del., and WLEV-TV, Bethlehem, Pa., and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading, all in Pennsylvania. Steinmans also publish *Lancaster News Era* and *Intelligencer-Journal*.

Began Operation: March 18, 1949.

Represented (sales) by Meeker TV Inc.

Represented (legal) by George O. Sutton and Duke M. Patrick.

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, *president & general manager*.
J. Robert Gullick, *asst. general manager in charge of sales*.
Harold E. Miller, *station manager*.
Leroy K. Strine, *commercial manager*.
Paul C. Rodenhauser, *program director*.
Paul I. Woodland, *promotion manager*.
J. E. Mathiot, *chief engineer*.

DIGEST OF RATE CARD NO. 9 †
(Sept. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-11 p.m., daily.					
\$900.00	\$540.00	\$360.00	\$270.00	\$180.00	\$90.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.					
675.00	405.00	270.00	203.00	136.00	68.00
Class C—All other times.					
450.00	270.00	180.00	135.00	90.00	45.00

† Film rates only.

**WFIL-TV
Philadelphia**

(Ch. 6)

Licensee: Triangle Publications Inc., 400 N. Broad St.

Studio: 46th & Market Sts. Transmitter: Roxborough, Pa.

Telephone: Evergreen 2-4700.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 645-ft. above ground, 910-ft. above sea level, lat. 40° 02' 40" long. 75° 14' 30".

Network Service: ABC and DuMont.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC). FM Affiliate: WFIL-FM, 10-kw, 102.1 mc (No. 271), 650-ft. antenna height.

Ownership: Same as *Philadelphia Inquirer*. Walter H. Annenberg, pres., 99.3% (in trust); Joseph First, v.p. & secy.; S. C. Annenberg, treas.; S. Silverman, asst. secy.; C. A. Andrews, asst. treas. Licensee also publishes *TV Guide* and other publications and owns 50% of WHGB, Harrisburg.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Roger W. Clipp, *general manager*.
Howard W. Maschmeier, *executive asst.*
George A. Koehler, *executive asst.*
Kenneth W. Stowman, *general sales manager*.
Jack Steck, *executive program director*.
Joe Zimmermann, *director, advertising and promotion*.
Chet Cooper, *production operations manager*.
John C. Harlan, *business manager*.
Charles Harrison, *director, news-special events*.
Henry E. Rhea, *chief operations & maintenance engineer*.

DIGEST OF THE RATE CARD NO. 12
(Feb. 1, 1955)

Class AA—8-10:30 p.m., daily & Sun.					
Hour	45 Min.	30 Min.	20 Min.	15 Min.	
\$2400.00	\$1920.00	\$1440.00	\$1200.00	\$960.00	
10 Min.	5 Min.	Min.	10 Sec.		
\$840.00	\$600.00	\$450.00	\$225.00		

(Continued on page 190)

Super-Powered for your profit

**5 billion
dollar market**

**★
WGAL-TV**

NBC CBS DuMont

LANCASTER, P.A.

316,000 watts



a wonderful combination!

A rich market with 967,300 families who have an annual effective buying income of over five billion dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION

Cloir McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York

Los Angeles

Chicago

San Francisco

CHANNEL 8-LAND

York	Harrisburg	Reading
Honover	Lebonon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Woynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

Pennsylvania

PHILADELPHIA: WFIL-TV—(Continued)

Class A—7:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10:30-11 p.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
1800.00	1440.00	1080.00	900.00	720.00
10 Min.	5 Min.	Min.	10 Sec.	
630.00	450.00	350.00	175.00	
Class B—5-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-6 p.m., Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
1300.00	1040.00	780.00	650.00	520.00
10 Min.	5 Min.	Min.	10 Sec.	
455.00	325.00	250.00	125.00	
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-2 p.m., Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-1 a.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
850.00	680.00	510.00	425.00	340.00
10 Min.	5 Min.	Min.	10 Sec.	
297.50	212.50	170.00	85.00	
Class D—1 a.m.-9 a.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
500.00	400.00	300.00	250.00	200.00
10 Min.	5 Min.	Min.	10 Sec.	
175.00	125.00	100.00	50.00	

WCAU-TV Philadelphia (Ch. 10)

Licensee: WCAU Inc., City & Monument Aves.
 Studio: City & Monument Aves. Transmitter: Domino Lane & Fowler St.
 Telephone: Greenwood 7-8300.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level, lat. 40° 02' 36", long. 75° 14' 12".
 Network Service: CBS.
 AM Affiliate: WCAU, 50-kw, 1210 kc (CBS). FM Affiliate: WCAU-FM, 11-kw, 98.1 mc (No. 231), 630-ft. antenna height.
 Ownership: Same as *Philadelphia Bulletin*.
 Began Operation: March 15, 1948.
 Represented (sales) by CBS Television Spot Sales.
 Represented (legal) by Pierson & Ball.
 Personnel:
 Donald W. Thornburgh, *president & general manager*.
 Joseph L. Tinney, *v.p. & asst. general manager*.
 Charles Vanda, *v.p. in charge of television*.
 John G. Leitch, *v.p. in charge of engineering*.
 Robert N. Pryor, *v.p. in charge of promotion and publicity*.
 Robert M. McGredy, *sales manager*.
 John McClay, *asst. manager for television*.
 Robert A. Forrest, *program manager*.
 Mel Levine, *operations manager*.
 Charles Shaw, *news editor*.
 Louis De Marco, *production facilities manager*.
 Norman Leebron, *head of film operations*.
 Jan Ozog, *scenic director*.
 John Ferlaine, *art director*.
 Margaret M. Kearney, *educational director*.
 Charles Gimborn, *photography director*.
 Francis J. Haney, *general engineer for color*.

DIGEST OF RATE CARD NO. 9 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$2400.00	\$1440.00	—	—	—	\$500.00	\$250.00
Class A—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
1800.00	1080.00	\$720.00	\$630.00	\$450.00	350.00	175.00
Class B—5-7:30 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-7 p.m., Sun.						
1300.00	780.00	520.00	455.00	325.00	250.00	125.00
Class C—9:30 a.m.-5 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11 p.m.-1 a.m., daily.						
1000.00	600.00	400.00	350.00	250.00	190.00	95.00
Class D—1-9:30 a.m., Mon.-Fri.; 1-10 a.m., Sat. & Sun.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00

WPTZ Philadelphia (Ch. 3)

Licensee: Westinghouse Bcstg. Co. Inc., Architects Bldg.
 Studio: 1619 Walnut St. Transmitter: 1300 E. Mermaid Lane, Wyndmoor, Pa.
 Telephone: Locust 4-5500.
 Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 750-ft. above av. terrain, 602-ft. above ground, 1014-ft. above sea level, lat. 40° 05' 00", long. 75° 10' 47".
 Network Service: NBC.
 AM Affiliate: KYW, 50-kw, 1060 kc (NBC).
 Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; E. V. Huggins, corporate v.p. & secy.; Chris J. Witting, pres. of Westinghouse Bcstg. Co. Inc.; J. E. Baudino, exec. v.p. (Washington); John W. Steen, counsel (Washington). Also operates TV stations: KDKA-TV, Pittsburgh; WBZ-TV, Boston & KPIX, San Francisco; radio stations WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne; KEX, Portland, Ore.; also TV applicant for Portland.
 Began Operation: September 1941; sold to present owner by Philco Corp. (*Television Digest*, Vol. 9:3, 22).
 Represented (sales) by Free & Peters Inc.
 Personnel:
 Rolland V. Tooke, *general manager*.
 Raymond J. Bowler, *chief engineer*.
 Alexander W. Dannenbaum Jr., *sales manager*.
 Stan Lee Broza, *program manager*.
 Edward G. Murray, *film buyer*.
 E. Preston Stover, *manager of program operations*.
 Edward Wallis, *promotion & publicity manager*.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1954)

Class AA—8-10:30 p.m., Mon.-Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
\$2500.00	\$2000.00	\$1500.00	\$1250.00	\$1000.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
875.00	625.00	500.00	250.00	
Class A—7:30-8 p.m., Mon.-Sat.; 7-8 p.m., Sun.; 10:30-11 p.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
1800.00	1440.00	1080.00	900.00	720.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
630.00	450.00	360.00	180.00	
Class B—5-7:30 p.m., Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m., Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
1300.00	1040.00	780.00	650.00	520.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
455.00	325.00	260.00	130.00	
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-1 a.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
850.00	680.00	510.00	425.00	340.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
297.50	212.50	170.00	85.00	
Class D—1-9 a.m., daily.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
500.00	400.00	300.00	250.00	200.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
175.00	125.00	60.00*	30.00	

* Class D Min. rate, \$100.

WQED Pittsburgh (Ch. 13)

Non-Commercial Educational Station

Grantee (STA): Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave.
 Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.
 Telephone: Museum 3-1300.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 620-ft. above av. terrain, 574-ft. above ground, 1739-ft. above sea level, lat. 40° 26' 46", long. 79° 57' 51".
 Ownership: Officers of this publicly financed station are: Leland Hazard, pres.; Leon Falk Jr., v.p.; J. R. Ryan Jr., v.p.; George D. Lockhart, treas.; Dr. E. A. Dimmick, secy. Mr. Hazard is v.p. of Pittsburgh Plate Glass Co., which donated building housing WQED studios to U. of Pittsburgh. Dr. Dimmick is supt. of Pittsburgh public schools.
 Began Operation: March 19, 1954.
 Represented (legal) by Fischer, Willis & Panzer.
 Personnel:
 William A. Wood, *general manager*.
 John Ziegler, *program manager*.
 Harriet Ackerman, *publicity director*.
 Edward Horstman, *chief engineer*.

Some people are born leaders



...like **WCAU, Philadelphia**

RADIO—WCAU-Rodia has 10 out of the top 10 programs in the Philadelphia area.

TELEVISION—WCAU-TV has 9 out of the top 10 programs in the Philadelphia area.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

Spring 1955 Edition

191

Pennsylvania

WDTV

(Change to KDKA-TV pending)

Pittsburgh

(Ch. 2)

Licensor: Westinghouse Broadcasting Co. Inc., Gateway Center.

Studios: 1 Gateway Center. Transmitter: 4101 Grizella St.

Telephone: Express 1-3000.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1840-ft. above sea level, lat. 40° 29' 32", long. 80° 01' 05".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: KDKA, 50-kw, 1020 kc, NBC. FM Affiliate: KDKA-FM, 12.5-kw, 92.9 mc (No. 225), 590-ft. antenna height.

Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; E. V. Huggins, corporate v.p. & secy.; Chris J. Witting, pres. of Westinghouse Bestg. Co. Inc.; J. E. Baudino, exec. v.p. (Washington); John W. Steen, counsel (Washington). Also operates TV stations WPTZ, Philadelphia, WBZ-TV, Boston & KPIX, San Francisco; radio stations KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, Mass.; WOWO, Fort Wayne; KEX, Portland, Ore.; also TV applicant for Portland.

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (*Television Digest*, Vol. 10:49 & 11:2).

Represented (sales) by Free & Peters, Inc.

Personnel:

Harold C. Lund, *general manager*.
Byron Dowty, *program director*.
Lloyd G. Chapman, *sales director*.
William Krough, *assistant sales director*.
Dick Fortune, *public relations director*.
Richard C. Dreyfuss, *film manager*.
Paul P. Palangl, *personnel manager*.
Bill Burns, *news director*.
Raymond W. Rodgers, *chief engineer*.

DIGEST OF RATE CARD NO. 9

(Aug. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-11 p.m., Mon.-Fri., 5-11 p.m., Sat. & Sun.								
\$1400.00	\$1120.00	\$840.00	\$700.00	\$560.00	\$420.00	\$350.00	\$250.00	\$200.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.								
1050.00	840.00	630.00	525.00	420.00	315.00	262.50	180.00	150.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.								
840.00	672.00	504.00	420.00	336.00	252.00	210.00	100.00	75.00
Class D—Midnight-9 a.m., daily.								
560.00	448.00	336.00	280.00	224.00	168.00	140.00	75.00	50.00

WENS

Pittsburgh

(Ch. 16)

Grantee (STA): Telecasting Inc., 700 Ivory Ave.

Studio & Transmitter: 700 Ivory Ave.

Sales Office: Carlton House, Pittsburgh.

Telephone: Wellington 1-1200.

Technical Facilities: Channel No. 16 (482-488 mc) Authorized power: 200-kw visual, 106-kw aural. Antenna: 870-ft. above av. terrain, 552-ft. above ground, 1883-ft. above sea level, lat. 40° 29' 39", long. 80° 00' 16".

Network Service: ABC, CBS, NBC.

Ownership: Thomas P. Johnson, pres., 13.8%; Larry H. Israel, v.p., 5%; William H. Rea, secy.-treas., 8.35%; John W. Galbreath, 5.55%; Donald C. Lott, 2.77%; Ralph McP. Kiner, 2.77%; Robert F. Prince, 2.77%; Norton Cotterill, 2.22%; A. Donovan Faust, 4.5%; Tyrone Corp., 5.55%; and 16 others, each owning less than 1%. H. O. Rea owns 32.2% and W. H. Rea owns 4.49% of WPOR, Portland, Me., whose stockholders control Tyrone Corp. Tyrone Corp. owns 35.2% of WMTW, Portland, Me. Note: The 5% owned by Larry H. Israel carries 50% voting interest, his holdings embracing all outstanding Class B stock.

Began Operation: Aug. 25, 1953.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Thomas P. Johnson, *president*.
Larry Israel, v.p. & *general manager*.
William H. Rea, *secretary-treasurer*.
Don Menard, *sales manager*.
Dave C. Murray, *operations manager*.
Robert Prince, *sports director*.
Peter Thornton, *publicity director*.
Betty Jane Wylie, *traffic manager*.
James Hurlay, *chief engineer*.

DIGEST OF RATE CARD NO. 2-a

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6:30 p.m., Sat. & Sun.						
337.50	202.50	135.00	101.25	84.40	67.50	33.75
Class C—5-6:00 p.m., Mon.-Fri.; 11-11:30 p.m., daily.						
270.00	162.00	108.00	81.00	67.50	54.00	27.00

† Film rates only.

WEEU-TV

Reading

(Ch. 33)

Grantee (STA): Hawley Broadcasting Co., 433 Penn St.

Studio: 433 Penn St. Transmitter: Skyline Dr., Mt. Penn.

Telephone: 6-7335.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 167-kw visual, 87-kw aural. Antenna: 1036-ft. above av. terrain, 408-ft. above ground, 1508-ft. above sea level, lat. 40° 21' 08", long. 75° 53' 55".

Network Service: ABC, NBC.

AM Affiliate: WEEU, 1-kw, 850 kc (ABC).

Ownership: Reading Eagle Co., 99%, publisher of *Reading Eagle*. Hawley Bestg. Co. officers: Hawley Quier, pres.-treas.; Thomas E. Martin, exec. v.p.; H. F. Flippin, v.p.; William J. Rohn, secy.

Began Operation: April 9, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Thomas E. Martin, *executive v.p. and general manager*.
K. Richard Greitz, *asst. manager & director of radio & TV sales*.
Jane Winne, *dir. of continuity, promotion & public relations*.
Robert S. Guldin, *director of technical operations*.
Jack B. Gounder, *asst. program manager*.
Roy Swinamer, *production manager*.
H. George Carroll, *program manager*.
Harold E. Schearer, *asst. director of technical operations*.

RATE CARD NO. 2 (March 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Sign-on to sign-off.							
\$150.00	\$90.00	\$75.00	\$60.00	\$52.00	\$37.00	\$20.00	\$10.00

WHUM-TV

Reading

(Ch. 61)

Grantee (STA): Eastern Radio Corp., Skyline Studios, Skyline Dr.

Studio: Skyline Studios, Skyline Dr.

Transmitter: Route 83, Blue Mountain, Summit Station, Pa.

Telephone: 4-4805.

Technical Facilities: Channel No. 61 (752-758 mc). Authorized power: 260-kw visual, 135-kw aural. Antenna: 1784-ft. above av. terrain, 1036-ft. above ground, 2688-ft. above sea level, lat. 40° 31' 36", long. 76° 13' 30".

Network Service: CBS.

AM Affiliate: WHUM, .25-kw, 1240 kc (CBS).

Ownership: Humboldt J. Greig, pres., 39.4%; John E. Schuler, v.p., 2.0%; Jessie P. Greig, treas., 25.6%; Paul A. Flickinger, secy., 4.4%; Arthur W. Helm, director, 11.5%; Max O'Rell Truitt, 8.5%; and others, none holding as much as 2%.

Began Operation: Feb. 22, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arnold, Fortas & Porter.

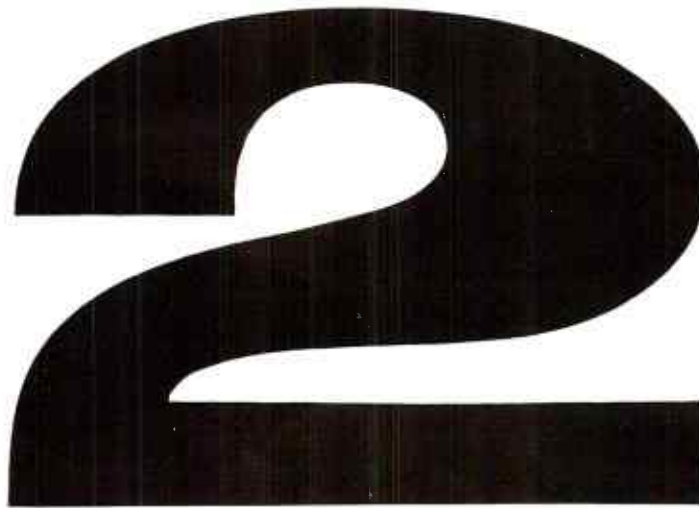
Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Humboldt J. Greig, *president and general manager*.
John E. Schuler, v.p.
Robert M. Reuschle, *national sales manager*.
Ed Walpert, *regional sales manager*.
Robert Bostian, *program director*.
Alan Lane, *film buyer*.
Joseph Risse, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1952)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.							
225.00	135.00	112.50	90.00	79.00	56.50	45.00	22.50
Class C—All other times.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00



Lowest channel . . . highest tune-in in the Pittsburgh market

**CHANNEL 2
NOW A WBC STATION**

Top reception—top audiences—top results—top markets. That's the WBC story. And now WBC's top markets include Pittsburgh . . . with over a million sets and unapproached viewer-loyalty because Channel 2 is the pioneer in Pittsburgh. Put it to work for you in America's sixth market. Contact Lloyd Chapman, Sales Manager, WDTV (change of call letters to KDKA-TV pending with FCC) at EXpress 1-3000, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

WDTV

(change of call letters to KDKA-TV pending at press time)

PITTSBURGH — CHANNEL 2

Population — 3,975,940 Retail Sales — \$5,098,764,000
TV Families — 1,256,400 Average Family Income — \$5,800

WESTINGHOUSE BROADCASTING COMPANY, INC.

**KDKA • WDTV, Pittsburgh; WBZ+WBZA • WBZ-TV, Boston;
KYW • WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland;
KPIX, San Francisco**

**KPIX Represented by the Katz Agency, Inc.
WBC National Representatives—Free & Peters, Inc.**



Pennsylvania

WARM-TV Scranton

(Ch. 16)

Grantee (STA): Union Bestg. Co., 333 Madison Ave.
Studio: 333 Madison Ave. Transmitter: Mt. Dewey.
Telephone: Diamond 3-1245.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 191-kw visual, 102-kw aural. Antenna: 1223-ft. above av. terrain, 347-ft. above ground, 2415-ft. above sea level, lat. 41° 26' 06", long. 75° 43' 35".

Network Service: ABC.

AM Affiliate: WARM, 5-kw, 590 kc (ABC).

Ownership: Martin F. Memolo, pres., 70%; William W. Scranton, v.p. & treas., 28.3%; John J. Memolo, v.p., .57%; James S. Scandale, 1.13%.

Began Operation: Jan. 27, 1954.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc

Personnel:

William M. Dawson, *general manager*.
Sam M. Feigenbaum, *sales manager*.
Joseph Salsburg, *production manager*.
Jay Russell, *advertising & promotion director*.
Roswell J. Parker, *chief engineer*.
Earl E. Gress, *technical supervisor*.

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$225.00	\$135.00	\$120.00	\$90.00	\$75.00	\$60.00	\$45.00	\$22.50
Class B—2-5 p.m., Sat.; 1-5 p.m., Sun.							
168.75	101.25	90.00	67.50	56.25	45.00	33.75	16.88
Class C—All other times.							
112.50	67.50	60.00	45.00	37.50	30.00	22.50	11.25

WGBI-TV Scranton

(Ch. 22)

Grantee (STA): Scranton Broadcasters Inc., 1000 Wyoming Ave.
Studio: 1000 Wyoming Ave. Transmitter: Bald Mt., Ransom Township, Pa.
Telephone: Diamond 2-7634.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 1170-ft. above av. terrain, 150-ft. above ground, 2350-ft. above sea level, lat. 41° 25' 38", long. 75° 44' 53". Requests change to 1000-kw visual, 545.8-kw aural, lat. 41° 25' 33", long. 75° 44' 57".

Network Service: CBS.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kc (CBS). FM Affiliate: WGBI-FM, 1.8-kw, 101.3 mc (No. 267), 1200-ft. antenna height.

Ownership: Mrs. M. E. Megargee, pres. & treas., 85% (55% as executrix, estate of Frank Megargee); Mrs. K. A. Megargee, secy., 15%; Marcella Megargee Holcomb, v.p.

Began Operation: June 7, 1953.

Represented (sales) by Blair-TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

George D. Coleman, *general and commercial manager*.
R. E. McDowell, *station manager*.
Mort Rosenthal, *program director*.
K. R. Cooke, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—4:59-6:59 p.m., Mon.-Fri.; 1-6:59 Sat. & Sun.						
225.00	135.00	90.00	79.00	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WTVU Scranton

(Ch. 73)

Grantee (STA): The Appalachian Co. Inc., Hotel Jermyn.
Studio: Hotel Jermyn. Transmitter: Television Hill, West Mt.
Telephone: 7-3334.

Technical Facilities: Channel No. 73 (824-830 mc). Authorized power: 12.84-kw visual, 8.42-kw aural. Antenna: 1272-ft. above av. terrain, 367-ft. above ground, 2443-ft. above sea level, lat. 41° 26' 09", long. 75° 43' 45".

AM Affiliate: None.

Ownership: Frank J. Collins, pres., 49%; Robert E. Scragg, secy., 2%; Jane C. Collins, treas., 49%.

Began Operation: Aug. 17, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by John H. Mullaney.

Personnel:

Frank Collins, *president*.
James H. Crowley, *v.p.*
Thomas W. Jones, *general manager*.
Adolph Oschmann, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (May 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$45.00	\$40.00
Class B—All other times.						
120.00	96.00	72.00	48.00	40.00	36.00	24.00

WBRE-TV Wilkes-Barre

(Ch. 28)

Grantee (STA): WBRE-TV Inc., 62 S. Franklin St.
Studio: 62 S. Franklin St.
Transmitter: Bear Creek Twp., Wyoming Mountain.
Telephone: Valley 3-3101.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 1220-ft. above av. terrain, 426-ft. above ground, 2520-ft. above sea level, lat. 41° 11' 56.5", long. 75° 49' 05.5".

Network Service: NBC.

AM Affiliate: WBRE, .25-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.2-kw, 98.5 mc (No. 253).

Ownership: Louis G. Baltimore, 100%.

Began Operation: Jan. 1, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Hogan & Hartson.

Personnel:

Louis G. Baltimore, *president*.
David M. Baltimore, *v.p. & general manager*.
Charles Sakoski Sr., *chief engineer*.
Franklin D. Coslett, *operations director*.

DIGEST OF RATE CARD NO. 3 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$70.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
300.00	180.00	150.00	120.00	105.00	75.00	52.50
Class C—2-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.						
200.00	120.00	100.00	80.00	70.00	50.00	35.00
Class D—7 a.m.-2 p.m., midnight-1 a.m., daily.						
160.00	96.00	80.00	64.00	56.00	40.00	28.00

WILK-TV Wilkes-Barre

(Ch. 34)

Grantee (STA): Wyoming Valley Bestg. Co., 88 N. Franklin St.
Studio: 88 N. Franklin St. Transmitter: Penobscot Knob.
Telephone: Valley 4-4666.

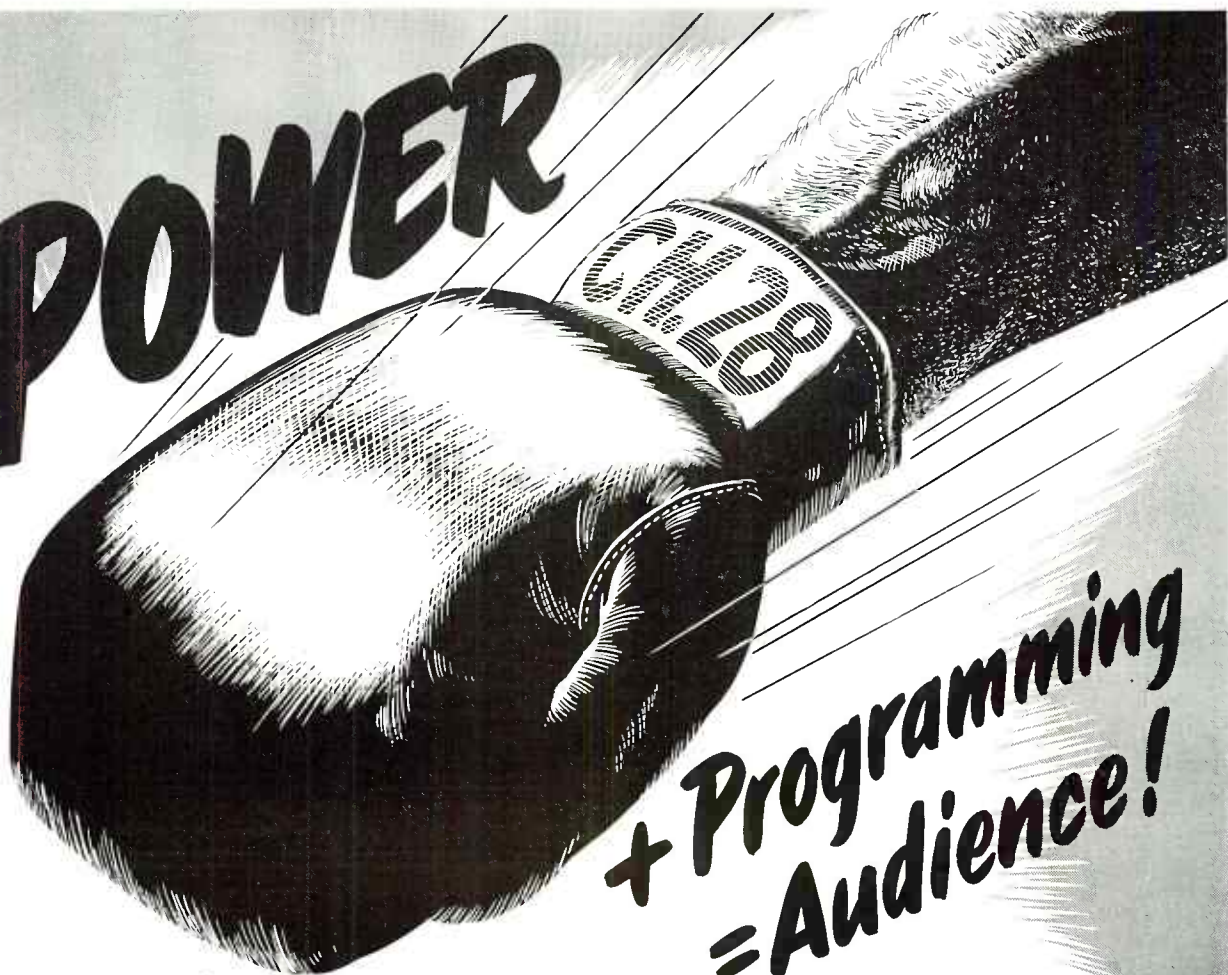
Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 1000-kw maximum and 794-kw horizontal visual, 500-kw maximum and 398-kw horizontal aural. Antenna: 1095-ft. above av. terrain, 254-ft. above ground, 2363-ft. above sea level, lat. 41° 10' 58", long. 75° 52' 25".

Network Service: ABC, DuMont.

AM Affiliate: WILK, 5-kw (1-kw night), 980 kc (ABC).

(Continued on page 196)

POWER



**+ Programming
= Audience!**

**WBRE-TV NOW AMERICA'S
MOST POWERFUL STATION WITH**

One Million Watts

POWER PUNCH PERFORMANCE PERFECT
PICTURE PROGRAMMING PERSONNEL
PERSONALITIES PULLING POWER PEOPLE !!
And now a MILLION WATTS of power to make even our
previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater
than being the FIRST MILLION WATT TV STATION IN THE
NATION. WBRE-TV applied for and received the first million watt tv

station grant from the F.C.C. It is a source of satisfaction that we have
been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how
that went into our remarkable radio record is now achieving phenomenal
feats of merchandising and selling for our TV clients. Full schedule of
NBC shows in black and white and color . . . outstanding local shows . . .
news and sports coverage of local, regional and national interest makes
WBRE Channel 28 the Powerful, Programming, Audience-delivering buy
in Television.

WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY! National Representative
The Headley-Reed Co.

Pennsylvania-Rhode Island

WILKES-BARRE: WILK-TV—(Continued)

Ownership: Mitchell Jenkins, pres., 12½%; Roy E. Morgan, exec. v.p. & secy., 12½%; Harold T. Gray, 1st v.p., 12½%; Vernon L. Wise, 2d v.p., 12½%; Thomas P. Shelburne, treas., 12½%; Edna W. Morgan, asst. treas., 12½%; Gerald L. Wise, asst. secy., 12½% (in trust); Leon Schwartz, 12½%. Mr. Gray is pres. and 25% owner of WCED, DuBois, Pa., and publishes *DuBois Courier-Express*, Vernon & Gerald Wise each owns 16⅓% of *Butler* (Pa.) *Eagle*.

Began Operation: Sept. 7, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Roy E. Morgan, *executive v.p.*
 Thomas P. Shelburne, *treas. & TV managing director.*
 Malcolm Dale, *sales manager.*
 Hal Berg, *program director.*
 Thomas Bigler, *news editor.*
 William P. Williams, *production manager.*
 Martin Musket, *continuity director.*
 Mrs. Dorothy Albee, *promotion manager.*
 Marion Kresge, *operations desk.*
 Theodore French, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily & Sun.; noon-6 p.m., Sat.						
187.50	112.50	75.00	66.00	47.00	30.00	15.00
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	20.00	10.00

† Film rates only.

WNOV-TV

York

(Ch. 49)

Grantee (STA): Helm Coal Co., Broadcast Division, 25 S. Duke St., Box 306.

Studio & Transmitter: Pleasureville, R.D. 5.

Telephone: 2-7821.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 384-ft. above ground, 1174-ft. above sea level, lat. 39° 59' 59.6", long. 76° 41' 33.3".

Network Service: DuMont.

AM Affiliate: WNOV, 1-kw, 1250 kc. **FM Affiliate:** WNOV-FM, 13-kw, 105.7 mc (No. 289), 500-ft. antenna height.

Ownership: General partnership consisting of Howard J. Williams, 30.4%; Morgan E. Cousler, 43.5%; Lowell W. Williams, 26.1%.

Began Operation: Nov. 9, 1953.

Represented (sales) by Forjoe-TV, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by John H. Mullaney.

Personnel:

Lowell W. Williams, *partner & general manager.*
 Richard E. Burg, *station manager & program director.*
 Robert Stough, *sales manager.*
 J. E. Schwalm, *promotion director.*
 Glenn Winter, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(March 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50
Class C—All other times.							
100.00	62.50	45.00	35.00	27.50	19.00	15.50	10.50

WSBA-TV

York

(Ch. 43)

Grantee (STA): Susquehanna Broadcasting Co., 53 N. Duke St

Studio & Transmitter: S. Queen St., Extended.

Technical Facilities: Channel No. 43 (644-650 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 200-kw visual, 55-kw aural. Antenna: 550-ft. above av. terrain, 400-ft. above ground, 1127-ft. above sea level, lat. 39° 56' 25", long. 76° 41' 59".

Network Service: ABC.

AM Affiliate: WSBA, 1-kw, 910 kc (ABC).

Ownership: Estate of Louis J. Appell, 100% (Helen P. Appell, Louis Appell Jr. and George N. Appell, executors). Susquehanna Bcastg. Co. officers: Louis J. Appell Jr., pres.; Helen P. Appell, v.p.; George N. Appell, treas.; Philip H. Kable, secy.; Frederick R. Woltman, asst. treas.

Began Operation: Dec. 22, 1952.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George C. Davis.

Personnel:

Louis J. Appell Jr., *president.*
 Jim Curtis, *program director.*
 Tom Miller, *film director.*
 Otis B. Morse, *news editor.*
 Jeanne Padden, *promotion director.*
 Llewellyn Jones, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Oct. 1, 1952)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$200.00	\$125.00	\$105.00	\$90.00	\$70.00	\$55.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
150.00	94.00	79.00	67.50	52.50	41.50	15.50
Class C—All other times.						
100.00	62.50	52.50	45.00	35.00	27.50	10.50

RHODE ISLAND

WJAR-TV

Providence

(Ch. 10)

Licensee: The Outlet Co., 176 Weybosset St.

Studio: 176 Weybosset St. **Transmitter:** Rehoboth, Mass.

Telephone: Gaspee 1-8255.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 171-kw aural. Antenna: 916-ft. above av. terrain, 853-ft. above ground, 1049-ft. above sea level, lat. 41° 51' 54", long. 71° 17' 15". Request change to 160-kw aural, 916-ft. above av. terrain, 853-ft. above ground.

Network Service: NBC, ABC, DuMont, CBS.

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

Ownership: The Outlet Co. (dept. store).

Began Operation: July 10, 1949.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

George O. Griffith, *v.p. & treasurer.*
 Peter B. James, *station manager.*
 Thomas C. J. Prior, *chief engineer.*
 Seymour Horowitz, *program manager.*
 Dody Sinclair, *director of public relations & merchandising.*
 Frederick Griffiths, *TV operations manager.*
 Manning V. Tesser, *production manager.*
 Edward Boghosian, *sales manager.*
 Walter Covell, *religious & educational director.*
 Jay Hoffer, *promotion manager.*
 Warren Walden, *news & sports director.*
 Deborah Seaman, *traffic manager.*

DIGEST OF RATE CARD NO. 6 (REVISED)—(Sept. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.							
\$1000.00	\$600.00	\$500.00	\$400.00	\$350.00	\$250.00	\$180.00	\$90.00
Class B—5-6 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 4-6 p.m., Sat. & Sun.							
750.00	450.00	375.00	300.00	262.50	187.50	115.00	57.50
Class C—Noon-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:15 p.m.-12:30 a.m., daily.							
500.00	300.00	250.00	200.00	175.00	125.00	85.00	42.50
Class D—Sign-on-noon, daily; 12:30 a.m.-sign-off, daily.							
250.00	150.00	125.00	100.00	80.00	60.00	50.00	25.00

WNET Providence

(Ch. 16)

Licensee: Channel 16 of Rhode Island, Inc., Box 1533.
Studio & Transmitter: Pine & Walker Streets, Rehoboth, Mass.
Telephone: Union 1-3100.
Technical Facilities: Channel No. 16 (482-488 mc). Operating under special temporary authorization with 22-kw visual, 11-kw aural. Authorized power: 214-kw visual, 128-kw aural. Antenna: 510-ft. above av. terrain, 473-ft. above ground, 650-ft. above sea level, lat. 41° 52' 13", long. 71° 17' 47".
Network Service: CBS, ABC, DuMont.
Ownership: Harold C. Arcaro, pres., 33.04%; Samuel Hamin, v.p., 33.04%; John Dunne, v.p., 33.04%; TV Associates of R.I. Inc., 36%.
Began Operation: March 23, 1954.
Represented (sales) by Paul H. Raymer Co. Inc.; Robert C. Foster Co. (New England).
Represented (legal) by Benedict P. Cottone.
Represented (engineering) by George C. Davis.

Personnel:

E. James McEnaney Jr., *general manager*.
 Patricia Vayda, *program director*.
 Robert Gilmore, *film director*.
 Bruce White, *promotion director*.
 Virginia Bartlett, *woman's program director*.
 Herbert F. Evans, *chief engineer*.

DIGEST OF RATE CARD No. 2 †—(March 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$66.67	\$60.00	\$40.00	\$20.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
150.00	90.00	65.00	50.00	45.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	33.34	30.00	20.00	10.00

† Film rates only.

SOUTH CAROLINA

WAIM-TV Anderson

(Ch. 40)

Grantee (STA): Wilton E. Hall, Box 806.
Studio & Transmitter: 321 Kingsley Rd.
Telephone: Canal 6-1511.
Technical Facilities: Channel No. 40 (626-632 mc). Operating under special temporary authorization with 16.6-kw visual, 8.3-kw aural. Authorized power: 166.6-kw visual, 83.6-kw aural. Antenna: 375-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level, lat. 34° 30' 53", long. 82° 33' 15".
Network Service: CBS.
AM Affiliate: WAIM, 25-kw, 1230 kc (CBS). **FM Affiliate:** WCAO, 52-kw, 101.1 mc (No. 266), 330-ft. antenna height.
Ownership: Wilton E. Hall, 100%, publisher of *Anderson Independent and Mail*.
Began Operation: Dec. 1, 1953.
Represented (sales) by Headley-Reed TV.
Represented (legal) by Spearman & Roberson and Benedict P. Cottone.
Represented (engineering) by George C. Davis.

Personnel:

Wilton E. Hall, *owner*.
 Glenn P. Warnock, *general manager*.
 Fisher Darden, *sales manager*.
 Marshall Gilliard, *production director*.
 John Willis, *engineering director*.
 Virginia Barath, *promotion manager*.

**DIGEST OF RATE CARD NO. 1
(Dec. 1, 1953)**

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$66.67	\$60.00	\$45.00	\$30.00
Class B—4:30-6 p.m., daily.							
160.00	96.00	80.00	64.00	53.34	48.00	36.00	28.80

WCSC-TV Charleston

(Ch. 5)

Licensee: WCSC Inc., 485 East Bay.
Studio and Transmitter: 485 East Bay St.
Telephone: 3-8371
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 515-ft. above ground, 525-ft. above sea level, lat. 32° 47' 23", long. 79° 55' 49".
Network Service: CBS, ABC.
AM Affiliate: WCSC, 5-kw, 1390 kc (CBS). **FM Affiliate:** WCSC-FM, 36-kw, 96.9 mc (No. 245), 330-ft. antenna height.
Ownership: John M. Rivers, pres.-treas., 63.74%; G. L. B. Rivers, v.p., 9.4%; Martha Rivers, secy., .01%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.31%); Arthur L. Rivers II, 1.83%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 16, 1953.
Represented (sales) by Free & Peters Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Craven, Lohnes & Culver.
Personnel:

John M. Rivers, *president and general manager*.
 Roland Weeks, *assistant manager*.
 Ralph Thornley, *sales manager*.
 Russell Long, *program director*.
 Charles Hall, *production manager*.
 Annie Lee Small, *promotion manager*.
 Harry Ghanaris, *news director*.
 Patsy Montgomery, *copy chief*.
 Annie Laurie Quarterman, *traffic manager and film director*.
 Wilbur Albee, *chief engineer*.

**DIGEST OF RATE CARD NO. 2
(March 1, 1954)**

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$200.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-6:59 p.m., Mon.-Sat.; noon-6:59 p.m., Sun.; 10:30-11:29 p.m., daily.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00



FABULOUS!

IS THE WORD FOR
TV'S NEW FUN SHOW!
SEE PAGES 356-357



South Carolina

WUSN-TV Charleston

(Ch. 2)

Grantee (STA): Southern Bestg. Co. Inc.
Studio & Transmitter: 3rd & 10th Aves.
Telephone: 2-2652.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level, lat. 32° 47' 53", long. 79° 53' 51".

Network Service: NBC, DuMont.

AM Affiliate: WUSN, .25-kw, 1450 kc (MBS).

Ownership: *Charleston Evening Post*, 40%; J. Drayton Hastie family, 43%; remainder held by 150 other stockholders.

Began Operation: Sept. 10, 1954.

Represented (sales) by H-R Television Inc.; James S. Ayers Co. (Southeastern).

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

J. Drayton Hastie, *president & general manager*.
Philip D. Porterfield, *general sales manager*.
Douglas Bradham, *asst. general manager*.
Grange Cuthbert, *local sales manager*.
Harry R. Patton, *film director*.
Walter Nelson, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:10-30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

WCOS-TV Columbia

(Ch. 25)

Grantee (STA): Radio Columbia, Cornell Arms Bldg.
Studio and Transmitter: Two Notch Rd. & Wisteria Dr.
Telephone: 2-2177.

Technical Facilities: Channel No. 25 (536-542 mc). Operating under special temporary authorization with 15.7-kw visual, 7.9-kw aural. Authorized power: 83.2-kw visual, 44.7-kw aural. Antenna: 650-ft. above av. terrain, 554-ft. above ground, 965-ft. above sea level, lat. 34° 03' 22", long. 80° 58' 52".

Network Service: ABC, DuMont.

AM Affiliate: WCOS, .25-kw, 1400 kc (ABC). FM Affiliate: WCOS-FM, 5.3-kw, 97.9 mc (No. 250), 260-ft. antenna height.

Ownership: Charles W. Pittman, pres., 71.3%; Henry W. Pittman, v.p., 26.6%; Mrs. Margaret B. Pittman, secy.-treas.

Began Operation: April 25, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson & Ball.

Represented (engineering) by George C. Davis.

Personnel:

Charles W. Pittman, *president & general manager*.
Stewart Spencer, *director of TV*.
Wayne Foucher, *sales manager*.
Robert D. Lambert Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 2 † (Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5:30-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

† Film rates only.

WUSN-TV offers you a 55% to 80% BONUS in coverage OF THE RAPIDLY EXPANDING CHARLESTON, S. C. MARKET

Grade A

WUSN-TV 4,300 sq. miles
WCSC-TV 2,400 sq. miles

WUSN-TV BONUS

1,900 sq. miles - or 80%

Grade B

WUSN-TV 15,000 sq. miles
WCSC-TV 9,700 sq. miles

WUSN-TV BONUS

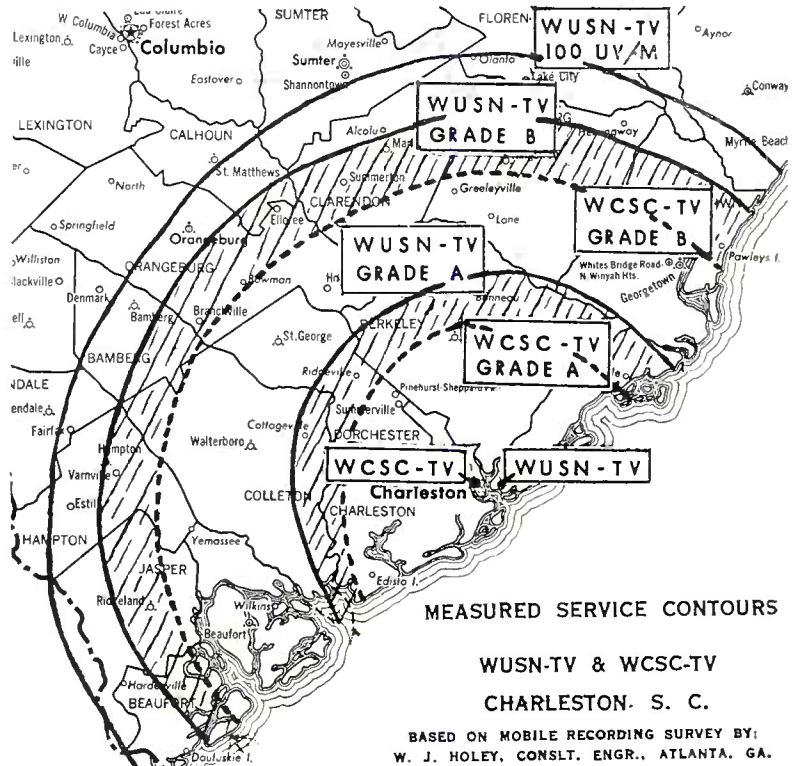
5,300 sq. miles - or 55%

Higher tower and superior channel make the difference. Yes, you get more for your advertising dollar on WUSN-TV with the greatest unduplicated NBC coverage in the rich coastal empire.

WUSN-TV

Channel 2 • NBC • Dumont

J. DRAYTON HASTIE, Pres.
Charleston, S. C.



MEASURED SERVICE CONTOURS

WUSN-TV & WCSC-TV
CHARLESTON, S. C.

BASED ON MOBILE RECORDING SURVEY BY:
W. J. HOLEY, CONSLT. ENGR., ATLANTA, GA.

WIS-TV
Columbia
(Ch. 10)

Grantee (STA): WIS-TV Corp., 1111 Bull St.
 Studio: 1111 Bull St. Transmitter: Gervais & Bull Sts.
 Telephone: 3-6431.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 269-kw visual, 135-kw aural. Antenna: 640-ft. above av. terrain, 582-ft. above ground, 905-ft. above sea level, lat. 34° 00' 06", long. 81° 01' 44".
 Network Service: NBC, DuMont, ABC.
 AM Affiliate: WIS, 5-kw, 560 kc (NBC). FM Affiliate: WIS-FM, 1.3-kw, 94.5 mc (No. 233), 270-ft. antenna height.

Ownership: Broadcasting Co. of the South (WIS), 81%; E. Grenville Selbels II, 5.77%; 16 others, none owns more than 3%.
 WIS-TV officers: G. Richard Shafto, pres.; B. Calhoun Hipp, v.p.; Herman N. Hipp, v.p.; Charles A. Batson, v.p.; Francis M. Hipp, treas.; R. R. Scales Jr., secy.; Thomas B. Boyle, director, 2.7%; Frank E. Gary Jr., director, 2.2%. Bestg. Co. of the South is controlled by Hipp family, operates WIST, Charlotte, N.C., and owns 43% of Ch. 9 applicant there.

Began Operation: Oct. 24, 1953.
 Represented (sales) by Free & Peters Inc.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
 G. Richard Shafto, *president*.
 Charles A. Batson, *v.p. & managing director*.
 Law Epps, *sales manager*.
 Adrian R. Munzell, *program coordinator*.
 Dixon Lovvorn, *production supervisor*.
 E. Grenville Selbels, *news director*.
 James W. Jackson Jr., *sports director*.
 Herbert G. Eldson, *technical director*.
 Barnett F. Goldberg, *technical supervisor*.

DIGEST OF RATE CARD NO. 2
(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily & Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00*	\$35.00*
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.-midnight, daily & Sun.						
262.50	157.50	105.00	92.00	65.75	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

* Class AA (7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.): Min. or 20 Sec., \$87.50; 10 Sec., \$43.75.

WNOK-TV
Columbia
(Ch. 67)

Grantee (STA): Palmetto Radio Corp., Box 5307.
 Studio: 1811 Main St. Transmitter: Cushman Rd.
 Telephone: 3-9401.
 Technical Facilities: Channel No. 67 (738-794 mc). Operating under special temporary authorization with 93.5-kw visual, 47-kw aural. Authorized power: 741-kw visual, 372-kw aural. Antenna: 624-ft. above av. terrain, 536-ft. above ground, 916-ft. above sea level, lat. 34° 02' 41", long. 80° 59' 51".
 Network Service: CBS.

AM Affiliate: WNOK, .25-kw, 1230 kc (MBS).
 Ownership: W. Croft Jennings, pres., 9%; Irwin Kahn, v.d., 26%; J. W. Lindau III, v.p., 14%; Samuel Litman, treas., 12%; Carlisle Roberts, secy., 9%; 15 others, none owns as much as 3%.

Began Operation: Sept. 1, 1953.
 Represented (sales) by Paul H. Raymer Co. Inc.
 Represented (legal) by Covington & Burling.
 Represented (engineering) by Kear & Kennedy.

Personnel:
 H. Moody McElveen Jr., *general manager*.
 Bill Routh, *program manager*.
 Donald E. Willoughby, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$66.67	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	90.00	75.00	65.00	50.00	45.00	30.00	15.00
Class C—Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.							
100.00	60.00	50.00	40.00	33.34	30.00	20.00	10.00

South Carolina

WBTW
Florence
(Ch. 8)

Grantee (STA): Jefferson Standard Bcstg. Co. Box 630.
 Studio & Transmitter: New Cashua Ferry Rd.
 Telephone: 2-1566.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 790-ft. above av. terrain, 827-ft. above ground, 923-ft. above sea level, lat. 34° 16' 13", long. 79° 43' 39".

Network Service: CBS, DuMont, NBC, ABC.
 Ownership: Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTW, Charlotte, N.C.; 100% of WBIG, Greensboro, and 16.59% of Greensboro News Co. (WFMY-TV).

Began Operation: Oct. 18, 1954.
 Represented (sales) by CBS Television Spot Sales.
 Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.
 Represented (engineering) by A. D. Ring & Assoc.

Personnel:
 Joseph M. Bryan, *president*.
 Charles H. Crutchfield, *executive v.p. & general manager*.
 J. William Quinn, *managing director*.
 Melvin Purvils, *station manager*.
 Wallace J. Jorgenson, *general sales manager*.
 Robert Riersen, *program & production director*.
 John Brock, *WBTW sales manager*.
 Whitefoord Smith, *promotion & publicity director*.
 Harry Hughes, *film director*.
 JoAnn Hodge, *women's director*.
 Charles Newton, *farm editor*.
 Emil A. Sellars, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Sept. 26, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$83.33	\$75.00	\$50.00*	\$25.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	62.50	56.25	37.50	18.75
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-1 p.m.; 11 p.m.-sign-off, Sat. & Sun.						
125.00	75.00	50.00	41.67	37.50	25.00	12.50
Class D—Sign-on-9 a.m., Mon.-Fri.						
100.00	60.00	40.00	33.33	30.00	20.00	10.00
Class AA (Announcements)—8-10 p.m., Min., \$60.00; 10 Sec., \$30.						

* 7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun.

WFBC-TV
Greenville
(Ch. 4)

Grantee (STA): WMRC Inc., 505 Rutherford St.
 Studio: 505 Rutherford St. Transmitter: Paris Mt.
 Telephone: 5-9653.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1204-ft. above av. terrain, 158-ft. above ground, 2204-ft. above sea level, lat. 34° 56' 28", long. 82° 24' 40".
 Network Service: NBC.

AM Affiliate: WFBC, 5-kw, 1330 kc (NBC). FM Affiliate: WFBC-FM, 8.7-kw, 93.7 mc (No. 229), 170-ft. antenna height.

Ownership: Textile Bcstg. Co. 39%; Greenville News-Piedmont (WFBC), 41%; Carolina Television Inc., 20%. Roger C. Peace (News-Piedmont), chairman; Robert A. Jolley (Textile), pres.; John I. Smith, v.p.; C. F. Haynesworth Jr. (Carolina), secy.; J. Kelly Sisk (News-Piedmont), treas.

Began Operation: Dec. 26, 1953.
 Represented (sales) by Weed Television Corp.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:
 B. T. (Bevo) Whitmire, *general manager*.
 Norvin C. Duncanson, *asst. manager and program director*.
 Col. L. J. I. Barrett, *production director*.
 Curtis J. Guthrie, *promotion director*.
 Ivan Reese, *copy department*.
 Robert Q. Glass Jr., *commercial manager*.
 Wilson C. Wearn, *director of engineering*.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$80.00	\$40.00
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
300.00	180.00	120.00	100.00	90.00	60.00	30.00
Class C—Noon-5 p.m., Mon.-Fri.						
200.00	120.00	80.00	66.67	60.00	40.00	20.00
Class D—All other times.						
120.00	72.00	48.00	40.00	36.00	25.00	12.50

* Class AA—7:29-10:10 p.m., daily; Min., \$100.00; 10 Sec., \$50.00.

So. Dakota - Tennessee

WGVL Greenville (Ch. 23)

Grantee (STA): Greenville Television Co., Calhoun Towers.

Studio: Calhoun Towers. Transmitter: Paris Mountain.

Telephone: 5-0471.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 17-kw visual, 8.51-kw aural. Antenna: 1130-ft. above av. terrain, 131-ft. above ground, 2166-ft. above sea level, lat. 34° 56' 26", long. 82° 24' 34".

Network Service: ABC, DuMont.

AM Affiliate: None.

Ownership: R. M. Caine, 16.6%; Edgar M. Norris, 10.9%; Lewis Village, 9%; Vivian M. Manning, 7.5%; Hugh K. Aiken, 7.4%; Calvin F. Teague, 5.5%; Camille M. Manning, 4.8%; Burnett R. Maybank Jr., 4.8%; Keitt H. Smith, 4.8%; M. B. Crigler, 4.7%; Ben K. McKinnon, 3.7%; J. I. Converse, 3.3%; remaining 17% held by minor stockholders.

Began Operation: July 15, 1953.

Represented (sales) by H-R Television.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Ben K. McKinnon, *v.p. & general manager.*
John Wrightson, *business manager.*
Ben Greer, *program director.*
Bill Banner, *film director.*
Sue Shaw, *traffic manager.*
Harley Reynolds, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (August 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.								
150.00	120.00	90.00	75.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	32.00	24.00	20.00	10.00

SOUTH DAKOTA

KELO-TV Sioux Falls (Ch. 11)

Licensee: Midcontinent Broadcasting Co., 8th St. & Phillips Ave.

Studio: 8th St. & Phillips Ave. Transmitter: Near Shindler, 7-mi. S.E. of Sioux Falls.

Telephone: 4-5841.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 200-kw visual, 120-kw aural. Antenna: 528-ft. above av. terrain, 574-ft. above ground, 1982-ft. above sea level, lat. 43° 29' 19", long. 96° 38' 09".

Network Service: ABC, CBS, NBC, DuMont.

AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

Ownership: Joseph L. Floyd, pres., 33½%; N. L. Bentson, v.p., 33½%; Edmund R. Ruben, secy.-treas., 33½%. Mr. Bentson controls share-time station WMN-TV, St. Paul-Minneapolis. Messrs. Floyd and Ruben operate movie theatres. Same interests have applied for Ch. 3, Florence, S. D., to be operated as satellite of KELO-TV.

Began Operation: May 12, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

Joe Floyd, *president.*
Evans A. Nord, *general manager.*
Les Froke, *chief engineer.*
Dane Dedrick, *production manager.*
Jack Townsend, *promotion manager.*

DIGEST OF RATE CARD NO. 4 † (Nov. 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$300.00	\$240.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11:30 p.m., Sun.							
200.00	160.00	120.00	80.00	70.00	60.00	40.00	20.00
Class C—All other times.							
150.00	120.00	90.00	60.00	52.50	45.00	30.00	15.00

† Film rates only.

TENNESSEE

WDEF-TV Chattanooga (Ch. 12)

Grantee (STA): WDEF Bdstg. Co., Volunteer Bldg.

Studio: Volunteer Bldg. Transmitter: Atop Signal Mt.

Telephone: 6-0124.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 105.2-kw visual, 52.6-kw aural. Antenna: 994-ft. above av. terrain, 379-ft. above ground, 2287-ft. above sea level, lat. 35° 08' 05", long. 85° 19' 25".

Network Service: NBC, CBS, ABC, DuMont.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).

Ownership: 160 stockholders. Officers: Carter M. Parham, pres., 17.67%; Moses Lebovitz, v.p., 6.15% (theatres); Edward Finlay Jr., secy., 11.01%; Alex Guerry Jr., treas., 1.35%.

Began Operation: April 15, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Pierson & Ball.

Represented (engineering) by Russel P. May.

Personnel:

Carter M. Parham, *president.*
H. E. "Hap" Anderson, *station manager.*
Otis H. Segler, *local sales manager.*
Morris Quave, *program manager.*
David Andrews, *production manager.*
Warren Herring, *promotion manager.*
Mort Lloyd, *news director.*
Richard Phipps, *continuity director.*
B. C. Baker, *chief engineer.*

DIGEST OF RATE CARD NO. 1 † (April 25, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
262.50	157.50	105.00	92.00	65.75	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

† Film rates only.

WDXI-TV Jackson (Ch. 7)

(Due to Begin Operating in March)

Grantee (STA): Dixie Bestg. Co., Williams Bldg.

Studio: Williams Bldg. Transmitter: Muse St. at city limits.

Telephone: 7-9611.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 630-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level, lat. 35° 38' 32", long. 88° 48' 27".

Network Service: CBS.

AM Affiliate: WDXI, 5-kw, 1360 kc, MBS.

Ownership: Aaron B. Robinson, pres., 57.33%; Dr. Frank M. Davis, v.p., 6.67%; Harley M. Moses, v.p., 6.67%; Dave M. Palmer Jr., v.p., 6.67%; Cecil G. Murdock, 6.67%; Harold L. Simpson, 6.67%; D. F. Prince, 6.67%; James W. Hoppers, 1.95%; T. J. Williams, .65%. Mr. Robinson publishes *Corinth* (Miss.) *Corinthian* and owns 45.8% of WCMA, Corinth. He also controls and other WDXI stockholders have minority interest in Tennessee radio stations WENK, Union City, WDXE, Lawrenceburg, WTPR, Paris.

Represented (sales) by Burn-Smith Co. Inc.

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:

Aaron B. Robinson, *president & general manager.*
Jack Murphy, *sales manager.*
Larry Crenshaw, *program manager.*
Dave O'Brien, *promotion & publicity director.*
James Thomas, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$36.00	\$30.00	\$20.00	\$10.00
Class B—All other times.						
100.00	60.00	40.00	25.00	20.00	16.00	8.00

WJHL-TV
Johnson City
 (Ch. 11)

Grantee (STA): WJHL Inc., 145 W. Main St.

Studio and Transmitter: Tannery Knob.

Telephone: 2780.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 309-kw visual, 155-kw aural. Antenna: 720-ft. above av. terrain, 630-ft. above ground, 2541-ft. above sea level, lat. 36° 19' 26", long. 82° 20' 36".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WJHL, 5-kw (1-kw night), 910 kc (ABC). FM Affiliate: WJHL-FM, 9.7-kw, 100.7 mc (No. 264), 720-ft. antenna height.

Ownership: W. H. Lancaster Sr., pres., 19.38%; W. H. Lancaster Jr., 1st v.p., 4%; Mrs. Harriet B. Campbell, 2d v.p., 15.72% (in trust); T. F. Dooley, secy.-treas., 4%; Evelyn Lancaster, 22.19%; Miss Harriet B. Campbell, 9.33%; Edna M. Dooley, 8.65%; S. H. Campbell III, 4.66%; in trust for S. H. Campbell III & Miss Harriet B. Campbell, 15.72%.

Began Operation: Oct. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. Lancaster Sr., *president*.
 W. H. Lancaster Jr., *general manager*.
 William Shell, *publicity director*.
 Jack Sausman, *production director*.
 Walter Heeb, *program director*.
 Al Renfro, *supervisor operational engineering*.
 Rowland Medler, *supervisor transmitter engineering*.

DIGEST OF RATE CARD NO. 2 † (Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$85.00	\$65.00	\$50.00	\$25.00
Class B—4-6 p.m., 11 p.m.-midnight, Mon.-Fri., 1-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	65.00	46.00	38.00	19.00
Class C—All other times.						
125.00	75.00	50.00	42.50	32.50	25.00	12.50

† Film rates only.

Tennessee

WATE
Knoxville

(Ch. 6)

Grantee (STA): Greater East Tennessee TV Inc., 612 Gay St. S.W.

Studio: Sharps Ridge Memorial Rd. (temporary).

Transmitter: Sharps Ridge Memorial Rd.

Telephone: 2-7111.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level, lat. 36° 00' 13", long. 83° 56' 35".

Network Service: NBC, ABC.

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

Ownership: Following officers and stockholders are voting trustees: Paul Mountcastle, pres., 37.43%; Cowan Rodgers Jr., exec. v.p., 9.83%; Frank A. Tucker, treas., 8.57%; John A. Ayres, secy.; W. H. Linebaugh, v.p. & gen mgr., 5.04%; Herbert J. Madden, v.p., 2.34%; Other stockholders: R. Douglas Cunningham, 7.14%; I. Wayne Longmire, 3.6%; Myron J. Marks, 3.6%; Julian G. Morton, 3.54%; 12 others, none owns over 2.5%. Note: Clarence Beaman Jr. has option to buy 14.28%.

Began Operation: Sept. 24, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

W. H. Linebaugh, *v.p. & general manager*.
 John H. Reese, *program director*.
 John T. McCloud, *sales manager*.
 Carl Tibbetts, *production manager*.
 Wayne Hudson, *promotion manager*.
 Fred M. Andrews, *chief engineer*.

DIGEST OF RATE CARD NO. 2 †—(April 15, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
225.00	135.00	112.50	90.00	79.00	56.50	45.00	22.50
Class C—All other times.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

YOU GET THE

cream on wdef-tv

WDEF-TV
 Average on Network Shows over 41.0

U. S. Average on Network Shows under 30.0 except Top Show

WDEF-TV
 Average on Syndicated Shows 41.6

U. S. Average on Syndicated Shows under 20.0

Harold (Hap) Anderson, Manager
 Carter M. Parham, President

INTERCONNECTED . . .
 NBC · CBS · ABC · Dumont
 105,200 WATTS VHF

WDEF-TV
 CHATTANOOGA channel 12

Contact THE BRANHAM COMPANY

* Taken From the NATIONAL TELEPULSE — August 1-7, 1954 (TOP 15)

Tennessee

WTSK-TV Knoxville

(Ch. 26)

Grantee (STA): South Central Bcstg. Co., Box 148, Evansville, Ind.
 Studio & Transmitter: Sharps Ridge Memorial Rd.
 Office: 2313 N. Broadway.
 Telephone: 5-2113.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 21-kw visual, 10.5-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level, lat. 36° 00' 37", long. 83° 55' 56".

Network Service: CBS, ABC, DuMont.

Ownership: John A. Engelbrecht, pres., 39.6%; George F. Stoltz, v.p., 39.6%; Leighman D. Groves, secy.-treas., 19.8%; Eileen O. Stoltz, director, .5%; Bettie G. Engelbrecht, director, .5%. South Central Bcstg. also operates radio WIKY, Evansville, Ind.

Began Operation: Oct. 1, 1953. Sale to present owners approved By FCC July 28, 1954. (*Television Digest*, Vol. 10:23, 31).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

Harold B. Rothrock, *station manager*.
 William E. Eckstein, *program manager*.
 Guy L. Smith III, *commercial manager*.
 Marie Hogan, *publicity and public service director*.
 Joe Broyles, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

WHBQ-TV Memphis

(Ch. 13)

Grantee (STA): General Teleradio Inc., 1440 Broadway, New York City, N.Y.

Studio: 1381 Madison Ave. Transmitter: Raleigh-LeGrange Rd.
 Telephone: 32-1705.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level, lat. 35° 10' 32", long. 89° 50' 43".

Network Service: CBS, ABC.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc (MBS).

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954. (*Television Digest*, Vol. 10:5, 11).

Represented (sales) by Blair-TV Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Frank H. McIntosh.

Personnel:

John H. Cleghorn, *v.p. & general manager*.
 William H. Grumbles, *operations manager*.
 William C. Rucker, *promotion director*.
 L. O. Dobson, *general sales director*.
 W. O. Beeman, *business manager*.
 Gordon A. Lawhead, *program & film director*.
 Wilson Northcross, *production director*.
 Mark Forrester, *traffic director*.
 Gene Roper, *news director*.
 Welton M. Roy, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:59 p.m. daily.							
\$700.00	\$560.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$62.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.							
525.00	420.00	315.00	210.00	183.75	131.25	105.00	46.88
Class C—Noon-5 p.m., Mon.-Sat.; 7 a.m.-noon, Sun.; 10:30-11:30 p.m., daily.							
420.00	336.00	252.00	168.00	147.00	105.00	84.00	37.50
Class D—7 a.m.-noon, Mon.-Sat.; 11:30 p.m. sign-off, daily.							
280.00	224.00	168.00	112.00	98.00	70.00	56.00	25.00

WMCT Memphis

(Ch. 5)

Licensee: Memphis Publishing Co., 495 Union Ave.

Studio: Goodwyn Institute Bldg. Transmitter: U. S. Highway 70 & Macon Rd.

Telephone: 8-7464.

Technical Facilities Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1010-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level, lat. 35° 10' 15", long. 89° 53' 12".

Network Service: ABC, DuMont, NBC.

AM Affiliate: WMC, 5-kw, 790 kc (NBC). FM Affiliate: WMCF, 260-kw, 99.7 mc (No. 259), 590-ft. antenna height.

Ownership: Same company publishes *Memphis Commercial Appeal and Press-Scimitar*. Same ownership (Scripps-Howard) also operates WCPO-TV & WCPO, Cincinnati; TV station WEWS, Cleveland, radio station WNOX, Knoxville (TV applicant). For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

H. W. Slavick, *general manager*.
 Earl Moreland, *station manager*.
 Wilson Mount, *program director*.
 E. C. Frase Jr., *chief engineer*.
 Edward Greaney, *production manager*.

DIGEST OF RATE CARD NO. 10-A (April 1, 1954)

Base rate *	45 Min.	30 Min.	20 Min.	15 Min.	
Hour	\$700.00	\$560.00	\$420.00	\$385.00	\$280.00
10 Min.	5 Min.	Min.	20 Sec.	7 Sec.	
\$245.00	\$175.00	\$140.00	\$125.00	\$62.50	

* Class A—6-10:30 p.m., daily.
 Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily; noon-6 p.m., Sat. & Sun.—75% of base rate.
 Class C—Noon-5 p.m., Mon.-Fri.; 6 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.
 Class D—6 a.m.-noon, Mon.-Fri.

WLAC-TV Nashville

(Ch. 5)

Grantee (STA): WLAC-TV Inc., 159 Fourth Ave. N.

Studio: 159 Fourth Ave. N. Transmitter: Brick Church Pike & Old Hickory Blvd.
 Telephone: 42-4331.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level, lat. 36° 16' 05", long. 86° 16' 05".

Network Service: CBS.

AM Affiliate: WLAC, 50-kw, 1510-kc (CBS).

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas.

Began Operation: July 9, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

T. B. Baker Jr., *exec. v.p. & general manager*.
 Ruth C. Holly, *asst. to manager*.
 William W. Walker, *commercial manager*.
 Carl J. Junker, *operations manager*.
 Ralph Hucaby, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Aug. 6, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$550.00	\$330.00	\$220.00	\$193.00	\$138.00	\$110.00	\$50.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat.; noon-6 p.m., Sun.						
330.00	198.00	132.00	116.00	83.00	66.00	30.00
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily.						
220.00	132.00	88.00	77.00	55.00	44.00	20.00
Class D—All other times.						
165.00	99.00	66.00	58.00	42.00	33.00	15.00

WSIX-TV

Nashville

(Ch. 8)

Grantee (STA): WSIX Inc., Nashville Trust Bldg.

Studio & Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

Telephone: 5-5431.

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 109-kw visual, 58-kw aural, using antenna 247-ft. above ground. Authorized power: 316-kw visual, 170-kw aural. Antenna: 1060-ft. above av. terrain, 631-ft. above ground, 1749-ft. above sea level, lat. 36° 02' 49", long. 86° 49' 47".

Network Service: ABC, DuMont.

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

Ownership: Louis R. Draughon, 33⅓%; W. H. Criswell, 33⅓%; R. D. Stanford Jr., 33⅓%.

Began Operation: Nov. 28, 1953; sale to present owners by Draughon family approved by FCC Sept. 1, 1954 (*Television Digest*, Vol. 10:29, 36).

Represented (sales) by George P. Hollingbery Co.

Personnel:

R. D. Stanford Jr., *general manager*.
Shelton Weaver, *director of operations*.
E. S. Tanner, *commercial manager*.
Charles Duke, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 6-10:30 p.m., Sun.						
\$425.00	\$255.00	\$170.00	\$148.75	\$106.25	\$75.00	\$40.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m.-midnight, Sat.; 10:30-11:30 p.m., Sun.-Fri.						
262.50	157.50	105.00	91.88	65.63	45.00	22.50
Class C—Noon-5 p.m., Mon.-Fri.; 11:30 p.m.-midnight, Sun.-Fri.; 9 a.m.-noon, Sat.						
175.00	105.00	70.00	61.25	43.75	30.00	15.00
Class D—All other times.						
116.67	70.00	46.67	40.84	29.17	20.00	10.00

WSM-TV

Nashville

(Ch. 4)

Licensee: WSM Inc., National Bldg.

Studio and Transmitter: 14th & Compton Aves.

Telephone: 6-7181.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 575-ft. above ground, 1275-ft. above sea level, lat. 36° 07' 49", long. 86° 47' 27". Requests change to 1542-ft. above av. terrain, 1340-ft. above ground, 2200-ft. above sea level, lat. 36° 15' 54", long. 86° 54' 22" and transmitter move to Eaton Creek Rd.

Network Service: NBC, Du Mont.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Ownership: 100% subsidiary of National Life & Accident Insurance Co.

Began Operation: Sept. 30, 1950.

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

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

E. W. Craig, *chairman*.
J. H. DeWitt Jr., *president*.
George Reynolds, *v.p. and technical director*.
Irving Waugh, *commercial manager*.
William R. McDaniel, *director of public relations*.
Harold Baker, *news director*.
Dick Shively, *director of sports*.
Brad Crandall, *operations manager*.
Aaron Shelton, *chief engineer*.

DIGEST OF RATE CARD NO. 6

(June 1, 1954)

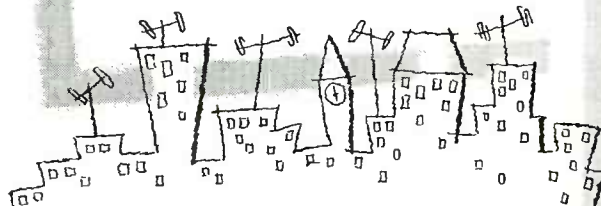
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$110.00	\$55.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
360.00	216.00	144.00	126.00	90.00	72.00	65.00	32.50
Class C—Noon-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat.; 11 p.m.-midnight, daily.							
240.00	144.00	96.00	84.00	60.00	48.00	43.00	21.50
Class D—All other times.							
180.00	108.00	72.00	63.00	41.00	36.00	32.40	16.20

Spring 1955 Edition

According to the most recent
ARB report (Oct., 1954)

WMCT dominates the Memphis Market

from 6 p.m. to 10:30 p.m.



of the total of

126 Quarter Hours

between 6 p.m. and 10:30 p.m.

WMCT HAS 87 TOP RATED PERIODS!

—a better than **2 to 1**
preference for WMCT!

Here is overwhelming testimony of WMCT's leadership in the Memphis market.

Such a rating dominance is vitally important to you in reaching over 315,000 TV homes in the Mid-South area.

WMCT

MEMPHIS • CHANNEL 5

WMC • WMCF • WMCT

Memphis' First T. V. Station

NOW 100,000 WATTS

Owned and Operated by
The Commercial Appeal

National Representatives
The Branham Company

Affiliated with N.B.C. • Also affiliated with A.B.C. and DUMONT

T E X A S

KRBC-TV

Abilene

(Ch. 9)

Grantee (STA): Abilene Radio & Television Co., 4510 S. 14th St.
Studio: 4510 S. 14th St. **Transmitter:** Cedar Gap Mt.
Telephone: 2-8491.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 29.5-kw visual, 14.7-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level, lat. 32° 17' 13", long. 99° 44' 20".

Network Service: NBC, ABC, DuMont.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Ownership: Dale Ackers, pres., 25%; Lewis J. Ackers, v.p., 25%; Jack Andrews, secy.-treas., 25%; Sybill Ackers, 25%.

Began Operation: Aug. 24, 1953. Sale to present owners by *Abilene Reporter News* approved by FCC Sept. 16, 1953 (*Television Digest*, Vol. 9:35, 38).

Represented (sales) by John E. Pearson Television Inc.; Clarke Brown Co. (Texas-Louisiana).

Represented (legal) by Eugene Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Dale Ackers, *president & general manager.*
 Forest Lane, *national sales manager.*
 John Higgins, *commercial manager.*
 John Kelly, *program director.*
 Don Wilson, *news director.*
 Bill Kessel, *chief engineer.*

DIGEST OF RATE CARD NO. 4†

(Jan 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:15 p.m., daily.						
\$225.00	\$155.00	\$105.00	\$80.00	\$60.00	\$40.00	\$20.00
Class B—Sign-on-6 p.m., 10:15 p.m.-sign-off, daily.						
180.00	124.00	84.00	64.00	48.00	32.00	16.00

† Film rates only.

KFDA-TV

Amarillo

(Ch. 10)

Grantee (STA): Amarillo Broadcasting Co. Inc., Broadway at Cherry Ave.

Studio and Transmitter: Broadway at Cherry Ave.

Telephone: 4-5343.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 56-kw visual, 30-kw aural. Antenna: 550-ft. above av. terrain, 456-ft. above ground, 4038-ft. above sea level, lat. 35° 17' 33", long. 101° 50' 48".

Network Service: ABC, CBS.

AM Affiliate: KFDA, 5-kw (1-kw N), 1440 kc (ABC).

Ownership: Texas State Network Inc., Gene L. Cagle, pres., 34.5%; Sid W. Richardson, 62%. Texas State Network owns KRIO, McAllen; KFJZ-TV, grantee for Fort Worth; and owns radios KFJZ, Ft. Worth & WACO, Waco.

Began Operation: April 4, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Ed Moore, *general manager.*
 Dan Hayslett, *sales manager.*
 John Chappel, *program & production manager.*
 Kin Raley, *public relations director.*
 Laurel Knorpp, *promotion & publicity director.*
 Bill Johns, *news editor.*
 Warren Anderson, *director of announcers.*
 Doug Rains, *sports director.*
 Yvonne Silvey, *traffic manager.*
 Evelyn Altman, *home economist.*
 Elizabeth Merchant, *director of women's news.*
 Gene Shaver, *continuity director.*
 Bill Spiller, *chief engineer.*
 Don Daniels, *technical supervisor.*
 Anne Barnes, *accountant.*
 Dolly Roberts, *film editor.*

DIGEST OF RATE CARD NO. 3

(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$81.25	\$62.50	\$50.00	\$25.00

Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
150.00	90.00	60.00	48.75	37.50	30.00	15.00
Class C—Sign-on-5:30 p.m., Mon.-Sat.; 10:31 p.m.-sign-off, daily.						
100.00	60.00	40.00	32.50	25.00	20.00	9.00

KGNC-TV

Amarillo

(Ch. 4)

Grantee (STA): Globe News Publishing Co., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St. **Transmitter:** 5-mi. N. of city limits.

Telephone: Drake 4-4601.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 770-ft. above av. terrain, 833-ft. above ground, 4295-ft. above sea level, lat. 35° 18' 52", long. 101° 50' 47".

Network Service: DuMont, NBC.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC).

Ownership: Globe News Publishing Co. publishes *Amarillo Globe News* and operates radio KFYO, Lubbock, Tex. Parker F. Prouty, pres.; T. E. Snowden, v.p.; Wesley S. Izzard, secy.; Grady W. Camp, asst. secy.-treas. Parker Prouty also is pres. of *Avalanche-Journal Publishing Co.*, publisher of *Lubbock Avalanche* and *Journal*.

Began Operation: March 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr., Dallas.

Personnel:

Wes Izzard, *general manager.*
 Aubrey Jackson, *asst. & commercial manager.*
 Bob Watson, *station manager.*
 Bill Clarke, *local sales.*
 Leon Burt, *promotion & publicity director.*
 Bob Saunders, *production manager.*
 Calvin Handy, *business manager.*
 Bill Torrey, *chief engineer.*
 Joan Jamison, *film editor.*
 Bob Izzard, *news director.*

DIGEST OF RATE CARD NO. 4† (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$75.00	\$60.00	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
180.00	108.00	72.00	54.00	45.00	35.00	17.50
Class C—All other times.						
125.00	75.00	50.00	37.50	30.00	25.00	12.50

† Film rates only.

KTBC-TV

Austin

(Ch. 7)

Licensee: Texas Broadcasting Corp., Driskill Hotel.

Studio: Driskill Hotel, Box 717. **Transmitter:** Mt. Larson.

Telephone: 2-2424.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 740-ft. above av. terrain, 576-ft. above ground, 1498-ft. above sea level, lat. 30° 18' 28", long. 97° 47' 26".

Network Service: CBS, ABC, DuMont, NBC.

AM Affiliate: KTBC, 5-kw, 1-kw night, 590-kc (CBS).

Ownership: Claudia T. Johnson, pres., 94.4%. Texas Bcstg. also operates KANG-TV, Waco.

Began Operation: Nov. 27, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

J. C. Kellam, *v. p. & general manager.*
 "Cactus" Pryor, *program director.*
 O. P. (Bob) Bobbitt, *sales manager.*
 Charles Brooks, *sales promotion director.*
 Paul Bolton, *news editor.*
 Ben Hearn, *chief engineer.*
 Elmo Brown, *film editor.*
 Charles Brown, *merchandising & promotion director.*

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$112.00	\$84.00	\$70.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
262.50	157.50	105.00	84.00	63.00	52.00
Class C—All other times.					
175.00	105.00	70.00	56.00	42.00	35.00

8 Sec. rate: 50% of Min. or 20 Sec.

KBMT
Beaumont
(Ch. 31)

Grantee (STA): Television Bestrs. Inc., Box 1192, Beaumont, Tex.
Studio & Transmitter: U. S. Hwy. 90, between Vidor and Beaumont.
Telephone: 92476.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power 224-kw visual, 117-kw aural. Antenna: 460-ft. above av. terrain, 484-ft. above ground, 500-ft. above sea level, lat. 30° 06' 50", long. 94° 01' 44".

Network Service: NBC, ABC, DuMont.

Ownership: Randolph C. Reed, pres., 50%; N. D. Williams, secy., 50%.

Began Operation: April 9, 1954.

Represented (sales) by Forjoe TV Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gagulne.

Represented (engineering) by Frank H. McIntosh.

Personnel:

John Rossiter, v.p. & general manager.
Walter Morris, program director.
Frank Leins, chief engineer.

DIGEST OF RATE CARD NO. 2 †
(April 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

† Film rates only.

KFDM-TV
Beaumont
(Ch. 6)

(Due to begin operating in February)

Grantee (STA): Beaumont Bestg. Corp., 1420 Calder Ave.
Studio: 1420 Calder Ave. Transmitter: U. S. Hwy. 90, 2 mi. E. of Vidor, Tex.

Technical Facilities: Channel No. 6 (78-84 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 537-ft. above av. terrain, 600-ft. above ground, 618-ft. above sea level, lat. 30° 08' 29", long. 93° 58' 38".

Network Service: CBS.

AM Affiliate: KFDM, 5-kw, 560-ke, ABC.

Ownership: D. A. Cannan, pres., 29.7%; C. B. Locke, exec. v.p., 23.88%; L. H. Cullum, 8.2%; Henry L. Christal, 3.6%; Mrs. Minnie Kahn, 5.88%; over 20 others, none owns as much as 4%. Mr. Cannan owns 59.35% of KFDM-TV, Wichita Falls, Tex.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

C. B. Locke, exec. v.p. & general manager.

(ADDITIONAL DATA UNAVAILABLE)

KVDO-TV
Corpus Christi
(Ch. 22)

Grantee (STA): Coastal Bend Television Co., 409 S. Staples St.
Studio: 409 S. Staples St. Transmitter: Intersection of Agnes & Staples Sts.

Telephone: 2-5321.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power 16.6-kw visual, 8.91-kw aural. Antenna: 310-ft. above av. terrain, 232-ft. above ground, 355-ft. above sea level, lat. 27° 47' 15", long. 97° 24' 01".

Ownership: Gabriel Lozano, pres., 11.11%; Aroldo O. Lerma, v.p., 11.11%; E. E. Mireles, secy., 11.11%; M. L. Ramirez, 11.11%; Alonzo M. Gonzales, 11.11%; C. V. Guzman, 11.11%; Joe Garza, 11.11%; E. G. Estrada, 11.11%; Victor Moreno, 11.11%. Messrs. Lozano and Lerma hold 20% each of radio KCCF, Corpus Christi.

Began Operation: June 9, 1954.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. W. Smith, general manager.
V. E. Tinsley, commercial manager.
Edward F. Joslyn, program director
Karl King, production director.
Nestor Cuesta, chief engineer.

DIGEST OF RATE CARD NO. 1 †
(May 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

† Film rates only.

KRLD-TV
Dallas
(Ch. 4)

Licensee: KRLD Radio Corp., Herald Square.

Studio: Herald Square. Transmitter: Camp & Griffin Sts.

Telephone: Randolph 6811.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 465-ft. above av. terrain, 568-ft. above ground, 1001-ft. above sea level, lat. 32° 47' 16", long. 96° 47' 58". CP for 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34"; transmitter to 1-m. W. of Cedar Hill, Tex.

Network Service: CBS.

AM Affiliate: KRLD, 50-kw, 1080 ke (CBS). FM Affiliate: KRLD-FM, 40-kw, 92.5 mc (No. 223), 480-ft. antenna height.

Ownership: Same as Dallas Times-Herald; John W. Runyon, chairman; Clyde W. Rembert, pres.; D. A. Greenwell, v.p.

Began Operation: Dec. 3, 1949.

Represented (sales) by Branham Co.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

J. W. Runyon, chairman of the board.
Clyde W. Rembert, president & managing director.
Roy M. Flynn, station manager.
W. A. Roberts, asst. general mgr. in charge of sales.
Ves Box, program director.
Fritz Kuler, asst. program director.
Larry Rasco, news director.
Niek Mueller, mgr. film dept.
William B. Honeycutt, technical supervisor.

DIGEST OF RATE CARD NO. 9
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$950.00	\$570.00	\$380.00	\$316.65	\$285.00	\$190.00	\$114.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	150.00	100.00	60.00
Class C—7 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; sign-on-1 p.m., Sun.						
250.00	150.00	100.00	83.35	75.00	55.00	27.50

WFAA-TV
Dallas
(Ch. 8)

Licensee: A. H. Belo Corp., Young & Houston Sts.

Studio and Transmitter: 3000 Harry Hines Blvd.

Telephone: Riverside 3315.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 274-kw visual, 137-kw aural. Antenna: 328-ft. above av. terrain, 377-ft. above ground, 848-ft. above sea level, lat. 32° 47' 48", long. 96° 48' 24". CP for 316-kw visual, 158-kw aural, 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34"; transmitter to 1-m. W. of Cedar Hill, Tex.

Network Service: ABC, DuMont, NBC.

AM Affiliate: WFAA, 50-kw, 820 ke (NBC) and 5-kw, 570 ke (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

Ownership: Same as Dallas Morning News; Mrs. G. B. Dealey, chairman; E. M. Dealey, pres.; James M. Moroney, v. p. & secy.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

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

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by A. Earl Cullum Jr.

(Continued on next page)

Texas

DALLAS: WFAA-TV—(Continued)

Personnel:

E. M. (Ted) Dealey, *president*.
 James M. Moroney, *v.p. & secretary*.
 Ralph W. Nimmons, *station manager*.
 Mike Shapiro, *commercial manager*.
 Charles E. Larkins, *sales promotion manager*.
 Harvey Bogen, *news director*.
 Bob Blase, *production manager*.
 G. E. Hamilton, *film director*.
 William C. Ellis, *chief engineer*.
 George E. Krutleik, *technical supervisor*.

DIGEST OF RATE CARD NO. 10 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$900.00	\$540.00	\$360.00	\$315.00	\$270.00	\$180.00	\$108.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	150.00	100.00	60.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
250.00	150.00	100.00	87.50	75.00	55.00	27.50

KROD-TV

El Paso

(Ch. 4)

Grantee (STA): El Paso Times Inc., 2201 Wyoming St.

Studio: 2201 Wyoming St. Transmitter: Atop Mount Franklin.

Telephone: 2-6551.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.3-kw visual, 28.2-kw aural. Antenna: 1585-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level, lat. 31° 41' 29", long. 106° 28' 49".

Network Service: CBS, Du Mont, ABC.

AM Affiliate: KROD, 5-kw, 600 kc (CBS).

Ownership: Dorrance Roderick, pres., 75% with members of Roderick family. Also publishes *El Paso Times*.

Began Operation: Dec. 14, 1952.

Represented (sales) by The Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Val Lawrence, *general manager*.
 Richard Watts, *commercial manager*.
 Ken McClure, *promotion manager*.
 Edward P. Talbott, *chief engineer*.
 Bernie Bracher, *program director*.
 Louis Hendrick, *news director*.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30 p.m.-midnight, daily.						
281.25	168.75	112.50	98.75	70.00	56.25	28.15
Class C—All other times.						
187.50	112.50	75.00	65.25	46.90	37.50	18.75

KTSM-TV

El Paso

(Ch. 9)

Grantee (STA): Tri-State Broadcasting Co. Inc.

Studio: 801 N. Oregon St. Transmitter: Third & Santa Fe Sts.

Telephone: 2-5423.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 58.7-kw visual, 29.35-kw aural. Antenna: 111-ft. above av. terrain, 472-ft. above ground, 4173-ft. above sea level, lat. 31° 45' 12", long. 106° 29' 19".

Network Service: NBC.

AM Affiliate: KTSM, 1-kw, 5-kw night, 1380 kc (NBC).

Ownership: Karl O. Wyler, pres., 85%; Roy T. Chapman, v.p.; Karl O. Wyler Jr., secy.-treas.; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: Jan. 4, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George P. Adair.

Personnel:

Karl O. Wyler, *president & general manager*.
 Roy T. Chapman, *v. p. & sales manager*.
 Jack B. Chapman, *program director*.
 Jack Rye, *production director*.
 Karl O. Wyler Jr., *administrative assistant*.
 John Phelan, *news director*.
 William Thonson, *art director*.
 Kenneth Walton, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$60.00	\$50.00	\$25.00
Class B—1-6 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

El Paso

(See Juarez, Mexico, page 231)

WBAP-TV

Fort Worth

(Ch. 5)

Licensee: Carter Publications Inc., 3900 Barnett St.

Studio and Transmitter: 3900 Barnett St.

Telephone: Fort Worth, Lockwood 1981; Dallas, Tremont 9757.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural, 1072-ft. above av. terrain, 1113-ft. above ground, 1739-ft. above sea level, lat. 32° 45' 01.25", long. 97° 16' 07".

Network Service: NBC, ABC.

AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WFAA, Dallas. FM Affiliate: WBAP-FM, 50-kw, 100.5 mc (No. 263), 435-ft. antenna.

Ownership: Same as *Fort Worth Star-Telegram*; Amon G. Carter, chairman; Amon G. Carter Jr., pres. & treas.; B. N. Honea, v.p.

Began Operation: Sept. 29, 1948.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

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

Personnel:

Harold Hough, *director*.
 George Cranston, *manager*.
 Roy Bacus, *commercial manager*.
 Jack Rogers, *regional sales manager*.
 Joe Wallace, *director of publicity, promotion & merchandising*.
 Robert Gould, *program director*.
 Lynn Trammell, *film program manager*.
 Phil Wygant, *operations supervisor*.
 Robert Grammer, *production supervisor*.
 James A. Byron, *news editor*.
 Roberta Wygant, *continuity chief*.
 Clare Tuohy, *traffic chief*.
 Marshall Atwell, *art director*.
 Merl Hartung, *film laboratory chief*.
 Jett Jamison, *commercial film producer*.
 Margret McDonald, *home economist*.
 R. C. Stinson, *engineering director*.

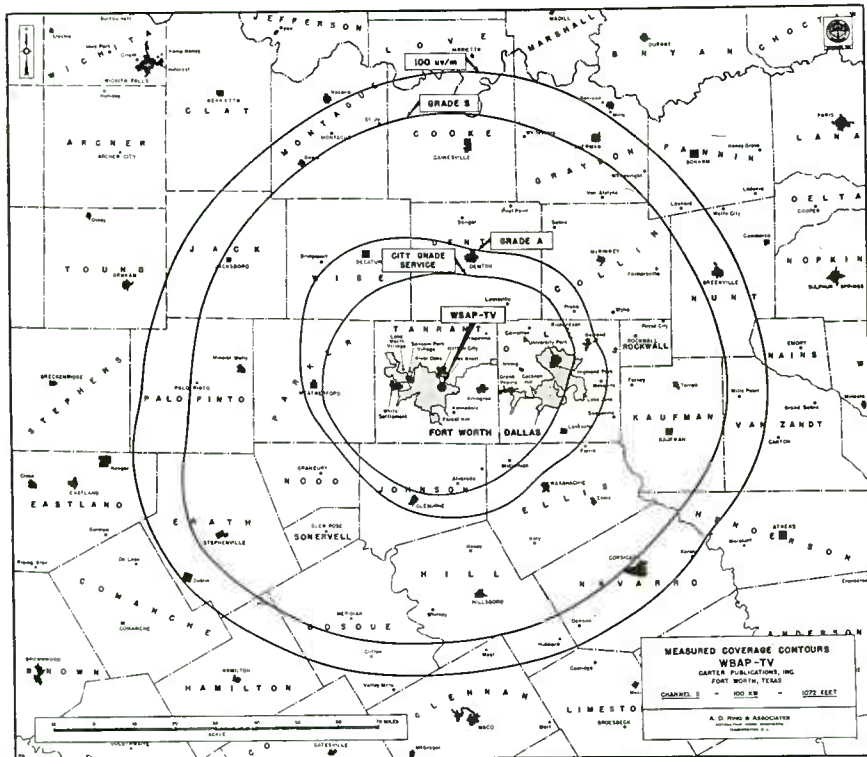
DIGEST OF RATE CARD NO. 9 † (Jan. 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$800.00	\$600.00	\$480.00	\$400.00	\$320.00	\$280.00	\$200.00	\$160.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.							
480.00	360.00	288.00	240.00	192.00	168.00	120.00	110.00
Class C—Noon-6 p.m., 11-Midnight, daily							
320.00	240.00	192.00	160.00	128.00	112.00	80.00	65.00
Class D—7 a.m.-Noon, daily.							
200.00	150.00	120.00	100.00	80.00	70.00	50.00	40.00

† Film rates only.

FULL

COVERAGE with WBAP-TV ... and here it is



**SET
COUNT**

440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

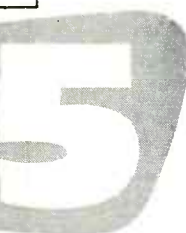
WBAP-TV 38%
2nd Sta. 36%
3rd Sta. 27%

Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	\$2,284,777,000
Buying Income	\$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954
Measured Service Contour Map, A. D. Ring & Associates.

WBAP-TV

CHANNEL



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Chairman

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

KGUL-TV
Galveston
(Ch. 11)

Licensee: Gulf Television Co., 2002 45th St.
Studios: 2002 45th St., Galveston; Prudential Bldg., Houston.
Transmitter: Arcadia, Tex.
Telephone: 3-1607.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 224-kw visual, 120-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 608-ft. above sea level, lat. 29° 26' 25", long. 95° 04' 03". CP for 261-kw visual, 131-kw aural, 1185-ft. above av. terrain, 1213-ft. above ground, 1249-ft. above sea level, lat. 29° 27' 57", long. 95° 13' 24"; transmitter to Alvin-Friendswood Rd., 3-mi. NNE of Alvin. Note: CP set for hearing following protest by KTRK-TV, Houston.

Network Service: CBS.

AM Affiliate: None.

Ownership: Paul E. Taft, pres., 40.5%; Ballinger Mills, v.p., 1.66%; V. W. McLeod, secy.-treas., 1.66%; R. Lee Kempner, 20%; F. Kirk Johnson, 9.16%; James M. Stewart, 9.16%; Wigley, McLeod, Mills & Shirley (law partnership), 4.17%; 8 others, none owning as much as 2.5%.

Began Operation: March 11, 1953.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Scharfeld, Jones & Baron.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Paul E. Taft, *president and general manager.*
Robert S. Wilson, *commercial manager.*
Thomas L. Thompson, *program director.*
John L. Elsele, *sales promotion manager.*
William D. Evans Jr., *publicity director.*
Danny Cochrane, *Galveston sales manager.*
Leslie T. Hunt, *Houston sales manager.*
M. B. Johnson, *film director.*
William R. Sloat, *chief engineer.*
L. V. Deskins, *office manager.*

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$233.33	\$210.00	\$165.00	\$75.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
600.00	360.00	240.00	200.00	180.00	125.00	62.50
Class B—5-6 p.m., 10:30-11 p.m., daily.						
525.00	315.00	210.00	175.00	157.50	100.00	50.00
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	116.67	105.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.						
250.00	150.00	100.00	83.33	75.00	50.00	25.00

KGEB-TV
Harlingen
(Ch. 4)

Grantee (STA): Harbenlto Bcstg. Co. Inc., Box 711.
Studio & Transmitter: U. S. Hwy. 83, between Harlingen and San Benlto, Tex.
Telephone: Garfield 3-4880.

Technical Facilities: Channel No 4 (66-72 mc). Authorized power: 13-kw visual, 6.9-kw aural. Antenna: 410-ft. above av. terrain, 428-ft. above ground, 469-ft. above sea level, lat. 26° 09' 24", long. 97° 40' 22". CP for 93.3-kw visual, 50.1-kw aural.

Network Service: CBS, ABC, DuMont.

AM Affiliate: KGBT (CP), 50-kw (10-kw night), 1530 kc (CBS).

Ownership: McHenry Tichenor, pres., 38.5%; James Cullen Looney, v.p., 39.3%; Troy R. McDaniel, secy.-treas., 10%; Genevive Tichenor, 12.2%.

Began Operation: Sept. 17, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

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

Personnel:

Troy R. McDaniel, *secy.-treas. & general manager.*
Ingham S. Roberts, *commercial manager.*
Ray Gordon, *program director.*
Al Beck, *chief engineer.*

DIGEST OF RATE CARD NO. GT 3†
(Nov. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., daily.					
150.00	90.00	60.00	37.50	30.00	15.00
Class C—All other times.					
100.00	60.00	40.00	25.00	20.00	10.00

† Film rates only.

KTRK-TV
Houston
(Ch. 13)

Grantee (STA): Houston Consolidated Television Co., 4513 Cullen Blvd.

Studio: 4513 Cullen Blvd. Transmitter: Alameda, Tex.

Telephone: Locust 1313.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level, lat. 29° 34' 25", long. 95° 28' 31".

Network Service: ABC.

Ownership: KTRH, 32% (Houston Chronicle owns 70% of KTRH); Roy Hofheinz, 16% (mayor of Houston); John Paul Goodwin, 2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by 26 individuals, none owning as much as 3%, who held stock in other two applicants for channel. KTRK-TV officers: Wright Morrow, chairman; John T. Jones Jr., pres. (also pres. of Houston Chronicle); John Paul Goodwin, v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S. Bruce Jr., treas. Mr. Hofheinz also owns 25% of radio KTHH, Houston.

Began Operation: Nov. 20, 1954.

Represented (sales) by Blair TV Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

John T. Jones Jr., *president.*
Willard E. Walbridge, *general manager.*
William F. Bennett, *commercial manager.*
William T. Wagner, *production director.*
Tom Hiner, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$140.00	\$70.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
600.00	330.00	220.00	200.00	150.00	120.00	60.00
Class B—5-6 p.m., 10:30-11 p.m., daily.						
500.00	300.00	200.00	150.00	125.00	100.00	50.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00

KUHT
Houston
(Ch. 8)

Non-Commercial Educational Station

Grantee (STA): University of Houston, 1500 Louisiana.

Studio: Ezekiel W. Cullen Bldg. Transmitter: Cullen Blvd. at Blodgett Ave.

Telephone: Charter 0141.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 640-ft. above av. terrain, 658-ft. above ground, 707-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52".

AM Affiliate: None. FM Affiliate: KUHF, 9.6-kw, 91.3 mc (No. 217), 250-ft. antenna height.

Ownership: University of Houston Board of Regents, H. R. Cullen, chairman; Houston Independent School Dist., James Deimar, pres.

Began Operation: May 12, 1953.

Represented (legal) by Reagan Cartwright, Houston.

Represented (engineering) by George P. Adair.

Personnel:

John C. Schwarzwald, *station manager.*
Roy Barthold, *program coordinator.*
George Arms, *producer-director.*
Paul Owen, *producer-director.*
Tom C. Battin, *producer & director.*
Richard Uray, *news director.*
John Meaney, *film director.*
Lillian Thorson, *producer-director.*
Carolyn Schnarr, *office manager.*
Dean Johnston, *assistant producer.*
James Byrd, *chief engineer.*
George Collins, *art director.*

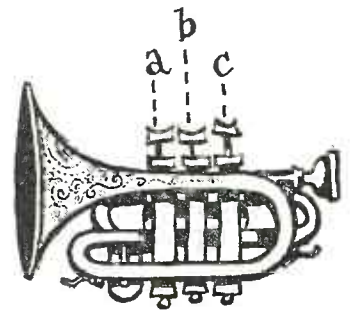


With cats who know their
DIXIELAND
 it's **KTRK-TV, 13 to 1**

Dixieland takes the beat from the leader: Houston, with its million people . . . long gone and still going.

And the hottest spots in Houston are the few left open on KTRK-TV. Programming's in the key of ABC, with KTRK-TV's local variations. It must be good, because it packs 'em in . . . audience and advertisers.

Get the pitch direct from us or from BLAIR-TV.



KTRK-TV, CHANNEL 13, THE CHRONICLE STATION, P. O. BOX 12, HOUSTON 1, TEXAS

KTRK-TV

Houston Consolidated Television Co.
 General Mgr.: Willard E. Walbridge, Commercial Mgr.: Bill Bennett.
 National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.
 Basic ABC.



FIRST WITH



of TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 493 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast Area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

*aggregate TV experience total—Dec. 1954

KPRC-TV CHANNEL 2

JACK HARRIS, Vice President and General Manager

Nationally Represented by EDWARD PETRY & CO.



YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV

Houston

(Ch. 2)

Licensee: Houston Post Co., 2318 Polk Ave.

Studio and Transmitter: 3014 Post Oak Rd.

Telephone: Madison 9271.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 635-ft. above av. terrain, 686-ft. above ground, 749-ft. above sea level, lat. 29° 44' 02", long. 95° 27' 43".

Network Service: NBC.

Network Service: NBC.

AM Affiliate: KPRC, 5-kw, 950 kc (NBC). FM Affiliate: KPRC-FM, 57-kw, 102.9 mc (No. 275), 586-ft. antenna height.

Ownership: Same as *Houston Post*; William P. Hobby, pres.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (see *Television Digest*, Vol. 6:13, 21).

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

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Frank H. McIntosh.

Personnel:

- Jack Harris, v.p. & general manager.
- Jack McGrew, commercial manager.
- Jack Healy, local sales manager.
- James A. Ahlgrim, sales service director.
- Bert Mitchell, program director.
- Kirt Harriss, promotion & merchandising director.
- Earl Corridon, film operation manager.
- Edna Forester, publicity director.
- Kathrine Estes, traffic.
- Paul Huhndorf, chief engineer.

DIGEST OF RATE CARD NO. 7 †—(April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10:30 p.m., daily.						
\$770.00	\$462.00	\$308.00	\$270.00	\$230.00	\$150.00	\$75.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11:15 p.m., daily.						
577.50	346.50	231.00	202.00	173.00	115.00	57.50
Class C—2-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11:15 p.m.-sign-off, daily.						
385.00	231.00	154.00	135.00	115.00	75.00	37.50
Class D—Sign-on-2 p.m., Mon.-Fri.						
290.00	173.50	115.00	101.00	87.00	56.00	28.00

† Film rates only.

KTVE

Longview-Tyler

(Ch. 32)

Grantee (STA): East Texas Television Co., Box 2029, Longview.

Studio & Transmitter: Kilgore Highway, Longview.

Telephone: Plaza 8-5551.

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 20-kw visual, 11-kw aural. Antenna: 290-ft. above av. terrain, 340-ft. above ground, 650-ft. above sea level, lat. 32° 26' 37", long. 94° 49' 5.5". Requests change to 228.58-kw visual, 133.36-kw aural, 287-ft. above av. terrain.

Ownership: A. James Henry, 100%.

Began Operation: Oct. 24, 1953.

Represented (sales) by Forjoe-TV Inc.

Personnel:

- A. James Henry, owner-general manager.
- Barre Monigold, station manager.
- Bernie Bouma, sales manager.
- Herschel McClure, news director.
- Wes Dean, sports director.
- Dera Arrington, women's director.
- W. H. Dixon, chief engineer.

DIGEST OF RATE CARD NO. 2 (Dec. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—3:45-11:15 p.m., Sun.-Fri.; 5-11 p.m., Sat.						
\$175.00	\$105.00	\$70.00	\$60.00	\$52.50	\$35.00	\$17.50

KCBD-TV

Lubbock

(Ch. 11)

Grantee (STA): Bryant Radio & Television Inc., Box 1507.

Studio and Transmitter: 5600 Ave. A.

Telephone: 4-1414.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 760-ft. above av. terrain, 788-ft. above ground, 3988-ft. above sea level, lat. 33° 32' 28", long. 101° 50' 15".

Network Service: ABC, NBC.

AM Affiliate: KCB D, 1-kw, 1590 kc (NBC).

Ownership: Caprock Bestg. Co., 55%; Carl H. Montgomery and Kenneth F. Montgomery (trustees, estate of Lella Y. Post Montgomery), 20%; J. D. Leftwich, 10%; Maple Wilson, 5%; C. E. Davis estate, 5%; Hub K. Jones, 2.5%; Marvin Jones, 2.5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bestg. Co., licensee of AM station KCB D).

Began Operation: May 10, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Weldon & Carr.

Personnel:

- Joe H. Bryant, *president.*
- Robert L. Snyder, *secretary-treasurer.*
- George L. Tarter, *v.p. for sales.*
- Ray Poindexter, *national sales.*
- Frank Lee, *chief engineer.*
- Bill Taylor, *program director.*
- Joe Gilbert, *news director.*
- Jack Tippit, *promotion manager.*

DIGEST OF RATE CARD NO. 3
(July 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6 p.m.-sign-off, Mon.-Sat.; 1 p.m.-sign-off, Sun.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$85.00	\$70.00	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.								
225.00	180.00	135.00	112.50	90.00	63.75	52.50	37.50	18.75
Class C—1-5 p.m., Mon.-Sat.								
150.00	120.00	90.00	75.00	60.00	42.50	35.00	25.00	12.50
Class D—7 a.m.-1 p.m., daily.								
90.00	72.00	54.00	45.00	36.00	25.50	21.00	15.00	7.50

KDUB-TV

Lubbock

(Ch. 13)

Licensee: Texas Telecasting Inc., 74th & College Ave.

Studio and Transmitter: 74th & College Ave.

Telephone: Sherwood 4-2345.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 27.8-kw visual, 14.1-kw aural. Antenna: 820-ft. above av. terrain, 841-ft. above ground, 4067-ft. above sea level, lat. 33° 31' 35", long. 101° 52' 12".

Network Service: CBS, DuMont.

AM Affiliate: KDUB, .25-kw, 1340 kc (CP).

Ownership: W. D. Rogers, pres., 31.6%; Vernice Ford, v.p., 20.3%; W. W. Conley, secy.-treas., 9.2%; Roger L. Kuykendall, 17.4%; A. L. Lott, 9.2%; Flora C. Kampmann, 8.3%; Charles Balthrope, 4%. Same interests also own grantee KPAR-TV, Sweetwater.

Began Operation: Nov. 13, 1952.

Represented (sales) by Avery-Knode Inc.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Frank H. McIntosh.

Personnel:

- W. D. (Dub) Rogers, *president.*
- George Collie, *national sales manager.*
- Jimmie Isaacs, *local sales manager.*
- Ray Trent, *program & film director.*
- Vernon Poerner, *director.*
- John Reynolds, *accountant and office manager.*
- Rudy Starnes, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (July 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$85.00	\$70.00	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.								
225.00	180.00	135.00	112.50	90.00	63.75	52.50	37.50	18.75
Class C—1-6 p.m., Mon.-Fri.								
150.00	120.00	90.00	75.00	60.00	42.50	35.00	25.00	12.50
Class D—7 a.m.-1 p.m., daily.								
90.00	72.00	54.00	45.00	36.00	25.50	21.00	15.00	7.50

K D U B TV



first in West Texas... established 1952

458,756
POTENTIAL
CUSTOMERS*

\$756,739,000
ANNUAL
BUYING INCOME*

\$550,640,000
ANNUAL
RETAIL SALES*

*S.M. MAY, 1954

TEXAS' FASTEST GROWING METROPOLITAN AREA

LUBBOCK, TEXAS

From Lubbock, KDUB-TV covers twenty-nine counties with a total population of 458,756 potential customers. Lubbock is the largest metropolitan area within a 290 mile radius and is the hub of the South Plains' economic and cultural activity.

KDUB-TV offers you more viewers per dollar than any other Texas TV and these viewers are entertainment-hungry, high income customers.

NAT. REP. — AVERY-KNODEL, INC. • AFFILIATED: CBS & DUMONT • W. D. "DUB" ROGERS, PRES. • G. COLLIE, NATL' SALES MGR.

Texas

KMID-TV Midland (Ch. 2)

Grantee (STA): Midessa Television Co. Inc., Box 2758.
 Studio and Transmitter: Tower Rd., 1-mi. S. of Midland.
 Telephone: 2-7322, Midland; 7-7321, Odessa.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.3-kw visual, 13.8-kw aural. Antenna: 500-ft. above av. terrain, 547-ft. above ground, 3349-ft. above sea level, lat. 31° 57' 33", long. 102° 06' 15".
 Network Service: NBC, ABC, DuMont, CBS.
 Ownership: J. Conrad Dunagan, pres., 5.2%; N. D. Noel, v.p., 5.2%; S. A. (Sid) Grayson, v.p.; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; T. R. Warkentin, director, 18.4%; R. P. Scott, director, 15.8%; 4 others, none owns over 5.2%. Messrs. Drewry, Warkentin & Scott are principals in KSWO-TV & KSWO, Lawton, Okla. and KRHD-AM, Duncan, Okla.
 Began Operation: Dec. 18, 1953.
 Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (Southwest).
 Represented (legal) by Lyon, Wilner & Bergson.
 Represented (engineering) by William D. Buford, Lawton, Okla.

Personnel:
 Sld Grayson, general manager.
 Bob Cain, commercial manager.
 Bill Richie, program director.

DIGEST OF RATE CARD NO. 2—(Nov. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—Sign-on-6:30 p.m., 10:30 p.m.-sign-off, daily.							
150.00	90.00	75.00	60.00	52.00	37.00	30.00	15.00

WOAI-TV San Antonio (Ch. 4)

Licensee: Southland Industries Inc., 1031 Navarro St.
 Studio and Transmitter: 1031 Navarro St.
 Telephone: Garfield 4221.
 Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 480-ft. above av. terrain, 569-ft. above ground, 1219-ft. above sea level, lat. 29° 25' 50", long. 98° 29' 25".
 Network Service: NBC.
 AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).
 Ownership: G. A. C. Half estate, 95.95% (Hugh A. L. Half, executor); Hugh A. L. Half, pres. & treas.
 Began Operation: Dec. 11, 1949.
 Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by Hogan & Hartson.
 Represented (engineering) by A. D. Ring & Co.

Personnel:
 Hugh A. L. Half, president.
 James M. Gaines, v.p. & general manager.
 Edward V. Chevlot, commercial manager.
 James F. Anderson, promotion manager.
 Imogene Stanley, publicity director.
 French Ferguson Jr., production manager.
 Charles L. Jeffers, director of engineering.

DIGEST OF RATE CARD NO. 12 † (Jan. 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.					
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00
Class A—6:30-7 p.m., Mon.-Sat.; 9:30-10:30 p.m., daily.					
600.00	360.00	240.00	210.00	180.00	120.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.					
450.00	270.00	180.00	157.50	135.00	90.00
Class C—1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.					
300.00	180.00	120.00	105.00	90.00	60.00
Class D—All other times.					
180.00	108.00	72.00	63.00	54.00	36.00

† Film rates only

KENS-TV (formerly KGBS-TV) San Antonio (Ch. 5)

Licensee: Express Publishing Co., Transit Tower Bldg.
 Studio and Transmitter: Transit Tower Bldg.
 Telephone: Capital 7-8151.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.2-kw aural. Antenna: 450-ft. above av. terrain, 555-ft. above ground, 1187-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22".
 Network Service: CBS, DuMont, ABC.
 AM Affiliate: KENS, 50-kw (10-kw night), 680 kc (CBS).
 Ownership: Same as San Antonio Express and News. Frank G. Huntress, chairman, 6.73%; Frank G. Huntress Jr., pres., 18.1%; Mrs. Carrie S. Frost, 1st v.p., 11.43%; Mrs. W. Dorsey Brown, 2nd v.p., .6%; Geo. B. Brackenridge estate, 33.33% (Frank Huntress, Frank Huntress Jr., Leroy G. Denman Jr. & John B. McDaniel Jr., trustees); Mrs. Mildred Wood Hazzard, 14%; Mrs. Catherine F. Hart, 11.4%; 4 others, none owns over 2.1%.
 Began Operation: Feb. 15, 1950. Sale to present owners by Storer Bestg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954. (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).
 Represented (sales) by Free & Peters Inc.
 Represented (legal) by Dow, Lohnes & Albertson.

Personnel:
 Albert D. Johnson, general manager.
 Wayne Kearl, general sales manager.
 Barney Higgins, Texas sales manager.
 Edward Uhler Jr., program manager.
 Robert Farrar, production manager.
 W. J. Jackson, chief engineer.
 Lucille Peters, office manager.
 Bob Gentry, film director.
 Bob Miller, promotion manager.

DIGEST OF RATE CARD NO. 7 † (Jan. 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class AA—7-9:30 p.m., Mon.-Sat.; 6-9 p.m., Sun.					
\$700.00	\$420.00	\$280.00	\$210.00	\$140.00	\$70.00
Class A—9:30-10:30 p.m., daily; 6:30-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.					
600.00	360.00	240.00	180.00	120.00	60.00
Class B—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-5 p.m., Sun.					
450.00	270.00	180.00	135.00	90.00	45.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; noon-1 p.m., Sun.					
325.00	195.00	130.00	97.50	65.00	32.50
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-noon, Sun.					
200.00	120.00	80.00	60.00	40.00	20.00

† Film rates only.

KTXL-TV San Angelo (Ch. 8)

Grantee (STA): Westex Television Co., 1015 E. 28th St.
 Studio and Transmitter: 1015 E. 28th St.
 Telephone: 7677.
 Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 27.5-kw visual, 15.5-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level, lat. 31° 29' 29", long. 100° 26' 03".
 Network Service: CBS, ABC, NBC, DuMont.
 AM Affiliate: KTXL, .25-kw, 1340 kc (MBS).
 Ownership: Armistead D. Rust, pres., 49.7%; E. P. Bludworth, v.p., 50%; Sarah J. Rust, secy.-treas., .3%.
 Began Operation: June 26, 1953.
 Represented (legal) by Welch, Mott & Morgan.
 Represented (engineering) by Craven, Lohnes & Culver.
 Personnel:
 J. Harley Hubbard, general manager.
 George Olsen, commercial manager.
 Charles Cathey, production manager.
 Kenneth E. Markel, promotion director.
 Bob Benson, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—After 6 p.m., Mon.-Sun.								
\$200.00	\$170.00	\$120.00	\$80.00	\$65.00	\$50.00	\$30.00	\$22.00	\$15.00
Class B—Before 6 p.m., Mon.-Sun.								
150.00	127.50	90.00	60.00	50.00	40.00	25.00	19.00	14.00

KCEN-TV
Temple
 (Ch. 6)

Grantee (STA): Bell Publishing Co., Box 188, Temple.
 Business Office: 17 S. Third St.
 Studio and Transmitter: Eddy, Tex., 14-mi. N. of Temple on Hwy. 81.
 Telephone: Prospect 3-6868.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 330-ft. above av. terrain, 333-ft. above ground, 1549-ft. above sea level, lat. 31° 17' 06", long. 97° 15' 34".

Network Service: NBC.

Ownership: Frank W. Mayborn, pres., 95%; Mrs. Frank W. Mayborn, v.p.; C. A. Schulz, secy-treas., 5%. Bell Publishing Co. publishes *Temple Daily Telegram*. With Mr. Frank Farris Mr. Mayborn operates WMAK, Nashville, Tenn.; also is pres. & 50% owner of *Sherman* (Tex.) *Democrat* and owns 85% of the Bell Broadcasting Co. which operates radio KTEM, Temple.

Began Operation: Nov. 1, 1953.

Represented (sales) by George P. Hollingbery Co.; Clyde Melville Co. (Dallas).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Frank W. Mayborn, *president*.
 Burton Bishop, *assistant to president & general manager*.
 Harry Abbott, *station manager*.
 Jim Bentley, *program director & film editor*.
 W. O. Crusinberry, *chief engineer*.

DIGEST OF RATE CARD No. 2
 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
137.50	112.50	75.00	65.65	46.90	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Texas

KCMC-TV
Texarkana
 (Ch. 6)

Licensee: KCMC Inc., Summerhill Rd.
 Studio & Transmitter: Summerhill Rd.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 330-ft. above av. terrain, 391-ft. above ground, 729-ft. above sea level, lat. 33° 26' 56", long. 94° 04' 04".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KCMC, 25-kw, 1230 kc (ABC). FM Affiliate: KCMC-FM, 40-kw, 98.1 mc (No. 251), 415-ft. antenna height.

Ownership: Walter E. Hussman, Betty P. Hussman & Camden News Publishing Co. W. E. Hussman is pres. & owns 28.4% & Betty Hussman is v.p. & owns 49.2% of Camden News Publishing Co., publisher of *Camden* (Ark.) *News*.

Began Operation: Aug. 16, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

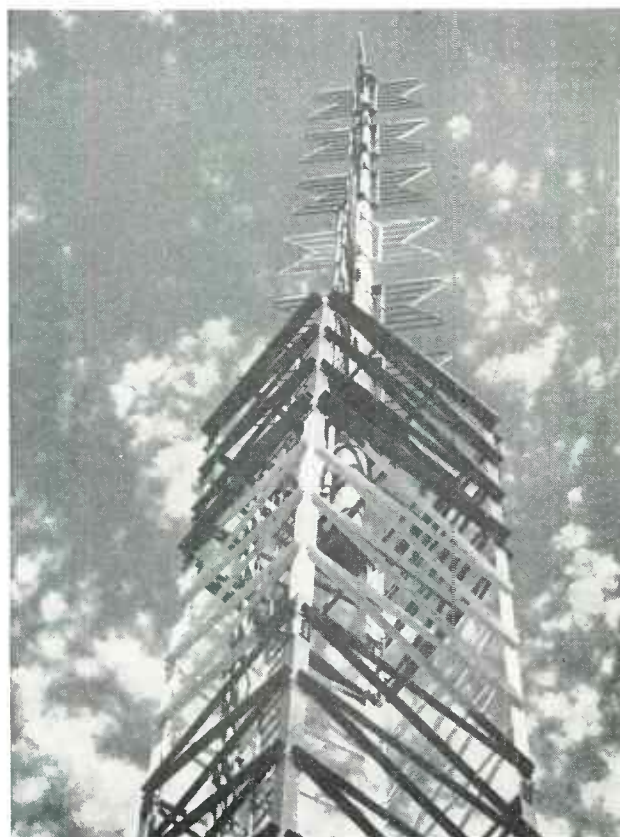
Personnel:

C. E. Palmer, *president*.
 Walter M. Windsor, *general manager*.
 Charles E. Wade, *production manager*.
 Harvey Robertson, *chief engineer*.

DIGEST OF RATE CARD NO. 1 †—(July 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m. Sat. & Sun.							
150.00	90.00	75.00	60.00	48.00	36.00	30.00	15.00
Class C—All other times.							
100.00	60.00	50.00	40.00	32.00	24.00	20.00	10.00

† Film rates only.



SAN ANTONIO, TEXAS
100,000 WATT CBS STATION

CBS Basic ABC - Dumont Affiliate

Owned and Operated by the
EXPRESS PUBLISHING COMPANY



San Antonio, Texas
 America's 25th Market!



Represented Nationally by **FREE & PETERS**

Texas

KLTV Tyler-Longview (Ch. 7)

Grantee (STA): Lucille Ross Lansing, 115 S. College, Tyler.
Studio & Transmitter: Kilgore Hwy. East.
Telephone: 2-3875.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 100.3-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 495-ft. above ground, 1,021-ft. above sea level, lat. 32° 21' 06", long. 95° 16' 00".

Network Service: NBC, ABC, CBS, DuMont.
AM Affiliate: KGKB, .25-kw, 1490 kc (MBS).

Ownership: Lucille Ross Lansing, 100%.
Began Operation: Oct. 14, 1954.
Represented (sales) by John E. Pearson Television Inc.
Represented (legal) by Haley, Doty & Wollenberg.
Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
Marshall H. Pengra, *general manager*.
Bob Norris, *program-production director*.
Bonnie Lenox, *traffic manager*.
Gerry Lansing, *news director*.
Hudson Collins, *chief engineer*.
John Lenox, *sports director*.

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

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

KANG-TV Waco (Ch. 34)

Grantee (STA): Texas Broadcasting Corp., Box 3127.
Studio & Transmitter: Lakeair Dr. & Bosque Blvd.
Telephone: 31525.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 18.6-kw visual, 10-kw aural. Antenna: 500-ft. above av. terrain, 444-ft. above ground, 1034-ft. above sea level, lat. 31° 32' 08", long. 91° 11' 21".

Network Service: CBS, ABC, DuMont.
Ownership: Same as KTBC-TV, Austin, Tex.
Began Operation: Oct. 17, 1953. Sale to present owner by Clyde Weatherby approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:48, 49).
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (legal) by Johnson, Bohannon, Prescott & Abney, Dallas.
Represented (engineering) by Weldon & Carr.
Personnel:
Clyde Weatherby, *president & general manager*.
Bob Walker, *station manager*.
J. H. Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.								
\$150.00	\$130.00	\$105.00	\$90.00	\$72.00	\$63.00	\$45.00	\$35.00	\$17.50
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30 p.m.—sign-off, daily & Sun.								
125.00	105.00	81.00	70.00	54.00	45.00	36.00	27.00	13.50
Class C—All other times.								
90.00	72.00	54.00	45.00	36.00	30.00	20.00	18.00	9.00

KRGV-TV Weslaco (Ch. 5)

Grantee (STA): KRGV Television Inc., Box 626, Weslaco.
Studio: 309 Missouri St. Transmitter: La Feria, Tex.
Telephone: 517.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.8-kw visual, 14.5-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level, lat. 26° 09' 54", long. 97° 48' 45".

Network Service: NBC.
AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Ownership: O. L. Taylor, pres., 99.2%; H. C. Cockburn, v.p., 4%; James F. Tolleson, secy.-treas., 4%. Mr. Taylor also controls KANS, Wichita, Kan., TV applicant for Ch. 3.

Began Operation: April 10, 1954.
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by A. Earl Cullum.

Personnel:
O. L. (Ted) Taylor, *president*.
Byron W. Ogle, *executive director*.
Millman Rochester, *general manager*.
Jack Keasler, *commercial manager*.
Jim Cook, *production director*.
Harry Van Slycke, *news director*.
Opal Ginsbach, *continuity chief*.
Louise Vollmer, *traffic*.
Lewis Hartwig, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	8 Sec.
Class A—5:59-10:30 p.m., daily.							
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00
Class B—5-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.							
150.00	120.00	90.00	75.00	60.00	52.50	37.50	30.00
Class C—All other times.							
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00

KFDX-TV Wichita Falls (Ch. 3)

Licensee: Wichtex Radio & Television Co., Box 2040.
Studio and Transmitter: New Seymour Rd.
Telephone: 2-8668.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60-kw visual, 36-kw aural. Antenna: 504-ft. above av. terrain, 550-ft. above ground, 1550-ft. above sea level, lat. 33° 53' 22", long. 98° 33' 26".

Network Service: NBC, ABC.
AM Affiliate: KFDX, 10-kw (1-kw night), 990 kc (ABC).
Ownership: Darrold A. Cannan, pres., 68%; Mayme Kahfuss, secy.-treas., 1%; Howard H. Fry, v.p., 8.4%; Darrold A. Cannan Jr., 9.4%; 8 others, none holding as much as 2%. D. A. Cannan owns 20%; D. A. Cannan Jr. owns 4.6%; Barbara Cannan Fry and Howard H. Fry own 4.6% of KFDX-TV, Beaumont, Tex.

Began Operation: March 29, 1953.
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (legal) by Samuels, Brown, Herman & Scott, Fort Worth.
Represented (engineering) by George C. Davis.

Personnel:
Darrold A. Cannan, *president*.
Howard H. Fry, v.p. & *general manager*.
Mott M. Johnson, *national sales manager*.
Warren Silver, *program director*.
Gene Jones, *film editor*.
John Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 3† (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—5-6:30 p.m., 10-10:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00

† Film rates only.

KWFT-TV Wichita Falls (Ch. 6)

Grantee (STA): Wichita Falls Television Inc., Box 420.
Studio and Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.
Telephone: 3-4181.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 23.4-kw visual, 11.7-kw aural. Antenna: 450-ft. above av. terrain, 465-ft. above ground, 1475-ft. above sea level, lat. 33° 54' 00", long. 98° 32' 25".

Network Service: CBS.
AM Affiliate: KWFT, 5-kw, 620 kc (CBS).

Ownership: Rowley-Brown Bcstg. Co., 100% (E. H. Rowley, pres., 16 $\frac{2}{3}$ %; Kenyon Brown, v.p., 33 $\frac{1}{3}$ %; John H. Rowley, v.p., 33 $\frac{1}{3}$ %; Agnes D. Rowley, 16 $\frac{2}{3}$ %; Frank M. Dowd, secy.-treas. Wichita Falls Television Inc. officers: Kenyon Brown, pres.; John H. Rowley, v.p.; C. V. Jones, v.p.; E. H. Rowley, secy.; Frank M. Dowd, treas. Mr. Brown has interest in KMBY-TV, Monterey, Cal., & KMIV, Miami, Okla., (CP) and in radio KGLC, Miami, Okla., and KBYE, Oklahoma City.

Began Operation: February 27, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) A. Earl Cullum Jr.

Personnel:

Kenyon Brown, *general manager*.
Ed Hamlyn, *press editor*.
Herbert T. Wiley, *chief engineer*.

DIGEST OF RATE CARD NO. 3 † (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

UTAH

KSL-TV Salt Lake City (Ch. 5)

Licensee: Radio Service Corp. of Utah, 10 S. Main St.

Studio: 145 Social Hall Ave. Transmitter: Coon Peak, Oquirrh Range.

Telephone: 5-4641.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5-kw visual, 17.8-kw aural. Antenna: 3970-ft. above av. terrain, 90-ft. above ground, 9144-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 05".

Network Service: CBS, DuMont.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). **FM Affiliate:** KSL-FM, 5.9-kw, 100.3 mc (No. 262), 390-ft. antenna height.

Ownership: Subsidiary of Church of Jesus Christ of Latter Day Saints (Mormon). Also owns 25.9% interest in KID-TV, Idaho Falls, Ida. (KID); interlocking interest (Mormon Church) in KGMB-TV, Honolulu (KGMB).

Began Operation: June 1, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Wilkinson, Boyden & Cragun.

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

Personnel:

Ivor Sharp, *executive v.p.*
J. W. Wright, *v.p.*
Lennox Murdoch, *v.p. & manager*.
Ted Kimball, *sales manager*.
Frank E. McLatchy, *sales development manager*.
Wayne F. Richards, *program director*.
Dick Robertson, *promotion manager*.
Henry Boren, *merchandising director*.
Scott R. Clawson, *production manager*.
Richard V. Thriot, *film editor*.
Vincent E. Clayton, *chief engineer*.

DIGEST OF RATE CARD NO. 6 (July 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-10:30 p.m., daily.					
\$575.00	\$345.00	\$230.00	\$191.67	\$172.50	\$150.00
Class B—6-7 p.m., 10:30-11 p.m., daily.					
430.00	258.00	172.00	143.33	129.00	85.00
Class C—1-6 p.m., 11-midnight, daily.					
200.00	120.00	80.00	66.67	60.00	40.00
Class D—Sign-on-1 p.m., midnight-sign-off, daily.					
150.00	90.00	60.00	50.00	45.00	20.00

KTVT Salt Lake City (Ch. 4)

Licensee: Intermountain Broadcasting & Television Corp., 130 Social Hall Ave.

Studio: 130 Social Hall Ave. Transmitter: Mt. Vision.

Telephone: 22-5681.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.9-kw visual, 14.4-kw aural. Antenna: 3080-ft. above av. terrain, 182-ft. above ground, 8684-ft. above sea level, lat. 40° 38' 20", long. 112° 09' 58".

Network Service: NBC.

AM Affiliate: KDYL, 5-kw, 1320 kc (NBC). **FM Affiliate:** KDYL-FM, 1.15-kw, 98.7 mc (No. 254),—450-ft. antenna height.

Ownership: Intermountain Broadcasting Corp. (Time Inc., 80%, G. Bennett Larson, 20%). Time Inc. also owns KLZ-TV & KLZ, Denver and 50% of KOB-TV & KOB, Albuquerque.

Began Operation: July 1, 1948. Sale to present owners by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (see *Television Digest*, Vol. 9:14, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Plerson & Ball.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. Bennett Larson, *president*.
John M. Baldwin, *v.p. and director of operations*.
Del Leeson, *promotion manager*.
Dan Rainger, *program director*.
Allen L. Gunderson, *technical director*.
James E. Chubb, *film supervisor*.
Jack Goodman, *news & special events director*.

DIGEST OF RATE CARD NO. 10† (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$180.00	\$165.00	\$100.00	\$50.00
Class B—5:29-5:59 p.m., daily; 2:59-5:59 p.m., Sun.						
375.00	225.00	150.00	125.00	112.50	75.00	37.50
Class C—2:59-5:29 p.m., 10:30-11:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, 12:59-2:59 p.m., Sun.						
175.00	105.00	70.00	58.33	52.50	35.00	17.50
Class D—9 a.m.-2:59 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-12:59 p.m., Sun.						
125.00	75.00	50.00	41.67	37.50	25.00	12.50
Class E—Sign-on-8:59 a.m., Mon.-Sat.						
75.00	45.00	30.00	25.00	22.50	15.00	7.50

† Film rates only. Special discount applicable to all Time Inc. stations (Skyline TV Group): 3% from earned rate if 2 stations bought; 6% if 3 stations bought (programs only).

KUTV Salt Lake City (Ch. 2)

Grantee (STA): Utah Bcstg. & Television Corp., Social Hall Ave.

Studio: 179 Social Hall Ave. Transmitter: Pix Peak.

Telephone: 22-2505.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45.71-kw visual, 24.66-kw aural. Antenna: 3185-ft. above av. terrain, 201-ft. above ground, 8709-ft. above sea level, lat. 40° 36' 23", long. 112° 09' 47".

Network Service: ABC.

AM Affiliate: KUTA, 5-kw, 570 kc (ABC).

Ownership: Frank C. Carman, pres., 25%; Grant R. Wrathall, 25%; Kearns-Tribune Corp., 50%. Kearns-Tribune Corp. controls *Salt Lake Tribune*. Messrs. Carman and Wrathall also have interest in following TV grantees in Idaho: KLIX-TV, Twin Falls; KWIK-TV, Pocatello. Mr. Wrathall also owns KPOO, San Francisco.

Began Operation: Sept. 10, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Frank C. Carman, *president & general manager*.
Brent Kirk, *commercial manager*.

DIGEST OF INTERIM RATE CARD NO. 1 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$147.00	\$135.00	\$75.00	\$37.50
Class B—6-7 p.m., Mon.-Sat.; 3-6:30 p.m., Sun.						
307.00	184.00	123.00	100.50	92.25	56.25	28.13
Class C—10:30-11 p.m., daily; 3-6 p.m., Mon.-Sat.; 1-3 p.m., Sun.						
143.00	86.00	57.25	46.75	43.00	26.25	13.12
Class D—Sign-on 3 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
102.00	61.25	40.75	33.30	30.60	18.75	9.38

VERMONT

WMVT Montpelier (Ch. 3)

Grantee (STA): Mt. Mansfield Television Inc., 135 Main St., Burlington, Vt.

Studios: 50 Barrett St., Burlington, Vt.

Transmitter: Atop Mt. Mansfield.

Telephone: Burlington 2-5761.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 18.3-kw visual, 9.65-kw aural. Antenna: 2729-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level, lat. 44° 31' 36", long. 72° 48' 57".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WCAX, Burlington, 5-kw, 620 kc (CBS).

Ownership: C. P. Hasbrook, pres.-treas., 99.814%; Marcia B. Hasbrook, v.p., .143%; A. Pearley Feen, .143%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

Stuart T. Martin, *general manager & program director.*
John A. Dobson, *sales manager.*
Richard G. Huntley, *production manager.*
John A. Sullivan, *news editor.*
Lee Varker, *film manager.*
James W. Tierney, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily; 4-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—Sign-on-5:59 p.m., 11 p.m.-sign-off, daily; sign-on-3:59 p.m., 11 p.m.-sign-off, Sun.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75

VIRGINIA

WVEC-TV Hampton-Norfolk (Ch. 15)

Grantee (STA): Peninsula Bestg. Corp., Box 481, Hampton.

Offices: 812-W. 21st St., Norfolk; 1490 Pembroke Blvd., Hampton.

Studio and Transmitter: 1490 Pembroke Blvd.

Telephone: 7-7774, Norfolk; 6332, Hampton.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 110-kw aural. Antenna: 500-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 37° 02' 20", long. 76° 18' 30".

Network Service: NBC.

AM Affiliate: WVEC, 250-w, 1490 kc (NBC).

Ownership: Thomas P. Chisman, pres., 19.74%; Harrol A. Brauer Jr., v.p., 10.85%; James E. Swafford, v.p., 19.74%; J. W. Chisman, secy.-treas., 21.45%; and 25 others, none owning more than 2.6%.

Began Operation: Aug. 15, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Thomas P. Chisman, *president and general manager.*
Harrol A. Brauer Jr., *v.p. and director of sales.*
Georgia McCarty, *promotion manager.*
June Saunders, *traffic manager.*
Gordon Walsh, *film coordinator.*
Howard Keller, *program director.*
L. W. (Duff) Kilewer, *operations manager.*
William C. King Jr., *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 5-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5:30-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.; 2-5 p.m., Sun.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50



SALES IMPACT IN THE GREAT NORFOLK AREA

COVERING THESE RICH VIRGINIA COUNTIES

- CHARLES CITY
- NORFOLK
- PRINCESS ANNE
- GLOUCESTER
- NORTHAMPTON
- SOUTHAMPTON
- ISLE OF WIGHT
- NANSEMOND
- SURRY
- JAMES CITY
- MATHEWS
- SUSSEX
- YORK

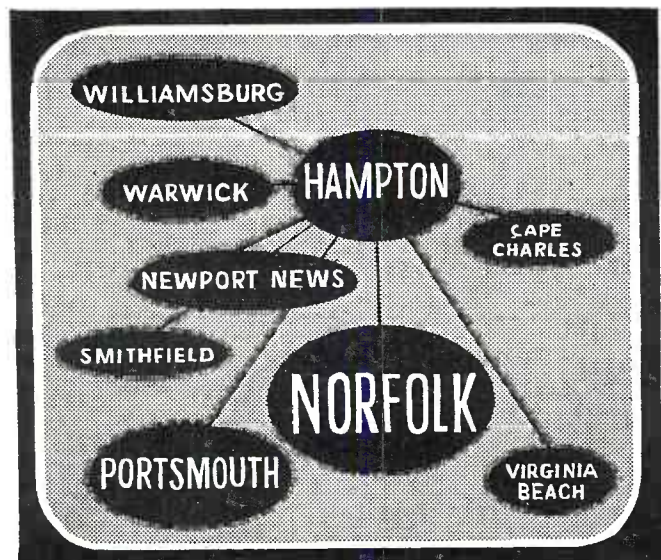
REPRESENTED BY

AVERY - KNODEL

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

VIRGINIA'S POWER STATION

WVEC-TV Virginia's "power" station, serves almost a million ear-n-are, spend-more Virginians in this rich metropolitan market a market so fabulous many sale campaigns are first tested here.



Class C—Noon-5:30 p.m., Mon.-Fri.; noon-3 p.m., Sat.; noon-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class D—Sign-on-noon, daily.						
105.00	62.50	41.50	31.50	25.00	20.00	9.00

WSVA-TV
Harrisonburg
(Ch. 3)

Grantee (STA): Shenandoah Valley Bcstg. Corp., Rawley Pike.
Studio: Rawley Pike. **Transmitter:** Big Mt., Endless Caverns, New Market, Va.
Telephone: 4-4431.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural. Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level, lat. 38° 36' 05", long. 78° 37' 57".
Network Service: CBS, DuMont, NBC, ABC.
AM Affiliate: WSVA, 5-kw, 550 kc (NBC). **FM Affiliate:** WSVA-FM, 7.2-kw, 100.7 mc (No. 264), 350-ft. antenna height.
Ownership: Frederick L. Allman, pres., 99.35%; Mary P. Allman, v.p., .65%; Harold A. Wright, secy.-treas.
Began Operation: Oct. 9, 1953.
Represented (sales) by John E. Pearson Television Inc.
Represented (legal) by Bingham, Collins, Porter & Kistler.
Represented (engineering) by Kear & Kennedy.
Personnel:
Frederick L. Allman, *president & general manager.*
Howard C. Evans, *commercial manager.*
Robert E. Lee, *program director.*
Warren L. Braun, *chief engineer.*

DIGEST OF RATE CARD NO. 3 †
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 1-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$15.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.						
150.00	90.00	60.00	45.00	30.00	22.50	11.25
Class C—All other times.						
100.00	60.00	40.00	30.00	20.00	15.00	7.50

† Film rates only.

WLVA-TV
Lynchburg
(Ch. 13)

Grantee (STA): Lynchburg Broadcasting Corp., 925 Church St.
Studio: 925 Church St. **Transmitter:** Johnson Mt.
Telephone: 2-1242.
Technical Facilities: Channel No. 13 (210-216 mc). Operating under special temporary authorization with 51.3-kw visual, 25.7-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 1094-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level, lat. 37° 11' 50", long. 79° 21' 07".
Network Service: CBS, DuMont, ABC.
AM Affiliate: WLVA, 1-kw, 590 kc (ABC). **FM Affiliate:** WLVA-FM, 3.7-kw, 97.5 mc (No. 248), 2064-ft. antenna height.
Ownership: Edward A. Allen, pres., 27.77%; Philip P. Allen, v.p., 27.77%; J. P. Read Jr., secy.-treas., 4.16%; O. B. Barker Jr., 4.16%; Fontaine H. Scott, 4.16%; E. H. Hancock, 2.08%; Thomas S. Kirkpatrick, 1.58%; Bessie A. Starke, 2.66%; Thomas E. Clayton, 2.77%; treasury stock, 14.06%; remainder held by 24 others, none owning as much as 2.1%.
Began Operation: Feb. 2, 1953.
Represented (sales) George P. Hollingbery Co.
Represented (legal) by George O. Sutton.
Represented (engineering) by Craven, Lohnes & Culver.
Personnel:
Edward A. Allen, *president.*
Philip P. Allen, *general manager.*
Joseph F. Wright Jr., *sales manager.*
John T. Orth, *chief engineer.*
Warren Uttal, *program director.*

DIGEST OF RATE CARD NO. 1 †—(Dec. 1, 1952)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., daily.						
\$187.50	\$112.50	\$75.00	\$65.63	\$46.88	\$37.50	\$18.75
Class C—All other times.						
\$125.00	\$75.00	\$50.00	\$43.75	\$31.25	\$25.00	\$12.50

† Film rates only.

WACH-TV
Newport News-Norfolk
(Ch. 33)

Grantee (STA): Eastern Bcstg. Corp., 114 24th St., Newport News, Va.
Studio & Transmitter: 114 24th St.
Telephone: 3-1631.
Technical Facilities: Channel No. 33 (584-590 mc). Visual power 20.9-kw, aural 10.5-kw. Antenna: 310-ft. above av. terrain, 318-ft. above ground, 351-ft. above sea level, lat. 36° 58' 36", long. 76° 25' 54".
AM Affiliate: WACH, 1-kw, 1270 kc.
Ownership: John Doley, pres.-treas., 23%; Stuart A. Smith, v.p., 16%; Margaret S. Doley, asst. treas., 21%; George H. Hill, secy., 1%; C. Archer Smith, 20.53%; 5 others, none owns as much as 3.5%.
Began Operation: Oct. 6, 1953.
Represented (sales) by The Walker Representation Co. Inc.
Represented (legal) by Eugene L. Burke.
Represented (engineering) by George P. Adair.
Personnel:
H. A. Seville, *general manager.*
Sanford Willis, *chief engineer.*

DIGEST OF RATE CARD NO. 2 *
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—4-12 p.m., Mon.-Sat.						
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00	\$12.00

* Above are TV-AM Simulcast Rates.

WTAR-TV
Norfolk
(Ch. 3)

Licensee: WTAR Radio Corp., 720 Boush St.
Studio: 720 Boush St.
Transmitter: Old Suffolk Rd. near Drivers, Va.
Telephone: 5-6711.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 48' 56", long. 76° 28' 00".
Network Service: CBS, ABC, DuMont.
AM Affiliate: WTAR, 5-kw, 790 kc (CBS).
Ownership: Same as *Norfolk Virginian-Pilot and Ledger-Dispatch*; S. L. Slover, chairman; Campbell Arnoux, pres. of WTAR and board member of Norfolk Newspapers Inc.
Began Operation: April 2, 1950.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Eliot C. Lovett.
Represented (engineering) by Jansky & Balley Inc.
Personnel:
Campbell Arnoux, *president & general manager.*
John Peffer, *asst. general manager.*
Robert Lambe, *general sales manager.*
Robert M. Davis, *promotion manager.*
Harold Soidinger, *general program manager.*
Joel Carlson, *public service director.*
Richard Lindell, *chief engineer.*
Gilbert McLeod, *news director.*
Harry Nicholas, *film director.*
Patrick C. Arnoux, *production manager.*
George Brantley, *traffic manager.*
Joseph J. Friedman, *continuity manager.*
Adele DeFord, *office manager.*

DIGEST OF RATE CARD NO. 10 †
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 5-11 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$160.00	\$80.00
Class B—5:30-6:30 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily.						
571.00	343.00	229.00	171.00	143.00	114.00	57.00
Class C—Noon-5:30 p.m., Mon.-Fri.; noon-3 p.m., Sat.; noon-2 p.m., Sun.						
343.00	206.00	137.00	103.00	86.00	69.00	34.00
Class D—10 a.m.-noon, daily.						
271.00	163.00	109.00	81.00	68.00	54.00	27.00
Class E—11:30 p.m.-10 a.m., daily.						
171.00	103.00	69.00	51.00	43.00	34.00	17.00

† Film rates only.

Virginia - Washington

WTVR Richmond (Ch. 6)

Licensee: Havens & Martin Inc., 3301 W. Broad St. (P.O. Box 5229).

Studio and Transmitter: 3301 W. Broad St.

Telephone: 5-8611.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level, lat. 37° 34' 00", long. 77° 28' 36".

Network Service: ABC, NBC.

AM Affiliate: WMBG, 5-kw, 1380 kc (NBC). FM Affiliate: WCOD, 34-kw, 98.1 mc (No. 251), 430-ft. antenna height.

Ownership: Wilbur M. Havens, pres., 100%; Thelma M. Havens, v.p.; Katherine H. Germain, secy.; Walter A. Bowry Jr., treas.; James W. Kyle, director.

Began Operation: April 15, 1948.

Represented (sales) by Blair TV Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

Wilbur M. Havens, *general manager*.
W. A. Bowry Jr., *asst. manager*.
Bob Kahle, *merchandising & promotion director*.
John V. Shand, *program & production manager*.
John Mackin, *asst. program director*.
James W. Kyle, *chief engineer*.
John Kellogg, *director of continuity*.
Roy Roman, *news editor*.
Tom Finnegan, *sports director*.

DIGEST OF RATE CARD NO. K (April 1, 1954)

Class AA—7:30-10:30 p.m., daily							
Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.	
\$875.00	\$831.25	\$787.50	\$721.88	\$656.25	\$590.63	\$525.00	
25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
481.25	437.50	393.75	350.00	306.25	140.00	140.00	
Class A—6-7:30 p.m., 10:30-11 p.m., daily; noon-6 p.m., Sat. & Sun.							
Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.	
775.00	736.25	697.50	639.38	581.25	523.13	465.00	
25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
426.25	387.50	348.75	310.00	271.25	140.00	140.00	
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.							
Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.	
581.25	552.19	523.13	479.53	435.94	392.34	348.75	
25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
319.68	290.62	261.56	232.50	203.44	94.00	94.00	
Class C—All other times.							
Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.	
387.50	368.13	348.75	319.69	290.63	261.57	232.50	
25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
213.13	193.75	174.38	155.00	135.63	70.00	70.00	

WSLS-TV Roanoke (Ch. 10)

Grantee (STA): Shenandoah Life Stations Inc., Shenandoah Bldg.

Studio: Shenandoah Bldg. Transmitter: Poor Mountain.

Telephone: 4-9227.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 296-kw visual, 148-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level, lat. 37° 11' 51", long. 80° 09' 10".

Network Service: NBC, ABC.

AM Affiliate: WSLS, 1-kw, 610 kc (NBC). FM Affiliate: WSLS-FM, 10.6-kw, 99.1 mc (No. 256), 1912-ft. antenna height.

Ownership: Shenandoah Life Insurance Co. Inc., 100%; Paul C. Buford, pres.

Began Operation: Dec. 11, 1952.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by George C. Davis.

Personnel:

James H. Moore, *executive v. p.*
Horace Fitzpatrick, *assistant & commercial manager*.
George Chernault, *TV program director*.
Fred Corstaphney, *promotion director*.
J. P. Briggs, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 10:30-11:01 p.m., daily; noon-6 p.m., Sat.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

WASHINGTON

KVOS-TV Bellingham (Ch. 12)

Grantee (STA): KVOS Inc., 1321 Commercial St.

Studio: 1321 Commercial St. Transmitter: 2074 Yew Rd.

Telephone: 790.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 33-kw visual, 17-kw aural. Antenna: 570-ft. above av. terrain, 305-ft. above ground, 1042-ft. above sea level, lat. 48° 43' 09", long. 122° 26' 43". CP for 38.9-kw visual, 19.5-kw aural, 2380-ft. above av. terrain, 140-ft. above ground, 2549-ft. above sea level, lat. 48° 40' 40", long. 122° 49' 48"; transmitter to Mt. Constitution, on Orcas Island, approx. 4-mi. ESE of Eastsound.

Network Service: CBS.

AM Affiliate: KVOS, 1-kw, 790 kc (ABC).

Ownership: Rogan Jones, pres., 94%; C. W. Jones, secy.-treas.; David Mintz, 4%; Ernest E. Harper, 2%. Rogan Jones is board chairman of KPQ, Wenatchee, Wash.

Began Operation: May 22, 1953.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Rogan Jones, *president*.
Ernest E. Harper, *chief engineer*.
Fred Elsethagen, *sales manager*.
David Mintz, *production manager*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$74.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

KEPR-TV Pasco (Ch. 19)

(Satellite of KIMA-TV, Yakima)

Grantee (STA): Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash.

Studio: Radio & Television Center, Yakima. Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Telephone: 6104, Yakima.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 9.12-kw horizontal visual, 4.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level, lat. 46° 05' 48", long. 119° 11' 36".

Network Service: Same as KIMA-TV, Yakima.

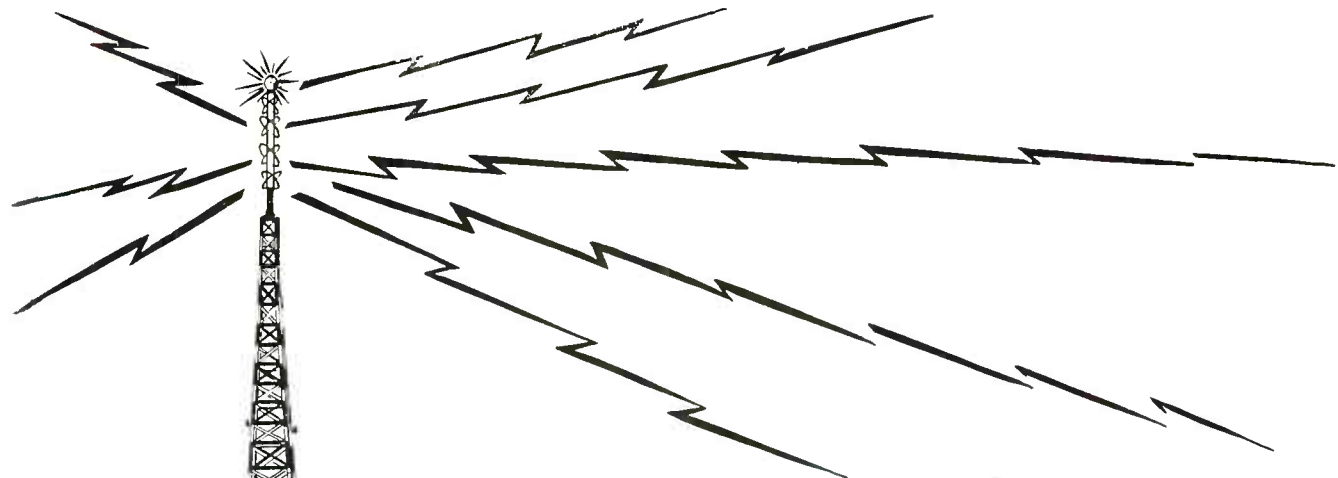
Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954.

Represented (sales) by Weed Television Corp.; Moore & Lund (Northwest).

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Rates: Sold only in combination with KIMA-TV, Yakima, with rates applying to simultaneous telecasts on both stations.



WTVR — Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER-100,000 WATTS

at

MAXIMUM HEIGHT - 1049 FT.

AFFILIATED WITH NBC

Represented Nationally by Blair Tv, Inc.

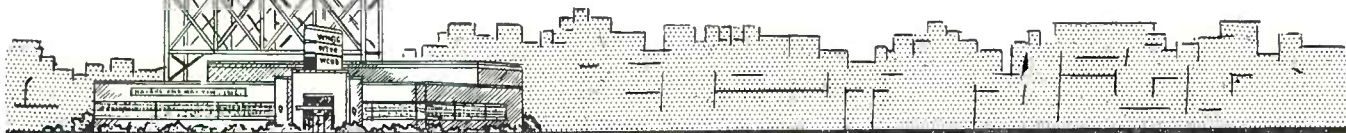
A service of

HAVENS & MARTIN, INC.

3301 W. Broad Street

Richmond, Virginia

← New WTVR Self-Supporting Tower





Keep on Top The SEATTLE Market ...with KING-TV

Showmanship pays off, and in Seattle, the position of KING-TV is perfect proof.

KING-TV is the *first* station in the market...
first (morning, noon, and night),
first in local personalities, and always *first*
in news, sports, and public events.

So get on your whirly-bird and see your BLAIR-TV man right away. He's got the real pipeline to your customers in this rich Puget Sound country. KING-TV of course.

FIRST IN SEATTLE

KING-TV

Channel 5—100,000 Watts
ABC—BLAIR-TV

Otto Brandt, Vice-President and General Manager

KING-TV Seattle

(Ch. 5)

Licensee: KING Broadcasting Co., 320 Aurora Ave.

Studio: Television Center, 320 Aurora Ave. Transmitter: 301 Galer St.

Telephone: Mutual 3555.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 822-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59".

Network Service: ABC.

AM Affiliate: KING, 50-kw, 1090 kc (ABC). FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Ownership: Mrs. A. Scott Bullitt, principal stockholder, through The Bullitt Co. has interests in General America Corp. (insurance) and other properties in Seattle and Northwest region. Licensee has 60% interest in TV application for Portland, Ore., and minority interest in KGW, Portland.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee May 1949 (see *Television Digest*, Vol. 5:20, 23, 30).

Represented (sales) by Blair-TV Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Mrs. A. Scott Bullitt, *president*.
Otto P. Brandt, *v.p. & general manager*.
Robert E. Priebe, *assistant to general manager*.
Henry B. Owen, *executive v.p.*
Al P. Hunter, *commercial manager*.
James Neldigh, *national sales manager*.
Charles Herring, *news director*.
Richard Ross, *associate news director*.
Bill O'Mara, *sports director*.
Lee Schulman, *director of programs*.
Tom Dargan, *program operations manager*.
Bernie Carey, *production manager*.
James L. Middlebrooks, *engineering director*.
Robert A. Ferguson, *chief engineer*.
Robert F. Frins, *public affairs director*.
Gloria Chandler, *public service director*.
Betty Evans, *educational director*.
Mel Anderson, *promotion director*.

DIGEST OF RATE CARD NO. 12 † (July 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.	\$700.00	\$560.00	\$420.00	\$280.00	\$245.00	\$175.00	\$70.00
Class B—5-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30-11 p.m., daily.	525.00	420.00	315.00	210.00	185.00	130.00	105.00
Class C—Noon-5 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 10:30-11 p.m., daily.	350.00	280.00	210.00	140.00	125.00	90.00	60.00
Class D—All other times.	175.00	105.00	70.00	62.00	52.00	35.00
						20.00	

† Film rates only.

KOMO-TV Seattle

(Ch. 4)

Grantee (STA): Fisher's Television Co., 100 4th Ave. N.

Studio: 100 4th Ave. N. Transmitter: 157 Galer St., Queen Anne Hill.

Telephone: Seneca 6000.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level, lat. 47° 37' 55", long. 122° 21' 09".

Network Service: NBC.

AM Affiliate: KOMO, 50-kw, 1000 kc (NBC).

Ownership: Fisher Flouring Mills Co., 100%; Theodore R. Gamble has option to buy 1/3 of KOMO-TV only. (Vol. 10:43, 45, 48).

Began Operation: Nov. 17, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

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

Personnel:

O. W. Fisher, *president*.
W. W. Warren, *v.p. & general manager*.
Ray Baker, *v.p. & commercial manager*.
William Cathey, *merchandising & sales service*.
Dave Crockett, *program manager*.
Tom Rogstad, *production manager*.
Lester Pope, *educational coordinator*.
Ruth McCloy, *women's director*.
F. J. Brott, *engineering director*.
Reg Miller, *public service manager*.
Herb Robinson, *news editor*.
Keith Jackson, *sports editor*.

DIGEST OF RATE CARD NO. 2 †
(April 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., daily.							
\$800.00	\$640.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class B—6:30-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 5-7:30 p.m., 10:30-11 p.m., Sat. & Sun.							
700.00	560.00	420.00	280.00	245.00	175.00	150.00	70.00
Class C—5-6:30 p.m., Mon.-Fri.; noon-5 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.							
525.00	420.00	315.00	210.00	185.00	130.00	105.00	50.00
Class D—Noon-5 p.m., Mon.-Fri.; midnight-noon, daily.							
350.00	280.00	210.00	140.00	125.00	90.00	60.00	35.00

† Film rates only.

KCTS
Seattle
(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): University of Washington, Seattle 5.

Studio: University of Washington campus. Transmitter: Edlson Technical School.

Telephone: Melrose 0630.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.2-kw visual, 17.8-kw aural. Antenna: 470-ft. above terrain, 287-ft. above ground, 602-ft. above sea level, lat. 47° 37' 02", long. 122° 19' 13".

FM Affiliate: KUOW, 3.4-kw, 90.5 mc (No. 213), 100-ft. antenna height.

Ownership: University of Washington, Dr. Henry Schmitz, president.

Began Operation: Nov. 18, 1954.

Personnel:

Loren B. Stone, *manager*.
Milo Ryan, *program director*.
John Boor, *engineering director*.
Gordon Tuell, *production manager*.
Nick Foster, *transmitter engineer*.
Norman Jensen, *director, schools programs*.
George W. Mally, *director, college programs*.

Washington

KHQ-TV
Spokane
(Ch. 6)

Grantee (STA): KHQ Inc., Radio Central Bldg.

Studio and Transmitter: 4102 S. Regal.

Telephone: Madison 5131.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 941-ft. above av. terrain, 826-ft. above ground, 3143-ft. above sea level, lat. 47° 37' 00", long. 117° 22' 30".

Network Service: NBC, ABC.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC).

Ownership: Same as *Spokane Chronicle* and *Spokesman-Review*; W. H. Cowles, pres. KHQ Inc officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Hugh Feltis & Assoc. (Seattle); H. Quenton Cox & Assoc. (Portland, Ore.).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by George C. Davis.

Personnel:

R. O. Dunning, *president & general manager*.
M. O. Fritsch, *assistant secy. & treasurer*.
John Plndell, *commercial manager*.
Charles E. Lohnes, *operations manager*.
William A. Neilson, *program director*.
Rex R. Gerlach, *promotion manager*.
Al Sparling, *engineering director*.

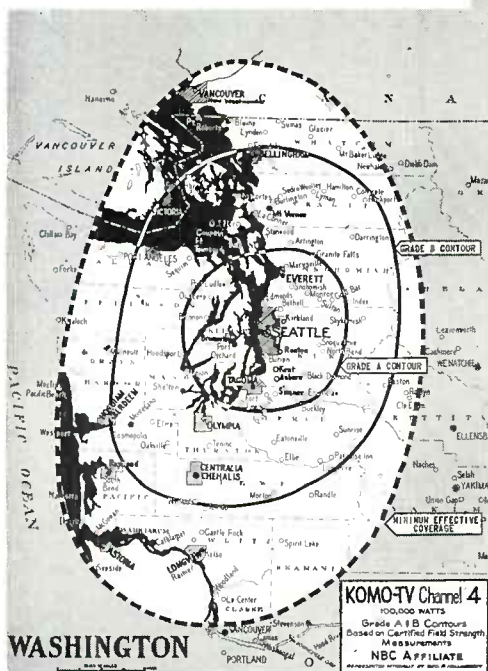
DIGEST OF RATE CARD NO. 5 †
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; noon-6 p.m., 10:30-11 p.m., Sun.						
325.00	195.00	130.00	114.00	81.00	65.00	37.50
Class C—All other times.						
185.00	111.00		65.00	46.00	37.00	18.50

† Film rates only.

target market

When you consider Washington State as a target for your sales drive, consider KOMO-TV—the one medium that gives you coverage of over two-thirds of the market—all of Western Washington.



KOMO-TV covers a market area of 1,816,441 people
71% of Washington State's total



KOMO-TV covers a market area of 605,480 families
71% of Washington State's total



KOMO-TV covers a market area with over 3 billion dollars of effective buying income
68% of Washington State's total



KOMO-TV covers a market area where almost 2 billion dollars in retail sales are made annually.
67% of Washington State's total



KOMO-TV gives you a bonus coverage in Canada and Oregon that totals an additional 583,367 people!

KOMO-TV
channel 4



for SEATTLE and Western Washington

Represented by Geo. P. Hollingsbery

Washington

KREM-TV

Spokane

(Ch. 2)

Grantee (STA): Louis Wasmer, 4103 S. Regal St.

Studio & Transmitter: 4103 S. Regal St.

Telephone: Keytone 0466.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 67.5-kw aural. Antenna: 781-ft. above av. terrain, 747-ft. above ground, 3012-ft. above sea level, lat. 47° 36' 56", long. 117° 22' 06".

Network Service: ABC.

AM Affiliate: KREM, 5-kw (1-kw night), 970 kc. FM Affiliate: KREM-FM, 6-kw, 92.9 mc (No. 225), 720-ft. antenna height.

Ownership: Louis Wasmer, 100%.

Began Operation: Oct. 29, 1954.

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

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Robert M. Silliman.

Personnel:

Robert H. Temple, *manager*.
Paul Morris, *program director*.
Walter Scharr, *film editor*.
Homer Mead, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily; noon-6:30 p.m., Sun.						
210.00	126.00	84.00	73.50	52.50	42.00	21.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
105.00	63.00	42.00	36.75	26.25	21.00	10.50

KXLY-TV

Spokane

(Ch. 4)

Grantee (STA): KXLY-TV, 315 W. Sprague Ave.

Studio: 315 W. Sprague Ave. Transmitter: Top of Mount Spokane.

Telephone: Madison 1218.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 47.9-kw visual, 28.5-kw aural. Antenna: 3068-ft. above av. terrain, 140-ft. above ground, 6018-ft. above sea level, lat. 47° 55' 18", long. 117° 06' 48".

Network Service: CBS, DuMont.

AM Affiliate: KXLY, 5-kw, 920 kc (CBS)

Ownership: Joseph Harris, chairman, 45%; Norman Eisenstein, pres., 45%; Richard E. Jones, v.p., 10%.

Began Operation: Jan. 16, 1953. Sale to present owners by Symons Bestg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (Television Digest, Vol. 9:49; 10:2).

Represented (sales) by Avery-Knodel, Inc. in the East; by Pacific Northwest Broadcasters in the West.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by George Adair.

Personnel:

Richard E. Jones, *v.p. & general manager*.
Robert Struble, *sales manager*.
Gene Roth, *program director*.
Dave Green, *chief engineer*.

DIGEST OF RATE CARD NO. 6 †

(Dec. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$490.00	\$290.00	\$190.00	\$165.00	\$120.00	\$95.00	\$47.50
Class B—5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
320.00	190.00	127.00	110.00	79.50	62.50	36.00
Class C—All other times.						
180.00	107.00	71.00	63.00	44.00	35.00	18.00

† Film rates only.

KTNT-TV

Tacoma

(Ch. 11)

Grantee (STA): Tribune Publishing Co., 711 St. Helens Ave.

Studio: S. 11th & Grant St. Transmitter: 7-m. SW of Seattle.

Telephone: Fulton 2561.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 157.97-kw aural, 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level, lat. 47° 28' 43", long. 122° 32' 32".

Network Service: CBS, DuMont.

AM Affiliate: KTNT, .25-kw, 1400 kc. FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

Ownership: Same as Tacoma News-Tribune, Frank S. Baker, pres. & publisher.

Began Operation: February 22, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Alvin H. Barnard, Portland, Ore.

Personnel:

Len Higgins, *manager*.
Larry Carino, *commercial manager*.
Max Bice, *chief engineer*.
Burke Ormsby, *program director*.

DIGEST OF RATE CARD NO. 2

(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$70.00
Class B—6:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sun.; 10:30-11 p.m., daily.						
625.00	375.00	250.00	220.00	160.00	135.00	60.00
Class C—5-6:30 p.m., Mon.-Fri.; 2-7 p.m. Sat.; 1-5 p.m., Sun.						
475.00	285.00	190.00	165.00	120.00	95.00	40.00
Class D—All other times.						
325.00	195.00	130.00	115.00	85.00	55.00	25.00

KTVW

(formerly KMO-TV)

Tacoma

(Ch. 13)

Grantee (STA): KTVW, Box 1345, Tacoma.

Studios: 914 Broadway, Tacoma; 230 Eighth Ave. N, Seattle.

Transmitter: N. 34th & Highland.

Telephone: Broadway 3157, Tacoma; Seneca 3113, Seattle.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level, lat. 47° 16' 41", long. 122° 30' 42".

Network Service: NBC.

AM Affiliate: KMO, 5-kw, 1360 kc.

Ownership: J. Elroy McCaw, 100%. Mr. McCaw also owns 25% of KONA, Honolulu and operates radio WINS, New York. For other radio interests, see KONA, Honolulu.

Began Operation: Aug. 2, 1953; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (sales) by George W. Clark (Chicago); John P. Barry (New York); Chuck Christiansen (San Francisco).

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

H. G. Fearnhead, *general manager*.
Roger D. Rice, *station manager & general sales manager*.
Charles R. Morris, *chief engineer*.
Clair Weidenaar, *program manager*.
Maurice Dallimore, *promotion manager*.
Howark K. Eaton, *Seattle national sales manager*.

DIGEST OF RATE CARD NO. 1

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., Mon.-Sun.						
\$425.00	\$255.00	\$170.00	\$148.75	\$127.50	\$85.00	\$42.50
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
318.75	191.25	127.50	111.56	95.63	63.75	31.88
Class C—All other times.						
212.50	127.50	85.00	74.38	63.75	42.50	21.25

KIMA-TV

Yakima

(Ch. 29)

Grantee (STA): Cascade Broadcasting Co. Inc.

Studio: Radio & Television Center. Transmitter: Ahtanum Ridge.

Telephone: 6104.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 10.5-kw visual, 5.3-kw aural. Antenna: 960-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level, lat. 46° 31' 57", long. 120° 30' 26".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KIMA, 5-kw, 1460 ke (CBS).

Ownership: A. W. Talbot, pres., 72.5%; Thomas C. Bostic, v.p., 16.5%; Frank E. Mitchell, treas., .5%; J. D. Rolfe, secy., .5%; Ralph Sundquist, director, 8%; J. Barry Watkinson, director, .5%; Mel Burrill, .5%. Cascade operates satellite KEPR-TV, Pasco, Wash. (Ch. 19); also is applicant for Ch. 3 in Lewiston, Ida.

Began Operation: June 30, 1953.

Represented (sales) by Weed Television Corp.; Moore & Lund (Northwest).

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Frank H. McIntosh.

Personnel:

Thomas C. Bostic, v.p. & general manager.
Herchel Cary, sales manager.
Jim Nolan, program director.
J. Barry Watkinson, director of engineering.
Mel Burrill, TV chief engineer.
Tom Ewing, production manager.
Joe Ryan, continuity-promotion manager.

DIGEST OF RATE CARD NO. 3 † (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 4-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.						
150.00	90.00	60.00	52.00	38.00	32.00	15.00

† Film rates only. Sold only in combination with KEPR-TV, Pasco, Wash., with rates applying to simultaneous telecasts on both stations.

WEST VIRGINIA

WCHS-TV

Charleston

(Ch. 8)

Grantee (STA): WCHS-TV Inc., 1111 Virginia St. E.

Studio: 1111 Virginia St. E. Transmitter: Nease Mt., 4.5 mi. W of Charleston.

Telephone: 6-5358.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 670-ft. above av. terrain, 649-ft. above ground, 1549-ft. above sea level, lat. 38° 22' 36", long. 81° 42' 04".

Network Service: CBS, DuMont.

AM Affiliate: WCHS, 5-kw, 580 ke (CBS).

Ownership: Tierney Co. (WCHS), 60%; Capital Television Inc., 40%. WCHS-TV Officers: Lewis C. Tierney, pres.; Sam G. Rahall, secy.; George L. Kallam, treas.

Began Operation: Aug. 16, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Weldon & Carr.

Personnel:

Lewis C. Tierney, president.
John T. Gelder Jr., general manager.
John L. Sinclair Jr., sales manager.
Morton S. Cohn, program director.
Frank Annand, production manager.
Frohman Johnson, promotion & publicity director.
Bob Boaz, news director.
William E. Dixon, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$550.00	\$330.00	\$275.00	\$190.00	\$135.00	\$125.00	\$62.50
Class A—7-7:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; 5-7:30 p.m., Sat.; 5-6 p.m., Sun.						
500.00	300.00	200.00	175.00	125.00	105.00	52.50

Washington-West Virginia

Class B—5-7 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 1-5 p.m., Sun.
400.00 240.00 160.00 140.00 100.00 90.00 45.00

Class C—All other times.

275.00 165.00 110.00 95.00 70.00 55.00 27.50

WKNA-TV

Charleston

(Ch. 49)

Grantee (STA): Joe L. Smith Jr. Inc., 804 Kanawha Blvd.

Studio & Transmitter: Bownemont, South Charleston.

Telephone: 25-153.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 22.5-kw visual, 12-kw aural. Authorized power: 22.5-kw visual, 120-kw aural. Antenna: 390-ft. above av. terrain, 337-ft. above ground, 1287-ft. above sea level, lat. 38° 21' 22", long. 81° 40' 02".

Network Service: ABC, DuMont.

AM Affiliate: WKNA, 5-kw, 950 kc (ABC). FM Affiliate: WKNA-FM, 9.7-kw, 97.5 mc (No. 243), 125-ft. antenna height.

Ownership: Joe L. Smith Jr., pres.-treas., 100%; Virginia N. Cooper, exec. v.p. & secy. Also owns WJLS, Beckley.

Began Operation: Sept. 17, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Pierson & Ball.

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

Personnel:

Joe L. Smith Jr., president.
Virginia N. Cooper, secy. & business manager.
Charles H. High, general manager.
W. S. Jackson, director of sales, WKNA-TV & WOAY-TV, Oak Hill, W. Va.
Don O. Hays, program director.
Mamre Marsh, film director.
A. J. Ginkel, chief engineer.

DIGEST OF RATE CARD NO. 2 † (Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00	\$35.00
Class B—All other times.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

Note: Rates apply to simultaneous telecasts on WKNA-TV & WOAY-TV, Oak Hill.

† Film rates only.

WJPB-TV

Fairmont

(Ch. 35)

Grantee (STA): Fairmont Bestg. Co., 108 Gaston Ave.

Studio: 108 Gaston Ave. Transmitter: Radio Park, Leonard Ave.

Telephone: 5000.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 10.08-kw horizontal & 22.55-kw maximum visual, 8.8-kw horizontal & 16.14-kw maximum aural using 1° beam tilt. Antenna: 240-ft. above av. terrain, 222-ft. above ground, 1462-ft. above sea level, lat. 39° 28' 19", long. 80° 08' 27".

Network Service: ABC, DuMont, NBC.

AM Affiliate: WVWV, 25-kw 1490 kc (ABC). FM Affiliate: WJPB, 2.8-kw, 92.3 mc (No. 222), 85-ft. antenna height.

Ownership: Donn Baer, 75%; J. Patrick Beacom, 25%. Mr. Beacom also owns WETZ, New Martinsville, W. Va. & WBUT, Butler, Pa. radio stations; and publishes *Mannington* (W. Va.) *Times* (weekly).

Began Operation: March 17, 1954. Sale of 75% control to Donn Baer by Beacom approved by FCC Dec. 15, 1954 (*Television Digest*, Vol. 10:47, 51).

Represented (sales) by Gill-Perna Inc.

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

Personnel:

J. Patrick Beacom, president.
R. M. Drummond, v.p.-general manager.
R. B. Frazier, program director.
George Fowler, commercial manager.
James Fridemore, TV director.
Emily May Peed, women's director.
Byron Parrish, film manager.
Nima Fabie, production director.
Joseph Strelauski, chief engineer.

DIGEST OF RATE CARD NO. 1—(Oct. 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—All times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

West Virginia

WSAZ-TV Huntington

(Ch. 3)

Licensee: WSAZ Inc., WSAZ Bldg., 201 Ninth St.

Studios: WSAZ Bldg. Huntington; 208 Dickinson, Charleston, W. Va. Transmitter: Barker's Ridge, W. Va.

Telephone: 44126; Charleston, 2-1860.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 58.6-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level, lat. 38° 30' 34", long. 82° 13' 09".

Network Service: ABC, DuMont, NBC.

AM Affiliate: WSAZ, 5-kw (1-kw Night), 930 kc (ABC).

Ownership: Huntington Publishing Co., 89%, publisher of *Huntington Herald-Dispatch* and *Advertiser* (Col. J. H. Long, pres.); Mrs. Eugene Katz, New York, 11% (The Katz Agency Inc.) Ownership interlocks with WGKV, Charleston, W.Va.

Began Operation: Nov. 15, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Personnel:

Lawrence H. Rogers II, *v.p. & general manager*.
 Leroy E. Kilpatrick, *v.p. & technical director*.
 C. T. Garten, *asst. general manager*.
 James H. Ferguson, *program director*.
 Robert E. White, *local sales manager*.
 Elizabeth Conaty, *national sales director*.
 Ned R. Brooke, *production manager & film director*.
 Bert Shimp, *educational program director*.
 William T. Romalme, *director of public affairs*.
 Gayle E. MacCracken, *film director*.
 John P. Clay, *chief engineer*.
 Charles W. Dinkins, *promotion and publicity director*.
 William R. Murray, *Charleston regional manager*.

DIGEST OF RATE CARD NO. 8 † (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00

Class A—6:30-7:30 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
500.00	300.00	200.00	175.00	137.50	100.00	50.00
Class C—All other times.						
300.00	180.00	120.00	105.00	83.00	60.00	30.00

†Film rates only.

WHTN-TV Huntington

(Ch. 13)

(Due to Begin Operating in Spring)

Grantee (STA): Greater Huntington Radio Corp., Box 1957.

Studio: 1112½ Fourth Ave. Transmitter: Boyd County, Ky., 13.6 mi. SW of Huntington.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1266-ft. above av. terrain, 1074-ft. above ground, 2049-ft. above sea level, lat. 38° 17' 52", long. 82° 38' 35".

Network Service: ABC.

AM Affiliate: WHTN, 1-kw, 800 kc. FM Affiliate: WHTN-FM, 53-kw, 100.5 mc (No. 263), 560-ft. antenna height.

Ownership: Biggs-Long Realty Corp., 99%; S. J. Hyman, pres. Fred Weber, exec. v.p. Mr. Weber also is pres. of WFPG, Atlantic City, N. J. which holds CP for WFPG-TV, now off air.

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

Represented (legal) by Loucks, Zias, Young and Jansky.

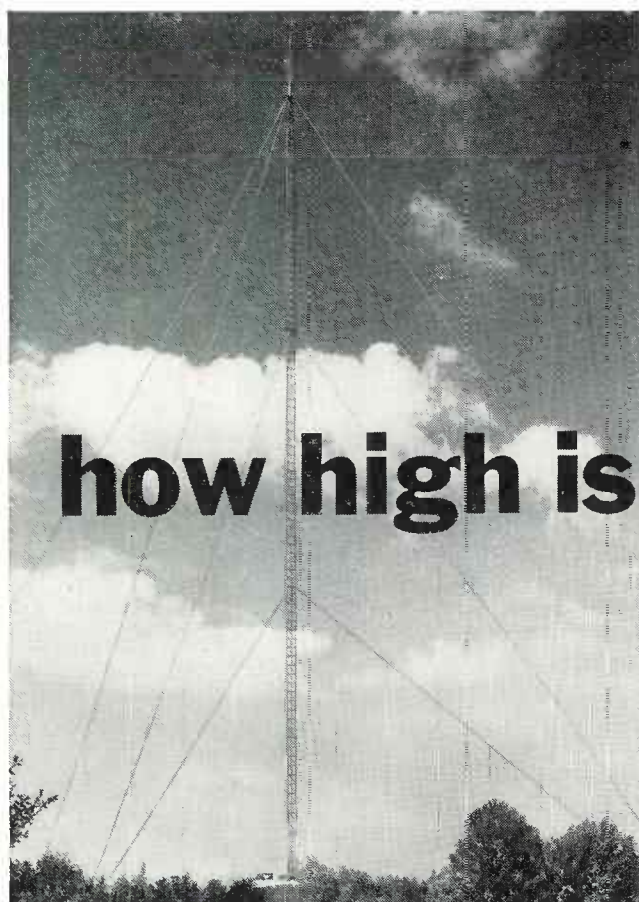
Represented (engineering) by Jansky & Bailey Inc.

Personnel:

S. J. Hyman, *president*.
 Fred Weber, *exec. v.p.*
 John Phillips, *manager*.
 Harold Sturm, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—						
\$450.00	\$265.00	\$220.00	\$152.00	\$115.00	\$100.00	\$50.00
Class A—						
400.00	240.00	160.00	130.00	100.00	80.00	40.00
Class B—						
225.00	130.00	90.00	75.00	55.00	45.00	20.00



how high is up?

Well, in *our* case, it's to the summit of a brand-new tower 1,100 feet high . . . 1,253 feet above average terrain — 200 tons of soaring steel, twice as high as Washington's Monument, from which WSAZ-TV's signal leaps off on its way to almost half-a-million TV screens across five states.

Clarity and range of WSAZ-TV are now higher than ever throughout this whole important industrial heart of America (where buying power and retail sales keep climbing upward, too).

Also on their way to skyhigh levels are sales results of advertisers who use WSAZ-TV. Want to see yours go up also? Call up the nearest Katz Agency office and get the facts today.



T E L E V I S I O N
 also affiliated with Radio Stations WSAZ, Huntington; WGKV, Charleston
 Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
 represented nationally by The Katz Agency

WOAY-TV Oak Hill

(Ch. 4)

Grantee (STA): Robert R. Thomas Jr., Box 251.
Studio & Transmitter: U. S. Hwy. 21, .7-mi. S. of Oak Hill.
Telephone: 651.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level, lat. 37° 57' 30", long. 81° 69' 03".

Network Service: ABC, DuMont.

AM Affiliate: WOAY, 10-kw, 860 kc. FM Affiliate: WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

Ownership: Robert R. Thomas Jr., 100%. Note: Joe L. Smith Jr., operator of WJLS, Beckley & WKNA-TV & WKNA, Charleston, W. Va., has option for 40%.

Began Operation: Dec. 3, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Robert M. Silliman.

Personnel:

Robert R. Thomas Jr., *general manager*.
Will Jackson, *sales manager*.
Clyde Higgins, *program director*.
Kenneth Rice, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 30, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00	\$35.00
Class B—All other times.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

Note: Rates apply to simultaneous telecasts on WOAY-TV & WKNA-TV, Charleston, W. Va.

WTAP Parkersburg

(Ch. 15)

Grantee (STA): West Virginia Enterprises Inc., Box 1880.
Studio: 121 W. Seventh St. **Transmitter:** Dole's Knob, Constitution, O.
Telephone: 7-4580.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 10.5-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level, lat. 39° 20' 50", long. 81° 33' 46".

Network Service: NBC, ABC, DuMont.

Ownership: Theodore A. Eiland, pres. & treas., 10%; Frank A. Baer, v.p., 20% (6.7% as guardian for Dorothy Baer); Ben K. Baer, secy., 13.3%; Howard L. Chernoff, director, 42.5% (with wife); Lydia Busek, director, 5%; Helen K. Baer, 2.5%; Frank A. Baer II, 6.7%. Mr. Chernoff owns 5% of Ch. 2 applicant for Oakland, Cal.

Began Operation: Oct. 8, 1953.

Represented (sales) by Forjoe-TV Inc.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Theodore A. Eiland, *president & general manager*.
Jerry Burns, *sales manager*.
Don Painter, *program-production manager*.
George W. DeBileux, *chief engineer*.

DIGEST RATE CARD NO. 1† (Sept. 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$50.00	\$35.00	\$25.00	\$12.50
Class B—5-6 p.m., Mon.-Sat.							
112.50	67.50	56.25	45.00	37.50	26.25	18.75	9.40
Class C—All other times.							
75.00	45.00	37.50	30.00	25.00	17.50	12.50	6.25

† Film rates only.

WTRF-TV Wheeling

(Ch. 7)

Grantee (STA): Tri-City Bestg. Co., Ogdan Bldg. 1329 Market St., Wheeling.
Studio: 1329 Market St. **Transmitter:** R.D. 1, Kirkwood Heights, Bridgeport, O.
Telephone: Wheeling 1177.

West Virginia-Wisconsin

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 155-kw aural. Antenna: 590-ft. above av. terrain, 358-ft. above ground, 1643-ft. above sea level, lat. 40° 03' 41", long. 80° 45' 08".

Network Service: NBC, ABC.

Ownership: Thomas M. Bloch, pres., 6.7%; Robert W. Ferguson, v.p., 6%; Albert V. Dix, v.p., 22.6%; Gordon C. Dix, secy.-treas., 7.3%; News Publishing Co., 30%; Betty Block Harris, 6.7%; Jesse A. Bloch estate, 16.7% (Thomas M. Bloch & Betty Block Harris, co-executors). News Publishing Co. owns 89% of TV grantee for Clarksburg, W. Va. and publishes *Wheeling Intelligencer & News-Register* and other W. Va. newspapers. Dix family publishes *Bellaire Times-Leader* and other Ohio-W. Va. newspapers and has interest in WWST, Wooster, O.

Began Operation: Oct. 23, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John A. Moffet.

Personnel:

Robert W. Ferguson, *exec. v.p. & general manager*.
H. Needham Smith, *sales manager*.
Greg Van Camp, *promotion manager*.
Gary Vorhees, *production director*.
Louis Meyer, *program director*.
Albert Jones, *merchandise manager*.
Wesley Manley, *traffic manager*.
George Diab, *news & sports director*.
Don Murdock, *continuity chief*.
William Ney, *film manager*.
Howard Daubenmeyer, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:30-midnight, daily & Sun.						
320.00	192.00	128.00	112.00	80.00	64.00	32.00
Class C—5-6 p.m., Mon.-Fri.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class D—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

WISCONSIN

WEAU-TV Eau Claire

(Ch. 13)

Grantee (STA): Central Bestg. Co., 2415 S. Hastings Way.
Studio & Transmitter: 2415 S. Hastings Way.
Telephone: 2-3589.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 57.5-kw visual, 28.8-kw aural. Antenna: 430-ft. above av. terrain, 489-ft. above ground, 1336-ft. above sea level, lat. 44° 47' 58", long. 91° 47' 59".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WEAU, 5-kw, 790 kc (NBC). FM Affiliate: WEAU-FM, 60-kw, 94.1 mc (No. 231), 360-ft. antenna height.

Ownership: Elizabeth B. Murphy, 40%; Eau Claire Press Co., 24 1/3%; W. C. Bridges, pres., 18 2/3%; M. B. Atkinson, v.p., 2/3%; Morgan Murphy, secy.-treas., 14 1/3%; Frances H. Lavine, 2%. Mr. Atkinson is pres. of Eau Claire Press Co., publisher of *Eau Claire Leader-Telegram*. Mr. Murphy is publisher of *Superior (Wis.) Telegram*; controls *Lafayette (La.) Advertiser*, whose KVOL holds CP for TV; owns various other newspapers and with Mr. Bridges holds interest in KGTV, Des Moines; also has interests in various radio stations, one of which is WISC, Madison, a TV applicant.

Began Operation: Dec. 17, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Scharfeld, Jones & Baron.

Represented (engineering) by Charles B. Persons, Duluth, Minn.

Personnel:

Harry S. Hyett, *general manager*.
Richard Kepler, *TV manager*.
Robert Trump, *sales manager*.
E. Elbert Hutchison, *agricultural director*.
T. O. Jorgenson, *chief engineer*.

(Continued on next page)

WEAU-TV

... dominant coverage
of rich Wisconsin Dairyland



Over 7,000 viewers looked in their crystal balls and guessed the temperature during December weather contest.



Over 5,000 small fry sent letters to "Santa Reads The Mail Show"



Local shoeman claims 50% increase in business through exclusive use of WEAU-TV over previous year.

Get the complete WEAU-TV story from a Geo. P. Hollingbery man in Chicago, New York, Atlanta, Los Angeles or San Francisco.

WEST CENTRAL WISCONSIN'S ONLY TV STATION



EAU CLAIRE: WEAU-TV—(Continued)

DIGEST OF RATE CARD No. 3 †
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00
Class B—4-6:30 p.m., 10:30 p.m.-sign-off, daily.					
150.00	90.00	60.00	48.00	36.00	30.00
Class C—All other times.					
100.00	60.00	40.00	32.00	24.00	20.00

† Film rates only.

WBAY-TV Green Bay

(Ch. 2)

Licensee: Norbertine Fathers, 115 S. Jefferson St.

Studio: 115 South Jefferson St. Transmitter: Town of DePere, Wis.

Telephone: Hemlock 2-3331.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 730-ft. above ground, 1731-ft. above sea level, lat. 44° 24' 38", long. 80° 00' 00".

Network Service: ABC, CBS, Du Mont.

AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, pres.

Began Operation: March 17, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis.

Personnel:

Haydn R. Evans, *general manager.*

Burke Farquhar, *station manager.*

Robert C. Nelson, *sales manager.*

Jim Krause, *film director.*

Leo E. Persselin, *program director.*

Craighton Knau, *farm director.*

Robert M. Meister, *promotion manager.*

DIGEST OF RATE CARD No. 5 †
(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$83.00	\$40.00
Class B—2-5:59 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

† Film rates only.

WKBT La Crosse

(Ch. 8)

Grantee (STA): WKBH Television Inc., 409 Main St.

Studio: 141 S. 6th St. Transmitter: Town Rd. & School Section Rd., 9 mi. S of city.

Telephone: 2-4678.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 578-ft. above ground, 1746-ft. above sea level, lat. 43° 41' 44", long. 91° 12' 09".

Network Service: NBC, CBS, DuMont, ABC.

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

Ownership: LaCrosse Tribune, 41%; WKBH Inc. (controlled by Howard & Kenneth Dahl), 40%; Howard Dahl, 9%; and the following, each owning 2%: Charles D. Gellatt, Allan Schilling, Albert Funk Jr., Runge Sletten, Orval Nelson.

Began Operation: June 21, 1954.

Represented (sales) Paul H. Raymer Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Howard Dahl, *general manager.*

Tom J. Maloney, *program manager.*

Al Leeman, *chief engineer.*

Robert Z. Morrison Jr., *sales manager.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily; 1-6 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-5 p.m., Sat.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

WHA-TV
Madison
(Ch. 21)

Non-Commercial Educational Station

Grantee (STA): Wisconsin State Radio Council, Radio Hall.
Studio & Transmitter: Radio Hall, 600 N. Park St., U of Wisconsin campus.
Telephone: 5-2988.
Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 10.7-kw visual, 5.37-kw aural. Antenna: 230-ft. above av. terrain, 274-ft. above ground, 1174-ft. above sea level, lat. 43° 04' 34.2", long. 89° 24' 06".
AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 22-kw, 88.7 mc (No. 204), 185-ft. antenna height.
Ownership: Officers of Wisconsin State Radio Council: Henry L. Ewbank, chairman; George E. Watson, state supt. of public instruction, vice-chairman; H. B. McCarty, exec. director.
Began Operation: March 26, 1954.

Represented (legal) by Vernon W. Thomson, Wis. attorney general.
Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:
H. B. McCarty, executive director.
William G. Harley, program director.
John H. Stiehl, chief engineer.
L. C. Anderson, chief studio technician.
Glenn Koehler, technical consultant.
John P. Highlander, production supervisor.
Raymond Stanley, research director.

WKOW-TV
Madison
(Ch. 27)

Grantee (STA): Monona Bestg. Co., 215 W. Washington Ave.
Studio and Transmitter: Gilbert Rd.
Telephone: 3-5329.
Technical Facilities: Channel No. 27 (548-554 mc). Operating under special temporary authorization with 16.98-kw visual, 8.49-kw aural. Authorized power: 162-kw visual, 87.1-kw aural. Antenna: 688-ft. above av. terrain, 597-ft. above ground, 1677-ft. above sea level, lat. 43° 03' 09", long. 89° 28' 38".
Network Service: CBS.
AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).
Ownership: Stewart Watson, pres., 12%; E. B. Rundell, v.p., 8.7%; George W. Icke, v.p., 8%; E. C. Severson, treas., 11%; B. W. Hulskamp, secy., 8%; Otto Sanders, 6.1%; Theodore J. Pankow, 6%; J. Raiman Feldman, 5.4%; and many others, none owning as much as 5%.
Began Operation: June 30, 1953.

Represented (sales) by Headley-Reed TV.
Represented (legal) by Fly, Shuebruk, Blume & Gagulne.
Represented (engineering) by Walter F. Keane.

Personnel:
Ben J. Hovel, general manager.
Audrey Bland, program director.
Cloven Smith, technical supervisor.

DIGEST OF RATE CARD NO. 1
(April 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

WMTV
Madison
(Ch. 33)

Grantee (STA): Bartell Television Corp., W. Beltline Hwy.
Studio and Transmitter: W. Beltline Hwy.
Telephone: Cedar 3-5381.
Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 17.1-kw visual, 8.6-kw aural. Antenna: 650-ft. above av. terrain, 555-ft. above ground, 1679-ft. above sea level, lat. 43° 03' 03", long. 89° 29' 15". CP for 209-kw visual, 112-kw aural, 690-ft. above av. terrain, 594-ft. above ground.
Network Service: ABC, Du Mont, NBC.
AM-FM Affiliates: None locally.
Began Operation: July 8, 1953.

Ownership: Gerald A. Bartell, pres., 33 1/3%; David Bartell, v.p., 33 1/3%; Lee Bartell, 26 2/3%; Earl W. Fessler, 6 2/3%. Gerald, Lee and David Bartell are principals in AM stations WOKY, Milwaukee and WAPL, Appleton, Wis., and TV station WOKY-TV, latter being sold to CBS.

Represented (sales) by The Bolling Co. Inc.
Represented (legal) by Samuel Miller.
Represented (engineering) by Ralph E. Evans, Milwaukee.

Personnel:
Gerald A. Bartell, president and general manager.
Morton J. Wagner, station & sales manager.
Gene C. Harrison, production manager.
John Sgrist, studio manager.
William Edwards, film editor.
Nancy Smart, continuity director.
Michael Griffin, news editor.
Wanda Montz, promotion manager.
L. Stanley Sadler, chief engineer.

DIGEST OF RATE CARD NO. 1
(May 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.							
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times							
120.00	96.00	72.00	48.00	40.00	36.00	24.00	12.00

WMBV-TV
Marinette-Green Bay
(Ch. 11)

Grantee (STA): M & M Bestg. Co. Inc., Radio-TV Park, Marinette.
Studios: Radio-TV Park, Marinette; Madison & Cherry Sts., Green Bay.
Transmitter: Bayside Rd., Oconto, Wis.
Telephone: 2-6631.
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 102-kw visual, 61.7-kw aural. Antenna: 450-ft. above av. terrain, 574-ft. above ground, 1158-ft. above sea level, lat. 44° 57' 20", long. 87° 50' 00". CP for 234-kw visual, 132-kw aural, 780-ft. above av. terrain, 818-ft. above ground, 1402-ft. above sea level, lat. 44° 56' 40", long. 87° 49' 48"; transmitter to Bayside Rd., 5-mi. NE of Oconto.
Network Service: NBC, ABC.

AM Affiliate: WMAM, 25-kw (.10-kw night), 570 kc (NBC).
Ownership: William E. Walker, pres., 50%; Joseph D. Mackin, secy-treas., 23.3%; 8 others, none owns over 7%. Ownership interlocks with WBEV, Beaver Dam, Wis., and WIBA, Madison, Wis., Ch. 3 applicant.

Began Operation: Aug. 9, 1954.
Represented (sales) by Venard, Rintoul & McConnell.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by A. D. Ring & Assoc.

Personnel:
Joseph D. Mackin, general manager.
William E. Walker, station manager.
Pat Kehoe, program director.
Alister Alexander, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$40.00	\$20.00
Class B—2-5:59 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily.						
200.00	120.00	80.00	70.00	50.00	30.00	15.00

Wisconsin

WCAN-TV Milwaukee

(Ch. 25)

Grantee (STA): Midwest Broadcasting Co., 5445 N. 27th St.

Studio & Transmitter: Schroeder Hotel.

Telephone: Broadway 6-2154.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 234-kw visual, 123-kw aural. Antenna: 620-ft above av. terrain, 678-ft. above ground, 1298-ft. above sea level, lat. 43° 02' 16", long. 87° 55' 12". Requests change to 253-kw visual, 136.5-kw aural, 521-ft. above av. terrain, 628-ft. above ground, 1248-ft. above sea level.

Network Service: CBS.

AM Affiliate: WCAN, 5-kw, 1250 kc.

Ownership: Lou Poller, pres., 53.2%; Cy Blumenthal, secy-treas., 32%; Alex Rosenman, v.p., 4.8%. Theodore Rosenak, exec. v.p., 10%. Mr. Poller owns 51% of WARL, Arlington, Va.; Mr. Blumenthal owns 39% of WARL.

Began Operation: Sept. 5, 1953.

Advertising representatives: Alex Rosenman, 347 Madison Ave. N.Y.; Hal Tate, 192 N. Clark St. (Chicago); Duncan A. Scott Adv., Mills Bldg., San Francisco (San Francisco & Los Angeles).

Represented (legal) by Phillip M. Baker and Benedict P. Cottone.

Represented (engineering) by Russell May.

Personnel:

Lou Poller, general & sales manager.
Burt Levine, station manager.
Buddy Marino, program director.
Kal Ross, director of operations.
Mort Rosenman, promotion manager.
Wallace Wesley, chief engineer.

DIGEST OF CARD NO. 4—(Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	ID
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$100.00	\$50.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.						
450.00	275.00	180.00	150.00	125.00	80.00	40.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-2 p.m., Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-midnight, daily.						
360.00	215.00	150.00	125.00	100.00	70.00	35.00
Class D—All other times.						
240.00	150.00	100.00	90.00	75.00	50.00	25.00

WOKY-TV

(Call Letters to Be Changed to WXIX)

Milwaukee

(Ch. 19)

Grantee (STA): Columbia Broadcasting System Inc., 704 W. Wisconsin Ave.

Studio: 704 W. Wisconsin Ave. Transmitter: 5401 W. Marten Dr. Telephone: Broadway 1-8480.

Technical Facilities: Channel No. 19 (500-506 mc). Operating under special temporary authorization with 13.2-kw visual, 9.77-kw aural. Authorized power: 229-kw visual, 123-kw aural. Antenna: 410-ft. above av. terrain, 470-ft. above ground, 1170-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Requests change to 225-kw visual, 131.5-kw aural, 573-ft. above av. terrain, 681-ft. above ground, 1301-ft. above sea level, lat. 43° 02' 16", long. 87° 55' 12"; transmitter to Schroeder Hotel.

Ownership: See WCBST-TV, New York.

Began Operation: Sept. 25, 1953. Acquired by CBS Inc. from Gerald A. Bartell group in transfer deal approved by FCC Jan. 14, 1955 (Television Digest, Vol. 10:47 & 11:3).

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Samuel Miller.

Personnel:

Edmund C. Bunker, general manager.
John Reddy, program director.
Ralph E. Evans, chief engineer.

DIGEST OF RATE CARD NO. 2

(Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$70.00	\$35.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	75.00	50.00	25.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

WTMJ-TV Milwaukee

(Ch. 4)

Licensee: The Journal Co., 333 W. State St.

Studio and Transmitter: 720 E. Capitol Drive.

Telephone: Broadway 1-6000.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 921-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level, lat. 43° 05' 27", long. 87° 54' 12".

Network Service: NBC.

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

Ownership: The Journal Co. (Milwaukee Journal).

Began Operation: Dec. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

Walter J. Damm, v.p. & gen. mgr. of TV & radio, The Journal Co.
R. G. Winnie, asst. general manager.
George Comte, station manager.
George Nicoud, asst. to the station manager.
L. W. Herzog, research & development co-ordinator.
Neale V. Bakke, sales manager.
Hugo Birmingham, production supervisor.
Jim Fitzgerald, film editor.
Bob Heiss, sports director.
Jack Krueger, news editor.
Bruce Wallace, mgr., public service broadcasts & promotion.
Wendell Palmer, continuity manager.
Maurice Kipen, musical director.
Phillip B. Laeser, manager, AM & TV engineering.
Edwin L. Cordes, TV chief engineer.
Henry Goeden, field supervisor.
Alva Van Alstyne, TV transmitter supervisor.
Nick Brauer, studio supervisor.
Herman Lache, audio supervisor.
Joe Fox, color coordinator.

DIGEST OF RATE CARD NO. 16

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.					
\$1150.00	\$690.00	\$460.00	\$402.50	\$287.50	\$180.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.					
787.50	472.50	315.00	275.65	196.85	135.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; sign-on-noon, Sat. & Sun.					
525.00	315.00	210.00	183.75	131.25	108.00
Class D—Midnight-sign-off, daily.					
350.00	210.00	140.00	122.50	87.50	72.00

WTWV

Milwaukee

(Ch. 12)

Grantee (STA): Milwaukee Area Telecasting Corp., Empire Bldg.

Studio & Transmitter: 5201 N. Belle Isle Dr.

Telephone: Broadway 6-8660.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level, lat. 43° 06' 41", long. 87° 55' 38".

Network Service: ABC, DuMont.

Ownership: Paul A. Pratt, pres., 4%; Loran F. Thurwachter, exec. v.p., 12.5%; L. F. Gran, chairman of board, 38.5%; J. Martin Klotsche, v.p., 3.5%; Thomas E. Allen, bus. mgr., 8%; Maxwell H. Herriott, secy., 5%; Joseph M. Baisch, treas., 2.5%; Soren H. Munkhof, asst. secy-treas., 1.5%; O. W. Carpenter, dir., 2%; R. F. Herzfeld, dir., 7%; Alice F. Toland, dir., 1%; six others, none owning more than 5%. Bruce Gran (son) owns 32.5% of WREX-TV, Rockford, Ill. Mr. Thurwachter is theatre operator. Note: New firm was to be set up under which Milwaukee Bestg. Co., Wisconsin Bestg. System Inc. and Kolero Telecasting Corp. will have options to buy 30%, 30% and 10%, respectively, but sale of all stockholdings to Hearst Corp. now pends FCC approval (Television Digest, Vol. 11:2).

Began Operation: October 26, 1954.

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

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Weldon & Carr.

Personnel:

Loran F. Thurwachter, executive v.p.
Soren H. Munkhof, station manager.
Thomas E. Allen, business manager.
Louis Riepenhoff, promotion director.
Elden Anspach, program director.
Carl Zimmermann, film director.
Lionel Wittenberg, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$950.00	\$570.00	\$380.00	\$332.50	\$285.00	\$190.00	\$95.00
Class B—4-6 p.m., 10-11 p.m., Mon.-Fri.; 1-6 p.m., 10-11 p.m., Sat. & Sun.						
700.00	420.00	280.00	245.00	210.00	140.00	70.00
Class C—Noon-4 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-1 p.m., 11 p.m.-midnight, Sat. & Sun.						
475.00	285.00	190.00	166.25	142.50	95.00	47.50
Class D—All other times.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00

WSAU-TV
Wausau
(Ch. 7)

Grantee (STA): Wisconsin Valley Television Corp., 714 Fifth St. Studio: 714 Fifth St. Transmitter: Coates Ave. Telephone: 2-1021.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 89.8-kw visual, 53.7-kw aural. Antenna: 460-ft. above av. terrain, 421-ft. above ground, 1830-ft. above sea level, lat. 44° 58' 58", long. 89° 36' 06".

Network Service: CBS, ABC.

AM Affiliate: WSAU, .25-kw, 1400, NBC.

Ownership: Charles Lemke, 25% (formerly owning 49% of radio WSAU); *Wausau Record-Herald*, 25%; *Wisconsin Rapids Tribune*, 12.5% (6.25% being held by its radio WFHR); *Antigo Journal*, 8.36% (4.18% being held by its radio WATK); *Marshfield News-Herald*, 12.5%; *Rhineland News*, 8.32%; *Merrill Herald*, 8.32%. WSAU-TV officers: John C. Sturtevant, pres. (*Wausau Record-Herald*); George T. Frechette, v.p. (WFHR); A. F. Berner, secy. (*Antigo Journal*); Charles Lemke, treas. (*Marshfield News-Herald*).

Began Operation: Oct. 24, 1954.

Represented (sales) by Meeker TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:
George T. Frechette, v.p. & general manager.
Richard D. Dudley, commercial manager.
James K. Harelson, program manager.
Ronald W. Richardt, chief engineer.
Norbert F. Kellnhauser, film director.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$65.00	\$40.00	\$20.00
Class B—All other times.						
175.00	105.00	87.50	70.00	55.00	35.00	17.50

ALASKA

KFIA
Anchorage
(Ch. 2)

Grantee (STA): Midnight Sun Bestg. Co., Box 939. Studio & Transmitter: Westward Hotel. Telephone: 5-3871.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 8.13-kw aural. Antenna: 40-ft. above av. terrain, 150-ft. above ground, 250-ft. above sea level, lat. 61° 13' 08", long. 149° 53' 45".

Network Service: CBS, ABC.

AM Affiliate: KENI, 5-kw., 550 kc, ABC, NBC, MBS.

Ownership: Lathrop Co. (stock voted by Harry J. Hill, pres.), 73.6%; Richard E. Rollins, 19.09%; 11 other stockholders. Midnight Sun officers: A. G. Cooley, pres.; Miriam Kinsey, v.p.; A. O. Bramstedt, secy.-treas. Midnight Sun also holds CP for KFIF, Fairbanks (Ch. 2) and operates radio stations KENI, Anchorage; KFAE, Fairbanks; KABI, Ketchikan; KJNO, Juneau.

Began Operation: Oct. 16, 1953. Sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:47 & 11:1).

Represented (Sales) by Weed Television Corp.; Moore & Lund (Pacific Northwest).

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:
James G. Duncan, station manager.
John Kearney, sales manager.
Richard Randlett, production manager.
Naomi Rector, director of programming.
Edward Wasey, engineering supervisor.

WYOMING

KFBC-TV
Cheyenne
(Ch. 5)

Grantee (STA): Frontier Bestg. Co., 2923 E. Lincolnway. Studio & Transmitter: Borle, Wyo., 10.2-mi. W.S.W. of Cheyenne. Telephone: 4-4461.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level, lat. 41° 06' 03", long. 105° 00' 16".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KFBC, .25-kw, 1240 kc (ABC).

Ownership: Robert S. McCracken, pres.; W. A. Corsan, v.p., 12.8%; O. B. Koerfer, secy., 2.56%; Wm. C. Grove, 13%; A. E. Stoddard, 6.19%; Tracy S. McCracken, 4.42%; Lillian D. McCracken, 4.42%; F. H. Ricketson Jr., 4.45%; Raymond F. List, 3.69%; D. E. Woodson, 3.29%; Cheyenne Newspapers Inc., 38.82%; 7 others, none owns as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of *Wyoming Eagle* and *Wyoming State Tribune*. Mr. McCracken and associates also publish *Laramie Republican-Boomerang* and *Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming News*; they also operate radio stations KRAL, Rawlins, & KVR5, Rock Springs and are TV grantee for KSTF, Scottsbluff, Neb. Wm. C. Grove owns KSID, Sidney, Neb.

Began Operation: March 2, 1954.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Koteen & Burt.

Personnel:

Robert S. McCracken, president.
William C. Grove, general manager.
D. E. Allen, sales manager.
Charles P. Cahill, commercial manager.
Kirk H. Knox, news director.
Joyce Pratt, traffic manager.
Robert C. Pfannenschmid, chief engineer.

DIGEST OF RATE CARD NO. 1*
(Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:29-11 p.m., Mon.-Fri.; 4:59-11 p.m., Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 12-59 p.m.-4:59 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

* Note: When KSTF, Scottsbluff, Neb., goes on air KFBC-TV & KSTF will be sold only in combination with above rates applying at no additional cost.

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00

KTVA
Anchorage
(Ch. 11)

Grantee (STA): Northern Television Inc., Mt. McKinley Bldg. Studio & Transmitter: Mt. McKinley Bldg. Telephone: 5-4321, 4-4301.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.22-kw visual, 1.61-kw aural. Antenna: 168-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level, lat. 61° 13' 13", long. 149° 52' 33".

Network Service: NBC, DuMont.

Ownership: A. G. Hiebert, pres., 27.63%; Jack M. Walden, v.p., 6.76%; B. J. Gottstein, treas., 4.17%; Wm. J. Wagner, v.p., 6%; M. B. Kirkpatrick, secy., 4.17%; over 20 other stockholders, none owns as much as 5%. Northern also holds CP for KTFF, Fairbanks. Mr. Wagner operates KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan; KIBH, Seward; KIFW, Sitka, all in Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

Personnel:
A. G. Hiebert, president & general manager.
Jack Walden, chief engineer.
Walt Welch, news editor.
Hal Knutson, program manager.

DIGEST OF RATE CARD NO. 1
(Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$22.50	\$15.00

Alaska - Hawaii

KFIF Fairbanks

(Ch. 2)

(Due to begin operating in February)

Grantee (STA): Midnight Sun Bcstg. Co., Lathrop Bldg.

Studio: First & Lacy Sts. Transmitter: 516 Second Ave.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.6-kw visual, 2.76-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level, lat. 64° 50' 42", long. 147° 42' 42".

Network Service: CBS, ABC.

AM Affiliate: KPAR, 5-kw, 610 kc, ABC, MBS, NBC.

Ownership: Midnight Sun Bcstg. Co. For other interests see KFIA, Anchorage.

Represented (sales) by Weed Television Corp; Moore & Lund (Pacific Northwest).

Represented (legal) by Haley, Doty & Wollenberg.

(ADDITIONAL DATA UNAVAILABLE)

KTVF Fairbanks

(Ch. 11)

(Due to Begin Operating in February)

Grantee (STA): Northern Television Inc., 4th & Denali Sts., Anchorage.

Studio & Transmitter: 3rd & Lacey Sts., Fairbanks.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 2.76-kw visual, 1.38-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level, lat. 64° 50' 35.7", long. 147° 42' 47.6".

Network Service: NBC, DuMont.

Ownership: Same as KTVA, Anchorage.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

(ADDITIONAL DATA UNAVAILABLE)

HAWAII

KGMB-TV Honolulu

(Ch. 9)

Grantee (STA): Hawaiian Broadcasting Co. Ltd., 1534 Kapiolani Blvd.

Studio: 1534 Kapiolani Blvd. Transmitter: Mt. Tantalus.

Telephone: 9-2011.

Technical Facilities: Channel 9 (186-192 mc). Operating under special temporary authorization with 104-kw visual, 62.4-kw aural, 338-ft. above ground from studio site lat. 21° 17' 48", long. 157° 50' 34". Antenna: 1768-ft. above av. terrain, 94-ft. above ground, 2107-ft. above sea level, lat. 21° 20' 09", long. 157° 49' 04".

Network Service: CBS.

AM Affiliate: KGMB, 5-kw, 590 kc (CBS).

Ownership: Also owns & operates KHBC, Hilo; company is owned 68.72% by Consolidated Amusement Co. (film exhibitors); 24.55% by Honolulu Star-Bulletin; 6.73% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints (Mormon Church). Also is applicant for Ch. 3 satellite in Wailuka, Maui, and for Ch. 9, Hilo, Hawaii.

Began Operation: Dec. 1, 1952.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Vandiver, Wearn & Cohen.

Personnel:

J. Howard Worrall, *president*.
C. Richard Evans, *v.p. & general manager*.
John T. Quinlan, *promotion director*.
Ralph Davison, *sales manager*.
Larry Stevens, *local sales manager*.
Robert Costa, *program director*.
Wayne Collins, *news director*.
Sheridan D. Reid, *production manager*.
Dan Hunter, *chief engineer*.

DIGEST OF RATE CARD NO. 3 † (Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-4 p.m. Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00

† Film rates only.

KONA Honolulu

(Ch. 11)

Grantee (STA): Radio Honolulu Ltd., 206 Koula St.

Studio: 206 Koula St. Transmitter: Ala Mcana Blvd. & Pihok St.

Telephone: 6-2366.

Technical Facilities: Channel 11 (198-204 mc). Operating under special temporary authorization with 35-kw visual, 19.44-kw aural. Authorized power: 125-kw visual, 74-kw aural. Antenna: 337-ft. above av. terrain, 337-ft. above ground, 347-ft. above sea level, lat. 21° 17' 40.94", long. 157° 50' 58.75".

Network Service: NBC.

Ownership: Advertiser Publishing Co. Ltd., publisher of Honolulu Advertiser and licensee of KGU (AM), 50%; John D. Keating & J. Elroy McCaw, 50%. Messrs. Keating & McCaw also operate WINS, New York City. Mr. McCaw also has interest in KELA, Centralia, Wash.; KYAK, Yakima, Wash.; KALE, Richland, Wash.; KYA, San Francisco; KORC, Mineral Wells, Tex. Sale of KMO-TV, Tacoma, Wash., to Mr. McCaw pending FCC approval (Television Digest, Vol. 10:28).

Began Operation: Dec 15, 1952. Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (See Television Digest, Vol. 9:26.)

Represented (sales) by NBC Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Lorin P. Thurston, *chairman*.
John D. Keating, *president and general manager*.
J. Elroy McCaw, *v.p.*
Paul H. Anderson, *v.p.*
Allen McGuire, *secretary-treasurer*.
James Wethington, *sales manager*.
Trent Christman, *program manager*.
Miss Gene Terrell, *promotion-publicity manager*.
Lawrence Trombly, *chief engineer*.

DIGEST OF RATE CARD NO. 3 † (Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., 10-11 p.m., Mon.-Sat.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

† Film rates only.

KULA-TV Honolulu

(Ch. 4)

Grantee (STA): Pacific Frontier Bcstg. Co. Ltd., 1290 Ala Moana Blvd.

Studio & Transmitter: 1290 Ala Moana Blvd.

Telephone: 6-3666.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 14-kw aural. Antenna: minus 680-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level, lat. 21° 17' 44", long. 157° 51' 06".

Network Service: ABC, DuMont.

AM Affiliate: KULA, 10-kw 690 kc (ABC).

Ownership: American Bcstg. Stations Inc., 41.67%; KJBS, San Francisco, 33.33%; Jack A. Burnett, 10%; E. P. Franklin, jointly with wife, 7.5%; William B. Quarton, 5%; Stanley G. Breyer, 2.5%. Messrs. Franklin & Breyer are gen. & commercial mgrs., respectively of KJBS. Pacific Frontier officers: Herbert L. Pettet, pres.; Jack A. Burnett, exec. v.p.; Hugh Ben La Rue, sales v.p.; Winston C. Ingman, secy.; Wm. B. Dolph, treas. American Bcstg. controls WMT-TV, Cedar Rapids, Ia., in which Dolph has 29% interest, Quarton 20%.

Began Operation: April 2, 1954.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

Jack Burnett, *general manager.*
Hugh Ben LaRue, *general sales manager.*
Art Sprinkle, *asst. general manager.*
Ted R. Scott, *TV-radio coordinator.*
Bob Sevey, *production manager & sports-special events director.*
Ronald T. Miyahira, *chief engineer.*

DIGEST OF RATE CARD NO. 1 †—(April 9, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; all day Sun.						
\$250.00	\$150.00	\$90.00	\$70.00	\$50.00	\$40.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	45.00	30.00	24.00	15.00

† Film rates only.

PUERTO RICO

**WAPA-TV
San Juan**

(Ch. 4)

Grantee (STA): Ponce de Leon Bestg. Co. Inc., 357 Ponce de Leon, San Juan, P. R.

Studio & Transmitter: 357 Ponce de Leon.

Telephone: 3-3000.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 221-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level, lat. 18° 28' 02", long. 66° 05' 48".

Network Service: NBC, DuMont, ABC.

AM Affiliate: WAPA, 10-kw, 680 kc (MBS-ABC).

Ownership: Jose Ramon Quinones, pres., 78%; Segismundo Quinones, secy., 1%; Jose Arnaldo Maynero, 1%; Goar Mestre, 8%; Abc Mestre, 6%. Mestre brothers are principals in CMQ-TV, Havana, Cuba & Chiquito CMQ-TV-radio networks. Jose R. Quinones also is applicant for Ch. 3 in Mayaguez, P. R.

Began Operation: March 5, 1954.

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Delfin Fernández, *general manager.*
Segismundo Quinones, *commercial manager.*
José E. Franco, *program director.*
Howard Hayes, *chief engineer.*
Luis Dominguez, *production manager.*
José E. Vignie, *film editor.*

**DIGEST OF RATE CARD NO. 2
(July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.							
\$200.00	\$135.00	\$90.00	\$78.75	\$56.50	\$50.00	\$45.00	\$25.00
Class B—All other times.							
168.75	102.25	62.50	59.15	42.02	40.00	36.00	20.00

**WKAQ-TV
San Juan**

(Ch. 2)

Grantee (STA): El Mundo Inc., Box 1072, San Juan, P. R.

Studio: Stop 8, Fernandez Juncos. Transmitter: Marquessa Mt.

Telephone: 3-3800

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 30-kw visual, 15-kw aural. Authorized power: 100-kw visual, 50-kw aural. Antenna: 1280-ft. above av. terrain, 300-ft. above ground, 1973-ft. above sea level, lat. 18° 16' 53", long. 68° 06' 46".

Network Service: CBS.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc (CBS).

Ownership: Angel Ramos, pres., 99.9%; publisher of *El Mundo*. El Mundo Inc. also is applicant for Ch. 3 in Mayaguez.

Began Operation: Jan. 29, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

Angel Ramos, *president.*
R. Delgado Marquez, *general manager.*
Fernando Cortes Jr., *program director.*
Evelio Otero, *news director.*
Jack H. Tudor, *director of engineering.*

Puerto Rico-Mexican Border

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$65.00	\$25.00
Class B—All other times.						
200.00	150.00	100.00	87.00	67.50	50.00	15.00

MEXICAN BORDER

XETV

Tijuana

(Ch. 6)

(Near San Diego, California)

Licensee: Radio-Television, S.A.

Business Address: 4229 Park Blvd., San Diego 3, Cal.

Studio and Transmitter: Mount San Antonio, Tijuana, B.C. Mexico.

Telephone: Cypress 8-7191.

Technical Facilities: Channel 6 (82-88 mc). Authorized power: 38-kw visual, 17-kw aural. Antenna: 1500-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level.

Ownership: George I. Rivera and Emilio Azcarraga, co-owners.

Began Operation: Feb. 18, 1953.

Represented (sales) by Weed Television Corp.

Personnel:

Julian M. Kaufman, *general manager.*
Alejandro Nervo, *manager of operations.*
Ann A. Martin, *traffic manager.*
Bill Mueller, *business manager.*
Joe Kopscho, *chief engineer.*
Jose Marquez, *engineer in charge of operations.*

**DIGEST OF RATE CARD NO. 2
(March 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

XEJ-TV

Juarez

(Ch. 5)

(El Paso, Texas)

Licensee: Television de la Frontera, S.A., Box 442, El Paso.

Studio & Transmitter: Vte. Guerrero 704, Juarez.

Telephone: 111-511.

Technical Facilities: Channel No. 5 (76-82 mc). Temporarily operating with .5-kw visual, .25-kw aural. Authorized power: 250-kw visual, 125-kw aural. Antenna: 385-ft. above av. terrain, 265-ft. above ground, lat. 31° 44' 23", long. 106° 28' 41".

AM Affiliate: XEJ, 10-kw (5-kw night), 970 kc.

Ownership: Pedro Meneses Hoyos, 100%.

Began Operation: May 17, 1954.

Represented (sales) by National Time Sales.

Represented (engineering) by Mort Zimmerman, Dallas, Tex.

Personnel:

Pedro Meneses Hoyos, *president & general manager.*
M. D. Heredia, *sales manager.*
Robert Iglesias, *program manager.*
P. G. Rojas, *production manager.*
Miguel Garcia, *promotion manager.*
Hector Gutierrez, *publicity director.*
Froylan Rascon, *news editor.*
Jose Louis de Lira, *chief engineer.*

**DIGEST OF RATE CARD NO. 1
(May 17, 1954)**

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—					
\$120.00	\$68.00	\$38.00	\$29.00	\$22.00	\$11.00

CANADA

CKX-TV Brandon, Man.

(Ch. 5)

(Due to Begin Operating in February)

Grantee (STA): Western Manitoba Bcstrs. Ltd., City Hall Square.

Studio & Transmitter: City Hall Square.

Telephone: 4532.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 19.3-kw visual, 9.65-kw aural. Antenna: 259-ft. above av. terrain, 304-ft. above ground, 1539-ft. above sea level, lat. 49° 50' 26", long 99° 58' 26".

Network Service: CBC.

AM Affiliate: CKX, 1-kw, 1150 kc, CBC.

Ownership: Western Manitoba Bcstrs. Ltd.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

John B. Craig, *president & general manager.*
Archie Olson, *sales manager.*
Douglas A. Lee, *program director.*
Jim Struthers, *news editor.*
Ken Milton, *sports director.*
E. H. Davies, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—						
\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$33.00	\$26.50
Class B—						
90.00	54.00	36.00	32.00	27.00	20.00	15.00

CHCT-TV Calgary, Alta.

(Ch. 2)

Licensee: Calgary Television Ltd., 1023 Eleventh Ave. W.

Studio & Transmitter: 1023 Eleventh Ave. W.

Telephone: 44-7471.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 939-ft. above av. terrain, 670-ft. above ground, lat. 51° 04' 31", long. 114° 08' 29".

Network Service: CBC.

Ownership: Calgary Bcstg. Co. (CFAC), 33½%; Voice of the Prairies Inc. (CFCN), 33½%; Albertan Bcstg. Co. (CKXL), 33½%. Calgary Bcstg. is affiliated with *Calgary Herald* (Southam Newspapers). CHCT-TV officers: H. G. Love, pres.; H. R. Carson, managing director; A. M. Cairns, secy.-treas.

Began Operation: Oct. 2, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by K. A. Mackinnon, Ottawa.

Personnel:

John H. Battison, *general manager.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Sat.						
150.00	90.00	60.00	52.50	45.00	35.00	18.00
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

CFRN-TV Edmonton, Alta.

(Ch. 3)

Licensee: Sunwapta Bcstg. Co. Ltd., 102 C. P.R. Bldg.

Studio & Transmitter: Jasper Hwy., 6 mi. W of Edmonton.

Telephone: 2-2101.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 27.4-kw visual, 13.7-kw aural. Antenna: 480-ft. above av. terrain, 438-ft. above ground, 2738-ft. above sea level, lat. 53° 32' 40", long. 113° 38' 50".

Network Service: CBC, CBS, ABC, NBC, DuMont.

AM Affiliate: CFRN, 5-kw, 1260 kc (CBC). FM Affiliate: CFRN-FM, 279-kw, 100.3 mc (No. 262), 150-ft. antenna height.

Ownership: G. R. A. Rice, 100%.

Began Operation: Oct. 3, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Radio Representatives Ltd. (Canada).

Personnel:

G. R. A. Rice, *manager.*
F. G. A. Makepeace, *chief engineer.*
S. S. Lancaster, *program director.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—Noon-1 p.m.; 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; Noon-6 p.m., 11 p.m.-sign-off, Sat.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class C—Sign-on-noon, Mon.-Sat.; 1-5 p.m., Mon.-Fri.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

CBHT Halifax, N.S.

(Ch. 3)

Licensee: Canadian Bcstg. Corp., 100 Sackville St., Box 175.

Studio: Bell Rd. Transmitter: Geizer's Hill, NW of city.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 692-ft. above av. terrain, 446-ft. above ground, 996-ft. above sea level, lat. 44° 39' 05", long. 63° 39' 28".

Network Service: CBC, CBS.

AM Affiliate: CBH, 1-kw, 1330 kc (CBC).

Began Operation: Dec. 20, 1954.

Personnel:

G. F. Brickenden, *director.*
Donald G. LeBlanc, *commercial representative.*
J. Simonsen, *technical director.*
Carl MacCaull, *program director.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class C—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

CHCH-TV Hamilton, Ont.

(Ch. 11)

Licensee: Niagara Television Ltd., Box 94.

Studio: 163 Jackson St. W. Transmitter: 1 mi. SW of Stoney Creek, atop Escarpment.

Telephone: 2-1121.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 42.9-kw visual, 25.75-kw aural. Antenna: 622-ft. above av. terrain, 536-ft. above ground, 1150-ft. above sea level, lat. 43° 12' 27", long. 79° 46' 05".

Network Service: CBC.

Ownership: Wentworth Bcstg. Co. Ltd. (H. R. Carson), operating CKOC, 33.33%; Maple Leaf Bcstg. Co. Ltd. (Kenneth & Frances Soble), operating CHML, 33.33%; *Hamilton Spectator* (St. Clair Balfour Jr.), operating CJSH-FM, 33.33%. Clifford Sifton, operator of CKCK-TV, Regina is minority owner.

Began Operation: June 7, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & All-Canada Television.

Personnel:

Kenneth D. Soble, *president & general manager.*
S. J. Bibby, *assistant manager.*
R. J. Peters, *commercial manager.*
T. J. Sutton, *production manager.*
Dave C. Rogers, *news editor.*
W. E. Jaynes, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11:30 p.m., Mon.-Sat.; 1-11:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00	\$40.00

Class B—5-6 p.m. & 11:30 p.m.-sign-off, Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-1 p.m., Sun.
 300.00 180.00 120.00 105.00 90.00 70.00 30.00
 Class C—Sign-on-5 p.m., Mon.-Fri.
 240.00 144.00 96.00 84.00 72.00 54.00 24.00

CKWS-TV
Kingston, Ont.
 (Ch. 11)

Licensee: The Frontenac Bcstg. Co. Ltd., 170 Queen St.
 Studio: 170 Queen St. Transmitter: Bath, 12 mi. west of Kingston.
 Telephone: 4405.
 Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 257-kw visual, 154-kw aural. Antenna: 469-ft. above av. terrain, 400-ft. above ground, 930-ft. above sea level, lat. 44° 19' 26", long. 76° 49' 17".
 Network Service: CBC.
 AM Affiliate: CKWS, 5-kw, 960 kc (CBC). FM Affiliate: CKWS-FM, .35-kw, 96.3 mc (No 242), 94-ft. antenna height.
 Ownership: Sen. W. Rupert Davies, pres., 51%; Roy Thomson, v.p., 49%. Principals also own radio CHEX, Peterborough, Ont. and hold CP for Ch. 12 there. Sen. Davies publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.
 Began Operation: Nov. 18, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:
 R. W. Hofstetter, *manager*.
 Harry Edgar, *commercial manager*.
 Bill Luxton, *program manager*.
 Bert Cobb, *chief engineer*.

DIGEST OF RATE CARD NO. 1 †
 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., all day Sun.							
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$30.00	\$20.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat.							
150.00	90.00	60.00	52.50	45.00	30.00	22.50	15.00
Class C—Sign-on-noon, 1-5 p.m., daily.							
120.00	72.00	48.00	42.00	36.00	24.00	18.00	12.00

† Film rates only.

CFPL-TV
London, Ont.
 (Ch. 10)

Licensee: London Free Press Printing Co. Ltd., 442 Richmond St.
 Studio & Transmitter: Commissioners Road, Box 488.
 Telephone: 4-2115.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 117-kw visual, 59.6-kw aural. Antenna: 576-ft. above av. terrain, 575-ft. above ground, 1492-ft. above sea level, lat. 42° 57' 15", long. 81° 15' 58".
 Network Service: CBS, NBC, ABC & DuMont (via CBC).
 AM Affiliate: CFPL, 5-kw, 980 kc (CBC). FM Affiliate: CFPL-FM, 4.44-kw, 95.9 mc (No. 240), 131-ft antenna height.
 Ownership: London Free Press Printing Co. Ltd., publisher of *London Free Press*; W. J. Blackburn, pres.
 Began Operation: Nov. 17, 1953.
 Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.
 Represented (engineering) by Keith A. MacKinnon, Ottawa.

Personnel:
 Walter J. Blackburn, *president & managing director*.
 Murray T. Brown, *station manager*.
 Robert A. Reinhart, *assistant manager*.
 G. Robitaille, *director of engineering*.
 Kevin Knight, *production coordinator*.
 Ron Laidlaw, *newsreel supervisor*.

DIGEST OF RATE CARD NO. 2
 (March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$50.00	\$30.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-signoff, Mon.-Fri.; noon-6 p.m., Sat.							
225.00	135.00	90.00	78.75	67.50	45.00	35.00	22.50
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Sat.							
180.00	108.00	72.00	63.00	54.00	36.00	26.00	18.00

CKCO-TV
Kitcheener, Ont.
 (Ch. 13)

Licensee: Central Ontario Television Ltd., 864 King St. W.
 Studio: 864 King St. W. Transmitter: Baden Hill, Ontario.
 Telephone: 4-4703.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power 16-kw visual, 8.45-kw aural. Antenna: 501-ft. above av. terrain, 210-ft. above ground, 1656-ft. above sea level, lat. 43° 24' 15", long. 80° 38' 05".
 Network Service: CBC, CBS.
 Ownership: Carl A. Pollock, pres., 25%; radio CKCR (licensee of CKCR, Kitchener), 25%; Famous Players Canadian Corp., 50%. Famous Players also owns 25% of CFCM-TV, Quebec City.
 Began Operation: Dec. 24, 1953.
 Represented (sales) by Weed Television Corp. (for U.S.) & Jos. A. Hardy & Co. Ltd.
 Personnel:
 Eugene E. Fitzgibbons, *general manager*.
 W. D. McGregor, *director of operations*.
 A. G. Day, *technical director*.

DIGEST OF RATE CARD NO. 2
 (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$45.00	\$30.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
225.00	135.00	90.00	78.75	67.50	45.00	33.75	22.50
Class C—All other times.							
180.00	108.00	72.00	63.00	54.00	36.00	27.00	18.00

CKCW-TV
Moncton, N.B.
 (Ch. 2)

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg.
 Studio: Halifax St. Transmitter: Caledonia Mt., near Rosevale.
 Telephone: 4-9601.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-kw visual, 3-kw aural. Antenna: 990-ft. above terrain, 350-ft. above ground, 1680-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".
 Network Service: CBC.
 AM Affiliate: CKCW, 10-kw, 1220 kc, CBC.
 Ownership: F. A. Lynds, pres.; Dr. C. H. Blakeny, v.p.; C. E. Leger, v.p.; R. M. Palmer, secy-treas.; C. L. Peters, director.
 Began Operation: Nov. 30, 1954.
 Represented (sales) by Adam Young Television Corp. (for U. S.) & Horace N. Stovin & Co.
 Personnel:
 F. A. Lynds, *president & general manager*.
 J. S. Irvine, *commercial manager*.
 H. Button, *production manager*.
 Helen Savage, *film manager*.
 Arnold Brewster, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m. daily; all day Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.						
120.00	72.00	48.00	36.00	30.00	24.00	12.00
Class C—All other times.						
80.00	48.00	32.00	24.00	20.00	16.00	8.00

CBFT
Montreal, Que.
 (Ch. 2)
 (French Outlet)

Licensee: Canadian Broadcasting Corp., Box 6000.
 Studio: Radio-Canada Bldg., 1425 Dorchester St. W. Transmitter: Mount Royal Park.
 Telephone: University 6-2571.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 15.7-kw visual, 8.28-kw aural. Antenna: 912-ft. above av. terrain, 259-ft. above ground, 1003-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".
 Network Service: CBC, ABC, CBS, Du Mont, NBC.
 AM Affiliate: CBF & CBM, 50-kw, 690 kc & 940 kc (CBC).

(Continued on next page)

Canada

MONTREAL: CBFT--(Continued)

Began Operation: Sept. 6, 1952; changed from bi-lingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

Personnel:

Andre Oulmet, *director*.
Yves Vien, *asst. director*.
Fernand Guerard, *program director*.
Jean-Paul Ladouceur, *asst. program director*.
Charles Frenette, *technical director*.
Maurice Valquette, *commercial manager*.
J.-P. LePailleur, *film supervisor*.
Jacques Pelletier, *supervisor of design*.
Robert Elie, *press & information supervisor*.

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m. daily.						
\$650.00	\$390.00	\$260.00	\$227.50	\$195.00	\$130.00	\$97.50
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
487.50	292.50	195.00	170.63	146.25	97.50	73.13
Class C—All other times.						
390.00	234.00	156.00	136.50	117.00	78.00	58.50

CBMT

Montreal, Que.

(Ch. 6)

Licensee: Canadian Bestg. Corp., Box 6000.

Studio: Radio Canada Bldg., 1425 Dorchester St. W.

Transmitter: Mount Royal Park.

Telephone: University 6-2571.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 43.8-kw visual, 26.2-kw aural. Antenna: 820-ft. above av. terrain, 167-ft. above ground, 911-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".

Network Service: CBC, ABC, CBS, DuMont, NBC.

AM Affiliate: CBM, 50-kw, 940 kc (CBC). FM Affiliate: CBM-FM, 4.51-kw, 100.7 mc (No. 264), 183-ft. antenna height.

Began Operation: Jan. 10, 1954.

Personnel:

Andre Ouimet, *TV director*.
Yves Vien, *asst. director*.
Maurice Valquette, *commercial manager*.
C. Frenette, *technical director*.
Robert Elie, *press & information supervisor*.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.
Class A—6-11 p.m., daily.				
\$500.00	\$400.00	\$300.00	\$250.00	\$200.00
10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
175.00	150.00	100.00	75.00	50.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
375.00	300.00	225.00	187.50	150.00
10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
131.25	112.50	75.00	56.25	37.50
Class C—All other times.				
Hour	45 Min.	30 Min.	20 Min.	15 Min.
300.00	240.00	180.00	150.00	120.00
10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
105.00	90.00	60.00	45.00	30.00

CBOT

Ottawa, Ont.

(Ch. 4)

Licensee: Canadian Broadcasting Corp., 140 Wellington St.

Studio and Transmitter: Scott St., W. of Island Park Dr.

Telephone: 21151.

Technical Facilities: Channel No. 4 (66-72 mc). Temporary visual power 9.2-kw, aural 4.8-kw. Authorized power: 50.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 406-ft. above ground, 480-ft. above sea level, lat. 45° 23' 50", long. 75° 45' 10".

Network Service: CBC, ABC, CBS, DuMont, NBC.

AM Affiliate: CBO, 1-kw, 910 kc (CBC). FM Affiliate: CBO-FM, .38-kw, 103.3 mc (No. 277), 250-ft. antenna height.

Began Operation: June 2, 1953.

Personnel:

Charles P. Wright, *director*.
Bruce McPherson, *program director*.
Maxted Gilbert, *technical director*.

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., daily.								
\$250.00	\$200.00	\$150.00	\$125.00	\$100.00	\$87.50	\$75.00	\$50.00	\$37.50
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.								
187.50	150.00	112.50	93.75	75.00	65.63	56.25	37.50	28.13
Class C—All other times.								
150.00	120.00	90.00	75.00	60.00	52.50	45.00	30.00	22.50

CHEX-TV

Peterborough, Ont.

(Ch. 12)

(Due to Begin Operating in March)

Licensee: Kawartha Broadcasting Co. Ltd., Box 1036.

Studio & Transmitter: 2-mi NE of Peterborough in Douro Twp.

Telephone: 2-0451.

Technical Facilities: Channel 12 (204-210 mc). Authorized power: 260-kw visual, 156-kw aural. Antenna: 1200-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Network Service: CBC.

AM Affiliate: CHEX, 1-kw, 1430 kc (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies, pres., 51%; Roy H. Thomson, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Sen. Davies publishes *Kingston Whig-Standard* & *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Represented (sales) by Weed Television Corp. (for U. S.) & All Canada Television.

Personnel: D. R. Lawrie, manager.

(ADDITIONAL DATA UNAVAILABLE)

CFPA-TV

Port Arthur, Ont.

(Ch. 2)

Licensee: Ralph H. Parker Ltd., 87 N. Hill St.

Studio & Transmitter: 87 N. Hill St.

Telephone: 4-2404.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.10-kw visual, 2.55-kw aural. Antenna: 174-ft. above av. terrain, 250-ft. above ground, 1049-ft. above sea level, lat. 48° 26' 30", long. 89° 14' 03".

Network Service: CBC, CBS, NBC.

AM Affiliate: CFPA, .25-kw, 1230 kc (CBC).

Ownership: Ralph H. Parker, 100%.

Began Operation: Sept. 17, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

Ralph H. Parker, *president & manager*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$150.00	\$90.00	\$60.00	\$45.00	\$37.50	\$30.00	\$20.00	\$15.00

CFCM-TV

Quebec City, Que.

(Ch. 4)

Licensee: Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Studio & Transmitter: 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Telephone: Murray 3-4985.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 1.27-kw visual, 635-kw aural. Antenna: 473-ft. above av. terrain, 420-ft. above ground 685-ft. above sea level, lat. 46° 47' 04", long. 71° 15' 54".

Network Service: CBC, CBS.

Ownership: Famous Players Canadian Corp., 25%; CHRC, 25%; CKCV, 25%; Mr. A. C. Picard, 25%. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont.

Began Operation: July 13, 1954.

Represented (sales) by Weed Television Corp. (N.Y., Chicago); Jos. A. Hardy & Co. (Montreal, Toronto); John N. Hunt & Associates (Vancouver, B.C.).

Personnel:

Gaston Pratte, *president*.
A. C. Picard, *executive director*.
Ernest W. Miller, *director of operations*.
A. P. Fitzgibbons, *commercial manager*.
Suzanne Guinard, *program manager*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.						
225.00	135.00	90.00	78.75	67.50	45.00	22.50
Class C—All other times.						
180.00	108.00	72.00	63.00	54.00	36.00	18.00

CKCK-TV
Regina, Sask.
(Ch. 2)

Licensee: Transcanada Communications Ltd., Leader Post Bldg.

Studio & Transmitter: Hwy. No. 1, 3 mi. E of city.

Telephone: 36671.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 19.5-kw visual, 10-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2570-ft. above sea level, lat. 50° 26' 52", long. 104° 30' 00".

Network Service: CBC, CBS.

AM Affiliate: CKCK, 5-kw, 620 kc.

Ownership: Transcanada also operates CKCK, Regina & CKRC, Winnipeg. Clifford Sifton, pres., owns minority interest in CHCH-TV, Hamilton. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

Began Operation: July 28, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by Keith McKinnon.

Personnel:

Clifford Sifton, *president*.
H. A. Crittenden, *general manager*.
Lloyd Westmoreland, *sales manager*.
Larry Glover, *production manager*.
William Rees, *promotion director*.
Lloyd J. Saunders, *sports director*.
Jim McLeod, *news director*.

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Sat.						
150.00	90.00	60.00	52.50	45.00	35.00	18.00
Class C—7 a.m.-noon, 1-5 p.m., daily.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

CJBR-TV
Rimouski, Que.
(Ch. 3)

Licensee: Lower St. Lawrence Radio Inc., 6 St. John St.

Studio: 6 St. John St. Transmitter: Peak Champlain, St. Fabien, P. Q.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 34.55-kw aural. Antenna: 1100-ft. above av. terrain, 120-ft. above ground, 1257-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Network Service: CBC, CBS.

AM Affiliate: CJBR, 10-kw, 900 kc (CBC). FM Affiliate: CJBR-FM, .57-kw, 101.5 mc (No. 268), 485-ft. antenna height.

Ownership: Lower St. Lawrence Radio Inc. Jacques Brilliant, pres.; (Subsidiary of The Central Public Service Corp. Ltd.).

Began Operation: Nov. 21, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & Horace N. Stovin & Co.

Personnel:

Jacques Brilliant, *president*.
Andre Lecomte, *station manager*.
Francois Raymond, *program director*.
Paul Ratte, *film manager*.
M. Claude Pearson, *sports editor*.
M. Mareel Vallee, *chief technician*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—Noon-1 p.m. & 5:30-10:30 p.m., Mon.-Sat.; all day, Sun.							
\$200.00	\$150.00	\$75.00	\$52.00	\$45.00	\$30.00	\$25.00	\$15.00
Class B—All other times.							
160.00	120.00	60.00	42.00	36.00	24.00	20.00	12.00

CHSJ-TV
Saint John, N.B.
(Ch. 4)

Licensee: New Brunswick Bcstg. Co. Ltd., 14 Church St.

Studio: 14 Church St. Transmitter: Mt. Champlain.

Telephone: 3-3304.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain, 100-ft. above ground, 1560-ft. above sea level, lat. 45° 28' 40", long. 66° 13' 55".

Network Service: CBC.

AM Affiliate: CHSJ, 5-kw, 1150 kc (CBC).

Ownership: New Brunswick Bcstg. Co. Ltd.; Thomas F. Drummie, pres.

Began Operation: March 22, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) and All-Canada Television.

Personnel:

George A. Cromwell, *general manager*.
Earl McCarron, *production director*.
Fred Blizzard, *program supervisor*.
Jene L. Wood, *women's program supervisor*.
Norma D. B. Porter, *continuity director*.
T. Reid Dowling, *technical director*.
Jack Bishop, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-12 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$65.00	\$55.00	\$45.00	\$23.00
Class B—4-6 p.m., Mon.-Sat.						
140.00	90.00	60.00	50.00	40.00	30.00	15.00

CFQC-TV
Saskatoon, Sask.
(Ch. 3)

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.

Studio: 216 1st Ave. N. Transmitter: 14-mi. ENE of Saskatoon.

Telephone: 2-6611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, lat. 52° 07' 56", long. 106° 39' 42".

Network Service: CBC, NBC, ABC.

AM Affiliate: CFQC, 5-kw, 600 kc (CBC).

Ownership: CFQC-TV officers: A. A. Murphy, pres., G. Blair Nelson, v.p.

Began Operation: Dec. 4, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.); Harlan G. Oakes & Associates (West Coast); Radio Representatives Ltd.

Personnel:

A. A. Murphy, *president*.
G. Blair Nelson, *v.p. & general manager*.
Vernon Dallin, *asst. manager*.
Walter Romanow, *production director*.
Godfrey Hudson, *news service director*.
Lyn Hoskins, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$32.00	\$24.00	\$16.00
Class B—Noon-1 p.m. & 5-6 p.m., Mon.-Sat.							
120.00	72.00	48.00	42.00	36.00	24.00	18.00	12.00
Class C—All other times.							
96.00	57.60	38.40	33.60	28.80	19.20	14.40	9.60

Canada

CJIC-TV Sault Ste. Marie, Ont.

(Ch. 2)

Licensee: Hyland Radio-TV Ltd., Box 370.

Studio & Transmitter: 119 East St.

Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.16-kw visual, 2.58-kw aural. Antenna: 250-ft. above av. terrain, 250-ft. above ground, 880-ft. above sea level, lat. 46° 30' 30", long. 84° 19' 36".

Network Service: CBC, CBS.

AM Affiliate: CJIC, 25-kw, 1490 kc, (CBC).

Ownership: J. G. Hyland, 100%.

Began Operation: Nov. 17, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

J. G. Hyland, *president & general manager*.
Sam Pitt, *program manager*.
Gene Plouffe, *commercial manager*.
Dave Irwin, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$33.00	\$18.00
Class B—5-6 p.m., 11 p.m.-sign-off, Mon.-Sat.						
90.00	54.00	36.00	32.00	27.00	20.00	11.00
Class C—All other times.						
60.00	36.00	24.00	21.00	18.00	13.00	7.00

CKSO-TV Sudbury, Ont.

(Ch. 5)

Licensee: CKSO Radio Ltd., 21 Elgin St. N.

Studio & Transmitter: Regent at Ash St.

Telephone: Osborne 3-3644.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.74-kw visual, .87-kw aural. Antenna: 276-ft. above av. terrain, 265-ft. above ground, 1226-ft. above sea level, lat. 46° 29' 37", long. 81° 00' 32".

Network Service: CBC, CBS, NBC, ABC, DuMont (via CBC).

AM Affiliate: CKSO, 5-kw, 790 kc (CBC).

Ownership: George M. Miller, Q.C., pres.; Judge J. M. Cooper, v.p.; W. J. Woodill, secy.

Began Operation: Oct. 20, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

W. J. Woodill, *general manager*.
J. A. Boyd, *production manager*.
Ingrid Rushton, *film editor*.
James McRae, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

CJCB-TV Sydney, N.S.

(Ch. 4)

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill.

Telephones: 5596, 8240, 3431.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 322-ft. above av. terrain, 223-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Network Service: CBC.

AM Affiliate: CJCB, 5-kw (1-kw night), 1270 kc (CBC). FM Affiliate: CJCB-FM, .63-kw, 94.9 kc (No. 235), 260-ft. antenna height.

Ownership: CJCB-TV officers: J. Marvin Nathanson, pres.; Norris L. Nathanson, secy.

Began Operation: Sept. 30, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

J. Marvin Nathanson, *president & general manager*.
Norris Nathanson, *business manager*.
Robert J. Norton, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$30.00	\$20.00

CBLT Toronto, Ont.

(Ch. 9)

Licensee: Canadian Broadcasting Corp., 354 Jarvis St.

Studios: 354 Jarvis St. and 1140 Yonge St.

Transmitter: 354 Jarvis St.

Telephone: Walnut 35481.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 25.65-kw visual, 12.72-kw aural. Antenna: 382-ft. above av. terrain, 460-ft. above ground, 879-ft. above sea level, lat. 43° 40', long. 70° 24'.

Network Service: CBC, ABC, CBS, DuMont, NBC.

AM Affiliate: CBL & CJBC, 50-kw, 740 kc & 860 kc (CBC).

Began Operation: Sept. 8, 1952.

Personnel:

Fergus Mutrie, *director*.
J. R. W. Graham, *assistant director*.
R. W. McGall, *program director*.
Reginald Horton, *technical director*.
J. E. Kennedy, *commercial representative*.
O. C. Wilson, *film supervisor*.
William McCrow, *supervisor of design*.
James Creighton, *press & information representative*.

DIGEST OF RATE CARD NO. 6

(Jan. 1, 1955)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Class A—6-11 p.m., daily.						
\$950.00	\$760.00	\$570.00	\$475.00	\$380.00	\$332.50	\$285.00
Class B—1-6 p.m., Sat. & Sun.; 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
712.50	570.00	427.50	356.25	285.00	249.38	213.75
Class C—All other times.						
570.00	456.00	342.00	285.00	228.00	199.50	171.00

CBUT

Vancouver, B.C.

(Ch. 2)

Licensee: Canadian Bestg. Corp. (Pacific Region), 701 Hornby St.

Studio: 1200 Georgia St. Transmitter: Mt. Seymour.

Telephone: Marine 6121

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 55-kw aural. Antenna: 2400-ft. above av. terrain, 265-ft. above ground, 2965-ft. above sea level, lat. 49° 21' 12", long. 122° 57' 18".

Network Service: CBC, CBS, ABC, DuMont, NBC.

AM Affiliate: CBU, 10-kw, 690 kc (CBC). FM Affiliate: CBU-FM, 1.4-kw, 105.7 mc (No. 289), 234-ft. antenna height.

Began Operation: Dec. 16, 1953.

Personnel:

CBC Pacific Region officers:
Kenneth P. Caple, *regional representative*.
F. B. C. Hilton, *regional engineer*.
Harold W. Paulson, *commercial representative*.
J. D. Nixon, *regional program director*.
Reg. Jessup, *press & information representative*.

CBUT officers:

Peter McDonald, *television director*.
Marce L. Munro, *program director*.
Ross L. Whiteside, *technical director*.
R. L. Elson, *newsreel editor-in-charge*.
Don Lytle, *film director*.
Cliff Robinson, *design director*.

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily.						
\$270.00	\$162.00	\$108.00	\$94.50	\$81.00	\$54.00	\$27.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
202.50	121.50	81.00	70.88	60.73	40.50	20.25
Class C—All other times.						
162.00	97.20	64.80	56.70	48.60	32.40	16.20

CKLW-TV, Windsor, Ont.
(See Detroit, Mich., page 129)

CBWT
Winnipeg, Man.
(Ch. 4)

Licensee: Canadian Bcstg. Corp. (Prairie Region), Box 160, Winnipeg, Manitoba.

Studio & Transmitter: 541 Portage Ave. W.

Telephone: 742-541.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56-kw visual, 28-kw aural. Antenna: 196-ft. above av. terrain, 240-ft. above ground, 772-ft. above sea level, lat. 49° 54', long. 97° 08'.

Network Service: CBC.

AM Affiliate: CBW, 50-kw, 990 Kc (CBC).

Began Operation: May 24, 1954.

Personnel:

CBC Prairie Region officers:

J. R. Finlay, *director for the Prairie Provinces.*

Roy Cahoon, *regional engineer.*

Ralph Horley, *commercial representative.*

J. S. Brickenden, *press & information representative.*

CBWT officers:

W. G. Carpenter, *television director.*

Gordon Atkinson, *program director.*

Harry Heywood, *technical director.*

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily.							
\$280.00	\$168.00	\$112.00	\$98.00	\$84.00	\$56.00	\$42.00	\$28.00
Class B—1-6 p.m., Sat. & Sun.; 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.							
210.00	126.00	84.00	73.50	63.00	42.00	31.50	21.00
Class C—All other times.							
168.00	100.80	67.20	58.80	50.40	33.60	25.20	16.80

**Television Stations in
Cuba and Mexico**

(Operating or Authorized as of January 1, 1955)

(Data obtained from principals or other best available sources)

CUBA

CMQ-TV, HAVANA—Circuito CMQ, S. A. (CMQ radio & television networks). Address: Radiocentro, Havana. Telephone: F-9911. Channel 6. Owned by Goar, Luis Augusto & Abel Mestre. Goar Mestre, president & gen. mgr.; Abel Mestre, chairman of board; Arturo Chabau, Manuel Cores and Rene Puig, vice presidents; Raul Lopez Guiral, technical director. Also operates CMJL-TV, Camaguey (Ch. 6); CMGQ-TV, Matanzas (Ch. 9); CMHQ-TV, Santa Clara (Ch. 5); CMKU-TV, Santiago (Ch. 2). Time purchasable as group. Stations linked via microwave relays.

CMBF-TV, HAVANA—Radio Universal, S. A. (radio CMBF). Address: Radiocentro, Havana. Telephone: F-9911. Channel 7. Owned by operators of CMBF, with Goar, Luis Augusto & Abel Mestre and other local interests as part owners.

CMA-TV, HAVANA—Telemundo, S. A. Edificio Ambar Motors, Calle 23, No. 55. Telephone: UO-9421. Channel 2. Owned by Amadeo Barletta, publisher of *Havana El Mundo* and Cuban distributor for Cadillac, Oldsmobile & Chevrolet. Hector Stocker, gen. mgr.; Fernando Lopez, sales promotion; Rodolfo Perez Penalver, program mgr.; Carlos M. Lechuga, film & news mgr.; Ventura Montes, technical director. N. Y. Office: Ambar Corp., 1775 Broadway (John A. Chiesa).

CMUR-TV, HAVANA—Radio Television Nacional, S. A. Mazon San Miguel, Havana. Telephone: UO-9366. Channel 4. Holds CPs for Holguin (Ch. 12); Santa Clara (Ch. 3); Santiago (Ch. 11). Angel Cambo, president; Miguel Humara, v.p. (Humara & Lastra, RCA distributors for Cuba); Jose Ignacio Montaner, Carlos Rom, Angel Barranco, Ramiro Gomez Kemp and Jorge Mena Manuel Maza, executive vice presidents.

* * * *

CMTV, Havana—Channel 11. Discontinued in April, 1954 after about year on air and after sale of equipment by Storer Broadcasting Co. to Barletta interests, operators of CMA-TV, who have not yet indicated plans for resuming it.

Note: Cuban Ministry of Communications (Ricardo Egullor, Minister; Jose Maria Baquero, director of radio) also has issued construction permits for Ch. 7 in Santiago to Cadena Oriental de Radio, S. A. Estrada Palma 685, Santiago (radio CMKL); and Ch. 13 in Ciego de Avila to Circuito CMQ.

**Principal Television Systems
of the World**

(For directory of foreign TV stations, see pp. 238-242)

	405	525	625 ¹	625 ²	819
Symbol Used in Table on pp. 212-215	Br.	Am.	Eu.	Ru.	Fr.
Number of Lines per Picture	405	525	625	625	819
Video					
Bandwidth (mc)	3	4	5	6	10.4
Channel Width (mc)	5	6	7	8	14
Sound Carrier					
Relative to Vision Carrier (mc)	-3.5	+4.5	+5.5	+6.5	11.15*
Sound Carrier					
Relative to Edge of Channel (mc)	+25	-25	-25	-25	.10*
Interlace	2/1	2/1	2/1	2/1	2/1
Line Frequency (cycles per sec.)..	10,125	15,750	15,625	15,625	20,475
Field Frequency (cycles per sec.)..	50	60	50	50	50
Picture Frequency (cycles per sec.)..	25	30	25	25	25
Video Modulation...	+	-	-	-	+
Level of Black as Percentage of Peak Carrier	30	75	75	75	25
Sound Modulation ..	AM	FM	FM	FM	AM

¹ Characteristics as established by the International Radio Consultative Committee (CCIR).

² Standards as established for use by the Soviet Union and countries following the Soviet pattern of television broadcasting.

* French standards invert the video and audio frequencies for certain channels.

MEXICO

XEJ-TV, JUAREZ—Opposite El Paso, Tex. Licensed to Televisión de la Frontera, S.A., Box 442, El Paso. Channel 5. Owner, Pedro Meneses Hoyos. Affiliated with radio XEJ. [See p. 231]

XETV, TIJUANA—Near San Diego, Cal. Licensed to Radio y Televisión. Business address: 4233 Park Blvd., San Diego. Telephone: Woodcrest 5-3345. Owned by George I. Rivera (XEAC-AM, Tijuana) with Emilio Azcarraga. Channel No. 6. Alexander Nervo, mgr. Represented in U. S. by Weed TV. [See p. 231]

XEW-TV, MEXICO CITY—Cadena Radiodifusora Mexicana, S.A. Avenida Chapultepec 26, Mexico City. Telephone 18-30-32. Channel No. 2. Owned by Emilio Azcarraga, radio-theatreman; Emilio Azcarraga Jr., commercial mgr.; Luis DeLiano, program mgr.; C. De la Heran, chief engineer.

XEQ-TV, MEXICO CITY—Same address and same ownership and management as XEW-TV. Channel No. 9. Transmitter atop 13,405-ft. Cortez Pass.

XHTV, MEXICO CITY—Televisión de México, S.A., Edificio de la Lotería Nacional, Plaza de la Reforma 2, Mexico City. Telephone: 36-63-41. Channel No. 4 with 600-watt satellite on Ch. No. 7 in Pueblo, (70 mi.). Owner: Romulo O'Farrill Sr., industrialist, publisher of *Mexico City Novedades* (Spanish) and *News* (English). Romulo O'Farrill Jr., gen. mgr.; Monte Kleban, international mgr.; Ernesto Barrientos, commercial mgr.; Jorge Suarez, chief engineer. Same company holds construction permit for XED-TV, Mexicali (Ch. 3). Represented in U. S. by Adam Young Television Inc.

XHGC-TV, MEXICO CITY—Licensed to Guillermo Gonzalez Camarena, Channel 5. Same address as XEW-TV (above). Part owned by Emilio Azcarraga.

Mexican Ministry of Communications (Carlos Lazo, Minister; Walter Buchanan, radio director) has also issued construction permit to University of Mexico (Ch. 13). CPs have also been issued to Romulo O'Farrill Sr. for new stations in Acapulco (Ch. 6); Guadalajara (Ch. 6); Guanajuato (Ch. 12); Hermosillo (Ch. 6); Veracruz (Ch. 12); XEC-TV, Juarez (Ch. 2); Merida (Ch. 4); XEDC-TV, Mexicali (Ch. 3); XENS-TV, Nogales (Ch. 2 & 10); XELN-TV, Nuevo Laredo (Ch. 3); Monterrey (Ch. 2 & 10); XEPN-TV, Piedras Negras (Ch. 2); XERD-TV, Reynosa (Ch. 9); XETC-TV, Tijuana (Ch. 12); Torreón (Ch. 7); Veracruz (Ch. 12); CPs have also been issued to Emilio Azcarraga for Guadalajara (Ch. 10); Guanajuato (Ch. 3); Monterrey (Ch. 6); Reynosa (Ch. 12); Tampico (Ch. 4). In addition CPs have been issued for XEC-TV, Juarez (Ch. 2); XEDI-TV, Juarez (Ch. 11); Mexicali (Ch. 11); Reynosa (Ch. 6); Tijuana (Ch. 2). No other details available, but official notifications to U.S. State Dept. from Mexican Govt. (in conformity with Part E of U.S.-Mexican Agreement on Television Channel Assignments) indicate these border assignments: XEBC-TV, Mexicali, Baja California (Ch. 3); XETV, Tijuana (Ch. 6); XETC-TV, Tijuana (Ch. 12)—cancelled equipment order in early 1954 (see *Television Digest*, Vol. 10:4); XECZ-TV, Juarez (Ch. 2); XECJ-TV, Juarez (Ch. 5); XEDI-TV, Juarez (Ch. 11); XEPN, Piedras Negras (Ch. 2); XENS-TV, Nogales (Ch. 2); XELD-TV, Matamoros (Ch. 7)—discontinued April 18, 1954 after operating since Sept. 1951 (see *Television Digest*, Vol. 10:18); XELN-TV, Nueva Laredo (Ch. 3); XERO-TV, Reynosa (Ch. 9); XERA-TV, Reynosa (Ch. 12).

Note: Channel allocations to O'Farrill and Azcarraga interests are being processed for assignment to new company to be owned jointly by both parties (*Television Digest*, Vol. 10:49).

Handy Directory of

TV STATIONS IN FOREIGN COUNTRIES

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from
Equipment Manufacturers and Other Trade Sources
Including Stations on Air, Under Construction, Planned and Operating Experimentally
and Estimates of Sets-in-Use as of January 1, 1955

(For Canadian, Cuban and Mexican Stations, see pp. 231-237; for U.S. Military TV Stations, see p. 55)

TECHNICAL TRANSMISSION STANDARDS are indicated by code letters after name of country: Am.—American: 525 lines, 30 frames, 6-mc channel, FM sound. Br.—British: 405 lines, 25 frames, 5-mc. channel, AM sound. Eu.—European: 625 lines, 25 frames, 7-mc. channel, FM sound. Fr.—French: 819 lines, 25 frames, 14-mc. channel, AM sound. Ru.—Eastern European: 625 lines, 25 frames, 8-mc. channel, FM sound. [Detailed specifications on p. 237.]

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
ALGERIA (Fr.)					
Algiers	—	Radiodiffusion-Television Francals (RDF)	V-173.4 A-162.25	V— 50 A— 20	Planned
ARGENTINA (Eu., 6-mc channel) (Sets-in-use: 33,000)					
Buenos Aires	LR3-TV	Radio Belgrano y Primera Cadena	Ch. 7	V-5 45 A-2.5 —	Sept. 1951
Buenos Aires	LR1-TV	Radio El Mundo	Ch. 5	V-5 45 A-2.5 —	Due to start in 1955
Additional stations planned in Buenos Aires (Ch. 3), Cordoba, Mendoza & Rosario.					
AUSTRALIA (Eu., 7.5-mc channel)					
Melbourne	—	Australian Broadcasting Commission (govt.)	—	— —	Bids by Feb. 17; due to start late 1955
Melbourne	—	Commercial; licensees to be selected	—	— —	2 stations; may start in 1955
Sydney	—	Australian Broadcasting Commission (govt.)	—	— —	Bids by Feb. 17; due to start late 1955
Sydney	—	Commercial; licensees to be selected	—	— —	2 stations; may start in 1955
AUSTRIA (Eu.) (Sets-in-use: 300)					
Vienna (British Zone)	—	Austrian Broadcasting System	V-62.25 A-67.75	V— — A— —	Planned
Additional stations planned in Vienna, Bregenz & Innsbruck (French Zone), Graz & Klagenfurt (British), Linz & Salzburg (U. S.).					
BELGIUM (Fr. standards in French districts, Eu. with AM sound in Flemish districts) (Sets-in-use: 11,000)					
Antwerp (Eu.)	—	Institute National du Radio Communication (INR)	V-48.25 A-53.75	V-.5 — A-2.5 —	Under construction
Brussels (Fr.)	—	Institute National du Radio Communication (INR)	V-196.25 A-201.75	V-1 — V-.05 —	Oct. 1953
Brussels (Eu.)	—	Institute National du Radio Communication (INR)	V-210.25 A-215.75	V-1 — A-.05 —	Oct. 1953
Liege (Fr.)	—	Institute National du Radio Communication (INR)	V-55.25 A-60.75	V-.5 — A-2.5 —	Under construction
BRAZIL (Am.) (Sets-in-use: 125,000)					
Belo Horizonte	PRH6-TV	Radio Guarani (Emissoras Associadas)	Ch. 4	V-5 20 A-2.5 —	Under construction
Rio de Janeiro (Eu., due to change to Am.)	PRG3-TV	Radio Televisao Tupi (Emissoras Associadas)	Ch. 6	V-5 21.2 A-2.5 12.7	Jan. 1951
Rio de Janeiro	—	Radio Record TV	Ch. 13	— —	Under construction
Rio de Janeiro (Roquete Pinto)	PRD5-TV	Radio Televisao Roquete Pinto (city-owned educational)	Ch. 2	— 25	Planned
Rio de Janeiro	PRA9-TV	R. Mayrink Veiga S.A. (Victor Costa)	Ch. 7	— —	Construction permit
Rio de Janeiro	PRD8-TV	Sociedade Radio Emissoras Continental	Ch. 9	— —	Construction permit
Rio de Janeiro	PRE3-TV	Emp. Radio Nacional (Victor Costa)	Ch. 4	— —	Construction permit
Sao Paulo (Banco de Estado)	PRF3-TV	Radio Difusora de Sao Paulo (Emissoras Associadas)	(Due Ch. 3 to shift to Ch. 4)	V-5 18.4 A-2.5 9.2	Sept. 1950
Sao Paulo	RPT	Radio Televisao Paulista (Helio Marmo)	Ch. 5	V-5 19.4 A-2.5 9.7	March 1952
Sao Paulo	PRB9-TV	Radio Record TV (J. B. Amaral)	Ch. 7	V-10 32 A-5 16	Sept. 1953
Sao Paulo	PRA6-TV	Fundacao Caspar Libero	Ch. 2	— —	Construction permit
Sao Paulo	PRE4-TV	S. R. Cultra a Voz de Espaco (Dirceu Fontoura)	Ch. 11	— —	Construction permit
Sao Paulo	PRG9-TV	Radio Nacional de Sao Paulo (J. B. Ramos)	Ch. 9	— —	Construction permit
Sao Paulo	PRH9-TV	Radio Bandeirantes S.A. (Ademar de Barros)	Ch. 13	V-10 —	Due to start Jan. 1955
Allocation plan calls for 292 stations.					
CANADA (Am.) —See pp. 232-237 (Sets-in-use: 1,150,000)					
CHILE (Am.) Santiago & Concepcion—Stations planned					

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP		Date Operations Began or Status
COLOMBIA (Am.) (Sets-in-use: 10,000)						
Barranquilla	—	Emisoras Unidas (Barranquilla) & Emisoras Fuentes (Cartagena)	—	—	—	Planned for Dec. 1955
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7	V-1 A-25	—	June 1954
Cali	—	Televisora Nacional (Govt.)	—	—	—	Operation imminent
Manizales (satellite)	—	Televisora Nacional (Govt.)	Ch. 10	—	—	July 1954
Medellin	—	Televisora Nacional (Govt.)	Ch. 10	—	—	Under construction
CUBA (Am.)—See p. 237 (Sets-in-use: 150,000)						
CURACAO (Am.) Willemstad						
	—	Privately owned	—	—	—	Experimental
CZECHOSLOVAKIA (Ru.) Prague						
	—	Govt.	V-49.75 A-56.25	V-5 A—	—	May 1953; programming in June 1954
DENMARK (Eu.) (Sets-in-use: 1500)						
Aalborg	—	Danish State Radio	—	—	—	Planned for 1958
Aarhus	—	Danish State Radio	—	V-2.5 A-.66	—	Planned for 1956
Copenhagen	—	Danish State Radio	V-62.25 A-67.75	V-4 A-.05	—	Experimental 1949; programming Jan. 1954; 5-kw ERP in early 1955
Noevstad	—	Danish State Radio	—	—	—	Planned for 1958
Odense	—	Danish State Radio	—	V-5 A-1.25	—	Planned for mid-1955
Rangstrup	—	Danish State Radio	—	—	—	Planned for 1957
Skive	—	Danish State Radio	—	—	—	Planned for 1958
DOMINICAN REPUBLIC (Am.) (Sets-in-use: 5500)						
Ciudad Trujillo	HIT-TV	La Voz Dominicana (commercial)	Ch. 4	V-5 A-2.5	18 7.9	Aug. 1952
EL SALVADOR (Am.) San Salvador						
	YSU-TV	Radio Television YSU (commercial)	—	—	—	Planned
FRANCE (Fr.) (Sets-in-use: 120,000)						
Lille	—	Radiodiffusion-Television Francais (RDF)	V-185.25 A-174.1	V-3 A-.75	10 2.5	1951
Lyon (Mt. Pilat)	—	Radiodiffusion-Television Francais (RDF)	V-212.85 A-201.7	V-20 A-5	100 25	Nov. 1954
Lyon-ville	—	Radiodiffusion-Television Francais (RDF)	V-164 A-175.15	V-2 A—	—	Nov. 1954
Marscilles	—	Radiodiffusion-Television Francais (RDF)	V-186.55 A-175.4	V-20 A-5	50 5	Sept. 1954
Paris (441 lines, 25 frames, 9-mc., AM sound)	—	Radiodiffusion-Television Francais (RDF)	V-46 A-42	V-30 A-6	25 5	1951
Paris	—	Radiodiffusion-Television Francais (RDF)	V-185.25 A-174.1	V-20 A-5	100 25	1951
Strasbourg	—	Radiodiffusion-Television Francais (RDF)	V-164 A-175.15	V-3.5 V-8	—	Dec. 1953
Total of 40 stations planned in 28 cities.						
GERMANY, EAST (Ru.) (Sets-in-use: 1000)						
Berlin (east sector)	—	Govt.	V-99.9 A-106.4	V-1 A-25	2 —	Dec. 1952
Dresden	—	Govt.	V-145.25 A-151.75	V— A—	—	June 1954
Leipzig	—	Govt.	V-59.25 A-65.75	V-3 A-6	—	Reported on air
Stations planned at Jena, Salzwedel, Stralsund, Fichtelberg (Erz Mts.), Brocken (Harz Mts.), Inselberg.						
GERMANY, WEST (Eu.) (Sets-in-use: 100,000)						
Baden Baden (Mercur)	—	Southwest Radio (Sudwestfunk)	V-189.25 A-194.75	V— A—	.1 .02	June 1954
Berlin (west sector)	—	Northwest German Radio (NWDR)	V-182.25 A-187.75	V-1 A-.25	3.25 1	Nov. 1951
Bielefeld	—	Northwest German Radio (NWDR)	UHF	—	10	Experimental
Bonn	—	Northwest German Radio (NWDR)	—	—	—	June 1954
Bremen-Oldenburg	—	Northwest German Radio (NWDR)	—	—	10	Under construction
Cologne	—	Northwest German Radio (NWDR)	V-196.25 A-201.75	V-1 A-.25	5.3 —	Dec. 1952
Flensburg	—	Northwest German Radio (NWDR)	—	—	50	Planned for 1956
Frankfurt	—	Hessian Radio (Hessischer Rundfunk)	V-196.25 A-201.75	V-10 A-2.5	92 20	June 1953
Freiburg	—	Southwest Radio (Sudwestfunk)	V-189.25 A-194.75	V-.05 A-.01	.1 .02	June 1954
Hamburg	—	Northwest German Radio (NWDR)	V-182.25 A-187.75	V-10 A-2.5	92 20	Dec. 1952
Hannover	—	Northwest German Radio (NWDR)	V-196.25 A-201.75	V-1 A.25	4.25 1	Dec. 1952
Hoher Meissner	—	Hessian Radio (Hessischer Rundfunk)	V-189.25 A-194.75	V— A—	100 20	Planned for 1955
Kaiserslautern	—	Southwest Radio (Sudwestfunk)	V-189.25 A-194.75	V-.05 A-.01	.1 .02	June 1954

(Continued on next page)

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
GERMANY, WEST—(Continued)					
Kiel	—	Northwest German Radio (NWDR)	—	V-5 —	Planned for mid-1955
Koblenz	—	Southwest Radio (Sudwestfunk)	V-182.25 A-187.75	V-.05 .1 A-.01 .02	June 1954
Langenburg (Ruhr)	—	Northwest German Radio (NWDR)	V-182.25 A-187.75	V-10 92 A-3 20	Sept. 1952
Munich (Wendelstein Mt.)	—	Bavarian Radio (Bayerische Rundfunk)	V-48.25 A-53.75	V-10 100 A-3 30	Nov. 1954
Pirmasens	—	Southwest Radio (Sudwestfunk)	V-182.25 A-187.75	V-.05 .1 A-.01 .02	Reported in operation
Stuttgart	—	South German Radio (Suddeutscher Rundfunk)	V-175.25 A-180.75	V-.05 — A-.01 —	Aug. 1954
Trier	—	Southwest Radio (Sudwestfunk)	V-182.25 A-187.75	V— .1 A— .02	June 1954
Weinbiet (Mannheim-Neustadt)	—	Southwest Radio (Sudwestfunk)	V-210.25 A-215.75	V-1 48 A-2 —	June 1953 (Directional, east only)
Zweibruecken	—	Southwest Radio (Sudwestfunk)	V-189.25 A-194.75	V-.05 .1 A-.01 .02	June 1954
GREAT BRITAIN (Br.) (Sets-in-use: 4,000,000)					
Aberdeen (Redmoss)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	low power	Dec. 1954; temporary pending completion of Meldrum station
Aberdeen (Meldrum)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V-5 20 A-2 —	Due late 1955
Belfast (Divis)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-5 20 A-2 —	Due summer 1955
Belfast (Glencairn)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V— .4 A— —	May 1953; temporary pending completion of Divis station
Birmingham (Sutton Coldfield)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V-50 100 A-12 24	Dec. 1949
Birmingham	—	Independent Television Authority (ITA)	V-189.75 A-186.25	V-10 — A-2.5 —	Due Sept. 1955
Brighton (Truligh Hill)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	low power	May 1953; temporary pending full power for Isle of Wight station
Cardiff (Wenvoe)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-50 100 A-12 24	Dec. 1952
Channel Isles	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	low power	Due June 1955
Cumberland	—	British Broadcasting Corp. (BBC)	—	low power	Due 1956-57
Dover	—	British Broadcasting Corp. (BBC)	—	low power	Due 1955-57
Edinburgh (Kirk O' Shotts)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V-50 100 A-12 24	Aug. 1952
Inverness (N. Scotland)	—	British Broadcasting Corp. (BBC)	—	low power	Due 1956-57
Isle of Man (Douglas)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-.25 — A-1 —	Dec. 1953
Isle of Wight (Rowridge)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V-5 2-25 A-2 —	Nov. 1954; directional antenna
London (Alexandra Palace)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-17 34 A-3 6	Nov. 1936; to be replaced by Crystal Palace
London (Beulah Heights)	—	Independent Television Authority (ITA)	V-194.75 A-191.27	V-10 — A-2.5 —	Due Sept. 1955; to move to Crystal Palace in 1956
London (Crystal Palace)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-30 250 A— —	Due Jan. 1956
Londonderry	—	British Broadcasting Corp. (BBC)	—	low power	Due 1956-57
Manchester (Holme Moss)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V-50 100 A-12 24	Oct. 1951
Manchester	—	Independent Television Authority (ITA)	V-194.75 A-191.25	V-10 — A-2.5 —	Due Sept. 1955
Newcastle (Pontop Pike)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-5 20 A-2 —	May 1953
Norwich (Tacolneston)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	low power	Due Feb. 1955
Plymouth (North Hessary Tor)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V-5 1-16 A-2 —	Dec. 1954; directional antenna
Towyn (W. Wales)	—	British Broadcasting Corp. (BBC)	—	low power	Due 1956-57
ITA (commercial) plans outlets in Scotland, Wales and northeast England in 1956.					
GUATEMALA (Am.)					
Guatemala City	TGK-TV	Guatemala TV (J. C. Wilson Jr.)	—	V-10 —	Due March 1955
HAITI (Am.)					
Port au Prince	—	Radio Haiti (Richard Widmaier)	—	— —	Planned
HUNGARY (Ru.) (Sets-in-use: 200)					
Budapest	—	Govt.	—	V-.1 — A-.05 —	Experimental; Jan. 1954
INDIA					
Bombay	—	Govt.	—	— —	Proposed for 1956
ITALY (Eu.) (Sets-in-use: 90,000)					
Florence	—	Radio Audizione Italiana (RAI)	V-62.25 A-67.75	V-.5 1.8 A-.25 —	June 1954
Genoa (Mt. Portofino)	—	Radio Audizione Italiana (RAI)	V-210.25 A-215.75	V-5 — A-2.5 —	Sept. 1953
Milan	—	Radio Audizione Italiana (RAI)	V-201.25 A-206.75	V-5 40 A-2.5 20	April 1951; regular programming Jan. 1954
Mt. Peglia	—	Radio Audizione Italiana (RAI)	V-210.25 A-215.75	V-2.5 20 A-1 —	June 1954
Mt. Penice	—	Radio Audizione Italiana (RAI)	V-62.25 A-67.75	V-10 100 A-5 50	May 1953

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
Mt. Serra	—	Radio Audizione Itallana (RAI)	V-175.25 A-180.75	V-7.5 — A-2.5 —	June 1954
Rome (Mt. Mario)	—	Radio Audizione Itallana (RAI)	V-201.25 A-206.75	V-7.5 — A-2.5 —	Jan. 1954
Turin-Eremo	—	Radio Audizione Itallana (RAI)	V-82.25 A-87.75	V-5 18 A-2.5 9	1948; regular programming Jan. 1954
Venice (Mt. Venda)	—	Radio Audizione Itallana (RAI)	V-175.25 A-180.75	V-5 — A-2.5 —	June 1954
JAPAN (Am.) (Sets-in-use: 37,000)					
Hamamatsu	—	Univ. of Shizuoko	V-103.25 A-107.75	V-.025 — A— —	Experimental
Nagoya	JOCK-TV	Bcstg. Corp. of Japan (NHK)	V-103.25 A-107.75	V-5 — A-2.5 —	1953
Osaka	JOBK-TV	Bcstg. Corp. of Japan (NHK)	V-171.25 A-175.75	V-10 — A-5 —	April 1954
Tokyo	JOAK-TV	Bcstg. Corp. of Japan (NHK)	V-171.25 A-175.75	V-5 — A-2.5 —	Feb. 1953
Tokyo	JOAX-TV	Nippon TV Network Corp. (Matsutaro Shoriki)	V-103.25 A-107.75	V-10 — A-5 —	Aug. 1953
Tokyo	JOKR-TV	Radio Tokyo (Tadashi Adachi)	V-183.25 A-187.75	V-10 — A-5 —	Dec. 1954
NHK (Govt.) plans 30-station network.					
LUXEMBOURG (Fr.) Luxembourg					
	—	Radio Luxembourg	V-189.26 A-194.75	— 30	Jan. 1955
MEXICO (Am.) —See pp. 231,237 (Sets-in-use: 100,000)					
MONACO (Fr.) Monte Carlo					
	—	Tele Monte-Carlo (commercial)	—	—	Nov. 20, 1954
MOROCCO (Fr.) (Sets-in-use: 4000)					
Casablanca	—	Compagnie Marocaine de Radio- Television (Telma)	V-174.1 A-185.25	V— 100 A— —	Feb. 1954
Marakceh, Fez, Meknes	—	Compagnie Marocaine de Radio- Television (Telma)	174-216 band	V-2.5 — A-1 —	Planned
Rabat	—	Compagnie Marocaine de Radio- Television (Telma)	—	—	Sept. 1954
NETHERLANDS (Eu.) (Sets-in-use: 14,000)					
Amsterdam (Utrecht-Lopik)	—	Netherlands Radio Union & TV Foundation of Hilversum	V-62.25 A-67.75	V-5 22.5 A-3.5 12	Oct. 1951
Eindhoven	PAB-2	Philips Ltd.	V-43.25 A-53.75	V-1 4 A— 2.4	Experimental (1951)
Additional stations planned in Assen (50-kw ERP), Weert (50-kw), Hengelo (30-kw), Goes (10 kw) by 1958					
NORWAY (Eu.) Oslo					
	—	Norwegian State Bcstg. System	V-62.25 A-67.75	V-5 — A-2.5 —	Experimental; Jan. 1954
PANAMA (Am.) Colon					
	HOHM-TV	Radio Programas Continental	—	V-5 — A-.25 —	Planned
Panama City	HOA-TV	Radio Panamericana	Ch. 2	V-5 — A-2.5 —	Planned
PHILIPPINE ISLANDS (Am.) (Sets-in-use: 3500)					
Manila	DZAG-TV	Alto Sales & Management Corp. (Judge Antonio Quirino)	Ch. 3	V-2 7.2 A-1 3.6	Sept. 1953
Manila	DZBB-TV	Republic Broadcasting System (Robert Stewart)	—	— 30	Due in early 1955; booster in Cebu
Manila	—	Manila Broadcasting Co. (Ira E. Davis)	—	—	Planned
POLAND (Ru.) Lodz					
	—	Communications Institute (TV Dept.) (Govt.)	—	—	Reported under construc- tion
Warsaw	—	Communications Institute (TV Dept.) (Govt.)	V-89.25 A-94.75	—	Oct. 1952
Total of 23 stations planned.					
SAAR (Fr. & Eu.) Saarbruchen (Fr.)					
	—	Telesaar (commercial)	V-177.15 A-188.3	V-1 — A-.05 —	Oct. 1954
Saarlouis (Eu.)	—	Telesaar	—	— 100	Due to start early in 1955
SPAIN (Eu.) (Sets-in-use: 700)					
Barcelona	—	Radiodifusion Nacional (Govt.)	—	V-5 — A-3 —	Planned
Bilbao	—	Radiodifusion Nacional (Govt.)	—	V-5 — A-3 —	Planned
Madrid	—	Radiodifusion Nacional (Govt.)	V-55.25 A-60.75	V-2 — A-.05 —	Experimental (1951)
Madrid	—	Radiodifusion Nacional (Govt.)	—	V-5 — A— —	Due in March 1955
SWEDEN (Eu.) (Sets-in-use: 2000)					
Stockholm	—	Royal Television Commission	V-62.25 A-67.75	V-1 3 A-3 1	Experimental (1951)
Stockholm	—	Royal Television Commission	V-175.25 A-180.75	V-5 25 A-2.5 12.5	Experimental (1952)
No stations or regular programming planned before 1956 or 1957.					
SWITZERLAND (Eu.) (Sets-in-use: 4500)					
Basel (Crischona)	—	Swiss General Post Office (Govt.)	V-55.25 A-60.75	—	Experimental booster
Dole	—	Swiss General Post Office (Govt.)	—	—	Dec. 1954
Zurich (Uetliberg)	—	Swiss General Post Office (Govt.)	V-55.25 A-60.75	V-5 30 A-1 6	Aug. 1953

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
THAILAND (Eu.) (Sets-in-use: 100)					
Bangkok	—	Chulalongkorn University	174-217 band	V-.03 —	Experimental
Bangkok	HSI-TV	Public Information Dept. (Govt.)	—	V-10 —	July 1954
TRIESTE (Eu.)					
Trieste	—	Radio Audlzione Itallana (RAI)	V-55.25 A-60.75	V-5 A-2.5	18 9 Under construction
TUNISIA (Fr.)					
Tunis	—	Radiodiffusion-Television Francals (RDF)	V-212.85 A-201.7	V— A—	20 — Planned
TURKEY (Eu.)					
Istanbul	—	Technical University of Istanbul	V-62.25 A-67.75	V-.1 A-.1	— — Experimental
Stations planned in Istanbul, Ankara, Izmlr.					
URUGUAY (Am.)					
Montevideo	—	Servicio Oficial de Difusion Radio Electrica (SODRE) (Govt.)	Ch. 6	V-5 A-2.5	— — Planned
USSR (Ru.) (Sets-in-use: 600,000)					
Kalinin	—	Govt.	—	—	— 1954
Kharkov	—	Govt.	V-59.25 A-65.75	—	— 1951
Klev	—	Govt.	V-77.25 A-83.75	V—	20 — 1952
Leningrad	—	Govt.	V-59.25 A-65.75	V—	20 — 1946
Moscow	—	Govt.	V-49.75 A-56.25	V—	20 — 1946
Moscow	—	Govt.	—	—	— Experimental (color)
Odessa	—	Govt.	V-49.75 A-56.25	V-.5 A-.3	— — Experimental
Riga	—	Govt.	—	—	— 1954
Stations reported under construction in Baku, Minsk, Tashkent, Sverdlovsk, Stalingrad; 76 stations planned.					
VATICAN CITY (Fr.; plans Eu.)					
Vatican City	HVJ	Radio Vatican	V-185.25 A-174.1	V-.16 A-.1	— — 1953
VENEZUELA (Eu., 6-mc. channel) (Sets-in-use: 35,000)					
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5	V-10 A-5	37.2 18.6 Nov. 1952
Caracas	YVLV-TV	Television Venezolana, S.A.	Ch. 4	V-5 A-3	15 7.5 May 1953
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2	V-10 A-5	62.6 31.3 Sept. 1953
Maracaibo	—	Radio Popular TV	—	V-5 A-2.5	— — Planned
Maracaibo	—	Ondas de Lago TV	—	—	— Planned
Stations also planned at Barquimeto (Ch. 4), Valencia (Ch. 6), Carabobo (Ch. 3).					
YUGOSLAVIA (Eu.)					
Belgrade	YZO	Radiodiffusion Yougoslave (Govt.)	V-42.5 A-47	V-5 A-1	— — 1952
Ljubljana	YZO-2	Radiodiffusion Yougoslave (Govt.)	V-51.5 A-56	V-5 A-1	— — Planned
Zagreb	YZO-3	Radiodiffusion Yougoslave (Govt.)	V-60.5 A-65	V-5 A-1	— — Planned

Note: Under the Stockholm European vhf channel allocation plan, subscribed to by majority of European countries, these are the number of TV channels assigned to each country: Albania 4, Austria 9, Belgium 4, Bieiorussia 8, Bulgaria 7, Czechoslovakia 9, Denmark 8, Eire 5, Finland 14, France 50, Germany (East) 6, Germany (West) 27, Great Britain 40, Hungary 8, Italy 15, Luxembourg 1, Monaco 2, Morocco & Tunis 5, Netherlands 4, Norway 34, Poland 24, Rumania 11, Saar 1, Spain 21, Sweden 50, Switzerland 13, Trieste 2, Turkey 43, USSR (European) 76, Ukraine 33, Vatican City 2, Yugoslavia 22.

BRITISH TELEVISION SYSTEMS

BRITISH BROADCASTING CORP.—Broadcasting House, London W. 1. Telephone: Langham 4468. Serves 12 TV transmitters (for locations, etc., see p. 240) operated by the Post Office Dept. (Brig. L. H. Harris, engineer-in-chief). Board of governors of BBC: Rt. Hon. Sir Alexander Cadogan, chairman; Sir Phillip Morris, vice chancellor, Bristol University, vice chairman; Rt. Hon. T. Johnstone, national governor for Scotland; Rt. Hon. Lord Macdonald of Gwaenysgor, national governor for Wales; Rt. Hon. Sir Harry Mulholland, national governor for northern Ireland; Prof. Barbara Wooton, Sir Ivan Stedefeld, Lady Rhys-Williams, Lord Rochdale. Director-General: Sir Ian Jacob. Television executives: Sir George Barnes, director of TV broadcasting; Robert McCall, asst. director of TV broadcasting; Cecil McGivern, controller, TV programs; S. J. Lotbiniere, asst. controller, TV programs; M. J. L. Pulling, senior supt. engineer; Ronald Waldman, head of light entertainment; Michael Barry, head of drama; Leonard Miall, head of talks; Paul Rotha, head of documentaries; Kenneth Wright, head of music programs; Miss Freda Lingstrom, head of children's programs; Peter Dimmock, head of outside broadcasts.

INDEPENDENT TELEVISION AUTHORITY—12 Woods Mews, Park Lane, London, W.1. Telephone: Mayfair 6272. Controlling body for commercial TV system transmitted from stations (owned and operated by the Authority) in London, Birmingham & Man-

chester starting about Sept. 1955 with these program-contractor groups: Associated-Rediffusion Ltd. (*London Daily Mail*, et al), to utilize fulltime of London station, Mon. thru Fri.; Granada Theatres, Manchester station, Mon. thru Fri.; Associated Broadcasting Development Co. (Norman Collins group), Birmingham station, Mon. thru Fri., and London, Sat. & Sun.; Maurice Winnick (theatres) and Kemsley Newspapers (*Sunday Times*, *Graphic* and *Chronicle*) group, Birmingham & Manchester stations, Sat. & Sun. Governing body: Sir Kenneth Clark, chairman; Miss Margaret Popham, ex-principal, Cheltenham Ladies College; Miss Dilys Powell, movie critic, *London Sunday Times*; Lord Aberdare of Duffryn, pres. of Welsh National School of Medicine; Lt. Col. Arthur Chichester, chairman, Moygashel Textile Mills, Sir Henry Hinchliffe, director, Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, director, British Travel & Holidays Assn.; Lord Layton, publisher, *London News Chronicle* and *Star*. Permanent staff: Sir Robert Fraser, director-general; P. A. T. Bevan, chief engineer; A. Wolstencroft, secretary. [For account of ITA plans and purposes, see *Television Digest*, Vol. 10:45, 48.]

ITA Programme Contractors: Associated Rediffusion, Stratton House, Stratton St., London, W. 1, Mayfair 8866; Associated Broadcast Development Co. Ltd., York House, Queen Sq., London W.C. 1, Holborn 4355; Granada Theatres, 36 Golden Sq., London W. 1, Gerrard 8040; Kemsley-Winnick, 18 St. George St., Hanover Sq., London, W. 1, Mayfair 2392.

Washington Newsmen

TV-Radio Correspondents Galleries of Congress

Senate Gallery:

D. Harold McGrath, *supt.*
Extensions 1263-1264.

William Costello, CBS, *chairman.*
Joseph McCaffrey, McCaffrey Reports,
vice-chairman.
Gunnar Back, ABC, *secretary.*

(Active Membership as of January 1, 1955)

Telephone: National 8-3120

Executive Committee

Robert Hurligh, MBS, *treasurer.*
Julian Goodman, NBC-TV,
member-at-large.

House Gallery:

Robert Menaugh, *supt.*
Extensions 1410-1411.

William T. Corrigan, CBS,
member-at-large.
Ann M. Corrick, Corrick Productions,
member-at-large.

AMERICAN BROADCASTING CO.—4461 Connecticut Ave. NW. Kellogg 7-1100. Martin Agronsky, J. Gunnar Back, Dorese E. Bell, Edward L. Burch, Elmer Davis, Florence Davis, John Edwards, William B. Hatch, John P. Magee, Henry A. Mustin, Bryson B. Rash, John Rolfsen, Richard Rendell. Associate resident: Ruth Crane, J. Henry Hoskinson, Charles L. Kelly. Associate non-resident: Julian C. Anthony, John Charles Daly Jr., Taylor Grant, Paul Harvey, John T. Madigan, Ted Malone, John W. Vandercook, Thomas Velotta, Walter Winchell.

AMERICAN FORUM OF THE AIR—1627 K St. NW. National 8-4600. Julian A. Bartolini, Hazel Markel, Alma E. Walker.

ASSOCIATED PRESS RADIO—Star Bldg., 11th & Pennsylvania Ave. NW. District 7-1500. James S. Cannon, William J. C. Carlin, William C. Owen, Ernest B. Vaccaro.

BAUKHAGE RADIO ASSOCIATES—1306 18th St. NW. Dupont 7-8327. H. R. Baukhage, Virginia C. Shisler.

BRITISH BROADCASTING Corp.—National Press Bldg. Executive 3-1465. Christopher H. Serpell, Douglas Willis.

CANADIAN BROADCASTING Corp.—National Press Bldg. Metropolitan 8-4269. James M. Minifie.

TRIS COFFIN ASSOCIATES—World Center Bldg. Sterling 3-7393. Tris Coffin.

COLUMBIA BROADCASTING SYSTEM—40th & Brandywine Sts. NW. Emerson 2-9300. Theodore A. Ayers, Griffing Bancroft, George Cheely, Wells Church, Peter Clapper, Charles Lee Coney Jr., William T. Corrigan, William Costello, Harriet P. Culley, Stephen M. Cushing, Beryl Denzer, Bernice Gabuzda, Lawrence S. Haas, Peter Hackes, Nancy Hanschman, Edward E. Herbert, George E. Herman, Robert H. Hess, Bruce Hoertel, Theodore F. Koop, Claude A. Mahoney, Michael J. Marlow, Paul Niven, Donald Richardson, Ralph A. Santos, Daniel L. Schorr, Eric Sevard, Willard F. Shadel, Lewis W. Shollenberger, Neil E. Strawser, Charles von Fremd. Associate resident: Lawrence Beckerman. Associate non-resident: Ronald V. Cochran, Walter L. Cronkite Jr., Douglas Edwards, Allan Jackson, Howard Kany, Larry Leseur, Elmer Lower, Edward R. Murrow, Helen Sloussat, Lowell Thomas, Dallas Townsend Jr., Robert Trout, Jesse Zousmer.

CORRICK PRODUCTIONS—3900 16th St., NW. Taylor 9-4242. Ann Corrick.

JAMES G. CROWLEY—1135 16th St. NW. District 7-8118. Represents WWJ-TV & CKLW, Detroit.

DAVECK ASSOCIATES—1112 16th St. NW. National 8-6933. Peg Eck, David H. Willis.

DuMONT—Raleigh Hotel. Sterling 3-5300. Matthew Warren. Associate non-resident: Francis V. Guidice, Donald G. Roper.

KENNETH EVANS—1627 K St. NW. Sterling 3-3800. Represents WWDC, Washington.

KAY HALL—1534 29th St. NW. Decatur 2-5040. Represents WGAR, Cleveland.

HAMILTON-MEANS ASSOCIATES—215 Constitution Ave. NE. Lincoln 6-2040. Roulhac Hamilton, Henrietta Means.

HEARST METRO-TONE NEWS-TELENEWS NEWS-OF-THE-DAY—1905 Fairview Ave. NE. Lawrence 6-5607. Jack O. May, William T. Richards, Charles E. Shutt, Alfred R. Simonson, George Sozlo, Ronald T. Weston.

BILL HENRY ASSOCIATES—2480 16th St. NW. Decatur 2-1422. Virginia H. Blum, William M. (Bill) Henry.

FLORENCE S. HOFF—6116 Utah Ave. NW. Emerson 3-4367. Represents KING-TV & KING, Seattle.

THEODORE R. JAFFEE—3725 Malden Ave., Baltimore, Md. Mohawk 4-7600. Represents WAAM, Baltimore.

SAM JONES—1641 Madison St. NW. Randolph 3-2871. Represents ROY, Phoenix; WABJ, Adrian, Mich. and Rural Radio Network, Ithaca, N.Y.

MacFARLANE & ASSOCIATES—8 E. Hamilton St., Baltimore, Md. Saratoga 7-3388. Ian Ross MacFarlane, Louise Ann MacFarlane.

MCCAFFREY REPORTS—Senate Radio Gallery. National 8-3120. Joseph McCaffrey.

MUTUAL BROADCASTING SYSTEM—1627 K St. NW. Metropolitan 8-1551. Jack A. Gertz, Cleo Giannopoulos, Fulton Lewis, Jr., Dorothy Mottesheard, C. Russell Turner Jr., Barbara Walker. Associate non-resident: Cecil Brown, Milton Burgh, William Cunningham, Arthur S. Feldman, Cedric Foster.

NATIONAL BROADCASTING Co. (Network News)—Sheraton Park Hotel. Adams 4-5400. Robert G. Abernethy, LeRoy Anderson, Arthur F. Barrlout, Morgan Beatty, David Brinkley, Ned Brooks, Robert C. Doyle, Leif Eld, Jack Gerber, Lewis V. Gilpin, Rex R. Goad, Earl Godwin, Julian Goodman, Richard Harkness, Ray Henle, Leo Hershfield, Charles O. Jones, Herbert E. Kaplow, Roger G. Kennedy, G. Bradford Kress, Jean Clark Montgomery, Fred Morrison, Ray Scherer, Henrietta L. Young. Associate resident: Eugene Juster, Nancy Osgood, Carleton D. Smith. Associate non-resident: Kenneth Banghart, Henry Cassidy, W. W. Chaplin, Bob Considine, Clifford Evans, James Fleming, Pauline Frederick, Ann Gillis, Ben Grauer, H. V. Kaltenborn, Walter Kiernan, Clyde Kittell, William R. McAndrew, Mort Werner.

NATIONAL BROADCASTING Co. (WRC)—Sheraton Park Hotel. Adams 4-5400. John E. Connolly, Leslie W. Higgle, Cassius M. Keller, Walter Jay Royen, Russell C. Tornabene, David von Sothen, Russell Ward.

NORTHWEST GERMAN RADIO—National Press Bldg. Sterling 3-6734. Peter Von Zahn.

CHARLES PARMER ASSOCIATES—318 N. Washington St., Alexandria, Va. Temple 6-0237. Charles Parmer.

DREW PEARSON TV-RADIO PROGRAMS—1313 29th St. NW. Adams 2-4321. William Neel.

RADIO FREE EUROPE—301 E. Capitol St. Sterling 3-6663. Patrick E. Nieburg.

ARTHUR A. SNOWBERGER—8th & I Sts. NW. Republic 7-8000. Represents WOOK & WFAN-FM, Washington.

UNITED BROADCASTING Co.—8th & I Sts. NW. Sterling 3-7265. Joseph F. Quinn.

UNITED PRESS MOVIE-TONE TV NEWS—413 Third St. NW. District 7-6448. Thomas J. Craven, M. H. Lambert, Anthony Muto, William K. Smythe.

UNITED PRESS (Radio)—National Press Bldg. Executive 3-3430. Bernard Brenner, David R. Bundy, Jane Day, George J. Marder, Robert J. Serling, Helen Thomas.

UNITED PRESS (TV)—National Press Bldg. Executive 3-3430. Bryce W. Burke, W. R. Higginbotham.

WOL, Washington—1000 Connecticut Ave. NW. Metropolitan 8-0010. Eugene H. Berger.

WORLD WIDE BROADCASTING SYSTEM—2891 Audubon Terrace, NW. Woodley 6-6686. Mrs. Dorothy A. Marks.

YANKEE NETWORK—National Press Bldg. District 7-8313. Jack R. Reed, Harry Stringer.



THIS YOU'VE GOT TO SEE!
TV'S NEW FUN SHOW!
SEE PAGES 356-357

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



Harrington, Righter and Parsons, Inc.

*New York
Chicago
San Francisco*

the *only* representative devoted *only* to television

<i>WAAM</i>	<i>Baltimore</i>
<i>WBEN-TV</i>	<i>Buffalo</i>
<i>WFMY-TV</i>	<i>Greensboro</i>
<i>WDAF-TV</i>	<i>Kansas City</i>
<i>WHAS-TV</i>	<i>Louisville</i>
<i>WTMJ-TV</i>	<i>Milwaukee</i>
<i>WMTW</i>	<i>Mt. Washington</i>

TV Factbook No. 20

National Sales Representatives of TV Stations

With Lists of Stations Represented as of January 1, 1955

(For reported starting dates of CP holders, see pp. 17-26)

AVERY-KNODEL INC.

New York 19	720 Fifth Ave. Judson 6-5536	Lewis H. Avery
Chicago 1	75 E. Wacker Drive Anderson 3-4710	J. W. Knodel
San Francisco 4	235 Montgomery St. Yukon 2-2053	David H. Sandeberg David Meblin
Los Angeles 48	6763 Wilshire Blvd. Webster 3-9583	Murray Grabhorn
Atlanta 3	41 Marietta St., NW Cypress 7545	Charles C. Coleman
Dallas 1	1915 Elm St Sterling 1558	Clyde B. Melville

TV Stations Represented:

WPMZ-TV, Allentown, Pa.	*WABD, New York City
KERO-TV, Bakersfield, Cal.	WVEC-TV, Newport News-Hampton, Va.
KHSL-TV, Chico, Cal.	KWTW, Oklahoma City, Okla.
KDAL-TV, Duluth, Minn.-Superior, Wis.	WGAN-TV, Portland, Me.
WSEE, Erie, Pa.	KCSJ-TV, Pueblo, Colo.
WKZO-TV, Kalamazoo-Grand Rapids, Mich.	WGEM-TV, Quincy, Ill.
WATE, Knoxville, Tenn.	WNAO-TV, Raleigh, N.C.
KOLN-TV, Lincoln, Neb.	WLSL-TV, Roanoke, Va.
KATV, Little Rock-Pine Bluff, Ark.	WHBF-TV, Rock Island, Ill.
KDUB-TV, Lubbock, Tex.	WTOC-TV, Savannah, Ga.
WMAZ-TV, Macon, Ga.	KXLY-TV, Spokane, Wash.
KTVX, Muskogee-Tulsa, Okla.	WSTV-TV, Steubenville, O.
	WILK-TV, Wilkes-Barre, Pa.
	WTVT, Tampa-St. Petersburg, Fla. (CP)

* Outside New York area.

BLAIR-TV INC.

New York 17	150 E. 43rd St. Murray Hill 2-5644	William H. Weldon, Pres.
Chicago 11	520 N. Michigan Ave Superior 7-5580	Jack Davis
Detroit 26	Book Bldg. Woodward 1-6030	Gabe Dype
Jacksonville 2	Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
St. Louis 1	Paul Brown Bldg. Chestnut 1-5688	Richard Quigley
San Francisco 4	Russ Bldg. Yukon 2-7068	Lindsey Spight
Los Angeles 28	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland
Dallas 2	Rto Grande Bldg. Riverside 4228	Steven Beard
Boston 16	Statler Office Bldg. Hubbard 2-3163	Bruce Pattyson
Seattle	White-Henry-Stuart Bldg. Elllott 6270	John Burr

TV Stations Represented:

WTRI, Albany-Schenectady-Troy, N.Y.	WDSU-TV, New Orleans, La.
WABT, Birmingham, Ala.	WOW-TV, Omaha, Neb.
WBKB, Chicago, Ill. (ABC)	WDBO-TV, Orlando, Fla.
WBNS-TV, Columbus, O.	WFIL-TV, Philadelphia
KFEL-TV, Denver, Colo.	WTVR, Richmond, Va.
WXYZ-TV, Detroit, Mich. (ABC)	WGBI-TV, Scranton, Pa.
KTRK-TV, Houston, Tex.	KING-TV, Seattle, Wash.
KTTV, Los Angeles, Cal.	KOVR, Stockton, Cal.
WHEB-TV, Memphis, Tenn.	KVOO-TV, Tulsa, Okla.
WTCN-TV & WMIN-TV, Minneapolis-St. Paul, Minn.	WTTG, Washington, D.C.
	WFLA-TV, Tampa, Fla. (CP)

Note: See also Hoag-Blair Co.

THE BOLLING CO. INC.

New York 17	247 Park Ave. Plaza 9-8150	Geo. W. Bolling, Pres. G. Richard Swift, TV V.P.
Boston 16	80 Boylston St. Hubbard 2-0346	Richard A. Keating
Chicago 11	435 N. Michigan Ave. Whitehall 3-2040	John D. Stebbins
Beverly Hills	204 S. Beverly Dr. Bradshaw 2-0544	G. W. Bolling III
San Francisco 3	5 Third St. Garfield 1-6740	John T. Coy

TV Stations Represented:

WROW-TV, Albany, N.Y.	KCKT, Great Bend, Kan.
WISF-TV, Asheville, N.C.	WHP-TV, Harrisburg, Pa.
WNBF-TV, Binghamton, N.Y.	WISH-TV, Indianapolis, Ind.
WAYS-TV, Charlotte, N.C.	WMTV, Madison, Wis.
WTVP, Decatur, Ill.	WJMR-TV, New Orleans, La.
WTTV, Ft. Lauderdale-Miami, Fla.	WVET-TV, Rochester, N.Y.
	WTHI-TV, Terre Haute, Ind.

THE BRANHAM CO.

City	Address & Telephone	TV Executive
New York 16	99 Park Ave. Murray Hill 2-4606	J. F. Timlin
Chicago 1	360 N. Michigan Ave. Central 6-5726	Dudley Brewer
Dallas 1	Fidelity Life Bldg. Sterling 5831	G. T. Harding
Atlanta 3	Rhodes-Haverty Bldg. Walnut 3025	H. L. Ralls
Detroit 2	General Motors Bldg. Trinity 1-0440	F. A. Weber
St. Louis 1	Title Guaranty Bldg. Chestnut 1-6192	John J. Schwarz
Memphis 3	Sterick Bldg. Memphis 8-2344	S. L. Nichols
Charlotte 2	Liberty Life Bldg. 2-8839	B. C. Finch
Los Angeles 48	6399 Wilshire Blvd. Webster 1-1551	Norman E. Noyes
San Francisco 3	703 Market St. Yukon 2-1532	Walter F. Patzlaff James M. Lowman

TV Stations Represented:

KJFO-TV, Fresno, Cal.	WDEF-TV, Chattanooga, Tenn.
WNFX-TV, Macon, Ga.	WMCT, Memphis, Tenn.
WHYN-TV, Springfield-Holyoke, Mass.	KRLD-TV, Dallas, Tex.
KOB-TV, Albuquerque, N.M.	KROD-TV, El Paso, Tex.
WCO-TV, Cincinnati, O.	WCHS-TV, Charleston, W.Va.
WEWS, Cleveland, O.	KTHV, Little Rock, Ark. (CP)

BURKE STUART CO. INC.

New York 16	270 Park Ave. Plaza 3-0542.	Jack Masla, V.P. Howard Harcourt
Los Angeles 28	6636 Hollywood Blvd. Hollywood 4-0388	Jack Porter

TV Station Represented: WATR-TV, Waterbury, Conn.

BURN-SMITH CO. INC.

New York 36	19 West 44th St. Murray Hill 2-3124	C. Stanley Bailey V.P. & Eastern Mar.
Chicago 1	307 N. Michigan Ave. Central 6-4437	John A. Toothill Pres.
San Francisco 4	235 Montgomery St. Yukon 6-5819	Norman Cunningham
Los Angeles 57	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes Pacific Coast Mar.

TV Stations Represented:

WALB-TV, Albany, Ga.	WDXI-TV, Jackson, Tenn. (CP)
----------------------	------------------------------

CAPPER PUBLICATIONS

New York 17	420 Lexington Ave. Lexington 2-1250	Philip Zach K. H. Constant W. L. McKee
Chicago 1	333 N. Michigan Ave. Central 6-5977	Frank Gaughen Bernard Clark
Kansas City 6	21 W. Tenth St. Harrison 4700	Joe Story
Los Angeles 15	1151 S. Broadway Richmond 6184	Walter Biddick Co.
San Francisco 4	Russ Bldg. Douglas 5220	Fred Jameson
Cleveland 14	Union Commerce Bldg. Main 1-6774	Felix Morris Andrew Gent

TV Station Represented: WIBW-TV, Topeka, Kan.

CBS TELEVISION SPOT SALES
(Columbia Broadcasting System)

City	Address & Telephone	TV Executive
New York 22	485 Madison Ave. Plaza 1-2345	Clark B. George Gen. Sales Mgr. Edward A. Larkin, Eastern Sales Mgr.
Chicago 11	410 N. Michigan Ave. Whitehall 4-6000	Jack A. Schneider, Midwest Sales Mgr.
Detroit 2	Fisher Bldg. Trinity 2-5500	Tony Moe
Los Angeles 28	1313 N. Vine St. Hollywood 9-1212	J. Richardson Loughrin
San Francisco 5	Palace Hotel Yukon 2-7000	Mac Lean Chandler
Atlanta 5	Peachtree Bldg., NE Elgin 0727	H. H. Holtshouser

TV Stations Represented:

WCBS-TV, New York, N.Y.	WTOP-TV, Washington, D.C.
WBBM-TV, Chicago, Ill.	WMBR-TV, Jacksonville, Fla.
KNXT, Los Angeles, Cal.	KGUL-TV, Galveston-Houston
WCAU-TV, Philadelphia, Pa.	WBTW, Florence, S.C.
WBT, Charlotte, N.C.	KOIN-TV, Portland, Ore.
KSL-TV, Salt Lake City, Utah	CBS Television Pacific Network
WXIX, Milwaukee (formerly WOKY-TV)	

GEORGE W. CLARK

Chicago	360 N. Michigan Ave. Randolph 6-0712	George W. Clark
---------	---	-----------------

TV Station Represented: KTVW, Tacoma, Wash.

DONALD COOKE INC.

New York 17	331 Madison Ave. Murray Hill 2-7270	Donald Cooke
Chicago 1	228 North La Salle State 2-5096	Fred Jones
Los Angeles 48	111 N. LaCienega Blvd. Crestview 5-2022	Lee O'Connell
Detroit 26	Penobscot Bldg. Woodward 2-3080	Charles J. Sheppard
San Francisco 4	233 Sansome St. Yukon 6-2396	William A. Ayres

TV Stations Represented:

WKTU, Utica, N. Y.	WCBF-TV, Rochester, N.Y. (CP)
--------------------	-------------------------------

H. QUENTON COX & ASSOCIATES

(Associated with Hugh Feltis & Associates, Seattle)

Portland 5, Ore.	Terminal Sales Bldg. Atwater 5191	H. Quenton Cox Merrill Rawson
------------------	--------------------------------------	----------------------------------

TV Station Represented (Portland area only):

KHQ-TV, Spokane, Wash.

CROSLY BROADCASTING CORP.*

Cincinnati 2	140 W. Ninth St. Cherry 1822	Harry Mason Smith George Henderson
Chicago 1	360 N. Michigan Ave. State 2-6693	Harry P. Albrecht
New York 20	630 Fifth Ave. Circle 6-1616	Bernard Musnik
Atlanta	1161 W. Peachtree, NE Vernon 1141	George P. Moore Jr.
Miami 36	3001 S.W. Fourth Ave. Miami 2-4772	Walter A. Callahan

TV Stations Represented:

WLW-T, Cincinnati, O.	WLW-D, Dayton, O.
WLW-C, Columbus, O.	WLW-A, Atlanta, Ga.

* Represented in Detroit and on Pacific Coast by NBC Spot Sales. Crosley acts as NBC Spot Sales stations representative in Cincinnati, Columbus & Dayton.

EVERETT-McKINNEY INC.

New York 17	40 E. 49th St. Plaza 9-3747	Powell Ensign, Exec. V.P.
Chicago 11	400 N. Michigan Ave. Superior 7-9052	Robert Meskill
Los Angeles	111 N. LaCienega Blvd. Crestview 5-2022	Lee F. O'Connell
San Francisco	233 Sansome St. Yukon 6-2396	William Ayres

TV Stations Represented:

WLAM-TV, Lewiston, Me.	WKST-TV, New Castle, Pa.
WTAO-TV, Cambridge-Boston, Mass.	WTVU-TV, Scranton, Pa.
WDAN-TV, Danville, Ill.	WPAG-TV, Ann Arbor, Mich.
WHEC-TV, Rochester, N. Y.	WRAK-TV, Williamsport, Pa. (CP)
WTOM-TV, Lansing, Mich.	

HUGH FELTIS & ASSOCIATES

(Associated with H. Quenton Cox & Associates, Portland, Ore.)

Seattle 4	Central Bldg. Elliot 4489	Hugh Feltis Ross Vieths
-----------	------------------------------	----------------------------

TV Stations Represented (Seattle-Tacoma area only):

KHQ-TV, Spokane, Wash.	KGVO-TV, Missoula, Mont.
------------------------	--------------------------

FORJOE-TV INC.

New York 36	580 Fifth Ave. Judson 6-3100	Joseph Bloom, Pres. Zangwill Golobe, V.P. Al Shepard, Dir. TV Station Relations Eugene Litt, Sales Mgr. J. A. Ruggiero, Gen. Mgr.
Chicago 11	Tribune Tower Delaware 7-1874	Tom Cinquina Harry Jacobs Jr.
Los Angeles 17	1127 Wilshire Blvd. Madison 6-8329	Lawrence Krasner, V.P. Bob Witte
San Francisco 5	593 Market St. Sutter 1-7569	Zona Samson
Atlanta 3	Mortgage Guarantee Bldg. Alpine 7841	Clayton Cosse Dora Cosse Paul Sanford
Dallas 18	9718 Tralee Dr. Davis 7-4541	Hal Falter

TV Stations Represented:

WQXI-TV, Atlanta, Ga.	WTAP, Parkersburg, W. Va.
KBMT, Beaumont, Tex.	WNOW-TV, York, Pa.
KVOS-TV, Bellingham, Wash.	WTVF-TV, Elmira, N.Y. (CP)
WCMB-TV, Harrisburg, Pa.	WLEX-TV, Lexington, Ky. (CP)
KTVE, Longview, Tex.	

FREE & PETERS INC.

New York 22	444 Madison Ave. Plaza 1-2700	H. Preston Peters, Pres. Lloyd Griffin, V.P. Dir. of TV John W. Brooke, East. TV Sales Mgr.
Chicago 1	230 N. Michigan Ave. Franklin 2-6373	John A. Cory, V.P. William J. Tynan Midwest TV Sales
Detroit 26	Penobscot Bldg. Woodward 1-4255	Lon A. King
Atlanta 3	Glenn Bldg. Main 5667	Wm. J. Stubbs
Fort Worth 2	406 W. Seventh St. Fortune 3349	Hal Thompson
Hollywood 28	6331 Hollywood Blvd. Hollywood 9-2151	Hal W. Hoag, V.P. John A. Serrao
San Francisco 4	Russ Bldg. Sutter 1-3798	Wm. A. Exline

TV Stations Represented:

WBZ-TV, Boston, Mass.	WDAY-TV, Fargo, N. D.
KDKA-TV, Pittsburgh (WDTV)	WBAP-TV, Fort Worth, Tex.
WPIX, New York City	KMBC-TV, Kansas City, Mo.
WPTZ, Philadelphia, Pa.	WCCO-TV, Minneapolis-St. Paul
WCSC-TV, Charleston, S. C.	KBOI, Boise, Ida.
WTVJ, Miami, Fla.	KBTU, Denver, Colo.
WHO-TV, Des Moines, Ia.	KRON-TV, San Francisco, Cal.
WOC-TV, Davenport, Ia.	KENS-TV, San Antonio, Tex.
WDSM-TV, Duluth, Minn.-Superior, Wis.	KGMB-TV, Honolulu, Hawaii
	KFDM-TV, Beaumont (CP)

GILL-PERNA INC.

New York 21	654 Madison Ave. Templeton 8-4740	Helen Gill, Pres. John J. Perna Jr., Exec. V.P.
Chicago 1	75 East Wacker Drive Franklin 2-8665	Walter Beadell Mid-West Mgr.
Los Angeles	2330 West Third St. Dunkirk 7-4383	Robert W. Walker
San Francisco	57 Post St. Sutter 1-5563	Rogers Parratt

TV Stations Represented:

KID-TV, Idaho Falls, Ida.	KGVO-TV, Missoula, Mont.
WJPB-TV, Fairmont, W. Va.	WKNX-TV, Saginaw, Mich.

W. S. GRANT CO. INC.

City	Address & Telephone	TV Executive
San Francisco	703 Market St. Exbrook 2-6685	W. S. Grant
Los Angeles	1127 Wilshire Blvd. Madison 9-2653	George Grant
New York	33 W. 42d St. Bryant 9-1374	Jack Davis
Chicago	612 N. Michigan Ave. Superior 7-8177	Burt Sears

TV Stations Represented:

KVEC-TV, San Luis Obispo, Cal. KIVA, Yuma, Ariz.

HARRINGTON, RIGHTER & PARSONS INC.

New York 17	589 Fifth Ave. Murray Hill 8-7050	John E. Harrington Jr.
Chicago 11	Tribune Tower Whitehall 4-0074	Carroll Layman
San Francisco 4	235 Montgomery St. Sutter 1-4125	Frank Dougherty

TV Stations Represented:

WAAM, Baltimore, Md. WDAF-TV, Kansas City, Mo.
 WBN-TV, Buffalo, N. Y. WHAS-TV, Louisville, Ky.
 WFMY-TV, Greensboro, N. C. WTMJ-TV, Milwaukee, Wis.
 WTPA, Harrisburg, Pa. WSYR-TV, Syracuse, N.Y.
 (after Feb. 10, 1955) (after Feb. 10, 1955)

WMTW, Poland Spring-Portland, Me.

HEADLEY-REED TV

New York 17	420 Lexington Ave. Murray Hill 5-8701	Frank W. Miller, Sr. Chairman Frank W. Miller Jr. Director Sterling B. Beeson, Pres. Richard P. Hogue, V.P. & Sales Mgr. John H. Wrath, Exec. V.P. Ell W. Sweatman Jr. William E. Ellwell
Chicago 1	230 N. Michigan Ave. Franklin 2-4686	John H. Wrath, Exec. V.P.
Atlanta 3	Palmer Bldg. Cypress 4311	Ell W. Sweatman Jr. William E. Ellwell
San Francisco	300 Montgomery St. Yukon 6-1265	Frank Tessin
Hollywood 28	Taft Bldg. Hillside 7738	Clark Barnes Art Astor
Philadelphia	Lincoln-Liberty Bldg. Locust 4-6027	Robert S. Dome

TV Stations Represented:

WSYR-TV, Syracuse, N. Y. WTOK-TV, Meridian, Miss.
 WALA-TV, Mobile, Ala. KFEG-TV, St. Joseph, Mo.
 WEEK-TV, Peoria, Ill. WSJS-TV, Winston-Salem, N.C.
 WFMJ-TV, Youngstown, O. KWWL-TV, Waterloo, Ia.
 WBER-TV, Wilkes-Barre, Pa. WAIM-TV, Anderson, S. C.
 WEEU-TV, Reading, Pa. WRDW-TV, Augusta, Ga.
 WCOS-TV, Columbia, S. C. WNEM-TV, Bay City, Mich.
 WGLV, Easton, Pa. WGR-TV, Buffalo, N. Y.
 WTPA, Harrisburg, Pa. WTVD, Durham, N. C.
 WKOW-TV, Madison, Wis. WSEA-TV, Montgomery, Ala.
 KOOK-TV, Billings, Mont. KOTA-TV, Rapid City, S. D.
 KFBB-TV, Great Falls, Mont. (CP)
 WDAK-TV, Columbus, Ga. (CP)

HOAG-BLAIR CO.*

City	Address & Telephone	TV Executive
New York	504 Lexington Ave. Murray Hill 4-3722	Robert Hoag
Chicago	737 N. Michigan Ave. Delaware 7-2145	Don Ward
San Francisco	Russ Bldg. Yukon 2-7068	Lindsey Spight
Los Angeles	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland

TV Stations Represented:

KFYR-TV, Bismarck, N. D. KBES-TV, Medford, Ore.
 KIDO-TV, Boise, Ida. KWFT-TV, Wichita Falls, Tex.
 KIEM-TV, Eureka, Cal. KRCC, Jefferson City, Mo. (CP)

* Firm is subsidiary of Blair-TV Inc. and parent firm represents these stations in St. Louis, Detroit, Dallas, Seattle, Boston and Jacksonville.

GEORGE P. HOLLINGBERY CO.

Chicago 1	307 N. Michigan Ave. Dearborn 2-6060	G. P. Hollingbery
New York 18	500 Fifth Ave. Oxford 5-5560	F. E. Spencer Jr. John I. Peterson
Atlanta 3	223 Peachtree St. Lamar 5710	Richard N. Hunter
Los Angeles 13	411 W. 5th St. Madison 6-1351	Harry H. Wise Jr.
San Francisco 5	625 Market St. Douglas 2-2541	George E. Lindman

TV Stations Represented:

KOAT-TV, Albuquerque, N. M. KSEW-TV & KMBY-TV,
 WJBF, Augusta, Ga. Salinas-Monterey, Cal.
 WABI-TV, Bangor, Me. KUTV, Salt Lake City, Utah
 WCIA, Champaign, Ill. KEYT, Santa Barbara, Cal.
 KFBC-TV, Cheyenne, Wyo. WARM-TV, Scranton, Pa.
 *WGN-TV, Chicago, Ill. KOMO-TV, Seattle, Wash.
 KKTV, Colorado Springs, Colo. KRTV, Sioux City, Ia.
 WRBL-TV, Columbus, Ga. WWLP, Springfield-Holyoke,
 WHO-TV, Dayton, O. Mass.
 KGTV, Des Moines, Ia. KYTV, Springfield, Mo.
 WWJ-TV, Detroit, Mich. KTVU, Stockton, Cal.
 WEAU-TV, Eau Claire, Wis. KCBN-TV, Temple, Tex.
 KTSM-TV, El Paso, Tex. KOPO-TV, Tucson, Ariz.
 KVAL-TV, Eugene, Ore. WTRF-TV, Wheeling, W. Va.
 WLBTV, Jackson, Miss. KAKE-TV, Wichita, Kan.
 WLVA-TV, Lynchburg, Va. WBRZ, Baton Rouge, La. (CP)
 WSKV-TV, Nashville, Tenn. KLOO, Portland, Ore. (CP)
 WJDM, Panama City, Fla. WSPA-TV, Spartanburg, S. C.
 WEAR-TV, Pensacola, Fla. (CP)
 WCOB-TV, Phoenix, Ariz. **KSTF, Scottsbluff, Neb. (CP)
 WHAM-TV, Rochester, N. Y. **Satellite of KFBC-TV, Cheyenne, Wyo.

*For limited areas.

HAL HOLMAN CO.

Chicago 1	64 E. Lake St. Franklin 2-0016	Hal Holman
New York 17	535 Fifth Ave. Murray Hill 7-5365	Ed Deyney
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
San Francisco 5	607 Market St. Garfield 7-0426	Roy Soderlind

TV Stations Represented:

KFXJ-TV, Grand Junction, WLBCTV, Muncie, Ind.
 Colo. (except N. Y.)
 WPBN-TV, Traverse City, Mich.

H-R TELEVISION INC.

New York 17	289 Madison Ave. Oxford 7-3120	Frank Headley, Pres. Frank Pellegrin, V.P. Paul Weeks, V.P.
Chicago 1	35 East Wacker Drive Randolph 6-6431	Dwight S. Reed, V.P. Carlin S. French, V.P.
San Francisco	155 Montgomery St. Yukon 2-5701	John T. Bradley
Hollywood	Fontaine Bldg. Hollywood 7-1480	Harold Lindley, V.P.
Dallas	Rio Grande Nat'l. Bldg. Randolph 5149	Clarke Brown
Houston	520 Lovett Blvd. Justin 1601	Jack Lee
Atlanta	Marietta St. Bldg. Cypress 7797	Bill McRae

TV Stations Represented:

*WOR-TV, New York City WTOB-TV, Winston-Salem,
 WNAC-TV, Boston, Mass. N. C.
 WHUM-TV, Reading, Pa. WSJV, Elkhart, Ind.
 WFBG-TV, Altoona, Pa. WUSN-TV, Charleston, S. C.
 WLOK-TV, Lima, O. WGH-TV, Hartford, Conn.
 KHJ-TV, Los Angeles, Cal. WNTN, Waterloo-Ft. Wayne,
 KTVH, Hutchinson-Wichita, Ind.
 Kan. KGBT-TV, Harlingen, Tex.
 KNOE-TV, Monroe, La. KPDA-TV, Amarillo, Tex.
 KOMU-TV, Columbia, Mo. KFYD-TV, Minneapolis, Minn.
 WBUF-TV, Buffalo, N. Y. KFJZ-TV, Fort Worth, Tex. (CP)
 WGV, Greenville, S. C. KBET-TV, Sacramento, Cal.
 WREX-TV, Rockford, Ill. (CP)

* For West Coast.



**THIS YOU'VE GOT TO SEE!
 TV'S NEW FUN SHOW!
 SEE PAGES 356-357**

THE KATZ AGENCY INC.

New York 22	477 Madison Ave. Plaza 9-4460	Edward Codel, TV Director Scott Donahue Jr., Sales Mgr.
Chicago 1	307 N. Michigan Ave. Central 6-7343	G. H. Gunst
Atlanta 3	22 Marietta St. Alpine 1637	K. S. Byerly
Detroit 26	Penobscot Bldg. Woodward 3-8420	Fiske Lochridge
Dallas 1	2006 Bryan St. Riverside 4036	David Rutledge
Kansas City 6	Bryant Bldg. Victor 7095	T. J. Flanagan Jr.
San Francisco 4	Russ Bldg. Sutter 1-7434	S. J. Reulman
Los Angeles 14	530 W. 6th St. Tucker 8167	Richard Hasbrook

TV Stations Represented:

KGNC-TV, Amarillo, Tex.	KCOP, Los Angeles, Cal.
WAGA-TV, Atlanta, Ga.	WGBS-TV, Miami, Fla.
WMAR-TV, Baltimore, Md.	WLAC-TV, Nashville, Tenn.
WBRC-TV, Birmingham, Ala.	WNHC-TV, New Haven, Conn.
WMT-TV, Cedar Rapids, Ia.	WKY-TV, Oklahoma City, Okla.
WKRC-TV, Cincinnati, O.	KOAM-TV, Pittsburg, Kan.
WXEL, Cleveland, O.	KPHO-TV, Phoenix, Ariz.
WTVN, Columbus, O.	KTVT, Salt Lake City, Utah
KLZ-TV, Denver, Colo.	KFSD-TV, San Diego, Cal.
WJBK-TV, Detroit, Mich.	KPIX, San Francisco, Cal.
WOOD-TV, Grand Rapids, Mich.	KVTV, Sioux City, Ia.
WSAZ-TV, Huntington, W. Va.	KHQ-TV, Spokane, Wash.
WFBM-TV, Indianapolis, Ind.	KWK-TV, St. Louis, Mo.
WJTV, Jackson, Miss.	WHEN-TV, Syracuse, N. Y.
WJAC-TV, Johnstown, Pa.	WSPD-TV, Toledo, O.
KOMO-TV, Kansas City, Mo.	WMAL-TV, Washington, D. C.

KETTELL-CARTER

Boston	118 Newbury St. Kenmore 6-1966	Elmer Kettell Marjorie Carter
--------	-----------------------------------	----------------------------------

TV Stations Represented (New England only):

WABI-TV, Bangor, Me.	WWLP, Springfield, Mass.
WPMT, Portland, Me.	WSYR-TV, Syracuse, N. Y.
WLAM-TV, Lewiston, Me.	WKNY-TV, Kingston, N. Y.

JOSEPH HERSHEY MCGILLVRA INC.

New York 17	366 Madison Ave. Murray Hill 2-8755	Joseph H. McGillvra
Chicago 1	185 N. Wabash Ave. State 2-5282	Judd Sparling
Los Angeles 5	638 S. Van Ness Ave. Dunkirk 4-7352	Fred Crawford
San Francisco 4	155 Montgomery St. Ekbroom 2-0167	Al Tewksbury
Memphis 3	210 Madison Ave. 5-5338	John E. Stewart

TV Stations Represented:

KRDO-TV, Colorado Springs, Colo.	WFIW-TV, Bloomington, Ill.
KSAN-TV, San Francisco, Cal.	WCBI-TV, Columbus, Miss. (CP)

JOHN L. MCGUIRE & CO.

Denver	National Bank Bldg. Cherry 8191	John L. McGuire
--------	------------------------------------	-----------------

TV Stations Represented (Denver area only):

KCSJ-TV, Pueblo, Colo.	KFXJ-TV, Grand Junction, Colo.
KRDO-TV, Colorado Springs, Colo.	KFBC-TV, Cheyenne, Wyo.

MEEKER TV INC.

City	Address & Telephone	TV Executive
New York 17	521 Fifth Ave. Murray Hill 2-2170	Robert D. C. Meeker
Chicago 11	333 N. Michigan Ave. Central 6-1742	Carlton F-J Jewett
San Francisco 4	Russ Bldg. Yukon 6-4940	Don Pontius
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
Lancaster	8 W. King St. 5251	Dick Sheetz

TV Stations Represented:

WLEV-TV, Bethlehem, Pa.	WGAL-TV, Lancaster, Pa.
WTTV, Bloomington, Ind.	KROC-TV, Rochester, Minn.
WEHT, Henderson, Ky.	KSWB-TV, Roswell, N. M.
KHOL-TV, Kearney, Neb.	WSAU-TV, Wausau, Wis.
WKNY-TV, Kingston, N. Y.	WDEL-TV, Wilmington, Del.

CLYDE MELVILLE CO.

Dallas, Tex.	Melba Bldg. Sterling 1588 & 5239	Clyde B. Melville
--------------	-------------------------------------	-------------------

TV Stations Represented (Southwest region only):

KCEW-TV, Temple-Waco, Tex.	KGGM-TV, Albuquerque, N. M.
KCMC-TV, Texarkana, Tex.- Ark.	KSWB-TV, Roswell, N. M.
	KTXL-TV, San Angelo, Tex.

MOORE & LUND

Seattle 1	Jones Bldg. Mutual 3377	Art Moore Jack Clarke
Portland 4, Ore.	Cascade Bldg. Atwater 7284	Ru Lund Doug LaMear

TV Stations Represented (Pacific Northwest region only):

KFIA, Anchorage, Alaska	KBOI-TV, Boise, Ida.
KXLY-TV, Spokane, Wash.	KXLF-TV, Butte, Mont.
KTNT-TV, Tacoma, Wash.	KEPR-TV, Pasco, Wash.
KIMA-TV, Yakima, Wash.	KLFB, Fairbanks, Alaska (CP)
KVAL-TV, Eugene, Ore.	KLIX-TV, Twin Falls, Ida. (CP)
KPTV, Portland, Ore.	KFJJ-TV, Klamath Falls, Ore. (CP)
KID-TV, Idaho Falls, Ida.	

NBC SPOT SALES *

(National Broadcasting Co.)

New York 20	30 Rockefeller Plaza Circle 7-8300	Thomas B. McFadden John H. Reber H. W. Shepard Richard H. Close Luellen P. Stearns
Chicago 54	Merchandise Mart Superior 7-8300	John Mulholland
Cleveland 14	815 Superior Ave. Cherry 1-0942	John C. Treacy
Detroit 26	Penobscot Bldg. Woodward 1-1610	Allan W. Kerr
Hollywood 28	Sunset & Vine Hollywood 9-6161	Walter B. Davison
San Francisco 2	Taylor & O'Farrell Graystone 4-8700	George W. Fuerst
Atlanta	770 Spring St. N.W. Elgin 3726	Bomar Lowrance & Assoc., Sales Rep.
Charlotte 2	1527 Elizabeth Ave. Charlotte 6-6581	Bomar Lowrance & Assoc., Sales Rep.
Dallas	Fidelity Union Bldg. Randolph 8206	Bomar Lowrance & Assoc., Sales Rep.

TV Stations Represented:

WRCA-TV, New York City	WNBK, Cleveland, O.
WNBQ, Chicago, Ill.	KPTV, Portland, Ore.
KRCA, Los Angeles, Cal.	WAVF-TV, Louisville, Ky.
KSD-TV, St. Louis, Mo.	WRGE, Schenectady, N. Y.
WRC-TV, Washington, D.C.	KONA, Honolulu, Hawaii
	WKBN-TV, New Britain-Hartford

* Also represents Crosley stations (WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta) in Detroit and on Pacific Coast; Crosley represents NBC Spot Sales stations in Cincinnati, Dayton & Columbus.

JOHN E. PEARSON TELEVISION INC.

City	Address & Telephone	TV Executive
New York 22	444 Madison Ave. Plaza 1-3366	John E. Pearson
Chicago, Ill.	333 N. Michigan Ave. State 2-7494	Frank M. Reed
Dallas, Tex.	Fidelity Union Life Bldg. Prospect 3723	Robert Baird
Minneapolis, Minn.	Northwestern Bank Bldg. Lincoln 5689	James Bowden
Los Angeles 57	2330 W. Third St. Dunkirk 7-4388	Robert W. Walker
San Francisco, Cal.	57 Post St. Sutter 1-5568	Rogers Parratt

TV Stations Represented:

KRBC-TV, Abilene, Tex.	WTSK-TV, Knoxville, Tenn.
KMMT, Austin, Minn.	KSWO-TV, Lawton, Okla.
KGEO-TV, Enid, Okla.	KZTV, Reno, Nev.
KQTV, Fort Dodge, Ia.	KDRO-TV, Sedalia, Mo.
KFSA-TV, Fort Smith, Ark.	KLTV, Tyler, Tex.
WNCT, Greenville, N.C.	WHIZ-TV, Zanesville, O.
WSVA-TV, Harrisonburg, Va.	KLRJ-TV, Henderson-Las Vegas, Nev.
WJHL-TV, Johnson City, Tenn.	

JOHN H. PERRY ASSOCIATES

New York City	19 W. 44th St. Murray Hill 7-5047	William K. Dorman
Philadelphia 7	12 S. 12th St. Walnut 2-3555	Robert Hitchings
Chicago 3	122 S. Michigan Ave. Harrison 7-8085	F. W. Thurnau
Detroit 2	General Motors Bldg. Trinity 5-1803	John F. Cole
Atlanta 3	Glenn Bldg. Main 3988	J. D. Whitehead
Beverly Hills	9538 Brighton Way Crestview 6-5032	V. E. Atkinson
San Francisco 3	5 Third St. Garfield 1-6740	George D. Close

TV Station represented: WJHP-TV, Jacksonville, Fla.

At plans board meetings...



at the plant...



or at the point of sale...

more and more decision-makers are

SOLD ON SPOT

as a basic advertising medium . . . and some spots are better than others!

*For the best spot,
at the right time, at the right place, call*



SPOT SALES

39 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte* Atlanta* Dallas*
*Bona-Lourance Associates

representing RADIO STATIONS:

WRCA New York **KSD** St. Louis **WAVE** Louisville
WMAQ Chicago **WRC** Washington, D. C. **KGU** Honolulu, Hawaii
KNBC San Francisco **WTAM** Cleveland

representing TELEVISION STATIONS:

WRCA-TV New York **WRC-TV** Washington, D. C. **WAVE-TV** Louisville
WNBQ Chicago **WNBK** Cleveland **WRGB** Schenectady-Albany-Troy
KRCA Los Angeles **KPTV** Portland, Ore.
KSD-TV St. Louis **KONA-TV** Honolulu, Hawaii

EDWARD PETRY & CO. INC.

New York 22	488 Madison Ave. Murray Hill 8-0200	Henry E. Ringgold
Atlanta	101 Marietta St. Lamar 8861	Richard W. Hughes
Chicago 11	400 N. Michigan Ave. Whitehall 4-0011	Louis A. Smith
Detroit 2	General Motors Bldg. Trinity 5-1035	Franklin M. Walker
Los Angeles	530 W. 6th St. Tucker 3171	Wm. Larimer
San Francisco 4	Russ Bldg. Yukon 2-3631	Edward L. Smith
St. Louis 3	915 Olive St. Chestnut 7191	George Stevens

TV Stations Represented:

WSB-TV, Atlanta, Ga.	WATV, Newark-New York City
WBAL-TV, Baltimore, Md.	WTAR-TV, Norfolk, Va.
WFAA-TV, Dallas, Tex.	KMTV, Omaha, Neb.
KOAT-TV, Denver, Colo.	WTVH-TV, Peoria, Ill.
WICU, Erie, Pa.	WENS, Pittsburgh, Pa.
KPRC-TV, Houston, Tex.	WOAI-TV, San Antonio, Tex.
KARK-TV, Little Rock, Ark.	KFMB-TV, San Diego, Cal.
WJIM-TV, Lansing, Mich.	KGO-TV, San Francisco (ABC)
KABC-TV, Los Angeles, Cal.	KREM-TV, Spokane, Wash.
(ABC)	KOTV, Tulsa, Okla.
WTVW, Milwaukee, Wis.	KEDD, Wichita, Kan.
KSTP-TV, Minneapolis-St. Paul	ABC-TV Pacific Regional
WSM-TV, Nashville, Tenn.	Network

PAUL H. RAYMER CO. INC.

City	Address & Telephone	TV Executive
New York 22	444 Madison Ave. Plaza 9-5370	Paul H. Raymer, Pres. Fred C. Brokaw, Exec. VP.-Sales Mgr.
Chicago 11	435 No. Michigan Ave. Superior 7-4473	G. C. Packard
Dallas 1	Mercantile Securities Bldg. Riverside 5663	John H. Hicks, Jr.
San Francisco 4	Russ Bldg. Douglas 2-8909	Ray Rhodes
Detroit 26	Penobscot Bldg. Woodward 3-0764	Robert B. Rainis
Hollywood 28	1680 Vine St. Hollywood 2-2376	John D. Gale
Atlanta 3	Glenn Bldg. Alpine 6508	Edward D. Brandt

TV Stations Represented:

KTLA, Los Angeles, Cal.	KTBC-TV, Austin, Tex.
WSBT-TV, South Bend, Ind.	KANG-TV, Waco, Tex.
WKBN-TV, Youngstown, O.	WKJG-TV, Ft. Wayne, Ind.
KMJ-TV, Fresno, Cal.	KSIA, Shreveport, La.
WCOV-TV, Montgomery, Ala.	WNET, Providence, R.I.
WNOK-TV, Columbia, S. C.	KRGV-TV, Weslaco, Tex.
KVOA-TV, Tucson, Ariz.	WKBT, LaCrosse, Wis.
WWOR-TV, Worcester, Mass.	KVAR, Phoenix, Ariz.
KELO-TV, Sioux Falls, S. D.	KCBD-TV, Lubbock, Tex.
KFDX-TV, Wichita Falls, Tex.	

VENARD, RINTOUL & McCONNELL INC.

New York 17	579 Fifth Ave. Murray Hill 8-1088	Lloyd George Venard James V. McConnell Stephen R. Rintoul Abner Lichtman
Chicago 1	35 E. Wacker Dr. State 2-5260	Howard B. Meyers
San Francisco	Mills Bldg. Garfield 1-7950	Duncan A. Scott
Los Angeles 5	2978 Wilshire Blvd. Dunkirk 8-4151	A. O. Dillenbeck

TV Stations Represented:

KTEN, Ada, Okla.	WMBV-TV, Marinette-Green Bay, Wis.
WLOS-TV, Asheville, N.C.	KMID-TV, Midland, Tex.
WTWO, Bangor, Me.	KCMC-TV, Texarkana, Tex.
KCRG-TV, Cedar Rapids, Ia.	WJNO-TV, Palm Beach, Fla.
WFIE, Evansville, Ind.	
KSWM-TV, Joplin, Mo.	

THE WALKER REPRESENTATION CO. INC.

City	Address & Telephone	TV Executive
New York 17	347 Madison Ave. Murray Hill 3-5830	Wythe Walker C. Otis Rawalt
Chicago 1	360 N. Michigan Ave. Andover 3-5771	Wythe Walker & Ralph C. Kelley
Los Angeles 5	672 S. Lafayette Park Pl. Fairfax 3200	Harlan Oakes
San Francisco 4	Russ Bldg. Yukon 6-5820	Norm Cunningham
Atlanta	Mortgage Guarantee Bldg. Alpine 1241	Tom Atkinson
Minneapolis	N.W. National Bank Bldg. Geneva 9631	Orville Lawson
Boston	80 Boylston St. Hubbard 2-4370	William Creed

TV Stations Represented:

*WLBC-TV, Muncie, Ind.	WMSL-TV, Decatur, Ala.
KXLF-TV, Butte, Mont.	WACH-TV, Newport News-Norfolk, Va.
WSIL-TV, Harrisburg, Ill.	WEAT-TV, W. Palm Beach, Fla.
WMGT, Adams-Pittsfield, Mass.	

*Chicago representative is Hal Holman.

WEED TELEVISION CORP.

New York 17	579 Fifth Ave. Plaza 9-4700	Bates Halsey
Chicago 6	20 N. Wacker Dr. Randolph 6-9668	Clay Rosslund George Lindsay
Detroit 26	Book Bldg. Woodward 1-2685	Bernard P. Pearse
Atlanta 3	Glenn Bldg. Cypress 4081	Geo. Swearingen Jr.
Hollywood 28	6331 Hollywood Blvd. Hillside 8611	Edwin C. Metcalfe
San Francisco 5	625 Market St. Douglas 2-1451	Donald Staley
Boston 16	Statler Bldg. Hubbard 2-5677	Robert R. Reardon

TV Stations Represented:

WAKR-TV, Akron, O.	WOAY-TV, Oak Hill, West Va.
KGGM-TV, Albuquerque, N. M.	*KPRK-TV, Pasco, Wash.
KALB-TV, Alexandria, La.	KTVK, Phoenix, Ariz.
KLAK-TV, Bakersfield, Cal.	WCSH-TV, Portland, Me.
WWTW, Cadillac, Mich.	WJAR-TV, Providence, R. I.
WCNY-TV, Carthage-Watertown, N.Y.	WTVO, Rockford, Ill.
WKNA-TV, Charleston, W. Va.	WROM-TV, Rome, Ga.
WFIL-TV, Fort Lauderdale (Miami)	KCCC-TV, Sacramento, Cal.
WINK-TV, Fort Myers, Fla.	KTTS-TV, Springfield, Mo.
WBAY-TV, Green Bay, Wis.	KTNT-TV, Tacoma (Seattle)
WFBC-TV, Greenville, S. C.	WSUN-TV, St. Petersburg (Tampa)
KHQA-TV, Hannibal, Mo. (Quincy, Ill.)	KXJB-TV, Valley City, N. D.
WSL-TV, Jackson, Miss.	WIRK-TV, West Palm Beach
WARD-TV, Johns own, Pa.	WMFD-TV, Wilmington, N. C.
KFLC-TV, Lake Charles, La.	KYMA, Yakima, Wash.
KLAS-TV, Las Vegas, Nev.	KFAA, Anchorage, Alaska
WMUR-TV, Manchester, N. H.	XETV, Tijuana, Mex. (San Diego)
KGLO-TV, Mason City, Ia.	WQCY, Allentown, Pa. (CP)
KCJB-TV, Minot, N. D.	KPFI, Fairbanks, Alaska (CP)
WMVT-TV, Montpelier, Vt.	
WABC-TV, New York City (ABC)	* Satellite of KIMA-TV, Yakima, Wash.

Canadian TV Stations Represented:

CHCT-TV, Calgary, Alta.	CJIC-TV, Sault Ste. Marie, Ont.
CKWS-TV, Kingston, Ont.	CKSO-TV, Sudbury, Ont.
CKCO-TV, Kitchener, Ont.	CJCB-TV, Sydney, N.S.
CFPL-TV, London, Ont.	CHEX-TV, Peterborough, Ont. (CP)
CFPA-TV, Port Arthur, Ont.	CJON-TV, St. John's, Nfld. (CP)
CFMC-TV, Quebec City, Que.	CKX-TV, Brandon, Man. (CP)
CKCK-TV, Regina, Sask.	
CHSJ-TV, Saint John, N.B.	

ADAM YOUNG TELEVISION CORP.

New York 16	477 Madison Ave. Plaza 9-1810	Adam J. Young Jr.
Chicago 2	55 E. Washington St. Andover 3-5448	William J. Reilly
St. Louis	8138 Normal Dr., Afton 23, Mo. Victor 3-5785	John B. Hetherington
Los Angeles 28	Guaranty Bldg. Hollywood 9-0965	William L. Wallace
Boston	Statler Office Bldg. Hubbard 2-6117	Nona Kirby

TV Stations Represented:

WAFB-TV, Baton Rouge, La.	KTAG-TV, Lake Charles, La.
WIOCH-TV, Bridgeport, Conn.	WIRI, Plattsburg, N.Y.
KVDO-TV, Corpus Christi, Tex.	WICS, Springfield, Ill.
CKLW-TV, Detroit, Mich.-Windsor, Ont.	WSBA-TV, York, Pa.
	KULA-TV, Honolulu, Hawaii

Canadian TV Stations Represented:

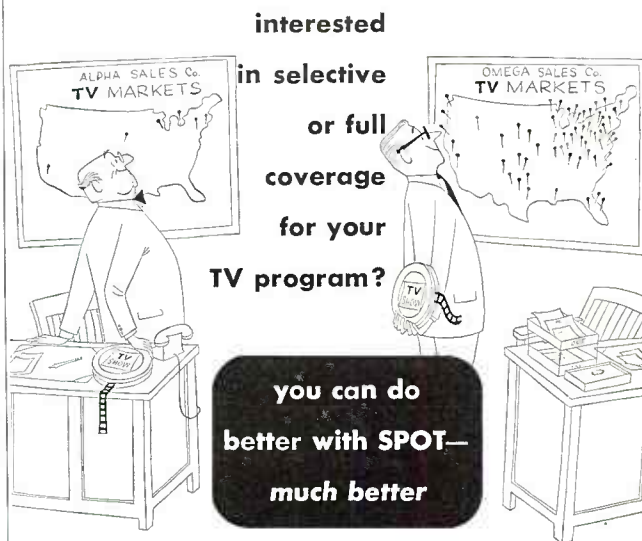
CFRN-TV, Edmonton, Alta.	CJER-TV, Rimouski, Que.
CHCH-TV, Hamilton, Ont.	CKWC-TV, Moncton, N.B.
CKLW-TV, Windsor (Detroit)	CFQC-TV, Saskatoon, Sask.

For Lists of Territorial,
Canadian and Foreign-Language
TV Station Representatives
and their Stations
see page 252



groping
for tv
program
time?

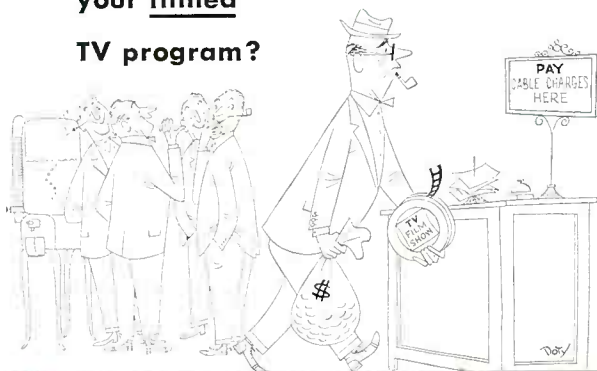
**you can do
better with SPOT—
much better**



interested
in selective
or full
coverage
for your
TV program?

**you can do
better with SPOT—
much better**

paying
cable charges for
your filmed
TV program?



you can do better with SPOT—much better

*when it comes to placing your
television programs, remember*

**you can do
better* with Spot...
much better.***

- * Free choice of markets.
- * No "must" stations or minimum group requirements.
- * Wholehearted station cooperation.
- * Better picture quality than kinescopes.
- * Savings in time costs—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. *National Advertising Representatives*

477 MADISON AVENUE, NEW YORK 22, NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO
ATLANTA
DALLAS
KANSAS CITY
DETROIT

CANADIAN REPRESENTATIVES

ALL-CANADA TELEVISION

City	Address & Telephone	TV Executive
Toronto, Ont.	30 Richmond St. W. Empire 6-9236	Reo Thompson, <i>Mgr.</i>
Montreal, Que.	Dominion Square Bldg. University 6-9368	Burt Hall, <i>Mgr.</i>
Vancouver, B. C.	1161 Melville St. Tatlow 7461	J. E. Baldwin
Calgary, Alta.	Taylor-Pearson & Carson Bldg. 2-5791	J. E. Cavanaugh
Winnipeg, Man.	Electric Railway Chambers 926 & 861	M. V. Chesnut

TV Stations Represented (in Canada):

CFPL-TV, London, Ont.	CJCB-TV, Sydney, N. S.
CKSO-TV, Sudbury, Ont.	CHCT-TV, Calgary, Alta.
CHSJ-TV, Saint John, N. B.	CFPA-TV, Port Arthur, Ont.
CHCH-TV, Hamilton, Ont.	CJIC-TV, Sault Ste. Marie, Ont.
CKWS-TV, Kingston, Ont.	CJON-TV, St. John's Nfld. (CP)
CKCK-TV, Regina, Sask.	CHEX-TV, Peterborough, Ont.
CKLW-TV, Windsor, Ont.- Detroit, Mich.	(CP) CKX-TV, Brandon, Man. (CP)

CANADIAN BROADCASTING CORP.

Toronto	354 Jarvis St. Walnut 3-5481	W. E. Powell, <i>commercial mgr.</i>
Montreal	Radio Canada Bldg. University 6-2571	M. Valiquette, <i>commercial mgr.</i>

TV Stations Represented:

CBFT, Montreal, Que.	CBUT, Vancouver, B.C.
CBMT, Montreal, Que.	CBWT, Winnipeg, Man.
CBOT, Ottawa, Ont.	CBHT, Halifax, N.S.
CBLT, Toronto, Ont.	CBOFT, Ottawa (CP)

JOS. A. HARDY & CO. LTD (TV Division)

Quebec	39 St. John St. 5-7373	Roland Seguin
Montreal	1439 Mountain St. Plateau 1101	Gilles Loslier
Toronto	129 Adelaide St. W. Empire 3-6009	R. C. Armstrong

TV Stations Represented (in Canada):

CKCO-TV, Kitchener, Ont.	CFCM-TV, Quebec City
--------------------------	----------------------

ANDY McDERMOTT

Toronto, Ont.	10 E. Adelaide St. Empire 6-8945	A. A. McDermott
Montreal, Que.	Castle Bldg. Belair 7042	E. G. Richmond

Territorial and Foreign-Language Station Representatives

ALASKA RADIO-TV SALES

City	Address & Telephone	TV Executive
New York	370 Lexington Ave. Murray Hill 5-1303	Roy V. Smith Charles E. Soden

TV Station Represented: KTVA, Anchorage, Alaska.

CARIBBEAN NETWORKS INC.

New York 19	200 W. 57th St. Circle 5-7433	A. M. Martinez, <i>Ezec. V.P.</i> Vicente Ramos, <i>V.P.</i>
-------------	----------------------------------	--

TV Stations Represented:

WAPA-TV, San Juan, P.R.	RPC-TV, Panama, Panama, (CP)
CMBF-TV, Havana, Cuba	YSEB-TV, San Salvador, El Salvador (CP)
CMQ-TV Network, Cuba	
RPC-TV, Colon, Panama (CP)	

INTER-AMERICAN PUBLICATIONS INC.

New York 17	41 E. 42d St. Murray Hill 2-0834	Angel Ramos
-------------	-------------------------------------	-------------

TV Station Represented: WKAQ-TV, San Juan, P. R.

TV Stations represented (in Canada):

WABD, New York, N. Y.	WTVN, Columbus, O.
WKTV, Utica, N. Y.	WGN-TV, Chicago, Ill.
WHEN-TV, Syracuse, N. Y.	WOW-TV, Omaha, Neb.
WHAM-TV, Rochester, N. Y.	WGR-TV, Buffalo, N. Y.
WIGU, Erie, Pa.	WIRL, Plattsburg, N. Y.
WXEL, Cleveland, O.	WCNY-TV, Carthage- Watertown, N. Y.
WWJ-TV, Detroit, Mich.	

RADIO REPRESENTATIVES LTD.

Toronto	25 Adelaide St. W. Empire 8-2381	Alex Bedard
Montreal	Dominion Square Bldg. University 6-3503	Wlfr Dippie
Vancouver	193 W. Hastings St. Tatlow 6277	John Hunt
Winnipeg	Lindsay Bldg. 9-6374	A. J. Messner

TV Stations Represented:

CFRN-TV, Edmonton, Alta.	CFQC-TV, Saskatoon, Sask.
--------------------------	---------------------------

RADIO TIME SALES (QUEBEC) LTD.

Montreal	1231 St. Catherine St. W. Marquette 4684	Ralph J. Judge, <i>Pres.</i>
----------	--	------------------------------

TV Station Represented: WMVT, Montpelier-Burlington, Vt.

HORACE N. STOVIN & CO.

City	Address & Telephone	TV Executive
Toronto 5, Ont.	406 Jarvis St. Walnut 4-5768	Lee Raeburn
Montreal, Que.	Keefer Bldg. University 6-6291	T. C. Maguire
Winnipeg, Man.	1111-211 Portage Ave. 925-097	Godfrey Tudor
Vancouver, B. C.	Crown Bldg. Tatlow 4831	J. W. Stovin

TV Stations represented (in Canada):

KVOS-TV, Bellingham, Wash.	KABC-TV, Los Angeles, Cal.
WTTV, Bloomington, Ind.	WABC-TV, New York, N. Y.
WBZ-TV, Boston, Mass.	KMTV, Omaha, Neb.
WBKB, Chicago, Ill.	WFIL-TV, Philadelphia, Pa.
WKRC-TV, Cincinnati, O.	WHEC-TV & WVET-TV, Roch- ester, N. Y.
WEWS, Cleveland, O.	KTVT, Salt Lake City, Utah
WBNS-TV, Columbus, O.	KGO-TV, San Francisco, Cal.
WOC-TV, Davenport, Ia.	KING-TV, Seattle, Wash.
WHIO-TV, Dayton, O.	(except Vancouver)
WXYZ-TV, Detroit, Mich.	WSYR-TV, Syracuse, N. Y.
WJAC-TV, Johnstown, Pa.	WDEL-TV, Wilmington, Del.
WGAL-TV, Lancaster, Pa.	WTCN-TV, Minneapolis, Minn.
WJIM-TV, Lansing, Mich.	CKCW-TV, Moncton, N.B.
	CJBR-TV, Rimouski, Que.

NATIONAL TIME SALES

New York 17	370 Lexington Ave. Murray Hill 5-1300	Arthur Gordon
Los Angeles	672 S. Lafayette Park Place, Dunkirk 2-3200	Harlan G. Oakes

TV Station Represented: XEJ-TV, Juarez, Mex. (El Paso, Tex.)

RICHARD O'CONNELL

New York 17	40 E. 49th St. Plaza 5-9140	Richard O'Connell, <i>Pres.</i>
Los Angeles 57	2550 Beverly Blvd. Dunkirk 8-6178	Maurice A. Kimball
San Francisco	681 Market St. Exbrook 2-3365	John Banister

TV Station Represented: KCOR-TV, San Antonio, Tex. (CP)
[Planned as Spanish Language Station.]

PAN AMERICAN BROADCASTING CO.*

New York 17	370 Lexington Ave. Murray Hill 5-1300	E. Bernald
Los Angeles	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes

TV Station Represented: DZAQ-TV, Manila, Philippines

* In Jan. 1955 started new affiliate company, Television Net-
work Sales (Frank R. Bowes, pres.) at same addresses.

Quick Reference Guide

Directory of Major Advertising Agencies

Of the United States, Canada & Mexico

Compiled from Membership Lists of American Assn. of Advertising Agencies and Canadian Assn. of Advertising Agencies, Plus Additional Listings by *Advertising Age*, *Canadian Advertising* and *Standard Advertising Register*.

Symbols—[A] Total 1953 Billings of \$10,000,000 & up according to *Advertising Age*. [B] Billings of \$5-10,000,000. [C] Billings of \$1-5,000,000. [D] Under \$1,000,000.

- BURKE DOWLING ADAMS INC.**—992 W. Peachtree St. N.W., Atlanta, Ga.; Elgin 5521. Montclair, N.J.—203 Bellevue Ave.; Montclair 3-6100.
- AD-ART ASSOCIATES**—510 Walnut St., Reading, Pa.; 2-1692. [D]
- EDWARD A. ADLER JR. & ASSOCIATES**—River Rd., Mystic, Conn.; Jefferson 6-8606.
- WILLIAM HART ADLER INC.**—919 N. Michigan Ave., Chicago, Ill.; Whitehall 4-5210.
- ADVENT ASSOCIATES INC.**—Morris & Union Aves., Elizabeth 3, N.J.; Elizabeth 3-5088. [D]
- ADVERTISING COUNSELORS OF ARIZONA**—4460 N. Central Ave., Phoenix Ariz.; Crestwood 4-3536.
- AITKIN-KYNETT CO.**—1400 S. Penn Sq., Philadelphia, Pa.; Fil-tenhouse 6-7810. [B]
- ALLEN & REYNOLDS**—Woodmen of the World Bldg., Omaha 2, Neb.; Atlantic 4445.
- ALTNOW ADVERTISING CO.**—Fourth Ave. Bldg., Seattle 1, Wash.; Elliott 2320.
- AMBRO ADVERTISING AGENCY**—Dows Bldg., Cedar Rapids, Ia.; 4-4139 Des Moines 9, Ia.—Shops Bldg.; 8-0071. Waterloo, Ia.—1010 Mitchell St.; Adams 3-8361.
- ANDERSON & CAIRNS INC.**—488 Madison Ave., New York 22, N.Y.; Murray Hill 8-5800. [B]
- ANDREWS AGENCY INC.**—1037 N. Astor St., Milwaukee 2, Wis.; Broadway 2-5321. [C]
- ARMSTRONG-SCHRAMM CO.**—Spreckels Bldg., San Diego 1, Cal.; Belmont 3-0101. [D]
- ARNDT, PRESTON, CHAPIN, LAMB & KEEN INC.**—160 N. 15th St., Philadelphia 2, Pa.; Locust 4-4400.
- ARNOLD & CO. INC.**—262 Washington St., Boston 8, Mass.; Richmond 2-1220. [D]
- ASHBY INC.**—423 State St., Erie, Pa.; 4-6461.
- ATHERTON ADVERTISING AGENCY**—8455 Melrose Pl., Los Angeles 46, Cal.; Webster 3-8488.
- AUBREY, FINLAY, MARLEY & HODGSON INC.**—230 N. Michigan Ave., Chicago 1, Ill.; Financial 6-1600. [B]
- RAY AUSTRIAN & ASSOCIATES INC.**—53 E. 34th St., New York 16, N.Y.; Murray Hill 5-7511.
- AYER & GILLET INC.**—1022 S. Tryon St., Charlotte 3, N.C.; 4-9729.
- N. W. AYER & SON INC.**—W. Washington So., Philadelphia 6, Pa.; Lombard 3-0100. Honolulu 16, T.H.—Dillingham Bldg.; Honolulu 50-3681. New York 20, N.Y.—30 Rockefeller Plaza; Circle 6-0200. Boston 16, Mass.—Statler Office Bldg.; Hubbard 2-4970. Chicago 3, Ill.—135 S. LaSalle St.; Randolph 6-3456. San Francisco 4, Cal.—255 Montgomery St.; Sutter 1-2534. Hollywood 28, Cal.—Taft Bldg.; Hempstead 4871. Detroit 26, Mich.—Penobscot Bldg.; Woodward 5-3322. [A]
- AYLIN ADVERTISING AGENCY**—904 Lovett Blvd., Houston 19, Tex.; Lynchburg 3766. [D]
- W. H. BADKE ADVERTISING AGENCY**—161 W. Wisconsin Ave., Milwaukee 3, Wis.; Broadway 2-3010. [D]
- BAKER-DENTON CORP.**—9 Suffolk St., Holyoke, Mass.; 2-9464. [D]
- BAKER, JOHNSON & DICKINSON**—740 N. Plankinton Ave., Milwaukee 3, Wis.; Broadway 2-6833. [C]
- BALDWIN, BOWERS & STRACHAN INC.**—374 Delaware Ave., Buffalo 2, N.Y.; Madison 6020.
- BALL & DAVIDSON INC.**—670 Delaware St., Denver 4, Colo.; Main 3-1291. San Gabriel, Cal.—308 N. Alabama St.; Culver 3-3622.
- BARLOW ADVERTISING AGENCY INC.**—742 James St., Syracuse 1, N.Y.; 9-6644.
- BARNES CHASE CO. INC.**—530 Broadway, San Diego 1, Cal.; Belmont 3-7771. Los Angeles 5, Cal.—3450 Wilshire Blvd.; Dun-kirk 4-1193.
- G. M. BASFORD CO.**—60 E. 42nd St., New York 17, N.Y.; Murray Hill 2-2838. Cleveland 14, O.—Leader Bldg.; Cherry 1-0090. [B]
- TED BATES & CO.**—630 Fifth Ave., New York 20, N.Y.; Judson 6-0600. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 9-2161. [A]
- BATEN, BARTON, DURSTINE & OSBORN INC.**—383 Madison Ave., New York 17, N.Y.; Eldorado 5-5800. Boston 16, Mass.—Statler Office Bldg.; Hubbard 2-0430. Atlanta, Ga.—800 Peachtree St.; Elgin 7017. Buffalo 3, N.Y.—Rand Bldg.; Cleveland 7915. Chicago 11, Ill.—Palmolive Bldg.; Superior 7-9200. Cleveland 13, O.—Terminal Tower Bldg.; Towers 1-7270. Detroit 26, Mich.—Penobscot Bldg.; Woodward 5-0620. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 2-6723. Los Angeles 48, Cal.—6363 Wilshire Blvd.; Webster 1-1234. Minneapolis 2, Minn.—Northwestern Bank Bldg.; Lincoln 8401. Pittsburgh 19, Pa.—Grant Bldg.; Grant 1-9900. San Francisco 4, Cal.—Russ Bldg.; Sutter 1-2232. Dallas, Tex.—Mercantile Commerce Bldg.; Prospect 3431. [A]
- BATZ-HODGSON-NEUWOEHNER ADVERTISING AGENCY**—122 N. 7th St., St. Louis 1, Mo.; Central 8907.
- BAYLESS-KERR CO.**—Hanna Bldg., Cleveland 15, O.; Main 1-0917.
- BEACON ADVERTISING ASSOCIATES**—7 W. 44th St., New York 36, N.Y.; Murray Hill 2-0166. [D]
- BEAUMONT & HORMAN INC.**—6 N. Michigan Ave., Chicago 2, Ill.; Central 6-4230. Atlanta 3, Ga.—32 Peachtree St. N.W.; Main 4770. Cleveland, O.—NBC Bldg.; Cherry 1-3656. Dallas 1, Tex.—1905 Elm St.; Central 5338. Detroit 26, Mich.—1249 Wash-ington Blvd.; Woodward 3-4409. Kansas City 6, Mo.—1025 Grand Ave. Los Angeles 13, Cal.—816 W. 5th St.; Main 9-2676. Omaha 2, Neb.—Insurance Bldg.; Atlantic 0369. San Francisco 4, Cal.—Russ Bldg.; Garfield 1-0846. Seattle 4, Wash.—Central Bldg.; Seneca 0066. [B]
- FRED R. BECKER ADVERTISING AGENCY INC.**—Washington Bldg., Louisville 2, Ky.; Wabash 5268. [D]
- BELDEN & HICKOX**—1900 Euclid Ave., Cleveland 15, O.; Cherry 1-8100.
- HERBERT S. BENJAMIN & ASSOCIATES INC.**—234 Main St., Baton Rouge 6, La.; 3-2847. [D]
- BENNETT-ADVERTISING INC.**—101 W. Green St., High Point, N.C.; 9991 & 5960. Charlotte, N.C.—222 S. Church St.; 6-1674.
- VICTOR A. BENNETT CO. INC.**—511 Fifth Ave., New York 17, N.Y.; Murray Hill 7-2186.
- WALTER F. BENNETT & CO.**—20 N. Wacker Dr., Chicago 6, Ill.; Franklin 2-1131. Philadelphia 2, Pa.—1405 Locust St.; Kings-ley 5-6798. Miami, Fla.—Seybold Bldg.; 9-0413. Hollywood 28, Cal.—6912 Hollywood Blvd.; Hollywood 4-8291.
- BENTON & BOWLES INC.**—444 Madison Ave., New York 22, N.Y.; Murray Hill 8-1100. Hollywood 28, Cal.—6253 Hollywood Blvd.; Hillside 9151. [A]
- IRVING BERK CO. INC.**—551 Fifth Ave., New York 17, N.Y.; Mur-ray Hill 2-4234.
- BERMINGHAM, CASTLEMAN & PIERCE INC.**—136 E. 38th St., New York 16, N.Y.; Lexington 2-7550.
- BIDDLE CO.**—814 N. Main St., Bloomington, Ill.; 7696. Chicago 1, Ill.—75 E. Wacker Dr.; Central 6-1766. Kansas City, Mo.—1736 Broadway; Victor 3691. [C]
- BIOW, BEIRN & TOIGO, INC.**—640 Fifth Ave., New York 19, N.Y.; Plaza 9-1717. San Francisco 3, Cal.—703 Market St.; Garfield 1-4854. Hollywood 28, Cal.—1606 N. Argyle Ave.; Hempstead 2377. [A]
- A. S. BLACK & CO. INC.**—5105 San Jacinto St., Houston 4, Tex.; Lynchburg 3101.
- BLITZ ADVERTISING**—937 S.W. Jackson St., Portland 1, Ore.; Beacon 7171. Seattle, Wash.—Grosvenor House; Mutual 1990.
- ADOLPH L. BLOCH ADVERTISING AGENCY**—108 N.W. 9th Ave., Portland 9, Ore.; Broadway 5664.
- BOCCARD, DUNSIEE & JACOBSEN INC.**—Federal Bldg., Denver 4, Colo.; Acoma 2-6392. [D]
- BONSIB ADVERTISING AGENCY**—Fort Wayne Bank Bldg., Fort Wayne 2, Ind.; Anthony 7151. [D]
- BILL BONSB ADVERTISING AGENCY**—1717 E. Colfax Ave., Den-ver 6, Colo.; Florida 5-4418. [D]
- BOTSFORD, CONSTANTINE & GARDNER**—115 S.W. 4th Ave., Portland 4, Ore.; Atwater 9541. Seattle 1, Wash.—Tower Bldg.; Eliot 3523. San Francisco 4, Cal.—625 Market St.; Exbrook 2-7565. New York 1, N.Y.—350 Fifth Ave.; Bryant 9-4845. [C]
- LEO P. BOTT JR. ADVERTISING**—64 E. Jackson Blvd., Chicago 4, Ill.; Harrison 7-9187.

- BOZELL & JACOBS INC.**—Electric Bldg., Omaha 2, Neb.; Jackson 8030. Chicago 1, Ill.—205 N. LaSalle St.; Central 6-0870. Indianapolis 2, Ind.—1812 N. Meridian St.; Wabash 4524. Seattle 1, Wash.—Tower Bldg.; Mutual 6027. New York 36, N.Y.—2 W. 45th St.; Murray Hill 7-6210. Minneapolis 2, Minn.—625 Second Ave. S.; Main 4527. Shreveport 91, La.—Fairfield Bldg.; 3-6124. Houston 2, Tex.—United Gas Bldg.; Fairfax 4106. Dallas 1, Tex.—Thomas Bldg.; Randolph 5428. Washington 5, D.C.—711 Fourteenth St. N.W.; Sterling 3-2406. Baltimore 18, Md.—2110 N. Charles St.; Belmont 2083. Kansas City 5, Mo.—Baltimore Bldg.; Baltimore 4997. Hollywood 28, Cal.—6711 Sunset Blvd.; Hollywood 5-3830. [A]
- BRACY & BRACY**—1030 Euclid Ave., Cleveland 15, O.; Superior 1-7088. [D]
- RICHARD T. BRANDT INC.**—Keith Bldg., Cleveland 15, O.; Prospect 1-4020.
- BRENNAN ADVERTISING AGENCY**—1414 W. Clay St., Houston 19, Tex.; Linden 7581.
- BRUCE B. BREWER & CO.**—900 Walnut St., Kansas City 6, Mo.; Harrison 4890. Minneapolis 2, Minn.—Foshay Tower; Atlantic 3314.
- BRISACHER, WHEELER & STAFF**—1660 Bush St., San Francisco 9, Cal.; Prospect 6-2600. Hollywood, Cal.—1680 N. Vine St.; Hollywood 9-2197. New York 1, N.Y.—350 Fifth Ave.; Bryant 9-5600. [B]
- ROWLAND BROILES CO.**—Dan Waggoner Bldg., Fort Worth 2, Tex.; Fannin 2261. [D]
- BROOKE, SMITH, FRENCH & DORRANCE INC.**—8469 E. Jefferson Ave., Detroit 14, Mich.; Valley 2-9700. New York 17, N.Y.—52 Vanderbilt Ave.; Murray Hill 6-1800. San Francisco, Cal.—149 California St.; Yukon 6-6836. [A]
- BERNARD M. BROOKS ADVERTISING**—Aztec Bldg., San Antonio 5, Tex.; Garfield 3454.
- S. M. BROOKS ADVERTISING AGENCY**—Union Bank Bldg., Little Rock, Ark.; 2-1874. [C]
- D. P. BROTHER & CO.**—General Motors Bldg., Detroit 2, Mich.; Trinity 2-8250. New York 19, N.Y.—730 Fifth Ave.; Columbus 5-1004. [A]
- BYRON H. BROWN & STAFF**—3719 Wilshire Blvd., Los Angeles 5, Cal.; Dunkirk 7-1226. [D]
- E. H. BROWN ADVERTISING AGENCY**—20 N. Wacker Dr., Chicago 6, Ill.; Franklin 2-9494.
- BUCHANAN & CO. INC.**—1501 Broadway, New York 36, N.Y.; Bryant 9-7900. Los Angeles 48, Cal.—451 N. LaCienega Blvd.; Crestview 5-5231. San Francisco 4, Cal.—155 Montgomery St.; Yukon 6-2927. Chicago 1, Ill.—333 N. Michigan Ave.; Andover 3-6611. [B]
- BUCHEN CO.**—400 W. Madison St., Chicago 6, Ill.; Randolph 6-9305. [A]
- BUCKLEY ORGANIZATION**—Lincoln-Liberty Bldg., Philadelphia 7, Pa.; Rittenhouse 6-0180.
- BURLINGAME-GROSSMAN ADVERTISING**—207 S. Wabash Ave., Chicago 4, Ill.; Wabash 2-3383.
- LEO BURNETT CO. INC.**—360 N. Michigan Ave., Chicago 1, Ill.; Central 6-5959. New York 22, N.Y.—677 Fifth Ave.; Murray Hill 8-9480. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 4-7374. [A]
- BURNETT & LOGAN**—450 E. Ohio St., Chicago 11, Ill.; Mohawk 4-5580. [D]
- BYER & BOWMAN ADVERTISING AGENCY**—66 S. 6th St., Columbus 15, O.; Main 7751. [C]
- BYRDE, RICHARD & POUND ADVERTISING AGENCY**—381 Fourth Ave., New York 16, N.Y.; Oregon 9-4567.
- HAROLD CABOT & CO. INC.**—136 Federal St., Boston 10, Mass.; Hancock 6-7600. [C]
- STANLEY L. CAHN CO.**—1 E. 24th St., Baltimore 18, Md.; Belmont 5-2520.
- CALDWELL, LARKIN & SIDENER-VAN RIPER INC.**—Merchants Bank Bldg., Indianapolis 4, Ind.; Market 6501.
- CALKINS & HOLDEN INC.**—247 Park Ave., New York 17, N.Y.; Plaza 5-6900. Chicago 1, Ill.—333 N. Michigan Ave.; Randolph 6-3831. Los Angeles 36, Cal.—Citizens National Bank Bldg.; York 5145. Minneapolis, Minn.—Roanoke Bldg.; Main 3086. [B]
- J. M. CAMP & CO.**—Savings & Loan Bldg., Wheaton, Ill.; 8-4485. [C]
- CAMPBELL-EWALD CO.**—General Motors Bldg., Detroit 2, Mich.; Trinity 2-2600. New York 22, N.Y.—488 Madison Ave.; Murray Hill 8-3400. Chicago 1, Ill.—230 N. Michigan Ave.; Central 6-1946. Los Angeles 15, Cal.—3460 Wilshire Blvd.; Dunkirk 9-1334. San Francisco 4, Cal.—235 Montgomery St.; Sutter 1-8736. Atlanta 3, Ga.—45 Edgewood Ave.; Lamar 3858. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 5-4136. Washington 6, D.C.—1737 H St. N.W.; Republic 7-7400. Dallas 1, Tex.—Bryan & Burlington Sts.; Randolph 2904. Kansas City 11, Mo.—4010 Washington Ave.; Jefferson 5601. [A]
- CAMPBELL-MITHUN INC.**—Northwestern Bank Bldg., Minneapolis 2, Minn.; Lincoln 8824. Chicago 11, Ill.—919 N. Michigan Ave.; Delaware 7-7553. [A]
- CAPITAL ADVERTISING**—528 N. Washington St., Lansing, Mich.; 4-9915. [D]
- CAPLES CO.**—225 E. Erie St., Chicago 11, Ill.; Superior 7-6016. New York 17, N.Y.—295 Madison Ave.; Murray Hill 4-6800. Omaha 2, Neb.—1504 Dodge St.; Jackson 7795. Los Angeles 5, Cal.—301 S. Kingsley Dr.; Dunkirk 7-4255. San Francisco, Cal.—260 California St.; Yukon 6-4478. [B]
- CARGILL & WILSON**—11 S. 2nd St., Richmond 19, Va.; 3-3485. [D]
- CARPENTER ADVERTISING CO.**—1220 Huron Rd.; Cleveland 15, O. Main 1-1570.
- CAYTON INC.**—9 E. 40th St., New York 16, N.Y.; Lexington 2-1711. [C]
- CHAMBERS & WISWELL INC.**—Park Square Bldg., Boston 16, Mass.; Liberty 2-7565.
- JAMES THOMAS CHIRURG CO. INC.**—Park Square Bldg., Boston 16, Mass.; Hancock 6-7310. New York 17, N.Y.—Chanin Bldg.; Murray Hill 7-5040. Philadelphia 2, Pa.—Walnut St. Bldg.; Pennypacker 5-9543. [B]
- CHRISTIANSEN ADVERTISING AGENCY**—135 S. LaSalle St., Chicago 3, Ill.; Central 6-2484.
- HAROLD WALTER CLARK INC.**—933 Sherman St., Denver 3, Colo.; Cherry 4-6621.
- ROBERT E. CLARK ADVERTISING AGENCY**—29 N. Broadway, Aurora, Ill.; 6-4679. [D]
- HARRY B. COHEN ADVERTISING CO. INC.**—41 E. 42nd St., New York 17, N.Y.; Oxford 7-0660. [B]
- L. C. COLE CO.**—503 Market St., San Francisco 5, Cal.; Exbrook 2-2565.
- COLE & WEBER**—Corbett Bldg., Portland 4, Oregon; Columbia 2821. Seattle, Wash.—Republic Bldg.; Elliot 7377. Tacoma, Wash.—Tacoma Bldg.; Fulton 2311.
- WENDELL P. COLTON CO.**—122 E. 42nd St., New York 17, N.Y.; Oxford 7-2250.
- MAX H. COMER ADVERTISING AGENCY**—211½ Mulberry St., Kokomo, Ind.; 2-1554. [D]
- COMPTON ADVERTISING INC.**—261 Madison Ave., New York, N.Y.; Oxford 7-2400. Hollywood 28, Cal.—6253 Hollywood Blvd.; Hollywood 9-8107. Chicago 4, Ill.—141 W. Jackson Blvd.; Harrison 7-6935. Cincinnati 2, O.—Keith Bldg.; Parkway 6961. Milwaukee 3, Wis.—744 N. 4th St.; Broadway 1-9475. [A]
- CONDON CO.**—Rust Bldg., Tacoma 2, Wash.; Market 8155.
- CONLEY, BALTZER, & STEWARD**—494 Jefferson St., San Francisco 9, Cal.; Prospect 6-2834.
- CONNER ADVERTISING AGENCY INC.**—431 Colfax Ave., Denver 4, Colo.; Keystone 5351.
- THOMAS F. CONROY INC.**—Majestic Bldg., San Antonio 5, Tex.; Garfield 3456. [C]
- CONTI ADVERTISING AGENCY INC.**—170 E. Ridgewood Ave., Ridgewood, N.J.; Gilbert 4-4400. New York 17, N.Y.—505 Fifth Ave.; Murray Hill 2-3757.
- COSBY & COOPER**—235 Montgomery St., San Francisco 4, Cal.; Douglas 2-5466.
- COX ADVERTISING AGENCY**—Arcade Bldg., Columbia 1, S.C.; 4-4635.
- JOHN GILBERT CRAIG ADVERTISING INC.**—913 Washington St., Wilmington 99, Del.; 5-6185.
- CRAMER-KRASSELL CO.**—733 N. Van Buren St., Milwaukee 2, Wis.; Broadway 6-3500.
- CRAWFORD & PORTER ADVERTISING INC.**—Ivy Bldg., Atlanta 3, Ga.; Lamar 0656.
- CRISP & HARRISON AGENCY**—409 W. Adams St., Jacksonville, Fla.; 3-9776.
- CROOK ADVERTISING AGENCY**—Fidelity Union Bldg., Dallas 1, Tex.; Riverside 1175.
- SAMUEL CROOK CO. INC.**—28 W. 44th St., New York 36, N.Y.; Bryant 9-2588.
- CUNNINGHAM & WALSH INC.**—260 Madison Ave., New York 16, N.Y.; Murray Hill 3-4900. Hollywood 46, Cal.—8420 Sunset Blvd.; Granite 6131. Chicago, Ill.—49 E. Superior St.; Superior 7-3116. [A]
- DANCER-FITZGERALD-SAMPLE INC.**—430 Park Ave., New York, N.Y.; Plaza 8-2600. Chicago 1, Ill.—221 N. LaSalle St.; Financial 6-4700. Hollywood 28, Cal.—1680 N. Vine St.; Hudson 2-3256. San Francisco 4, Cal.—114 Sansome St.; Douglas 2-5107. [A]
- DANIEL & CHARLES INC.**—185 Madison Ave., New York 1, N.Y.; Oxford 5-0265. [C]
- D'ARCY ADVERTISING CO.**—Missouri Pacific Bldg., St. Louis 3, Mo.; Central 1-6700. New York, N.Y.—430 Park Ave.; Plaza 8-2600. Cleveland 13, O.—Terminal Tower Bldg.; Tower 1-3911. Atlanta 5, Ga.—75 Eighth St., N.E.; Vernon 8815. Los Angeles 5, Cal.—3450 Wilshire Blvd.; Dunkirk 8-3462. Houston, Tex.—1715 W. Webster; Linden 2111. Dallas, Tex.—Fidelity Union Life Bldg.; Sterling 1503. Chicago, Ill.—8 South Michigan Ave.; Central 6-4536. [A]
- R. I. DAVID & CO.**—510 N. Dearborn St., Chicago 10, Ill.; Whitehall 4-1635 [D]
- IRA E. DeJERNETT ADVERTISING AGENCY**—423 S. Akard St., Dallas 2, Tex.; Prospect 6389.
- DeMARTINI ASSOCIATES**—Lewis Tower Bldg., Philadelphia 2, Pa.; Kingsley 6-1335. [D]
- DEUTSCH & SHEA INC.**—230 W. 41st St., New York 36, N.Y.; Longacre 4-5900.
- DEVINE & BRASSARD INC.**—Realty Bldg., Spokane 1, Wash.; Main 4311.
- DICKLOW ADVERTISING AGENCY**—National City Bank Bldg., Dallas 1, Tex.; Randolph 8295. [D]
- DIXIE ADVERTISERS**—Electric Bldg., Annex, Jackson, Miss.; 3-6383.

- DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.—350 Fifth Ave., New York 1, N.Y.; Bryant 9-0445. [A]
- DONAHUE & COE INC.—1270 Sixth Ave., New York 20, N.Y.; Columbus 5-2772. Atlanta 3, Ga.—Hurt Bldg.; Main 5662. [A]
- W. B. DONER & CO.—Washington Blvd. Bldg., Detroit 26, Mich.; Woodward 5-7400. Chicago 1, Ill.—203 N. Wabash Ave.; Dearborn 2-4676. Milwaukee—1324 Wisconsin St.; West 3-9315. [B]
- DOREMUS & CO.—120 Broadway, New York 5, N.Y.; Worth 4-0700. Chicago 4, Ill.—208 S. LaSalle St.; Central 6-9132. Boston 9, Mass.—53 State St.; Lafayette 3-0770. Philadelphia 2, Pa.—1522 Locust St.; Kingsley 5-2590. San Francisco 8, Cal.—425 Bush St.; Yukon 2-4080. [A]
- CHARLES F. DOWD INC.—413 Richardson Bldg., Toledo 4, O.; Main 6234. [D]
- DOWD, REDFIELD & JOHNSTONE INC. and JOHN C. DOWD INC.—501 Madison Ave., New York 22, N.Y.; Murray Hill 8-1275. Washington, D.C.—Washington Bldg.; National 8-7397. Boston 16, Mass.—Park Square Bldg.; Hudson 2-8050. [B]
- DOYLE DANE BERNBACH INC.—20 W. 43rd St., New York 36, N.Y.; Longacre 5-7878. [B]
- DOYNE ADVERTISING AGENCY—415 Church St., Nashville 3, Tenn.; 42-7372.
- DOZIER, EASTMAN & CO.—1206 Maple Ave., Los Angeles 15, Cal.; Prospect 7091.
- MONROE F. DREHER INC.—30 Rockefeller Plaza, New York 20, N.Y.; Circle 6-6675.
- ALBERT A. DRENNAN ADVERTISING—420 Market St., San Francisco 11, Cal.; Yukon 6-5716.
- MAXWELL DROKE INC.—1014 N. Pennsylvania St., Indianapolis 6, Ind.; Plaza 3352. [D]
- DUBIN & FELDMAN INC.—Bigelow Bldg., Pittsburgh 19, Pa.; Atlantic 1-7252. [C]
- FRANK E. DUGGAN ADVERTISING—307 N. Michigan Ave., Chicago 1, Ill.; Randolph 6-1076. [C]
- DUNCAN-BROOKS INC.—137 Willis Ave., Mineola, N.Y.; Pioneer 3-2121 & 3-1961. [D]
- ROY S. DURSTINE INC.—655 Madison Ave., New York, N.Y.; Templeton 8-4600. Los Angeles 5, Cal.—3440 Wilshire Blvd.; Dunkirk 8-3411. San Francisco 4, Cal.—156 Montgomery St.; Yukon 6-6917.
- ECCOFF & JAMES INC.—121 S. Broad St., Philadelphia 7, Pa.; Pennypacker 5-1459.
- ELDRIDGE CO.—Packard Bldg., Philadelphia 2, Pa.; Locust 4-2913. [D]
- ELLINGTON & CO. INC.—535 Fifth Ave., New York 17, N.Y.; Murray Hill 7-4300. [A]
- A. W. ELLIS CO.—24 School St., Boston 8, Mass.; Capital 7-1544.
- EMERY ADVERTISING CORP.—2 E. North Ave., Baltimore 2, Md.; Vernon 7-3731.
- ROBERT J. ENDERS ADVERTISING INC.—1001 Connecticut Ave., N.W.; Sterling 3-2222. New York 17, N.Y.—270 Park Ave.; Plaza 5-4952. Hollywood, Cal.—6611 Santa Monica Blvd.; Hillside 6118. [C]
- CORTEZ F. ENLOE INC.—551 Fifth Ave., New York 36, N.Y.; Murray Hill 7-0110. [C]
- ERWIN, WASEY & CO. INC.—420 Lexington Ave., New York 17, N.Y.; Lexington 2-8700. Chicago 1, Ill.—230 N. Michigan Ave.; Randolph 6-4952. Los Angeles 36, Cal.—5045 Wilshire Blvd.; Webster 1-1211. Minneapolis 2, Minn.—523 Marquette Ave.; Atlantic 1233 Oklahoma City 2, Okla.—First National Bank Bldg.; Regent 6-5429. [A]
- WILLIAM ESTY CO. INC.—100 E. 42nd St., New York 17, N.Y.; Oxford 7-1600. Hollywood 28, Cal.—6331 Hollywood Blvd.; Hollywood 9-8219. [A]
- EWELL & THURBER ASSOCIATES—23 E. Jackson Blvd., Chicago 4, Ill.; Webster 9-0911. Toledo 4, O.—520 Madison Ave.; Main 3205. White Plains, N.Y.—56 Grand St.; 8-7800. Hollywood 28, Cal.—6671 Sunset Blvd.; Hollywood 9-4994. [B]
- FABER ADVERTISING INC.—2525 Park Ave., Minneapolis 4, Minn.; Filmore 6767. [D]
- MIKE FADELL ADVERTISING AGENCY—Northwestern Bank Bldg., Minneapolis 2, Minn.; Atlantic 3416.
- FRANKLIN FADER CO.—605 Broad St., Newark 2, N.J.; Market 3-7964.
- FAIRFAX INC. ADVERTISING—17 E. 49th St., New York 17, N.Y.; Murray Hill 8-9310. [C]
- REX FARRALL INC.—2817 3rd St., N.W., Canton 8, O.; 6-5603. [D]
- FENSHOLT ADVERTISING AGENCY INC.—360 N. Michigan Ave., Chicago 1, Ill.; Randolph 6-1670.
- LAWRENCE FERTIG & CO INC.—149 Madison Ave., New York 16, N.Y.; Murray Hill 9-7100. [B]
- FITZGERALD ADVERTISING AGENCY—Lee Circle Bldg., New Orleans 13, La.; Tulane 3131. Providence 3, R.I.—Blue Cross Bldg.; Gaspee 1-6760. [B]
- FLACK ADVERTISING AGENCY INC.—Hills Bldg., Syracuse 2, N.Y.; 2-3129.
- RICHARD A. FOLEY ADVERTISING AGENCY INC.—1528 Walnut St., Philadelphia 2, Pa.; Kingsley 5-1560.
- FOLTZ-WESSINGER INC.—120 N. Shippen St., Lancaster, Pa.; 2-2105.
- FOOTE, CONE & BELDING—247 Park Ave., New York 17, N.Y.; Murray Hill 8-5000. Chicago 11, Ill.—155 E. Superior St.; Superior 7-4800. Los Angeles 17, Cal.—900 Wilshire Blvd.; Madison 9-3611. San Francisco 4, Cal.—235 Montgomery St.; Sutter 1-2355. Hollywood 28, Cal.—6233 Hollywood Blvd.; Hollywood 9-6265. Houston 2, Tex.—510 Taft St.; Justin 5461. Portland 4, Ore.—Pacific Bldg.; Broadway 3732. [A]
- FOSTER & DAVIES INC.—Keith Bldg., Cleveland 15, O.; Cherry 1-0711.
- FOULKE AGENCY INC.—Rand Tower, Minneapolis 2, Minn.; Filmore 5581.
- FOX & MACKENZIE—1214 Locust St., Philadelphia 7, Pa.; Pennypacker 5-9600. [D]
- ALBERT FRANK-GUENTHER LAW INC.—131 Cedar St., New York 6, N.Y.; Cortland 7-5060. Chicago 2, Ill.—1 LaSalle St.; Dearborn 2-6424. Boston 9, Mass.—10 Post Office Sq.; Hancock 6-5900. Philadelphia 2, Pa.—Packard Bldg.; Rittenhouse 6-3915. Washington 6, D.C.—1025 Connecticut Ave., N.W.; Sterling 3-5353. San Francisco 8, Cal.—426 Bush St.; Yukon 6-4641. [A]
- CLINTON E. FRANK INC.—Merchandise Mart, Chicago 54, Ill.; Whitehall 4-5900. [C]
- ALEX T. FRANZ ADVERTISING—221 N. LaSalle St., Chicago 1, Ill.; Central 6-5025. [D]
- CURT FREIBERGER & CO.—1439 Court Pl., Denver 2, Colo.; Alpine 2048.
- OAKLEIGH R. FRENCH & ASSOCIATES—4235 Lindell Blvd., St. Louis 8, Mo.; Jefferson 1-0037. [C]
- E. M. FREYSTADT ASSOCIATES INC.—41 E. 42nd St., New York 17, N.Y.; Murray Hill 2-6313. [D]
- FRIZZELL ADVERTISING AGENCY INC.—1925 Nicollet Ave., Minneapolis 2, Minn.; Main 1915.
- DAN W. FRYE ADVERTISING—328 Castlegate Rd., Pittsburgh 2, Pa.; Churchill 2-1800. [D]
- FULLER & SMITH & ROSS INC.—1501 Euclid Ave., Cleveland 15, O.; Cherry 1-6700. New York 17, N.Y.—230 Park Ave.; Murray Hill 6-5600. Chicago 3, Ill.—105 W. Adams St.; Andover 3-5041. [A]
- FULTON, MORRISSEY CO.—612 N. Michigan Ave., Chicago 11, Ill.; Delaware 7-6367. [C]
- GARDNER ADVERTISING CO.—915 Olive St., St. Louis 1, Mo.; Central 1-3200. New York 20, N.Y.—9 Rockefeller Plaza; Columbus 5-2000. [A]
- SIDNEY GARFIELD & ASSOCIATES—26 O'Farrell St., San Francisco 8, Cal.; Exbrook 2-3420.
- GEARE-MARSTON INC.—22nd & Locust Sts., Philadelphia 3, Pa.; Locust 4-0530. New York 17, N.Y.—420 Lexington Ave.; Lexington 2-0880. [B]
- JOSEPH R. GERBER CO.—1305 S.W. 12th Ave., Portland 1, Ore.; Broadway 0515.
- H. J. GERDTS CO. INC.—60 E. 42nd St., New York 17, N.Y.; Murray Hill 2-6677.
- GERST, SYLVESTER & WALSH INC.—2536 Euclid Ave., Cleveland, 15, O.; Cherry 1-8123. [C]
- GERTH-PACIFIC ADVERTISING AGENCY—604 Mission St., San Francisco 5, Cal.; Garfield 1-1081.
- GETSCHAL CO. INC.—49 E. 51st St., New York 22, N.Y.; Plaza 8-1100.
- GEYER ADVERTISING INC.—745 Fifth Ave., New York 22, N.Y.; Plaza 1-3300. Dayton 2, O.—Third National Bank Bldg.; Fulton 4145. Detroit 32, Mich.—14250 Plymouth Rd.; Webster 3-5520. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 7-6114. [A]
- GILBERT ADVERTISING AGENCY INC.—10 W. 55th St., New York 19, N.Y.; Plaza 7-6670. [D]
- GILLE ASSOCIATES—Maccabees Bldg., Detroit 2, Mich.; Fairmont 1-0385. [D]
- BERT S. GITTINS ADVERTISING—739 N. Broadway, Milwaukee 2, Wis.; Broadway 6-5948. [C]
- GLASSER-GAILEY INC.—3416 W. 1st St., Los Angeles 4, Cal.; Dunkirk 4-2141.
- GLENN ADVERTISING INC.—1915 Elm St., Dallas 1, Tex.; Riverside 6686. Fort Worth 3, Tex.—301 E. Fifth St.; Fannin 4476. Los Angeles 48, Cal.—6399 Wilshire Blvd.; Webster 3-9369. San Antonio, Tex.—Moore Bldg.; Garfield 2369.
- STEPHEN GOERL ASSOCIATES INC.—48 E. 43rd St., New York 17, N.Y.; Murray Hill 2-2627.
- WILLARD B. GOLOVIN CORP.—424 Madison Ave., New York 17, N.Y.; Plaza 5-3060.
- GOODKIND, JOICE & MORGAN INC.—919 N. Michigan Ave., Chicago 11, Ill.; Superior 7-6746.
- GOODMAN TECHNICAL PUBLICATIONS (BERNARD J. GOODMAN)—159-01 28th Ave., Flushing 58, N.Y.; Flushing 9-8860 & 3-4206. [D]
- GOODWIN-DANNENBAUM ADVERTISING—2306 Boldgett St., Houston 4, Tex.; Justin 0546.
- SIDNEY B. GORCHOV ADVERTISING AGENCY—350 Lincoln Rd., Miami Beach 39, Fla.; 58-1637.
- PHIL GORDON AGENCY INC.—23 E. Jackson Blvd., Chicago 4, Ill.; Harrison 7-2103. [C]
- GOTTSCHALDT-MICKELBERRY INC.—213 N.E. 2nd Ave., Miami 32, Fla.; 3-8709. [D]

- GRACEMAN ADVERTISING INC.**—983 Main St., Hartford 3, Conn.; Jackson 2-9196.
- ROBERT B. GRADY CO.**—45 E. 17th St., New York 3, N.Y.; Gramercy 7-1755.
- CLYDE D. GRAHAM ADVERTISING**—672 S. Lafayette Park Pl., Los Angeles 5, Cal.; Dunkirk 3-1266.
- GRANT ADVERTISING INC.**—919 N. Michigan Ave., Chicago 11, Ill.; Superior 7-6500. New York 21, N.Y.—655 Madison Ave.; Templeton 8-9393. Detroit 26, Mich.—Guardian Bldg.; Woodward 3-9400. Dallas 1, Tex.—Gulf States Bldg.; Prospect 8121. Portland, Ore.—American Bank Bldg.; Capitol 9609. San Francisco 5, Cal.—593 Market St.; Douglas 2-0369. Miami 32, Fla.—Langford Bldg.; 3-0773. Hollywood 28, Cal.—Taft Bldg.; Hollywood 9-5371. [A]
- GRANT & WADSWORTH INC.**—405 Lexington Ave., New York 17, N.Y.; Murray Hill 9-4591.
- CHARLES M. GRAY & ASSOCIATES INC.**—18718 Grand River Ave., Detroit 23, Mich.; Vermont 8-1564. [C]
- GRAY & ROGERS**—12 S. 12th St., Philadelphia 7, Pa.; Walnut 2-4808. [B]
- GREENHAW & RUSH INC.**—Sterick Bldg., Memphis 3, Tenn.; 5-5596.
- MONROE GREENTHAL CO. INC.**—445 Park Ave., New York 22, N.Y.; Plaza 9-8640. Universal City, Cal.—Universal Studios; Stanley 5953. [C]
- WILLARD G. GREGORY & COMPANY**—416 W. 8th St., Los Angeles, Cal.; Trinity 0531.
- GREY ADVERTISING AGENCY INC.**—430 Park Ave., New York, N.Y.; Plaza 1-3500. [A]
- GRISWOLD-ESHLEMAN CO.**—Terminal Tower Bldg., Cleveland 13, O.; Tower 1-3232. Nashville 3, Tenn.—Sudekum Bldg.; 4-0663. [B]
- MARK GROSS & ASSOCIATES**—Board of Trade Bldg., Indianapolis 4, Ind.; Market 7463.
- GROSSFELD & STAFF**—22 W. Monroe St., Chicago 3, Ill.; Anderson 3-6904. [D]
- GRUBB & PETERSEN ADVERTISING AGENCY**—111 N. Market St., Champaign, Ill.; 6-3766. [D]
- GUERIN, JOHNSTONE, JEFFRIES INC.**—6456 York Blvd., Los Angeles, Cal.; Cleveland 7-8271.
- GUILD, BASCOM & BONFIGLI INC.**—130 Kearny St., San Francisco 8, Cal.; Yukon 2-6040. [C]
- GULF STATE ADVERTISING AGENCY**—Mellie Esperson Bldg., Houston 2, Tex.; Atwood 4385.
- TORKEL GUNDEL ADVERTISING**—110 S. Dearborn St., Chicago 3, Ill.; Dearborn 2-5446. [D]
- GUNDLACH ADVERTISING AGENCY (G. P. GUNDLACH CO.)**—1201 W. 8th St., Cincinnati 3, O.; Garfield 2700. [C]
- GUNN-MEARS ADVERTISING AGENCY CORP.**—Times Tower, New York 36, N.Y.; Bryant 9-2900. [C]
- MARVIN HAHN ADVERTISING**—2889 N. Grand Blvd., Detroit 2, Mich.; Trinity 5-0704.
- HALL-NEAGLE INC.**—211 W. Franklin St., Richmond 19, Va.; 7-1927.
- JOHN L. HALPIN ADVERTISING**—207 State St., Schenectady 5, N.Y.; 2-0492.
- GEORGE H. HARTMAN CO.**—307 N. Michigan Ave., Chicago 1, Ill.; State 2-0055.
- HANLY, HICKS & MONTGOMERY INC.**—500 Fifth Ave., New York 18, N.Y.; Longacre 5-5000.
- HANSON & RIDLON INC.**—212 Essex St., Boston 11, Mass.; Hancock 6-4924. [D]
- HARPER CO.**—Pioneer Bldg., St. Paul 1, Minn.; Garfield 7854. [D]
- R. T. HARRIS ADVERTISING AGENCY INC.**—Walker Bank Bldg., Salt Lake City 1, Utah; 3-8815. [D]
- HART-CONWAY CO. INC.**—45 Exchange St., Rochester 14, N.Y.; Locust 3520. [C]
- HEGE, MIDDLETON & NEAL**—Watson Bldg., Greensboro, N.C.; 5-2831.
- HEINTZ & CO. INC.**—611 W. Wilshire Blvd., Los Angeles 17, Cal.; Madison 9-3181.
- HELMER & HALBACH ADVERTISING**—WCU Bldg., Quincy, Ill.; 6-2180.
- A. HEMSING ADVERTISING**—195 W. Nine Mile Rd., Detroit 20, Mich.; Lincoln 1-6769.
- HENDERSON ADVERTISING AGENCY**—9 W. McBee Ave., Greenville, S.C.; 3-8381. Columbia, S.C.—Palmetto State Life Bldg.; 3-1204.
- HENRI, HURST & McDONALD INC.**—121 W. Wacker Dr., Chicago 1, Ill.; Franklin 2-9180. [B]
- AL HERR ADVERTISING AGENCY INC.**—225 E. Michigan St., Milwaukee 2, Wis.; Broadway 2-8040.
- HICKS & GREIST INC.**—420 Lexington Ave., New York 17, N.Y.; Murray Hill 6-6800. Los Angeles 5, Cal.—3450 Wilshire Blvd.; Dunkirk 5-1721. [B]
- ALBERT P. HILL CO. INC.**—233 Oliver Ave., Pittsburgh 32, Pa.; Grant 1-3700.
- HILL & CHRISTOPHER ADVERTISING AGENCY**—1709 W. 8th St., Los Angeles 17, Cal.; Dunkirk 5-1371. [D]
- HILTON & RIGGIO INC.**—4 W. 58th St., New York 19, N.Y.; Murray Hill 8-4224. [C]
- HIRSCH TAMM & ULLMAN CO. INC.**—316 N. 8th St., St. Louis, Mo.; Central 2389.
- HIRSHON-GARFIELD INC.**—745 Fifth Ave., New York 22, N.Y.; Murray Hill 8-8900. Boston, Mass.—420 Boylston St.; Liberty 2-0485. Miami, Fla.—Roper Bldg.; 3-0793. [B]
- HIKSON & JORGENSEN INC.**—3257 Wilshire Blvd., Los Angeles, Cal.; Dunkirk 8-3121.
- HOAG & PROVANDIE INC.**—136 Federal St., Boston 10, Mass.; Hancock 6-8580.
- HOEFER, DIETERICH & BROWN INC.**—405 Sansome St., San Francisco 11, Cal.; Yukon 2-0575.
- HOLDEN, CHAFIN, LARUE INC.**—16180 Wyoming Ave., Detroit 21, Mich.; University 3-7011. [C]
- E. T. HOLMGREN INC.**—First National Bank Bldg., St. Paul 1, Minn.; Garfield 4755. [D]
- HOLST & CUMMINGS & MYERS LTD.**—1370 Kapiolani Blvd., Honolulu 14, T.H.; 95291. San Francisco 5, Cal.—215 Market St.; Yukon 6-5957. [C]
- HONIG-COOPER CO.**—1275 Columbus Ave., San Francisco 11, Cal.; Ordway 5-4469. Seattle 1, Wash.—Skinner Bldg.; Main 6435.
- HOPCRAFT-KELLER INC.**—Kales Bldg., Detroit 26, Mich.; Woodward 3-7934.
- HOPKINS AGENCY**—Guardian Bldg., Detroit 26, Mich.; Woodward 5-6888.
- HORTON-NOYES CO.**—Industrial Trust Bldg., Providence 3, R.I.; Dexter 1-3316.
- HOUSE & LELAND**—Municipal Terminal Bldg., Portland 4, Ore.; Broadway 3431.
- BRYAN HOUSTON, INC.**—10 Rockefeller Plaza, New York 20, N.Y.; Plaza 7-6400.
- LLOYD S. HOWARD ASSOCIATES INC.**—420 Madison Ave., New York 17, N.Y.; Plaza 5-5668. [D]
- CHARLES W. HOYT CO. INC.**—380 Madison Ave., New York 17, N.Y.; Murray Hill 2-2000. Hartford 3, Conn.—15 Lewis St.; Jackson 5-6066. [B]
- H. B. HUMPHREY, ALLEY & RICHARDS INC.**—Statler Bldg., Boston 16, Mass.; Liberty 2-6100. New York 17, N.Y.—370 Lexington Ave.; Lexington 2-3020.
- HUTCHINS ADVERTISING CO. INC.**—42 East Ave., Rochester 4, N.Y.; Hamilton 1160. Philadelphia 40, Pa.—3701 N. Broad St.; Baldwin 3-6200. New York 19, N.Y.—16 W. 46th St.; Plaza 7-8526. [B]
- HUTZLER ADVERTISING AGENCY INC.**—Third National Bank Bldg., Dayton 1, O.; Fulton 4803.
- IVERSEN-FORD ASSOCIATES**—175 Fifth Ave., New York 10, N.Y.; Gramercy 7-3006. [D]
- MAX H. JACOBS AGENCY**—3323 Yoakum Blvd., Houston 6, Tex.; Lynchburg 3986.
- JAQUA CO.**—110 Garden St. S.E., Grand Rapids 2, Mich.; Cherry 3-3641.
- WILLIAM E. JARY CO.**—1115 W. 5th St., Fort Worth 1, Tex.; Fortune 8994.
- RAY C. JENKINS ADVERTISING AGENCY**—Builders Exchange Bldg., Minneapolis 2, Minn.; Main 4421. [D]
- JOHNSON, READ & CO. INC.**—53 W. Jackson Blvd., Chicago 4, Ill.; Wabash 2-7071.
- JONES & BRAKELEY INC.**—150 Nassau St., New York 38, N.Y.; Beekman 3-1912. [C]
- RALPH H. JONES CO.**—Carew Tower, Cincinnati 2, O.; Garfield 2300. New York 36, N.Y.—580 Fifth Ave.; Plaza 7-4600.
- JONES & TAYLOR AND ASSOCIATES**—National Bank Bldg., South Bend 1, Ind.; 3-3171. [C]
- JORDAN CO.**—2404 W. 7th St., Los Angeles 57, Cal.; Dunkirk 2-2248.
- KANE ADVERTISING**—319 N. Center St., Bloomington, Ill.; 7969.
- KAPLAN & BRUCK**—250 W. 57th St., New York 19, N.Y.; Columbus 5-3190.
- KASTOR, FARRELL, CHESLEY & CLIFFORD INC.**—400 Madison Ave., New York 17, N.Y.; Plaza 1-1400. [B]
- JOSEPH KATZ CO.**—10 W. Chase St., Baltimore 1, Md.; Lexington 9-1500. New York 22, N.Y.—488 Madison Ave.; Murray Hill 8-1223. [B]
- KEEGAN ADVERTISING AGENCY**—Title Guarantee Bldg., Birmingham 3, Ala.; 54-2417.
- KEELING & CO. INC.**—Chamber of Commerce Bldg., Indianapolis 4, Ind.; Plaza 1476.
- GERALD H. KELLER ADVERTISING**—136 E. 57th St., New York 22, N.Y.; Plaza 5-8185. [D]
- DON KEMPER CO. INC.**—Keith Bldg., Dayton 2, O.; Adams 3111.
- KENYON & ECKHARDT INC.**—247 Park Ave., New York 17, N.Y.; Murray Hill 8-5700. Chicago 3, Ill.—135 S. LaSalle St.; Randolph 6-6470. Detroit 26, Mich.—Penobscot Bldg.; Woodward 5-0300. Hollywood 28, Cal.—Equitable Bldg.; Hollywood 3-2101. Atlanta 5, Ga.—805 Peachtree St. N.E.; Vernon 0194. San Francisco 4, Cal.—620 Market St.; Yukon 2-3070. [A]
- KETCHUM, MACLEOD & GROVE INC.**—411 Seventh Ave., Pittsburgh 19, Pa.; Court 1-5100. [A]

- ABBOTT KIMBALL CO. INC.**—250 Park Ave., New York 17, N.Y.; Plaza 3-9600. Chicago 10, Ill.—520 N. Michigan Ave.; Michigan 2-0300. Los Angeles 5, Cal.—638 S. Van Ness Ave.; Dunsmuir 7-7305. San Francisco 4, Cal.—405 Montgomery St.; Exbrook 2-6275. [B]
- KIRCHER, HELTON & COLLETT INC.**—Hulman Bldg., Dayton 2, O.; Fulton 5161.
- W. S. KIRKLAND ADVERTISING**—104 S. Michigan, Chicago 3, Ill.; Andover 3-3535.
- KLAU-VAN PIETERSOM-DUNLAP INC.**—744 N. 4th St., Milwaukee 3, Wis.; Broadway 1-6780. [B]
- PHILIP KLEIN ADVERTISING INC.**—226 S. 16th St., Philadelphia 2, Pa.; Pennypacker 5-7696. [C]
- KLEPPNER CO.**—488 Madison Ave., New York 22, N.Y.; Plaza 9-3340.
- MARTIN R. KLITTEN CO. INC.**—2614 W. 9th St., Los Angeles 6, Cal.; Dunkirk 7-8395.
- KNOLLIN ADVERTISING AGENCY**—391 Sutter St., San Francisco 8, Cal.; Sutter 1-6110.
- M. R. KOPMEYER CO. INC.**—Realty Bldg., Louisville 2, Ky.; Amherst 1641.
- J. M. KORN & CO. INC.**—1528 Walnut St., Philadelphia 2, Pa.; Kingsley 6-0600.
- KUDNER AGENCY INC.**—575 Madison Ave., New York 22, N.Y.; Murray Hill 8-6700. Detroit 2, Mich.—New Center Bldg.; Trinity 5-5315. San Francisco 5, Cal.—681 Market St.; Garfield 1-5433. [A]
- JACK LACFY ADVERTISING AGENCY**—308 Tampa St., Tampa 2, Fla.; 2-9569.
- LAMBERT & FEASLEY INC.**—430 Park Ave., New York 22, N.Y.; Murray Hill 8-6464. [B]
- LAMPOR, FOX, PRELL & DOLK INC.**—J.M.S. Bldg., South Bend 1, Ind.; 3-3137. [C]
- LANDO ADVERTISING AGENCY**—Carlton House, Pittsburgh 19, Pa.; Atlantic 1-5887. [C]
- BRADLEY LANE ADVERTISING AGENCY**—Cooper Bldg., Denver 2, Colo.; Keystone 4-0529. [D]
- RAYMOND I. LANG ADVERTISING**—450 Grant Ave., San Francisco 8, Cal.; Yukon 2-5028. [D]
- LANG, FISHER & STASHOWER INC.**—1010 Euclid Ave., Cleveland 15, O.; Main 1-6579.
- LANGELER ADVERTISING AGENCY INC.**—152 Temple St., New Haven 10, Conn.; Locust 2-3674.
- LANNAN & SANDERS INC.**—Interurban Bldg., Dallas 1, Tex.; Prospect 1583. Hollywood, Cal.—1719 N. Highland Ave.; Hollywood 9-1681.
- C. J. LAROCHE & CO. INC.**—247 Park Ave., New York 17, N.Y.; Plaza 5-7711. [B]
- LAVENSON BUREAU OF ADVERTISING INC.**—12 S. 12th St., Philadelphia 7, Pa.; Market 7-6767.
- CARL LAWSON ADVERTISING CO.**—4722 Broadway, Kansas City 12, Mo.; Jefferson 5155.
- AL PAUL LEFTON CO. INC.**—1617 Pennsylvania Blvd., Philadelphia 3, Pa.; Rittenhouse 6-1500. New York 17, N.Y.—71 Vanderbilt Ave.; Murray Hill 9-7470. Chicago 11, Ill.—435 N. Michigan Ave.; Superior 7-9511. [A]
- HART LEHMAN ADVERTISING**—1 W. 34th St., New York 1, N.Y.; Longacre 5-8077.
- LENNEN & NEWELL INC.**—380 Madison Ave., New York 17, N.Y.; Murray Hill 2-9170. Detroit 26, Mich.—Book Tower; Woodworth 2-7812. Beverly Hills, Cal.—308 N. Rodeo Dr.; Crestview 1-7221. Milwaukee, Wis.—231 W. Wisconsin Ave.; Broadway 1-6890. [A]
- S. A. LEVYNE CO.**—343 St. Paul Pl., Baltimore 2, Md.; Mulberry 5-3390.
- LEWIN, WILLIAMS & SAYLOR INC.**—40 E. 49th St., New York 17, N.Y.; Murray Hill 8-6200. Newark 2, N.J.—Raymond-Commerce Bldg.; Mitchell 3-3200.
- LEWIS ADVERTISING AGENCY**—17 Academy St., Newark 2, N.J.; Mitchell 2-4802. [C]
- ADDISON LEWIS CO.**—1807 Lyndale Ave., Minneapolis 5, Minn.; Kenwood 6282. [D]
- CARR LIGGETT ADVERTISING INC.**—NBC Bldg., Cleveland 14, O.; Cherry 1-3434. [C]
- LILLER, NEAL & BATTLE ADVERTISING AGENCY**—Walton Bldg., Atlanta 3, Ga.; Cypress 6521. New York 17, N.Y.—399 Madison Ave.; Plaza 9-6120.
- LINDSEY & CO.**—8 N. 8th St., Richmond 19, Va.; 7-3065.
- LITTLE & CO.**—3757 Wilshire Blvd., Los Angeles 5, Cal.; Dunkirk 9-1267.
- DUDLEY L. LOGAN ADVERTISING**—304 S. Ardmore Ave., Los Angeles 5, Cal.; Dunkirk 2-8471.
- LONG ADVERTISING INC.**—681 Market St., San Francisco 5, Cal.; Garfield 1-4244. San Jose 13, Cal.—19 North Second St.; Cypress 3-1194. Fresno 1, Cal.—752 Fulton St.; 6-0167.
- HENRY A. LOUDON ADVERTISING INC.**—Statler Office Bldg., Boston 16, Mass.; Hubbard 2-2950.
- ROBERT LUCKIE & CO.**—Frank Nelson Bldg., Birmingham 3, Ala.; 4-7631. [D]
- EARLE LUDGIN & CO.**—121 W. Wacker Dr., Chicago 1, Ill.; Andover 3-1888. [B]
- JOHN MATHER LUPTON CO. INC.**—420 Lexington Ave., New York 17, N.Y.; Murray Hill 9-0950. [C]
- W. D. LYON CO.**—303 Second Ave., Cedar Rapids, Ia.; 4-2451. Sioux City, Ia.—Orpheum Electric Bldg.; 5-4428.
- MACCOWAN ADVERTISING**—20 N. Wacker Dr., Chicago 6, Ill.; Central 6-9669.
- MACDONALD ADVERTISING**—914 Grand Ave., Des Moines 9, Ia.; 2-3941. [D]
- MACDONALD-COOK CO.**—Sherland Bldg., South Bend 1, Ind.; 3-8244. Chicago, Ill.—360 N. Michigan Ave.; Andover 3-1224. [C]
- MACFARLAND, AVEYARD & CO.**—333 N. Michigan Ave., Chicago 1, Ill.; Randolph 6-9360. [B]
- MACLAUGHLIN ADVERTISING AGENCY**—601 Ellicott Sq., Buffalo 3, N.Y.; Mohawk 5703. [D]
- MACMANUS, JOHN & ADAMS INC.**—Bloomfield Hills, Mich.; Midwest 6-1000. New York 22, N.Y.—444 Madison Ave.; Plaza 9-3221. Baltimore 2, Md.—1010 St. Paul St.; Lexington 9-1557. Los Angeles 48, Cal.—6399 Wilshire Blvd.; Webster 3-9569. Detroit 2, Mich.—Fisher Bldg.; Trinity 2-8300. [A]
- MACWILKINS, COLE & WEBER**—Corbett Bldg., Portland 4, Ore.; Broadway 6401. Seattle 1, Wash.—Republic Bldg.; Elliot 7377. Tacoma 1, Wash.—Tacoma Bldg.; Fulton 2311.
- MAGNUSSEN & TEAGUE**—W. T. Waggoner Bldg., Fort Worth 2, Tex.; Fortune 0031. [D]
- DAVID J. MAHONEY INC.**—261 Madison Ave., New York, N.Y.; Oxford 7-0480. Hollywood, Cal.—650 N. Bronson St.; Hollywood 2-2684. [C]
- MAHOOL ADVERTISING INC.**—914 N. Charles St., Baltimore 1, Md.; Plaza 2-3616. [D]
- MALCOLM-HOWARD ADVERTISING AGENCY**—203 N. Wabash Ave., Chicago 1, Ill.; Andover 3-0022. [C]
- NORMAN MALONE & ASSOCIATES**—First National Tower, Akron 8, O.; Franklin 6-6148.
- CONKLIN MANN & SON**—342 Madison Ave., New York 17, N.Y.; Vanderbilt 6-5577.
- MARCUS ADVERTISING AGENCY INC.**—2108 Payne Ave., Cleveland 14, O.; Superior 1-9250.
- MARSHALK & PRATT CO. INC.**—535 Fifth Ave., New York 17, N.Y.; Vanderbilt 6-2022. (Operates as subsidiary div. of McCann-Erickson.) [B]
- MARSTELLER, GEBHARDT & REED INC.**—185 N. Wabash Ave., Chicago 1, Ill.; Franklin 2-5212. Pittsburgh, Pa.—Oliver Bldg.; Express 1-1616.
- MARTIN ADVERTISING AGENCY**—15 E. 40th St., New York 16, N.Y.; Lexington 2-4751.
- WILLIS S. MARTIN ADVERTISING**—Lincoln Bank Bldg., Fort Wayne 2, Ind.; Anthony 6233.
- NICHOLAS MASSO ADVERTISING AGENCY**—Hanna Bldg., Cleveland 15, O.; Cherry 1-6208. [D]
- J. M. MATHEIS INC.**—260 Madison Ave., New York 16, N.Y.; Lexington 2-7450. [A]
- MAXON INC.**—2761 E. Jefferson Ave., Detroit 7, Mich.; Lorain 7-5710. New York 22, N.Y.—12 E. 53rd St.; Plaza 9-7676. Chicago 11, Ill.—664 N. Rush St.; Whitehall 4-1676. [A]
- MAYERS CO. INC.**—2301 W. 3d St., Los Angeles 5, Cal.; Dunkirk 8-2111.
- CHARLES H. MAYNE CO.**—8487B Melrose Pl., Los Angeles 46, Cal.; Webster 3-8261.
- WILLIAM DOUGLAS McADAMS INC.**—25 W. 43rd St., New York 36, N.Y.; Longacre 5-2500.
- McCANN-ERICKSON INC.**—50 Rockefeller Plaza, New York 20, N.Y.; Judson 6-3400. Boston 16, Mass.—200 Berkeley St.; Liberty 2-7382. Cleveland 14, O.—629 Euclid Ave.; Cherry 1-3490. Detroit 26, Mich.—647 Griswold St.; Woodward 2-9792. Chicago 4, Ill.—318 S. Michigan Ave.; Webster 9-3701. San Francisco 4, Cal.—114 Sansome St.; Douglas 2-5560. Los Angeles, Cal.—3440 Wilshire Blvd.; Mutual 1181. Portland 4, Ore.—Public Service Bldg.; Atwater 4305. Houston 6, Tex.—Lovett Bldg.; Lynchburg 4191. Louisville 2, Ky.—Heyburn Bldg.; Wabash 4317. Dallas, Tex.—2020 Live Oak St.; Prospect 5898. (Note: See also Marshalk & Pratt Co. Inc., now operating as subsidiary div. of McCann-Erickson.) [A]
- McCARTY CO.**—1206 Maple Ave., Los Angeles 15, Cal.; Prospect 7011. Chicago 11, Ill.—20 E. Huron St.; Superior 7-1847. San Francisco 5, Cal.—116 New Montgomery St.; Sutter 1-8224. New York, N.Y.—430 Park Ave.; Plaza 9-3917. Dallas, Tex.—1009 Camp St.; Prospect 4387.
- McCORMICK CO.**—217 E. 7th Ave., Amarillo, Tex.; 4-5333. [D]
- WALTER MCCREERY INC.**—9344 Wilshire Blvd., Beverly Hills, Cal.; Bradshaw 2-2168. San Francisco 2, Cal.—522 Powell St.; Yukon 2-6990. New York 19, N.Y.—48 E. 43rd St.; Murray Hill 2-3883.
- L. E. MCGIVENA & CO. INC.**—444 Madison Ave., New York 22, N.Y.; Plaza 3-7422.
- J. WALTER McLEAN ADVERTISING**—Chronicle Bldg., Spokane 1, Wash.; Temple 2500.
- JAMES J. McMAHON INC.**—215 E. 37th St., New York 16, N.Y.; Murray Hill 2-2442.
- McNEILL & McCLEERY INC.**—6777 Hollywood Blvd., Hollywood 28, Cal.; Hollywood 4-7252.
- PHILIP J. MEANY CO.**—816 W. 5th St., Los Angeles 17, Cal.; Michigan 3601.
- MEERMANS INC.**—NBC Bldg., Cleveland 14, O.; Cherry 1-2480.
- MEISSNER & CULVER INC.**—Statler Bldg., Boston 16, Mass.; Hancock 6-2327.

MELDRUM & FEWSMITH INC.—1220 Huron Rd., Cleveland 15, O.; Cherry 1-3510. Birmingham, Mich.—135 N. Woodward Ave.; Midwest 4-9800. New York 17, N.Y.—342 Madison Ave.; Murray Hill 7-1171. [B]

RICHARD N. MELTZER ADVERTISING INC.—785 Market St., San Francisco 3, Cal.; Yukon 2-5877. [C]

GEORGE T. METCALF CO.—31 Canal St., Providence 3, R.I.; Union 1-2634. [C]

ARTHUR MEYERHOFF & CO.—410 N. Michigan Ave., Chicago 11, Ill.; Delaware 7-7860. Beverly Hills, Cal.—328 S. Beverly Dr.; Crestview 5-3168. Milwaukee 2, Wis.—759 N. Milwaukee St.; Marquette 8-3144. [B]

MICHENER & O'CONNOR INC.—1007 N. Front St., Harrisburg, Pa.; 4-3500.

MILLER ADVERTISING AGENCY INC.—221 W. 57th St., New York 19, N.Y.; Plaza 7-0550. [C]

C. L. MILLER CO. INC.—521 Fifth Ave., New York 17, N.Y.; Murray Hill 2-1010. Chicago 1, Ill.—333 N. Michigan Ave.; Central 6-1640.

MILLER AGENCY CO.—2144 Madison Ave., Toledo 2, O.; Main 2133. [D]

MILLER, OGLE & MYERS INC.—Great Northwest Life Bldg., Spokane, Wash.; Temple 2759.

DAN B. MINER COMPANY—304 S. Kingsley Dr., Los Angeles 5, Cal.; Dunkirk 8-3301.

MITCHELL & MITCHELL INC.—1645 Hennepin Ave., Minneapolis 3, Minn.; Filmore 3046.

W. ROBERT MITCHELL INC.—111 E. 56th St., New York 22, N.Y.; Murray Hill 8-2190 [D]

MITHOFF ADVERTISING—611 N. Stanton St., El Paso, Tex.; 4-1511.

ARTHUR R. MOGGE INC.—333 N. Michigan Ave., Chicago 1, Ill.; Andover 3-3540. St. Louis 8, Mo.—2615 Olive St.; Franklin 1-2155.

MOGGE-PRIVETT INC.—712 S. Curson Ave., Los Angeles 36, Cal.; York 7243.

EMIL MOGUL CO. INC.—250 W. 57th St., New York 19, N.Y.; Judson 2-5200.

RICHARD G. MONTGOMERY & ASSOCIATES—1126 S.W. 13th Ave., Portland 5, Ore.; Beacon 3108.

MOORE & CO. INC.—1700 Summer St., Stamford, Conn.; 48-5351.

JOHN MORAN ADVERTISING AGENCY—Shoemakersville, Pa.; Hamburg 9131. [D]

R. B. MORELAND & CO.—Fidelity Bldg., Dallas, Tex.; Prospect 4941. [D]

MOREY, HUMM & JOHNSTONE INC.—350 Fifth Ave., New York 1, N.Y.; Longacre 4-2240. New York 20, N.Y.—9 Rockefeller Plaza; Plaza 7-8060 (Fashion & allied accounts). [B]

RAYMOND R. MORGAN CO.—6233 Hollywood Blvd., Hollywood 28, Cal.; Hollywood 3-4194. San Francisco 11, Cal.—260 California St.; Douglas 2-6073. [C]

MOSELLE & EISEN—522 Fifth Ave., New York 36, N.Y.; Murray Hill 2-4939.

MOSS-CHASE CO.—425 Franklin St., Buffalo 2, N.Y.; Grant 8614.

MUIR & CO.—230 Park Ave., New York 17, N.Y.; Murray Hill 3-9360.

MULLEN-NICOLIN ADVERTISING AGENCY—130 S. 10th St., Minneapolis, Minn.; Filmore 6831.

MULLICAN CO.—Republic Bldg., Louisville 2, Ky.; Clay 8883 [D]

JOHN F. MURRAY ADVERTISING AGENCY INC.—22 E. 40th St., New York 16, N.Y.; Lexington 2-8000. [B]

MYRBECK & JACOBS—1458 Hancock St., Quincy 69, Mass.; Mayflower 9-3550. [D]

NEALE ADVERTISING ASSOCIATES—8462 Sunset Blvd., Los Angeles 46, Cal.; Hollywood 1-9955.

NEEDHAM & GROHMANN INC.—30 Rockefeller Plaza, New York 20, N.Y.; Circle 5-6200.

NEEDHAM, LOUIS & BRORBY INC.—135 S. LaSalle St., Chicago 3, Ill.; State 2-5151. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 2-2391. New York 20, N.Y.—730 Fifth Ave.; Plaza 7-0333. [A]

NEWHOFF-BLUMBERG ADVERTISING AGENCY—529 N. Charles St., Baltimore 2, Md.; Lexington 9-7155.

NEWMARK'S ADVERTISING AGENCY—217 Seventh Ave., New York 11, N.Y.; Watkins 9-5400.

ALBERT SYDNEY NOBLE ADVERTISING—52 Vanderbilt Ave., New York 17, N.Y.; Murray Hill 6-8788.

NOBLE-DURY & ASSOCIATES INC.—Vendome Bldg., Nashville 3, Tenn.; 6-3147.

Ogilvy, Benson & Mather Inc.—589 Fifth Ave., New York 22, N.Y.; Murray Hill 8-6100. [A]

OHIO ADVERTISING AGENCY INC.—2300 Payne Ave., Cleveland 14, O.; Superior 1-7070.

OLIAN & BRONNER INC.—35 E. Wacker Dr., Chicago 1, Ill.; State 2-3381.

OLMSTEAD & FOLEY—1200 Second Ave. S., Minneapolis 3, Minn.; Atlantic 8166.

ROBERT W. ORR & ASSOCIATES INC.—4 W. 58th St., New York 19, N.Y.; Plaza 9-8050. [B]

PACIFIC NATIONAL ADVERTISING AGENCY—2124 Fourth Ave., Seattle 1, Wash.; Elliott 1401. Portland 4, Ore.—Cascade Bldg.; Capital 1021. Spokane 1, Wash.—Chronicle Bldg.; Madison 4371. San Francisco, Cal.—48 2d St.; Douglas 2-6947.

PALM & PATTERSON INC.—Fidelity Bldg., Cleveland 14, O.; Main 1-2568. [C]

PARIS & PEART—370 Lexington Ave., New York 17, N.Y.; Murray Hill 9-2424. [B]

MAURICE PAULSEN ADVERTISING—Boyce-Greeley Bldg., Sioux Falls, S.D.; 4-4380. [D]

PAULSON-GERLACH & ASSOCIATES INC.—606 W. Wisconsin Ave., Milwaukee 3, Wis.; Marquette 8-6877.

PEARSON, MORGAN & PASCOE ADVERTISING—Medical Arts Bldg., Seattle 1, Wash.; Mutual 0353.

J. R. PERSHALL CO.—105 W. Adams St., Chicago 3, Ill.; Franklin 2-8440. New York 23, N.Y.—1861 Broadway; Plaza 7-3440. [C]

PETERSON & KEMPNER INC.—444 Madison Ave., New York 22, N.Y.; Plaza 3-7145.

PIDGEON, VANCE & ASSOCIATES—Builders Exchange, Minneapolis 2, Minn.; Bridgeport 6801.

JULIAN G. POLLOCK CO.—1717 Sansom St., Philadelphia 3, Pa.; Locust 7-1636.

R. J. POTTS-CALKINS & HOLDEN INC.—2233 Grand Ave., Kansas City, Mo.; Grand 5775. [B]

JOHN O. POWERS CO.—110 William St., New York 16, N.Y.; Worth 4-7361.

POWNALL ADVERTISING INC.—Citizens Bldg., Decatur, Ill.; 8-2197.

HENRY QUEDNAU INC.—404 13th St., Tampa 2, Fla.; 2-1212.

L. W. RAMSEY CO.—230 N. Michigan Ave., Chicago 1, Ill.; Franklin 2-8155. Davenport, Ia.—111 E. 3d St.; 6-0157.

RAMSTHAL ADVERTISING AGENCY—Ramsthal Bldg., West Bend, Wis.; 619-W. [D]

FRED M. RANDALL CO.—Book Tower, Detroit 26, Mich.; Woodward 1-4662. [C]

RATCLIFFE ADVERTISING AGENCY—Mercantile Bank Bldg., Dallas 1, Tex.; Randolph 8035.

REACH, YATES & MATTOON INC. (formerly Charles Dallas Reach Co. Inc.)—69 Washington St., Newark 2, N.J.; Market 3-5100. New York 19, N.Y.—720 Fifth Ave.; Plaza 7-7676. [C]

KNOX REEVES ADVERTISING INC.—First National-Soo Line Bldg., Minneapolis 2, Minn.; Bridgeport 7701. [B]

REILLY, BROWN & TAPPLY INC.—216 Tremont St., Boston 16, Mass.; Hancock 6-8070. [D]

REINGOLD CO. INC.—10 State St., Boston 9, Mass.; Capitol 7-7611.

WILLIAM B. REMINGTON INC.—196 Worthington St., Springfield 3, Mass.; 2-2135.

RICH ADVERTISING CO., INC.—291 Delaware Ave., Buffalo, N.Y.; Mohawk 5692.

FLETCHER D. RICHARDS INC.—10 Rockefeller Plaza, New York 20, N.Y.; Judson 6-5400. Chicago 1, Ill.—221 N. LaSalle St.; Financial 6-3585. San Francisco 3, Cal.—256 Sutter St.; Exchange 2-6025. Los Angeles 36, Cal.—5816 Wilshire Blvd.; Webster 3-5577. [A]

RICKARD & CO. INC.—11 E. 36th St., New York 16, N.Y.; Murray Hill 6-4870.

RINGER & ASSOCIATES INC.—3142 Wilshire Blvd., Los Angeles 5, Cal.; Dunkirk 7-8131.

RIPPEY, HENDERSON, KOTSKA & CO.—First National Bank Bldg., Denver 2, Colo.; Tabor 0221.

RITCHIE ADVERTISING AGENCY—Bank of Commerce Bldg., Houston 2, Tex.; Charter 1828.

MARSHALL ROBERTSON ADVERTISING AGENCY—U.S. National Bank Bldg., Denver 2, Colo.; Keystone 6269.

ROBERTSON, BUCKLEY & GOTSCH INC.—108 N. State St., Chicago 2, Ill.; State 2-5336. [D]

ROBOTHAM & PECK—24 Lewis St., Hartford 3, Conn.; Jackson 7-9247. [D]

ROCHE, WILLIAMS & CLEARY INC.—135 S. LaSalle St., Chicago 3, Ill.; Randolph 6-9760. [A]

ROIZEN ADVERTISING AGENCY INC.—291 Delaware Ave., Buffalo 2, N.Y.; Madison 5915.

O. H. ROSKAM ADVERTISING—6 W. 10th St., Kansas City 6, Mo.; Harrison 6469. [D]

ROSS ADVERTISING AGENCY—1021 Big Bend Blvd., St. Louis 17, Mo.; Mission 1225. Kansas City 6, Mo.—823 Walnut St.; Baltimore 6730.

A. MARTIN ROTHBARDT INC.—154 E. Erie St., Chicago 11, Ill.; Whitehall 4-3289. [C]

ROTHMAN & GIBBONS—May Bldg., Pittsburgh 22, Pa.; Atlantic 1-6611.

DAVID E. ROTHSCHILD ADV.—207 E. 43rd St., New York 17, N.Y.; Murray Hill 2-4576. [D]

ROSS ROY INC.—2751 Jefferson Ave., Detroit 7, Mich.; Lorain 7-3900. Chicago 1, Ill.—307 N. Michigan Ave.; Randolph 6-7000. New York 17, N.Y.—122 E. 42nd St.; Murray Hill 7-2944. Hollywood 28, Cal.—1680 N. Vine St.; Hollywood 9-6263. [A]

- ROYAL & deGUZMAN INC.—135 E. 36th St., New York 16, N.Y.; Murray Hill 5-8275. [C]
- RUDER & FINN ASSOCIATES—32 E. 68th St., New York 21, N.Y.; Trafalgar 9-3600.
- FRED RUDGE INC.—250 Park Ave., New York 17, N.Y.; Plaza 9-8060.
- CHARLES L. RUMRILL & CO. INC.—339 East Ave., Rochester 4, N.Y.; Baker 7900. [C]
- LOWE RUNKLE CO.—Liberty Bank Bldg., Oklahoma City 2, Okla.; Regent 6-3521.
- RUTHRAUFF & RYAN INC.—405 Lexington Ave., New York 17, N.Y.; Murray Hill 6-6400. Chicago 1, Ill.—360 N. Michigan Ave.; Financial 6-1833. Detroit 2, Mich.—7430 Second Blvd.; Trinity 4-2200. Cincinnati 2, O.—Carew Tower; Garfield 5800. Dallas 1, Tex.—1511 Bryan St.; Riverside 6453. Los Angeles 5, Cal.—3440 Bldg.; Charter 4-1741. St. Louis 1, Mo.—611 Olive St.; Main 1-0127. St. Paul, Minn.—2650 University Ave.; Prior 7711. San Francisco 4, Cal.—235 Montgomery St.; Exbrook 2-4616. Seattle 1, Wash.—1218 Third Ave.; Elliott 1572. Washington 4, D.C.—National Press Bldg.; Executive 3-6730. [A]
- LEWIS EDWIN RYAN—726 Jackson Pl., Washington 6, D.C.; Republic 7-7606.
- RYDER & INGRAM LTD.—1924 Franklin St., Oakland 12, Cal.; Templebar 2-0363.
- G. A. SAAS & CO.—Guaranty Bldg., Indianapolis 4, Ind.; Lincoln 2531. [D]
- BEN SACKEIM INC.—2 W. 59th St., New York 19, N.Y.; Plaza 1-2200.
- MAXWELL SACKEIM & CO. INC.—670 Fifth Ave., New York 19, N.Y.; Plaza 8-2086.
- ST. PAUL ADVERTISING CO.—100 S. Wabasha, St. Paul 1, Minn.; Garfield 8811. [D]
- GIL SAYWARD ASSOCIATES—25 W. Broward Blvd., Fort Lauderdale, Fla.; 2-2925.
- SCHWEIDER, BECK & WERNER INC.—487 Park Ave., New York 22, N.Y.; Murray Hill 8-3866. [B]
- HARRY SCHNEIDERMAN INC.—141 W. Jackson Blvd., Chicago 4, Ill.; Webster 9-3924.
- SCHRAM ADVERTISING CO.—22 W. Madison St., Chicago 2, Ill.; Andover 3-6292. [C]
- SCHWAB & BEATTY INC.—488 Madison Ave., New York 22, N.Y.; Murray Hill 8-3813.
- SCHWIMMER & SCOTT INC.—314 N. Michigan Ave., Chicago 1, Ill.; Dearborn 2-1315. [C]
- J. B. SEBRELL ADVERTISING AGENCY—300 S. Los Angeles St., Los Angeles 13, Cal.; Madison 6-9397. Compton, Cal.—4315 E. Compton Blvd.; Nevada 6-1797.
- RUSSEL M. SEEDS CO. INC.—919 N. Michigan Ave., Chicago 11, Ill.; Whitehall 3-2133. Indianapolis 4, Ind.—Lemcke Bldg.; Market 1395. Los Angeles 48, Cal.—418 S. Robertson Blvd.; Crestview 4-7613. [A]
- JAMES C. SEIX CO.—345 Madison Ave., New York 17, N.Y.; Murray Hill 6-6368. [D]
- ROBERT B. SELBY & ASSOCIATES—522 Powell St., San Francisco 2, Cal.; Yukon 2-6936.
- RALPH SHARP ADVERTISING INC.—736 Lothrop St., Detroit 2, Mich.; Trinity 3-3500. [D]
- SHAW-SHON INC.—1465 Broadway, New York 17, N.Y.; Chickering 4-0541. Van Nuys 14, Cal.—13219-B Victory Blvd.
- MARVIN SIERRAS ADVERTISING INC.—20 E. 35th St., New York 16, N.Y.; Murray Hill 6-5170.
- SHIVELL-HALL CO. INC.—501 Fifth Ave., New York 17, N.Y.; Murray Hill 2-9120.
- HAL SHORT & CO. INC.—Rothchild Bldg., Portland 9, Ore.; Beacon 3167. San Francisco 8, Cal.—240 Stockton St.; Yukon 6-6953.
- JOHN SHRAGER INC.—2 W. 46th., New York 19, N.Y.; Judson 6-4562.
- HAROLD J. SIESEL CO.—216 E. 49th St., New York 17, N.Y.; Plaza 9-6440. [D]
- EDWARD SIGLER ADVERTISING—156 W. 44th St., New York 19, N.Y.; Columbus 5-2095.
- SIMONS-MICHELSON CO.—Lafayette Bldg., Detroit 26, Mich.; Woodward 3-3000.
- LEONARD M. SIVE & ASSOCIATES INC.—22 W. 7th St., Cincinnati 2, O.; Garfield 3000.
- SMALLEY, LEVITT & SMITH INC.—643 S. Olive St., Los Angeles 14, Cal.; Mutual 5336.
- SMITH, BENSON & McCLURE INC.—8 S. Michigan Ave., Chicago 3, Ill.; State 2-1931.
- HOWARD R. SMITH CO.—Jones Bldg., Tacoma 2, Wash.; Broadway 2253.
- SMITH, HAGEL & SNYDER INC.—30 E. 60th St., New York 22, N.Y.; Plaza 9-7613. [C]
- WALTER B. SNOW & STAFF INC.—Statler Bldg., Boston 16, Mass.; Liberty 2-0357.
- RAYMOND SPECTOR CO. INC.—445 Park Ave., New York 60, N.Y.; Murray Hill 8-4407.
- FRANKLIN SPIER INC.—232 Madison Ave., New York 16, N.Y.; Oregon 9-4441. [C]
- STAAKE & SCHOONMAKER CO.—Kalamazoo Bldg., Kalamazoo 4, Mich.; Michigan 3-1678.
- BARTON A. STEBBINS ADVERTISING AGENCY—1250 Wilshire Blvd., Los Angeles 17, Cal.; Trinity 8821.
- HAL STEBBINS INC.—714 Olympic Blvd., Los Angeles 15, Cal.; Prospect 5317.
- I. R. STEMPLE ADVERTISING AGENCY—1123 Broadway, New York 10, N.Y.; Chelsea 3-1234. [D]
- STERLING ADVERTISING AGENCY INC.—535 Fifth Ave., New York 17, N.Y.; Murray Hill 7-3400. [B]
- ROBERT STEVENS ADVERTISING—1839 Lomas Blvd., Albuquerque, N.M.; 7-1516.
- STOCKTON, WEST, BURKHIART INC.—First National Bank Bldg., Cincinnati 2, O.; Dunbar 5600.
- STRAUCHEN & MCKIM ADVERTISING—6 E. 4th St., Cincinnati 2, O.; Main 1618.
- SUDLER CO.—1000 S. Manhattan Place, Los Angeles 19, Cal.; Republic 4-2117. [D]
- DANIEL F. SULLIVAN CO. INC.—216 Tremont St., Boston 16, Mass.; Hancock 6-7643.
- SULLIVAN, STAUFFER, COLWELL & BAYLES INC.—437 Fifth Ave., New York 16, N.Y.; Oregon 9-2500. Hollywood 28, Cal.—6253 Hollywood Blvd.; Hollywood 4-2119. [A]
- SUSSMAN & SUGAR INC.—24 W. 40th St., New York 18, N.Y.; Longacre 3-4470.
- SUTHERLAND-ABBOT—234 Clarendon St., Boston 16, Mass.; Kenmore 6-1472.
- G. F. SWEET & CO. INC.—3 Lewis St., Hartford 3, Conn.; Jackson 5-3411. [D]
- HOWARD SWINK ADVERTISING AGENCY INC.—372 E. Center St., Marion, O.; 2-2174. [C]
- SYERS-PICKLE & WINN—1414 Lavaca St., Austin, Tex.; 2-7226. [D]
- SYKES ADVERTISING INC.—621 William Penn Pl., Pittsburgh 19, Pa.; Grant 1-6120.
- WILLIAM G. TANNHAEUSER CO. INC.—623 N. 2d St., Milwaukee 3, Wis.; Daly 8-7555.
- TATHAM-LAIRD INC.—64 E. Jackson Blvd., Chicago 4, Ill.; Harrison 7-3700. New York 22, N.Y.—595 Madison Ave.; Plaza 3-7057. Hollywood 38, Cal.—1680 Vine St.; Hollywood 1-9228. [B]
- J. WALTER THOMPSON CO.—420 Lexington Ave., New York 17, N.Y.; Murray Hill 3-2000. Chicago 11, Ill.—410 N. Michigan Ave.; Superior 7-0303. Detroit 26, Mich.—535 Griswold St.; Woodward 2-8890. Lakeland, Fla.—Broderick Bldg.; Lakeland 2-4571. Coral Gables, Fla.—220 Miracle Mile; Miami 83-5487. San Francisco 4, Cal.—320 California St.; Garfield 1-3510. Los Angeles 48, Cal.—6399 Wilshire Blvd.; Webster 3-7201. [A]
- THWING & ALTMAN INC.—444 Madison Ave., New York 22, N.Y.; Murray Hill 8-0626.
- TOLLE CO.—3553 Keltner Blvd., San Diego 1, Cal.; Cypress 8-7101.
- CHARLES TOMBRAS & ASSOCIATES—502 Gay St. S.W., Knoxville, Tenn.; 5-9424.
- ARTHUR TOWELL INC.—119 Monona Ave., Madison 1, Wis.; 6-2668.
- TOWN ADVERTISING ASSOCIATES—210 Main St., Hackensack, N.J.; Diamond 2-6070. [D]
- TOWN CRIER AGENCY INC.—305 Wickham Bldg., Council Bluffs, Ia.; 7768. [D]
- TRACY-LOCKE CO. INC.—2501 Cedar Springs, Dallas 1, Tex.; Sterling 4741. Houston 2, Tex.—711 Main St.; Charter 5467.
- TRI-STATE ADVERTISING CO. INC.—1302 E. Center St., Warsaw 1, Ind.; 647. [D]
- O. S. TYSON & CO. INC.—230 Park Ave., New York 17, N.Y.; Murray Hill 9-3663.
- VAN AUKEN, RAGLAND & STEVENS—326 W. Madison St., Chicago 6, Ill.; Franklin 2-2910.
- VANSANT, DUGDALE & CO. INC.—15 E. Fayette St., Baltimore 2, Md.; Lexington 9-5400. [B]
- M. BELMOT VER STANDIG INC.—1917 I St. N.W., Washington 6, D.C.; Republic 7-2929. [C]
- IRWIN VLADIMIR & CO. INC.—325 Lexington Ave., New York 16, N.Y.; Murray Hill 5-0750. Chicago 2, Ill.—1 N. LaSalle St.; Andover 3-5053. San Francisco 20, Cal.—251 Kearny St.; Yukon 6-5892.
- W. L. VOMACK INC.—339 Kings Highway, Brooklyn 23, N.Y.; Esplanda 5-6603. [D]
- GEOFFREY WADE ADVERTISING—20 N. Wacker Dr., Chicago 6, Ill.; State 2-7369. Hollywood 28, Cal.—6381 Hollywood Blvd.; Hollywood 4-7457. New York 17, N.Y.—10 E. 49th St.; Plaza 5-4156. [A]
- LOUIS E. WADE INC.—Paramount Bldg., Fort Wayne 2, Ind.; Anthony 6282.
- HUGO WAGENSEIL & ASSOCIATES—Talbot Bldg., Dayton 2, O.; Hemlock 5542.
- HAROLD C. WALKER ADVERTISING—Palace Bldg., Minneapolis 1, Minn.; Geneva 5393.
- WALKER & DOWNING—Oliver Bldg., Pittsburgh 22, Pa.; Grant 1-1900.

WALLACE-FERRY-HANLY CO. INC.—400 W. Madison St., Chicago 6, Ill.; Franklin 2-6440.

WANK & O'ROURKE ADVERTISING AGENCY—425 Bush St., San Francisco 8, Cal.; Executive 2-6545.

MASON WARNER CO. INC.—221 LaSalle St., Chicago 1, Ill.; State 2-7550.

VIRGIL A. WARREN ADVERTISING—Post Bldg., Spokane 1, Wash.; Madison 9101.

WARWICK & LEGLER INC.—230 Park Ave., New York 17, N.Y.; Murray Hill 4-5800. Los Angeles 57, Cal.—2405 W. 8th St.; Dunkirk 3-1141. [A]

WATTS ADVERTISING AGENCY—1134 Locust St., St. Louis 1, Mo.; Chestnut 0700.

WATTS, PAYNE ADVERTISING INC.—900 S. Main St., Tulsa 3, Okla.; 3-8103. Dallas 2, Tex.—Fidelity Union Life Bldg.; Riverside 5201.

TUCKER WAYNE & CO.—1175 Peachtree St. N.E., Atlanta 5, Ga.; Atwood 3856.

WEAVER-GARDNER INC.—Oppenheim Bldg., St. Paul 1, Minn.; Garfield 4715.

WEHNER ADVERTISING AGENCY—800 Broad St., Newark 2, N.J.; Market 3-0942.

WEILL & EBY INC.—170 Franklin St., Buffalo 2, N.Y.; Mohawk 4236.

WILLIAM H. WEINTRAUB & CO. INC.—483 Madison Ave., New York 22, N.Y.; Plaza 1-0900. Toledo 4, O.—608 Madison Ave.; Taylor 8-1462. [A]

WEISS & GELLER INC.—400 N. Michigan Ave., Chicago 11, Ill.; Whitehall 3-2100. New York 17, N.Y.—6 E. 45th St.; Oxford 4-0414. [A]

WAYNE WELCH INC.—800 W. 9th Ave., Denver 4, Colo.; Main 5368. [D]

WENDT ADVERTISING AGENCY—Spitzer Bldg., Toledo 4, O.; Adams 9253.

WENDT ADVERTISING AGENCY (Formerly L. W. Wendt Co.)—Strain Bldg., Great Falls, Mont.; 4-4842. [D]

JIM WERNER ADVERTISING—1904 S. 13th St., Omaha 9, Neb.; Atlantic 1209. [D]

WESLEY ASSOCIATES—247 Park Ave., New York 17, N.Y.; Eldorado 5-2680. [B]

WESTERN ADVERTISING AGENCY—610 Wisconsin Ave., Racine, Wis.; 4-6605. Chicago 1, Ill.—35 E. Wacker Dr.; Andover 3-2545. [C]

WESTHEIMER & BLOCK—315 N. 7th St., St. Louis 1, Mo.; Garfield 4080. New York 22, N.Y.—40 E. 51st St.; Eldorado 5-7785.

WEST-MARQUIS INC.—1220 Wilshire Blvd., Los Angeles 17, Cal.; Madison 9-2214. Seattle 4, Wash.—Dexter Horton Bldg.; Mutual 1066. San Francisco 3, Cal.—785 Market St.; Garfield 1-1716 [C]

WESTON ADVERTISING AGENCY—1426 Elm St., Manchester, N.H.; 5-9631. [D]

WHERRY, BAKER & TILDEN INC.—919 N. Michigan Ave., Chicago 11, Ill.; Delaware 7-8000. [A]

CHARLES A. WHITE JR. & CO.—423 Walnut St., Philadelphia 6, Pa.; Market 7-6586.

DAN WHITE & ASSOCIATES—El Paso National Bank Bldg., El Paso, Tex.; 3-4484.

WALTER WILEY ADVERTISING INC.—29 Pearl St., New York 4, N.Y.; Bowling Green 9-3682.

FRANK WILHELMS ADVERTISING AGENCY—455 Jayson Ave., Pittsburgh 28, Pa.; Lehigh 1-1454.

WILSON, HAIGHT, WELCH & GROVER INC.—10 Allyn St., Hartford 3, Conn.; Chapel 9-7561. New York 17, N.Y.—220 E. 42nd St.; Murray Hill 7-8780.

EDWIN BIRD WILSON INC.—40 Wall St., New York 5, N.Y.; Digby 4-6780.

THOMAS C. WILSON ADVERTISING AGENCY—33 E. Truckee River Lane, Reno, Nev.; 2-7011. [D]

WINIUS-BRANDON CO.—1706 Olive St., St. Louis 3, Mo.; Chestnut 6380.

N. A. WINTER ADVERTISING AGENCY—Paramount Bldg., Des Moines 9, Ia.; 4-9154.

WITE & BURDEN—5757 Cass Ave., Detroit 2, Mich.; Trinity 2-1120. [D]

FRED WITNER ADVERTISING—581 Fifth Ave., New York 17, N.Y.; Plaza 9-7120.

WOLFE-JICKLING-CONKEY INC.—327 John R St., Detroit 26, Mich.; Woodward 1-1865.

WOODWARD & VOSS INC.—15 Elk St., Albany 7, N.Y.; Albany 3-1248.

TED WORKMAN ADVERTISING—National City Bldg., Dallas 1, Tex.; Prospect 4247.

WRIGHT ADVERTISING AGENCY INC.—LaSalle Parkway, Pittsford, N.Y.; 210E. San Jose 26, Cal.—2042 Laurelei Ave.; Cherry 3-4014. [D]

WYCKOFF & ADKINS INC.—140 Geary St., San Francisco 8, Cal.; Yukon 6-1352. [D]

YOUNG & RUBICAM INC.—285 Madison Ave., New York 17, N.Y.; Murray Hill 9-5000. Chicago 1, Ill.—333 N. Michigan Ave.; Financial 6-0750. Detroit 26, Mich.—645 Griswold St.; Woodward 1-0067. San Francisco 4, Cal.—235 Montgomery St.; Douglas 2-6977. Los Angeles 28, Cal.—6253 Hollywood Blvd.; Hollywood 9-2731. [A]

YOUNT CO.—12 E. 10th St., Erie 1, Pa.; 2-2816.

ZLOWE CO.—598 Madison Ave., New York 22, N.Y.; Plaza 3-1764.

Canadian Advertising Agencies

AIKIN-McCRACKEN LTD.—33 Hayden St., Toronto, Ont.; Walnut 2-3138.

ARDIEL ADVERTISING AGENCY LTD.—4 Lawton Blvd., Toronto 12, Ont.; Mayfair 6544.

ATHERTON & CURRIER INC.—100 Adelaide St. W., Toronto 1, Ont.; Empire 3-5418.

ATLANTIC ADVERTISING AGENCY LTD.—Sackville, N.B.; 60.

BAKER ADVERTISING AGENCY LTD.—1315 Yonge St., Toronto 5, Ont.; Walnut 4-2102. Montreal, Que.—1557 Mackay St.; Harbour 9247.

JOHN MCKENNEY BINGHAM LTD.—86 Adelaide St. E., Toronto, Ont.; Empire 6-2516. Preston, Ont.—541 William St. Montreal, Que.—4645 Cavendish Blvd.

BROWN & MITCHELL LTD.—Main & Pender Sts., Vancouver, B.C.; Marine 1917.

LEO BURNETT CO. OF CANADA LTD.—170 Bay St., Toronto, Ont.; Empire 3-7247.

BURNS ADVERTISING AGENCY LTD.—1500 St. Catherine St. W., Montreal, Que.; Fitzroy 5257.

CANADIAN ADVERTISING AGENCY LTD.—Sun Life Bldg., Montreal 2, Que.; University 6-7711. Toronto, Ont.—80 King St.; Empire 3-3051. Vancouver, B.C.—Dominion Bldg.; Tatlow 1938.

NORMAN CARDON ADVERTISING—1231 St. Catherine St. W., Montreal, Que.; Belair 7757.

GARRY J. CARTER OF CANADA LTD.—59 Avenue Rd., Toronto, Ont.; Princess 2505.

COCKFIELD, BROWN & CO. LTD.—Canada Cement Bldg., Montreal 2, Que.; Harbour 4171. Toronto 1, Ont.—Metropolitan Bldg.; Empire 4-9201. Winnipeg, Man.—Electric Railway Chambers; 923-538. Vancouver 5, B.C.—1164 Melville St.; Pacific 1111. [A]

CROMBIE ADVERTISING CO. LTD.—391 St. James St. W., Montreal 1, Que.; Lancaster 2139. Toronto, Ont.—24 King St. W.; Empire 4-7204.

DANCER-FITZGERALD-SAMPLE (CANADA) LTD.—200 St. Clair Ave. W., Toronto 1, Ont.; Walnut 4-8425.

D'ARCY ADVERTISING CO.—57 Bloor St. W., Toronto 5, Ont.; Princess 3991.

A. J. DENNE & CO. LTD.—90 King St. W., Toronto 1, Ont.; Empire 4-3444.

DESBARATS ADVERTISING AGENCY—480 Lagauchetiere St. W., Montreal 1, Que.; University 6-4835.

ELLIS ADVERTISING CO.—77 York St., Toronto, Ont.; Waverly 9902. Vancouver 3, B.C.—407 W. Cordova St.; Marine 8281.

ERWIN, WASEY OF CANADA LTD.—610 Church St., Toronto 5, Ont.; Randolph 5187. Montreal, Que.—1121 St. Catherine St. W.; Plateau 9146.

FERRER ADVERTISING LTD.—63 Duke St., Hamilton, Ont.; 9-1116.

JAMES FISHER CO. LTD.—215 Victoria St., Toronto 1, Ont.; Empire 8-8091. Montreal, Que.—Sun Life Bldg.; University 6-9743.

FOOTE, CONE & BELDING CANADA LTD.—1010 St. Catherine St. W., Montreal 2, Que.; University 6-8591.

FOSTER ADVERTISING LTD.—149 Alcorn Ave., Toronto, Ont.; Walnut 4-4681. Montreal, Que.—Sun Life Bldg.; University 6-7901. Vancouver 3, B.C.—Dominion Bldg.; Tatlow 1171. Winnipeg, Man.—165 McDermot Ave.; 922-151. Halifax, N.S.—612 Barrington St.; 3-7301.

WILLIAM GENT CO. LTD.—11 St. Clair Ave. W., Toronto, Ont.; Midway 2457.

J. J. GIBBONS LTD.—46 St. Clair Ave. E., Toronto 1, Ont.; Empire 2111. Montreal, Que.—Dominion Square Bldg.; University 6-5805. Winnipeg, Man.—Scott Bldg.; 92-7373. Regina, Sask.—Leader Bldg.; 6141. Calgary, Alta.—Renfrew Bldg. Edmonton, Alta.—Petroleum Bldg.; 2-7512. Vancouver, B.C.—Province Bldg.; Pacific 0517.

GISLASON-REYNOLDS LTD.—651 Church St., Toronto 5, Ont.; Walnut 4-7364.

GRANT ADVERTISING (OF CANADA) LTD.—90 Richmond St. W., Toronto, Ont.; Empire 3-3396. Montreal, Que.—Sun Life Bldg.; University 6-1763.

CHARLES M. GRAY & ASSOCIATES—857 Tecumseh Blvd. Windsor, Ont.; 3-3531.

(Continued on page 424)

You
need
BOTH!

These two books constitute a TV station operator's "bible." Together they present 240 pages of descriptive information, system diagrams, tables, data, specifications, prepared on a professional level and designed to serve as a Video buying and planning guide. The two books represent the most complete authoritative and up-to-date presentation of this kind in the Broadcast industry. For your copies, ask your RCA Broadcast Sales Representative, or write Dept. H-22, RCA Engineering Products, Camden, N. J. on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.

BOOK (1)

BROADCAST VIDEO EQUIPMENT

BOOK (2)

BROADCAST VIDEO EQUIPMENT for TELEVISION

CONTENTS

BOOK 1	BOOK 2
Studio Cameras	Film Camera
Field Camera	Projectors
Camera Accessories	Film Accessories
Lenses	Slide Equipment
TV Audio	Kinephoto & Developers
Custom Equipment	Manoscope
Switching	Mobile Unit
Monitors	Microwave Relay
Amplifiers	Sync Equipment
Special Effects	Power Supplies
Rack Equipment	Lighting
Plugs, cables, cards, etc.	Equipment Lists

SEE YOUR NEAREST RCA BROADCAST

F. A. (TIM) TIMBERLAKE
866 N. Lakeshore Drive
Chicago 11, Illinois
Telephone: Delaware 7-0700

J. A. (JULES) RENHARD
2250 First Ave., South
Seattle 4, Washington
Telephone: Maine 8350

R. J. (DICK) NEWMAN
1355 Market Street
San Francisco 3, California
Telephone: Hemlock 1-8300

W. G. (WOODY) EBERHART
466 N. Lake Shore Drive
Chicago 11, Illinois
Telephones: (Chicago) Delaware 7-0700
(Minneapolis) Juniper 5674

E. (JACK) FROST
1560 North Vine Street
Hollywood 28, California
Telephone: Hollywood 9-2154

C. A. (CHET) WALLACK
P.O. Box 6616
3300 E. 43rd Ave.
Denver, Colorado
Telephone: Acama 8-8963

J. (JOHNI) ALMEN
340 Dierks Building
1006 Grand Avenue
Kansas City 6, Missouri
Telephone: Harrison 6480

E. (EDI) EDISON
1560 North Vine Street
Hollywood 28, California
Telephone: Hollywood 9-2154

J. F. (JOHN) PALMOUST
1907-11 McKinney Ave.
Dallas 1, Texas
Telephone: Riverside 1371

B. (BYRONI) FINCHER
AM. SPECIALIST
1907-11 McKinney Ave.
Dallas 1, Texas
Telephone: Riverside 1371

J. N. (JIM) BARCLAY
1907-11 McKinney Avenue
Dallas 1, Texas
Telephones: (Dallas) Riverside 1371
(Austin) Austin 53-1049

REPRESENTATIVE FOR EQUIPMENT PLANS

A. M. (ADRON) MILLER
666 N. Lake Shore Drive
Chicago 11, Illinois
Telephone: Delaware 7-0700

J. H. (JIM) KEACHIE
718 Keith Building
Cleveland 15, Ohio
Telephone: Cherry 1-3450

J. L. (JESS) NICKELS
666 N. Lake Shore Drive
Chicago 11, Illinois
Telephone: Delaware 7-0700

J. R. (JOE) SIMS
John Hancock Bldg.
200 Berkeley Street
Boston 16, Mass.
Telephone: Hubbard 2-1700

R. S. (BOB) EMCH
718 Keith Building
Cleveland 15, Ohio
Telephone: Cherry 1-3450

D. S. (DAVE) NEWBORG
718 Keith Building
Cleveland 15, Ohio
Telephone: Cherry 1-3450

S. (SHERRY) GILBERT
AM SPECIALIST
718 Keith Building
Cleveland 15, Ohio
Telephone: Cherry 1-3450

J. P. (JOE) ULASEWICZ
John Hancock Building
200 Berkeley Street
Boston 16, Mass.
Telephone: Hubbard 2-1700

A. (AL) JOSEPHSEN
36 W. 49th Street
New York 20, New York
Telephone: Circle 6-4030

J. F. (FRANK) INCLELS
340 Derris Building
1005 Grand Avenue
Kansas City 6, Missouri
Telephone: Harrison 6-800

E. S. (ED) CLAMMER
Front and Cooper Streets
Camden, N. J.
Telephone: Woodlawn 3-8000

D. (DAVE) BAIN
1625 "K" Street, N.W.
Washington, D. C.
Telephone: District 7-1260

W. D. (WILEY) WENGER
1907-11 McKinney Avenue
Dallas 1, Texas
Telephone: Riverside 1371

P. G. (PG) WALTERS
522 Forsyth Building
Atlanta 3, Georgia
Telephone: Lomar 7703

P. (PAUL) BERGQUIST
1625 "K" Street, N.W.
Washington, D. C.
Telephone: District 7-1260

M. R. (MILT) NORTON
1907-11 McKinney Avenue
Dallas, Texas
Telephone: Riverside 1371

J. M. (JOE) WALTERS
522 Forsyth Building
Atlanta 3, Georgia
Telephone: Lomar 7703

J. W. (JOHN) HILLEGAS
522 Forsyth Building
Atlanta 3, Georgia
Telephone: Lomar 7703

W. (BILL) DARWIN
AM SPECIALIST
522 Forsyth Building
Atlanta 3, Georgia
Telephone: Lomar 7703



it takes all

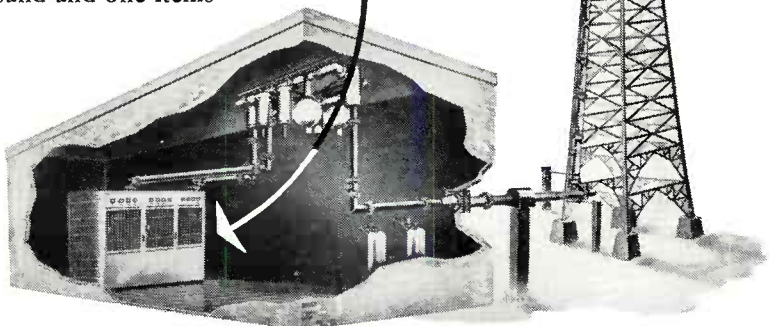
3

to plan
your system

The correct equipment means "Everything" in a TV station operation. Together, the three books shown here constitute a buying guide covering the minutest of details in this field. They are RCA's answer to the question of what is best and newest in antennas, transmission line, transmitters and accessories. The three books fully describe the thousand-and-one items that make up a UHF or VHF television station.

In 300 pages filled with charts, tables and descriptions, these books present a complete and authoritative explanation of station requirements in the language of the station operator.

Ask your RCA Broadcast Representative for your copies or write Dept. J-22, RCA Engineering Products Division, Camden, N. J., on your letterhead. In Canada, address RCA Victor Company Ltd., Montreal.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N. J.

Applications Pending and Construction Permits Granted

STAR (★) AND BOLDFACE CAPITAL LETTERS OF CITIES DENOTE GRANTEES OF CPs; ALL OTHERS APPLICANTS ONLY
Dagger (†) indicates non-commercial educational station

For list of CPs relinquished, see page 26

FCC's BPCT File No. given where available; for further details, consult file in FCC Reference Room

NOTE: This listing can be kept up-to-date and corrected with the weekly TV Addenda (blue sheets) published for its full-service subscribers by *Television Digest*, reporting all current FCC grants, applications, changes, etc.

ALABAMA

★ **BIRMINGHAM** (Ch. 10, educational)—WEDB, Alabama Educational Television Commission, 714 Protective Life Bldg. CP 9-13-54; 30.9-kw visual, 18.6-kw aural, 530-ft. above av. terrain, 187-ft. above ground, 1187-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59". Transmitter, Red Mt. Plant, \$500; yearly operating, \$30,000. Equipment, RCA, donated by Birmingham Ecstg. Co. Inc. (Storer). Raymond D. Hurlbert, pres. (member of commission). Applicant also operates WEDM, (Ch. 7) Muncord, Ala. Counsel, Hogan & Hartson; consulting engineers, A. D. Ring & Assoc. BPCT-52.

★ **BIRMINGHAM** (Ch. 48)—WJLN-TV, Johnston Broadcasting Co. Homewood (WJLD) CP 12-10-52; 230-kw visual, 120-kw aural, 650-ft. above av. terrain, 331-ft. above ground, 1291-ft. above sea level, lat. 33° 29' 02", long. 86° 43' 35". Transmitter, 1817 11th Place S. Plant, \$234,578; yearly operating, \$200,000. Equipment, GE. George Johnston, 40%; George Johnston Jr., 60%. Counsel, Pehle, Lessen, Mann, Riemer & Luford; consulting engineers, Craven, Lohnes & Culver. BPCT-1335.

★ **DOTHAN** (Ch. 9)—WTVY, Ala-Fla-Ga Television Inc., Box 505. CP 7-2-54; 28.2-kw visual, 14.1-kw aural, 550-ft. above av. terrain, 457-ft. above ground, 835-ft. above sea level, lat. 31° 10' 50", long. 85° 22' 13". Transmitter, Cottonwood Rd. Plant, \$198,100; yearly operating, \$120,000. Equipment, RCA. Charles Woods, pres., 16.67% (construction & farming); Paul Flowers, treas., 16.67% (physician); J. T. Thrower, v.p., 16.67% (hardware); H. L. Holman Jr., v.p., 6.67% (architect-engineer); J. B. White, v.p., 3.33% (merchant); Alto V. Lee III, secy., 1.67% (lawyer); Huey D. McInish, asst. secy., 1.67% (lawyer); Richard Kearley, 16.67% (engineer, WSM, Nashville); 6 others own 3.33% each. Counsel, Miller & Schroeder; consulting engineer, Richard Kearley, Nashville. BPCT-1839.

★ **MOBILE** (Ch. 48)—WKAB-TV, Pursley Ecstg. Service Inc., Box 1306 (WKAB). CP 8-6-52; 270-kw visual, 140-kw aural, 316-ft. above av. terrain, 303-ft. above ground, 333-ft. above sea level, lat. 30° 42' 26", long. 88° 05' 12". Transmitter, 525 Donald St. Plant, \$152,200; yearly operating, \$183,500. Equipment, GE. Louise P. Pursley, chairman, 85%; Robert H. Moore, pres., 1.66%; C. L. Pursley, secy.-treas., 13.33%. Counsel, Haley, Doty & Wollenberg; consulting engineer, George P. Adair. BPCT-988. [Note: Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status; (see *Television Digest*, Vol. 10:40. CP expires March 1, 1955.)]

Mobile (Ch. 5)—Mobile Television Corp., 2110 American Bank Bldg., New Orleans (WABB-ABC), 100-kw visual, 50-kw aural, 523-ft. above av. terrain, 633-ft. above ground, 649-ft. above sea level, lat. 30° 41' 54", long. 88° 05' 39". Transmitter, corner of Stanton Rd. & Costanides St. Plant, \$798,000; yearly operating, \$319,285. Equipment, RCA. Mobile Press Register Inc., publisher of *Mobile Press & Register*, 50%; Edgar E. Stern, Jr. (chief owner of WDSU & WDSU-TV, New Orleans), chair. man, 16½%; Audrey Stern Hess, treas.-asst. secy., 10%; Phillip M. Stern, 10%; Wm. J. Hearin Jr., 1½%; Robert D. Sweezey (WDSU exec. v.p.), 8%; A. Louis Read (WDSU v.p.), 4%. Counsel, Pierson & Ball; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-990. [Note: Initial decision by examiner H. Gifford Irion Feb. 12, 1954 recommended grant of application.]

Mobile (Ch. 5)—WKRK-TV Inc., Downtown Theatre Bldg., 100-kw visual, 50-kw aural, 520-ft. above av. terrain, 459-ft. above ground, 644-ft. above sea level, lat. 30° 39' 12", long. 88° 08' 59". Transmitter, Cottage Hill Rd., 53 mi. W. of Azalea Rd. Plant, \$204,000; yearly operating, \$212,298. Equipment, Dumont transmitter, RCA antenna. Kenneth R. Giddens, pres., 20% Joseph H. Little, v.p., 6.66% (physician); Andrew C. Smith, S.J., treas. (pres. of Spring Hill College); Shirley R. Konrad, 10%; T. J. Rester Jr., 10% (farm equipment); Spring Hill College, 6.66%; Alfred F. Delchamps, 4.44% (real estate & grocery stores); Louie Brannan, 6.66% (sporting goods); O. H. May, 4.44% (plumbing supplies); Thomas A. Twitty, 4% (attorney & nursery); Wm. H. Armbricht, Jr., secy., 4% (attorney); T. K. Jackson Jr., 8.88% (attorney); 9 others, none holding more than 3.33%. K. R. Giddens, Shirley Rester Konrad & T. J. Rester Jr. operate radio WKRK. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-690. [Note: Initial decision by examiner H. Gifford Irion Feb. 12, 1954 recommended denial of application.]

★ **SELMA** (Ch. 8)—WSIA, Deep South Ecstg. Co., Box 1447, Montgomery, Ala. (WBAM, Montgomery). CP 2-24-54; 2.51-kw visual, 1.26-kw aural, 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level, lat. 32° 24' 00", long. 87° 05' 10". Transmitter, 3-mi. W. of Selma. Plant, \$136,541; yearly operating, \$100,000. Equipment, Standard Electronics transmitter, GE antenna. Wm. J. Brennan, pres., 45% (mgr., WBAM, Montgomery, Ala.); 50% of Vulcan Tower Co.; Cyril G. Brennan, v.p., (chief eng., WBAM); Wm. E. Bennis Jr., treas., 45% (50% of Vulcan Tower Co.); Barbara Bennis, 5%; Frances U. Brennan, 5%. Counsel, Charles S. Rhyne; consulting engineer, Wm. E. Bennis Jr. BPCT-1814.

ARKANSAS

★ **EL DORADO** (Ch. 10)—KRBB, South Arkansas Television Co. Inc., c/o KVMA, Magnolia, Ark. CP 2-24-54; 2.82-kw visual, 1.41-kw aural, 250-ft. above av. terrain, 237-ft. above ground, 479-ft. above sea level, lat. 33° 11' 01", long. 92° 38' 22". Transmitter, U. S. 167, 2.4-mi. SSE of town. Plant, \$95,000; yearly operating, \$93,000. Equipment, Gates transmitter, RCA antenna. Dr. Joe F. Rushton, pres., 33.3% (physician); 30% owner of KVMA); W. C. Blewster Jr., v.p., 33.3% (banker); 3.9% of KVMA); Wm. M. Bigley, secy.-treas., 33.3% (gen. mgr. & 12½% of KVMA). Consulting engineers, Robt. M. Siliman & Assoc. BPCT-1590.

★ **FORT SMITH** (Ch. 5)—KNAC-TV, American Television Co. Inc., 15 Court St. (KWHN). CP 6-4-54; 50-kw visual, 25-kw aural, 645-ft. above av. terrain, 449-ft. above ground, 1231-ft. above sea level, lat. 35° 27' 11", long. 94° 22' 26". Transmitter, 5.3-mi. NNE of Fort Smith's center. Plant, \$338,600; yearly operating, \$300,000. Equipment, RCA. H. S. Nakdimen, pres., 33.33% (banking & real estate); Edgar E. Bethell, secy.-treas., 33.33%; Dick Allis, v.p., 33.33% (food broker). Counsel, Cohn & Msrks; consulting engineers, Weldon & Carr. [Note: George T. Henreich, who dismissed his application, has option to acquire 50%; sale of CP to KFSA-TV, Fort Smith (Ch. 22) pends FCC approval, see *Television Digest*, Vol. 10:52.] BPCT-842.

★ **JONESBORO** (Ch. 8)—KBTM-TV, Regional Ecstg. Co., Box 794. (KBTM). CP 1-12-55; 11.7-kw visual, 7.08-kw aural, 200-ft. above av. terrain, 212-ft. above ground, 497-ft. above sea level, lat. 35° 50' 21", long. 90° 34' 44". Transmitter, 1-mi. E. of Jonesboro on Hwy. 4. Plant, \$100,000; yearly operating, \$120,000. Equipment, RCA. Harold E. & Helen W. King, partners, are husband & wife. Consulting engineer, Gary O. Sandstedt, Kansas City, Mo. BPCT-1900.

★ **LITTLE ROCK** (Ch. 11)—KTHV, Arkansas TV Co., 119 E. Capitol. CP 11-4-54; 316-kw visual, 158-kw aural, 1736-ft. above av. terrain, 1158-ft. above ground, 2188-ft. above sea level, lat. 34° 47' 55", long. 92° 29' 58". Transmitter, Shinnai Mt. Plant, \$830,637; yearly operating, \$535,716. Equipment, RCA. Radio Broadcasting Inc. (KTHS, Little Rock, Ark.), 42%; *Arkansas Democrat*, 32%; National Equity Life Insurance Co., 16%; August Engel, pres., 10%; William H. Bronson, board chmn. Intlocking ownership with Times Publishing Co. (KWKH), Shreveport, La., Ch. 3 applicant there, and publisher of *Shreveport Times, Monroe (La.) Morning World & News Star*. Counsel, Dempsey & Koplowitz. Consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1057.

CALIFORNIA

★ **CORONA** (Ch. 52)—KCOA, KOWL Ecstg. Co. Pico Blvd., Santa Monica, Cal. (KOWL). CP 9-16-53; 38-kw visual, 20.4-kw aural, 2910-ft. above av. terrain, 191-ft. above ground, 5884-ft. above sea level, lat. 34° 13' 34.4", long. 118° 03' 57.6". Transmitter, Mt. Wilson, N. of County Rd. Plant, \$206,660; yearly operating, \$225,000. Equipment, RCA. Arthur H. Croghan, pres., 100%. Consulting engineer, Harry R. Lubcke. BPCT-1494.

★ **FRESNO** (Ch. 53)—KBID-TV, John Poole Ecstg. Co. Hotel Californian, Fresno. (KBIF). CP 8-12-53; 188-kw visual, 97.7-kw aural, 2254-ft. above av. terrain, 145-ft. above ground, 3543-ft. above sea level, lat. 36° 44' 45", long. 119° 16' 52". Transmitter, Bear Mt. Plant, \$238,000; yearly operating, \$160,000. Equipment, GE. For Mr. Poole's holdings, see KBIC-TV, Los Angeles. Counsel, McKenna & Wilkinson; consulting engineer, Jay E. Tapp, Long Beach, Cal. BPCT-1069. [Note: Began operating Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:29. CP expires April 12, 1955.]

Fresno (Ch. 12)—California Inland Broadcasting Co., T. W. Patterson Bldg. (KFRE-CBS). 235-kw visual, 117-kw aural, 1943-ft. above av. terrain, 174-ft. above ground, 4674-ft. above sea level, lat. 37° 04' 38.882", long. 119° 26' 482". Transmitter, approximately ¾ mile S.W. of Auberry Shaver Lake Rd. at Meadow Lake Junction. Plant, \$283,957; yearly operating, \$355,236. Equipment, GE. Paul R. Bartlett, pres., 57%; Wm. C. Crossland, secy.-treas., 38%; Keith L. Mealey, v.p. engineering, 2.38%; Edward J. French, v.p. programs, 2.38%; Helen Johnson, 24%. Washington counsel, Pierson & Ball; consulting engineers, Craven, Lohnes & Culver. BPCT-413. [Note: Initial decision by examiner Basil P. Cooper Sept. 9, 1954 recommended denial of application.]

Fresno (Ch. 12)—KARM, The George Harm Station, 1333 Van Ness Ave. (KARM-ABC). 316-kw visual, 158-kw aural, 2000-ft. above av. terrain, 360-ft. above ground, 4818-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31". Transmitter, Bald Mt., 30-mi. NE of Fresno. Plant, \$393,533; yearly operating, \$300,000. Equipment, GE. Hattie Harm, pres., 50%; Clyde F. Coombs, v.p. & secy., 50%; Gilbert H. Jertberg, treas. (attorney). Mrs. Harm owns 50% of KROY, Sacramento. Washington counsel, Hogan & Hartson; consulting engineers, A. D. Ring & Assoc. BPCT-478. [Note: Initial decision by examiner Basil P. Cooper Sept. 9, 1954 recommended grant of application.]

★ **LOS ANGELES** (Ch. 22)—**KBIC-TV**, John Poole Broadcasting Co., Security Bldg., Long Beach, Cal. CP 12-10-52, 540-kw visual, 320-kw aural, 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level, lat. 34° 13' 36", long. 118° 03' 59". Transmitter, Mt. Wilson. Plant, \$392,000; yearly operating, \$150,000. Equipment, GE. John H. Poole, 100% owner, also owns KBID, Fresno; KBIG, Avalon, Cal.; KJSV, Sanger, Cal., and holds CPs KBIE-TV, Sacramento, KBID-TV, Fresno. Counsel, McKenna & Wilkinson; consulting engineer, George P. Adair. BPCT-1345. [KBIC-TV operating experimentally since April 21, 1954.]

★ **LOS ANGELES** (Ch. 28, educational)—**KTRE**, University of Southern California, Box 77078 (KUSC-FM). CP 8-28-52; 46-kw visual, 26-kw aural, 2910-ft. above av. terrain, 127-ft. above ground, 5827-ft. above sea level, lat. 34° 13' 36", long. 118° 03' 59". Transmitter, Mt. Wilson. Plant, \$150,000; yearly operating, \$195,000. Equipment, RCA. Wm. H. Sener, director of telecommunications. Counsel, Haley, Doty & Wollenberg; consulting engineer, Geo. P. Adair. BPET-14. [Note: Began operating Aug. 3, 1953 with 17.5-kw visual, 10-kw aural ERP, but quit air Sept. 10, 1954, reverting to CP status; see *Television Digest*, Vol. 10:37. CP expires Jan. 28, 1955.]

★ **MODESTO** (Ch. 14)—**KTRB-TV**, KTRB Bestg Co. Inc., Box 593 (KTRB). CP 2-17-54; 20.4-kw visual, 11-kw aural, 300-ft. above av. terrain, 328-ft. above ground, 420-ft. above sea level, lat. 37° 40' 15", long. 120° 58' 47". Transmitter, S. side of Norwegian Ave., W. of Coffee Rd. Plant, \$175,824; yearly operating, \$101,450. Equipment, RCA. Wm. H. Bates Jr., pres.-treas. 80%; I. W. Fiscali, v.p.; Margie W. Cleary, secy., 20%. Counsel, Eliot C. Lovett; engineer, Gautney & Jones. BPCT-1721.

Oakland—See also San Francisco.

Oakland (Ch. 2)—**Channel Two Inc.**, Central Bank Bldg. 100-kw visual, 60-kw aural, 1280-ft. above av. terrain, 232-ft. above ground, 1480-ft. above sea level, lat. 37° 41' 19", long. 122° 26' 07". Transmitter, San Bruno Mt., 7.75-mi. SSW. of San Francisco, Cal. Equipment, RCA. Stoddard P. Johnston, pres. 35% (v.p. KFMB-TV, San Diego); M. B. Skaggs, v.p., 5% (wholesale merchant); Ingraham Reed, v.p., 5% (advertising); Howard L. Chernoff, exec. director, 5% (owns 42.5% of WTAP, Parkersburg, W. Va.); A. M. Bleiler, secy.-treas., 5% (investment broker); Kinco Enterprises, 10% (John A. Kennedy, chairman); J. R. Knowland, 5% (publisher of *Oakland Tribune*); remainder held by 5 others holding 5% each, and 2 others owning 2.5%. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1660.

Oakland (Ch. 2)—**San Francisco-Oakland Television Inc.**, 609 Central Bank Bldg. 100-kw visual, 70-kw aural, 1174-ft. above av. terrain, 181-ft. above ground, 1406-ft. above sea level, lat. 37° 41' 20", long. 122° 26' 07". Transmitter, Television Peak, San Bruno Mt. Plant, \$85,209 (all physical properties to be leased from General Teleradio Inc.); yearly operating, \$1,384,518. Equipment, RCA. Ward D. Ingram, pres.-treas., 47½% (v.p. & dir. of General Teleradio Inc., exec. v.p. of Don Lee Div.); William D. Pabst, exec. v.p.-secy., 47½% (v.p., Don Lee Div., General Teleradio Inc.); Harry R. Lubcke, v.p., 5% (consulting engineer). Includes agreement whereby General Teleradio Inc. may purchase 40% of Messrs. Pabst's and Ingram's stock on pro-rata basis any time after Jan. 1, 1957 and prior to Jan. 1, 1958. Counsel, Pierson & Ball; consulting engineer, Harry R. Lubcke. BPCT-1842.

Palm Springs (Ch. 14)—**Florence P. Raley d/b as Desert Radio & Telecasting Co.**, 1440 N. Louise St., Santa Ana, Cal. 13,275-kw visual, 7,349-kw aural, 771-ft. above av. terrain, 359-ft. above ground, 1859-ft. above sea level, lat. 33° 52' 08", long. 116° 25' 50". Transmitter, 7.5-mi. NE of Palm Springs on top of Indian Hills Mts. Plant, \$143,230; yearly operating, \$95,000. Equipment, DuMont. Florence P. Raley, 100% (investments). Miss Raley holds AM CP for KPAL, Palm Springs. Counsel, Barnes & Neilson; consulting engineer, John H. Mullaney. BPCT-1818.

★ **SACRAMENTO** (Ch. 10)—**KBET-TV**, Sacramento Telecasters, Inc., 716 Calif. State Life Bldg., Sacramento, Cal. CP 9-29-54; 316-kw visual, 158-kw aural, 1120-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37' 49", long. 120° 51' 20". Transmitter, 3.5-mi. S of El Dorado. Plant, \$417,731; yearly operating, \$258,400. Equipment, GE. Wm. F. Wright, pres., 10.26%; John H. Schacht, v.p., 15.38%; Henry Teichert, secy., 2.56%; Russell Galloway Jr., 10.26%; plus 14 stockholders holding no more than 7.69%. Mr. Schacht holds 50% interest in KMOD, Modesto, Cal. Counsel, Haley, Doty & Wollenberg; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-976.

★ **SACRAMENTO** (Ch. 46)—**KBIE-TV**, J. H. Poole tr/as John Poole Bestg. Co., Security Bldg., Long Beach, Cal. CP 6-26-53; 207-kw visual, 107.7-kw aural, 514-ft. above av. terrain, 539-ft. above ground, 564-ft. above sea level, lat. 38° 35' 58", long. 121° 29' 02". Transmitter, 825 N. 10th St. Plant, \$261,500; yearly operating, \$170,000. Equipment, GE. For Mr. Poole's holdings, see KBIC-TV, Los Angeles. Counsel, McKenna & Wilkinson; consulting engineers, T & T Radio Measurements Co., Long Beach, Cal. BPCT-1007.

Sacramento (Ch. 3)—**KCRA, Inc.**, 1010 Eleventh St. (KCRA-NBC). 100-kw visual, 50-kw aural, 495-ft. above av. terrain, 553-ft. above ground, 573-ft. above sea level, lat. 38° 35' 16", long. 121° 29' 22". Transmitter, 10th and C Sts. Plant, \$517,898; yearly operating, \$576,000. Equipment, RCA. Ewing Kelly, pres. & gen. mgr., 50%; C. Vernon Hansen, v.p., 16.68%; Gerald Hansen, secy.-treas., 16.66%; Kenneth W. Hansen, 16.66%. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Jansky & Bailey Inc. BPCT-669. [Note: Initial decision by examiner Thomas H. Donahue June 7, 1954 recommended grant of application.]

Sacramento (Ch. 3)—**Sacramento Broadcasters Inc.**, Box 94 (KXOA-MBS). 100-kw visual, 50-kw aural, 507-ft. above av. terrain, 548-ft. above ground, 573-ft. above sea level, lat. 38° 35' 57" long. 121° 26' 54". Transmitter, North Sacramento Freeway. Plant, \$215,000; yearly operating, \$480,000. Equipment, GE. Lincoln Dellar, pres., 100%; Robert W. Dumm, v.p.; Robert B. Gaylord Jr., secy. Counsel, Fly, Shuebruk & Blume; consulting engineer, Frank H. McIntosh. BPCT-411. [Note:

Initial decision by examiner Thomas H. Donahue June 7, 1954 recommended denial of application.]

† **Sacramento, Cal.** (Ch. 6, educational)—**North Central California Assoc. for Educational Television Inc.**, 1333 Grand Ave., Del Paso Heights, Cal. 69.18-kw visual, 39.8-kw aural, 1475-ft. above av. terrain, 484-ft. above ground, 2540-ft. above sea level, lat. 38° 43' 05", long. 120° 59' 23". Transmitter, Pine Hill Look-out on Green Valley Rd. Plant, \$400,000; yearly operating, \$150,000. Equipment, RCA. Richard J. Kieseewetter, pres. Counsel, John E. Malone, 1020 8th St., Sacramento; engineer, Louis Bourget, 3996 McKinley Blvd., Sacramento. BPET-35.

★ **SAN DIEGO** (Ch. 21)—**KUSH**, Elliott L. Cushman, 13th & Broadway. CP 12-23-53; 186-kw visual, 100-kw aural, 810-ft. above av. terrain, 250-ft. above ground, 1035-ft. above sea level, lat. 32° 50' 20" long. 117° 15' 00". Transmitter, Mt. Soledad. Plant, \$253,526; yearly operating, \$200,000. Equipment, RCA. Mr. Cushman, 100%, is gen. mgr. & 62½% owner of *San Diego Shopping News*; 95% owner of Southwest Color Press. Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-1769.

San Francisco—See also Oakland.

★ **SAN FRANCISCO** (Ch. 20)—**KBAY-TV**, Dr. & Mrs. Leonard Averett d/b as Bay Television, 414 N. Camden Dr., Beverly Hills, Cal. CP 3-11-53; 151-kw visual, 81.3-kw aural, 1070-ft. above av. terrain, 370-ft. above ground, 1201-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05". Transmitter, 1 La Avenida. Plant, \$336,900; yearly operating, \$275,000. Equipment, RCA. Dr. & Mrs. Averett are equal partners. Transfer of CP from Lawrence A. Harvey approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:45 & 11:1). Counsel, Prichard & Brenner. BPCT-1490.

San Francisco (Ch. 2)—**Television East Bay**, 717 N. Highland Ave., Los Angeles. 100-kw visual, 50-kw aural, 1266-ft. above av. terrain, 245-ft. above ground, 1775-ft. above sea level, lat. 37° 49' 08", long. 122° 10' 44". Transmitter, 2-mi. WNW from Redwood Peak on Ridge Mt. Plant, \$734,172; yearly operating, \$540,000. Equipment, G. E. Edwin W. Pauley, chairman, 57.5% (oil properties); Ross H. Chamberlain, pres. 5% (contractor); Donald A. Norman, exec. v.p. 2%; Larry M. Reed, v.p., 2%; Bestor Robinson, secy., 5%; William H. Hale, treas., 1%; John B. Conroy, 5%; LeRoy Lutes, 5%; Edgar B. Stewart, 5%; Pacific Tire & Rubber Co., 5%; James F. Coonan, 5%; Fremont B. Hitchcock, 5%; Claude L. Cameron, 1%; remainder held by 8 others, none more than 3% of total stock. Applicant is licensee of experimental TV station KM2XCW, San Francisco. Counsel, Haley, Doty & Wollenberg; consulting engineer, George P. Adair. BPCT-375.

★ **SAN JOSE** (Ch. 11)—**KQXI**, Standard Radio & Television Co., 702-10 Commercial Bldg. CP 4-15-54, 5.36-kw visual, 2.63-kw aural, using 2° beam tilt, 2769-ft. above av. terrain, 273-ft. above ground, 4079-ft. above sea level, lat. 37° 06' 39.8", long. 121° 50' 33". Transmitter, Peak Loma Prieta. Plant, \$491,352; yearly operating, \$274,718. Equipment, RCA. Sunlite Bakers (A. T. Gilliland, 100% owner). Counsel, Krieger & Jorgensen; consulting engineer, Geo. P. Adair. BPCT-1542.

★ **VISALIA** (Ch. 43)—**KAKI**, Irvin V. Willat, intending to d/b as Sequoia Telecasting Co., 400 E. Tulare St., Tulare, Cal. CP 10-6-54; 22.73-kw visual, 12.19-kw aural, 309-ft. above av. terrain, 319-ft. above ground, 639-ft. above sea level, lat. 36° 18' 49", long. 119° 19' 06". Transmitter, Walnut Ave. off Mooney Blvd. Plant, \$122,545; yearly operating, \$180,000. Equipment, DuMont. Irving V. Willat, 100% (retired motion picture producer & director; real estate, lumber & other investments). Consulting engineer, James R. Bird, Oroville, Cal. BPCT-1878.

COLORADO

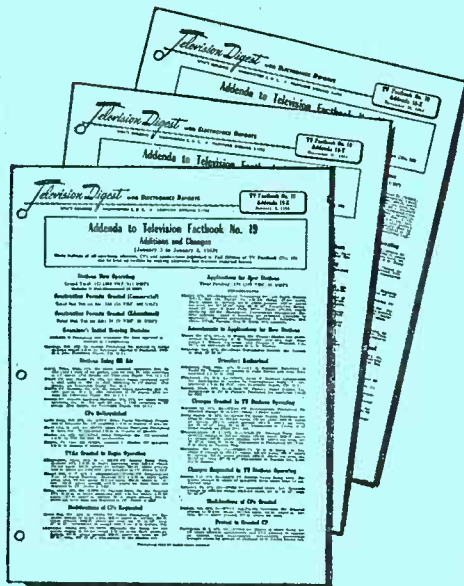
★ **DENVER** (Ch. 6, educational)—**KRMA-TV**, School District No. 1 in the City and County of Denver and State of Colorado School Dist., 414-14th St. CP 7-1-53; 20-kw vis., 10.3-kw au., 950-ft. above av. terrain, 210-ft. above ground, 7740-ft. above sea level, lat. 39° 43' 47", long. 105° 14' 59". Transmitter, 2.5-mi. NE of center of Golden, Colo. Plant, \$299,044; yearly operating, \$82,000. Equipment, GE. Dr. Kenneth E. Oberholzer, supt. of schools. Counsel, Krieger & Jorgensen; consulting engineer, George P. Adair Engineering Co. BPET-30.

CONNECTICUT

★ **BRIDGEPORT** (Ch. 71, ed.)—**WCTB**, Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 220-kw visual, 110-kw aural, 610-ft. above av. terrain, 492-ft. above ground, 1132-ft. above sea level, lat. 41° 20' 31", long. 73° 22' 48.5". Transmitter, 2.8-mi. NW of Redding. Plant \$348,540; yearly operating, not given. Equipment, GE. Also applicant for Hartford & Norwich. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPET-15.

★ **HARTFORD** (Ch. 24, ed.)—**WEDH**, Connecticut State Bd. of Education, State Office Bldg., Hartford. CP 1-29-53; 235-kw visual, 120-kw aural, 780-ft. above av. terrain, 99-ft. above ground, 1084-ft. above sea level, lat. 41° 33' 33", long. 72° 50' 35". Transmitter, 2.7-mi. NW of Meriden. Plant, \$514,440; yearly operating, not given. Equipment, GE. Also applicant for Bridgeport & Norwich. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPET-16.

Hartford (Ch. 3)—**Hartford Telecasting Co. Inc.**, 780 Windsor St. 100-kw visual, 50-kw aural, 922-ft. above av. terrain, 559-ft. above ground, 1244-ft. above sea level, lat. 41° 47' 48.5", long. 72° 47' 52". Transmitter, 390-ft. N.E. of junction of Avon-Vt. Hartford township with Albany Ave. Plant, \$866,353; yearly operating, \$912,000. Equipment, RCA. Clifford S. Strike, pres., 99%; Charles F. Gannon, v.p.-gen. mgr., 5%; P. J. McClean, secy.-treas., 5%. [Note: After grant of CP officers & stockholders will be following: Clifford S. Strike, chairman, 25.26%; Harry C. Butcher, pres. & gen. mgr., 24%; Francis J. McClean, secy.-treas., 2.1%; George E. Cameron Jr., 24.21%; H. G. Spencer Smith, 5.26%; Ture B. Holmes, 2.1%; Cecil C. Hutchens, 2.1%; Charles F. Gannon, 6.8%; Edmund M. McCarthy, 6.8%; Ralph L. Mansfield, 2.3%.] Counsel, Edmund M. McCarthy, N. Y.; consulting engineers, Jansky & Bailey. BPCT-1540.



To get the most out of
 this TV FACTBOOK
 keep a file of the
**"WEEKLY BLUE
 SHEETS"**

... yours when you subscribe
 to the Full Services
 of TELEVISION DIGEST



Each week, as part of the Full Services of TELEVISION DIGEST, you get "Addenda to Television Factbook No. 20." These blue sheets are pre-punched so you can place them in your *Television Digest* binder. Thus your TV FACTBOOK will always be up to the minute on these FCC actions . . .

- ✓ **Stations starting**
- ✓ **Construction permits granted**
- ✓ **Applications filed for new stations**
- ✓ **Amendments and modifications of applications and grants**
- ✓ **Applications & CPs dismissed**
- ✓ **Ownership changes**
- ✓ **Call letters assigned**
- ✓ **Changes in allocation plan**
- ✓ **. . . and miscellaneous other FCC actions**

The "WEEKLY BLUE SHEETS" comprise just *one* of the features you get when you subscribe to the FULL SERVICES of *Television Digest*, the AUTHORITY that brings you orderly, expert reporting on the complex, fast-breaking TV industry. You also get the following vital services: Weekly Newsletters, two TV Factbooks per year, annual AM-FM Directory, regular Supplements, and Special Reports on subjects of current interest and permanent reference value.

Write for latest Newsletter and "Blue Sheet," plus rates.
 Use handy postage-free card in back of this book.

Television Digest
 WITH ELECTRONICS REPORTS

WYATT BUILDING

WASHINGTON 5, D. C.

Hartford (Ch. 3)—Travelers Broadcasting Service Corp., 26 Grove St. (WTIC-NBC). 100-kw visual, 60-kw aural, 917-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level, lat. 41° 46' 30", long. 72° 48' 20". Transmitter, Deercliff Rd. Plant, \$608,896; yearly operating cost, \$455,096. Equipment, RCA. Travelers Insurance Co., 100%; Francis W. Cole, pres.; Gladden W. Baker, v.p. & treas.; Paul W. Morency, v.p.; Carroll P. Osgood, secy.; Walter C. Johnson, secy. Include agreement between applicant and Connecticut Bcast. Co. whereby Connecticut may purchase after grant of CP, 23.076% of stock in applicant for \$369,216 provided Connecticut disposes of WDRG, Hartford. Washington counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, A. D. Ring & Assoc. BPCT-193.

★ **NEW HAVEN (Ch. 59)**—WELL-TV, Conn. Radio Foundation, 221 Orange St. (WELL-ABC). CP 6-24-53; 19.25-kw visual, 10.3-kw aural, 563-ft. above av. terrain, 335-ft. above ground, 875-ft. above sea level, lat. 41° 22' 00", long. 72° 58' 24". Trans. Baldwin Drive, on West Rock Ridge. Plant \$320,000; yearly operating \$110,000. Equipment, GE, Richard W. Davis, pres., 24.19%; Edwin H. Schweitzer, v.p., 7.12%; Rudy Frank, v.p., 3.88%; William Horowitz, v.p., .64%; John B. Grant, secy., 1.29%; Wm. J. Falsay, treas., .33%; Anna M. Costa, asst. secy.-treas., 3.95%; Colony Bcast. Corp., New Haven, 21.35%; Harris Irou & Metal Co. Inc., 3.23%; George R. Willis, 2.59%; Louis D. Kennedy, 1.29%; remainder held by 8 others, each owning less than 3% and 55 others, each owning less than 1%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-456.

★ **NEW LONDON (Ch. 26)**—WNLC-TV, Thames Bcast. Corp., 281 State St. (WNLC-MBS). CP 12-31-52; 19.1-kw visual, 10.2-kw aural, 700-ft. above av. terrain, 468-ft. above ground, 938-ft. above sea level, lat. 41° 26' 52", long. 72° 09' 02". Transmitter Sharps Hill Rd. Plant, \$161,430; yearly operating, \$104,000. Equipment, DuMont transmitter, RCA antenna. Gerald J. Morey, prea.-treas., 50.4%; Roderick L. Morey, secy.-v.p., 49%; Mary L. Morey, .6%. Washington counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-1217.

★ **NORWICH (Ch. 63, ed.)**—WCTN Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 215-kw visual, 110-kw aural, 590-ft. above av. terrain, 520-ft. above ground, 900-ft. above sea level, lat. 41° 36' 37", long. 72° 08' 27". Transmitter, 1.3-mi. WSW of Baltic. Plant, \$348,540; yearly operating, not given. Equipment GE. Also applicant for Bridgeport & Hartford. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPET-17.

★ **STAMFORD (Ch. 27)**—WSTF, Stamford-Norwalk Television Corp. c/o Prentiss M. Brown, Washington Loan & Trust Bldg., Washington, D.C. CP 5-27-53; 19.5-kw vis., 11-kw au., 240-ft. above av. terrain, 374-ft. above ground, 394-ft. above sea level, lat. 41° 03' 10.1", long. 73° 32' 27.1". Transmitter, Washington Bldg. Plant, \$156,937; yearly operating, \$150,000. Equipment, DuMont transmitter, GE antenna. Prentiss M. Brown, pres., 42½% (member of Washington law firm of Brown, Lund & Fitzgerald, chairman; of Detroit Edison Co. and ex-U. S. Senator from Michigan); Vincent M. Gaughan, v.p., 15% (attorney & 33¼% owner of WBES-TV, Buffalo, N.Y., which turned in its CP Dec. 18, 1953); Wendell Lund, secy.-treas., 42½% (Washington attorney). Counsel, Vincent M. Gaughan, Hotel Lafayette, Buffalo; consulting engineer, John H. Mullaney. BPCT-1672.

DISTRICT OF COLUMBIA

★ **WASHINGTON (Ch. 20)**—Washington Metropolitan Television Corp., 1125 Vermont Ave. NW. (WGMS). CP 10-21-54; 188-kw visual, 97.28-kw aural, 519-ft. above av. terrain, 410-ft. above ground, 790-ft. above sea level, lat. 38° 52' 27", long. 77° 09' 19". Transmitter, East Broad St. & Wilson Blvd., Falls Church, Va. Plant, \$370,412; yearly operating cost, \$250,000. Equipment, RCA. M. Robert Rogers, pres. Owned by Good Music Station Inc.; Morris Rodman, pres., 20%; M. Robert Rogers, v.p., 20%; Irwin Geiger, v.p., 20%; Pierson Underwood, secy.-treas., 20%; Lawrence M. C. Smith, 20%. Mr. Smith also owns WFLN(FM), Philadelphia, and 25% of WAEB, Allentown, Pa. Counsel, Sher, Oppenheimer & Harris; consulting engineer, Robert M. Silliman. BPCT-1518.

★ **WASHINGTON (Ch. 50)**—WOOK-TV, United Bcast. Co. Inc., 8th & Eye Sts., NW. (WOOK). CP 2-24-54; 22.9-kw visual, 13.5-kw aural, 340-ft. above av. terrain, 341-ft. above ground, 551-ft. above sea level, lat. 38° 57' 17", long. 77° 00' 17". Transmitter, First Pl. & Riggs Rd. NE. Plant, \$130,840; yearly operating, \$175,000. Equipment, DuMont transmitter, Workshop antenna. Richard Eaton, pres., 99%; Margaret G. Eaton, secy.-treas., 1%. Mr. Eaton also holds CP for WTLF Baltimore (Ch. 18), and operates radio WSID, Essex, Md.; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. Counsel, Cohn & Marks. BPCT-1819.

FLORIDA

★ **CLEARWATER (Ch. 32)**—WPGT, Pioneer Gulf Television Broadcasters, Box 1146. CP 12-2-53; 93.3-kw visual, 53.7-kw aural, 320-ft. above av. terrain, 344-ft. above ground, 354-ft. above sea level, lat. 27° 57' 26", long. 82° 46' 24.5". Transmitter, 3835 Gulf to Bay Blvd. Plant, \$179,186; yearly operating cost \$160,000. Equipment, DuMont transmitter, RCA antenna. W. Frank Hobbs, owner. Consulting engineer, W. J. Holey. Atlanta. BPCT-1301.

★ **DAYTONA BEACH (Ch. 2)**—WMFJ-TV, Telrad Inc., 444 N. Beach St. (WMFJ-ABC). CP 7-8-54; 1.26-kw visual, .72-kw aural, 317-ft. above av. terrain, 349-ft. above ground, 364-ft. above sea level, lat. 29° 13' 57", long. 81° 02' 40". Transmitter, 6th & Center St. Plant, \$185,000; yearly operating cost, \$100,000. Equipment, RCA. W. Wright Esch, pres.-treas., 98.5%; A. B. Esch, secy., 1%; Louis Ossinsky Sr., v.p., .5%. Counsel, A. L. Stein; consulting engineer, Lynne C. Smeby. BPCT-1219.

★ **JACKSONVILLE (Ch. 30)**—WOBS-TV, Southern Radio & Equipment Co., 10 E. Forsyth St. (WOBS). CP 8-12-53; 18.2-kw visual 11-kw aural, 430-ft. above av. terrain, 446-ft. above ground, 466-ft. above sea level, lat. 30° 16' 33.1", long. 81° 33' 11.9". Transmitter, Linder St. & Jernigan St. Plant, \$150,370; yearly operating, \$120,000. Equipment, RCA. E. D. Rivers Sr., pres.,

60%; Jack R. Sharpe, treas., 10%; Carmen Macri, secy., 10%; Mrs. J. J. Mangham Jr., 10%; Wylene Rivers, 10%. Mr. Rivers also is majority stockholder of WGAA, Cedartown, Ga. and is TV grantee in Thomasville, Ga. Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1391.

† **JACKSONVILLE (Ch. 7, educational)**—Educational Television Inc., 203 Greenleaf Bldg. 18.43-kw visual, 9.94-kw aural, 483-ft. above av. terrain, 513-ft. above ground, 533-ft. above sea level, lat. 30° 17' 09.3", long. 81° 44' 52.1". Transmitter, Hyde Park Cedar Hills Golf & Country Club. Plant, \$349,493; yearly operating, \$60,000. Equipment, GE transmitter, RCA antenna. Heywood A. Dowling, pres.; Paul L. Johnson, v.p. Counsel, Krieger & Jorgensen; consulting engineer, George P. Adair. BPET-48.

JACKSONVILLE (Ch. 12)—City of Jacksonville, Municipal Bldg. (WJAX-NBC). 316-kw visual, 158-kw aural, 553-ft. above av. terrain, 595-ft. above ground, 615-ft. above sea level, lat. 30° 17' 09.36", long. 81° 44' 52.18". Transmitter, Hyde Park, Cedar Hills Municipal Golf and Country Club. Plant, \$390,290; yearly operating cost, \$245,000. Equipment, DuMont transmitter, GE antenna. John T. Hopkins III, mgr. & chief engineer. Counsel, Dow, Lohnes & Albertson. Consulting engineers, Paul Godley Co. BPCT-749.

JACKSONVILLE (Ch. 12)—Florida-Georgia Television Co. Inc., 1746 E. Adams St. 316-kw visual, 158-kw aural, 948-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 21.6", long. 81° 38' 34.1". Transmitter location, 1746 East Adams St. Plant cost, \$645,537; yearly operating cost, \$456,475. Equipment, GE. Geo. H. Hodgea, pres., 30% (contractor); Alexander Brest, secy.-treas., 30% (contractor); Harold S. Cohn, v.p., 20% (owner of WRHC, Jacksonville); Mitchell Wolfson, v.p., 5% (theatres); Sidney Meyer, 5% (theatres); Wolfson-Meyer Theatre Enterprises Inc., 10% (own more than 98% of WTVJ, Miami), has 10% interest in Piedmont Electronics & Fixture Corp., Charlotte. TV applicant. Counsel, Bernard Koteen; consulting engineers, Weldon & Carr. BPCT-1624.

JACKSONVILLE (Ch. 12)—Jacksonville Broadcasting Corp., Gulf Life Bldg. (WPDQ-ABC). 316-kw visual, 189.7-kw aural, 495-ft. above av. terrain, 538-ft. above ground, 546-ft. above sea level, lat. 30° 18' 56", long. 81° 39' 03". Transmitter, Iowa St. & Colorado Ave. Plant, \$478,900; yearly operating, \$230,000. Equipment, RCA. James R. Stockton, pres., 75%; Robert R. Feagin, v.p., 25%. Washington counsel, Miller & Schroeder. Washington consulting engineer, George C. Davis. BPCT-1625.

Miami—See also North Miami.

★ **MIAMI (Ch. 2, ed.)**—WTHS-TV, Lindsey Hopkins Vocational School of Dade County Board of Public Instruction, 1410 N.E. 2d Ave. (WTHS). CP 11-12-53; 11.5-kw visual, 5.75-kw aural, 280-ft. above av. terrain, 300-ft. above ground, 309-ft. above sea level, lat. 25° 46' 35.5", long. 80° 11' 20.5". Transmitter, 244 Biscayne Ave. Plant, \$78,500; yearly operating, \$25,000. Equipment, GE. Dade County Board of Public Instruction; Angus W. Graham, chairman; C. Raymond Van Dusen, vice chairman; James M. Noel, Milton Weiss, Joseph L. Plummer. Washington counsel, Krieger & Jorgensen; consulting engineer, George P. Adair. BPET-2.

★ **MIAMI (Ch. 33)**—WMFL, Miami Biscayne Television Corp., Biscayne Terrace Hotel. CP 12-9-53; 182-kw visual, 97.7-kw aural, 480-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 25° 46' 42", long. 80° 11' 22". Transmitter, 432 Biscayne Blvd. Plant, \$357,500; yearly operating, \$318,000. Equipment, RCA. Nathaniel J. Klein, pres., 20% (attorney; owns minority stock in WINZ, Hollywood, Fla.); Irving Kipnis, secy., 50% (hotel owner); Edward Mercer, treas., 10% (banker; insurance); Rex Rand, 20% (gen. mgr., WINZ, Hollywood). Counsel, Cohn & Marks; consulting engineers, Robt. M. Silliman & Assoc. BPCT-1616.

Miami (Ch. 7)—Biscayne Television Corp., Northside 79th St. Causeway. 316-kw visual, 158-kw aural, 966-ft. above av. terrain, 994-ft. above ground, 1000-ft. above sea level, lat. 25° 57' 49"; long. 80° 12' 44". Transmitter, 4.6-mi. SW of Hollywood City Hall. Plant, \$1,249,951; yearly operating \$792,000. Equipment, RCA. Niles Trammell, pres., 15% (ex-NBC chairman); John S. Knight, v.p., 17½% (publisher, *Miami Herald* and owner of WGAM, Miami); James M. Cox Jr., 30½% (v.p., *Miami Daily News* & v.p., WIOD, Miami); James L. Knight, treas., 10% (v.p., Knight Newspapers & v.p.-treas. WQAM); J. Leonard Reinsch, secy., 5% (exec. director of Cox TV-radio stations); C. Blake McDowell, 5% (attorney & director of Knight Newspapers); Lee Hills, 5% (ex-executive editor, *Miami Herald* and *Detroit Free Press*); Owen Urdig, 5% (mgr. of WQAM); James M. LeGate, 3¼% (mgr. of WIOD); Milton C. Scott, 3¼% (chief engineer, WIOD). Knight Newspapers are *Miami Herald*, *Detroit Free Press*, *Chicago Daily News*, *Akron Beacon-Journal*; *Charlotte (N.C.) Observer*; same interests own 45% of WAKR-TV; also 27.7% of WIND, Chicago (TV grantee). James M. Cox interests publish *Miami News*, *Dayton News* and *Journal-Herald*, *Atlanta Journal* and *Constitution*, *Springfield (O.) News* and *Sun*; also own WIOD, Miami; WHIO & WHIO-TV, Dayton; WSB & WSB-TV, Atlanta. Counsel, Dow, Lohnes & Albertson and Loucks, Ziss, Young & Jansky; engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1453.

Miami (Ch. 7)—East Coast Television Corp., c/o E. Albert Pallot, DuPont Bldg. 316-kw visual, 190-kw aural, 996-ft. above av. terrain, 995-ft. above ground, 1000-ft. above sea level, lat. 25° 57' 43", long. 80° 12' 56". Transmitter, 2.2-mi. N of N. Miami Beach. Plant, \$643,249; yearly operating, \$400,000. Equipment, GE. Charlea Silvers, chairman, 30.6% (furniture & window mfr.); D. Richard Mead, pres., 30.6% (real estate); E. Albert Pallot, v.p.-secy., 8.4% (attorney); Wm. Atwill Jr., treas., 8.4% (investment broker); Lee Phillips, v.p., 8%; Edwin Mead, 5%; Jack O. W. Rash, 3%; Gail W. Compton, 2%; Joseph J. Orr, 2%; treasury stock 2%. Counsel, Scharfeld, Jones & Baron; consulting engineers, Vandivere, Cohen & Wearu. BPCT-1612.

Miami (Ch. 7)—South Florida Television Corp., 204 Pathman Bldg., Miami Beach, Fla. 316-kw visual, 158.4-kw aural, 966-ft. above av. terrain, 990-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 59", long. 80° 11' 50". Transmitter, Pembroke Rd. Plant, \$1,067,781; yearly operating, \$1,087,588. Equipment, DuMont transmitter, RCA antenna. Jack C. Stein, pres., 27.17% (real

estate; TV-radio distributor); James F. Fly, chairman, 13.04% (attorney); Bernard A. Mayer, v.p., 10.87% (food broker); M. Lewis Hall, secy., 3.26% (attorney; real estate); Charles D. Leffler, treas., 3.26% (real estate); Harry L. Carpel, 16.3% (food distributor; real estate); Leo J. Adeeb, 5.43% (auto dealer); John M. Kudcr, 3.26% (citrus by-product mfr.); remainder held by 8 others, each owning 2.17%. Counsel, Fly, Shaebruk, Blume & Gaguine; consulting engineer, George E. Gautney. BPCT-1806.

Miami (Ch. 7)—Sunbeam Television Corp., 130 Biscayne Blvd., Miami. 316-kw visual, 158-kw aural, 966-ft. above av. terrain, 991-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 08.5", long. 80° 11' 49". Transmitter, Hollandale Rd. & NE 2nd Ave. Plant, \$868,479; yearly operating, \$1,027,544. Equipment, RCA. Sidney D. Ansin, pres., 10% (owns 25% of Ansin Shoe Mfg. Co.); Harold Zinn, v.p., 10% (attorney); Edwin M. Spence, v.p., 5.15% (publicity); Catchings Therrel, secy., 10% (attorney); Charles L. Clements, treas., 10% (insurance); A. H. McClain, asst. secy.-treas., 10% (accountant); Sally Milledge, 5%; Clyde H. Lucas, 5% (ex-band leader, musical equip. sales); W. R. Robbins, 5% (roofing business); David J. Heffernan, 2.5% (senior judge, state of Fla.); T. W. Slack, 2.4% (real estate); Edmund N. Ansin, 11.3%; Ronald M. Ansin, 11.3%; Philip E. Gron Jr., 1.25%; Loraine L. Gron, 1.25%. Counsel, Bernard Koteen; consulting engineers, Weldon & Carr. BPCT-1816.

Miami (Ch. 10)—L. B. Wilson Inc., Hotel Sheraton Gibson, 5th & Walnut Sts., Cincinnati, O. 316-kw visual, 168-kw aural, 628-ft. above av. terrain, 654-ft. above ground, 658-ft. above sea level, lat. 25° 57' 10", long. 80° 11' 48". Transmitter, near intersection of Royal Glades Canal & Hwy. Rt. 7. Plant, \$778,797; yearly operating, \$624,000. Equipment, GE. C. H. Topmiller, pres.-gen. mgr.; Constance F. Wilson, v.p.-treas., 20%; Thomas A. Weistead, v.p.; Sawyer Smith, 7% (attorney); Hansford B. Wilson, 2.8%. Mrs. Wilson, Topmiller & Weistead also hold 76% as executors of L. B. Wilson estate which owns WCKY, Cincinnati. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1645.

Miami (Ch. 10)—Public Service Television Inc., 3240 N.W. 27th Ave. 316-kw visual, 189-kw aural, 905-ft. above av. terrain, 991-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 8.5", long. 80° 11' 49". Transmitter, N.E. 4th Ave. & Hallandale Rd. Plant, \$882,500; yearly operating, \$750,000. Equipment, RCA. National Airlines Inc., 100%. G. T. Baker, pres.; George W. Gibbs Jr., v.p. Counsel, Denning & Wohlstetter; consulting engineer, George P. Adair. BPCT-1792.

Miami Beach (Ch. 10)—WKAT Inc., 1759 N. Bay Rd. (WKAT-MBS). 316-kw visual, 190-kw aural, 766-ft. above av. terrain, 791-ft. above ground, 800-ft. above sea level, lat. 25° 58' 17", long. 80° 11' 06". Transmitter, near Ojus, Fla. Plant, \$428,081; yearly operating, \$144,000. Equipment, RCA. A. Frank Katzentine, pres., 100%. Counsel, Arnold, Fortas & Porter; consulting engineer, James C. McNary. BPCT-399.

North Miami (Ch. 10)—North Dade Video Inc., Biscayne Bldg., Miami, Fla. 262.5-kw visual, 131.5-kw aural, 573-ft. above av. terrain, 603-ft. above ground, 608-ft. above sea level, lat. 25° 57' 25", long. 80° 12' 55". Transmitter, 5.8-mi. W of Hwy. 7 near Honey Hill. Plant, \$680,750; yearly operating, \$758,130. Equipment, RCA. Frank Bryson, pres., 10% (steel); Angus W. Graham, exec. v.p., 16% (contractor); Walter Compton, v.p. & gen. mgr., 10%; Wm. Sottile, v.p., 9.09%; Perry E. Wilkts, treas., 10% (contractor); Lucille M. Van Arx, secy., 10% (attorney); James M. Noel, 10% (real estate); E. L. Clark Jr., 10% (excavation contractor); Donald W. Stewart, 10% (steel); Marshal G. Luce, 10% (wholesale auto parts); Wm. Eichenbaum, 10% (real estate). Counsel, A. Harry Becker; consulting engineer, Geo. C. Davis. BPCT-1685.

Orlando (Ch. 9)—Mid-Florida TV Corp., 809 Metcalf Bldg. (WLOF), 103-kw visual, 61.7-kw aural, 553-ft. above av. terrain, 574-ft. above ground, 672-ft. above sea level, lat. 28° 32' 28", long. 81° 26' 24". Transmitter, 9-mi. E of Orlovista, Fla. Plant, \$341,229; yearly operating, \$800,000. Equipment, RCA. Class B stockholders: Joseph L. Brechner, pres., 26% (v.p. & 15% owner of N. Y. Institute of Dietetics; secy.-treas. WGAY, Silver Spring, Md.); John W. Kluge, treas., 25% (pres. & 25% owner of N. Y. Institute of Dietetics; food broker; pres. & majority stockholder of WGAY); Vasil Polyzos, asst. secy.-treas., 20% (accountant); Harris H. Thomson, 15% (paving & tool supply; interest in WHIM, Providence, R. I.); Mrs. John Kluge, 10%; Ernest Tannen, 4% (employee of WGAY). Class A stockholders: Hyman N. Roth, secy., 20% (attorney); Donn E. Cole, v.p., 5% exec. v.p. & gen. mgr. of WLOF Orlando; Abraham H. Spivack, 10% (surgeon); Alvin H. Savage, 10% (dentist); remainder held by 14 others, none with more than 5%. Principals also control WLOF (Mid-Florida Radio Corp.); KXLW, St. Louis; WKDA, Nashville, Tenn.; WPGH, Pittsburgh, Pa. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-1801.

Orlando (Ch. 9)—WORZ, Inc., 790 N. Orange Ave. (WORZ-NBC), 10.13-kw visual, 5.07-kw aural, 337-ft. above av. terrain, 355-ft. above ground, 457-ft. above sea level, lat. 28° 32' 53", long. 81° 25' 37". Transmitter, on Orlovista Rd. about 3-mi. W of business section of Orlando. Plant, \$168,469; yearly operating, \$92,500. Equipment, RCA. Naomi T. Murrell, pres., 56%; William O. Murrell Jr., secy.-treas., 22%; Eugene D. Hill, v.p. & Joaquin M. Hill, 22% jointly. Central Florida Bcstg. Co. (WORZ) is wholly owned by applicant. Washington counsel, Eliot C. Lovett; consulting engineers, Commercial Radio Equipment Co. BPCT-1153.

Orlando (Ch. 18)—Orange Television Enterprises, Orla Vista Rd. 94.8-kw visual, 53.7-kw aural, 312-ft. above av. terrain, 338-ft. above ground, 440-ft. above sea level, lat. 28° 32' 52.6", long. 81° 25' 33.3". Transmitter, Orlovista Rd. 3-mi. W of Orlando. Plant, \$183,047; yearly operating, \$100,000. Equipment, DuMont transmitter, RCA antenna. James Dandelake, 100% (electrical contractor and plastics mfr.). Counsel, Samuel Miller; consulting engineers, Commercial Radio Equipment Co. BPCT-1459.

St. Petersburg—See also Tampa.

★ **TAMPA (Ch. 13)**—WTWT, Tampa Television Co., Box 1077, CP 9-2-54; 316-kw visual, 158-kw aural, 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level, lat. 27° 53' 55",

long. 82° 19' 16". Transmitter, Providence Rd., approx. 3 mi. N. of Bloomingdale Ave. Plant, \$833,943; yearly operating, \$780,000. Equipment, RCA. Doyle E. Carlton, pres., 15% (attorney & cattle raising); W. Walter Tison, v.p.-gen. mgr., 20% (licensee of WALT, Tampa); David E. Ward, secy.-treas., 10% (attorney & cattle raising); Michael G. Emmanuel, asst. secy., 2% (attorney); T. J. Bell, 10% (banking); H. H. Baskin, 10% (attorney); B. G. Brumby Jr., 10% (real estate & textiles); L. Maxcy, 10% (food processing); O. K. Reaves, 5% (attorney); G. E. Mabry, 5% (attorney); E. B. Rood, 4.8% (attorney). Counsel, Welch, Mott & Morgan; consulting engineers, Kear & Kennedy. BPCT-1302.

GEORGIA

† **Atlanta (Ch. 30 educational)**—Board of Education of City of Atlanta, 68 Mitchell St. S.W. (WABE-FM) (Haskell Boyter, dir. of radio education.) 60.4-kw visual, 30-kw aural, 697-ft. above av. terrain, 636-ft. above ground, 1636-ft. above sea level, lat. 33° 43' 48", long. 84° 26' 00". Transmitter, 1401 Bridges Ave. S.W. Plant, \$449,925; yearly operating, \$150,000. Equipment, DuMont transmitter, GE antenna. Dr. Chas C. Rife, pres.; Devereaux F. McClatchey, v.p. Counsel, Krieger & Jorgensen; engineer, K. Winston Bugg. BPET-22.

Savannah (Ch. 3)—WJIV-TV Inc., 128 W. Taylor St. (WJIV), 28.94-kw visual, 17.36-kw aural, 360-ft. above av. terrain, 354-ft. above ground, 396-ft. above sea level, lat. 32° 04' 20", long. 81° 05' 45.6". Transmitter, 128 W. Taylor St. Plant, \$208,500; yearly operating, \$180,000. Equipment, RCA. E. D. Rivers Jr., 99.98%; W. H. Keller Jr., pres., .01%. H. E. Ulmer, secy.-treas., .01%. Mr. Rivers owns WGOV, Valdosta, Ga.; KWEM, West Memphis, Ark.; WEAS, Decatur, Ga.; & WSWN, Belle Glade, Fla. Counsel, Philip M. Baker; consulting engineer, W. J. Holey, Atlanta. BPCT-1006.

Savannah (Ch. 3)—WSAV Inc., Liberty National Bank Bldg. (WSAV-NBC), 29.7-kw visual, 14.9-kw aural, 369-ft. above av. terrain, 363-ft. above ground, 405-ft. above sea level, lat. 32° 04' 43", long. 81° 05' 32". Transmitter, Liberty National Bank Bldg. Plant, \$171,900; yearly operating, \$120,000. Equipment, RCA. Harben Daniel, pres., 41.78%; Catherine M. Daniel, v.p., 10.66%; Donald K. Jones, v.p., .33%; Meredith E. Thompson, secy.-treas., .66%; William K. Jenkins, 19.83%; trustees under will of Arthur Lucas, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, 22%. Counsel, Cohn & Marks; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-703.

† **Savannah (Ch. 9, educational)**—Board of Public Education for the City of Savannah and the County of Chatham, 208 Bull St. 15.64-kw visual, 7.725-kw aural, 273-ft. above av. terrain, 260-ft. above ground, 303-ft. above sea level, lat. 32° 04' 48", long. 81° 05' 29". Transmitter, Savannah Bank & Trust Bldg., 4 E. Bryan St. Plant, \$182,720; yearly operating, \$71,500. Equipment, RCA, transmitter, Federal antenna. W. A. Early, supt. of schools. Engineer, Kyle E. Goodman, Radio Station WTOG, Savannah. BPET-32.

★ **THOMASVILLE (Ch. 6)**—WCTV, E. D. Rivers Sr., Lakeland, Ga. CP 12-23-53; 6.03-kw visual, 3.02-kw aural, 350-ft. above av. terrain, 365-ft. above ground, 638-ft. above sea level, lat. 30° 52' 28", long. 84° 58' 46". Transmitter, County Line Rd. Plant, \$110,335; yearly operating, \$60,000. Equipment, RCA. E. D. Rivers Sr., 100%. Also TV grantee for Jacksonville, Fla. For Mr. Rivers' other holdings, see WOBS-TV, Jacksonville. Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1254.

IDAHO

Lewiston (Ch. 3)—Lewiston TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. 1.49-kw visual, .75-kw aural, 1107-ft. above av. terrain, 149-ft. above ground, 3049-ft. above sea level, lat. 46° 27' 25", long. 117° 05' 57". Transmitter, 3-mi. NW of Clarkston. Plant, \$102,605; yearly operating, \$120,000. Equipment, RCA. Cascade Bcstg. Co. Inc., 100% (owns KIMA-TV & KIMA, Yakima, Wash.; 40% of KWIE, Kennewick, Wash.; operates satellite KEPR-TV, Pasco, Wash.); Thomas C. Bostic, pres.; J. Barry Watkinson, v.p.; Frank E. Mitchell, secy.-treas. Counsel, Prince, Taylor, Crampton & Goodson; consulting engineer, Frank H. McIntosh. BPCT-1904.

★ **POCATELLO (Ch. 6)**—KWIK-TV, Pocatello Television Corp., 305 S. Arthur St. (KWIK-CBS), CP 2-25-53; 7.2-kw visual, 3.6-kw aural, 20-ft. above av. terrain, 320-ft. above ground, 4790-ft. above sea level, lat. 42° 56' 30", long. 112° 28' 39". Transmitter, .72-mi. SW of Tyhee. Plant, \$119,226; yearly operating, \$84,250. Equipment, RCA. Eastern Idaho Bcstg. & Television Co., 50%; Tribune-Journal Co. Inc., 50%. Eastern Idaho is owned 41.66% by J. Robb Brady Trust Co., 12.5% by Frank C. Carman; 12.5% by Grant Wrathall, 12.5% by David G. Smith; 3 others, none holds more than 8.33%. Interlocks with KUTV, Salt Lake City; grantee KLIIX-TV, Twin Falls, Ida.; KOPR-TV, Butte, Mont., now off air. Tribune-Journal pres. & 37% owner is Robert S. Howard, who also has interest in *The Dalles (Ore.) Chronicle*, Logan (Utah) *Herald-Journal*, *Kalispell (Mont.) Inter Lake*, G. Nicholas Ift family holds 50% of Tribune Journal. James G. Scripps is secy.-treas. of Tribune Journal and owns 48% of Scripps Newspapers Inc., publisher of *Pocatello Idaho State Journal* and other western newspapers. Scripps also operates radios KEYT, Provo, Utah, and KNEW, Spokane, Wash. Counsel, John H. Milden; consulting engineer, Grant R. Wrathall. BPCT-1546.

★ **TWIN FALLS (Ch. 11)**—KLIIX-TV, Southern Idaho Bcstg. & Television Co., Elizabeth Blvd. & Eastland Dr. (KLIIX-ABC), CP 3-18-53; 26.9-kw visual, 13.5 aural, 660-ft. above av. terrain, 250-ft. above ground, 4553-ft. above sea level, lat. 42° 43' 48", long. 114° 24' 52". Transmitter, Flat Top Butte. Plant, \$123,960; yearly operating, \$89,700. Equipment, Composite transmitter, RCA antenna. J. Robb Brady Trust Co., 50%; Frank C. Carman, pres., 12.5%; David G. Smith, 12.5%; Grant R. Wrathall, 12.5%; Edna O. McCrea, 6.25%; Edna O. McCrea, guardian of estate of Sharon Lee Powers, 6.25%. Carman & Wrathall also own 50% of KUTV, Salt Lake City, where they control radio KUTA; control KOPR-TV, Butte, Mont. (now off air); have interest in grantee KWIK-TV, Pocatello, Ida. Counsel, John H. Milden; consulting engineer, Grant R. Wrathall, Aptos, Cal. BPCT-1292.

ILLINOIS

★ **CHAMPAIGN-URBANA** (Ch. 12, educational)—WTLC, U of Illinois, c/o Frank E. Schooley, 228 Gregory Hall, Urbana, Ill. (WILL-FM). CP 11-4-53; 55-kw visual, 27.5-kw aural, 180-ft. above av. terrain, 198-ft. above ground, 934-ft. above sea level, lat. 40° 05' 55", long. 88° 14' 14". Transmitter, Southwest tower of U. of Ill. Stadium, at 1st St. & Florida Ave. Plant, \$291,000; yearly operating, \$70,700. Equipment, GE transmitter, Federal antenna. George D. Stoddard, pres. Counsel, Landis, Taylor & Scoll, 400 Madison Ave., New York, N. Y.; consulting engineers, Jansky & Bailey, Inc. BPET-34.

Chicago—See also Evanston.

★ **CHICAGO** (Ch. 11, educational)—WTTW, Chicago Educational Television Association, 38 S. Dearborn St. CP 11-5-53; 61.7-kw visual, 33.1-kw aural, 610-ft. above av. terrain, 644-ft. above ground, 1239-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Transmitter, 105 W. Adams St. Plant, \$350,677; yearly operating, \$303,000. Equipment, GE, Robert L. Pette, secy., 11 S. LaSalle St. Counsel, Sidley, Austin, Burgess & Smith, Chicago; engineer, G. William Lang, 714 May St., Elgin, Ill. BPET-38.

★ **CHICAGO** (Ch. 20)—WIND-TV, WIND Inc., 400 N. Michigan Ave. (WIND). CP 3-18-53; 1000-kw visual, 500-kw aural, 570-ft. above av. terrain, 602-ft. above ground, 1197-ft. above sea level, lat. 41° 52' 55", long. 87° 38' 25". Transmitter, Daily News Bldg., Madison & Canal. Plant, \$513,247; yearly operating, \$935,000. Equipment, GE, Ralph Atlas, pres., 11.1%; John T. Carey, v.p. & secy., 5.5%; H. Leslie Atlas Jr., treas., 29.7% (under voting trust consisting of himself as 9.9% owner; Frank Atlas, 9.9%; Harriet Jane Atlas, 9.9%); the following directors: Frank Atlas, John S. Knight (The Chicago Daily News 27.7% of WIND-TV); William J. Hagenah Jr. The following stockholders do not hold office: Helen A. Wrigley, 6.5%; William Wrigley, 6.5%; Blanche W. Hagenah, 6.5%; Dorothy W. Rich, 6.5%. Fox Knight-TV radio and newspaper interests, see Elscayne Television Corp., Miami. H. Leslie Atlas Jr. & Frank Atlas each owns 1/3 of Atlas Amusement Co. Ralph L. Atlas is pres. & 65.99% owner of Independent Bcstg. Co. operator of K1AO, Des Moines, Ia. and operates WLOL, Minneapolis. Counsel, Pierson & Ball, consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-187.

★ **CHICAGO** (Ch. 26)—WHFC-TV, WHFC Inc., 3350 S. Kedzie Ave. (WHFC). CP 1-7-53; 219-kw visual, 110-kw aural, 600-ft. above av. terrain, 627-ft. above ground, 1220-ft. above sea level, lat. 41° 53' 05", long. 87° 38' 00". Transmitter, 188 W. Randolph St. Plant, \$353,000; yearly operating, \$230,000. Equipment, RCA, Richard W. Hoffman, pres., 75.5%; Rose M. Hoffman, secy., 24.5%. Hoffman is member of Congress and publisher of 4 suburban newspapers. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-1343.

★ **CHICAGO** (Ch. 44)—WOPT, WOPA Inc., 408 South Oak Park Ave., Oak Park, Ill. (WOPA). CP 2-10-54; 204-kw visual, 110-kw aural, 660-ft. above av. terrain, 682-ft. above ground, 1277-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Transmitter, 105 W. Adams St. Plant, \$275,605; yearly operating, \$252,000. Equipment, RCA. Egmont Sonderling, pres., 25% (television film producer); Richard Goodman, v.p., 55% (real estate); Mason Loundy, secy., 20% (real estate). Ownership interlocks with KXEL, Waterloo, Ia. Counsel, A. Harry Becker; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1820.

East St. Louis—See also St. Louis, Mo.

East St. Louis (Ch. 11 allocated to St. Louis)—Broadcast House Inc., 5915 Berthold Ave., St. Louis, Mo. 316-kw visual, 168-kw aural, 581-ft. above av. terrain, 594-ft. above ground, 1129-ft. above sea level, lat. 38° 37' 48", long. 90° 17' 08.5". Transmitter, 6000 blk. of Berthold Ave. Plant, \$115,000; yearly operating, \$260,000. Equipment, GE. William H. Biggs, chairman, 11% (5% as trustee for Mrs. W. H. Biggs & Thomas B. Harvey); P. H. Wire, pres., 28% (also pres.-gen. mgr. of East St. Louis Journal); Oscar D. Guth, v.p., 8%; Ward Fickie, secy., 1%; Edward E. Haverstick Jr., treas., 1.29%; Albert G. Blanke, 13.08%; East St. Louis Journal, 11.42%; Radio St. Louis Inc. (KSTL), 7.14%; remainder held by 40 others, none with as much as 4%. Mr. Haverstick owns 17.68% of KSTL. [Note: Broadcast House operated KSTM-TV, St. Louis, Mo. (Ch. 36) from Oct. 20, 1953 to Aug. 3, 1954, when it left the air reverting to CP status; then dropped CP on Aug. 26, 1954; see Television Digest, Vol. 10:32.]

Evanston—See also Chicago.

★ **EVANSTON** (Ch. 32)—WILE, Northwestern Television Bcstg. Corp., 2201 Oakton St. CP 8-12-53; 24-kw visual, 12.9-kw aural, 160-ft. above av. terrain, 233-ft. above ground, 791-ft. above sea level, lat. 42° 01' 49", long. 87° 42' 18". Transmitter, 2201 Oakton St. Plant, \$165,300; yearly operating, \$200,000. Equipment, GE, Angus D. Pfaff, pres.-treas., 50% (owns WNMP, Evanston); Howard S. Martin, v.p.-secy., 50% (scientific glassware mfr.). Counsel, Miller & Schroeder; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1724.

Peoria (Ch. 8)—WIRL Television Co., 115 N. Jefferson St. (WIRL-ABC). 316-kw visual, 158-kw aural, 991-ft. above av. terrain, 875-ft. above ground, 1645-ft. above sea level, lat. 40° 35' 27", long. 89° 31' 43". Transmitter, 28-mi. E. of Groveland. Plant, \$305,000; yearly operating, \$305,000. Equipment, RCA. Timothy W. Swain, pres., 22%; Katherine A. Swain, secy., 22%; Edward J. Altorfer, treas., 22%; John H. Altorfer, v.p., 22%; Dalton LeMasurier, 10% (pres. & owns 70% of KDAL-TV Duluth, Minn.; owns 79% of WQUA, Moline, Ill.). Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, Robert M. Sillizman. BPCT-702. [Note: Initial decision by examiner Elizabeth C. Smith Nov. 15, 1954 recommended grant of application.]

Peoria (Ch. 8)—WMBD Inc., 212 S. Jefferson St. (WMBD-CBS). 316-kw visual, 158-kw aural, 543-ft. above av. terrain, 442-ft. above ground, 1197-ft. above sea level, lat. 40° 34' 35", long. 89° 32' 03". Transmitter, 1-mi. S. of Groveland, Ill. Plant, \$538,369; yearly operating, \$428,819. Equipment, DuMont transmitter, RCA antenna. Charles C. Caley, pres.-treas., 66.87% (pres. & 25% owner of WDZ, Decatur, Ill.); John E. Fetzer, v.p., 33.33% (pres. & 52% owner of WKZO & WKZO-TV, Kalamazoo, Mich. and WJEF, Grand Rapids, Mich.; minority

interest in KXEL, Waterloo, Ia. Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-668. [Note: Initial decision by examiner Elizabeth C. Smith Nov. 15, 1954 recommended denial of application.]

Springfield (Ch. 2)—Sangamon Valley Television Corp., U. S. Highway 66 & East Cook St., Box 214 (WTAX-CBS). 100-kw visual, 50-kw aural, 900-ft. above av. terrain, 951-ft. above ground, 1526-ft. above sea level, lat. 39° 44' 09", long. 89° 31' 23". Transmitter, 1.2-mi. SE of Rochester, Ill. on State Hwy. 29. Plant, \$331,275; yearly operating, \$325,000. Equipment, DuMont transmitter, RCA antenna. WTAX Inc., 40%; O. J. Keller, pres.; C. H. Lanphier, v.p., 6.25%; H. B. Bartholf, estate, 6.25%; Stanley C. Meyers, 6.25%; R. C. Lanphier, 5%; Donald S. Funk, 5%; A. C. Schlipf, 4%; H. L. Robinson, secy., 3.5%; George W. Bunn Jr., 3.75%; 15 others, each with less than 3%. Counsel, Hogan & Hartson; consulting engineers, Kear & Kennedy. BPCT-589. [Note: Initial decision by examiner Millard F. French Dec. 3, 1954 recommended grant of application.]

Springfield (Ch. 2)—WMAY-TV Inc., 504 E. Monroe St. (WMAY). 100-kw visual, 50-kw aural, 716-ft. above av. terrain, 700-ft. above ground, 1290-ft. above sea level, lat. 39° 45' 34", long. 89° 37' 04". Transmitter, U. S. Hwy. 66. Plant, \$384,282; yearly operating, \$510,424. Equipment, DuMont transmitter; GE antenna. Lincoln Bcstg. Co., 50% (licensee of WMAY); Gordon Sherman, pres.; Lee Ruwitich, v.p., 28% (v.p. & gen. mgr. WTVJ, Miami); Richard S. Cohen, 18%. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1768. [Note: Initial decision by examiner Millard F. French Dec. 3, 1954 recommended denial of application.]

Urbana—See also Champaign.

INDIANA

Anderson (Ch. 61)—Great Commission Schools Inc., Box 727. 244-kw visual, 12.22-kw aural, 340-ft. above av. terrain, 371-ft. above ground, 1251-ft. above sea level, lat. 40° 06' 18", long. 85° 40' 51". Transmitter, 204 Tower Bldg. Plant, \$71,000 (buying used equipment); yearly operating, \$120,000. Equipment, RCA. Applicant is non-profit corp. engaged in religious education; owns all stock of Civic Bcstg. Corp., licensee of WCBG, Anderson. Paul E. Billheimer, pres.; Jenny Billheimer, secy.-treas. Consulting engineer, A. R. Bitter, Toledo. BPCT-1925. [Note: Equipment is being purchased from WBKZ-TV, Battle Creek, now off air.]

Evansville (Ch. 7)—Evansville Television Inc., 408 South East First St. 316-kw visual, 158-kw aural, 607-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level, lat. 37° 59' 57", long. 87° 37' 06". Transmitter, N. of New Harmony Rd. 2.5 miles N.W. of center of Evansville. Plant, \$439,246; yearly operating, \$240,000. Equipment, DuMont transmitter, RCA antenna. Rex Schepp, pres., 45%; B. F. Schepp, v.p., 13.5%; John W. Spencer, secy.-treas., 7.5%; Mary Eaton Schepp, 9%; Freeman Keyes, 9%; estate of George R. Bayard, 1%; John W. Krueger, 7.5%; Ferria E. Traylor, 7.5%. Counsel, Barnes & Neilson and Welch, Mott & Morgan; consulting engineer, William L. Foss Inc. BPCT-934. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended grant of application.]

Evansville (Ch. 7)—On the Air Inc., 1001 Diamond Ave. (WCBF-NBC). 316-kw visual, 158-kw aural, 609-ft. above av. terrain, 569-ft. above ground, 1049-ft. above sea level, lat. 38° 01' 31", long. 87° 21' 43". Transmitter, Chandler Rd., 10 miles E.-N.E. of Evansville. Plant, \$350,000; yearly operating, \$190,000. Equipment, RCA. Curtis Radiocasting Corp., 100%; Alvin Q. Eades, pres. Applicant is also licensee of AM stations WTAW, East St. Louis, Ill.; WBOW, Terre Haute, Ind. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Robert M. Silliman. BPCT-991. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended denial of application.]

Evansville (Ch. 7)—WFBM Inc., 1330 N. Meridan St., Indianapolis (WEOA-CBS). 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 979-ft. above ground, 1439-ft. above sea level, lat. 37° 58' 03", long. 87° 25' 46". Transmitter, Lincoln Ave. & Grimm St. Plant, \$683,018; yearly operating, \$431,340. Equipment, RCA. Harry M. Bitner Jr., pres. Same ownership as WFBM-TV & WFBM, Indianapolis, and interlocking ownership with WOOD-TV, Grand Rapids. Counsel, Dempsey & Kopolovitz. BPCT-1131. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended denial of application.]

★ **FORT WAYNE** (Ch. 69)—WANE-TV, Radio Fort Wayne Inc., Fort Wayne Bank Bldg. (WANE-CBS). CP 9-29-54; 99.1-kw visual, 49.55-kw aural, 432-ft. above av. terrain, 484-ft. above ground, 1251-ft. above sea level, lat. 41° 04' 44", long. 85° 08' 25". Transmitter, 127 W. Berry St. Plant, \$197,900; yearly operating, \$195,940. Equipment, RCA. Universal Bcstg. Co. Inc., 100%. Stockholders of Universal: C. Bruce McConnell, pres., 50.69%; Robert E. McConnell, v.p., .09%; Stokes Gresham Jr., v.p., 45%; Frank E. McKinney, treas., 10%; Earl H. Schmidt, secy., 7%; Joseph E. Cain, 6.72%; Samuel R. Sutphin, 6.56%; Dudley V. Sutphin, 6.56%; F. R. Mallory Co., 9.78%; Butler U. 38%; 4 others, none owns over 1%. Universal owns WISH-TV & WISH, Indianapolis, and WBSU, Anderson. Counsel, Segal, Smith & Hennessey; consulting engineer, Geo. C. Davis. BPCT-1040.

Hatfield (Ch. 9)—Owensboro on the Air Inc., 324 Allen St. (WVVS-ABC, Owensboro, Ky.). 194.1-kw visual, 103.7-kw aural, 632-ft. above av. terrain, 675-ft. above ground, 1055-ft. above sea level, lat. 37° 54' 08", long. 87° 13' 54". Transmitter, State Hwy. 66. Plant, \$404,506; yearly operating, \$412,500. Equipment, GE, V. J. Steele, pres., 69.5% (beer & coal distributor, real estate); Malcolm Greep, v.p., 11%; M. A. Rhodes, 19% (variety store, oil interests); Pauline H. Steele, 3%. [Note: Applicant held CP for Ch. 14 in Owensboro, Ky. which was relinquished.] Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1787.

Hatfield (Ch. 9)—Owensboro Publishing Co., 100 E. Third St., Owensboro, Ky. (WOMI-MBS). 20-kw visual, 10.7-kw aural, 641-ft. above av. terrain, 676-ft. above ground, 1065-ft. above

sea level, lat. 37° 54' 04", long. 87° 13' 41". Transmitter, State Hwy. 66. Plant, \$428,500; yearly operating, \$300,000. Equipment, GE. Lawrence W. Hager, pres., 27.2%; W. Bruce Hager, secy-treas., 16%; George M. Fuqua, v.p., 12%; 9 others, none holding more than 8%. Applicant publishes *Owensboro Messenger and Inquirer*. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1790.

Indianapolis (Ch. 13)—Crosley Bestg. Corp., 140 W. 9th St., Crosley Square, Cincinnati, O. 316-kw visual, 158-kw aural, 982-ft. above av. terrain, 1016-ft. above ground, 1846-ft. above sea level, lat. 39° 55' 43", long. 86° 10' 53". Transmitter, NE corner of Ditch Rd. & 96th St. Plant, \$1,276,000; yearly operating, \$1,050,000. Equipment, RCA. James D. Shouse, chairman; R. E. Dunville, pres. Applicant is subsidiary of Avco Mfg. Corp. and operates TV stations WLW-A, Atlanta, WLW-T, Cincinnati, WLW-C, Columbus, and WLW-D, Dayton. Also operates AM station WLW, Cincinnati. Counsel, Hogan & Hartson. BPCT-1594. [Note: Crosley earlier dismissed application for Ch. 8 in Indianapolis.]

Indianapolis (Ch. 13)—Indianapolis Bestg. Inc., 307 N. Pennsylvania St. (WIRE-NBC). 316-kw visual 158-kw aural 1000-ft. above av. terrain 941-ft. above ground 1836-ft. above sea level, lat. 39° 43' 48", long. 86° 02' 20". Transmitter Fisher Rd. & Troy Ave. approx., 7-mi SE of Indianapolis Plant, \$566,622; yearly operating, \$350,000. Equipment, RCA. Central Newspapers Inc., 100%; (Eugene C. Pulliam, pres.), publishes *Indianapolis Star*, Vincennes (Ind.) *Sun-Commercial* and *Huntington* (Ind.) *Herald-Press*; also owns AM station WAOV, Vincennes; controls Phoenix Newspapers Inc., publishers of *Arizona Republic* & *Phoenix Gazette*. Counsel, Pierson & Ball; consulting engineers, Craven, Lohnes & Culver. BPCT-281.

Indianapolis (Ch. 13)—Mid-West T.V. Corp., Inland Bldg., Market & Delaware Sts., 316-kw visual, 190-kw aural, 994-ft. above av. terrain, 1014-ft. above ground, 1849-ft. above sea level, lat. 39° 54' 10", long. 86° 12' 02". Transmitter, Tremont St. between 79th & 86th Sts. Plant, \$465,746; yearly operating, \$504,000. Equipment, DuMont. George Sadler, pres., 37.73% (banker); Paul A. Walk, v.p., 2.5% (auto dealer); Harry D. Leer, secy-treas., 5.38% (dentist); Wake Up Oil Co., 16.67%; Herbert F. Krimendahl, v.p., 13.33% (pres. Stokley-Van Camp Co.); Berchman F. Donovan, 6.67%; Burkett C. Herrick, 5%; Harold D. Taylor, 4.9% (savings & loan); Lawrence E. Morris, 4.05% (dentist); James K. Northam, 2.69%; remainder held by 4 others, none owning as much as 1%. Counsel, Barnes & Neilson and Welch, Mott & Morgan; consulting engineer, William L. Foss Inc. BPCT-1599.

Indianapolis (Ch. 13)—WIBC Inc., 30 W. Washington St. (WIBC-MBS). 286-kw visual, 143-kw aural, 1031-ft. above av. terrain, 1005-ft. above ground, 1870-ft. above sea level, lat. 39° 44' 39", long. 86° 01' 40". Transmitter, W. side of S. Franklin Rd. between E. Raymond St. & U. S. Highway 52. Plant, \$739,547; yearly operating, \$779,677. Equipment, RCA. Richard M. Fairbanks, pres.-gen. mgr., 51%; Cornelia F. Erleourt, 8.1%; Charles W. Fairbank, 8.1%; Adelaide F. Causey, 16.3%; Edith F. Simpson, 8.1%; Cornelia F. Vallancourt, 8.1%. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-328.

*** NOTRE DAME (Ch. 46, allocated to South Bend)**—WGNU-TV, Michiana Telecasting Corp., Notre Dame. (WHOT). CP 8-12-54: 164-kw visual, 82-kw aural, 500-ft. above av. terrain, 479-ft. above ground, 1349-ft. above sea level, lat. 41° 37' 05.4", long. 86° 13' 09". Transmitter, Ironwood Rd. between Jackson & Kearn Rds. Plant, \$400,000; yearly operating, \$360,000. Equipment, RCA. Owned 100% by University of Notre Dame. Rev. Theodor M. Hesburg, pres. (chancellor of Univ.); Rev. Edmund P. Joyce, secy-treas. Counsel, Dempsey & Kopolovitz; consulting engineers, Kear & Kennedy. BPCT-1431.

*** PRINCETON (Ch. 52)**—WRAY-TV, Southern Indiana Tele-Casting Inc., Outer West Broadway, CP 3-11-53: 166-kw visual, 89.1-kw aural, 500-ft. above av. terrain, 461-ft. above ground, 943-ft. above sea level, lat. 38° 21' 25", long. 87° 35' 25". Transmitter, Outer West Broadway. Plant, \$180,282; yearly operating, \$60,000. Equipment, RCA. M. R. Lankford, 100% (farm & hatchery operator). Counsel, Leon Selawy; consulting engineers, Commercial Radio Equipment Co. BPCT-1563. [Note: Began operating with 50-kw visual ERP Dec. 6, 1953, but quit the air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. CP expires March 11, 1955.]

South Bend—See also Notre Dame.

IOWA

Des Moines (Ch. 8)—Cowles Broadcasting Co., 715 Locust St. (KRNT-CBS). 316-kw visual, 158-kw aural, 623-ft. above av. terrain, 705-ft. above ground, 1545-ft. above sea level, lat. 41° 35' 18", long. 93° 37' 46". Transmitter, Ninth & Pleasant Sts. Plant, \$665,670; yearly operating, \$668,045. Equipment, GE transmitter, RCA antenna. Applicant is owned 100% by Register and Tribune Co. publisher of *Des Moines Register* and *Tribune*, Gardner Cowles, pres.; John Cowles, chairman of board & v.p. For other Cowles interests, see KVTU, Sioux City, Ia. Counsel, Segal, Smith & Hennessey; consulting engineers, Craven, Lohnes & Culver. BPCT-315. [Note: Initial decision by examiner Millard F. French Aug. 27, 1954 recommended grant of application.]

Des Moines (Ch. 8)—Murphy Broadcasting Co., 800 Farm Bureau Bldg., 507 W. 10th St. (KSO-ABC). 316-kw visual, 158-kw aural, 766-ft. above av. terrain, 729-ft. above ground, 1737-ft. above sea level, lat. 41° 38' 54", long. 93° 48' 48". Transmitter, 2.9-mi SW of Grimes, Ia. Plant, \$421,000; yearly operating, \$544,629. Equipment, RCA. Kingsley H. Murphy Jr., pres., 12.5% (*Minneapolis Star and Tribune*); Clarence J. Mulrooney Sr., v.p.; Billy C. Baldwin, v.p., 6.25%; Alfred E. Shumate, v.p., 7.5%; Harry S. Carson, secy.; Floyd E. Bartlett, treas., 4.375%; Wm. C. Findley, director, 5%; Katherine B. Murphy, 1.875%; Kingsley H. Murphy Sr. estate, 65%. Counsel, Fly, Shuebruk, Blume & Gagulne; consulting engineers, Jansky & Bailey Inc. BPCT-370. [Note: Initial decision by examiner Millard F. French Aug. 27, 1954 recommended denial of application.]

Ottumwa—See also Kirksville, Mo.

KANSAS

*** Lawrence (Ch. 11, educational)**—Univ. of Kansas, Lawrence. (KFKU). 55.4-kw visual, 33.2-kw aural, 610-ft. above av. terrain, 507-ft. above ground, 1524-ft. above sea level, lat. 38° 57' 15", long. 95° 15' 48". Transmitter, 6-mi. N. of 23rd St. on Ottawa Rd. Plant, \$249,595; yearly operating, \$100,000. Equipment, RCA. R. Edwin Browne, director of TV-radio. Counsel, Krieger & Jorgensen; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPET-36.

*** * MANHATTAN (Ch. 8, ed.)**—KSAC-TV, Kansas State Coll. of Agriculture & Applied Science (KSAC). CP 7-24-52: 52-kw visual, 26-kw aural, 450-ft. above av. terrain, 273-ft. above ground, 1628-ft. above sea level, lat. 39° 13' 31", long. 96° 37' 10". Transmitter, 2.9 mi. N.W. of Manhattan. Plant, \$362,624; yearly operating, \$332,800. Equipment, GE. Consulting engineer, R. G. Kloeffer, Dept. of Electrical Engineering, Kansas State College. BPET-1.

Wichita (Ch. 3)—Radio Station KFH Co., KFH Bldg. (KHF-CBS). 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 1057-ft. above ground, 2425-ft. above sea level, lat. 37° 46' 50", long. 97° 30' 42". Transmitter, Highway 96, 1½ mi. E. of Colwich. Plant, \$681,049; yearly operating, \$556,920. Equipment, RCA. John Rigby, pres.; 12.4%; Frank V. Webb Jr., v.p., *Wichita Eagle*, 49.8%; Lola Rigby, 12.5%; Winifred Gray Wise, 12.4%, and 12.5% as executrix of estate of Anna Scott Gray. Counsel, Dempsey & Kopolovitz; consulting engineers, Kear & Kennedy. BPCT-698. [Note: Initial decision by examiner Hugh B. Hutchison Aug. 17, 1954 recommended denial of application.]

Wichita (Ch. 3)—Taylor Radio & Television Corp., 1015 N. Broadway (KANS-NBC). 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 1050-ft. above ground, 2410-ft. above sea level, lat. 37° 46' 52", long. 97° 30' 25". Transmitter, Hwy. 96, 1.6 mi. E. of Colwich. Plant, \$816,952; yearly operating, \$624,000. Equipment, RCA. O. L. Taylor, pres., 70.25% (also owner of KRGV-TV & KRGV, Weslaco, Tex.); Archie J. Taylor, v.p., 10.04%; Byron W. Ogle, v.p., 4.46%; 9 other stockholders. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-946. [Note: Initial decision by examiner Hugh B. Hutchison Aug. 17, 1954 recommended denial of application.]

Wichita (Ch. 3)—Wichita Television Corp. Inc., Fourth National Bank Bldg., 100-kw visual, 50-kw aural, 904-ft. above av. terrain, 1000-ft. above ground, 2360-ft. above sea level, lat. 37° 46' 37", long. 97° 31' 01". Transmitter, 1¼-mi. E. of Colwich. Plant, \$460,626; yearly operating, \$371,891. Equipment, RCA. George M. Brown, pres., 24.9%; Charles L. Brown, 10%; Helen P. Brown (mother of Geo. & Chas.), 22.6%; William J. Moyer, v.p., 6.8%; Daniel M. Moyer (brother), secy-treas., 1.8%; Tom Sailer, 5.6%; Julia Woods Lavender, 7.6%; Tom W. Myers, 3.6%; Dale W. McCoy, 1.4%. Counsel, Miller & Schroeder; consulting engineer, George C. Davis. BPCT-961. [Note: Initial decision by examiner Hugh B. Hutchison Aug. 17, 1954 recommended grant of application.]

KENTUCKY

*** ASHLAND (Ch. 59)**—WPTV, Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan & Lake Polan Jr., d/b as Polan Industries, 321 8th St., Huntington, W. Va. CP 8-13-52: 250-kw visual, 130-kw aural, 470-ft. above av. terrain, 234-ft. above ground, 1194-ft. above sea level, lat. 38° 24' 40", long. 82° 33' 54". Transmitter, N. Kenova. Plant, \$311,000; yearly operating, \$150,000. Equip., DuMont. For interest and holdings of partners, see CP for WLTV, Wheeling, W. Va. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1009.

*** LEXINGTON (Ch. 18)**—WLEX-TV, WLEX-TV Inc., 136 N. Limestone St. (WLEX). CP 4-13-54: 171-kw visual, 92-kw aural, 630-ft. above av. terrain, 651-ft. above ground, 1601-ft. above sea level, lat. 38° 03' 56", long. 84° 29' 13". Transmitter, Russell Cove Pike. Plant, \$442,600; yearly operating, \$300,000. Equipment, RCA. J. D. Gay Jr., pres., 28%; H. Guthrie Bell, secy-treas., 28%; Wm. B. Gess, v.p., 11.4%; John G. Atchison Jr., 11.4%; Gay-Bell Corp., 3.4%; Central Kentucky Bestg. Co. (WLEX), 44.44%. Counsel, Spearman & Roberson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1815.

*** LEXINGTON (Ch. 27)**—WLAP-TV, American Bestg. Corp., Radio Bldg. (WLAP-ABC). CP 12-3-53: 250-kw visual, 125-kw aural, 625-ft. above av. terrain, 548-ft. above ground, 1610-ft. above sea level, lat. 38° 01' 50", long. 84° 26' 59". Transmitter, North-eastern Belt Line & Liberty Rd. Plant, \$394,406; yearly operating, \$240,000. Equipment, GE. J. Lindsay Nunn, chairman, 40%; Gilmore N. Nunn, pres., 51%; J. E. Willis, v.p., 4.80%; Miller Welch, 3.20%; Bettie N. Nunn, 1%. Nunn owns WCMI (Ashland, Ky.); Gilmore Nunn owns 30% of WBEIR, TV applicant for Knoxville. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1140.

*** LOUISVILLE (Ch. 21)**—WKLO-TV, Mid-America Bestg. Corp., Henry Clay Hotel. (WKLO-ABC). CP 11-26-52: 251-kw visual, 129-kw aural, 720-ft. above av. terrain, 404-ft. above ground, 1384-ft. above sea level, lat. 38° 21' 55", long. 85° 50' 17". Transmitter, Bald Knob, Ind., near Louisville. Plant, \$293,000; yearly operating, \$350,000. Equipment, GE. James F. Brownlee, chairman, 5%; Joe Eaton, pres., 4.5%; Milton S. Trost, 1st v.p., 10.3%; W. H. Veeneman, 2d v.p., 5%; E. L. Altsheler Jr., secy. & treas., 5%; Henry Fitzhugh, director, 5%; E. R. Plunkett, director, 15%; Emanuel Levi, director, 10.6%; Harold J. Plunkett, 15%; Mary P. Fitzhugh, 5%; John Kadel, 5%; Allen D. Emil, 5%; 7 others, none owns over 3.5%. Counsel, Haley, Doty & Wollenberg. BPCT-552. [Note: Began operating Sept. 7, 1953, but quit the air April 20, 1954, reverting to CP status; *Television Digest*, Vol. 10:17. CP expires Feb. 1, 1955.]

*** LOUISVILLE (Ch. 41)**—WQXL-TV, Robt. W. Rounsaville, 2549 S. Third St. (WLOU). CP 1-14-53: 200-kw visual, 105-kw aural, 210-ft. above av. terrain, 293-ft. above ground, 753-ft. above sea level, lat. 38° 12' 42.5", long. 85° 45' 39.6". Transmitter, 2549 S. Third St. Plant, \$293,500; yearly operating, \$300,000. Equip., GE. Mr. Rounsaville owns WMBM, Miami Beach, Fla. WQXI-TV & WQXI, Atlanta, Ga.; is TV grantee for Cincinnati, O.; also owns WBAC, Cleveland, Tenn.; 51% of WBEJ, Elizabeth-

ton, Tenn.; 60% of WWOX, being built in Charlotte, N. C. Mr. Rounsaville also owns 75% of a stamp trading concern. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1442.

★ **NEWPORT** (Ch. 74, allocated to Cincinnati)—WNOP-TV, Tri-City Bstg. Co., 606 Monmouth St. (WNOP). CP 12-24-53; 17.52-kw visual, 8.762-kw aural, 515-ft. above av. terrain, 500-ft. above ground, 1215-ft. above sea level, lat. 39° 05' 26", long. 84° 28' 51". Transmitter, SE corner of Race & Center Sts. Plant, \$218,900; yearly operating, \$225,000. Equipment, GE. James G. Lang, pres., 52.3%; Vincent Herold, v.p., 6.6%; Ann E. Lang, secy.-treas.; Olin W. Davis, 17.6% (Purdue U professor); Wm. A. Geoghegan, 6.5% (attorney); Earl M. Britenberg, 5.3% (physician); remainder held by 6 others, none owning more than 2.3%. Counsel, Maurice R. Barnes; consulting engineers, Robert M. Silliman & Assoc. BPCT-1737.

Paducah (Ch. 6)—Paducah Newspapers Inc., 408 Kentucky Ave. (WKYB-MBS). 58.3-kw visual, 35-kw aural, 623-ft. above av. terrain, 583-ft. above ground, 1043-ft. above sea level, lat. 37° 02' 55", long. 88° 38' 36". Transmitter, Elm Dale Rd. ext. & city limits. Plant, \$563,744; yearly operating, \$390,129. Equipment, RCA. Publishers of Paducah Sun-Democrat. E. J. Paxton Sr., pres., 6%; E. J. Paxton Jr., v.p., 11.2%; F. R. Paxton, secy., 11.2%; J. L. Roth, treas., 4%; Mrs. F. B. Paxton, 11.1%; P. A. Paxton, 11.2%; J. F. Paxton, 11.2%; Mrs. Louise P. Decker, 11.2%; Mrs. F. D. Paxton, 6%; E. H. Mammen, 5%; Mrs. Ida L. Roth, 4.6%; Mrs. F. F. Mitchell, 4.5%; J. G. Mitchell, 3%; E. C. Mitchell Jr., 3%; Wm. P. Mitchell, 3%; W. P. Paxton estate, 2.8%. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1824.

Paducah (Ch. 6)—Columbia Amusement Co. Inc., Arcade Theatre Bldg. 51.2-kw visual, 25.6-kw aural, 632-ft. above av. terrain, 583-ft. above ground, 1043-ft. above sea level, lat. 37° 02' 34", long. 88° 39' 38". Transmitter, U.S. 45, 5.4 mi. from center of Paducah Plant, \$304,837; yearly operating, \$160,000. Equipment, RCA. Leo F. Keller (theatre owner), pres.-treas.-gen. mgr., 41.9%; Irene B. Keller III, v.p., 37.3%; John W. Keller II, first v.p., 8.4%; R. R. Kirkland, second v.p., 12.4%. Counsel, Cohn & Marks; consulting engineers, Kear & Kennedy. BPCT-1170.

LOUISIANA

★ **BATON ROUGE** (Ch. 2)—WBRZ, Louisiana Television Bstg. Corp., 444 Florida St. (WJBO-NBC). CP 1-28-54; 97.7-kw horizontal & 100-kw maximum visual, 56.2-kw horizontal & 57.8-kw maximum aural, using 5° electrical beam tilt, 890-ft. above av. terrain, 954-ft. above ground, 1002-ft. above sea level, lat. 30° 25' 57", long. 91° 11' 08". Transmitter, Highland Rd. Plant, \$294,069; yearly operating, \$285,000. Equipment, RCA. Ownership: Baton Rouge Bstg. Co. Inc. (WJBO), 96.4%; Douglas L. Manship, pres., 3%; Charles P. Manship Jr., secy.-treas., 3%; C. V. Porter, v.p., 1% (attorney). The Manships each own 35% of WJBO and 45% of Baton Rouge Advocate and State Times. [Note: Application was accompanied by option agreement whereby owners of Air Waves Inc., who dismissed rival application for Ch. 2 are permitted to purchase half of common stock of Louisiana Television Bstg. Corp. and up to half of preferred stock following disposition of WLCS.] Counsel, Hogan & Hartson and Cohn & Marks; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1665.

★ **LAFAYETTE** (Ch. 10)—KLFY-TV, Camelia Bstg. Co. Inc., Box 992. (KLFY-MBS). CP 9-16-53; 23.2-kw visual, 15.8-kw aural, 450-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level, lat. 30° 13' 34", long. 92° 03' 00". Transmitter, Eraste Landry Rd. & State Hwy. 674. [Will share time and transmission facilities with KVOL-TV, but will maintain separate studios.] Plant, \$302,000; yearly operating, \$76,000. Equipment, RCA. Paul H. DeClouet, pres., 25%; Thomas A. DeClouet, v.p., 25%; Harold J. Dalhammer, v.p., 25%; John W. Mitchell, secy.-treas., 25%. Counsel, Cohn & Marks; consulting engineer, Guy C. Hutcheson, Arlington, Tex. BPCT-1167. [Note: Has applied for permission to buy out KVOL-TV; Television Digest, Vol. 10:49.]

★ **LAFAYETTE** (Ch. 10)—KVOL-TV, Evangeline Bstg. Co. Inc., 519 S. Buchanan St. (KVOL-NBC). CP 9-16-53; 28.2-kw visual, 15.8-kw aural, 450-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level, lat. 30° 13' 34", long. 92° 03' 00". Transmitter, Eraste Landry Rd. & State Hwy. 674. [Will share time and transmission facilities with KLFY-TV, but will maintain separate studios.] Plant, \$317,900; yearly operating, \$84,000. Equipment, RCA. Lafayette Advertiser, 50%; Geo. H. Thomas, treas., 50% (gen. mgr. of KVOL). Officers: Morgan Murphy, pres.; Mrs. Geo. H. Thomas, v.p.; Harry Squiers, secy. For other holdings of Mr. Murphy, see WEAU-TV, Eau Claire, Wis. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-818. [Note: Sale of CP to KLFY-TV, with which it was to have shared time, pending FCC approval; Television Digest, Vol. 10:49.]

★ **NEW ORLEANS** (Ch. 26)—WCKG, WCKG-TV Co., Melrose Bldg., Houston, Tex. (WMRY). CP 4-2-53; 100-kw visual, 54-kw aural, 330-ft. above av. terrain, 356-ft. above ground, 356-ft. above sea level, lat. 29° 54' 30", long. 90° 02' 28". Transmitter, Whitney Rd., 2.5 mi. S of Hamilton St. Plant, \$204,200; yearly operating, \$245,000. Equipment, RCA. Lester Kamin, pres., 33.1% (advertising); Pat Coon, v.p., 33.1% (attorney); Billy B. Goldberg, secy.-treas., 33.1% (attorney). Each owns 8.3% interest in KCIJ, Shreveport TV applicant, one of 3 applicants temporarily operating KSLA (see Station Directory Section). Counsel, A. L. Stein; consulting engineer, L. J. N. duTrell, New Orleans. BPCT-1474.

★ **NEW ORLEANS** (Ch. 32)—WCNO-TV, Community Television Corp., 505 Baronne St. CP 4-1-53; 18.6-kw visual, 10.5-kw aural, 420-ft. above av. terrain, 444-ft. above ground, 449-ft. above sea level, lat. 29° 57' 07.4", long. 90° 04' 29.3". Transmitter, 327-353 S. Rampart St. Plant, \$285,893; yearly operating, \$240,000. Equipment, DuMont transmitter, GE antenna. Jules J. Paglin, pres., 12.9%; Stanley W. Ray Jr., v.p., 9.1%; Milton Adler, treas., 2.1%. Messrs. Paglin & Ray also operate radio stations WBOK, New Orleans; WXOK, Baton Rouge, KYOK,

Houston; they also have an interest in KAOK, Lake Charles, La.; and are applicants for a new 1-kw, 1590 kc radio station in Indianapolis, Ind. Counsel, Prince, Taylor & Crampton; consulting engineer, Commercial Radio Equip. Co. BPCT-1378.

New Orleans (Ch. 4)—Loyola University, 6363 St. Charles Ave. (WWL-CBS). 100-kw visual, 50-kw aural, 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 27", long. 90° 02' 24". Transmitter, Cooper Rd., 1000-ft. W. of Whitney Ave., near Gretna, La. Plant, \$543,539; yearly operating, \$616,927. Equipment, GE. Rev. Patrick Donnelly, S.J., pres.; Rev. Edward Doyle, S.J., v.p.; W. H. Summerville, gen. mgr. Counsel, Segal, Smith & Hennessey. BPCT-359.

New Orleans (Ch. 4)—James A. Noe & Co. St. Charles Hotel (WNOE-MBS). 100-kw visual, 50-kw aural, 707-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 13", long. 90° 01' 01". Transmitter, Behrman Hwy. S of Donner canal. Plant, \$836,000; yearly operating, \$789,080. Equipment, RCA. James A. Noe, 100%; also operates KNOE-TV, Monroe. Counsel, Roberts & McInnis; consulting engineer, Frank H. McIntosh. BPCT-1588.

New Orleans (Ch. 4)—Times Picayune Publishing Co., 601 North St. (WTPS). 100-kw visual, 60-kw aural, 711-ft. above av. terrain, 753-ft. above ground, 753-ft. above sea level, lat. 29° 54' 41.5", long. 90° 02' 49.8". Transmitter, Hamilton Ave. Plant, \$585,450; yearly operating, \$260,000. Equipment, RCA. J. P. Tims, pres.; C. H. Hyams III, v.p. & secy. Publishers of *New Orleans Times-Picayune*. Counsel, Dempsey & Koplovitz. BPCT-648.

Shreveport (Ch. 3)—International Broadcasting Corp., P.O. Box 1387, Commercial Bldg. (KWKH-CBS). 100-kw visual, 50-kw aural, 1053-ft. above av. terrain, 1100-ft. above ground, 1363-ft. above sea level, lat. 32° 40' 41", long. 93° 55' 35". Transmitter, 2 mi. E.S.E. of Mooringsport, Caddo Parish. Plant, \$832,569.52; yearly operating, \$53,939.55. Equipment, RCA. William H. Bronson, publisher of *Shreveport Times*, 100%. Interlocking ownership with grantee for Ch. 11, Little Rock, Ark. Counsel, Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-505. [Note: Initial decision by examiner Basil P. Cooper June 16, 1954 recommended denial of application.]

Shreveport (Ch. 3)—KTBS Inc., Radio Station KTBS, 312 East Kings Highway. (KTBS-NBC). 55-kw visual, 62-kw aural, 1141-ft. above av. terrain, 1151-ft. above ground, 1404-ft. above sea level, lat. 32° 41' 08", long. 93° 58' 00". Transmitter, State Route No. 8, 17 mi. N.W. of Shreveport. Plant, \$542,900; yearly operating, \$400,000. Equipment, RCA. George D. Wray Sr., chairman of the board, 33.1%; E. Newton Wray, pres., 33.1%; George D. Wray Jr., v.p., 16.2%; Charles M. Wray, secy.-treas., 16.2%. Counsel, Spearman & Roberson; consulting engineers, Weldon & Carr. BPCT-464. [Note: Initial decision by examiner Basil P. Cooper June 16, 1954 recommended grant of application.]

★ **Shreveport** (Ch. 12)—Radio Station KRMD, 901 Louisiana Ave. (KRMD-ABC). 316-kw visual, 158-kw aural, 808-ft. above av. terrain, 824-ft. above ground, 1052-ft. above sea level, lat. 32° 40' 10", long. 93° 54' 58". Transmitter, U.S. Highway 61, 3 mi. S.E. of Mooringsport. Plant, \$577,510; yearly operating, \$312,000. Equipment, GE. Partners: T. B. Lanford, 48%; R. M. Dean, 25%; Viola Lipe Dean (E. M. Dean for trust), 25%. Interlocking ownership with WSLI-TV, Jackson, Miss.; KPLC, Lake Charles, La.; KHRV, Sherman, Tex.; KALB, Alexandria, La.; and TV applicant for Alexandria, La., and TV grantee for Lake Charles, La. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Commercial Radio Equipment Co. BPCT-993. [Note: Initial decision by examiner Fanny N. Litvin June 8, 1954 recommended denial of application.]

★ **Shreveport** (Ch. 12)—Shreveport Television Co., 516 Crockett St. 316-kw visual, 158-kw aural, 1206-ft. above av. terrain, 1200-ft. above ground, 1438-ft. above sea level, lat. 32° 40' 30", long. 93° 55' 55". Transmitter, 15.7-mi. NW of Shreveport post-office. Plant, \$379,184; yearly operating, \$350,256. Equipment, DuMont transmitter, GE antenna. Don George, general partner and mgr. 43%; Ben Beckham, general partner, 25%; Henry E. Linam, 25% (oil & gas properties); William Carter Henderson, 7%. Counsel, Weaver & Glasie; consulting engineer. [Note: Initial decision by examiner Fanny N. Litvin June 8, 1954 recommended grant of application.]

★ **Shreveport** (Ch. 12)—Southland Television Co., 710 Milam St. (KCIJ). 100-kw visual, 50-kw aural, 581-ft. above av. terrain, 573-ft. above ground, 813-ft. above sea level, lat. 32° 41' 29", long. 93° 55' 42". Transmitter, 2 mi. E. of Mooringsport. Plant, \$274,247; yearly operating, \$250,000. Equipment, RCA. Ownership: Justin E. Querby family, 14.5%; R. Clyde Hargrove, pres., 14.5% (with family); Randolph A. Querbes, v.p., 14.5% (with family); John H. Pace, v.p., 8.3% (mgr. of KCIJ); R. Z. Bienhorn, director, 5.4%; Richard W. Norton Jr., 10.8% (with family); Lester Kamin, 8.3%; Pat Coon, 8.3%; Billy B. Goldberg, 8.3%; 3 others, each owns less than 5%. Mr. Kamin, Mr. Koon and Mr. Goldberg each owns 1/3 of WCKG, TV grantee for New Orleans. Counsel, A. L. Stein; consulting engineer, Lynne C. Smeby. BPCT-992. [Note: Initial decision by examiner Fanny N. Litvin June 8, 1954 recommended denial of application.]

* Temporarily combined in operation of KSLA.

MAINE

★ **PORTLAND** (Ch. 53)—WPMT, Portland Telecasting Corp., Columbia Hotel. CP 2-11-53; 10.2-kw visual, 5.49-kw aural, 260-ft. above av. terrain, 240-ft. above ground, 357-ft. above sea level, lat. 43° 39' 12", long. 70° 15' 58". Transmitter, Columbia Hotel. Plant, \$170,333; yearly operating, \$175,000. Equipment, RCA. Frank S. Hoy, pres.-treas., 73%; Parker Hoy, asst. treas., 9%; Gladys P. Hoy, clerk, 18%. Frank S. Hoy operates WLAM-TV, Lewiston, Me. Counsel, Dempsey & Koplovitz; engineer, George P. Adair. BPCT-1528. [Note: Began operating Aug. 27, 1953, but quit air Dec. 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:52. CP expires Feb. 16, 1955.]

MARYLAND

- ★ **BALTIMORE (Ch. 18)**—WTLF, United Bcstg. Co. of Eastern Maryland Inc., 912 N. Charles St. (WSID, Essex, Md.), CP 12-9-53; 21.4-kw visual, 12.6-kw aural, 480-ft. above av. terrain, 501-ft. above ground, 691-ft. above sea level, lat. 39° 18' 00", long. 76° 36' 59". Transmitter, 912 N. Charles St. Plant, \$275,935; yearly operating, \$175,000. Equipment, DuMont transmitter, RCA antenna. Richard Eaton, pres., 2%; Margaret G. Eaton, secy.-treas., 1%; United Bcstg. Co. Inc. controlled by Richard Eaton, 97%. Mr. Eaton also controls WARK, Hagers-town, Md.; WOOK, Washington, D. C. (TV grantee); WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. Counsel, Cohn & Marks; engineer, A. A. Snowberger, director UBC engineering dept. BPCT-1791.
- ★ **BALTIMORE (Ch. 72)**—WITH-TV, WITH-TV Inc., 7 East Lexington St. (WITH). CP 12-17-52; 95.5-kw visual, 52.5-kw aural, 510-ft. above av. terrain, 335-ft. above ground, 835-ft. above sea level, lat. 39° 17' 03", long. 76° 44' 23". Transmitter, Edmondson Ave. between Ingleside & Winters Lane, Plant, \$283,500; yearly operating, \$250,000. Equipment DuMont transmitter, RCA antenna. Maryland Bcstg. Co., 100%; Thomas G. Tinsley Jr., pres.-gen. mgr. Mr. Tinsley also is pres. of WPRG, TV grantee for Petersburg, Va. Counsel, Arnold, Fortas & Porter; consulting engineers, Jansky & Bailey Inc. BPCT-1338.
- ★ **CUMBERLAND (Ch. 17)**—WTBO-TV, Cumberland Valley Bcstg. Co., 31 Frederick St. (WTBO-NBC). CP 11-12-53; 19.1-kw visual, 9.55-kw aural, 1010-ft. above av. terrain, 446-ft. above ground, 2323-ft. above sea level, lat. 39° 41' 31", long. 78° 45' 54". Transmitter, Willis Mt., 2.5-mi. N. of Cumberland. Plant, \$240,508; yearly operating, \$150,000. Equipment, RCA. Arthur W. German, pres., 60% (former Republic Pictures eastern TV sales mgr.); Edward G. Murray, v.p., 30% (WPTZ film buyer); Morris H. Bergreen, secy.-treas., 10% (attorney); Wm. J. German, director (pres. of W. J. German Inc., unexposed film distributor). [Sale to present owners by Chernoff-Baer group approved by FCC 9-1-54; see *Television Digest*, Vol. 10:32, 36.] Counsel, Cohn & Marks; consulting engineer, Vilah Brooks, Parkersburg, W.Va. BPCT-1146.

MASSACHUSETTS

- ★ **BOSTON (Ch. 44)**—WJDW, J. D. Wrather, Jr., 172 Delfern Dr., Beverly Hills, Cal. CP 8-12-53; 282-kw visual, 145-kw aural, 580-ft. above av. terrain, 539-ft. above ground, 779-ft. above sea level, lat. 42° 13' 31", long. 71° 18' 30". Transmitter, 1.92-mi. S.W. of Dover. Plant, \$466,385; yearly operating \$610,000. Equipment, GE. Mr. Wrather, an oilman, has 25% interest in application for Corpus Christi, Tex.; owns 38.89% of KFMB-TV, San Diego. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. P. Adair. BPCT-1656.
- Boston (Ch. 5)**—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York, N. Y. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 992-ft. above ground, 1152-ft. above sea level, lat. 42° 20' 53", long. 71° 10' 19". Transmitter, Glenley Terrace Plant, \$2,109,950; yearly operating, \$2,000,000. Equipment, DuMont transmitter, RCA antenna. Allen B. DuMont Laboratories, 100%. Allen B. DuMont, pres.; Ted Bergman, dir. of broadcasting. Also owns & operates WABD, New York, and WTTG, Washington. Counsel, Roberts & McInnis. BPCT-1854.
- Boston (Ch. 5)**—Greater Boston Television Corp., 10 State St. 100-kw visual, 50.12-kw aural, 994-ft. above av. terrain, 1005-ft. above ground, 1255-ft. above sea level, lat. 42° 18' 45", long. 71° 24' 50". Transmitter, 2.5-mi. NW of junction of Beaver & Summer Sts. Plant, \$458,000; yearly operating, \$600,000. Equipment, GE. There are 21 stockholders, each holding 4.76%. Arthur D. Cronin, pres. (insurance); Delphin F. Young, treas., (banker); Joseph A. DeMambro (electronic supplies); John E. Sullivan Jr. (investments); Paul J. Cifrino (gen. mgr. of food chain); John Quincy (real estate & auto sales); Jacob W. Shoul (insurance); Henry G. Bowen (attorney & pres. of street railway); Joseph Gannon (investments); David A. Kressfeld (display mfr.); Wm. F. Morrissey (real estate); Wm. A. Costello (attorney); Chester A. Dolan Jr. (clerk Mass. Supreme Court & .057% of WORL); Sidney R. Rabb (food chain); Richard McGuire (attorney & 10% of WORL); Wm. J. McDonald (engineer & .04% of WORL); Thomas E. McGovern (tax consultant); Wm. A. Riley (architect); Wm. F. Heavey (warehousing). Counsel, McGuire, Roche & Garrity. Boston; consulting engineers, Craven, Lohnes & Culver. BPCT-1657.
- Boston (Ch. 5)**—Massachusetts Bay Telecasters Inc., 10 Post Office Square, 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 685-ft. above ground, 1285-ft. above sea level, lat. 42° 20' 44", long. 71° 27' 03". Transmitter, Nobscott Hill, Framingham. Plant, \$1,100,000; yearly operating, \$1,800,000. Equipment, RCA, Alan Steiner, pres., 2.38% (pres. & 38% of Eastern Co., RCA & Whirlpool distributor); Forrester A. Clark, v.p., 2.98% (auto dealer; investments); Henry E. Foley, v.p., .60% (attorney); Helen S. Johnson, v.p., 1.19%; Louis J. Hunter, treas., 2.98% (financial services; shoe mfg.); Eastern Co., 16.67%; Springfield Television Bcstg. Corp., 4.76% (grantee of WWLP, Springfield); following own 2.98% each: James F. Fitzgerald (contractor; owns 7.52% of WWLP); Henry A. Laughlin (pres., Houghton Mifflin Co., publishers); Jerome Preston (investments); Horace O. Bright (broker); Gerald Henderson (insurance); Cammann Newberry (ex-admin. asst. to Sen. Henry Cabot Lodge Jr.); Richard M. Russell (attorney); Helen M. Robie; remainder held by 45 others, none with more than 2.38%. Counsel, McKenna & Wilkinson; consulting engineer, Frank H. McIntosh. BPCT-1844.
- Boston (Ch. 5)**—WHDH Inc., 6 St. James Ave. (WHDH). 65.2-kw visual, 32.6-kw aural, 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level, lat. 42° 13' 27", long. 71° 13' 27". Transmitter, Chestnut St., Newton Upper Falls, Newton, Mass. Plant, \$514,763; yearly operating, \$600,000. Equipment, GE. *Boston Herald-Traveler*, 100%; Robert B. Choat, publisher of *Boston Herald-Traveler*, pres.; Roger P. Talmadge, treas. Counsel, Dempsey & Koplowitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-248.

- Boston (Ch. 5)**—Post Publishing Co., 257 Wash. St. (WCOP). 100-kw visual, 60-kw aural, 1000-ft. above av. terrain, 1085-ft. above ground, 1190-ft. above sea level, lat. 42° 18' 39", long. 71° 12' 59". Transmitter, 225 Needham St. Plant, \$1,332,500; yearly operating, \$1,500,000. Equipment, GE transmitter, RCA antenna. Post Publishing Co. publishes *Boston Post*. John Fox, pres., 100% (pres. & publisher). McHenry Browne, v.p.; Ches-editor; Rita Doten, treas. Counsel, Segal, Smith & Hennessey; consulting engineers, A. D. Ring & Assoc. BPCT-1861.
- ★ **BROCKTON (Ch. 62)**—WHEF-TV, Trans-American Television Enterprises Inc., 225 Washington St., Boston. CP 7-23-53; 195-kw visual, 105-kw aural, 430-ft. above av. terrain, 458-ft. above ground, 549-ft. above sea level, lat. 42° 03' 16", long. 70° 57' 07". Transmitter, Rt. 18, 16-mi. N. of Higland St. & 1.5-mi. E. of East Bridgewater. Plant, \$311,016; yearly operating, \$232,000. Equipment, RCA. Harry E. Franks, pres.-treas., 33.5% (clothing mfr.); Catherine DeVillie, secy.; Stanley Gruber (banker). Mr. Frank has subscribed to 100,000 of 300,000 shares common B stock. Counsel, Sam Miller; consulting engineers, Robert M. Stillman & Assn. BPCT-1731.
- ★ **WORCESTER (Ch. 20)**—WAAB-TV, WAAB Inc., 34 Mechanic St. (WAAB-ABC). CP 8-12-53; 74.1-kw visual, 41.7-kw aural, 820-ft. above av. terrain, 250-ft. above ground, 1625-ft. above sea level, lat. 42° 18' 13.1", long. 71° 53' 53.9". Transmitter, Ashnebunskit Hill. Plant, \$232,083; yearly operating, \$275,000. Equipment, GE. Geo. F. Wilson, pres.-treas., 80% (owns WCNT, Centralia, Ill.); Kathleen I. Wilson, secy., 20%. Counsel, Pierson & Ball; consulting engineer, Felix D. Bonvouloir, Worcester. BPCT-1241.

MICHIGAN

- ★ **ANN ARBOR (Ch. 26, educational)**—WUOM-TV, Board of Regents of the U of Michigan, 504 S. State St. CP 11-4-53; 263-kw visual, 138-kw aural, 1110-ft. above av. terrain, 1047-ft. above ground, 1997-ft. above sea level, lat. 42° 17' 37" long. 83° 43' 26". Transmitter, Cedar Bend Dr., 1.3-mi. NE of Ann Arbor. Plant, \$535,000; yearly operating, \$292,000. Equipment, GE. W. K. Pierpont, v.p. Counsel, Edmund A. Cummiskey, U of Mich.; consulting engineer, J. J. Swantek, U of Mich. BPET-27.
- ★ **BATTLE CREEK (Ch. 58)**—WBCK-TV, Michigan Bcstg. Co., 602 Security Natl. Bank Bldg. (WBCK-MBS). CP 11-19-52; 74.1-kw visual, 40.7-kw aural, 580-ft. above av. terrain, 540-ft. above ground, 1439-ft. above sea level, lat. 42° 21' 25", long. 85° 20' 15". Transmitter, .74-mi. N of M-96 on 44th St., Augusta, Mich. Plant, \$161,000; yearly operating, \$120,000. Equip., DuMont. Robert H. Holmes, pres., 50%; David N. Holmes, secy.-treas., 50%. Counsel, Guilford S. Jameson; consulting engineers, Kear & Kennedy. BPCT-1076.
- ★ **DETROIT (Ch. 56, educational)**—WTVS, Detroit Educational Television Foundation, 474 W. Warren Ave. (WDTR-FM). CP 7-14-54; 219-kw visual, 120-kw aural, 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22' 25", long. 83° 06' 50". Transmitter, 9345 Lawton Ave. Plant, \$754,160; yearly operating, \$89,000. Equipment, RCA. C. Allen Harlan, pres.; James Cope, v.p.; Wm. E. Stirtor, exec. secy. Counsel, Krieger & Jorgensen; consulting engineer, Wm. L. Foss Inc. BPET-37.
- ★ **DETROIT (Ch. 62)**—WBID-TV, Woodward Bcstg. Co., 3315 Barlum Tower. CP 11-19-53; 200-kw visual, 100-kw aural, 685-ft. above av. terrain, 700-ft. above ground, 1430-ft. above sea level, lat. 42° 30' 57", long. 83° 13' 35". Transmitter, 18176 W. 13 Mile Rd., Birmingham, Mich. Plant, \$833,147; yearly operating, \$489,908. Equipment, GE. Max Osnos, pres.-treas., 93% (drugist & dept. store; owns 9% of Ch. 6 applicant for Whitefish Bay, Wis.); Jacob Keilman, v.p., 4.5% (dept. store exec.); Prof. Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); Geo. Edwards, 1.25% (probate court judge). Woodward also holds CP for WTOH-TV, Toledo, O. Counsel, Fly, Shuebrink, Blume & Gaginole; consulting engineers, Vandivere, Cohen & Wearn. [Note: Woodward Bcstg. Co. dismissed Ch. 50 application & purchased this CP for \$100 from UAW-CIO; see *Television Digest*, Vol. 10:26, 29.] BPCT-1589.
- ★ **FLINT (Ch. 12)**—WJRT, WJR, The Goodwill Station Inc., Fisher Bldg., Detroit. (WJR-CBS). CP 5-13-54; 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 897-ft. above ground, 2046-ft. above sea level, lat. 42° 46' 20", long. 83° 27' 28". Transmitter, 3.2-mi. NW of Clarkson, Mich. Plant, \$1,172,500; yearly operating, \$525,000. Equipment, RCA. John F. Patt, pres., 1.14% (Mr. Patt also has minority interest in WINT, Waterloo-Ft. Wayne, Ind.); Mrs. Walton Parker, 35% (over half as executrix of estate of husband, G. A. Richards, deceased). Many other stockholders, none owns as much as 5%. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-967.
- ★ **GRAND RAPIDS (Ch. 23)**—WMCN, Peninsular Bcstg. Co., 123 Pearl St. NW. CP 9-2-54; 216-kw visual, 110-kw aural, 484-ft. above av. terrain, 445-ft. above ground, 1205-ft. above sea level, lat. 42° 57' 56", long. 85° 43' 08". Transmitter, near intersection of Covell Rd. & Bridge St. Plant, \$340,808; yearly operating, \$260,000. Equipment, GE. John D. Locks, pres., 40% (theatres); Edward A. McCready Jr., v.p., 20% (air service); Howard W. Freck, v.p.-secy., 20% (theatres); E. A. McCready, treas., 20% (furniture mfg. & air service). Counsel, Kirkland, Fleming, Green, Martin & Ellis; engineer, Craven, Lohnes & Culver. BPCT-1730.
- ★ **MARQUETTE (Ch. 6)**—WAGE-TV, Peninsula Television Inc., 2525 W. Wisconsin Ave., Milwaukee. CP 4-7-54; 24.5-kw visual, 13.2-kw aural, 630-ft. above av. terrain, 508-ft. above ground, 1768-ft. above sea level, late. 46° 32' 21" long. 87° 30' 06". Transmitter, U.S. Hwy. 41. Plant, \$205,945; yearly operating, \$180,000. Equipment, GE. Jerome Sill, pres., 66%; Ethel Sill, v.p., 1%; Herbert R. Herzberg, secy.-treas., 33%. Sill owns 25% of WMIL, Milwaukee; owns 20% of Ch. 6 applicant for Milwaukee. Consulting engineer, D. W. Gellerup, Milwaukee. BPCT-1783.
- ★ **MUSKEGON (Ch. 35)**—WTVM, Versluis Radio & Television Inc., 6 Fountain St. N.E., Grand Rapids, Mich. (WLA-V, Grand Rapids). CP 12-23-52; 268-kw visual, 140-kw aural, 974-ft. above av. terrain, 843-ft. above ground, 1743-ft. above sea level, lat.

43° 06' 58", long. 85° 49' 52". Transmitter, 5-mi. W of Wilson St. & 16th Ave. Plant, \$293,385; yearly operating, \$225,000. Equipment, GE. Leonard M. Versluis, pres.-treas., 100%. Counsel, Pierson & Ball. BPCT-1208.

Onondaga (Ch. 10)—Michigan State Board of Agriculture, Michigan State College, E. Lansing, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Television Corp. of Michigan Inc., but will maintain separate studios.] Plant, \$453,115; yearly operating, \$350,000. Equipment, GE. John A. Hannah, pres. Applicant also operates WKAR-TV & WKAR, E. Lansing and has filed petition to allocate above channel for educational use. If petition is denied, applicant proposes non-commercial operation on this commercial channel. Counsel, Barnes & Nelson; consulting engineers, Wm. L. Foss Inc. BPCT-1885.

Onondaga-Parma (Ch. 10)—Television Corp. of Michigan Inc., 407-11 N. Washington Ave., Lansing 30, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Michigan State Board of Agriculture, Michigan State College, but will maintain separate studios.] Plant, \$717,581; yearly operating, \$590,000. Equipment, RCA. John C. Pomeroy, pres. & secy. (pres. & 27% owner of WLS, Lansing); Edward E. Wilson, v.p. & treas., 60% (auto & truck dealer); Lansing Bestg. Co., 40% (operator of WLS, Lansing). Counsel, Leo Resnick; consulting engineer, John H. Mullaney. BPCT-1870.

Parma (Ch. 10)—Triad Television Corp., 842 N. Parma Rd. 258.6-kw visual, 144.7-kw aural, 554-ft. above av. terrain, 573-ft. above ground, 1583-ft. above sea level, lat. 42° 15' 56", long. 84° 38' 46". Transmitter, Scott Rd., between Old & New U.S. Hwy. 12. Plant, \$328,783; yearly operating, \$343,030. Equipment, RCA. C. Wayne Wright, pres., 32.75% (sales, WBECK, Battle Creek, Mich.); Clem Davis, v.p., 2.5% (auto dealer); Adeline M. Amsden, secy., 2.5%; Leland S. Bisbee Jr., treas., 2.5% (banker); Donald G. Fox, asst. secy., 1% (attorney); Arnold VanZanten, asst. treas., 1.25% (banker); Jae D. Kitchen, 9.5% (theatre owner); Wilfred L. Kitchen, 5% (theatre owner); Leon L. Raymond, 3.25% (sales, WJIM-TV & WJIM, Lansing); Simon A. Tessman, 2.75% (investments); remainder held by 9 others, none with more than 2.5%. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1846.

Parma-Onondaga (Ch. 10)—Booth Radio & Television Stations Inc., 700 Buhl Bldg., Detroit, Mich. (WIBM, Jackson, Mich.) 188.8-kw visual, 105.7-kw aural, 1017-ft. above av. terrain, 1075-ft. above ground, 2035-ft. above sea level, lat. 42° 16' 42", long. 84° 37' 41". Transmitter, 2470 W. Michigan Ave., Parma, Mich. Plant, \$558,444; yearly operating, \$350,000. Equipment, RCA. John L. Booth, pres.-treas., 71.5%; Mrs. John L. Booth, 14%; John L. Booth II, 10.93%; Ralph H. Booth II, 3.56%. Applicant owns radio stations WBBC, Flint, WJLB, Detroit, WSGW, Saginaw. Counsel, Cohn & Marks; consulting engineer, George C. Davis. BPCT-1866.

Parma-Onondaga (Ch. 10)—Jackson Bestg. & Television Corp., 441 Wildwood Ave., Jackson, Mich. (WKHM-MBS), 230-kw visual, 115-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 2016-ft. above sea level, lat. 42° 16' 01", long. 84° 38' 00". Transmitter, 1.45-mi. W of Parma on U.S. 12. Plant, \$698,196; yearly operating, \$425,000. Equipment, RCA. Frederick A. Knorr, pres., 33.31% (pres., gen. mgr. & 1/3 owner of WKMH, Dearborn, and WKMF, Flint); Harvey R. Hansen, v.p., 33.31% (v.p. & 1/3 owner of WKMH & WKMF); William H. McCoy, secy.-treas., 33.31% (secy.-treas. & 1/3 owner of WKMH & WKMF); remainder held by 21 others, each owning .0024%. Counsel, Bingham Collins, Porter & Kistler; consulting engineers, Kear & Kennedy, BPCT-1871.

MINNESOTA

★ **DULUTH (Ch. 38)**—WFTV, Great Plains Television Properties of Minnesota Inc., 4 W. 58th St., New York 19, N.Y.; 230 E. Superior St., Duluth, Minn. CP 10-23-52; 20-kw visual, 10-kw aural, 731-ft. above av. terrain, 483-ft. above ground, 1743-ft. above sea level, lat. 46° 47' 28", long. 92° 06' 52". Transmitter, 4th Ave. W. at 10th St. Plant, \$240,122; yearly operating, \$125,000. Equipment, RCA. Transcontinental Properties Inc., 100%; Herbert Scheffel, pres. & secy. (owns 26.68% of Transcontinental); Alfred G. Burger, treas. (26.68% of Transcontinental); Stuart S. Scheffel, director. Transcontinental also owns 34% of WICS, Springfield, Ill. Herbert Scheffel also is chairman and part owner of Telenews Productions (industry & government TV films), which publishes trade journals through subsidiary Industrial Publishing Co., Cleveland, O. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-1155. [Note: Began operating with 8.7-kw visual ERP May 31, 1953, but quit the air July 11, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. CP expires June 13, 1955.]

★ **HIBBING (Ch. 10)**—KHTV, North Star Television Co., 3100 First National Bank Bldg., St. Paul, Minn. CP 1-13-54; 10.5-kw visual, 5.23-kw aural, 630-ft. above av. terrain, 437-ft. above ground, 2077-ft. above sea level, lat. 47° 22' 52", long. 92° 57' 18". Transmitter, Maple Hill. Plant, \$180,000; yearly operating, \$150,000. Equipment, RCA. Q. J. David, pres., 6.16% (advertising; owns 1.9% of WTCN-TV & WTCN, Minneapolis); William Peters, v.p., 6.25% (meat packer); Ryland Rothschild, treas., 12.5% (real estate; owns 9.09% of WSPT, Stevens Point, Wis.); Roland Farley, secy., 12.5% (attorney; owns 9.09% of WSPT); Oliver Skellet, 12.5% (transfer & storage; 9.09% of WSPT); following own 6.5% each of applicant: Randolph Light (auto dealer); William Riedel (dairyman); Walter Villaume (macaroni mfr.); owns 9.09% of WSPT); Robert Peters (meat packer); Arthur Cluek (brewer; v.p. & 7.84% owner of WTCN-TV & WTCN); Roland Sheadle (hotel); Paul Hitchcock, v.p. & gen. mgr. of *Hibbing Tribune*; Robert Albrecht. Counsel, McKenna & Wilkinson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1774.

MISSISSIPPI

Biloxi (Ch. 13)—Radio Associates Inc., Box 152 (WVMI), 63.8-kw visual, 37.4-kw aural, 220-ft. above av. terrain, 238-ft. above ground, 255-ft. above sea level, lat. 30° 23' 50", long. 88° 59' 20". Transmitter, Edgewater Gulf Hotel, Edgewater Park, Miss. Plant, \$119,099; yearly operating, \$120,000. Equipment, RCA. Odes E. Robinson, pres.-treas., 66%; James H. McKee, v.p., 32% (TV-radio distributor); Frances L. Robinson, secy., 2%. Counsel, Barnes & Nelson. BPCT-1150. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended grant of application.]

Biloxi (Ch. 13)—WLOX Bestg. Co., Buena Vista Hotel. (WLOX-MBS), 11.7-kw visual, 5.85-kw aural, 216-ft. above av. terrain, 234-ft. above ground, 250-ft. above sea level, lat. 30° 23' 40", long. 88° 53' 38". Transmitter, Buena Vista Hotel. Plant, \$132,000; yearly operating, \$100,000. Equipment, RCA. J. S. Love Jr., pres., 44.6% (hotel); Mrs. J. S. Love Jr., 44.6% (hotel); 6 others, none holding more than 4%. Counsel, Elliot C. Lovett; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1157. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended denial of application.]

★ **COLUMBUS (Ch. 4)**—WCBI-TV, Birney Imes Jr., c/o WCBI, Columbus, Miss. CP 7-28-54; 10.7-kw visual, 5.37-kw aural, 390-ft. above av. terrain, 425-ft. above ground, 640-ft. above sea level, lat. 33° 29' 43", long. 88° 25' 51". Transmitter, Gilmer Hotel. Plant, \$196,057; yearly operating, \$100,000. Equipment, RCA. Birney Imes Jr., pres. (97.4% owner of WCBI, Columbus, and WELO, Tupelo); owner of WNAG, Grenada & WMOX, Meridian, all Miss.). Mr. Imes also is pres. of *Columbus Commercial Dispatch*. Consulting engineer, A. Earl Cullum Jr. BPCT-1868.

Hattiesburg (Ch. 9)—Hattiesburg Television Co., Box 1008 (WHST-ABC), 11.2-kw visual, 5.9-kw aural, 337-ft. above av. terrain, 369-ft. above ground, 569-ft. above sea level, lat. 31° 20' 03", long. 89° 19' 08". Transmitter, W 7th St. & 25th Ave. Plant, \$119,964; yearly operating, \$75,000. Equipment, RCA. General partnership, consisting of Charles W. Hoyt, 25%; Dave A. Mattison Jr., 25% (owns 25% of WAML, Laurel, Miss.); Charles Wright Jr., 25% (owns 100 of 550 shares of WFOR, Hattiesburg); Charles Wright Sr., 25% (335 shares of WFOR). Counsel, W. E. James, Montgomery, Ala.; consulting engineer, C. I. Sheikofsky, Montgomery, Ala. BPCT-1545.

★ **MERIDIAN (Ch. 30)**—WCOC-TV, Mississippi Bestg. Co., Three-foot Bldg. (WCOC-CBS), CP 12-23-52; 252-kw visual, 134-kw aural, 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level, lat. 32° 19' 40", long. 88° 41' 28". Transmitter, approx. 2-mi. S. of Meridian on Bozeman Way & U. S. Hwy. 45. Plant, \$139,050; yearly operating, \$185,000. Equipment, GE transmitter, RCA antenna. D. W. Gavin, pres.-secy.-gen. mgr., 75%; Mrs. R. S. Gavin, v.p., 25%. Applicant also owns WJQS, Jackson; WMBC, Macon; WACR, Columbus, all in Miss.; publishes *Clarke County Tribune* (Quitman, Miss.) and *Meridian Record*. Counsel, Harry J. Daly; consulting engineers, F. O. Grimwood & Co., St. Louis. BPCT-1181. [Note: Began operating in Dec. 1953, but quit the air July 30, 1954, reverting to CP status; see *Television Digest*, Vol. 10:31. CP expires Feb. 12, 1955.]

★ **TUPELO (Ch. 9)**—Tupelo Citizens Television Co., 553 Main St., CP 12-8-54; 26.9-kw visual, 13.5-kw aural, 370-ft. above av. terrain, 340-ft. above ground, 714-ft. above sea level, lat. 34° 15' 42", long. 88° 40' 18". Transmitter, 2-mi. E. of Tupelo. Plant, \$143,753; yearly operating, \$91,992. Equipment, composite transmitter, GE antenna. General partnership consisting of following: Frank K. Spain, manager, 35% (director of engineering, WHEN-TV, Syracuse, N. Y.); Joseph G. Pettit, chief engineer, 25% (TV development engineer, NBC-TV, N. Y.); Walter D. Spain, 15% (mortuary service operator); Perrin Purvis, 15% (insurance); Margaret H. Spain, 10% (housewife). Counsel, Haley, Doty & Wollenberg; engineer, Frank K. Spain. BPCT-1917.

MISSOURI

★ **CLAYTON (Ch. 30, allocated to St. Louis)**—KFUO-TV, Lutheran Church-Missouri Synod (KFUO), 210 Broadway, St. Louis. CP 2-4-53; 175-kw visual, 91-kw aural, 580-ft. above av. terrain, 536-ft. above ground, 1121-ft. above sea level, lat. 38° 38' 20", long. 90° 18' 57". Transmitter, 801 DeMun Ave. Plant, \$590,158; yearly operating, \$421,219. Equipment, GE. Rev. J. W. Behnkens, pres.; Emerson Russell, gen. mgr. Counsel, Cummings, Stanley, Truitt & Cross; consulting engineers, Gautney & Jones, BPCT-404.

★ **JEFFERSON CITY (Ch. 13)**—KROG, Jefferson Television Co., 210 Monroe St. (KWOS-MBS), CP 6-10-54; 105-kw visual, 63.1-kw aural, 660-ft. above av. terrain, 573-ft. above ground, 1417-ft. above sea level, lat. 38° 41' 28", long. 92° 05' 43". Transmitter, 2-mi. S. of New Bloomfield on U. S. Hwy. 54. Plant, \$435,923; yearly operating, \$389,454. Equipment, RCA. Mrs. Betty Goshorn Handy, pres., 60.5% (v.p., Capital Bestg. Co. licensee of KWOS and v.p. of News Tribune Co., publisher of *Jefferson City Capital News & Post Tribune*); Lenore R. Goshorn, v.p., 18.1% (pres. of KWOS & News-Tribune Co.; mother of Betty Handy); Russell L. Rose, secy.-treas., 6% (v.p. of KWOS and v.p. & gen. mgr. of News Tribune Co.); Leroy S. Hackmann, 10.1% (chief engineer, KWOS); Robert D. Blosser, 4% (mgr. photo & engraving dept. of News Tribune); Jean Duensing, 2% (adv. sales); Ralph L. Rose, 9% (program director, KWOS); Camille Williams, 2% (advertising). Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1843.

★ **KIRKSVILLE (Ch. 3)**—KTVO, KBIZ Inc., 2513 N. Court, Ottumwa, Ia. (KBIZ-MBS), CP 12-16-53; 100-kw visual, 50-kw aural, 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level, lat. 40° 31' 41", long. 92° 26' 33". Transmitter, 4.5-mi. E. of Lancaster on U. S. Hwy. 136. Plant, \$280,000; yearly operating, \$168,000. Equipment, RCA. James J. Conroy, pres., 66 2/3% (attorney; controls WJIZ, Eau Claire, and WLOX, La Crosse, both Wis.); Merrill Gilmore, v.p., 16 2/3%; Alice E. Fisher, secy.-treas., 16 2/3%; Roland C. Buck, 33 1/3% (engineer); B. E. Allison, 16 2/3%; Sam M. Arnold, 16 2/3%; Samuel A. Burk, 16 2/3%. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1452.

St. Louis—See also Clayton, Mo., East St. Louis, Ill.

★ **ST. LOUIS (Festus)**—(Ch. 14)—KACY, Ozark Television Corp., 4010 Lindell Blvd., St. Louis. CP 12-31-52; 490-kw visual, 280-kw aural maximum, using directional antenna mechanically tilted 53° average, EBF-15 234-kw visual, 123-kw aural, 930-ft. above av. terrain, 742-ft. above ground, 1524-ft. above sea level, lat. 38° 24' 53", long. 90° 26' 24". Transmitter, 5-mi. NW of Kimmswick, Mo. Plant, \$279,694; yearly operating, \$206,316. Equipment, G.E. Jack G. Garrison, pres., 15%; Carl G. McIntire, v.p., 16.4%; Philip L. Sincoff, treas., 17.5%; Robert S. Kiker, secy., 2.8% and the following directors: William E. Gallagher, 2.8%; Clarence H. Kiker, 3.739%; Donald E. Kiker, 2.1%; Ernest H. Schultz Jr., 7%; John E. Simon, 7%; Julian J. Sincoff, 7%. Six other stockholders, none owns as much as 4.5%. Counsel, Roberts & McInnis; engineers, Commercial Radio Equipment Co. BPCT-1419. [Note: Began operating Oct. 31, 1953, but quit the air April 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:15. CP expires July 30, 1955.]

★ **ST. LOUIS (Ch. 42)**—WIL-TV, Missouri Bcstg. Corp., Chase Hotel (WIL). CP 2-11-53; 170-kw visual, 89-kw aural, 490-ft. above av. terrain, 540-ft. above ground, 1030-ft. above sea level, lat. 38° 39' 06", long. 90° 17' 02". Transmitter, 520 De-Ballviere Ave. Plant, \$312,051; yearly operating, \$500,000. Equipment, DuMont transmitter, RCA antenna. Lester A. Benson, pres., 100% (real estate); John W. Giesecke, v.p.-secy. Counsel, John Giesecke; consulting engineers, Commercial Radio Equipment Co. BPCT-1444.

St. Louis (Ch. 11)—Columbia Bcstg. System Inc., 485 Madison Ave., New York, N. Y. (KMOX-CBS), 316-kw visual, 190-kw aural, 1050-ft. above av. terrain, 1018-ft. above ground, 1608-ft. above sea level, lat. 38° 32' 06", long. 90° 22' 22". Transmitter, intersection of Gravois and Lindberg Bldgs. Plant, \$1,791,727; yearly operating, \$300,000. Equipment, G.E. Frank Stanton, pres. For holdings of applicant see WCBS-TV, New York, in *Television Station Directory* section. Counsel, Julius Brauer, v.p.; engineer, Jay W. Wright, CBS. BPCT-1565.

St. Louis (Ch. 11)—St. Louis Amusement Co., 527 N. Grand St. 316-kw visual, 158-kw aural, 596-ft. above av. terrain, 573-ft. above ground, 1109-ft. above sea level, lat. 38° 38' 24", long. 90° 13' 46". Transmitter, Grand & Delmar Bldgs. Plant, \$779,353; yearly operating, \$1,042,025. Equipment, RCA. Fanchon & Marco Inc. (theatres & talent), 97%. Counsel, Claggett & Schillz; consulting engineer, William L. Foss Inc. BPCT-745.

St. Louis (Ch. 11)—St. Louis Telecast Co., 221 N. Grand Blvd. (WEW). 316-kw visual, 158-kw aural, 629-ft. above av. terrain, 673-ft. above ground, 1153-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09". Transmitter, 5100 Berthold Ave. Plant, \$560,000; yearly operating, \$700,000. Equipment, RCA. St. Louis University, 60%; Paul C. Reiner, S.J., pres.; George A. Volz, v.p.; Henry J. Lunnemann, secy.; Frederick A. Bertram, treas.; Howard F. Baer, 4%; Donald Danforth, 4%; Leo C. Fuller, 4%; Gale F. Johnson, 4%; Bernard C. MacDonald, 4%; Richard C. Muckerman, 4%; James J. Mullen Jr., 4%; Daniel M. Sheehan, 4%; Lelf J. Sverdrup, 4%. Counsel, Segal, Smith & Hennessey; consulting engineer, Joseph A. Volk, 3642 Lindell Blvd., St. Louis. BPCT-294.

St. Louis (Ch. 11)—220 Television Inc., 220 No. Kingshighway Blvd. 316-kw visual, 189.7-kw aural, 1009-ft. above av. terrain, 998-ft. above ground, 1548-ft. above sea level, lat. 38° 36' 51", long. 90° 17' 07". Transmitter, Hampton Ave. between Columbia & Ellzabeth Ave. Plant, \$976,623; yearly operating, \$1,428,043. Equipment, RCA. Harold Koplar, pres., 64.27% (hotel owner); Howard S. Frazier, v.p. & gen. mgr.; Lillian K. Shenker, treas., 21.37% (hotel & theatre owner); James L. Ford Jr., chairman, 14.27% (hotel operator). All stock held by above parties as trustees for 220 No. Kingshighway Inc., beneficial owner of 100%. Counsel, Bernard Koteen; consulting engineer, George C. Davis. BPCT-1778.

MONTANA

★ **BUTTE (Ch. 4)**—KOPR-TV, Copper Bcstg. Co., Hotel Finlen (KOPR-ABC). CP 1-14-53; 14.5-kw vis., 7.3-kw aural, 350-ft. above av. terrain, 300-ft. above ground, 6250-ft. above sea level, lat. 45° 58' 31.5", long. 112° 33' 42.6". Trans., Beef Trail Rd., 3-mi. S.W. of Butte. Plant, \$102,462; yearly operating, \$100,000. Equipment, composite transmitter, RCA antenna. Frank C. Carman, pres., 16.75%; Ed Cooney, v.p., 10%; David G. Smith, treas., 16.75%; Robt. D. Corette, secy., 20.7% (5% as trustee for J. E. Corette III and another 5% as trustee for Wm. Pauley Corette); Grant R. Wrathall, 16.75%; Edna O. McCrea, 8.375% and as guardian of Sharon Lee Powers, 8.375%; remainder held by 4 others. Principals also control KUTV, Salt Lake City, TV grantees KLIX-TV, Twin Falls, KWIK-TV, Pocatello. Mr. Wrathall, also owns KPOO, San Francisco. Counsel, John H. Midlen; consulting engineer, Grant R. Wrathall. BPCT-804. [Note: Began operating Aug. 23, 1953 with 5-kw visual, 3-kw aural (transmitter output) from temporary site at Hotel Finlen, but quit the air Sept. 19, 1954, reverting to CP status; see *Television Digest*, Vol. 10:38. CP expires March 15, 1955.]

NEBRASKA

Hastings (Ch. 5)—Seaton Publishing Co., 906 W. 2nd St. 100-kw visual, 50-kw aural, 768-ft. above av. terrain, 769-ft. above ground, 2709-ft. above sea level, lat. 40° 39' 06", long. 98° 23' 04". Transmitter, approx. 2.5-mi. N. of Hastings. Plant, \$40,000; yearly operating, \$180,000. Equipment, DuMont transmitter, GE antenna. U. S. Senator Fred A. Seaton, pres., 33½%; Richard M. Seaton, secy.-treas., 33½%; Fay N. Seaton, v.p., 33½%. Applicant publishes *Hastings Tribune*. Principals also control KGGF, Coffeyville, Kan.; KHAS, Hastings, Neb.; KMAN, Manhattan, Kan., and following newspapers: *Sheridan* (Wyo.) Press, Lead (S. D.) Call, *Deadwood* (S. D.) *Pioneer-Times*, *Manhattan* (Kan.) *Mercury-Chronicle*, *Winfield* (Kan.) *Courier-Coffeyville* (Kan.) *Journal* and *Alliance* (Neb.) *Times-Herald*. Counsel, Dow, Lohnes & Albertson; consulting engineer, Frank H. McIntosh. BPCT-1265. [Note: Initial decision by examiner Charles J. Frederick Jan. 6, 1955, recommended grant of application.]

Omaha (Ch. 7)—Herald Corp., 14th & Dodge Sts. 316-kw visual, 158-kw aural, 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level, lat. 41° 15' 29.5", long. 95° 57' 04". Transmitter, 27th & Douglas Sts. Plant, \$838,259; yearly operating, \$691,723. Equipment, G.E. Herald Corp. owned 100% by World Publishing Co., *Omaha World-Herald*. Ben H. Cowdery, pres.; Henry Doory, v.p.; W. E. Christenson, v.p.; Jewell Harglerod, secy.-treas. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Jansky & Bailey Inc. BPCT-1663.

Omaha (Ch. 7)—KFAB Bcstg. Co., 620 Farnam Bldg. (KFAB-CBS). 316-kw visual, 170.5-kw aural, 1016-ft. above av. terrain, 1050-ft. above ground, 2250-ft. above sea level, lat. 41° 27' 43", long. 96° 10' 48". Transmitter 1-mi. S of Kennard, Neb. Plant, \$876,702; yearly operating, \$480,000. Equipment, RCA. R. Lyell Bremser, pres.; Joe W. Seacrest, v.p. Mr. Bremser is proxy for Sidles Co. (auto dealer), 50% stockholder. Mr. Seacrest is proxy for Journal-Star Printing Co. (*State Journal*), 50%. Counsel, Segal, Smith & Hennessey; consulting engineer, George C. Davis. BPCT-390.

★ **SCOTTSBLUFF (Ch. 10)**—KSTF, Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. CP 8-18-54; 12.3-kw visual, 6.17-kw aural, 620-ft. above av. terrain, 117-ft. above ground, 4857-ft. above sea level, lat. 41° 42' 46", long. 103° 38' 52". Transmitter, 10.25-mi. S. of Scottsbluff. Plant, \$67,000; yearly operating, \$48,000. Equipment, RCA. Robert S. McCracken, pres. Also operate KFBC-TV & KFBC, Cheyenne, Wyo., and radio stations KRAL, Rawlins, & KVRB, Rock Springs, both Wyo. For other officers & interests of applicant, see KFBC-TV, Cheyenne, in TV Factbook. Counsel, Koteen & Burt. BPCT-1874.

NEW HAMPSHIRE

★ **KEENE (Ch. 45)**—WKNE-TV, WKNE Corp., 17 Dunbar St. (WKNE-CBS). CP 4-22-53; 23-kw visual, 12.5-kw aural, 800-ft. above av. terrain, 375-ft. above ground, 1720-ft. above sea level, lat. 43° 01' 06", long. 72° 21' 31". Transmitter, 7.5 miles NW of Keene. Plant, \$164,616; yearly operating, \$74,100. Equipment, RCA. Joseph K. Close, pres., 71.2%; Abbott K. Spencer, 4.8%; Lyman Spitzer, 5%; Luette S. Close, 5.8%; Mildred M. Smith, 4.2%; George W. Smith, treas., .02%; Robert T. Colwell, 4.8%; William A. H. Birnie, 4%. Note: Percentages will change after stock subscriptions are issued. Mr. Close also is pres. of WKNY-TV, Kingston, N.Y., and WKNE Corp. holds 21.4% of WKNY-TV. Counsel, Dow, Lohnes & Albertson; consulting engineers Craven, Lohnes & Calver. BPCT-1300.

NEW JERSEY

★ **ATLANTIC CITY (Ch. 46)**—WFPG-TV, Neptune Broadcasting Corp., Steel Pier (WFPG-CBS). CP 10-29-52; 18-kw visual, 9.5-kw aural, 426-ft. above av. terrain, 448-ft. above ground, 454-ft. above sea level, lat. 39° 22' 33", long. 74° 27' 10". Transmitter, Murray & Ohio Aves. Estimated plant cost, \$152,700; yearly operating, \$125,000. Equipment, RCA. Jack N. Berkman, chairman, 20%; Fred Weber, pres.; John J. Laux, exec. v.p. & secy., 10% (owns WJLL, Niagara Falls); Louis Berkman, 1st v.p., 20%; Allen H. Berkman, director, 10%; WPIT Inc., 40% (owns 4.92% of radio station WBMS, Boston). Ownership interlocks with Ch. 7 applicant for Buffalo, N. Y. Messrs. Jack, Louis & Allen Berkman, Laux and Teitelbaum have minority interest in WPIT, Pittsburgh; WBMS, Boston; and WNSTV-TV, Steubenville, O. (sale pending to CBS). Fred Weber is v.p. of grantee WHTN-TV, Huntington, W.Va. (Ch. 13). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Craven, Lohnes & Culver. BPCT-629. [Note: Began operating Dec. 21, 1953, but quit the air May 17, 1954 reverting to CP status; see *Television Digest* Vol. 10:19. CP expires June 21, 1955.]

★ **ATLANTIC CITY (Ch. 52)**—WOCN, David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa. CP 1-7-53; 24.5-kw visual, 13.2-kw aural, 360-ft. above av. terrain, 378-ft. above ground, 388-ft. above sea level, lat. 39° 21' 31", long. 74° 25' 16". Transmitter, Haddon Hall Hotel. Plant, \$159,500; yearly operating, \$300,000. Equipment, RCA. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1457.

Camden—See also Philadelphia, Pa.

★ **CAMDEN (Ch. 17, allocated to Philadelphia)**—WKDN-TV, South Jersey Bcstg. Co., 2881 Mt. Ephraim Ave. (WKDN). CP 1-28-54; 17.8-kw visual, 9.77-kw aural, 250-ft. above av. terrain, 217-ft. above ground, 337-ft. above sea level, lat. 39° 54' 30", long. 75° 06' 00". Transmitter, 2881 Mt. Ephraim Ave. Plant, \$232,500; yearly operating, \$144,000. Equipment, RCA. Ranulf Compton, pres.-treas., 34%; Florence J. Compton, v.p., 20%; True C. Giffen, secy., 14%; Gordon Giffen, v.p., 1%; Wm R. Compton, 14%; Douglas M. Compton, 14%; treasury stock, 3%. Ownership interlocks with radio WGMA, Hollywood, Fla. Counsel, McKenna & Wilkinson; consulting engineers, A. D. Ring & Assoc. BPCT-1522.

★ **NEW BRUNSWICK (Ch. 19, educational)**—WTLV, New Jersey Dept. of Ed., State House, Trenton. CP 12-3-52; 105-kw vis., 53-kw aural, 780-ft. above av. terrain, 461-ft. above ground, 1000-ft. above sea level, lat. 40° 36' 49", long. 74° 28' 31". Transmitter, Washington Rock, approx. 1.2-mi. NNW of Dunellen, N.J. Plant, unknown; yearly operating, \$146,000. Equipment, DuMont transmitter, RCA antenna. Chester Robbins, acting Comm. of Education. Counsel, Atty. General of New Jersey; consulting engineer, Paul Godley Co. BPET-13.

NEW YORK

★ **ALBANY (Ch. 17, ed.)**—WTVZ, U. of New York State, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. above av. terrain, 541-ft. above ground, 2281-ft. above sea level, lat. 42° 37' 54", long. 74° 00' 57". Transmitter, Albany. Plant, \$251,500; yearly operating, not indicated. Equipment, G.E. Lewis A. Wilson, Commissioner of Education; John P. Myers, Chancellor, Board of Regents. Also holds CPs for Binghamton, Buffalo, New York City, Rochester, Syracuse; applicant for Ithaca, Utica. Counsel, Fisher, Willis & Panzer; engineer, Francis E. Almstead, State University of New York, Albany. BPET-3.

★ **ALBANY** (Ch. 23)—WPTR-TV, Patroon Bestg. Co. Inc., Hotel Ten Eyck. (WPTR). CP 6-10-53; 257-kw visual, 135-kw aural, 1010-ft. above av. terrain, 248-ft. above ground, 1828-ft. above sea level, lat. 42° 38' 04", long. 74° 00' 11". Transmitter, E. Berne Rd. Plant, \$445,000; yearly operating, \$296,718. Equipment, GE. J. Meyer Schine, pres. Owned 55% by Schine Chain Theatres Inc., also hold CP for Rochester. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-403.

★ **BINGHAMTON** (Ch. 40)—WJNR-TV, Southern Tier Radio Service Inc., 58 Exchange St. (WJNR-NBC). CP 9-29-54; 190-kw visual, 99-kw aural, 561-ft. above av. terrain, 405-ft. above ground, 1845-ft. above sea level, lat. 42° 08' 47", long. 75° 51' 15". Transmitter, Hiner Rd. Plant, \$245,714; yearly operating, \$202,625. Equipment, GE. Donald W. Kramer, pres., 27.6%; James C. Colella, v.p., 22.5%; Mrs. Arvida R. Duvali, treas., 10.3%; George J. O'Connor, 1%; Lewis Ryan, 9.13%; Samuel Allerton, 8.05%; George Ives, 8.05%; Armand G. Belle Isle estate, 6.3%; Mrs. Laura MacClary, 5.37%; Harry E. Stabler, 2.67%. Counsel, Dow, Lobnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-892.

★† **BINGHAMTON** (Ch. 46, ed.)—WQTV, U. of the State of New York, State Education Dept., Albany. CP 8-13-52; 200-kw visual, 105-kw aural, 540-ft. above av. terrain, 531-ft. above ground, 1811-ft. above sea level, lat. 42° 06' 46", long. 75° 52' 01". Transmitter, grounds of State Veterans Hospital. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, Albany. (See Albany.) BPET-11.

★† **BUFFALO** (Ch. 23, ed.)—WTVF, U. of State of New York, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 103-kw aural, 630-ft. above av. terrain, 539-ft. above ground, 1639-ft. above sea level, lat. 42° 42' 51", long. 78° 44' 33". Transmitter, Buffalo. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. (See Albany.) BPET-4.

Buffalo (Ch. 7)—Great Lakes Television Inc., 785 Main St. 74-kw visual, 38.7-kw aural, 1555-ft. above av. terrain, 1323-ft. above ground, 2891-ft. above sea level, lat. 42° 39' 36.5", long. 78° 37' 55.5". Transmitter, 2.9-mi. NE of Golden on Bleistein Rd. Plant, \$638,781; yearly operating, \$750,000. Equipment, RCA. Buffalo Courier-Express Inc., 33 1/3%; WPIT Inc., 16 2/3% (licensee of WPIT, Pittsburgh, Pa.); Cataract Theatre Corp., 16 2/3% (movie exhibitors, Niagara Falls); Copper City Bestg. Corp., 33 1/3% (owns WKTV, Utica, and WKAL, Rome, N. Y.); Howard W. Clothier, pres., (treas., Buffalo Courier-Express); Myron J. Kallett, v.p. (pres. WKTV, Utica); John J. Laux, v.p. (owns WJLL, Niagara Falls, 10% of WSTV-TV, Steubenville, O.; 10% of WFGP-TV, now off air and in CP status; also has minority interest in WPIT, Pittsburgh and WBMS, Boston; Wm. J. Connors III, treas. (pres. and sec. owns 51% of Buffalo Courier-Express); Robert C. Hayman, secy. (owns 11% of Cataract Theatres Corp.); Wm. T. MacNeilly, asst. treas. (exec. v.p., WKTV). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair. BPCT-1812.

Buffalo (Ch. 7)—Leon Wyszatycki d/b as Greater Erie Bestg. Co. 315 Main St. (WWOL), 140-kw visual, 70-kw aural, 1285-ft. above av. terrain, 1078-ft. above ground, 2418-ft. above sea level, lat. 42° 40' 36", long. 78° 44' 12". Transmitter, Chestnut Ridge Rd., 2.1-mi. ESE of North Boston. Plant, \$716,500; yearly operating, \$730,000. Equipment, RCA. Leon Wyszatycki, 100%. Counsel, Welch, Mott & Morgan; consulting engineers, Jansky & Bailey. BPCT-1827.

Buffalo (Ch. 7)—WKBW-TV Inc., 1420 Main St. (WKBW-ABC). 263-kw visual, 132-kw aural, 425-ft. above av. terrain, 404-ft. above ground, 1049-ft. above sea level, lat. 42° 54' 44", long. 78° 52' 00". Transmitter, 1430 Main St. Plant, \$582,879; yearly operating, \$721,000. Equipment, DuMont transmitter, GE antenna. Clinton H. Churchill, pres., 51% (Pastor of Churchill Tabernacle); Edward H. Kavinovsky, treas.-secy., 24% (lawyer); Alfred E. Anscombe, v.p., 5% (WKBW mgr.); Darwin R. Martin, 5% (hotel-office bldg. owner); Buffalo Waste Paper Co., Inc., 15% (owned by Stovroff family). Counsel, Fly, Shuebruk, Blume & Gagnaire; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1841.

★ **ELMIRA** (Ch. 24)—WTVF, Elmira Television, Box 89, 159 Madison Ave. CP 11-5-52; 39-kw visual, 19.5-kw aural, 900-ft. above av. terrain, 484-ft. above ground, 2249-ft. above sea level, lat. 42° 01' 51", long. 77° 47' 05". Transmitter, Comfort Hill, Ashland Township, Chemung County. Plant, \$241,380; yearly operating, \$200,000. Equipment, DuMont transmitter, GE antenna. Equal partnership consisting of T. K. Cassel and John S. Booth. Mr. Booth owns 1/2 of WCHA, Chambersburg, Pa. Mr. Cassel owns 25.3% of WCHA, also owns radio WATS, Sayre, Pa. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Kear & Kennedy. BPCT-1161. [Note: Began operating June 1, 1953, but quit air Oct. 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:45. CP expires May 19, 1955.]

★† **ITHACA** (Ch. 14, ed.)—WIET, U. of State of New York, State Education Dept., Albany. CP 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. above av. terrain, 544-ft. above ground, 2644-ft. above sea level, lat. 42° 23' 12", long. 76° 40' 10". Transmitter, Connecticut Hill, 10-mi. SW of Ithaca. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, Albany. (See Albany.) BPET-10.

★ **ITHACA** (Ch. 20)—WHCU-TV, Cornell University, Savings Bank Bldg. (WHCU-CBS), CP 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. above av. terrain, 440-ft. above ground, 2335-ft. above sea level, lat. 42° 23' 10", long. 76° 40' 10". Transmitter, Connecticut Hill, Newfield. Plant, \$335,000; yearly operating, \$150,000. Equipment, GE. Michael R. Hanna, gen. mgr. Counsel, Cohn & Marks; consulting engineer, Howard G. Smith, Ithaca. BPCT-534.

★† **NEW YORK CITY** (Ch. 25, ed.)—WGTV, U. of State of New York, Albany. CP 8-13-52; 205-kw visual, 110-kw aural, 680-ft. above av. terrain, 712-ft. above ground, 743-ft. above sea level, lat. 40° 42' 51", long. 74° 00' 26". Transmitter, New York City. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. (See Albany.) BPET-3.

★ **NEW YORK** (Ch. 31)—WNYC-TV, City of New York, Municipal Bestg. System, Municipal Bldg. (WNYC). CP 5-12-54; 251.5-kw visual, 150-kw aural, 588-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 40° 42' 47", long. 74° 00' 14". Transmitter, Municipal Bldg., Chambers St. at Centre St. Plant, \$335,000; yearly operating, \$200,000. Equipment, RCA. Seymour N. Siegel, director; William H. Pitkin, chief engineer. BPCT-899.

Niagara Falls—See also Buffalo.

★ **ROCHESTER** (Ch. 15)—WCBF-TV, Star Bestg. Co. Inc., 87 Seneca St., Geneva, N.Y. (WGVA-ABC, Geneva). CP 6-10-53; 288-kw visual, 151-kw aural, 430-ft. above av. terrain, 325-ft. above ground, 1005-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02". Transmitter, Pinnacle Hill. Plant, \$427,214; yearly operating, \$200,000. Equipment, GE. Maurice R. Forman, pres., 71.59% (adv. & real estate); Thomas L. Brown, v.p., 11.84% (gen. mgr., WGVA); R. Carleton Greene, secy., 4.73% (chief engr., WGVA); Edward Menden, 11.84% (real estate). Counsel, McKenna & Wilkinson; consulting engineers, Craven, Lohnes & Culver. BPCT-1608.

★† **ROCHESTER** (Ch. 21, ed.)—WROH, U. of State of New York, Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 700-ft. above av. terrain, 540-ft. above ground, 1200-ft. above sea level, lat. 43° 08' 23", long. 77° 34' 37". Transmitter, Rochester. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. (See Albany.) BPET-6.

★ **ROCHESTER** (Ch. 27)—WRNY-TV, Genesee Valley Television Corp., 40 North Main St., Gloversville, N. Y. CP 4-1-53; 265-kw visual, 135-kw aural, 440-ft. above av. terrain, 325-ft. above ground, 1005-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02". Transmitter, Pinnacle Hill. Plant, \$415,000; yearly operating, \$300,000. Equipment, GE. J. Meyer Schine, chairman (pres., Schine Chain Theatres Inc.); Stanley J. Bachman, pres., 25%; Bernard S. Bachman, treas., 25%; Schine Chain Theatres Inc., 50%; Louis W. Shine, v.p. Schine Chain Theatres Inc. own 55% of WPTR, Albany, TV grantee. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-1387.

Schenectady—See also Albany.

★† **SYRACUSE** (Ch. 43, ed.)—WHTV, U. of State of New York, Albany. CP 9-17-52; 200-kw visual, 105-kw aural, 560-ft. above av. terrain, 531-ft. above ground, 1111-ft. above sea level, lat. 43° 02' 04", long. 76° 07' 36". Transmitter, Syracuse. Plant, \$251,000; yearly operating, not indicated. Equipment, GE. (See Albany.) BPET-7.

Troy—See also Albany

† **Utica** (Ch. 25, ed.)—U. of State of New York, Education Dept., Albany. 198-kw visual, 105-kw aural, 714-ft. above av. terrain, 538-ft. above ground, 1088-ft. above sea level, lat. 43° 09' 29", long. 75° 17' 32". Transmitter, 5-mi. NW of Utica. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; engineer, Francis E. Almstead, Albany. BPET-12.

NORTH CAROLINA

Charlotte (Ch. 9)—Carolinan's Television Corp., 112 S. Tryon St. 228-kw visual, 114-kw aural, 830-ft. above av. terrain, 828-ft. above ground, 1596-ft. above sea level, lat. 35° 17' 08", long. 80° 48' 51". Transmitter, 1.1-mi. SW of Derita center. Plant, \$966,060; yearly operating, \$1,050,000. Equipment, RCA. G. Richard Shafto, pres., 4.25% (pres., WIS-TV); Geo. M. Ivey, chairman, 5.5% (dept. store exec.); J. E. Burnside, v.p., 5.5% (insurance); James J. Harris, v.p., 11% (insurance); Charles A. Batson, v.p., 5% (v.p., WIS-TV); Edward M. O'Herron Jr., treas., 5.5% (wholesale drugs); Bestg. Co. of the South, 43% (owners of WIST, Charlotte; WIS-TV & WIS, Columbia; Rush S. Dickson, 11% (investments; farm machinery mfg.); Wm. H. Barnhardt, 5.5% (textile mfg.); 4 others, none with as much as 3%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Jansky & Bailey Inc. BPCT-1817.

Charlotte (Ch. 9)—Piedmont Electronics & Fixture Corp., Box 2777. 316-kw visual, 158-kw aural, 1146-ft. above av. terrain, 1049-ft. above ground, 1892-ft. above sea level, lat. 35° 15' 35", long. 80° 44' 02". Transmitter, Plaza Rd., 1.4-mi. S of Newell Plant, \$690,797; yearly operating, \$480,000. Equipment, GE. Herschel Hill Everett, pres., 10% (theatres); Henderson Belk, exec. v.p., 22% (dept. store); Mitchell Wolfson, v.p., 15% (theatres); David M. McConnell, secy., 10% (counsel for Belk interests); Carl G. McGraw, treas., 5% (banker); Sidney Meyer, 15% (theatres); Wolfson-Meyer Theatre Enterprises Inc., 10%; Thomas M. Belk, 4% (dept. store); Irwin Belk, 3% (dept. store); remainder held by 8 others each owning 1% or less. Messrs. Wolfson & Meyer own WTVJ, Miami; have interest in TV application for Jacksonville. Counsel, Cohn & Marks; consulting engineers, Kear & Kennedy. BPCT-1621.

Charlotte (Ch. 9)—Radio Station WSOC Inc., Box 2536. (WSOC-NBC). 316-kw visual, 189.7-kw aural, 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level, lat. 35° 15' 41", long. 80° 43' 38". Transmitter, 1.4-mi. SSE of Newell, N. C. Plant, \$575,000; yearly operating, \$834,000. Equipment, RCA. E. J. Gluck, pres. & gen. mgr., 72%; R. S. Morris, secy.-treas., 36.416%; E. E. Jones, v.p., 31.432%; Charles M. Marshall, v.p., 5%; Hunter Marshall, 16.332%; Mrs. Adelade M. Marshall, 14.6%. Counsel, Segal, Smith & Hennessey; consulting engineer, George C. Davis. BPCT-304.

★ **FAYETTEVILLE** (Ch. 18)—WFLB-TV, Fayetteville Bcstrs. Inc., Box 512. (WFLB-ABC). CP 4-13-54; 98.5-kw visual, 54.5-kw aural, 320-ft. above av. terrain, 364-ft. above ground, 506-ft. above sea level, lat. 35° 04' 06", long. 78° 54' 10". Transmitter, Bragg Blvd. near Westmont Dr. Plant, \$185,213; yearly operating, \$73,620. Equipment, DuMont transmitter, RCA antenna. Harry B. Stein, pres., 12 1/2%; Nell A. Currie Jr., v.p., 12 1/2%; W. M. K. Bender, secy.-treas., 12 1/2%; remainder held by 5 others, each owning 12 1/2%. Counsel, Koteen & Burt; consulting engineers, Commercial Radio Equipment Co. BPCT-1395.

Fayetteville (Ch. 54)—Ralph E. Hess, 1216 Edmonds Ave., Drexel Hill, Pa. (WFAL). 183.4-kw visual, 95.26-kw aural, 478-ft. above av. terrain, 551-ft. above ground, 659-ft. above sea level, lat. 35° 04' 19", long. 78° 52' 45". Transmitter, near city limits between Ramsey & North St. Plant, \$264,340; yearly operating,

\$150,000. Equipment, GE, Ralph E. Hess, 100% (advertising). Counsel, Maurice A. Barnes; consulting engineer, G. E. Chambers, Rehoboth Beach, Del. BPCT-1822.

★ **GASTONIA (Ch. 48)**—WTVX, Air Pix Corp., Lowell, N. C. CP 4-7-54; 14.4-kw visual, 7.59-kw aural, 902-ft. above av. terrain, 900-ft. above ground, 1737-ft. above sea level, lat. 35° 14' 01", long. 81° 16' 38". Transmitter, Crowders Mt., 5.5-mi. SW of Gastonia. Plant, \$145,560; yearly operating, \$200,000. Equipment, GE, Colt M. Robinson, pres., 24.31% (yarn mfg.); W. O. Bivens, v.p., .08% (free lance TV-radio announcer & producer); Colt M. Robinson Jr., secy.-treas., .83% (yarn mfg.); C. O. Dickson, 12.57% (wholesale air conditioning); Cary C. Boshamer, 4.2% (textile mfg.); Bontex Fabrics Inc., 4.2% (yarn trading); Frank P. Hall Jr., 4.2% (yarn & hosiery mfg.); Robert H. Plinnix, 4.2% (building & insurance); Mrs. Jane W. Richardson, 4.2%; Bruce E. Rowzie, 4.2%; remainder held by 35 others, none owning more than 2.1%. Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engr. Co. BPCT-1848.

New Bern (Ch. 13)—Nathan Frank, Box 810, Henderson, N. C. (WNHC, Henderson). 101.2-kw visual, 60.7-kw aural, 466-ft. above av. terrain, 493-ft. above ground, 511-ft. above sea level, lat. 35° 08' 15", long. 77° 03' 31". Transmitter, 2-mi. NNW of city on W side of Neuse River. Plant, \$248,496; yearly operating, \$105,000. Equipment, RCA. Mr. Frank is licensee of WNHC, Henderson. Counsel, Haley, Doty & Wollenberg; consulting engineers, Commercial Radio Equipment Co. BPCT-1908.

Raleigh (Ch. 5)—Capitol Bcstg. Co. Inc., 130 South Salisbury St. (WRAL-MBS). 100-kw visual, 50-kw aural, 1171-ft. above av. terrain, 1170-ft. above ground, 1510-ft. above sea level, lat. 35° 40' 37", long. 78° 32' 06". Transmitter, 1.6-mi. SE of Auburn. Plant, \$380,902; yearly operating, \$240,000. Equipment, DuMont transmitter, RCA antenna. A. J. Fletcher, pres. & treas., 90.27%; Fred Fletcher, v.p. & gen. mgr., 5.41%; Louise S. Stephenson, secy., .54%; D. H. Witherspoon, asst. secy., .54%; L. H. Bryan, .54%. Counsel, Spearman & Roberson; consulting engineers, Kear & Kennedy. BPCT-824.

Raleigh (Ch. 5)—WPTF Radio Co., Insurance Bldg. (WPTF-NBC). 100-kw visual, 60-kw aural, 1231-ft. above av. terrain, 1189-ft. above ground, 1549-ft. above sea level, lat. 35° 40' 19", long. 78° 31' 39". Transmitter, off U.S. Rt. 70, 1.9-mi. SE of Auburn. Plant, \$523,000; yearly operating, \$415,000. Equipment, RCA. Majority of stock (99.01%) is held by Durham Life Insurance Co.; S. B. Coley, pres. Richard H. Mason is WPTF pres.-gen. mgr. Counsel, Loucks, Zias, Young & Jansky; consulting engineer, James C. McNary. BPCT-511.

★ **WASHINGTON (Ch. 7)**—WRRF-TV, North Carolina Television Inc., Bank of Washington Bldg. (WRRF). CP 10-27-54; 251-kw visual, 138-kw aural, 480-ft. above av. terrain, 519-ft. above ground, 549-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 58". Transmitter, 2.1-mi. E. of center of Grifton, N. C. Plant, \$345,362; yearly operating, \$150,000. Equipment, RCA. W. R. Roberson Jr., pres. & treas., 3.58% (pres. & 27% of WRRF); pres. & treas. & 29.8% of WRRZ, Clinton, N. C.); H. W. Anderson, v.p., 16.67% (pres. & 60% of WVOT, Wilson, N. C.); 20% of WGTC, Greenville, N. C.); Wm. S. Page, secy., 16.67% (pres. & gen. mgr. & 28% of WFTC, Kinston, N. C.); R. M. Fountain, 16.67% (36.66% of WCPB, Tarboro, N. C.); Harmon L. Duncan, 8.34% (licensee of WHIT, New Bern, N. C.); pres. & treas. & 25% of WTVI, Durham, N. C.); 25% of WGTN, Georgetown, S. C.); Floyd Fletcher, 8.33% (v.p. & secy. & 25% of WTVI); Kenneth C. Royal, 7.6% (ex-Secy. of Army; 23.32% of WGBR, Goldsboro, N. C.); W. R. Roberson, 3.58% (chairman & 25% of WRRF; chairman & 18.9% of WRRZ); remainder held by 17 others, none owning more than 3.53%. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. C. Davis. BPCT-1856.

★ **WILMINGTON (Ch. 3)**—WHTT, Wilmington Television Corp. Box 604, CP 2-17-54; 6.03-kw visual, 3.02-kw aural, 230-ft. above av. terrain, 245-ft. above ground, 265-ft. above sea level, lat. 34° 14' 07", long. 77° 56' 55". Transmitter, 101 Market St., Wilmington, N. C. Plant, \$161,988; yearly operating, \$117,000. Equipment, GE. O. C. Tucker, pres., 25% (real estate, mechanical contractor); Glenn M. Tucker, v.p., 25% (real estate investments-construction); Milton Hammer, secy., 25%, producer of TV program *Washington Spotlight*, and 50% owner of Govt. Business Services; A. L. Wheeler, treas., 25% (lawyer). Counsel, Wheeler & Scott; consulting engineers, Craven, Lohnes & Culver. BPCT-1755.

NORTH DAKOTA

★ **GRAND FORKS (Ch. 10)**—KNOX-TV, Community Radio Corp., c/o Carroll E. Day, Grand Forks, N.D. (KNOX-MBS). CP 3-10-54; 2.84-kw visual, 1.42-kw aural, 177-ft. above av. terrain, 203-ft. above ground, 1028-ft. above sea level, lat. 47° 58' 22", long. 97° 03' 03". Transmitter, State Mill Rd. Plant, \$164,500; yearly operating, \$140,000. Equipment, RCA. Carroll E. Day, pres., 16.66% (state senator, real estate, soft drink bottler, attorney); Don E. Whiteman, v.p., 16.66% (retired merchant); Adolph Lund, v.p., 16.66% (implement & lumber business); Elmer O. Hanson, v.p. & gen. mgr., 16.66% (mgr. of KNOX); Arthur Tweet, treas., 16.66% (chain groceries); Elroy Schroeder, secy., 16.66% (farmer, supt. of schools). Counsel, Lyon, Wilner & Bergson; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1760.

OHIO

Atbens (Ch. 62)—Ohio U., Athens. (WOUI). 240-kw visual, 123-kw aural, 843-ft. above av. terrain, 634-ft. above ground, 1454-ft. above sea level, lat. 39° 18' 57", long. 82° 06' 08". Transmitter, 1-mi. S. of center of ctr. Plant, \$437,000; yearly operating, \$50,000. Equipment, GE. Laverne Lausche, business mgr. Engineer, Thomas B. Friedman, 2830 Van Aken Blvd., Cleveland. BPCT-1757.

Canton (Ch. 29)—Brush-Moore Newspapers Inc., 500 Market Ave. S. (WHBC-ABC). 12-kw visual, 7-kw aural, 684-ft. above av. terrain, 546-ft. above ground, 1786-ft. above sea level, lat. 40° 45' 08", long. 81° 19' 04". Transmitter, 4.5-mi. S.E. of Canton. Plant, \$329,500; yearly operating, \$162,000. Equipment, DuMont transmitter, RCA antenna, Eugene Carr, pres.; William H. Vodrey estate, 8.184%; Joseph K. Vodrey, v.p., 7.4%; Wil-

liam H. Vodrey Jr., asst. secy., 7.4%; Thomas S. Brush, v.p., 2.1%; William T. Moore, 7.116%; Louise Vodrey Boyd, 7.4%; Maudo S. Brush, 20.284%; Roy D. Moore estate, 9.15%; Thomas S. Brush, trustee under will of Louis H. Brush, deceased, 8%; Jane Moore Hershey, 7.114%; Lucille D. Moore, 7%; Elizabeth Brown Thompson, 4%; Farness & Co., trustee for Lela E. Thompson, 4.784%. Applicant publishes *Canton Repository*. Also owns WPAV, Portsmouth, O. Counsel, Dow, Lohnes & Albertson; consulting engineers, A. D. Ring & Assoc. BPCT-264. [Note: Initial decision by examiner Fanney N. Litvin Nov. 19, 1954 recommended denial of application.]

Canton (Ch. 29)—Stark Telecasting Corp., Hills & Dales Rd. (WCMW). 220.8-kw visual, 116.4-kw aural, 651-ft. above av. terrain, 568-ft. above ground, 1783-ft. above sea level, lat. 40° 47' 12", long. 81° 18' 24". Transmitter, Rt. 30, near Broadway Rd. Plant, \$270,250; yearly operating, \$198,120. Equipment, RCA. S. L. Huffman, pres., 32%; Kenneth B. Cope, treas., 32%; R. W. Loichot, 32%. Counsel, George O. Sutton; consulting engineer, James C. McNary. BPCT-949. [Note: Initial decision by examiner Fanney N. Litvin Nov. 19, 1954 recommended denial of application.]

Canton (Ch. 29)—Tri-Cities Telecasting Inc., 848 Market Ave. N. 208.5-kw visual, 108-kw aural, 873-ft. above av. terrain, 640-ft. above ground, 1780-ft. above sea level, lat. 40° 45' 10", long. 81° 20' 45". Transmitter, 2-mi. SE of Canton. Plant, \$337,539; yearly operating, \$215,000. Equipment, GE transmitter, Workshop Assoc. antenna. Morton Frank, pres., 23.4% (publishes *Canton Economist* and *Stark County Times*, weekly and bi-weekly newspapers, respectively); Wallace R. Fearsons Jr., v.p., 9.4% (welding machinery); Loren E. Soulers Jr., secy.-treas., 2% (sheet metal fabrication); Dale C. Hall, asst. secy.-treas., 6% (metal products); Fred W. Danner, 9.4% (printer); Oral S. Pfug, 9.4% (owns *Steubenville Jeffersonian*; advertising); Ethel M. Pritz, 9.4%; Samuel M. Sparks, 9.4% (physician); Donald M. Stein, 9.4% (scrap iron & steel); Michael Rocco, 9.4% (real estate & fruit dealer); David B. Hanna, 5% (steel fabrication); Agnes D. Frank, 4.7% (v.p. of *Canton Economist* and *Stark County Times*); John D. Cowing, 2% (advertising); Howard Harmony, 2% (advertising). Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1738. [Note: Initial decision by examiner Fanney N. Litvin Nov. 19, 1954 recommended grant of application.]

★ **CINCINNATI (Ch. 54)**—WQXN-TV, Robert W. Rounsaville, 3165 Mathleson Dr., N.E., Atlanta, Ga. CP 5-13-53; 129-kw visual, 67.6-kw aural, 530-ft. above av. terrain, 497-ft. above ground, 1279-ft. above sea level, lat. 39° 06' 17", long. 84° 33' 21". Transmitter, 8th & Matson Place. Plant, \$221,660; yearly operating, \$250,000. Equipment, DuMont transmitter, GE antenna. Robert Rounsaville, 100% (owner of WQXI-TV, Atlanta, and CP for WQXL-TV, Louisville; also owns AM stations WBAC, Cleveland, Tenn.; WLOU, Louisville, Ky.; WMBM, Miami Beach, Fla.; 51% of WBEJ, Elizabethton, Tenn.; 60% of WWOX, being built in Charlotte, N. C.; George M. Clark (banker; 49% of WBEJ, Elizabethton, Tenn.) has option to buy 45% under agreement under which he advances money toward construction. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1681.

★ **CLEVELAND (Ch. 19)**—WHK-TV, United Bestg. Co., 5000 Euclid Ave. (WHK-MBS). CP 12-3-53; 220-kw visual, 120-kw aural, 645-ft. above av. terrain, 759-ft. above ground, 1419-ft. above sea level, lat. 41° 29' 55", long. 81° 41' 41". Transmitter, Terminal Tower Bldg. Plant, \$593,430; yearly operating, \$430,000. Equipment, RCA. Owned 100% by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News*. Sterling E. Graham, pres. Same interests own 40% of WKBN-TV, Youngstown, O. Counsel, Loucks, Zias, Young & Jansky. BPCT-216.

★ **CLEVELAND (Ch. 65)**—WERE-TV, Cleveland Bestg. Inc., 1501 Euclid Ave. (WERE). CP 6-17-53; 204-kw visual, 110-kw aural, 850-ft. above av. terrain, 434.5-ft. above ground, 1595.5-ft. above sea level, lat. 41° 20' 28", long. 81° 44' 29". Transmitter, 9256 Ridge Rd. Plant, \$406,735; yearly operating, \$330,000. Equipment, RCA. Ray T. Miller, pres., 14.6%; 26 others hold no more than 7.18% each. Counsel, Spearman & Roberson; consulting engineer, George P. Adair. BPCT-279.

★ **COLUMBUS (Ch. 34, educational)**—WOSU-TV, Ohio State U., c/o Robt. C. Higgy, dir. WOSU (WOSU). CP 4-22-53; 205-kw visual, 110-kw aural, 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level, lat. 40° 00' 28", long. 83° 02' 49". Transmitter, N. Starr & W. Lane Ave. Plant, \$425,400; yearly operating, \$150,000. Equipment, RCA. Robt. N. Gorman, chairman, board of trustees. Counsel, Attorney General of Ohio; engineer, Robt. C. Higgy, dir. & engineer, WOSU. BFET-23.

★ **DAYTON (Ch. 22)**—WIFE, Skyland Broadcasting Corp., 330 W. First St. (WONE). CP 11-26-52; 257-kw visual, 132-kw aural, 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level, lat. 39° 43' 15.5", long. 84° 15' 38.9". Transmitter, West Carlton Rd., 4.5-mi. SW of Dayton. Plant, \$349,377; yearly operating, not listed. Equipment, GE. Ronald B. Woodyard, pres.-gen. mgr., 17.87%. Interlocking ownership with CP for Pittsburgh and radio WAAA, Winston-Salem, N.C. Counsel, Fly, Shuebruk & Blume; consulting engineer, George P. Adair. BPCT-884. [Note: This station began operating Oct. 3, 1953, but quit the air March 13, 1954, reverting to CP status; see *Television Digest*, Vol. 10:11. CP expires Feb. 4, 1955.]

★ **ELYRIA (Ch. 31, allocated to Lorain)**—WEOL-TV, Elyria-Lorain Bestg. Co. Elyria Savings & Trust Co. Bldg. (WEOL). CP 2-12-54; 96-kw visual, 51.8-kw aural, 357-ft. above av. terrain, 330-ft. above ground, 1140-ft. above sea level, lat. 41° 19' 40", long. 82° 05' 20". Transmitter, E of Indian Hollow Rd., 2.5-mi. SSE of Elyria. Plant, \$304,425; yearly operating, \$225,000. Equipment, RCA. Roy W. Ammel, pres., 20.09%; D. O. Thomas, v.p., 1.9%; R. J. Fitch, treas., .5%; I. L. Porter, asst. secy.-treas., .5%; Loren M. Berry, 20.3%; Gustav Hirsch, 7.9%; James Holan, 3.3%; Ralph Henderson, 4.1%; remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for WTVQ, Pittsburgh & WIFE Dayton, which went off air March 13, 1954 & reverted to CP status. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1124.

Lorain—See also Elyria.

★ **MANSFIELD** (Ch. 36)—WTVG, Fergum Theatres, Inc., Madison Theatre. CP 6-4-54; 17-kw visual, 9.1-kw aural, 712-ft. above av. terrain, 542-ft. above ground, 2002-ft. above sea level, lat. 40° 44' 11", long. 82° 35' 59". Transmitter, Alta West Rd. 4-mi. S.W. of center of Mansfield. Plant, #236,360; yearly operating, \$200,000. Equipment, RCA. William N. Skirball, pres., 40.7%; Jack H. Skirball, v.p., 40.7%. Counsel, Lyon, Wilner & Bergson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1179.

★ **MASSILLON** (Ch. 23)—WMAC-TV, Midwest TV Co., 500 Security Bldg., Toledo, O. CP 9-4-52; 99-kw visual, 50-kw aural, 430-ft. above av. terrain, 524-ft. above ground, 1524-ft. above sea level, lat. 40° 52' 18", long. 81° 34' 33". Transmitter, Rt. 21, near Butler Bridge. Plant, #257,930; yearly operating, \$170,979. Equip., GE. Lamb Enterprises Inc., 100%, own TV station WICU, Erie, Pa.; AM stations, WTOD, Toledo; WKIK, Erie; publish *Erie Dispatch*; also TV applicant for Toledo, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh. BPCT-1010.

Steubenville—See also Wheeling, W.Va.

★ **TOLEDO** (Ch. 79)—WTOH-TV, Woodward Bestg. Co., 3315 Cadillac Tower, Detroit, Mich. CP 10-20-54; 166-kw visual, 87.1-kw aural, 420-ft. above av. terrain, 437-ft. above ground, 1040-ft. above sea level, lat. 41° 39' 03.7", long. 83° 32' 06.5". Transmitter, St. Clair St. & Madison Ave. Plant, #359,217; yearly operating, \$500,000. Equipment, GE. Max Osnos, pres. & treas., 93% (druggist & dept. store; owns 9% of Ch. 6 applicant for Whitefish Bay, Wis.); Jacob Kellman, v.p. & aecy., 4.5% (dept. store exec.); Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); George Edwards, 1.25% (probate court judge). Applicant is grantee for Ch. 62, Detroit, having acquired CP from UAW-CIO July 14, 1954 (See *Television Digest*, Vol. 10:26, 29). Counsel, Fly, Shuebruk, Blume & Gagulne; consulting engineers, George P. Adair & Co. BPCT-1899.

Toledo (Ch. 11)—Anthony Wayne Television Corp., 2300 Ohio Bldg., 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1619-ft. above sea level, lat. 41° 40' 32", long. 83° 23' 30". Transmitter, Cedar Point & Norden Rd. Plant, #828,656; yearly operating, \$1,000,000. Equipment, RCA. Mason B. Jones, pres., 10.593% (diversified mfg.); Howard P. DeVillbiss, v.p., 10.593% (apraying equipment mfg.); Harold F. Groas, v.p., 10.593% (pres. & gen. mgr. and 78% owner of WJIM-TV & WJIM, Lansing, Mich.); C. Barnes Walbridge, v.p., 10.593% (commercial photographer); Wm. H. Black Jr., secy., 3.178% (attorney); Durwood DuBols, treas., 2.119% (banker); Arthur L. Baker, 5.296% (machine tool mfg.); Robert G. Landers, 5.296% (plastic & rubber coated fabrics mfg.; building); Randolph H. Barnard, 5.296% (glass fiber mfg.); John O. Halsted, 5.296% (real estate); George B. Secor, 5.296% (sales rep.); Lynn Troxel, 4.237% (architect); John Duncan Jr., 3.178% (dir. of trade relations, Owens-Ill. Glass Co.); James E. Kirk, 3.178% (real estate); Howard E. Zink, 3.178% (auto seat cover mfg.); Conant M. Ohl, 4.237% (employee benefit plans); Jules D. Lippman, 5.296% (pres. of Tertileather div. of General Tire); 3 others, none owning as much as 1.5%. Counsel, Bingham, Collina, Porter & Kistler; engineer, Charles E. Brady, Bank of Lansing Bldg., Lansing, Mich. BPCT-1855.

Toledo (Ch. 11)—Citizens Bestg. Co., 611 Huron St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1043-ft. above ground, 1618-ft. above sea level, lat. 41° 38' 50", long. 83° 17' 26". Transmitter, Sacka & Teachout Rds. Plant, #726,820; yearly operating, \$627,000. Equipment, GE. Willys-Overland Unit of Local 12 UAW-CIO owns 25% of authorized stock and 62% of subscribed stock; remainder of stock held by other units of Local 12. Howard H. Redger, pres., Thomas H. Burke, exec. v.p.-secy.; Clem Holewinski, treas. Counsel, Rau & Levy. BPCT-1720.

Toledo (Ch. 11)—Community Bestg. Co., 709 Madison Ave. (WTOL). 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1034-ft. above ground, 1614-ft. above sea level, lat. 41° 40' 22", long. 83° 22' 47". Transmitter, Cedar Point R. near Norden Rd., 3-mi. E. of Harbor View. Plant, #805,383; yearly operating, \$1,033,127. Equipment, RCA. Frazier Reams, pres.-treas., 70% (attorney & congressman); Morton Neipp, v.p., 10% (attorney); Thomas S. Bretherton, secy., 10% (attorney); Glenn H. Reams, asst. secy., 10% (physician). Counsel, Pierson & Ball; consulting engineers, A. C. Ring & Assoc. BPCT-590.

Toledo (Ch. 11)—Great Lakes Bestg. Co., 620 Security Bldg. 316-kw visual, 158-kw aural, 841-ft. above av. terrain, 879-ft. above ground, 1469-ft. above sea level, lat. 41° 37' 20", long. 83° 21' 34.5". Transmitter, Brown Rd., .65-mi. NE of Curtice, O. Plant, #747,411; yearly operating, \$800,000. Equipment, GE. Arthur W. Reichert, pres., 15.9% (advertising); Wellington F. Roemer, v.p.-treas., 15.9% (insurance); John N. Richards, v.p., 15.9% (architect); Wayne E. Shawaker, v.p.-secy., 15.9% (industrial visual aids); Harold Anderson, v.p., 15.9% (grain elevator); Smith L. Ralston, 7.9% (v.p., Owens-Illinois Glass Co.); James M. Acklin, 7.9% (mfr. & distributor of women's apparel); remainder held by 3 others, each owning 1.6%. Counsel, Cohn & Marks; consulting engineers, Jansky & Bailey Inc. BPCT-1805.

Toledo (Ch. 11)—Maumee Valley Bestg. Co., 902 Toledo Trust Bldg. 283.3-kw visual, 150-kw aural, 1023-ft. above av. terrain, 1055-ft. above ground, 1640-ft. above sea level, lat. 41° 38' 38", long. 83° 21' 14". Transmitter, Coudino Rd. Plant #766,231; yearly operating, \$709,490. Equipment, GE. Bernard R. Baker II, pres., 3.9%; George F. Crosby, v.p., 3.9%; Hal H. Thurber, v.p., 1.5%; Robert W. Torbett, secy., 1.5%; Robert F. Kable, treas., 2.3%; Wendell V. Gorton, asst. secy.-treas., 1.5%; Hulbert Taft Jr., 4.7%; David G. Taft, 1.5%; Marvin H. Rorick Sr., 5.5%; remainder held by 36 others, none holding more than 3.9%. Messrs. Hulbert & David Taft also have interest in WKRC-TV, Cincinnati; WTVN, Columbus; WBJR, Knoxville, Tenn. (TV applicant). Counsel, Roberts & McInnis; engineer, George C. Davis. BPCT-1741.

Toledo (Ch. 11)—Toledo Blade Co., 533 Superior St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1036-ft. above ground, 1623-ft. above sea level, lat. 41° 38' 37", long. 83° 22' 06". Transmitter, N. Curtice Rd., .5-mi. N of Jerusalem Rd. Plant, #400,441; yearly operating, \$620,000. Equipment, GE. Paul

Block Jr., first v.p., 33½%; William Block, v.p., 33½%; Dina W. Block, 2%; Grove Patterson, pres. Same interests publish *Toledo Blade* & *Pittsburgh Post-Gazette*, latter licensee of WWSW, Pittsburgh, TV applicant. Counsel, Segal, Smith & Hennessy; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-262.

Toledo (Ch. 11)—Unity Corp. Inc., 515 Madison Ave. (WTOD). 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1629-ft. above sea level, lat. 41° 38' 09", long. 83° 22' 22". Transmitter, Jerusalem Rd. & N. Curtice Rd., 1-mi. N of Curtice, O. Plant, #619,058; yearly operating, \$916,000. Equipment, DuMont transmitter, RCA antenna. Edward Lamb, pres.-treas., 48%; J. Howard McGrath, exec. v.p.; Stephen A. Mack, v.p., 3.9%; Prudence H. Lamo, 16.6%; Edward Lamb, trustee for Priscilla P. Lamb, 14.5%; Edward Lamb, trustee for Edward H. Lamb, 14.5%. Same interests also own TV station WICU, Erie, Pa., and AM stations WKIK, Erie; publish *Erie Dispatch*; holds CP for Massillon, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh. BPCT-1609.

† Toledo (Ch. 30, educational)—Greater Toledo Educational Television Foundation, Board of Education Bldg., 121 Southard Ave. 22.39-kw visual, 11.21-kw aural, 216-ft. above av. terrain, 244-ft. above ground, 864-ft. above sea level, lat. 41° 39' 44", long. 83° 36' 52". Transmitter, 2801 W. Bancroft St. Plant, #101,300; yearly operating, \$101,300. Equipment, RCA. Paul Block Jr., pres. (v.p. of *Toledo Blade*); Asa S. Knowles, v.p. (pres., U. of Toledo); E. L. Bowsher, secy. (supt. Toledo public schools); W. Clyde Slater, treas., (clerk-treas., Toledo Board of Education). Consulting engineer, A. R. Bitter. BPET-53.

OKLAHOMA

★ **ARDMORE** (Ch. 12)—KVSO-TV, John F. Easley, 1614 Stanley St. (KVSO-ABC). CP 5-12-54; 27.3-kw visual, 13.7-kw aural, 645-ft. above av. terrain, 355-ft. above ground, 1625-ft. above sea level, lat. 34° 22' 29", long. 97° 08' 23". Transmitter, Hwy. 77 & North Carter County Line. Plant, #194,000; yearly operating, \$120,000. Equipment, GE. John F. Easley, owns KVSO, Ardmore, and is publisher of *Daily Ardmorette*. Consulting engineer, A. Earl Cullum Jr. BPCT-1821.

★ **MIAMI** (Ch. 58)—KMIV, Miami Television Co., Box 420, Wichita Falls, Tex. CP 4-22-53; 1.75-kw visual, .87-kw aural, 230-ft. above av. terrain, 247-ft. above ground, 1049-ft. above sea level, lat. 28° 52' 36", long. 94° 52' 38". Transmitter, Miami Hotel. Plant, #113,091; yearly operating, \$100,000. Equipment, GE. George L. Coleman, 75% (banker, owns 30% of KMBY-TV, Monterey, Cal., and minority interest in KGLC, Miami, Okla.; Kenyon Brown, 25% (for Mr. Brown's holdings, see KWFT-TV, Wichita Falls). Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum. BPCT-1650.

★ **OKLAHOMA CITY** (Ch. 13, educational)—KETA, Oklahoma Educational Television Authority, Box 3241, State Capitol. CP 12-2-53; 316-kw visual, 191-kw aural, 1440-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 58", long. 97° 29' 48". Transmitter, 7301 N. Lincoln Blvd. Plant, #1,640,000; yearly operating, \$500,000. Equipment, RCA. Dial Currin, chairman; Wm. D. Little, vice-chairman; Guy H. James, secy.; Wharton Mathies, associate secy. Applicant owns AM station WNAD, Norman and is Ch. 11 grantee in Tulsa. Counsel, Cohn & Marks; consulting engineer, George C. Davis. BPET-21.

★ **TULSA** (Ch. 11, educational)—KOED-TV, Oklahoma Educational Television Authority, State Capitol, Oklahoma City. CP 7-21-54; 75.9-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50". Transmitter, 6.4-mi. WNW of center of Tulsa. Plant, #233,827; yearly operating, \$31,160. Equipment, RCA. Charles Franklin Spencer, chairman; Rex E. Pettitohn, vice chairman; J. B. Harper, secy.-treas. Also holds CP for KETA, Oklahoma City (Ch. 13). Counsel, Cohn & Marks; consulting engineer, George C. Davis. BPET-51.

★ **TULSA** (Ch. 17)—KSPG, Arthur R. Olson, Box 2680. CP 2-5-54; 215.2-kw visual, 116.2-kw aural, 864-ft. above av. terrain, 651-ft. above ground, 1669-ft. above sea level, lat. 36° 11' 25", long. 96° 05' 51". Transmitter, 6.4-mi. WNW of Tulsa. Plant, #701,052; yearly operating, \$300,000. Equipment, GE. Mr. Olson manufactures magnesium & aluminum castings and has oil interests. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair. BPCT-1628.

★ **TULSA** (Ch. 23)—KCEB, Elfred Beck, Lookout Mt., Red Fork Station, Tulsa. CP 2-25-53; 171-kw visual, 92.3-kw aural, 700-ft. above av. terrain, 491-ft. above ground, 1400-ft. above sea level, lat. 36° 07' 00", long. 96° 01' 28". Transmitter, Lookout Mt., 3-mi. N of 36th St. & 28th Ave. W. Plant, #435,126; yearly operating, \$260,000. Equipment, RCA. Elfred Beck, 100% (real estate & oil production). Counsel, Orlome & Scheiner; consulting engineer, Geo. C. Davis. BPCT-1392. [Note: Began operating Feb. 22, 1954, but quit air Dec. 1, 1954, reverting to CP status; see *Television Digest*, Vol. 10:49 & 11:2. CP expires July 1, 1955.]

OREGON

★ **KLAMATH FALLS** (Ch. 2)—KFJI-TV, KFJI Bcstrs., P.O. Box 692. (KFJI-MBS). CP 12-1-54; 13.07-kw visual, 6.54-kw aural, 460-ft. above av. terrain, 229-ft. above ground, 4879-ft. above sea level, lat. 42° 12' 55.5", long. 121° 47' 56". Transmitter, near W. City limits. Plant, \$56,200; yearly operating, \$175,000. Equipment, GE. W. D. Miller, pres. & treas., 100%. Counsel, McKenna & Wilkinson; consulting engineer, Grant S. Feikert. Corvallis. BPCT-1299.

Portland—See also Vancouver, Wash.

★ **PORTLAND** (Ch. 12)—KLOR, Oregon Television Inc., 1003 Loyalty Bldg. CP 7-22-54; 316-kw visual, 158-kw aural, 1015-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level, lat. 45° 29' 19", long. 122° 41' 40". Transmitter, 4854 S.W. 19th St. Plant, #645,824; yearly operating, \$558,600. Equipment, DuMont transmitter, RCA antenna. Henry A. White, pres.,

15.1%; Stephen E. Thompson, v.p. & treas., 15.1%; Robert L. Sabin, secy., 7.6%; William A. Healy, 15.1%; Huntington Malarkey estate, 22.6% (Kathleen E. Malarkey & Robt. L. Sabin, executors); Julius L. Meier Jr., dir., 22.65%; Walter J. Stiles Jr., 1.9%. Counsel, Barnes & Neilson; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-938.

Portland (Ch. 8)—Cascade Television Co., c/o John R. Latourette, Corbett Bldg. 316-kw visual, 158-kw aural, 1281-ft. above av. terrain, 574-ft. above ground, 1604-ft. above sea level, lat. 45° 27' 15", long. 122° 33' 06". Transmitter, Ridgeway Dr. & City View Dr. on Mount Scott. Plant, \$692,368; yearly operating, \$480,000. Equipment, G.E. Geo. C. Sheahan, pres., 10% (petroleum marketing); Clayton R. Jones, v.p., 20% (stevedoring & ship fitting); David McKay, v.p., 30% (licensee of KOLO, Reno & KORK, Las Vegas, Nev., and 49% owner of KGYW, Vallejo, Cal.); Thomas W. Young, and 49% owner of KGYW, Vallejo, Cal.); Thomas W. Young, and 49% owner of KGYW, Vallejo, Cal.); Zina A. Wise, 5% (rubber products); Thomas W. Dant, 5% (lumbering); H. G. Wells Jr., 5% (10% of KOLO & KORK); Counsel, Scharfeld, Jones & Baron; consulting engineers, Keat & Kennedy. BPCT-1235. [Note: Initial decision by examiner Elizabeth C. Smith June 22, 1954 recommended denial of application.]

Portland (Ch. 8)—North Pacific Television Inc., 604 Mead Bldg. (KGW). 316-kw visual, 158-kw aural, 1311-ft. above av. terrain, 574-ft. above ground, 1636-ft. above sea level, lat. 45° 27' 16", long. 122° 32' 54". Transmitter, Ridgeway Dr. & East View Dr. Plant, \$853,775; yearly operating, \$702,697. Equipment, RCA. Gordon D. Orput, pres., 6% (insurance); Paul F. Murphy, v.p., 11.17% (real estate); Henry A. Kuckenberger, v.p., 11.16% (construction); W. Calder McCall, treas., 11.17% (oil & gas distributor); Dorothy S. Bullitt, exec. v.p., .01%; King Bcstg. Co., 59.97% (licensee of KING & KING-TV, Seattle, of which Mrs. Bullitt is pres. & controlling stockholder). Counsel, Haley, Doty & Wollenberg; engineers, Craven, Lohnes & Culver. BPCT-1138. [Note: Initial decision by examiner Elizabeth C. Smith June 22, 1954 recommended grant of application.]

Portland (Ch. 8)—Portland Television Inc., U. S. National Bank Bldg. 316-kw visual, 158-kw aural, 1483-ft. above av. terrain, 723-ft. above ground, 1773-ft. above sea level, lat. 45° 29' 57", long. 122° 42' 29". Transmitter, Council Crest Dr. Plant, \$745,249; yearly operating, \$700,000. Equipment, RCA. Ralph E. Williams Jr. (banker), pres., 24.25%; Robert F. Johnson (construction & lumber), v.p., 24.25%; Thomas Kerr, v.p., 8%; Caroline Burke, v.p., 19.4%; Forrest Berg, secy., 8%; William Crooks, treas., 16.1%. Counsel, Arnold, Fortas & Porter; consulting engineer, Geo. C. Davis. BPCT-956. [Note: Initial decision by examiner Elizabeth C. Smith June 22, 1954 recommended denial of application.]

Portland (Ch. 8)—Westinghouse Broadcasting Co. Inc., 1625 K St. N.W., Washington, D. C. (KEX-ABC). 316-kw visual, 158-kw aural, 1366-ft. above av. terrain, 624-ft. above ground, 1654-ft. above sea level, lat. 45° 29' 25", long. 122° 41' 48". Transmitter, Healy Heights. Plant, \$855,000; yearly operating, \$322,000. Equipment, RCA. Westinghouse Radio Stations Inc., J. E. Baudino, v.p. For other interests see WBZ-TV, Boston. BPCT-494. [Note: Initial decision by examiner Elizabeth C. Smith June 22, 1954 recommended denial of application.]

Rosburg (Ch. 4)—Southern Oregon Bcstg. Co., Box 1189, Medford, Ore. 13.6-kw visual, 7.34-kw aural, 2794-ft. above av. terrain, 140-ft. above ground, 4440-ft. above sea level, lat. 43° 22' 22", long. 123° 03' 51". Transmitter, Scott Mt., 13-mi. E of Sutherland, Ore. Plant, \$109,700; yearly operating, \$58,000. Equipment, G.E. Amos E. Voorhies, pres., 16 2/3%; Everett A. Faber, v.p.; Edward A. Malone, v.p.; William B. Smullin, secy.-treas.; Earle Voorhies, 16 2/3%; John Voorhies, 16 2/3%; Redwood Bcstg. Co., Inc. 50%. Mr. Voorhies is publisher of Grants Pass Courier, Redwood Bcstg. Co. Inc. operates KIEM-TV & KIEM, Eureka, Cal. and KBES-TV, Medford. [Note: Applicant plans to rebroadcast programs of KBES-TV off air.] Counsel, Dempsey & Koplowitz; consulting engineers, Craven, Lohnes & Culver. BPCT-1923.

Roseburg (Ch. 4)—South West Oregon Television Bcstg. Corp., 1500 Harvard St. 5.21-kw visual, 2.6-kw aural, 740-ft. above av. terrain, 243-ft. above ground, 1668-ft. above sea level, lat. 43° 11' 58", long. 123° 22' 58". Transmitter, 2-mi. SW of center of Roseburg. Plant, \$100,450; yearly operating, \$48,000. Equipment, RCA. Eugene Television Inc., licensee of KVAL-TV, Eugene, Ore., 51%; Noble B. Goettel, pres., 29% (owns wholesale supply house; director & 10% owner of Umpqua Radio & TV Inc., community antenna system in Roseburg); John T. Pierce, v.p., 15% (pres. & 5% of Umpqua); E. Roelle, 5% (radio maintenance engineer). [Note: Station will be satellite of KVAL-TV, Eugene.] Counsel, Loucks, Zias, Young & Jansky; consulting engineer, Alvin H. Barnard, Eugene. BPCT-1933.

★ **SALEM (Ch. 3)**—KSLM-TV, Oregon Radio Inc., Senator Hotel (KSLM-MBS). CP 9-30-53; 5.5-kw visual, 2.75-kw aural, 970-ft. above av. terrain, 224-ft. above ground, 1294-ft. above sea level, lat. 44° 58' 10", long. 123° 08' 17". Transmitter, 4.8-mi. N.W. of Salem. Plant, \$203,907; yearly operating, \$200,000. Equipment, RCA. Glenn E. McCormick, pres., 100%; Lulu C. McCormick, secy.-treas.; John W. Kendall, v.p. (attorney). Principals own KORE, Eugene, Ore. and have CP for KGLM, Chehalis, Wash. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, Alvin H. Barnard, Portland. BPCT-1180.

PENNSYLVANIA

★ **ALLENTOWN (Ch. 39)**—WQCY, Queen City TV Co. Inc., Box 689, CP 8-10-53; 263-kw visual, 141-kw aural, 714-ft. above av. terrain, 349-ft. above ground, 1204-ft. above sea level, lat. 40° 35' 53", long. 75° 25' 11". Transmitter, 403 Savercood Ave. Plant, \$331,378; yearly operating, \$240,000. Equipment, G.E. Frank Hausman, pres., 15% (contractor); Max Cornfield, v.p., 15% (auto sales); Harold Stephens, v.p., 10% (wholesale grocer); Farris E. Rahall, 34% (bus line operator); Ogden R. Davies, secy., 7% (golf course owner); Bernard B. Naef, 6% (real estate & attorney); Frank Cordaro, 2%; Clyde R. Fry, treas., 2% (accountant); Jack Greenhlat, 4% (auto sales); Marlin M. Scholl, 1%; Harold Cornfield, 4% (restaurant operator). Counsel, Welch, Mott & Morgan; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1001.

Braddock—See also Irwin, Pittsburgh, White Oak & Wilkingsburg.

Braddock (Ch. 4, allocated to Irwin)—Matta Enterprises, 1223 Braddock Ave. (WIOA). 100-kw visual, 60-kw aural, 889-ft. above av. terrain, 925-ft. above ground, 2047-ft. above sea level, lat. 40° 15' 56", long. 79° 46' 21". Transmitter, 2-mi. SE of Frank Plant, \$325,000; yearly operating, \$522,000. Equipment, RCA. William G. Matta, 50%; G. C. Matta, 50%. General partnership, both engaged in real estate and coal stripping business. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1467.

★ **ERIE (Ch. 66)**—WLEU-TV, Commodore Perry Bcstg. Service Inc. (WLEU), 806 Park Ave., Meadville, Pa. CP 12-31-53; 7.1-kw visual, 3.83-kw aural, minus 86-ft. above av. terrain, 325-ft. above ground, 985-ft. above sea level, lat. 42° 07' 26", long. 80° 04' 52". Transmitter, 12th & State Sts. Plant, \$203,300; yearly operating, \$200,000. Equipment, RCA. Owen K. Murphy, pres., 25% (massage equipment mfr.); Hoyt H. Stout, 25% (chief engineer WMGW, Meadville); Dr. Perry D. Cook, 25% (chiropractor); Dr. Perry D. Cook Jr., 25% (chiropractor). Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1283.

★ **HAZLETON (Ch. 63)**—WAZL-TV, Hazleton Television Corp., Hazleton Nat'l Bank Bldg. (WAZL-NBC). CP 12-17-52; 20-kw visual, 10.7-kw aural, 660-ft. above av. terrain, 406-ft. above ground, 2128-ft. above sea level, lat. 40° 56' 24", long. 75° 58' 04". Transmitter, Thirwell Ave. between Mill & East Sts. Plant, \$227,957; yearly operating, \$187,296. Equipment, RCA. Victor C. Diehm, pres., 25%; Hilda M. Deasroth, v.p., 25%; E. H. Witney, v.p., 25%; Geo. M. Chisnell, treas., 25%. Mr. Diehm has interest in WVDA, Boston. Counsel, Geo. O. Sutton; consulting engineer, James C. McNary. BPCT-481.

Irwin—See also Braddock, White Oak, Pittsburgh, Wilkingsburg.

Irwin (Ch. 4)—Irwin Community Television Co., 407 Oak St. 100-kw visual, 50-kw aural, 475-ft. above av. terrain, 310 ft. above ground, 1540-ft. above sea level, lat. 40° 21' 52", long. 79° 48' 49". Transmitter, Foster Rd., N. Versailles Twp., Pa. Plant, \$454,199; yearly operating, \$630,000. Equipment, Federal transmitter, G antenna. Edward J. Hirschberg, pres., 6% (pres. & gen. mgr. of WEDO, McKeesport, Pa., and gen. mgr. of WEIR, Weirton, W. Va., and WACB, Kittanning, Pa.); Clarence T. Schade, v.p., 10% (auto dealer); H. Clair Altman, treas., 10% (feed store); George Sowash, secy., 4% (publicity); Leif Hirschberg, 3% (secy.-treas. of dept. store); E. E. Tallej, 4% (bank pres.); remainder held by 150 others, none with more than 3%. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, Gaultney & Jones. BPCT-1742.

Irwin (Ch. 4)—Wespen Television Inc., 415 Main St. 100-kw visual, 57-kw aural, 744-ft. above av. terrain, 729-ft. above ground, 1849-ft. above sea level, lat. 40° 19' 04", long. 79° 41' 49". Transmitter, 25-mi. S. of city limits. Plant, \$637,093; yearly operating, \$789,959. Equipment, RCA. Scott Fink, pres., 5.681% (attorney & theatre owner); David Fink, secy., 1% (student); Jerry Fink, v.p., 1% (student); John T. Barclay Jr., treas., 5.681% (merchant & banking interest); Barclay-Westmoreland Trust Co., 18.181% (in trust for David & Jerry Fink); remainder held by 21 others, all prominent western Pennsylvania residents, none with as much as 5%. Counsel, Haley, Doty & Wollenberg; consulting engineer, George P. Adair, BPCT-1732.

★ **LANCASTER (Ch. 21)**—WWLA, Harold C. Burke, #2 Rona St., Interlaken, N. J. CP 5-6-53; 18-kw visual, 10-kw aural, 610-ft. above av. terrain, 505-ft. above ground, 1005-ft. above sea level, lat. 40° 03' 41", long. 76° 23' 30". Transmitter, 3.6-mi. N.E. of Lancaster. Plant, \$189,669; yearly operating, \$190,000. Equipment, RCA. Harold C. Burke, 100% (ex-mgr. of WBAL & WBAL-TV, Baltimore, and consultant for grantee WRTV, Asbury Park, N. J.). Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1670.

★ **LEBANON (Ch. 15)**—WLBR-TV, Lebanon TV Corp., 8th & Cumberland Sts. (WLBR). CP 6-26-53; 129-kw visual, 69.2-kw aural, 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level, lat. 40° 15' 49", long. 76° 27' 42". Transmitter, Television Hill, approx. 5.7-mi. SSE of Lebanon. Plant, \$211,000; yearly operating, \$98,000. Equipment, RCA. Lebanon Bcstg. Co. (WLBR), 52%; Lebanon News Publishing Co., 36% (publisher of Lebanon News); Lester P. Etter, pres.; Jack Schropp, v.p.; H. Raymond Stadium, treas.; Eugene Silverstein, secy.; Joseph Sansone, asst. treas.; Julian E. Skindel, director, 5%; David S. Etter, 5%; Leonard Savage, 2%. Messrs. L. P. Etter, Stadium & Silverstein each owns 1/3 of Lebanon Bcstg. Co. Mr. Schropp is business mgr. & Mr. Sansone is gen. mgr. of Lebanon News. Counsel, Miller & Schroeder; engineers, A. D. Ring & Assoc. BPCT-1011. [Note: Began operating Oct. 9, 1953, but quit the air Oct. 16, 1954, reverting to CP status; see Television Digest, Vol. 10:42. CP expires Feb. 26, 1955.]

★ **NEW CASTLE (Ch. 45)**—WKST-TV, WKST Inc., Cathedral Bldg., E. Lincoln Ave. CP 9-4-52; 17.8-kw visual, 9.55-kw aural, 570-ft. above av. terrain, 218-ft. above ground, 1608-ft. above sea level, lat. 40° 57' 15", long. 80° 19' 03". Transmitter, Old Pittsburgh & Savannah Center Church Rds., 3 1/2-mi. SW of New Castle. Estimated plant cost, \$152,623; yearly operating, \$111,836. Equipment, RCA. S. W. Townsend, pres. & treas., 36%; Wanda E. Townsend, v.p., 32%; A. W. Graham, secy., 7.2%; Marjorie Clipp, 12%; Charles H. Johnson Jr., 12.8%. Marjorie Clipp is wife of Roger Clipp, gen. mgr. of WFIL & WFIL-TV, Philadelphia. Counsel, Pierson & Ball; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-985. [Note: Began operating April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status; see Television Digest, Vol. 11:2. Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

Philadelphia—See also Camden, N. J.

★ **PHILADELPHIA (Ch. 21)**—WIBG-TV, Daily News Television Co., 1425 Walnut St. (WIBG). CP 10-21-53; 1000-kw visual, 501-kw aural, 640-ft. above av. terrain, 594-ft. above ground, 868-ft. above sea level, lat. 40° 04' 42", long. 75° 09' 46". Transmitter, Vernon Rd. & Cheltenham Ave. Plant, \$640,815; yearly operat-

ing, \$600,000. Equipment, DuMont transmitter, GE antenna. Seaboard Radio Broadcasting Corp., 84%; Philadelphia Daily News Inc., publisher of *Philadelphia Daily News*, 10%; Lemuel Schofield, 2nd v.p., 3%; Jack Lit. 3%; Paul F. Haron, pres., owns 68% of Seaboard Radio. Counsel, Roberts & McInnis; consulting engineers, Craven, Lohnes & Culver. BPCT-119.

† Philadelphia (Ch. 35, educational)—Delaware Valley Educational Television Corp., c/o Walter Biddle Saul, Administration Building, 21st & Parkway, 156.5-kw visual, 84.4-kw aural, 446-ft. above av. terrain, 305-ft. above ground, 705-ft. above sea level, lat. 40° 03' 33", long. 75° 14' 20". Transmitter, between Ridge Ave. & Roxboro Reservoir, N.W. of Philadelphia. Plant, \$450,000; yearly operating, \$250,000. Equipment, RCA. Non-profit corporation composed of educational & cultural institutes in the Philadelphia area. Walter Biddle Saul, pres. Counsel, Saul, Ewing, Remick & Saul, Packard Bldg., Philadelphia; consulting engineers, George P. Adair Engineering Co. BPET-39.

Pittsburgh—See also Braddock, Irwin, White Oak, Wilkinsburg.

★ PITTSBURGH (Ch. 47)—WTVQ, Golden Triangle Television Corp., 5 S. Jefferson St., Dayton, O. CP 12-23-52; 230-kw visual, 120-kw aural, 490-ft. above av. terrain, 430-ft. above ground, 1530-ft. above sea level, lat. 40° 25' 52", long. 80° 00' 25". Transmitter, Shiloh St. bounded by Grandview Ave., Wyoming Ave. and Sycamore St. at old KQV-FM site. Plant, \$259,800; yearly operating, approx. \$200,000. Equipment, GE. Equal partnership, Loren Berry & Ronald B. Woodard; have interest in WIFE(TV) Dayton, which went off air March 13, 1954 & reverted to CP status. Mr. Berry also has 20.5% interest in WEOL, Elyria, O., TV grantee. Counsel, Fly, Shuebruk, Blume & Gaguine. Consulting engineer, John H. Mulaney. BPCT-1417.

★ PITTSBURGH (Ch. 53)—WKJF-TV, Agnes J. Reeves Greer, 1715 Grandview Ave. CP 1-7-53; 174-kw horizontal and 230-kw maximum visual, 93.3-kw horizontal and 124-kw maximum aural, using 7° electrical beam tilt, 530-ft. above av. terrain, 426-ft. above ground, 1586-ft. above sea level, lat. 40° 26' 28", long. 80° 01' 34". Transmitter, 1715 Grandview Ave. Plant, \$337,632; yearly operating, \$225,000. Equipment, RCA. Mrs. Greer owns steel plant & coal mine; controls *Morgantown Dominion News*; owns stations WAJR & WAJR-FM, Morgantown, W.D.N.E., Elkins, W.Va.; WJER, Dover, O. Counsel, Dow, Lohnes & Albertson; consulting engineer, Geo. C. Davis. BPCT-1384. [Note: Began operating July 14, 1953, but quit the air July 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:19. CP expires March 1, 1955.]

Pittsburgh (Ch. 11)—Pittsburgh Radio Supply House Inc., 1406 Chamber of Commerce Bldg. (WJAS-CBS), 316-kw visual, 158-kw aural, 915-ft. above av. terrain, 634-ft. above ground, 1949-ft. above sea level, lat. 40° 29' 52", long. 80° 00' 03". Transmitter, Troy Hill Rd., 4-mi. N. of Pittsburgh. Plant, \$1,170,038; yearly operating, \$750,000. Equipment, RCA. H. Kenneth Brennen, pres., 5%; H. K. & Margaret M. Brennen (executors under will of H. J. Brennen), 58%; Sara A. Brennen, 17%; Mary J. Klein, 10%; 3 others, 5% each. Same interests own WLJB, Greensburg, Pa. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-345.

Pittsburgh (Ch. 11)—WWSW Inc., Hotel Sheraton, 286-kw visual, 143-kw aural, 855-ft. above av. terrain, 700-ft. above ground, 1900-ft. above sea level, lat. 40° 27' 47", long. 80° 00' 17". Transmitter, 341 Rising Main St. Plant, \$547,000; yearly operating, \$620,000. Equipment, RCA transmitter, GE antenna. Owned 100% by P.G. Publishing Co., publisher of *Pittsburgh Post-Gazette*. Oscar M. Schoss, president of WWSW Inc. Same interests also publish *Toledo Blade* and are TV applicants for Toledo. Counsel, Segal, Smith & Hennessey. Consulting engineer, Henry R. Kaiser, Pittsburgh. BPCT-254.

Sharon (Ch. 39)—Community Telecasting Co., c/o Radio Station WFAR, Box 150, Farrell, Pa., 1.48-kw visual, 97-kw aural, 323-ft. above av. terrain, 227-ft. above ground, 1407-ft. above sea level, lat. 41° 14' 44", long. 80° 28' 14". Transmitter, Home-wood Dr. near N. Buhl Farm Drive. Plant, \$75,000, yearly operating, \$60,000. Equipment, Continental transmitter, Gabriel antenna. (Land & buildings are presently available to applicant). General partnership; Sanford A. Schafitz, 50% (owns WFAR, Farrell); Guy M. Gully, 50% (banker).

Sunbury (Ch. 38)—Sunbury Bestg. Corp., 1150 N. Front St. (WKOK-CBS), 16.52-kw maximum and 12.76-kw horizontal visual, 8.91-kw maximum and 6.89-kw horizontal aural, 880-ft. above av. terrain, 341-ft. above ground, 1683-ft. above sea level, lat. 40° 47' 07", long. 76° 41' 53". Transmitter, 7-mi. SE of Sunbury on Rt. 890. Plant, \$82,000 (purchasing bulk of equipment from former Ch. 46 station in Chambersburg, Pa.); yearly operating, \$196,000. Equipment, RCA. Harry H. Haddon, pres., 37.5%; Basse A. Beck, treas., 45.5%; George S. Beck, v.p., 8%; Mrs. Leon B. Moyer, 8%; Homer R. Smith, secy., 1%. Also publish *Sunbury Daily Item*. [Note: Application previously filed by applicant for Ch. 65 in Sunbury was dismissed 2-19-54 at its request.] Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-1934.

White Oak—See also Braddock, Pittsburgh, Wilkinsburg.

White Oak Borough, Pittsburgh (Ch. 4, allocated to Irwin, Pa.)—Television City Inc., Grant Bldg., Pittsburgh, Pa. (KQV-CBS), 100-kw visual, 50.1-kw aural, 485-ft. above av. terrain, 290-ft. above ground, 1550-ft. above sea level, lat. 40° 21' 45", long. 79° 49' 00". Transmitter, off Foster Rd. Plant, \$1,368,561; yearly operating, \$1,200,000. Equipment, RCA. Earl F. Reed, pres., 8%; Irwin D. Wolf, v.p., 10%; Lee W. Eckels, secy-treas., 5%; Dora Bell Reed, 10%; Martha K. Wolf, 6.7%; J. C. Ritchie, 2%; Columbia Broadcasting System, 45.66%. Earl F. Reed & Irwin D. Wolf as voting trustees for 54.333%. For holdings of CBS, see WCBS-TV in *Television Station Directory* section. Counsel, Geo. O. Sutton and Pierson & Ball; consulting engineers, Cravens, Lohnes & Culver. BPCT-147.

Wilkinsburg—See also Braddock, Pittsburgh, White Oak.

Wilkinsburg (Ch. 4, allocated to Irwin)—WCAE Inc., 550 Grant St., Pittsburgh (WCAE-ABC), 100-kw visual, 50-kw aural, 891-ft. above av. terrain, 827-ft. above ground, 2049-ft. above sea level, lat. 40° 15' 55", long. 79° 46' 18". Transmitter, Sutersville-Rilton Rd. Plant, \$1,500,000; yearly operating, \$1,450,000. Equipment, RCA. Leonard Kapner, pres. Owned 100% by Hearst

Publishing Co., publisher of *Pittsburgh Sun-Telegraph*, *New York Journal-American*, *New York Mirror*, *Albany Times-Union*, *Boston Record and American* and *Sunday Advertiser*, *Baltimore News-Post* and *Sunday American*, *Chicago Herald-American*, *Milwaukee Sentinel*, *Detroit Times*, *San Francisco Examiner*, *San Francisco Call-Bulletin*, *Los Angeles Examiner*, *Los Angeles Herald-Express*, *San Antonio Light* and *Seattle Post-Intelligencer*; also owns WBAL-TV Baltimore, and WISN, Milwaukee (TV applicant). Counsel, Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr. BPCT-293.

★ WILLIAMSPORT (Ch. 36)—WRAK-TV, WRAK Inc. 244 West 4th St. (WRAK-NBC), CP 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. above av. terrain, 242-ft. above ground, 2132-ft. above sea level, lat. 41° 11' 21", long. 76° 58' 53". Transmitter, North White Deer Ridge Rd. Plant, \$137,000; yearly operating, \$50,000. Equipment, RCA. Sun-Gazette Co., publishers of *Williamsport Gazette* and *Bulletin*, 66.6%. John E. Person, Jr., pres. Counsel, Spearman & Robertson; consulting engineer, George C. Davis. BPCT-521.

RHODE ISLAND

★ PROVIDENCE (Ch. 12)—WPRO-TV, Cherry & Webb Bestg. Co., 24 Mason St. (WPRO-CBS), CP 9-3-53; 316-kw visual, 158-kw aural, 511-ft. above av. terrain, 457-ft. above ground, 749-ft. above sea level, lat. 41° 48' 18", long. 71° 28' 24". Transmitter, Neutaconkanut Hill near Highway 14. Plant, \$1,012,991; yearly operating, \$530,000. Equipment, GE. William S. Cherry Jr., pres., 44.9%; Anna Cherry Gross, v.p., 44.9%; Charles W. Knowles, treas., 10.2%. Counsel, Dow, Lohnes & Albertson; consulting engineer, James C. McNary. BPCT-223.

★ Providence (Ch. 22, educational)—Board of Education, State of Rhode Island and Providence Plantations, 205 Benefit St. 250.2-kw visual, 131.2-kw aural, 406-ft. above av. terrain, 340-ft. above ground, 632-ft. above sea level, lat. 41° 48' 12", long. 71° 28' 24". Transmitter, Neutaconkanut Hill near Hwy. 14. Plant, \$300,000; yearly operating, \$100,000. Equipment, GE. Dr. Michael F. Walsh, commissioner of education. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-41.

SOUTH CAROLINA

★ CAMDEN (Ch. 14)—WACA-TV, Camden Bestg. Corp., Camden (WACA), CP 6-3-53; 78-kw visual, 45-kw aural, 550-ft. above av. terrain, 575-ft. above ground, 823-ft. above sea level, lat. 34° 13' 36", long. 80° 40' 45". Transmitter, U. S. Hwy. 14-mi. SW of Camden at junction of State Hwy. 213. Plant, \$151,400; yearly operating, \$75,000. Equipment, DuMont transmitter, RCA antenna. Haywood S. Bowden, pres., 30.9%; Woodrow R. Bowden, 15%; Thomas J. Richards, v.p.-treas., 2%; Harold W. Funderburk, secy., 8% (att'y.); 23 others, none holding more than 3%. Counsel, A. L. Stein; consulting engineer, Wm. E. Bennis Jr. BPCT-1544.

★ SPARTANBURG (Ch. 7)—WSFA-TV, Spartan Radiocasting Co., 291 E. Main St. (WSPA), CP 11-25-53; 200-kw visual, 120-kw aural, 1182-ft. above av. terrain, 445-ft. above ground, 2209-ft. above sea level, lat. 34° 55' 41", long. 82° 24' 22". Transmitter, Paris Mountain, 25 miles N.W. of Spartanburg. Plant, \$376,671; yearly operating, \$430,470. Equipment, DuMont transmitter, GE antenna. Walter J. Brown, pres., & Ruth Taylor Brown together hold 50.48%. D. S. Burnside, secy.-treas., 5.1%; 12 others, none holding as much as 3%. Counsel, Dempsey & Koplovitz; consulting engineers, A. D. Ring & Assoc. BPCT-1216.

SOUTH DAKOTA

Florence (Ch. 3)—The Hills Bestg. Co., Phillips Ave. & 8th St., Sioux Falls, S. D. 25.9-kw visual, 15.6-kw aural, 710-ft. above av. terrain, 706-ft. above ground, 2572-ft. above sea level, lat. 45° 00' 34", long. 97° 39' 35". Transmitter, Bradley Rd., 9-mi. N of Hwy. 212. Plant, \$150,000; yearly operating, \$170,000. Equipment, RCA. Midcontinent Bestg. Co. (operates KELO-TV & KELO, Sioux Falls), 100%; N. L. Bentonson, pres.; Edmond R. Rubin, v.p.; Joseph L. Floyd, secy.-treas. Bentonson controls share-time station WMIN-TV, St. Paul-Minneapolis. [Note: Applicant plans to operate an off-the-air interconnected network schedule from KELO-TV.] Counsel, Dow, Lohnes & Albertson; consulting engineers, A. D. Ring & Assoc. BPCT-1930.

★ RAPID CITY (Ch. 3)—KOTA-TV, Black Hills Broadcast Co. of Rapid City, Box 1752 (KOTA-CBS), CP 12-8-54; 1.48-kw visual, 0.891-kw aural, 260-ft. above av. terrain, 270-ft. above ground, 3970-ft. above sea level, lat. 44° 04' 10", long. 103° 14' 33". Transmitter, on Skyline Dr. opposite St. Andrew extended. Plant, \$74,816; yearly operating \$150,000. Equipment, RCA. Helen S. Duhamel, pres., 98 2/29% (retail merchandise & western wear); Peter A. Duhamel, v.p., 10/29% (retail merchandise); Leo D. Borlin, secy., 10/29% (KOTA station mgr.); J. Norman Heffron, treas., 10/29% (news director); Joseph H. Bottum Jr., 10/29% (attorney); Marguerite Heffron, 10/29% (housewife). Counsel, Fisher, Wayland, Duvall & Southmayd. BPCT-1907.

Watertown (Ch. 3)—Tri-City Television Corp., c/o Alan L. Austin, Way-Penney Bldg. (KWAT-MBS), 100-kw visual, 51.8-kw aural, 278-ft. above av. terrain, 406-ft. above ground, 2121-ft. above sea level, lat. 44° 52' 14", long. 97° 06' 53". Transmitter, Hwy. 81, 1.3-mi. S of Hwy. 212. Plant, \$345,137; yearly operating, \$185,500. Equipment, RCA. Midland National Life Insurance Co., 95.98%; Robert D. Lusk, v.p., 4%. Following own .00004% each: F. L. Bramble, chairman; John W. Ehrstrom, pres.; Alan L. Austin, secy.; Ross E. Case, v.p. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1940.

TENNESSEE

Bristol—See also Bristol, Va.

Bristol (Ch. 5)—Tri-Cities Television Corp., 310 State St. (WOPI-NBC), 72.25-kw visual, 41.4-kw aural, 2421-ft. above av. terrain, 309-ft. above ground, 4549-ft. above sea level, lat. 36° 28' 56", long. 82° 06' 31". Transmitter, 3 mi. NW of Carter,

Tenn. Plant, \$373,027; yearly operating, \$336,000. Equipment, RCA. R. V. Stone, pres., 6.65% (building supplies); C. P. Edwards Jr., v.p., 13.4% (investments-insurance; pres. & publisher of *Kingsport* (Tenn.) *News and Times*); W. A. Wilson Sr., exec. v.p. (owner of WOPI); Howard Long, secy., 7.5% (Kingsport postmaster; v.p. of *News and Times*); Radiophone Bcstg. Station WOPI Inc. (WOPI), 16.67%; Kingsport Bcstg. Co. Inc. (KWPT), 16.67%; C. P. Edwards Jr., 14.47%; L. M. Faucette, 6.65% (merchant); O. R. Gallier, 5.34% (hardware); 22 others, none holding over 4%. Counsel, McKenna & Wilkinson; consulting engineer, Geo. P. Adair. BPCT-1250.

Chattanooga (Ch. 3)—Mountain City Television Inc., c/o Read House. (WAFO-ABC). 100-kw visual, 50-kw aural, 1131-ft. above av. terrain, 300-ft. above ground, 2380-ft. above sea level, lat. 35° 09' 39", long. 85° 16' 53". Transmitter, Fairmount Rd. near State Highway 6. Plant, \$361,963; yearly operating, \$290,000. Equipment, composite transmitter, RCA antenna. Ramon G. Patterson, pres., 50%; Will Cummings, treas., 50%. Interlocking ownership with WAFO, Chattanooga. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Gautney & Jones. BPCT-682. [Note: Initial decision by examiner J. D. Bond July 9, 1954, recommended grant of application.]

Chattanooga (Ch. 3)—WDOZ Broadcasting Corp., Hamilton National Bank Bldg. (WDOZ-CBS). 100-kw visual, 50-kw aural, 1062-ft. above av. terrain, 284-ft. above ground, 2364-ft. above sea level, lat. 35° 09' 41", long. 85° 19' 05". Transmitter, Taft Highway, Signal Mountain, 7 mi. N. of Chattanooga. Plant, \$284,600; yearly operating, \$200,000. Equipment, GE. Earl W. Winger, pres.-treas., 50%; Norman A. Thomas, v.p.-secy., 50%. Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-676. [Note: Initial decision by examiner J. D. Bond July 9, 1954 recommended denial of application.]

★ **JACKSON (Ch. 7)**—WDXI-TV, Dixie Bcstg. Co., Williams Bldg. (WDXI-MBS). CP 12-2-53; 63.2-kw visual, 41.7-kw aural, 630-ft. above av. terrain, 560-ft. above ground, 1060-ft. above sea level, lat. 35° 38' 32", long. 86° 48' 27". Transmitter, 45-mi. N. of Jackson. Cost of plant, \$161,750; yearly operating, \$130,000. Equipment, RCA. Aaron B. Robinson, pres.-gen. mgr., 57.33%. Mr. Robinson is publisher of *Corinth* (Miss.) *Corinthian* and majority stockholder in WCMA, Corinth, and Tennessee radio stations WENK, Union City, WDXE, Lawrenceburg, WTPR, Paris, and WDXN, Clarksville, Tenn. Counsel, Prince, Taylor & Crampton; consulting engineers, Kear & Kennedy. BPCT-1255.

Knoxville (Ch. 10)—Radio Station WBR Inc., 618 S. Gay St. (WBR-ABC). 316-kw visual, 156-kw aural, 925-ft. above av. terrain, 640-ft. above ground, 1985-ft. above sea level, lat. 36° 00' 20", long. 83° 58' 22". Transmitter, Sharp Ridge Memorial Rd. Plant, \$411,463; yearly operating, \$330,000. Equipment, GE. Radio Cincinnati Inc., 30% (WKRC-TV, Cincinnati & WTVN, Columbus, O.); Hubert Taft Jr., chairman (exec. v.p. of Radio Cincinnati and owns 4.7% of Ch. 11 applicant for Toledo); John P. Hart, pres., 10%; Gilmore N. Nunn, v.p., 30% (owns 51% of WLAP, Lexington, Ky., TV grantee; 15% of WCMJ, Ashland, Ky.; also owns 50% of Southern Network Inc.); Robert L. Ashe, v.p., 7.5% (gen. mgr. & minority owner of Standard Knitting Mills); Martha Henderson Ashe, secy.-treas., 22.5%. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-666. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended grant of application.]

Knoxville (Ch. 10)—Scripps-Howard Radio Inc., 110 South Gay St. (WNOX-CBS). 316-kw visual, 156-kw aural, 958-ft. above av. terrain, 620-ft. above ground, 2000-ft. above sea level, lat. 35° 59' 57", long. 83° 58' 58". Transmitter, top of Sharp Ridge. Plant, \$546,693; yearly operating, \$441,460. E. W. Scripps Co., 100%; Karl A. Bickel, chairman of board; Jack R. Howard, pres. For other holdings see WEWS, Cleveland, *Television Station Directory* section. Counsel, Segal, Smith & Hennessey; engineer, J. B. Epperson, 1816 East 13th St., Cleveland. BPCT-630. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended denial of application.]

Knoxville (Ch. 10)—Tennessee Television Inc., Box 1390, 316-kw visual, 190-kw aural, 914-ft. above av. terrain, 705-ft. above ground, 1985-ft. above sea level, lat. 36° 00' 40", long. 83° 55' 52". Transmitter, Sharp Ridge, N. Knoxville. Plant, \$559,720; yearly operating, \$400,000. Equipment, RCA. Guilford Glazer, pres., 30.63%; Louis A. Glazer, v.p., 25%; Jerome S. Glazer, treas., 25%; I. B. Cohen, secy., 19.17%. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1002. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended denial of application.]

Memphis (Ch. 3)—WMPB Inc., 112 Union Ave. (WMPB-ABC). 100-kw visual, 60-kw aural, 993-ft. above av. terrain, 1049-ft. above ground, 1349-ft. above sea level, lat. 35° 10' 12", long. 89° 49' 00". Transmitter, Dexter & Appling Rd., near Memphis. Plant, 716,025; yearly operating, \$506,230. Equipment, RCA. Plough Inc., 100%; H. R. Kreisteln, pres.-gen. mgr., Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-514. [Note: Initial decision by examiner Claire W. Hardy Aug. 30, 1954 recommended denial of application.]

Memphis (Ch. 3)—WREC Bcstg. Service, Hotel Peabody Bldg. (WREC-CBS). 100-kw visual, 60-kw aural, 976-ft. above av. terrain, 1050-ft. above ground, 1320-ft. above sea level, lat. 35° 10' 50", long. 89° 49' 55". Transmitter, 2½-mi. S.E. of Bartlett. Plant, \$500,216; yearly operating, \$450,000. Equipment, RCA. Hoyt B. Wooten, 100%. Counsel, Spearman & Robertson; consulting engineers, A. D. Ring & Assoc. BPCT-452. [Note: Initial decision by examiner Claire W. Hardy Aug. 30, 1954 recommended grant of application.]

† **Memphis (Ch. 10, educational)**—Memphis Community Television Foundation, 266 Jefferson Ave., 31.4-kw visual, 15.7-kw aural, 390-ft. above av. terrain, 395-ft. above ground, 653-ft. above sea level, lat. 35° 08' 41", long. 90° 03' 00". Transmitter, 3rd & Madison Sts. Plant, \$227,000; yearly operating, \$100,000. Equipment, GE transmitter, RCA antenna. Julian Beasley Bondurant, pres. & trustee. Counsel, Robert W. Pharr, Memphis; consulting engineer, George C. Davis. BPET-49.

† **Nashville (Ch. 2, educational)**—Nashville Educational Television Foundation, Box 6188 Acklen Station, 12-kw visual, 6-kw aural, 266-ft. above av. terrain, 124-ft. above ground, 846-ft. above sea level, lat. 36° 08' 17.280", long. 86° 48' 56.702". Transmitter, Love Circle. Plant, \$199,956; yearly operating, \$100,000. Equipment, GE. Dr. Randolph A. Light, pres. Counsel, Murphy, Duiker, Smith & Burwell; engineer, Wm. A. Hill, Station WSM, Nashville. BPET-31.

TEXAS

Beaumont—See also Port Arthur.

★ **BEAUMONT (Ch. 6)**—KFDM-TV, Beaumont Bcstg. Corp., 1420 Calder Ave. (KFDM-ABC). CP 8-4-54; 100-kw visual, 50-kw aural, 537-ft. above av. terrain, 600-ft. above ground, 616-ft. above sea level, lat. 30° 08' 29", long. 93° 58' 36". Transmitter, U. S. Highway 90, approx. 2-mi. E. of Vidor. Plant, \$317,450; yearly operating, \$200,000. Equipment, RCA. D. A. Cannan, pres., 29.7%; C. B. Locke, exec. v.p., 23.66%; L. H. Cullum, 8.2%; Henry L. Christal, 3.6%; Mrs. Minnie Kahn, 5.66%; over 20 others, none owning as much as 4%. Interlocking ownership with KFDX-TV, Wichita Falls. Counsel, Segal, Smith & Hennessey; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-762.

★ **BIG SPRING (Ch. 4)**—KBST-TV, Big Spring Bcstg. Co., 702 Johnson St. (KBST-ABC). CP 12-6-53; 1.33-kw visual, 602-kw aural, 323-ft. above av. terrain, 440-ft. above ground, 2900-ft. above sea level, lat. 32° 15' 16", long. 101° 26' 44". Transmitter, 600 Kentucky Way. Plant, \$129,706; yearly operating, \$144,000. Equipment, RCA. Wm. J. Wallace, pres., 40%; Howard Barrett, v.p., 20%; Lewis O. Seibert, secy.-treas., 20% (owns KGKL, San Angelo, and 45% of KPLT, Paris, Tex.); Robert W. Whipkey, director, 20% (publisher of *Big Spring Herald*). Counsel, Eugene L. Burke; consulting engineers, Commercial Radio Equipment Co. BPCT-1479.

★ **CORPUS CHRISTI (Ch. 43)**—KTLG, Trinity Bcstg. Corp., Box 1346, El Paso, Tex. CP 12-6-53; 37.1-kw visual, 19.1-kw aural, 460-ft. above av. terrain, 466-ft. above ground, 502-ft. above sea level, lat. 27° 47' 44", long. 97° 23' 49". Transmitter, N.E. corner of N. Caranchua & Mestina Sts. Plant, \$133,594; yearly operating, \$209,600. Equipment, RCA. Barton R. McLendon, pres., 50% (theaterman, brick & clay business); Gordon E. McLendon, v.p. & exec. director, 49% (theaterman & ex-pres., Liberty Bcstg. System); John R. Euler, secy.-treas., 1% (film buyer). Trinity Bcstg. operates KELP, El Paso, and has CP for Ch. 13 there, also operates KLIF, Dallas, and holds CP for Ch. 29, Dallas. Counsel, Cohn & Marks; engineers, Weldon & Carr. BPCT-1032.

Corpus Christi (Ch. 6)—Baptist General Convention of Texas, Baptist Bldg., Dallas (KWBU). 100-kw visual, 50-kw aural, 651-ft. above av. terrain, 664-ft. above ground, 745-ft. above sea level, lat. 27° 47' 07", long. 97° 36' 05". Transmitter, 5-mi. W. of Violet, Tex. Plant, \$368,345; yearly operating, \$160,000. Equipment, GE. Forrest Freezer, pres.; Carr P. Collins, gen. mgr. Counsel, Fly, Shuebruk & Blume; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-906. [Note: Initial decision by examiner H. Gifford Irion June 18, 1954 recommended denial of application.]

Corpus Christi (Ch. 6)—Gulf Coast Bcstg. Co., Box 840 (KRIS-NBC). 53.5-kw visual, 32.1-kw aural, 651-ft. above av. terrain, 663-ft. above ground, 746-ft. above sea level, lat. 27° 48' 48", long. 97° 37' 31". Transmitter, 13.5-mi. W. of Corpus Christi on State Hwy. 44. Plant, \$254,091.76; yearly operating, \$125,000. Equipment, RCA. T. Frank Smith, pres., 99%; Helen Smith, .5%; T. Frank Smith Jr., .5%. Counsel, A. M. Herman, Fort Worth; consulting engineer, George C. Davis. BPCT-723. [Note: Initial decision by examiner H. Gifford Irion June 16, 1954 recommended grant of application.]

Corpus Christi (Ch. 10)—KEYS-TV Inc., Box 1460 (KEYS-CBS). 214-kw visual, 114-kw aural, 650-ft. above av. terrain, 674-ft. above ground, 740-ft. above sea level, lat. 27° 47' 23", long. 80° 03' 07". Transmitter, Hwy. 44. Plant, \$320,500; yearly operating, \$195,000. Equipment, RCA. E. C. Hughes, pres., 6½%; Sam E. Wilson Jr., v.p., 33½%; Bruce L. Collins, v.p., 33½%; Charles W. Rossi, v.p., 8½%; Earl C. Dunn, treas., 8½%; H. B. Lockhart, secy., 6½%. Counsel, Pierson & Ball; consulting engineers, A. D. Ring & Assoc. BPCT-1045.

Corpus Christi (Ch. 10)—K-SIX Television Inc., Show Room Bldg. (KSIX-ABC). 212-kw visual, 106-kw aural, 698-ft. above av. terrain, 724-ft. above ground, 792-ft. above sea level, lat. 27° 46' 50", long. 97° 36' 03". Transmitter, State Hwy. 44, 1.7-mi. E. of Robstown, Tex. Plant, \$445,286; yearly operating, \$294,000. Equipment, GE. Vann M. Kennedy, pres., 1.33% (pres. & 50% owner of KSIX); Guy I. Warren, v.p., 13.33% (oil & gas producer); Chas. R. Manning, v.p., 66% (v.p. & 13.33% owner of KSIX); Cecil E. Burney, secy., 1.33% (attorney & 25% owner of KSIX); James E. Burney, treas., 666%; Corpus Christi Bcstg. Co. Inc. (KSIX), 51.133%; remainder held by 56 others, none with more than 3%. Counsel, McKenna & Wilkinson; consulting engineer, Frank H. McIntosh. BPCT-1434.

Corpus Christi (Ch. 10)—Superior Television Inc., 2727 Agnes St. 316-kw visual, 189.6-kw aural, 621-ft. above av. terrain, 640-ft. above ground, 699-ft. above sea level, lat. 27° 47' 00", long. 97° 34' 16". Transmitter, Rt. 44, 7-mi. W. of Corpus Christi. Plant, \$596,000; yearly operating, \$720,000. Equipment, RCA. J. D. Wraether, pres., 25% (owns 39% of KFMB-TV, San Diego, is TV grantee for Boston); Maria Helen Alvarez, v.p.-treas., 25% (owns 39% of KFMB-TV); Edgar M. Limkenhoger, v.p., 25% (petroleum transport & distribution); John F. Lynch, 15% (oil production); Blinford Arnev, 10% (oil production). Counsel, Welch, Mott & Morgan; engineer, Geo. P. Adair. BPCT-1031.

★ **DALLAS (Ch. 23)**—KDTX, R. L. Wheelock, W. L. Pickens, H. H. Cofield d/b as UHF Television Co., Magnolia Bldg. CP 1-14-53; 220-kw visual, 115-kw aural, 510-ft. above av. terrain, 577-ft. above ground, 1029-ft. above sea level, lat. 32° 45' 31.6", long. 96° 49' 03". Transmitter, Cliff Towers Hotel, Zango Blvd. & Colorado St. Plant, \$424,000; yearly operating, \$361,000. Equipment, RCA. Applicants, all Texas oilmen, are equal partners. Same interests hold CP for Houston. Counsel, Johnson, Bohannon, Prescott & Abney, Dallas; consulting engineer, Guy C. Hutcheson, Arlington, Tex. BPCT-627.

★ **DALLAS** (Ch. 29)—**KLIF-TV**, Trinity Bcstg. Corp., 2104 Jackson St. (KLIF). CP 2-11-53; 50-kw visual, 25-kw aural, 490-ft. above av. terrain, 539-ft. above ground, 990-ft. above sea level, lat. 32° 46' 56", long. 96° 47' 16". Transmitter, 2004 Jackson St. Plant, \$338,700; yearly operating, approx. \$275,000. Equipment, RCA. Barton R. McLendon, pres., 50% (theatreman, brick & clay business); Gordon B. McLendon, v.p., 49% (theatreman and ex-pres., Liberty Bcstg. System); John R. Euler, treas., 1% (film buyer). Trinity Bcstg. operates **KELP**, El Paso, and has CP for Ch. 13 there, also holds CP for Ch. 43, Corpus Christi, Tex. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. **BPCT-1388**.

★ **EL PASO** (Ch. 13)—**KOKE**, Trinity Bcstg. Corp., 2104 Jackson St., Dallas (KELP). CP 3-18-54; 25.2-kw visual, 17-kw aural, 120-ft. above av. terrain, 352-ft. above ground, 4052-ft. above sea level, lat. 31° 45' 42", long. 106° 26' 15". Transmitter, Delta & French Sts. Plant, \$180,946; yearly operating, \$158,610. Equipment, DuMont transmitter, RCA antenna. Barton R. McLendon, pres., 50% (brick & clay business and 20% of Tri-State Theatres); Gordon B. McLendon, v.p., 49% (owns 20% of Tri-State Theatres, ex-pres., Liberty Bcstg. System); John R. Euler, secy. & treas., 1% (Tri-State film broker). Trinity Bcstg. Corp. operates **KLIF**, Dallas and holds CP for Ch. 29 there and CP for Ch. 43 in Corpus Christi, Tex. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. **BPCT-1840**.

★ **FORT WORTH** (Ch. 11)—**KFJZ-TV**, Texas State Network Inc., 1201 W. Lancaster Ave. (KFJZ-MBS). CP 9-17-54; 316-kw visual, 158-kw aural, 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level, lat. 32° 45' 42", long. 97° 14' 40". Transmitter, .75-mi. E of White Lake, 25-mi. N of Ederville. Plant, \$535,935; yearly operating, \$375,000. Equipment, RCA. Gene L. Cagle, pres., 34.5%; Sid W. Richardson, 62%; Perry R. Bass, 9%. Texas State Network operates **KFDA-TV**, Amarillo; also owns AM station **KABC**, San Antonio; **WACO**, Waco; **KRIO**, McAllen, Tex. Counsel, Eugene L. Burke; consulting engineers, Commercial Radio Equipment Co. **BPCT-571**.

★ **HOUSTON** (Ch. 23)—**KTVP**, R. L. Wheelock, W. L. Pickens, H. H. Coffield d/b as **UHF Television Co.**, Magnolia Bldg., Dallas. CP 1-7-53; 175-kw visual, 88-kw aural; 510-ft. above av. terrain, 540-ft. above ground, 585-ft. above sea level, lat. 29° 43' 27.2", long. 95° 20' 13.9". Transmitter, 4600 Calhoun Rd. Plant, \$430,500; yearly operating, \$376,000. Equipment, RCA. Applicants, all Texas oilmen, are equal partners. Same interests hold CP for Dallas. Counsel, Johnson, Bohannon, Prescott & Abney, Dallas; consulting engineer, Guy C. Hutcheson, Arlington, Tex. **BPCT-826**.

★ **HOUSTON** (Ch. 29)—**KXYZ-TV**, Shamrock Bcstg. Co., Gulf Bldg. (KXYZ-ABC). CP 6-17-53; 1000-kw visual, 500-kw aural; 670-ft. above av. terrain, 699-ft. above ground, 748-ft. above sea level, lat. 29° 42' 53", long. 95° 20' 54". Transmitter, Cullen Blvd., S. of Wheeler Ave. Plant, \$581,640; yearly operating, \$400,000. Equipment, GE. Glenn H. McCarthy (oilman), pres., 86.2%; 7 stockholders, none holding more than 5%. Counsel, McKenna & Wilkinson; consulting engineers, Craven, Lohnes & Culver. **BPCT-319**.

★ **HOUSTON** (Ch. 39)—**KNUZ-TV**, KNUZ Television Co., Box 2631 (KNUZ). CP 1-7-53; 89-kw visual, 50-kw aural, 680-ft. above av. terrain, 700-ft. above ground, 749-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52". Transmitter, Texas Television Center, Cullen Blvd. Plant, \$347,679; yearly operating \$360,379. Equipment, DuMont, Max H. Jacobs, pres., 40%; Irving M. Shlenker, v.p. & treas., 40%; David H. Morris, v.p., 5%; Balley A. Swenson, secy., 5%; Leon Green, asst. secy., 5%; Douglas B. Hicks, asst. treas., 5%. Messrs. Jacobs, Hicks, Swenson & Green own **KNUZ**. Counsel, Cohn & Marks; engineers, Weldon & Carr. **BPCT-1356**. [Note: Began operating with 20-kw visual ERP Oct. 10, 1953, but quit the air June 25, 1954, reverting to CP status; see *Television Digest*, Vol. 10:27. CP expires June 29, 1955.]

★ **LUFKIN** (Ch. 9)—**KTRE-TV**, Forest Capital Bcstg. Co., Box 701 (KTRE-MBS). CP 11-17-54; 10.7-kw visual, 5.37-kw aural, 670-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level, lat. 31° 25' 09", long. 94° 48' 02". Transmitter, 1.4-mi. N of Clawson. Plant, \$133,554; yearly operating, \$75,000. Equipment, RCA. R. W. Wortham Jr., pres., 32%; E. L. Kurth Sr., v.p., 15.8%; remainder held by 13 others, none owning more than 10%. Counsel, Cohn & Marks; consulting engineer, A. Earl Cullum Jr. **BPCT-1905**. (Applicant held CP for facilities requested but relinquished it 6-1-54 for economic reasons; for details, see *Television Digest*, Vol. 10:42.)

Odessa (Ch. 7)—Cecil L. Trigg, President, Odessa Television Co. (a joint venture), Mercantile Securities Bldg., Dallas, Tex. 20.2-kw visual, 10.12-kw aural 390-ft. above av. terrain, 468-ft. above ground, 3340-ft. above sea level, lat. 31° 49' 52", long. 102° 22' 09". Transmitter, Old Crane Hwy. Plant, \$205,200; yearly operating, \$159,140. Equipment, RCA. Mr. Trigg and Cecil Mills each owns 50%. Counsel, Johnson, Bohannon, Prescott & Abney, Dallas; consulting engineer, Guy C. Hutcheson, Arlington, Tex. **BPCT-1258**. [Note: Initial decision by examiner John B. Poindexter Nov. 22, 1954 recommended grant of application.]

Odessa (Ch. 7)—Clarence E. Wilson & Philip D. Jackson d/b as Odessa Television Co., Box 770, Chickasha, Okla. 26.1-kw visual, 14.12-kw aural, 380-ft. above av. terrain, 426-ft. above ground, 3346-ft. above sea level, lat. 31° 49' 14", long. 102° 24' 38". Transmitter, 1-mi. SW on Hwy. 80. Plant, \$130,100; yearly operating, \$72,000. Equipment, GE. Philip D. Jackson, 50% (gen. mgr. & owns 50% of **KWCO**, Chickasha, and 2.5% of **KTVQ**, Okla. City); Clarence E. Wilson, 50% (owns 50% of **KWCO** and 2.4% of **KTVQ**). Consulting engineer, Leonard R. Lyon, Chickasha. **BPCT-1761**. [Note: Initial decision by examiner John B. Poindexter Nov. 22, 1954 recommended denial of application.]

Port Arthur—See also Beaumont.

Port Arthur (Ch. 4)—Port Arthur College, 1500 Procter St. (KPAC-MBS). 100-kw visual, 50-kw aural; 505-ft. above av. terrain, 543-ft. above ground, 548-ft. above sea level, lat. 29° 52' 47", long. 93° 55' 32.5". Transmitter, 1650 Lake Shore Dr. Plant,

\$289,128; yearly operating, \$250,000. Equipment, RCA. J. W. Williams, pres. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. **BPCT-839**.

Port Arthur (Ch. 4)—Smith Radio Co., 430 Austin Ave. (KPBX, Beaumont). 100-kw visual, 50-kw aural; 545-ft. above av. terrain, 583-ft. above ground, 593-ft. above sea level, lat. 30° 02' 13", long. 93° 50' 55". Transmitter, 2.5-mi. S. of Orangefield. Plant, \$444,500, yearly operating, \$150,000. Equipment, RCA. Equal partnership consisting of Joe B. Carrigan, attorney; James K. Smith, student. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, A. D. Ring & Assoc. **BPCT-1013**.

★ **SAN ANTONIO** (Ch. 35)—**KALA**, Alamo Television Co., Kirby Bldg. CP 3-25-53; 230-kw visual, 120-kw aural; 420-ft. above av. terrain, 491-ft. above ground, 1151-ft. above sea level, lat. 29° 25' 50", long. 98° 29' 57". Transmitter, 513 N. San Saba. Plant, \$434,500; yearly operating, \$381,000. Equipment, GE. W. W. Lechner, Fort Worth, owner. Counsel, Johnson, Bohannon, Prescott & Abney, Dallas; consulting engineer, Guy C. Hutcheson, Arlington, Tex. **BPCT-802**.

★ **SAN ANTONIO** (Ch. 41)—**KCOR-TV**, **KCOR Inc.**, 310 S. Flores St. (KCOR). CP 5-12-54; 17.8-kw visual, 9.77-kw aural, 350-ft. above av. terrain, 446-ft. above ground, 1066-ft. above sea level, lat. 29° 25' 03", long. 98° 29' 20". Transmitter, 111 Martinez St. Plant, \$199,387; yearly operating, \$102,000. Equipment, RCA. R. A. Cortez, pres.-treas., 63.06%; R. A. Cortez Jr., v.p., 6.90%; Wm. P. Smythe, v.p., 9.11%; Robert L. Bobbitt Jr., v.p., 1.29%; Ruth Burleson, secy. & asst. treas., .03%; Wm. R. Sinkin, director, 2.63%; Amado Cavazos, 2.29%; June Yuck Wong, 2.29%; following hold 1.63% each: Victor Rogers, N. J. Rogers, S. J. Rogers, Ben Rogers; remainder is treasury stock. Counsel, Haley, Doty & Wollenberg; consulting engineer, Robt. M. Silliman & Assoc. **BPCT-1800**.

† San Antonio (Ch. 9, educational)—San Antonio Council for Educational Television, c/o W. W. Jackson, American Hospital & Life Ins. Bldg., San Antonio. 30.2-kw visual, 18.1-kw aural; 388-ft. above av. terrain, 465-ft. above ground, 1105-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22". Transmitter, N. St. Marys & Villita Sts. Plant, \$177,000; yearly operating, \$30,000. Equipment, RCA. W. W. Jackson, chairman; Trevor Clarke, co-chairman. Counsel, Norman Case; consulting engineer, Frank McIntosh. **BPET-45**.

San Antonio (Ch. 12)—Mission Telecasting Corp., 317 Arden Grove (KONO). 316-kw visual, 158-kw aural, 485-ft. above av. terrain, 573-ft. above ground, 1223-ft. above sea level, lat. 29° 26' 20", long. 98° 29' 03". Transmitter, 317 Arden Grove. Plant, \$605,000; yearly operating, \$925,000. Equipment, RCA. Mission Bcstg. Co. 50% (licensee of KONO, San Antonio); Eugene J. Roth, pres. (94% of KONO); James M. Brown, v.p. (2% of KONO); Bob A. Roth, secy. (2% of KONO); Jack Roth, treas. (2% of KONO); Joe R. Straus, 13% (rancher and real estate); James Calvert, 10% (pres., Joske Bros. dept. store); Lafayette Ward, 7.5% (rancher); Leslie D. Flowers, 7.5% (oil production & ranching); Sylvan Lang, 5% (attorney); D. A. Douglas, v.p., 5% (oil production); Jesse H. Oppenheimer, 2% (attorney). Counsel, Welch, Mott & Morgan; consulting engineer, George W. Ing, San Antonio. **BPCT-1808**.

San Antonio (Ch. 12)—Howard W. Davis tr/as The Walmac Co., 222 W. Commerce St. (KMAC-MBS). 316-kw visual, 158-kw aural, 551-ft. above av. terrain, 515-ft. above ground, 1162-ft. above sea level, lat. 29° 23' 24", long. 98° 21' 00". Transmitter, U. S. Hwy. 87 & Martinez Converse Rd. Plant, \$370,722; yearly operating, \$195,000. Equipment, GE. Howard W. Davis, 100%. Also is AM applicant for McAllen & Corpus Christi, Tex. Counsel, Al M. Heck, San Antonio; consulting engineer, Frank H. McIntosh. **BPCT-1836**.

★ **SWEETWATER** (Ch. 12)—**KPAR-TV**, Texas Telecasting Inc., 7400 College Ave., Lubbock, Tex. CP 8-26-53; 2.95-kw visual, 1.48-kw aural, 340-ft. above av. terrain, 437-ft. above ground, 2517-ft. above sea level, lat. 32° 28' 57", long. 100° 22' 20". Transmitter, 1-mi. W. of city. Plant, \$93,213; yearly operating, \$90,000. Equipment, DuMont transmitter, RCA antenna. Same ownership as **KDUB-TV**, Lubbock, Tex. W. D. Rogers Jr., pres. Counsel, Elliot C. Lovett; consulting engineer, Frank H. McIntosh. **BPCT-1736**.

★ **TYLER** (Ch. 19)—**KETX**, Jacob A. Newborn Jr., Box 1572, Beaumont, Tex. CP 1-29-53; 270-kw visual, 141-kw aural, 900-ft. above av. terrain, 710-ft. above ground, 1341-ft. above sea level, lat. 32° 27' 12", long. 97° 07' 46". Transmitter, 12-mi. NE of Tyler on U. S. Hwy. 271. Plant, \$110,000; yearly operating, \$95,400. Equipment, GE. Mr. Newborn owns laundry & real estate. **BPCT-1422**. [Note: Began operation Aug. 24, 1953, but quit air Oct. 24, 1954, reverting to CP status and applying for Ch. 9; see *Television Digest*, Vol. 10:43. Has applied for replacement of CP which expired Dec. 1, 1954.]

★ **WACO** (Ch. 10)—**KWTX-TV**, **KWTX Broadcasting Co.**, 108½ S. 6th. (KWTX-MBS). CP 12-1-54; 107.2-kw visual, 53.6-kw aural, 525-ft. above av. terrain, 461-ft. above ground, 1049-ft. above sea level, lat. 31° 32' 10", long. 97° 11' 03". Transmitter, 46th St. & Bosque Blvd. Plant, \$229,474.67; yearly operating, \$114,600. Equipment, RCA. Mrs. Mabel B. Morris, executrix of estate of late Beauford H. Jester, 50%; James A. Buchanan (brother of Mrs. Morris), dir.; W. W. Naman, 12.125%; Hilton Emory Howell, 8.125%; Ross M. Sams, 7.75%; William W. Callan, 7.75%; Robert E. Levy, 6.5%; Thomas D. Stribling, 3.875%; Mrs. Ellender S. Chase, 3.875%. Counsel, Loucks, Zias, Young & Jansky; consulting engineer, A. Earl Cullum, Dallas. **BPCT-814**.

UTAH

★ **PROVO** (Ch. 11)—**KOVO-TV**, **KOVO Bcstg. Co.** Box 99. (KOVOMBS). CP 12-2-53; 64.6-kw visual, 32.4-kw aural, 1360-ft. above av. terrain, 137-ft. above ground, 6819-ft. above sea level, lat. 40° 27' 46", long. 111° 51' 09". Transmitter, 5-mi. N. of Lehi, Utah. Plant, \$209,000; yearly operating, \$85,000. Equipment, RCA. Clifton A. Tolboe, pres., 99.994%; Victor J. Bird, secy.-treas.; Arch L. Madsen, v.p. Messrs. Bird & Madsen hold qualifying shares beneficially owned by Clifton Tolboe. Mr. Madsen owns 26% of **KEEP**, Twin Falls, Ida. Counsel, Wilkinson, Boyden & Cragun; consulting engineers, Page Creutz, Garrison & Waldschmitt. **BPCT-867**.

VIRGINIA

Bristol—See also Bristol, Tenn.

Bristol (Ch. 5)—Appalachian Bcstg. Corp., Cumberland & Front Sts. (WCYB). 100-kw visual, 53.5-kw aural, 1973-ft. above sea level, 120-ft. above ground, 4260-ft. above sea level, lat. 36° 27' 30" long. 82° 04' 32". Transmitter, Holston High Knob, 700-ft. NE of Triangulation Station, Elizabeth No. 13. Plant, \$335,120; yearly operating, \$330,000. Equipment, GE. J. Frey Rogers, v.p. & sales mgr., 25%; Robert H. Smith, pres. & gen. mgr., 25%; Charles M. Gore, secy., 16 2/3%; Harry M. Daniel, v.p., 16 2/3%; Frank W. DeFriece Jr., treas., 16 2/3% (gen. mgr. pharmaceutical products mfr.). Counsel, Fly, Shuebruk & Blume; consulting engineer, George C. Davis. BPCT-850.

★ **DANVILLE (Ch. 24)**—WBTFM-TV, Piedmont Bcstg. Corp., 710 Grove St. (WBTFM-ABC). CP 12-17-52; 22.4-kw visual, 11.8-kw aural, 647-ft. above sea level, 273-ft. above ground, 1363-ft. above sea level, lat. 36° 44' 28", long. 79° 23' 05". Transmitter, White Oak Mt., 10-mi. N. of Danville. Plant, \$234,438; yearly operating, \$135,000. Equipment, RCA. L. N. Dibrell, pres., 40.9%; W. E. Gardner Jr., 8%; James W. Ray, v.p., 5.8%; E. J. Wyatt Jr., 2.67%; over 40 others, none with more than 4%. Counsel, John Midlen; consulting engineer, Geo. C. Davis. BPCT-643. [Note: Began operating Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status; see *Television Digest*, Vol. 11:1, 2. CP expires May 20, 1955.]

Norfolk—See also Portsmouth.

★ **NORFOLK (Ch. 27)**—WTOV-TV, Commonwealth Bcstg. Corp., 21st & Manteo Sts. (WLOW, Portsmouth). CP 7-8-53; 166-kw visual, 89.1-kw aural, 380-ft. above sea level, 410-ft. above ground, 415-ft. above sea level, lat. 36° 50' 40", long. 76° 18' 57". Transmitter, Armstrong & Spratley Sts. Plant, \$151,195; yearly operating, \$200,000. Equipment, RCA. E. L. Scott, pres., 33 1/3%; Robert Wason, exec. v.p., 33 1/3%; Joseph B. Matthews, v.p., William E. Carpenter, v.p.; Jack Slegel, secy.-treas., 33 1/3%. Counsel, Miller & Schroeder; consulting engineers, Pace, Creutz, Garrison & Waldschmitt. BPCT-460. [Note: Began operating Oct. 22, 1953 with 19.6-kw visual, 11.7-kw aural from Spratley St. site with lat. 36° 49' 44", long. 76° 19' 25", but quit the air Oct. 3, 1954, reverting to CP status; see *Television Digest*, Vol. 10:40. CP expires March 8, 1955.]

Norfolk (Ch. 10)—Beachview Bcstg. Corp., 431 Granby St. 316-kw visual, 158-kw aural, 1000-ft. above sea level, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 49' 49", long. 76° 27' 45". Transmitter, 6-mi. S. of Deane, Va. Plant, \$642,825; yearly operating, \$750,000. Equipment, RCA. Dudley Cooper, pres.-treas., 74.26% (retail jewelry & real estate); Irving M. Klines, secy., 11.6% (adv. agency account exec.); Vernon T. Myers, v.p., 3.14% (real estate); John R. Roughton, v.p., 7.85% (auto dealer & real estate); W. Gerald Akers, v.p., 3.2% (W & M College dept. head); Paul O. Hirschble, treas., 1.57% (banker); Francis V. Guidice, 7.9% (asst. operations mgr., WITG, Washington); Ruth Anne Flaherty, 4.7% (producer, WMAL-TV, Washington). Counsel, Welch, Mott & Morgan; consulting engineers, Kear & Kennedy. BPCT-1605. [Note: Initial decision by examiner Charles J. Frederick Dec. 29, 1954 recommended grant of application.]

★ **PETERSBURG (Ch. 8)**—WPRG, Petersburg Television Corp., 701 Union Trust Bldg., CP 10-1-54; 316-kw visual, 158-kw aural, 546-ft. above sea level, 574-ft. above ground, 644-ft. above sea level, lat. 37° 20' 33", long. 77° 18' 17". Transmitter, Hundred Rd., 7.5-mi. E. of Chester. Plant, \$597,546; yearly operating, \$685,000. Equipment, DuMont transmitter, RCA antenna. Thomas G. Tinsley Jr., pres. (owns WITH, Baltimore, and WTPB, Richmond, holds CP for WITH-TV, Baltimore, Md.); Lee Bcstg. Corp., 45% (licensee of WLEE); Irvin G. Abeloff, v.p., 2.2%; H. Carter Myers Jr., v.p., 2.2% (auto dealer & real estate); Alexander Hamilton Jr., secy., 1.1% (attorney); Benjamin T. Kinsey, treas., 2% (attorney & real estate); James L. Dodd Jr., asst. secy., 2.2%; remainder held by 50 others, none owning more than 3%. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Kear & Kennedy. BPCT-1772.

Portsmouth—See also Norfolk.

Portsmouth (Ch. 10)—Portsmouth Radio Corp., 205 Professional Bldg. (WAVY-NBC). 316-kw visual, 189.6-kw aural, 1000-ft. above sea level, 1026-ft. above ground, 1050-ft. above sea level, lat. 36° 49' 13", long. 76° 30' 32". Transmitter, Kings Hwy. Drivers, Va. Plant, \$685,656; yearly operating, \$700,000. Equipment, RCA. Hunter C. Phelan, pres.; Carl J. Burkland, v.p. gen. mgr.; George T. McLean, v.p.; Henry C. Hofheimer II, secy.-treas. There are 61 stockholders, none owning as much as 10%. Note: Following are voting trustees under arrangement with other stockholders who continue as beneficial owners; J. C. Aspinwall Jr.; Carl J. Burkland; Wm. M. Camp; R. D. Cooke; E. T. Gresham; Porter R. Hardy Jr.; Henry C. Hofheimer II; C. K. Hutches; J. W. Luter; George T. McLean. Engineers, A. D. Ring & Assoc. BPCT-1750. [Note: Initial decision by examiner Charles J. Frederick Dec. 29, 1954 recommended denial of application.]

★ **RICHMOND (Ch. 29)**—WOTV, Winston-Salem Bcstg. Co. Inc., 826 1/2 W. Fourth St., Winstn-Salem, N. C. CP 12-2-53; 17-kw visual, 9.33-kw aural; 540-ft. above sea level, 546-ft. above ground, 761-ft. above sea level, lat. 37° 30' 16", long. 77° 30' 39". Transmitter, 1.6-mi. from Richmond on Midlothian Turnpike. Plant, \$153,954; yearly operating, \$180,000. Equipment, RCA. James W. Coan, pres., 13.883%; John G. Johnson, secy.-treas., 12.01%; Robert V. Brawley, v.p., 7.445%; Archibald Craig, asst. secy.-treas., 7.445%; directors: Thomas B. Rice, 10.18%; Albert L. Butler Jr., 13.832%; Jonas S. Rice, 9.25%; Earl F. Silck, 18.5%; Gordon Hanes, 3.71%; Agnew H. Bahnsen Jr., 1.66%; Kenneth Mountcastle Jr., 1.85%; Katherine K. Bahnsen, 1.85%. Also operates WTOB-TV, Winston-Salem. Counsel, Krieger & Jorgensen. BPCT-1623.

Richmond (Ch. 12)—Richmond Newspapers Inc., 111 North Fourth St. (WRNL-ABC). 316-kw visual, 158-kw aural, 768-ft. above sea level, 800-ft. above ground, 1000-ft. above sea level, lat. 37° 36' 25", long. 77° 31' 15". Transmitter, 6.6-mi. NW of Rich-

mond near U.S. 250 & Penick Rd. Plant, \$721,848; yearly operating, \$575,000. Equipment, RCA. David Tennant Bryan, pres. & treas.; J. D. Wise, v.p. & asst. treas. Applicant publishes *Richmond Times-Dispatch* and *News-Leader* and has interlocking ownership with *Tampa Tribune* (WFLA), TV grantee, Counsel, Segal, Smith & Hennessey; consulting engineers, Jansky & Bailey Inc. BPCT-321.

Richmond (Ch. 12)—Richmond Television Corp., 1013-A E. Main St. 316-kw visual, 200-kw aural, 790-ft. above sea level, 790-ft. above ground, 1000-ft. above sea level, lat. 37° 30' 25", long. 77° 30' 05". Transmitter, U. S. Rt. 60, Midlothian Turnpike. Plant, \$700,000; yearly operating, \$850,000. Equipment, RCA. Larus & Brother Co. Inc., 60%; Neighborhood Theatres Inc., 14.32%; remainder held by 44 others, none owning more than 2%. C. T. Lucy, pres.; Wm. T. Reed Jr., v.p.; Barron Howard, v.p. & gen. mgr.; Morton G. Thalheim, v.p.; Robt. T. Barton, secy.-treas. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1622.

Roanoke (Ch. 7)—Radio Roanoke Inc., Mountain Trust Bldg., Box 110 (WROV-ABC). 54.65-kw visual, 27.39-kw aural, 1991-ft. above sea level, 240-ft. above ground, 1973-ft. above sea level, lat. 37° 14' 55", long. 79° 56' 03". Transmitter, Mill Mountain. Plant, \$110,285; yearly operating, \$165,504. Equipment, RCA. Leo F. Henebry, pres., 14% (jewelry stores); James Kirk Ring, v.p., 14% (flour & feeds); Ernest W. Mitchell, secy.-treas., 14% (men's furnisings); Thomas H. Beasley, 13.3% (apple wholesaler); Wallace S. Clement, 14% (food brokerage & storage); Lynn R. Hammond Sr., 7% (job printing); Lorenz Neuhoff Jr., 3.7% (meat packer); Elmore D. Heins, 1.5% (theatres). Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Jansky & Bailey Inc. [Note: Radio Roanoke Inc. relinquished Ch 27 CP for economic reasons. See *Television Digest*, Vol. 9:26, 29.] BPCT-1743.

Roanoke (Ch. 7)—Times-World Corp., 201 W. Campbell Ave. (WDBJ-CBS). 316-kw visual, 158-kw aural, 1997-ft. above sea level, 553-ft. above ground, 3613-ft. above sea level, lat. 37° 20' 37", long. 80° 04' 14". Transmitter, Ft. Lewis Mt. Plant, \$525,063; yearly operating, \$238,450. Equipment, DuMont transmitter, RCA antenna. J. B. Fishburn, 86%; J. P. Fishburn trust, 2.7%; 7 others, none holding more than 2%. Applicant publishes *Roanoke Times & World-News*. Counsel, George O. Sutton; consulting engineer, George C. Davis. BPCT-1056.

WASHINGTON

★ **SEATTLE (Ch. 20)**—KCTL, Seattle Construction Co. Inc., 200 W. Mercer St. CP 4-7-54, 200-kw visual, 100-kw aural, 630-ft. above sea level, 373-ft. above ground, 800-ft. above sea level, lat. 47° 38' 02", long. 122° 21' 16". Transmitter, 1601 1st Ave. N. Plant, \$225,198; yearly operating, \$131,500. Equipment, RCA. Edward J. Schneider, pres., 33 1/3%; Wm. G. Clark, v.p., 33 1/3%; Frank J. Capretto, secy.-treas., 33 1/3%. BPCT-1811.

Seattle (Ch. 7)—KXA Inc., 312 Bigelow Bldg. (KXA), 200-kw visual, 100-kw aural, 766-ft. above sea level, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59". Transmitter, 301 Galer St. Plant, \$340,678; yearly operating, \$510,000. Equipment, RCA. Cassius E. Gates, chairman, 10% (attorney); Wesley I. Dumm, pres., 16.25% (ex-pres. of KPX, San Francisco); Phillip G. Lasky, v.p., 4.5% (v.p. & gen. mgr. KPX; v.p. KSFO); Hugh Smith, v.p. & gen. mgr., 6.5%; S. L. Savidge, treas., 1.5%; George F. Kachlein, secy., 1%; Howard H. Wright, director, 5%; Franklin M. Dunn, 8.65%; Geo. Van Waters, 5%; Victor E. Rabel, 5%; over 15 others, none owns as much as 4%. Counsel, Fly, Shuebruk & Blume; consulting engineer, A. E. Towne, San Francisco. BPCT-902.

Seattle (Ch. 7)—Puget Sound Bcstg. Co., Camlin Hotel (KVI-MBS). 256-kw visual, 144-kw aural, 1350-ft. above sea level, 385-ft. above ground, 1765-ft. above sea level, lat. 47° 32' 38", long. 122° 06' 24". Transmitter, 4-mi. NW of Issaquah, Wash. Plant, \$390,683; yearly operating, \$400,000. Equipment, RCA. Vernice Irwin, pres., 11.28%; Laura M. Doernbecher, v.p.-secy., 61.44%; Dorothy D. Butler, treas., 11.28%; Vernice Irwin, trustee for Vivian V. Irwin, 8%; Dorothy D. Butler, trustee for Pamela D. Butler, 8%. Counsel, Segal, Smith & Hennessey; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1592.

Seattle (Ch. 7)—Queen City Bcstg. Co. 1530 Queen Anne Ave. (KIRO-CBS). 316-kw visual, 158-kw aural, 817-ft. above sea level, 598-ft. above ground, 1000-ft. above sea level, lat. 47° 38' 01", long. 122° 21' 20". Transmitter, 1530 Queen Anne Ave. Plant, \$534,354; yearly operating, \$560,000. Equipment, GE. Saul Haas, pres., 62.5%; Harold N. Graves, v.p. & secy.-treas., 6%; Wm. F. Tucker, v.p.; Nancy Louise Thompson, 12.3%; and 6 others, none holding more than 3.2% each. Counsel, Arnold Fortas & Porter; consulting engineer, J. B. Hatfield, Seattle. BPCT-453.

★ **VANCOUVER (Ch. 21, allocated to Portland, Ore.)**—KVAN-TV, KVAN Inc., 707 1/2 Main St. (KVAN). CP 9-23-53; 107-kw visual, 62-kw aural, 1014-ft. above sea level, 254-ft. above ground, 1297-ft. above sea level, lat. 45° 29' 21", long. 122° 41' 41". Trans., Portland, about 10 miles S.W. of center of Vancouver. Plant, \$220,386; yearly operating \$560,000. Equipment, DuMont transmitter, RCA antenna. Sheldon F. Sackett, pres., 75%; Fred F. Chitty estate, 5%; D. Elwood Caples, v.p., 20%. Mr. Sackett also is principal stockholder of KROW, Oakland, and KOOS, Coos Bay, Ore. and publisher of *Coos Bay Times*. Counsel, Krieger & Jorgensen; consulting engineers, A. D. Ring & Assoc. BPCT-959.

Walla Walla (Ch. 5)—KHQ Inc., 700 Radio Central Bldg., Spokane, Wash. 1.44-kw visual, 863-kw aural, 1272-ft. above sea level, 140-ft. above ground, 4140-ft. above sea level, lat. 45° 59' 32", long. 118° 10' 22". Transmitter, Pikes Peak, 10-mi. SE of Walla Walla. Plant, \$136,626; yearly operating, \$31,200. Equipment, RCA. Spokane Chronicle Co., 100%. Officers of KHQ Inc.: Richard O. Dunning, pres.; Wm. B. Hyde, secy.; Milton O. Fritsch, treas.-asst. secy. For other interests, see KHQ-TV, Spokane. Plans rebroadcast of KHQ-TV programs. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, George C. Davis. BPCT-1942.

Yakima (Ch. 23)—Chinook Television Co., c/o Radio Station KYAK, Box 172, 22-kw visual, 11-kw aural, 959-ft. above av. terrain, 150-ft. above ground, 2150-ft. above sea level, lat. 46° 31' 56", long. 120° 30' 30". Transmitter, Ahtanum Ridge Rd., 5-mi. S of Yakima, Plant, \$144,156; yearly operating, \$120,000. Equipment, RCA. Robert S. McCaw, 100%. Mr. McCaw is pres. & 33 $\frac{1}{3}$ % owner of KYAK, Yakima and KALE, Richland, Wash.; is pres. & 50% owner of KLAN, Renton, Wash.; has 10% interest in Harbor TV Corp., Aberdeen, and 20% in Tri-City TV Service, Kennewick, both community antenna systems; is manager and has option to buy 33 $\frac{1}{3}$ % of Mutual Electronic Supply Co., Seattle, supplier of community antenna system gear and coaxial cable. Engineer, John Walker, Aberdeen. BPTC-1924.

WEST VIRGINIA

★ **BLUEFIELD (Ch. 6)**—WHIS-TV, Daily Telegraph Printing Co., 623 Commerce St., Bluefield, W.Va. (WHIS-NBC, Bluefield). CP 10-29-54; 50.112-kw visual, 28.146-kw aural, 1225-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level, lat. 37° 15' 21.31", long. 81° 10' 55.43". Transmitter, top of East River Mt. Ridge, Plant, \$226,000; yearly operating, \$120,000. Equipment, RCA. H. I. Shott estate, 29.2% (*Bluefield Daily Telegraph*); Hugh I. Shott Jr., pres., 23.6%; Jim H. Shott, v.p., 23.48%; Ned Shott, treas., 1.2%; Mrs. Lillian S. Brant, 23.36%; Mrs. B. L. Early, 2.4%. Counsel, Dow, Lohnes & Albertson; consulting engineer, John H. Mullaney. BPTC-1515.

★ **CLARKSBURG (Ch. 12)**—WBLK-TV, Ohio Valley Bestg. Corp., 211 5th St., Parkersburg (WBLK-NBC). CP 2-17-54; 4.36-kw visual, 2.19-kw aural, 740-ft. above av. terrain, 420-ft. above ground, 1920-ft. above sea level, lat. 39° 17' 02", long. 89° 19' 47". Transmitter, 1-mi. N of city atop Pinnickinnick Mt. Plant, \$312,141; yearly operating, \$200,000. Equipment, RCA. News Publishing Co., Wheeling, 89%; also licensee of WPAR, Parkersburg, 60% owner of WKWK, Wheeling, and 30% owner of WTRF-TV, Wheeling. Publishes *Wheeling Intelligencer & News-Register Fairmont Times-West Virginian, Elkins Inter-Mountain, Parkersburg News & Sentinel, Weirton Times, Welch News, Martinsburg Journal*, all in West Virginia. Austin V. Wood, pres., 2%; George H. Clinton, v.p., 2%; Louis F. Committee, secy.-treas., 2%; John R. Williams, 2%; Wm. C. Stathers, 1%; James M. Guher, 1%; Luther S. Berry, 1%. Counsel, Leonard Marks; consulting engineer, Vilah G. Brooks, Parkersburg. BPTC-849.

★ **HUNTINGTON (Ch. 13)**—WHTN-TV, Greater Huntington Radio Corp., 1112 $\frac{1}{2}$ Fourth Ave., P.O. Box 1957 (WHTN). CP 9-2-54; 316-kw visual, 158-kw aural, 1270-ft. above av. terrain, 1079-ft. above ground, 2054-ft. above sea level, lat. 38° 17' 52", long. 82° 38' 35". Transmitter, 13.6-mi. SW of Huntington. Plant, \$324,806; yearly operating, \$260,000. Equipment, RCA. Applicant controlled 99% by Biggs-Long Realty Corp.; A. B. Hyman, pres.; S. J. Hyman, v.p.; Fred Weber, v.p. (pres. of WFPQ-TV, Atlantic City, off air). Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Jansky & Bailey Inc. BPTC-773.

★ **WHEELING (Ch. 51)**—WLTV, Polan Industries, 321 Eighth St., Huntington. CP 2-11-53; 120-kw visual, 67.6-kw aural, 170-ft. above av. terrain, 241-ft. above ground, 1261-ft. above sea level, lat. 40° 04' 16", long. 80° 43' 13". Transmitter, Palo Alto St. between 9th & 10th Sts. Plant, \$224,500; yearly operating, \$200,000. Equipment, RCA. Equal partnership of 5 brothers—Lincoln M., Albert S., Charles M., E. G. and Lake Polan Jr. In addition, E. G. Polan owns 20% interest in WPLH, Huntington, W.Va. Also holds CP for WPTV, Ashland, Ky. (Ch. 59). Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPTC-1048.

WISCONSIN

Glendale—See also Milwaukee.

Glendale (Ch. 6, allocated to Whitefish Bay)—Independent Television, Inc., 212 W. Wisconsin, Milwaukee, 100-kw visual, 63.8-kw aural, 933-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12' 30", long. 87° 55' 19". Transmitter, Port Washington Rd. & Donges Bay Rd. Plant, \$613,305; yearly operating, \$725,000. Equipment, DuMont transmitter, RCA antenna, Jack Kahn, pres., 25% (yarn & hosiery mfg.); Richard G. Fried, v.p., 14% (glove & mitten mfg.); Laurence Fleischman, secy.-treas., 10% (adv. & auto dealer; owns 15% of Leaders Newspapers Inc., Plymouth, Mich., publisher of 2 suburban newspapers); Robert K. Straus, 10% (33 $\frac{1}{3}$ % Omnibook Inc., N. Y., publishers); Blair Moody Jr., 10% (as executor of estate of Sen. Blair Moody, also holds 10% with option to acquire 51% of Leader Newspapers Inc.); Arthur Fleischman, 10% (floor covering & real estate); Max Osnos, 9% (dept. store; owns 93% of Woodward Bestg. Co., which holds CPs for WIBD-TV, Detroit and WTOH-TV, Toledo, O.); Manistee Investment Corp., 10% (Investments, Stanley Glen, pres. is also v.p. of applicant); Sol. J. Kahn, 2% (attorney). Counsel, Roberts & McInnis; consulting engineer, Russell F. May. BPTC-1831.

★ **GREEN BAY (Ch. 5)**—WFRV-TV, Valley Telecasting Co., Northern Bldg. CP 3-10-54; 100-kw visual, 60-kw aural, 601-ft. above av. terrain, 500-ft. above ground, 1437-ft. above sea level, lat. 44° 23' 10", long. 88° 01' 13". Transmitter, on Route 32, 8 mi. S. of city limits. Plant, \$318,400; yearly operating approx. \$250,000. Equipment, RCA. Clayton Ewing (paper mill), pres.-treas., 13.14%; Russell W. Boyda, v.p., 6.78%; Meyer M. Cohen (lawyer), secy., 6.78%; George Nau Burridge (paper mill), 13.14%; James P. Buchanan, 6.78%; Wm. H. Zuehlke, 6.78%; Alexander Dawson, 4.23%; 11 other stockholders, none with more than 5%. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPTC-1147. [Note: Transfer of control to Neenah-Menasha Bestg. (WNAM-TV), which plans shift to Ch. 5, pends FCC approval; see *Television Digest*, Vol. 10:49 & 11:2.]

★ **LA CROSSE (Ch. 38)**—WTLB, La Crosse Television Corp., c/o George Becker, 270 Park Ave., New York. CP 12-16-53; 182-kw visual, 91.2-kw aural, 350-ft. above av. terrain, 165-ft. above ground, 1215-ft. above sea level, lat. 43° 45' 21", long. 91° 12' 00". Transmitter, N of intersection of U.S. Hwy. 61 & State Hwy. 35. Plant, \$245,496; yearly operating, \$150,000. Equipment, RCA. Wm. Zeckendorf, pres., 68% (real estate; ex-director of ABC); Harold Steinhil, secy.-treas., 3 $\frac{1}{3}$ %; Marjorie P. Shafander, 14 $\frac{1}{3}$ %; George Becker, 6% (attorney); G. Edward Pendray, Robert F. McDewitt & Mildred Sutfin d/b as Pendray & Co., 4 $\frac{1}{3}$ % (adv. & public relations, N. Y.); Norman E. Blankman, 2% (real estate); Herbert C. Rosenthal, 2% (owns 60% of Graphite Institute, N. Y.). Counsel, Fly, Shuebruk & Blume; consulting engineer, Frank H. McIntosh. BPTC-1668.

Madison (Ch. 3)—Badger Television Co. Inc., 110 E. Main St. (WIBA-NBC). 100-kw visual, 50-kw aural, 756-ft. above av. terrain, 751-ft. above ground, 1751-ft. above sea level, lat. 43° 04' 01", long. 89° 26' 18". Transmitter, Glenway & Regent Sts. Plant, \$545,773; yearly operating, \$240,000. Equipment, RCA. Capital Times Co., 31.5%; Wisconsin State Journal Co., 13.5%; Wm. E. Walker, chairman, 10% (owner of 50% of WMM, Marinette, Wis., TV grantee; 45% of KXGI, Ft. Madison, Ia.); Wm. T. Evjue, pres. (pres. & publisher, *Madison Capital Times*); Don Anderson, v.p., 1.5% (publisher, *Wisconsin State Journal*); Bernard M. Mautz, v.p., 5% (paint mfr.); Frank A. Jones, secy., 9.5% (furniture dealer); Arthur Towell, 9.5% (advertising); Paul A. Kayser, 9.5% (auto dealer); Louis Hirsig, 5% (hardware); Ralph C. Bolz, 4.5% (v.p., Oscar Mayer & Co., packers); J. Martin Wolman, 5% (bus. mgr., *Wisconsin State Journal*). Counsel, Dow, Lohnes & Albertson; consulting engineer, Geo. C. Davis. BPTC-1472. [Note: Initial decision by examiner James D. Cunningham Aug. 3, 1954 recommended grant of application.]

Madison (Ch. 3)—Radio Wisconsin Inc., 114 N. Carroll St. (WISC-ABC). 100-kw visual, 50-kw aural, 795-ft. above av. terrain, 706-ft. above ground, 1826-ft. above sea level, lat. 43° 01' 52", long. 89° 30' 18". Transmitter, Highway PD, 6.9-mi. WSW of center of Madison. Plant, \$485,773; yearly operating \$240,000. Equipment, RCA. Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 17.3% (attorney with interest in multiple planasonic vibrations research firm); Russell A. Nelson, v.p., 5% (construction); Ralph R. O'Connor, secy., 5%; H. Kenneth Harley, treas., 5% (investment securities). Directors: Morgan Murphy, 15.2%; George H. Johnson, 5% (machine tool mfr.); W. C. Bridges. Other stockholders are Harry Sauthoff, 12.5% and Elizabeth B. Murphy, 2%. Evening Telegraph Co., owned by Mr. Murphy, publishes *Superior Evening Telegram*. For holdings of Murphy & Bridges, see WEAU-TV, Eau Claire, Wis. Counsel, Scharfeld, Jones & Baron; consulting engineer, Charles E. Persons, Duluth, Minn. BPTC-410. [Note: Initial decision by examiner James D. Cunningham Aug. 3, 1954 recommended denial of application.]

Milwaukee—See also Glendale.

Milwaukee (Ch. 6, allocated to Whitefish Bay)—Cream City Bestg. Co. Inc., 2625 W. Wisconsin Ave. (WMIL), 100-kw visual, 50-kw aural, 939-ft. above av. terrain, 1066-ft. above ground, 1746-ft. above sea level, lat. 43° 14' 24", long. 87° 59' 28". Transmitter, 8-mi. NW of Thiensville, Wis. Plant, \$792,290; yearly operating, \$626,471. Equipment, RCA. Gene Posner, pres., 70.06% (attorney); Ruth Posner, v.p., 21%; Jerome Sill, secy.-treas., 20.81% (66% of TV grantee for Marquette, Mich.); Thomas W. Korb, 8.92% (attorney; casket mfr.; secy. & gen. counsel of steam shovel & crane mfr.). Counsel, Krieger & Jorgensen; consulting engineers, Jansky & Bailey Inc. [Note: Applicant dropped CP for Ch. 31 in Milwaukee.] BPTC-1832.

† Milwaukee (Ch. 10, ed.)—Board of Vocational & Adult Education, 1015 N. Sixth St., 29-kw visual, 14.5-kw aural, 416-ft. above av. terrain, 456-ft. above ground, 1156-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5407 W. Martin Dr. Plant, \$260,000; yearly operating, \$75,000. Equipment, GE transmitter, RCA antenna. Otto A. Jirkowicz, pres., Richard S. Falk, v.p.; John J. Metz, secy. Counsel, Walter J. Mattison, city atty.; engineer, Glenn Koehler, U of Wisconsin. BPET-19.

† Milwaukee (Ch. 10, educational)—Wisconsin State Radio Council, c/o H. B. McCarty, executive director, Radio Hall, U of Wisconsin, Madison. 58-kw visual, 29-kw aural, 416-ft. above av. terrain, 456-ft. above ground, 1156-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5407 W. Martin Dr. Plant, \$277,000; yearly operating, \$20,000. Equipment, RCA. Henry L. Ewbank, chairman (prof. of speech, U of Wis.); George E. Watson, vice-chairman (state supt. of public instruction). Counsel, Vernon W. Thompson, attorney general of Wis. and Dow, Lohnes & Albertson; consulting engineer, Glenn Koehler, 2406 Chamberlain Ave., Madison, Wis. BPET-46.

★ **NEENAH-APPLETON-MENASHA (Ch. 42)**—WNAM-TV, Neenah-Menasha Broadcasting Co., Box 602 (WNAM). CP 12-23-52; 15.5-kw visual, 8.3-kw aural, 288-ft. above av. terrain, 327-ft. above ground, 1067-ft. above sea level, lat. 44° 09' 36", long. 88° 27' 57". Transmitter, 7 mile south of city limits. Plant, \$129,950; yearly operating, \$75,000. Equipment, RCA. Samuel N. Pickard, pres., 80% (banker, paper mill); Reinhold D. Molzow, secy.-treas., 6%; Don C. Wirth, v.p., 8%; Dorothea W. Pickard, 13.2%. Counsel, McKenna & Wilkinson; consulting engineer, Walter F. Kean, 1 Riverside Rd., Riverside, Ill. BPTC-869. [Note: Began operating Dec. 10, 1953, but quit air Jan. 2, 1955, reverting to CP status; purchase of CP for WFRV-TV, Green Bay, & switch to Ch. 5 pends FCC approval; see *Television Digest*, Vol. 10:49 & 11:2. CP expires Feb. 28, 1955.]

Superior—See Duluth, Minn.

Whitefish Bay—See also Milwaukee, Glendale.

Territories and Possessions

ALASKA

- * **FAIRBANKS (Ch. 2)**—KFIF, Midnight Sun Broadcasting Co., Lathrop Bldg. (KFAR). CP 7-1-53; 13.8-kw visual, 8.32-kw aural, minus 70-ft. above av. terrain, 168-ft. above ground, 607-ft. above sea level, lat. 64° 50' 42", long. 147° 42' 52". Transmitter, Polaris Bldg., First & Lacey Sts. Plant, \$84,000; yearly operating, \$250,000. Equipment, composite transmitter, RCA antenna. Midnight bought control of this CP and of KFIA, Anchorage (Ch. 2), from Richard R. Rollins; for details see KFIA. Counsel, Haley, Doty & Wollenberg; consulting engineer, James G. Duncan, 4038 Vista Grande, San Diego, Cal. BPCT-1709.
- * **FAIRBANKS (Ch. 11)**—KTVF, Northern Television Inc., 4th & Dsnall Sts., Anchorage, Alaska. CP 12-29-54; 11-kw visual, 5.5-kw aural, minus 50-ft. above av. terrain, 168-ft. above ground, 604-ft. above sea level, lat. 64° 50' 35.7", long. 147° 42' 47.6". Transmitter, 3rd & Lacey Sts. Plant, \$133,824; yearly operating, \$135,000. Equipment, RCA transmitter, GE antenna. A. G. Hiebert, pres., 27.63%; Jack M. Walden, v.p., 6.76%; B. J. Gottstein, treas., 4.17%; M. B. Kirkpatrick, secy., 7.5%; Wm. J. Wagner, 6%; 20 other stockholders, none owns as much as 5%. Mr. Wagner operates KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan; KIBH, Seward; KIFW, Sitka. Applicant also operates KTV A (Ch. 11), Anchorage. Counsel, Miller & Schroeder. BPCT-1909.

HAWAII

- Hilo (Ch. 9)**—Hawaiian Bestg. System Ltd., 1534 Kapiolani Blvd., Honolulu, 2.12-kw visual, 1.06-kw aural, minus 302-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level, lat. 19° 43' 00", long. 155° 08' 13". Transmitter, Pihoonua Rd., 3-mi. W of Hilo postoffice. Plant, \$33,035; yearly operating, \$9360. Equipment, RCA. J. Howard Worrall, pres.; C. Richard Evans, v.p. & gen. mgr. Consolidated Amusement Co. (film exhibitors), 68.72%; Honolulu Star-Bulletin, 24.55%; Corp. of the President of the Church of Jesus Christ of Latter Day Saints (Mormon Church), 6.73%. Also operates KGMB-TV & KGMB, Honolulu and KHBC, Hilo; applicant for Ch. 3 in Wailuku. Applicant plans to duplicate programs of KGMB-TV. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1931.
- Wailuku (Ch. 3)**—Hawaiian Bestg. System Inc., 1534 Kapiolani Blvd., Honolulu. 1.49-kw visual, .9-kw aural, 5960-ft. above av. terrain, 74-ft. above ground, 10,054-ft. above sea level, lat. 20° 42' 41", long. 156° 15' 35". Transmitter, Kolekole Hill, Haleakala Crater, Maui County. Plant, \$24,435; yearly operating, \$21,000. Equipment, RCA. J. Howard Worrall, pres.; C. Richard Evans, v.p. & gen. mgr. Consolidated Amusement Co. (film exhibitors), 68.72%; Honolulu Star-Bulletin, 24.55%; Corp. of the President of the Church of Jesus Christ of Latter Day Saints (Mormon Church), 6.73%. Also operate KGMB-TV & KGMB, Honolulu and KHBC, Hilo and applicant for Ch. 9, Hilo, Hawaii. Applicant plans to duplicate programs of KGMB-TV. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1926.

PUERTO RICO

- Mayaguez (Ch. 3)**—El Mundo Inc., Box 1072, San Juan, Puerto Rico. 25.2-kw visual, 13.6-kw aural, 695-ft. above av. terrain, 284-ft. above ground, 898-ft. above sea level, lat. 18° 04' 12", long. 67° 08' 03". Transmitter, Llanos Tunas, 1.65-mi. SSE of Cabo Rojo. Plant, \$231,294; yearly operating, \$25,000. Equipment, GE. Angel Ramos, pres., 70.38% (publisher of El Mundo, San Juan, operator of WKAQ-TV); Belen Boada, 16.54% (real estate); Joss Coll Vidal, 8.76% (real estate); Juan Coll Vidal, 3.29% (real estate); Alejandro J. Bozzo Pou, .09%. Counsel, Segal, Smith & Hennessey; consulting engineer, Geo. C. Davis. BPCT-1892.
- Mayaguez (Ch. 3)**—Ponce de Leon Bestg. Co. Inc. Box 4563, San Juan, P. R. 1.47-kw visual, .88-kw aural, 39-ft. above av. terrain, 349-ft. above ground, 352-ft. above sea level, lat. 18° 11' 19", long. 67° 09' 16". Transmitter, Barrio Sabalos, .76-mi. SW of Main Insular Rd. No. 2. Plant, \$133,977; yearly operating, \$28,000. Equipment, RCA. For ownership and other interests see WAPA-TV, San Juan. Station proposed herein is to be used, generally, as a satellite for WAPA-TV, San Juan. Counsel, Dow, Lohnes & Albertson; consulting engineers, Commercial Radio Equipment Co. BPCT-1906.
- Mayaguez (Ch. 3)**—Supreme Bestg. Co. Inc., 1500 Canal St., New Orleans, La. 15.03-kw visual, 8.56-kw aural, 505-ft. above av. terrain, 161-ft. above ground, 901-ft. above sea level, lat. 18° 11' 28", long. 67° 07' 15". Transmitter, 2-mi. SE on Sanatoria Rd. Plant, \$20,000 (most equipment on hand); yearly operating, \$120,000. Equipment, RCA. Chester F. Owens, pres., 96%; George A. Mayoral, exec. v.p.; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Applicant also operates WJMR-TV & WJMR, New Orleans, La. Counsel, Owens, Levy & Voelker, New Orleans. BPCT-1911.
- Mayaguez (Ch. 5)**—Radio Americas Corp., Box 43. (WORA). 1.88-kw visual, 1.11-kw aural, 1994-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level, lat. 18° 09' 02", long. 66° 59' 20". Transmitter, 2.2-mi. S of Maricao on Insular Rd. No. 81. Plant, \$104,403; yearly operating, \$80,000. Equipment, RCA. Alfredo R. de Arellano Jr., pres., 93.53% (sugar cane grower). Loucks, Zias, Young & Jansky; consulting engineer, Page, Creutz, Garrison & Waldschmitt. BPCT-1713.
- * **San Juan (Ch. 11, educational)**—Dept. of Education of Puerto Rico, San Juan. 100-kw visual, 50-kw aural, 1156-ft. above av. terrain, 235-ft. above ground, 1925-ft. above sea level, lat. 18° 16' 52", long. 66° 08' 44". Transmitter, Cerro La Marquesa Mt. 12-mi. S of San Juan. Plant, \$548,715; yearly operating, \$250,000. Equipment, GE. Mariano Villaronga, secy. of education. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum. BPET-42.

... In TV-Radio and allied electronics fields, just about every executive of consequence relies on the services of Martin Code's Weekly

Television Digest

WITH ELECTRONICS REPORTS

for objective reporting, clear analyses and accurate interpretations of basic trends and developments

A complete service comprising
Weekly Newsletter • TV-AM-FM
Directories • Weekly Addenda •
Regular Supplements of Current
and Permanent Reference Value

write us for samples & rates

TELEVISION DIGEST

WYATT BUILDING

WASHINGTON 5, D.C.

Bibliography

Literature & Reference Books About Television

Main Publications and Sources of Information

Compiled for *Television Digest*

By MILDRED L. JOY, Chief Librarian, National Broadcasting Co.

(For earlier material, see previous issues of *Television Factbook*.)

General

- Directory of College Courses in Radio and Television, 1954-55—Compiled by Gertrude G. Broderick. Washington, D. C., U. S. Office of Education, 1955. A geographical listing of schools giving the director of instruction, workshop, and types of courses.
- Directory of Non-Royalty Films for Television—Compiled by T. M. Williams and Maurice Brunsvold. Ames, Iowa, Iowa State College Press, 1954. 108 pp. Lists and describes nearly 3000 sponsored non-royalty films available for television from approximately 500 sources. Gives title of film, gauge, whether black and white or color, running time, sponsor, source, and brief description of subject.
- Membership List; Trade Directory, 1954-55—Radio-Electronics-Television Manufacturers Assn. Washington, D. C. 1954. 139 pp. Association officers, member organizations with company officials and products, and a trade name index.
- 1954 Annual Data Book—Television Magazine, New York, N. Y., Frederick Kugel Co. 1954. 116 pp. The March statistical issue which includes besides directories such information as programming costs, film data, advertiser expenditures, market data, etc.
- The 1954 Radio Annual; Television Year Book—Edited by Jack Allicote. New York, N. Y., Radio Daily Corp. 1954. 1296 pp. Covers all phases of industry data.
- 1954 Television Directory—Ross Reports on Television. New York, N. Y., Television Index, Inc. 1954. An annual personnel directory giving names, addresses for networks, agencies, sponsors, stations, film producers, agents, unions, etc.
- Radio-TV Personalities Directory, 1955, 8th Ed.—Radio Reports, Inc. New York, N. Y. 1954. 130 pp. An annual listing of newscasters and commentators; arrangement is alphabetical under city with a code indicating special field of each. Supps. in March and June.
- TV Directory of Feature Films, Oct. 1954—By Judy Dupuy. New York, N. Y., Broadcast Information Bureau. 1954. A directory giving title, length, date, original producer, TV distributor, story line, etc., arranged by type. Other BIB directories available: Directory of Free TV Film, Jan. 1955; Series, Serials and Film Packages, Feb. 1955. All with title indexes and film sources.
- Teletesting Yearbook—Marketbook, 1954-55—Broadcasting Publications. Washington, D. C. 1954. 492 pp. Covers all aspects of television industry.
- Television Factbook, No. 20, Spring 1955—Television Digest with Electronics Reports. Washington, D. C., Radio News Bureau. 1955. An over-all guide to the industry published twice a year, with weekly supplements of station changes.
- U. S. Government Films for Television, 6th Ed.—By Seerley Reid and Anita Carpenter. Washington, D. C., U. S. Office of Education, 1954. 106 pp. A catalog of motion pictures which may be used by television, arranged alphabetically by issuing department. Includes notation on credits, possible cuts or changes in film, or any restrictions.
- • • • •
- All About Radio and Television—By Jack Gould. New York, N. Y., Random House. 1953. 143 pp. How television and radio work; technical aspects explained for children.
- Clear Channels: Television and the American People—By Max Wylie. New York, N. Y., Funk & Wagnalls. 1955. 416 pp. A strong defense of TV in relation to its effects on various elements of society.
- Dunlap's Radio & Television Almanac—By Orrin E. Dunlap Jr. New York, N. Y., Harper. 1951. 211 pp. A chronological listing of events from 640 B.C. through 1950.
- Fundamentals of Television—By Murray Bolen. Hollywood, Cal., Hollywood Radio Publishers. 1950. 270 pp. A good general book on TV, including some technical material, studios, directors, announcers, writers & film, together with business aspects.
- I Looked and I Listened—By Ben Gross. New York, N. Y., Random House. 1954. 344 pp. An informal, anecdotal story of the development of broadcasting and telecasting since 1925.
- An Introduction to Radio and Television—By David C. Phillips, John M. Grogan and Earl H. Ryan. New York, N. Y., Ronald Press. 1954. 423 pp. Background on the development of the industry, its organization, operations and special problems, plus practical information on planning and producing broadcasts.
- On the Air—By Roger Manvell. London, England, Andre Deutsch, 1953. 202 pp. "A study of broadcasting in sound and television; as developed in various countries, including a comparison of radio and TV and a discussion of video's potentialities.
- Radio and Television—By Samuel Beckoff. New York, N. Y., Oxford Book Co. 1953. 92 pp. "Critical appraisal of radio and television as they impinge upon the interests and experience of high school students."
- The Relaxed Sell—By Thomas Whiteside. New York, N. Y., Oxford University Press. 1954. 166 pp. TV commercials, ratings and singing commercials are some of the subjects treated in this collection of articles from *The New Yorker*, *The Reporter*, and *The New Republic*.

- TV Dictionary/Handbook for Sponsors, Rev. Ed.—By Herbert True. New York, N. Y., Sponsor Magazine. 1955. A greatly enlarged edition, giving concise definitions of production and technical terms. Well illustrated.
- Television. A World Survey—UNESCO. New York, N. Y., Columbia University Press. 1953. 184 pp. Organization, technical facilities, programming, reception, and production of equipment for all countries with television in 1953 plus plans for the future introduction of TV.
- Television and Radio in American Life—Edited by Herbert L. Marx, Jr. New York, N. Y., H. W. Wilson Co. 1953. 193 pp. This collection of over forty articles, both pro and con, on the social effects of television and radio forms another in the well-known Reference Shelf series on timely controversial questions.
- Television: Terminology—Bibliography—Compiled by Benjamin Draper. San Francisco, Calif., Academy of Sciences. 1953. 57 pp. Definitions of some 400 TV terms comprise the first 36 pages; a classified bibliography from 1928-1952 follows.
- Television Works Like This, New Rev. Ed.—By Jeanne and Robert Bendick. New York, N. Y., McGraw-Hill. 1954. 64 pp. A complete story of how a TV picture is sent out over the air. For the juvenile reader.
- What's the Right Word? A Dictionary of Common and Uncommon Terms in Radio, Television, Electronics—Radio Corporation of America. New York, N. Y. 1952. 50 pp. Diagrams, symbols and illustrations are included.

Techniques

- Beginning Television Production—By Melvin R. White. Minneapolis, Minn., Burgess Publ. Co. 1953. 107 pp. Designed for the student and beginning television worker and includes suggestions for equipment, costumes, make-up, scenic design and direction.
- The Best Television Plays, Vol. 3.—Edited by William I. Kaufman. New York, N. Y., Merlin Press. 1954. 384 pp. This third volume of his anthology of television plays also contains signed articles on various phases of television production.
- Broadcasting Projects: Radio and Television. A Manual for the Student—By Henry L. Ewbank and Sherman P. Lawton. New York, N. Y., Harper. 1953. 152 pp. Presents group projects on radio and television techniques with stress on learning through listening and viewing as well as through actual preparation and presentation of programs. Sample scripts and commercials included together with an extensive bibliography.
- Broadcasting Religion, Rev. Ed.—Compiled by Clayton T. Griswold and Charles H. Schmitz. New York, N. Y., National Council of the Churches of Christ. 1954. 103 pp. A section on television is included in this handbook of techniques for religious broadcasting.
- Campaigning On TV—National Assn. of Radio & Television Broadcasters, Washington, D. C. 1952. 13 pp. Encourages political candidates in their use of TV. Gives practical advice on preparing and delivering a speech, and on appearing before camera.
- The Candidate and Television—By Suzanne F. Roberts. *TV Digest*, 333 S. Broad St., Philadelphia, Pa. 1952. The author shows how a political candidate can put himself across via TV. Stresses use of entertaining and persuasive political shows, more than just plain speechmaking.
- Current Lighting Practice for Television Production—Subcommittee on Lighting for Production of Television Programs, Committee on Television Lighting, Illuminating Engineering Society. New York, N. Y. 1951. 8 pp. Summary of practices and equipment used. Supplemented by *Progress in Television Studio Lighting*. 1954. 4 pp.
- Designing for TV—By Robert J. Wade. New York, N. Y., Pellegrini & Cudahy. 1952. 216 pp. Reference work with definitive material on set design, staging of commercials, costuming, make-up, and much on general art direction.
- The First NABE TV Production Workshop for Educational Television—Edited by Edward Stasheff. Urbana, Ill., National Assn. of Educational Broadcasters. 1954. 112 pp. Lectures, demonstrations, procedures and projects of the 1953 workshop. Details of equipment, personnel and methods for producing various types of programs.
- The Handbook of TV and Film Technique—By Charles W. Curran. New York, N. Y., Pellegrini & Cudahy. 1953. 120 pp. This "non-technical production guide for executives" covers costs, methods and processes of film production, is well illustrated with charts and diagrams and contains an excellent glossary.
- How to Write for Television—Edited by William I. Kaufman. New York, N. Y., Merlin Press. 1955. approx. 100 pp. Written by experts in the field.
- Journalism Is Communications—Edited by John E. Drewry. Athens, Ga., Henry W. Grady School of Journalism, University of Georgia. 1954. Radio and television aspects of this subject are discussed by experts.

- Monochromatic and Color Television**—By Eugene R. Wood, Jr. Washington, D. C., Graphic Design Section, U. S. Army. 1954. 21 pp. Suggestions for graphic art, make-up, scenic design, costume design and lighting.
- Movies for Television**—By John H. Battison. New York, N. Y., Macmillan. 1950. 376 pp. Practical book on technical equipment—both TV and motion picture—and on program planning. Chapters on lenses, color, titles, editing, newsreels, commercials, kinescope, scenery and props.
- Operation Backstage: NBC Television Staging Services Handbook**—By Robert J. Wade. New York, N. Y., National Broadcasting Co. 1951. 79 pp. Many illustrations and text show how the thousands of details—scenery, costumes, make-up, titling—in staging a TV show are handled. Includes chapter on staging live commercials.
- A Practical Manual of Screen Playwriting for Theater and Television Films**—By Lewis Herman. Cleveland, World Pub. 1952. 294 pp. Rules, suggestions and techniques for screen playwriting.
- Producing and Directing for Television**—By Charles Adams. New York, N. Y., Henry Holt. 1953. 282 pp. A guide to all aspects of television including personnel, equipment, special effects, etc. Written for the professional, the small station owner, and the student.
- Radio and Television Acting**—By Edwin Duerr. New York, N. Y., Rinehart. 1950. 417 pp. A practical study of dramatic technique and principles giving the work of the director, producer and writer as well as of the actor. Well illustrated with script excerpts.
- Radio and Television Announcing**—By Lyle D. Barnhart. New York, N. Y., Prentice-Hall. 1953. 283 pp. A practical text on announcing.
- Radio and Television News**—By Donald E. Brown and John P. Jones. New York, N. Y., Rinehart. 1954. 480 pp. A college workbook containing exercises in addition to explanatory material on all aspects of news broadcasting.
- Radio and Television Sound Effects**—By Robert B. Turnbull. New York, N. Y., Rinehart. 1951. 334 pp. Radio sound effects are treated in detail—but there is a good chapter on sound in television. A long glossary is included.
- Radio and Television Writing, Rev. and Enl. Ed.**—By Max Wylie. New York, N. Y., Rinehart. 1950. 635 pp. More than 100 pages devoted to television writing, adaptation, restrictions and freedoms, sample scripts.
- Religious Television Programming**—By Rudy Bretz. New York, N. Y., National Council of the Churches of Christ. 1952. 46 pp. Brief practical account of television techniques for various types of religious programs.
- Report on Rear Screen Slide Projection. NAVEXOS P-991**—By Fredric Stange. Port Washington, N. Y., U. S. Dept. of the Navy, Special Devices Center. 1952. 40 pp. Production and technical aspects of rear screen slide projection as well as values and limitations. Well illustrated.
- Staging TV Programs and Commercials**—By Robert J. Wade. New York, N. Y., Hastings House. 1954. 216 pp. "How to plan and execute sets, props and production facilities."
- TV**—By Layton Mabrey. Waco, Texas, Baylor University Press. 1950. 302 pp. An excellent text on production, direction, and film techniques, including lighting, composition, special effects, sets, costumes and make-up.
- TV Writers Guide**—By Margaret R. Weiss. New York, N. Y., Pellegrini & Cudahy. Aug. 1952. 224 pp. Basic writing tools, preparation, marketing and protection of scripts make this a practical TV writing guide. Many sample scripts from network shows.
- Taking Hold of Television**—By Roger S. Hall. New York, N. Y., National Publicity Council for Health & Welfare Services. 1954. 120 pp. A practical guide for the use of TV by health and welfare agencies.
- The Technique of Film Editing: Basic Principles for T.V.**—Compiled by Karel Reisz. New York, N. Y., Farrar, Straus and Young. 1953. 285 pp. Ten experienced British film makers have pooled their knowledge of editing and cutting in this practical guide.
- Techniques of Television Production**—By Rudy Bretz. New York, N. Y., McGraw-Hill. 1953. 474 pp. Covers the tools of the trade as well as techniques for the studio technician and the creative worker. Includes equipment, scenery, lighting, make-up, etc.
- Television for You . . . A Handbook for Extension Agents (Agriculture Handbook No. 55, 1953)**—By Joseph D. Tonkin and Alice F. Skelsey. Washington, D. C., U. S. Department of Agriculture. 1953. 24 pp. Though directed toward a special group, this is applicable to anyone who wishes to learn how to plan a program or appear before a microphone.
- The Television Manual**—By William Hodapp. New York, N. Y., Farrar, Straus and Young. 1953. 296 pp. "A practical guide to TV production and programming for education, public affairs and entertainment," containing a glossary of TV production terms, sections on do's and don'ts and summaries of various aspects of television by leaders in TV and allied fields.
- Television News Handbook**—Edited by Baskett Mosse and Fred Whiting. Evanston, Ill., Medill School of Journalism, Northwestern University. 1953. 112 pp. Compilation of the material presented at the first National Television News Seminar. Covers techniques and equipment.
- Television Production Standards Manual**—By Bruce Bassett. New York, N. Y. (505 Fifth Ave.), Television Production Standards. 1954. 22 pp. Describes a television production equipment package for a local station with reasons for selection and the functions of each scenic, property, drapery or equipment element. Well illustrated.
- The Television Program**—By Edward Stasheff and Rudy Bretz. New York, N. Y., A. A. Wyn. 1951. 355 pp. An excellent up-to-date study of TV programs, and of writing, producing and directing them. Appendix includes notes on the use of cameras.
- Television Programming & Production, 2nd Ed.**—By Richard W. Hubbell. New York, N. Y., Rinehart. 1950. 240 pp. A short general discussion of TV is followed by detailed production data—with sections on camera, video technique and theory.
- Television Report. Section 1. Films. Section 2. Visual Aids. Section 3. Program methods**—U. S. Dept. of Agriculture, Radio and Television Service. Washington, D. C. 1950-53. A report of the USDA's television research project. The first section is a guide to the use of films on TV. In Section II all types of visual aids & devices for TV—model, slides, easels, titles—are described and illustrated. Section III is devoted to program planning and production.
- Television Scripts for Staging and Study**—By Rudy Bretz and Edward Stasheff. New York, N. Y., A. A. Wyn. 1953. 332 pp. The authors of "The Television Program" have now written this volume which includes eight royalty-free scripts, floor-plane, camera patterns, sample scripts of outstanding programs. Suggestions for analysis and study given.
- The Television Workshop**—By Howard Tooley. Minneapolis, Minn., Northwestern Press. 1953. 108 pp. Clearly written in non-technical language and designed for the prospective TV actor, this book describes the behind-the-scenes technique, the equipment and technical processes, analyzes sample plays and presents a glossary of TV lingo.
- Television Writing and Selling**—By Edward Barry Roberts. Boston, Mass., The Writer. 1954. 499 pp. All phases of writing television scripts, including live and filmed dramas; glossary of terms and sample scripts.
- Television Writing, Theory and Technique**—By Robert S. Greene. New York, N. Y., Harper. 1952. 276 pp. An up-to-date book on television writing techniques. Each phase of script is discussed and illustrated.
- Twenty-Two Television Talks**—Broadcast Music, Inc., New York, N. Y. 1953. 260 pp. Practical talks on programming, production and operation by leaders in the TV field delivered at three 1952 BMI clinics held in New York, Chicago and Los Angeles. Questions and answers following each talk included.
- Women on TV**—By Ellen Pennell. Minneapolis, Minn., Burgess Publ. Co. 1954. 210 pp. All phases of women's television programs in both educational and commercial stations; sample scripts included.
- Writing for Television, 3rd Ed.**—By Eric Heath. Los Angeles, Cal., Horizons Publications. 1954. Chapters on all types of writing for television.
- Writing for Television**—By Gilbert Seides. New York, N. Y., Doubleday. 1952. 254 pp. The author has drawn on his years of experience as a TV producer, for this book on writing for all types of TV shows. He also indicates production and direction problems to be kept in mind by the writer.

Industry—Stations—Employment

- Advance Promotion for the New TV Station**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1953. 8 pp. How to become established in a market. A special edition for UHF stations is entitled *Developing UHF Audience and Sale of Receivers and Converters*.
- Application Data and Filing Information for Television Stations**—RCA Engineering Products Dept. Camden, N. J. 1952. 73 pp. RCA has enlarged its previous 1952 edition of this manual giving TV application forms with typical answers and engineering data on transmitters, antennas, etc., needed to complete forms.
- Employment Handbook**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1954. 16 pp. A practical hiring guide for broadcasters giving hints on how to select the best available employees.
- Film Manual**—National Assn. of Radio & Television Broadcasters. Washington, D. C. 1954. 44 pp. Provides station management with data on programming hours and costs, case histories of procedure, and a list of do's and don'ts.
- Final TV Broadcast Financial Data, 1953**—Federal Communications Commission. Washington, D. C. 1954. 23 pp. Report covers the operations of the television broadcasting industry, based on final financial reports.
- National Survey of Radio and Television Sets Associated With U. S. Households, May 1954**—Advertising Research Foundation. New York, N. Y. 1954. 120 pp. Detailed analysis of radio and television sets by geographic areas, socio-economic groups, set location, types of set, etc.
- The Planning and Construction of Television Broadcasting Stations**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1952. 33 pp. The second edition of a cost study covering antenna systems, transmitting and programming plants of VHF and UHF stations.
- Station Management Takes a Look at Television Jobs**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1952. 17 pp. A composite picture of the types of jobs available, education and experience necessary, and desirable aptitudes.
- TV and Electronics as a Career**—By Ira Kamen and Richard H. Dorf. New York, N. Y., John F. Rider. 1951. 326 pp. Technical positions in television broadcasting and manufacturing described in considerable detail.
- TV Cost Survey (1954 Edition)**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1954. 13 pp. Covers 1953 operating data for pre-freeze stations, analyzes FCC data and statistics for post-freeze stations, and gives technical, program, selling, general and administrative expenses for different expense groups as well as TV's share of the advertising dollar.
- TV Employment and Wage Survey**—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1954. 12 pp. Gives typical wage rates, staff data and program hours for 16 key TV jobs broken down by city size but excluding New York, Chicago and Los Angeles.
- TV Station Operating Costs**—By Joseph Herold. *Television Digest with Electronic Reports, Special Report*. Washington, D. C., Radio News Bureau. April 19, 1952. 6 pp. Reprint from *Broadcast News*, March-April 1952, space requirements and operating expenses of stations of varying sizes.

TV Stations—By Walter J. Duschinsky. New York, N. Y., Reinhold Publishing, 1954. 224 pp. A guide to TV station planning for architects, management, production men and engineers, covering such aspects as capital investment, site selection, antenna structure, program planning, and film and kinescope operation. Well illustrated.

TV Stations—Progressive Architecture. New York, N. Y. Sept. 1953. Issue devoted to the design problems of stations, the site, and details of the various areas—administrative, production, and operational.

Television Station Facilities: Construction Costs—CBS Television Network. New York, N. Y. 1952. 36 pp. Based on the CBS Television Clinic of May 1 and 2, 1952; a detailed cost analysis for five different sizes of stations.

Television Station Planning—General Electric Co. Schenectady, N. Y. 1952. An extensive booklet on station requirements, basic equipment combinations, and integrated systems.

Television Station Planning—Compiled by the National Association of Radio and Television Broadcasters Library. Washington, D. O. 1953. 3 pp. Bibliography of periodical literature relating to this subject.

UHF-VHF: Circulation Promotion for Television Stations—National Broadcasting Co. New York, N. Y. 1953. 45 pp. A handbook of policies and methods.

Your Career in Television—By William I. Kaufman and Robert S. Colodzin. New York, N. Y., Merlin Press, 1950. 206 pp. Over-all specific job breakdown of each of the TV categories, together with problems involved in getting a television station on the air.

Your Place in TV—By Edwin B. Broderick. New York, N. Y., McKay, 1954. 156 pp. A detailed study of the opportunities for young people in the field of television. Well illustrated.

Your Television Set: How To Buy and Service It—By James G. Hamlett. New York, N. Y., William Frederick, 1953. 22 pp. This book aims to clear misunderstandings between owner, dealer and serviceman in the operation, sale and servicing of TV sets.

Advertising—Audience & Program Studies

All-Media Evaluation Study—Sponsor Magazine. New York, N. Y. 1954. 155 pp. TV is covered in this study of the characteristics of all the media, their choice and testing, and their evaluation by advertisers and agencies.

The Boston Trade and Distribution Area Radio and Television Audience—By Forest L. Whan. Boston, Mass., Westinghouse Radio Station WBZ, 1952. 70 pp. Covers TV set ownership, station coverage, preference, and share of audience, and television viewing habits and hours.

Characteristics of the Television Audiences of Columbus and Franklin County, Ohio—By Joseph M. Ripley and Stephen D. Buel. Columbus, Ohio, Department of Speech, Ohio State University, 1954. 8 pp. The viewing habits and program preferences of men and women broken down by hours, age, income and educational levels, white and colored. Other leisure activities such as radio listening, reading and movie attendance studied.

Chicago Summer Television, July 30—Aug. 5, 1951—By Donald Horton, Hans O. Maukch and Kurt Lang. Chicago, Ill. National Opinion Research Center and University of Chicago, 1952. 71 pp. NAEB Monitoring Study No. 3 analyzing the programs and commercials offered the Chicago TV audience during period covered.

Cooperative Advertising: The Way to Make It Pay—By Mosher S. Hutchins. New York, N. Y. Ronald Press, 1953. 255 pp. Includes a detailed chapter on the use of this type of advertising in television. Additional chapters on radio and film also provide applicable material.

Directory of Audience Size Measurement Services—Advertising Research Foundation. 11 W. 42nd St., New York 36, N. Y. 1954. 27 pp. Includes organizations dealing with television research, giving type of information and markets covered by each.

Effects of Television on College Football Attendance—National Opinion Research Center. Kansas City, Mo., National Collegiate Athletic Assn. April 22, 1954. Report No. 5 prepared for the NCAA on attendance and how it has been affected by TV during 1953.

Four Years of New York Television, 1951-1954—The Purdue Opinion Panel. Urbana, Ill., National Assn. of Educational Broadcasters, 1954. 92 pp. Trend of television programming in New York during a four-year period with a special section on the handling of public issues. NAEB Monitoring Study No. 7.

How Banks Use Television Advertising—How Department Stores Use Television Advertising.—How Savings and Loan Associations Use Television Advertising.—By Robert H. Cole. Urbana, Ill., Business Management Service, College of Commerce and Business Administration, University of Illinois, 1953. Detailed studies of the types of these organizations using TV, how their advertising budgets are divided, kinds of programs used, and reasons given when television use has been discontinued.

The Kansas Radio-Television Audience of 1954—By Forest L. Whan. Secure from WIBW, Topeka, Kansas, 1954. The 18th annual study which covers radio and TV listening habits in Kansas.

Let's Take a Look at Daytime TV—The Katz Agency. New York, N. Y. 1954. 18 pp. A 17-market analysis of daytime viewing, sets in use, types of programs, morning, afternoon and evening rating and cost comparisons for Katz stations.

Los Angeles Television, May 23-29, 1951—By Dallas W. Smythe and Angus Campbell. Urbana, Ill., National Assn. of Educational Broadcasters, Dec. 1951. 84 pp. NAEB Monitoring Study No. 2 covering a week of television programming in Los Angeles.

Modern Radio Advertising, 2nd Ed.—By Charles H. Wolfe. New York, N. Y., Funk & Wagnalls, 1953. 738 pp. A special chapter deals with TV advertising and its similarities and dissimilarities to its sister medium.

New Haven Television, May 15-21, 1952—By Dallas W. Smythe. Urbana, Ill., National Assn. of Educational Broadcasters, 1953. 119 pp. NAEB Monitoring Study No. 5 covering a week of television programming in New Haven, Conn.

The 1953 Iowa Radio-Television Audience Survey—By Forest L. Whan. Des Moines, Iowa, Central Broadcasting Co. 1953. 77 pp. Includes TV set ownership, station coverage and preference, and attitude toward commercials.

Radio-TV Bibliography—Advertising Research Foundation. 11 W. 42nd St., New York 36, N. Y. 1954. 17 pp. Listing of books, magazine articles and promotion pieces on ratings, coverage, and other audience and listening habits.

Selling and Promoting Radio and Television—By Jacob A. Evans. New York, N. Y., Printers' Ink Books, 1954. 334 pp. Covers all phases of sales and promotional techniques, including a chapter on color television.

Sixth Annual Television Poll—By Gordon Levoy. 6331 Hollywood Blvd., Hollywood, Calif. 1953. 32 pp. Results of questionnaires sent to agencies, advertisers, stations, and TV editors on preference for live vs. film, for type and length of program, reaction to studio audiences, and suggestions for program improvement.

Social Impact of Television on Atlanta Households—By Raymond Stewart. Emory University, Ga. 1952. 137 pp. A detailed study of the TV owner and his household covering income, race, size of household, leisure time activities, patterns of behavior in the family, children in the home, attention to TV, etc.

Successful Radio and Television Advertising—By E. F. Seehafer and J. W. Laemmar. New York, N. Y., McGraw-Hill, 1951. 574 pp. A complete text on all aspects of the subject.

Summer Television Advertising—National Broadcasting Co. New York, N. Y. 1952. 68 pp. Effectiveness of television as an advertising medium for the summer based on a survey of the New York metropolitan area.

Survey of Television Stations Providing Data About Non-Network Programming in the Public Interest—National Assn. of Radio and Television Broadcasters. Washington, D. C. 1954. 18 pp. An analysis of educational, cultural and informational non-network programming by hours.

TV Results, 1954 ed.—Sponsor Services. New York, N. Y. 1954. Success stories of television advertising with a "capsule case history" of each.

"TV Today": Report II—By Thomas E. Coffin. New York, N. Y., National Broadcasting Co. 1952. 131 pp. Additional findings and research methods of the second NBC-Hofstra study on TV sales effectiveness.

Tele-Census—By Hal Evry. Los Angeles, Cal. (3259 Wilshire Blvd), Tele-Census. 1949 to date. A series of surveys concerning consumer reaction to television. Also issue special studies TV Impact on Education, 1951, and Radio-TV and the Six Year Old, 1952.

Television Advertising and Production Handbook—Edited by Irving Sattel and Norman Glenn. New York, N. Y., Thomas Y. Crowell, 1953. 480 pp. A symposium by industry specialists on all phases of advertising and production.

The Television Commercial—By Harry Wayne McMahan. New York, N. Y., Hastings House, 1954. 180 pp. The creating of better commercials, the singing jingle, the use and advantages of cartoon, live action, stop motion and other production techniques are among the subjects treated in this detailed study of TV advertising.

Television's Daytime Profile. Buying Habits and Characteristics of the Audience—W. R. Simmons & Associates, Research. New York, N. Y., National Broadcasting Co. 1954. 111 pp. A report evaluating the daytime television audience, its household and personal characteristics, buying habits, ownership and purchase of durable goods, home ownership, and TV viewing.

Television's Novelty Is Over. What Can You Expect Now?—By Jerry Jordan. Washington, D. C., Radio-Electronics-Television Manufacturers Assn. 1954. 22 pp. The fifth annual report summarizing the present and probable future patterns of TV's impact on various leisure-time activities.

Videotown VII—Cunningham & Walsh. New York, N. Y. 1954. 24 pp. An annual study of television in a typical American city, showing growth of TV, set sales, and viewing habits.

Youth—Educational Aspects

Children and TV: Making the Most of It—Association for Childhood Education International. Washington, D. C. 1954. 40 pp. A compilation of articles by educators on how children should make use of television.

Education on the Air: Twenty-Third Yearbook of the Institute for Education by Radio and Television—Edited by O. Joe Olson. Columbus, Ohio, Ohio State University, 1954. 343 pp. The 1953 yearbook of the Institute contains many speeches and discussions on educational television.

Educational Television Plans—RCA Engineering Products Dept. Camden, N. J. 1953. 12 pp. Operating and equipment costs for typical educational stations.

Grade School Families Meet Television—By Frank L. Sweetzer. Boston, Mass., Dept. of Sociology and Anthropology, Graduate School, Boston University, 1953. 28 pp. A study of the effect of television on families with children in relation to age, socio-economic level, proximity to a metropolitan center and length of TV ownership.

How to Use Television in School & In the Home—Metropolitan School Study Council Television Utilization Committee. New York, N. Y. 1953. 36 pp. How television can be turned to educational use by the school, developing in children a taste for better programs.

Parents, Children, and Television. The First Television Generation—National Council of the Churches of Christ. Information Service. New York, N. Y. April 24, 1954. 8 pp. A study conducted in New Haven, Conn., on the effect of TV on children, the programs viewed and preferred, and the attitude of parents toward viewing by social class, religious affiliation, and age of children in family.

Survey of Educational Television Stations—National Assn. of Educational Broadcasters. Urbana, Ill. 1954. A compilation of surveys on physical plants and equipment, organizational charts, typical costs, intra-institutional relationships, and student and

staff training. A study on salary scales is available to NABE members only.

Teaching Through Radio and Television, Rev. ed.—By William B. Levenson and Edward Stasheff. New York, N. Y., Rinehart, 1952. 560 pp. This revised edition offers specific suggestions for TV script writing and program production, and includes a discussion of radio and TV commercial programs for children.

Teaching with Radio, Audio, Recording and Television Equipment—Joint Committee of the U. S. Office of Education and the Radio-Television Manufacturers Assn. on the Use of Communications in Education. Washington, D. C. The Committee, 1953. 41 pp. The television section deals with special educational projects under way and with equipment requirements.

Television by Pupils, Parents, and Teachers, 1950-1953—By Paul Witty. School and Society, May 15, 1954. New York, N. Y., Society for the Advancement of Education, 3 pp. A fifth report on the amount of time devoted to TV viewing and on program preferences.

Television and Education in the United States—By Charles A. Slepman. Paris, France, UNESCO (Secure from Columbia Univ. Press, New York, N. Y.) 1952. 131 pp. An over-all summary of television in this country, its audience, effects, network practices, with particular emphasis on television and schools and colleges.

Television and the University—Committee on Educational Television, University of Chicago. Chicago, Ill., Center for the Study of Liberal Education for Adults, 1953. 24 pp. An excellent analysis of the use of television by a university to help achieve its educational objectives.

Television and Youth—By T. C. Battin. Washington, D. C., National Assn. of Radio and Television Broadcasters, 1954. 21 pp. The television habits and preferences of children in Ann Arbor, Michigan, schools from kindergarten through high school, and the effect of TV on their interests, activities and hobbies.

Television in our Schools (Bulletin 1952, No. 16) Rev. 1953—By Franklin Dunham and Ronald R. Lowdermilk. Washington, D. C., Dept. of Health, Education and Welfare, 1953. 34 pp. A survey of TV's role in education giving the current uses and possibilities for use of TV by our schools and colleges.

Television in School, College, and Community—By Jennie Waugh Callahan. New York, N. Y., McGraw-Hill, 1953. 339 pp. Educational television—its programming and techniques.

Two Years of Progress in Educational Television—Joint Committee on Educational Television. Washington, D. C. 1954. 55 pp. Status of educational TV in various sections of the country covering actual and prospective stations.

Vison in Television: The Origins and Potentialities of Educational Television—By Hazel Cooley. New York, N. Y., Channel Press, 1952. 80 pp. A plea for a supplementary non-commercial system of television. Includes estimated station costs.

What Educational TV Offers You—Jack Mabley. New York, N. Y., Public Affairs Committee, 1954. 28 pp. The author presents his views on the need for and problems of educational television stations.

Youth Discussion on Television—Junior Town Meeting League, 356 Washington Street, Middletown, Conn. 1953. 32 pp. Covers all phases of youth discussion telecasts.

Legal Problems—Standards

20th Annual Report, Fiscal Year Ended June 30, 1954—Federal Communications Commission. Washington, D. C., Govt. Printing Office, 1955. 161 pp. Television service for the year included.

Federal Legislation, A Manual for Radio and Television Broadcasters—National Assn. of Radio & Television Broadcasters. Washington, D. C. 1952. This practical handbook includes the broadcaster's stake in federal legislation, meanings of legislative terms, the procedure of passing a bill; indicates congressional committees and their particular fields.

The Judges and the Judged—By Merle Miller. New York, N. Y., Doubleday, 1952. 220 pp. The report on blacklisting in radio and television prepared for the American Civil Liberties Union.

Radio and Television Broadcast Standards—National Broadcasting Co., New York, N. Y. 1951. 46 pp. A manual of program standards set up by NBC for its radio and television services.

Radio and Television Law—By Harry P. Warner. Albany, N. Y., Matthew Bender, 1948. 1095 pp. Loose-leaf manual on legal and regulatory structure of the industry; a 248-page cumulative supplement followed in 1949.

Radio and Television Rights—By Harry P. Warner. Albany, N. Y., Matthew Bender, 1953. 1254 pp. "Reference book on the law of copyright, trademarks, and unfair competition and the broadcasting industry."

Risks & Rights in Publishing, Television, Radio, Motion Pictures, Advertising and the Theater—By Samuel Spring. New York, N. Y., Norton, 1952. 335 pp. A law book for laymen who are concerned with presenting ideas through these media with a special chapter on "Television's problems."

Rules Governing Television Broadcast Stations—Federal Communications Commission. Washington, D. C., Federal Register, July 4, 1953. 31 pp. Latest revision of Subpart E of Part 3 of the Commission's Rules and Regulations.

Status of UHF and Multiple Ownership of TV Stations—U. S. 83rd Cong. 2nd Sess. Senate Committee on Interstate and Foreign Commerce. Washington, D. C., Govt. Print. Off. 1954. 1177 pp. Hearings before the Subcommittee on Communications on the status of UHF television stations and S.3095, a bill to regulate multiple ownership of television stations, May 19, 20, 21, June 15, 16, 17, 18 and 22, 1954.

The Television Code, 2nd Ed.—National Assn. of Radio and Television Broadcasters. March 1954. 8 pp. Also *Regulations and Procedures of The Television Code*, 4 pp.

Trail by Television—By Michael Straight. Boston, Mass., Beacon Press, 1954. 282 pp. Report and comment on the TV coverage of the 36-day Army-McCarthy hearings.

Engineering

Basic Mathematics for Television and Radio, 2nd Ed.—By George F. Maedel. New York, N. Y., Prentice-Hall, 1953. 405 pp. Shows proper use of mathematics in the study of TV and radio technology.

Convention Record: Pt. 7, Broadcasting and Television—Institute of Radio Engineers, New York, N. Y. 1954. 124 pp. Discussions on color television, television broadcasting, films, receivers and UHF as presented at the national convention, New York, N. Y., March 1954.

Elements of Mathematics for Radio, Television, and Electronics—By Bernhard Fischer and Herbert Jacobs. New York, N. Y., Macmillan, 1954. 569 pp. Presents in simple language the arithmetic, geometry, and algebra needed by technicians. Includes sample problems with solutions.

Elements of Television Systems—By George E. Anner. New York, N. Y., Prentice-Hall, 1951. 804 pp. A practical volume on closed television systems, the commercial telecasting system, and color television systems. Includes picture standards, scanning methods, camera tubes.

Practical Television Engineering, 2nd Ed.—By Scott Helt. New York, N. Y., Rinehart, 1953. 760 pp. Detailed engineering treatment of television transmitting and receiving. Chapters on the camera chain, TV broadcasting techniques (technical) are included.

Principles and Practices of Telecasting Operations—By Harold E. Ennes. Indianapolis, Ind., Howard W. Sams, 1953. 596 pp. For studio and transmitter personnel, covering all phases of telecasting operations.

Principles of Transistor Circuits—Edited by Richard F. Shea. New York, N. Y., John Wiley, 1953. 535 pp. A detailed study of transistor circuits and their applications.

RETMA Standards—Radio-Electronics-Television Manufacturers Assn. Washington, D. C. Standards and practices recommended by the association issued separately.

Radio Operating Questions and Answers, 11th Ed.—By J. L. Horning and Alexander A. McKenzie. New York, N. Y., McGraw-Hill, 1952. 557 pp. This well-known text has been revised to answer latest FCC Study Guide questions for those about to take commercial license examinations. Includes TV as well as radio.

Standards on Television—Institute of Radio Engineers. New York, N. Y. Separate standards adopted by the institute including Definition of Color Terms, Part 1, 1953.

Television, 2nd Ed.—By Vladimir K. Zworykin and George A. Morton. New York, N. Y., John Wiley, 1954. 1037 pp. A greatly enlarged edition of this basic work on television, including color TV, industrial TV and related topics.

Television. An Introduction to the Physical and Technical Principles of Television, with Comprehensive Descriptions of Various Electrical Circuits—By F. Kerkhof and W. Werner. English edition translated by J. O'Connor Howe and G. Deucloux. New York, N. Y., Elsevier Press, 1952. 434 pp. The authors are principals in the Television Development Laboratory of the Philips organization in Holland. This book gives basic theory, as well as technical consequences of many TV systems in use in U. S., England and in Europe.

Television and Radar Encyclopaedia, 2nd Ed.—Edited by W. MacLanahan. New York, N. Y., Pitman, 1954. 216 pp. A volume of television and radar terms common in the U. S. and Great Britain, giving simplified technical information; well illustrated with photographs and diagrams.

Television Broadcasting—By Howard A. Chlunn. New York, N. Y., McGraw-Hill, 1953. 700 pp. A guide to technical aspects and operating techniques, covering equipment, systems, and facilities.

Television Engineering, 2nd Ed.—By Donald G. Fink. New York, N. Y., McGraw-Hill, 1952. 721 pp. This completely revised edition contains 112 pages on color fundamentals and color TV systems. Analysis of images, camera tubes, TV broadcasting and receiving equipment are included.

Television Engineering: Principles and Practice, Vol. 1—By S. W. Amos and D. C. Birkinshaw. London, Iliffe, 1953. 302 pp. This BBC training manual deals with television fundamentals, camera tubes, and television and electron optics.

Television Equipment, Theory and Operation, 7th Ed.—Radio Corp. of America, Engineering Products Dept. Camden, N. J. 1953. Manual for television technical training program. Transmitter layouts, operation, description, antennas & towers, video equipment including cameras & lenses, station equipment layouts, and audio operation and equipment. Well illustrated with photographs and diagrams.

Television Principles—By Robert B. Dome. New York, N. Y., McGraw-Hill, 1951. 291 pp. An outgrowth of the graduate course for engineering students given by Syracuse Univ. and the General Electric Co. Transmission, reception, antennas & scanning are among subjects treated.

Television Simplified, 4th Ed.—By Milton S. Kiver. New York, N. Y., Van Nostrand, 1954. 608 pp. Basic principles of television, antennas, receivers, camera tubes, color TV, UHF, etc., are all treated in this well-illustrated book.

Transistors & Their Applications in TV-Radio & Electronics—By Louis E. Garner Jr. Indianapolis, Ind., Howard W. Sams, 1953. 102 pp. Transistor textbook.

UHF Issue—Institute of Radio Engineers. New York, N. Y. January 1953. Covers applications of UHF—propagation, instrumentation, transmitter and receiving equipment, circuits, tubes and components—with attention particularly focused on television.

UHF Practices and Principles—By Allan Lytel, New York, N. Y., John F. Rider, 1952. 390 pp. UHF television converters are described and many schematic diagrams given. UHF in general is analyzed, and data included on receiving antennas, transmission lines, circuits, developmental vacuum tubes.

Video Handbook—By Morton G. Scherage and Joseph J. Roche. Indianapolis, Ind., Howard W. Sams, 1951. 892 pp. A reference manual on all phases of television fundamentals, receiver design, transmission, servicing, and standards.

Color

- Close-up on Color-TV**—Katz Agency. New York, N. Y. 1954. 16 pp. "The story of the lessons and experiences of the first independently operated station (WKY-TV) to telecast local live color."
- Color TV Circuits and Servicing**—By Charles C. Beste and Frederick J. Beste, Jr. Baltimore, Md., Beste Electronic Engineering Co. 1954. 104 pp. An introductory account of color TV, circuits and servicing.
- Color TV Dictionary**—By J. Richard Johnson. New York, N. Y., John F. Rider. 1954. 70 pp. First complete explanation of color TV terms. Well illustrated.
- Color Television**—Institute of Radio Engineers. New York, N.Y. Jan. 1954. 382 pp. Fifty contributions including 13 NTSC monographs.
- Color Television Film Shooting Practices** (Tentative as of September 1954)—CBS Television. New York, N. Y. 1954. 14 pp. Recommendations regarding staging, lighting, cameras, film and sound.
- Color Television Home Study Course**—RCA Institutes. New York, N. Y. 1954. 9 lessons. Covers color television system, receivers, installation, and servicing.
- Color Television Issue**—Broadcast News, Jan./Feb. 1954. Camden, N. J., RCA Engineering Products Division. 79 pp. Directed to station engineers, this gives principles of the color television system, how to plan for color, and a series of detailed articles on equipment needed.
- Final NTSC Color Transmission Standards**—National Television System Committee. Television Digest Special Report. Washington, D. C., Radio News Bureau. July 25, 1953. 4 pp. "Full text of technical signal specifications adopted unanimously by NTSC July 21, 1953."
- Focus on Color TV**—The Katz Agency. New York, N. Y. 1954. 38 pp. To help television station personnel explain color TV to advertisers. Includes background data, color films and slides, and color TV advertising.
- Fundamentals of Color TV for Service Technicians**—Radio-Electronics-Television Manufacturers Assn. Washington, D. C. 1954. 44 pp. Presents fundamentals underlying color television receivers.
- Fundamentals of Color Television**—By William F. Boyce. Indianapolis, Ind., Howard W. Sams. 1954. 232 pp. A non-mathematical presentation for the technician of the basic principles of electronic transmission of color. Well illustrated.
- Highlights of Color Television**—By John R. Locke, Jr. New York, N. Y., John F. Rider. 1954. 44 pp. "To introduce color television at a level which will be understandable" to those familiar with black and white TV, with emphasis on the receiver.
- Introduction to Color TV**—By Milton Kaufman and Harry E. Thomas. New York, N. Y., John F. Rider. 1954. 140 pp. Color television systems in detail, with emphasis on the receiver. Two color receiver schematics are included.
- Panel Reports**—National Television System Committee. Syracuse, N. Y., General Electric Co. (W. R. G. Baker). 1953. Reports of the various panels on color television covering such subjects as subjective aspects of color, transcription, color system analysis, standards, receiver compatibility, field testing, broadcast systems, coordination, and definitions.
- Petition for Approval of Color Standards for the RCA Color Television System Before the FCC** June 25, 1953—Radio Corp. of America and National Broadcasting Co. New York, N. Y., Radio Corp. of America. 1953. 697 pp. Detailed account of the principles and development of color system, receiving and transmitting apparatus, and operating experience.
- Practical Color Television, 2nd Ed.**—RCA Service Co. & RCA Tube Division. Harrison, N. J., RCA Commercial Engineering. 1954. 77 pp. Field-tested techniques for installing troubleshooting and servicing home color sets. Describes newly-developed RCA test equipment for color servicing.
- Principles of Color Photography**—By Ralph M. Evans, W. T. Hanson, Jr. and W. Lyle Brewer. New York, N. Y., John Wiley. 1953. 709 pp. Facts and principles underlying color photography—valuable background source for TV engineers.
- RCA Color Television**—Radio Corp. of America. New York, N. Y. 1953. 34 pp. A simple explanation of the development of color TV and of color transmitting and receiving.
- The Science of Color**—Optical Society of America, Committee on Colorimetry. New York, N. Y., Thomas Y. Crowell. 1953. 385 pp. Concerns color measurement; sections of work timely for television engineer. Tables and charts on color data included.
- Station Planning for Color Television**—Allen B. DuMont Laboratories. Clifton, N. J. 1954. 12 pp. Outlines four steps for conversion of monochrome television operations to color.

Antennas—Receivers—Servicing

- Advanced Television Servicing Techniques**—RETMA Pilot Training School Teaching Staff. New York, N. Y., John F. Rider. 1954. 163 pp. Practical book for technicians. A lab manual and Teacher's Guide also available for classwork.
- Analyzing and Tracing TV Circuits**—By Milton S. Kiver. Indianapolis, Ind., Howard W. Sams. 1954. 131 pp. Basic data on circuits as well as specific applications; includes complete schematics on 14 TV receivers.
- Basic Television. Principles and Servicing, 2nd Ed.**—By Bernard Grob. New York, N. Y., McGraw-Hill. 1954. 660 pp. Practical receiver servicing manual. Includes color television.
- Coyne Television Servicing Cyclopeda**—Edited by Bennett W. Cook et al. Indianapolis, Ind., Howard W. Sams. 1953. 800 pp. A practical reference book on TV receivers and servicing techniques. Includes section on transistor applications.

- How to Locate and Eliminate Radio and TV Interference**—By Fred D. Rowe. New York, N. Y., John F. Rider. 1954. 122 pp. Practical book on how and what to do.
- How to Troubleshoot a TV Receiver**—By J. Richard Johnson. New York, N. Y., John F. Rider. 1953. 124 pp. Step-by-step guide to troubleshooting for technicians with tools, test equipment and tube stock needed.
- How to Understand and Use TV Test Instruments**—By Milton S. Kiver. Indianapolis, Ind., Howard W. Sams. 1953. 147 pp. A summary of test equipment, functions, types available and application.
- How to Use Signal and Sweep Generators**—By J. Richard Johnson. New York, N. Y., John F. Rider. 1953. 137 pp. Their practical application as test instruments in TV and radio servicing.
- Mandl's Television Servicing**—By Matthew Mandl. New York, N. Y., Macmillan. 1952. 421 pp. TV receivers, circuits, antennas, trouble-shooting, service instruments are all treated in this up-to-date guide. Also Television Service Course, 1954. A 316-page laboratory manual.
- Most-Often-Needed 1955 Television Servicing Information**—Comp. by M. N. Beitman. Chicago, Ill., Supreme Publications. 1954. 192 pp. Practical service manual alphabetically arranged by make of TV receiver.
- Most-Often-Needed 1953 UHF Converters & Tuners**—Compiled by M. N. Beitman. Chicago, Supreme Publications. 1953. 95 pp. Manual of practical data, explaining methods used by various manufacturers for reception of UHF and for testing and servicing the units.
- Photofact Service Manual Library**—Howard W. Sams & Co. Indianapolis, Ind. A looseleaf service issued in 144-page installments 36 times a year. Gives complete service data on all makes and models. The series covers practically every television and radio receiver manufactured since 1946.
- Picture Book of TV Troubles, Vol. 1. Horizontal AFC-Oscillator Circuits**—John F. Rider Laboratories Staff. New York, N. Y., John F. Rider. 1954. 70 pp. The first of a new TV case history series providing a better understanding of how to diagnose TV receiver troubles by means of picture and waveform observation.
- Principles of Television Servicing**—By Carter V. Rabinoff and Magdalena E. Wolbrecht. New York, N. Y., McGraw-Hill. 1953. 560 pp. Practical and detailed answers to hundreds of questions concerning all phases of TV servicing.
- Receiving Tube Substitution Guidebook**. Also Supplements 1-2—By H. A. Middleton. New York, N. Y., John F. Rider. 1950-1954. Listing of radio and television tube substitutions with wiring instructions and original and substitute tube socket illustrations. Supp. 1 has special section on substituting tubes in TV receivers. Supp. 2 features TV picture tubes.
- Servicing TV in the Customer's Home**—By Milton S. Kiver. Indianapolis, Ind., Howard W. Sams. 1951. 96 pp. A practical manual to enable servicemen to take care of sets in home rather than transport them to shop.
- Servicing TV Vertical & Horizontal Output Systems**—By Harry E. Thomas. New York, N. Y., John F. Rider. 1954. 176 pp. Fundamentals of these systems, associated circuitry, component construction and waveforms.
- TV Field Service Manual, Vols. 1-2**—Edited by Harold Alsberg. New York, N. Y., John F. Rider. 1954. This series will cover set manufacturers' models, giving information to enable technician to service sets in the home as much as possible.
- TV Manufacturers' Receiver Trouble Cures**—Edited by Milton S. Snitzer. New York, N. Y., John F. Rider. 1953-1954, 5 vols. A series dealing with cures recommended by manufacturers for specific TV receiver performance "bugs."
- TV Service Data Handbook**—By Milton S. Kiver. Indianapolis, Ind., Howard W. Sams. 1954. 111 pp. A compilation of the most frequently-needed charts, tables and formulas required in servicing and installation work.
- TV Servicing Shortcuts**—By Milton S. Kiver. Indianapolis, Ind., Howard W. Sams. 1953. 97 pp. Receiver case histories, detailed trouble-shooting procedure, and application of proper service techniques on all makes.
- TV Sweep Alignment Techniques**—By Art Liebscher. New York, N. Y., John F. Rider. 1953. 123 pp. New alignment methods to keep pace with modern television servicing.
- TV Troubleshooting and Repair Guide Book, Vols. 1-2**—By John F. Rider and Robert G. Middleton. New York, N. Y., John F. Rider. 1952-1954. Practical servicing information with text, diagrams, etc.
- Technician's Guide to TV Picture Tubes**—By Ira Remer. New York, N. Y., John F. Rider. 1954. 154 pp. A picture-tube servicing guide for the installation and repair man; well illustrated with photographs, line drawings, tables and charts.
- Television and F-M Receiver Servicing, 3rd Ed.**—By Milton S. Kiver. New York, N. Y., Van Nostrand. 1953. 320 pp. TV antenna & receiver set installation, operation and servicing.
- Television and Radio Repairing**—By John Markus. New York, N. Y., McGraw-Hill. 1953. 556 pp. A practical manual of TV and radio repairing containing simple step-by-step instructions for testing, repairing and replacing all parts.
- Television Antennas, 2nd Ed.**—By Donald A. Nelson. Indianapolis, Ind., Howard W. Sams. 1951. 223 pp. Design, construction, installation, and trouble-shooting guide. Well illustrated.
- Television for Radiomen, Rev. Ed.**—By Edward M. Noll. New York, N. Y., Macmillan. 1955. 884 pp. New chapters on color television, UHF and transistors have been added to this thoroughly revised theoretical and practical guide for those interested in construction, operation and servicing.
- Television Fundamentals**—By Kenneth Fowler and Harold E. Lippert. New York, N. Y., McGraw-Hill. 1953. 524 pp. Theory and practical procedure for installation of receivers and antennas; troubleshooting by picture analysis.
- Television Manual, Vols. 1-14**—John F. Rider. New York, N. Y., 1948-1955. Contains all available circuit diagrams of TV receivers arranged alphabetically by manufacturer.

(Continued on page 367)

Publications in Television and Related Fields

- THE ADVERTISER**, 11 W. 42nd St., New York 36, N. Y. L'ONGACRE 5-2125. Manuel Rosenberg, publisher. Monthly.
- ADVERTISING AGE**, 200 E. Illinois St., Chicago 11, Ill. Delaware 7-1336. 801 2nd Ave., New York 17, N. Y. MURRAY Hill 6-8180. Advertising Publications Inc., G. D. Crain Jr., president & publisher; S. R. Bernstein, editor. Weekly.
- ADVERTISING AGENCY and ADVERTISING & SELLING**, 48 W. 38th St., New York 18, N. Y. L'ONGACRE 5-3320. Moore Publishing Co. Roger Barton, editor. Monthly.
- ADVERTISING REQUIREMENTS**, 200 E. Illinois Ave., Chicago 11, Ill. Delaware 7-1352. Advertising Publications Inc. G. D. Crain, president & publisher. S. R. Bernstein, editorial director. Monthly.
- AMERICAN CINEMATOGRAPHER**, 1782 N. Orange Dr., Hollywood 28, Calif. Granite 2135. A. S. C. Agency, Inc. Arthur E. Gavin, editor. Monthly.
- AUDIO**, 204 Front St., Mineola, N. Y. Radio Magazines, Inc. C. G. McFroud, editor & publisher. Monthly.
- AUDIO-VISUAL COMMUNICATION REVIEW**, 1201 16th St. N.W., Washington 6, D. C. Dept. of Audio-Visual Instruction, National Education Assn. William Allen, editor.
- BELL LABORATORIES RECORD**, 463 West St., New York 14, N. Y. CHelsea 3-1000. Bell Telephone Laboratories. J. D. Tebo, editor. Monthly.
- THE BELL SYSTEM TECHNICAL JOURNAL**, 195 Broadway, New York 7, N. Y. A. T. & T. Co. P. C. Jones, editor. Bimonthly.
- BELL TELEPHONE MAGAZINE**, 195 Broadway, New York 7, N. Y. American Telephone & Telegraph Co. Judson S. Bradley, editor. Quarterly.
- THE BILLBOARD**, 2160 Patterson St., Cincinnati 22, Ohio. DUNbar 6450. E. W. Evans, president & treas.; R. S. Littleford Jr., editor in chief. Weekly.
- BROADCASTING-TELECASTING**, 1735 DeSales St. N.W., Washington 6, D. C. Metropolitan 8-1022. Broadcasting Publications Inc. Sol Talshoff, editor & publisher. Weekly.
- BROADCAST NEWS**, Camden, N. J. Woodlawn 3-8000. RCA Engineering Products Dept. John P. Taylor, editor. Monthly.
- BUSINESS SCREEN MAGAZINE**, 7064 Sheridan Rd., Chicago 26, Ill. BRIargate 4-8234. O. H. Coelin Jr., editor & publisher. Every 6 weeks.
- THE CHRISTIAN BROADCASTER**, 156 Fifth Ave., New York 10, N. Y. CHelsea 2-3230. World Committee for Christian Broadcasting, c/o National Council of Churches of Christ. Rev. W. Burton Martin, editor, English edition. Quarterly.
- COMMUNICATIONS NEWS**, Camden, N. J. RCA Victor Engineering Products Div. John P. Taylor, advertising & promotion mgr., engineering products div. Paul A. Greenmeyer, editor.
- CONTROL ENGINEERING**, 330 W. 42nd St., New York 36, N. Y. L'ONGACRE 4-3000. McGraw-Hill Publishing Co. W. W. Carey, publisher. Monthly.
- CQ—THE RADIO AMATEURS' JOURNAL**, 67 W. 44th St., New York 36, N. Y. MURRAY Hill 7-2080. Cowan Publishing Corp. S. R. Cowan, president; Oliver P. Ferrell, managing editor. Monthly.
- DAILY VARIETY**, 6311 Yucca St., Hollywood 28, Cal. HOLLYWOOD 9-1141. Harold Ericha, president; Joe Schoenfeld, editor.
- EDITOR & PUBLISHER**, 1700 Times Tower, New York 36, N. Y. BRYant 9-3052. Charles T. Stuart, publisher; Robert U. Brown, editor. Weekly.
- ELECTRICAL COMMUNICATION**, 67 Broad St., New York 4, N. Y. International Telephone & Telegraph Corp. H. P. Westman, editor. Monthly.
- ELECTRICAL ENGINEERING**, 500 Fifth Ave., New York 36, N. Y. BRYant 9-0887. American Institute of Electrical Engineers. Charles S. Rich, editor. Monthly.
- ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y. L'ONGACRE 4-3000. McGraw-Hill Publishing Co. H. W. Mateer, publisher. Laurence Wray, editor. Monthly.
- ELECTRONIC DESIGN**, 19 E. 62nd St., New York 21, N. Y. TEMpleton 8-1940. Hayden Publishing Co. T. Richard Gascoigne, pres.; Edward E. Gracza, editor. Monthly.
- ELECTRONIC EQUIPMENT**, 60 E. 42nd St., New York 17, N. Y. Vanderblit 6-3929. Sutton Publishing Co. Inc. Glenn Sutton, publisher; Ronald K. Jurgen, editor. Monthly.
- ELECTRONIC MARKETS**, 330 W. 42nd St., New York 36, N. Y. L'ONGACRE 4-3000. Published by market research dept., *Electronics Magazine*, McGraw-Hill Publishing Co. H. W. Mateer, publisher; Wallace B. Blood, mgr. Monthly.
- ELECTRONICS**, 330 W. 42nd St., New York 36, N. Y. L'ONGACRE 4-3000. McGraw-Hill Publishing Co. H. W. Mateer, publisher; W. W. MacDonald, editor. Monthly.
- THE FACTUARY**, Larchmont, N. Y. Larchmont 2-0833. Executives Radio-TV Service. James M. Boerst, owner & publisher. Monthly.
- FEDERAL COMMUNICATIONS BAR JOURNAL**, Dupont Circle Bldg., Washington 8, D. C. Federal Communications Bar Assn. John W. Ellis, editor.
- THE FILM DAILY**, 1501 Broadway, New York 36, N. Y. BRYant 9-7117. Wid's Films and Film Folk Inc. John W. Allcoate, publisher; Chester B. Bahn, editor.
- HIGH FIDELITY**, 1009 Publishing House, Great Barrington, Mass. Phone: 1300. Audiocom Inc. Charles Fowler, exec. editor. Bimonthly.
- THE HOLLYWOOD REPORTER**, 6715 Sunset Blvd., Hollywood 28, Cal. Hillside 7411. W. R. Wilkinson, publisher; Don Carle Gillette, editor. Daily.
- INTERNATIONAL PHOTOGRAPHER**, 7614 Sunset Blvd., Hollywood, Cal. HOLLYWOOD 4-9189. Local 659, International Alliance Of Theatrical Stage Employees & Motion Picture Machine Operators. Herbert Aller, editor. Monthly.
- JOURNAL OF THE AERT**, 228 N. LaSalle St., Chicago 1, Ill. Assn. for Education by Radio-Television. Tracy F. Tyler, editor. Monthly except June-Sept.
- JOURNAL OF THE AUDIO ENGINEERING SOCIETY**, P.O. Box 12, Old Chelsea Station, New York 11, N. Y. Audio Engineering Society. Lewis S. Goodfriend, editor. Quarterly.
- JOURNAL OF THE SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS**, 55 W. 42nd St., New York 36, N. Y. L'ONGACRE 5-0172. Arthur C. Downes, chairman, board of editors; Victor H. Allen, editor. Monthly.
- MART**, 480 Lexington Ave., New York 17, N. Y. Plaza 9-7880. Caldwell-Clements Inc. Orestes H. Caldwell, editorial director; M. Clements, publisher. Bimonthly.
- MIKE & SCREEN PRESS DIRECTORY**—270 Park Ave., New York 17, N. Y. Plaza 1-2720. Radio-Newsreel-TV Working Press Assn. of N. Y. Inc. Arnold Lerner, pres. Annual.
- MOTION PICTURE DAILY**, 1270 Sixth Ave., New York 20, N. Y. Circle 7-3100. Quigley Publishing Co. Martin Quigley, president and editor-in-chief.
- MOTION PICTURE HERALD**, Rockefeller Center, New York 20, N. Y. Circle 7-3100. Quigley Publishing Co. Martin Quigley, president; Martin Quigley Jr., editor. Weekly.
- NAEB NEWSLETTER**, 14 Gregory Hall, U of Illinois, Urbana, Ill. URBana 7-6611. National Assn. of Educational Broadcasters. Dr. Harry J. Skornia, exec. director. Monthly.
- NARDA NEWS**, Merchandise Mart, Chicago 54, Ill. MICHigan 2-5505. National Appliance & Radio-TV Dealers Assn. A. W. Bernsohn, editor. Monthly.
- NATESA SCOPE**, 5908 S. Troy Ave., Chicago 29, Ill. National Alliance of TV & Electronic Service Assns. Frank Moch, editor.
- NEDA JOURNAL**, 228 N. LaSalle St., Chicago 1, Ill. FINancial 6-5570. National Electronic Distributors Assn. Inc. L. B. Calamaras, editor.
- NEW ENGLAND APPLIANCE & TELEVISION NEWS**, 470 Atlantic Ave., Boston, Mass. D. D. Bouchard, editor. Monthly.
- PARTS JOBBER**, 21 W. Huron St., Chicago 10, Ill. WHITEhall 4-0676. The Parks Publishing Co. Inc. Mal Parks, editor & publisher. Monthly.
- PF INDEX**, 2201 E. 46th St., Indianapolis 5, Ind. Howard W. Sams & Co. Inc., publisher; James R. Ronk, editor. Monthly. (Also publishes PhotoFact Folders, service data).
- PIKE & FISCHER RADIO REGULATION**, Room 632, DuPont Circle Bldg., Washington 6, D.C. ADams 4-3400. Henry G. Fischer, exec. editor.
- POPULAR ELECTRONICS**, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. B. G. Davis, pres.; Oliver Read, editor. Monthly.
- PRINTERS' INK**, 205 E. 42nd St., New York 17, N. Y. MURRAY Hill 3-6500. R. W. Lawrence Jr., president; Eldridge Peterson, editor. Weekly.
- PROCEEDINGS OF THE I.R.E.**, 1 E. 79th St., New York 21, N. Y. REgent 7-9600. Institute of Radio Engineers Inc. J. R. Pierce, editor. Monthly.
- QST**, 38 La Salle Rd., West Hartford 7, Conn. Phone: AD 3-6268. American Radio Relay League. A. L. Budlong, editor. Monthly.
- THE QUARTERLY OF FILM, RADIO & TELEVISION**, Berkeley 4, Cal. University of California Press. Mildred R. Jordan, managing editor.
- RADIO & ELECTRONIC JOBBER NEWS**, 848 Leader Bldg., Cleveland 14, Ohio. PROspect 1-1587. Howard Markt, publisher; James C. Kinkald, exec. editor.
- RADIO & TELEVISION JOURNAL (RTJ)**, 1270 Sixth Ave., New York 20, N. Y. Circle 7-5842. Kolbe Publications Inc. Alex H. Kolbe, president & publisher; Nat Boolhack, editor. Monthly.
- RADIO & TELEVISION NEWS**, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. B. G. Davis, pres.; Oliver Read, editor. Monthly.
- RADIO & TELEVISION WEEKLY**, 99 Hudson St., New York 13, N. Y. WALKer 5-2576. Edward H. Davis, publisher; Cy Kneller, editor.
- RADIO-ELECTRONIC ENGINEERING**, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. B. G. Davis, pres.
- RADIO-ELECTRONICS**, 25 W. Broadway, New York 7, N. Y. REctor 2-8630. Hugo Gernsback, editor-in-chief. Monthly.

(Continued on next page)

RADIO-TELEVISION DAILY, 1501 Broadway, New York 36, N.Y. Wisconsin 7-6336. Wld's Films and Film Folk Inc. John W. Allcoate, publisher; Frank Burke, editor.

RADIO-TELEVISION SERVICE DEALER, 67 W. 44th St., New York 36, N.Y. MURRAY Hill 7-2080. Cowan Publishing Corp. Sanford R. Cowan, publisher; S. L. Marshall, editor. Monthly.

RCA REVIEW, Princeton, N. J. Phone: 2500. RCA Laboratories Div. C. C. Foster, mgr. Monthly.

RECORD RETAILING, 274 Madison Ave., New York 16, N.Y. MURRAY Hill 5-5383. M. & N. Harrison Inc. Neil F. Harrison, publisher; Ralph Preas, editor. Monthly.

RETAILING DAILY, 7 E. 12th St., New York 3, N.Y. ALGONQUIN 5-5252. Fairchild Publications Inc. Louis W. Fairchild, president; Louis Goodenough, editor.

RORABAUGH REPORT ON TELEVISION ADVERTISING, 347 Madison Ave., New York 17, N.Y. MURRAY Hill 6-2193. N. C. Rorabaugh Co. N. Charles Rorabaugh, president; Margaret Miller, editor. Quarterly.

ROSS REPORTS ON TELEVISION, 551 Fifth Ave., New York 17, N.Y. MURRAY Hill 2-5910. Television Index Inc. Jerry Leichter, editor & publisher.

SALES MANAGEMENT, 386 Fourth Ave., New York 16, N.Y. LEXINGTON 2-1760. Raymond Bill, publisher; Philip Salisbury, editor. Semi-monthly.

SERVICE, 52 Vanderbilt Ave., New York 17, N.Y. MURRAY Hill 4-0170. Bryan Davis Publishing Co. Bryan Davis, pres.; Lewis Winner, editor. Monthly.

SERVICE MANAGEMENT, 501 Fifth Ave., New York 17, N.Y. Lecture Bureau Publishing Co. Paul H. Wendel, editor & publisher. Monthly.

SIGNAL, 1624 I St. NW, Washington 6, D. C. EXECUTIVE 3-3033. Armed Forces Communications Assn. George P. Dixon, editor. Bi-monthly.

SPONSOR, 40 E. 49th St., New York 17, N.Y. MURRAY Hill 8-2772. Norman R. Glenn, editor & president. Biweekly.

STANDARD RATE & DATA SERVICE (SRDS), 1740 Ridge Ave., Evanston, Ill. HOLLYCOURT 5-2400. Walter E. Bothof, publisher. *TV Rates & Data and Films for TV* issued separately. Monthly.

SUCCESSFUL SERVICING, 480 Canal St., New York 13, N.Y. WORTH 4-8340. John F. Rider, publisher; Annette M. Tricarico, ed.

TECHNICIAN, 480 Lexington Ave., New York 17, N.Y. PLAZA 9-7880. Caldwell-Clements Inc. M. Clements, pres.; Sol Hegger, managing editor. Bimonthly.

TELECOMMUNICATIONS REPORTS, 1208 National Press Bldg., Washington 4, D. C. District 7-2654. Roland C. Davies, editor. Weekly.

TELE-TECH, 480 Lexington Ave., New York 17, N.Y. PLAZA 9-7880. Caldwell-Clements Inc. Bernard F. Osbahr, editor; M. Clements, publisher. Monthly.

TELEVISION, 600 Madison Ave., New York 22, N.Y. PLAZA 3-3671. Frederick Kugel Co. Frederick A. Kugel, editor & publisher. Monthly.

TELEVISION AGE, 444 Madison Ave., New York 22, N.Y. PLAZA 1-1122. S. J. Paul, publisher; Art King, editor. Monthly.

TELEVISION DIGEST, Wyatt Bldg., Washington 5, D. C. STERLING 3-1755. Radio News Bureau. Martin Codel, editor & publisher. Weekly.

TELL-A-FAULT, 480 Canal St., New York 13, N.Y. WORTH 6-1740. John F. Rider, publisher. Bimonthly.

TIDE, 232 Madison Ave., New York 16, N.Y. MURRAY Hill 3-7700. Billboard Publishing Co. Reginald Clough, publisher; Morgan Browne, editor. Biweekly.

TIME BUYERS REGISTER, Larchmont, N. Y. LARCHMONT 2-0833. Executives Radio-TV Service. James M. Boerst, publisher.

TV FILM PROGRAM DIRECTORY, 535 Fifth Ave., New York 17, N.Y. MURRAY Hill 7-1668. Broadcast Information Bureau. Joseph M. Koehler; gen. mgr.

TV GUIDE, 400 N. Broad St., Philadelphia, Pa. RITTENHOUSE 6-1600. Triangle Publications Inc. Walter H. Annenberg, editor. Weekly.

TV, THE NEWS MAGAZINE OF THE TELEVISION WORLD, 1159 N. Highland Ave., Hollywood 38, Cal. HUDSON 2-3255. Ver Halen Publishing Co. Frank Orme, editor. Monthly.

VARIETY, 154 W. 46th St., New York 36, N.Y. LUXEMBURG 2-2700. Harold Erichs, president; Abel Green, editor; George Rosen, TV-radio editor. Weekly.

VIDEOFILM MAGAZINE AND VIDEOPILM NEWSLETTER, 2356 Dorris Pl., Los Angeles 31, Cal. Rampart Productions Inc. Keith N. Morrison, pres.

VIDEOFILM, 1462 N. Stanley St., Los Angeles 46, Cal. HOLLYWOOD 5-6400. Television Film Reports Inc. Quarterly. *Videofilm Newsletter*, biweekly.

WESTERN APPLIANCES & TELEVISION, 10526 Venice Blvd., Los Angeles 34, Cal. TEXAS 0-4160. P. W. Battelle, publisher; James H. Collins, editor. Monthly.

WHAT'S NEW IN TELEVISION, 679 N. Michigan Ave., Chicago 11, Ill. WHITEHALL 4-0670. The Parks Publishing Co. Inc. Mal Parks Jr., publisher; Mal Parks, editor. Monthly.

WHO'S WHO AND WHAT'S WHERE AT TV STATIONS, 535 Fifth Ave., New York 17, N.Y. MURRAY Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Semimonthly.

WHO'S WHO IN ELECTRONIC DISTRIBUTION, 848 Leader Bldg., Cleveland 14, O. PROSPECT 1-1537. Radio & Electronic Jobber News Inc. Howard Markt, publisher; Robert A. Harris, editor & business mgr.

WHO'S WHO IN TV FILM PRODUCTION & DISTRIBUTION, 535 Fifth Ave., New York 17, N.Y. MURRAY Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Semimonthly.

Foreign English-Language Publications in the TV-Radio Fields

ADVERTISING REVIEW, Carlisle House, Southampton Row, London, W.C.1, England. C. W. Cousland, editor.

AERIAL, Marconi House, Chelmsford, Essex, England. Marconi's Wireless Telegraph Co. Ltd. Michael Malin, editor. Monthly.

A.W.A. TECHNICAL REVIEW, 554 Paramatta Rd., Ashfield, Sydney, Australia. Published by Wireless Press for Amalgamated Wireless (Australasia Ltd.). Issued occasionally.

BRITISH RADIO & TELEVISION, 92 Fleet St., London, E. C. 4, England. Central 4110. David McIlwain, editor. Monthly.

CANADIAN ADVERTISING, 481 University Ave., Toronto 2, Ont., Canada. MacLean-Hunter Publishing Co. Ltd. A. C. Ball, editor. Quarterly.

CANADIAN BROADCASTER & TELESCREEN, 163½ Church St., Toronto 2, Ont. R. G. Lewis & Co. Biweekly.

CANADIAN TELEVISION AND MOTION PICTURE REVIEW, 2533 Gerrard St. E., Toronto 13, Ont. Reg. Willson Publications. Reg. K. Willson, publisher; Andrew N. McLellan, editorial director. Monthly.

COMMUNICATIONS & ELECTRONICS, Drury House, Russell St., Drury Lane, London, W.C.2, England. Temple Bar 3422. C. C. Gee, editor.

E.B.U. BULLETIN, 37 Quai Wilson, Geneva, Switzerland. European Broadcasting Union. Leo Wallenborn, editor. Bimonthly.

ELECTRICAL & RADIO TRADING, 189 High Holborn, London, W.C.1, England. Temple Bar 2468. O. W. Pawsey, editor.

ELECTRONIC ENGINEERING, 28 Essex St., Strand, London, W.C. 2, England. Central 6565. H. G. Foster, managing editor. Monthly.

THE GRAMOPHONE, The Glade, Green Lane, Stanmore, Middlesex, England. Wordsworth 2010. Sir Compton Mackenzie, Editor.

INSTRUMENTS IN INDUSTRY, 617a Forest Rd., London, E. 17, England. Larkwood 5853. E. W. Battey, editor.

THE LISTENER, Broadcasting House, London, W.1., England. British Broadcasting Corp.

MARCONI REVIEW, Chelmsford, Essex, England. Marconi's Wireless Telegraph Co. Ltd. Monthly.

PRACTICAL TELEVISION, Tower House, Southampton St., Strand, London, W.C. 2, England. Temple Bar 4363. George Newnes Ltd. F. J. Camm, editor. Monthly.

PRACTICAL WIRELESS, Tower House, Southampton St., Strand, London, W.C. 2, England. Temple Bar 4363. George Newnes Ltd. F. J. Camm, editor. Monthly.

THE PROCEEDINGS OF THE INSTITUTION OF ELECTRICAL ENGINEERS, Savoy Place, London W.C. 2, England. Temple Bar 7676. G. E. Williams, editor. Part III: *Radio & Communication Engineering*. Bimonthly.

RADIO-TELEVISION & APPLIANCE SALES, 86 Bathurst St., Toronto 2-B, Ont. EMPIRE 4-5176. Fullerton Publishing Co. Ltd. Robert C. Poutter, managing editor; John T. Rockford, advertising director. Monthly.

RADIO TIMES, 35 Marylebone High St., London, W. 1, England. British Broadcasting Corp. Weekly.

RADIO TIMES OF INDIA, 29 New Queen's Rd., Bombay 4, India. Telephone: 2-2473. D. D. Lakhanpal, editor. Monthly.

RADIO, TV, APPLIANCE TRADE BUILDER, 347 Adelaide St. W., Toronto 2-B, Ont., Canada. Hugh C. MacLean Publications Ltd.; C. Van Aistyne, editor. Monthly.

SCOTTISH RADIO TRADE DIGEST, 27a Cadogan St., Glasgow, C. 2, Scotland. Central 2497. James Turner, editor.

SHORT WAVE, 55 Victoria St., London, S.W. 1, England. Abbey 5341. Austin Forsyth, editor.

TELEVIEW, 300 King St., Melbourne, Australia. Phone: MB 2113. Video Publications. Michael Cannon, publisher. Quarterly.

TELEVISION NEWS, 119 Brent St., London, N.W. 4, England. Television & General Press Ltd. Monthly.

TELEVISION SOCIETY JOURNAL, 68 Compton Rd., London, England. Quarterly.

T.V. NEWSLETTER, 4 Macclesfield St., London, W. 1, England. Gerard 3103. Tellex Ltd. Eric Goldschmidt, managing editor. Monthly.

WIRELESS & ELECTRICAL TRADER, Dorset House, Stamford St., London, S.E. 1, England. Waterloo 3333. W. E. Miller, editor. Weekly.

WIRELESS ENGINEER, Dorset House, Stamford St., London, S.E. 1, England. Waterloo 3333. Iliffe & Sons Ltd. W. T. Cocking, editor. Monthly.

WIRELESS WORLD, Dorset House, Stamford St., London, S.E.1, England. Waterloo 3333. Iliffe & Sons Ltd. Hugh S. Pocock, managing editor. Monthly.

WORLD'S PRESS NEWS & ADVERTISER'S REVIEW, 9-10 Old Bailey, London, E. C. 4, England. Central 4040. Basil Burton, chairman; W. W. Weal, editor. Weekly.

Existing & Authorized Stations by Channels

(VHF and UHF)

Asterisk (*) Indicates Grantee Not on Air as of January 15, 1955

CHANNEL NO. 2 (54-60 mc)

KNXT, Los Angeles, Cal.
 KFEL-TV, Denver, Colo.
 *WMPJ-TV, Daytona Beach, Fla.
 *WTHS-TV, Miami, Fla.
 WSB-TV, Atlanta, Ga.
 KBOI, Meridian-Boise, Ida.
 WBBM-TV, Chicago, Ill.
 WMT-TV, Cedar Rapids, Ia.
 KCKT, Great Bend, Kan.
 *WBRZ, Baton Rouge, La.
 WTWO, Bangor, Me.
 WMAR-TV, Baltimore, Md.
 WGBH-TV, Boston, Mass.
 WJBK-TV, Detroit, Mich.
 KFEQ-TV, St. Joseph, Mo.
 KOOK-TV, Billings, Mont.
 KLRJ-TV, Henderson, Nev.
 *WGR-TV, Buffalo, N.Y.
 WCBS-TV, New York, N. Y.
 WFMY-TV, Greensboro, N. C.
 WLWD, Dayton, O.
 *KVOO-TV, Tulsa, Okla.
 *KFJL-TV, Klamath Falls, Ore.
 WDTV, Pittsburgh, Pa. (Now KDKA-TV)
 WUSN-TV, Charleston, S. C.
 KPRC-TV, Houston, Tex.
 KMID-TV, Midland, Tex.
 KUTV, Salt Lake City, Utah
 KREM-TV, Spokane, Wash.
 WBAY-TV, Green Bay, Wis.
 KFIA, Anchorage, Alaska
 *KFIF, Fairbanks, Alaska
 WKAQ-TV, San Juan, P. R.

CHANNEL NO. 3 (62-68 mc)

KTVK, Phoenix, Ariz.
 KIEM-TV, Eureka, Cal.
 KEYT, Santa Barbara, Cal.

WEAR-TV, Pensacola, Fla.
 KID-TV, Idaho Falls, Ida.
 WCIA, Champaign, Ill.
 KGLO-TV, Mason City, Ia.
 WAVE-TV, Louisville, Ky.
 WKZO-TV, Kalamazoo, Mich.
 KDAL-TV, Duluth, Minn.
 WLBT, Jackson, Miss.
 *KTVO, Kirksville, Mo.
 KYTV, Springfield, Mo.
 KMTV, Omaha, Neb.
 WSYR-TV, Syracuse, N. Y.
 WBTB, Charlotte, N. C.
 *WTHT, Wilmington, N. C.
 WNBK, Cleveland, O.
 *KSLM-TV, Salem, Ore.
 WPTZ, Philadelphia, Pa.
 *KOTA-TV, Rapid City, S. D.
 KFDX-TV, Wichita Falls, Tex.
 WSWA-TV, Harrisonburg, Va.
 WTAR-TV, Norfolk, Va.
 WMVT, Montpelier, Vt.
 WSAZ-TV, Huntington W. Va.

CHANNEL NO. 4 (66-72 mc)

KVOA-TV, Tucson, Ariz.
 KARK-TV, Little Rock, Ark.
 KRCA, Los Angeles, Cal.
 KRON-TV, San Francisco, Cal.
 KOA-TV, Denver, Colo.
 WRC-TV, Washington, D. C.
 WMBR-TV, Jacksonville, Fla.
 WTVJ, Miami, Fla.
 WRBL-TV, Columbus, Ill.
 WHTF-TV, Rock Island, Ill.
 WITV, Bloomington, Ind.
 KTIV, Sioux City, Ia.
 WEZ-TV, Boston, Mass.
 WWJ-TV, Detroit, Mich.
 WCCO-TV, Minneapolis-St. Paul, Minn.
 *WCBI-TV, Columbus, Miss.
 WDAF-TV, Kansas City, Mo.
 KWK-TV, St. Louis, Mo.

*KOPR-TV, Butte, Mont.
 KOB-TV, Albuquerque, N. M.
 WBEN-TV, Buffalo, N. Y.
 WRCA-TV, New York, N. Y.
 WUNC-TV, Chapel Hill, N. C.
 KXJB-TV, Valley City, N. D.
 WLWC, Columbus, O.
 WKY-TV, Oklahoma City, Okla.
 WFBC-TV, Greenville, S. C.
 WSM-TV, Nashville, Tenn.
 KGNC-TV, Amarillo, Tex.
 *KBST-TV, Big Spring, Tex.
 KRLD-TV, Dallas, Tex.
 KROD-TV, El Paso, Tex.
 KGBT-TV, Harlingen, Tex.
 WOAI-TV, San Antonio, Tex.
 KTVT, Salt Lake City, Utah
 KOMO-TV, Seattle, Wash.
 KXLY-TV, Spokane, Wash.
 WOAY-TV, Oak Hill, W. Va.
 WTMJ-TV, Milwaukee, Wis.
 KULA-TV, Honolulu, T. H.
 WAPA-TV, San Juan, P. R.

CHANNEL NO. 5 (76-82 mc)

KPHO-TV, Phoenix, Ariz.
 *KNAC-TV, Fort Smith, Ark.
 KTLA, Los Angeles, Cal.
 KPXL, San Francisco, Cal.
 KFXJ-TV, Grand Junction, Colo.
 KCSJ-TV, Pueblo, Colo.
 WTTG, Washington, D. C.
 WJNO-TV, West Palm Beach, Fla.
 WAGA-TV, Atlanta, Ga.
 WNBQ, Chicago, Ill.
 WOI-TV, Ames, Ia.
 KALB-TV, Alexandria, La.
 WABI-TV, Bangor, Me.
 WNEM-TV, Bay City, Mich.
 KSTP-TV, Minneapolis-St. Paul, Minn.

KCMO-TV, Kansas City, Mo.
 KSD-TV, St. Louis, Mo.
 KFBB-TV, Great Falls, Mont.
 WABD, New York, N. Y.
 WIRI, Plattsburg, N. Y.
 WHAM-TV, Rochester, N. Y.
 KFYP-TV, Bismarck, N. D.
 WLWT, Cincinnati, O.
 WEWS, Cleveland, O.
 KGEO-TV, Enid, Okla.
 KBES-TV, Medford, Ore.
 WCSC-TV, Charleston, S. C.
 WMCT, Memphis, Tenn.
 WLAC-TV, Nashville, Tenn.
 WBAP-TV, Fort Worth, Tex.
 KENS-TV, San Antonio, Tex.
 KRGV-TV, Weslaco, Tex.
 KSL-TV, Salt Lake City, Utah
 KING-TV, Seattle, Wash.
 *WFRV-TV, Green Bay, Wis.
 KFBC-TV, Cheyenne, Wyo.

Note: Also operating on Channel 5 is XEJ-TV, Juarez, Mexico (opposite El Paso, Tex.).

CHANNEL NO. 6 (82-88 mc)

WBRC-TV, Birmingham, Ala.
 KVEC-TV, San Luis Obispo, Cal.
 *KRMA-TV, Denver, Colo.
 WDBO-TV, Orlando, Fla.
 WJBF-TV, Augusta, Ga.
 *WCTV, Thomasville, Ga.
 *KWIK-TV, Pocatello, Ida.
 WFBM-TV, Indianapolis, Ind.
 WOC-TV, Davenport, Ia.
 WDSU-TV, New Orleans, La.
 WCSH-TV, Portland, Me.
 WJIM-TV, Lansing, Mich.
 *WAGE-TV, Marquette, Mich.

KMMT, Austin, Minn.
 WDSM-TV, Duluth-Superior, Minn.
 KDRO-TV, Sedalla, Mo.
 KXLF-TV, Butte, Mont.
 WOW-TV, Omaha, Neb.
 WRGB, Schenectady, N. Y.
 WMFD-TV, Wilmington, N. C.
 WDAY-TV, Fargo, N. D.
 WTVN-TV, Columbus, O.
 KOTV, Tulsa, Okla.
 KOIN-TV, Portland, Ore.
 WJAC-TV, Johnstown, Pa.
 WFIL-TV, Philadelphia, Pa.
 WATE, Knoxville, Tenn.
 *KFDI-TV, Beaumont, Tex.
 KCEN-TV, Temple, Tex.
 KCMC-TV, Texarkana, Tex.
 KWFT-TV, Wichita Falls, Tex.
 WTVR, Richmond, Va.
 KHQ-TV, Spokane, Wash.
 *WHIS-TV, Bluefield, W. Va.

Note: Also operating on Channel 6 is XEIV, Tijuana, Mexico (near San Diego, Cal.).

CHANNEL NO. 7 (174-180 mc)

WEDM, Munford, Ala.
 KATV, Pine Bluff, Ark.
 KABC-TV, Los Angeles, Cal.
 KGO-TV, San Francisco, Cal.
 KLZ-TV, Denver, Colo.
 WMAL-TV, Washington, D. C.
 WJDM, Panama City, Fla.
 KIDO-TV, Boise, Ida.
 WBKB, Chicago, Ill.
 KWWL-TV, Waterloo, Ia.
 KOAM-TV, Pittsburg, Kan.
 KPCL-TV, Lake Charles, La.
 WNAC-TV, Boston, Mass.
 WXYZ-TV, Detroit, Mich.
 *WPBM-TV, Traverse City, Mich.

KHQA-TV, Hannibal, Mo.
 KOAT-TV, Albuquerque, N. M.
 WCNV-TV, Carthage, N.Y.
 WABC-TV, New York, N. Y.
 *WRRF-TV, Washington, N. C.
 WHIO-TV, Dayton, O.
 KSWO-TV, Lawton, Okla.
 *WSPA-TV, Spartanburg, S. C.
 *WDXI-TV, Jackson, Tenn.
 KTBC-TV, Austin, Tex.
 KLTV, Tyler, Tex.
 WTRF-TV, Wheeling, W. Va.
 WSAU-TV, Wausau, Wis.

CHANNEL NO. 8
 (180-186 mc)

*WLSA, Selma, Ala.
 *KBTM-TV, Jonesboro, Ark.
 KMBY-TV, Monterey, Cal., (shared time with KSBW-TV).
 KSBW-TV, Salinas, Cal., (shared time with KMBY-TV).
 KFMB-TV, San Diego, Cal.
 WNHC-TV, New Haven, Conn.
 *WFLA-TV, Tampa, Fla.
 WISH-TV, Indianapolis, Ind.
 *KSAC-TV, Manhattan, Kan.
 KNOE-TV, Monroe, La.
 WMTW, Poland, Me.
 WOOD-TV, Grand Rapids, Mich.
 KOMU-TV, Columbia, Mo.
 KLAS-TV, Las Vegas, Nev.
 KZTV, Reno, Nev.
 KSWs-TV, Roswell, N. M.
 WHEN-TV, Syracuse, N.Y.
 WKEL, Cleveland, O.
 KTVX, Muskogee, Okla.
 WGAL-TV, Lancaster, Pa.
 WBTW, Florence, S. C.
 WSIX-TV, Nashville, Tenn.
 WFAA-TV, Dallas, Tex.
 KUHT, Houston, Tex.
 KTXL-TV, San Angelo, Tex.
 *WPRG, Petersburg, Va.
 WCHS-TV, Charleston, W.Va.
 WKBT, La Crosse, Wis.

CHANNEL NO. 9
 (186-192 mc)

*WTVY, Dothan, Ala.

KHJ-TV, Los Angeles, Cal.
 KQED, San Francisco, Cal.
 KBTV, Denver, Colo.
 WTOP-TV, Washington, D. C.
 WROM-TV, Rome, Ga.
 WGN-TV, Chicago, Ill.
 KCRG-TV, Cedar Rapids, Ia.
 KVTV, Sioux City, Ia.
 KEYD-TV, Minneapolis, Minn.

*——, Tupelo, Miss.
 KMBC-TV, Kansas City, Mo.
 KETC, St. Louis, Mo.
 WMUR-TV, Manchester, N. H.
 WOR-TV, New York, N. Y.
 WNCT, Greenville, N. C.
 WCPO-TV, Cincinnati, O.
 WSTV-TV, Steubenville, O.
 KWTW, Oklahoma City, Okla.
 KRBC-TV, Abilene, Tex.
 KTSM-TV, El Paso, Tex.
 *KTRE-TV, Lufkin, Tex.
 KCTS, Seattle, Wash.
 KGMB-TV, Honolulu, T.H.

CHANNEL NO. 10
 (192-198 mc)

*WEDE, Birmingham, Ala.
 WALA-TV, Mobile, Ala.
 KOOL-TV, Phoenix, Ariz.
 *KRBB, El Dorado, Ark.
 KERO-TV, Bakersfield, Cal.
 *KBET-TV, Sacramento, Cal.
 KFSD-TV, San Diego, Cal.
 WALB-TV, Albany, Ga.
 WGEM-TV, Quincy, Ill.
 WTHI-TV, Terre Haute, Ind.
 KAKE-TV, Wichita, Kan.
 *KLFY-TV, Lafayette, La., (shared time with KVOL-TV)
 *KVOL-TV, Lafayette, La., (shared time with KLFY-TV)
 *KHTV, Hibbing, Minn.
 KRCC-TV, Rochester, Minn.
 KTTs-TV, Springfield, Mo.
 KOLN-TV, Lincoln, Neb.
 *KSTF, Scottsbluff, Neb.
 WHEC-TV, Rochester, N. Y., (shared time with WVET-TV).
 WVET-TV, Rochester, N. Y., (shared time with WHEC-TV).

*KNOX-TV, Grand Forks, N.D.
 WBNS-TV, Columbus, O.
 KTN, Ada, Okla.
 WFBG-TV, Altoona, Pa.
 WCAU-TV, Philadelphia, Pa.
 WJAR-TV, Providence, R. I.
 WIS-TV, Columbia, S. C.
 KFDA-TV, Amarillo, Tex.
 *KWTX-TV, Waco, Tex.
 WSLs-TV, Roanoke, Va.

CHANNEL NO. 11
 (198-204 mc)

KIVA, Yuma, Ariz.
 *KTHV, Little Rock, Ark.
 KTTV, Los Angeles, Cal.
 *KQXI, San Jose, Cal.
 KKTV, Colorado Springs, Colo.
 WINK-TV, Fort Myers, Fla.
 WLWA, Atlanta, Ga.
 WTOC-TV, Savannah, Ga.
 *KLIX-TV, Twin Falls, Ida.
 *WTTW, Chicago, Ill.
 WHAS-TV, Louisville, Ky.
 WBAL-TV, Baltimore, Md.
 WTCN-TV, Minneapolis, Minn., (shared time with WMIN-TV).
 WMIN-TV, St. Paul, Minn., (shared time with WTCN-TV).
 WTOK-TV, Meridian, Miss.
 WPIX, New York, N. Y.
 WTVD, Durham, N. C.
 *KOED-TV, Tulsa, Okla.
 KELO-TV, Sioux Falls, S. D.
 WJHL-TV, Johnson City, Tenn.

*KFJZ-TV, Ft. Worth, Tex.
 KGUL-TV, Galveston, Tex.
 KCBP-TV, Lubbock, Tex.
 *KOVOTV, Provo, Utah
 KTNT-TV, Tacoma, Wash.
 WMBV-TV, Marinette, Wis.
 KTVA, Anchorage, Alaska
 *KTVP, Fairbanks, Alaska
 KONA, Honolulu, T. H.

CHANNEL NO. 12
 (204-210 mc)

WSPA-TV, Montgomery, Ala.
 KVAR, Mesa (Phoenix), Ariz.
 KHSL-TV, Chico, Cal.

WDEL-TV, Wilmington, Del.
 WEAT-TV, West Palm Beach, Fla.
 WRDW-TV, Augusta, Ga.
 *WTLC, Champaign-Urbana, Ill.
 KTVH, Hutchinson, Kan.
 KSLA, Shreveport, La.
 *WJRT, Flint, Mich.
 WSLI-TV, Jackson, Miss.
 KPVs-TV, Cape Girardeau, Mo.
 KSWM-TV, Joplin, Mo.
 KUON-TV, Lincoln, Neb.
 WBNF-TV, Binghamton, N. Y.
 WSJS-TV, Winston-Salem, N.C.
 WKRC-TV, Cincinnati
 *KVSO-TV, Ardmore, Okla.
 *KLOR, Portland, Ore.
 WICU, Erie, Pa.
 *WPRO-TV, Providence, R. I.
 WDEF-TV, Chattanooga, Tenn.
 *KTLJ, Houston, Tex.
 *KPAR-TV, Sweetwater, Tex.
 KVOS-TV, Bellingham, Wash.
 *WBLK-TV, Clarksburg, W.Va.
 WTVW, Milwaukee, Wis.

CHANNEL NO. 13
 (210-216 mc)

WABT, Birmingham, Ala.
 KOPO-TV, Tucson, Ariz.
 KCOP, Los Angeles, Cal.
 KOVR, Stockton, Cal.
 KRDO-TV, Colorado Springs, Colo.
 *WTVT, Tampa, Fla.
 WMAZ-TV, Macon, (Warner Robins), Ga.
 WREX-TV, Rockford, Ill.
 WHO-TV, Des Moines, Ia.
 WIBW-TV, Topeka, Kan.
 WGAN-TV, Portland, Me.
 WAAM, Baltimore, Md.
 WWTW, Cadillac, Mich.
 *KRCG, Jefferson City, Mo.
 KGOV-TV, Missoula, Mont.
 KHOL-TV, Kearney, Neb.
 WATV, Newark, N. J.
 KGGM-TV, Albuquerque, N. M.
 WKTU, Utica, N. Y.
 WLOS-TV, Asheville, N. C.

KCJB-TV, Minot, N. D.
 WSPD-TV, Toledo, O.
 *KETA, Oklahoma City, Okla.
 KVAL-TV, Eugene, Ore.
 WQED, Pittsburgh, Pa.
 WHBQ-TV, Memphis, Tenn.
 *KOKE, El Paso, Tex.
 KTRK-TV, Houston, Tex.
 KDUB-TV, Lubbock, Tex.
 WLVA-TV, Lynchburg, Va.
 KTVW, Tacoma, Wash.
 *WHTN-TV, Huntington, W. Va.
 WEAU-TV, Eau Claire, Wis.

CHANNEL NO. 14
 (470-476 mc)

*KTRB-TV, Modesto, Cal.
 WWOR-TV, Worcester, Mass.
 *KACY, Festus, Mo.
 *WIET, Ithaca, N. Y.
 *WACA-TV, Camden, S. C.

CHANNEL NO. 15
 (476-482 mc)

WPFA, Pensacola, Fla.
 WBLN, Bloomington, Ill.
 WINT, Waterloo, Ind. (allocated to Angola, Ind.)
 WICA-TV, Ashtabula, O.
 *WLBR-TV, Lebanon, Pa.
 *WCBF-TV, Rochester, N. Y.
 WVEC-TV, Hampton, Va. (allocated to Norfolk).
 WTAP, Parkersburg, W. Va.

CHANNEL NO. 16
 (482-488 mc)

*KPIC-TV, El Centro, Cal.
 KEDD, Wichita, Kan.
 WBOC-TV, Salisbury, Md.
 WENS, Pittsburgh, Pa.
 WARM-TV, Scranton, Pa.
 WNET, Providence, R.I.

CHANNEL NO. 17
 (488-494 mc)

WITV, Ft. Lauderdale, Fla.
 WTPV, Decatur, Ill.
 KGTU, Des Moines, Ia.
 WLAM-TV, Lewiston, Me.
 *WTBO-TV, Cumberland, Md.
 *WKDN-TV, Camden, N.J.

- WTVZ, Albany, N. Y.
- WBUF-TV, Buffalo, N. Y.
- KSPG, Tulsa, Okla.

CHANNEL NO. 18
(494-500 mc)

- WGTH-TV, Hartford, Conn.
- WLEX-TV, Lexington, Ky.
- WTLF, Baltimore, Md.
- WFLB-TV, Fayetteville, N.C.

CHANNEL NO. 19
(500-506 mc)

- WTVH-TV, Peoria, Ill.
- WMTG, Adams, Mass.
- WTLV, New Brunswick, N. J.
- WHK-TV, Cleveland, O.
- KMPY, Oklahoma City, Okla.
- KETX, Tyler, Tex.
- KNAL-TV, Victoria, Tex.
- KEPR-TV, Pasco, Wash.
- WOKY-TV, Milwaukee, Wis.

CHANNEL NO. 20
(506-512 mc)

- WCOV-TV, Montgomery, Ala.
- KBAY-TV, San Francisco, Cal.
- _____, Washington, D. C.
- WIND-TV, Chicago, Ill.
- WICS, Springfield, Ill.
- WAAB-TV, Worcester, Mass.
- WPAG-TV, Ann Arbor, Mich.
- WHCU-TV, Ithaca, N.Y.
- KCTL, Seattle, Wash.

CHANNEL NO. 21
(512-518 mc)

- KUSH, San Diego, Cal.
- WIRK-TV, W. Palm Beach, Fla.
- KQTV, Fort Dodge, Ia.
- WKLO-TV, Louisville, Ky.
- WROH, Rochester, N. Y.
- WFMJ-TV, Youngstown, O.
- WWLA, Lancaster, Pa.
- KVAN-TV, Vancouver, Wash.
- WHA-TV, Madison, Wis.

CHANNEL NO. 22
(518-524 mc)

- KFSA-TV, Ft. Smith, Ark.
- KBIC-TV, Los Angeles, Cal.
- WSIL-TV, Harrisburg, Ill.

- WIFE, Dayton, O.
- WGBI-TV, Scranton, Pa.
- KVDO-TV, Corpus Christi, Tex.

CHANNEL NO. 23
(524-530 mc)

- WMSL-TV, Decatur, Ala.
- WGBS-TV, Miami, Fla.
- WMCN, Grand Rapids, Mich.
- WPTR-TV, Albany, N. Y.
- WTVF, Buffalo, N. Y.
- WMAC-TV, Massillon, O.
- KCEB, Tulsa, Okla.
- WIBG-TV, Philadelphia, Pa.
- WGVL, Greenville, S. C.
- KDTX, Dallas, Tex.
- KTVP, Houston, Tex.

CHANNEL NO. 24
(530-536 mc)

- KMJ-TV, Fresno, Cal.
- WEDH, Hartford, Conn.
- WDAN-TV, Danville, Ill.
- WTVE, Elmira, N. Y.
- WBTM-TV, Danville, Va.

CHANNEL NO. 25
(536-542 mc)

- KTAG-TV, Lake Charles, La.
- WJTV, Jackson, Miss.
- WGTW, New York, N. Y.
- KTVQ, Oklahoma City, Okla.
- WCOS-TV, Columbia, S. C.
- WCAN-TV, Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

- WNLC-TV, New London, Conn.
- WHFC-TV, Chicago, Ill.
- WCKG, New Orleans, La.
- WUOM-TV, Ann Arbor, Mich.
- WTOB-TV, Winston-Salem, N. C.
- WTSK-TV, Knoxville, Tenn.

CHANNEL NO. 27
(548-554 mc)

- KVVG, Tulare, Cal.
- WSTF, Stamford-Norwalk, Conn.
- WLAP-TV, Lexington, Ky.
- WRNY-TV, Rochester, N. Y.
- WKBN-TV, Youngstown, O.
- KPTV, Portland, Ore.

- WCMB-TV, Harrisburg, Pa.
- WTOV-TV, Norfolk, Va.
- WKOW-TV, Madison, Wis.

CHANNEL NO. 28
(554-560 mc)

- KTHE, Los Angeles, Cal.
- WDAK-TV, Columbus, Ga.
- WAFB-TV, Baton Rouge, La.
- WNAO-TV, Raleigh, N. C.
- WBRE-TV, Wilkes-Barre, Pa.

CHANNEL NO. 29
(560-566 mc)

- KBAK-TV, Bakersfield, Cal.
- KLIF-TV, Dallas, Tex.
- KXYZ-TV, Houston, Tex.
- WOTV, Richmond, Va.
- KIMA-TV, Yakima, Wash.

CHANNEL NO. 30
(566-572 mc)

- WKNE-TV, New Britain, Conn.
- WOBS-TV, Jacksonville, Fla.
- WCOC-TV, Meridian, Miss.
- KFUO-TV, Clayton, Mo. (allocated to St. Louis)

CHANNEL NO. 31
(572-578 mc)

- WNYC-TV, New York, N.Y.
- WEOL-TV, Elyria, O.
- KBMT, Beaumont, Tex.

CHANNEL NO. 32
(578-584 mc)

- KSAN-TV, San Francisco, Cal.
- WPGT, Clearwater, Fla.
- WTLE, Evanston, Ill.
- WCNO-TV, New Orleans, La.
- KTVE, Longview, Tex.

CHANNEL NO. 33
(584-590 mc)

- WMFL, Miami, Fla.
- WKJG-TV, Fort Wayne, Ind.
- WEEU-TV, Reading, Pa.
- WACH-TV, Newport News, Va.
- WMTV, Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

- WSBT-TV, South Bend, Ind.

- WOSU-TV, Columbus, O.
- WILK-TV, Wilkes-Barre, Pa.
- KANG-TV, Waco, Tex.

CHANNEL NO. 35
(596-602 mc)

- WTVM, Muskegon, Mich.
- WTRI, Albany-Schenectady-Troy, N.Y.
- WSEE, Erie, Pa.
- KALA, San Antonio, Tex.
- WJPB-TV, Fairmont, W. Va.

CHANNEL NO. 36
(602-608 mc)

- KTVU, Stockton, Cal.
- WJHP-TV, Jacksonville, Fla.
- WQXI-TV, Atlanta, Ga.
- WAYS-TV, Charlotte, N. C.
- WTVG, Mansfield, O.
- WRAK-TV, Williamsport, Pa.

CHANNEL NO. 38
(614-620 mc)

- WSUN-TV, St. Petersburg, Fla.
- WFTV, Duluth, Minn.
- WTLB, La Crosse, Wis.

CHANNEL NO. 39
(620-626 mc)

- WTVO, Rockford, Ill.
- WQCY, Allentown, Pa.
- KNUZ-TV, Houston, Tex.

CHANNEL NO. 40
(626-632 mc)

- KCCC-TV, Sacramento, Cal.
- WINE-TV, Binghamton, N. Y.
- WAIM-TV, Anderson, S. C.

CHANNEL NO. 41
(632-638 mc)

- WQXL, Louisville, Ky.
- WROW-TV, Albany, N. Y.
- KCOR-TV, San Antonio, Tex.

CHANNEL NO. 42
(638-644 mc)

- KTKA, Topeka, Kan.
- WIL-TV, St. Louis, Mo.
- WNAM-TV, Neenah-Appleton-Menasha, Wis.

CHANNEL NO. 43
(644-650 mc)

- KAKI, Visalia, Calif.

- WICC-TV, Bridgeport, Conn.
- WEEK-TV, Peoria, Ill.
- WHTV, Syracuse, N.Y.
- WSBA-TV, York, Pa.
- KTLG, Corpus Christi, Tex.

CHANNEL NO. 44
(650-656 mc)

- WOPT, Chicago, Ill.
- WJDW, Boston, Mass.

CHANNEL NO. 45
(656-662 mc)

- WKNE-TV, Keene, N. H.
- WKST-TV, New Castle, Pa.

CHANNEL NO. 46
(662-668 mc)

- KBIE-TV, Sacramento, Cal.
- WNDU-TV, Notre Dame, Ind.
- WFPG-TV, Atlantic City, N. J.
- WQTV, Binghamton, N.Y.

CHANNEL NO. 47
(668-674 mc)

- KJEO, Fresno, Cal.
- WNEX-TV, Macon, Ga.
- WTVQ, Pittsburgh, Pa.

CHANNEL NO. 48
(674-680 mc)

- WJLN-TV, Birmingham, Ala.
- WKAB-TV, Mobile, Ala.
- WTVX, Gastonia, N.C.
- WCET, Cincinnati, O.

CHANNEL NO. 49
(680-686 mc)

- WLBC-TV, Muncie, Ind.
- WAKR-TV, Akron, O.
- WNOV-TV, York, Pa.
- WKNA-TV, Charleston, W. Va.

CHANNEL NO. 50
(686-692 mc)

- WOOK-TV, Washington, D.C.
- WEHT, Henderson, Ky. (allocated to Evansville, Ind.)
- WHIZ-TV, Zanesville, O.

CHANNEL NO. 51
(692-698 mc)

- WLEV-TV, Bethlehem, Pa.
- WLTV, Wheeling, W. Va.

CHANNEL NO. 52 (698-704 mc)	WHP-TV, Harrisburg, Pa.	WFAM-TV, Lafayette, Ind.	CHANNEL NO. 63 (764-770 mc)	CHANNEL NO. 71 (812-818 mc)
*KCOA, Corona, Cal.	CHANNEL NO. 56 (722-728 mc)	*WPTV, Ashland, Ky.	*WCTN, Norwich, Conn.	*WCTB, Bridgeport, Conn.
WSJV, Elkhart, Ind.	WTAO-TV, Cambridge, Mass.	CHANNEL NO. 60 (746-752 mc)	*WAZL-TV, Hazleton, Pa.	WTPA, Harrisburg, Pa.
*WRAX-TV, Princeton, Ind.	*WTVS, Detroit, Mich.	WKAR-TV, East Lansing, Mich.	CHANNEL NO. 65 (776-782 mc)	CHANNEL NO. 72 (818-824 mc)
*WOCN, Atlantic City	WARD-TV, Johnstown, Pa.	CHANNEL NO. 61 (752-758 mc)	*WERE-TV, Cleveland, O.	*WITH-TV, Baltimore, Md.
CHANNEL NO. 53 (704-710 mc)	CHANNEL NO. 57 (728-734 mc)	WJMR-TV, New Orleans, La.	CHANNEL NO. 66 (782-788 mc)	CHANNEL NO. 73 (824-830 mc)
*KBID-TV, Fresno, Cal.	WKNX-TV, Saginaw, Mich.	WWLP, Springfield, Mass.	WKNY-TV, Kingston, N. Y.	WIMA-TV, Lima, O.
WATR-TV, Waterbury, Conn.	WGLV, Easton, Pa.	WHUM-TV, Reading, Pa.	*WLEU-TV, Erie, Pa.	WTVU, Scranton, Pa.
*WPMT, Portland, Me.	CHANNEL NO. 58 (734-740 mc)	CHANNEL NO. 62 (758-764 mc)	CHANNEL NO. 67 (788-794 mc)	CHANNEL NO. 74 (830-836 mc)
*WKJF-TV, Pittsburgh	*WBCK-TV, Battle Creek, Mich.	WFIE, Evansville, Ind.	WFMZ-TV, Allentown, Pa.	*WNOP-TV, Newport, Ky.
CHANNEL NO. 54 (710-716 mc)	WRTV, Ashbury Park, N. J.	*WHEF-TV, Brockton, Mass.	WNOK-TV, Columbia, S.C.	CHANNEL NO. 79 (860-866 mc)
WTVI, Belleville, Ill.	*KMIV, Miami, Okla.	*WBID-TV, Detroit, Mich.	CHANNEL NO. 69 (800-806 mc)	*WTOH-TV, Toledo, O.
WTOM-TV, Lansing, Mich.	CHANNEL NO. 59 (740-746 mc)	WISE-TV, Asheville, N.C.	CHANNEL NO. 70 (800-806 mc)	
*WQXN-TV, Cincinnati, O.	*WELL-TV, New Haven, Conn.		CHANNEL NO. 75 (800-806 mc)	
CHANNEL NO. 55 (716-722 mc)			CHANNEL NO. 76 (800-806 mc)	
WHYN-TV, Holyoke, Mass.			CHANNEL NO. 77 (800-806 mc)	

LABOR UNIONS and GUILDS In Television and Related Fields

ACTORS EQUITY ASSOCIATION, 45 W. 47th St., New York 36, N. Y. Plaza 7-7660. Ralph Bellamy, president; Angus Duncan, exec. secy. Branch of AAAA-AFL.

AMERICAN COMMUNICATIONS ASSOCIATION (ACA), 5 Beekman St., New York, N. Y. Cortland 7-1374. Joseph Selly, president; William Bender, v.p.

AMERICAN FEDERATION OF MUSICIANS (AFM-AFL), 570 Lexington Ave., New York 22, N. Y. Plaza 8-0600. James C. Petrillo, president; Charles L. Bagley, Los Angeles, v.p.; Leo Cluesmann, Newark, secy.; Harry J. Steeper, Newark, treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA), 15 W. 44th St., New York 36, N. Y. Vanderbilt 6-1810. Frank Nelson, president; George Heller, national exec. secy. Branch of Associated Actors and Artistes of America (AFL).

AMERICAN GUILD OF MUSICAL ARTISTS (AGMA), 247 W. 46th St., New York 36, N. Y. Columbus 5-3687. John Brownlee, president; Hyman R. Faine, exec. secy. Branch of Associated Actors and Artistes of America (AFL).

AMERICAN GUILD OF VARIETY ARTISTS (AGVA), 1697 Broadway, New York 19, N. Y. Circle 6-7130. Jackie Bright, president; Jack Irving, national administrative secy. Branch of Associated Actors and Artistes of America (AFL).

AMERICAN NEWSPAPER GUILD (ANG-CIO), 99 University Pl., New York, N. Y. Oregon 7-1661. Joseph F. Collins, president; Ralph B. Novak, exec. v.p.; William Farson, secy.-treas.

ASSOCIATED ACTORS & ARTISTES OF AMERICA (AAAA-AFL), 45 W. 47th St., New York City. Plaza 7-7660. Paul Dullzell, pres.

ASSOCIATION OF DOCUMENTARY & TELEVISION FILM CRAFTSMEN, 48 West 48th St., New York 36, N. Y. Judson 2-5171. Eleanor Belack, international representative. Chapter of National Association of Broadcast Employees & Technicians-CIO.

BROADCAST-TELEVISION RECORDING ENGINEERS (IBEW), 1584 Crossroads of the World, Hollywood 28, Cal. Hollywood 5-3129. Harry Stillman, business mgr.

CHORUS EQUITY ASSOCIATION OF AMERICA, 701 Seventh Ave., New York, N. Y. Circle 5-6054. Ben Irving, exec. secy. Branch of Associated Actors & Artistes of America (AFL).

COMPOSERS GUILD OF AMERICA, 12924 Sarah St., N. Hollywood, Cal. Sunset 2-8377. Leith Stevens, president.

INTERNATIONAL ALLIANCE OF THEATRICAL STAGE EMPLOYEES & MOVING PICTURE MACHINE OPERATORS (IATSE-AFL), 1270 Avenue of Americas, New York 20, N. Y. Circle 5-4370. Richard F. Walsh, pres.; Harland Holmden, gen. secy.-treas.

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW-AFL), 1200 Fifteenth St. NW, Washington 5, D. C. Columbia 5-8040. J. Scott Milne, international president; Lawson Wimberly, asst. to the president; Joseph D. Keenan, secy.

INTERNATIONAL UNION OF ELECTRICAL, RADIO & MACHINE WORKERS (IUE-CIO), 734 Fifteenth St. NW, Washington 5, D. C. Executive 3-6096. James Carey, pres.; Albin Hartnett, secy.-treas.

MOTION PICTURE FILM EDITORS Local 776 (AFL), 1462 N. Stanley Ave., Hollywood 46, Cal. Hollywood 4-0275. John W. Lehnrs, business representative.

MOTION PICTURE SCREEN CARTOONISTS Local 841, IATSE, 15 W. 44th St., New York 19, N. Y. Murray Hill 2-3363. Lucifer Guarnier, president; Sam Kal, v.p.; Pepe Ruiz, business agent.

MOTION PICTURE STUDIO ARTS CRAFTSMEN Local 790 (AFL), 6636 Hollywood Blvd., Hollywood 28, Cal. Hollywood 5-3117. Zeal Fairbanks, business representative.

MOTION PICTURE STUDIO PROJECTIONISTS Local 165 (AFL), 1067 N. Fairfax Ave., Hollywood 46, Cal. Hollywood 3-1126. William E. Higgins, business representative.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET-CIO), 80 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-2462. C. F. Rothery, president; Eugene Klump, v.p.; George Maher, exec. secy.; Arthur Hjorth, secy.-treas.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG), 37 W. 46th St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, national chairman.

RADIO & TELEVISION DIRECTORS GUILD (RTDG-AFL), 114 E. 52nd St., New York 22, N. Y. Plaza 9-0949. Newman H. Burnett, national executive director.

SCREEN ACTORS GUILD (SAG), 7046 Hollywood Blvd., Hollywood, 28, Cal. Hollywood 9-7311. Walter Pidgeon, president; Leon Ames, 1st v.p.; John Lund, 2nd v.p.; William Holden, 3rd v.p.; Paul Harvey, recording secy.; George Chandler, treas.; John L. Dale, executive secy. Branch of Associated Actors & Artistes of America (AFL). SAG has branch offices in N. Y., Chicago, San Francisco, Detroit, Boston, Cleveland, Cincinnati, Pittsburgh.

SCREEN CARTOONISTS GUILD (SCG), 2760 N. Cahuenga Blvd., Hollywood 28, Cal. Lee Mishkin, president; Larry Kilty, business agent.

SCREEN DIRECTORS GUILD, 133 E. 40th St., New York 16, N. Y. Murray Hill 9-1254. Jack Glenn, president. (Hollywood Directors Guild) 1508 Crossroads of the World, Hollywood 28, Cal. George Sidney, president.

SCREEN EXTRAS GUILD Inc., 723 North Western Ave., Los Angeles 29, Cal. Hollywood 1-9301. Richard H. Gordon, president; Franklyn Farnum, 1st v.p.; William H. O'Brien, 2nd v.p.; George Barton, 3rd v.p.; Kenner Kemp, recording secy.; Jeffrey Sayre, treas.; H. O'Neil Shanks, exec. secy.; Robert W. Gilbert, counsel. Branch of Associated Actors & Artistes of America (AFL).

TELEVISION BROADCASTING STUDIO EMPLOYEES Local 815 (AFL), 2400 Laurel Canyon Rd., Hollywood 46, Cal. Hollywood 4-7832. Ray Gosnell, president.

TELEVISION DIRECTORS GUILD, 114 E. 52nd St., New York 22, N. Y. Plaza 9-0949. Franklin Schaffner, international president; Newman H. Burnett, national exec. director.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA, 11 E. 51st St., New York 22, N. Y. Plaza 3-1960. Albert J. Fitzgerald, general president; Julius Empsak, general secy.-treas.; James J. Matles, director of organization.

UNITED SCENIC ARTISTS, Local 829, 319 W. 48th St., New York 36, N. Y. Circle 6-8023.

WRITERS GUILD OF AMERICA (West), 8782 Sunset Blvd., Hollywood 46, Cal. Crestview 5-1162. Richard Breen, president; Fenton Earnshaw, pres. of TV branch. (East) 550 Fifth Ave., New York, N. Y. Plaza 7-8319. Erik Barnouw, president; Philo Higley, v.p. Result of amalgamation of Authors League of America, Radio Writers Guild, Screen Writers Guild & Television Writers of America.

Handy Reference Tables

Allocations by States and Cities: VHF & UHF

Part III, Subpart E, Sec. 3.606 of FCC Rules & Regulations Governing TV

These Channel Allocations Include All Changes Promulgated Since Final Allocation Report Up to Jan. 15, 1955 and Supersede All Existing and Proposed Tables

FOR CANADIAN AND MEXICAN ALLOCATIONS, SEE PAGE 312

Asterisks (*) indicate channels reserved for non-commercial educational use
Plus (+) and Minus (-) symbols designate offset carrier positions of channels

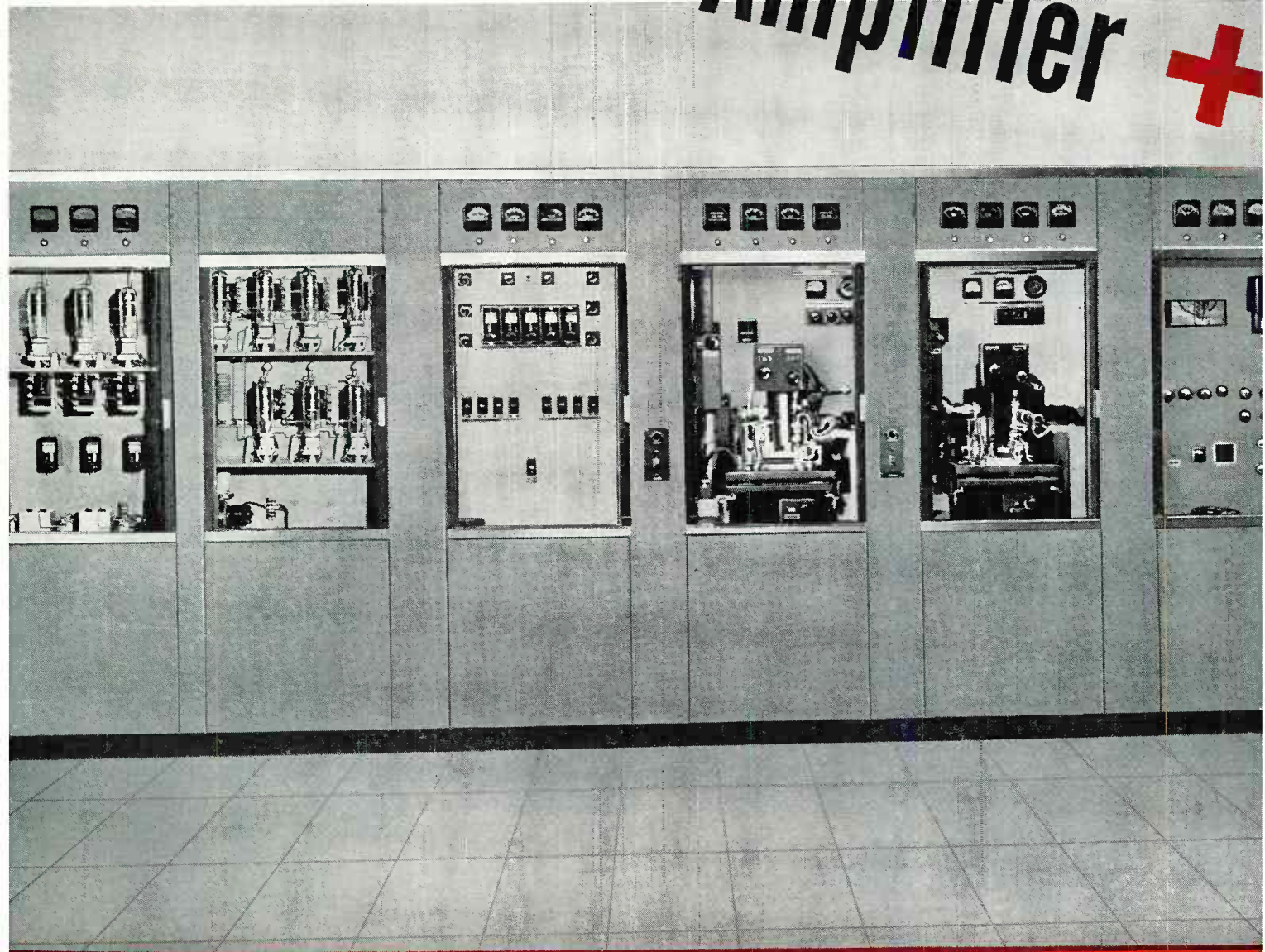
ALABAMA			ARKANSAS—Continued			COLORADO—Continued		
VHF Channel No.	UHF Channel No.		VHF Channel No.	UHF Channel No.		VHF Channel No.	UHF Channel No.	
Andalusia	*2-	29	Jonesboro	8	39+	Grand Junction ..	5-	21+
Anniston	—	70+	Little Rock	*2- 4 11+	17- 23+	Greeley	—	50
Auburn	—	*56	Magnolia	—	28+	La Junta	—	24
Bessemer	—	54	Malvern	—	46	Lamar	—	18-
Birmingham	6- *10-	42+ 48	Morrilton	—	43-	Leadville	—	14+
	13-		Newport	—	28	Longmont	—	32
Brewton	—	23+	Paragould	—	58-	Loveland	—	38
Clanton	—	14	Pine Bluff	7-	36	Montrose	10+	18
Cullman	—	60+	Russellville	—	19	Pueblo	3- 5 *8	28- 34-
Decatur	—	23-	Searcy	—	33	Salida	—	25
Demopolis	—	18	Springdale	—	35-	Sterling	—	25-
Dothan	9+	19-	Stuttgart	—	14+	Trinidad	—	21-
Enterprise	—	40+				Walsenburg	—	30-
Eufaula	—	44	CALIFORNIA					
Florence	—	41	Alturas	9	—	CONNECTICUT		
Fort Payne	—	19	Bakersfield	10-	29	Bridgeport	—	43- 49-
Gadsden	—	15+ 21+	Brawley	—	25+			*71
Greenville	—	49-	Chico	12-	—	Hartford	3+	18- *24
Guntersville	—	40-	Corona	—	52	Meriden	—	65-
Huntsville	—	31+	Delano	—	37+	New Britain	—	30+
Jasper	—	17	El Centro	—	16 56	New Haven	8+	59+
Mobile	5+ 10+	*42 48+	Eureka	3- 13-	—	New London	—	26+ 81
Montgomery	12	20 *26+ 32	Fresno	12+	*18- 24	Norwalk (see Stamford)	—	—
Munford	*7	—			47 53	Norwich	—	57+ *63-
Opelika	—	22-	Hanford	—	21	Stamford-Norwalk	—	27
Selma	—	8- 58+	Los Angeles	2 4 5 7 9	22 *28 34	Waterbury	—	53
Sheffield	—	47-		11 13		DELAWARE		
Sylacauga	—	24-	Madera	—	30+	Dover	—	40
Talladega	—	64	Merced	—	34- 66	Wilmington	12	*59- 83+
Thomasville	—	27-	Modesto	—	14+ 58	DISTRICT OF COLUMBIA		
Troy	—	38-	Monterey (see Salinas)	—	—	Washington	4- 5- 7+20+ *26-50-	—
Tuscaloosa	—	45 51-	Napa	—	62			9-
Tuskegee	—	16-	Oakland (see San Francisco)	—	—	FLORIDA		
University	*74+	—	Oxnard	—	32	Belle Glade	—	27+
ARIZONA			Palm Springs	—	14	Bradenton	—	28-
Ajo	—	14-	Petaluma	—	68	Clearwater	—	32+ 50
Bisbee	—	15	Port Chicago	—	70	Daytona Beach	2-	53
Casa Grande	—	18-	Porterville	—	55	De Land	—	44+
Clifton	—	25-	Red Bluff	—	16	Fort Lauderdale ..	—	17- 39
Coolidge	—	30+	Redding	7	—	Fort Myers	11+	—
Douglas	3-	—	Riverside	—	40 46	Fort Pierce	—	19
Eloy	—	24	Sacramento	3 *6 10	40- 46+	Gainesville	*5-	20+
Flagstaff	9 13	—	Salinas-Monterey ..	8+	35	Jacksonville	4+ *7 12-	30+ 36-
Globe	—	34+	San Bernardino ..	—	18 *24- 30	Key West	—	14+ 20
Holbrook	—	14	San Buenaventura ..	—	38-	Lake City	—	33+
Kingman	6-	—	San Diego	8 10	*15+ 21-	Lakeland	—	16+ 22+
Mesa	12-	—			27 33 39	Lake Wales	—	14
Miami	—	28+	San Francisco-	2+ 4- 5+	20- 26-	Leesburg	—	26-
Morenci	—	31	Oakland	7- *9+	32+ 38 44-	Marianna	—	17+
Nogales	—	17-	San Jose	11+	48 *54 60	Melbourne	—	37-
Phoenix	3+ 5-	—	San Luis Obslpo ..	6+	—	Miami	*2 4 7-	—
	*8+ 10-	—	Santa Barbara	3-	20 26			10+
Prescott	—	15	Santa Cruz	—	16	Ocala	—	23- 33
Safford	—	21	Santa Maria	—	44	Orlando	6- 9	18 *24- 47
Tucson	4- *6+	—	Santa Paula	—	16+	Palatka	—	17
	9- 13-	—	Santa Rosa	—	50	Panama City	7+	*30 36+
Williams	—	25	Stockton	13+	36 *42 64	Pensacola	3-	15- *21 46
Winslow	—	16-	Tulare	—	27+	Quincy	—	54+
Yuma	11- 13+	—	Ukiah	—	18	St. Augustine	—	25+
ARKANSAS			Visalia	—	43 49	St. Petersburg (see Tampa)	—	—
Arkadelphia	—	34+	Watsonville	—	22-	Sanford	—	35+
Batesville	—	30-	Yreka City	11	—	Sarasota	—	34+
Benton	—	40	Yuba City	—	52-	Tallahassee	*11-	24 51
Blytheville	—	64+ 74	COLORADO			Tampa-St.	—	—
Camden	—	50	Alamosa	—	19+	Petersburg	*3 8- 13-	38
Conway	—	62	Boulder	*12	22+	West Palm Beach ..	5 12	*15 21+
El Dorado	10-	26-	Canon City	—	36	GEORGIA		
Fayetteville	*13-	41-	Colorado Springs ..	11 13	*17+ 23+	Albany	10	25
Forrest City	—	22+	Craig	—	19	Americus	—	31
Fort Smith	5-	*16 22 39	Delta	—	24-	Athens	*8	60-
Harrison	—	24	Denver	2 4- *6-	20 26+	Atlanta	2 5- 11+	*30 36
Helena	—	54-		7 9-				
Hope	—	15-	Durango	6+	15			
Hot Springs	9+	52+	Fort Collins	—	44+			
			Fort Morgan	—	15+			

1,000,000 WATTS

RCA IS **FIRST** WITH SUPER



This 25-KW Amplifier +



"ON-AIR" AT WBRE-TV

POWER UHF

This announcement marks another achievement in RCA high-power equipment leadership. For the first time, a commercial UHF television station is operating with an effective radiated power of one million watts! For the first time, a UHF station is getting coverage close-in AND far out! And best of all, super television power has proved just as easy to handle as lower powers.

How do you get started with RCA super power? You begin with your own RCA 1-KW transmitter. You add the new RCA 25-KW amplifier. You install the new RCA Super Power UHF Pylon (gain, 46)—and you're set to go with 1 million watts ERP. Power tubes in both RCA high-power amplifiers are conventional and interchangeable (no klystrons used). Amplifier plate voltages are low (6000 volts, max.). Operating economy is remarkable (RCA's new super power, high-gain antenna eliminates need for high power input. Power tubes have already set a record for "proved-in" life).

this Antenna =

One
million
Watts

New RCA Super Power UHF Pylon Antenna. Available Types: TFU-46AL, TFU-52-AM, TFU-60-AH. Signal Gain, 46, 52 and 60. The answer for economical 1-million watt operation.

Station-proved in daily commercial operation at WBRE-TV, the performance of RCA's 1-million watt UHF system is now an established record. Profit by RCA's engineering experience in high-power—and KNOW you've planned it right. Call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

RCA Pioneered and Developed Compatible Color Television



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.

GEORGIA—Continued

	VHF Channel No.	UHF Channel No.
Augusta	6+ 12+	—
Bainbridge	—	35—
Brunswick	—	28+ 34—
Cairo	—	45+
Carrollton	—	33
Cartersville	—	63—
Cedartown	—	53—
Columbus	4	28 *34
Cordele	—	43
Dalton	—	25+
Douglas	—	32—
Dublin	—	15
Elberton	—	24+
Fitzgerald	—	53+
Fort Valley	—	18+
Gainesville	—	52
Griffin	—	39+
La Grange	—	50
Macon	—	*41+ 47+
Marietta	—	57+
Milledgeville	—	51+
Moultrie	—	48—
Newnan	—	61+
Rome	—	59
Savannah	3+ *9— 11	—
Statesboro	—	22
Swainsboro	—	20—
Thomasville	—	6
Tifton	—	14—
Toccoa	—	35
Valdosta	—	37+
Vidalia	—	26
Warner Robins	13+	—
Waycross	—	16

IDAHO

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

ILLINOIS

Alton	—	48
Aurora	—	16
Belleisle	—	54+
Bloomington	—	15—
Cairo	—	24—
Carbondale	—	34 *61—
Centralia	—	32+ 59+
Champaign-Urbana	3+ *12—	21 27 33
Chicago	2— 5 7 9+	20 26 32
Danville	—	*11 38 44
Decatur	—	17 23+
De Kalb	—	*67
Dixon	—	47+
Elgin	—	28+
Freeport	—	23
Galesburg	—	40—
Harrisburg	—	22
Jacksonville	—	29
Joliet	—	48+
Kankakee	—	14
Kewanee	—	60—
La Salle	—	35
Lincoln	—	53+
Macomb	—	61+
Marion	—	40
Mattoon	—	46—
Moline (see Davenport, Iowa)	—	—
Mt. Vernon	—	38—
Olney	—	16—
Pekin	—	69+
Peoria	—	8 19 *37—
Quincy	—	43+ 21+

ILLINOIS—Continued

	VHF Channel No.	UHF Channel No.
Rockford	13+	39+ *45+
Rock Island (see Davenport, Iowa)	—	—
Springfield	2+	20+ *66+
Streator	—	65—
Urbana (see Champaign)	—	—
Vandalia	—	28—
Waukegan	—	22+

INDIANA

Anderson	—	61
Angola	—	15+
Bedford	—	68
Bloomington	—	4
Columbus	—	*30— 36
Connersville	—	42—
Elkhart	—	38+
Evansville	—	52
Fort Wayne	—	7 50— *56 62
Gary	—	*27+ 33—
Hammond	—	69
Hatfield	—	50 *66
Huntington	—	56—
Indianapolis	6 8— 13—	9+
Jasper	—	21+
Kokomo	—	20— 26+
Lafayette	—	67—
Lebanon	—	19+
Logansport	—	31
Madison	—	*47 59
Marion	—	18
Michigan City	—	51
Muncie	—	25—
Princeton	—	29+
Richmond	—	62+
Shelbyville	—	49 55+ *71
South Bend	—	52+
Tell City	—	32—
Terre Haute	—	58+
Vincennes	—	34— *40+
Washington	—	46
	—	31—
	—	10 *57+ 63—
	—	73+
	—	44+
	—	60+

IOWA

Algona	—	37+
Ames	—	5
Atlantic	—	25—
Boone	—	45—
Burlington	—	19—
Carroll	—	32— 38+
Cedar Rapids	—	39
Centerville	—	2 9— 20— *26+
Charles City	—	31—
Cherokee	—	18—
Clinton	—	14
Creston	—	64
Davenport-Rock Island-Moline, Ill.	—	—
Decorah	—	4+ 6+
Des Moines	—	8— *11+ 17+ 23—
Dubuque	—	13—
Estherville	—	56+ 62—
Fairfield	—	24+
Fort Dodge	—	54
Fort Madison	—	21
Grinnell	—	50+
Iowa City	—	71
Keokuk	—	*12+ 24—
Knoxville	—	44—
Marshalltown	—	33—
Mason City	—	49
Muscatine	—	3+ 35—
Newton	—	58
Oelwein	—	65+
Oskaloosa	—	28
Ottumwa	—	52+
Red Oak	—	15+ 63
Shenandoah	—	32+
Sloux City	—	20+
Spencer	—	4— 9 *30 36—
Storm Lake	—	42+
Waterloo	—	34+
Webster City	—	7+ 16— *22— 46+ 27

KANSAS

Abilene	—	31+
Arkansas City	—	49
Atchison	—	60+
Chanute	—	50—
Coffeyville	—	33—
Colby	—	22—
Concordia	—	47—
Dodge City	—	6+ 23

KANSAS—Continued

	VHF Channel No.	UHF Channel No.
El Dorado	—	55+
Emporia	—	39—
Fort Scott	—	27
Garden City	—	—
Goodland	9 11+	10
Great Bend	—	2
Hays	—	7—
Hutchinson	—	12
Independence	—	20—
Iola	—	44+
Junction City	—	29+
Larned	—	15—
Lawrence	—	*11 17—
Leavenworth	—	54—
Liberal	—	14
McPherson	—	26—
Manhattan	—	*8 23+
Newton	—	14+
Olathe	—	52—
Ottawa	—	21—
Parsons	—	46—
Pittsburg	—	7+ 38—
Pratt	—	36+
Salina	—	34
Topeka	—	13+ 42 *48+
Wellington	—	24—
Wichita	—	3— 10— 16— *22+
Winfield	—	43+

KENTUCKY

Ashland	—	59—
Bowling Green	—	13 17+
Campbellsville	—	40+
Corbin	—	16
Danville	—	35+
Elizabethtown	—	23
Frankfort	—	43—
Glasgow	—	28+
Harlan	—	73+
Hazard	—	19—
Hopkinsville	—	20
Lexington	—	18+ 27— 64
Louisville	—	70+
Madisonville	—	3— 11+ *15 21— 41— 51—
Mayfield	—	26
Maysville	—	63
Middlesborough	—	24+
Murray	—	57 63+
Owensboro	—	33—
Paducah	—	14—
Pikeville	—	6+ 43 72
Princeton	—	14—
Richmond	—	45—
Somerset	—	60
Winchester	—	29— 37+

LOUISIANA

Abbeville	—	27+
Alexandria	—	5 62+ 74
Bastrop	—	53+
Baton Rouge	—	2 28 *34 40—
Bogalusa	—	69 78
Crowley	—	21+
De Ridder	—	14
Eunice	—	64—
Franklin	—	46+
Hammond	—	57
Houma	—	30+
Jackson	—	18—
Jennings	—	48
Lafayette	—	10 38— 67—
Lake Charles	—	7— *19 25 60+
Minden	—	30
Monroe	—	8+ 13 43+
Morgan City	—	36+
Natchitoches	—	17+
New Iberia	—	15+
New Orleans	—	4+ 20— 26 32+
Oakdale	—	6+ *8 61
Opelousas	—	54+
Ruston	—	58
Shreveport	—	20
Thibodaux	—	3— 12 —
Winnfield	—	24 22—

MAINE

Auburn	—	23+
Augusta	—	10— 29+
Bangor	—	2— 5+ *16—
Bar Harbor	—	22—
Bath	—	65
Belfast	—	41—

MAINE—Continued

	VHF Channel No.	UHF Channel No.
Biddeford	—	59
Calais	7—	20—
Dover-Foxcroft ...	—	18+
Fort Kent	—	17+
Houlton	—	24
Lewiston	8—	17
Millinocket	—	14+
Orono	*12—	—
Portland	6+ 13+	*47— 53+
Presque Isle	8	19
Rockland	—	25—
Rumford	—	55—
Van Buren	—	15—
Waterville	—	35+

MARYLAND

Annapolis	—	14—
Baltimore	2+ 11— 13+	18 *24+72—
Cambridge	—	22+
Cumberland	—	17+ 30—
Fredrick	—	62+
Hagerstown	—	52 68+
Salisbury	—	16+

MASSACHUSETTS

Amherst	—	*82
Harnstable	—	52
Boston	*2+ 4— 5— 7+	44+ 50— 56
Brockton	—	62
Fall River	—	46— 68
Greenfield	—	58—
Holyoke (see Springfield)	—	—
Lawrence	—	72
Lowell	—	32+
New Bedford	—	28— 34+
North Adams	—	19 *80
Northampton	—	36+
Pittsfield	—	64+
Springfield—	—	—
Holyoke	—	55 61
Worcester	—	14 20

MICHIGAN

Alma	—	41+
Alpena	9+	30—
Ann Arbor	—	20+ *26—
Bad Axe	—	46—
Battle Creek	—	58— 64—
Bay City	5—	63— *73+
Benton Harbor	—	42
Big Rapids	—	39
Cadillac	13—	45
Calumet	13+	—
Cheboygan	4+	36+
Coldwater	—	24—
Detroit	2+ 4 7—	50— *56 62
East Lansing	—	60+
East Tawas	—	25—
Escanaba	3+	—
Flint	12—	16— *22—
Gladstone	—	40—
Grand Rapids	8+	*17+ 23—
Hancock	10—	—
Houghton	—	19
Iron Mountain	9	27
Iron River	—	33—
Ironwood	12—	31—
Jackon	—	48
Kalamazoo	3—	36—
Lansing	6—	54
Ludington	—	18+
Manistee	—	15—
Manistique	—	14+
Marquette	6—	17
Midland	—	19+
Mount Pleasant	—	47—
Muskegon	—	29— 35+
Parma-Onondaga	10—	—
Petoskey	—	31
Pontiac	—	44+
Port Huron	—	34+
Rogers City	—	24
Saginaw	—	51— 57—
Sault Ste. Marie	8 10+	28— *34
Traverse City	7+	20— *26+
West Branch	—	21

MINNESOTA

Albert Lea	—	57—
Alexandria	—	36
Austin	6—	51+
Bemidji	13—	24—
Brainerd	12	—
Cloquet	—	44

MINNESOTA—Continued

	VHF Channel No.	UHF Channel No.
Crookston	—	21—
Detroit Lakes	—	18+
Duluth—	—	—
Superior, Wis. ...	3 6+ *8—	32 38
Ely	—	16
Fairmont	—	40+
Faribault	—	20
Fergus Falls	—	16—
Grand Rapids	—	20—
Hastings	—	29+
Hibbing	—	10+
International Falls	11+	—
Little Falls	—	14+
Mankato	—	15—
Marshall	—	22+
Minneapolis—	—	—
St. Paul	*2— 4 5— 9+ 11—	17 23+

Montevideo	—	19
New Ulm	—	43—
Northfield	—	26
Owatonna	—	45
Red Wing	—	63—
Rochester	10	55—
St. Cloud	7	33
St. Paul (see Minneapolis)	—	—
Stillwater	—	39—
Thief River Falls	—	15
Virginia	—	26+
Wadena	—	27+
Willmar	—	31+
Winona	—	61
Worthington	—	32

MISSISSIPPI

Biloxi	13+	*44+ 50—
Brookhaven	—	37+
Canton	—	16
Clarksdale	6	32
Columbia	—	35+
Columbus	4—	28—
Corluth	—	29—
Greenville	—	21— 27
Greenwood	—	24+
Grenada	—	15
Gulfport	—	56—
Hattiesburg	9	17—
Jackson	3+ 12+	*19+ 25—
Kosciusko	—	47
Laurel	—	52—
Laurel	—	33—
Louisville	—	46—
McComb	—	31—
Meridian	11—	30— *36—
Natchez	—	29+
Pascagoula	—	22
Picayune	—	14—
Starkville	—	34—
State College	*2+	—
Tupelo	9—	38
University	—	*20+
Vicksburg	—	41+
West Point	—	56+
Yazoo City	—	49

MISSOURI

Cape Girardeau	12	18+ 69
Carthage	—	56—
Caruthersville	—	27—
Chillicothe	—	14—
Clinton	—	49—
Columbia	8+	16+ 22—
Farmington	—	52
Festus	—	14+
Fulton	—	24+
Hannibal	7—	27+
Jefferson City	13	33+
Joplin	12+	30+
Kansas City	4 5+ 9+	*19+ 25+ 65
Kennett	—	21
Kirksville	3—	18
Lebanon	—	23
Marshall	—	40+
Maryville	—	26
Mexico	—	45
Moberly	—	35+
Monett	—	14
Nevada	—	18—
Poplar Bluff	—	15+
Rolla	—	46
St. Joseph	2—	30— *36
St. Louis	4— 5— *9	—
Sedalia	11—	30 36— 42+
Sikeston	6—	28+
Springfield	3+ 10	*26+ 32
West Plains	—	20—

MONTANA

	VHF Channel No.	UHF Channel No.
Anaconda	2+	—
Billings	2 8 *11	—
Bozeman	—	*9 22—
Butte	4 6+ *7—	15+
Cut Bank	—	20+
Deer Lodge	—	25+
Dillon	—	20
Glasgow	—	16
Glendive	—	18—
Great Falls	3+ 5+	*23—
Hamilton	—	17+
Hardin	4+	—
Havre	9+ 11+	—
Helena	10+ 12	—
Kalispell	8—	—
Laurel	—	14+
Lewistown	13	—
Livingston	—	16—
Miles City	3— *6 10	—
Missoula	*11— 13—	21+
Polson	—	18
Red Lodge	—	18+
Shelby	—	14—
Sidney	—	14
Whitefish	—	16+
Wolf Point	—	20—

NEBRASKA

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

NEVADA

Boulder City	4+	—
Carlin	—	14
Carson City	—	37
Elko	10—	—
Ely	3— 6+	—
Fallon	—	29—
Goldfield	5—	—
Hawthorne	—	31
Henderson	2—	—
Las Vegas	8— *10+	—
Lovelock	—	18+
McGill	8+	—
Reno	4 8	*21+ 27—
Tonopah	9—	—
Winnemucca	7+	—
Yerington	—	33

NEW HAMPSHIRE

Berlin	—	26
Claremont	—	37
Concord	—	27+
Durham	*11	—
Hanover	—	*21+
Keene	—	45—
Laconia	—	43
Littleton	—	24—
Manchester	9—	48+
Nashua	—	54
Portsmouth	—	15
Rochester	—	51

NEW JERSEY

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

NEW MEXICO

	VHF Channel No.	UHF Channel No.
Alamogordo	—	17
Albuquerque	4+ *5+ 7+	—
	13+	—
Artesia	—	21+
Atrisco-Five Points	—	18+
Belen	—	24+
Carlsbad	6—	23
Clayton	—	27—
Clovis	12+	35
Deming	—	14+
Farmington	—	17—
Gallup	3 *8— 10	—
Hobbs	—	46
Hot Springs	—	19
Las Cruces	—	22—
Las Vegas	—	14—
Lordsburg	—	23+
Los Alamos	—	20—
Lovington	—	27
Portales	—	22+
Raton	—	46— *52
Roswell	*3+ 8 10	—
Santa Fe	2+ *9+	—
	11—	—
Silver City	*10+ 12	—
Socorro	—	15+
Tucumcari	—	25+

NEW YORK

Albany-		
Schenectady-	*17+ 23—	
Troy	6	35 41
Amsterdam	—	52—
Auburn	—	37—
Batavia	—	33—
Binghamton	12—	40— *46+
Buffalo	—	17 *23
(also see Buffalo-Niagara Falls)		
Buffalo-		
Niagara Falls ..	2 4— 7+	59
Carthage	7—	—
Cortland	—	56+
Dunkirk	—	46
Elmira	18+ 24—	—
Glens Falls	—	39+
Gloversville	—	29—
Hornell	—	50
Ithaca	*14+ 20—	—
Jamestown	—	58+
Kingston	—	66—
Lake Placid	5	—
Malone	—	20+ *66
Massena	—	14—
Middletown	—	60
New York	2— 4 5+ 7	*25 31—
	9+ 11+	—
Niagara Falls (see Buffalo-Niagara Falls)		
Ogdensburg	—	24+
Olean	—	54+
Oneonta	—	62—
Oswego	—	31
Patchogue	—	75
Plattsburg	—	28+
Poughkeepsie	—	21— *83
Rochester	5— 10+	15— *21
		27+
Rome (see Utica)		
Saranac Lake	—	18
Schenectady (see Albany)		
Syracuse	3— 8	*43+
Troy (see Albany)		
Utica-Rome	13	*25+ 54—
Watertown	—	48

NORTH CAROLINA

Ahoskie	—	53
Albemarle	—	20
Asheville	13— *56—	62+ 78
Burlington	—	63
Burnsville	—	18
Chapel Hill	*4+	—
Charlotte	3 9+	36+ *42+
Durham	11+	*40— 46+
		73—
Elizabeth City	—	31+
Fayetteville	—	18— 54—
Gastonia	—	48
Goldensboro	—	34 72
Greensboro	2—	*51— 57—
Greenville	9	—
Henderson	—	52—
Hendersonville	—	27
Hickory	—	30—
High Point	—	15+
Jacksonville	—	16
Kannapolis	—	59+

NORTH CAROLINA—Continued

	VHF Channel No.	UHF Channel No.
Kinston	—	45
Laurinburg	—	41—
Lumberton	—	21+
Mount Airy	—	55
New Bern	13—	—
Raleigh	5	*22— 28—
Roanoke Rapids ..	—	30+
Rocky Mount	—	50+
Salisbury	—	80
Sanford	—	38
Shelby	—	39
Southern Pines ..	—	49
Statesville	—	64—
Washingon	7	—
Wilmington	3— 6	29— *35+
Wilson	—	56
Winston-Salem ..	12	26+ *32—

NORTH DAKOTA

Bismarck	5 12—	18 *24
Bottineau	—	16+
Carrington	—	26—
Devils Lake	8+	14—
Dickinson	2+ 4	*17
Fargo	6 11	*34— 40
Grafton	—	17
Grand Forks	*2 10	—
Harvey	—	22+
Jamestown	7—	42
Lisbon	—	23
Minot	*6+ 10—	—
	13+	—
New Rockford ..	—	20+
Rugby	—	38—
Valley City	4—	32—
Wahpeton	—	45+
Williston	8— 11—	*34+

OHIO

Akron	—	49+ *55—
		61+
Ashtabula	—	15
Athens	—	62—
Bellefontaine ..	—	63
Bowling Green ..	—	*70
Cambridge	—	26
Canton	—	29
Chillicothe	—	56+
Cincinnati	5— 9 12	*48— 54—
		74—
Cleveland	3 5+ 8	19 *25+
		65+
Columbus	4— 6+	*34 40—
	10+	—
Coshocton	—	20
Dayton	2 7+	*16+ 22+
Defiance	—	43
Findlay	—	53
Fremont	—	59+
Gallipolis	—	72
Hamilton-		
Middletown	—	65
Lancaster	—	28—
Lima	—	35— 73
Lorain	—	31—
Mansfield	—	36+
Marion	—	17—
Massillon	—	23+
Middletown (see Hamilton)		
Mount Vernon ..	—	58
Newark	—	60—
Oxford	—	*14+
Piqua	—	44—
Portsmouth	—	30
Sandusky	—	42+
Springfield	—	52— 76
Steuensville (see Wheeling, W. Va.)		
Tiffin	—	47+
Toledo	11— 13	*30+ 79
Warren	—	67+
Youngstown	—	21— 27 73—
Zanesville	—	18— 50+

OKLAHOMA

Ada	10+	50+
Altus	—	36
Alva	—	30
Anadarko	—	58—
Ardmore	12—	55—
Bartlesville	—	62—
Blackwell	—	51—
Chickasha	—	64
Claremore	—	15
Clinton	—	32—
Duncan	—	39—

OKLAHOMA—Continued

	VHF Channel No.	UHF Channel No.
Durant	—	27—
Elk City	—	15+ 26+
El Reno	—	56+
Enid	5	21 *27+
Frederick	—	44
Guthrie	—	48
Guymon	—	20+
Hobart	—	23+
Holdenville	—	14—
Hugo	—	21+
Lawton	7+	*28+ 34—
McAlester	—	47
Miami	—	58+
Muskogee	8—	*45+ 66+
Norman	—	31— *37—
Oklahoma City ..	4— 9— *13	19+ 25—
Okmulgee	—	26
Pauls Valley	—	61
Ponca City	—	40—
Pryor Creek	—	54
Sapulpa	—	42—
Seminole	—	59
Shawnee	—	53—
Stillwater	—	29— *69
Tulsa	2+ 6 *11—	17+ 23
Vinita	—	28—
Woodward	8+	—

OREGON

Albany	—	55+
Ashland	—	14—
Astoria	—	30—
Baker	—	37+
Bend	—	15—
Burns	—	16
Corvallis	*7—	49—
Eugene	*9+ 13	20+ 26
Grants Pass	—	30
Klamath Falls ..	2—	17
La Grande	13+	—
Lebanon	—	43+
McMinnville	—	46—
Medford	5	—
North Bend	—	16+
Pendleton	—	28
Portland	6+ 8— *10	21— 27+
		12
Roseburg	4+	28+
Salem	3+ *18—	24+ 66
Springfield	—	37—
The Dalles	—	32

PENNSYLVANIA

Allentown	—	39 67
Altoona	10—	19+ 25—
Bethlehem	—	51—
Bradford	—	70—
Butler	—	43—
Chambersburg ..	—	46—
Du Bois	—	31+
Easton	—	57—
Emporium	—	42—
Erie	12	35+ *41—
		66+
Harrisburg	—	27— 55+
		71+
Hazleton	—	63
Irwin	4+	—
Johnstown	6	56—
Lancaster	8—	21+
Lebanon	—	15+
Lewistown	—	74—
Lock Haven	—	32—
Meadville	—	37
New Castle	—	45—
Oil City	—	64
Philadelphia	3 6— 10	17— 23+ 29
		*35—
Pittsburgh	2— 11	16 47— 53+
	*13—	—
Reading	—	33+ 61—
Scranton	—	16— 22— 44
Shamokin	—	65
Sharon	—	39+
State College	—	*46
Sunbury	—	38
Uniontown	—	14
Washington	—	63+
Wilkes-Barre	—	28 34
Williamsport	—	36—
York	—	43 49

RHODE ISLAND

Providence	10+ 12+	16 *22
------------------	---------	--------

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

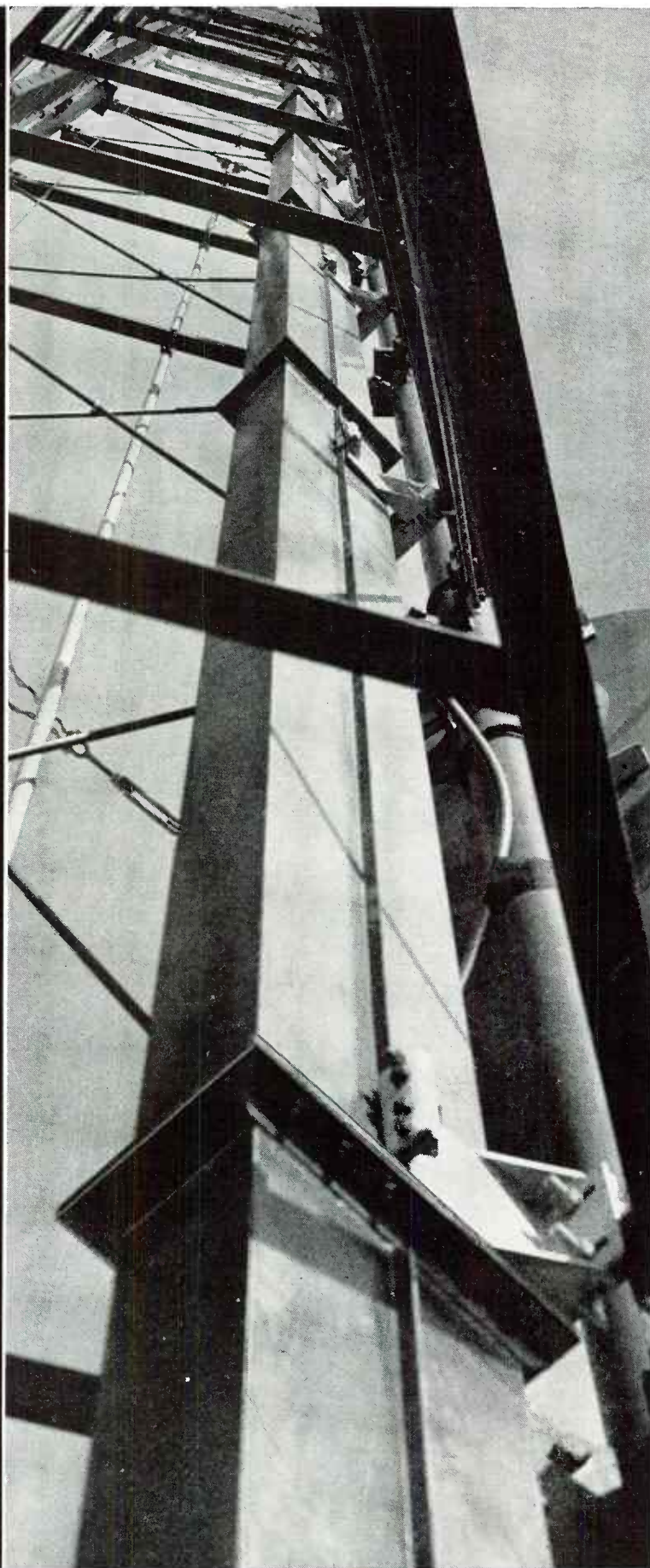
VSWR low enough for color television

- *New Andrew copper clad steel waveguide*
- *Andrew UHF Coaxial line*
- *Andrew high efficiency Steatite line for VHF*

Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—

* Our high technical standards are backed by a 20 year record of accepting *systems* responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station *now*—and accept a contingent order to be placed through your transmitter manufacturer at a later date.



SOUTH CAROLINA

	VHF Channel No.	UHF Channel No.
Aiken	—	54
Anderson	—	40 58—
Camden	—	14
Charleston	2+ 5+ *13	17+
Clemson	—	*68
Columbia	10— *19+ 25—	67+
Conway	—	23—
Florence	8—	60
Georgetown	—	27—
Greenville	4—	23+ *29
Greenwood	—	21—
Lake City	—	55+
Lancaster	—	31—
Laurens	—	45—
Marion	—	43—
Newberry	—	70
Orangeburg	—	44—
Rock Hill	—	61—
Spartanburg	7+	17— 74—
Sumter	—	47
Union	—	65—

SOUTH DAKOTA

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

TENNESSEE

Athens	—	14+
Bristol, Tenn.-	—	—
Bristol, Va.	5+	46—
Chattanooga	3+ 12— 43+ 49+	*55—
Clarksville	—	53
Cleveland	—	38+
Columbia	—	39—
Cookeville	—	24 *69
Covington	—	19—
Crossville	—	*77
Dyersburg	—	46+
Elizabethton	—	22+
Fayetteville	—	27+
Gallatin	—	48+
Harriman	—	67
Humboldt	—	25
Jackson	7+	16+
Johnson City	11—	34+
Kingsport	—	28
Knoxville	6 10+	*20+ 26—
Lawrenceburg	—	50+
Lebanon	—	58
Lexington	*11	—
McMinnville	—	46
Maryville	—	51
Memphis	3 5+ *10+ 13+	42— 48—
Morristown	—	54+
Murfreesboro	—	18—
Nashville	*2— 4+ 8+	30+ 36+
Oak Ridge	—	32+
Old Hickory	5	—
Paris	—	51+
Pulaski	—	44—
Shelbyville	—	62—
Sneedville	*2+	—
Springfield	—	42
Tullahoma	—	68—
Union City	—	55

TEXAS

Abilene	9+	33—
Alice	—	34+
Alpine	12—	—
Amarillo	*2— 4 7 10	—
Athens	—	25+
Austin	7+ 18— 24 *70—	—
Ballinger	—	25
Bay City	—	33
Beaumont-	—	—
Port Arthur	4— 6—	31+ *37
Beeville	—	38—
Big Spring	4—	34+
Bonham	—	43
Borger	—	33

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Brady	—	15—
Breckenridge	—	14+
Brenham	—	52—
Brownfield	—	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	—	36
Brownsville-Harlingen-Weslaco ¹	4+ 5—	—
Brownwood	—	19
Bryan	—	54—
Childress	—	40
Cleburne	—	57
Coleman	—	21—
College Station	*3+	48—
Conroe	—	20+
Corpus Christi	6+ 10—	*16+ 22 43
Corsicana	—	47+
Crockett	—	56
Crystal City	—	28+
Cuero	—	25—
Dalhart	—	16
Dallas	4+ 8 *13+	23 29 73
Del Rio	—	16—
Denison	—	52
Denton	*2	17
Eagle Pass	—	26
Edinburg	—	26—
El Campo	—	27
El Paso	4 *7 9 13	20+ 26+
Falfurrias	—	52
Floydada	—	45
Fort Stockton	—	22
Fort Worth	5+ 11—	20— *26—
Gainesville	—	49—
Galveston	11+ 35— 41—	*47—
Gonzales	—	64+
Greenville	—	69—
Harlingen (also see Brownsville-Harlingen-Weslaco)	—	23
Hebbronville	—	58
Henderson	—	42+
Hereford	—	19—
Hillsboro	—	63
Houston	2— *8— 13—	23+ 29— 39—
Huntsville	—	15
Jacksonville	—	36—
Jasper	—	49+
Kermit	—	14
Kilgore	—	59—
Kingsville	—	40
Lamesa	—	28
Lampasas	—	40—
Laredo	8 13	*15+
Levelland	—	38—
Littlefield	—	32
Longview	—	32 38+
Lubbock	5— 11 13—	*20 26
Lufkin	—	9
McAllen	—	20—
McKinney	—	65—
Marfa	—	19+
Marshall	—	16—
Mercedes	—	32
Mexia	—	50—
Midland	2+	18
Mineral Wells	—	38
Mission	—	14
Monahans	9—	—
Mount Pleasant	—	35
Nacogdoches	—	40+
New Braunfels	—	62—
Odessa	7—	24—
Orange	—	43—
Pampa	—	17—
Paris	—	33+
Pearsall	—	31
Pecos	—	16+
Perryton	—	22
Plainview	—	29+
Port Arthur (see Beaumont)	—	—
Quanah	—	42
Raymondville	—	42
Rosenberg	—	17—
San Angelo	3— 8+	17+ *23—
San Antonio	4 5 *9— 12+	35+ 41+
San Benito	—	48
San Marcos	—	53+
Seguin	—	14—
Seymour	—	24+
Sherman	—	46+
Snyder	—	30+
Stephenville	—	32+

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

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Sulphur Springs	—	41
Sweetwater	12	—
Taylor	—	58+
Temple	6	16 22+
Terrell	—	53
Texarkana	6+	*18 24—
Tyler	7	19— 72
Uvalde	—	20
Vernon	—	18+
Victoria	—	19+
Waco	10+	*28— 34
Waxahachie	—	45—
Weatherford	—	51
Weslaco (see Brownsville-Harlingen-Weslaco)	—	—
Wichita Falls	3 6—	*16+ 22—

UTAH

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

VERMONT

Bennington	—	74+
Brattleboro	—	77+
Burlington	—	*16+ 22+
Montpelier	3	40
Newport	—	46
Rutland	—	49+
St. Albans	—	34—
St. Johnsbury	—	30

VIRGINIA

Blacksburg	—	*60+
Bristol (see Bristol, Tenn.)	—	—
Charlottesville	—	*45+ 64+
Covington	—	44+
Danville	—	24—
Emporia	—	25+
Farmville	—	19
Fredericksburg	—	47
Front Royal	—	39—
Harrisonburg	3—	34—
Lexington	—	54
Lynchburg	13	16—
Marion	—	50
Martinsville	—	35—
Newport News (see Norfolk-Portsmouth-Newport News)	—	—
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	—	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3+ 10+ 15	*21— 33
Norton	—	52+
Petersburg	8	41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	—	—
Pulaski	—	37—
Richmond	6+ 12—	*23 29+
Roanoke	7— 10	27+ *33—
South Boston	—	14+
Staunton	—	36
Waynesboro	—	42
Williamsburg	—	17
Winchester	—	28+

WASHINGTON

Aberdeen	—	58
Anacortes	—	34
Bellingham	12+	18+ 24—
Bremerton	—	44 50
Centralia	—	17
Ellensburg	—	49 *65
Ephrata	—	43
Everett	—	22— 28—
Grand Coulee	—	37
Hoquiam	—	52
Kelso	—	39
Kennewick (also see Kennewick-Richland-Pasco)	—	25
Kennewick-Richland-Pasco	—	*41
Longview	—	33
Olympia	—	60
Omak-	—	—
Okanogan	—	*35—
Okanogan (see Omak)	—	—

WASHINGTON—Continued

	VHF Channel No.	UHF Channel No.
Pasco (also see Kennewick-Richmond-Pasco)	—	19—
Port Angeles	—	16—
Pullman	*10—	24
Richland (also see Kennewick-Richmond-Pasco)	—	31
Seattle	4 5+ 7 *9	20 26+
Spokane	2— 4— 6— *7+	—
Tacoma	11+ 13—	*56 62
Walla Walla	5— 8	*22
Wenatchee	—	*45 55 67
Yakima	—	23+ 29+ *47

WEST VIRGINIA

Beckley	4	21 66
Bluefield	6—	41+
Charleston	8+	*43+ 49—
Clarksburg	12+	22 69—
Elkins	—	40+
Fairmont	—	35
Hinton	—	31
Huntington	3+ 13+	*53—
Logan	—	23—
Martinsburg	—	58—
Morgantown	—	*24
Parkersburg	—	15—
Welch	—	25
Weston	*5	32
Wheeling	—	*57+

(also see Wheeling-Steubenville)

Wheeling-Steubenville, O.	7 9+	51+
Williamson	—	17

WISCONSIN

Adams	—	*58+
Appleton	—	42+
Ashland	—	15+
Beaver Dam	—	37
Beloit	—	57
Chilton	—	*24+
Eau Claire	13	*19+ 25+
Fond du Lac	—	54+
Green Bay	2+ 5+	70+
Janesville	—	63+
Kenosha	—	61—
La Crosse	8+	*32+ 38—72
Madison	3	*21— 27— 33+

Manitowoc	—	65
Marinette	11+	32— *38+
Milwaukee	4— *10+	19— 25 31+

Oshkosh	—	48—
Park Falls	—	*18
Portage	—	17—
Prairie du Chien	—	34
Racine	—	49— 55
Rhinelander	—	22
Rice Lake	—	21+
Richland Center	—	15 *66—
Sheboygan	—	59—
Shell Lake	—	*30—
Sparta	—	50—
Stevens Point	—	20+ 26—
Sturgeon Bay	—	44—
Superior (see Duluth, Minn.)	—	—
Wausau	7—	16+ *46—
Whitefish Bay	6	—
Wisconsin Rapids	—	14—

WYOMING

Buffalo	—	29
Casper	2+ 6+	—
Cheyenne	3 5+	—
Cody	—	24—
Douglas	—	14
Evanston	—	14—
Gillette	—	31—
Green River	—	16
Greybull	—	40
Lander	—	17—
Laramie	*8+	18+
Lovell	—	36+
Luak	—	19—
Newcastle	—	28+
Powell	—	30+
Rawlins	11—	—
Riverton	10+	—
Rock Springs	13	—
Sheridan	9— 12+	—
Thermopolis	—	15
Torrington	—	27
Wheatland	—	24+
Worland	—	34

(For Territories and Possessions, see page 307)

New TEST INSTRUMENTS for COLOR TV

TYPE 1105

VIDEO SWEEP GENERATOR



specifications

- High Output
- Flat Frequency Response
- Stable Keyed Carrier Markers
- Low Harmonic Distortion
- 75-ohm Internal Impedance
- Ten Marker Frequencies*

RF OUTPUT:
2.0 V max. p-p from 75-ohm source into 75-ohm load.

ATTENUATION:
0 to 63 db in 3, 10, 20 and 20 db steps plus 10 db variable.

SWEEP WIDTH:
10 Megacycles

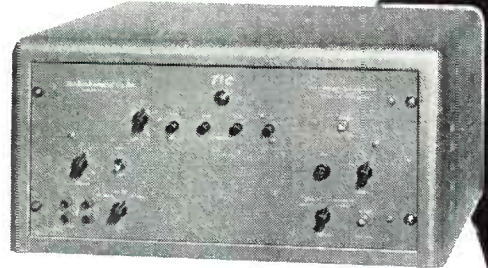
MARKERS:
Keyed pulse-type markers on RF output; 0.01% accuracy; available externally, either polarity adjustable for Z axis modulation.

SAWTOOTH:
Locked to line frequency for horizontal sweep of oscilloscope.

\$500.00 FOB Plant
(*Markers \$10 ea. add'l)

TYPE 2123

CHROMATRAN



specifications

- High Output (0.2 volts peak-to-peak)
- Low Incremental Amplitude and Differential Phase Distortion
- Sound-Picture Carrier Difference Maintained within 1000 Cycles
- Available for any VHF Channel
- Video Modulating Signal DC-Restored
- Adjustable Sound-to-Picture Carrier Ratio

FREQUENCY:
Any single specified VHF Channel.

PICTURE-CARRIER ACCURACY: 0.005%.

SOUND-CARRIER ACCURACY:
4.5 mc ±1000 cps above picture carrier frequency.

INTERMODULATION DISTORTION (920 KC BEAT):
Better than 50 db below maximum picture carrier level at maximum modulation.

SOUND CARRIER MODULATION:
INTERNAL: at least ±25 kc deviation, 400 cycles.
EXTERNAL: Deviation sensitivity ±25 kc per volt. Maximum deviation ±50 kc.

\$600.00 FOB Plant



Complete instrument catalog available on request.

Tel-Instrument Co. Inc.

728 GARDEN STREET, CARLSTADT, NEW JERSEY

Handy Reference Table

VHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

As Contained in Sixth Report and Order of FCC (52-294)—The Final Allocation Report, Published by
Television Digest, April 14, 1952, Including All Changes Since That Date

For List of Existing Grants by Channels, See Pages 293-296

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

For Offset Carrier Position of Each Assignment, See Pages 297-305

CHANNEL NO. 2 (54-60 mc)

*Andalusia, Ala.
*Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Daytona Beach, Fla.
*Miami, Fla.
Atlanta, Ga.
Boise, Ida.
Chicago, Ill.
Springfield, Ill.
Cedar Rapids, Ia.
Great Bend, Kan.
Baton Rouge, La.
Bangor, Me.
Baltimore, Md.
*Boston, Mass.
Detroit, Mich.
*Minneapolis-St. Paul, Minn.
*State College, Miss.
St. Joseph, Mo.
Anaconda, Mont.
Billings, Mont.
North Platte, Neb.
Henderson, Nev.
Santa Fe, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
Greensboro, N. C.
Dickinson, N. D.
*Grand Forks, N. D.
Dayton, O.
Tulsa, Okla.
Klamath Falls, Ore.
Pittsburgh, Pa.
Charleston, S. C.
*Vermillion, S. D.
*Nashville, Tenn.
*Sneedville, Tenn.
*Amarillo, Tex.
*Denton, Tex.
Houston, Tex.
Midland, Tex.
Salt Lake City, Utah
Spokane, Wash.
Green Bay, Wis.
Casper, Wyo.
San Juan, Puerto Rico
Anchorage, Alaska
Fairbanks, Alaska
Ketchikan, Alaska
Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 3 (60-66 mc)

Douglas, Ariz.
Phoenix, Ariz.
Eureka, Cal.
Sacramento, Cal.
Santa Barbara, Cal.

Pueblo, Colo.
Hartford, Conn.
Pensacola, Fla.
*Tampa-St. Petersburg, Fla.
Savannah, Ga.
Idaho Falls, Ida.
Lewiston, Ida.
Champaign-Urbana, Ill.
Mason City, Ia.
Wichita, Kan.
Louisville, Ky.
Shreveport, La.
Escanaba, Mich.
Kalamazoo, Mich.
Duluth-Superior (Wis.), Minn.
Jackson, Miss.
Kirksville, Mo.
Springfield, Mo.
Great Falls, Mont.
Miles City, Mont.
Omaha, Neb.
Ely, Nev.
Gallup, N. M.
*Roswell, N. M.
Syracuse, N. Y.
Charlotte, N. C.
Wilmington, N. C.
Cleveland, O.
Salem, Ore.
Philadelphia, Pa.
Rapid City, S. D.
Watertown, S. D.
Chattanooga, Tenn.
Memphis, Tenn.
*College Station, Tex.
San Angelo, Tex.
Wichita Falls, Tex.
Vernal, Utah
Montpelier, Vt.
Harrisonburg, Va.
Norfolk-Portsmouth-Newport News, Va.
Huntington, W. Va.
Madison, Wis.
Cheyenne, Wyo.
Mayaguez, Puerto Rico
*Juneau, Alaska
Lihue, Hawaii
Wailuku, Hawaii

CHANNEL NO. 4 (66-72 mc)

Tucson, Ariz.
Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Washington, D. C.
Jacksonville, Fla.
Miami, Fla.
Columbus, Ga.
*Boise, Ida.
Bloomington, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.

Sloux City, Ia.
New Orleans, La.
Boston, Mass.
Cheboygan, Mich.
Detroit, Mich.
Minneapolis-St. Paul, Minn.
Columbus, Miss.
Kansas City, Mo.
St. Louis, Mo.
Butte, Mont.
Hardin, Mont.
North Platte, Neb.
Boulder City, Nev.
Reno, Nev.
Albuquerque, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
*Chapel Hill, N. C.
Dickinson, N. D.
Valley City, N. D.
Columbus, O.
Oklahoma City, Okla.
Roseburg, Ore.
Irwin, Pa.
Greenville, S. C.
Nashville, Tenn.
Amarillo, Tex.
Beaumont-Port Arthur, Tex.
Big Spring, Tex.
Brownsville-Harlingen-Weslaco, Tex.
Dallas, Tex.
El Paso, Tex.
San Antonio, Tex.
Salt Lake City, Utah
Seattle, Wash.
Spokane, Wash.
Beckley, W. Va.
Milwaukee, Wis.

San Juan, Puerto Rico
Fairbanks, Alaska
Ketchikan, Alaska
Seward, Alaska
*Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 5 (76-82 mc)

Mobile, Ala.
Phoenix, Ariz.
Fort Smith, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Grand Junction, Colo.
Pueblo, Colo.
Washington, D. C.
*Gainesville, Fla.
West Palm Beach, Fla.
Atlanta, Ga.
Chicago, Ill.
Ames, Ia.
Alexandria, La.
Bangor, Me.
Boston, Mass.

Bay City, Mich.
Minneapolis-St. Paul, Minn.
Kansas City, Mo.
St. Louis, Mo.
Great Falls, Mont.
Hastings, Neb.
Goldfield, Nev.
*Albuquerque, N. M.
Lake Placid, N. Y.
New York, N. Y.
Rochester, N. Y.
Raleigh, N. C.
Bismarck, N. D.
Cincinnati, O.
Cleveland, O.
Enid, Okla.
Medford, Ore.
Charleston, S. C.
Lead, S. D.
Mitchell, S. D.
Bristol, Tenn.-Va.
Memphis, Tenn.
Old Hickory, Tenn.
Brownsville-Harlingen-Weslaco, Tex.
Fort Worth, Tex.
Lubbock, Tex.
San Antonio, Tex.
Cedar City, Utah
Salt Lake City, Utah
Seattle, Wash.
Walla Walla, Wash.
*Weston, W. Va.
Green Bay, Wis.
Cheyenne, Wyo.
Mayaguez, Puerto Rico

CHANNEL NO. 6 (82-88 mc)

Birmingham, Ala.
Kingman, Ariz.
*Tucson, Ariz.
*Sacramento, Cal.
San Luis Obispo, Cal.
*Denver, Colo.
Durango, Colo.
Orlando, Fla.
Augusta, Ga.
Thomasville, Ga.
Nampa, Ida.
Pocatello, Ida.
Indianapolis, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Dodge City, Kan.
Paducah, Ky.
New Orleans, La.
Portland, Me.
Lansing, Mich.
Marquette, Mich.
Austin, Minn.
Duluth-Superior (Wis.), Minn.
Clarksdale, Miss.
Sedalia, Mo.
Butte, Mont.
*Miles City, Mont.

Omaha, Neb.
Ely, Nev.
Carlsbad, N. M.
Albany-Schenectady-Troy, N. Y.
Wilmington, N. C.
Fargo, N. D.
*Minot, N. D.
Columbus, O.
Tulsa, Okla.
Portland, Ore.
Johnstown, Pa.
Philadelphia, Pa.
Pierre, S. D.
Knoxville, Tenn.
Beaumont-Port Arthur, Tex.
Corpus Christi, Tex.
Temple, Tex.
Texarkana, Tex.
Wichita Falls, Tex.
Price, Utah
Richmond, Va.
Spokane, Wash.
Bluefield, W. Va.
Whitefish Bay, Wis.
Casper, Wyo.
Caguas, Puerto Rico

CHANNEL NO. 7 (174-180 mc)

*Munford, Ala.
Pine Bluff, Ark.
Los Angeles, Cal.
Redding, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Washington, D. C.
*Jacksonville, Fla.
Miami, Fla.
Panama City, Fla.
Boise, Ida.
Chicago, Ill.
Evansville, Ind.
Waterloo, Ia.
Hays, Kan.
Pittsburg, Kan.
Lake Charles, La.
Calais, Me.
Boston, Mass.
Detroit, Mich.
Traverse City, Mich.
St. Cloud, Minn.
Hannibal, Mo.
*Butte, Mont.
Omaha, Neb.
Winnemucca, Nev.
Albuquerque, N. M.
Buffalo-Niagara Falls, N. Y.
Carthage, N. Y.
New York, N. Y.
Washington, N. C.
Jamestown, N. D.
Dayton, O.
Lawton, Okla.
*Corvallis, Ore.

Spartanburg, S. C.
 Rapid City, S. D.
 Jackson, Tenn.
 Amarillo, Tex.
 Austin, Tex.
 *El Paso, Tex.
 Odessa, Tex.
 Tyler, Tex.
 *Salt Lake City, Utah
 Roanoke, Va.
 Seattle, Wash.
 *Spokane, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Wausau, Wis.

Ponce, Puerto Rico

*Anchorage, Alaska
 Fairbanks, Alaska

Hilo, Hawaii
 *Honolulu, Hawaii

CHANNEL NO. 8
 (180-186 mc)

Selma, Ala

*Phoenix, Ariz.
 Jonesboro, Ark.
 Salinas-
 Monterey, Cal.
 San Diego, Cal.
 *Pueblo, Colo.
 New Haven, Conn.
 Tampa-St. Petersburg,
 Fla.

*Athens, Ga.
 Idaho Falls, Ida.
 Peoria, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.

*Manhattan, Kan.
 Monroe, La.
 New Orleans, La.
 Lewiston, Me.
 Presque Isle, Me.
 Grand Rapids, Mich.
 Sault Ste. Marie, Mich.

*Duluth-Superior
 (Wis.), Minn.
 Columbia, Mo.
 Billings, Mont.
 Kallispell, Mont.
 McCook, Neb.
 Las Vegas, Nev.
 McGill, Nev.
 Reno, Nev.

*Gallup, N. M.
 Roswell, N. M.
 Syracuse, N. Y.
 Devils Lake, N. D.
 Williston, N. D.
 Cleveland, O.
 Muskogee, Okla.
 Woodward, Okla.
 Portland, Ore.
 Lancaster, Pa.
 Florence, S. C.

*Brookings, S. D.
 Nashville, Tenn.
 Dallas, Tex.

*Houston, Tex.
 Laredo, Tex.
 San Angelo, Tex.
 Petersburg, Va.
 Walla Walla, Wash.
 Charleston, W. Va.
 La Crosse, Wis.
 *Laramie, Wyo.

Juneau, Alaska
 *Lihue, Hawaii
 Wailuku, Hawaii

Christiansted, Virgin
 Islands

CHANNEL NO. 9
 (186-192 mc)

Dothan, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Hot Springs, Ark.
 Alturas, Cal.
 Los Angeles, Cal.
 *San Francisco-Oakland,
 Cal.
 Denver, Colo.
 Washington, D. C.
 Orlando, Fla.
 Rome, Ga.

*Savannah, Ga.
 Caldwell, Ida.
 Sandpoint, Ida.
 Chicago, Ill.
 Hatfield, Ind.
 Cedar Rapids, Ia.
 Sioux City, Ia.
 Garden City, Kan.
 Alpena, Mich.
 Iron Mountain, Mich.
 Minneapolis-St. Paul,
 Minn.
 Hattiesburg, Miss.
 Tupelo, Miss.
 Kansas City, Mo.

*St. Louis, Mo.
 *Bozeman, Mont.
 Havre, Mont.
 Tonopah, Nev.
 Manchester, N. H.

*Santa Fe, N. M.
 New York, N. Y.
 Charlotte, N. C.
 Greenville, N. C.
 Cincinnati, O.
 Oklahoma City, Okla.

*Eugene, Ore.
 Aberdeen, S. D.
 Abilene, Tex.
 El Paso, Tex.
 Lufkin, Tex.
 Monahans, Tex.

*San Antonio, Tex.
 Ogden, Utah

*Seattle, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Sheridan, Wyo.

Ponce, Puerto Rico

*Fairbanks, Alaska
 *Ketchikan, Alaska
 Seward, Alaska

Hilo, Hawaii
 Honolulu, Hawaii

CHANNEL NO. 10
 (192-198 mc)

*Birmingham, Ala.
 Mobile, Ala.
 Phoenix, Ariz.
 El Dorado, Ark.
 Bakersfield, Cal.

Sacramento, Cal.
 San Diego, Cal.
 Montrose, Colo.
 Miami, Fla.
 Albany, Ga.
 Pocatello, Ida.
 Quincy, Ill.
 Terre Haute, Ind.
 Goodland, Kan.
 Wichita, Kan.
 Lafayette, La.
 Augusta, Me.
 Hancock, Mich.
 Parma-Onandaga, Mich.
 Sault Ste. Marie, Mich.
 Hibbing, Minn.
 Rochester, Minn.
 Springfield, Mo.
 Helena, Mont.
 Miles City, Mont.
 Lincoln, Neb.
 Scottsbluff, Neb.
 Elko, Nev.

*Las Vegas, Nev.
 Gallup, N. M.
 Roswell, N. M.

*Silver City, N. M.
 Rochester, N. Y.
 Grand Forks, N. D.
 Minot, N. D.
 Columbus, O.
 Ada, Okla.

*Portland, Ore.
 Altoona, Pa.
 Philadelphia, Pa.
 Providence, R. I.
 Columbia, S. C.
 Pierre, S. D.
 Knoxville, Tenn.

*Memphis, Tenn.
 Amarillo, Tex.
 Corpus Christi, Tex.
 Waco, Tex.
 Norfolk-Portsmouth-
 Newport News, Va.
 Roanoke, Va.

*Pullman, Wash.
 *Milwaukee, Wis.
 Riverton, Wyo.

Juneau, Alaska
 Lihue, Hawaii
 *Wailuku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 11
 (198-204 mc)

Yuma, Ariz.
 Little Rock, Ark.
 Los Angeles, Cal.
 San Jose, Cal.
 Yreka City, Cal.
 Colorado Springs, Colo.
 Fort Myers, Fla.
 *Tallahassee, Fla.
 Atlanta, Ga.
 Savannah, Ga.
 Twin Falls, Ida.
 *Chicago, Ill.
 *Des Moines, Ia.
 Garden City, Kan.
 *Lawrence, Kan.
 Louisville, Ky.
 Baltimore, Md.
 International Falls,
 Minn.

Minneapolis-St. Paul,
 Minn.
 Meridian, Miss.
 St. Louis, Mo.
 *Billings, Mont.
 Havre, Mont.
 *Missoula, Mont.
 Grand Island, Neb.
 *Durham, N. H.
 Santa Fe, N. M.
 New York, N. Y.
 Durham, N. C.
 Fargo, N. D.
 Williston, N. D.
 Toledo, O.

*Tulsa, Okla.
 Pittsburgh, Pa.
 Sioux Falls, S. D.
 Johnson City, Tenn.

*Lexington, Tenn.
 Ft. Worth, Tex.
 Galveston, Tex.
 Lubbock, Tex.
 Provo, Utah
 Tacoma, Wash.
 Marinette, Wis.
 Rawlins, Wyo.

*San Juan, Puerto Rico
 Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

CHANNEL NO. 12
 (204-210 mc)

Montgomery, Ala.
 Mesa, Ariz.
 Chico, Cal.
 Fresno, Cal.
 *Boulder, Colo.
 Wilmington, Del.
 Jacksonville, Fla.
 West Palm Beach, Fla.
 Augusta, Ga.
 Coeur d'Alene, Ida.
 Nampa, Ida.

*Champaign-
 Urbana, Ill.

*Iowa City, Ia.
 Hutchinson, Kan.
 Shreveport, La.

*Orono, Me.
 Flint, Mich.
 Ironwood, Mich.
 Brainerd, Minn.
 Jackson, Miss.
 Cape Girardeau, Mo.
 Joplin, Mo.
 Helena, Mont.
 Lincoln, Neb.
 Clovis, N. M.
 Silver City, N. M.
 Binghamton, N. Y.
 Winston-Salem, N. C.
 Bismarck, N. D.,
 Cincinnati, O.
 Ardmore, Okla.
 Portland, Ore.
 Erie, Pa.
 Providence, R. I.
 Huron, S. D.
 Chattanooga, Tenn.
 Alpine, Tex.
 San Antonio, Tex.
 Sweetwater, Tex.
 Logan, Utah

Richmond, Va.
 Bellingham, Wash.
 Clarksburg, W. Va.
 Milwaukee, Wis.
 Sheridan, Wyo.
 Lihue, Hawaii
 Wailuku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 13
 (210-216 mc)

Birmingham, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Yuma, Ariz.

*Fayetteville, Ark.
 Eureka, Cal.
 Los Angeles, Cal.
 Stockton, Cal.
 Colorado Springs, Colo
 Tampa-St. Petersburg
 Fla.
 Warner Robins, Ga.
 Twin Falls, Ida.
 Rockford, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.
 Topeka, Kan.
 Bowling Green, Ky.
 Monroe, La.
 Portland, Me.
 Baltimore, Md.
 Cadillac, Mich.
 Calumet, Mich.
 Bemidji, Minn.
 Biloxi, Miss.
 Jefferson City, Mo.
 Lewistown, Mont.
 Missoula, Mont.
 Alliance, Neb.
 Kearney, Neb.
 Las Vegas, Nev.
 Newark, N. J.
 Albuquerque, N. M.
 Utica-Rome, N. Y.
 Asheville, N. C.
 New Bern, N. C.
 Minot, N. D.
 Toledo, O.

*Oklahoma City, Okla
 Eugene, Ore.
 La Grande, Ore.
 *Pittsburgh, Pa.
 *Charleston, S. C.
 Sioux Falls, S. D.
 Memphis, Tenn.

*Dallas, Tex.
 El Paso, Tex.
 Houston, Tex.
 Laredo, Tex.
 Lubbock, Tex.
 Richfield, Utah
 Lynchburg, Va.
 Tacoma, Wash.
 Huntington, W. Va.
 Eau Claire, Wis.
 Rock Springs, Wyo.

Arecibo, Puerto Rico

Anchorage, Alaska
 Fairbanks, Alaska
 Sitka, Alaska

Hilo, Hawaii
 Honolulu, Hawaii

HAWAIIAN ISLANDS

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

VIRGIN ISLANDS

Charlotte Amalie	10- 12+	—
Christiansted	8+	—

Allocation Table
U.S. TERRITORIES AND POSSESSIONS

PUERTO RICO

ALASKA			
Anchorage	2- *7-	—	
	11 13-	—	
Fairbanks	2+ 4+ 7+	—	
	*9+ 11+ 13+	—	
Juneau	*3 8 10	—	
Ketchikan	2 4 *9	—	
Seward	4- 9-	—	
Sitka	13	—	

Arecibo	13+	—
Caguas	6+	—
Mayaguez	3+ 5-	—
Ponce	7+ 9-	—
San Juan	2+ 4- *11-	—

Handy Reference Table

UHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use
These Channel Allocations Include All Changes Promulgated Since Final Allocation Report Up to Jan. 15, 1955
and Supersede All Existing and Proposed Tables

CHANNEL NO. 14 (470-476 mc)

Clanton, Ala.
Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
Modesto, Cal.
Palm Springs, Cal.
Leadville, Colo.
Key West, Fla.
Lake Wales, Fla.
Tifton, Ga.
Payette, Ida.
Kankakee, Ill.
Cherokee, Ia.
Liberal, Kan.
Newton, Kan.
Owensboro, Ky.
Pikeville, Ky.
DeRidder, La.
Millinocket, Me.
Annapolis, Md.
Worcester, Mass.
Manistique, Mich.
Little Falls, Minn.
Picayune, Miss.
Chillicothe, Mo.
Festus, Mo.
Monett, Mo.
Laurel, Mont.
Shelby, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
*Oxford, O.
Holdenville, Okla.
Ashland, Ore.
Unlontown, Pa.
Camden, S. C.
Athens, Tenn.
Breckeuridge, Tex.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.

CHANNEL NO 15 (476-482 mc)

Gadsden, Ala.
Blisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
*San Diego, Cal.
Durango, Colo.
Ft. Morgan, Colo.
Ocala, Fla.
Pensacola, Fla.
*West Palm Beach, Fla.
Dublin, Ga.
Burley, Ida.
*Moscow, Ida.
Bloomington, Ill.
Angola, Ind.

Ottumwa, Ia.
Larned, Kan.
*Louisville, Ky.
New Iberia, La.
Van Buren, Me.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Grenada, Miss.
Poplar Bluff, Mo.
Butte, Mont.
York, Neb.
Portsmouth, N. H.
Socorro, N. M.
Rochester, N. Y.
High Point, N. C.
Ashtabula, O.
Claremore, Okla.
Elk City, Okla.
Bend, Ore.
Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.
*Laredo, Tex.
Norfolk-Portsmouth-
Newport News, Va.
Parkersburg, W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

CHANNEL NO. 16 (482-488 mc)

Tuskegee, Ala.
Winslow, Ariz.
*Fort Smith, Ark.
El Centro, Cal.
Red Bluff, Cal.
Santa Cruz, Cal.
Santa Paula, Cal.
Lakeland, Fla.
Waycross, Ga.
Aurora, Ill.
Olney, Ill.
Waterloo, Ia.
Wichita, Kan.
Corbin, Ky.
*Bangor, Me.
Salisbury, Md.
Flint, Mich.
Ely, Minn.
Fergus Falls, Minn.
Canton, Miss.
Columbia, Mo.
Glasgow, Mont.
Livingston, Mont.
Whitefish, Mont.
*Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
*Dayton, O.
Burns, Ore.
North Bend, Ore.
Pittsburgh, Pa.
Scranton, Pa.
Providence, R. I.
Jackson, Tenn.
*Corpus Christi, Tex.
Dalhart, Tex.

Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
*Wichita Falls, Tex.
*Burlington, Vt.
Lynchburg, Va.
Port Angeles, Wash.
Wausau, Wis.
Green River, Wyo.

CHANNEL NO. 17 (488-494 mc)

Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
*Colorado Springs, Colo.
Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Ida.
Decatur, Ill.
Des Moines, Ia.
Lawrence, Kan.
Bowling Green, Ky.
Natchitoches, La.
Fort Kent, Me.
Lewiston, Me.
Cumberland, Md.
*Grand Rapids, Mich.
Marquette, Mich.
Minneapolis-St. Paul,
Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*Albany-Schenectady-
Troy, N. Y.
Buffalo, N. Y.
*Dickinson, N. D.
Grafton, N. D.
Marion, O.
Klamath Falls, Ore.
Tulsa, Okla.
Philadelphia, Pa.
Charleston, S. C.
Spartanburg, S. C.
Aberdeen, S. D.
Hot Springs, S. D.
Yankton, S. D.
Denton, Tex.
Pampa, Tex.
Rosenberg, Tex.
San Angelo, Tex.
Williamsburg, Va.
Centralia, Wash.
Williamson, W. Va.
Portage, Wis.
Lander, Wyo.

CHANNEL NO. 18 (494-500 mc)

Demopolis, Ala.
Casa Grande, Ariz.
*Fresno, Cal.
San Bernardino, Cal.
Ukiah, Cal.
Lamar, Colo.
Montrose, Colo.
Hartford, Conn.
Orlando, Fla.

Fort Valley, Ga.
Lebanon, Ind.
Charles City, Ia.
Hutchinson, Kans.
Lexington, Ky.
Jackson, La.
Drver-Foxcroft, Me.
Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
Cape Girardeau, Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
*Lincoln, Neb.
Lovelock, Nev.
Atrisco-Five Points,
N. M.
Elmira, N. Y.
Saranac Lake, N. Y.
Burnsville, N. C.
Fayetteville, N. C.
Bismarck, N. D.
Zanesville, O.
*Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.
*Texarkana, Tex.
Vernon, Tex.
*Ogden, Utah
St. George, Utah
Bellingham, Wash.
*Park Falls, Wis.
Laramie, Wyo.

CHANNEL NO. 19 (500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.
Peoria, Ill.
Jasper, Ind.
Boone, Ia.
Hazard, Ky.
*Lake Charles, La.
Presque Isle, Me.
North Adams, Mass.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.
*Jackson, Miss.
*Kansas City, Mo.
Kearney, Neb.
*New Brunswick, N. J.
Hot Springs, N. M.
Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
*Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Marfa, Tex.
Tyler, Tex.
Victoria, Tex.
Farmville, Va.

Pasco, Wash.
*Eau Claire, Wis.
Milwaukee, Wis.
Lusk, Wyo.

CHANNEL NO. 20 (506-512 mc)

Montgomery, Ala.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
Wesler, Ida.
Chicago, Ill.
*Springfield, Ill.
*Indianapolis, Ind.
Cedar Rapids, Ia.
Shenandoah, Ia.
Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
New Orleans, La.
Ruston, La.
Calais, Me.
Worcester, Mass.
Ann Arbor, Mich.
Traverse City, Mich.
Faribault, Minn.
Grand Rapids, Minn.
*University, Miss.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
Ithaca, N. Y.
Malone, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, O.
Guymon, Okla.
Eugene, Ore.
Mitchell, S. D.
Sturgis, S. D.
*Knoxville, Tenn.
Conroe, Tex.
El Paso, Tex.
Fort Worth, Tex.
*Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 21 (512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Hanford, Cal.
San Diego, Cal.
Grand Junction, Colo.
Trinidad, Colo.
*Pensacola, Fla.
West Palm Beach, Fla.
Rupert, Ida.
Champaign-
Urbana, Ill.

Quincy, Ill.
Huntington, Ind.
Fort Dodge, Ia.
Ottawa, Kan.
Louisville, Ky.
Crowley, La.
West Branch, Mich.
Crocketon, Minn.
Greenville, Miss.
Kennett, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
*Reno, Nev.
*Hanover, N. H.
Artesia, N. M.
Poughkeepsie, N. Y.
*Rochester, N. Y.
Lumberton, N. C.
Youngstown, O.
Enid, Okla.
Hugo, Okla.
Portland, Ore.
Lancaster, Pa.
Greenwood, S. C.
Coleman, Tex.
*Norfolk-Portsmouth-
Newport News, Va.
Beckley, W. Va.
*Madison, Wis.
Rice Lake, Wis.

CHANNEL NO. 22
(518-524 mc)

Opelika, Ala.
Forrest City, Ark.
Fort Smith, Ark.
Los Angeles, Cal.
Watsonville, Cal.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
Waukegan, Ill.
*Waterloo, Ia.
Colby, Kan.
*Wichita, Kan.
Winnfield, La.
Bar Harbor, Me.
Cambridge, Md.
*Flint, Mich.
Marshall, Minn.
Pascagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
*Raleigh, N. C.
Harvey, N. D.
Dayton, O.
Scranton, Pa.
*Providence, R. I.
*Pierre, S. D.
Elizabethton, Tenn.
Corpus Christi, Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burlington, Vt.
Everett, Wash.
*Walla Walla, Wash.
Clarksburg, W. Va.
Rhineland, Wis.

CHANNEL NO. 23
(524-530 mc)

Brewton, Ala.
Decatur, Ala.
Little Rock, Ark.
Colorado Springs, Colo.
Miami, Fla.
Gooding, Ida.
Decatur, Ill.
Freeport, Ill.

Des Moines, Ia.
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul,
Minn.
Lebanon, Mo.
*Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
Lordsburg, N. M.
Albany-Schenectady-
Troy, N. Y.
*Buffalo, N. Y.
Lisbon, N. D.
Massillon, O.
Hobart, Okla.
Tulsa, Okla.
Philadelphia, Pa.
Conway, S. C.
Greenville, S. C.
Belle Fourche, S. D.
Dallas, Tex.
Harlingen, Tex.
Houston, Tex.
*San Angelo, Tex.
*Richmond, Va.
*Yakima, Wash.
Logan, W. Va.

CHANNEL NO. 24
(530-536 mc)

Sylacauga, Ala.
Eloy, Ariz.
Harrison, Ark.
Fresno, Cal.
*San Bernardino, Cal.
Delta, Colo.
La Junta, Colo.
*Hartford, Conn.
*Orlando, Fla.
Tallahassee, Fla.
Elberton, Ga.
Cairo, Ill.
Danville, Ill.
Estherville, Ia.
Iowa City, Ia.
Wellington, Kan.
Maysville, Ky.
Thibodaux, La.
Houlton, Me.
*Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.
Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
Elmira, N. Y.
Ogdenburg, N. Y.
*Bismarck, N. D.
Salem, Ore.
Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour, Tex.
Texarkana, Tex.
Ogden, Utah
Danville, Va.
Bellingham, Wash.
Pullman, Wash.
*Morgantown, W. Va.
*Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

CHANNEL NO. 25
(536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Cal.
Salida, Colo.
Sterling, Colo.

St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Madison, Ind.
Ames, Ia.
Lake Charles, La.
Rockland, Me.
East Tawas, Mich.
Jackson, Miss.
Kansas City, Mo.
Deer Lodge, Mont.
Tucumcari, N. M.
*New York, N. Y.
*Utica-Rome, N. Y.
*Cleveland, O.
*Oklahoma City, Okla.
Altoona, Pa.
Columbia, S. C.
Brookings, S. D.
Humboldt, Tenn.
Athens, Tex.
Ballinger, Tex.
Cuero, Tex.
Emporia, Va.
Kennewick, Wash.
Welch, W. Va.
Eau Claire, Wis.
Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

*Montgomery, Ala.
El Dorado, Ark.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
New London, Conn.
*Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Ida.
Chicago, Ill.
Indianapolis, Ind.
*Cedar Rapids, Ia.
McPherson, Kan.
Madisonville, Ky.
New Orleans, La.
*Ann Arbor, Mich.
*Traverse City, Mich.
Northfield, Minn.
Virginia, Minn.
Maryville, Mo.
*Springfield, Mo.
Elk City, Okla.
Berlin, N. H.
Winston-Salem, N. C.
Carrington, N. D.
Cambridge, O.
Okmulgee, Okla.
Eugene, Ore.
Lead, S. D.
Knoxville, Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
El Paso, Tex.
*Fort Worth, Tex.
Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 27
(548-554 mc)

Thomasville, Ala.
San Diego, Cal.
Tulare, Cal.
Stamford-Norwalk,
Conn.
Belle Glade, Fla.
Thomasville, Ga.
Rexburg, Ida.
Wallace, Ida.
Champaign-
Urbana, Ill.
*Fort Wayne, Ind.

Webster City, Ia.
Abbeville, La.
Fort Scott, Kan.
Lexington, Ky.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruthersville, Mo.
Hannibal, Mo.
Hastings, Neb.
Reno, Nev.
Concord, N. H.
Clayton, N. M.
Lovington, N. M.
Rochester, N. Y.
Hendersonville, N. C.
Youngstown, O.
Durant, Okla.
*Enid, Okla.
Portland, Ore.
Harrisburg, Pa.
Georgetown, S. C.
Moberg, S. D.
Fayetteville, Tenn.
El Campo, Tex.
Norfolk-Portsmouth, Va.
Roanoke, Va.
Madison, Wis.
Torrington, Wyo.

CHANNEL NO. 28
(554-560 mc)

Miami, Ariz.
Magnolia, Ark.
Newport, Ark.
*Los Angeles, Cal.
Pueblo, Colo.
Bradenton, Fla.
Brunswick, Ga.
Columbus, Ga.
Elgin, Ill.
Vandalla, Ill.
Oelwein, Ia.
Great Bend, Kan.
Glasgow, Ky.
Baton Rouge, La.
New Bedford, Mass.
Flint, Mich.
Sault Ste. Marie, Mich.
Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
Raleigh, N. C.
Lancaster, O.
*Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.
Wilkes-Barre, Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
*Waco, Tex.
*Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

CHANNEL NO. 29
(560-566 mc)

Andalusia, Ala.
Bakersfield, Cal.
Jacksonville, Ill.
Marion, Ind.
Junction City, Kan.
Somerset, Ky.
Augusta, Me.
Muskegon, Mich.
Hastings, Minn.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Gloversville, N. Y.

Wilmington, N. C.
Canton, O.
Stillwater, Okla.
Philadelphia, Pa.
*Philadelphia, S. C.
Dallas, Tex.
Houston, Tex.
Plainview, Tex.
Richmond, Va.
Yakima, Wash.
Buffalo, Wyo.

CHANNEL NO. 30
(566-572 mc)

Coolidge, Ariz.
Batesville, Ark.
Madera, Cal.
San Bernardino, Cal.
Walsenburg, Colo.
New Britain, Conn.
Jacksonville, Fla.
*Panama City, Fla.
*Atlanta, Ga.
*Bloomington, Ind.
*Davenport-Rock Island-
Moline (Ill.), Ia.
*Sioux City, Ia.
Houma, La.
Minden, La.
Cumberland, Md.
Alpena, Mich.
Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
St. Louis, Mo.
Hickory, N. C.
Roanoke Rapids, N. C.
Portsmouth, O.
*Toledo, O.
Alva, Okla.
Astoria, Ore.
Grants Pass, Ore.
Nashville, Tenn.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
*Shell Lake, Wis.
Powell, Wyo.

CHANNEL NO. 31
(572-578 mc)

Huntsville, Ala.
Morenci, Ariz.
Amaricus, Ga.
Kokomo, Ind.
Tell City, Ind.
Centerville, Ia.
Abilene, Kan.
Goodland, Kan.
Ironwood, Mich.
Potoski, Mich.
Willmar, Minn.
McComb, Miss.
Hawthorne, Nev.
New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
Lorain, O.
Norman, Okla.
DuBois, Pa.
Lancaster, S. C.
Beaumont-Port Arthur,
Tex.
Pearsall, Tex.
Richland, Wash.
Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

CHANNEL NO. 32
(578-584 mc)

Montgomery, Ala.
Oxnard, Cal.
San Francisco-Oakland,
Cal.

Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralia, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Ia.
Red Oak, Ia.
New Orleans, La.
Lowell, Mass.
Duluth-Superior (Wis.),
Minn.

Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
*Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
*La Crosse, Wis.
Marquette, Wis.

CHANNEL NO. 33
(584-590 mc)

Searcy, Ark.
San Diego, Cal.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga.
Blackfoot, Ida.
Kellogg, Ida.
Champaign-
Urbana, Ill.
Fort Wayne, Ind.
Knoxville, Ia.
Coffeyville, Kan.
Murray, Ky.
Iron River, Mich.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
Reading, Pa.
Ablene, Tex.
Bay City, Tex.
Borger, Tex.
Paris, Tex.
Norfolk-Portsmouth-
Newport News, Va.
*Roanoke, Va.
Longview, Wash.
Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

Globe, Ariz.
Arkadelphia, Ark.
Los Angeles, Cal.
Merced, Cal.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.
*Columbus, Ga.
Carbondale, Ill.
South Bend, Ind.
Storm Lake, Ia.
Salina, Kan.
*Baton Rouge, La.
New Bedford, Mass.
Port Huron, Mich.
*Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
*Fargo, N. D.
*Williston, N. D.
*Columbus, O.
Lawton, Okla.
Wilkes-Barre, Pa.

Johnson City, Tenn.
Alice, Tex.
Big Spring, Tex.
Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

CHANNEL NO. 35
(596-602 mc)

Springdale, Ark.
Salinas-Monterey, Cal.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Ia.
Danville, Ky.
Waterville, Me.
Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
Albany-Schenectady-
Troy, N. Y.
*Wilmington, N. C.
Lima, O.
Erie, Pa.
*Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
San Antonio, Tex.
Martinsville, Va.
*Omak-Okanogan, Wash.
Fairmount, W. Va.

CHANNEL NO. 36
(602-608 mc)

Pine Bluff, Ark.
Stockton, Cal.
Canon City, Colo.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Sioux City, Ia.
Pratt, Kan.
Morgan City, La.
Northampton, Mass.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
*Meridian, Miss.
*St. Joseph, Mo.
St. Louis, Mo.
Charlotte, N. C.
Mansfield, O.
Altus, Okla.
Williamsport, Pa.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Lovell, Wyo.

CHANNEL NO. 37
(608-614 mc)

Delano, Cal.
Melbourne, Fla.
Vaidosta, Ga.
*Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.
Paterson, N. J.

Auburn, N. Y.
*Norman, Okla.
Baker, Ore.
Springfield, Ore.
Meadville, Pa.
*Beaumont-
Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

CHANNEL NO. 38
(614-620 mc)

Troy, Ala.
San Buenaventura, Cal.
San Francisco-Oakland,
Cal.
Loveland, Colo.
Tampa-
St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Ia.
Pittsburg, Kan.
Lafayette, La.
Duluth, Minn.-
Superior (Wis.)
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Sunbury, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
*Marquette, Wis.

CHANNEL NO. 39
(620-626 mc)

Ft. Smith, Ark.
Jonesboro, Ark.
San Diego, Cal.
Griffin, Ga.
Rockford, Ill.
Carroll, Ia.
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
Houston, Tex.
Front Royal, Va.
Kelso, Wash.

CHANNEL NO. 40
(626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Cal.
Sacramento, Cal.
Dover, Del.
Galesburg, Ill.
Marion, Ill.
*South Bend, Ind.
Campbellsville, Ky.
Baton Rouge, La.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
*Durham, N. C.
Fargo, N. D.
Columbus, O.
Ponca City, Okla.

Anderson, S. C.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Montpelier, Vt.
Elkins, W. Va.
Greybull, Wyo.

CHANNEL NO. 41
(632-638 mc)

Florence, Ala.
Fayetteville, Ark.
*Macon, Ga.
Preston, Ida.
Louisville, Ky.
Belfast, Me.
Aima, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-
Troy, N. Y.
Laurinburg, N. C.
*Erie, Pa.
Vermillion, S. D.
Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
*Kennewick-Richland-
Pasco, Wash.
Bluefield, W. Va.

CHANNEL NO. 42
(638-644 mc)

Birmingham, Ala.
*Mobile, Ala.
*Stockton, Cal.
Columbus, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Spencer, Ia.
Topeka, Kan.
Benton Harbor, Mich.
St. Louis, Mo.
*Charlotte, N. C.
Jamestown, N. D.
Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanaah, Tex.
Raymondville, Tex.
Waynesboro, Va.
Appleton, Wis.

CHANNEL NO. 43
(644-650 mc)

Morrilton, Ark.
Visalia, Cal.
Bridgeport, Conn.
Cordele, Ga.
Peoria, Ill.
Creston, Ia.
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
New Ulm, Minn.
Laconia, N. H.
*Syracuse, N. Y.
Defiance, O.
Lebanon, Ore.
Butler, Pa.
York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
Corpus Christi, Tex.
Orange, Tex.
Ephrata, Wash.
*Charleston, W. Va.

CHANNEL NO. 44
(650-656 mc)

Eufala, Ala.
San Francisco-Oakland,
Cal.
Santa Maria, Cal.
Fort Collins, Colo.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Ia.
Keokuk, Ia.
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
*Biloxi, Miss.
Piqua, O.
Frederick, Okla.
*State College, Pa.
Orangeburg, S. C.
*Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Calro, Ga.
*Rockford, Ill.
Atlantic, Ia.
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
*Muskegee, Okla.
New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
*Charlottesville, Va.
*Wenatchee, Wash.

CHANNEL NO. 46
(662-668 mc)

Malvern, Ark.
Riverside, Cal.
Sacramento, Cal.
Pensacola, Fla.
Mattoon, Ill.
South Bend, Ind.
Waterloo, Ia.
Parsons, Kan.
Franklin, La.
Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
Rolla, Mo.
Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
*Binghamton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Bristol,
Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
*Logan, Utah
Newport, Vt.
*Wausau, Wis.

CHANNEL NO. 47
(668-674 mc)

Sheffield, Ala.
Fresno, Cal.
Orlando, Fla.
Macon, Ga.
Dixon, Ill.
*Lafayette, Ind.
Concordia, Kan.
*Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, O.
McAlester, Okla.
Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
*Galveston, Tex.
Fredericksburg, Va.
*Yakima, Wash.

CHANNEL NO. 48
(674-680 mc)

Birmingham, Ala.
Mobile, Ala.
San Jose, Cal.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
*Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.
Gastonia, N. C.
*Cincinnati, O.
Guthrie, Okla.
Gallatin, Tenn.
Memphis, Tenn.
College Station, Tex.
San Benito, Tex.
Oshkosh, Wis.

CHANNEL NO. 49
(680-686 mc)

Greenville, Ala.
Visalia, Cal.
Bridgeport, Conn.
Muncie, Ind.
Marshalltown, Ia.
Arkansas City, Kan.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
Akron, O.
Corvallis, Ore.
York, Pa.
Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

CHANNEL NO. 50
(686-692 mc)

Camden, Ark.
Santa Rosa, Cal.
Greeley, Colo.
Washington, D. C.
Clearwater, Fla.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Ia.
Chanute, Kan.
Boston, Mass.
Detroit, Mich.

Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexia, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

CHANNEL NO. 51
(692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Saginaw, Mich.
Austin, Minn.
Rochester, N. H.
*Greensboro, N. C.
Blackwell, Okla.
Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
Wheeling, W. Va.-
Steubenville, O.

CHANNEL NO. 52
(698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Cal.
Gainesville, Ga.
Elkhart, Ind.
Princeton, Ind.
Oskaloosa, Ia.
Olathe, Kan.
Hagerstown, Md.
Barnstable, Mass.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
Atlantic City, N. J.
*Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, O.
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

CHANNEL NO. 53
(704-710 mc)

Fresno, Cal.
Waterbury, Conn.
Daytona Beach, Fla.
Cedartown, Ga.
Fitzgerald, Ga.
Lincoln, Ill.
Bastrop, La.
Portland, Me.
Ahoskie, N. C.
Findlay, O.
Shawnee, Okla.
Pittsburgh, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
*Huntington, W. Va.

CHANNEL NO. 54
(710-716 mc)

Bessemer, Ala.
Helena, Ark.
*San Jose, Cal.
Quincy, Fla.

Belleville, Ill.
Fairfield, Ia.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Utica-Rome, N. Y.
Fayetteville, N. C.
Cincinnati, O.
Pryor Creek, Okla.
Aiken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

CHANNEL NO. 55
(716-722 mc)

Porterville, Cal.
Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
Springfield-Holyoke,
Mass.
Rochester, Minn.
Mount Airy, N. C.
*Akron, O.
Ardmore, Okla.
Albany, Ore.
Harrisburg, Pa.
Lake City, S. C.
*Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

CHANNEL NO. 56
(722-728 mc)

*Auburn, Ala.
El Centro, Cal.
*Evansville, Ind.
Hammond, Ind.
Dubuque, Ia.
Boston, Mass.
*Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
Cortland, N. Y.
*Asheville, N. C.
Wilson, N. C.
Chillicothe, O.
El Reno, Okla.
Johnstown, Pa.
Crockett, Tex.
*Tacoma, Wash.

CHANNEL NO. 57
(728-734 mc)

Norwich, Conn.
Marietta, Ga.
*Terre Haute, Ind.
Middlesborough, Ky.
Hammond, La.
Saginaw, Mich.
Albert Lea, Minn.
Greensboro, N. C.
Easton, Pa.
Cleburne, Tex.
*Wheeling, W. Va.
Beloit, Wis.

CHANNEL NO. 58
(734-740 mc)

Selma, Ala.
Paragould, Ark.
Modesto, Cal.
Shelbyville, Ind.
Muscatine, Ia.
Opelousas, La.
Greenfield, Mass.
Battle Creek, Mich.

Asbury Park, N. J.
Jamestown, N. Y.
Mount Vernon, O.
Anadarko, Okla.
Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebronville, Tex.
Taylor, Tex.
Aberdeen, Wash.
Martinsburg, W. Va.
*Adams, Wis.

CHANNEL NO. 59
(740-746 mc)

New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralia, Ill.
Lafayette, Ind.
Ashland, Ky.
Biddeford, Me.
Buffalo-Niagara Falls,
N. Y.
Kannapolis, N. C.
Fremont, O.
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

CHANNEL NO. 60
(746-752 mc)

Cullman, Ala.
San Jose, Cal.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.
Atchison, Kan.
Richmond, Ky.
Lake Charles, La.
E. Lansing, Mich.
Middletown, N. Y.
Newark, O.
Florence, S. C.
*Blacksburg, Va.
Olympia, Wash.

CHANNEL NO. 61
(752-758 mc)

Newnan, Ga.
*Carbondale, Ill.
Macomb, Ill.
Anderson, Ind.
New Orleans, La.
Springfield-Holyoke,
Mass.
Winona, Minn.
Akron, O.
Pauls Valley, Okla.
Reading, Pa.
Rock Hill, S. C.
Kenosha, Wis.

CHANNEL NO. 62
(758-764 mc)

Conway, Ark.
Napa, Cal.
Evansville, Ind.
Michigan City, Ind.
Dubuque, Ia.
Alexandria, La.
Frederick, Md.
Brockton, Mass.
Detroit, Mich.
Oneonta, N. Y.
Asheville, N. C.
Athens, O.
Bartlesville, Okla.
Shelbyville, Tenn.
New Braunfels, Tex.
Tacoma, Wash.

CHANNEL NO. 63
(764-770 mc)

*Norwich, Conn.
Cartersville, Ga.
Terre Haute, Ind.
Ottumwa, Ia.
Mayfield, Ky.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontaine, O.
Hazleton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

CHANNEL NO. 64
(770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Stockton, Cal.
Clinton, Ia.
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
Battle Creek, Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

CHANNEL NO. 65
(776-782 mc)

Meriden, Conn.
Streator, Ill.
Newton, Ia.
Bath, Me.
Kansas City, Mo.
Cleveland, O.
Hamilton-Middletown,
O.
Shamokin, Pa.
Union, S. C.
McKinney, Tex.
*Ellensburg, Wash.
Mantowoc, Wis.

CHANNEL NO. 66
(782-788 mc)

Merced, Cal.
*Springfield, Ill.
*Gary, Ind.
Kingston, N. Y.
*Malone, N. Y.
Muskogee, Okla.
Erie, Pa.
Beckley, W. Va.
*Richland Center, Wis.

CHANNEL NO. 67
(788-794 mc)

*DeKalb, Ill.
Indianapolis, Ind.
Lafayette, La.
Warren, O.
Allentown, Pa.
Columbia, S. C.
Harriman, Tenn.
Wenatchee, Wash.

CHANNEL NO. 68
(794-800 mc)

Petaluma, Cal.
Bedford, Ind.
Hagerstown, Md.

Fall River, Mass.
 *Clemson, S. C.
 Tullahoma, Tenn.

CHANNEL NO. 69
 (800-806 mc)

Pekin, Ill.
 Fort Wayne, Ind.
 Bogalusa, La.
 Cape Girardeau, Mo.

*Andover, N. J.
 *Cookeville, Tenn.
 Greenville, Tex.
 *Stillwater, Okla.
 Clarksburg, W. Va.

CHANNEL NO. 70
 (806-812 mc)

Anniston, Ala.
 Port Chicago, Cal.
 Lexington, Ky.
 *Hammonton, N. J.
 *Bowling Green, O.
 Bradford, Pa.
 Newberry, S. C.

*Austin, Tex.
 Green Bay, Wis.

CHANNEL NO. 71
 (812-818 mc)

*Bridgeport, Conn.
 *Muncie, Ind.
 Grinnell, Ia.
 Harrisburg, Pa.

CHANNEL NO. 72
 (818-824 mc)

Paducah, Ky.
 Baltimore Md.
 Lawrence, Mass.
 Goldsboro, N. C.
 Gallipolis, O.
 Tyler, Tex.
 La Crosse, Wis.

CHANNEL NO. 73
 (824-830 mc)

Terre Haute, Ind.

Harlan, Ky.

*Bay City, Mich.
 Durham, N. C.
 Lima, O.
 Youngstown, O.
 Scranton, Pa.
 Dallas, Tex.

CHANNEL NO. 74
 (830-836 mc)

*University, Ala.
 Blytheville, Ark.
 Alexandria, La.
 *Freehold, N. J.
 Cincinnati, O.
 Lewistown, Pa.
 Spartanburg, S. C.
 Bennington, Vt.

CHANNEL NO. 75
 (836-842 mc)

Patchogue, N. Y.

CHANNEL NO 76
 (842-848 mc)

Springfield, O.

CHANNEL NO. 77
 (848-854 mc)

*Montclair, N. J.
 *Crossville, Tenn.
 Brattleboro, Vt.

CHANNEL NO. 78
 (854-860 mc)

Bogalusa, Ala.
 Asheville, N. C.

CHANNEL NO. 79
 (860-866 mc)

Toledo, O.

CHANNEL NO. 80
 (866-872 mc)

*North Adams, Mass.
 *Camden, N. J.
 Salisbury, N. C.

CHANNEL NO. 81
 (872-878 mc)

New London, Conn.

CHANNEL NO. 82
 (878-884 mc)

*Amherst, Mass.

CHANNEL NO. 83
 (884-890 mc)

Wilmington, Del.
 *Poughkeepsie, N. Y.

Assignments Affecting Borders

Channel Allocations for Canada and Mexico

Editor's Note: All allocations within 250 miles of Canadian and Mexican borders are as agreed upon by U.S. and respective countries through exchange of diplomatic notes. Though allocations beyond 250 miles of border do not require agreement between countries, Canada reports assignments beyond 250 miles; Mexico does not.

CANADA

ALBERTA			
Calgary	2+ 4 10 12	17 23 29 35	
Edmonton	3 5- 11-		
		13+	
Grande Prairie	2-		
Lacombe	8		
Lethbridge	7	22+	
Medicine Hat	6-	15-	
Red Deer	6		
BRITISH COLUMBIA			
Chilliwack	3	42	
Cranbrook		19+	
Dawson Creek	5		
Fernie		24+	
Kamloops	4+	16	
Kelowna	13	21	
Nanaimo		48	
Nelson	5	17-	
New Westminster (see Vancouver)			
Penticton		15+	
Port Alberni		19	
Prince Rupert	6+ 7		
Trail	11	14	
Vancouver-New Westminster	2+ 8+ 10+	14+ 30 36	
Vernon	2	27	
Victoria	6	40 46	
MANITOBA			
Brandon	5+ 9+	21 32	
	11+		
Flin Flon	3+		
Dauphin	8	14+	
Portage la Prairie		34	
St. Boniface (see Winnipeg)			
Winnipeg-	4+ 6- 7+	18- 24+ 30	
St. Boniface	13	36+ 42-	
NEW BRUNSWICK			
Campbellton	12	20+	
Edmundston	10+	27-	
Fredericton	9+	28	
Moncton	2	16	
Newcastle		18	
St. John	4+ 6-	17- 23	
St. Stephen		26-	
Sackville	3+	22	
Woodstock		36-	
NOVA SCOTIA			
Amherst		41+	
Antigonish	9	34	
Bridgewater	10	43+	
Halifax	3 5 12+	15 21 27 37	
Kentville		19-	
New Glasgow		18-	
Sydney	2+ 4 6	15+ 21+	

Truro			31
Windsor			25+
Yarmouth	13-		14
ONTARIO			
Barrie	3+		14
Belleville			39-
Brantford			16+
Brockville			46-
Chatham			14-
Cornwall			36
Fort Frances	5		19-
Fort William (see Port Arthur)			
Guelph			55
Hamilton	11+	51 57 68 78	
Kenora	9		22-
Kingston	11-	26- 44-	
Kitchener	13+		45+
Kirkland Lake	9-		
London	10		18
Niagara Falls			29+
North Bay	10-		15
Oshawa			53-
Orillia			30
Ottawa-Hull	4+ 9+	30- 40+	
Owen Sound	8-		26
Pembroke	13-		32
Peterborough	12+		22
Port Arthur-			
Fort William	2 4-	14 20 30+	
St. Catharines			49-
St. Thomas			24+
Sarnia			40
Sault Ste. Marie	2- 12+		22+
Smiths Falls			42
Stratford			27-
Sudbury	5 7	17- 23+	
Timmins	6		
Toronto	6+ 9	19- 25	
Windsor	9-	32+ 38-	
Wingham			36
Woodstock			47
PRINCE EDWARD ISLAND			
Charlottetown	13+		14+
Summerside	11		20
QUEBEC			
Amos	4		
Chicoutimi	2+ 12+		14
Drummondville			19-
Granby			25
Hull (see Ottawa, Ont.)			
Jonquiere			20
La Sarre	13		
Matane	7		23-
Montreal-Verdun	2 6-	15+ 44	
	10 12		
New Carlisle	5		14-
Quebec	4 5- 9	29 39	
	11+		

Riviere du Loup	6	30+
Rimouski	3-	21-
Roberval	8	17
Rouyn	11+	
St. Hyacinthe		50+
Ste. Anne de la Pocatiere	13	33+
Shawinigan Falls		27
Sherbrooke	7	42- 48-
Sorel		17-
Thetford Mines		31+
Three Rivers		21
Val d'Or	8	
Valleyfield		38-
Verdun (see Montreal)		
Victoriaville		37+
Ville Marie	2	
SASKATCHEWAN		
Gravelbourg		22
Moose Jaw	4- 7-	18+ 24-
North Battleford	3-	
Prince Albert	11	
Regina	2 9- 12	21+ 27
Saskatoon	8+ 13-	
Swift Current		14
Watrous	6	30-
Yorkton	3	15+

MEXICO

BAJA CALIFORNIA		
Tijuana	6 12	
Mexicali	3	
SONORA		
Nogales	2+ 7- 11	
Hermosillo	6- 8- 10	
	12+	
Ciudad Obregon	3 7+ 9+	
Navojoa	5 11- 13+	
CHIHUAHUA		
Chihuahua	2- 4+ 5+	
	11-	
Hidalgo del Parral	3+	
Ciudad Juarez	2 5 11+	
COAHUILA		
Saltillo	4-	
Piedras Negras	2	
Villa Acuna	10	
NUEVO LEON		
Monterrey	2+ 6 10+	
TAMAULIPAS		
Nuevo Laredo	3 11	
Matamoros	7	
Reynosa	9 12	

Color Status of Network Affiliates

(As of January 1, 1955)

Information Furnished by NBC, CBS, DuMont and Manufacturers. Data Not Available from ABC

Duplication of Stations on Compilations is Due to Network Sharing of Stations

Note: Shipments of color equipment to stations, affiliated and non-affiliated, are reported regularly in *Television Digest* as information is received from stations and manufacturers.

Color-Equipped NBC-TV Basic Affiliates

(All Basic Affiliates Are Now Equipped to Rebroadcast Network Color)

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Atlanta, Ga.	WSB-TV	Dec. 1954	July 1955	New Haven, Conn.	WNHC-TV	—	—
Baltimore, Md. ...	WBAL-TV	Oct. 1954	Nov. 1954	New Orleans, La. .	WDSU-TV	—	Fall 1954
Birmingham, Ala.	WABT	—	—	New York, N. Y. . .	WRCA-TV	1954	1954
Boston, Mass.	WBZ-TV	Dec. 1954	—	Norfolk, Va.	WVEC-TV	Fall 1955	—
Buffalo, N. Y.	WGR-TV	Late 1955	—	Oklahoma City . . .	WKY-TV	June & Nov. 1954	May 1954
Chicago, Ill.	WNBQ	Feb. 1955	April 1955	Omaha, Neb.	WOW-TV	—	—
Cincinnati, O.	WLWT	—	—	Philadelphia, Pa. .	WPTZ	Nov. 1954	—
Cleveland, O.	WNEK	Feb. 1955	April 1955	Portland, Ore.	KPTV	Late 1955	—
Columbus, O.	WLWC	—	—	Providence, R. I. .	WJAR-TV	Spring 1955	Summer 1955
Dallas, Tex.	WFAA-TV	—	—	Richmond, Va.	WTVR	Jan. & Feb. 1955	Fall 1955
Davenport, Ia.	WOC-TV	—	—	Rochester, N. Y. .	WHAM-TV	—	—
Dayton, O.	WLWD	—	—	Salt Lake City . . .	KTVT	July & Oct. 1955	—
Denver, Colo.	KOAT-TV	—	—	San Antonio, Tex. .	WOAT-TV	—	—
Detroit, Mich.	WWJ-TV	—	—	San Diego, Cal. . .	KFSD-TV	—	—
Ft. Worth, Tex.	WBAF-TV	June & Dec. 1954	May 1954	San Francisco, Cal.	KRON-TV	Dec. 1954	Nov. 1954
Grand Rapids	WOOD-TV	—	—	Schenectady, N. Y.	WRGB	Nov. 1955	Nov. 1955
Houston, Tex.	KPRC-TV	Aug. 1955	Jan. 1956	Seattle, Wash.	KOMO-TV	March 1955	—
Huntington, W. Va. .	WSAZ-TV	Nov. 1954	Feb. 1955	St. Louis, Mo.	KSD-TV	Dec. 1954	—
Johnstown, Pa.	WJAC-TV	Dec. 1954	—	St. Paul- Minneapolis	KSTP-TV	Jan. 1955	—
Kansas City, Mo. . .	WDAF-TV	July & Oct. 1954	—	Syracuse, N. Y. . .	WSYR-TV	Nov. 1954	Late 1955
Lancaster, Pa.	WGAL-TV	Nov. & Dec. 1954	Jan. 1955	Tampa, Fla.	WFLA-TV	—	—
Lansing, Mich.	WJIM-TV	—	—	Tulsa, Okla.	KVOO-TV	—	—
Los Angeles, Cal. .	KRCA	Feb. 1955	Feb. 1955	Utica, N. Y.	WKTV	Feb. 1955	Nov. 1955
Louisville, Ky.	WAVE-TV	—	—	Washington, D. C. .	WRC-TV	Feb. 1955	April 1955
Memphis, Tenn.	WMTT	July 1955	Jan. 1956	Wilkes-Barre, Pa. .	WBRE-TV	Fall 1955	1957
Milwaukee, Wis. . .	WTMJ-TV	July & Nov. 1954	July 1954	Youngstown, O. . .	WFMJ-TV	—	—
Nashville, Tenn. . .	WSM-TV	—	—				

NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1955.

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Albuquerque, N. M.	KOB-TV	—	—	Little Rock, Ark. .	KARK-TV	—	—
Alexandria, La. . .	KALB-TV	—	—	Lubbock, Tex.	KCBD-TV	—	—
Alltoona, Pa.	WFBG-TV	—	—	Macon, Ga.	WNEX-TV	—	—
Amarillo, Tex.	KGNC-TV	—	—	Madison, Wis.	WMTV	—	—
Augusta, Ga.	WJBF	—	—	Marinette- Green Bay, Wis. . .	WMBV-TV	—	—
Austin, Tex.	KTBC-TV	July 1955	April 1956	Medford, Ore.	KBES-TV	—	—
Bakersfield, Cal. .	KERO-TV	—	—	Meridian, Miss. . .	WTOK-TV	July 1955	—
Bangor, Me.	WABI-TV	—	—	Miami, Fla.	WGBS-TV	—	—
Baton Rouge, La. .	WAFB-TV	—	—	Miami, Fla.	WTVJ	Jan. 1955	June 1955
Bay City-Saginaw, Mich.	WNEM-TV	—	—	Mobile, Ala.	WALA-TV	—	—
Bethlehem, Pa.	WLEW-TV	—	—	Monroe, La.	KNOE-TV	—	—
Binghamton, N. Y. .	WNBF-TV	—	—	Montgomery, Ala. .	WSFA-TV	—	—
Bloomington, Ind. .	WTTV	—	—	Muncie, Ind.	WLBC-TV	—	—
Burlington-Mont- pelier, Vt.	WMVT	—	—	Orlando, Fla.	WDBO-TV	—	—
Champaign, Ill. . .	WCIA	—	—	Palm Beach, Fla. .	WJNO-TV	—	—
Charleston, S. C. .	WUSN-TV	—	—	Parkersburg, W. Va.	WTAP	—	—
Charlotte, N. C. . .	WBTB	Aug. 1954	—	Peoria, Ill.	WEEK-TV	—	—
Charlotte, N. C. . .	WAYS-TV	—	—	Phoenix-Mesa, Ariz.	KVAR	—	—
Chattanooga, Tenn.	WDEF-TV	—	—	Pittsburg, Kan. . .	KOAM-TV	—	—
Chico, Cal.	KHSL-TV	—	—	Pittsburgh, Pa. . .	KDKA-TV	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	Pittsburgh, Pa. . .	WENS	—	—
Columbia, Mo.	KOMU-TV	—	—	Portland, Me.	WCSH-TV	—	—
Columbia, S. C. . .	WIS-TV	—	—	Pueblo, Colo.	KCSJ-TV	Fall 1955	—
Columbus, Ga.	WDAK-TV	—	—	Quincy, Ill.	WGEM-TV	Dec. 1954	—
Des Moines, Ia.	WHO-TV	—	—	Reading, Pa.	WEEU-TV	—	—
Duluth, Minn.	KDAL-TV	—	—	Roanoke, Va.	WLSL-TV	—	—
Durham, N. C.	WTVB	—	—	Rochester, Minn. .	KROC-TV	Jan. 1956	—
Eau Claire, Wis. . .	WEAU-TV	—	—	Rockford, Ill.	WTVO	—	—
Elkhart, Ind.	WSJV-TV	Nov. 1954 & Early 1955	1955	Sacramento, Cal. .	KCCO-TV	—	—
El Paso, Tex.	KTSM-TV	—	—	Santa Barbara, Cal.	KKEY	Dec. 1955 & Jan. 1956	1956
Erie, Pa.	WICU	—	—	Shreveport, La. . .	KSLA	—	—
Eugene, Ore.	KVAL-TV	—	—	Sioux City, Ia. . .	KTIU	—	—
Evansville, Ind. . .	WFIE-TV	—	—	Sioux Falls, S. D. .	KELO-TV	—	—
Fargo, N. D.	WDAY-TV	—	—	Spokane, Wash. . .	KHQC-TV	Dec. 1954	—
Ft. Dodge, Ia.	KQTV	—	—	Springfield, Ill. . .	WICS	—	—
Ft. Wayne, Ind.	WKJG-TV	—	—	Springfield, Mass. .	WWLP	—	—
Fresno, Cal.	KMJ-TV	—	—	Springfield, Mo. . .	KYTV	—	—
Greenville, N. C. .	WNCT	—	—	Stockton, Cal.	KTVU	—	—
Greenville, S. C. .	WFBC-TV	Jan. 1956	Jan. 1957	Temple, Tex.	KCEN-TV	—	—
Harrisonburg, Va. .	WSVA-TV	—	—	Toledo, O.	WSPD-TV	—	—
Indianapolis, Ind. .	WISL-TV	—	—	Traverse City, Mich.	WPBN-TV	—	—
Jackson, Miss.	WLBT	—	—	Tucson, Ariz.	KVOA-TV	July 1956	—
Jacksonville, Fla. .	WJHP-TV	—	—	Waterloo, Ia.	KWWL-TV	Jan. 1955	—
Kalamazoo, Mich. .	WKZO-TV	1956	—	Wausau, Wis.	WSAU-TV	—	—
Kingston, N. Y. . .	WKNY-TV	—	—	Wheeling, W. Va. .	WTRF-TV	1955	—
Knoxville, Tenn. .	WATE	—	—	Wichita, Kan.	KEDD	—	—
La Crosse, Wis. . .	WKBT	—	—	Wichita Falls, Tex.	KFDX-TV	—	—
Lake Charles, La. .	KPLC-TV	—	—	Wilmington, Del. .	WDEL-TV	Dec. 1954	—
Lima, O.	WIMA-TV	—	—	Winston-Salem, N.C.	WSJS-TV	Feb. & Sept. 1955	—
				Yakima, Wash. . . .	KIMA-TV	—	—
				Zanesville, O.	WHIZ-TV	—	—

(Continued on page 316)

Color-Equipped CBS-TV Basic Required Affiliates

(All Basic Affiliates Are Now Equipped to Rebroadcast Network Color)

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Atlanta, Ga.	WAGA-TV	—	—	Louisville, Ky.	WHAS-TV	—	—
Baltimore, Md.	WMAR-TV	1954	—	Miami, Fla.	WTVJ	—	—
Birmingham, Ala.	WBRC-TV	—	—	Minneapolis, Minn.	WCCO-TV	—	1954
Boston, Mass.	WNAO-TV	—	—	Nashville, Tenn.	WLAC-TV	Feb. 1955	—
Buffalo, N. Y.	WBEN-TV	1954	1954	New York, N. Y.	WCBS-TV	1954	1954
Charleston, W. Va.	WCHS-TV	1954 & Jan. 1955	—	Norfolk, Va.	WTAR-TV	Sept. 1955	Sept. 1956
Charlotte, N. C.	WBT	1954	—	Oklahoma City	KWTU	—	—
Chicago, Ill.	WBBM-TV	—	—	Omaha, Neb.	KMTV	Dec. 1955	—
Cincinnati, O.	WKRC-TV	Oct. 1956	Oct. 1956	Philadelphia, Pa.	WCAU-TV	—	—
Cleveland, O.	WEWS	May 1955	—	Phoenix, Ariz.	KPHO-TV	Mar. 1955	Sept. 1955
Columbus, O.	WBNS-TV	Nov. 1955	—	Portland, Ore.	KOIN-TV	—	—
Dallas, Tex.	KRLD-TV	—	—	Providence, R. I.	WJAR-TV	—	—
Dayton, O.	WHIO-TV	Sept. 1955	—	Rochester, N. Y.	WHEC-TV	July 1955	—
Denver, Colo.	KLZ-TV	Nov. 1955	—	Rock Island, Ill.	WHBF-TV	—	—
Detroit, Mich.	WJBK-TV	—	—	St. Louis, Mo.	KWK-TV	—	—
Galveston-Houston	KGUL-TV	—	—	Salt Lake City	KSL-TV	Oct. 1955	April 1956
Greensboro, N. C.	WFMY-TV	Jan. 1955	—	San Antonio, Tex.	KENS-TV	Oct. 1955	—
Hutchinson-Wichita	KTVH	—	—	San Diego, Cal.	KFMB-TV	July 1955	—
Indianapolis, Ind.	WFBM-TV	March 1955	—	San Francisco, Cal.	KPIX	—	—
Indianapolis, Ind.	WISH-TV	—	—	Syracuse, N. Y.	WHEN-TV	—	—
Jacksonville, Fla.	WMBR-TV	—	—	Tacoma-Seattle	KTNT-TV	—	—
Kalamazoo, Mich.	WKZO-TV	—	—	Toledo, O.	WSPD-TV	Mar. & Sept. 1955	March 1956
Kansas City, Mo.	KMBC-TV	Feb. 1955	Feb. 1955	Tulsa, Okla.	KOTV	—	—
Los Angeles, Cal.	KNXT	1954	1954	Washington, D. C.	WTOP-TV	—	—

CBS-TV SUPPLEMENTARY INTERCONNECTED AFFILIATES

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1955.

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Albany, N. Y.	WTRI	—	—	Mason City, Ia.	KGLO-TV	—	—
Amarillo, Tex.	KFDA-TV	—	—	Medford, Ore.	KBES-TV	—	—
Ames-Des Moines	*WOL-TV	—	—	Memphis, Tenn.	WHRG-TV	—	—
Anderson, S. C.	WAIM-TV	—	—	Meridian, Miss.	WTOK-TV	—	—
Augusta, Ga.	WRDW-TV	—	—	Milwaukee, Wis.	*WCAN-TV	—	—
Austin, Tex.	*KTBC-TV	—	—	Monroe, La.	†KNOE-TV	Sept. 1955	Sept. 1956
Bakersfield, Cal.	KERO-TV	—	—	Montgomery, Ala.	WCOV-TV	—	—
Bangor, Me.	*WABI-TV	—	—	Mt. Wash., N. H.	WMTW	—	—
Baton Rouge, La.	WAFB-TV	—	—	Muncie, Ind.	*WLBC-TV	—	—
Belleville, Ill.	WTVI	—	—	New Britain, Conn.	*WKNB-TV	—	—
Binghamton, N. Y.	*WNBF-TV	—	—	New Haven, Conn.	*WNHC-TV	June 1955	—
Cape Girardeau, Mo.	KFVS-TV	—	—	New Orleans, La.	*WDSU-TV	—	—
Carthage-Watertown	WCNY-TV	—	—	Orlando, Fla.	WDBO-TV	—	—
Cedar Rapids, Ia.	*WMT-TV	Nov. 1955	—	Peoria, Ill.	*WEEK-TV	—	—
Champaign, Ill.	*WCIA-TV	—	—	Pine Bluff, Ark.	*KATV	—	—
Charleston, S. C.	*WCSC-TV	—	—	Pittsburgh, Pa.	*KDKA-TV	—	—
Chattanooga, Tenn.	WDEF-TV	—	—	Portland, Me.	*WGAN-TV	—	—
Cheyenne, Wyo.	KFBC-TV	—	—	Quincy, Ill.	*KHQA-TV	—	—
Chico, Cal.	KHSL-TV	—	—	Raleigh, N. C.	*WNAO-TV	—	—
Colorado Springs	KKTU	—	—	Reading, Pa.	WHUM-TV	—	—
Columbia, Mo.	KOMU-TV	—	—	Rockford, Ill.	WREX-TV	—	—
Columbia, S. C.	†WNOK-TV	Jan. 1956	—	Sacramento, Cal.	KCCC-TV	—	—
Columbus, Ga.	*WRBL-TV	Nov. 1955 & July 1956	Nov. 1957	Saginaw, Mich.	*WKNX-TV	—	—
El Paso, Tex.	KROD-TV	—	—	Salinas-Monterey	†KSBW-TV	—	—
Erie, Pa.	*WSEE	—	—	San Angelo, Tex.	KTXL-TV	—	—
Florence, S. C.	WBTV	—	—	Santa Barbara, Cal.	KEYT	—	—
Fort Wayne, Ind.	*WINT	—	—	Savannah, Ga.	WTOC-TV	—	—
Fresno, Cal.	*KMJ-TV	—	—	Schenectady, N. Y.	*WRGB	Nov. 1955	Nov. 1955
Green Bay, Wis.	WBAY-TV	—	—	Scranton, Pa.	WGBI-TV	—	—
Greenville, N. C.	WNCT	—	—	Shreveport, La.	KSLA-TV	—	—
Harrisburg, Pa.	WHP-TV	—	—	Sioux City, Ia.	*KVTV	—	—
Henderson, Ky.	*WEHT	—	—	South Bend, Ind.	*WSBT-TV	—	—
Holyoke, Mass.	WHYN-TV	—	—	Spokane, Wash.	KXLY-TV	—	—
Jackson, Miss.	*WJTV	—	—	Springfield, Mo.	*KTTS-TV	—	—
Johnson City, Tenn.	WJHL-TV	—	—	St. Joseph, Mo.	KFEQ-TV	—	—
Johnstown, Pa.	*WJAC-TV	Jan. 1955	—	St. Peterburg, Fla.	WSUN-TV	—	—
Kearney, Neb.	KHOL-TV	—	—	Steubenville, O.	WSTV-TV	—	—
Kingston, N. Y.	WKNY-TV	—	—	Terre Haute, Ind.	†WTHI-TV	Sept. 1955	—
Knoxville, Tenn.	*WTSK-TV	—	—	Texarkana, Ark.	KCMC-TV	—	—
Lake Charles, La.	KTAG-TV	—	—	Topeka, Kan.	*WIBW-TV	—	—
Lancaster, Pa.	WGAL-TV	—	—	Tucson, Ariz.	KOFO-TV	—	—
Lansing, Mich.	WJIM-TV	—	—	Utica, N. Y.	*WKTV	April 1955	April 1955
Lima, O.	WIMA-TV	—	—	Valley City, N. D.	KXJB-TV	—	—
Lincoln, Neb.	KOLN-TV	—	—	Wichita Falls, Tex.	*KWFT-TV	—	—
Lubbock, Tex.	*KDUB-TV	Jan. & April 1955	July 1955	Yakima, Wash.	KIMA-TV	—	—
Lynchburg, Va.	*WLVA-TV	—	—	Youngstown, O.	*WKBN-TV	—	—
Macon, Ga.	*WMAZ-TV	—	—	Zanesville, O.	WHIZ-TV	—	—
Madison, Wis.	WKOW-TV	—	—				

Color-Equipped DuMont TV Network Affiliates

All Following Are Equipped for Network Color. Double Dagger (‡) Indicates Station Now Equipped for Local Slide & Film Organization

City	Station	City	Station	City	Station
Altoona, Pa.	WFBG-TV	Denver, Colo.	KFEL-TV	Raleigh, N. C.	WNAO-TV
Ames, Ia.	WOL-TV	Detroit, Mich.	WJBK-TV	Richmond, Va.	WTVR
Atlanta, Ga.	WAGA-TV	Eau Claire, Wis.	WBAU-TV	Rochester, N. Y.	†WVET-TV
Augusta, Ga.	WJBF-TV	Erie, Pa.	WICU	Rock Island, Ill.	WHBF-TV
Austin, Tex.	KTBC-TV	Ft. Wayne, Ind.	WKJG-TV	Sacramento, Cal.	KCCC-TV
Baltimore, Md.	WAAM	Galveston, Tex.	KGUL-TV	Salt Lake City	†KSL-TV
Binghamton, N. Y.	WNBF-TV	Grand Rapids, Mich.	WOOD-TV	San Antonio, Tex.	KENS-TV
Birmingham, Ala.	WABT	Green Bay, Wis.	WBAY-TV	San Diego, Cal.	KFSD-TV
Bloomington, Ind.	WTTV	Greensboro, N. C.	WFMY-TV	Schenectady, N. Y.	†WRGB
Boston, Mass.	WNAO-TV	Harrisburg, Pa.	WTPA	San Francisco, Cal.	KPIX
Buffalo, N. Y.	†WBEN-TV	Huntington, W. Va.	WSAZ-TV	Sioux City, Ia.	KVTV
Cedar Rapids, Ia.	KCRG-TV	Hutchinson, Kan.	KTVH	South Bend, Ind.	WSBT-TV
Champaign, Ill.	WCIA	Indianapolis, Ind.	WISH-TV	Springfield, Ill.	KTTS-TV
Charleston, W. Va.	WCHS-TV	Jackson, Miss.	WJTV	St. Louis, Mo.	WTVI
Chicago, Ill.	WGN-TV	Jacksonville, Fla.	†WMBR-TV	Syracuse, N. Y.	WHEN-TV
Cincinnati, O.	WCPO-TV	Johnstown, Pa.	†WJAC-TV	Tacoma, Wash.	KTNT-TV
Cleveland, O.	WXEL	Kalamazoo, Mich.	WKZO-TV	Toledo, O.	WSPD-TV
Colorado Springs	KKTU	Kansas City, Mo.	KCMO-TV	Topeka, Kan.	WIBW-TV
Dallas, Tex.	WFAA-TV	Lancaster, Pa.	WGAL-TV	Utica, N. Y.	WKTV
Dayton, O.	WHIO-TV	Little Rock, Ark.	WARK-TV	Wilmington, Del.	†WDEL-TV
				Youngstown, O.	WKBN-TV

TEXT OF FCC COLOR TELEVISION STANDARDS

With Description of Transmissions Under New Rules (Public Notice 53-1663)

Excerpted from Final Color Decision of Dec. 17, 1953 and Published in Full Text as Supplement to *Television Digest*

Appendix A

Description of Color Television Transmissions in Accordance with Proposed Signal Specifications

I — INTRODUCTION

1. Following is a description of color television transmissions in accordance with the proposed signal specifications under consideration. In attempting to simplify the description so that it might be intelligible to the lay reader it has been necessary from time to time to use non-technical terms. This may have resulted in some technical inaccuracies. However, engineers will find full data and descriptions in the record.

II — GENERAL

2. There is much similarity in the composition of television pictures and magazine or newspaper pictures. Printed pictures are composed of small dots and in the case of black and white pictures these dots are black and of varying size to give the impression of various shades of gray. The presence of the dot structure is not apparent to the eye under normal conditions because the distance between the viewer and the picture is such that the eye can no longer distinguish the individual dots and sees the combined effect as a single image. The sharpness of the picture is determined by the number of dots which compose the picture. The monochrome television picture, however, is composed of lines with varying degrees of grayness throughout their length to correspond to the brightness of the original object at that point. The sharpness of such an image is determined to a large extent by the rapidity with which variations in brightness can occur along the line either from black to white, or from white to black. For a given system there is a maximum rapidity with which the line can change from black to white and back again to black, which change would result in a white dot. The width of this dot determines the number of such dots which could be reproduced in a particular line and thus the number of such dots per line is a measure of the sharpness of images which can be reproduced. The television picture differs from the printed picture in that the number of equivalent dots in television is independent of the size of the television screen whereas the printed picture normally uses a fixed number of dots per inch of picture dimension. In order to create the illusion of motion it is necessary to transmit a series of still pictures in rapid succession. This principle for creating the illusion of motion is the same for both motion pictures and television, and depends upon the well known phenomenon of persistence of vision.

3. In television the tools employed for reproducing a picture are the camera, transmitter, and receiver. The function of the camera in a television system is to transform light energy into electrical energy. In principle, the television camera is not unlike a photographic camera. However, in place of film, in back of the television camera, there is substituted an electrical plate which is sensitive to light. This plate is composed of thousands of separate light-sensitive cells. When the light comes through the lens of the camera, it forms an image of the scene on the plate. The individual cells of the plate store up energy in proportion to the light which falls upon them. Thus, the cells in the bright parts of the image are filled with considerable energy while the darker parts are filled with less energy. In order to release this stored energy to the transmitter, an electron beam is caused to scan the image from left to right and top to bottom. The beam can be thought of as an electron gun which successively punctures the individual cells thus releasing the stored energy

to the transmitter. The transmitter provides a vehicle for transporting the camera signals to the receiver. This is done by generating a radio frequency signal in a part of the spectrum which has previously been determined to have the desired properties with regard to propagation, available bandwidth, etc. The camera signals including the image signals and certain other electrical pulses needed to maintain synchronism between transmitter and receiver are then superimposed on this radio frequency carrier. At the receiver a scanning beam similar to that at the camera is directed against the face of a viewing screen. The receiver scanning beam travels from left to right across each of the lines of the picture in exact synchronism with the beam at the camera. Therefore, the amount of electrical energy released at the camera at any instant will affect the beam at the receiver at that identical point in the picture. Thus, the picture is recomposed.

III — THE COMMISSION'S STANDARDS

4. When the monochrome television standards were adopted, the Commission allocated 6 mc (6 million cycles per second) for each television channel, nearly all of which is utilized for transmitting the video portion of the composite video-sound signals. The Commission's rules for monochrome require that thirty complete pictures each comprising 525 lines be transmitted each second. In a 4 mc video bandwidth 4 million pairs of elemental light and dark areas can be transmitted each second, or 8 million separate distinguishable elements. The number of elements is a limiting factor in determining the sharpness or resolution of the television picture and these may be arranged vertically or horizontally in an infinite variety of combinations. If it is decided, and the Commission's rules so provide, that it is necessary to scan 30 pictures each second in order to maintain continuity of motion and prevent flicker, 266,666 elements (i.e. 8 million divided by 30) are available for each "still" picture. Since the Commission's standards provide for 525 lines of vertical resolution, the horizontal resolution is fixed at 505 elements (i.e., 266,666 divided by 525). It should be noted that since the picture is 4 units wide for each 3 units of height the horizontal elements are thus about 40% wider than the vertical elements. In practice, the values of the number of lines and elements are reduced due to the time required for sending the synchronizing signals, limitation of equipment, and other factors.

IV — OPERATION UNDER PROPOSED SIGNAL SPECIFICATIONS

A. The Camera

Since most colors can be duplicated by the mixture of proper amounts of three properly selected primary colors, it follows that a color television system can be based on the transmission and reception of images in the three primary colors.

5. The first step in the transmission and reception of images in the three primary colors is accomplished in the television camera. The camera generates three different signals from the information in the picture. These may be the signals corresponding to the red, green and blue components in the picture but other combinations of three such independent sets of information could be used.

6. One method that has been used is the equivalent of three monochrome cameras. These cameras are operated from a single set of controls so that the view televised by each camera is identical. In front of each camera lens there is placed a red, a blue and a green filter, respectively. Thus, while the view in front of each camera is identical, the scene reaching the light sensitive plate of each camera contains only the components passed by the

red, blue or green filters. Hence, this camera produces an image in each of the primary colors, and changes the optical images into their equivalent electrical energy.

B. The Transmitting System

7. The three components obtained from the camera are electrically processed in such a manner as to obtain a brightness signal and two color-minus-brightness signals, namely red-minus-brightness and blue-minus-brightness. The brightness signal is channeled into one circuit with the other two signals being dealt with in a separate circuit.

(1) The Brightness Component

8. The brightness circuit of the color transmitter is similar to the conventional monochrome transmitter. Both have the same function of transmitting the relative brightness of the picture in monochrome. Thus, the two systems may be considered compatible, since a receiver performing satisfactorily on the monochrome system will also receive the brightness or monochrome signals transmitted in the color system. Since the eye is most sensitive to green, less sensitive to red, and least sensitive to blue, the brightness is obtained by mixing signals in that order of proportion. The specific values of the mixture are 59% green, 30% red, and 11% blue.¹ Such a mixture will produce a picture on monochrome receivers, in shades of gray. In the color system, this mixture accomplishes the primary objective of transmitting with correct intensity the brightness signal which is one of the two components of the color picture image.

(2) The Chroma Component

9. The color-minus-brightness signals are derived by subtracting the electrical value of the brightness signal from the electrical value of the color signals. The result is called the "color-minus-brightness" signal or "color difference" signal.² Thus, the chroma circuits of the transmitter must process two signals, red minus brightness ($E_r' - E_b'$), and blue minus brightness ($E_b' - E_r'$). Only two signals are necessary since the similar relation for the green signal ($E_g' - E_r'$) can be recovered at the receiver from a mathematical relationship between the other two.³ The two signals transmitted are the red minus brightness and blue minus brightness. This still presents somewhat of a problem since the two signals must be transmitted in the same circuits without interaction. The method used is to modulate⁴ the two signals on a selected

¹ Mathematically, this is written:

$$E_b' = .59 E_g' + .30 E_r' + .11 E_b'$$

Where

E_r' = brightness signal

E_g' = electrical signal corresponding to the green components of the picture

E_r' = electrical signal corresponding to the red components of the picture

E_b' = electrical signal corresponding to the blue components of the picture

² The brightness signal is not separated from the chroma signal until after the color image has been transformed by the camera from an optical quantity to its electrical equivalent. The reason for this is that the electrical quantity "color-minus-brightness" has no physical equivalent since the eye responds only to chroma accompanied by brightness. Chroma minus brightness would be invisible. The subtractions and additions necessary to compose the brightness and chroma signals are accomplished in a matrix unit which is a computing machine for units of electricity. Mathematically, the color minus brightness signal of the blue signal is written:

$$E_b' - E_r'$$

$$\begin{aligned} &^3 E_r' = .59 E_g' + .30 E_r' + .11 E_b' \\ .59 E_g' &= E_r' - .30 E_r' - .11 E_b' \\ E_g' &= 1.7 E_r' - .51 E_r' - .19 E_b' \\ E_g' - E_r' &= .7 E_r' - .51 E_r' - .19 E_b' \\ &= .19 E_r' - .51 E_r' + .19 E_r' - .19 E_b' \\ &= -.32 (E_r' - E_b') - .19 (E_b' - E_r') \end{aligned}$$

⁴ The term modulation is used a number of times in the text of the decision. For those unfamiliar with this fundamental process the following may be helpful. A radio transmitter generates a "carrier frequency" on the frequency assigned to the station. (This carrier might be considered as a replacement for the wire in a telephone system.) The intelligence to be transmitted, whether it is sound, picture or facsimile, is imposed upon this carrier by the process of modulation. For radio and television the intelligence or modulation, always a lower frequency than the carrier, is imposed upon the higher frequency for more efficient transportation to the receiver. When the desired intelligence modulates a carrier wave there results a composite signal which has the propagation characteristics of the carrier wave but also

subcarrier in a manner designed to prevent interaction.⁵ The frequency of the subcarrier is carefully selected to reduce the visibility of interaction between the chroma information and the brightness signal on the received picture.⁶

10. The relative location of the subcarrier within the channel is also an important consideration. If the subcarrier is placed too near the picture carrier there may be interference between the two. On the other hand, if the subcarrier is placed too near the edge of the channel it will restrict the width of the side-bands and limit the information which can be carried. The NTSC has compromised on a subcarrier frequency which is 3.579545 megacycles above the video carrier. Since this frequency is approximately .6 mc from the edge of the pass band (see Fig. 3, App. B), if the blue and red chroma signals were transmitted they would be limited to .6 mc. Resolution being a function of bandwidth, this would limit the resolution of color to very coarse detail. This limitation to a .6 mc bandwidth applies only when two sets of information such as the two color difference signals must be modulated on a single subcarrier. The reason for this is that in the quadrature method of modulating the subcarrier, both upper and lower side-bands of each color difference signal must be equal. It is, however, possible to send one set of information by using a single sideband. Thus, it would be possible to send two sets of information up to .6 mc and continue to a higher modulating frequency with a single set of information, e.g., a single color difference signal, using only one sideband. This is the method used in the NTSC system with the result that coarse color detail in the scene being televised which produces signals of frequency less than .6 mc is reproduced in approximately the original color. (The third color difference signal is recreated at the receiver.) Semi-fine color detail in the scene being televised which produces signals of frequencies greater than .6 mc and less than 1.5 mc is reproduced in hues which are contaminated. (With only one color difference signal being transmitted the primaries cannot properly combine at the receiver.) Very fine color detail in the scene being televised which produces signals of frequency greater than 1.5 mc is reproduced in monochrome. The NTSC has made a variation in the method of sending the red minus brightness and blue minus brightness signals. Instead of sending the blue minus brightness and the red minus brightness over the subcarrier, each of these signals is mixed with the other so that the blue minus brightness contains some red and the red minus brightness contains

⁵ A sine wave subcarrier can carry two sets of information by splitting the sine wave into two components in quadrature and amplitude modulating each component with one set of information.

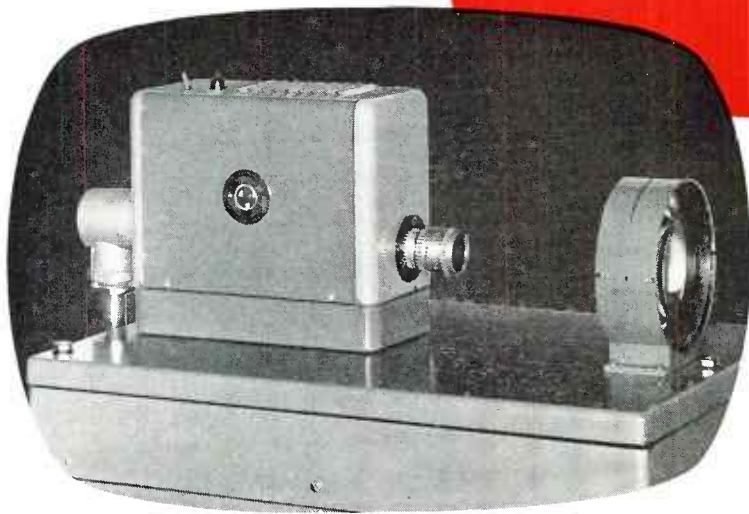
⁶ The line frequency is chosen as 1/286 times the frequency difference between the sound and picture carriers (4.5 mc/sec) or 15,734.26 cycles/second. Since there are 525 lines per frame, the frame frequency becomes 29.97 cycles per second and the field frequency 59.94 cycles per second. The subcarrier frequency is chosen as an odd multiple of one half the line frequency which in this case was chosen as 455/2 of the line frequency or 3,579,545 mc/sec. It will be noted that the line, field and frame frequencies are very close to the nominal values used for monochrome, namely 15,750, 60 and 30 cycles/sec.; thus existing monochrome sets will be able to respond to such scanning rates. The above combination will result in the beat note between the quiescent sound carrier and the color subcarrier being an odd multiple of one half the line frequency. It has been determined that such a relationship results in a minimum visibility, on the received picture, of such interaction as well as a minimum visibility of the subcarrier itself due to a similar relationship of its frequency to that of the line scanning rate.

contains the original intelligence in one form or another. At the receiver the demodulation process results in recovery of the original intelligence and elimination of the carrier wave which has served its purpose. This is accomplished in a demodulator (detector) and there are a number of ways of performing the demodulation. One way is to generate in the receiver another frequency which is exactly equivalent to the transmitter carrier frequency. When these two identical carriers (frequencies) are placed in the same receiver circuit (demodulator) they have the effect of cancelling each other leaving the original intelligence. This is the system used in the recovery of the color signals described above. (The system of modulation described above is known as *amplitude modulation* because the modulation varies the amplitude of the carrier.) Other systems based on the same broad principles are called frequency modulation and phase modulation. In the latter cases, the modulation varies the frequency or phase characteristics of the carrier rather than the amplitude; however, the objective of the modulation is the same.

Your **FILMS** and **COSTS**
BOTH LOOK BETTER

with the new

GPL VIDICON FILM CHAIN



Low first cost; low operating cost
Operates unattended; frees studio manpower
Photo-conductive tube
Stable black level
No shading correction required
No back or edge lighting required
Lowest "noise" level in television
Easy to multiplex

NOW . . . A DO-IT-YOURSELF KIT
for TV Stations to convert Iconoscopes
into Modern Vidicon Chains

GPL has developed a kit which enables you to convert—not discard—your iconoscopes and get all the Vidicon advantages at minimum cost.

Make conversion with your personnel . . . no outside contract. Use major part of iconoscope chain, to cut costs.

Ask nearest GPL office for full details of this exclusive Vidicon Conversion Kit.

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 or more multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

General Precision Laboratory

INCORPORATED
PLEASANTVILLE NEW YORK



Write, wire or phone for information

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

Spring 1955 Edition

319

STRENGTH all the way up

EMSCO TV towers

EMSCO "Towers of Strength" are specifically engineered for height, weight loads, and to withstand high winds.

One of the superior structural features of EMSCO towers is a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight... a relative increase in strength... a reduction in foundation costs.

EMSCO towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs... insures long structural life.

For guyed or self-supporting towers unequalled for safety, structural rigidity, and economy... specify EMSCO.

* Patent Pending.



Typical EMSCO
guyed TV tower
Houston, Texas

EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

E-211

some blue.⁷ Corresponding changes are also made in the receiver circuits so that as long as both color mixture signals are received, i.e., in the modulation range 0-.6 mc, the circuits could unscramble the mixture and deliver the red minus brightness, blue minus brightness, and green minus brightness to the viewing tube. Thus, there results no change in the coarse detail of the picture. However, when only one color mixture signal is transmitted, i.e., a .6 mc to 1.5 mc modulation, the receiver circuits unable to function as above produce a contaminated color varying from orange to cyan depending upon the actual color being televised. This contaminated color produces less noticeable distortion in the semi-fine detail of the picture than when a single pure color is transmitted. The luminosity of the picture is approximately uniform throughout its range from orange to cyan, thus further reducing the apparency of its color distortion. This distortion in fine detail is sometimes called edge distortion, the reason being that fine detail only occurs at the edge of an object where it contrasts with the background, or, with other objects or with part of the same object. Thus, while the eye is relatively insensitive to the color in these edges, nevertheless, if the color is intense or sharply different from the adjoining area, some distortion will be apparent. The NTSC system overcomes this difficulty by using a blended color which does not call attention to the transition.

(3) Synchronization

11. The NTSC color system requires no change in the black and white synchronizing standards except that additional synchronizing information, referred to as the "color burst," is added. In order to demodulate the color subcarrier the receiver must generate a subcarrier of its own of exactly the same phase and frequency. It is, in fact, so important that the received subcarrier be identical with the transmitted subcarrier that it is necessary to send along a sample of the transmitted subcarrier which can be used as a reference by the receiver. It is rather a problem of just where to put this reference "burst" so that it won't be in the way of the luminance signal, the chrominance signals or the other synchronizing pulses. The place selected was the so-called "back porch" (blanking interval) following the horizontal synchronizing pulse. This is the short period during which the picture is blanked out to prevent visible retrace while the scanning beam is returning across the picture to its starting point. Only a few cycles (9 cycles of 3.579545 megacycles) of the reference burst (derived from the color subcarrier) are transmitted.

(4) The Combined Signal

12. Prior to transmission over the air the various signals mentioned above are combined into a composite signal. This signal includes the synchronizing signals, the brightness signal, and the chroma information on the subcarrier.⁸

C. The Receiver

13. The following description of receivers now known is included to indicate how the signal can be used to produce a color picture.

14. The composite color signal arriving at the receiver antenna consists of a brightness component and a chroma component.

⁷ The amplitude of these two orthogonal components of the chrominance signals can be expressed in terms of color difference signals as follows:

$$E_{0'} = .41 (E_B' - E_Y') + .48 (E_R' - E_Y')$$

$$E_{1'} = -.27 (E_B' - E_Y') + .74 (E_R' - E_Y')$$

Where

$E_{0'}$ = narrow-band component of the color signal
 $E_{1'}$ = wide-band component of the color signal

⁸ The complete color signal has the following composition:

$$E_{Y'} = E_Y' + E_{0'} \sin (\omega t + 33^\circ) + E_{1'} \cos (\omega t + 33^\circ)$$

$E_{M'} = E_Y' + 0.493 (E_B' - E_Y') \sin \omega t + 0.877 (E_R' - E_Y') \cos \omega t$
 where the angular frequency ω is 2 pi times the frequency of the chrominance subcarrier.

The second equation above is only valid for color difference frequencies below 500 kilocycles since the $E_{0'}$ signal is removed for frequencies above that range.

(1) *Brightness Component*

15. If the signal is received on a monochrome television set the brightness component will pass through the receiver circuits and appear on the viewing tube as a monochrome picture. The interference from the chroma component of the incoming signal will be reduced on the monochrome receiver because of the interlacing principle previously described.⁹ If the composite color signal is received on a color set the brightness component will be processed by the receiver brightness circuits and appear at the viewing tube ready to be combined with the chroma component.

(2) *Chroma Component*

16. When the composite color signal is received on a color receiver the chroma component must be separated by means of special filters before it can be processed.¹⁰ The output of these filters is fed to the chroma demodulator

⁹ The color subcarrier frequency selection for minimum visibility of the color information on the luminance channel is sometimes called frequency interlacing.

¹⁰ The chroma signal is removed from the composite signal at about the third video amplifier and then fed through a 1.8 mc to 4.3 mc bandpass filter. This filters out the video carrier frequency and low frequency components leaving the color subcarrier and sidebands along with the high frequency components of the lumi-

which recovers the original color difference signals.¹¹ The two color difference signals thus derived are fed into a matrixing unit from which is recovered the third color difference signal (green minus brightness). In the case of the three-gun type of color tube, the three color minus brightness signals are routed to the three respective electron beams of the color tube where they are combined with the brightness signal. The result—color minus brightness plus brightness equals color, i.e., the original primary color is restored and projected on the viewing tube.

¹¹ The local oscillator supplies two signals having exactly the same frequency as the subcarrier. These two signals are placed in quadrature with each other in the same phase relationship as the two quadrature components of the subcarrier. Each quadrature component demodulates the respective color signal with which it is in phase.

nance signal. The modulations of the two color difference signals on the subcarrier remain independent only when the modulated waves each consist of like upper and lower sidebands. When the sidebands are not equal, the modulation $E_{0'}$ and $E_{1'}$ cross talk on each other and the color is contaminated. Since the receiver response falls off for the higher video frequencies, compensation is necessary to make the upper sideband equal the lower sideband in the region 0 to 0.6 mc from the subcarrier. This compensation consists usually of peaking coils with a peak of about 6 db in the 4.0 mc region and is inserted in the circuit to the demodulator grids.

Appendix B—Full Text of

FCC Technical Standards Amended to Incorporate Color

I. Section 3.681 is amended to read as follows:

§ 3.681 Definitions—(a) *Amplitude modulation (AM)*.

A system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

(b) *Antenna height above average terrain*. The average of the antenna heights above the terrain from two to ten miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North. (In general, a different antenna height will be determined in each direction from the antenna. The average of these various heights is considered the antenna height above the average terrain. In some cases less than 8 directions may be used. See § 3.684(d)).

(c) *Antenna power gain*. The square of the ratio of the root-mean-square free space field intensity produced at one mile in the horizontal plane, in millivolts per meter for one kilowatt antenna input power to 137.6 mv/m. This ratio should be expressed in decibels (db). (If specified for a particular direction, antenna power gain is based on the field strength in that direction only.)

(d) *Aspect ratio*. The ratio of picture width to picture height as transmitted.

(e) *Aural transmitter*. The radio equipment for the transmission of the aural signal only.

(f) *Aural center frequency*. (1) The average frequency of the emitted wave when modulated by a sinusoidal signal; (2) the frequency of the emitted wave without modulation.

(g) *Blanking level*. The level of the signal during the blanking interval, except the interval during the scanning synchronizing pulse and the chrominance subcarrier synchronizing burst.

(h) *Chrominance*. The colorimetric difference between any color and a reference color of equal luminance, the reference color having a specific chromaticity.

(i) *Chrominance subcarrier*. The carrier which is modulated by the chrominance information.

(j) *Color transmission*. The transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

(k) *Effective radiated power*. The product of the antenna input power and the antenna power gain. This product should be expressed in kilowatts and in decibels above one kilowatt (dbk). (If specified for a particular direction, effective radiated power is based on the antenna power gain in that direction only. The licensed effective radiated power is based on the average antenna power gain for each horizontal plane direction.)

(l) *Field*. Scanning through the picture area once in the chosen scanning pattern. In the line interlaced scan-

ning pattern of two to one, the scanning of the alternate lines of the picture area once.

(m) *Frame*. Scanning all of the picture area once. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

(n) *Free space field intensity*. The field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

(o) *Frequency modulation (FM)*. A system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous amplitude of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the frequency of the modulating signal.

(p) *Frequency swing*. The instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

(q) *Interlaced scanning*. A scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency.

(r) *Luminance*. Luminous flux emitted, reflected, or transmitted per unit solid angle per unit projected area of the source.

(s) *Monochrome transmission*. The transmission of television signals which can be reproduced in gradations of a single color only.

(t) *Negative transmission*. Where a decreased in initial light intensity causes an increase in the transmitted power.

(u) *Peak power*. The power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

(v) *Percentage modulation*. As applied to frequency modulation, the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ± 25 kilocycles is defined as 100 percent modulation.

(w) *Polarization*. The direction of the electric field as radiated from the transmitting antenna.

(x) *Reference black level*. The level corresponding to the specified maximum excursion of the luminance signal in the black direction.

(y) *Reference white level of the luminance signal*. The level corresponding to the specified maximum excursion of the luminance signal in the white direction.

(z) *Scanning*. The process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

(aa) *Scanning line*. A single continuous narrow strip of the picture area containing highlights, shadows, and half-tones, determined by the process of scanning.

(bb) *Standard television signal.* A signal which conforms to the television transmission standards.

(cc) *Synchronization.* The maintenance of one operation in step with another.

(dd) *Television broadcast band.* The frequencies in the band extending from 54 to 890 megacycles which are assignable to television broadcast stations. These frequencies are 54 to 72 megacycles (channels 2 through 4), 76 to 88 megacycles (channels 5 and 6), 174 to 216 megacycles (channels 7 through 13), and 470 to 890 megacycles (channels 14 through 83).

(ee) *Television broadcast station.* A station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.

(ff) *Television channel.* A band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.

(gg) *Television transmission standards.* The standards which determine the characteristics of a television signal as radiated by a television broadcast station.

(hh) *Television transmitter.* The radio transmitter or transmitters for the transmission of both visual and aural signals.

(ii) *Vestigial sideband transmission.* A system of transmission wherein one of the generated sidebands is partially attenuated at the transmitter and radiated only in part.

(jj) *Visual carrier frequency.* The frequency of the carrier which is modulated by the picture information.

(kk) *Visual transmitter.* The radio equipment for the transmission of the visual signal only.

(ll) *Visual transmitter power.* The peak power output when transmitting a standard television signal.

II. Section 3.682 is amended as follows:

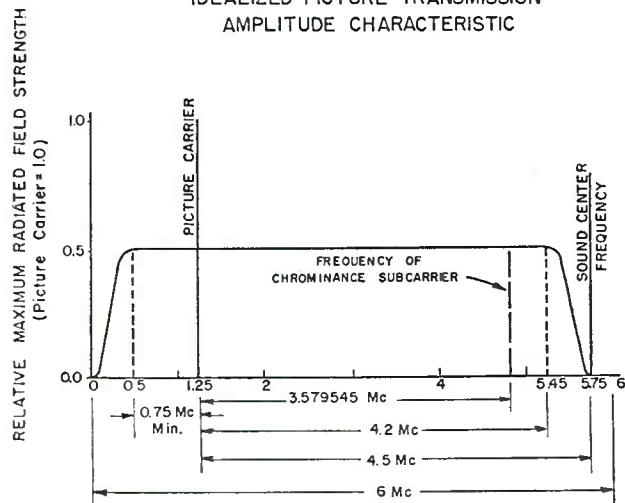
Delete subparagraph (a) and substitute the following:
 § 3.682. **Transmission standards and changes (a) Transmission standards.** (1) The width of the television broadcast channel shall be six megacycles per second.

(2) The visual carrier frequency shall be nominally 1.25 mc above the lower boundary of the channel.

(3) The aural center frequency shall be 4.5 mc higher than the visual carrier frequency.

(4) The visual transmission amplitude characteristic shall be in accordance with the chart designated as Appendix III, Figure 3.

IDEALIZED PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC



Note: Not drawn to scale

FIGURE 3

(5) The chrominance subcarrier frequency shall be 3.579545 mc \pm 10 cycles per second with a maximum rate of change not to exceed one-tenth cycle per second per second.

(6) For monochrome and color transmissions the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The horizontal scanning frequency shall be 2/455 times the chrominance subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734.264 \pm .044 cycles per second). The vertical scanning frequency is 2/525

times the horizontal scanning frequency; this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second). For monochrome transmissions only, the nominal values of line and field frequencies may be used.

(7) The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

(8) During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.

(9) A carrier shall be modulated within a single television channel for both picture and synchronizing signals. For monochrome transmission, the two signals comprise different modulation ranges in amplitude, in accordance with the charts designated as Appendix III, Figures 3 and 4(b). For color transmission, the two signals comprise different modulation ranges in amplitude except where the chrominance penetrates the synchronizing region and the burst penetrates the picture region, in accordance with the charts designated as Appendix III, Figures 3 and 4(a).

(10) A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).

(11) The reference black level shall be represented by a definite carrier level, independent of light and shade in the picture.

(12) The blanking level shall be transmitted at 75 \pm 2.5 per cent of the peak carrier level.

(13) The reference white level of the luminance signal shall be 12.5 \pm 2.5 per cent of the peak carrier level.

(14) The signals radiated shall have horizontal popularization.

(15) An effective radiated power of the aural transmitter not less than 50 percent nor more than 70 percent of the peak radiated power of the visual transmitter shall be employed.

(16) The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both scanning synchronizing peak and blanking level, shall not exceed 5 percent of the average scanning synchronizing peak signal amplitude.²⁰

(17) The reference black level shall be separated from the blanking level by the setup interval, which shall be 7.5 \pm 2.5 percent of the video range from blanking level to the reference white level.

(18) For monochrome transmission, the transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.²⁰

(19) The color picture signal shall correspond to a luminance component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature.

(20) Equation of complete color signal.

(i) The color picture signal has the following composition:

$$E_M = E_Y' + \left\{ E_Q' \sin(\omega t + 33^\circ) + E_I' \cos(\omega t + 33^\circ) \right\}$$

where

$$E_Q' = 0.41 (E_B' - E_Y') + 0.48 (E_R' - E_Y')$$

$$E_I' = -0.27 (E_B' - E_Y') + 0.74 (E_R' - E_Y')$$

$$E_Y' = 0.30 E_R' + 0.59 E_G' + 0.11 E_B'$$

For color-difference frequencies below 500 kc (see (iii) below), the signal can be represented by:

$$E_M = E_Y' + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

(ii) The symbols in (i) have the following significance:

E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome

²⁰ These items are subject to change but are considered the best practice under the present state of the art. They will not be enforced pending a further determination thereof.

NOW

KTR-100A

Color TV microwave relay

ONE BASIC SYSTEM FOR ALL BANDS

BROADCAST

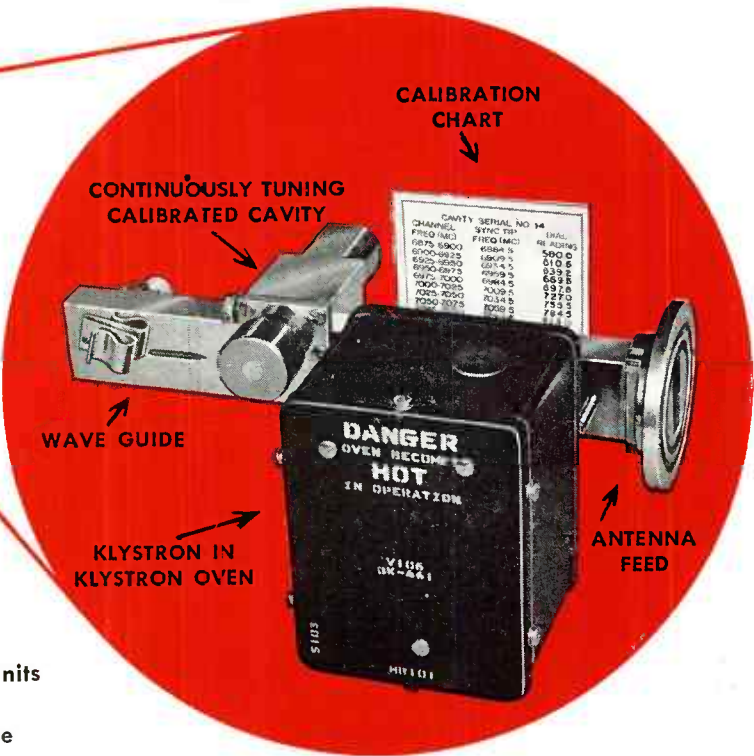
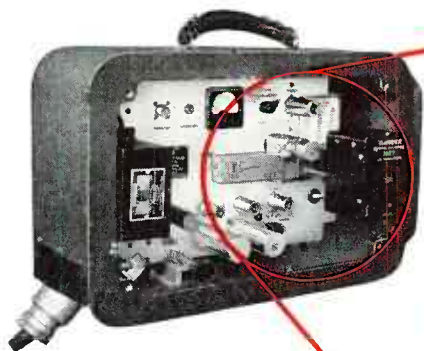
6875-7050
12800-13200

COMMON CARRIER

5925-6425
7050-7125
12800-13200

GOVERNMENT

7125-7200



ONE BASIC SYSTEM with all these extra features AT NO EXTRA COST!

- Complete Multiband Frequency Coverage
- Easily Interchangeable RF Plumbing Units
- Tunable Calibrated Reference Cavity
- Differential Gain and Differential Phase Controls
- Built-in Multiplexed Audio

The new KTR-100A microwave relay meets or exceeds all FCC and RETMA color specifications for multiplexed video and audio signals with a differential phase of less than $\pm 2^\circ$ and a differential gain of less than 1 db maximum.

It provides in a single, basic system complete equipment to cover all broadcast and common carrier bands and the adjoining government band . . . combines multiplexed video and audio . . . and is designed for the widest possible flexibility in application.

Not only are these features available *at no extra cost* but the new KTR-100A still remains *the lowest cost microwave in the industry.*

Write for complete information. Address Dept. 6130 FB

The advanced design of the new KTR-100A offers simplicity and accessibility with proven reliability . . . providing greater flexibility with maximum tube efficiency, power and long life. Easily interchangeable RF units (as shown above) provide for band changes and a referenced calibrated cavity makes possible frequency changes in the field within allocated bands. One basic system for color and monochrome and for all present and future frequencies protects your equipment investment.



Specialists in Microwave for Television

RAYTHEON MANUFACTURING COMPANY

Equipment Sales Division

WALTHAM 34, MASSACHUSETTS

(black-and-white) portion of the color picture signal, corresponding to the given picture element.²¹

E_o' and E_i' are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes.

E_R' , E_G' , and E_B' are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element.

ω is the angular frequency and is 2π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets in (i) represents the chrominance subcarrier signal which carries the chrominance information.

The phase reference in the E_M equation in (i) is the phase of the burst + 180° , as shown in Figure 4(c). The burst corresponds to amplitude modulation of a continuous sine wave.

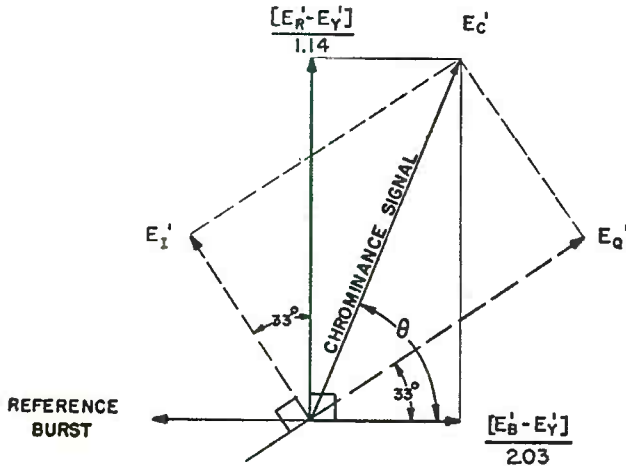


FIGURE 4(c)

(iii) The equivalent bandwidth assigned prior to modulation to the color difference signals E_Q' and E_I' are as follows:

- Q-channel bandwidth
 - at 400 kc less than 2 db down
 - at 500 kc less than 6 db down
 - at 600 kc at least 6 db down

- I-channel bandwidth
 - at 1.3 mc less than 2 db down
 - at 3.6 mc at least 20 db down

(iv) The gamma corrected voltages E_R' , E_G' , and E_B' are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2²² associated with each primary color. The voltages E_R' , E_G' , and E_B' may be respectively of the form E_R1/γ , E_G1/γ , and E_B1/γ although other forms may be used with advances in the state of the art.

(v) The radiated chrominance subcarrier shall vanish on the reference white of the scene.^{22a}

(vi) E_Y' , E_Q' , E_I' and the components of these signals shall match each other in time to 0.05 microseconds.

(vii) The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within $\pm 10^\circ$ and their amplitudes shall be within ± 20 percent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the

²¹ Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

²² At the present state of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

^{22a} The numerical values of the signal specification assume that this condition will be reproduced as CIE Illuminant C (x = 0.310, y = 0.316).

luminance signal for the same saturated primaries and their complements shall fall between the limits of 0.8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

III. Section 3.687 is amended as follows:

A. Delete subparagraph (a) and substitute the following:

§ 3.687. Transmitters and associated equipment—(a) *Visual transmitter.* (1) For monochrome transmission only, the over-all attenuation characteristics of the transmitter, measured in the antenna transmission line after the vestigial sideband filter (if used), shall not be greater than the following amounts below the ideal demodulated curve. (See Appendix III, Figure 7.)

- 2 db at 0.5 mc
- 2 db at 1.25 mc
- 3 db at 2.0 mc
- 6 db at 3.0 mc
- 12 db at 3.5 mc

The curve shall be substantially smooth between these specified points, exclusive of the region from 0.75 to 1.25 mc.²⁷

(2) For color transmission, the standard given by § 3.687(a)(1) applies except as modified by the following: A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the composite color picture signal shall produce a radiated signal having an amplitude (as measured with a diode on the R.F. transmission line supplying power to the antenna), which is down 6 ± 2 db with respect to a signal produced by a sine wave of 200 kc. In addition, the amplitude of the signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 mc.

(3) The field strength or voltage of the lower sideband, as radiated or dissipated and measured as described in subparagraph (4) of this paragraph, shall not be greater than -20 db for a modulating frequency of 1.25 mc or greater and in addition, for color, shall not be greater than -42 db for a modulating frequency of 3.579545 mc (the color subcarrier frequency). For both monochrome and color, the field strength or voltage of the upper sideband as radiated or dissipated and measured as described in subparagraph (4) of this paragraph shall not be greater

ASSUMED IDEAL DETECTOR OUTPUT

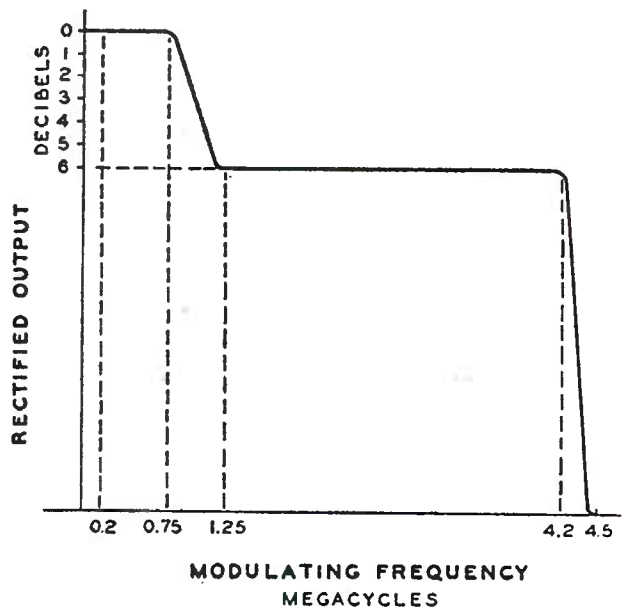


FIGURE 7

²⁷ Output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix III, Figure 7.



playing the best supporting role in TV

More than forty years ago, at Ketchikan, Alaska, four 300-foot Blaw-Knox self-supporting "wireless" towers were installed. And they are still providing good service, despite the extreme cold, wind, ice and other hazardous weather conditions.

Today, we are designing and building the most modern types of TV towers for the most modern types of antennas. These antennas are often 100 feet or more in height and weigh 10 tons or more. Yet they must be rigidly supported by towers at heights which range over 1000 feet in the air . . . in order to provide a clear, steady picture in the home.

Blaw-Knox designs each tower for its specific

application. This complete flexibility is characteristic of our research, engineering, testing and fabricating services . . . and a key reason why Blaw-Knox plays the best supporting role in TV.

In many industries, Blaw-Knox accomplishes outstanding engineering achievements. They improve production, reduce costs, make better products possible. The listing below will readily give you a good idea of the wide scope of products and services offered by other Blaw-Knox divisions.

BLAW-KNOX COMPANY

Farmers Bank Building • Pittsburgh 22, Penna.

before you buy, see if Blaw-Knox makes it



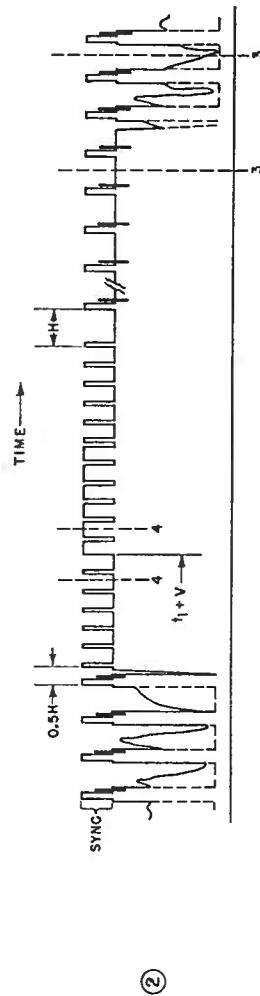
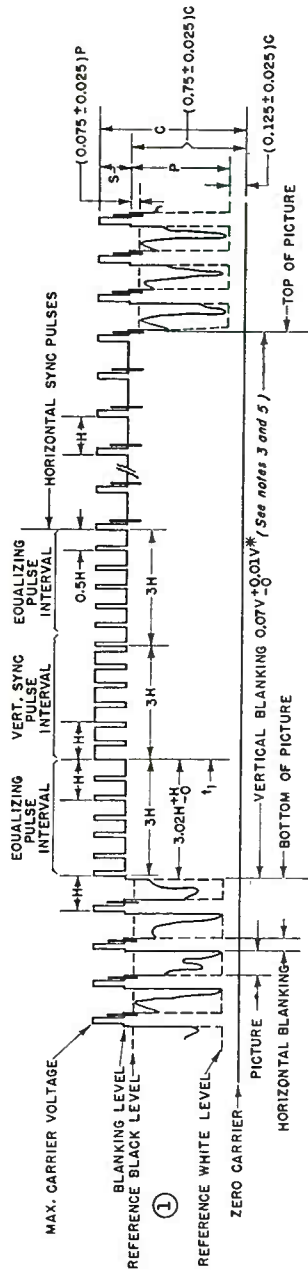
Blaw-Knox Equipment Division
Pittsburgh 38, Pa. and Elyria, Ohio
Chemical and Process Equipment
Clamshell Buckets
Gas Cleaning Equipment
Open Steel Grating
Radio, TV and Transmission
Towers
Road Paving Machinery and
Construction Equipment
Steel Forms for Concrete
Construction
Steel Plant Equipment—Water
Cooled Doors, Frames,
Reversing Valves, etc.,
for High Temperature Furnaces

Bufovak Equipment Division
Buffalo 11, N.Y. and Mora, Minn.
Chemical, Dairy and Food
Process Equipment
Chemical Plants Division
Pittsburgh 30, Pa.
Engineers and Constructors of
Chemical Process, Industrial,
Petroleum and Atomic Energy
Plants
Foot Const. Equip. Division
Nunda, N.Y.
Black Top Road Pavers
Concrete Road Pavers

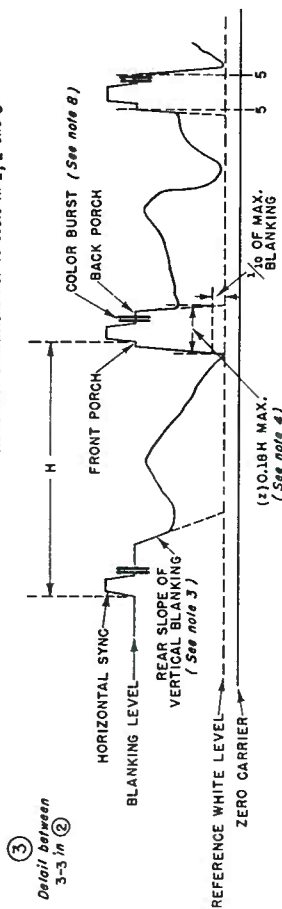
Lewis Machinery Division
Groveton, Pa.
Rolling Mills and Auxiliary
Machinery for Rolling Steel and
Other Metals
Ordnance Equipment
**Power Piping and Sprinkler
Division**
Pittsburgh 33, Pa.
Prefabricated Piping for All
Pressures and Temperatures
Automatic Fire Protection Systems
Pipe Hangers

National Alloy Division
Pittsburgh 38, Pa.
Alloy Steel Castings for Extreme
Temperature, Abrasion and
Corrosion Resistance
Union Steel Castings Division
Pittsburgh 1, Pa.
Heavy Industrial Steel Castings
Ordnance Castings
Rolls Division
(Pittsburgh and Lewis Rolls)
Pittsburgh 1, Pa.
Iron, Steel and Alloy Rolls for
Rolling Steel and Other Metals

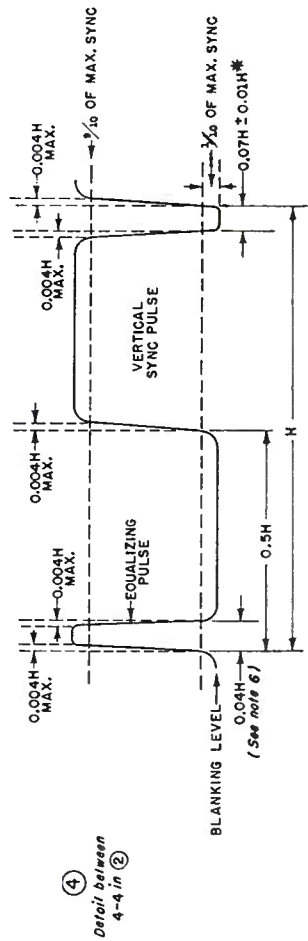
TELEVISION SYNCHRONIZING WAVEFORM FOR COLOR TRANSMISSION



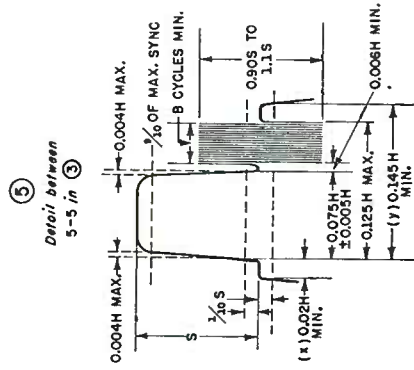
Horizontal dimensions not to scale in 1, 2 and 3



Detail between 3-3 in ②



Detail between 4-4 in ②



Detail between 5-5 in ③

NOTES

- 1 H = Time from start of one line to start of next line.
- 2 V = Time from start of one field to start of next field.
- 3 Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
- 4 Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x+y) and (z) under all conditions of picture content.
- *5 Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
- 6 Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
- 7 Color burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
- 8 Color bursts to be omitted during monochrome transmission.
- 9 The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be ±10 cycles with a maximum rate of change of frequency not to exceed 1/10 cycle per second per second.
- 10 The horizontal scanning frequency shall be 453 times the burst frequency.
- 11 The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
- 12 Dimension "P" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal.
- Dimension "S" is the sync amplitude above blanking level.
- Dimension "C" is the peak carrier amplitude.
- 13 Refer to text for further explanations and tolerances.

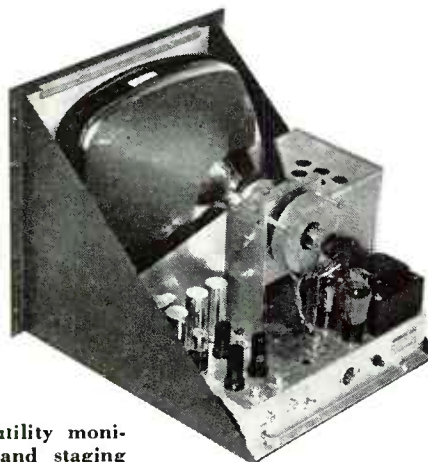
FIGURE 4(a)

For Every Monitor Need...

choose Conrac monochrome and color TV monitors



Conrac color picture monitor, CD15, for NTSC color signals. Self-contained, with many operating and maintenance convenience features. Choice of rack or cabinet mounting.



Conrac general purpose utility monitor, CB17-A for studio and staging area use. For Rack mounting or with carrying case style cabinet.

Since the beginning of television, the networks have relied on fine Conrac TV station monitors for faithful reproduction in black and white. It was no surprise that Conrac engineers were ready to bring you a high quality color monitor with the advent of color TV.

Already delivering to a major network on *quantity* orders for color TV monitors, Conrac is at work on other new professional monitors,

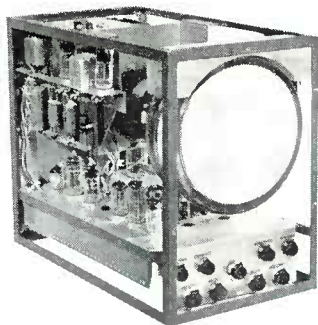
specially designed to meet your every station monitoring need, from small console to big screen sets. Whether yours is a newly licensed station being equipped for the first time, or an established one expanding its facilities, you'll want to make the most satisfactory investment . . . you'll want Conrac.

Conrac monitors are planned for ease of operation, uncomplicated maintenance, superlative long-lived service. It pays to investigate Conrac. Write today for complete details on these and other Conrac systems.

Available Soon — Conrac Model CE 7 new 7" monitor for control room console use.

Conrac Model CF 21, new large 21" color picture station monitor.

Model CE 7



CONRAC, INC. SINCE 1939 GLENDORA, CALIFORNIA

Makers of fine Fleetwood Receiver Systems for custom installation with or without remote control.

than -20 db for a modulating frequency of 4.75 mc or greater.²⁹ ^{29a}

(4) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal³⁰ to establish peak output voltage plus a variable frequency sine wave voltage occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value of 0.75 of peak output voltage. The amplitude of the 200 kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured. As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for mid-characteristic operation.

(5) A sine wave, introduced at those terminals of the transmitter which are normally fed the composite color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 mc, of zero microseconds up to a frequency of 3.0 mc and then linearly decreasing to 4.18 mc so as to be equal to -0.17 microseconds at 3.58 mc. The tolerance on the envelope delay shall be ± 0.05 microseconds at 3.58 mc. The tolerance shall increase linearly to ± 0.1 microseconds, down to 2.1 mc, and remain at

²⁹ Field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance, together with data on the antenna characteristics, shall be taken in place of over-all field measurements.

^{29a} Television stations shall have until July 1, 1954 for compliance with the requirements of this subparagraph with respect to attenuation of the upper sidebands.

³⁰ The "synchronizing signal" referred to in this section means either a standard synchronizing wave form or any pulse that will properly set the peak.

± 0.1 microseconds down to 0.2 mc.^{29a} The tolerance shall also increase linearly to ± 0.1 microseconds at 4.18 mc.

(6) The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Appendix III, Figure 4(a) or (b), as modified by vestigial sideband operation specified by Appendix III, Figure 3.

(7) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one per cent of the average interval, however, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(8) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the blanking interval. However, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(9) Sufficient monitoring equipment shall be employed to determine whether the visual signal complies with the requirements of this subpart.

(10) For color transmission the transfer characteristic (that is the relationship between the transmitter RF output and video signal input) shall be substantially linear between the reference black and reference white levels.

B. Delete subparagraph (c)(1) of § 3.687 and substitute the following:

(c) *Requirements applicable to both visual and aural transmitters.*

(1) Automatic means shall be provided in the visual transmitter to maintain the carrier frequency within one kilocycle of the authorized frequency; automatic means shall be provided in the aural transmitter to maintain the carrier frequency within four kilocycles of the assigned aural carrier frequency or, alternatively, 4.5 megacycles above the actual visual carrier frequency within five kilocycles. For color transmission the aural carrier shall be maintained 4.5 megacycles above the visual carrier within ± 1 kilocycle. When required by § 3.606, the visual and aural carrier frequencies are to be offset in frequency by 10 kilocycles (plus or minus, as indicated) from the normal carrier frequencies.

IV. Appendix III to subpart E is amended as follows:

Delete Figures 3, 4, and 7 and add the attached Figures 3, 4(a), 4(b), 4(c), and 7.

^{29a} Tolerances for the interval of 0.0 to 0.2 mc are not specified at the present time.

Experimental TV Stations Authorized by the FCC

With Applications Pending; Status as of January 1, 1955. Powers Are Peak Transmitter Outputs.

CALIFORNIA

COALINGA—Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal. Applicant for Ch. 47 (668-674 mc), with 5-w, for tests of UHF booster.

CONNECTICUT

WATERBURY—KC2XFF, licensed to Adler Communications Laboratories, 1 LeFevre Lane, New Rochelle, N. Y., Channel 53 (704-710 mc), 10-w, for tests of booster to rebroadcast signals of WATR-TV, Waterbury.

ILLINOIS

CHICAGO—KS2XBS, licensed to Zenith Radio Corp., 135 S. La Salle St., Channel 2 (54-60 mc), 1 kw visual, 500 watts aural. Station used for tests of Phonevision system of subscription TV Jan. 1-March 31, 1951, and available for color TV experiments. Zenith also holds license for KS2XBR, 512-528 mc, 1 kw visual and aural.

INDIANA

BLOOMINGTON—KS2XDP, licensed to Sarkes Tarzlan Inc., 535 S. Walnut St. Channels 14-83, 50-kw visual, 50-kw aural.

MISSISSIPPI

VICKSBURG—KK2XFL, Special Temporary Authorization to Radio Corp. of America, Front & Cooper Sts., Camden, N. J., Channel 25 (536-542 mc), 10-w, for tests of booster to rebroadcast signals of WJTV, Jackson, Miss.

MISSOURI

KANSAS CITY—Gary O. Sandstedt, 3837 Harrison Blvd. Applicant for Ch. II (198-204 mc), with 500-w visual, 250-w aural, to experiment with low-cost operations.

NEW JERSEY

CAMDEN—KE2XNY, licensed to Radio Corp. of America, Front & Cooper Sts., Channels 2-6 (100 kw ERP), 7-13 (316 kw), 14-83 (1000 kw).

KEARNY—Product Development Co. Inc., 307 Bergen Ave. Applicant for Ch. 7-13 (174-216 mc), 50-w, for tests of transmitting antennas.

NUTLEY—KE2XHZ, licensed to Federal Telecommunications Laboratories Inc. (IT&T), 500 Washington St., Channels 2-13 (54-216 mc), 5.5 kw visual, 3 kw aural.

NEW YORK

NEW ROCHELLE—KE2XPS, licensed to Adler Communications Laboratories, 1 LeFevre Lane, Channel 25 (536-542 mc), 10-w, for tests of UHF booster.

NEW YORK—KE2XDR, licensed to Allen B. DuMont Laboratories Inc. (WAED), 515 Madison Ave., 700-720 mc, 300 watts visual 150 watts aural.

NEW YORK—KE2XKC, Special Temporary Authorization to General Teleradio Inc., 1440 Broadway, to use commercial station WOR-TV (Channel 9) for tests of Subscriber-Vision and Phonevision systems of subscription TV.

SYRACUSE—KE2XHX, licensed to General Electric Co., Electronics Park, Channels 2-83, 50 kw visual, 25 kw aural.

PENNSYLVANIA

EMPORIUM—KG2XDU, licensed to Sylvania Electric Products Inc., Emporium, 509-529 mc, & 870-890 mc, 300 watts visual, 100 watts aural. Also licensed for KG2XEL, 878-884 mc, 30 watts visual, 10 watts aural, to test satellite operation, and holds Special Temporary Authorization for KG2XFZ, 518-524 mc, 1-w, booster for KG2XDU.

LANCASTER—KG2XDI, licensed to Conestoga Television Assn., New Holland & Fountain Aves., 590-610 mc, 5 kw visual, 2.5 kw aural.

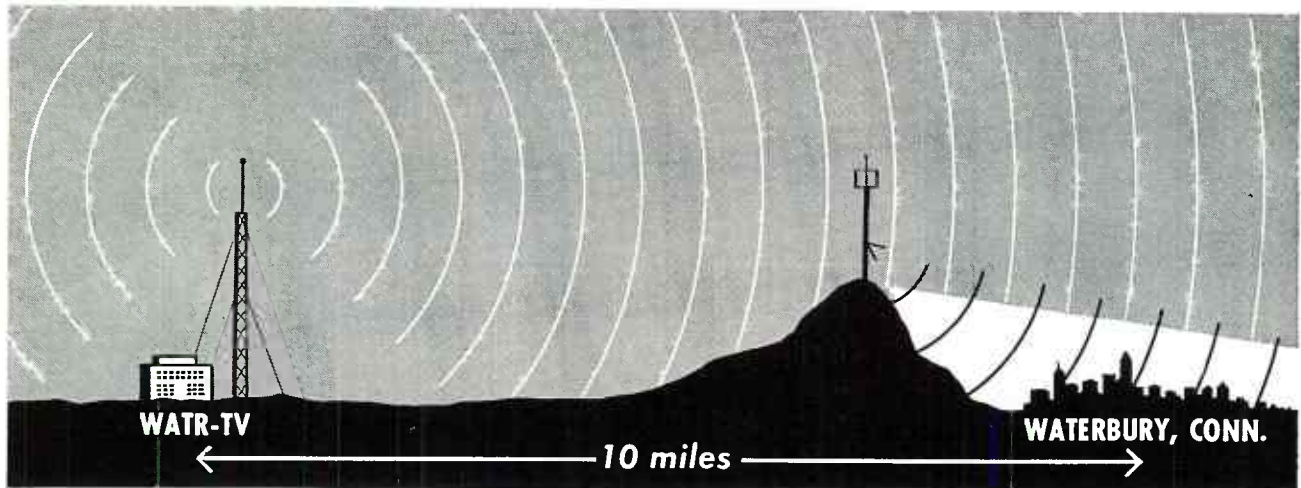
WASHINGTON

MANSON—Manson Community TV Co., c/o Marion McFadden, Manson. Applicant for Channel 16 (482-488 mc), with 10-w, for tests of UHF satellite.

HAWAII

(VARIOUS LOCATIONS)—Iresco Inc., 2221 Warwick Ave., Santa Monica, Cal. Applicant for booster on Channels 4, 9 & 11, with 15-w, for tests of boosters at unspecified sites in Hawaiian Islands.

ACL "ON CHANNEL SATELLITE" (BOOSTER) BRINGS **WATR-TV** TO 50,000 VIEWERS



A UHF-TV Booster system recently engineered, constructed and installed by Adler Communications Laboratories with the cooperation of Station WATR-TV (Channel 53, Waterbury, Conn.) is now in full time experimental operation.

The center of Waterbury is approximately 10 miles from the main WATR-TV transmitter, but approximately 50,000 residents in the area had poor reception, or none at all, due to a shadow area between 9¼ to 11 miles from the transmitter.

Working on an experimental basis, ACL installed receiving and transmitting antennas on a nearby AM tower (WATR-AM) with equipment which provided an average signal strength improvement equivalent to a 200-fold increase in power at the main transmitter.

The entire experiment has proved successful from an engineering standpoint and as a commercially practical solution for providing satisfactory reception in shadow regions. Furthermore, ACL is ready to provide, immediately upon FCC approval, complete equipment for the following types of Satellite installations:

- | | | |
|--|--|--|
| 1. BOOSTER
(retransmission
on some channel) | 2. TRANSLATOR
(retransmission
on new channel) | 3. MODULATOR
(relay and/or
local origination) |
|--|--|--|

Look to ACL for pioneering experience and technical skills essential to efficient and successful solutions to problems involving service extension or program origination.

WRITE TODAY for "Report #1—EXPERIMENTAL UHF SATELLITE (Booster) TRANSMITTER"—30 pages of details, charts and photographs about this successful operation.



ADLER COMMUNICATIONS LABORATORIES

ONE LE FEVRE LANE • NEW ROCHELLE, NEW YORK
NEW ROCHELLE 6-1620

BROADCAST • COMMUNICATIONS • TELEVISION

1955 Personnel List

Federal Communications Commission Directory

Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone EXecutive 3-3620

Commissioners

- GEORGE C. McCONNAUGHEY**, *Chairman*. (Rep. 1954-1957). *Legal Assistant*: Charles M. Gowdy; *Confidential Assistant*: Florence I. Porter; *Secretary*: Pearl Mohnkern; *Staff Assistants*: Neva Bell Perry, Irene Cline, Bernice Hase.
- ROSEL H. HYDE**. (Rep. 1946-1959) *Legal Assistant*: Dee W. Pincock; *Engineering Assistant*: Paul D. Miles; *Administrative Assistant*: Vera F. Nordness; *Secretaries*: Jane T. Hungerford, Iona Wickham.
- EDWARD M. WEBSTER**. (Ind., 1947-1956) *Legal Assistant*: Robert M. Koteen; *Engineering Assistant*: Everett Henry; *Confidential Assistant*: Ruth Kopplaky; *Secretaries*: Elizabeth Lindsley, Mary Jo Rice.
- FRIEDA B. HENNOCK**, (Dem., 1948-1955) *Legal Assistant*: Louis C. Stephens; *Law Clerk*: Harry W. Cladouhos; *Administrative Assistant*: Naomi L. O'Leary; *Secretaries*: Kathryn Chester, Mahala B. Johnson.
- ROBERT T. BARTLEY**, (Dem., 1952-1958) *Legal Assistant*: Max D. Paglin; *Engineering Assistant*: Kenneth W. Miller; *Confidential Assistant*: Farrell McGonigal; *Secretaries*: Isolene Corbett, Ethel Lonergan, Selma Ostrow.
- JOHN C. DOERFFER**, (Rep., 1953-1961) *Legal Assistant*: Evelyn F. Eppley; *Engineering Assistant*: James B. McElroy; *Confidential Assistant*: Patricia Siemien; *Secretary*: Mary L. Moose; *Clerk*: Mattie P. Henderson.
- ROBERT E. LEE**, (Rep., 1953-1960) *Legal Assistant*: David C. Williams; *Engineering Assistant*: Wm. B. Campbell; *Confidential Assistant*: Elizabeth D. Payne; *Secretaries*: K. Lois Welch, Josephine Curren.

Broadcast Bureau

- CURTIS B. PLUMMER**, *Chief*. *Administrative Assistant*: Lavelle W. Hughes, *Asst. Administrative Asst.*, Estelle J. Bunn.
- JOSEPH M. KITTNER**, *Asst. Chief*. *Secretary*: Frances R. Jarvis.

BROADCAST FACILITIES DIVISION

- JAMES E. BARR**, *Chief*. Helena C. Osman, *Secretary*; Robert F. Braden, *accountant*.
- TV Applications Branch**—Joseph N. Nelson, *Chief*. Martin I. Levy, Edith M. Klein, Samuel L. Saady, *attorneys*; Daniel Jacobson, Willard J. Beale, Paul B. Duncan, Clayton W. Hanson, Harold G. Kelley, Robert C. Ochs, Rex H. Wilson, Clinton M. Barrick, *engineers*.
- Aural New & Changed Facilities Branch**—Wallace E. Johnson, *Chief*. E. Theodore Mallyck, Phillip S. Cross, Vernon B. Romney, *attorneys*; Edward H. Hackman, Ralph H. Garret, Harold D. Russell, Chester R. Kirkevoid, Cedric G. Morris, Earl G. Coston, Frank Toth, Robert H. Dellar, George K. Ashenden Jr., Edward O. Ansell, Lewis E. Terry, Harry A. Mills, Joseph Rose, *engineers*.
- Aural Existing Facilities Branch**—Harold L. Kassens, *Chief*. Herbert L. Beury, Edward P. Lynch, Clarence F. Heister, *engineers*; Glenn F. Murphy, *accountant*.
- Technical & Aural Allocations Branch**—Bruce S. Longfellow, *Chief*. McIvor L. Parker, Donald G. Kanode, *engineers*.
- Record Unit**—Vernald E. Kley, *Chief*.

HEARING DIVISION

- [Vacancy], *Chief*. Robert J. Rawson, *Asst. Chief*; Frankie L. Fox, *secretary*; David I. Kraushaar, Pasquale W. Valicenti, Edward J. Brown, Earl C. Walck, Gerald F. Hadlock, Ashbrook P. Bryant, Richard E. Ely, Jerome S. Boros, John H. Bass Jr., Ray R. Paul, *attorneys*; John E. Doane, Louis Light, Daniel B. Hutton, Jerome F. Padberg, John P. McCullin, John A. Roseborough, *engineers*.

RENEWAL AND TRANSFER DIVISION

- [Vacancy], *Chief*. Phyllis Zucker, *secretary*; Robert D. J. Leahy, *accountant*.
- Transfer Branch**—Robert H. Alford, *Chief*. Thomas B. Fitzpatrick, John T. Elliott, *attorneys*; Guy E. Douglas, John D. Stephenson, *accountants*.
- Renewal Branch**—Sol Schildhouse, *Chief*. Arthur S. Schissel, Max H. Aronson, *attorneys*; Ernest D. Herider, *engineer*; John B. Foret, George W. Phillips, Joseph J. Bereznyay, *accountants*.
- Compliance Branch**—LeRoy Schaaff, *Chief*. Maurice W. Wilton, *attorney*; William H. Hunter Jr., *accountant*.
- Control Section**—Melba Z. Templeman, *Chief*.
- Ownership Unit**—Mildred K. Roberts, *Chief*.

- ¹ Appointed for remainder of term of George E. Sterling.
- ² Reappointed for full 7-year term in 1952.
- ³ Reappointed for full 7-year term in 1949.
- ⁴ Appointed for remainder of term of Wayne Coy.
- ⁵ Reappointed for full 7-year term in 1954.
- ⁶ Appointed for full 7-year term in 1953.

RULES AND STANDARDS DIVISION

- HART S. COWPERTHWAIT**, *Chief*. Herbert M. Schulkind, *asst. chief*; Mildred Nesterak, *secretary*.
Lynne A. Kaufman, *attorney*; Robert C. Weston, Otis T. Hanson, Louis H. Rein, *engineers*.

LICENSE DIVISION

- CLARA M. IEHL**, *Chief*; Marguerite F. Hubbard, *Asst. Chief*.
- AM Branch**—Quentin S. Proctor, *Chief*.
- FM Branch**—Helen Marston, *Chief*.
- TV Branch**—Marguerite Van Dyke, *Chief*.
- Records and Files**—Lillian T. Ricker, *Chief*.
- Public Reference Room**—George N. Simcoe.

Common Carrier Bureau

- HAROLD G. COWGILL**, *Chief*.
Secretaries: Vivian F. Fishman, Vilma P. Jacobson.
- CURTIS M. BUSHNELL**, *Asst. Chief*.
- Office of the Chief**—Charles R. Makela, *Chief, Office of Field Coordinator*; Irene M. Durgin, *Administrative Asst.*; Betty Ferro, *Chief, License Branch*; Anna S. Leach, *Chief, Statistics Branch*.

TELEPHONE DIVISION

- ROBERT E. STROMBERG**, *Chief*. Annie Belle Bischoff, *secretary*.
- Services and Facilities Branch**—Edward L. Clinkscales, *Acting Chief*. Wm. M. Leshar, *attorney*; James H. Clary, Charles E. Goeking, *engineers*; Henry G. Gothard, *accountant*.
- Domestic Radio Services Branch**—Arthur A. Gladstone, *Chief*. Frank Palik, Sidney Kessler, *engineers*; Richard M. Hartssock, *attorney*.
- Accounting Compliance Branch**—William M. White, *Acting Chief*. Noah D. Clinard, Waleska Watson, *accountants*; Fred H. Miller, *engineer*.
- Revenue Requirements Branch**—Bernard Strassburg, *Chief*. Joseph McCormack, *attorney*; H. LeRoy Baker, *accountant*.
- Depreciation Rates Branch**—Kosmo J. Affanasiev, *Chief*. G. S. Onory, Paul V. Overmeyer, *engineers*; Viola Slattery, Eugene I. Way, *accountants*.
- Tariffs and Rate Classifications Branch**—John J. Guerard, *Acting Chief*. Josephine A. Kerns, Franklin M. Lane, Nelson Carlisle, *tariff clerks*.

TELEGRAPH DIVISION

- JOHN R. LAMBERT**, *Chief*. Lou Briggs, *secretary*.
- Rates and Revenue Requirements Branch**—Martin R. Haven, *Chief*. Robert E. Conn, *attorney*; Seymour Werner, *accountant*; John R. Casseen, *rate examiner*.
- Services and Facilities Branch**—Ralph D. Jones, *Chief*. J. Russell Smith, *attorney*; John Griffin, *accountant*; Margaret E. Betts, Frances V. Peck, John C. Starns, *public utilities specialists*.

INTERNATIONAL DIVISION

- MARION H. WOODWARD**, *Chief*. Lillian M. Conley, *secretary*.
- Rates and Revenue Requirements Branch**—Asher H. Ende, *Chief*; John D. Sweeney, Abbott C. Roseman, *attorneys*; Frank T. McGann, H. Hewlett Smith, *accountants*; Nelson G. Barnhart, *rate examiner*; James A. Talentino, *public utilities specialist*.
- Services and Facilities Branch**—John A. Russ, *Chief*. John F. Corkill, Hugh A. Turnbull Jr., *engineers*; John D. Sweeney, *attorney*; James Pearson, *clerk*.

FIELD OFFICES

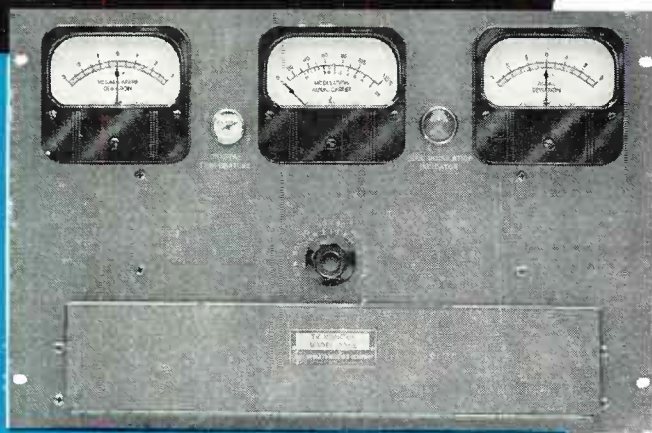
- New York—90 Church St. Rector 2-9100. Jack E. Buckley, *Chief*.
St. Louis—815 Olive St. Main 8100. H. Pierce Neidermeyer, *Chief*.
San Francisco—180 New Montgomery St. Exbrook 2-6820.
Paul Summerhays, *Chief*. Atlanta—Hurt Bldg. Main 4067. Sydney L. O'Guin, *Chief*.

Safety and Special Radio Services Bureau

- EDWIN L. WHITE**, *Chief*.
Administrative Assistant: Ezra Chambers; *secretary*: Elizabeth K. Valicenti.
- LESTER W. SPILLANE**, *Asst. Chief*.
Secretary: Linda C. Yuzzalin.
- Enforcement Unit**—Marshall S. Orr, *Chief*. Margaret L. White, *secretary*; Robert Fenton, Douglas Anello, Vernon A. Spring, David S. Landis, *attorneys*.

(Continued on page 333)

Compact, low-cost all-channel monitor for color or black-and-white



hp 335E TV MONITOR

Channels 2 to 83
Monitors visual, aural frequencies;
or % aural modulation
Use now for monochrome;
later for color
Reads intercarrier separation directly
Only 12¼" high; rack mount
High stability, accuracy
Continuous, precise indication
without adjustment

Model 335E is the most compact and inexpensive quality TV Monitor offered. Yet this versatile instrument performs every important TV carrier monitoring function continuously and without adjustment, and with the dependability and accuracy you expect from Hewlett-Packard. The instrument is equally useful in monochrome or color broadcasting; you can buy it now for black-and-white monitoring and later use the same low-cost monitor—without modification—when you convert to color.

In addition to continuous, precise indication of visual and aural frequency deviation and percentage of aural modulation, Model 335E shows inter-carrier separation directly. No calculation is required.

And, since discriminator accuracy does not depend on a tuned circuit, no front panel adjustment is required during operation. It is never necessary to reset carrier level or realign circuits. Proper operation can be checked easily with controls behind the hinged panel cover.

-hp- 335E is particularly designed for long years of trouble-free operation.

Highest quality components and construction are used throughout. A new chassis design increases accessibility of components and makes possible cool operation. The chassis is mounted on slides for easy withdrawal from the rack. Other features include provision for remote indicating meters, remote peak modulation indicator lamp, and a demodulated signal for aural monitoring. The instrument also includes a front-panel crystal temperature indicator and illuminated meter faces. Model 335E fits the standard relay rack; and can be color finished to match your installation.

SPECIFICATIONS

AURAL FREQUENCY MONITOR

Deviation Meter Range: +3 KC to -3 KC.

Accuracy: Same as visual monitor accuracy ± 500 cps.

AURAL MODULATION METER

Modulation Range: Meter reads full scale on 33.3 KC swing. Calibrated to 100% at 25 KC swing; 133% at 33.3 KC swing. Also includes db scale (0 db = 100%).

Accuracy: Within 5% of indicated mod. percentage over entire scale.

Meter Characteristics: Meter damped in accordance with F. C. C. requirements. Reads peak value of modulation peak of duration between 40 and 90 milliseconds. Meter returns from full reading to 10% of full value within 500 to 800 msec.

Frequency Response: Flat within $\pm 1/2$ db, 50 to 15,000 cps.

MODULATION PEAK INDICATOR

Peak Flash Range: From 50% to 120% modulation (25 KC = 100%).

VISUAL FREQUENCY MONITOR

Deviation Meter Range: +3 KC to -3 KC.

Accuracy: Channel 2 to 6 ± 500 cps for 90 days. Channel 7 to 13, ± 500 cps for 45 days. Channel 14 to 83, ± 500 cps for 14 days.

Inter-Carrier Spacing: Directly measured, accuracy ± 500 cps.

AUDIO OUTPUT

Frequency Range: 50 to 15,000 cps. Response flat within $\pm 1/2$ db. Standard 75 μ sec de-emphasis circuit.

Distortion: Less than 0.25% at 100% modulation.

Output Voltage: 10 volts into 20,000 ohms at 100% modulation (low frequencies).

Monitoring Output: 1 milliwatt into 600 ohms, balanced, at 100% modulation (low frequencies).

Residual Noise: At least 70 db below output level corresponding to 100% modulation (low frequencies).

GENERAL

Frequency Range: Channels 2 to 83 inclusive, including offset channels.

R. F. Power Required: Approx. 1 watt.

External Meter Indication: Available for aural carrier deviation, visual carrier deviation, aural modulation percentage and peak indication.

Size: 12¼" x 19" x 13". Rack mounting.

Power: 115 volts, 50/60 cps, 180 watts.

Price: \$2,050.00 f.o.b. factory.

Data subject to change without notice

HEWLETT-PACKARD COMPANY

3276-F PAGE MILL ROAD
 PALO ALTO, CALIFORNIA. U.S.A.

Field Representatives in all principal areas



INSTRUMENTS

Complete Coverage

AVIATION DIVISION

JOHN R. EVANS, Chief. Dorothy McKinney, *secretary.*
John Wicker, *attorney;* Donald Mitchell, J. J. McCue, W. B. Hawthorne, Daniel K. Child, *engineers.*

MARINE DIVISION

WILLIAM N. KREBS, Chief. Joan C. Knobloch, *secretary.*
Irving Brownsteld, Morris J. DePont, *attorneys;* Harold R. Woodyard, Duncan D. Peters, Alfred G. de la Croix, James T. Kyne, Robert T. Brown, John T. Robinson, *engineers.*

INDUSTRY AND COMMERCE DIVISION

GLEN E. NIELSEN, Chief. Louise F. Foster, *secretary.*
Arthur Blooston, *attorney;* Adolph Andersen, Arthur Machlin, C. I. Fonger, C. A. Higginbotham, Ivan Loucks, *engineers.*

PUBLIC SAFETY AND AMATEUR DIVISION

G. K. ROLLINS, Chief. Mary M. Gaegler, *secretary.*
Daniel H. Arnold, William F. Grenfell, Samuel J. Ferraro, John D. Fulmer, *engineers.*

AUTHORIZATION ANALYSIS DIVISION

CHARLES R. WEEKS, Chief. Sylvia Prytulak, *secretary.* Robert L. Stark, *Asst. Chief.*

Application Advisory Branch—Robert W. Percy, *Chief.* Violet L. Haley, Alva J. Richey, *attorneys;* Leo C. Haljsman, Russell E. Sherwood Jr., Louis Manning, Kenneth G. Gillette, Merle E. Floegel, George J. Ikelman, J. Bowker Lewis, Joseph W. Brumbaugh, Frank Cook, *engineers.*

Procedures Section—Theodore McCartney, *Chief.* Application Control Section—Edward Giovannetti, *Chief.* Aviation Group—Anne B. Richmond, *Chief.* Land Transportation Group—Myrtle R. McMahan, *Chief.* Industrial Service Group—Byron D. Runyan, *Chief.* Public Safety Group—Marie J. Boggan, *Chief.* Amateur Group—Frank Gentile, *Chief.* Marine Group—Helen Luber, *Chief.*

Office of the General Counsel

WARREN E. BAKER, General Counsel. Mary J. Garrison, *secretary;* Brendon McInerney, *asst. to general counsel;* Vera L. Watts, *secretary.*

Legislation, Treaties and Rules Division—Richard A. Solomon, *Chief.* Bessie H. Trice, *secretary.* Robert D. Greenburg, Erich Saxl, Ann A. Mooney, *attorneys.*

Litigation Division—J. Smith Henley, *Chief.* Bertha J. Meister, *secretary.* Stanley S. Neustadt, Daniel R. Ohlbaum, Edward W. Hautanen, Warren D. Quenstedt, *attorneys.*

Office of the Chief Engineer

EDWARD W. ALLEN JR., Chief Engineer. Ruby Floyd, *Administrative Asst.*

VIRGIL R. SIMPSON, Asst. Chief Engineer. Mary E. Nalls, *Secy.*

JOHN A. WILLOUGHBY, Asst. to the Chief Engineer.

RALPH J. RENTON, U. S. Supervisor, Control of Electromagnetic Radiation (CONELRAD). Margaret Fox, *secretary.*

Control of Electromagnetic Radiation Group—Ernest C. Thelemann, Robert D. Linx, *Field Supervisors;* Carl A. Johnson, Kenneth Hedrick, Donald Holaday, Joseph Eichel, Thomas Cave, James Fernane, Vernon Esgar, Frederick Holiday, Roger Carey, David O. Cooper, James A. Homsy, Frank J. Burris, *Coordinating Engineers.*

Technical Research Div.—William C. Boese, *Chief.* Ida M. Young, *Secy.* Jules Deitz, Harry Fine, Arnold Skrivseth, John Taif, George Waldo, Glenn West, Jack Damein, Elton D. Davis, Albert L. Krels, Braxton L. Peele, Herman Garlan, Harold Anderson, Julian Dixon.

Field Engineering and Monitoring Bureau Offices

REGION NO. 1—Federal Bldg., New York City. Watkins 4-1000. Emery H. Lee, *Regional Manager.*

District No. 1—Customhouse, Boston, Mass. Hubbard 2-6200. Nathan A. Hallenstein, *Engineer-in-Charge.*

District No. 2—Federal Bldg., New York City. Watkins 4-1000. Arthur Batcheller, *Engineer-in-Charge.*

District No. 3—U. S. Customhouse, Philadelphia, Pa. Market 7-6000. Roger E. Phelps, *Engineer-in-Charge.*

District No. 4—McCawley Bldg., Baltimore, Md. Hyman A. Cohen, *Engineer-in-Charge.*

District No. 5—Federal Bldg., Norfolk, Va. Norfolk 2-4963. Edward Bennett, *Engineer-in-Charge.*

District No. 20—U. S. Postoffice, Buffalo, N. Y. Washington 1744. Paul A. Holloway, *Engineer-in-Charge.*

District No. 24—415 22nd St. NW., Washington, D. C. Executive 3-3620, extensions 229 & 230. Alfred H. Kleist, *Engineer-in-Charge.*

Frequency Allocation and Treaty Division—Albert L. McIntosh, *Chief.* Jane Rudy, *secretary.*
William Bradley, William L. North, George Stelzenmuller, Robert Tosch, Emile Reniere, Saul M. Meyers, Merle Giunt, Charles A. Brooks, Albert Evangelista, Thomas L. Heron, Wm. H. Watkins.

Laboratory Division—Edward W. Chapin, *Chief.* Jayne W. Hernandez, *Secy.* Irl Bail, Albert Craig, Joseph Hanyok, L. C. Middlekamp, Milton Mobley, Willmar Roberts, Everett Shinn, Andrew R. Gabor, John E. Knight.

Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief.
Secretary: Anne M. Ignatowich, *Administrative Asst.,* Francis Keefe, *Attorney Adviser;* John H. McAllister.

Field Operating Div.—Frank M. Kratokvll, *Chief and Asst. Chief of Bureau.* Ruth Hartman, *secretary.*

Inspection and Examination Div.—Stacy W. Norman, *Chief.* Elva Mae Parks, *secretary.*

Engineering Div.—George L. Jensen, *Chief.* Ida Goldberg, *secretary.* Noble C. Shumway, *Chief, Antenna Survey Branch.*

Monitoring Div.—Irving L. Weston, *Chief.* Phyllis Hancock, *secretary.*

Office of the Secretary

MARY JANE MORRIS, Secretary. Ethel M. Pistorio, *secretary;* Laura L. Hollingsworth, *administrative asst.*

William P. Massing, *Asst. Secretary,* Annette Hutterly, *Chief, Minute Div.;* Helen A. Clark, *Chief, Library Div.;* Jessie E. Blaine, *Chief, Docket Div.;* Gordon J. Kent, *Chief, Technical Assistance Div.;* Charlotte S. Smith, *Chief, International Telecommunications Settlements Div.;* Mary E. Sprague, *Chief, Mail & Files Div.;* John W. Brown, *Chief, Messenger Div.*

Office of the Chief Accountant

WILLIAM J. NORFLEET, Chief Accountant. Lily M. Marshall, *secretary.* Hugo Reyer, *Asst. Chief Accountant.* Elizabeth N. Harris, *secy.*

Accounting Systems Division—John J. Nordberg, *Chief.* Lester A. Henderson, John W. O'Donnell, Joseph A. Giammatteo, Agnes T. Martin, *accountants.*

Economics Division—H. H. Goldin, *Chief.* James B. Sheridan, *Asst. Chief.* Irwin Fine, *economist.*

Office of Hearing Examiners

JAMES D. CUNNINGHAM, Chief Examiner; J. D. Bond, Hugh B. Hutchison, Fanny N. Litvin, Elizabeth C. Smith, Basil P. Cooper, William G. Butts, Thomas H. Donahue, Annie N. Huntington, H. Gifford Irion, Herbert Shariman, Millard French, John B. Poindexter, Charles J. Frederick, Isadore A. Honig, *examiners.*

Office of Opinions and Review

JOHN FITZGERALD, Chief. Hazel McDonald, *secretary;* Donald J. Berkemeyer, Walter W. Guenther, Edward C. McKenzie, Arthur Feld, Henry Geller, Wm. Jensen, Forrest McClenning, David Warren, *attorneys;* Horace E. Stone, Hideyuki Noguchi, *engineers;* Charles S. Borum, *accountant.*

Office of Reports and Information

GEORGE O. GILLINGHAM, Chief; Salina M. Lindo, *Information Branch;* Mary O'Leson, Eva O. Melton, *Reports Branch.*

Office of Administration

ROBERT W. COX, Executive Officer and Acting Budget Officer; Richard F. Solan, *Asst. to the Executive Officer;* Ozella T. Drake, *secretary;* Gilbert H. Hatfield, *Personnel Officer;* Eric G. Stewart, *Chief, Organization & Methods Div.;* Paul Sheehy, *Chief, Administrative Services Div.;* James H. Ballard, *Acting Chief, Budget & Fiscal Div.*

REGION NO. 2—Federal Annex, Atlanta, Ga. Lamar 0271. Paul H. Herndon Jr., *Regional Manager.*

District No. 6—Federal Annex, Atlanta, Ga. Lamar 0272. W. D. Johnson, *Engineer-in-Charge.*

Suboffice, Post Office Bldg., Savannah, Ga., Savannah 2-7602. Andrew R. Bahlay, *Radio Engineer.*

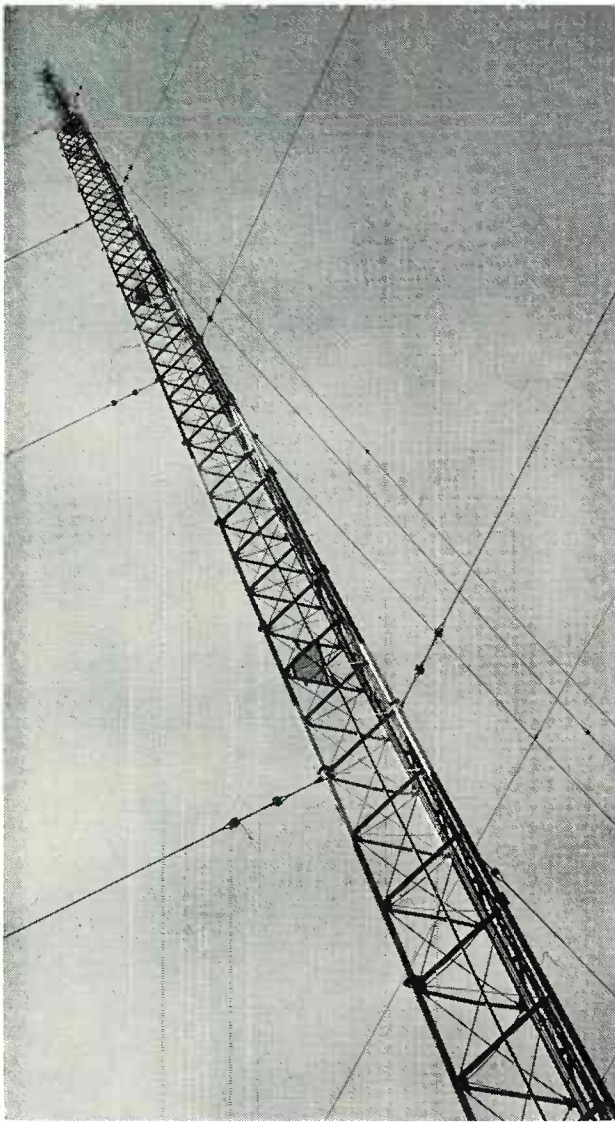
District No. 7—Federal Bldg., Miami, Fla. Miami 9-3900. Arthur S. Fish, *Engineer-in-Charge.*

Suboffice, Post Office Bldg., Tampa, Fla. Tampa 2-1773. Chalmer H. Neeb, *Radio Engineer.*

District No. 8—Audubon Bldg., New Orleans, La. Canal 1730. Theodore G. Deller, *Engineer-in-Charge.*

Suboffice, U. S. Courthouse & Customhouse, Mobile, Ala. Mobile 2-3641. George E. Franklin, *Radio Engineer.*

(Continued on next page)



Specialists in High Towers

For high towers, Stainless experts have behind them years of experience and nation-wide installations to give you custom-engineered towers of proven dependability.

Phone, wire or write for full information

STAINLESS Inc.

NORTH WALES, PA.

FCC FIELD OFFICES—(Continued)

- District No. 9—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 1906. Louis L. McCabe, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Beaumont, Tex. Beaumont 23141. Eric D. Coburn, *Radio Engineer*.
- District No. 10—U. S. Terminal Annex Bldg., Dallas, Tex. Sterling 5611. John H. Homsy, *Engineer-in-Charge*.
- District No. 22—Federal Bldg., San Juan, Puerto Rico. San Juan 2-4562. Arthur T. Cline Jr., *Engineer-in-Charge*.
- REGION NO. 3—Customhouse San Francisco, Cal. Yukon 6-4141. Joe H. McKinney, *Regional Manager*.
- District No. 11—Post Office & Courthouse Bldg., Los Angeles, Cal. Madison 7411. Bernard H. Linden, *Engineer-in-Charge*. Suboffice, U. S. Customhouse & Courthouse, San Diego, Cal. Belmont 4-6211. Ney R. Landry, *Radio Engineer*. Ship Office, Room 326, U. S. Post Office & Courthouse Bldg., San Pedro, Cal. Terminal 22389. J. Lee Smith, *Radio Engineer*.
- District No. 12—Customhouse, San Francisco, Cal. Yukon 6-4141. Francis V. Sloan, *Engineer-in-Charge*.
- District No. 15—Customhouse, Denver, Colo. Keystone 4151. William E. Clyne, *Engineer-in-Charge*.
- REGION NO. 4—Federal Office Bldg., Seattle, Wash. Mutual 3300. G. V. Wiltse, *Regional Manager*.
- District No. 13—New U. S. Courthouse, Portland, Ore. Atwater 6171. Joseph H. Hallock, *Engineer-in-Charge*.
- District No. 14—Federal Office Bldg., Seattle, Wash. Mutual 3300. Herbert H. Arlow, *Engineer-in-Charge*.
- REGION NO. 5—Box 1142, Lanikai, Oahu, T. H. Local 7-2445 & Kailua 611. Lee R. Dawson, *Regional Manager*.
- District No. 21—Federal Bldg., Honolulu, T. H. Honolulu 56879. Paul R. Fenner, *Engineer-in-Charge*.
- District No. 23—U. S. Post Office & Courthouse, Anchorage, Alaska. Anchorage 25501. Harold D. Devoe, *Engineer-in-Charge*. Suboffice, Shattuck Bldg., Juneau, Alaska. Juneau 721. Hal S. Weidner, *Radio Engineer*.
- REGION NO. 6—U. S. Courthouse, Chicago, Ill. Harrison, 7-4700. William J. McDonell, *Regional Manager*.
- District No. 16—Uptown Post Office & Federal Courts Bldg., St. Paul, Minn. Capitol 2-8011. Donald A. Murray, *Engineer-in-Charge*.
- District No. 17—Federal Office Bldg., Kansas City, Mo. Baltimore 7000. Harold T. Gallaher, *Engineer-in-Charge*.
- District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 7-4700. H. D. Hayes, *Engineer-in-Charge*.
- District No. 19—New Federal Bldg., Detroit, Mich. Woodward 3-9330. Edwin S. Heiser, *Engineer-in-Charge*.

Former Members of Federal Communications Commission

- *Hampson Gary, Texas: July 11, 1934-Dec. 24, 1934
- *Anning S. Prall, New York: Jan. 17, 1935-July 23, 1937
- Irvin Stewart, Texas: July 11, 1934-June 30, 1937
- *Frank R. McNinch, North Carolina: Oct. 1, 1937-Aug. 31, 1939
- *Eugene O. Sykes, Mississippi: July 11, 1934-April 5, 1939
- *Thad H. Brown, Ohio: July 11, 1934-June 30, 1940
- *Frederick I. Thompson, Alabama: April 8, 1939-June 30, 1941
- *George H. Payne, New York: July 11, 1934-June 30, 1943
- T. A. M. Craven, District of Columbia: Aug. 21, 1937-June 30, 1944
- Norman S. Case, Rhode Island: July 11, 1934-June 30, 1945
- James Lawrence Fly, Texas: Sept. 1, 1939-Nov. 13, 1944
- *William H. Wills, Vermont: July 1, 1945-March 6, 1946
- Paul A. Porter, Kentucky: Dec. 21, 1944-Feb. 25, 1946
- Charles R. Denny, Dist. of Columbia: March 30, 1945-Oct. 31, 1947
- Ewell K. Jett, Maryland: Feb. 15, 1944-Dec. 31, 1947
- *Ray C. Wakefield, California: March 22, 1941-June 30, 1947
- Clifford J. Durr, Alabama: Nov. 1, 1941-June 30, 1948
- Wayne Coy, Indiana: Dec. 29, 1947-Feb. 21, 1952
- Robert F. Jones, Ohio: Sept. 5, 1947-Sept. 19, 1952
- Eugene F. Merrill, Utah: Oct. 14, 1952-April 14, 1953
- Paul A. Walker, Oklahoma: July 11, 1934-June 30, 1953
- George E. Sterling, Maine: Jan. 2, 1948-Sept. 30, 1954

* Deceased.

Members of Old Federal Radio Commission

Feb. 23, 1927-July 10, 1934

- *Adm. W. H. G. Bullard, Pennsylvania: March 15, 1927-Nov. 24, 1927
- Orestes H. Caldwell, New York: March 15, 1927-Feb. 23, 1929
- *Eugene O. Sykes, Mississippi: March 15, 1927-July 10, 1934
- *Henry A. Bellows, Minnesota: March 15, 1927-Oct. 31, 1927
- *Col. John F. Dillon, California: March 15, 1927-Oct. 8, 1927
- Sam Pickard, Kansas: Nov. 1, 1927-Jan. 31, 1929
- *Harold A. Lafount, Utah: Nov. 14, 1927-July 10, 1934
- *Ira E. Robinson, West Virginia: March 29, 1928-Jan. 15, 1932
- *Gen. C. McK. Saltzman, Iowa: May 2, 1929-July 19, 1932
- *William D. L. Starbuck, New York: May 2, 1929-Feb. 23, 1934
- *Thad H. Brown, Ohio: Jan. 21, 1932-July 10, 1934
- *James H. Hanley, Nebraska: April 1, 1933-July 10, 1934

* Deceased.

Directory of

Consulting Engineers Specializing in Radio & Television

See Page 340 for Network Engineering Departments, and Pages 338-339 for Special Technical & Miscellaneous Consulting Services

- ADAIR, GEORGE P.**
George P. Adair Engineering Co., 1610 Eye St. NW, Washington 6, D.C. Executive 3-1230.
Staff: Robert E. Ritch, Charles W. Bumgardner, Franklyn J. McCarthy, Grady A. Miller.
- ADLER, BEN**
Adler Communications Laboratories, 1 Le Fevre Lane, New Rochelle, N. Y. Telephone: 6-1620.
Staff: Harry Adler, Alfred Strogoff, Harold W. Kaye, Leland J. Burnett Jr., Louis Katz, Carmen Auditore, Joseph Malin, Thomas B. Friedman.
- AMOO, LLOYD R.**
425 Fourth St. SW, Valley City, N.D. Telephone: 136.
- BAILEY, STUART L.**
Jansky & Bailey Inc., 1339 Wisconsin Ave. NW, Washington 7, D.C. Adams 4-2414. *Executive office:* 1735 DeSales St. NW, Washington 6, D.C. Metropolitan 8-5411.
Chairman: C. M. Jansky Jr. *President:* Stuart L. Bailey. *Secretary:* Harold D. Kube.
Staff Engineers: Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., John J. Renner, Neil J. Schairer, Raymond E. Rohrer, Casimir A. Ziellinski, Nugent S. Sharp, Clarence H. Stewart II, John M. Carter, William T. Dickinson, Z. V. Grobowski, George P. Begue.
- BEECHER, WILLIS C.**
Kear & Kennedy, 1302 Eighteenth St. NW, Washington 6, D. C. Hudson 3-9000.
Partners: Dr. Frank G. Kear, Robert L. Kennedy. *Staff:* William F. Cappers Jr., Richard J. Graim, Kenneth M. Hollingsworth, Henry C. Wilson.
- BENNETT, STANTON D.**
c/o Television Diablo Inc., 225 E. Miner St., Stockton, Cal.
- BENNS, WILLIAM E. Jr.**
3738 Kanawha St. NW, Washington, D.C. Emerson 2-8071; Box 2468, Birmingham, Ala. Telephone: 6-2924.
- BERNARD ASSOCIATES**
5010 Sunset Blvd., Hollywood 27, Cal. Normandy 2-6715. Edward Iannelli; 86 Webster Ave., Harrison, N.Y. Harrison 8-3038-J.
- BIRD, JAMES R.**
P.O. Box 1032, Oroville, Cal. Telephone: 1340.
- BITZER, RALPH J.**
V.p. & chief engineer, Fred O. Grimwood & Co. Inc., Railway Exchange Bldg., St. Louis 1, Mo. Chestnut 4977.
Staff: Theodore A. Giles, A. S. Petzoldt, Mrs. S. C. Grimwood (pres.), Luther West (comptroller).
- BOWMAN, DAVID F.**
Chief Engineer, Antenna Laboratory Div., Weldon & Carr, 1001 Connecticut Ave. NW, Washington 6, D. C. Sterling 3-2550.
Dallas Office: 4212 S. Buckner Blvd., Dallas 10, Texas. Evergreen 1137.
Partners: Lester H. Carr, James O. Weldon. *Associate Director:* J. D. Gilbert.
TV Group Head: John H. McMahon. *Staff:* Millard F. Alley, Eugene E. Arnold, C. A. Brawner Jr., B. W. Griffith Jr., Boynton Hagaman, Homer A. Ray Jr., Claire Richardson, Jeanette Forrester, Robert Ankers.
- BRENNAN, CHARLES E.**
Charles E. Brennan & Associates, 2035 E. Tripoli, Milwaukee 7, Wis. Humboldt 1-0790.
Associate: Donald A. Weller, 819 E. Beaumont Ave., Milwaukee, Wis.
- CABALLERO, CARLOS A.**
Cla. de Ingenieros en Comunicaciones Electricas, S. A., Ramon Guzman No. 132, Desp. 112, Mexico, D.F. Telephone: 35-11-71.
- CARR, LESTER H.**
Weldon & Carr, 1001 Connecticut Ave. NW, Washington 6, D. C. Sterling 3-2550.
Dallas Office: 4212 S. Buckner Blvd., Dallas 10, Texas. Evergreen 1137. (James O. Weldon)
Partner: James O. Weldon. *Associate Director:* J. D. Gilbert. *Chief Engineer, Antenna Laboratory Div.:* David F. Bowman. *TV Group Head:* John H. McMahon.
Staff: Millard F. Alley, Eugene Arnold, C. A. Brawner Jr., B. W. Griffith Jr., Boynton Hagaman, Homer A. Ray Jr., Claire Richardson, Jeanette Forrester, Robert Ankers.
- COHEN, JULES**
Vandivere, Cohen & Wearn, Evans Bldg., Washington 5, D. C. National 8-2698.
Partners: Edgar F. Vandivere Jr., Wilson C. Wearn. *Staff:* Paul L. Wimmer.
- COMMERCIAL RADIO EQUIPMENT Co.**—See Dillard, Everett L.
- CRAVEN, T. A. M.**
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C. District 7-8215.
Partners: George M. Lohnes, Ronald H. Culver.
- CREUTZ, JOHN**
Page, Creutz, Garrison and Waldschmitt, 710 Fourteenth St. NW, Washington 5, D.C. Executive 3-5670.
Partners: Esterly C. Page, Joseph A. Waldschmitt. *Associate:* David L. Steel Sr.
- CROSBY, MURRAY G.**
Crosby Laboratories Inc., Robbins Lane, Hicksville, N. Y. Hicksville 3-3191.
- CULLUM, A. EARL Jr.**
Highland Park Village, Dallas 5, Tex. Justin 6108.
Partners: D. A. Peterson, T. A. Wright Jr., C. M. Daniell. *Associate:* K. B. Landress.
- CULVER, RONALD H.**
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C. District 7-8215.
Partners: T. A. M. Craven, George M. Lohnes.
- DAVIS, GEORGE C.**
Munsey Bldg., Washington 4, D. C. Sterling 3-0111.
Staff: Julius Cohen, Joseph W. Collier, Robin D. Compton, Walter L. Davis, Ralph E. Dippell.
- DEETERS, EDWARD W.**
William L. Foss Inc., 927 Fifteenth St. NW, Washington 5, D. C. Republic 7-3883.
- DILLARD, EVERETT L.**
Commercial Radio Equipment Co., 1319 F St. NW, Washington 4, D. C. District 7-1319; Box 7037, Kansas City, Mo. Jackson 5302. *Associates, (Washington):* Edward F. Lorentz, *engineer in charge;* Charles Worsley, Serge Bergen; *(Kansas City):* R. F. Wolskill.
- du TREIL, L. J. N.**
L. J. N. du Treil & Associates, 202 Homedale Ave., New Orleans 24, La. Audubon 3525, 0917.
- EBEL, A. JAMES**
212 So. Jefferson St., Peoria 2, Ill. Telephone: 6-0711.
Associates: George Pyle, Dale King.
- ESPY, DAWKINS**
Box 933, Beverly Hills, Cal. Crestview 4-7111.
- WILLIAM L. FOSS INC.**—See Deeters, Edward W.
- FRIEDMAN, THOMAS B.**
2830 Van Aken Blvd., Cleveland 20, Ohio. Skyline 1-8616; 19 West 44th St., New York 36, N.Y. Vanderbilt 6-0909.
- GAUTNEY, GEORGE**
Gautney & Jones, Warner Bldg., Washington 4, D. C. National 8-7757.
Partner: Carl T. Jones
- GELLERUP, D. W.**
5437 N. Santa Monica Blvd., Milwaukee, Wis. Woodruff 2-5172.
- GILBERT, J. D.**
Associate Director, Weldon & Carr, 1001 Connecticut Ave. NW, Washington 6, D. C. Sterling 3-2550.
Dallas Office: 4212 S. Buckner Blvd., Dallas 10, Texas. Evergreen 1137. *Partners:* Lester H. Carr, James O. Weldon, *Chief Engineer, Antenna Laboratory Div.:* David F. Bowman. *TV Group Head:* John H. McMahon. *Staff:* Millard F. Alley, Eugene Arnold, C. A. Brawner Jr., B. W. Griffith Jr., Boynton Hagaman, Homer A. Ray Jr., Claire Richardson, Jeanette Forrester, Robert Ankers.
- GODLEY, PAUL F.**
Paul Godley Co., P.O. Box J, Upper Montclair, N. J. *Laboratory:* Great Notch, N. J. Montclair 3-3000.
Associates: P. F. Godley Jr., C. W. Kauffman, J. G. Littlefield.
- GRAY, CLAUDE M.**
P.O. Box 602, Birmingham 1, Ala. Telephone: 2-3570.
- FRED O. GRIMWOOD & CO.**—See Bitzer, Ralph J.
- HAMMETT, ROBERT L.**
821 Market St., San Francisco 3, Cal. Sutter 1-7545.
- HATFIELD, J. B.**
1530 Queen Anne Ave., Seattle, Wash.
- HEAD, HOWARD T.**
A. D. Ring & Associates, Pennsylvania Bldg., Washington 4, D. C. Republic 7-2347.
Partners: Andrew D. Ring, Stephen W. Kershner. *Staff:* Charles S. Wright, Marvin Blumberg, M. Fahir Girismen, Ray Dordal, David A. Hall, Robert F. Lautz.
- HEFFELFINGER, JOHN B.**
815 East 83rd St., Kansas City, Mo. Hilland 7010.
- HOLEY, W. J.**
1146 Briarcliff Place NE., Atlanta, Ga. Atwood 3328.

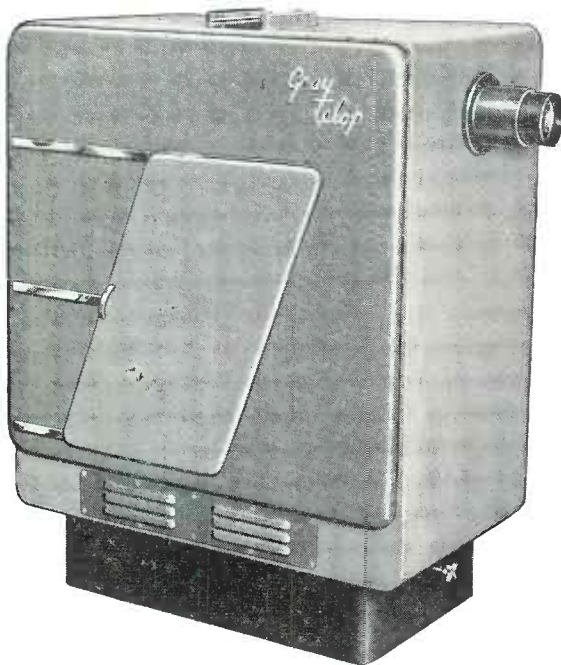
(Continued on page 337)

NOW! the new

*Eliminates extra
manpower
requirements*

*Gray
Telop III*

opaque and transparency projector



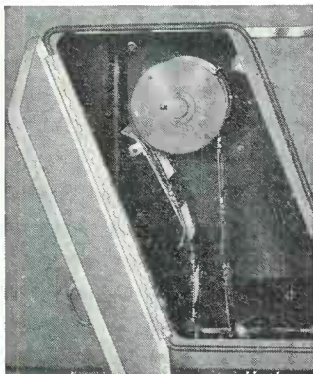
**REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES**

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

**SCREEN OUT HIGH PRODUCTION
COSTS FOR LOCAL SPONSORS**

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3/4" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides. . . One lens . . . no registration problem . . . no keystoneing.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Audograph and Phon Audograph.

CONSULTING ENGINEERS—(Continued)

- HUTCHESON, GUY C.**
1100 W. Abram St., Arlington, Tex. Arlington 4-8721.
- JACKER, EDWARD W.**
Church Road, Elmhurst, Ill. Terrace 2-3610; P.O. Box 101, Manitowoc, Wis. Manitowoc 7763.
- JANSKY, C. M. JR.**
Jansky & Bailey Inc., 1735 DeSales St. NW, Washington 6, D.C. Metropolitan 8-5411. *Laboratory:* 1339 Wisconsin Ave. NW, Washington 7, D. C. Adams 4-2414.
Chairman: C. M. Jansky Jr. *President:* Stuart L. Bailey. *Secretary:* Harold D. Kube.
Staff Engineers: Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., John J. Renner, Neil J. Schairer, Raymond E. Rohrer, Casimir A. Zieilinski, Nugent S. Sharp, Clarence H. Stewart II, John M. Carter, William T. Dickinson, Z. V. Grobowski, George P. Begue.
- JONES, CARL T.**
Gautney & Jones, Warner Bldg., Washington 4, D.C. National 8-7757.
Partner: George Gautney.
- KEAN, WALTER F.**
1 Riverside Road, Riverside, Ill. Telephone: Riverside 7-2153.
Associate: G. Sklom.
- KEAR, DR. FRANK G.**
Kear & Kennedy, 1302 Eighteenth St. NW, Washington 6, D. C. Hudson 3-9000.
Partners: Robert L. Kennedy, Willis C. Beecher. *Staff:* William F. Cappers Jr., Richard J. Graim, Kenneth M. Hollingsworth, Henry C. Wilson.
- KEEL, JOHN J.**
1121 E. Capitol St., Washington 3, D. C. Lincoln 4-5131.
Associate: Joseph L. Wrenn.
- KELTON, MICHEL R.**
4350 Sherbrooke St. W, Montreal, Canada. Fitzroy 5442.
- KENNEDY, ROBERT L.**
Kear & Kennedy, 1302 Eighteenth St. NW, Washington 6, D. C. Hudson 3-9000.
Partners: Dr. Frank G. Kear, Willis C. Beecher. *Staff:* William F. Cappers Jr., Richard J. Graim, Kenneth M. Hollingsworth, Henry C. Wilson.
- KERSHNER, STEPHEN W.**
A. D. Ring & Associates, Pennsylvania Bldg., Washington 4, D. C. Republic 7-2347.
Partners: Andrew D. Ring, Howard T. Head. *Staff:* Charles S. Wright, Marvin Blumberg, M. Fahir Girismen, Ray Dordai, David A. Hall, Robert F. Lautz.
- KING, W. RAY**
King & Porter, 3536 W. Moreland St., Phoenix, Ariz. Applegate 8-2975.
Partner: John L. Porter.
- LOHNES, GEORGE M.**
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C. District 7-8215.
Partners: T. A. M. Craven, Ronald H. Culver.
- LUBCKE, HARRY R.**
2443 Creston Way, Hollywood 28, Cal. Hollywood 9-3266.
- MAY, RUSSELL P.**
711 Fourteenth St. NW, Washington 5, D. C. Republic 7-3984.
- McINTOSH, FRANK H.**
Wyatt Bldg., Washington 5, D. C. Metropolitan 8-4477.
Staff: Robert E. Baluta, James R. Croy, Elizabeth Dahlberg, Ambrose J. Cavegn.
Laboratory: 320 Water St., Binghamton, N. Y. Telephone: 3-3566.
Staff: Gordon Gow, Maurice L. Painchaud, Richard Walter, Sidney Corderman, Frank Wilbur, Wm. Scrivener.
- McNARY, JAMES C.**
National Press Bldg., Washington 4, D. C. District 7-1205.
Staff: R. S. Duncan, C. Phyll Horne, Bernard Segal.
- MOFFET, JOHN A.**
1405 G St. NW, Washington 5, D. C. Republic 7-6646.
Associate: Robert M. Silliman.
- MORRISSEY, T. G.**
5700 West 28th Ave., Denver 14, Colo. Belmont 3-5320.
- MULLANEY, JOHN II.**
2000 P St. NW, Washington 6, D. C. Adams 4-6393.
Associates: Peter V. Gureckis, A. W. Kramer.
- MURRAY, ALBERT F.**
4900 Hillbrook Lane, Washington 16, D. C. Emerson 2-4841.
- MYSE, DARYAL A.**
Daryal A. Myse & Associates, 1411 Pennsylvania Ave. NW, Washington 4, D. C. Republic 7-7040.
- OAKLEY, RON**
4629 Encinas Drive, La Canada, Cal. Sylvan 0-2105.
Associated with: Clyde H. Bond. *Staff engineer:* E. Wheatley.
- PAGE, ESTERLY C.**
Page, Creutz, Garrison and Waldschmitt, 710 Fourteenth St. NW, Washington 5, D.C. Executive 3-5670.
Partners: John Creutz, Joseph A. Waldschmitt.
Associate: David L. Steel Sr.
- POLLACK, DALE**
Box 189, New London, Conn. Telephone: 3-8451.
- PORTER, JOHN L.**
King & Porter, 3536 W. Moreland St., Phoenix, Ariz. Applegate 8-2975.
Partner: W. Ray King.
- RING, ANDREW D.**
A. D. Ring & Associates, Pennsylvania Bldg., Washington 4, D. C. Republic 7-2347.
Partners: Howard T. Head, Stephen W. Kershner. *Staff:* Charles S. Wright, Marvin Blumberg, M. Fahir Girismen, Ray Dordai, David A. Hall, Robert F. Lautz.
- ROTHROCK, HAROLD B.**
5413 Lynnette Dr., Knoxville, Tenn. Telephone: 6-4834.
- ROUNTREE, J. G.**
Prentice Bldg., 4515 Prentice St., Dallas 6, Tex. Emerson 3266.
- SAXON, MERL**
P.O. Box 575, Lufkin, Tex. Telephones: 3-4242 & 3-9558.
- SILLIMAN, ROBERT M.**
1405 G St. NW, Washington 5, D. C. Republic 7-6646.
Associate: John A. Moffett. *Staff:* Carl L. Kowalski, Gretchen E. Huff, E. Anne Parker.
- SINGLETON, HAROLD C.**
4488 SW Council Crest Drive, Portland 1, Ore. Telephone: Beacon 1201 and Atwater 4393.
- SMEBY, LYNNE C.**
1311 G St. NW, Washington 5, D. C. Executive 3-8073.
- SMITH, CARL E.**
4900 Euclid Ave., Cleveland 3. O. Henderson 2-3177; Fairmont 1-3335. *Staff:* James S. Hill, Edward T. Coit.
- TAPP, JAY E.**
T & T Radio Measurements Co., 2557 Atlantic Ave., Long Beach 6, Cal. Telephone: 4-2015.
- TAYLOR, ARCHER S.**
P.O. Box 1479, Missoula, Mont. Telephone: 9-1589.
- VANDIVERE, EDGAR F. JR.**
Vandivere, Cohen & Wearn, Evans Bldg., Washington 5, D. C. National 8-2698.
Partners: Jules Cohen, Wilson C. Wearn. *Staff:* Paul L. Wimmer.
- WALDSCHMITT, JOSEPH A.**
Page, Creutz, Garrison and Waldschmitt, 710 Fourteenth St. NW, Washington 5, D.C. Executive 3-5670.
Partners: Esterly C. Page, John Creutz.
Associate: David L. Steel Sr.
- WEARN, WILSON C.**
Vandivere, Cohen & Wearn, Evans Bldg., Washington 5, D. C. National 8-2698.
Partners: Edgar F. Vandivere Jr., Jules Cohen. *Staff:* Paul L. Wimmer.
- WELDON, JAMES O.**
Weldon & Carr, 4212 S. Buckner Blvd., Dallas 10, Texas. Evergreen 1137.
Washington Office: 1001 Connecticut Ave. NW, Washington 6, D. C. Sterling 3-2550 (Lester H. Carr)
Partner: Lester H. Carr. *Associate Director:* J. D. Gilbert. *Chief Engineer, Antenna Laboratory Div.:* David F. Bowman, *TV Group Head:* John H. McMahon.
Staff: Millard F. Alley, Eugene Arnold, C. A. Brawner Jr., B. W. Griffith Jr., Boynton Hagaman, Homer A. Ray Jr., Claire Richardson, Jeanette Forrester, Robert Ankers.
- WILLIAMS, MARTIN R.**
7401 East 14th. St., Indianapolis, Ind. Melrose 2-3326; Blackstone 0388.
- WILLIAMS, NATHAN**
20 Algoma Blvd., Oshkosh, Wis. Blackhawk 885.
- WILMOTTE, RAYMOND M.**
Warner Bldg., Washington 4, D. C. National 8-2826.
- WOLFSKILL, ROBERT F.**
Commercial Radio Equipment Co., Box 7037, Kansas City, Mo. Jackson 5302; 1319 F St. NW, Washington 4, D. C. District 7-1319.
Associates (Washington): Everett L. Dillard, Edward F. Lorentz, Charles Worsley, Serge Bergen.
- WRATHALL, GRANT R.**
Aptos, Cal. Telephone: Santa Cruz Murray 8-3352.

Special Technical and Miscellaneous Consulting Services

Including TV-Radio Station Brokers

Technical Services

(See also Electronics Laboratories, page 340)

ADLER COMMUNICATIONS LABORATORIES

TV station and communications system design, engineering & construction, manufacture of associated electronic equipment. 1 LeFevre Lane, New Rochelle, N.Y. Telephone: 6-1620. Ben Adler, owner & gen. mgr.; H. Adler, plant mgr.; A. Strogoff, asst. plant mgr.; C. J. Auditore, sales mgr.; H. W. Kaye, L. J. Burnett, T. B. Friedman, project engineers; J. Malin, product design engineer.

ANDREW ALFORD, CONSULTING ENGINEERS

Antennas & RF circuits. 299 Atlantic Ave., Boston 10, Mass. Hancock 6-2338. Andrew Alford, owner.

EICHWALD ASSOCIATES

Design and construction of TV-radio stations. 237 E. 39th St., New York City. Murray Hill 6-7445. Bernard Eichwald.

DAWKINS ESPY

Complete application and field measuring service. Box 933, Beverly Hills, Cal. Crestview 4-7111.

FEDERAL TELECOMMUNICATION LABORATORIES (Division of

IT&T) 500 Washington Ave., Nutley 10, N. J. Telephone 2-3600. Television Division, Route 17, Lodi, N. J. Hubbard 8-8440. William H. Harrison, pres.; Henri G. Busignies, exec. v.p.; John G. Copelin, v.p. & comptroller; William Hatton, v.p.; Walker H. Hawk, operations manager; TV div.; James M. Valentine, sales mgr., TV div.; Louis Pollack, head of engineering dept., TV div.; Emil W. Deiss, head of TV installation & service dept.

FORBES & WAGNER INC.

Engineering, design, manufacturing electro-mechanical devices, TV-radio coils and transformers. 345 Central Ave., Silver Creek, N. Y. Telephone: 650. J. C. Ryan, president; Earl W. Wagner, executive v.p.; John C. Pontius, v.p. engineering; Roy C. Gull, asst. secy.

DR. ALFRED N. GOLDSMITH

597 Fifth Ave., New York 17, N. Y. Plaza 3-4150.

RUDOLPH F. GRAF

TV, radio and electronic consultant. 780 West End Ave., New York 25, N.Y. University 5-6663.

HARRY HALINTON CO.

Sales engineers to electronic and TV-radio trade. 5500 W. Devon Ave., Chicago 30, Ill. Rodney 3-2132. Harry Halinton, owner; Melvin I. Halinton, associate.

HAZELTINE CORPORATION

Patents and engineering service to manufacturers. 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y. Flushing 7-3700. Jack Binns, chairman; W. A. MacDonald, president; Jennings B. Dow, executive v.p.; L. B. Dodds, v.p.; A. V. Loughren, v.p. Subsidiaries: Hazeltine Electronics Corp., Little Neck, N. Y. W. A. MacDonald, chairman; Philip F. La Follette, president; Jennings B. Dow, executive v.p.; W. M. McFarland, exec. v.p. for administration; O. M. Dunning, v.p. engineering; J. Binns, v.p. & treas.; James Willenbecher, v.p., manufacturing; B. H. Rogers, director of procurement. Hazeltine Research Inc.: Jack Binns, chairman; L. B. Dodds, pres.; Arthur V. Loughren, exec. v.p.; D. F. J. Shea, v.p.

ROBERT C. HIGGY

Ohio State University. 2032 Indianola Ave., Columbus 1, O. University 9229.

JOHN V. L. HOGAN

Hogan Laboratories Inc., 155 Perry St., New York 14, N. Y. Chelsea 2-7855. John V. L. Hogan, president; Raymond W. Bristol, executive v.p.; Elliott Crooks, v.p.; John W. Smith, chief engineer.

ISBERG ENGINEERING LABORATORIES

TV station design, electronic systems engineering, construction of special equipment. 2001 Barbara Drive, Palo Alto, Cal. Davenport 3-1237. E. A. Isberg, president.

VIR N. JAMES

Directional antenna proofs. 3955 S. Broadway, Denver, Colo. Sunset 9-9182.

DR. HENRY JASIK

Consulting engineer; consulting, development & manufacture of antennas and allied RF components for TV, FM & community antenna systems. 61 Second St., Mineola, Long Island, N.Y. Pioneer 6-4335.

LAPPAS & LINDBERG CO.

Aeronautical consultants on TV-radio tower problems. 141 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-4123. Frank G. Lappas, Carl A. Lindberg.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS

Dept. of Engineering: A. Prose Walker, manager; Ruth Brewer, administrative asst. to mgr. 1771 N St. NW, Washington 6, D.C. Decatur 2-9301.

PAGE COMMUNICATIONS ENGINEERS Inc.

Design, procurement, construction, etc. of radio communications plants, systems, equipment in U.S. & foreign countries. 710 14th St. NW, Washington 5, D.C. Executive 3-5670. Officers: Esterly C. Page, pres.; Joseph A. Waldschmitt, executive v.p.; John Creutz, v.p. & treas.; Charles J. Seeley, secy.; James L. Hollis, chief engineer.

SIDNEY PICKLES

Consulting radio engineer, antennas & transmission lines. P.O. Box 643, Monterey, Cal. Telephone: 5-3379.

RCA LABORATORIES

David Sarnoff Research Center, Princeton, N.J. Telephone: 1-2500. E. W. Engstrom, executive v.p.; V. K. Zworykin, honorary v.p. & technical consultant; D. H. Ewing, administrative director; I. Wolff, v.p., research; H. H. Beverage, director, radio research lab; G. H. Brown, director, systems research lab; E. W. Herold, director, electronic research lab; H. W. Leverenz, director, physical & chemical research lab; H. F. Olson, director, acoustical & electrochemical research lab; A. W. Vance, director, special projects research lab; S. W. Seeley, director, industry service lab; C. D. Tuska, director, patent operations; R. S. Holmes, director, research contracts; C. W. Zemke, director, administrative services; G. D. Nelson, director, laboratory services; C. E. Yates, counsel.

RIXON ELECTRONICS INC.

Equipment design & development, prototypes. 2424 Reedie Drive, Silver Spring, Md. Lockwood 5-3516. James L. Hollis, gen. mgr. & director; Joseph C. Myrick, chief engineer; Richard A. Quinn, administrative asst.

HOWARD W. SAMS & CO. INC.

Engineering specifications, schematics & manuals for TV, radio and electronic parts & equipment manufacturers. Technical books, Photofact folders, schematics and circuit data. 2201 E. 46th St., Indianapolis 5, Ind. Glendale 4531. Howard W. Sams, pres.; James A. Milling, exec. v.p.; James R. Ronk, v.p. in charge of engineering; J. C. Keith, v.p. in charge of sales; Donald B. Shaw, v.p. & treas.

WILLIAM J. SCRIPPS ASSOCIATES INC.

Engineering, planning, design and construction for TV, radio, multiplex, teletype, facsimile, telephone, radar, sonar, etc. 1005 Kales Bldg., Detroit 26, Mich. Woodward 3-1905. William J. Scripps, Dr. Walter J. Duschinsky, Wm. L. Foss Inc.

E. J. STAUBITZ

Consultant on towers and supporting structures for TV, FM and microwave antennas; specifications, design checking & approvals; modifying existing towers and special foundations. 204 Tennyson Ave., Pittsburgh 13, Pa. Schenley 1-3970.

ERNE SWAN TELEVISION CO. LTD.

Consultant on TV and community antenna systems. 512 Bayview Ave., Toronto 17, Ont. Hudson 9-1113. Ernest O. Swan, president.

TFLECHROME INC.

Specialists in color TV, and consultants on electronic broadcast & industrial equipment. 38 Merrick Road, Amityville, N. Y. Telephone: 4-4446. J. R. Popkin-Churman, president & director of engineering; E. W. London, exec. v.p.; E. G. Popkin-Churman, v.p.; Raymond Reisler, secy. & counsel; H. Charles Riker, v.p. sales; S. Krinsky, chief engineer; K. Harris, purchasing agent.

U.S. DEPT. OF COMMERCE

Electronics Div., Business & Defense Services Administration. Govt. point of contact for electronics industry on mobilization and business assistance. Washington 25, D.C. Sterling 3-9200 (ext. 4036). Donald S. Parris, acting director; E. MacDonald Nyhen, asst. to acting director; Wm. E. Dulin, industry analyst; Edward W. Glacy & Charles S. Fess, industrial specialists; Ruth L. Cannon, analytical statistician; Richards W. Cotton, industry advisor (WOC).

WHEELER LABORATORIES Inc.

Consulting, research, developing, models, specializing in microwave components. Great Neck, N.Y. Telephone: Hunter 2-7876. Harold A. Wheeler, David Dettinger, Henry Schwiebert.

LOWELL R. WRIGHT

Consultant on TV-radio towers (aeronautical problems). Munsey Bldg., Washington, D. C. District 7-2009.

Miscellaneous Station Services

THE AUSTIN CO.

Engineers and builders of TV facilities. 16112 Euclid Ave., Cleveland 12, O. Glenville 1-5400. George A. Bryant, president & gen. mgr.; Harold A. Anderson, v.p. & asst. gen. mgr.; Allan S. Austin, v.p. & gen. sales mgr.; L. M. Druckenbrod, mgr. of broadcasting sales.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive personnel for TV & radio stations. Bond Bldg., Washington 5, D.C. National 8-2173. Howard S. Frazier, gen. mgr.

BROADCAST MANAGEMENT SERVICES CO.

Employment service for commercial TV & radio stations. 17 E. 48th St., New York 17, N.Y. Plaza 5-1127. Edward C. Lobdell, licensee.

HOWARD L. CHERNOFF
Station management consultant.
4480 Hortensia St., San Diego, Cal. Cypress 6-3552.

HUGH FELTIS & ASSOCIATES
Station management and planning services.
Central Bldg., Seattle 4, Wash. Elliott 4489.

S. S. FOX
TV-radio management consultant.
143 So. Main, Salt Lake City 1, Utah. Telephone: 9-5031.

HOWARD S. FRAZIER
Television and radio management consultant.
708 Bond Bldg., Washington 5, D.C. National 8-2173.

EDGAR N. GREENEBAUM JR.
Financial consultant in TV & electronics fields.
135 So. LaSalle St., Chicago 3, Ill. Financial 6-2137.

PEREIRA & LUCKMAN
Architects & engineers.
9220 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-2073. New
York office: 8 East 54th St. Plaza 5-1375.
Ralph B. Austrian, executive in charge of TV.

ROBERT M. PURCELL-TELEVISION
Management, program and labor consultant.
Equitable Bldg., Hollywood 28, Cal. Hollywood 7-0887.

TELEVISION-RADIO MANAGEMENT CORP.
Management advisory service on TV-radio station operating
financial & labor problems.
1825 Jefferson Pl. NW, Washington, D.C. District 7-1957.
Richard P. Doherty.

Station Brokers

BLACKBURN-HAMILTON CO.
Radio station, TV and newspaper brokers.
Washington, D.C.: Washington Bldg., Sterling 3-4341. James W.
Blackburn, partner. Clifford B. Marshall.
Chicago, Ill.: Tribune Tower, Delaware 7-2755. Ray V. Hamilton,
partner. Phillip D. Jackson.
San Francisco, Cal.: 235 Montgomery St. Exbrook 2-5671. Wm.
T. Stubblefield.

PAUL H. CHAPMAN
Station broker.
Georgia Savings Bank Bldg., Atlanta 3, Ga. Exchange 0044.

R. C. CRISLER
(Operating as Transit Radio Inc.)
TV & Radio station brokers—financing.
Fifth Third Bank Bldg., Cincinnati, O. Dunbar 7775.

ALLEN KANDER
Radio station, TV and newspaper broker.
1701 K St. NW, Washington 6, D.C. National 8-3233.
Lincoln Bldg., New York 17, N.Y. Murray Hill 7-4242.
Associates: Edwin Tornberg, George J. Cooper, Walter Grimes.

HOWARD E. STARK
Radio & TV station broker & financial consultant.
50 East 58th St., New York 22, N. Y. Eldorado 5-0405.
Associate: Vincent J. Manno, newspapers.

ALBERT ZUGSMITH CORP.
Radio, TV & newspaper brokers.
6757 Hollywood Blvd., Hollywood 28, Cal. Hollywood 9-8287.
Albert Zugsmith, chairman; Arthur B. Hogan, president.

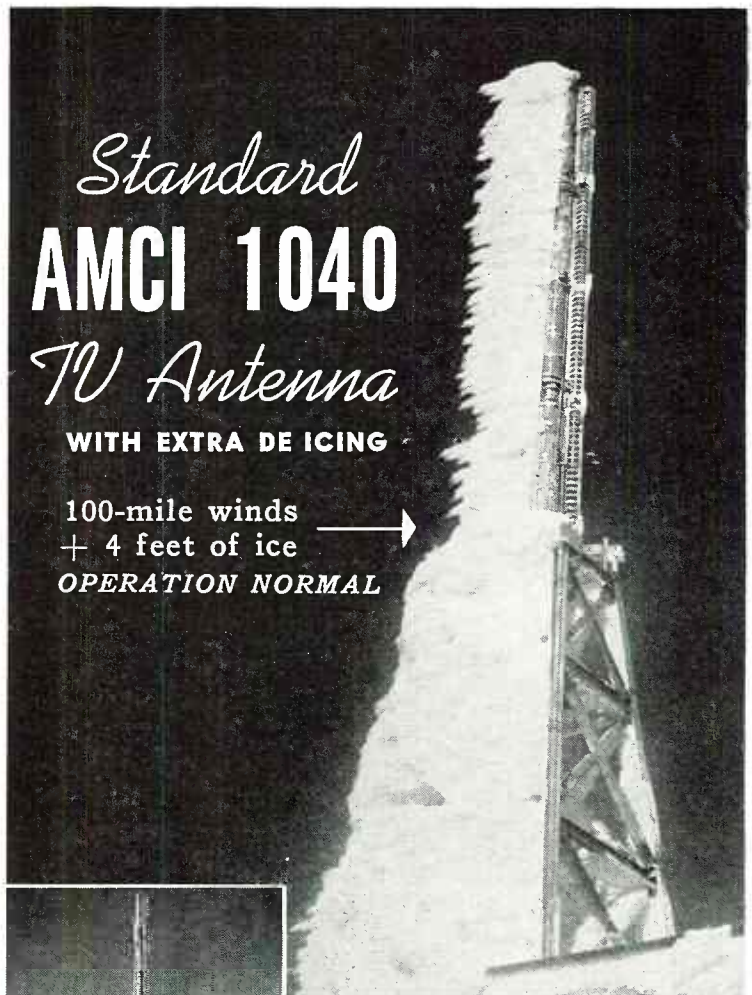
RICHARD P. DOHERTY

TELEVISION-RADIO MANAGEMENT CORP.

**Management Advisory
Services on Station Operations
Appraisals, Financial
and Labor Problems**

Economics of TV Markets

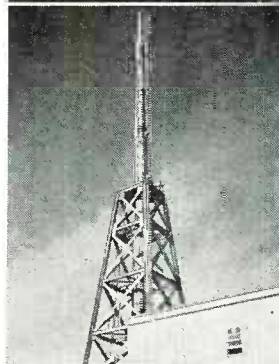
**1825 Jefferson Place, N. W.
Washington 6, D. C.
District 7-1957**



Standard AMCI 1040 TV Antenna

WITH EXTRA DE ICING

100-mile winds
+ 4 feet of ice
OPERATION NORMAL



Chosen for use in "the world's worst weather" — atop New Hampshire's Mount Washington — the AMCI Type 1040 Antenna handles severe ice storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.

With ice accumulating at a rate of $4\frac{1}{2}$ inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the deicers, operating at $1/16$ power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour.

AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. Write for bulletin TFB-55.



ANTENNA SYSTEMS—COMPONENTS—AIR NAVIGATION AIDS—INSTRUMENTS

ALFORD

Manufacturing Co., Inc.

299 ATLANTIC AVE., BOSTON, MASS.



look to

ALLIED

for everything in
ELECTRONIC SUPPLIES

for TV and Radio Broadcast Stations
... for Industrial Application



one complete
dependable source
for everything
in electronics

world's largest stock of electronic supplies

To simplify and speed your purchasing of electronic supplies and equipment, send your orders to ALLIED, the reliable one-supply-source for *all* of your electronic needs. Look to ALLIED for quick, efficient delivery from the world's largest stocks of special-purpose electron tubes, test instruments, audio equipment, recorders, electronic parts and accessories—complete lines of quality apparatus. Our expert Broadcast and Industrial supply service saves you time, effort and money.

**SEND FOR THE MOST WIDELY USED
ELECTRONIC SUPPLY GUIDE**

The 308-Page 1955 ALLIED Catalog—complete buying guide to the world's largest stocks of Electronic Supplies—is an invaluable aid to key personnel. FREE copies for members of your organization are available on request.



ALLIED RADIO
100 N. Western Ave., Chicago 80, Illinois

Network Engineering Departments

AMERICAN BROADCASTING CO.

7 West 66th St., New York City 23. Susquehanna 7-5000.

Engineering Executives: Frank Marx, v.p. in charge of engineering & general services; Clure H. Owen, administrative assistant; William H. Trevarthen, director of engineering operations; John G. Preston, director of engineering facilities & general services; Robert M. Morris, radio facilities engineer; Theodore B. Grenier, video facilities engineer; Emil Vincent, audio facilities engineer. Kear & Kennedy, Washington consulting engineers.

CANADIAN BROADCASTING CORP.

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont. Ottawa 2-2680. W. G. Richardson, director of engineering (Ottawa).

Engineering Executives: Snowdon Bldg., 5253 Decarie Blvd., Montreal. Hunter 8-2551. J. E. Hayes, chief engineer; W. A. Nichols, asst. chief engineer; D. G. McKinstry, chief architect; N. R. Olding, operations engineer; J. Carlisle, plant engineer; R. E. Santo, transmission & development engineer; E. C. Stewart, coordinator of engineering projects & services; M. D. Peterkin, purchasing agent; G. G. Yull, supervisor of stores.

COLUMBIA BROADCASTING SYSTEM Inc.

485 Madison Ave., New York City 22. Plaza 1-2345.

Engineering Executives, CBS-Television Div., Engineering Dept.: William B. Lodge, v.p.; A. B. Chamberlain, chief engineer; H. A. Chinn, chief audio-video engineer; J. D. Parker, chief radio engineer, operations dept.; R. G. Thompson, director of TV technical operations; O. J. Sather, mgr. of TV technical operations; A. E. Mercler, asst. mgr. of TV technical operations.

CBS Laboratories Div.: Peter C. Goldmark, president; J. W. Christensen, v.p. & chief engineer; James J. Reeves, TV pickup equipment; R. Sneyvangers, recording development; J. Hollywood, theoretical projects; A. Goldberg, receiver development; J. Petersen, administrative mgr.

DuMONT TELEVISION NETWORK

515 Madison Ave., New York City 22. Murray Hill 8-2600.

Engineering Executives: Rodney D. Chipp, director of engineering; Robert Bigwood, mgr. of general engineering; Harry Millholland, mgr. of technical operations; Eric Herud, technical operations engineer, WABD, New York; Malcolm Burieson, chief engineer, WTTG, Washington.

MUTUAL BROADCASTING SYSTEM Inc.

1440 Broadway, New York City 18. Longacre 4-8000.

Engineering Executives: Earl M. Johnson, v.p.; Charles H. Singer, chief engineer; Robert O'Connor, director of general engineering; Leslie Learned, chief of engineering traffic & operations; James Chapman, supervisor of engineering traffic.

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York 20. Circle 7-8300.

Engineering Executives: R. E. Shelby, vice president and chief engineer; George McElrath, director of technical operations; A. A. Hammerschmidt, associate director of technical operations; W. A. Clarke, administrative assistant; Raymond F. Guy, director of radio frequency engineering; C. A. Rackey, mgr., audio & video engineering; J. Wood Jr., manager of technical services; George M. Nixon, manager of engineering development; Gerald M. Sellar, manager of radio technical operations; C. H. Colledge, director of technical operations, owned-&-operated stations; H. C. Lutgens, engineer in charge (Chicago); A. H. Saxton, manager, technical operations (Hollywood); J. Rogers, engineer in charge (Washington); S. E. Leonard, engineer in charge (Cleveland); C. D. Peck, engineer in charge (San Francisco).

AMERICAN TELEPHONE & TELEGRAPH CO. (Long Lines Dept.)

32 Avenue of the Americas, New York 13. Exchange 3-9700.

Executives. H. T. Killingsworth, v.p.; Ralph L. Helmreich, director of operations; F. A. Cowan, asst. director of operations, engineering; R. W. Miller, asst. v.p., merchandising; C. W. Floyd, area commercial mgr., White Plains, N.Y.; F. R. MacFarland, div. commercial mgr., New York; H. E. Loving, area commercial mgr., Cincinnati; E. C. Laird Jr., area commercial mgr., Kansas City; J. E. Waidlich, director of public relations; F. W. Shelton Jr., information mgr.; J. M. Rosenberg, information supervisor; E. D. North, general attorney; C. F. Martin, asst. general attorney; K. B. Madsen, attorney.

**THIS YOU'VE
GOT TO SEE!**



**TV'S NEW
FUN SHOW!**
SEE PAGES 356-357

Leading Laboratories Engaged in Electronics Research

Private and Governmental

- ARMOUR RESEARCH FOUNDATION**, Illinois Institute of Technology—35 West 33rd St., Chicago 16, Ill. Calumet. 5-9600. Dr. Haldon A. Leedy, director.
- BARTOL RESEARCH FOUNDATION**, Franklin Institute—Swarthmore, Pa. Telephone: 6-1539. Dr. W. F. G. Swann, director.
- BATTELLE MEMORIAL INSTITUTE**, Ohio State University—505 King Ave., Columbus, O. University 3191. Clyde Williams, director.
- BELL TELEPHONE LABORATORIES**—463 West St., New York 14, N.Y. Chelsea 3-1000. Dr. Mervin J. Kelly, president; Dr. James B. Fisk, v.p. of research.
- BENDIX AVIATION CORP.**—4855 Fourth Ave., Detroit, Mich. Temple 2-1300. C. N. Kimball, technical director.
- BROOKLYN POLYTECHNIC MICROWAVE RESEARCH INSTITUTE**—55 Johnson St., Brooklyn, N.Y. Triangle 5-4304. Dr. Ernst Weber, director.
- UNIVERSITY OF CALIFORNIA INSTITUTE OF ENGINEERING RESEARCH**—Berkeley, Cal. Montrose 4-3600. Dr. M. T. O'Brien, director of institute & chairman of engineering dept.; H. A. Schade, director of engineering research.
- CALIFORNIA INSTITUTE OF TECHNOLOGY**—Pasadena, Cal. Ryan 1-7171. F. C. Lindvall, chairman of engineering.
- CLARK ELECTRONICS LABORATORIES**—Box 165, Palm Springs, Cal. Telephone: 8-3011. Dudley B. Clark, president.
- COLLINS RADIO CORP.**—855 35th St. NE, Cedar Rapids, Ia. Telephone: 3-0281. R. T. Cox, v.p. of research & development.
- COLUMBIA UNIVERSITY ELECTRONICS RESEARCH LABORATORY**—632 West 125th St., New York, N.Y. Monument 3-0700. Dr. J. R. Ragazzini, director.
- COMMONWEALTH ENGINEERING CO. OF OHIO**—1771 Springfield St., Dayton, O. Kenmore 1165. Melvern J. Hiler, president.
- CONSOLIDATED ENGINEERING CORP.**—300 N. Sierra Madre Villa, Pasadena, Cal. Ryan 1-6717. Harold W. Washburn, director of research.
- ALLEN B. DUMONT LABORATORIES Inc.**—2 Main Ave., Passaic, N. J. Mulberry 4-7400 (Clifton, N. J.). Dr. T. T. Goldsmith Jr., director of research.
- EMERSON RADIO & PHONOGRAPH LABORATORIES**—701 Lamont St., NW, Washington 10, D.C. Tuckerman 2-6800. Dr. Harold Goldberg, director; Dr. Donald P. Burcham, asst. director.
- FEDERAL TELECOMMUNICATION LABORATORIES (IT&T)**—500 Washington Ave., Nutley 10, N.J. Nutley 2-3600. Television Division, Route 17, Lodi, N.J. Hubbard 8-8440. William H. Harrison, president; H. G. Busignies, executive v.p.; Walter H. Hawk, operations mgr., TV div.; Louis Pollack, engineering dept. head.
- GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N. Y. Telephone: 76-4411. Dr. W. R. G. Baker, v.p. & gen. mgr., electronics div.; Dr. George L. Haller, mgr. of laboratory.
- GENERAL PRECISION LABORATORY Inc.**—63 Bedford Road, Pleasantville, N.Y. Telephone: 2-2000. H. G. Place, president; E. L. Garman, J. W. Murray & Blair Foulds, v.p.'s; E. A. Hungerford Jr., mgr., TV dept.
- GENERAL RADIO CO.**—275 Massachusetts Ave., Cambridge, Mass. Trowbridge 6-4400. Donald B. Sinclair, v.p. in charge of research.
- HAZELTINE RESEARCH Inc.**—subsidiary of Hazeltine Corp., 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y. Flushing 7-8700. Jack Blinn, chairman; L. B. Dodds, president; Arthur V. Loughren, executive v.p.
- HEWLETT-PACKARD CO.**—395 Page Mill Road, Palo Alto, Cal. Davenport 5-4451. David Packard, president.
- HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Howard C. Briggs, executive v.p. & gen. mgr.
- JOHNS HOPKINS UNIVERSITY APPLIED PHYSICS LABORATORY**—8621 Georgia Ave., Silver Spring, Md. Juniper 9-7700. Ralph E. Gibson, director.
- HUGHES RESEARCH DEVELOPMENT LABORATORY**—Culver City, Cal. Texas 0-7111. A. V. Haefl, director of research & development laboratories.
- ILLINOIS UNIVERSITY COLLEGE OF ENGINEERING LABORATORY**—Champaign-Urbana, Ill. Telephone: 7-6611. William L. Everitt, dean of engineering.
- MASSACHUSETTS INSTITUTE OF TECHNOLOGY ELECTRONIC RESEARCH LABORATORY**—Cambridge, Mass. Kirkland 7-6900. Jerome B. Weisner, director.
- MELLON INSTITUTE OF INDUSTRIAL RESEARCH**—4400 Fifth Ave., Pittsburgh 13, Pa. Mayflower 1-1100. E. R. Wiedlein, president.
- MELPAR Inc.**—subsidiary of Westinghouse Air Brake Co.—452 Swann Ave., Alexandria, Va. Overlook 3-1900. Thomas Maloy, president; Charles B. Raybuck, chief engineer.
- MINNESOTA UNIVERSITY INSTITUTE OF TECHNOLOGY**—14th & University Ave., Minneapolis, Minn. Main 8158. Dr. A. F. Spilhaus, dean.
- MOORE SCHOOL OF ELECTRICAL ENGINEERING**, University of Pennsylvania—Philadelphia 4, Pa. Carl C. Chambers, v.p. in charge of engineering.
- MOTOROLA Inc.**—3102 No. Ingleside Dr., Phoenix, Ariz. Telephone: 2-3114. Joseph Chambers, director of engineering research laboratory.
- NATIONAL RESEARCH CORP.**—70 Memorial Drive, Cambridge, Mass. Eliot 4-5400. Richard S. Morse, president.
- NUCLEAR DEVELOPMENT ASSOCIATES Inc.**—80 Grand St., White Plains, N.Y. White Plains 8-5800. John R. Menke, president.
- OLYMPIC DEVELOPMENT CO.**—30 Commerce Road, Stamford, Conn. Telephone: 48-3796. Dr. R. Bowling Barnes, president.
- PHILCO CORP.**—Toga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. David B. Smith, v.p., research; Donald G. Fink, director of research.
- POLARAD ELECTRONICS CORP.**—100 Metropolitan Ave., Brooklyn, N.Y. Stagg 2-3464. D. L. Jaffe, president.
- RCA LABORATORIES DIVISION**—David Sarnoff Research Center, Princeton, N.J. Telephone: 1-2500. E. W. Engstrom, exec. v.p.; V. K. Zworykin, honorary v.p.; I. Wolff, research v.p. (For departmental listing, see p. 399).
- RAYTHEON MFG CO.**—Waltham, Mass. Waltham 5-5860. N. B. Nichols, mgr. of research division.
- REMINGTON RAND Inc.**—Wilson Ave., S. Norwalk, Conn. Norwalk 6-2591. James J. Lamb, director of electronics research.
- RENSSELAER POLYTECHNIC INSTITUTE**—Troy, N. Y. Ashley 2-3000. W. F. Hess, research director.
- SOUTHWEST RESEARCH INSTITUTE**—8500 Culebra Road, San Antonio, Tex. Shadyside 4-4221. Harold Vagtborg, president & research director.
- SPRAGUE ELECTRIC CO.**—87 Marshall St., N. Adams, Mass. Mohawk 3-5311. Robert C. Sprague, chairman; J. K. Sprague, president.
- STANFORD RESEARCH INSTITUTE**—Stanford University, Palo Alto, Cal. Yukon 6-0748. Dr. J. E. Hobson, director; Dr. Frederick Terman, dean of electrical engineering; Ralph A. Krause, research director.
- SYLVANIA ELECTRIC PRODUCTS Inc.**—Bayside, Long Island, N.Y. Bayside 4-4400. Dr. Bennett S. Ellefson, director, central engineering laboratories.
- TEXAS UNIVERSITY ELECTRICAL ENGINEERING RESEARCH LABORATORY**—Austin, Tex. Telephone: 2-4608. Dr. Archie Waugh Stratton, director.
- VICTOREN INSTRUMENT CO.**—5806 Hough Ave., Cleveland 3, O. Endicott 1-6200. J. A. Victoreen, director of research.
- WESTINGHOUSE ELECTRIC CORP.**—2519 Wilkens Ave., Baltimore 3, Md. Edmonston 6-2300. E. J. Naumann, director of laboratory.
- YALE UNIVERSITY ELECTRICAL ENGINEERING LABORATORY**—New Haven, Conn. State 7-3131. Dr. Albert G. Conrad, chairman, dept. of electrical engineering.

U. S. Government Laboratories

- NATIONAL BUREAU OF STANDARDS**—U. S. Dept. of Commerce, Connecticut Ave. & Van Ness St., NW, Washington 25, D. C. Emerson 2-4040. Dr. Frederick W. Brown, chief of laboratories, Boulder, Colo.; Dr. Francis Silsbee, chief of electricity & electronics division.
- U. S. AIR FORCE**, Air Research & Development Command:
Air Force Research Center, Cambridge, Mass. University 4-4720. Maj. Gen. Raymond C. Maude, commander.
Air Development Center, Griffiss Air Force Base, Rome, N. Y. Rome 3200. Maj. Gen. Stuart P. Wright, commander.
Air Development Center, Wright-Patterson Air Force Base, Dayton, O. Kenmore 7111. Maj. Gen. Albert Boyd, commander.
- U. S. ARMY SIGNAL CORPS**, Ft. Monmouth, N. J.:
Coles Signal Laboratory, Red Bank, N. J. Eatontown 3-1060. Col. T. M. Hahn, director.
Evans Signal Laboratory, Belmar, N. J. Asbury Park 2-7400. Col. L. E. Gaither, director.
- U. S. NAVY DEPARTMENT**:
Naval Research Laboratory, 4th & Chesapeake Sts. SW, Washington 25, D. C. Johnson 3-6600. Dr. E. O. Hulburt, director of research.
U. S. Navy Electronics Laboratory, San Diego 52, Cal. Bayview 2-6311. Dr. Franz N. D. Kurie, technical director.

Directory of

Attorneys Practicing Before the FCC

These listings are compiled from the FCC bar register, from the membership roster of the FCC Bar Assn., and from other sources. Only those counsel are included who handle broadcasting and related cases frequently and regularly. All data herein has been checked with principals for accuracy as of this date.

- ALBERTSON, FRED W.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- ALTMAN, NORMAN S.**
Krooth & Altman, 1025 Vermont Ave., NW, Washington 5, D. C. Executive 3-5691.
David L. Krooth.
- ANSBERRY, T. PETER**
Martin, Ansberry & Long, Wyatt Bldg., Washington 5, D.C. Executive 3-3812.
- BADER, MICHAEL H.**
Haley, Doty & Wollenberg, 1735 DeSales St. NW, Washington 6, D.C. District 7-2724.
Andrew G. Haley, Dwight D. Doty, J. Roger Wollenberg.
- BAKER, PHILIP M.**
Pennsylvania Bldg., Washington 4, D.C. District 7-8881.
- BALL, FREDERIC J.**
Pierson & Ball, Ring Bldg., Washington 6, D.C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Vernon C. Kohlhaas, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- BARKER, ROBERT W.**
Wilkinson, Boyden, Cragun & Barker, 745 Jackson Pl. NW, Washington, 6, D. C. National 8-1114.
Ernest L. Wilkinson, Glen A. Wilkinson, John W. Cragun, John S. Boyden, Francis M. Goodwin, Carl S. Hawkins, John M. Murray.
- BARLOW, JOEL**
Covington & Burling, Union Trust Bldg., Washington 5, D. C. Republic 7-5900.
Ernest W. Jennes, Alfred V. J. Prather, Peter Craig.
- BARNES, MAURICE R.**
Barnes & Neilson, Munsey Bldg., Washington 4, D. C. Sterling 3-7670
- BARON, THEODORE**
Scharfeld, Jones & Baron, National Press Bldg., Washington 4, D. C. Sterling 3-4115.
Arthur W. Scharfeld, Robert F. Jones, Arthur Stambler, Warren C. Zwicky.
- BECKER, A. HARRY**
1735 DeSales St. NW, Washington 6, D.C. Executive 3-3003.
- BECKER, LOFTUS E.**
Cahill, Gordon, Reindel & Ohl, New York City (Counsel for RCA-NBC). Washington office: 1000 Vermont Ave. NW, District 7-7480.
John T. Cahill, Charles F. Detmar Jr., John W. Nields, Robert G. Zeller (New York); James E. Greeley, (Washington).
- BEEELAR, DONALD C.**
Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Percy H. Russell Jr., John F. Floberg, Kelley E. Griffith, Perry S. Patterson, Chauncey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J. Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius B. McCabe.
- BENAVIE, J. J.**
Counsel, RCA International Division, Radio Corp. of America, 30 Rockefeller Plaza, New York 20, N. Y. Judson 6-3800.
- BERGSON, PHILIP**
Lyon, Wilner & Bergson, Wyatt Bldg., Washington 5, D. C. Metropolitan 8-6900.
Morton H. Wilner, Richard K. Lyon, Jack M. London.
- BERMINGHAM, JOHN H.**
Counsel, Radiomarine Corp. of America, 75 Varick St., New York 13, N. Y. Walker 5-3716.
- BERNTON, WILLIAM P.**
Sher, Oppenheimer & Harris, Woodward Bldg., Washington 5, D. C. Republic 7-3028.
Robert E. Sher, Monroe Oppenheimer, Abraham J. Harris.
- BINGHAM, HERBERT M.**
Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. District 7-2141.
Linton M. Collins, William A. Porter, H. Donald Kistler, Roger Robb, Robert M. Booth Jr., Kenneth Wells Parkinson, Edwin R. Schneider Jr.
- BLUME, JACK P.**
Fly, Shuebruk, Blume & Gaguine, 1001 Connecticut Ave., NW, Washington, D. C. Metropolitan 8-6190. New York office: 30 Rockefeller Plaza, Circle 7-3040.
James Lawrence Fly, Peter Shuebruk, Benito Gaguine (Washington), William J. Durka.
- BOOTH, ROBERT M. Jr.**
Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. District 7-2141.
Herbert M. Bingham, Linton M. Collins, William A. Porter, H. Donald Kistler, Roger Robb, Kenneth Wells Parkinson, Edwin R. Schneider Jr.
- BRAUNER, JULIUS F.**
General Attorney, Columbia Broadcasting System, 485 Madison Ave., New York City 22. Plaza 1-2345.
Robert Dunne, senior attorney, radio; W. Spencer Harrison, senior attorney, television; Milton Neaman, senior attorney, corporate; Leon Brooks (Washington). Hollywood: Richard Jencks, resident counsel.
- BRENNER, JOSEPH**
Prichard & Brenner, 321 So. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-8125.
S. V. O. Prichard.
- BROOKS, LEON**
Washington Attorney, Columbia Broadcasting System, 1735 DeSales St. NW, Washington 6, D. C. Emerson 2-9300.
New York: Julius F. Brauner, general attorney; Robert Dunne, senior attorney, radio; W. Spencer Harrison, senior attorney, television; Milton Neaman, senior attorney, corporate. Hollywood: Richard Jencks, resident counsel.
- BROWN, DARWIN CHARLES**
Ginsburg, Leventhal & Brown, 1632 K St. NW, Washington, D. C. Sterling 3-5650 and Sterling 3-6781.
David Ginsburg.
- BROWN, RUSSELL MORTON**
McGrath & Brown, Southern Bldg., Washington 5, D.C. Sterling 3-4636.
J. Howard McGrath, Robert J. Norvell.
- BUNN, GEORGE**
Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington 6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Paul A. Porter, Reed Miller, Walton Hamilton, Milton V. Freeman, Norman Diamond, Harry M. Plotkin, Duane Vieth, William McGovern, William Rogers, Abe Krash, James O. Juntilla.
- BURKE, EUGENE L.**
821 Fifteenth St. NW, Washington 5, D. C. Sterling 3-3717.
- BURROUGHS, J. EDWARD**
Cummings, Stanley, Truitt & Cross, 1625 K St., NW, Washington, D. C. District 7-0777.
- BURT, WILLIAM C.**
Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Republic 7-5566.
Bernard Koteen, Alan Y. Naftalin.
- CAHILL, JOHN T.**
Cahill, Gordon, Reindel & Ohl (Counsel for RCA-NBC), 63 Wall St., New York City 5. Whitehall 4-7400.
Charles F. Detmar Jr., John W. Nields, Robert G. Zeller (New York); James E. Greeley, Loftus E. Becker, (Washington).
- CARR, JOHN P.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- CASE, NORMAN S.**
Southern Bldg., Washington 5, D.C. Executive 3-5360.
- CHASE, SEYMOUR M.**
Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6, D.C. Republic 7-2701.
Paul M. Segal, George S. Smith, Philip J. Hennessey Jr., Quayle B. Smith, Edwin S. Nail.
- CLAGETT, JOHN F.**
1424 K St., NW, Washington 5, D. C. National 8-1774.
- COHEN, HAROLD D.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Vernon C. Kohlhaas, Frederick J. Ball, Robert E. Hodson, Robert N. Price, William S. Green, Nad A. Peterson.
- COHEN, LESTER**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Duke M. Patrick, Karl A. Smith, Corwin R. Lockwood, Parker D. Hancock, Stanley S. Harris.
- COHEN, STANLEY B.**
Occidental Bldg., Washington, D. C. National 8-9320.
Associated with: Leo Resnick.

- COHN, MARCUS**
Cohn & Marks, Cafritz Bldg., Washington 6, D. C. Sterling 3-5880.
Leonard H. Marks, Paul Dobin, George MacClain, Sylvia D. Kessler.
- COLIN, RALPH F.**
Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York 22, N. Y. Murray Hill 8-7800.
Samuel I. Rosenman, Godfrey Goldmark, Sydney M. Kaye, Walter J. Petschek, Max Freund, Ambrose Doskow, Seymour D. Lewis.
- COLTON, HERBERT S.**
1625 K St., NW, Washington 6, D. C. Republic 7-5062.
- CORDON, ALFRED C., JR.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- CORREA, RODOLFO A.**
Counsel, Commercial Department, Radio Corp. of America, 30 Rockefeller Plaza, New York 20, N. Y. Columbus 5-5900.
- COTTONE, BENEDICT P.**
Cottone & Scheiner, 1820 Jefferson Pl. NW, Washington 6, D. C. Executive 3-4477.
Arthur Scheiner.
- COURTNEY, JEREMIAH**
908 Twentieth St. NW, Washington 6, D.C. Sterling 3-5551.
- CRAGUN, JOHN W.**
Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl. NW, Washington 6, D. C. National 8-1114.
Ernest L. Wilkinson, Glen A. Wilkinson, John S. Boyden, Robert W. Barker, Francis M. Goodwin, Carl S. Hawkins, John M. Murray.
- CUTLER, CHARLES R.**
Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., John F. Floberg, Kelley E. Griffith, Perry S. Patterson, Chauncey P. Carter Jr., R. Russell Eagan, Herbert J. Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius B. McCabe.
- DALY, HARRY J.**
Pennsylvania Bldg., Washington 4, D.C. National 8-3260; 135 So. LaSalle St., Chicago, Ill. Franklin 2-1056.
Matthew B. O'Donnell Jr.
- DAVID, NATHAN H.**
425 Thirteenth St. NW, Washington 4, D. C. National 8-4736.
- DECHERT, PHILIP**
General Counsel, Philco Corp., Tioga & C Sts., Philadelphia 34, Pa. Nebraska 4-5100.
John L. Esterhal, *counsel*, Radio & Television Div.; Robert M. Jones, *counsel*, Government & Industrial Div.
- de GRAZIA, EDWARD**
Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., John F. Floberg, Kelley E. Griffith, Perry S. Patterson, Chauncey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J. Miller Jr., Frederick M. Rowe, Aloysius B. McCabe.
- DEMPSEY, WILLIAM J.**
Dempsey & Koplovitz, Bowen Bldg., Washington 5, D. C. Republic 7-6363.
William C. Koplovitz, Harry J. Ockershausen, F. H. Walton Jr.
- DENSLow, L. ALTON**
Washington Bldg., Washington 5, D.C. Republic 7-0727.
Joseph O. Parker.
- DETMAR, CHARLES F. Jr.**
Cahill, Gordon, Reindel & Ohl (*Counsel for RCA-NBC*), 63 Wall St., New York City 5. Whitehall 4-7400.
John T. Cahill, John W. Nields, Robert G. Zeller (New York); Loftus E. Becker, James E. Greeley, (Washington).
- DOBIN, PAUL**
Cohn & Marks, Cafritz Bldg., Washington 6, D. C. Sterling 3-5880.
Marcus Cohn, Leonard H. Marks, George MacClain, Sylvia D. Kessler.
- DOSKOW, AMBROSE**
Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York 22, N.Y. Murray Hill 8-7800.
Samuel I. Rosenman, Godfrey Goldmark, Ralph F. Colin, Sydney M. Kaye, Walter J. Petschek, Max Freund, Seymour D. Lewis.
- DOTY, DWIGHT D.**
Haley, Doty & Wollenberg, 1735 DeSales St. NW, Washington 6, D. C. District 7-2724.
Andrew G. Haley, J. Roger Wollenberg, Michael H. Bader.
- DOUGHERTY, THOMAS J.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman.
- DOWD, THOMAS N.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Vernon C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- DURKA, WILLIAM J.**
Fly, Shuebruk, Blume & Gaguine, 30 Rockefeller Plaza, New York City 20. Circle 7-3040. *Washington office*: 1001 Connecticut Ave., NW, Metropolitan 8-6190.
James Lawrence Fly, Peter Shuebruk; Jack P. Blume & Benito Gaguine (Washington).
- DUVALL, CHARLES F.**
Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Republic 7-1450.
Charles V. Wayland, John P. Southmayd, Ben C. Fisher.
- EAGAN, R. RUSSELL**
Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., John F. Floberg, Kelley E. Griffith, Perry S. Patterson, Chauncey P. Carter Jr., Charles R. Culter, Herbert J. Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius B. McCabe.
- EMERSON, LEONIDAS P. B.**
McKenna & Wilkinson, 1735 DeSales St. NW, Washington 6, D. C. National 8-2931.
James A. McKenna, Jr., Vernon L. Wilkinson, David S. Stevens, Edward E. McKenna.
- ERVIN, THOMAS E.**
V.P. and General Attorney, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-8300.
John V. Shute, *asst. general attorney*; Paul B. Lynch, Frederick W. Bechtold, *attorneys*.
- EWING, SAMUEL E.**
General Attorney, Manufacturing and Service Divisions, Radio Corp. of America, Camden, N.J. Woodlawn, 3-8000.
Herbert T. Brunn, *asst. general attorney*; Ray B. Houston, *attorney*.
- FALK, EDWIN A.**
Gale & Falk, 40 Wall St., New York City. Whitehall 4-1771.
(*Counsel for DuMont.*)
- FISCHER, HENRY G.**
Fischer, Willis & Panzer, 1735 DeSales St. NW, Washington 6, D. C. Sterling 3-3660.
John W. Willis, Irving R. M. Panzer.
- FISHER, BEN C.**
Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Republic 7-1450.
Charles V. Wayland, Charles F. Duvall, John P. Southmayd.
- FLETCHER, FRANK U.**
Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Metropolitan 8-0023.
Frank Roberson, John C. Spearman, Russell Rowell. *Of Counsel*.
Paul D. P. Spearman.
- FLY, JAMES LAWRENCE**
Fly, Shuebruk, Blume & Gaguine, 30 Rockefeller Plaza, New York City 20. Circle 7-3040. *Washington office*: 1001 Connecticut Ave., NW, Metropolitan 8-6190.
Peter Shuebruk, William J. Durka; Jack P. Blume & Benito Gaguine (Washington).
- FORD, AARON L.**
Munsey Bldg., Washington 4, D.C. National 8-6505; Plaza Bldg., Jackson, Miss. Telephone: 5-8647.
- FRERET, JULIAN P.**
Roberts & McInnis, Continental Bldg., Washington 5, D.C. National 8-0032.
William A. Roberts, Charles B. McInnis, Warren Woods, James E. Wilson, Everett D. Johnston.
- GAGUINE, BENITO**
Fly, Shuebruk, Blume & Gaguine, 1001 Connecticut Ave., NW, Washington, D. C. Metropolitan 8-6190. *New York office*: 30 Rockefeller Plaza. Circle 7-3040.
James Lawrence Fly, Peter Shuebruk, Jack P. Blume (Washington), William J. Durka.
- GAUGHAN, VINCENT M.**
Liberty Bank Bldg., Buffalo 2, N.Y. Washington 1068. *Washington office*: Washington Loan & Trust Bldg., District 7-4377.
- GRAHAM, RICHARD HARPER**
Pacific Coast Counsel, Radio Corp. of America, 1500 No. Vine St., Hollywood 28, Cal. Hollywood 4-3149.
- GREELEY, JAMES E.**
Cahill, Gordon, Reindel & Ohl, New York City (*Counsel for RCA-NBC*). *Washington office*: 1000 Vermont Ave. NW. District 7-7480.
John T. Cahill, Charles F. Detmar Jr., John W. Nields, Robert G. Zeller (New York); Loftus E. Becker, (Washington).

Extra copies of this
TV FACTBOOK No. 20
available at \$4 each

- GREEN, WILLIAM S.**
Pierson & Ball, Ring Bldg., Washington 6, D.C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, Nad A. Peterson.
- GRIFFITH, KELLEY E.**
Kirkland, Fleming, Green, Martin & Eells, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., John F. Floberg, Perry S. Patterson, Chauncey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J. Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius B. McCabe.
- GRONER, SAMUEL B.**
734 Fifteenth St. NW, Washington 5, D. C. Executive 3-2829.
- HALEY, ANDREW G.**
Haley, Doty & Wollenberg, 1735 DeSales St. NW, Washington 6, D. C. District 7-2724.
Dwight D. Doty, J. Roger Wollenberg, Michael H. Bader.
- HANCOCK, PARKER D.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Duke M. Patrick, Karl A. Smith, Lester Cohen, Corwin R. Lockwood, Stanley S. Harris.
- HAND, FRANK B. Jr.**
Transportation Bldg., Washington 6, D. C. National 8-6587.
- HARRIS, ABRAHAM J.**
Sher, Oppenheimer & Harris, Woodward Bldg., Washington 5, D. C. Republic 7-3028.
Robert E. Sher, Monroe Oppenheimer, William P. Bernton.
- HARRIS, STANLEY S.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Duke M. Patrick, Karl A. Smith, Lester Cohen, Corwin R. Lockwood, Parker D. Hancock.
- HAWKINS, HOWARD R.**
V.P. & General Attorney, RCA Communications Inc., 66 Broad St., New York 4, N. Y. Hanover 2-1811.
- HEALD, ROBERT L.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Harold E. Mott, Edward P. Morgan, Lyon L. Tyler Jr., Vincent A. Pepper, E. Stratford Smith.
- HEARNE, JOHN P.**
Central Tower Bldg., San Francisco 3, Cal. Yukon 6-1365. *Hollywood office:* 6363 Sunset Blvd. Hollywood 4-5241.
- HECKMAN, JEROME H.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Thomas J. Dougherty.
- HEDRICK, F. CLEVELAND JR.**
1001 Connecticut Ave., NW, Washington 6, D. C. National 8-5923.
- HENNESSEY, PHILIP J. Jr.**
Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6, D. C. Republic 7-2701.
Paul M. Segal, George S. Smith, Quayle B. Smith, Seymour M. Chase, Edwin S. Nall.
- HERMAN, A. M.**
Samuels, Brown, Herman & Scott, Electric Bldg., Fort Worth 1, Tex. Fannin 1248.
- HILDRETH, RICHARD**
National Press Bldg., Washington 4, D. C. National 8-7949.
George O. Sutton, William Thomson.
- HILMER, LUCIEN**
Dupont Circle Bldg., Washington 6, D. C. Adams 4-3226.
- HODSON, ROBERT E.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- IRWIN, ROBERT L.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- JACOB, JOHN B.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, Jerome H. Heckman, Thomas J. Dougherty.
- JAMES, W. ERVIN**
17 Molton St., Montgomery, Ala.
- JAMESON, GUILFORD**
Smith & Jameson, Walker Bldg., Washington 5, D. C. National 8-6232.
William P. Smith.
- JANSKY, MAURICE M.**
Loucks, Zias, Young & Jansky, 1317 F St. NW, Washington 4, D. C. Sterling 3-4004.
Phillip G. Loucks, Joseph F. Zias, Verne R. Young.
- JENCKS, RICHARD**
Resident Counsel, Columbia Broadcasting System, 6121 Sunset Blvd., Hollywood, Cal.
New York: Julius F. Brauner, *general attorney;* Robert Dunne, *senior attorney, radio;* W. Spencer Harrison, *senior attorney, television;* Milton Neaman, *senior attorney, corporate;* Leon Brooks (Washington).
- JENNES, ERNEST W.**
Covington & Burling, Union Trust Bldg., Washington 5, D. C. Republic 7-5900.
Joel Barlow, Alfred V. J. Prather, Peter Craig.
- JOHNSTON, EVERETT D.**
Roberts & McInnis, Continental Bldg., Washington 5, D.C. National 8-0032.
William A. Roberts, Charles B. McInnis, Warren Woods, James E. Wilson, Julian P. Freret.
- JONES, ROBERT F.**
Scharfeld, Jones & Baron, National Press Bldg., Washington 4, D. C. Sterling 3-4115.
Arthur W. Scharfeld, Theodore Baron, Arthur Stambler, Warren C. Zwicky.
- JORGENSEN, NORMAN E.**
Krieger & Jorgensen, Wyatt Bldg., Washington 5, D. C. Executive 3-1635.
Seymour Krieger.
- JUNTILLA, JAMES O.**
Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington 6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Harry M. Plotkin, Reed Miller, Walton Hamilton, Milton V. Freeman, Norman Diamond, Duane Vieth, William McGovern, George Bunn, William Rogers, Abe Krash.
- KAYE, SYDNEY M.**
Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York 22, N. Y. Murray Hill 8-7800.
Samuel I. Rosenman, Godfrey Goldmark, Ralph F. Colln, Walter J. Petschek, Max Freund, Ambrose Doskow, Seymour D. Lewis.
- KELLER, JOSEPH E.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- KENKEL, JOHN E.**
Miller & Schroeder, Munsey Bldg., Washington 4, D. C. Metropolitan 8-2193.
Neville Miller, Arthur H. Schroeder.
- KESSLER, SYLVIA D.**
Cohn & Marks, Cafritz Bldg., Washington 6, D. C. Sterling 3-5880.
Marcus Cohn, Leonard H. Marks, Paul Doblin, George MacClain.
- KISTLER, H. DONALD**
Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D.C. District 7-2141.
Herbert M. Bingham, Linton M. Collins, William A. Porter, Roger Robb, Robert M. Booth Jr., Kenneth Wells Parkinson, Edwin R. Schnelder Jr.
- KOHLHAAS, VERNON C.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- KOPLOVITZ, WILLIAM C.**
Dempsey & Koplovitz, Bowen Bldg., Washington 5, D. C. Republic 7-6363.
William J. Dempsey, Harry J. Ockershausen, Frederick H. Walton Jr.
- KOTIEN, BERNARD**
Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Republic 7-5566.
William C. Burt, Alan Y. Naftalin.
- KRAMER, MILTON**
Schoene & Kramer, Commonwealth Bldg., Washington 6, D. C. National 8-6926.
Lester P. Schoene.
- KRIEGER, SEYMOUR**
Krieger & Jorgensen, Wyatt Bldg., Washington 5, D. C. Executive 3-1635.
Norman E. Jorgensen.
- KROOTH, DAVID L.**
Krooth & Altman, 1025 Vermont Ave., NW, Washington 5, D. C. Executive 3-5691.
Norman S. Altman.
- LIPPINCOTT, DONALD K.**
Lippincott & Smith, 24 California St., San Francisco 11, Cal. Yukon 6-4058.
Samuel B. Smith.

- LITTLEPAGE, JAMES H.**
Littlepage & Littlepage, Investment Bldg., Washington 5, D. C. District 7-3725.
Thomas P. Littlepage Jr., John M. Littlepage.
- LITTLEPAGE, THOMAS P. Jr.**
Littlepage & Littlepage, Investment Bldg., Washington 5, D. C. District 7-3723.
John M. Littlepage, James H. Littlepage.
- LOCKWOOD, CORWIN R.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Duke M. Patrick, Karl A. Smith, Lester Cohen, Parker D. Hancock, Stanley S. Harris.
- LONDON, JOHN M.**
Lyon, Wilner & Bergson, Wyatt Bldg., Washington 5, D. C. Metropolitan 8-6900.
Morton H. Wilner, Philip Bergson, Richard K. Lyon.
- LOUCKS, PHILIP G.**
Loucks, Zias, Young & Jansky, 1317 F St. NW, Washington 4, D. C. Sterling 3-4004.
Verne R. Young, Joseph F. Zias, Maurice M. Jansky.
- LOVETT, ELIOT C.**
729 Fifteenth St. N.W., Washington 5, D. C. Sterling 3-5168.
- LUXFORD, ANSEL F.**
Pehle, Lesser, Mann, Riemer & Luxford, 1210 Eighteenth St., NW, Washington 6, D. C. Republic 7-7643.
- LYON, RICHARD K.**
Lyon, Wilner & Bergson, Wyatt Bldg., Washington 5, D. C. Metropolitan 8-6900.
Morton H. Wilner, Philip Bergson, Jack M. London.
- MacCLAIN, GEORGE**
Cohn & Marks, Cafritz Bldg., Washington 6, D. C. Sterling 3-5880.
Marcus Cohn, Leonard H. Marks, Paul Dobin, Sylvia D. Kessler.
- MARKS, LEONARD H.**
Cohn & Marks, Cafritz Bldg., Washington 6, D. C. Sterling 3-5880.
Marcus Cohn, Paul Dobin, George MacClain, Sylvia D. Kessler.
- MAYER, J. GERALD**
Mayer, Rigby & Seeley, Wyatt Bldg., Washington 5, D. C. Metropolitan 8-3662.
Scott G. Rigby, F. Hamilton Seeley.
- MCCABE, ALOYSIUS B.**
Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg., Washington 6, D. C. Sterling 3-3200.
Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., John F. Floberg, Kelley E. Griffith, Perry S. Paterson, Chauncey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J. Miller Jr., Edward de Grazia, Frederick M. Rowe.
- McDANIEL, GLEN**
Lundgren, Lincoln, Peterson & McDaniel, 63 Wall St., New York 5, N. Y. Whitehall 3-7380.
- MCDONOUGH, FRANCIS X.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- MCGRATH, J. HOWARD**
McGrath & Brown, Southern Bldg., Washington 5, D.C. Sterling 3-4636.
Russell Morton Brown, Robert J. Norvell.
- McINNIS, CHARLES B.**
Roberts & McInnis, Continental Bldg., Washington 5, D.C. National 8-0032.
William A. Roberts, Warren Woods, James E. Wilson, Everett D. Johnston, Julian P. Freret.
- McKENNA, EDWARD R.**
McKenna & Wilkinson, 1735 DeSales St. NW, Washington 6, D.C. National 8-2941.
James A. McKenna Jr., Vernon L. Wilkinson, David S. Stevens, Leonidas P. B. Emerson.
- McKENNA, JAMES A. Jr.**
McKenna & Wilkinson, 1735 DeSales St. NW, Washington 6, D.C. National 8-2931.
Vernon L. Wilkinson, David S. Stevens, Leonidas P. B. Emerson, Edward R. McKenna.
- MIDLEN, JOHN H.**
Munsey Bldg., Washington 4, D. C. Metropolitan 8-6006.
- MILLER, JUSTIN**
McClellan, Salisbury, Petty & McClean, 650 So. Grand Ave., Los Angeles 17, Cal. Michigan 6003.
Don Petty.
- MILLER, NEVILLE**
Miller & Schroeder, Munsey Bldg., Washington 4, D. C. Metropolitan 8-2193.
Arthur H. Schroeder, John B. Kenkel.
- MILLER, REED**
Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington 6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Paul A. Porter, Walton Hamilton, Milton V. Freeman, Norman Diamond, Harry M. Plotkin, Duane Vieth, William McGovern, George Bunn, William Rogers, Abe Krash, James O. Juntilla.
- MILLER, SAMUEL**
Washington Bldg., Washington 5, D. C. National 8-7377.
- MORGAN, EDWARD P.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Harold E. Mott, Robert L. Heald, Lyon L. Tyler Jr., Vincent A. Pepper, E. Stratford Smith.
- MOTT, HAROLD E.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Edward P. Morgan, Robert L. Heald, Lyon L. Tyler Jr., Vincent A. Pepper, E. Stratford Smith.
- MURRAY, JOHN M.**
Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl., NW, Washington 6, D. C. National 8-1114.
Ernest L. Wilkinson, Glen A. Wilkinson, John W. Cragun, John S. Boyden, Francis M. Goodwin, Carl S. Hawkins.
- MYSE, DARYAL A.**
1411 Pennsylvania Ave. NW, Washington 4, D.C. Republic 7-7040.
- NAFTALIN, ALAN Y.**
Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Republic 7-5566.
Bernard Koteen, William C. Burt.
- NAIL, EDWIN S.**
Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6, D.C. Republic 7-2701.
Paul M. Segal, George S. Smith, Philip J. Hennessey Jr., Quayle B. Smith, Seymour M. Chase.
- NIELDS, JOHN W.**
Cahill, Gordon, Reindel & Ohl (*Counsel for RCA-NBC*), 63 Wall St., New York City 5. Whitehall 4-7400.
John T. Cahill, Charles F. Detmar Jr., Robert G. Zeller (New York); Loftus E. Becker, James E. Greeley, (Washington).
- NORTH, ERNEST D.**
General Attorney, Long Lines Dept., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York 13, N. Y. Exchange 3-9700.
Charles F. Martin, Kenneth R. Madsen.
- NORVELL, ROBERT J.**
McGrath & Brown, Southern Bldg., Washington 5, D.C. Sterling 3-4636.
J. Howard McGrath, Russell Morton Brown.
- O'BRYAN, PAUL A.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- OCKERSHAUSEN, HARRY J.**
Dempsey & Koplovitz, Bowen Bldg., Washington 5, D. C. Republic 7-6363.
William J. Dempsey, William C. Koplovitz, F. H. Walton Jr.
- O'LAUGHLIN, JAMES P.**
O'Laughlin & Schellenberg, 1025 Connecticut Ave., Washington, D.C. Republic 7-1522.
Howard J. Schellenberg, Jr.
- OLIVER, ROBERT W.**
Pogue & Neal, Southern Bldg., Washington, D. C. Executive 3-0440.
L. Welch Pogue.
- OPPENHEIMER, MONROE**
Sher, Oppenheimer & Harris, Woodward Bldg., Washington 5, D. C. Republic 7-3028.
Robert E. Sher, Abraham J. Harris, William P. Bernton.
- PANZER, IRVING R. M.**
Fischer, Willis & Panzer, 1735 DeSales St. NW, Washington 6, D. C. Sterling 3-3660.
Henry G. Fischer, John W. Willis.
- PARKINSON, KENNETH WELLS**
Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5, D. C. District 7-2141.
Herbert M. Bingham, Linton M. Collins, William A. Porter, H. Donald Kistler, Roger Robb, Robert M. Booth Jr., Edwin R. Schneider Jr.
- PATRICK, DUKE M.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Karl A. Smith, Lester Cohen, Corwin R. Lockwood, Parker D. Hancock, Stanley S. Harris.
- PENDLETON, GEORGE C.**
1025 Connecticut Ave. NW, Washington 6, D. C. Sterling 3-8167.
- PEPPER, VINCENT A.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Harold E. Mott, Edward P. Morgan, Robert L. Heald, Lyon L. Tyler Jr., E. Stratford Smith.

PETERSON, NAD A.
Pierson & Ball, Ring Bldg., Washington 6, D.C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter,
Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert
E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green.

PETTY, DON

McClellan, Salisbury, Petty & McClellan, 650 So. Grand Ave., Los
Angeles 17, Cal. Michigan 6003.
Justin Miller.

PIERSON, W. THEODORE

Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
Ralph L. Walker, Harrison T. Slaughter, Thomas N. Dowd, Vernon
C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold
D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.

PLOTKIN, HARRY M.

Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington
6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Paul A. Porter, Reed Miller, Walton
Hamilton, Milton V. Freeman, Norman Diamond, Duane Vieth,
William McGovern, George Bunn, William Rogers, Abe Krash,
James O. Juntilla.

POGUE, L. WELCH

Pogue & Neal, Southern Bldg., Washington, D. C. Executive
3-0440.
Robert W. Oliver.

PORTER, PAUL A.

Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington
6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Harry M. Plotkin, Reed Miller,
Walton Hamilton, Milton V. Freeman, Norman Diamond,
Duane Vieth, William McGovern, George Bunn, William Rogers,
Abe Krash, James O. Juntilla.

PORTER, WILLIAM A.

Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5,
D. C. District 7-2141.
Herbert M. Bingham, Linton M. Collins, H. Donald Kistler,
Roger Robb, Robert M. Booth Jr., Kenneth Wells Parkinson,
Edwin R. Schneider Jr.

PRESCOTT, ROSS K.

1430 Life of America Bldg., Dallas, Tex. Prospect 2224.

PRICE, ROBERT N.

Pierson & Ball, Ring Bldg., Washington 6, D.C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Harrison T. Slaughter,
Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert
E. Hodson, Harold D. Cohen, William S. Green, Nad A.
Peterson.

PRICE, T. BROOKE

V.P. and General Counsel, American Telephone & Telegraph Co.,
195 Broadway, New York 7, N. Y. Exchange 3-9800.
G. Wallace Bates, general attorney; John T. Quisenberry, general
attorney; Wayne E. Babler, Edmund S. Hawley, F. H. H.
Joyner, Noel C. Fleming, John P. Barnes, Charles R. Reynolds
Jr., William R. Woodward.

PRINCE, D. F.

Prince, Taylor & Crampton, Bowen Bldg., Washington 5, D.C.
Republic 7-8154.
Dwight D. Taylor, Scott P. Crampton.

QUISENBERRY, JOHN T.

General Solicitor, American Telephone & Telegraph Co., 195
Broadway, New York 7, N. Y. Exchange 3-9800.

RAFTER, JOHN A.

Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D.C.
Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W.
Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr,
Francis X. McDonough, William P. Sims, Jr., Thomas H.
Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin,
Temple W. Seay, Alfred C. Cordon, Jr., John B. Jacob, Jerome
H. Heckman, Thomas J. Dougherty.

RAUH, JOSEPH L. Jr.

Rauh & Levy, 1631 K St. NW, Washington, D. C. Republic 7-7795.
Daniel H. Pollitt.

RESNICK, LEO

Occidental Bldg., Washington, D. C. National 8-9320. Associated
with: Stanley B. Cohen.

RIGBY, SCOTT G.

Mayer, Rigby & Seeley, Wyatt Bldg., Washington 5, D. C. Metro-
politan 8-3662.
J. Gerald Mayer, F. Hamilton Seeley.

ROBB, ROGER

Bingham, Collins, Porter & Kistler, Tower Bldg., Washington
5, D. C. District 7-2141.
Herbert M. Bingham, Linton M. Collins, William A. Porter, H.
Donald Kistler, Robert M. Booth Jr., Kenneth Wells Parkin-
son, Edwin R. Schneider Jr.

ROBERSON, FRANK

Spearman & Roberson, Munsey Bldg., Washington 4, D. C.
Metropolitan 8-0023.
Frank U. Fletcher, John C. Spearman, Russell Rowell. Of Coun-
sel: Paul D. P. Spearman.

ROBERTS, WILLIAM A.

Roberts & McInnis, Continental Bldg., Washington 5, D.C.
National 8-0032.
Charles B. McInnis, Warren Woods, James E. Wilson, Everett D.
Johnston, Julian P. Freret.

ROLLO, REED T.

Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg.,
Washington 6, D. C. Sterling 3-3200.

Hammond E. Chaffetz, Donald C. Beelar, Percy H. Russell Jr.,
John F. Floberg, Kelley E. Griffith, Perry S. Patterson, Chaun-
cey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert
J. Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius
B. McCabe.

RORER, DWIGHT E.

Washington Bldg., Washington, D. C. Republic 7-0727.

ROSENMAN, SAMUEL I.

Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York
22, N. Y. Murray Hill 8-7800.
Godfrey Goldmark, Ralph F. Colin, Sydney M. Kaye, Walter J.
Petschek, Max Freund, Ambrose Doskow, Seymour D. Lewis.

ROWELL, RUSSELL

Spearman & Roberson, Munsey Bldg., Washington 4, D. C.
Metropolitan 8-0023.
Frank Roberson, Frank U. Fletcher, John C. Spearman. Of Coun-
sel: Paul D. P. Spearman.

RUSSELL, PERCY H. Jr.

Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg.,
Washington 6, D. C. Sterling 3-3200.

Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, John F.
Floberg, Kelley E. Griffith, Perry S. Patterson, Chauncey P.
Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J.
Miller Jr., Edward de Grazia, Frederick M. Rowe, Aloysius B.
McCabe.

SALISBURY, FRANKLIN C.

1624 Eye St. NW, Washington 6, D. C. Sterling 3-9072.

SCHARFELD, ARTHUR W.

Scharfeld, Jones & Bacon, National Press Bldg., Washington 4,
D. C. Sterling 3-4115.
Robert F. Jones, Theodore Baron, Arthur Stambler, Warren C.
Zwicky.

SCHEINER, ARTHUR

Cottone & Scheiner, 1820 Jefferson Pl. NW, Washington 6, D. C.
Executive 3-4477.
Benedict P. Cottone.

SCHELLENBERG, HOWARD J. Jr.

O'Laughlin & Schellenberg, 1025 Connecticut Ave., Washington,
D.C. Republic 7-1522.
James P. O'Laughlin.

SCHNEIDER, EDWIN R. JR.

Bingham, Collins, Porter & Kistler, Tower Bldg., Washington 5,
D. C. District 7-2141.

Herbert M. Bingham, Linton M. Collins, William A. Porter, H.
Donald Kistler, Roger Robb, Robert M. Booth Jr., Kenneth
Wells Parkinson.

SCHROEDER, ARTHUR H.

Miller & Schroeder, Munsey Bldg., Washington 4, D. C. Metro-
politan 8-2193.
Neville Miller, John B. Kenkel.

SEAKS, ROBERT G.

Wheeler & Wheeler, Southern Bldg., Washington 5, D. C. Dis-
trict 7-7117.
Burton K. Wheeler, Edward K. Wheeler, E. S. Olson.

SEELEY, F. HAMILTON

Mayer, Rigby & Seeley, Wyatt Bldg., Washington 5, D. C. Metro-
politan 8-3662.
J. Gerald Mayer, Scott G. Rigby.

SEGAL, PAUL M.

Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6,
D. C. Republic 7-2701.
George S. Smith, Philip J. Hennessey, Jr., Quayle B. Smith,
Seymour M. Chase, Edwin S. Nail.

SEWARD, P. W.

Warner Bldg., Washington 4, D. C. Republic 7-7944.
A. L. Stein.

SHER, ROBERT E.

Sher, Oppenheimer & Harris, Woodward Bldg., Washington 5,
D. C. Republic 7-3028.
Monroe Oppenheimer, Abraham J. Harris, William P. Bernton.

SHIPLEY, CARL L.

National Press Bldg., Washington 4, D. C. Sterling 3-1648.

SHUEBRUK, PETER

Fly, Shuebruk, Blume & Gaguine, 30 Rockefeller Plaza, New York
City 20. Circle 7-3040. Washington office: 1001 Connecticut
Ave. NW. Metropolitan 8-6190.
James Lawrence Fly, William J. Durka; Jack P. Blume & Benito
Gaguine (Washington).

SIMS, WILLIAM P. Jr.

Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C.
Sterling 3-1000.

Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W.
Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr,
Francis X. McDonough, Thomas H. Wall, Earl R. Stanley,
Joseph E. Keller, Meredith M. Daubin, Temple W. Seay,
Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome
H. Heckman, Thomas J. Dougherty.

- SLAUGHTER, HARRISON T.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Ralph L. Walker, Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- SMITH, BERNARD B.**
551 Fifth Ave., New York City 17. Vanderbilt 6-0116.
- SMITH, E. STRATFORD**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Harold E. Mott, Edward P. Morgan, Lyon L. Tyler Jr., Vincent A. Pepper.
- SMITH, GEORGE S.**
Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6, D. C. Republic 7-2701.
Paul M. Segal, Phillip J. Hennessey Jr., Quayle B. Smith, Seymour M. Chase, Edwin S. Nail.
- SMITH, KARL A.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National 8-2006.
Duke M. Patrick, Lester Cohen, Corwin R. Lockwood, Parker D. Hancock, Stanley S. Harris.
- SMITH, QUAYLE B.**
Segal, Smith & Hennessey, 816 Connecticut Ave., Washington 6, D. C. Republic 7-2701.
Paul M. Segal, George S. Smith, Philip J. Hennessey Jr., Seymour M. Chase, Edwin S. Nail.
- SMITH, SAMUEL B.**
Lippincott & Smith, 24 California St., San Francisco 11, Cal. Yukon 6-4055.
Donald K. Lippincott.
- SMITH, SIDNEY V.**
Mechlin, Marshall & Smith, Tower Bldg., Washington 5, D. C. District 7-0016.
Richard C. Marshall III.
- SMITH, WILLIAM P.**
Smith & Jameson, Walker Bldg., Washington 5, D. C. District 7-1192.
Guilford S. Jameson.
- SOUTHMAYD, JOHN P.**
Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Republic 7-1450.
Charles V. Wayland, Charles F. Duvall, Ben C. Fisher.
- SPEARMAN, JOHN C.**
Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Metropolitan 8-0023.
Frank Roberson, Frank U. Fletcher, Russell Rowell. *Of Counsel:* Paul D. P. Spearman.
- STAMBLER, ARTHUR**
Scharfeld, Jones & Baron, National Press Bldg., Washington 4, D. C. Sterling 3-4115.
Arthur W. Scharfeld, Robert F. Jones, Theodore Baron, Warren C. Zwicky.
- STANLEY, EARL R.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- STEIN, A. L.**
Warner Bldg., Washington 4, D. C. Republic 7-7944.
P. W. Seward.
- STEVENS, DAVID S.**
McKenna & Wilkinson, 1735 DeSales St. NW, Washington 6, D. C. National 8-2931.
James A. McKenna, Jr., Vernon L. Wilkinson, Leonidas P. B. Emerson, Edward R. McKenna.
- STOLLENWERCK, FRANK**
National Press Bldg., Washington 4, D. C. National 8-7846.
- STOUT, CLAIR L.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- STUART, HAROLD C.**
Doerner, Rinehart, Stuart & Clammer, 1001 Connecticut Ave. NW, Washington, D. C. Sterling 3-1767. *Tulsa office:* National Bank of Tulsa Bldg. Telephone: 2-0148.
- SUTTON, GEORGE O.**
National Press Bldg., Washington 4, D. C. National 8-7949.
William Thomson, Richard Hildreth.
- TAYLOR, TELFORD**
Landis, Taylor & Scoll, 400 Madison Ave., New York City. Murray Hill 8-8990.
- THOMSON, WILLIAM**
National Press Bldg., Washington 4, D. C. National 8-7949.
George O. Sutton, Richard Hildreth.
- TUHY, STEPHEN Jr.**
406 Albee Bldg., Washington 5, D. C. Metropolitan 8-2004.
- TYLER, LYON L. Jr.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Vincent B. Welch, Harold E. Mott, Edward P. Morgan, Robert L. Heald, Vincent A. Pepper, E. Stratford Smith.
- VIETH, DUANE**
Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington 6, D. C. Executive 3-7300.
Thurman Arnold, Abe Fortas, Harry M. Plotkin, Reed Miller, Walton Hamilton, Milton V. Freeman, Norman Diamond, William McGovern, George Bunn, William Rogers, Abe Krash, James O. Juntilla.
- WALKER, PAUL A.**
4301 Forty-third St. NW, Washington 16, D.C. Emerson 3-6655.
- WALKER, RALPH L.**
Pierson & Ball, Ring Bldg., Washington 6, D. C. Republic 7-2566.
W. Theodore Pierson, Harrison T. Slaughter, Thomas N. Dowd, Vernon C. Kohlhaas, Frederic J. Ball, Robert E. Hodson, Harold D. Cohen, Robert N. Price, William S. Green, Nad A. Peterson.
- WALL, THOMAS H.**
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Thomas W. Wilson, Paul A. O'Bryan, Robert L. Irwin, Thomas P. Carr, Francis X. McDonough, William P. Sims, Jr., Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.
- WALTON, FREDERICK H. Jr.**
Dempsey & Koplovitz, Bowen Bldg., Washington 5, D. C. Republic 7-6363.
Wm. J. Dempsey, Wm. C. Koplovitz, Harry J. Ockershausen.
- WARNER, HARRY P.**
Evans Building, Washington 5, D. C. National 8-2150.
- WASILEWSKI, VINCENT T.**
Chief Attorney, National Association of Radio & Television Broadcasters, 1771 N St. NW, Washington, D. C. Decatur 2-9300.
- WAYLAND, CHARLES V.**
Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington 4, D. C. Republic 7-1450.
John P. Southmayd, Charles F. Duvall, Ben C. Fisher.
- WEAVER, HENRY B. Jr.**
Weaver & Glassie, Tower Bldg., Washington, D. C. Sterling 3-4355.
Henry H. Glassie, Thomas M. Cooley II, Edwin H. Pewett, William B. Beebe.
- WELCH, VINCENT B.**
Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington 5, D. C. Executive 3-4600.
Harold E. Mott, Edward P. Morgan, Robert L. Heald, Lyon L. Tyler Jr., Vincent A. Pepper, E. Stratford Smith.
- WERNER, JACK**
Wyatt Bldg., Washington 5, D. C. Republic 7-5102.
- WERNER, ROBERT L.**
V.P. & General Attorney, Radio Corp. of America, 30 Rockefeller Plaza, New York 20, N.Y. Columbus 5-5900.
Eugene E. Beyer Jr., *senior attorney*; Samuel E. Ewing, *general attorney*, Manufacturing and Service Divisions, Radio Corp. of America, Camden, N. J.; Thomas E. Ervin, *v.p. & general attorney*, National Broadcasting Co.; Carlyle E. Yates, *counsel*, RCA Laboratories; J. J. Benavie, *counsel*, RCA International Division; Howard R. Hawkins, *v.p. & general attorney*, RCA Communications Inc.; John H. Birmingham, *counsel*, Radiomarine Corp. of America; Rodolfo A. Correa, *counsel*, Commercial Department, Radio Corp. of America; Richard Harper Graham, *Pacific Coast counsel*.
- WHEAT, CARL I.**
Wheat, May & Shannon, Shoreham Bldg., Washington 5, D. C. Republic 7-4123. *San Francisco:* Mills Tower. Exbrook 2-7672.
Robert E. May, Chas. V. Shannon, S. M. Morley, Omar L. Crook.
- WHEELER, BURTON K.**
Wheeler & Wheeler, Southern Bldg., Washington 5, D. C. District 7-7117.
Edward K. Wheeler, Robt. G. Seaks, E. S. Olson.
- WHEELER, EDWARD K.**
Wheeler & Wheeler, Southern Bldg., Washington 5, D. C. District 7-7117.
Burton K. Wheeler, Robt. G. Seaks, E. S. Olson.
- WILKINSON, ERNEST L.**
Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl. NW, Washington 6, D. C. National 8-1114.
Glen A. Wilkinson, John W. Cragun, John S. Boyden, Robert W. Barker, Francis M. Goodwin, Carl S. Hawkins, J. M. Murray.
- WILKINSON, GLEN A.**
Wilkinson, Boyden, Cragun & Barker, 744 Jackson Pl. NW, Washington 6, D. C. National 8-1114.
Ernest L. Wilkinson, John W. Cragun, John S. Boyden, Robert W. Barker, Francis M. Goodwin, Carl S. Hawkins, J. M. Murray.

WILKINSON, VERNON L.
McKenna & Wilkinson, 1735 DeSales St. NW, Washington 6, D. C. National 8-2931.
James A. McKenna, Jr., David S. Stevens, Leonidas P. B. Emerson, Edward R. McKenna.

WILLIS, JOHN W.
Fischer, Willis & Panzer, 1735 DeSales St. NW, Washington 6, D. C. Sterling 3-3660.
Henry G. Fischer, Irving R. M. Panzer.

WILNER, MORTON H.
Lyon, Wilner & Bergson, Wyatt Bldg., Washington 5, D. C. Metropolitan 8-6900.
Philip Bergson, Richard K. Lyon, Jack M. London.

WILSON, JAMES E.
Roberts & McInnis, Continental Bldg., Washington 5, D.C. National 8-0032.
William A. Roberts, Charles B. McInnis, Warren Woods, Everett D. Johnston, Julian P. Freret.

WILSON, THOMAS W.
Dow, Lohnes and Albertson, Munsey Bldg., Washington 4, D. C. Sterling 3-1000.
Fayette B. Dow, Fred W. Albertson, Clair L. Stout, Paul A. O'Bryan, Robert L. Irwin, John P. Carr, Francis X. McDonough, William P. Sims, Jr., Thomas H. Wall, Earl R. Stanley, Joseph E. Keller, Meredith M. Daubin, Temple W. Seay, Alfred C. Cordon, Jr., John A. Rafter, John B. Jacob, Jerome H. Heckman, Thomas J. Dougherty.

WOLLENBERG, J. ROGER
Haley, Doty & Wollenberg, 1735 DeSales St. NW, Washington 6, D.C. District 7-2724.
Andrew G. Haley, Dwight D. Doty, Michael H. Bader.

WOODS, WARREN
Roberts & McInnis, Continental Bldg., Washington 5, D.C. National 8-0032.
William A. Roberts, Charles B. McInnis, James E. Wilson, Everett D. Johnston, Julian P. Freret.

WOZENCRAFT, FRANK W.
Southern Bldg., Washington 5, D. C. Executive 3-5363.

YATES, CARLYLE E.
Counsel, RCA Laboratories, Radio Corp. of America, David Sarnoff Research Center, Princeton, N.J. Princeton 1-2500.

YOUNG, VERNE R.
Loucks, Zias, Young & Jansky, 1317 F St. NW, Washington 4, D. C. Sterling 3-4004.
Phillip G. Loucks, Joseph F. Zias, Maurice M. Jansky.

ZELLER, ROBERT G.
Cahill, Gordon, Reindel & Ohl (*Counsel for RCA-NBC*), 63 Wall St., New York City 5. Whitehall 4-7400.
John T. Cahill, Charles F. Detmar Jr., John W. Nields (New York); Loftus E. Becker, James E. Greeley (Washington).

ZIAS, JOSEPH F.
Loucks, Zias, Young & Jansky, 1317 F St. NW, Washington 4, D. C. Sterling 3-4004.
Phillip G. Loucks, Verne R. Young, Maurice M. Jansky.

ZORBAUGH, MRS. GERALDINE B.
Assistant Secretary, American Broadcasting-Paramount Theatres Inc. *Secretary and General Counsel*, American Broadcasting Co., 7 West 66th St., New York 23, N. Y. Susquehanna 7-5000.
Omar F. Elder Jr., Muriel Henle Reis, Joseph J. Jacobs, Wm. Keats, George Trendle Jr. (Detroit).

ZWICKY, WARREN CURTIS
Scharfeld, Jones & Baron, National Press Bldg., Washington 4, D. C. Sterling 3-4115.
Arthur W. Scharfeld, Robert F. Jones, Theodore Baron, Arthur Stambler.

100 Top Network TV-Radio & Magazine Advertisers For First 6 Months of 1954

(Continued from page 36)

Rank	Compony	Total Expenditure	Network Television	Network Radio	Newspaper Sections	General Magozines	Form Magazines	Total for Magozines
64.	Brown & Williamson Tob. Co.	\$1,523,081	\$945,576	—	—	\$572,555	\$4,950	\$577,505
65.	Lambert Co.	1,510,632	263,625	346,989	106,675	755,843	37,500	793,343
66.	Hazel Bishop Inc.	1,510,175	1,510,175	—	—	—	—	—
67.	U. S. Steel Corp.	1,456,194	671,745	—	—	596,224	188,225	784,449
68.	Pet Milk Co.	1,427,370	1,056,948	370,422	—	—	—	—
69.	Joseph Schlitz Brewing Co.	1,405,807	852,102	—	—	553,705	—	553,705
70.	Borg-Worner Corp.	1,399,482	330,425	—	—	967,357	101,700	1,069,057
71.	Armstrong Cork Co.	1,378,877	622,866	—	—	735,285	20,726	756,011
72.	Admiral Corp.	1,373,967	602,996	151,516	18,250	543,405	57,800	601,205
73.	Electric Auto-Lite Co.	1,362,974	677,886	416,815	29,200	172,748	66,325	239,073
74.	Prudential Ins. Co. of America	1,360,844	523,608	399,946	437,290	—	—	—
75.	Schenley Industries Inc.	1,336,865	—	—	7,865	1,329,000	—	1,329,000
76.	Best Foods Inc.	1,334,881	298,828	—	266,585	743,713	25,755	769,468
77.	Yardley of London Inc.	1,330,601	305,205	793,194	—	232,202	—	232,202
78.	Reynolds Metals Co.	1,330,079	821,736	—	—	475,388	32,955	508,343
79.	Cluett, Peabody & Co.	1,329,428	—	—	162,380	1,167,048	—	1,167,048
80.	Sylvania Electric Products Inc.	1,304,096	817,806	—	202,353	265,537	18,400	283,937
81.	American Dairy Assn.	1,250,708	477,444	346,220	46,410	380,634	—	380,634
82.	Sunbeam Corp.	1,227,689	901,185	—	—	323,778	2,726	326,504
83.	Dow Chemical Co.	1,226,357	758,425	—	123,350	255,102	89,480	344,582
84.	Block Drug Co.	1,212,169	855,971	—	327,311	8,984	19,903	28,887
85.	U. S. Rubber Co.	1,203,196	179,580	—	42,735	902,620	78,261	980,881
86.	Simoniz Co.	1,131,265	590,519	—	123,280	417,466	—	417,466
87.	Socony-Vacuum Oil Co.	1,123,631	—	363,289	—	705,342	55,000	760,342
88.	Mutual Benefit H&A Assn.	1,110,839	379,348	291,907	404,194	35,390	—	35,390
89.	Wesson Oil & Snowdrift Co.	1,077,950	546,978	—	—	530,972	—	530,972
90.	Simmons Co.	1,057,732	345,114	—	80,230	583,788	48,600	632,388
91.	International Harvester Co.	1,056,452	33,388	410,347	—	290,070	322,647	612,717
92.	American Chicle Co.	1,037,085	982,560	—	—	54,525	—	54,525
93.	Douleday & Co.	1,014,583	2,449	29,586	464,968	517,580	—	517,580
94.	Standard Oil Co. of Indiono	1,008,371	321,399	638,113	—	1,100	47,759	48,859
95.	Gerber Products Co.	1,007,993	532,296	—	—	453,672	22,025	475,697
96.	Anheuser-Busch Inc.	988,313	—	892,583	18,285	77,445	—	77,445
97.	Ralston Purino Co.	985,472	204,923	198,897	33,510	487,442	60,700	548,142
98.	Schick Inc.	936,161	668,447	—	—	267,714	—	267,714
99.	Metropolitan Life Insurance	935,799	—	233,189	—	702,610	—	702,610
100.	Johns Manville Corp.	928,712	—	614,350	—	291,452	22,910	314,362
Totals		\$323,547,166	\$123,398,998	\$59,139,764	\$23,697,328	\$110,040,679	\$7,270,397	\$117,311,076

National Assn. of Radio & Television Broadcasters

1771 N St., N.W., Washington 6, D. C., Decatur 2-9300

OFFICERS & EXECUTIVES

Harold E. Fellows, *president & chairman*
C. E. Arney Jr., *secy.-treas.*
Thad H. Brown, *TV v.p. & counsel to TV board*
John F. Meagher, *radio v.p.*
Ralph W. Hardy, *v.p. (govt. relations)*
Edward H. Bronson, *director TV code affairs*
A. Prose Walker, *mgr. engineering dept.*
Charles H. Tower, *mgr. employer-employee relations dept.*
William K. Treynor, *mgr. station relations*
Richard M. Allerton, *mgr. research dept.*
Vincent T. Wasilewski, *chief attorney*
Joseph Sitrick, *mgr. of publicity*
Fran Riley, *mgr. information dept.*
William L. Walker, *auditor*

STAFF

Howard H. Bell, *asst. to president*
Daniel Shields, *asst. to TV v.p.*
Oscar Elder, *asst. to v.p. (govt. relations)*
Walter B. Powell, *attorney*
Louise K. Aldrich, *librarian*
Charles Cady, *asst. to director of TV code affairs*
James H. Hulbert, *asst. mgr. (employer-employee relations)*
Jack Barton, *asst. mgr. (station relations)*
LaRue M. Courson, *supt. of production*

TELEVISION BOARD OF DIRECTORS (1954-55)

Clair R. McCollough, *chairman* (WGAL-TV, Lancaster, Pa.)
Campbell Arnoux, *vice-chairman* (WTAR-TV, Norfolk)
John Esau, *KTVQ*, Oklahoma City
Harold Hough, *WBAP-TV*, Ft. Worth
Paul Raibourn, *KTLA*, Los Angeles
W. D. Rogers Jr., *KDUB-TV*, Lubbock, Tex.
George B. Storer, *Storer Bestg. Co.*, Miami Beach
Robert D. Swezey, *WDSU-TV*, New Orleans
Kenneth L. Carter, *WAAM*, Baltimore
William Fay, *WHAM-TV*, Rochester, N.Y.
Ward L. Quaal, *WLWT*, Cincinnati
Ernest Lee Jahneke, *ABC*
Merle S. Jones, *CBS*
Ted Bergmann, *DuMont*
Frank M. Russell, *NBC*

RADIO BOARD OF DIRECTORS (1954-55)

Henry Clay, *chairman* (KWKH, Shreveport)
E. K. Hartenbower, *vice-chairman* (KCMO, Kansas City)
Herbert L. Kruger, *WTAG*, Worcester, Mass. (District 1)
E. R. Vadeboncoeur, *WSYR*, Syracuse (District 2)
George H. Clinton, *WPAP*, Parkersburg, W. Va. (District 3)
James H. Moore, *WLSL*, Roanoke, Va. (District 4)
John Fulton, *WQXI*, Atlanta (District 5)
Henry B. Clay, *KWKH*, Shreveport (District 6)
F. Ernest Lackey, *WHOP*, Hopkinsville, Ky. (District 7)
Robert B. McConnell, *WISH*, Indianapolis (District 8)
Hugh K. Bolce Jr., *WEMP*, Milwaukee (District 9)
E. K. Hartenbower, *KCMO*, Kansas City (District 10)
F. E. Fitzsimonds, *KFYR*, Bismarck, N.D. (District 11)
Cy Casper, *WBBZ*, Ponca City, Okla. (District 12)
Kenyon Brown, *KWFT*, Wichita Falls, Tex. (District 13)
Walter E. Wagstaff, *KIDO*, Boise (District 14)
William D. Pabst, *KFRC*, San Francisco (District 15)
Calvin J. Smith, *KFAC*, Los Angeles (District 16)
Richard M. Brown, *KPOJ*, Portland, Ore. (District 17)
John H. DeWitt Jr., *WSM*, Nashville (at-large)
Martin B. Campbell, *WFAA*, Dallas (at-large)
G. Richard Shafto, *WIS*, Columbia, S.C. (at-large)
J. Frank Jarman, *WDNC*, Durham, N.C. (at-large)
Edgar Kobak, *WTWA*, Thomson, Ga. (at-large)
Lester L. Gould, *WJNC*, Jacksonville, N.C. (at-large)
Ben Strouse, *WWDC-FM*, Washington (at-large)
H. Quenton Cox, *KGW-FM*, Portland, Ore. (at-large)
Earl M. Johnson, *MBS* (at-large)

PAST PRESIDENTS

Eugene F. McDonald, Jr., *WJAZ*, Chicago 1923-25
Frank W. Elliott, *WHO*, Des Moines 1925-26
Earle C. Anthony, *KFI*, Los Angeles 1926-28
William S. Hedges, *WMAQ*, Chicago, 1928-30
Walter J. Damm, *WTMJ*, Milwaukee 1930-31
*Harry Shaw, *WMT*, Waterloo, Ia. 1931-32
Alfred J. McCosker, *WOR*, New York 1932-34
J. Truman Ward, *WLAC*, Nashville 1934-35
Leo J. Fitzpatrick, *WJR*, Detroit 1935-36
*Charles W. Myers, *KOIN*, Portland Ore. 1936-37
John Elmer, *WCBM*, Baltimore 1937-38
Mark Ethridge, *WHAS*, Louisville 1938
Neville Miller 1938-44
J. Harold Ryan, *WSPD*, Toledo 1944-45
Justin Miller 1945-51
Harold E. Fellows 1951-

* Deceased.

TELEVISION CODE REVIEW BOARD

John E. Fetzer, *chairman* (WKZO-TV, Kalamazoo)
J. Leonard Reinsch, *vice-chairman* (WSB-TV, Atlanta)
Mrs. A. Scott Bullitt, *KING-TV*, Seattle
William B. Quarton, *WMT-TV*, Cedar Rapids
G. Richard Shafto, *WIS-TV*, Columbia, S.C.

COMMITTEES

AM Radio

James L. Howe, *chairman* (WIRA, Ft. Pierce, Fla.)
Grover C. Cobb, *KVGB*, Great Bend, Kan.
William Doerr Jr., *WEBB*, Buffalo
John Fulton, *WQXI*, Atlanta
E. K. Hartenbower, *KCMO*, Kansas City
Richard O. Lewis, *KTAR*, Phoenix
Lester W. Lindow, *WFDF*, Flint, Mich.
Harry Peck, *WISN*, Milwaukee
Todd Storz, *KOWH*, Omaha
J. S. Younts, *WEEB*, Southern Pines, N.C.
William H. Fineshriber Jr., *NBC*
Earl M. Johnson, *MBS* (at-large)
Adrian Murphy, *CBS*

By-Laws

Ward L. Quaal, *chairman* (WLWT, Cincinnati)
Hugh K. Bolce Jr., *WEMP*, Milwaukee
George H. Clinton, *WPAP*, Parkersburg, W. Va.
Harold Hough, *WBAP-TV*, Ft. Worth
Robert B. McConnell, *WISH*, Indianapolis
W. D. Rogers, *KDUB*, Lubbock, Tex.

Convention

Henry B. Clay, *co-chairman* (KWKH, Shreveport, La.)
Clair R. McCollough, *co-chairman* (WGAL-TV, Lancaster, Pa.)
Campbell Arnoux, *WTAR-TV*, Norfolk
Kenyon Brown, *KWFT*, Wichita Falls, Tex.
Kenneth L. Carter, *WAAM*, Baltimore
John H. DeWitt Jr., *WSM-TV*, Nashville
E. K. Hartenbower, *KCMO*, Kansas City
James H. Moore, *WLSL*, Roanoke, Va.
Frank M. Russell, *NBC*
Ben Strouse, *WWDC*, Washington

Engineering Conference

John H. DeWitt, Jr., *liaison chairman* (WSM-TV, Nashville)
Raymond F. Guy, *NBC*
Frank Marx, *ABC*
William B. Lodge, *CBS*
Rodney D. Chipp, *DuMont*
E. M. Johnson, *MBS*
Ross Beville, *WWDC*, Washington
James D. Russell, *KKTU*, Colorado Springs, Colo.
O. W. Towner, *WHAS*, Louisville
Donald A. Weller, *WISN*, Milwaukee

Copyright

Joseph E. Baudino, *chairman* (Westinghouse Bestg. Co.)
J. J. Bernard, *WGR-TV*, Buffalo
Edward Breen, *KVFD*, Ft. Dodge, Ia.
F. E. Fitzsimonds, *KFYR*, Bismarck, N.D.
Donald G. Graham, *KOMO*, Seattle
Martin L. Leich, *WGBF*, Evansville, Ind.
Joseph A. McDonald, *NBC*
C. Wallace Martin, *WMSC*, Columbia, S.C.
A. J. Mosby, *KGVO*, Missoula, Mont.
Karl O. Wyler, *KTSM*, El Paso

Employer-Employee Relations

Robert D. Swezey, *chairman* (WDSU-TV & WDSU, New Orleans)
Herbert E. Evans, *WRFD*, Worthington, O.
Leslie C. Johnson, *WHBF-TV*, Rock Island, Ill.
Philip G. Lasky, *KPIX*, San Francisco
Herbert R. Ohrt, *KGLO-TV*, Mason City, Ia.
S. R. Sague, *WSRS*, Cleveland Heights, O.
Calvin J. Smith, *KFAC*, Los Angeles
C. L. Thomas, *KXOK*, St. Louis
Donald W. Thornburgh, *WCAU-TV*, Philadelphia
John Clifford, *NBC*
William Pitts, *CBS*
E. M. Johnson, *MBS*
Paul O'Friel, *DuMont*
Mortimer Weinbach, *ABC*

Engineering Advisory

Raymond Guy, *chairman* (NBC)
Rodney Chipp, *DuMont*
E. M. Johnson, *MBS*
John Leitch, *WCAU-TV*, Philadelphia
William Lodge, *CBS-TV*
Frank Marx, *ABC-TV*
J. E. Mathiot, *WGAL*, Lancaster, Pa.
Dale Moudy, *KOWH*, Omaha
Carlton G. Nopper, *WMAR-TV*, Baltimore
James Russell, *KVOR*, Colorado Springs, Colo.
Robert Sinnett, *WHBF*, Rock Island, Ill.

FM Radio

Ben Strouse, *chairman* (WWDC-FM, Washington)
Walter J. Brown, *WDXY*, Spartanburg, S.C.
H. Quenton Cox, *KGW-FM*, Portland, Ore.
Donald deNeuf, *WRFD*, DeRuyter, N.Y.
Carl George, *WGAR-FM*, Cleveland
J. R. Livesay, *WLBH*, Mattoon, Ill.
Edward A. Wheeler, *WEAW*, Evanston, Ill.

NARTB Finance

William D. Pabst, *chairman* (KFRC, San Francisco)
Campbell Arnoux, *WTAR-TV*, Norfolk
Kenyon Brown, *KWFT*, Wichita Falls, Tex.
Martin B. Campbell, *WFAA*, Dallas
William Fay, *WHAM-TV*, Rochester, N.Y.
E. K. Hartenbower, *KCMO*, Kansas City
Herbert L. Krueger, *WTAG*, Worcester, Mass.

Television Finance

Campbell Arnoux, *chairman* (WTAR-TV, Norfolk)
William Fay, *WHAM-TV*, Rochester, N.Y.
Clair R. McCollough, *WGAL-TV*, Lancaster, Pa.
Ward L. Quaal, *WLWT*, Cincinnati
George B. Storer, *Storer Bestg. Co.*, Miami Beach

Freedom of Information

Edgar Kobak, *chairman* (WTWA, Thomson, Ga.)
Joseph L. Brechner, *WGAY*, Silver Spring, Md.
Joseph K. Close, *WKNE*, Keene, N.H.
Victor C. Diehm, *WAZL*, Hazleton, Pa.
Harold Essex, *WSJS-TV*, Winston-Salem, N.C.
Frank Fogarty, *WOW-TV*, Omaha
Merrill Lindsay, *WSOY*, Decatur, Ill.
John M. Outler, *WSB-TV*, Atlanta
John F. Patt, *WJR*, Detroit
Paul Raibourn, *KTLA*, Los Angeles
Victor A. Sholis, *WHAS-TV*, Louisville
F. A. Sugg, *WKY-TV*, Oklahoma City
E. R. Vadeboncoeur, *WSYR*, Syracuse

Insurance

Gilmore N. Nunn, *chairman* (WLAP, Lexington, Ky.)
Carl J. Burkland, *WAVY*, Portsmouth, Va.
Roger Clipp, *WPFL-TV*, Philadelphia
Robert W. Ferguson, *WTRF-TV*, Wheeling
C. T. Lucy, *WRVA*, Richmond
Robert T. Mason, *WMRN*, Marion, O.

Membership

Richard M. Brown, *chairman* (KPOJ, Portland, Ore.)
Kenneth L. Carter, *WAAM*, Baltimore
Cy Casper, *WBBZ*, Ponca City, Okla.
Henry B. Clay, *KWKH*, Shreveport, La.
John Esau, *KTVQ*, Oklahoma City
Lester L. Gould, *WJNC*, Jacksonville, N.C.
J. Frank Jarman, *WDNC*, Durham, N.C.
F. Ernest Lackey, *WHOP*, Hopkinsville, Ky.

(Continued on page 367)

LA
OSA MASSEN
JEAN PARKER
BARTON MACLANE
CHARLES BICKFORD
GAIL PATRICK
CHARLES WINNINGER
SIDNEY BLACKMER
J. CARROL NATAISH
DORIS DOWLING
PAUL KELLY
WILLIAM GARGAN
HILLARY BROOKE
JEROME COWAN
CENT TAYLOR
MARY BETH HUGHES
BUSTER CRABBE
VIRGINIA FIELD
VICTOR JORY
LON CHANEY, JR.
VIRGINIA GREY
ARLEEN WHELAN
PHYLLIS BROOKS
ERIC PORTMAN
BELA LUGOSI

the "plus 80"

STARS

the "plus 80"

LYNN BARI
BORIS KARLOFF
WILLIAM EYTHE
BURGESS MEREDITH
CESAR ROMERO
ROBERT CUMMINGS
JEFF CHANDLER
RANDOLPH SCOTT
ALAN LADD
PATRICIA ROC
RALPH RICHARDSON
MICHAEL WILDING
RICHARD BURTON
MARGARET LOCKWOOD
ROBERT YOUNG
MARILYN MONROE
STEWART GRANGER
JAMES MASON
ANN SHERIDAN
RAY MILLAND
PAULETTE GODDARD
JOHN WAYNE
VIVIEN LEIGH
GARY COOPER

the "plus 80"



HOLLYWOOD STARS HERE...NOW...TODAY...

in TV's Greatest Film Programs!

the "plus 80"

20 Charlie Chan Mysteries

THE MAJOR SERIES . . . NEW TO TV . . . STARRING
RAY MILLAND, ARLENE WHELAN, CESAR ROMERO,
ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE . . . THE ACTION . . . THE DRAMA OF
THE GREAT AMERICAN SCENE . . . STARRING GARY
COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR
WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA
AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN
LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

"plus 80"

plus 1001
TITLES



UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • LOngacre 4-8234

JOHN WAYNE
GENE TIERNEY
CARY GRANT
MARLENE DIETRICH
ALAN LADD
LINDA DARNELL
VICTOR MATURE
IDA LUPINO
STEWART GRANGER
JOAN BENNETT
DICK POWELL
JEAN SIMMONS
FREDERIC MARCH
LILLI PALMER
ROBERT DONAT
MERLE OBERON
MICHAEL WILDING
CONSTANCE BENNETT
BRIAN AHERNE
JOAN BLONDELL
BURGESS MEREDITH
BETTY GRABLE
DENNIS O'KEEFE
VIRGINIA BRUCE
VALERIE HOESON
PATRICIA ROC
RICHARD GREENE

STARS
of the
UNITY
CATALOGUE

SIR CEDRIC HARDWICKE
BETTY FIELD
EDW. G. ROBINSON
BRIAN DONLEVY
MICHAEL RENNIE
SABU ROLAND YOUNG
VICTOR McLAGLEN
BRUCE CABOT
LEO CARRILLO
EDMUND GWENNS
ADOLPHE MENJOU
GEORGE BRENT
BILLIE BURKE
STAN LAURE
OLIVER HARDY
MARGOT GRAHAME
WALTER BRENNAN
PAUL LUKAS
WILLIAM BOYD
CHARLEY CHASE
WILLIAM BENDIX

Hollywood Branch Office
8951 Sunset Boulevard

• UNITY TELEVISION CORPORATION OF CALIFORNIA
• Hollywood 46, California • CRestview 4-6955

Directory of

TELEVISION PROGRAM SOURCES

Offering Live, Film and Other Programs and Services to TV Stations

Revised to January 15, 1955

These listings are based on data supplied by companies known or reported to be offering services to TV stations, and responding to our questionnaires. Directory is subject to periodical revisions and republication. Data is published as submitted. Address inquiries to person whose name is given. Catalogs available from many of these companies. Recommendation: In renting or buying films, insist on contract clause saving buyer harmless from possible lawsuits (by original producer, distributor, actors, etc.) resulting from TV uses of film.

† Denotes catalog or other literature submitted, detailing films, shows or other services; these are available for perusal in our offices.

SYMBOLS

- PS = package shows (live shows, complete)
FP = film producer (produces complete films to order)
OE = open end films (made specifically for TV only)
FC = film commercials
NR = newsreels
FF = feature films (full length, for rental)
SO = soundies (2-3 minute film "fillers")
AS = amusement shorts (musical, comedy, sports, etc., films for rental)
ES = educational shorts (travel, scientific, etc., films for rental)
IS = industrial shorts (business films for loan or rental)
CS = comic strips (made specifically for TV)
C = cartoons (films for rental)
S = serials (films for rental)
A = animator (producer of animated films)

ABC FILM SYNDICATION Inc. (American Broadcasting-Paramount Theatres, Inc.), 7 West 66th St., New York 23, N.Y. Susquehanna 7-5000. George T. Shupert, president; Don L. Kearney, sales v.p. Branch offices: Chicago, Ill., 20 N. Wacker Dr., John B. Burns; Hollywood, Cal., 1539 No. Vine St., William Clark; Dallas, Tex., 3123 McKinney, Howard Anderson; Atlanta, Ga., 66 Eleventh St., N.E., G. Joseph Porter.

ACADEMY FILM PRODUCTIONS Inc., 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-0128. Bernard Howard, president. PS FP OE FC IS A. Also makes 3-D movies.

ACADEMY FILMS, 800 N. Seward St., Hollywood 38, Cal. Hollywood 2-0741. James A. Larsen. FP ES FC.

ACUS PICTURES Corp.—Same as Sklbo Productions Inc.

JOHN ADASKIN PRODUCTIONS, 67 Yonge St., Toronto, Ontario, Canada. Emplre 4-9296. FF AS.

ADVERTISERS' TELEVISION PROGRAM SERVICE Inc., 9100 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-7496. Maurice Gresham, v.p.-general manager. FP OE FC.

AFFILIATED PROGRAM SERVICE Inc., 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1881. Paul F. Adler, PS FP IS. Other services: Scripts.

ALADDIN TELEVISION PRODUCTIONS Inc., 165 No. La Brea Ave., Los Angeles 36, Cal. Webster 3-9437. Harry M. Popkin, president; Julius F. Tuchler, vice-president. OE.

†**ALEXANDER FILM Co.**, Alexander Film Bldg., Colorado Springs, Colo. J. Don Alexander, president. FP OE FC A. Other services: Producers and distributors of short length (20 to 60 seconds) direct advertising playlets for theatres and TV.

ALTON ALEXANDER PRODUCTIONS Inc., 595 Madison Ave., New York 22, N.Y. Plaza 9-3277. Alton Alexander, president. PS FP OE FC.

†**M & A ALEXANDER PRODUCTIONS Inc.**, 6040 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3414. Arthur Alexander, president; Max Alexander, sales manager. FP OE FF ES.

TED ALLAN STUDIOS, 6230 Yuca St., Hollywood 28, Cal. Hollywood 3-3973. Ted Allan. PS FP OE FC NR FF SO AS ES IS CS C S A. Other services: stage rental & complete sound facilities.

ALL-CANADA TELEVISION, 80 Richmond St. West, Toronto, Ont. Empire 6-9236. Reo Thompson, manager; William O. Steer, sales manager. Also Dominion Square Bldg., Montreal. University 6-9868. Burg Hall, manager, John Cameron, sales manager. Exclusive Canadian distributors for F. W. Ziv Television Programs; Studio Telescriptions; General Teleradio. OE FF.

ALLEN-MOORE PRODUCTIONS Inc., 7936 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 4-8225. Larry A. Loyas. ES

PAUL ALLEY PRODUCTIONS, 619 West 54th St., New York City. Judson 6-2393. Paul Alley. FP OE NR IS.

ALLIED TELEVISION PRODUCTIONS, 7 W. 44th St., New York 36, N.Y. Murray Hill 7-0455. Martin M. Colby. PS.

ALL-SCOPE PICTURES Inc., 8949 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6943. Gordon S. Mitchell, president. FP OE SO AS ES IS.

MRS. AMERICA Inc., 152 West 42nd St., New York 36, N. Y. Wisconsin 7-9715. Bert Nevins, president. PS.

AMERICAN-BRITISH TV MOVIES Inc., 200 West 57th St., New York 19, N.Y. Judson 6-7198. Nathan Kramer, president; Michael Hyams, vice-president. FF.

†**AMERICAN FILM Co.**, 1329 Vine St., Philadelphia 7, Pa. Walnut 2-1800. Ben Harris, manager. FP FF SO AS ES IS S.

AMERICAN FILM PRODUCERS, 1600 Broadway, New York City. Plaza 7-5915. Robert Gross and Lawrence A. Glesnes, executive producers. FP OE FC SO A.

AMERICAN FILM & TELEVISION Co., 1273 Truman Place, St. Paul 2, Minn. Emerson 4374. Bart O. Foss. FP OE A.

†**THE AMERICAN FORUM OF THE AIR**, 1627 K St., NW, Washington 6, D. C. Republic 7-5995. Theodore Granik, founder & moderator. PS. Same organization also produces "Youth Wants to Know".

AMERICAN NATIONAL STUDIOS, 7324 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 2-6282. Bernard Prockter, president; Edward R. Conne, v.p.; William Stephens, general manager. PS FP FC IS CS A.

AMERICAN PICTURES Corp., 139 So. Layton Dr., Los Angeles 49, Cal. Ruth Zugsmith. PS FP FF.

AMERICANA PRODUCTIONS Inc., 2213 N. Meridian St., Indianapolis 4, Ind. Walnut 3-1969. Donald A. Haldane, executive director; Donald V. Nestingen, sales manager; Robert Braverman, production manager. Branch offices: 424 Madison Ave., New York 17, N.Y. Plaza 8-2740; 30 W. Washington St., Chicago 2, Ill. Central 6-3910. PS FP OE FC ES IS A.

ANDERSON & ANDERSON, 53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-1072. James E. Anderson. PS FP FC IS.

CLYDE ANDERSON MOTION PICTURES, 334 A St., Salt Lake City 3, Utah. Telephone: 3-5337. L. Clyde Anderson. FP FC NR A. Other services: General commercial still photography.

ANIMATED PRODUCTIONS Inc., 1600 Broadway, New York 19, N.Y. Columbus 5-2942. Al Stahl. FP OE FC ES CS C S A.

ANIMATION SERVICE Co., 1780 Broadway, New York 19, N.Y. Circle 5-4832. A. L. Simon, manager. FP FC A.

APEX FILM Corp., 1040 No. Las Palmas Ave., Los Angeles 38, Cal. Hollywood 3-5106. Jack Chertok, president. FP OE A.

APOLLO PICTURES, Ltd., 714 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-8480. Rosa Evans. OE.

ARGYLE TELEVISION FILMS Inc., 60 West 46th St., New York 36, N.Y. Circle 6-4347. Louis Goldstein, president; Jerome S. Hyams, v.p. FF.

ARROW PRODUCTIONS Inc., 846 No. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 4-3118. Leon Fromkess. FP OE.

ARTISTS DISTRIBUTORS Inc., 9125 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7057. Arthur S. Lyons. **FP OE FF SO AS ES IS.**

ARTISTS FILMS Inc., 8 West 45th St., New York 36, N.Y. Murray Hill 7-3692. Paul Lazare. **FP ES.**

ASSOCIATED ARTISTS PRODUCTIONS Inc., 345 Madison Ave., New York 17, N.Y. Murray Hill 6-2323. Kenneth Hyman, v.p. **OE FF SO AS ES C S.**

ASSOCIATED ENTERPRISES, 735 N. Vine St., Hollywood 38, Cal. Hollywood 4-0249. Robert Struble. **PS FC NR.** Also produces religious films.

ASSOCIATED PRESS, THE, 50 Rockefeller Plaza, New York City. Plaza 7-1111. Frank J. Starzel, general manager; Oliver Gramling, assistant general manager. Associated Press news, photo and facsimile services for member stations.

ASSOCIATED PROGRAM SERVICE, Division of Muzak Corporation, 229 Fourth Ave., New York 3, N.Y. Orchard 4-7400. Edward Hochhauser Jr., v.p. & general manager. Special TV Transcribed Music Library with custom-built themes and production aids. Franchises TV distributors and sales agents for all Encyclopaedia Britannica Films. Special Film Library Service with unlimited use rights; films for tie-ins on holidays and merchandising and promotion events; series of 26 quarter-hour dramatic films dealing with the lives of "Great Americans." Film service includes plans for closed circuit and demonstration use for TV applicants.

ASSOCIATION FILMS Inc., 347 Madison Ave., New York 17, N.Y. Murray Hill 5-8573. J. R. Bingham, president; Robert Finehout, TV director. Branch offices: Broad at Elm, Ridgefield, N.J. Morsemer 6-8200. E. K. Pearson; 79 E. Adams St., Chicago, Ill. Harrison 7-4393. M. G. Welland; 351 Turk St., San Francisco 2, Cal. Prospect 5-2800. Winston O. Siler; 1108 Jackson St., Dallas 2, Tex. Randolph 3144. Carl L. Stahl. **ES IS AS.**

ATLANTIC TELEVISION Corp., 130 West 46th St., New York 36, N.Y. Judson 2-1287. David A. Bader. **PS FF.**

ATLAS FILM CORP., 1111 South Blvd., Oak Park, Ill. Austin 7-8620 (Chicago phone). L. P. Mominee, v.p. & general manager; Norman C. Lindquist, v.p. & director of TV. Branch offices: 228 No. LaSalle St., Chicago, Ill. Andover 3-5672; 913 Warner Bldg., Wash., D.C.; 1931 Rodney Dr., Hollywood, Cal. **FP OE A.**

ATLAS TELEVISION Corp., 15 West 44th St., New York City. Murray Hill 7-5535. Henry Brown. **FP OE FC FF SO AS C S.**

AUDIO-MASTER Corp., 17 E. 45th., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, president.

AUDIO PICTURES Ltd., 310 Lakeshore Road, Toronto 14, Ont. Clifford 1-5211. D. H. Coplan. **FP OE FC CS A.**

AUDIO PRODUCTIONS Inc., 630 Ninth Ave., New York, 36 N.Y. Plaza 7-0760. Frank K. Speidell, president. **FP IS A.**

AURORA FILM DISTRIBUTORS Inc., 1410 Howard St., Omaha 2, Neb. Atlantic 8476. Keith T. Smith, president. **OE FF SO AS ES IS CS C.**

AUSTIN PRODUCTIONS Inc., Box 713, Lima, O. Telephone: 9-7881. B. Otto Austin Jr., president. **FP FC IS.** Other services: Area news coverage for TV.

AWARD TELEVISION CORP.—Same as Cornell Film Co.

AZTECA FILMS Inc., 1743 So. Vermont Ave., Los Angeles 6, Cal. Republic 3-2191. Branch offices: New York City, 1564 Broadway; San Antonio, Tex., 410 San Pedro Ave.; Chicago, Ill., 410 So. Michigan Ave.; Mexico City, Avenida Juarez No. 157 Tercer Piso. Services: Spanish Dialogue **FF** with or without English Titles.

GEORGE BAGNALL & ASSOCIATES Inc. (Dbas Consolidated TV Sales), 8827 Olympic Blvd., Beverly Hills, Cal. Crestview 1-5133. George L. Bagnall, president; J. J. O'Loughlin, v.p. & general sales manager; Fred C. Lindquist, secy.-treas. Branch offices: 25 Vanderbilt Ave., New York 17, N.Y. Murray Hill 6-7543. Anthony Azzato; 520 No. Michigan Ave., Chicago, Ill. Michigan 2-5231. Frank Maun; P.O. Box 164, Miami, Fla. Les Anthony. **FF**

BAILEY FILMS Inc., 6509 Delongpre Ave., Hollywood 28, Cal. Hollywood 4-7949. Albert R. Bailey. **FP AS ES C A.**

THE BALDWIN ORGANIZATION Inc., 270 Park Ave., New York 17, N.Y. Plaza 5-9830. Ted Baldwin, president. **FP OE FC ES IS.**

C. O. BAPTISTA FILMS, Sunnyside Ave., Wheaton, Ill. Wheaton 8-4050. C. O. Baptista. Religious films.

THOS. J. BARBRE PRODUCTIONS, 1215 E. Virginia Ave., Denver 9, Colo. Race 2-4605. Thomas J. Barbre, president. **FP OE FC ES IS A.**

RICHARD BARE PRODUCTIONS & VARIETIES Ltd., 4000 W. Olive, Burbank, Cal. Hollywood 9-1251. Richard L. Bare. **FP OE FC.**

HALSEY V. BARRETT, Empire State Bldg., New York 1, N.Y. Bryant 9-7566. Halsey V. Barrett. **FP OE FC A.**

BARRY, ENRIGHT & FRIENDLY Inc., 667 Madison Ave., New York 21, N.Y. Templeton 2-8600. Jack Barry. **PS FP.**

BARTELL ASSOCIATES, 714 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-8480. Gerald A. Bartell. **OE.**

BASCH RADIO & TELEVISION PRODUCTIONS, 17 East 45th St., New York City. Murray Hill 2-8877. C. J. Basch Jr. **PS FP OE FC AS IS A.**

JOHN H. BATTISON PRODUCTIONS, 4629 Tilden St., NW, Washington, D.C. Emerson 3-4629. **FP OE NR FF SO AS ES IS A.** Other services: Film and TV consultant.

BAY STATE FILM PRODUCTIONS Inc., Box 129, Springfield, Mass. Telephone: 4-3164. Morton H. Read. Branch office: Little Bldg., Boston. **FP IS.**

ZACH BAYM FILMS, 60 East 42nd St., New York 17, N.Y. Murray Hill 2-4813. Zach Baym. **OE FF ES.**

BEACON TELEVISION FEATURES Inc., 118 Newbury St., Boston 16, Mass. Commonwealth 6-6881. J. L. Sanderson. **PS FP OE FC AS IS.**

V. S. BECKER PRODUCTIONS, 562 Fifth Ave., New York 19, N. Y. Luxembourg 2-1040. Viola S. Becker & Thomas W. Bleder, partners. **PS FP OE FF SO AS ES CS.**

BEELAND-KING FILM PRODUCTIONS, 752 Spring St. NW, Atlanta, Ga. C. D. Beeland, production manager. **FP OE FC.**

BEMILLER PRODUCTIONS, 2512 Hyperion Ave., Hollywood 27, Cal. Normandy 3-5021. Richard T. Bemiller, business manager. **FP OE FC AS ES IS CS C S A.**

BENGAL PICTURES, 7612½ West Norton, Los Angeles 46, Cal., Hollywood 2-2670. Phil E. Cantowine. **FP OE FC NR SO ES A.**

FRANK H. BERCKER STUDIOS, 741 No. Milwaukee St., Milwaukee, Wis. Broadway 2-6505. Frank H. Bercker, president. **FP OE A.**

JULIAN BERCOVICI PRODUCTIONS, 142 West 10th St., New York 14, N.Y. Watkins 9-3774. Julian Bercovicl. **PS.**

GUY BIDDICK, 1151 So. Broadway, Los Angeles 15, Cal. Richmond 6184. Guy Biddick. **FC A.**

Newsreels, News Photos and News Services

AMERICAN BROADCASTING Co., 7 West 66th St., New York City. Susquehanna 7-5000. Fritz Littlejohn, director of news.

AMERICAN NEWSREEL, 222 East 46th St., New York City. Murray Hill 7-2913. (Specializing in Negro news.)

ASSOCIATED PRESS PHOTOS, 50 Rockefeller Plaza, New York City. Plaza 7-1111. F. A. Resch, executive newsphoto editor.

BROADCAST NEWS Ltd., (Subsidiary of Canadian Press), 55 University Ave., Toronto, Ont. Empire 4-2692. R. J. Rankin, president; Charles Edwards, manager & secretary.

COLUMBIA BROADCASTING SYSTEM TELEVISION NETWORK, 485 Madison Ave., New York City. Plaza 1-2345. Sig Mickelson, v.p. in charge of news & public affairs.

DuMONT TELEVISION NETWORK, 515 Madison Ave., New York City. Murray Hill 8-2600. Frank Savage, news editor.

INTERNATIONAL NEWS PHOTOS, 235 East 45th St., New York City. Murray Hill 7-8800. Edwin C. Stein, managing editor.

MARATHON TV NEWSREEL, 10 East 49th St., New York City. Murray Hill 8-0985. Konstantin Kaiser, exec. producer.

NATIONAL BROADCASTING Co., 30 Rockefeller Plaza, New York City. 7-8300. William R. McAndrew, director of news, radio-TV.

NATIONAL CATHOLIC WELFARE CONFERENCE, 1312 Massachusetts Ave. NW, Washington, D.C. Republic 7-3553. Frank A. Hall, director, press dept.

HEARST METROTONE NEWS Inc. (News of the Day and Telenews) 450 West 56th St., New York City. Plaza 7-4120. Michael D. Ciofine, vice-president & managing director. Services include Telenews Daily, documentary and commercial programs, sports, fashions, women's features, children's activities, news film library.

PARAMOUNT NEWS, 544 West 43rd St., New York 36, N.Y. Longacre 3-4300. A. J. Richard, editor.

UNITED PRESS MOVIE TONE NEWS, 460 West 54th St., New York City. Columbus 5-7200. William C. Payette, manager.

UNITED PRESS NEWSPICTURES, 461 Eighth Ave., New York City. Pennsylvania 6-8500. Mims Thomason, v.p. & general manager; LeRoy Keller, v.p. & general sales manager.

UNIVERSAL NEWSREEL, 105 East 106th St., New York City. Trafalgar 6-5020. Thomas Mead, managing director.

WARNER PATHE NEWS, 625 Madison Ave., New York City. Murray Hill 8-2100. Walton C. Ament, v.p. & general manager.



Famous thriller

For more than ten years
The Whistler has thrilled millions
in a top-rated radio series . . .
and in four big box-office movies.

Now available are 26 exciting
half-hour films based on the tales
of this famous mystery man.

Each episode is complete—
a masterpiece of suspense produced
in Hollywood with big name stars.

In its first few months on the air
The Whistler has won big audiences
for sponsors across the country.
And when you see the hard-hitting
merchandising aids now available
you'll know that The Whistler hits
a new note in television selling.

For a screening of television's most
compelling new film series call . . .

CBS TELEVISION FILM SALES

*offices in New York, Chicago, Los Angeles,
San Francisco, Dallas, Atlanta, Boston,
Detroit, St. Louis. Distributor in Canada:
S. W. Caldwell Ltd.*

- BIG "D" STUDIO**, 4215 Gaston, Dallas, Tex. Victor 1341. Charles H. Edwards, director of production. **PS FP OE FC NR FF SO AS ES IS CS A.**
- THE BIG FIGHTS, Inc.**, 9 East 40th St., New York 16, N.Y. Lehigh 2-1717. Bill Bryan, sales manager. Services: Producers & distributors of 15-min. fight film program "World's Greatest Fighters—In Action", and full-fight-as-fought hour program, "The Big Fight".
- BLINKEY PRODUCTIONS Inc.**, 106 West End Ave., New York 23, N.Y. Susquehanna 7-4429. Murray King, producer. **FP OE FC.**
- FRITZ BLOCKI PRODUCTIONS**, 7266½ Fountain Ave., Hollywood 46, Cal. Hollywood 2-8971. Fritz Blocki. **PS.**
- BORDEN PRODUCTIONS Inc.**, 20 Spruce St., Boston, Mass. Lafayette 3-6974. Richard Borden, president. **FP OE.**
- WILLIAM BOYD PRODUCTIONS Inc.**, 8901 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-5248. Robert W. Stabler, v.p. **FP OE.**
- BRANDON FILMS Inc.**, 200 West 57th St., New York 19, N.Y. Circle 6-4868. Thomas J. Brandon. **FF ES.**
- †**BRAY STUDIOS Inc.**, 729 Seventh Ave., New York 19, N.Y. Circle 5-4582. J. R. Bray, president; Paul A. Bray, v.p.; B. D. Hess, distributor mgr.; Max Fleischer, in charge of Bray-Fleischer Div. **FP SO ES IS C A.**
- BRENT GUNTS PRODUCTIONS**, 5015 Greenleaf Rd., Baltimore 10, Md. Hopkins 7-2354. Produces and syndicates "Shadow Stumpers" silhouette program.
- †**BRITISH INFORMATION SERVICES**, 30 Rockefeller Plaza, New York City. Circle 6-5100. Charles H. Dand, director; Lester Schoenfeld, distribution mgr. **FF ES IS.**
- BROADCASTING & FILM COMMISSION**, 220 Fifth Ave., New York 1, N.Y. Oregon 9-2968. Albert Crews, director of TV (Religious only.)
- BROADCASTING PROGRAM SERVICE**, 17 East 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, president. **PS FP OE ES.**
- WILLIAM F. BROIDY PRODUCTIONS Inc.**, 5746 Sunset Blvd., Hollywood, Cal. Hollywood 3-6844. William F. Broidy, president. **FP OE FF IS.**
- MYRON L. BROUN**, 260 West 71st St., New York 23, N.Y. Susquehanna 7-3294. Myron L. Broun. **PS FP OE FC ES IS.**
- HOWARD C. BROWN PRODUCTIONS**, 6325 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 2-3460. **FP OE FF.**
- CLYDE BROWNE STUDIOS**, 6211 Arroyo Glen, Los Angeles 42, Cal. Cleveland 7-9266. Clyde J. Browne. **PS FP OE SO AS.**
- AL BUFFINGTON PRODUCTIONS**, 6711 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-8367. Albert B. Buffington. **PS FP.**
- †**BUREAU OF COMMUNICATION RESEARCH Inc.**, 13 East 37th St., New York 16, N.Y. Murray Hill 9-4175. Leo R. Dratfield. **ES IS.**
- †**BYRON Inc.**, 1226 Wisconsin Ave., N.W., Washington, D.C. Dupont 7-1800. **FP A.** Other services: Complete 16mm production and laboratory facilities.
- C & G FILM EFFECTS**, 1600 Broadway, New York 19, N.Y. Plaza 7-2998. Hugo A. Casolaro & Milton M. Gottlieb. Services: Optical effects, animation, titles.
- S. W. CALDWELL Ltd.**, 447 Jarvis St., Toronto 5, Ontario. Walnut 2-2103. S. W. Caldwell, president; G. Norris MacKenzie, sales manager; G. F. Keeble, manager; S. H. Coxford, controller; G. B. Quinney, equipment sales div.; E. H. Sheppard, syndicated film div.; J. M. "Doc" Savage, TV director. **PS FP FC FF SO AS ES.** Specializing in film commercials. Distributors in Canada for CBS, Teletypewriter, Guild Films, BBC Transcriptions.
- CALHOUN STUDIOS**, 266 East 78th St., New York 21, N.Y. Lehigh 5-2120. Brian Calhoun. **FP OE FC SO C S.**
- THE CALVIN Co.**, 1105 Truman Road, Kansas City, Mo. Harrison 1230. Larry Sherwood, v.p. & gen. mgr. **FP A.**
- CAMPBELL PRODUCTIONS**, 6 East 46th St., New York 17, N.Y. Murray Hill 2-2995. Muriel Campbell. **PS.** Other services: Consulting, creating and editing.
- CAMPUS FILM PRODUCTIONS**, 14 East 53rd St., New York 22, N.Y. Plaza 3-3280. Nat Campus. **FP.**
- CANADIAN GOVERNMENT FILMS**, Canadian Travel Film Library, 1270 Sixth Ave., New York 20, N.Y., Judson 6-2400.
- CAPITAL FILM LABORATORIES Inc.** (formerly McGeary-Smith Laboratories Inc.), 1905 Fairview Ave., N.E., Washington 2, D.C. Lawrence 6-4634. J. A. Barker, president. 16mm laboratory services.
- CAPITAL FILM SERVICE**, 224 Abbott Rd., East Lansing, Mich. Edgewood 2-3455. James Robert Hunter, owner. **FP OE FC NR.**
- CAPITOL RECORDS DISTRIBUTING CORP.**, 5515 Melrose Ave., Hollywood 38, Cal. Hollywood 3-7114. Walter S. Heebner, v.p. & general manager. 151 West 46th St., New York 19, N.Y. Columbus 5-4758. John Seely, Frederic Grimes, Western Studio representative; H. I. Sachs, Eastern sales manager; Thomas Sheehy, Eastern Studio representative. Services: Custom Recording; full production music library for television film, ("Q" series for radio and television stations).
- †**CARAVEL FILMS Inc.**, 730 Fifth Ave., New York City. Circle 7-6110. David I. Pincus, president. **FP IS OE FC A.**
- CASCADE PICTURES OF CALIFORNIA Inc.**, 8822 Washington Blvd., Culver City, Cal. Texas 0-2761. Bernard J. Carr. **FC PS FP OE IS A.**
- CATHOLIC MOVIES**, 220 West 42nd St., New York 18, N.Y. Wisconsin 7-9130. (Polish, religious and educational.)
- CAVALCADE TELEVISION PROGRAMS Inc.**, 7904 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 4-3556. Harvey Pergament, president. **FP OE FF AS ES C.**
- CAVALIER PRODUCTIONS**, Box 7, New Hyde Park 2, L.I., N.Y. Pioneer 6-7110. Dr. J. L. Levit, president; Robert Miles Master, executive producer; Philip St. Clair, advertising & publicity. Branch office: 1164 Avenue of Americas, New York 36, N.Y. Circle 7-8466. **FP NR SO AS ES IS.**
- CAVANAUGH MORRIS ADVERTISING**, 2994 W. Liberty Ave., Pittsburgh 16, Pa. Locust 1-7616. Howard D. Morris. **FP OE FC.**
- CBS TELEVISION FILM SALES** (Columbia Broadcasting System) 485 Madison Ave., New York 22, N.Y. Plaza 1-2345. Fred J. Mahlstet, director of operations; Wilbur Edwards, general sales manager.
- CENTRAL TELEFILMS Inc.**, 810 No. Sheridan Rd., Peoria 5, Ill. Telephone: 5-7611. Herbert K. Landon, president. **FP.**
- CENTRON CORP., Inc.**, 1107 Massachusetts, Lawrence, Kans. Telephone: 50. Arthur H. Wolf, president; Russell Mosser, secy.-treas. **FP FC.**
- THE BRUCE CHAPMAN Co.**, 55 West 42nd St., New York City. Wisconsin 7-9244. Bruce Chapman. **PS OE FC.**
- JACK CHERTOK PRODUCTIONS**—Same as Apex Film Corp.
- CHERYL TELEVISION Corp.**, 630 Ninth Ave., New York, N.Y. Circle 6-1717. Si Lipson; 442 N. La Cienega Blvd., Los Angeles, Cal. Bradshaw 2-9018. Jack Broder.
- CHICAGO FILM LABORATORY Inc.**, 56 E. Superior St., Chicago 11, Ill. Whitehall 4-6971. A. G. Dunlap, president; R. D. Casterline, director of sales. **FP FC.**
- CHRISTIAN FILMS**, 625 No. Mansfield Ave., Hollywood 36, Cal. York 1783. The Rev. H. K. Rasbach. **FP.**
- THE CHRISTOPHERS Inc.**, 18 East 48th St., New York 17, N. Y. Plaza 9-4050. Miss Mary H. Sullivan, TV representative. **ES.** Religious films.
- CINECRAFT PRODUCTIONS Inc.**, 2515 Franklin Blvd., Cleveland 13, O. Superior 1-2300. Ray Culley, president. **PS FP FC SO A.**
- CINEEFFECTS Inc.**, 115 West 45th St., New York 38, N.Y. Circle 6-0951. Nathan Sobel, president. **CS A.** Other services: Special effects, merchandising trailers, station breaks, etc.
- CINEMA CORP. OF AMERICA**, 34 Valhalla Way, Paterson 2, N.J. Mountain View 8-2377. Alan F. Martin, vice-president. **FF** (religious).
- †**CINEMA SERVICE Corp.**, 106 West End Ave., New York 23, N.Y. Trafalgar 3-1411. Joseph Seiden. Manufacture 16mm & 35mm sound on film and magnetic tape recording equipment, also complete studios and editing facilities available for rental.
- CINEGRAPHICS Inc.**, 5 East 57th St., New York 22, N. Y. Plaza 9-8620. Francis C. Thayer. **FP OE NR IS A.**
- CINEPIX Inc.**, 243 West 55th St., New York 19, N. Y. Circle 6-0889. Frank Smith, gen. sales mgr. **FF.**
- CINEQUE COLORFILM LABORATORIES Inc.**, 424 East 89th St., New York 28, N.Y. Sacramento 2-5837. Sam Marcus, president. **FP OE A.** Other services: Black-and-white & color slides; film strips; 16mm producers.
- CINESCOPE FILMS**, 42-45 160th St., Flushing, N. Y. Flushing 8-1935. George L. George, president. **FP OE.**
- CINE-TELE PRODUCTIONS**, 6325 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 5-3376. Harry J. Lehman. **FP FC NR ES IS.**
- CINE-VIDEO PRODUCTIONS Inc.**, Milford, Conn. Milford 2-6590. G. W. Ray, president. **PS FP OE NR FF SO AS ES IS A.** Complete laboratory for all processes.
- CIRCLE FILM LABORATORIES Inc.**, 33 W. 60th St., New York 23, N.Y. Columbus 5-2180. Herbert R. Pilzer. Complete motion picture laboratory facilities.
- CLAIRMONT FILMS**, 1973 Palmerston Pl., Hollywood 27, Cal. Normandie 2-4732. Leonard Clairmont, owner. **FP OE NR SO IS ES AS.** Other services: Cinematography, titles, editing.
- BOB CLAMPETT**, 5821 Sunset Blvd., Hollywood 28, Cal. Hollywood 7-0522. D. J. Nocerino, gen. mgr. **PS.**
- GEORGE W. COLBURN LABORATORY Inc.**, 164 No. Wacker Drive, Chicago, Ill. State 2-7316. John E. Colburn, executive v.p.; Henry Ushijima, director of production service. Services: Complete 16mm laboratory and 16mm sound recording service.
- COLUMBIA PICTURES TELEVISION**—See Screen Gems Inc.
- COLUMBIA U PRESS CENTER FOR MASS COMMUNICATION**, 1125 Amsterdam Ave., New York 25, N.Y. University 5-2000. Dorothy Oshlag, manager. **PS FP A.**

- COMBINED TELEVISION-PICTURES Inc.**, 241 So. Beverly Dr., Beverly Hills, Cal. Crestview 5-1114. John A. Byers, manager. PS OE FF.
- COMMODORE PRODUCTIONS & ARTISTS Inc.**, 971 No. La Cienega Blvd., Hollywood 46, Cal. Crestview 1-7106. Walter White Jr., president & executive producer; Bill Heath, associate producer. PS FP OE FC FF.
- †**COMMONWEALTH FILM & TELEVISION Inc.**, 723 Seventh Ave., New York City. Circle 5-6456. Mortimer D. Sackett, president. OE FF AS ES C S.
- CONDOR FILMS Inc.**, 1006 Olive St., St. Louis 1, Mo. Main 1-8876. Arthur E. Wright Jr., president. FP FC IS A. Other services: Completely equipped sound stage.
- CONDOR PICTURES Inc.**, 1536 Viewside Terrace, Hollywood 46, Cal. Crestview 6-0033. Milton Simon, president. FP OE SO AS ES IS A.
- CONSOLIDATED TV SALES**—Same as George Bagnall & Associates Inc.
- FRANK COOPER ASSOCIATES**, 521 Fifth Ave., New York 17, N. Y. Vanderbilt 6-5661. Sy Fischer. Hollywood office: 6277 Selma Ave., Hollywood 9-7258. PS FP OE.
- CORNELL FILM Co.**, 1501 Broadway, New York 36, N.Y. Wlscnsln 7-6650. J. Milton Salzberg. FP OE AS ES C.
- CORONET FILMS**, Coronet Bldg., Chicago 1, Ill. Dearborn 2-7676. Ellsworth C. Dent, director of distribution. ES.
- TOM J. CORRADINE & ASSOCIATES**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-4448. Tom J. Corradine. OE FF SO AS C S.
- CLAYTON W. COUSENS PRODUCTIONS**, 436 West 57th St., New York 19, N.Y. Columbus 5-7380. C. W. Cousens, president; Ralph Porter, production manager. FP OE FC SO ES IS A.
- LOUIS G. COWAN Inc.**, 575 Madison Ave., New York 22, N. Y. Plaza 9-3700. Louis G. Cowan, president. Branch: Chicago, Ill., 8 So. Michigan Ave., Randolph 6-2022. PS.
- WILLIAM G. COX FILM ENTERPRISES**, 2900 Sawtelle Blvd., Los Angeles 64, Cal. Arizona 3-2608. William G. Cox, Mary Eugenia Dunn. PS FP OE NR SO ES IS CS A.
- COYT PRODUCTIONS**, 1225 So. Hudson Ave., Los Angeles 19, Cal. Webster 5-2895. Cy Roth, president. FP OE FC.
- †**ROLAND D. CRANDALL PRODUCTIONS**, 31 Heusted Dr., Old Greenwich, Conn. Telephone: 7-0425. Roland D. Crandall. Branch office: 505 Fifth Ave., New York City. Murray Hill 7-0760. OE FC C A. Other services: Library of over 100 10 & 30-second voice-over-film cartoons precludes to commercials of all lines of business. Produces personalized segments of commercials.
- CRAWLEY FILMS Ltd.**, 19 Fairmont Ave., Ottawa, Ont., Canada 8-8144. Graeme Fraser, vice-president. FP FC A.
- BING CROSBY ENTERPRISES Inc.**, 9028 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-1171. Chas. B. Brown, v.p. in charge of sales. FP OE AS.
- †**CROWN PICTURES INTERNATIONAL**, 961 No. La Cienega Blvd., Hollywood 46, Cal. Crestview 6-6139. Jack Covell. FP OE AS.
- SHAMUS CULHANE PRODUCTIONS Inc.**, 207 East 37th St., New York 16, N.Y. Murray Hill 2-8243. Shamus Culhane. West Coast Studio: 8802 Melrose Ave., Los Angeles 46, Cal. Crestview 4-5925. William T. Hurtz. FP OE FC CS A.
- DAGGER PRODUCTIONS**, 218 E. Huron St., Chicago, Ill. Superior 7-3795. Edwin James, production director. PS FP OE FC NR AS. Other services: Still photography.
- DALTON FILM Co.**, 813 Daniel Bldg., Tulsa 3, Okla. Telephone: 5-9973. Russell W. Kurtz. PS FP.
- FREDERIC DAMRAU, M.D.**, 247 Park Ave., New York 17, N. Y. Plaza 5-3638. ES.
- J. HUGH E. DAVIS Co.**, 1680 N. Vine St., Hollywood 28, Cal. Hollywood 9-7193. J. Hugh E. Davis. PS FP OE FF.
- RONALD DAWSON ASSOCIATES**, 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-6865. Ronald Dawson, owner. PS.
- †**GORDON M. DAY PRODUCTIONS**, 108 East 30th St., New York 16, N.Y. Oregon 9-3595. Gordon M. Day, president. PS FC. Other services: Specializing in singing commercials for TV spots.
- KAIE DEEI TELEVISION TALENT**, 1670 Broadway, New York 19, N.Y. Columbus 5-3623. Kaie Deei, executive producer. PS FP FC. Other services: Scripts, talent.
- †**DeFRENES Co.**, 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-1686. Joseph DeFrenes, president. FP OE IS A. Other services: Full studio facilities. RCA 35mm sound system.
- LEONARD DELANO STUDIOS (Western Colorfilms)**, 1536 S.E. 11th Ave., Portland 14, Ore. Empire 2139. FC SO ES IS.
- DELIRA Corp.**, 6363 Wilshire Blvd., Los Angeles 48, Cal. Webster 3-7361. Ira Dowd, president. FC ES.
- DEMBY PRODUCTIONS Inc.**, 1 W. 58th St., New York 19, N.Y. Plaza 9-2495. Emanuel H. Demby, president. PS FP OE FC NR AS ES IS.
- DENHAN PRODUCTIONS Inc.**, 16560 Wyoming Ave., Detroit 21, Mich. University 1-3422. FP OE IS.
- JACK DENOVE PRODUCTIONS Inc.**, 7142 Sunset Blvd., Hollywood 46, Cal. Hollywood 4-8136. Jack Denove, president. FP OE FC AS A.
- †**DEPHOURE STUDIOS**, 782 Commonwealth Ave., Boston, Mass. Beacon 2-5722. Joseph Dephoure. FP OE NR SO IS A. Other services: Slides and slidefilms. Film processing.
- DEPICTO FILMS Inc.**, 254 West 54th St., New York City. Columbus 5-7620. John Hans, president. FP OE FC CS A.
- DESILU PRODUCTIONS Inc.**, 846 N. Cahuenga, Hollywood 38, Cal. Hollywood 9-5981. Desi Arnaz, president. FP OE FC.
- †**THE DISTRIBUTOR'S GROUP Inc.**, 756 W. Peachtree St., NW, Atlanta, Ga. Atwood 1661. W. Wells Alexander, president. NR FF SO AS ES IS C S. Other services: Film storage, inspection, shipping and handling. (Same company operates Southwest Soundfilms, Dallas; Delta Visual Service, New Orleans.)
- DOANE PRODUCTIONS**, 514 Division St., East Lansing, Mich. Edgewood 2-5714. Donald I. Doane. FP.
- DOUGFAIR Corp.**, 666 N. Robertson Blvd., Los Angeles 46, Cal. Crestview 1-8107. H. Alexander MacDonald, president. FP FF.
- DOUGLAS PRODUCTIONS**, 1425 So. Racine, Chicago 8, Ill. Haymarket 1-0409. Robert B. Hicks, TV director. FP OE FC AS ES IS A.
- D.P.M. PRODUCTIONS Inc.**, 62 West 45th St., New York 36, N.Y. Murray Hill 2-0041. Maurice T. Groen. FP OE FC. Other services: Specializes in color TV commercials and productions.
- HARRY S. DUBE**, 10 Rockefeller Plaza, New York 20, N. Y. Columbus 5-7035. J. Knight. PS FP OE FC IS.
- JEAN DUBOIS MOTION PICTURES**, 2214 Dahlia St., Denver, Colo. East 2-8122. J. M. F. Dubois. FP NR.
- †**DUDLEY TELEVISION Corp.**, 9908 Santa Monica Blvd., Beverly Hills, Calif. Crestview 1-7258. Carl Dudley, president; Don McNamara, exec. v.p.; Richard Goldstone, production v.p. Branch office: 501 Madison Ave., New York. Eldorado 5-1076. FP OE SO ES IS.
- †**DUMONT TELEVISION NETWORK**. Teletypewriter Division, 205 East 67th St., New York 21, N.Y. Lehigh 5-1000. Robert S. Wolf, manager. Transcription Dept. (affiliated stations).
- CAL DUNN STUDIOS**, 159 E. Chicago Ave., Chicago, Ill. Whitehall 3-2424. Alan S. Lee, writer-director. FP FC AS A.
- DYNAMIC FILMS Inc.**, 112 West 89th St., New York 24, N. Y. Trafalgar 3-6221. Margaret Pfeiffer, film distribution div. PS FP OE FC NR SO AS ES IS A. Other services: Spot news and special events coverage; sound recording studios; projection theater; TV film distribution.
- PETER ELGAR PRODUCTIONS Inc.**, 18 East 53rd St., New York 22, N.Y. Murray Hill 8-5626. P. F. Elgar. FP OE.
- ELLIOT, UNGER & ELLIOT Inc.**, 414 West 54th St., New York, N. Y. Judson 6-5582. Stephen Elliot, president. FC.
- ELLIS FILMS Inc.**, 1501 Broadway, New York City. Longacre 3-5457. Jack Ellis. FF.
- W. M. ELLSWORTH**, 159 E. Chicago Ave., Chicago, Ill. Mohawk 4-7050. W. M. Ellsworth. PS FP OE.
- EMPIRE PRODUCTIONS Corp.**, 480 Lexington Ave., New York 17, N.Y. Plaza 9-4505. William W. Reilly, general manager. FP FC NR IS. Other services: Sound recording, mixing, narration.
- ENCYCLOPAEDIA BRITANNICA FILMS**—See Associated Program Service.
- ENDORSEMENTS Inc.**, 500 Fifth Ave., New York 36, N. Y. Chickerling 4-7257. Jules Alberti, president. Services: TV endorsements and testimonials (live and film).
- ESPAÑA MEXICO ARGENTINA, S.A. de C. V.** Barcelona #15, Mexico. City 6, Mexico. Telephone: 36-58-14. General Juan P. Azcarate, president-general director. FP FC NR FF AS ES IS.
- DAVID ETELSON & ASSOCIATES**, 858 No. LaSalle St., Chicago 10, Ill. Whitehall 4-5460. Richard L. Ettelson. PS FP OE IS.
- †**EXCELSIOR PICTURES Corp.**, 1564 Broadway, New York 36, N. Y. Circle 5-6157. Walter Blbo, president. NR FF AS ES S.
- EXPLORERS PICTURES Corp.**—Same as Specialty Television Films Inc.
- FACTS FORUM Inc.**, Mercantile Securities Bldg., Dallas 1, Tex. Sterling 2291. Marjorie Mars, TV-radio director. ES.
- JERRY FAIRBANKS PRODUCTIONS**, 6052 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-1101. Jerry Fairbanks, president; Robert Scrivner, studio manager; John McKennon, production manager. Chicago office: 520 No. Michigan Ave., Whitehall 4-0196. Fenton P. McHugh, in charge. FP OE CS A.
- †**FAIR DEAL MOTION PICTURE SERVICE**, 2040 Chatterton Ave., New York. Talmadge 9-6728. Louis Colson. FF AS ES IS C S.
- FAIRMOUNT TELEVISION PRODUCTIONS Inc.**, 5451 Marathon St., Hollywood 38, Cal. Hollywood 9-3181. Bob Forbes, director of program distribution. AS. Other services: Produces "Wrestling from Hollywood."

RED-HOT and READY

Dazzling
**MUSICAL
REVUES!**

**LAUGHS!
STARS!
SONGS!**

Hilarious
**COMEDY
STORIES!**

Something different and exciting every week . . .

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

**ELABORATE!
BIG!
LAVISH!**

WITH
**EDDIE
CANTOR**
YOUR STAR, YOUR HOST
YOUR PRODUCER!



MUSIC...

all special arrangements
by **DAVID ROSE**
(of "Holiday for Strings" fame)



to make sales sizzle for you!

ZIV's
GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame **NOW** before your market is closed.



- FAMILY THEATER** (Motion Picture Div.), 6327 Santa Monica Blvd., Hollywood 38, Cal. Rev. Patrick Peyton, CSC, producer; James J. Ambrose, manager. FF (religious only). No charge to TV stations.
- FANCHON & MARCO Inc.**, 6838 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-3263. Jeff Lazarus. PS FP.
- FANTASY FEATURES Inc.**—Same as Lance Productions.
- FEATURE BUREAU**, 152 West 42nd St., New York 36, N. Y. Wisconsin 7-9715. Marion Cahn, editor. PS.
- FEATURE PRODUCTIONS**, 1440 No. State Parkway, Chicago 10, Ill. Michigan 2-6015. Charles L. Acree, managing director.
- DON FEDDERSON PRODUCTIONS**, 120 El Camino, Beverly Hills, Cal. Bradshaw 2-8031. Don Fedderson. PS OE.
- FEDERAL TELEFILMS Inc.**, 1041 No. Formosa Ave., Hollywood 46, Cal. Hollywood 7-5111. Buster Collier, president. FP OE.
- PAUL J. FENNEL Co.**, 404 No. La Cienega Blvd., Los Angeles 48, Cal. Crestview 6-0847. Paul J. Fennell, producer. New York office: 40 East 40th St., Lexington 2-2384. PF OE SO CS A.
- HERMAN FIALKOFF AGENCY**, 1560 Broadway, New York 36, N.Y. Judson 2-4037. Herman Fialkoff. PS IS. Complete agency service.
- FILMACK STUDIOS**, 1327 So. Wabash Ave., Chicago 5, Ill. Harrison 7-3395. Lou Kravitz; 630 Ninth Ave., New York 36, N.Y. Plaza 7-3809. Don Mack. FP OE FC IS CS A.
- FILM ARTS Corp.**, 1032 No. 6th St., Milwaukee 3, Wis. Broadway 6-5670. Harlan P. Croy. FP FC IS A. Other services: Complete laboratory facilities, slides, stills.
- †**FILM ASSOCIATES Inc.**, 4600 So. Dixie Ave., Dayton 9, O. Walnut 2184. E. Raymond Arn, president. FP OE NR IS CS A. Other services: Sound recordings by disc tape and film; complete laboratory facilities for other producers.
- FILM CLASSIC EXCHANGE**, 1611 No. LaBrea Ave., Hollywood 28, Cal. Hollywood 7-4255. Charles H. Tarbox. NR FF AS ES C.
- FILMCRAFT PRODUCTIONS Inc.**, 8451 Melrose Ave., Los Angeles 46, Cal. Webster 3-9281. Isadore Lindenbaum, president & executive producer; Bill Deming, v.p. in charge of production. PS FP OE FC.
- FILM CREATIONS Inc.**, 61 West 56th St., New York 19, N.Y. Judson 2-3824. Edward Roberts Carroll. FP FC ES IS A.
- FILM DEVICES Inc.**, 13 East 37th St., New York City. Murray Hill 9-4175. Leo R. Dratfield, president. IS.
- FILM DIVISION OF GENERAL TELERADIO Inc.**, 1440 Broadway, New York 18, N.Y. Longacre 4-8000. Dwight W. Martin, Branch offices: 1313 No. Vine St., Hollywood 28, Cal. Peter Robeck, sales manager; Tribune Tower Bldg., Chicago, Ill. Wade Barnes. OE FF AS CS.
- FILMEFFECTS OF HOLLYWOOD**, 1153 N. Highland Ave., Hollywood 38, Cal. Hollywood 9-5808. Charles S. Leeds. Specialized lab services, 35mm, 3-color negatives & theatre prints from 16mm originals.
- FILM IMAGES Inc.** (A. F. Films), 1860 Broadway, New York 23, N.Y. Circle 7-1877. Rosalind Kossoff, president. ES.
- FILM NETWORK Inc.**, 853 Seventh Ave., New York 19, N.Y. Judson 2-3026. West Hooker, president. FP OE.
- FILM STUDIOS OF CHICAGO**, 135 So. La Salle St., Chicago, Ill. Central 6-8147. H. A. Spanuth, gen. mgr. PS FP OE FF SO AS CS.
- FILM VISION Corp.**—Same as Specialty Television Films Inc.
- FILMS OF THE NATIONS DISTRIBUTORS Inc.**, 62 West 45th St., New York 36, N.Y. Murray Hill 2-0040. Ernst Fischel, AS ES IS.
- FILMWRIGHT PRODUCTIONS Inc.**, 3 East 57th St., New York 22, N. Y. Eldorado 5-6038. Max Glandbard, president. FP OE FC FF ES IS.
- ALAN M. FISHBURN**, 333 No. Michigan Ave., Chicago 1, Ill. Dearborn 2-0657. Alan M. Fishburn. PS FP FC.
- †**FIVE STAR PRODUCTIONS Inc.**, 6530 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-4807. Chet Glassley, executive producer; Taylor Byars, general manager. Services: Specializing in TV commercials.
- FLAMINGO FILMS**, 509 Madison Ave., New York 22, N.Y. Murray Hill 8-4800. Sy Weintraub. FF AS CS C S.
- FLEETWOOD FILMS Inc.**, 10 Fiske Pl., Mount Vernon, N.Y. Telephone: 8-9107. Myron Bresnick, president. OE FF SO AS ES C.
- FLYING A PRODUCTIONS**, 6920 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-1425. Armand L. Schaefer. FP OE FC. Same organization produces various film shows under following names: Range Rider Productions; Annie Oakley Productions; Gene Autry Productions.
- FOCAL POINT FILM PRODUCTIONS**, 342 Madison Ave., New York 17, N.Y. Murray Hill 7-8717. FP OE FC AS ES IS.
- FORDEL FILMS Inc.**, 1187 University Ave., New York 52, N.Y. Ludlow 8-5100. Peter Hickman, sales manager. FP OE FC SO AS ES IS A. Other services: Complete production facilities.
- FORTUNE FEATURES Inc.**, 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules B. Weill, president. FF.
- FORTUNE MERCHANDISING CORP.** (Fortune Production Division), 8435 Melrose Ave., Hollywood 46, Cal. Webster 8-2828. Leonard Shane, president. FC.
- FOTOVOX Inc.**, 1447 Union Ave., Memphis, Tenn. Telephone: 2-3192. W. B. Campbell. PS FP OE FC IS A.
- FOUNDATION FILMS Corp.**, 16 No. Morengo, Pasadena 1, Cal. Sycamore 6476. Richard D. Pearsall, president. ES.
- WALT FRAMER PRODUCTIONS**, 1150 Avenue of Americas, New York 36, N.Y. Oxford 7-3322. Walt Framer. PS.
- FREMANTLE OVERSEAS RADIO & TELEVISION Inc.**, 366 Madison Ave., New York 17, N. Y. Murray Hill 7-4344. Paul Taibot, president. PS OE FF ES C. Export only.
- FRANKLIN TELEVISION PRODUCTIONS**, 636 Acanto St., Los Angeles 49, Cal. Arizona 8-8991. John Jay Franklin. PS FP OE FC FF AS ES IS.
- FREDRICK FILMS**, 100 West 55th St., New York 19, N. Y. Circle 7-7882. H. G. Fredrick, partner. PS FP OE FC ES IS.
- FRENCH EMBASSY**, 972 Fifth Ave., New York 21, N.Y. Regent 7-9700. Ruth R. Cornfield, head of distribution.
- ALLEN A. FUNT PRODUCTIONS**, 100 Central Park South, New York 19, N.Y. Judson 6-5227. Allen A. Funt. FP FC.
- †**GAINSBOROUGH ASSOCIATES Inc.**, 207 East 30th St., New York 16, N.Y. Oregon 9-2720. Mitchell Jablons, president and general manager. PS FP OE AS ES. Other services: Program scheduling and policy consultants.
- GALAHAD PRODUCTIONS**, 285 Central Park West, New York 24, N.Y. Schuyler 4-4333. Hilman Brown. PS FP OE ES IS.
- †**GALLAGHER FILMS Inc.**, 854 Shawano Ave., Green Bay, Wis. Hemlock 7-1307. J. C. Gallagher, Branch office: 312 E. Wisconsin Ave., Milwaukee, Wis. Broadway 1-2354. PS FP NR AS ES IS. Other services: Production facilities, sound-slide films and recordings, narrators, writers.
- WILLIAM J. GANZ Inc.**, 40 East 49th St., New York 17, N.Y. Eldorado 5-1443. William J. Ganz, president. FP FC NR SO IS.
- PAUL GARRISON PRODUCTIONS Inc.**, 418 So. Robertson Blvd., Los Angeles 48, Cal. Crestview 5-4373. Paul Garrison, executive producer. FP OE FC SO. Other services: Production facilities.
- †**GATEWAY PRODUCTIONS Inc.**, 1859 Powell, San Francisco, Cal. Sutter 1-8464. Alvin J. Gordon. FP OE AS ES.
- GENERAL ARTISTS Corp.**, 1270 Avenue of the Americas, New York 20, N. Y. Circle 7-7543. Thomas G. Rockwell, president. PS. Talent bookings. (Offices in major cities.)
- GENERAL FILM PRODUCTIONS Corp.**, 141 East 44th St., New York, N.Y. Murray Hill 7-5181. Harry A. Kapit, president. FP OE. Other services: Stock shot film library.
- GENERAL PICTURES PRODUCTIONS Inc.**, 1701 Keo Way., Des Moines 14, Ia. Telephone: 3-4553. Wm. H. Schultz, secy-treas. FP ES.
- GENERAL TELEVISION ENTERPRISES Inc.**, 6331 Hollywood Blvd., Hollywood 28, Cal. Gladstone 4146. G. W. Levoy, pres. FP OE.
- MITCHELL GERTZ AGENCY**, 338 No. Rodeo Dr., Beverly Hills, Cal. Crestview 4-5491. Mitchell Gertz. PS FP OE SO.
- JOHN E. GIBBS & CO. Inc.**, 1270 Sixth Ave., New York 20, N.Y. Plaza 7-5959. John Gibbs, president. PS FP FC.
- HAROLD R. GINGRICH PRODUCTIONS**, 333 No. Michigan Ave., Chicago 1, Ill. Franklin 2-1022. PS.
- GLAMOUR PRODUCTIONS**, 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 2-6025. Don Ross & Jack McCoy, partners. PS.
- GLENAR PRODUCTIONS**, 6618 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-0406. Sid Glenar. FP FC A.
- GLOBE TV Corp.**, 8580 Sunset Blvd., Hollywood 46, Cal. Crestview 5-0186. Edward Sherman, president. 89 British-made features available for lease to individual stations; 50 15-minute shorts containing travel, comedy, sports, etc.
- GODDARD-HABER PRODUCTIONS Inc.**, 5744 Buffalo Ave., Van Nuys, Cal. State 0-9507. Marche Goddard, executive producer. FP OE ES. Other services: Educational and documentary filmed programs.
- JACK GOETZ**, 1740 Broadway, New York 19, N. Y. Judson 6-1700. FP FF S.
- MEL GOLD PRODUCTIONS Inc.**, 1639 Broadway, New York 19, N.Y. Judson 6-5444. Melvin L. Gold. PS FP FC A.
- GOLDEN MOTION PICTURE**—Same as Television Motion Pictures.
- †**HARRY S. GOODMAN RADIO & TELEVISION PRODUCTIONS**, 19 East 53rd St., New York City. Plaza 5-6131. Harry S. Goodman. PS OE CS A.
- GOODSON-TODMAN PRODUCTIONS**, 41 E. 57th St., New York 22, N.Y. Plaza 1-0600; 4495 Beverly Drive, Beverly Hills, Cal. Crestview 4-7357. Mark Goodson, W. S. Todman, partners; H. F. Todman, business manager; Gil Fates, executive program director; Harris Katleman, west coast representative.

- GOSPEL FILMS Inc.**, P.O. Box 455, Muskegon, Mich. 624-539. Charles R. Peterman, manager. **FF**.
- GOTHIC FILMS Inc.**, 666 Fifth Ave., New York, N.Y. Plaza 1-0236. George F. Foley, president. Studios: 157 East 69th St., New York City. **PS FP OE FC IS**.
- GOVERNOR TV ATTRACTIONS Inc.**, 151 West 46th St., New York. N. Y. Judson 6-4221. Arthur Kerman. **FF SO AS ES CS**.
- GRAND NATIONAL PICTURES Ltd.**, 34/36 Oxford St., London W-1, England. Langham 8121. Maurice J. Wilson, director. Branch offices in Glasgow, Birmingham, Leeds, Newcastle, Liverpool, Manchester, Cardiff. **FP OE**.
- GRAY-O'REILLY STUDIOS**, 480 Lexington Ave., New York City, Plaza 3-1531. James E. Gray. **FP FC**.
- GREEN ASSOCIATES**, Radio-television division of Schoenfeld, Huber & Green Ltd., 520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-0818. **PS FP OE CS A**.
- GREEN FILM Corp.**, 1025 No. Las Palmas, Hollywood 38, Cal. Hollywood 9-5131. Mishel S. Green. **OE**.
- ABNER J. GRESHLER PRODUCTIONS Inc.**, 324 So. Beverly Drive, Beverly Hills, Cal. Crestview 4-5339. Abner J. Greshler. **FP FF**.
- GROSS-KRASNE Inc.**, 650 N. Bronson Ave., Hollywood 4, Cal. Hollywood 9-8321. Jack Gross, Phillip N. Krasne; Lee Savin, executive v.p.; Vernon Clark, v.p. in charge of production.
- GUARANTEED PICTURES Co. Inc.**, 723 Seventh Ave., New York 19, N. Y. Circle 5-6456. M. D. Sackett, president. **FF AS ES C S**.
- JOHN GUEDEL PRODUCTIONS**, 8321 Beverly Blvd., Los Angeles 48, Cal. York 6291. Dick Pettit, vice-president. **PS FP OE**.
- GUILD FILMS CO. Inc.** (Associated with Vitapix Corp.), 460 Park Ave., New York 17, N. Y. Murray Hill 8-5365. Reub. Kaufman, president. Hollywood office: 5746 Sunset Blvd., Hollywood 9-5456. Other branches in Portland, Ore., Baltimore, Boston, Dallas, Columbia, S. C. **OE NR FF AS ES S**.
- GULF STATE ADVERTISING AGENCY**, Esperson Bldg., Houston 2, Tex. Atwood 4385. Service: Sildes.
- G & W TELEVISION PRODUCTIONS Inc.**, 307 East 44th St., New York 17, N. Y. Murray Hill 5-4258. Robert Whiteman. **PS FP OE**.
- HERMAN HACK PRODUCTIONS**, 535 No. Laurel Ave., Los Angeles 48, Cal. Webster 5-2068. Herman Hack. Produces stunts and action shorts; youth films.
- WENDELL HALL MUSIC MAKER PRODUCTIONS**, 4355 No. Paulina St., Chicago 13, Ill. Graeceland 2-6418. Wendell Hall. **PS**.
- LAURENCE HAMMOND PRODUCTIONS Inc.**, 455 East 51st St., New York 22, N.Y. Plaza 9-2210. Laurence Hammond. **PS FP IS**.
- PAUL HANCE PRODUCTIONS Inc.**, 1776 Broadway, New York City. Circle 5-9140. Paul Hance, president. **FP SO**. Other services: Cutting.
- HANDEL FILM Corp.**, 6926 Melrose Ave., Hollywood 38, Cal. York 5924. Leo A. Handel, president. **FP OE FC FF SO AS ES IS S**.
- THE JAM HANDY ORGANIZATION Inc.**, 2821 E. Grand Blvd., Detroit 11, Mich. Trinity 5-2450. Branch offices: 1775 Broadway, New York 19, N.Y. Judson 2-4060; 230 No. Michigan Ave., Chicago 1, Ill. State 2-6757; Talbott Bldg., Dayton 2, O. Adams 6289; 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-5809; Gateway Center, Pittsburgh 22, Pa. Express 1-1840. **PS FP OE FC ES A**.
- HANKINSON STUDIO Inc.**, 15 West 46th St., New York 19, N. Y. Judson 6-0133. Fred L. Hankinson. **FP CS A**.
- HANSON-ROBERTS FILMS**, 912A Pine St., Seattle, Wash. Mutual 3422. Ralph Hanson, owner. **FP FC OE**.
- HARRISCOPE Inc.**, 355 No. Beverly Drive, Beverly Hills, Cal. Crestview 6-4632. Burt I. Harris, president. **PS FP OE FC AS**.
- HARRIS-TUCHMAN PRODUCTIONS**, 751 No. Highland, Hollywood 38, Cal. York 7189. Ralph G. Tuchman. Services: TV film commercials, live action and animation.
- HARTLEY PRODUCTIONS Inc.**, 20 West 47th St., New York 36, N. Y. Judson 2-3960. Irving Hartley. **FP OE FC ES IS**.
- HARVEY & HOWE PRODUCTIONS**, 500 Fifth Ave., New York 36, N. Y. Wisconsin 7-2000. William S. Harvey. **FP OE ES**.
- SUE HASTINGS MARIONETTES Inc.**, 3706 McKinney Ave., Dallas 4, Tex. Lakeside 4022. Linnea Roberts, president. **FP OE S**. Other services: Marionettes for films & commercials.
- MARK HAWLEY ASSOC. Inc.**, 133 East 54th St., New York 22, N.Y. Plaza 1-0450. Mark H. Hawley, president. **PS OE NR FF SO AS ES IS CS C S**. Other services: Program brokers.
- SAM HAYES PRODUCTIONS**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-1515. Sam Hayes. **PS**.
- Laurin Hall Healy Productions**, 6 W. Ontario St., Chicago 10, Ill. Whitehall 3-0462. Laurin H. Healy. **PS**.
- HEARST METROTONE NEWS Inc.** (News of the Day), 450 West 56th St., New York 19, N. Y. Plaza 7-4120. Michael D. Ciofina, v.p. & managing editor. Services: News, documentary and commercial programs; sports; fashions; women's features; children's activities; news film library.
- GEORGE HEID PRODUCTIONS**, William Penn Hotel, Pittsburgh 30, Pa. Grant 1-3696. George Heid. **PS FP OE FC IS**.
- HILE-DAMROTH Inc.**, 270 Park Ave., New York 17, N.Y. Plaza 5-2078. Charles B. Alling Jr., president. **FC**.
- PAUL HOEFLEER PRODUCTIONS**, 7934 Santa Monica Blvd., Los Angeles 46, Cal. Hollywood 9-2001 & Whitney 9045. Paul L. Hoefler. **FP ES**.
- HOFFBERG PRODUCTIONS Inc.**, 362 West 44th St., New York 18, N. Y. Circle 6-9031. J. H. Hoffberg, president. **FF SO AS ES**.
- HOLLAND-WEGMAN PRODUCTIONS**, 233 North St., Buffalo 1, N.Y. Elmwood 4600. Edward J. Wegman, partner. **FP OE FC NR A**. Other services: Produces industrial and educational films.
- DANIEL HOLLYWOOD ASSOC.**, 101 West 55th St., New York, N.Y. Columbus 5-8640. Daniel Hollywood. **PS**.
- HOLLYWOOD FILM ENTERPRISES Inc.**, 6060 Sunset Blvd., Los Angeles, Cal. Hollywood 4-2181. Thomas H. Emmett. **OE FF SO AS ES S**.
- HOLLYWOOD TELEVISION PRODUCTIONS**, 880 Bergen Ave., Jersey City 26, N.J. Journal Square 4-3104. Jack McGowan. **FP OE AS ES**.
- HOLLYWOOD TELEVISION SERVICE Inc.** (Subsidiary of Republic Pictures Corp.), 4020 Carpenter St., No. Hollywood, Cal. Sunset 3-8807. Earl R. Collins, president. **FP OE FC FF S**.
- HOURLASS PRODUCTIONS**, 810 No. Highland Ave., Hollywood 28, Cal. Hollywood 2-2301. George de Normand. **FP OE**.
- MARY HOWARD RECORDINGS**, 37 East 49th St., New York 17, N.Y. Plaza 8-2910. Mary Howard, owner. Tape services, studio facilities.
- HOWARD RADIO-TV PRODUCTIONS**, 123 W. Chestnut St., Chicago 10, Ill. Bernard Howard, owner. **PS FP ES IS A**. Other services: Planning, writing, producing TV commercials and shows (live or film); TV consultant to agencies.
- SANDY HOWARD PRODUCTIONS**, 853 Seventh Ave., New York 19, N. Y. Circle 5-6971. Sandy Howard. **PS FP**.
- HARRY O. HOYT PRODUCTIONS**, 2543 Kelson Ave., Los Angeles 64, Cal. Brighton 0-4757. **FP OE SO AS ES IS**.
- RICHARD W. HUBBELL & ASSOC.**, 360 First Ave., New York 10, N.Y. Richard W. Hubbell. **FP OE**. Other services: Producers' representative, consulting services.
- HU CHAIN ASSOCIATES**, 40 East 40th St., New York 16, N.Y. Murray Hill 5-7220. Hubert V. Chain. **FP FC A**.
- HULLINGER PRODUCTIONS**, 5200 Klinge St., NW, Washington 16, D. C. Woodley 6-9487. Edwin Ware Hullinger, president. **FP OE NR SO AS ES IS S A**.
- HURRELL PRODUCTIONS**, 333 No. Rodeo Dr., Beverly Hills, Cal. Crestview 1-8593. George Hurrell. **FP OE FC A**.
- HYGO TELEVISION FILMS Inc.**—Same as Argyle Television Films, Inc.
- IDEAL PICTURES Inc.**, 58 E. South Water St., Chicago 1, Ill. Financial 6-5480. Paul R. Foght, general manager. **FP IS**. Branches in principal cities.
- IFE ITALIAN FILM EXPORT**, 1501 Broadway, New York 36, N.Y. Longacre 4-4843. Ralph B. Serpe, TV directory & co-producer. **FP** (American representatives for Italian producers & studios for co-production in Italy) **OE NR FF AS ES**.
- IMPERIAL WORLD FILMS Inc.**, 49 E. Oak, Chicago, Ill. Michigan 2-6200. Sylvia Davis, president. **FP OE FC SO AS ES A**.
- IMPROMO Inc.**, 5255 Clinton St., Hollywood, Cal. Hollywood 3-5121. Herbert L. Stroek. **PS FP OE FF SO AS ES IS CS A**.
- IMPS Inc.** (International Motion Picture Studios), 515 Madison Ave., New York 22, N.Y. Eldorado 5-6620. Ben Gradus. **FP OE FC FF SO AS ES IS A**. Other services: Two completely-equipped sound stages.
- INFORMATION PRODUCTIONS Inc.**, 5 East 57th St., New York 22, N. Y. Eldorado 5-1722. Alfred Butterfield & Thomas H. Wolf, principals. **FP FC OE NR ES IS A**.
- INFORMATION SERVICE OF INDIA**, 2107 Massachusetts Ave., NW, Washington 8, D.C. Columbia 5-5050. K. B. Tandon, public relations officer; E. C. Macfarlane, film supervisor. **AS ES IS**.
- INSTITUTE OF VISUAL TRAINING Inc.**—Same as William J. Ganz Inc.
- INTER-CONTINENTAL TELEVISION FILMS Corp.**, 200 West 57th St., New York 19, N.Y. Judson 6-1890. Martin H. Poll. **FP**.
- INTERNATIONAL FILM ASSOCIATES Corp.**, 444 Madison Ave., New York 22, N.Y. Plaza 3-2575. B. B. Kreisler, president. **FF SO AS ES IS CS A**.
- INTERNATIONAL FILM BUREAU Inc.**, 57 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-1648. Wesley H. Greene, president. Branch office: 20 West 55th St., New York City. Columbus 5-3665. Luther Greene. **PS FP FC ES**.
- INTERNATIONAL FILM FOUNDATION Inc.**, 345 East 46th St., New York 17, N.Y. Oxford 7-1888. Julien Bryan, executive director. Services: Educational and documentary films.

- INTERNATIONAL GEOGRAPHIC PICTURES**, 1776 Broadway, New York 19, N.Y. Circle 6-4486. J. Allen Julier. **FP ES A.**
- INTERNATIONAL NEWS SERVICE**, Television Dept., 235 East 45th St., New York City. Murray Hill 7-8800. Robert H. Reid, manager, **INS-INP** Television Sales Dept. (Associated with Hearst Metrotone News Inc.) **NR.** Other services: Complete basic daily news film service; weekly sports review, weekly news review; **INS** wire service **INP** daily photos; Projectall; International News Facsimile service.
- †**INTERNATIONAL I6mm Corp.**—Same as Skibo Productions Inc.
- INTERNATIONAL TV FILM SERVICES Ltd.**, 133 East 54th St., New York 22, N.Y. Plaza 9-5543. Marcel Leduc, president. West coast office: 5859 W. 3rd St., Los Angeles 36, Cal. Webster 8-2181. Other offices in Montreal and Toronto. **PS OE NR FF SO AS ES CS C S.**
- INTERSTATE TELEVISION Corp.** (Subsidiary of Allied Artists Productions Inc.), 4376 Sunset Dr., Hollywood 27, Cal. Normandy 2-9181; 1560 Broadway, New York 36, N.Y. Plaza 7-3070. C. Ralph Branton, president; Lloyd Lind, sales v.p.; Robert M. Newgard, Western sales representative; Terry O'Neill, Eastern sales representative; Branch offices: 1250 S. Wabash Ave., Chicago, Ill.; 1115 High St., Des Moines, Ia. Jay Rubin; 1635 Central Parkway, Cincinnati, O. Dick Ostrander; 304 S. Harwood St., Dallas, Tex.; King Edward Hotel, Toronto. Oscar Hanson (Sterling Films Ltd.). **OE.**
- CAROL IRWIN**, 30 East 39th St., New York City. Murray Hill 3-7311.
- LOU IRWIN Inc.**, 9165 Sunset Blvd., Hollywood 45, Cal. Crestview 1-7131. Lou Irwin. **PS FP OE.**
- JAFFE AGENCY Inc.**, 8553 Sunset Blvd., Hollywood 46, Cal. Crestview 6-6121. Sam Jaffe, president; Mary Baker, head of TV dept. **PS.**
- JAMIESON FILM Co.**, 3825 Bryan St., Dallas, Tex. Tenison 8158. **FP OE FC A.**
- JAN PRODUCTIONS Inc.**—Same as Jack Denove Productions Inc.
- JEWELL RADIO & TELEVISION PRODUCTIONS**, 185 No. Wabash Ave., Chicago 1, Ill. Financial 6-4474. James E. Jewell, pres. **PS.**
- DALLAS JONES PRODUCTIONS Inc.**, 1725 N. Wells St., Chicago 14, Ill. Mohawk 4-5525. Dallas Jones. **FP FC SO.**
- JONS-HALL PRODUCTIONS**, 4105 Brandywine St., NW, Washington 16, D.C. Woodley 6-3540. Ernest H. Hall, general manager. **PS FP.**
- ROBERT JOSEPH TELEVISION PRODUCTIONS**, 4455 Carpenter Ave., No. Hollywood, Cal. Sunset 1-1331. Robert Joseph, president. **PS FP FF.** Other services: Documentary productions.
- †**JUNIOR PROGRAMS Inc.**, 100 King's Road, Madison, N. J. Dorothy L. McFadden, president. **PS.** Other services: Consultant on juvenile shows, scripts for juvenile shows.
- KAGRAN Corp.**, 4 West 58th St., New York 19, N. Y. Murray Hill 8-0585. Martin Stone. **PS FP.**
- AL KANE PRODUCTIONS Inc.**, 1411 Walnut St., Philadelphia 2, Pa. Rittenhouse 6-3072. Albert M. Kane. **PS FP OE NR ES.**
- BERNARD E. KARLEN PRODUCTIONS**, 270 Park Ave., New York 17, N. Y. Plaza 9-3107. Bernard E. Karlen, president. **PS FP AS.** Other services: Agency consultant, scripts, stock library.
- VICTOR KAYFETZ PRODUCTIONS Inc.**, 1780 Broadway, New York 19, N.Y. Circle 5-4830. Victor Kayfetz, president and executive producer. **FP OE FC AS ES IS A.** Other services: Produces industry documentaries.
- KEITZ AND HERNDON**, 4409 Belmont Ave., Dallas, Tex. Taylor 5168. Larry Herndon Jr. **FP FC CS C A.**
- LOUIS W. KELLMAN PRODUCTIONS**, 1729-33 Sansom St., Philadelphia 3, Pa. Rittenhouse 6-3892. Louis W. Kellman, president. **PS FP OE FC NR AS IS A.**
- KELSEY TV**, 2132 Fordem Ave., Madison 1, Wis. Telephone: 4-3528. W. M. Fraser, general manager. **FC S.**
- KEY PRODUCTIONS Inc.**, 18 East 41st St., New York 17, N. Y. Murray Hill 4-1771. James D. Kantor. **FP.**
- LEW KING PRODUCTIONS**, 17 W. McDowell Rd., Phoenix, Ariz. Alpine 4-5548. Lew King. **PS FP OE FC SO AS IC CS A.**
- F. W. KLINE PRODUCTIONS**, 8445 Melrose Ave., Hollywood 46, Cal. Webster 3-7365. Fred W. Kline. **PS FP.**
- KLING FILM PRODUCTIONS**, 1058 W. Washington Blvd., Chicago 7, Ill. Seeley 8-4181. Fred Niles. **FP OE SO AS CS A FC.**
- KNICKERBOCKER PRODUCTIONS Inc.**, 1600 Broadway, New York 19, N.Y. Circle 6-9850. Howard A. Lesser, president. **FP OE SO.**
- †**KNOWLEDGE BUILDERS**, 625 Madison Ave., New York 22, N. Y. Eldorado 5-2848. John R. McCrory, director. **FP FF A.**
- C. BRUCE KNOX TELEVISION PRODUCTIONS**, 1750 Vallejo St., San Francisco, Cal. Tuxedo 5-5338. Charles Bruce Knox. **PS FP OE FC AS.**
- L de R Corp.**, 380 Madison Ave., New York 17, N.Y. Oxford 7-0350. Louis de Rochemont, president. **FP.**
- LAKESIDE TELEVISION Co. Inc.**, 1465 Broadway, New York 36, N.Y. Longacre 5-4582. Richard Stevers, president; Bernard Schulman, executive v.p. **PS FP OE FF AS ES.**
- †**LALLEY & LOVE Inc.**, 3 East 57th St., New York 22, N. Y. Eldorado 5-1382. J. A. Love. **PS FP OE FC A.**
- LANCASTER PICTURES Inc.**, 439 S. La Cienega Blvd., Los Angeles 48, Cal. Crestview 6-8730. Lester Covel, president. **FF.**
- LANCE PRODUCTIONS Inc.**, 315 W. 57th St., New York 19, N.Y. Plaza 7-6167. Lorraine Lester, president. **FP OE FC AS S.** Other services: Sound studio facilities.
- ELY LANDAU Inc.**—Same as National Telefilm Associates Inc.
- KENT LANE FILMS Inc.**, 1253 S. Third St., Louisville 3, Ky. Magnolia 8659. Kent Lane, president. **FP OE FC ES A.**
- LANGLOIS FILMUSIC Inc.**, 619 West 54th St., New York City. Judson 6-4155. C. O. Langlois, Jr., president. Hollywood office: 6060 Sunset Boulevard, Hollywood 4-4687. Canadian office: S. W. Caldwell, Ltd., 447 Jarvis St., Toronto 5, Wa. 2-2103. Services: Music library on disc, tape and film, especially designed for television backgrounds, bridges, openings, closings, etc. Complete scoring facilities, original or canned. Music cleared at source or BMI.
- ALBERT LANG PRODUCTIONS Inc.**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-7111. Albert Lang. **PS FP OE FC.**
- LANG-WORTH FEATURE PROGRAMS Inc.**, 113 W. 57th St., New York 19, N.Y. Judson 6-5700. John D. Langlois, sales manager. Complete recorded music service.
- MERVIN W. LA RUE Inc.**, 159 E. Chicago Ave., Chicago 11, Ill. Superior 7-8656. Mervin W. La Rue Sr., president. Medical subjects exclusively.
- MAX LASKY FILM PRODUCTIONS**, 1475 Broadway, New York 36, N. Y. Lackawanna 4-2360. Max Lasky, owner. **FP OE.**
- LATIN AMERICA FILM DISTRIBUTORS**, 43 West 55th St., New York City. Plaza 7-0755. S. C. Kulka. **SO AS.** Specializing in Latin American market.
- HERBERT S. LAUFMAN & Co.**, 221 No. LaSalle St., Chicago, Ill. Randolph 6-4086. Herbert S. Laufman. **FP PS OE.**
- LAWRENCE AND LEE Inc.**, Equitable Bldg., Hollywood 28, Cal. Hillside 0101. Jerome Lawrence, Robert E. Lee. **PS FP.**
- ROBERT LAWRENCE PRODUCTIONS Inc.**, 418 West 54th St., New York 19, N. Y. Judson 2-5242. R. L. Lawrence. **FP FC IS A.**
- HARRY LEHMAN PRODUCTIONS**—Same as Cine-Telescriptions of Hollywood.
- GENE LESTER PRODUCTIONS**, 1487 No. Vine St., Hollywood 28, Cal. Hillside 7287. Gene Lester. **FP OE NR AS IS.**
- CAROL LEVENE PRODUCTIONS**, 210 Post St., San Francisco 8, Cal. Sutter 1-5022. Carol Levene. **PS FP OE.**
- JULES LEVY**, 1270 Sixth Ave., New York City. Circle 7-7956. **FP FF ES.**
- LESTER LEWIS ASSOCIATES**, 11 East 48th St., New York 17, N. Y. Plaza 3-5083. **PS.**
- LEWIS AND MARTIN FILMS Inc.**, 218 S. Wabash Ave., Chicago 4, Ill. Webster 9-6434. Herschell G. Lewis, general manager. **FP OE FC A.**
- LEWISLOR ENTERPRISES Inc.**, 9756 Wilshire Blvd., Beverly Hills, Cal. Crestview 6-7172. Thomas H. A. Lewis, pres. **FP OE FC.**
- LIBRA FILM PRODUCERS & DISTRIBUTORS**, 6525 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-1161 & Hollywood 5-7960. Charles M. McCoy, v.p. **PS FP OE FC NR SO AS ES CS A.**
- LIBRARY FILMS Inc.**, 25 West 45th St., New York 36, N.Y. Plaza 7-3450. Paul N. Robins, president. **AS ES.**
- LIFETONE TRANSCRIPTIONS**, 3 Gilbert Court, Peoria 5, Ill. Telephone: 2-9443. Norris John Buechele, president. **FP OE SO.**
- ARTHUR LODGE PRODUCTIONS Inc.**, 550 Fifth Ave., New York 35, N.Y. Plaza 7-3645. Arthur J. Lodge Jr., president. **FP OE NR.** Produces National Association of Manufacturers' TV film series, "Industry on Parade."
- LOUCKS & NORLING STUDIOS Inc.**, 245 West 55th St., New York 19, N. Y. Circle 7-2366. J. A. Norling, president; Hans Tiesler, v.p.; Charles Adams, mgr. TV dept. Services: Educational, industrial 3D and TV films on order.
- C. P. MacGREGOR Co.**, 729 So. Western Ave., Hollywood 5, Cal. Dunkirk 4-4191. George R. Jones. Services: Special TV transcribed music library with custom-built themes and production aids (no films or live shows).
- ROY MACK AGENCY**, 9128 Sunset Blvd., Hollywood 46, Cal. Crestview 2141. Roy Mack. **FP OE.** Also literary agent for TV stories.
- MAGIC CIRCLE PRODUCTIONS**, 6801 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-4181. Sam R. Seby, producer. **PS.**
- MAJOR TELEVISION PRODUCTIONS Inc.**, 1270 Avenue of Americas, New York 20, N.Y. Plaza 7-6990. Irving M. Lesser, president. **OE FF S.** Other services: Bible dramas.

- MARATHON TV NEWSREEL, Inc.**, 10 East 49th St., New York 22, N. Y. Murray Hill 8-0985. Konstantin Kaiser, president & executive producer; Kenneth Baldwin, production supervisor; Lee Marcus, distribution & traffic manager. **FP OE NR IS**. Other services: World-wide newsreel service; foreign correspondent cameramen and overseas production; station consultants on TV news set-up.
- MARK VII Ltd.**, 2400 W. Alameda, Burbank, Cal. **FP**.
- ARNOLD MARQUIS PRODUCTIONS Inc.**, 717 No. La Cienega Blvd., Hollywood 46, Cal. Crestview 6-8796. **PS FP**.
- STANLEY MARSHALL Co. Inc.**, 636 Acanto St., Los Angeles, Cal. Arizona 8-8991. John Jay Franklin, producer. **FP OE FF**.
- MASTER MOTION PICTURE Co.**, 50 Piedmont St., Boston, Mass. Hancock 6-3592. Maurice Master. **FP OE FC IS**.
- MASTERPIECE PRODUCTIONS Inc.**, 45 West 45th St., New York 36, N. Y. Judson 2-4171.
- MASTERSON, REDDY & NELSON**, 10 East 49th St., New York 17, N.Y. Plaza 9-1120. **PS**.
- ROBERT MAXWELL ASSOCIATES**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6027. Robert Maxwell. **PS FP OE**.
- MCA-TV FILM SYNDICATION DIV.**, 598 Madison Ave., New York 22, N. Y. Plaza 9-7500. David V. Sutton, v.p. in charge; Aaron Beckwith, v.p.-New York Office sales mgr.; Lou Friedland, v.p.-Station Program Sales Div.; Frank Mincolla, v.p.-Merchandising Div.; Tom McManus, Eastern sls. mgr.; Frank Brill, field supervisor. Branch offices: Beverly Hills, Cal., 9370 Santa Monica Blvd., Crestview 6-2001, Wynn Nathan, v.p.-gen. sls. mgr.; Bob Greenberg, v.p.-Western sls. mgr.; Chicago, Ill., 430 N. Michigan Ave., Delaware 7-1100, John Rohrs, v.p.-Midwest sls. mgr.; Dallas, Tex., 2102 N. Akard Blvd., Prospect 7536, Ray Wild, Southwestern sls. mgr.; Cleveland, O., Union Commerce Bldg., Cherry 1-6010, DeArv Barton; New Orleans, La., 42 Allard Blvd., Galvez 4410, Ed Simmel; Atlanta, Ga., Glenn Bldg., Lamar 6750, Henry Curth; Boston, Mass., 45 Newbury St., Copley 7-5830, Jack King; Cincinnati, O., 3790 Gardner Ave., Sycamore 9149, Fred Harner; Detroit, Mich., Bock Tower, Woodward 2-2604, Pat Patterson; Kansas City, Mo., 6014 West 76th Terrace, Niagara 2064, Jim Necessary; Minneapolis, Minn., Northwestern Bank Bldg., Lincoln 7863, Charles Richter; Philadelphia, Pa., Bellevue-Stratford Hotel, Pennypacker 5-9462, Jim Swift; Pittsburgh, Pa., 550 Grant St., Grant 1-9995, Gen Adam; Roanoke, Va., 116A W. Kirk Ave., Roanoke 3-4344, Ed Owens; Salt Lake City, Utah, Beason Bldg., telephone: 3-4657, Tom McMahon; San Francisco, Cal., 105 Montgomery St., Exbrook 2-8922, Maury Baker; Seattle, Wash., White Bldg., Mutual 4567, John von Herberg; St. Louis, Mo., 1700 Liggett Dr. Woodland 2-3683, Henry Luhrman; Toronto, Canada, 111 Richmond St. W., Empire 3-5025, Stuart Smith; London, England, 139 Piccadilly, Mayfair 7211, Kenneth Cleveland; Paris, France, 49 Bis Avenue Hoche, Wagram 92-41, David Stein.
- McCRORY STUDIOS**, Visual Education Center Bldg., Floral Park, N.Y. Telephone: 7-3109. John R. McCrory. **FP FC ES A**.
- McLARTY PICTURE PRODUCTIONS**, 45 Stanley St., Buffalo 6, N.Y. Taylor 0332. Henry D. McLarty. **FP OE FC SO IS**.
- M.C. PICTURES Corp.**, 1501 Broadway, New York, N. Y. Longacre 3-6187. J. Balsam, vice-president. **FF**.
- MEDALLION PRODUCTIONS**, 6000 Sunset Blvd., Hollywood, Cal. Hollywood 2-6635. John A. Ettlinger. Eastern sales office: 444 Madison Ave., New York City. Eldorado 5-4335. Robert A. Forrest, Alfred Ettlinger. **PS FP OE**.
- 'MEET THE PRESS,'** 528 Lexington Ave., New York 17, N.Y. Plaza 3-5950. Lawrence E. Spivak, producer. **PS**. Same organization also produces "The Big Issue."
- MERCURY INTERNATIONAL PICTURES Inc.**, 6611 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 5-1101. V. E. Ellsworth, president. **PS FP OE FC**. Other services: product animation.
- MERIT PRODUCTIONS Inc.**, 40 E. 49th St., New York 17, N.Y. Plaza 8-0117. Emanuel J. Spiro, president. **FP OE FC NR IS**.
- FRANK MERRIWELL ENTERPRISES**, 1040 No. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. Tony London. **FP OE**.
- MERTON PARK STUDIOS Ltd.**, Guild House, Upper Saint Martins Lane, WC-2, England. Temple Bar 5420. A. C. Snowden, director. **FP OE IS A**. (In association with Guild Holdings Ltd., same address, whose subsidiaries are: Film Producers Guild Ltd., Verity Films Ltd., Greenpark Productions Ltd., Publicity Films Ltd., all same address; Technical & Scientific Films Ltd., 53 New Oxford St., WC-1; W. M. Larkins & Co. Ltd., 51 Charles St., London W-1; Sound-Services Ltd., 269 Kingston Road, Merton Park, SW-19.)
- HAROLD C. MEYERS PRODUCTIONS Inc.**, 35 West 53rd St., New York 19, N. Y. Columbus 5-6200. Harold C. Meyers, president. **PS FP FC**.
- CHARLES MICHELSON Inc.**, 15 West 47th St., New York 36, N.Y. Plaza 7-0695. Charles Michelson. **OE FC**.
- MIDWEST FILM STUDIOS**, 6808 No. Clark St., Chicago, Ill. Shel-drake 3-1239. Alfred K. Levy, production manager. **FP**.
- J. W. MILLER Co.**, U.S. Route 20, Sturbridge, Mass. Dickens 7-3366. James W. Miller. **PS**.
- MILVERNE PRODUCTIONS Inc.**, 230 W. 54th St., New York 19, N.Y. Circle 5-6224. Vernon Becker and Milton Stanson, executive producers. **PS OE FC**.
- MINOT TV Inc.**, 509 Madison Ave., New York 22, N.Y. Plaza 9-7380. Charles M. Amory. Boston office: 260 Tremont St., Liberty 2-1726.
- MODE-ART PICTURES Inc.**, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1846. James L. Baker, president. **FP OE NR SO IS**.
- ARTHUR B. MODELL TELEVISION PRODUCTIONS Inc.**, Manhattan Towers, New York City. Susquehanna 7-5453. Arthur B. Modell. **PS FP**.
- MODERN TALKING PICTURE SERVICE Inc.**, TV Division, 219 East 44th St., New York 17, N.Y. Judson 6-3830. J. R. Ritenour, general manager. **IS**. Other services: Complete physical distribution and maintenance of TV spot commercials and feature films.
- MOGULL'S**, 112 West 48th St., New York City. Plaza 7-1414. Charles Mogull, president. **FF SO AS ES**. Also religious material.
- NELSON MORRIS PRODUCTIONS**, 270 Park Ave., New York 17, N. Y. Plaza 3-1484. Nelson Morris. Branch office in Roble Bldg., Mexico City. **FP OE**. Other services: Handles special production assignments in Mexico.
- WILLIAM MORRIS AGENCY Inc.**, 1740 Broadway, New York City. Judson 6-5100. Wallace S. Jordan. Beverly Hills, Cal.: 202 No. Canon Drive, Crestview 1-6161. Sam Weisbord. Branches in Chicago, London, Paris. Talent bookings and **PS**.
- MORTON TELEVISION PRODUCTIONS Inc.**, 64 E. Lake St., Chicago 1, Ill. Central 6-4144. Morton Jacobson, pres. **PS FP OE**.
- MOTION PICTURE ADVERTISING SERVICE Co. Inc.**, 1032 Carondelet St., New Orleans 1, La. Raymond 2253. Carl J. Mabry, president. **FP OE FC IS A**. Other services: Motion picture advertising film campaigns.
- MOTION PICTURE PRODUCTIONS Inc.**, Rockefeller Bldg., Cleveland, O. Superior 1-3333. Donald Clark Jones. **FP OE NR IS**.
- MOTION PICTURE SERVICE Co.**, 125 Hyde, San Francisco 2, Cal. Ordway 3-9162. Gerald L. Karski, president. **FP FC**. Other services: Produces business shorts, theatre trailers.
- MOTION PICTURE STAGES Inc.**, 3 East 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., president. Complete studio production facilities.
- MOTION PICTURES FOR INDUSTRY**, 2543 Kelton Ave., Los Angeles 64, Cal. Brighton 6-4757. Harry O. Hoyt, president. **FP OE FC FF SO AS ES IS A**.
- MOTION PICTURES FOR TELEVISION Inc.**, 655 Madison Ave., New York 21, N.Y. Templeton 8-2000. Edward D. Madden, v.p.-general manager; E. H. Ezzes, v.p.-sales manager; Guy H. Cunningham, advertising-promotion-publicity director; Branch offices: 9100 Sunset Blvd., Hollywood, Cal. Crestview 1-6101. Lew Kerner, production v.p.; John J. Cole, manager; 155 E. Ohio St., Chicago, Ill. Whitehall 3-2600. Dick Feiner, manager; Dalton Danon, manager; 216 Tremont St., Boston, Mass. Han-ager; 2211 Woodward Ave., Detroit, Mich. Woodward 1-2560. cock 6-0897. Fred Yardley, manager; 3109 Routh St., Dallas, Tex. Sterling 4007. Irv Feld, manager; Mortgage Guaranty Bldg., Atlanta, Ga. Alpine 0912. Robert Feiner, manager. For local and regional availabilities of MPFV syndicated programs, contact United Film Service Inc., 2449 Charlotte St., Kansas City; 333 N. Michigan Ave., Chicago; 821 Market St., San Francisco; Penobscott Bldg., Detroit. **MPA-TV Inc.**, 1032 Carondelet St., New Orleans; 70 East 45th St., New York 17, N.Y. Minot TV Inc., 509 Madison Ave., New York 21, N.Y.; 260 Tremont St., Boston 16, Mass.
- GABRIEL MOULIN STUDIOS**, 181 Second St., San Francisco 5, Cal. Yukon 6-4224. David Ahlers, sales director. **FP OE FC CS A**. Other services: Sound recording.
- MTO TELEVISION FILMS Inc.**, 15 East 53rd St., New York 22, N.Y. Murray Hill 8-7830. Judd L. Pollock, president; Marvin Rothernberg, v.p. **FP FC IS**.
- MPTV (Canada) Ltd.** (Franchise holder of Motion Pictures for Television Inc.), 277 Victoria St., Toronto, Canada. Empire 8-8621. T. A. Metcalf. **PS FF AS ES C S**.
- OWEN MURPHY PRODUCTIONS Inc.**, 723 Seventh Ave., New York 19, N.Y. Plaza 7-8144. Owen Murphy, president. **FP OE FC IS A**. Complete distribution service.
- MICHAEL MYERBERG PRODUCTIONS**, 234 West 44th St., New York City. Chickering 4-4846. Studio: 216 East 2nd St., New York City. **FC IS**.
- NATIONAL ASSOCIATION OF MANUFACTURERS**, 2 East 48th St., New York 17, N.Y. Murray Hill 8-4200. G. W. Johnstone, director. TV-radio public relations.
- NATIONAL PRODUCTIONS Inc.**, 1001 Connecticut Ave., NW, Washington 6, D.C. Sterling 3-2222. Robert L. Friend. **PS FP OE FC A**.
- NATIONAL SAFETY COUNCIL**, 425 No. Michigan Ave., Chicago 11, Ill. Whitehall 4-4800. Dan Thompson. **SO** (20-30 seconds).

- NATIONAL SCHOOL BOARDS ASSOCIATION Inc.**, 450 E. Ohio St., Chicago 11, Ill. Produces "School Board in Action," 27-minute film for free distribution to TV stations.
- NATIONAL SCREEN SERVICE Corp.**, 1600 Broadway, New York 19, N.Y. Circle 6-5700. Harold L. Danson, director of advertising, publicity and TV. Hollywood office: 7026 Santa Monica Blvd., Ben Ashe. Services for TV: Special trailers, titles, effects, film commercials, station breaks; weather and time spots; announcement films—on 16mm or 35mm. (Studios in New York and Hollywood; branch offices in all major cities.) **FP FC A.**
- NATIONAL TELEFILM ASSOCIATES Inc.**, 625 Madison Ave., New York 22, N. Y. Plaza 5-8200. Gustav King, chairman; Ely A. Landau, president; Oliver A. Unger, exec. v.p.; Harold Goldman, sales v.p. **PS FP OE FF AS C.**
- NATIONAL TELEVISION FILMS**, 300 West 3rd St., Charlotte, N.C. Edison 4-6426. Scott Lett, sales manager. Branch at 1591 Crossroads of the World, Hollywood 28, Cal. Hollywood 9-4428. **FP OE FF AS.**
- NATIONAL VIDEO PRODUCTIONS Inc.**, 105 Eleventh St., SE, Washington, D.C. Lincoln 6-8822. F. William Hart, v.p. & production director. **FP OE FC.** Other services: Complete studio facilities.
- NATIONWIDE ASSOCIATES**, P.O. Box 56, Garland, Tex. Telephone: 39238. Charles H. Edwards, president. **PS FP OE FC NR FF SO AS ES IS CS A.**
- NATIONWIDE PICTURES**, 222 E. 46th St., New York 1, N.Y. Murray Hill 7-2913. H. K. Carrington. **FP FC NR.**
- NATIONWIDE TELEVISION Corp.**, 1501 Broadway, New York 18, N.Y. Longacre 4-8234. Irvin Shapiro, president. **FP FF OE AS ES CS C S.**
- NBC FILM DIVISION** (National Broadcasting Co.), 30 Rockefeller Plaza, New York 20, N.Y. Circle 7-8300. Carl M. Stanton, v.p.; Edgar G. (Ted) Sisson Jr., director; H. Weller Keever, national sales manager; Leonard Warager, Eastern regional sales mgr., New York; Clifford Ogden, Western regional sales mgr., Sunset & Vine, Hollywood, Cal.; H. Weller Keever, Central regional sales mgr., Merchandise Mart, Chicago.
- STANLEY NEAL PRODUCTIONS Inc.**, 475 Fifth Ave., New York 16, N.Y. Murray Hill 3-6396. Donald J. Lane, president. **FP FC IS.**
- NELSON PRODUCTIONS Inc.**, 341 Madison Ave., New York 17, N. Y. Murray Hill 6-5862. Raymond E. Nelson, president. **PS FP A.**
- TED NELSON ASSOCIATES**, 730 Fifth Ave., New York 19, N.Y. Circle 6-8470. Ted Nelson, director. **PS.**
- NEWMAN-SCHMIDT STUDIOS**, 713 Penn Ave., Pittsburgh 22, Pa. Grant 1-5414. Irving J. Newman or H. W. Schmidt. **FP OE FC.**
- OLIVER W. NICOLL PRODUCTIONS**—Same as Television and Radio Features of America.
- NOLA STUDIOS Inc.**, 1657 Broadway, New York 19, N.Y. Plaza 7-4870. V. Thomas Nola. Services: Film tape, disc recording-shooting & scoring facilities, and penthouse studios of V. J. Nola, Steinway Hall, 113 West 57th St., New York, N.Y. Judson 6-0040.
- JOHN NORMAN PRODUCTIONS**, 3414 W. Dallas, P. O. Box 6883, Houston 5, Tex. Lynchburg 7336. John Norman, manager. **PS FP FC NR.**
- MEYER B. NORTH**, 1564 Broadway, New York 36, N.Y. Plaza 7-3445. Meyer B. North. **PS.**
- NORTHWEST MOTION PICTURES**, 1716 Thirtieth Ave. W., Seattle 99, Wash. Garfield 6391. Ray Paulsen. **FP NR.**
- NOVEL FILMS Inc.**, 1501 Broadway, New York 36, N.Y. Wisconsin 7-6650. J. Milton Salzburg. **FP A.**
- NU-ART FILMS Inc.**, 247 West 46th St., New York 36, N. Y. Judson 6-5481. G. W. Hedwig, pres. **FF AS ES C S.**
- OBERLINE Ltd.**, 6411 Hollywood Blvd., Hollywood, Cal. Oliver Berliner, mgr. **PS FP OE SO.**
- OFFICIAL FILMS Inc.**, 25 West 45th St., New York 36, N.Y. Plaza 7-0100. Michael Nidorf, chairman; Harold L. Hackett, president; Herb Jaffe, sales v.p.; Herman Rush, v.p., West Coast Div.; Herbert J. Siegel, secretary; Seymour Reed, treasurer. **FP OE NR AS ES CS C.**
- OFFICIAL TELEVISION Inc.**—Subsidiary of Official Films Inc.
- LILIAN OKUN Inc.**, 50 West 72nd St., New York 23, N.Y. Susquehanna 7-0500. Lilian Okun, president. **PS.**
- OLYMPUS FILM PRODUCTIONS INC.**, (Subsidiary of Crosley Broadcasting Corp.), 2222 Chickasaw at Warner, Cincinnati 19, O. Parkway 2184. James B. Hill, v.p. & general manager; C. David Gerber, sales manager. **FP FC IS A.**
- OMEGA PRODUCTIONS Inc.**, 1960 Dorchester St. West., Montreal, Que., Canada. Glenview 3526. Pierre Harwood, general manager. **FP OE FC NR.**
- ON FILM Inc.**, Princeton, N.J. Belle Mead 3200. Robert Bell. **FP OE FC IS A.**
- SAM ORLEANS & ASSOCIATES Inc.**, 211 W. Cumberland Ave., Knoxville 15, Tenn. Telephone: 3-8098. Sam Orleans, president & executive producer; Lawrence Molot, New York representative & associate producer. **FP OE NR SO AS ES IS.**
- ORRIN PICTURES**, 424 Beach 67 St., Arverne, L.I. Belle Harbor 5-1123W. Joseph Ornstein. **FF.**
- ORSATTI & Co. Inc.**, 300 So. Beverly Drive, Beverly Hills, Cal. Crestview 6-6241. Irving Salkow. **PS FP.**
- PACIFIC PRODUCTIONS**, 414 Mason St., San Francisco 2, Cal. Yukon 2-3986. Donald M. Hatfield, general manager. **FP FC ES IS A.**
- PACKAGED PROGRAMS Inc.**, 634 Penn Ave., Pittsburgh 22, Pa. Grant 1-4756. M. E. Fierst, general manager. **PS FP OE NR FC.**
- †**PAN AMERICAN TELEVISION Corp.**, 1044 So. Hill St., Los Angeles 12, Cal. Richmond 7-8661. F. L. Pouce, v.p. **FF AS ES S.** Most films available for Latin America, Spain and Portugal; some of Mexican and all Argentine films available also for U. S.
- PARAMOUNT TELEVISION PRODUCTIONS Inc.** (Subsidiary of Paramount Pictures Corp.), 1501 Broadway, New York 36, N.Y. Bryant 9-8700. **FP OE.**
- JACK PARKER PRODUCTIONS**, Box 1006, Beverly Hills, Cal. Normandy 2-2520 & Mutual 5456. Jack Parker. **PS FP OE NR FF SO AS IS A.**
- PARRY FILMS Ltd.**, 181 W. Broadway, Vancouver 10, Canada. FA 2017. L. M. Parry. **FP OE FC A.**
- PAUL PARRY PRODUCTIONS**, 7557 Sunset Blvd., Hollywood 46, Cal. Hollywood 7-4774. Paul Parry. **FP OE FC.** Other services: Production of business training films.
- LINDSLEY PARSONS PRODUCTIONS Inc.**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-7111. Lindsley Parsons. **FP OE.**
- JACK PARTINGTON TELEVISION PRODUCTIONS**, 300 West 53rd St., New York 19, N.Y. Plaza 7-0316. Jack A. Partington Jr., president. **PS FP.**
- PATHSCOPE COMPANY OF AMERICA Inc.**, 580 Fifth Ave., New York 36, N. Y. Plaza 7-5200. Edward J. Lamm, president. **FP SO ES IS A.**
- †**RAY PATIN PRODUCTIONS**, 6650 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-1147. Ray Patin. **FP OE FC IS CS A.**
- PEARSON & LUCE PRODUCTIONS**, 26 O'Farrell St. (studio: Bellevue Hotel), San Francisco, Cal. Yukon 2-1272. Lloyd Pearson, Ralph Luce. **FP OE FC NR SO AS ES IS.**
- PERSPECTIVE 1955**, 270 Park Ave., New York 17, N.Y. Eldorado 5-6853. H. B. Humphrey Jr., president. **PS OE.**
- PHOTO ART COMMERCIAL STUDIOS**, 420 S.W. Washington, Portland 4, Ore. Broadway 5411. Claude F. Palmer. **FP.**
- PICTORIAL FILMS Inc.**, 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3756. J. Milton Salzburg, president. **FP AS ES C.**
- ROBERT PIK ENTERPRISES**—Same as Regent Pictures Inc.
- PILOT PRODUCTIONS Inc.**, 6419 N. California Ave., Chicago 45, Ill. Ambassador 2-4141 C. Robert Isely, president. **FP FC IS.**
- PILSBURY PUBLISHERS Inc.**, 595 Madison Ave., New York 22, N. Y. Eldorado 5-2858. Lawrence H. Merchant. **PS FP.**
- P&J PRODUCTIONS Inc.**, 157 East 69th St., New York 21, N.Y. Regent 7-9200. Peter Junco, president. **PS FP OE FC AS CS A.**
- LOU PLACE PRODUCTIONS Inc.**, 418 S. Robertson Blvd., Los Angeles 48, Cal. Crestview 4-7613. Lou Place. **FP OE FC IS.**
- P-M SALES Co.**, 410 Barton Ave., Evanston, Ill. University 4-7208. Robert B. Parks, Louis Margolis. Branch office: 136 Liberty St., New York 6, N. Y. Barclay 7-3568. **FP OE FF S.**
- POLARIS PICTURES Inc.**, 5859 W. Third St., Los Angeles 36, Cal. Webster 8-2181. Perry King. **FP FC IS A.**
- †**POST PICTURES Corp.**, 115 West 45th St., New York 36, N. Y. Judson 2-4870. Alan I. Post, TV sales mgr. **FF AS ES.**
- PREMIER-HARDCASTLE TV PRODUCTIONS**, 3033 Locust St., St. Louis 3, Mo. Jefferson 1-3555. Wilson Dalzel. **FP FC A.** Other services: Slide films, electrical transcriptions.
- GEORGE LOGAN PRICE Inc.**, 20828 Pacific Highway, Malibu, Cal. Globe 6-2135. George Logan Price. **OE S.**
- PRINCESS PICTURES Inc.**, 11 West 42nd St., New York 36, N.Y. Longacre 5-1535. Burt Balaban, Bernard Donnenfeld. **FP OE FF.**
- PRINCETON FILM CENTER Inc.**, Princeton, N. J. Princeton 1-3550. Gordon Knox, executive producer. Branch office: 270 Park Ave., New York 21, N.Y. Plaza 5-0322. **FP OE ES IS.**
- PROCKTER TELEVISION ENTERPRISES Inc.**, 221 West 57th St., New York 19, N.Y. Judson 6-6800. Bernard J. Prockter, president.
- PRODUCERS FILM STUDIOS**, 540 Lake Shore Dr., Chicago 11, Ill. Whitehall 3-1440. Jack H. Lieb, president. **FP OE FC NR FF SO CS A.**
- PRODUCTION AIDS Ltd.**, 624 Madison Ave., New York, N.Y. Eldorado 5-3160. Charles Irving, president. **PS FP OE FC.**

- PRODUCTIONS FOR TELEVISION Inc.**, 250 West 57th St., New York City. Judson 2-5200. PS
- PRODUCTION ON FILM Inc.**, 1515 Euclid Ave., Cleveland 15, O. Superior 1-9829. Robert Fleming Blair, president FP OE FC NR A. Other services: Full production facilities for industrial films.
- PUBLIC SERVICE PRODUCTIONS Inc.**, 3400 Newark St., NW, Washington 16, D.C. Woodley 6-5070. Miss Patricia J. Beall, president. PS FP OE FC SO ES IS.
- RADIO FEATURES OF AMERICA**—Same as Television and Radio Features of America.
- RCA RECORDED PROGRAM SERVICES.** 630 Fifth Ave., New York 20, N.Y. Judson 2-5011. A. B. Sambrook, manager; D. D. Axt. Branch offices: 1016 No. Sycamore Dr., Hollywood, Cal. Hollywood 4-5171. William C. Gartland; 445 No. Lake Shore Dr., Chicago, Ill. Whitehall 4-3530. William Reiley, Gus Hagenah; 1907 McKinney Ave., Dallas, Tex. Riverside 1371. Robert E. Fender; Forsyth Bldg., Atlanta, Ga. Lamar 7703. Wallace Cochran. Services: Distributor of TV film libraries, feature films and syndicated films. Also produces and distributes RCA's Thesaurus transcription library to radio and TV stations.
- RADIUS FILMS Inc.**, 310 West 53rd St., New York 28, N.Y. Atwater 9-1024 & Judson 6-6438. Alexander S. Gordon, president. Produces and distributes SO AS ES; Stock shot library.
- RAMPART PRODUCTIONS Inc.**, 2356 Dorris Place, Los Angeles 31, Cal. Capital 8138. Keith N. Morrison, president. FP OE ES CS. Other services: Recording studio facilities. Holiday organ for background music.
- RAM PRODUCTIONS**, 661 West End Ave., New York 25, N.Y. Monument 2-5111. E. F. Lindner, director. PS.
- RAPID GRIP AND BATTEN Ltd.**, 1640 The Queensway, Toronto, Ont., Canada. Clifford 1-5291. Gerry J. Keeley. FP OE FC IS A.
- RARIG MOTION PICTURE Co.**, 5514 University Way, Seattle, Wash. Kenwood 0707. Max H. Rarig, president and general manager. FP OE FC SO ES IS A.
- RAY & BERGER**, 1471 No. Tamarind Ave., Hollywood 28, Cal. Hollywood 3-8648. Howard Ray, Jack Berger. Merchandise prizes for give-aways and quiz shows.
- REID H. RAY FILM INDUSTRIES Inc.**, 2269 Ford Parkway, St. Paul 1, Minn. Emerson 1393. Reid H. Ray, president. Branch offices: Chicago, Ill., 208 So. LaSalle St., Frank Baikin, sales manager; Hollywood, Cal., 8762 Holloway Drive. FP OE FC IS A.
- REID RAY TELEVISION PRODUCTIONS**, 2269 Ford Parkway, St. Paul 1, Minn. Emerson 1393. Branch offices: Chicago 4, Ill., 208 So. LaSalle St.; Hollywood, Cal., 8762 Holloway Drive. FP OE ES A.
- REDLIN PRODUCTIONS Inc.**, 17609 Ventura, Encino, Cal. State 4-9133. W. A. Redlin. PS FP OE NR SO ES IS CS.
- REELA FILMS, Inc.** (Subsidiary of TV station WTVJ, Miami), 17 NW, Third St., Miami, Fla. Telephone: 2-2108. Frank Brodcock, general manager. FP OE FC NR A.
- REGAL TELEVISION PICTURES Corp.**, 151 West 46th St., New York City. Judson 2-1877. Arthur Kerman. Reports FP AS (subjects formerly released by M-G-M and United Artists).
- REGENCY PRODUCTIONS Inc.**, 112 West 48th St., New York 19, N.Y. Judson 2-0274. Joseph Schaeffer, president. PS FP FC SO AS ES IS A.
- REPUBLIC TELEVISION FEATURES**, 64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kapps, general manager. PS FP OE SO AS ES IS CS A.
- STUART REYNOLDS PRODUCTIONS**, 9120 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7683. Stuart Reynolds. FP OE FC.
- CRAIG RICE ENTERPRISES**—Same as Frank Merriwell Enterprises.
- MARION RIDDICK PRODUCTIONS, Ltd.**, 815 Stuart St., Houston 6, Tex. Linden 9653. Wm. Marion Riddick, director. FP OE FF SO AS ES CS S.
- WALTER A. RIVERS & ASSOCIATES**, 60 Market St., San Francisco 11, Cal. Sutter 1-1284. Walter A. Rivers, president. FP OE FC.
- RIVIERA PRODUCTIONS**, 1713 Via El Prado, Redondo Beach, Cal. Frontier 5-4592. F. W. Zens. FP OE FC NR SO ES IS.
- RKO PATHE Inc.**, 1270 Avenue of the Americas, New York 20, N.Y. Judson 6-5050. Sidney Kramer, general sales manager. FP FC. Other services: Studio production facilities.
- HAL ROACH STUDIOS Inc.**, 8822 Washington Blvd., Culver City, Cal. Texas 0-2761. Hal E. Roach, president; Hal Roach Jr., v.p.; S. S. Van Keuren, v.p. & production manager. New York office: 729 Seventh Ave. Circle 5-4135. FP FC FF AS A.
- ROCKET PICTURES Inc.**, 6108 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 7-7131. J. Richard Westen, president. FP FC IS.
- FREDERICK K. ROCKETT Co.**, 6063 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3183. Frederick K. Rockett. FP FC.
- RICHARD H. ROFFMAN ASSOCIATES**, 675 West End Ave., New York 25, N.Y. Riverside 9-3647. Richard H. Roffman. PS FP OE NR CS AS ES IS A.
- †ROLAB STUDIOS & PHOTO-SCIENCE LABORATORIES**, Sandy Hook, Conn. Garden 6-2466. Henry Roger, director. FP OE SO A. Other services: Sound slides, recording.
- MILT ROSNER AGENCY**, 9119 Sunset Blvd., Hollywood 46, Cal. Crestview 6-7023. Milt Rosner. PS FP.
- DOUGLAS D. ROTHACKER**, 729 Seventh Ave., New York 19, N.Y. Circle 5-6878. Douglas D. Rothacker Jr. IS.
- JACK ROURKE PRODUCTIONS**, 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-7178. Jack Rourke. PS.
- DANNY ROUZER STUDIO**, 7022 Melrose Ave., Hollywood 38, Cal. York 2494. Danny Rouzer. FP OE NR SO. Other services: Complete 16mm production service, sound stages, lights, cameras, editing, titles, etc.
- JACK RUSSELL & ASSOC.**, 203 No. Wabash Ave., Chicago 1, Ill. State 2-2818. William C. Vidas, sales manager. PS OE FF SO AS ES IS.
- RUSSELL AND HABERSTROH**, 111 E. 28th St., New York 16, N.Y. Murray Hill 9-2568. Leo Russell and Alex Haberstroh. Special effects films.
- †SACK TELEVISION ENTERPRISES.** Film Exchange Bldg., 308 So. Harwood, Dallas 1, Tex. Sterling 3069. Alfred N. Sack, general manager; Julius Sack, sales manager. Eastern Office: 358 West 44th St., New York City. Judson 6-2258. FP OE FF SO AS ES.
- †BARNARD L. SACKETT TELEVISION PRODUCTIONS**, Emplre Bldg., Philadelphia 7, Pa. Kingsley 5-5085. Bernard L. Sackett, president. FP PS OE A.
- SAM SAMUELS**, 1564 Broadway, New York 36, N.Y. Judson 6-9012. Sam Samuels. PS. Other services: Talent for TV.
- ABE SAPERSTEIN TV ENTERPRISES**, 8506 Sunset Blvd., Hollywood 46, Cal. Crestview 4-2602. Samuel Rosen, production & sales v.p. Branch offices: Empire State Bldg., New York City. Longacre 3-4677; 127 No. Dearborn St., Chicago, Ill. Dearborn 2-2427.
- JAMES L. SAPHIER AGENCY Inc.**, 9538 Brighton Way, Beverly Hills, Cal. Crestview 1-7231. James L. Saphier. Branch office: 6 East 45th St., New York City. James A. Schulke. PS.
- †SARRA Inc.**, 16 East Ontario St., Chicago 11, Ill. Whitehall 4-5151. Harry W. Lang, production mgr. FP OE FC IS A. New York office: 200 East 56th St., Morris Behrend, general manager.
- BERNARD L. SCHUBERT Inc.**, 509 Madison Ave., New York 22, N.Y. Murray Hill 8-0940. Bernard L. Schubert. PS FP OE.
- ROBERT SCHULTZ ASSOC.**, 14 East 62nd St., New York 21, N.Y. Templeton 8-7217. Robert Schultz. PS OE. Other services: Represents writers, directors, producers, performers for TV-radio.
- WALTER SCHWIMMER CO.**, 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer, president. PS FP.
- SCREEN GEMS Inc.** (Subsidiary of Columbia Pictures Corp.), 233 West 49th St., New York 19, N.Y. Circle 5-5044. Ralph M. Cohn, v.p. & general manager; John H. Mitchell, v.p. in charge of sales; Burton H. Hanft, business manager; Benedict Berenberg, east coast executive producer; Elihu E. Harris, director of advertising & promotion; Frank Young, press manager; M. Peter Keane, technical director; John Gilmour, Howard Magwood, Don Hershey, John Cansis, staff producers-directors; Nancy Littlefield, casting director; Dan Heiss, film editorial chief; Volus Jones, director of animation; Joyce Selznick, merchandise manager; Morris Levy, story editor. West coast headquarters: 1334 N. Beachwood St., Hollywood 28, Cal. Irving Briskin, v.p. in charge of production; Fred Briskin, production executive; Michel Kraike, Irving Starr, George Bilson, Herbert B. Leonard, staff producers; James Neilson, Fred F. Sears, William D. Russell, staff directors; Harry Fried, story editor.
- SCREENCRAFT PICTURES Inc.**, 341 West 44th St., New York 36, N.Y. Circle 6-8546. Edward Berkson, television v.p.; Peter M. Piech, national TV sales manager. Regional Representatives: Tom Corradine, 5746 Sunset Blvd. Hollywood 28, Cal.; Jack Russell, 203 No. Wabash Ave., Chicago, Ill.; Fred Meyers, 175 Pontotoc, Memphis, Tenn.; Myron Mills, 922 New Jersey Ave., N.W., Washington, D.C. FF AS ES.
- SCREEN TELEVIDEO PRODUCTIONS Inc.**, 333 So. Beverly Dr., Beverly Hills, Cal. OE.
- SEARLE & PARKS Inc.**, 6223 Selma Ave., Hollywood 28, Cal. Hollywood 9-5338. Jack Woolley, general manager; William P. Rousseau, Joy Lenzie. PS FP OE.
- SELEVISION COMMERCIALS Inc.**, 1200 SW Morrison, Portland 5, Ore. Atwater 5191. H. Quenton Cox, president. Commercial slides.
- LEON D. SELZNICK TELEVISION PRODUCTIONS**, 1040 No. Las Palmas Ave., Hollywood 38, Cal. Hollywood 7-3111. Leon D. Selznick. FP OE FC.
- SEMAPHORE FILM Corp.**, 1582 Crossroads of the World, Hollywood 28, Cal. Hollywood 4-8179. FP OE FC SO ES IS.

- SESAC Inc., 475 Fifth Ave., New York 17, N.Y. Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treas.; E. S. Prager, asst. to president; W. F. Myers, director of station relations; Robert S. Stone, director of program service; E. Duke Pokiltar, asst. director of program service; Alice J. Heinecke, publicity and promotion. Music licensor; transcribed music library service, including script service and extensive catalog of bridges, moods and themes.
- WILLAM R. SHEEKY, 150 Broadway, New York 28, N. Y. Rector 2-2495. William R. Sheeky. S.
- SHERRY TV Inc., 2400 W. Alameda, Burbank, Cal. FP.
- †ALAN SHILIN PRODUCTIONS Inc., 450 West 56th St., New York 19, N. Y. Plaza 7-1270. Alan Shilin. FP ES (free loan only).
- SIMMEL-MESERVEY TELEVISION PRODUCTIONS Inc., 9113 W. Pico Blvd., Los Angeles, Cal. Crestview 4-6156. Louis C. Simmel, president. FP AS ES IS.
- AL SIMON PRODUCTIONS, 1040 No. Las Palmas, Hollywood 38, Cal. Hollywood 4-2141. Al Simon. FP FC.
- SIMPEX RELIGIOUS CLASSICS Inc., 1564 Broadway, New York 19, N.Y. Plaza 7-7460. Andre Feher, manager. FF.
- †SKIBO PRODUCTIONS Inc., 165 West 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, president. FF AS ES.
- CHARLES E. SKINNER PRODUCTIONS, 1600 Broadway, New York 19, N.Y. Circle 6-6915. Charles E. Skinner. PS FP OE FC.
- STEPHEN SLESINGER PRODUCTIONS Inc., 247 Park Ave., New York 17, N. Y. Eldorado 5-2544. Herbert Gerken. OE CS.
- FLETCHER SMITH STUDIOS Inc., 321 East 44th St., New York 17, N.Y. Murray Hill 5-9010. Fletcher Smith. FP OE A FC IS.
- WALTER HARRISON SMITH PRODUCTIONS (Div. of National Research Bureau), 22 West 56th St., New York 19, N.Y. Judson 6-0143. Elena Turner, partner. FP OE ES IS FC.
- WARREN R. SMITH Inc., 117 Fourth Ave., Pittsburgh 22, Pa. Express 1-4410. Peter Manners. FP OE FC NR CS A. Other services: Motion picture laboratory for 16mm.
- SNADER TELESCRIPTIONS Corp., 9130 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6651. Louis D. Snader, president. FP OE SO AS.
- SONG ADS Co. Inc., 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 5-6181. Robert Sande, president. FC ES IS A.
- SONIC FILM RECORDING Inc.—Same as Producers Film Studios.
- JOSEPH I. SONNENREICH, 165 West 91st St., New York 24, N.Y. Susquehanna 7-1797. PS FP.
- SOUNDAC PRODUCTIONS Inc., 2133 NW 11th Ave., Miami 37, Fla. Telephone: 2-2655. Robert D. Buchanan, president. Branch office: 295 Delaware Ave., Buffalo, N.Y. Washington 2760. PS FP FC A.
- SOUND MASTERS Inc., 165 West 46th St., New York 36, N. Y. Plaza 7-6600. W. French Githens, chairman; Harold E. Wondsel, president; Francis C. Wood, Jr., v.p.-secy.; Frank Donovan, producer. FP OE FC NR A.
- SOUTHERN ATTRACTIONS Inc., Chatham Bldg., Charlotte 1, N.C. Telephone: 5-8474. T. D. Kemp Jr., president. PS FP OE FC NR IS.
- SIGMUND SPAETH, 400 E. 58th. St., New York 22, N.Y. Plaza 8-0879. Sigmund Spaeth. PS OE SO AS ES.
- SPECIALTY TELEVISION FILMS Inc., 1501 Broadway, New York 18, N. Y. Longacre 4-5592. Jules B. Welll. OE FF AS ES.
- SPER PRODUCTIONS, 721 Pricilla Lane, Burbank, Cal. Thornwall 8-9584. Norman L. Sper Jr. FP OE. Also produces "Sports Close-Ups", "Football This Week", "Barber of Sportsville."
- SPLENDID FILMS Inc., 565 Fifth Ave., New York 17, N.Y. Plaza 8-0114. John G. Stratford. FP OE FF SO AS ES C S A.
- SPORT FILMS LIBRARY Inc., 222 East 46th St., New York 17, N.Y. Murray Hill 7-2913. E. M. Glucksman, president. FP OE FC NR AS ES.
- SPORTVISION Inc., 233 Sansome St., San Francisco 4, Cal. Al J. Madden, gen. mgr. FP NR AS. Specializing in sports.
- †SQUARE DEAL PICTURES Corp., Pines Bridge Road, Ossining, N. Y. Ossining 2-2617. Donn Marvin, v.p. FP AS ES S.
- STAGE RENTALS Inc., 157 East 69th St., New York 21, N.Y. Regent 7-9200. Peter Junco, president. PS FP OE FC AS CS A. Same ownership as P&J Productions Inc.
- STANDARD TELEVISION, 321 So. Beverly Dr., Beverly Hills, Cal. Crestview 4-6869. Marcus Loew, president. OE FF.
- STANDARD TELEVISION Corp., 1501 Broadway, New York 18, N. Y. Longacre 4-8234. Irvin Shapiro, pres. FP FF OE AS ES CS C S.
- STANDARD RADIO TRANSCRIPTION SERVICES, Inc., 360 N. Michigan Ave., Chicago, Ill. State 2-5322. Milton M. Blink, president. Transcription Library, Mood Music Library, Sound Effects Library. Monthly "Shorty-Tunes" Service. All sold on outright purchase basis.
- WILLIAM STANLEY PRODUCTIONS, 330 King St., Rockford, Ill. Telephone: 40188. Stanley Levy. PS.
- STAR ENTERTAINMENT Corp., 214 West 42nd St., New York 36, N.Y. Lackawanna 4-3450. Max Wolf, president. PS. Other services: Casts legitimate shows, TV performers.
- WILBUR STARK-JERRY LAYTON Inc., 270 Park Ave., New York 17, N.Y. Plaza 3-1742. PS.
- STATION DISTRIBUTORS Inc., 1450 Broadway, New York City. Wisconsin 7-2055. Milton M. Gettinger, president; Charles Malcolm, sales director. FF OE AS.
- STATION FILMS Inc., 30 Rockefeller Plaza, New York City. Robert H. Salk. Services: Station film buying service.
- STERLING TELEVISION Co. Inc., 205 E. 43rd St., New York 17, N. Y. Oxford 7-2520. Saul J. Turrell, president. OE FF SO AS ES IS C. TV distributor for independent producers.
- STEVENS PICTURES FOR TELEVISION, 101 Walton St., NW, Atlanta 3, Ga. Walnut 3479. Ed. H. Stevens, president. PS FF SO AS ES IS C S.
- STOCK CAR FILM Co., 540 No. Michigan Ave., Chicago 11, Ill. Superior 7-9160. Gerald Presson, president. AS.
- STOCK SHOTS TO ORDER Inc., 550 Fifth Ave., New York 36, N.Y. Circle 6-0690. R. A. Pheelan. FP.
- MIKE STOKEY PRODUCTIONS, 6123 Selma Ave., Hollywood, Cal. Hudson 2-1241. Michael W. Stokey. Branch: 224 West 49th St., New York 19, N. Y. Columbus 5-8610. PS FP OE.
- IRV STOLL Co. Inc., 2821 Gunckel, Toledo 6. O. Klondike 3385. Irv C. Stoll, president. PS FP OE.
- WILBUR STRECH PRODUCTIONS, 135 West 52nd St., New York 19, N.Y. Judson 2-3816. Wilbur J. Strech. FP FC A.
- STRICKLAND FILMS Inc., 220 Pharr Road, N.E. Atlanta, Ga. Cherokee 5317. C. L. Strickland, president. FP OE NR SO. Other services: Studio and complete laboratory facilities for processing 35mm & 16mm film and sound recording.
- STUDIO CITY TELEVISION PRODUCTIONS Inc., 4020 Carpenter Ave., N. Hollywood, Cal. Sunset 3-8807. Morton W. Scott. FP OE FC.
- STUDIO FILMS INC., 380 Madison Ave., New York 17, N.Y. Oxford 7-2590. Services: Library of 3-min. musicals.
- STURGIS-GRANT PRODUCTIONS Inc., 322 East 44th St., New York 17, N.Y. Murray Hill 9-4994. D. Grant, general manager. FP OE FC A. Producers of scientific, industrial and educational films and slidefilms.
- BILL STURM STUDIOS Inc., 723 Seventh Ave., New York City. Judson 6-1650. Bill Sturm & Orry Calpini, directors; Albert D. Hecht, sales & production. FP OE FC A.
- †SUN DIAL FILMS Inc., 341 East 43rd St., New York 17, N. Y. Murray Hill 6-2046. Samuel A. Datlowe, president. FP ES IS A.
- JOHN SUTHERLAND PRODUCTIONS Inc., 201 N. Occidental Blvd., Los Angeles 26, Cal. Dunkirk 8-5121. John Sutherland. FP OE FC IS A.
- SWANK FILMS Inc., 627 Salem Ave., Dayton 6, Ohio. Taylor 4192. Jerrold A. Swank, president. FP. Slides, motion pictures.
- SWANSTROM PRODUCTIONS, 7657 Melrose Ave., Hollywood 46, Cal. Webster 5-8680. Carl Swanstrom. FP FC.
- SWARTZ-DONIGER PRODUCTIONS Inc., 846 No. Cahuenga Blvd., Hollywood 38, Cal. Berman Swartz. Hollywood 9-5981. FP OE FF.
- SWIFT-CHAPLIN PRODUCTIONS Inc., 1136 No. Highland Ave., Hollywood 38, Cal. Hollywood 2-0761. Charles F. Chaplin, president. Services: Custom built film commercials.
- SWIFT ENTERPRISES Inc., 16 No. Marengo, Pasadena 1, Cal. Sycamore 2-6476. R. D. Pearsall, representative. S.
- CHET L. SWITAL & ASSOC., 427 No. Canon Dr., Beverly Hills, Cal. Crestview 5-6987. Chet L. Swital. PS FP FF SO AS ES.
- †SYNDICATED FILMS, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1355. H. John Kemmerer, manager. FP AS IS.
- HAL TATE PRODUCTIONS, 192 No. Clark St., Chicago 1, Ill. Financial 6-5450. Hal Tate, president; Phil Fischer, v.p. & sales mgr.; Lucilee E. Schall, secy.-treas. PS.
- T-BAR-V PRODUCTIONS Inc., 5919 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-1088. Donna Fargo, president; Lois Landon, v.p. PS OE.
- T.C.A. Corp., 8533 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-4345. Pat Costello. FP AS.
- TECHNISONIC STUDIOS Inc., 1201 Brentwood, St. Louis 17, Mo. Parkview 7-1055. Charles E. Harrison. FP IS.
- THE TEEVEE Co., 275 So. Beverly Drive, Beverly Hills, Cal. Crestview 5-1076. Marc Frederic, general manager. PS FP AS.
- TEL-AIR PRODUCTIONS Inc., 42 Asylum St., Hartford, Conn. Chapel 7-9633. Sam Pasco, president. PS FP OE FC NR SO A.
- TELE-ANIMATION Inc.—Same as Jack Denove Productions Inc.
- TELECAST FILMS Inc., 247 W. 46th St., New York 36, N.Y. Judson 6-5480. G. W. Hedwig, treasurer. FP OE FF SO AS ES IS S.

- TELECINE FILM STUDIOS Inc.**, 100 S. Northwest Highway, Park Ridge, Ill. Taylor 3-1418. Byron L. Friend, president. **FP OE FC NR ES IS**. Multiple camera facilities.
- TELEFILM ENTERPRISES**, 38 East 57th St., New York 22, N.Y. Plaza 8-3360. Chas. Wick, president. **FP OE FC**.
- ***TELEFILM Inc.**, 6039 Hollywood Blvd., Hollywood 28, Cal. Hollywood 9-7205. Joe Thomas. **FP OE NR SO AS ES CS A**. Other services: Produces **FF IS C** and **S** but not for rental.
- TELEFEATURE PRODUCTIONS Inc.**, 853 Seventh Ave., New York 19, N.Y. Judson 2-3026. West Hooker. **PS**.
- ***TELEMOUNT PICTURES Inc.**, P. O. Box 4555, Los Angeles 24, Cal. Henry B. Donovan, president. **FP OE**.
- ***TELENEWS PRODUCTIONS Inc.**, 630 Ninth Ave., New York 36, N. Y. Judson 6-2450. Charles N. Burris, gen. mgr. **FP OE FC**.
- TELEPAK-ROBERT LONGENECKER AGENCY**, 8428 Melrose Pl., Los Angeles 46, Cal. Webster 1-2267. C. Robert Longenecker. **FP FC**.
- TELE-PICTURES Inc.**, 145 No. Robertson Blvd., Beverly Hills, Cal. Crestview 5-4555. E. J. Baumgarten, v.p.; William J. Maggnetti, asst. treas.
- TELEPIX Corp.**, 1515 No. Western Ave., Hollywood, Cal. Hollywood 4-7391. Robert P. Newman, president. Branch offices: 6233 Hollywood Blvd., Hollywood, Cal.; 155 E. Ohio St., Chicago 11, Ill.; 575 California St., San Francisco, Cal. **PS FP OE CS A FC IS**.
- ***TELEPROGRAMS Inc.**, 30 Rockefeller Plaza, New York City. Circle 7-8300. Services: American Inventory series.
- TERERAD CORPORATION OF AMERICA**, 550 Fifth Ave., New York 36, N. Y. Plaza 7-3638. W. T. Clemons, president; Paul Belanger, exec. producer-director. Washington D. C. office: Washington Bldg., Republic 7-0727. **PS FP OE FC**.
- TERERAMA PRODUCTIONS**, Box 1006 Beverly Hills, Cal. Normandy 2-2520 & Mutual 5456. Jack Parker. **PS FP OE FC NR FF AS ES IS**. Religious films. Same ownership as Crest Films.
- TELE-REPS**, 419 Boylston St., Boston, Mass. Commonwealth 6-2313. Richard A. Keating.
- TELESCENE FILMS**, 4238 Mammoth Ave., Sherman Oaks, Cal. Sunset 2-3113. William Lava, producer. **FP OE AS ES CS C**.
- TELESCENE FILM PRODUCTIONS Co.**, 287 Tenth Ave., New York 1, N. Y. Chickering 4-0122. Robert D. Tobias. **OE**.
- TELEVIEW PRODUCTIONS**—Same as Emerson Yorke Studio.
- TELEVIEW AIRSHOWS Inc.**, 612 No. Michigan Ave., Chicago 11, Ill. Superior 7-0506. W. G. T. Hyer. **PS FP OE FC**.
- TELEVISION CENTER**, 230 Maryland Ave., N.E., Washington, D.C. Sterling 3-4278. J. Convery. **FP OE NR SO IS CS A**.
- TELEVISION CLEARING HOUSE**, 7162 Melrose Ave., Hollywood 46, Cal. Webster 5-7079. S. Samuel Liggett. **FF AS**. Also inspection, booking, shipping and storage of films.
- TELEVISION EXPLOITATION** (Division of P. C. Corp.) 1450 Broadway, New York. Bryant 9-6330. Milton M. Gettinger. **FF**.
- TELEVISION FEATURES OF AMERICA**, 37 W. 46th St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, executive director. **PS OE FC AS ES IS**.
- TELEVISION FILM PRODUCTIONS**, 331 East Town, Columbus 15, Ohio. Capitol 4-8813. Richard C. Robbins. **FP OE FC NR IS**.
- TELEVISION FILMS OF AMERICA**, Box 1006, Beverly Hills, Cal. Normandy 2-2520 & Mutual 5456. Jack Parker, executive producer. **PS FP OE NR FF SO AS**.
- TELEVISION IDEAS & FILMS**, 152 West 42nd St., New York 36, N. Y. Bryant 9-7897. J. Franklyn Viola. **PS**.
- ***TELEVISION INTERNATIONAL Co.**, 25 West 45th St., New York 36, N. Y. Plaza 7-3450. Paul N. Robins. **AS ES S**.
- TELEVISION LIBRARY Inc.**, 3 E. 57th St., New York 22, N. Y. Plaza 3-4840. Marvin M. Grieve, v.p. in charge of sales. **FP OE SO**.
- ***TELEVISION MOTION PICTURES Co.**, 1650 Broadway, New York City. Plaza 7-2761. Jack Goldberg. **FF SO AS** (all pictures with Negro casts).
- TELEVISION PRODUCERS Inc.**, 320 East 55th St., New York City. Murray Hill 8-4657. Martin Jones, president; Henry Olmsted, treasurer; Gordon Knox, v.p. **FP**.
- TELEVISION PROGRAMS OF AMERICA Inc.**, 477 Madison Ave., New York 22, N.Y. Plaza 5-2101. Milton A. Gordon, president; Michael M. Sillerman, executive v.p. **OE FF**.
- TELEVISION AND RADIO FEATURES OF AMERICA**, 37 West 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, executive director. **PS FP OE NR CS**.
- TELEVISION SCREEN PRODUCTIONS Inc.**, 17 East 45th St., New York 17, N. Y. Murray Hill 2-8877. Charles J. Basch Jr. **FP OE FC ES IS A**.
- TELEVISION SNAPSHOTS INTERNATIONAL**, 54 Park Ave., New York 16, N. Y. Murray Hill 9-6874. Babette J. Doniger, president. **FP OE NR ES IS SO**.
- TELEVISION STUDIOS Inc.**—Same as Television Motion Pictures.
- TELORAMA PRODUCTIONS Inc.**, 16 No. Marengo Ave., Pasadena 1, Cal. Sycamore 2-6476. Richard D. Pearsall, president & general manager. **FP OE FC ES A**.
- TEL RA PRODUCTIONS**, 1518 Walnut St., Philadelphia 2, Pa. Kingsley 6-4140. W. Wallace Orr. **FP OE FC NR SO AS**.
- MISCHA R. TERR Inc.**, 1276 No. Crescent Heights, Los Angeles 46, Cal. Hollywood 2-7038. Mischa Terr. **FP ES**.
- TERRYTOONS Inc.**, 38 Centre Ave., New Rochelle, N. Y. New Rochelle 2-3466. Paul H. Terry. **A**.
- "**TEXAS RASSLIN**" **ED McLEMORE SPORTATORIUM**, Cadiz & Industrial, Dallas, Tex. Sterling 2173. Maurice Beck, sales manager. **FF AS**.
- THE THEATRE GUILD** (TV Dept.), 23 West 53rd St., New York City. Alex Segal, director; S. Mark Smith, editor; John Haggott, associate producer; Dorothy Hechtlinger, story dept.; Theresa Helburn, Lawrence Langner & Armina Marshall, production supervisors; H. William Fitelson, managing director; Winston O'Keefe, TV consultation dept. **PS FP**.
- ED THORGERSEN**, 245 W. 55th St., New York 19, N. Y. Circle 6-8935. Ed Thorgersen. **FP OE FC**.
- THUNDERBIRD FILM PRODUCTIONS Inc.**—Same as Condor Pictures Inc.
- ILIA TOLSTOY & VICTOR KAYFETZ**, 1780 Broadway, New York 19, N.Y. Circle 5-4830. Victor Kayfetz. **FP OE ES**.
- TIMES SQUARE PRODUCTIONS Inc.**, 145 West 45th St., New York 36, N.Y. Circle 6-4443. Charles W. Curran, president. **FP OE FC ES IS**.
- TODDY PICTURES Co.**, 148 Walton St., Atlanta 1, Ga. James Roberts, sales director. **FP FF**.
- TOMLIN FILM PRODUCTIONS Inc.**, 480 Lexington Ave., New York 17, N. Y. Plaza 8-2827. Frederick A. Tomlin, president. **FP FC A**.
- TOTEM FILM PRODUCTIONS Inc.**, 912-A Pine St., Seattle, Wash. Mutual 3422. Frank Barrett Jr., pres.; James A. Nussbaum, v.p. **FP OE FC NR**.
- TOWER PICTURES Co.**, 310 So. Harwood, Dallas 1, Tex. Randolph 7736. Harold Schwarz. **OE FF SO AS ES C A**.
- THE TOWN HALL Inc.** (TV-Radio Div.) 123 West 43rd St., New York 36, N. Y. Judson 2-2424. William E. Traum. **PS**.
- TRANSAMERICAN TELEVISION Corp.**, 118 East 40th St., New York 16, N.Y. Murray Hill 3-8684. John L. Clark. **PS FP OE FC FF AS ES IS S**.
- TRANSFILM Inc.**, 35 West 45th St., New York 36, N.Y. Judson 2-1400. W. Miesegaes, president. **FP FC OE ES IS A**. Other services: Film strips and sound slide films.
- TRANSVIDEO CORPORATION OF AMERICA**, 2 West 46th St., New York 36, N. Y. Judson 2-1280. Theodore A. Parisi. **SO AS**.
- TRANS WORLD FILMS Inc.**, Park Bldg., Pittsburgh 22, Pa. Court 1-4404. Harry Kodinsky, executive vice-president. **FP OE FC FF ES**.
- TRESSEL TELEVISION PRODUCTIONS Inc.**, 111 W. Washington St., Chicago 2, Ill. Frank Tracey, president & general manager; Arthur Main, v.p. television sales. **FP CS C**.
- TRI-STATE 16mm PRODUCTIONS**, P.O. Box 112, Pittsburgh 30, Pa. Geo. LaRay, production manager. **FP OE FC SO AS C S A**.
- TV Inc.**, 9 East 75th St., New York 21, N.Y. Herb Jacobs, v.p. & general manager. Station-owned film buying group.
- TV RELEASE ORGANIZATION**, Ring Bldg., Washington 6, D.C. Executive 3-3663. Edward T. Ingle, president. **PS FP OE FC NR**.
- TV-PROGRAMS**, 10 Washington Place, New York 3, N.Y. Spring 7-0234. Edward Roberts Jr., executive producer. **PS**. Other services: TV representatives for booking agency; talent.
- ***TV SPOTS Inc.**, 1037 N. Cole Ave., Los Angeles 38, Cal. Hollywood 5-5171. Robert Wickersham, president. **FP OE FC A IS**.
- TV-UNLIMITED Inc.**, 17 East 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen. **FP OE FF S**. Other services: Library of mood and bridge music.
- TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS Inc.**, 444 West 56th St., New York 19, N. Y. Columbus 5-3320. **FP OE NR ES**.
- RICHARD H. ULLMAN Inc.**, 295 Delaware Ave., Buffalo 2, N. Y. CL. 2066. Richard H. Ullman, president. **PS**.
- UNITED ARTISTS TELEVISION Corp.**, 729 Seventh Ave., New York 19, N.Y. Circle 5-6000. Frederick A. Long, v.p. & general manager; Robert Gaertner, asst. to general manager; Sidney Dash, traffic manager; Branch offices in Chicago, Atlanta, Charlotte & Los Angeles. Robert O'Brian, Midwest sales manager; Milton E. Olin, Division sales manager; Bomar Lowrance, Southern sales manager; John Ettlinger, West Coast sales representative; Grill-Fenton, San Francisco representative. Services: Distribution of TV film programs.

UNITED PRESS ASSOCIATIONS, 220 East 42nd St., New York 17, N. Y. Murray Hill 2-0400. Hugh Baillie, chairman; Frank H. Bartholomew, president; Jack Bischo, v.p. & general business manager; Leroy Keller, v.p. & general sales manager; William C. Payette, TV manager; Mims Thomason, v.p. & general news-pictures manager. Services: News service, United Press Movie-tone News (news coverage via motion pictures), United Press Newspictures (spot picture coverage via Facsimile and Tele-photo, or mail and courier).

UNITED PRODUCERS DISTRIBUTORS, 633 No. Almont Drive, West Hollywood 46, Cal. Crestview 4-5621. Jerry Courneya. PS FP OE NR FF SO AS ES C S A.

UNITED PRODUCTIONS OF AMERICA, 4440 Lakeside Dr., Burbank, Cal. Thornwall 2-7171. Stephen Bosustow, president. New York Studio; 670 Fifth Ave., Plaza 3-1672, Charles D. McCormick, v.p. FP A.

UNITED WORLD FILMS Inc. (Subsidiary of Universal Pictures Co. Inc. 66% owned by Decca Records Inc.), 445 Park Ave., New York 22, N. Y. Plaza 9-8000. Norman E. Gluck, sales mgr. FP OE FC AS ES IS C.

UNITY TELEVISION Corp., 1501 Broadway, New York 36, N. Y. Longacre 4-8234. Arche A. Meyers, general manager; Len Firestone, national sales manager. FP FF OE AS ES CS C S. Other services: Film packages.

UNITY TELEVISION CORP. OF CALIFORNIA, 8951 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6955. Jerry Weisfeldt, manager; Vincent Fiumano, booker. FP FF OE AS ES CS C S. Other services: Film packages.

U. S. TELEVISION NEWS, 5417 W. 6th St., Los Angeles 36, Cal. Webster 1-0907. Norman R. Smith. OE FC NR ES.

THOMAS J. VALENTINO, Inc., 150 West 46th St., New York 36, N. Y. Circle 6-4675. Thomas J. Valentino, president. FP ES. Other services: Sound effects and mood music records.

VALIANT FILM PRODUCTIONS Inc., 2330 W. Holcombe, Houston, Tex. Madison 0556. John Van Geldern. FP OE FC FF IS A.

VAN COEVERING PRODUCTIONS, 20 No. Wacker Dr., Chicago 6, Ill. Central 6-8955. Alfred D. LeVine, sales manager. Branch office: Book Bldg., Detroit, Mich. Woodward 1-9704. Jack Van Coevering, producer. PS OE.

VAN PRAAG PRODUCTIONS, 1600 Broadway, New York 19, N. Y. Plaza 7-2687. William Van Praag. PS FP OE FC SO A.

VENARD ORGANIZATION, 702 So. Adams St., Peoria 2, Ill. 4-2490. C. L. Venard. FP OE. Distributes agricultural films for loan.

VIDEO DRAMA PRODUCTIONS, 505 Fifth Ave., New York 17, N. Y. Murray Hill 2-0326. Henry E. Marcuse. PS FP OE FF.

VIDEO EVENTS Inc., 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1669. Judy Dupuy. PS. Specializing in children's shows. Other services: Spot commercials; station applicant consultant.

VIDEO FILMS, 1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-3400. Clifford Hanna. FP OE FC.

VIDEO VIEWS Inc., 7557 Sunset, Hollywood 46, Cal. Hollywood 3-4179. Bradley Kemp. FP FC.

VIDICAM PICTURES Corp., 240 East 39th St., New York City. Murray Hill 6-3310. FP FC A.

VITAPIX Corp., (Associated with Guild Films Co., Inc.), 460 Park Ave., New York 17, N. Y. Edward E. Hall, v.p. & general manager. Services: Station-owned organization releasing Guild Films programs.

VOLCANO PICTURES Inc., 1040 No. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. Robert Angus, president; James Banks, v.p. FP OE FC A.

VONNA PRODUCTIONS Inc., 1040 No. Las Palmas, Hollywood, Cal. Hollywood 4-0814. Eddison von Ottenfeld, president. FP NR CS.

WAAS ASSOCIATES, 1414 So. Penn Sq., Philadelphia 2, Pa. Locust 4-0833. Les Waas, president. PS.

ROGER WADE PRODUCTIONS, 15 West 46th St., New York 19, N. Y. Circle 7-6797. Roger Wade. FP.

GENE K. WALKER PRODUCTIONS, 465 California, San Francisco 4, Cal. Yukon 6-2891. Gene K. Walker, owner. FP NR.

WASHINGTON SPOTLIGHT Inc., Washington Bldg., Washington 5, D.C. Sterling 3-0722. Milton Hammer, president. PS FP OE FC. Other services: Produces and distributes forum discussion show.

WASHINGTON VIDEO PRODUCTIONS Inc., 1536 Connecticut Ave. N.W., Washington, D. C. Adams 4-5737. George F. Johnston, president. PS FP OE FC NR ES IS. Other services: Complete processing; laboratory facilities.

LOUIS WEISS & Co., 655 No. Fairfax Ave., Los Angeles 36, Cal. Webster 8-5287. Adrian Weiss. Branch offices: 242 Rodgers Forge Rd., Baltimore, Md. Harry Wright; 2326 S. Michigan Ave., Chicago. Ben Barry (Ben Barry Enterprises); 2013½ Young St., Dallas. Richard C. White (Delta TV Film Distributing Co.); 6432 Cass Ave., Detroit. John E. Kenealy (John E. Kenealy Co.); Box 1872, Honolulu. Robert T. Carson; 2081 Broadway, Denver, Colo. Robert Patrick; 1109 Currie Ave., No. Minneapolis 3, Minn. Donald E. Swartz (Promotional Telefilm); 540 N. Emporia, Wichita, Kans. Jack Todd (Mobile Ads Inc.); 2450 S.W. Glenhaven Rd., Oswego, Ore. (Portland). Dick Griffiths (Videofilm Associates); 821 Market St., San Francisco. Sam Elkins (Videofilm Associates); 517 Dexter Ave., Seattle. Al Amundsen (Videofilm Associates, Cinema Service). FP OE FF SO AS ES CS C S A.

WELGOT TRAILER SERVICE, 630 Ninth Ave., New York 19, N. Y. Circle 6-6450. Martin Gottlieb and Charles L. Welsh. FP OE A. Other services: Special title announcements.

RUPE WERLING, Hidden Haven, Chalfont, Bucks County, Pa. Lexington 707. Writes TV shows and commercials to order.

WEST COAST SOUND STUDIOS Inc., 610 West 57th St., New York 19, N. Y. Circle 7-2062. Martin Henry, vice-president. FP OE FC SO IS A.

WILDING PICTURE PRODUCTIONS Inc., 1345 Argyle St., Chicago 40, Ill. Longbeach 1-8410. C. H. Bradfield Jr., president; H. W. Fish, v.p. Offices and screening rooms: 385 Madison Ave., New York City; 1010 Euclid Bldg., Cleveland, O.; 4925 Cadieux Road, Detroit, Mich.; 5981 Venice Blvd., Hollywood, Calif.; 4378 Lindell Blvd., St. Louis Mo.; Enquirer Bldg., Cincinnati, O.; Law & Finance Bldg., Pittsburgh, Pa.; FP OE. TV studio production facilities in Chicago, Detroit, New York and Hollywood.

WILLARD PICTURES Inc. 45 West 45th St., New York City. Judson 2-0430. John M. Squiers Jr., general manager. FP A.

FRANK WILLARD PRODUCTIONS, 1447 Peachtree St. NE, Atlanta 5, Ga. Elgin 7793. Frank H. Willard Jr. FP OE FC NR SO.

WINK FILMS Corp., 625 Madison Ave., New York 22, N. Y. Plaza 9-5350. Leslie Wink, president. PS FP OE FC SO IS.

FRANK WISBAR PRODUCTIONS Inc., 7324 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 2-2286. Frank Wisbar. FP.

WLS ARTISTS BUREAU, 1230 Washington, Chicago 7, Ill. Mohawk 6-9700. PS.

WOLF ASSOCIATES Inc., 420 Madison Ave., New York City. Plaza 5-2050. Ed Wolf, general manager. PS.

RAPHAEL G. WOLFF STUDIOS, 5631 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-6126. Raphael G. Wolff. FP OE SO IS A.

WORKSHOP PRODUCTIONS Inc., 418 So. Robertson Blvd., Los Angeles 48, Cal. Crestview 5-4373. Paul Garrison, executive producer. FP OE FC SO. Same ownership as Paul Garrison Productions Inc.

WORLD BROADCASTING SYSTEM Inc. (Affiliate of Frederic W. Ziv Co.), 488 Madison Ave., New York City. Murray Hill 8-4700. Robert W. Friedheim, v.p.; Pierre Weis, general manager. World TV service of production music and sound. (no films or live shows).

WORLD HORIZON FILMS, Maryknoll, N.Y. Ossining 2-2525. Rev. Albert J. Nevins. Religious-educational films for loan.

WRATHER TELEVISION PRODUCTIONS Inc., 9363 Wilshire Blvd., Los Angeles, Cal. Crestview 5-4586. J. D. Wrather Jr., president. FP.

NORMAN WRIGHT PRODUCTIONS Inc., 8414 Melrose Ave., Hollywood 46, Cal. Webster 3-9165. Norman Wright, president. FP FC A.

VOGUE WRIGHT STUDIOS, 469 E. Ohio St., Chicago 11, Ill. Mohawk 4-5600. James E. Holmes. FP OE FC SO.

WRITECRAFTERS AGENCY, 5617 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-8608. Carl Coolidge, co-owner. Processes TV scripts.

WURTELE FILM PRODUCTIONS, P. O. Box 504, Orlando, Fla. 9755. H. S. Wurtele. FP ES IS OE FC.

EMERSON YORKE STUDIO, 245 West 55th St., New York 19, N.Y. Judson 2-2216. Emerson Yorke, executive producer. FP OE NR AS ES. All types TV live shows filmed; completely equipped and licensed studio available.

YOUNG AMERICA FILMS Inc., 18 East 41st St., New York 17, N. Y. Lexington 2-4111. James R. Brewster. ES.

YUGOSLAV FILMS-Y.I.C., 816 Fifth Ave., New York 21, N. Y. Templeton 8-2300. Karla Duhar. NR FF AS ES.

ZIV TELEVISION PROGRAMS Inc., 488 Madison Ave., New York 22, N.Y. Murray Hill 8-4700. F. W. Ziv, chairman; John L. Sinn, president; M. J. Rifkin, v.p.; Al Goustin, sales manager Eastern Division. Branch offices: Cincinnati, O., 1529 Madison Road, Plaza 1323, Ed Broman, sales manager Central Division; Hollywood, Cal., 5255 Clinton St., Hempstead 5121, Walt Kingsley, sales manager, Western Division.

SEYMOUR ZWEIBEL PRODUCTIONS Inc., 225 West 34th St., New York 1, N.Y. Lackawanna 4-5616. Seymour Zweibel. FP FC IS.

U. S. GOVERNMENT FILMS FOR TV—Catalog listing 739 government films available for use on television, published in January 1954, by Visual Education Service, Office of Education, Dept. of Health, Education and Welfare, Washington 25, D. C. Prepared by Dr. Seerley Reid, chief, and Anita Carpenter, visual education service.

U. S. GOVERNMENT MOTION PICTURES—ES and other films are produced by various departments and bureaus of the Federal Government, and are generally available for loan on request. It is recommended you write to director of information of each of following agencies for latest listings and availabilities, addressing them in Washington, D. C.:

Department of Agriculture	Fish and Wildlife Service
Department of the Air Force	Indian Service
Department of the Army	Department of the Interior
Civil Aeronautics Administration	Marine Corps
Coast Guard	Bureau of Mines
Department of Commerce	Department of the Navy
Department of Defense	Public Health Service
Economic Cooperation Administration	Department of State
Federal Civil Defense Administration	Tennessee Valley Authority
Department of Health, Education and Welfare	Department of the Treasury
	Veterans' Administration
	Office of Vocational Rehabilitation
	Institute of Inter-American Affairs

MOTION PICTURES AND FILMSTRIPS—Catalog listing, semi-annually, more than 1,000 new theatrical, non-theatrical and TV motion pictures produced and copyrighted during the period covered. Published by Copyright Office, Library of Congress, Washington 25, D.C. Latest edition, Third Series, Vol. 8, part 12-13, No. 1, January-June 1954, available at 50c per copy.

†**U. S. GOVERNMENT FILMS FOR SCHOOL AND INDUSTRY** Catalog published by Castle Films Division of United World Films Inc., 445 Park Ave., New York 22, N.Y., lists more than 1,000 visual aids for schools and industries.

● **EDUCATIONAL AND INDUSTRIAL FILMS**—For references to such films, issued primarily for use by schools and other non-theatrical groups but presumably available to TV in many instances, the following guidebooks are recommended:

Educators Guide to Free Films, published annually by Educator Progress Press, Randolph, Wis., \$6, lists among other things companies and trade associations and films they make available.

Educational Film Guide, published by H. W. Wilson Co., 950 University Ave., New York 52, N. Y. Apply to publisher for terms.

Filmstrip Guide, published by H. W. Wilson Co., 950 University Ave., New York 52, N. Y. Apply to publisher for terms.

The Index Training Films, published by *Business Screen Magazine*, 7064 Sheridan Road., Chicago; also publisher of *Sports Physical Education Recreation Film Guide*, *Farm Film Guide*.

Television Film

Harold See, *chairman* (KRON-TV, San Francisco)
 Paul Adanti, WHEN, Syracuse
 John Esau, KTVG, Oklahoma City
 Joseph L. Floyd, KELO-TV, Sioux Falls, S.D.
 Klaus Landsberg, KLTA, Los Angeles
 Elaine Phillips, WSPD-TV, Toledo
 Irving Rosenhaus, WATV, Newark
 Raymond Welpott, WRGB, Schenectady

Television Information

Jack Harris, *chairman* (KPRC-TV, Houston)
 Richard Borel, WBNS-TV, Columbus, O.
 Howard Chernoff, WTAP-TV, Parkersburg, W.Va.
 Wayne Coy, KOB-TV, Albuquerque
 Charles Crutchfield, WBTV, Charlotte
 Walter J. Damm, WTMJ-TV, Milwaukee
 Gordon Gray, WOR-TV, N.Y.
 Payson Hall, Meredith Engineering Co., Des Moines
 Howard Lane, KOIN-TV, Portland, Ore.
 H. W. Slavick, WMCT, Memphis
 Charles Vanda, WCAU-TV, Philadelphia

NARTB Committees
 Continued from page 349

Tax

Rudolph Peterson, Washington, D.C.
 George Wheeler, NBC
 Chris Witting, Westinghouse Bestg. Co.

Television Circulation Implementation

Robert D. Swezey, *chairman* (WDSU-TV, New Orleans)
 Campbell Arnoux, WTAR-TV, Norfolk
 Richard A. Borel, WBNS-TV, Columbus, O.
 Kenneth L. Carter, WAAM, Baltimore
 Harold Hough, WBAP-TV, Ft. Worth
 Clair R. McCollough, WGAL-TV, Lancaster, Pa.
 Paul Raibourn, KTLA, Los Angeles
 J. Leonard Reinsch, WSB-TV, Atlanta
 Donald Thornburg, WCAU-TV, Philadelphia
 Lee B. Wallis, Storer Bestg. Co., Miami Beach

Radio Standards of Practice

Walter Wagstaff, *chairman* (KIDO, Boise)
 Fred S. Bernstein, WTTM, Trenton, N.J.
 Carleton Brown, WTVL, Waterville, Me.
 Clifford Gill, KBIG, Avalon, Cal.
 William B. McGrath, WHDH, Boston
 George B. Storer, Jr., Storer Bestg. Co.
 E. R. Vadeboncoeur, WSYR, Syracuse

Sports

George J. Higgins, *chairman* (KMBC, Kansas City)
 Wesley Fesler, WDGY, Minneapolis
 Robert B. Hanna, Jr., WRGB-TV, Schenectady
 William B. McGrath, WHDH, Boston
 D. L. Provost, WBAL-TV, Baltimore
 Robert O. Reynolds, KMPC, Los Angeles
 Lawrence H. Rogers II, WSAZ-TV, Huntington, W.Va.
 Ben Strouse, WWDC, Washington
 Don Searle, KOA-TV, Denver
 Robert R. Tincher, KQTV, Sioux City, Ia.
 Gene Trace, WBBW, Youngstown, O.

Bibliography of TV Literature

(Continued from page 290)

Television Receiver Design—Monograph 1; I. F. Stages—By A. G. W. Uitjens. Monograph 2: Flywheel Synchronization of Sawtooth Generators—By P. A. Necteson. New York, N. Y., Elsevier Press. 1953. Studies in a fundamental series on television circuits.

Television Servicing Course—Compiled by Morris N. Beitman. Chicago, Ill., Supreme Publications. 1954. 192 pp. Home-study course in practical television.

Television Servicing. Theory and Practice, 2nd Ed.—By Walter H. Buchsbaum. New York, N. Y., Prentice-Hall. 1954. 366 pp. UHF and color TV have been added to this edition. For the technician but written at an elementary level.

Television Tube Location Guide (TGL-4)—Howard W. Sams & Co. Indianapolis, Ind. 1953. 192 pp. Shows tube location, function, and alternate type in chart form on most late model receivers.

UHF Antennas, Converters, and Tuners—By Milton S. Kiver, Indianapolis, Ind., Howard W. Sams. 1953. 136 pp. Practical data on UHF antennas, installation practices, converters and tuners.

UHF Converters—Howard W. Sams Co. Indianapolis, Ind. 1953. 44 pp. Stresses design and operation of UHF converters, with schematic diagrams on each of twenty-one different units.

UHF Television Antennas and Converters—By Allan Lytel. New York, N. Y., John F. Rider. 1953. 118 pp. Functions and operations of the various UHF conversion systems. Covers installation and maintenance.

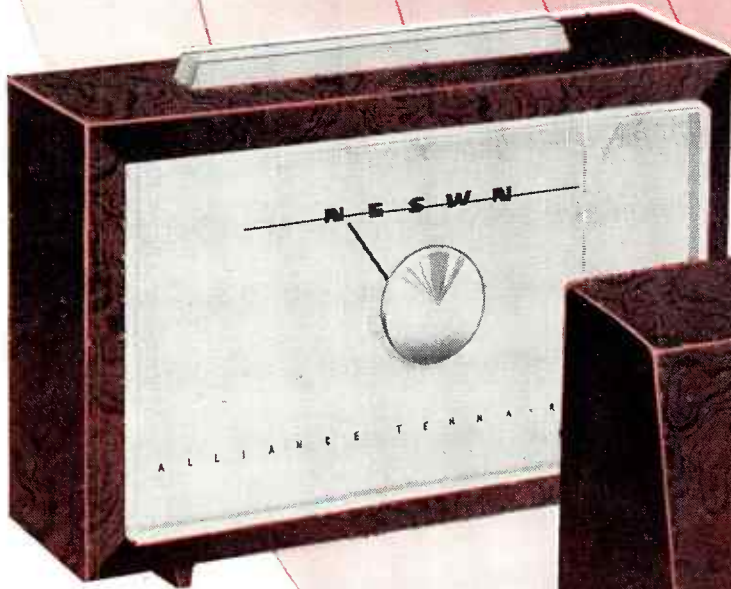
UHF Television with a section on VHF Tuners.—By Edward M. Noll. Indianapolis, Ind., Paul H. Wendel. 1953. 72 pp. Technical explanation with diagrams.

FABULOUS!

TV TELEVISION

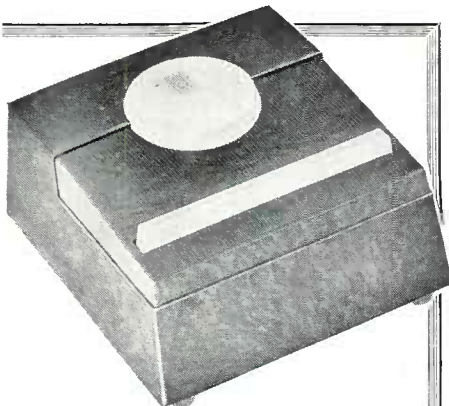
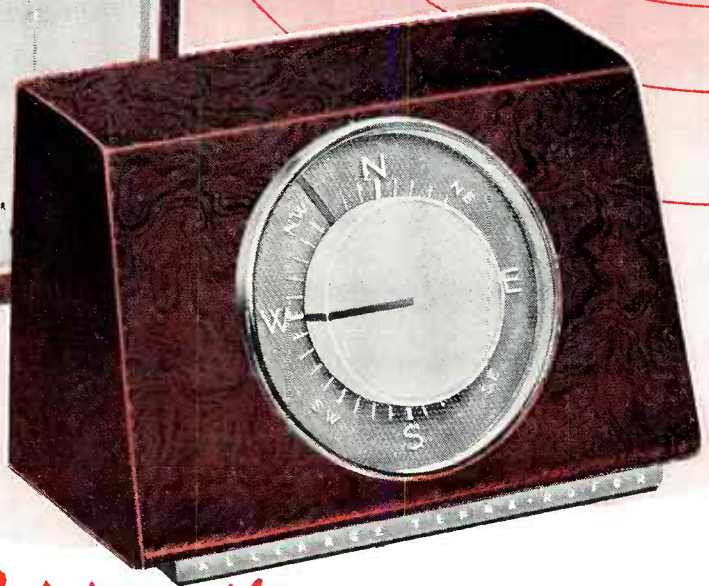
TV'S NEW FUN SHOW
SEE PAGES 356-357

It pays to sell ALLIANCE



MODEL T-10—fingertip electrical operation. Rocker switch on top controls turning. Highly accurate. Direction indicator diol. Price **\$29.95**

MODEL U-83—the only fully automatic rotator! "Set and forget"—antenna turns to proper channel direction and stops. Price **\$34.95**



MODEL K-22—New Economy Model. Features fingertip control, neat styling. Undoubtedly the biggest value in the industry! Price **\$24.95**

Add up these reasons—

Best-known Brand in the Land! Because more than 30,000,000 viewers see Alliance Tenna-Rotor TV demonstrations regularly—for more than six years Alliance commercials have run in all major markets, nation-wide. Alliance is a leader among TV advertisers! *It pays to sell Alliance!*

Best Performance! Let's look at the facts—more than 2,000,000 Alliance Tenna-Rotors have been sold! And one satisfied user tells another. To cash in on public demand, *it pays to sell Alliance!*

Best Styling! Alliance Tenna-Rotors are styled for today's homes. They pack more eye-appeal—more buy-appeal. Record-breaking sales prove it! To profit most from the rotators that are seen the most and sold the most, *it pays to sell Alliance!*

Best Prices!—Biggest Value! Alliance Tenna-Rotors are now at new low prices . . . to melt sales resistance. Step up your volume and profits. *It pays to sell Alliance!*

Sell the Alliance Profit Line . . . For Alliance Products are Pre-Sold for You!



ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio

Directory of

Manufacturers of Television Receivers

(Including Assemblers of TV Sets)

Revised to January 1, 1955

Data as provided in response to questionnaires; some radio manufacturers not regularly makers of TVs.

Asterisk (*) indicates company assembles receivers only, purchasing chassis from others.

ADMIRAL CORP.—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100.

Plants: TV receivers and govt. electronics equipment, 3800 W. Cortland St., Chicago; phonographs, 4150 N. Knox Ave., Chicago; cabinets, 6100 W. Grand Ave., Chicago; TV & radio table receivers, McHenry and Harvard, Ill.; TV table receivers & govt. electronics equipment, Bloomington, Ill.; refrigerators, freezers & ranges, Midwest Mfg. Corp., Galesburg, Ill. (subsidiary); cabinets, Shelbyville, Ind.; plastic cabinets, Molded Products Corp., 4533 W. Harrison St., Chicago (subsidiary); Canadian Admiral Corp., Port Credit, Ont. (subsidiary), Vincent Barreca, president.

Executives: R. D. Siragusa, president; J. B. Huarisa, executive v.p.; L. H. D. Baker, appliances v.p.; W. C. Johnson, v.p. in charge of sales and president of Admiral distributing branches; C. S. Tay, mgr. all branches (New York, Boston, Newark, Jacksonville, Milwaukee, Chicago, Dallas, Oklahoma City, San Francisco, San Diego, Los Angeles, Denver, Grand Rapids, Houston, Washington); Hal Conklin, gen. sales mgr.; T. Stanton Fremont, appliance mdse. mgr.; William B. Doyle, sales mgr., air conditioning-freezer div.; Jack Tenney, sales mgr., refrigerator div.; Buford Melton, sales mgr., contract div.; Martin Sheridan, director of public relations; James R. Oberly, president, and Thomas J. Lloyd, v.p., Admiral International Corp. and Admiral Interamericana Corp.; C. S. Rosate, production v.p. (and mgr. of plants); F. Kazda, purchasing v.p.; Frank H. Uriel, v.p. & general counsel; Edmond I. Eger, v.p.-adv.; E. DeCola, engineering director; E. T. Morton, engineering director, appliances; G. E. Driscoll, secy.; Robert L. Anderson, mgr. market research dept.; Edward C. Madden, traffic mgr.

Washington Representative: John Gilbarte, 408 Albee Bldg.; Sterling 3-9162.

* **AMERICAN TELEVISION INC.**—5050 No. Broadway, Chicago 40, Ill. Wabash 2-2335. U. A. Sanabria, president.

ANDREA RADIO CORP.—27-01 Bridge Plaza N., Long Island City 1, N. Y. Stillwell 4-5411.

Executives: Frank A. D. Andrea, president; Harold J. Heindel, secy. & chief engineer; John Andrea, industrial relations mgr.; Thomas McKenna, credit mgr.; Ramon Masvidal, export mgr.; Bruce B. Donald, purchasing; Joseph Haug, service mgr.; M. J. McNicholas, electronic director; James W. Stafford, sales mgr.

ARF PRODUCTS INC.—7627 Lake St., River Forest, Ill. Forest 9-6000. Arthur H. Maciszewski, president; John J. Pakan, v.p.; Dr. Julius J. Hupert, director of research; Teresa H. Maciszewski, treas.

ARVIN INDUSTRIES INC.—Thirteenth St. & Big Four RR, Columbus, Ind. Telephone: 5521. Factory distributing branch: Arvin Distributors, 150 N. Wacker Dr., Chicago.

Executives: Glenn W. Thompson, chairman and president; Fred Daniel, v.p. purchasing; Harlan Foulke, v.p.; John C. Marshall, v.p. TV-radio sales; Herbert A. Holmes, sales mgr. special products div.; Dee Lenfesty, secy.; Yandell Cline, treas.; T. Earl Robinson, asst. treas.; Paul W. Tanner, director of sales; Weldon L. Payne, sales mgr.; Elmer C. Jorgensen, merchandising mgr.; Arthur J. Richards, field service mgr.

AVCO MFG. CORP. (Crosley and Bendix Home Appliance Divisions)—1329 Arlington St., Cincinnati 25, O. Kirby 6600.

Plants: TV and radio receivers, Cincinnati (W. H. Graham, mgr.); refrigerators, upright receivers & govt. products, Richmond, Ind. (J. D. Taylor Jr., mgr.); TV and radio cabinets, Carrollton, Ky. (J. C. Hamburg, mgr.); ranges and freezers, Nashville, Tenn. (W. R. Lawrence, mgr.). Also makes laundry equipment, home and farm freezers, dishwashers and kitchen equipment (cabinet sinks, wall cabinets, base cabinets, waste disposers, water heaters).

Executives: James D. Shouse, v.p. & gen. mgr.; Parker H. Erickson, executive v.p.; Leonard F. Cramer, v.p. & TV-radio gen. mgr.; C. G. Felix, v.p. & gen. mgr. for govt. products; W. A. MacDonough, gen. mgr. of appliances, distribution & merchandising; J. C. Mihalic, gen. mgr. home appliances; W. H. Graham, mgr. of TV-radio manufacturing; H. J. Allen, gen. sales mgr., TV & radio; James M. Farrell, national field sales mgr., TV & radio; Fred Gregg, mgr. of TV-radio adv. & sales promotion; Richard H. Schneberger, TV-radio national service mgr.; Harlan Bass, director of TV & radio engineering; W. H. Myers, technical asst.; H. C. Tipping, industrial relations director; F. C. Partian, gen. traffic mgr.; Carl Lewis, public relations director; A. E. Cascino, director of marketing; Harvey E. Weimer, market research mgr.

Washington Representative: Frank J. Hughes, World Center Bldg.; Sterling 3-2770.

BACE TELEVISION CORP.—586 Clarendon Court, River Edge, N. J. Collifax 2-1876. Charles N. Bace, president & gen. mgr. Custom-built and remote control sets and industrial TV systems.

* **BELL TELEVISION INC.**—254 W. 54th St., New York 19, N. Y. Judson 6-4350. Martin Sugar, president; Charles C. Schwartz, secy.; Lee Bunting, treas. & chief engineer; Herbert Hewitt, service mgr. Assembles remote receivers and manufactures solderless coaxial connectors, solderless TV receptacles and Yagi antennas and fittings.

BENDIX RADIO, Television and Broadcast Receiver Div., Bendix Aviation Corp.—Baltimore 4, Md. Valley 3-2200.

Executives: E. K. Foster, v.p. & gen. mgr.; Hodge C. Morgan, gen. sales mgr.; C. M. Granger, gen. works mgr.; N. C. Henry, mgr. market research; H. F. B. Kerr, credit mgr.; J. M. Miller, director of engineering & research; H. S. Sacks, director of adv. & sales promotion; C. J. Hassard, gen. merchandise mgr.; J. P. Glover, cabinet design & styling; B. C. Furey, asst. sales mgr.; H. M. Munson, purchasing agent; I. J. Macomber, mgr. of distribution; K. H. Brown, service mgr.; A. C. Boss, chief field engineer.

BROWNE TV—11507 Garvey Ave., El Monte, Cal. Forest 0-8556. John E. Browne, owner.

CALBEST ENGINEERING & ELECTRONICS CO.—828 Highland Ave., Los Angeles 38, Cal. Hollywood 3-2119. I. Dubin, president. Manufactures TV & radio chassis, electronic equipment and remote control for TV.

CALTECH ELECTRONICS CORP.—8930 Lindblade Ave., Culver City, Cal. Texas 0-5745. Herman Kaye, president; Fred Miller, chief engineer; Myron Blackman, sales director.

CAPEHART-FARNSWORTH CO. (a division of IT&T)—3702 E. Pontiac Street, Ft. Wayne, Ind., Eastbrook 7571. Manufactures TV, radio and phonographs, cabinets.

Executives: L. G. Haggerty, president; E. W. Gaughan, v.p. & gen. sales mgr.; P. H. Hartman, v.p.; G. L. Neaderhouser, comptroller; C. H. Wiggins, secy. and general attorney; J. H. Riddel, merchandise mgr.; Ned S. Underhill, director of purchasing; Robert E. Koehler, director of manufacturing; S. A. Morrow, director of advertising; Joseph Conway, director of engineering; L. E. Clements, chief TV engineer; R. C. Woltz, chief radio engineer; John W. Guilfoyle, director of personnel; F. B. Ostman, service mgr.

Washington Representative: 1909 Massachusetts Ave., NW. Hobart 2-0110.

* **CASCADE TELEVISION CO. INC.**—153 Chestnut Ave., Irvington, N. J. Essex 3-6400. Arthur P. Young, president; William Maslo, v.p.; Stephen Yafchak, asst. treas. Assembles custom commercial TVs.

CBS-COLUMBIA (Division of Columbia Broadcasting System Inc.)—Plants & executive offices at 3400 47th Ave., Long Island City 1, N. Y. Exeter 2-3000.

Executives: Seymour Mintz, president; Harry Schecter, v.p. sales; Antony Wright, v.p. engineering; W. James, director of operations; Alvin C. Stewart, controller; Merle Wick, financial administrator; Joseph H. Seider, attorney & director of industrial relations; Gerald Light, director of adv. & sales promotion; David J. Hopkins, sales director; Harold Schulman, service director; Leland G. Stone, design director; Henry A. Pope Jr., credit mgr.; Robert Hartman, govt. operations director; Albert J. Frankel, purchasing agent; Thomas Grieser, works mgr.; Harold M. Zimmerman, purchasing director.

CERTIFIED RADIO LABORATORIES—5507 Thirteenth Ave., Brooklyn 19, N. Y. Gedney 8-8080. M. Sellgsohn, owner. Manufactures TV kits and chassis; also purchases some chassis from others.

* **CIATHAM TELEVISION CO. INC.**—160 East 56th St., New York City. Plaza 5-4892. Nicholas Yannantuono, president; Paul V. Dooley, v.p.; Richard P. Niesz, secy.-treas. Stock line & custom-built sets.

COLORTRONICS INC.—3116½ Sunset Blvd. Los Angeles 26, Cal. Normandy 3-3228. Don Calabria, president. TV sets & chassis, coin-operated sets for hotels.

CONRAC INC.—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p.; K. L. Peyton, treas.; P. C. Kemp, secy.; W. B. Goodman, credit mgr. Manufactures TV & radio sets under Conrac & Fleetwood brands and for private label.

CROSLEY DIVISION—See Avco Mfg. Corp.

DeWALD RADIO MANUFACTURING CORP.—35-15 Thirty-seventh Ave., Long Island City 1, N. Y. Stillwell 4-9334. David Wald, president; Mark Gieser, engineer; Sidney Weinberg, production engineer; Samuel Oichak, gen. sales mgr.; Seymour Wald, asst. sales mgr.

ALLEN B. DuMONT LABORATORIES INC.—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400.

Executives: Allen B. DuMont, president; Stanley F. Patten, v.p.; Keeton Arnett, v.p., administration; Thomas T. Goldsmith Jr., v.p., research; William H. Kelley, v.p. & gen. mgr., manufacturing & sales divs.; Irving G. Rosenberg, v.p., tubes, govt. & communication products; C. Edwin Williams, v.p., govt. contracts & instruments; Alfred Y. Bentley, technical asst. to president; Ted Bergmann, director, broadcasting div.; Bert L. Graham, controller; Bruce T. DuMont, general supt.; Harry Housten, industrial relations director; Jacob H. Ruiter, mgr. public relations; Harold T. Bickford, credit mgr.

Receiver Sales Div.: 35 Market St.; E. Paterson, N. J. William C. Scales, mgr.; Dan D. Halpin, gen. sales mgr.; Jack Siegrist, merchandise mgr.; J. Calvin Affleck, adv. & sales promotion mgr.; Joseph Hatchwell, service mgr.; Sidney Schwartz, product coordinator.

Receiver Manufacturing Div.: 35 Market St., E. Paterson, N. J. Paul Eshleman, mgr.; Morris Spector, asst. mgr. in charge of materials; Humbert Pacini, mgr. engineering; William Paton, mgr. purchasing; Sidney Schwartz, mgr. cabinet; Charles Seelig, mgr. manufacturing; Arthur Durage, industrial engineering; F. Koch, mgr. cabinet inspection dept.

Communication Products Div.: 1500 Main Ave., Clifton N. J. Irving G. Rosenberg, v.p., tubes, Govt. & communication products; R. E. Kessler, div. mgr.; G. S. Gregory, engineering mgr.; C. E. Greenwood, production mgr.; D. M. Christie, inspection & coordination mgr.; W. Okulski, purchasing mgr.; H. Berg, production control mgr.; R. White, manufacturing mgr.; H. Eayrs, test mgr.; G. Throne, order administration mgr.

Television Transmitter Dept.—J. B. Tharpe, national sales mgr.; K. F. Petersen, marketing mgr.; C. E. Spicer, sales operations mgr.; L. C. Radford Jr., eastern district mgr.; H. Bloomberg, central district mgr.; T. Moseley, southern district mgr.; R. Myers, western district mgr.; J. P. Gallagher, industrial TV consultant.

Mobile Communications Dept.—F. M. Link, director of operations; C. J. Harrison, national sales mgr.; W. J. Roche, Eastern sales supervisor; C. F. Faison, southwest sales supervisor; W. J. McFarlin, eastern sales rep.; J. J. Baxter, southern sales rep.; Abner G. Budelman, spare parts sales mgr.; J. F. McCarthy, technical service mgr.

Equipment: UHF and VHF television transmitters, duplexers, notching filters, dummy loads, frequency monitoring and transmitter test equipment, transmitter control equipment, switching equipment, color broadcast equipment and mobile communications equipment.

Transmitting Antennas & Accessories—VHF/UHF antennas, transmission line, wave guide, microwave antennas and reflectors.

Other Station & Studio Equipment—I. O. Camera chains, multi-scanner equipment, video switching & mixing equipment, special effects, central control, color, monitoring, microwave relay, audio, film projection, test equipment.

Closed-Circuit Industrial TV: "Tel-Eye" industrial TV systems.

Community Antenna Equipment: Vidicon broadcast camera chain for local programming.

Cathode-Ray Tube Div.: 750 Bloomfield Ave., Clifton, N. J. F. P. Rice, mgr.; Kenneth A. Hoagland, chief engineer; William Carlin, manufacturing mgr.; Robert Scott, sales mgr.; A. R. Dutcher, purchasing agent; Edwin B. Hinck, mgr. replacement sales. Industrial and special purpose CR tubes.

Instrument Div.: 760 Bloomfield Ave., Clifton, N. J. Dr. P. S. Christaldi, mgr.; G. Robert Metzger, asst. mgr.; A. J. Talamini, engineering mgr.; Emil G. Nichols, sales mgr.; Neil Uptegrove, adv. mgr.; C. Paul Martin, purchasing agent. TV test equipment, cathode-ray oscillographs & accessories, oscillograph record cameras, electronic switches, various types of special electronic equipment.

Government Manufacturing Div.: 35 Market St., E. Paterson, N. J. W. J. McGinnity, mgr.; P. F. Brown, asst. mgr.; J. Feltman, manufacturing mgr.; S. Calafati, engineering mgr.; J. Sheeran, product control mgr.; W. Daley, contract coordinating mgr.; L. Pierce, purchasing mgr.; J. Roman, govt. manufacturing quality control mgr.

Research Div.: 2 Main Ave., Passaic, N. J. Robert T. Cavanagh, mgr. circuit research; Stanley J. Koch, mgr. tube research; Russell G. Pelton, mgr. patents.

International Div.: Empire State Bldg., New York, N. Y. Ernest A. Marx, director; Robert I. Gaines, export mgr.

Government Contracts, Negotiation & Bid Div.: 760 Bloomfield Ave., Clifton, N. J. C. Edwin Williams, director; H. B. Graham, mgr.; J. Nelson Lord, asst. mgr.

Washington Representative: Justin R. Sypher, Pennsylvania Bldg. Metropolitan 8-1232.

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York 11, N. Y. Oregon 5-7000. Also 16th & Coles Sts., Jersey City, N. J. Journal Square 3-5100.

Plants: TV & radio receivers, electronic equipment for Govt., 111 Eighth Ave., New York City; TV & radio receivers, electronic equipment for Govt., 16th & Coles Sts., Jersey City, N. J.; Emerson Research Laboratories, 701 Lamont St., New York, Washington, D. C. Subsidiaries: Jefferson-Travis Inc., 32 Ross St., Brooklyn, N. Y. (woodworking plant); Jules Frank, president; Plastimold Corp., Attleboro, Mass. (plastic cabinets, etc.); Dorman D. Israel, president; Stanley L. Abrams, treas.; John Stenberg, asst. secy.; Arthur Grossberg, asst. treas.; Emerson Radio Export Corp., 111 Eighth Ave., New York City (Max Abrams, president; J. Kattan, v.p.); Quiet Heat Mfg. Co., Newark (air conditioners; John D. Small, president).

Executives: Benjamin Abrams, president; Max Abrams, secy.-treas.; Dorman D. Israel, executive v.p.; Edward J. Kelly, production v.p.; Harvey Tullio, purchasing v.p.; R. T. Capodanno, engineering v.p.; S. W. Gross, sales v.p. & asst. to pres.; Morton Rome, govt. contracts v.p.; Abraham Vogel, controller; Raymond Herzog, asst. secy.;

Fred Abrams, asst. to treas.; G. H. Geick, asst. to exec. v.p.; Michael Kory, director of sales; Joseph Kattan, distribution & export mgr.; Stanley M. Abrams, director of distributors; Edward Kantrowitz, adv. mgr.; Albert Leon, sales promotion mgr.; Michael Ames, mgr. publicity & public relations; George Cohen, eastern sales mgr.; Arnold Henderson, director of sales administration; Leo Hahn, TV-radio sales mgr.; William Vassar, chief engineer; Walter Lukas, chief TV engineer; F. J. Berger, chief radio engineer; L. G. Zucker, chief mechanical engineer; Dr. Werner Auerbacher, chief engineer, special projects; Stanley L. Abrams, director of material div.; I. M. Koenigsberg, director of purchases; Floyd Makstein, mgr. parts, sales-service dept.; William Kay, mgr. parts dept.; H. Bernstein, mgr. service dept.; Peter Certo, mgr. industrial personnel; Richard A. Bobbe, mgr. office personnel; Samuel Portnoy, traffic mgr.; M. F. Blakeslee, mgr. of distributor relations; Israel Levine, distribution mgr.; Dr. H. Goldberg, director, Emerson Research Laboratories; Dr. D. Burcham, asst. director, Emerson Research Labs.; Louis G. Pacent Jr., works mgr.

Washington Representative: W. Toole, 701 Lamont St. NW. Tuckerman 2-6800.

FADA RADIO & ELECTRIC CO. INC.—525 Main St., Belleville, N. J. Plymouth 9-8100. J. M. Marks, president; S. J. Marks, v.p.; D. I. Marks, secy.-treas.; I. N. Marks, asst. secy.; H. H. Carlsh, asst. treas. & controller.

***GARD RADIO CORP.—Wholly-owned subsidiary of Wilcox-Gay Corp.; see Wilcox-Gay Corp.**

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N. Y. Telephone 76-4411.

Executives: Ralph J. Cordiner, president; Roy W. Johnson, executive v.p., appliance & electronics group; Walter R. G. Baker, v.p. & gen. mgr., Electronics Div.

ELECTRONICS DIVISION, Syracuse: Walter R. G. Baker, v.p. & gen. mgr.; Ernest H. Vogel, mgr. marketing; Ira J. Kaar, mgr. engineering; William M. Barker, mgr. manufacturing; George L. Chamberlin, mgr. finance; Clyde H. Harrison, mgr. employe & plant community relations; Robt. M. Estes, counsel; Dr. George Halier, mgr. laboratories.

Radio & TV Dept.: Herbert Riegeiman, gen. mgr.; Eugene F. Peterson, mgr. marketing; Arthur A. Brandt, gen. sales mgr.; Paul H. Leslie, TV sales mgr.; Joseph F. Effinger, sales mgr. color receivers; Raymond V. Buiavid, radio sales mgr.; Dunham S. Beldon Jr., sales mgr. national accounts; Thomas J. Nicholson, parts sales mgr.; George A. Bradford, adv. & sales promotion mgr.; John F. McAllister, mgr. product planning; Lyman E. Fink, mgr. engineering; Aubrey E. Goodwin, mgr. manufacturing; Walter A. Peterson, mgr. finance; John D. Walter, mgr. materials; Wm. L. Parkinson, mgr. product service; J. Kenneth Ryan, mgr. marketing administration; Lee Schoenfeldt, mgr. marketing research; R. Lawrence Howes, mgr. employe relations. Plants at Syracuse (TV), Utica (radio) & Auburn, N. Y. (govt. equipment & radio-TV parts).

Tube Dept.: 1 River Road, Schenectady 5, N. Y. Telephone: 4-2211. J. Milton Lang, gen. mgr.; K. C. De Walt, mgr. engineering; Grady L. Roark, mgr. sales; G. W. DeSouza, mgr. equipment tube sales; John T. Thompson, mgr. replacement tube sales; Eugene H. Fritschel, mgr. govt. tube sales; George W. Henyan, mgr. intra-company sales; Thomas B. Jacobs, mgr. Washington, D. C. office; Alfred L. Champigny, mgr. adv. & sales promotion.

Components Dept.: Edward J. Hulse, gen. mgr.; Edward A. Malling, mgr. marketing; R. James Biele, mgr. engineering; R. W. Trickey, mgr. manufacturing; Howard M. Rumbaugh, mgr. finance; John M. Simpson, mgr. employe relations. Plants at Syracuse, N. Y.; Wabash, Ind.; Rockford, Ill.; Springfield, N. J.

Commercial Equipment Dept.: William J. Morlock, gen. mgr.; Robert H. Platt, mgr. finance. Plants at Syracuse, Utica & Clyde, N. Y.

Broadcast Equipment—Paul L. Chamberlin, gen. mgr.; Frank P. Barnes, mgr. marketing; Albert F. Wild, mgr. sales; Charles J. Simon, mgr. product planning; C. Wesley Michaels, mgr. marketing research & administration; M. Roy Duncan, mgr. product service; Roy D. Jordan, mgr. advertising & sales promotion; C. Graydon Lloyd, mgr. engineering; Genn E. Lord, mgr. manufacturing; D. H. Cutler, mgr. employe relations.

Communication Equipment—Harrison VanAken, gen. mgr.; Lacy W. Goostree, mgr. marketing; Robert L. Casselberry, mgr. product planning; L. R. Sheeley, mgr. sales; H. N. McNeill, mgr. product service; G. H. Floyd, mgr. adv. & sales promotion; Charles M. Heiden, mgr. engineering; B. R. White, mgr. manufacturing.

Germanium Products—H. Brainerd Fancher, gen. mgr.; James M. Sweeney, mgr. marketing; E. O. Vandeven, mgr. product planning; G. O. Wheelock, mgr. marketing administration & research; R. H. Rudolph, mgr. sales; S. R. Tedford, mgr. adv. & sales promotion; James E. Keister, mgr. engineering; Theodore E. Jamro, mgr. manufacturing.

Heavy Military Electronics Equipment Dept.: John J. Farrell, gen. mgr.; V. M. Lucas, mgr. marketing; E. J. Brown, mgr. sales; P. G. Fritschel, mgr. product service; F. J. Schenk, mgr. marketing research & product planning; F. Gangberg, mgr. marketing administration; Edward F. Herzog, mgr. engineering; Joseph A. Barratt, mgr. manufacturing; Dyle L. Henning, mgr. finance; William O. Johnson, mgr. employe relations. Plant at Syracuse, N. Y.

Light Military Electronics Equipment Dept.: Herman F. König, gen. mgr.; Lee K. Alexander, mgr. marketing; W. F. Hafstrom, mgr. sales; C. W. Nelson, mgr. product service; R. T. Pennington, mgr. marketing administration; B. Parran, mgr. market research and product planning; Marwin R. Johnson, mgr. engineering; Harold E. Rice, mgr. manufacturing; James A. Cadwallader, mgr. finance; Gilbert T. Garber, mgr. employe & plant community relations; Cyril J. Statt, mgr. quality control. Plant at French Road, Utica, N. Y.

"You got a great future" ... with

DU MONT[®]



**Du Mont Wide Horizon
TREVOR**
New! Contemporary styling
in mahogany, walnut, or
limed oak grain finish.

WIDE



**Du Mont
Wide Horizon KENDALL**
New! Traditional styling in
mahogany or limed oak
grain finish.

HORIZON

**BIGGEST 21-inch Picture...
in every model!**

BIGGER picture... **BIGGEST**, wide-open 21-inch!
BETTER reception... new high power, high quality circuits!
BRIGHTER contrast... new depth and detail from extra power!

IT'S GREAT MERCHANDISE... made
for bigger viewing, bigger values,
bigger sales!

3 GREAT NEW MODELS... to com-
plete a great line! All with those
packed-in values that *sell* Du Mont.
feature by feature! All 3 have

record player outlets... continuous
tone controls... reflection-free, dust-
sealed viewing... "extras" *every-
where*.

"**YOU GOT A GREAT FUTURE** with
Du Mont"... with so much *more*
value to offer... and those *greater*
Du Mont discounts!

WHO'S FOR HONOLULU?

Join the Du Mont Wide Horizon Window and Store Dis-
play Contest for retailers and distributors' salesmen...
and WIN!

GRAND PRIZE ... a flying trip and 5 days in
glorious Hawaii (or \$500 cash
if you can't get away!)

**80 OTHER GREAT PRIZES! ASK YOUR DU MONT
DISTRIBUTOR'S SALESMAN FOR FULL DETAILS!**



See these 3 newest,
Wide Horizon Telesets* at
the **FURNITURE MART**
JAN. 3 to 14—Du Mont Suite 218

(and get your picture taken
FREE with "CAPTAIN VIDEO" ...
to take home to Junior!)



**Du Mont Wide Horizon
LANCASTER**
New! Modern styling in
mahogany or limed oak
grain finish.

Everybody knows there is only one



FIRST WITH THE FINEST IN TELEVISION

PHONE YOUR NEAREST DU MONT DISTRIBUTOR FOR FULL INFORMATION OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver
Division, East Paterson, New Jersey. Conodion Affiliate: Conodion Aviation Electronics, Ltd., Du Mont Television Division, Montreal, Canada.

Spring 1955 Edition

GOTHAM TELEVISION CORP. (formerly Harold Shevers Inc.)—123 W. 64th St., New York 23, N. Y. Trafalgar 3-3787. Harold Shevers, president & treas.; Beatrice Shevers, v.p. & secy.; Harry Snyder, general mgr.; Gregory Baraks, merchandise controller. Manufactures private label sets only.

GUILD RADIO & TELEVISION CO.—8162 Beverly Blvd., Los Angeles 48, Cal. Webster 3-5707. Jack E. Ackerman and Lou Dolgin, partners. Manufacturers of Guild brand TVs and Spice Chest and Country Belle Telephone radios.

HALLICRAFTERS CO.—4401 W. Fifth Ave., Chicago 24, Ill. Van Buren 6-6300.

Plants: TV, radio, communications receivers, govt. electronic, general & sales offices, laboratory, 4401 W. Fifth Ave., Chicago, Ill. Components, communications and military, national service dept., Hallcrafters-Chicago Inc. (factory branch), 4401 W. 45th St., Chicago, Ill.; Hallcrafters-Milwaukee Inc. (factory branch), 2976 N. Third St., Milwaukee, Wis.; Hallcrafters Canada Ltd., Don Mills, Ont.

Executives: William J. Halligan, chairman; R. W. Durst, president; David P. Higgins, v.p. govt. contracts; Col. Mark E. Smith, administrative asst. to pres.; M. P. Heinz, asst. treas.; E. J. Corcoran, asst. secy.; Fritz Franke, products mgr.; M. D. Kelly, director of marketing for TV & home radio; W. J. Halligan Jr., director of marketing for communications sales; Maj. Gen. James S. Willis, coordinator of research & development; Wm. H. Shaw, national service mgr.; Caleb A. Snea, TV-radio distribution mgr.; A. Raymond Bermond, adv. mgr.; Wayne Thorstensen, credit mgr.; Robert F. Halligan, operations mgr.; Charles Carroll, director of engineering; J. C. Mathews, director of purchasing; A. Dambrauskas, service mgr.; Daniel F. Shea Jr., engineering liaison executive for govt. contract div.

HOFFMAN ELECTRONICS CORP.—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Also 820 Atlantic Ave., N. Kansas City, Mo. Baltimore 7788. H. L. Hoffman, president; C. E. Underwood, v.p. & treas.; Herbert S. Hazeltine, secy.

Television Div.: 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151. M. G. Whitney, director of engineering & manufacturing; R. W. Westerfield, director of purchasing; Paul G. Holst, chief engineer; Raymond W. Meyer, gen. quality control mgr.; J. D. Fortanova, designer; John Stevens, director of cabinet production & procurement; B. J. Smillie, buyer of TV cabinets; J. S. McGee, asst. treas.; R. L. Unger, personnel director; Leonard L. Roberts, product supt. (Kansas City plant).

Television Sales Div.: 3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. W. L. Stickle, gen. sales mgr.; D. D. Spence, asst. sales mgr. & export mgr.; George M. Hakim, adv. director; E. G. Junge, credit mgr.; J. T. McAllister, national service mgr.

Hoffman Laboratories Inc. Div.: 3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Howard C. Briggs, exec. v.p. & gen. mgr.; G. M. Hafner, v.p. & director of manufacturing; Carlton Wasmandorff, v.p. & director of engineering; R. A. Gingrich, director of purchasing; John W. Atwood, staff asst. to exec. v.p.; R. O. Vaughan, gen. sales mgr.; N. W. Horner, mgr. govt. contract dept.; Bruce L. Birchard, mgr. patent dept.; Robert R. Waldron, personnel director; W. N. Hurst, asst. treas.

Hoffman Laboratories Sales Div.: 3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Paul E. Bryant, gen. mgr. Pacific coast.

Hoffman Sales Corp. of Los Angeles: 426 W. College St., Los Angeles 12, Cal. Madison 2171. Jack F. Herbst, gen. mgr.

Hoffman Sales Corp. of San Francisco: 450 Ninth St., San Francisco 3, Cal. Underhill 3-6727. John N. Barker, branch mgr.

Hoffman Sales Corp. of Missouri: 820 Atlantic Ave., N. Kansas City, Mo. Baltimore 7788. Norfiet Callicott, branch mgr.

Hoffman Sales Corp. of Portland: 600 S. E. Stark St., Portland 14, Ore. Fillmore 3235. Tom E. Mumford, branch mgr.

Hoffman Sales Corp. of Long Beach: 668 W. 16th St., Long Beach, Cal. Long Beach 7-3875. Richard A. Scott, branch mgr.

Eastern Regional Office: Washington Bldg., Washington 5, D. C. Sterling 3-4658. J. S. Campbell, acting mgr.; J. W. Jones; J. H. Heck.

Midwestern Regional Office: Harries Bldg., Dayton 2, O. Adams 8434. W. N. Hill, mgr.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., president & chief engineer; L. M. Rehak, plant mgr.; R. J. Harrington, sales mgr.; Joseph Weinberg, purchasing agent. Private label sets only.

KAYE-HALBERT CORP.—3623 Eastham Dr., Culver City, Cal. Texas 0-4891. Harry Kaye, president; David Kaye, production mgr.; Morris Adler, controller.

KENT TELEVISION INC.—505 Driggs Ave., Brooklyn, N. Y. Evergreen 8-2272. Jack Mendelson, gen. mgr.; Benjamin Wax, sales mgr.

LION MANUFACTURING CORP.—2640 W. Belmont Ave., Chicago 18, Ill. Cornelia 7-6060. Raymond T. Moloney, president; Andrew J. Renn, executive v.p. & gen. mgr.; Herbert B. Jones, v.p. govt. contracts; Donald E. Hooker, chief engineer; Herbert C. Kyle, purchasing director; Paul H. Eckstein, gen. mgr.; TV & radio div.; Harold J. Adler, chief TV-radio engineer.

MAGNAVOX CO.—Bueter Rd., Fort Wayne 4, Ind. Eastbrook 5471.

Plants: Govt. products, Bueter Rd., Fort Wayne; TV-radio-phonographs, Magnavox Co. of Tennessee, Greeneville, Tenn.; loudspeakers, solenoids, Kentucky Division, Paducah, Ky.; veneers & plywood, Chautauqua Plywood Corp., Jamestown, N. Y.

Executives: Richard A. O'Connor, chairman; Frank M. Freimann, president; Gerard M. Ungaro, v.p. & secy.; Richard A. Wilson, v.p. & gen. mgr. industrial & defense products

div.; M. Barry Carlton, gen. mgr. govt. products; Edwin S. Pridham, v.p.; J. S. Sturgeon, v.p. & treas.; Stewart Roberts, merchandising mgr. & asst. sales mgr.; Ray J. Yeranko, service mgr.; Ellis Redden, director of adv.; John Rankin, v.p. in charge of engineering; R. H. Dreisbach, chief, govt. engineering; R. Thornesen, director, Los Angeles research lab.; Robert W. Sanders, chief TV design engineer; F. H. Goldsmith, chief components design engineer; Judson West Jr., chief, chemical engineering; John Cornell, chief test equipment engineer; J. A. Kinsella, chief, engineering services; C. L. Welbaum, chief cabinet designer; G. D. McClaren, director of industrial relations; M. J. Hayes, director of purchases; R. H. G. Mathews, gen. sales counsel, high-fidelity div.; Russ Weber, sales training mgr.

Washington Representative: Frank P. Mulgannon, 815 15th St. N.W. Metropolitan 8-6515.

MAJESTIC RADIO & TELEVISION—Div. of Wilcox-Gay Corp. See Wilcox-Gay Corp.

MARS TELEVISION INC.—112-33 Colonial Ave., Corona, L. I., N. Y. Twining 8-1000. Miles Breger, president.

MATTISON TELEVISION & RADIO CORP.—10 W. 181st St., New York 53, N. Y. Cypress 8-1400. Richard Mattison, president and treas.; Howard Leban, v.p. Manufactures custom line of TV receivers under own brand name, private label sets and cabinets.

MIDWEST RADIO & TELEVISION CORP.—909 Broadway, Cincinnati 2, O. Main 2371. Spencer W. Cunningham, president. Also manufactures AM-FM and short wave band radios.

MOTOROLA INC.—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500.

Plants: Administration, consumer products sales, advertising & engineering, TV & radio receivers, 4545 Augusta Blvd., Chicago 51, Ill.; communications & electronics div., 4501 Augusta Blvd., Chicago 51; national defense (govt. contract dept.), 2706 Clybourn Ave., Chicago 14; communications & electronics, radio & TV service and parts manufacturing, 1450 N. Cicero Ave., Chicago 51; TV final assembly, 9401 W. Grand Ave., Franklin Park, Ill.; radio receivers, 31st & Main Sts., 17th & Locust Sts., and Main & Broadway, Quincy, Ill.; consumer products research lab., 1915 N. Elston Ave., Chicago 22; Motorola Research Lab., 3102 N. Ingleside Dr., Phoenix, Ariz.; Motorola Riverside Lab., 312 E. Ninth St., Corona, Cal.; Canadian subsidiary, Motorola Canada Ltd., 211 Geary Ave., West Toronto, Ont.

Branches (sales & service): Motorola-Chicago Co., 650 N. Pulaski Road, Chicago 24; Motorola-Detroit Co., 131 Lyndon Ave., Detroit 27; Motorola-New York, 29 Hunterspoint Ave., Long Island City 1, N. Y.; Motorola-Philadelphia Co., 120 S. 30th St., Philadelphia 4; Motorola-Baltimore Co., 522 Light St., Baltimore 5; Motorola-Canada Ltd., 211 Geary St., West Toronto, Ont. Motorola Communications and Electronics Inc., 916 N. Kilbourn Ave., Chicago 51.

Executives: Paul V. Galvin, president; Robert W. Galvin, executive v.p.; Elmer H. Waverling, v.p. consumer products engineering; Frank J. O'Brien, v.p. purchasing; Edwin P. Vandewick, treas. & finance v.p.; Charles E. Green, secy. & corporation counsel; Edward R. Taylor, v.p. merchandising & asst. to president; David H. Kutner, director of adv.; Allen Center, director of public relations; Daniel E. Noble, v.p. communications & electronics div.; J. Benton Minnick, mgr. national defense dept.; Eugene S. Goebel, communications & electronics sales mgr.; Walter B. Scott, manufacturing v.p.; Joseph A. Chambers, mgr. Phoenix lab; John F. Byrne, mgr. Riverside lab; Virden E. Seranton, mgr. Canadian plant.

MUNTZ TV Inc.—1000 Grey Ave., Evanston, Ill. Hollycourt 5-1800. Earl W. Muntz, president; Rex Wilson, chief engineer. Parent company and sales organization for sets manufactured by Tele-Vogue Inc. and Muntz Industries Inc.

OLYMPIC RADIO & TELEVISION Inc.—34-01 38th Ave., Long Island City 1, N. Y. Stilwell 4-6961.

Executives: A. A. Juviler, chairman; Morris Sobin, president & gen. mgr.; Herbert Kabat, sales v.p.; Albert Friedman, merchandising consultants; Louis Haber, treas.; Abraham Cooper, secy.; T. W. Butcher, asst. to pres.; Jack Ravdin, v.p. in charge of engineering; E. Lee Siegmund, chief TV engineer; Milton Auster, field sales mgr.; B. Borella, plant mgr.; W. Hezyl, director of purchases; D. Gerstein, mgr. govt. contracts div.; Don Packer, service mgr.; Robert S. Burros, adv. & sales promotion mgr.

Subsidiaries: Olympic Appliances Inc., New York City; J. Heizen, president. Olympic of Chicago Inc.; M. Schwartz, president.

PACIFIC MERCURY TELEVISION MANUFACTURING CORP.—8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Also manufactures private label sets for Sears, Roebuck, et al. (Part owned by Sears, Roebuck.) TV & electronics plant, 8345 Hayvenhurst Ave., Sepulveda, Cal.; cabinets & wood-working, 14500 Aetna St., Van Nuys, Cal.

Executives: Joe Benaron, president & chairman; Stanley Cutler, v.p., director of engineering; Sidney G. Klier, v.p. production; T. M. Horwith, secy.-treas.; Samuel Reisman, asst. secy.-counsel; Joel H. Axe, govt. contracts; F. Roy Chilton, merchandise mgr.; Bernard Diener, chief engineer, TV & radio; Malcolm Ross, director of purchasing.

Subsidiary: Pacific Mercury Sales Corp., 8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Distributor of Pacific Mercury branded merchandise. Joe Benaron, president; Samuel Reisman, secy.; T. M. Horwith, treas. & asst. secy.

PACIFIC VOGUE RADIO & TELEVISION CO.—1023 E. Adams Blvd., Los Angeles 11, Cal. Richmond 7-9481. Lee Rubinstein, president.



A Supersonic Phone Booth

This fellow's two-way conversation is vital! For zooming along at the speed of sound, there's no time for delays. His calls *must* get through . . . *and they will* because the communication equipment he's using, like the electronic safeguards built into his plane, are the ultimate in engineering achievement . . . superior to those of any other nation . . . superior to those that were considered the miracles of science only yesterday. Much of the highly perfected and secret equipment now being used by the Air Force and several other Branches of the Service is developed and produced by Hallicrafters, a "Primary Producer" for the United States Armed Forces.

hallicrafters

4401 West Fifth Avenue, Chicago, Illinois

World's leading exclusive manufacturers of
communications radio

HALLICRAFTERS FACILITIES ARE NOW BEING USED FOR THE DEVELOPMENT AND PRODUCTION OF: GUIDED MISSILE CONTROL EQUIPMENT •
COMMUNICATIONS EQUIPMENT • COUNTERMEASURE EQUIPMENT • COMBAT INFORMATION CENTER •
HIGH FREQUENCY ELECTRONIC EQUIPMENT • MOBILE RADIO STATIONS • MOBILE RADIO
TELETYPE STATIONS • PORTABLE TWO-WAY COMMUNICATIONS EQUIPMENT • RADAR RECEIVERS
AND TRANSMITTERS (ALL FREQUENCIES) • RADAR EQUIPMENT

PACKARD-BELL CO.—12333 W. Olympic Blvd., Los Angeles 64, Cal. Arizona 7-6721.

Plants: TV & radio receivers, phonographs, recorders, govt. electronic equipment, cabinets, air conditioners, 12333 W. Olympic Blvd., Los Angeles; flush door & bldg. supplies, Bellwood, Cal. (a wholly-owned subsidiary), 913 E. Fourth St., Santa Ana, Cal. (Willard Bell, president; John Sawyer, v.p. & gen. mgr.); service dept., 1101 S. Hope St., Los Angeles, Cal. (Carl Duffy, div. service mgr.).

Executives: H. A. Bell, president; Robert S. Bell, exec. v.p.; Joe M. Spain, v.p.; Lowell R. Day, secy.-treas.; Kenneth R. Johnson, gen. sales mgr.; J. P. Gleis, plant mgr.; Robert E. Hogan, director of personnel; W. P. Kennedy, purchasing agent; William H. Moore, William H. Beretish, asst. to president; C. A. Nichols, director of engineering; J. W. Kelso, cabinet designer; J. A. Spies, controller; A. H. Suard, cabinet shop mgr.; C. Lombardo, tool & die div. mgr. Govt. contracts div.; Orrin Bowers, chief engineer Govt. contracts div.; A. J. Spriggs, production mgr.; Edward A. Roppel, plant supt.; George W. Fenimore, administrative mgr.; William H. Bailey, Washington representative; William A. Winckler, material supt.; Douglas J. Slader, project administrator; A. Robert Snyder, Dayton representative.

PHILCO CORPORATION—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100.

Plants: Main plant, Tioga & C Streets, Philadelphia. Automobile radio, Sandusky, O. (Lionel Searle, mgr.). TV & radio cabinets, Watstown Cabinet Div., Watstown, Pa. (Fred W. Rombach, gen. mgr.; W. Frazier, works mgr.). Coils & tuning units, Croydon, Pa. (Daumant Kusma, mgr.); Cathode ray & receiving tubes, Lansdale Tube Co., Lansdale, Pa. (John M. Palmer, mgr.; Raymond M. Cotter, plant mgr.). Refrigerators, Connersville, Ind. (Samuel N. Regenstrief, v.p. manufacturing). Electric Ranges, Mt. Clemens, Mich. (Henry H. Hubbard, v.p.). Washing machines and dryers, Fairfield, Ia. (Tom B. Hunt, pres. Dexter Div.).

General Corporate Officers: William Balderston, chairman of board; James H. Carmine, president; John M. Otter, exec. v.p.; Harold W. Butler, v.p. industrial relations; William H. Chaffee, v.p.; Joseph H. Gillies, v.p.; Larry F. Hardy, v.p. product development; Russell L. Heberling, v.p.; Robert F. Herr, v.p.; Thomas A. Kennally, v.p. & chairman distribution committee; Raymond B. George, v.p. merchandising; Henry T. Paiste, v.p. product performance & service; Courtney Pitt, v.p. finance; Samuel N. Regenstrief, v.p.; O. O. Schreiber, v.p.; James M. Skinner Jr., v.p.; David B. Smith, v.p. research; John S. Timmons, v.p. real estate; Leslie J. Woods, v.p., director of research & engineering; Philip Dechert, gen. counsel; William R. Wilson, treas.; Ernst E. Baruther, controller; Charles F. Steinruck, secy.; William Wight, director, public relations; Morgan Greenwood, gen. adv. mgr.

TV Division: Frederick D. Oedlby, v.p. & gen. mgr.; James M. Skinner Jr., v.p.; Palmer M. Craig, v.p., engineering; William J. Peltz, v.p., operations; John L. Utz, sales mgr.

Radio Division: William H. Chaffee, v.p. & gen. mgr.; John J. Moran, sales mgr., home radios.

Appliance Division: Raymond A. Rich, v.p. & gen. mgr.; Albert J. Rosebraugh, v.p., sales-refrigerator products; Walter H. Eichelberger, v.p., merchandising; Harold W. Schaefer, v.p., engineering; Samuel N. Regenstrief, v.p., manufacturing; Jack Cherry, sales mgr., air conditioners.

Govt. & Industrial Division—4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 8-4000. Joseph H. Gillies, v.p. & gen. mgr.; Joseph A. Lagore, operations mgr.; James D. McLean, gen. sales mgr.; M. L. Gaskill, adv. mgr.

Technical Representative Division: Robert F. Herr, v.p.

Electric Range Operation: Henry H. Hubbard, v.p., Mt. Clemens, Mich.

Dexter Division: Tom B. Hunt, president; Ward L. Hunt, executive v.p.

Accessory Division: James J. Shallow, gen. mgr.

Auto Radio Division: Martin F. Shea, v.p. in charge & mgr. of Detroit operations.

Lansdale Tube Co., Lansdale, Pa.: John M. Palmer, mgr.

Philco Distributors Inc.: Harold R. Sheer, v.p. & gen. mgr. (Philco has own distributorships in New York, Philadelphia, Chicago, Los Angeles).

Philco International Corp.: Sydney L. Capell, president; W. R. Wilson, v.p.-treas.; R. L. Romeyn, v.p. Latin America; F. J. Willard, v.p. Europe, Africa, Asia; Ovid Riso, v.p., advertising.

Philco Corp. of Canada Ltd.—1244 Dufferin St., Toronto, Ont. Oliver 2381. Sydney L. Capell, president; W. R. Wilson, v.p.-treas.; W. H. Jeffery, v.p. & gen. mgr.; Philip Dechert, gen. counsel; C. F. Steinruck, secy.; Harry R. Carradus, asst. treas.

PHILHARMONIC RADIO & TELEVISION CORP.—235 Jersey Ave., New Brunswick, N. J. Charter 7-3700. Same principals as Radio & Television Corp.

Executives: Bernard H. Lippin, chairman; Leslie Evan Roberts, president; Eli Saltz, manufacturing v.p.; M. J. Morris, engineering v.p.; Helen Nordlinger, sales administration; Harold Beck, director of purchasing; E. T. Reid, director of labor relations; Carl Graves, contract relations; Harry Harding, mgr. field service.

PHILMORE MANUFACTURING CO. INC.—113 University Place, New York, N. Y. Algonquin 4-3363. M. L. Granat, president; Gary Granat, v.p.; Murray Granat, treas.; Gerald L. Granat, secy.; Reginald Burke, chief engineer; Milton Greenker, purchasing agent. Also manufacturers kits.

PILOT RADIO CORP.—37-06 36th St., Long Island City, N. Y. Stillwell 4-5455. Isidor Goldberg, president; Joseph N. Benjamin, v.p.; I. W. Wyckoff, secy.-treas.; Frank Hajek, works mgr.; Abraham Bleich, asst. sales mgr.; Richard Shottenfeld, chief engineer.

PRESCOTT TELEVISION CO.—7350 Beverly Blvd., Los Angeles 36, Cal. Webster 3-7193. Morris Prescott & B. W. Reagan.

RADIO CORPORATION OF AMERICA—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000.

Plants: Camden—Govt. & communications equipment; broadcasting, theatre, sound & industrial equipment; TV apparatus. Indianapolis—TV receivers, phonographs and recording tubes. Bloomington, Ind.—TV receivers. Cantonburg, Pa.—Radios. Cincinnati—Miniature tubes. Detroit—Motion picture projectors. Harrison, N. J.—Receiving tubes. Hollywood, Cal.—Recording studio & records. Los Angeles—Govt. communication equipment. Lancaster, Pa.—Kinescope, power TV camera and special purpose tubes. Marion, Pa.—Kinescope tubes and luminescent power. New York City—Records and recording studio. Monticello, Ind.—TV cabinets. Moorestown, N. J.—Special govt. apparatus. Hamilton, O.—Gas and electric ranges (RCA Estate Appliance Corp.). Cambridge, O.—Record players and TV receiver parts. Findley, O.—Electronic component parts. Rockaway, N. J.—Phonograph records. Woodbridge, N. J.—Tubes.

Consumer Products: Robert A. Seidel, executive v.p.

RCA Victor Television Div.—H. G. Baker, v.p. & gen. mgr.; C. P. Baxter, asst. gen. mgr.; John B. Davidson, purchasing agent; R. W. Saxon, gen. sales mgr.; D. D. Cole, chief engineer; W. E. Albright, gen. plant mgr.; A. B. Mills, mgr. merchandise; G. K. Bryant, controller; J. M. Williams, adv. & sales promotion mgr.; J. J. Brant, personnel mgr.; H. M. Rundle, mgr. product development.

RCA Victor Radio and "Victrola" Div.—J. M. Toney, gen. mgr.; Louis J. Collins, sales mgr.; Orlo D. Center, controller; J. L. Franke, chief engineer; Thomas S. Weeks, mgr. production dept.; Alexander D. Burt, mgr. record changer engineering; Paul R. Bennett, mgr. radio-phonograph engineering; A. R. Baggs, mgr. product planning; Russell E. Conley, adv. & sales promotion mgr.

Record Div.—Emanuel Sacks, v.p. & gen. mgr.; H. L. Letts, asst. gen. mgr.; G. R. Marek, mgr. artists & repertoire; A. L. McClay, gen. plant mgr.; L. Kanaga, mgr. commercial sales & merchandise; J. P. Davis, mgr. custom records; R. Bradell, purchasing agent; W. I. Alexander, adv. mgr.; E. B. Dunn, controller; J. R. Cariton, mgr. popular artists & repertoire; A. Hayes, mgr. red seal artists & repertoire; J. Hilliard, mgr. "X" record dept.

Air Conditioning Dept.—Austin Rising, gen. mgr.; W. F. Carolan, mgr. sales; S. D. Conley, mgr. merchandise; T. H. Ford, mgr. engineering; P. W. Grover, adv. mgr.

RCA Estate Appliance Corp.—Paul Barkmeier, president.

RCA Service Co. Inc.—E. C. Cahill, president; D. R. Creato, v.p. & gen. counsel; G. W. Pfister, treas. & controller; W. J. Zaun, mgr. quality; J. F. Murray, personnel mgr.; D. H. Kunsman, v.p. consumer products service dept.; P. B. Reed, v.p. serv. service dept.; W. L. Jones, v.p. technical products service dept.; A. L. Spaeth, mgr. purchasing; R. N. Baggs, gen. sales mgr.; G. F. Sandore, mgr. technical products sales & merchandising; C. E. Johnson, mgr. operations; Conrad E. Odden, mgr. commercial service. H. A. Poole, adv. mgr.; R. H. Newton, custom service operations.

RCA Victor Distributing Corp.—Offices in Chicago, Detroit, Buffalo, Kansas City, Davenport, Ia., Los Angeles, Grand Rapids. W. M. Norton, president; J. A. Curl, secy.-treas.; H. C. Chapman, v.p. Southern California dept.; N. A. Corbett, v.p. Chicago dept.; C. A. Malin, v.p. Detroit dept.; W. E. Boss, v.p. Buffalo dept.; E. E. Hart, v.p. Kansas City dept.; L. A. Baumgartner, v.p. Davenport dept.; A. W. Sayers Jr., mgr. Grand Rapids dept.

RCA Institutes Inc.—George F. Maedel, president.

Electronic Products: W. W. Watts, executive v.p.

Engineering Products Div.—T. A. Smith, v.p. & gen. mgr.; T. W. Massoth, mgr. operations control; M. C. Batsel, chief engineer; Maj. Gen. Wm. L. Richardson, mgr. of defense projects coordination; A. L. Malcom, mgr. production; W. E. Lloyd, controller; N. J. Campello, mgr. personnel; J. P. Taylor, mgr. adv. & sales promotion; H. C. Elwes, mgr. sales coordination; R. H. Holes, administrator contracts; L. A. Connelly, mgr. govt. dept.; A. R. Hopkins, mgr. broadcast marketing; C. M. Lewis, mgr. communications marketing; G. L. McKenna, mgr. theatre & industrial marketing; H. Trimble, mgr. Bismac marketing; H. Swartz, purchasing agent; Washington Representative: F. H. Engel, asst. to v.p.

Tube Div.—Douglas Y. Smith, v.p. & gen. mgr.; W. H. Painter, mgr. operations control; S. A. Walton, controller; F. L. McClure, mgr. personnel; G. R. Shaw, chief engineer; T. J. Scanlon, purchasing agent; L. S. Thees, gen. commercial mgr.; Lee F. Holleran, gen. marketing mgr.; H. F. Randolph, mgr. receiving tube operations; C. E. Burnett, mgr. cathode-ray & power tube operations; G. C. Brewster, mgr. electronic components operations; H. S. Stamm, mgr. adv. & sales promotion; Harry R. Seelen, mgr. of color kinescope operations; A. M. Glover, mgr. semi-conductor operations; Harold F. Bersche, marketing services mgr.

THE RADIO CRAFTSMEN INC.—4401 N. Ravenswood Ave., Chicago 40, Ill. Uptown 8-4000. John H. Cashman, president; Joseph Hajek, credit mgr.; Larry Hermann, asst. sales mgr.; Robert Grodinsky, chief engineer. AM-FM tuners, amplifiers, preamplifiers.

RADIO & TELEVISION CORP.—See Philharmonic Radio & Television Corp.

RADIO & TELEVISION INC. (Brunswick division)—119 W. 57th St., New York 19, N. Y. Judson 6-0780. David E. Kahn, chairman; Herbert L. Weisburgh, president.

RAYTHEON MFG. CO.—Waltham 54, Mass. Waltham 5-5860.

Plants: Allston, Mass., microwave electronic food ovens, electrostatic air cleaners; Bedford, Mass., missile & radar development laboratory and experimental hangar, flight facilities, military equipment; Boston, transducers and other electronic equipment; Chicago, TV & radio receivers, military electronic equipment; Newton, Mass., receiving, sub-miniature, special purpose tubes, transistors & diodes; Pt. Mugu, Cal., electronic equipment, flight test facilities; Quincy, Mass.,

subminiature, TV picture and TV color tubes; Waltham, Mass., microwave and power tubes, marine products, welding equipment, computers, transformers, power supplies, diathermy equipment, control knobs, ceramics, components; Lowell, Mass., airborne and other military electronic production.

Executives: C. F. Adams Jr., president; D. T. Schultz, v.p. & treas.; E. F. Leatham, asst. to pres.; W. L. Gifford, v.p.; Paul F. Hannah, secy. & gen. counsel; I. A. Getting, v.p. engineering & research; A. E. Reed, comptroller; L. E. Woods, director of personnel & industrial relations; Dan Reed, credit mgr.; J. L. Hobby, director of public relations.

TV & Radio Operations: 5921 W. Dickens Ave., Chicago 39, Ill. Berkshire 7-7000. H. F. Argento, v.p. & gen. mgr.; H. C. Mattes, v.p.; C. M. Hoffman, v.p.; F. D. Edes, asst. secy.-treas.; D. O. Klein, asst. v.p. & director of marketing; Louis M. Park, coordinator of sales, adv. & management; C. R. Pincsak, asst. comptroller; Wm. Wright, works engr.; J. F. Bigelow, mgr. of engineering & development; David Bell, mgr. quality control; Cliff Knoble, merchandise mgr.; John Kelly, sales mgr.; James E. McGuire, credit mgr.; George Neuhauser, purchasing agent; Sigmund Zelinsky, personnel mgr.; Richard J. Flynn, counsel; Frank Loasby, service mgr.; Curtis L. Peterson, adv. mgr.

Receiving & Cathode Ray Tube Operations: 55 Chapel St., Newton, Mass. Bigelow 4-7500. N. B. Krim, v.p. & gen. mgr.; O. P. Susmeyan, asst. v.p. & mgr. of manufacturing; C. R. Hammond, asst. v.p. & mgr. equipment sales; S. A. Standing, mgr. cathode ray tube div.; P. T. Weeks, chief engineer, receiving tubes; F. E. Anderson, mgr. replacement & export sales; N. P. Gowell, commercial engineering & quality control head; E. I. Montague, adv. mgr., distributor sales; C. W. Martel, adv. mgr., equipment sales; George Lewis, personnel mgr. (Newton) and Donald Blanchard, personnel mgr. (Quincy); V. R. Grammont, purchasing agent.

Microwave & Power Tube Operations: Percy L. Spencer, v.p. & gen. mgr.; W. M. Thompson, asst. v.p.; W. T. Welch, asst. v.p. & sales-adv. mgr.; W. C. Brown, asst. v.p. & mgr., magnetron development lab; R. C. Hergenrother, mgr. TV color and beam tube lab; Nevin Kather, mgr. magnetron production & engineering; Bryant Emerson, personnel mgr.; Louis J. Visco, purchasing agent.

Equipment Operations: D. R. Hull, v.p. & gen. mgr.; G. S. Humphrey, asst. v.p. & asst. to gen. mgr.; A. A. Farrar, asst. v.p. & mgr. govt. contracts div.; D. D. Coffin, asst. v.p. & mgr. missile & radar div.; J. H. Beedle, asst. v.p. & mgr. manufacturing div.; G. E. M. Bertram, asst. v.p. & mgr. Brighton div.; J. E. Smith, asst. v.p. & director of engineering; H. N. Beveridge, mgr. Chicago div.; F. H. Brooke Jr., mgr. Radarange sales; Dan J. Webster, mgr. equipment marketing; John Morten, marketing services mgr.; Wm. W. Wexler and Donald Tait, adv. & sales promotion mgrs.; T. R. Porter, technical sales head; P. B. Wilson, purchasing agent; Bryant Emerson, personnel mgr.

International Operations: Ray C. Ellis, v.p. & gen. mgr.; A. S. Berberian, administrative asst.; T. J. Kelly, mgr. foreign licenses; F. J. Robinson, director of export sales; C. J. Olson, adv. mgr.

Research Div.: N. B. Nichols, asst. v.p. & mgr.; James Sterling, administrative asst.; Hugh R. Boyd, technical asst.
Services Div.: Paul Tetzlaff Jr., mgr.; Irving Hogardt, purchasing agent; John Day, plant engineer.

REGAL ELECTRONICS CORP.—605 W. 130th St., New York 27, N. Y. Audobon 6-1800. Walter Spiegel, president; Milton Landau, purchasing; Murray Weinstein, engineering v.p.; Leo Bernheimer, gen. mgr.; Fred Lanzer, controller.

DOUGLAS ROESCH INC.—2200 South Figueroa St., Los Angeles 7, Cal. Richmond 7-9361. Manufactures Douglas chairside control TV sets & chassis. Douglas Roesch, president; Tazzell Smith, chief TV engineer; Peter Glazantich Jr., plant mgr.

SCOTT RADIO LABORATORIES INC.—1020 N. Rush St., Chicago 11, Ill. Whitehall 4-0510. Plant at Plymouth, Ind. John S. Meck, president-gen. mgr.; Louis C. Woycke, engineering v.p.

SEMCO ELECTRONICS CO.—8407 S. Hoover St., Los Angeles, Cal. Pleasant 2-7657. George A. Korkos, owner. Manufactures Semco remote control TV sets and remote controls.

SENTINEL RADIO CORP.—2100 Dempster St., Evanston, Ill. University 4-2400.

Executives: Ernest Alschuler, president-treasurer; Milton D. Block, v.p.; R. S. Lawton, secy.; I. J. Jacobsen, director of production & industrial relations mgr.; W. J. Schnell, director of engineering; E. G. May, director of sales; R. B. Parks, sales mgr.; H. J. Lance, adv. mgr.; L. E. Priscal, dir. of purchasing; Donald H. Stover, service mgr.; Arthur E. Welch, sales promotion mgr.

SETCHELL CARLSON INC.—New Brighton, Minn. Nestor 8877.

Executives: B. T. Setchell, president & chief engineer; D. C. Carlson, secy.-treas. & chief mechanical engineer; A. P. Chermak, v.p. & office mgr.; Harold E. Tyler, gen. mgr.; R. G. Chermak, sales mgr., midwest; D. E. Bursell, sales mgr., northwest; L. C. Engstrom, purchasing agent.

* **SINGER TELEVISION MFG. CO.—**944 W. 12th St., Los Angeles 15 Cal. Richmond 7-4367. Eugene Singer, president; Richard Weed, gen. sales mgr.; D. Jubelier, production & purchasing; Donald Reed, sales mgr., audio-visual dept. Manufactures chassis and assemblies sets and cabinets of own design.

SONORA RADIO & TELEVISION CORP.—325 No. Hoyne Ave., Chicago 12, Ill. Chesapeake 3-2323. Joseph Geri, president & sales mgr.

SPARTAN RADIO-TELEVISION (Div. of Sparks-Withington Co.)—2400 E. Ganson St., Jackson, Mich. Telephone: 5131.

Executives: John J. Smith, president; George Rowen, acting gen. mgr.; Donald F. Miersch, gen. sales mgr.; Frank R. Norton, engineering director; A. G. Lee, purchasing director; Robert M. Marberry, product sales mgr.; M. C. Fritsch, mgr. of sales administration.

STROMBERG-CARLSON CO.—100 Carlson Rd., Rochester 3, N. Y. Culver 0260.

Executives: R. C. Tait, president; G. G. Holt, exec. v.p.; William Fay, v.p. & gen. mgr., broadcasting div. (WEAM & WHAM-TV); Sidney R. Curtis, v.p.-govt. contracts; C. J. Hunt, v.p., TV-radio div.; J. H. Voss, v.p., telephone div.; A. G. Schiffino, v.p., sound equipment div.; D. G. Schuman, controller; C. W. Pritchard, treas.; A. F. Gibson, secy.; G. E. Eyer, mgr. industrial relations & asst. secy.; G. C. Gordon, asst. secy.; T. L. Bowes, asst. secy. & mgr. patent dept.; F. L. Granger, sales mgr.; TV-radio div.: C. W. Flinnigan, chief electronics engineer; Malcolm Herrick, chief engineer, TV-radio div.; F. H. Slaymaker, chief engineer, sound div.; H. M. Bruckart, chief engineer, telephone div.; David S. Cook, adv. mgr., TV-radio div.; H. Jeffrey Mapes, TV-radio sales promotion mgr.; J. W. Averill, purchasing agent; A. J. Fink, gen. credit mgr.; L. C. Holmes, research director; G. A. Peck, prod. mgr. radio-TV div.; John J. Holland, TV-radio quality control mgr.; Stanley H. Manson, public relations director.

Washington representative: George Sheets, Cafritz Bldg., National 8-5509.

SYLVANIA ELECTRIC PRODUCTS Inc.—1740 Broadway, New York 19, N. Y. Judson 6-2424.

Executives: Don G. Mitchell, chairman; H. Ward Zimmer, president; A. L. Chapman, v.p. operations; B. K. Wickstrum, v.p. sales; H. L. Richardson, v.p. engineering; Arthur L. B. Richardson, secy. & gen. counsel; G. W. Griffin Jr., director of public relations; L. G. Taggart, director of purchases; Terry P. Cunningham, director of adv. & sales promotion; D. W. Gunn, gen. mgr. electronic products sales; Arthur L. Milk, director govt. relations, Washington (734 Fifteenth St. NW, Republic 7-7733); W. C. Hall, mgr. credits & collections (254 Rano St., Buffalo, N. Y.).

Radio & Television Div.: 254 Rano St., Buffalo 7, N. Y. Victoria 2450. Howard E. Riordon, gen. mgr.; Bernard O. Holsinger, gen. sales mgr.; A. A. Currie, sales mgr. for TV-radio; William D. Stroben, adv. & promotion mgr.; W. E. Merriam, customer service; H. H. Martin, manufacturing mgr. Plants—Buffalo, N. Y., TV & radio sets and electronic equipment; Batavia, N. Y., TV sets; Boston, Mass., development laboratories; High Point, N. C., TV cabinets; Williamsport, Pa., radios & electronic equipment.

Radio Tube Div.: Emporium, Pa. Telephone: 301. Matthew D. Burns, gen. mgr.; W. A. Weiss, gen. manufacturing mgr.; R. A. Penfield, adv. mgr. (New York); J. M. Parish, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants—Altoona, Pa., receiving tubes; Burlington, Ia., subminiature tubes; Emporium, Pa., receiving tubes and special machinery; Huntington, W. Va., special tubes; Mill Hall, Pa., receiving tubes; Point Pleasant, W. Va., feeder plant; Shawnee, Okla., receiving tubes.

TV Picture Tube Div.: Seneca Falls, N. Y. Telephone: 970. W. H. Lamb, gen. mgr.; R. K. Gessford, chief engineer; Glen W. Victory, div. purchasing agent; D. W. Gunn, gen. sales mgr.; W. O. Spink, equipment sales mgr.; H. H. Rainier, renewal sales mgr. Plants—Seneca Falls, N. Y., Fullerton, Cal., Ottawa, O. and Hatboro, Pa.

Lighting Div.: 60 Boston St., Salem, Mass. Telephone: 4500. F. J. Healy, v.p. operations. Plants—Lighting products, Danvers, Mass., Ipswich, Mass., Salem, Mass., St. Marys, Pa., Wheeling, W. Va.; photoflash lamps, Montoursville, Pa., Winchester, Ky.

Parts Div.: 12 Second Ave., Warren, Pa. Telephone: 3220. R. J. Hartung, gen. mgr.; P. M. Pritchard, div. gen. sales mgr.; K. F. Middaugh, div. purchasing agent. Plants—Warren, Pa., welds, wire parts, wire & plastics; Cleveland, O., tools & dies; Long Island City, N. Y., electronic components; Nelsonville, O., lead-in wires; York, Pa., components.

Electronics Div.: 100 Sylvan Rd., Woburn, Mass. Telephone: 2-3500. J. B. Merrill, v.p. operations; Charles W. Hosterman, asst. gen. mgr.; E. H. Ulm, product sales mgr.; J. W. Dawson, chief engineer; J. A. Taylor, purchasing agent; Wm. J. Hopkins, supervisor of national accounts. Plants—Woburn, Mass., electronic tubes; Ipswich, Mass., transistors; Newton, Mass., magnetrons.

Tungsten & Chemical Div.: Towanda, Pa. Telephone: 640. J. B. Merrill, v.p. operations; Robert Beatty, div. sales mgr.; T. R. Coyle, div. purchasing agent. Plants—Towanda, Pa., tungsten products, TV & lamp chemicals and phosphors; Troy, Pa., tungsten wire products.

Atomic Energy Div.: Bayside, N. Y. Bayside 4-4400. W. E. Kingston, gen. mgr.

Electronic Systems Div.: 175 Great Arrow Ave., Buffalo, N. Y. Victoria 2450. Henry Lehne, gen. mgr.; Norman L. Harvey, asst. mgr. & chief engineer; John Suor, mgr. of govt. sales. Facilities—Buffalo and Boston.

International Sales Div.: 1740 Broadway, New York 19, N. Y. Judson 6-2424. Karel van Gessel, asst. managing director; Richard J. Brandt, sales director.

Central Engineering Laboratories: Bayside, N. Y. Bayside 3-5000. Dr. B. S. Ellefson, technical director; Dr. H. M. O'Bryan, mgr. physics laboratories; W. E. Kingston, mgr. metallurgy laboratories; G. T. Gunnell, mgr. product development laboratories (Kew Gardens, N. Y.).

Subsidiary Corporations: Sylvania Electric (Canada) Ltd., Drummondville, Quebec, Canada; Produtos Elctricos de Mica Ltda., Rio de Janeiro, Brazil; Sylvania Electric of Puerto Rico Inc., Rio Piedras, Puerto Rico; Sylvania Interamerican Corp., 1740 Broadway, New York 19, N. Y. and Apartado 459, Panama City, R. P.; Sylvania International Corp., 14 Bahnhofstrasse, Coire, Switzerland.

TECH-MASTER CORP.—75 Front St., Brooklyn 1, N. Y. Ulster 5-3535. L. Lazoff, owner; Paul H. Witte, sales mgr.; Robert Lazoff, asst. mgr.; Hank Gropper, adv. mgr.; S. Oser, purchasing agent; Sy Miller, chief engineer. Manufactures wired custom TV chassis, TV receiver kits, high-fidelity audio kits, components. Also manufactures Videola TV receivers, marketed by Videola-Erie Corp., 75 Front St., Brooklyn 1, N. Y. (Morton Sydney, sales mgr.)

TELE KING CORP.—601 W. 26th St., New York 1, N. Y. Watkins 4-4600. Louis I. Pokrass, chairman exec. committee; Franklin Lamb, chairman; Harvey L. Pokrass, president; Calvin E. Bell, executive v. p. & secy.; S. Prediger, v.p. purchasing; Edward Sherman, chief engineer. Also manufactures private label sets, radios, air conditioners.

TELEQUIP RADIO CO.—2559 W. 21st St., Chicago 8, Ill. Bishop 7-3841. E. E. Arkin, president; E. B. Paul, secy.; P. A. Jannusch, treas.; W. Kosek, purchasing agent; K. K. Fujimoto, chief engineer. Also manufactures private label sets.

TRAD TELEVISION CORP.—1001 First Ave., Asbury Park, N. J. Prospect 6-7447. George Trad, president; Joseph Trad, exec. v.p.; Ben M. Moser, operations v.p.; Elmer Behrens, office mgr. Manufactures private label sets, commercial test equipment, theatre TV.

TRAV-LER RADIO CORP.—571 W. Jackson Blvd., Chicago 6, Ill. Harrison 7-9151. Joe Friedman, president; I. Edelstein, v.p.; Ellis Friedman, v.p. in charge of production; Tully Friedman, sales mgr.; R. J. O'Brien, chief engineer; L. Somers, credit mgr.; E. E. Strand, director of purchases; H. Larson, adv. mgr.; H. Feldman, service mgr.; L. Frost, traffic mgr.

WALSCO ELECTRONICS CORP.—3602 Crenshaw Blvd., Los Angeles 16, Cal. Axminster 3-7201. Walter L. Schott, president; Franklin D. Hurd, v.p.-secy.; Robert Mueller, sales mgr.; Stephen Bronsley, treas. Manufactures complete printed circuit chassis.

* **WARWICK MANUFACTURING CORP.**—4640 W. Harrison St., Chicago 44, Ill. Esterbrook 8-2727. Plant also in Zion, Ill. John S. Holmes, president; Gordon G. Brittan, v.p.; Frederick L. Holmes, secy.; Edwin B. Hassler, dir. of engineering.

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago 39, Ill. Albany 2-8220. Manufactures private label sets only.

Executives: G. M. Gardner, chairman; R. S. Alexander, president & gen. mgr.; Grant Gardner, sales v.p.; A. S. Wells Jr., manufacturing v.p.; W. V. Bennett, treas.; Frank J. Balasa, secy. & asst. treas.; G. T. Bennett, chief engineer; J. E. Ruder, purchasing agent; N. Schumacher, service mgr.; E. E. Unger, quality control.

WESTINGHOUSE ELECTRIC CORP. (TV-Radio Division)—Route 27, Metuchen, N. J. Telephone: 6-5000. Also 600 St. Paul St., Los Angeles 17, Cal. Madison 6-3881. Manufactures TV and radio receivers & electronic defense equipment at Metuchen. General Executives: Pittsburgh: Gwilym A. Price, president; L. E. Osborne, executive v.p.; G. G. Main, treas.; C. E. Headlee, controller; Donald C. Burnham, v.p. manufacturing; J. M. McKibben, v.p. consumer products; L. E. Lynde, v.p. defense products (electronics).

TV-Radio Division, Metuchen, N. J. Metuchen 6-5000. T. J. Newcomb, division mgr.; Jay M. Allen, works mgr.; J. F. Walsh, marketing mgr.; E. L. Sandefur, sales mgr.; W. H. Eutz, asst. to div. mgr.; Kimball A. Reyher, radio merchandise mgr.; Rod Kershenshtin, sales promotion mgr.; A. H. Kuttruff, service mgr.; H. D. Clark, sales training mgr.; M. N. Brooks, purchasing agent; A. J. Martell, mgr. accounting; A. B. Girardy, mgr. product design; G. C. Larson, mgr. engineering; H. W. Annett Jr., mgr. industrial relations.

Electronic Tube Division, P.O. Box 284, Elmira, N. Y. Telephone: 3-4671. CR and power tubes manufactured in Elmira, N. Y., receiving tubes in Bath, N. Y. Richard T. Orth, v.p. & gen. mgr.; J. A. Curtis, sales mgr.; J. M. Smith, mgr. manufacturing; C. M. Clark, Bath plant mgr.; Dr. E. A. Lederer, chief engineer; Carmen E. Remich, mgr. engineering; R. F. Roberts, mgr. equipment sales; J. J. Doyle, mgr. renewal sales; C. R. Potter, mgr. commercial engineering; F. P. Hinman, power tubes mgr.; H. Pully, CR tube mgr.; H. D. Hanafus, purchasing agent; G. H. Hiatt, mgr. accounting; Dewey D. Knowles, mgr. of product administration.

WILCOX-GAY CORP.—Charlotte, Mich. Executive offices located at 70 Washington St., Brooklyn 1, N. Y. Ulster 2-6000. Regional offices at 743 N. La Salle St., Chicago 10, Ill. Operates a division known as Majestic Radio & Television. Also is parent company of Garod Radio Corp.

Plants: Charlotte, Mich. (L. M. Sandwick, in charge); Brooklyn, N. Y. (Maurice Raphael, in charge). Manufactures TV & radio receivers, tape & disc recorders, recording discs, electronic devices for armed forces.

Executives: Leonard Ashbach, chairman & president; Anthony P. De Grey, treas.; Arthur Homan, secy., gen. counsel & director; Maurice Raphael, v.p. operations, Brooklyn plant; Harold Ashbach, director; Luther M. Sandwick, v.p. & sales mgr.; Wilcox-Gay Recordio line; W. E. McConnell, national sales mgr.; Ernest Nigaglioni, export mgr.; Edward R. Jahns, v.p. in charge of Recordio engineering.

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500.

Executives: E. F. McDonald Jr., president & gen. mgr.; Hugh Robertson, executive v.p.; H. C. Bonfig, v.p. director of sales; G. E. Gustafson, engineering v.p.; Donald MacGregor, production v.p.; J. E. Anderson, purchasing v.p.; Dr. Alexander Ellett, research v.p.; L. C. Truesdell, v.p. radio and TV; S. Kaplan, v.p. & treas.; Erik Isgrig, v.p. advertising; Karl E. Hassel, secy. & asst. v.p.; Joseph S. Wright, general counsel; J. E. Brown, asst. v.p.; J. Kuhajek, asst. treas. & asst. secy.; H. M. Chesser, asst. secy.; Robert F. Miller, mgr. parts & accessories div.; John A. Miguel, export mgr.; F. E. Smolek, service mgr.; R. C. Wallace, merchandise mgr.; Ted Leitzell, public relations.

Subsidiaries: Wincharger Corp., E. 7th & Division Sts., Sioux City 6, Ia., manufacturer of Zenith radios, TV-radio antenna towers, Universal electric motors; R. F. Weinig, gen. mgr. Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill., manufacturer of CR, receiving tubes; E. N. Rauland, president; W. E. Phillips, v.p. & gen. mgr.

Distributors (wholly-owned): Zenith Radio Distributing Corp., Chicago; Zenith Radio Corp. of N. Y. & Newark, N. J.; Zenith Radio Corp. of Calif. (hearing aids); Zenith Radio Corp. of Canada Ltd. (hearing aids).

Canadian TV-Radio Receiver Manufacturers and Assemblers

ADDISON INDUSTRIES LTD.—9 Hanna Ave., Toronto 3, Ont. Empire 3-6692. William J. Addison, president; Richard J. M. Allan, exec. v.p.; Wilfred R. Binch, v.p.; R. G. Aston, gen. mgr.; E. E. Mitchell, director of materials.

CANADIAN ADMIRAL CORP. LTD.—501 Lake Shore Road, Port Credit, Ont. Clifford 9-1131. Sales branches in Toronto, Montreal, Quebec City, London, Vancouver & Windsor. Vincent Barreca, president & gen. mgr.; John M. Godfrey, secy.; William M. Hummel, v.p. & treas.; Stanley Lundy, v.p. & gen. sales mgr.; Edwin Whittaker, supervisor of branches; Denis J. Olorenshaw, adv. mgr.; Charles Sowdon, purchasing agent; W. F. Miller, chief engineer; A. Tyler, factory supt.; William Tozer, national service mgr.; Martin Hodsoll, field service mgr.

CANADIAN AVIATION ELECTRONICS LTD.—8280 St. Lawrence Blvd., Montreal 11, Que. Dupont 1-6201. Manufactures under exclusive DuMont license for Canada. K. F. Patrick, president; Ernest L. Hall, gen. mgr.; DuMont TV div.; H. O. Tovell, chief engineer; Norman Skier, gen. sales mgr.

CANADIAN GENERAL ELECTRIC CO. LTD.—212 King St. W., Toronto 1, Ont. Empire 6-7311.

Radio & TV Dept.: R. Story, mgr.; P. Humeniuk, mgr. manufacturing & engineering; G. K. Free, mgr. finance; E. S. Brown, mgr. product planning; W. H. Meyer, mgr. product service; K. C. Hartwell, mgr. sales; G. S. MacDonnell, mgr. employe & community relations; D. G. MacKenzie, mgr. adv. Electronic Equipment Dept.: J. R. Warren, mgr. marketing; H. S. Dawson, mgr. engineering; D. H. Johnston, mgr. manufacturing; V. B. Dowdell, mgr. marketing electronic tubes & devices; Richard Scott, mgr. employe & community relations; A. L. Hames, mgr. technical service.

CANADIAN MARCONI CO.—2442 Trenton Ave., Montreal 16, Que. Regent 8-9441. Branches at Toronto, Vancouver, Halifax, Winnipeg, Calgary & St. John's, Newfoundland. S. M. Finlayson, president; J. J. Kingan, gen. mgr.; W. H. Hopkins, secy.-treas.; T. C. Adams, comptroller; J. M. Young, mgr. patents & external relations; H. T. G. Gill, adv. & public relations mgr.; R. E. Foreman, marine mgr.; A. Wilkins, market development mgr.; H. A. Rice, commercial products mgr.; F. A. Barrow, supply mgr.; S. J. Sinclair, broadcasting & TV receiver mgr.; R. MacLeod, mgr. special services; R. McCormick, purchasing agent; S. Slinger, mgr. of electronic tube & components (Toronto); W. V. George, United Kingdom representative.

CANADIAN RADIO MFG. CORP. LTD.—11 Brentcliffe Road, Leaside, Toronto 17, Ont. Mayfair 8621. Manufacturing company for Rogers-Majestic Radio Co. Ltd. and for Philips Industries Ltd. Reginald M. Brophy, chairman of board & president; T. Van Dyk, v.p. & gen. mgr.

CANADIAN WESTINGHOUSE CO. LTD.—Hamilton, Ont. Jackson 8-3461. Plant at Brantford, Ont. H. H. Rogge, president; J. D. Campbell, gen. mgr. consumer products; R. Muniz, mgr. TV-radio div.; J. M. Tuteur, sales mgr.

CHISHOLM INDUSTRIES LTD.—4515 Main St., Vancouver, B. C. Fairmont 5400. E. Chisholm, president; E. Robson, chief engineer, electronics; I. E. Schreiner, purchasing agent; J. McKay, sales promotion.

CROSLY RADIO & TELEVISION DIV. (Avco of Canada Ltd.)—Gibson and Wright Aves., Toronto 15, Ont. Cherry 4-1171. Donald R. Moffat, Avco exec. v.p.; Ivor M. Leslie, v.p. & gen. mgr.; J. M. Reynolds, asst. secy.-treas.; A. Peters, gen. sales mgr.; H. G. Fisher, products mgr.; F. B. Martin, purchasing agent; A. J. Roper, works mgr.; R. W. Walker, chief TV-radio eng.; Dennis W. Holdsworth, mgr. industrial electronics div.

DOMINION ELECTROHOME INDUSTRIES LTD.—39 Edward St., Kitchener, Ont. Telephone: 3-0271. C. A. Pollock, president; C. D. Clive, TV-radio purchasing agent; W. N. Hemphill, purchasing agent; C. Allgeier, mgr. furniture div.; W. E. Curry, mgr., TV-radio div.

ELECTRICAL PRODUCTS MFG. CO. LTD.—5680 Fullum St., Montreal, Que. Gravelle 9328. M. F. Pollock, president; A. A. Rajak, comptroller; F. Drucker, production mgr.; M. D. Heller, chief engineer; Mrs. Joan Polisen, purchasing agent. Manufacturer of Fleetwood TVs, radios & phonographs.

EMERSON RADIO OF CANADA LTD.—74 Trenton Ave., Mount Royal, Que. Regent 8-8006. Selby J. Sinclair, president; Rupert K. Grant, sales mgr.

FLEETWOOD METAL INDUSTRIES (formerly Hallmark Electronics Mfg. Corp.)—Box 40, Walkerville, Windsor, Ont. Clearwater 6-5427. W. Hurwitz, sales mgr.; N. Hurwitz, purchasing agent; M. Daniels, in charge of manufacturing.

HALLCRAFTERS CANADA LTD.—Don Mills, Ont. Plymouth 7-3245. R. L. Russell, v.p. & gen. mgr.; Fred W. Bardgett, v.p. in charge of sales; R. Grier, chief engineer; J. G. Webb, controller; W. O. Forde, operations mgr. [Now owned by Trav-Ler Radio Corp., Chicago.]

MOTOROLA CANADA LTD.—211 Geary Ave., Toronto, Ont. Oliver 8811. M. M. Elliott, marketing v.p. & gen. mgr.; Vir-den E. Scranton, operations v.p.; Robert F. Kemerer, purchasing; Karl Horn, chief engineer; Paul F. Dixon, national sales mgr.

NORTHERN ELECTRIC CO. LTD.—1600 Notre Dame St. W., Montreal, Que. Wellington 7511. (Distributors only.) R. D. Harkness, president; M. P. Murphy, v.p. & managing director; D. M. Farish, v.p. accounts & finance; J. S. Cameron, v.p. manufacture; J. W. Fagan, v.p. operations; H. McD. Sparks, v.p. industrial & public relations; F. F. Fulton, gen. sales mgr.; V. O. Marquez, marketing mgr.; E. H. Woodley, adv. mgr.; S. B. Wickes, comptroller; W. E. McBain, secy.

PHILCO CORP. OF CANADA LTD.—Don Mills Road, Don Mills, Toronto, Ont. Hudson 1-3441. Wilfrid H. Jeffery, v.p. & gen. mgr.; Harry R. Carradus, asst. treas.; Lloyd B. Kiely, gen. sales mgr.

PYE CANADA LTD.—Ajax, Ont. Ajax 216. L. G. Smith, chairman; C. O. Stanley, president; N. A. Twemlow, v.p.; W. Jones, director; I. H. Nixon, director; A. C. Pitt, secy.

RACINE MANUFACTURING CO. LTD.—Granby, Ont. Manufactures and distributes Olympic TV receivers. Julien Racine, president; Bernard Koken, plant mgr.

RCA VICTOR CO. LTD.—1001 Lenox St., Montreal 30, Que. Wellington 7551. Cabinet plant at Owen Sound, Ont. Wholesale distribution branches in Halifax, Montreal, Toronto, Winnipeg, Calgary & Vancouver. F. R. Deakins, president; Thomson A. Moore, executive v.p.; J. L. McMurray, v.p. technical products; F. W. Radcliffe, commercial v.p.; E. L. Gardner, v.p. operations; P. J. Cassella, v.p.; H. G. Marpole, secy.; R. C. Ludlow, treas.

SPARTON OF CANADA LTD.—100 Elm St., London, Ont. Telephone: 4-8487. Branches at 1175 Union Ave., Montreal, and 593 Yonge St., Toronto. G. A. Holmes, president; B. Graham, engr. v.p.; C. V. Lyons, treas.; W. L. Page, gen. sales mgr.

STEWART-WARNER CORP. OF CANADA LTD.—MacDonald Ave., Belleville, Ont. Telephone: 2860. L. A. Young, president & gen. mgr.; G. F. Brooks, chief accounting officer; H. C. Mackay, asst. secy.-treas.; Don Stuart, radio sales mgr.

STROMBERG-CARLSON CO.—Represented by Hackbusch Electronics, 23 Primrose Ave., Toronto, Ont. Melrose 2453. Also representative of electronics div., Sylvania, and Technical Appliance Corp. R. A. Hackbusch, president; L. A. Davidge, special products; J. Hastie, purchasing agent; C. Pollard, service mgr.; H. B. Knap, custom sound equipment.

SYLVANIA ELECTRIC (CANADA) LTD.—University Tower Bldg., Montreal, Que. University 6-8894. Plant at Dunnville, Ont. (Regis R. Forbes, plant mgr.). R. E. Niedringhaus, president; Guy Therien, secy.-treas.

Manufacturers of TV Tuners and UHF Converters

(Trade Names in Italics)

Note: Many TV receiver manufacturers also make or market UHF converters; see Directory of TV Receiver Manufacturers, pp. 369-377.

ALLIANCE MANUFACTURING CO.—Alliance, O. Telephone: 1-5361. Murray D. Lincoln, pres.; John Bentia, exec. v.p.; A. F. Deming, v.p., engineering & production; B. M. Rainsberg, secy.-treas.; R. E. Barrick, asst. treas. Continuous UHF converters.

ANCHOR RADIO CORP.—2215 S. St. Louis Ave., Chicago 23, Ill. Rockwell 2-6320. Edward Kubkowski, pres.; Ernest Keller, secy.-treas. 12-channel VHF-UHF turret tuners.

ASTATIC CORP.—250 Harbor St., Conneaut, O. Telephone: 22-656. G. B. Fraser, pres. All-channel UHF converter-boosters.

BLONDER-TONGUE LABORATORIES INC.—526 North Ave., Westfield, N. J. Telephone: 2-7032. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr. *Amplifier* single-channel UHF converter-amplifiers; *Ultraverter* all-channel UHF converters; *Ultratuner* all-channel UHF tuners.

DAVID BOGEN CO. INC.—29 Ninth Ave., New York 14, N. Y. Oregon 5-6565. David Bogen, pres.; Lester H. Bogen, exec. v.p.; Vinton K. Ulrich, gen. sales mgr.; Wm. W. Sellow, secy.-treas.; Mortimer S. Sumberg, distrib. sales mgr.; Alfred M. Zuckerman, v.p.-chief engineer; David E. Pear, adv. mgr. All-channel UHF converters.

CREST LABORATORIES INC.—84-11 Rockaway Beach Blvd., Rockaway Beach 93, N. Y. Neptune 4-3328. Harold Edelstein, pres.; Albert J. Eisenberg v.p. Model *UHF-10A* single-channel UHF converters.

DEWALD RADIO MANUFACTURING CORP.—35-15 37th Ave., Long Island City 1, N. Y. Stillwell 4-9334. David Wald, pres.; Mark Glaser, engineer; Sidney Weinberg, production engineer; Seymour Wald, asst. sales mgr. Continuous UHF converters.

FENTON CO.—15 Moore St., New York 4, N.Y. Bowling Green 9-3445. Charles F. Fenton, pres.; Abe Kanig; Joel Erlich, sales engineer. *Fen-tone* continuous UHF converter.

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth 3, N. J. Telephone: 3-4400. A. Blumenkrantz, chairman; Monte Cohen, pres.; A. Konecny Jr., treas.; L. Scadron, secy.; L. S. Grossman, asst. secy. F. W. Sickles div., plants at Chicopee, Mass.; Danielson, Conn.; Joliet, Ill. TV turret tuners.

GRANCO PRODUCTS INC.—36-17 20th Ave., Long Island City 5, N. Y. Astoria 8-7053. Jack Grand, chairman; Henry Fogel, pres.; Al Theeman, treas.-controller; Allan Easton, gen. mgr.; Seymour Napoli, chief engineer. Irwin Green, sales mgr. *Coaxial Tuned* all-channel UHF converters; 2 & 3-cavity all-channel UHF tuners; coaxial tuning elements.

HARVEY-WELLS ELECTRONICS INC.—Southbridge, Mass. Telephone: 4-4361. Richard A. Mahler, pres.; R. Hagopian, engineering; Clifford A. Harvey, production v.p.; Harry Persson, sales mgr. Continuous UHF tuners; *Urban* and *Suburban* continuous UHF converters.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., pres.; Robert J. Harrington, secy.-treas.; Louis M. Rehak & Charles M. Puckette, v.p.'s. Continuous UHF tuners & converters.

JERROLD ELECTRONICS CORP.—26th & Dickinson Sts., Philadelphia 46, Pa. Howard 5-9200. Milton J. Shapp, pres.; Zalmon H. Garfield, asst. to pres.; Herbert Jacobs, gen. mgr.; Harry Estersohn, products sales mgr. Antenna-mounted crystal controlled single-channel UHF converters.

P. R. MALLORY & CO. INC.—3029 E. Washington St., Indianapolis 6, Ind. Melrose 6-5353. Joseph Cain, pres.; Ray F. Sparrow, exec. v.p.; Harold Buell, v.p., sales; J. Earl Templeton, mgr., distributor div. & dir. of converter sales; George Bond, adv. mgr. *Inductuner* VHF tuners; continuous UHF tuners & converters.

OAK ELECTRONICS CO.—144 Oak St., Buffalo 3, N. Y. Mohawk 3607. W. J. Schultze. All-channel UHF tuners.

OAK MFG. CO.—1260 Clybourn Ave., Chicago 10, Ill. Mohawk 4-2222. R. A. O'Reilly, pres.; H. J. Veitch, v.p.-sales mgr.; E. J. Mastney, v.p.-chief engineer; E. D. Chalmers, chief tuner engineer; R. E. Wood, chief electrical engineer. Switch type & continuous UHF tuners; continuous all-channel UHF tuners; VHF-UHF tuners.

RADIO MANUFACTURING ENGINEERS INC.—300 First Ave., Peoria 6, Ill. E. G. Shalkhauser, gen. mgr.; Russell Planck, chief engineer. All-channel UHF tuners; *RME* all-channel UHF converters.

RADIO RECEPTOR CO. INC.—251 W. 19th St., New York 11, N. Y. Watkins 4-3633. Julian Loebenstein, sales mgr.; Martin Mann, asst. sales mgr.; I. B. Seidler, gen. mgr. *Cavituner* all-channel UHF tuners and converters.

REGENCY DIV., I.D.E.A. INC.—7900 Pendleton Pike, Indianapolis 26, Ind. Cherry 2466. Edward C. Tudor, pres.; John R. Pies, exec. v.p.; Richard W. Mitchell, sales v.p.; Joseph B. Weaver, secy.; Roy G. True, treas. *Regency* continuous UHF converters.

REX ELECTRONICS CORP.—1351 Deloss St., Indianapolis, Ind. Melrose 7-4301. B. B. King, pres.; Albert N. Strickland, secy.; E. J. King, treas.; Robert Lannerd, v.p. Continuous UHF tuners & converters.

SPENCER-KENNEDY LABORATORIES INC.—186 Massachusetts Ave., Cambridge 39, Mass. University 4-0400. George W. W. Brewster, chairman & asst. treas. Fitzroy Kennedy, pres.; James H. Laubach Jr., treas.; Lester C. Smith, chief engineer; Gene Clark, sales; A. W. Bridgett, engineering; W. W. Bemis, field engineering. Self-powered single-channel converters.

STANDARD COIL PRODUCTS CO. INC.—2085 N. Hawthorne Ave., Melrose Park, Ill. Fillmore 4-5680. G. E. Swanson, pres.; S. R. Andrews, v.p.; E. P. Thias, research v.p.; J. O. Burke, exec. v.p.; A. Richenthal, secy. 12 & 13-position turret tuners; UHF strips; continuous UHF tuners.

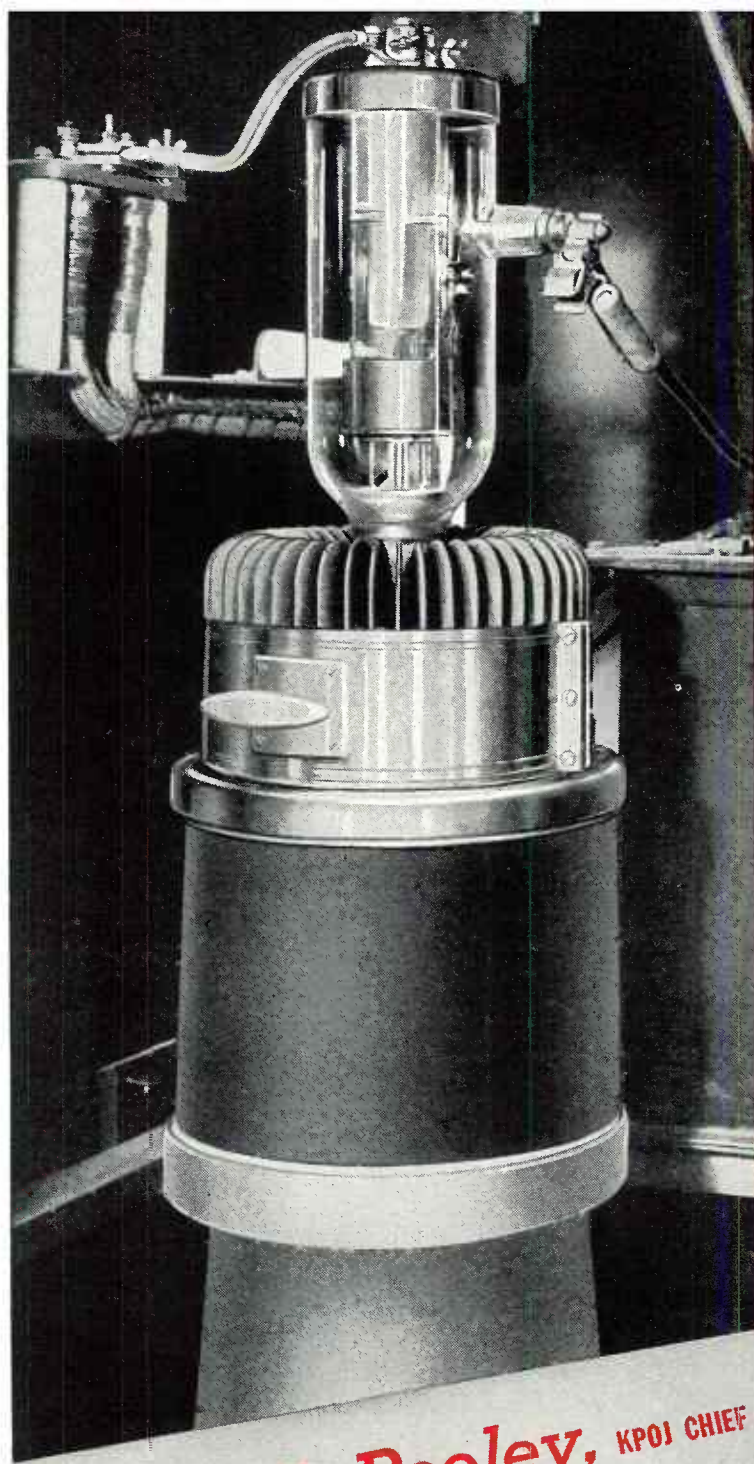
SUTTON ELECTRONIC CO.—426 W. Short St., Lexington, Ky. Telephone: 2-6249. Walter T. Sutton, pres.; S. H. Schapiro, sales mgr. VHF booster-UHF converter combinations; continuous UHF converters.

SARKES TARZIAN INC.—East Hillside Drive, Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; L. E. Septer, sales mgr. VHF tuners; all-channel UHF tuners; self-powered & self-powered single-channel UHF converters.

TECH-MASTER CORP.—75 Front St. Brooklyn 1, N. Y. Ulster 5-3535. L. Lazoff, pres.; B. Lazoff, v.p.; Paul Witte, sales mgr.; Harold Gropper, asst. sales mgr.; S. Miller, chief engineer; Sam Oser, purchasing agent.

VIDEON ELECTRONIC CORP.—902 E. Michigan St., Indianapolis 2, Ind. Melrose 6-5461. Arthur J. Schultz, pres. & chief engineer; Ivan J. Biscan, treas.; Charles W. Gallagher, purchasing agent. *Navarre*, *Savoy* and *Urbanette* all-channel UHF converters.

WALSCO ELECTRONICS CORP.—3602 Crenshaw Blvd., Los Angeles 16, Cal. Axminster 3-7201. Walter L. Schott, pres.; F. D. Hurd, v.p.-secy.; Robert Mueller, sales mgr. *Imperial* continuous UHF converters.



...“This RCA-891R started its career in the class B modulator of our 10 kw transmitter over fourteen years ago, and it’s still operating just as satisfactorily as the first time we turned on the filament power. In my book, *that’s service far beyond the call of duty.* (The companion RCA-891R has now clocked 42,457 hours).”

The 891R is another of the many RCA power types that are “delivering” long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum “down time”—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill all your broadcast tube requirements promptly. Just pick up the phone and give him a call...you’ll like his dependable service.

... says **R. R. Pooley**, KPOJ CHIEF ENGINEER

RCA-891R

10-kw power amplifier triode—the tube that revolutionized high-power transmitter design by operating AIR-COOLED!



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Right from
KPOJ's
Station Log..

**94,613
HOURS
ON-AIR***

... and still
going strong!

*(as reported August, 1954)

Manufacturers of

Television Picture & Receiving Tubes

Including Makers of Transmitting & Special Purpose Tubes and Associated Equipment

All firms listed make CR Tubes, unless otherwise indicated. Asterisk (*) indicates firm also makes receiving tubes

- ALLEN ELECTRONICS CORP.**—294 S. Saginaw St., Pontiac, Mich. Federal 2-6662. Charles Eilender, president. CR tube rebuilding only.
- ALLIED ELECTRIC PRODUCTS INC.**—See Sheldon Electric Co.
- AMERICAN STANDARD TV TUBE CORP.**—94-50 158th St., Jamaica, Long Island. Republic 9-3774. Murray Shindel, president; Harold Shaw, v.p.; Alan H. Shindel, v.p.; Jack Cherches, secy.-treas.
- AMERICAN TELEVISION MFG. CORP.**—5050 No. Broadway, Chicago 40, Ill. Wabash 2-2335. U. A. Sanabria, president. CR and thyatrons.
- AMPEREX ELECTRONIC CORP.**—230 Duffy Ave., Hicksville, L.I., N.Y. Hicksville 3-6200. Transmitting & power tubes. Sam Norris, president & sales mgr.
- ATLANTIC ELECTRONICS CORP.**—89 Jefferson St., Passaic, N. J. Prospect 9-3900. Arthur Green, president; Ann Green, v.p. & secy. Also rebuilders of CR tubes.
- BENDIX AVIATION CORP. (Red Bank Div.)**—Eatontown, N. J. Telephone: 3-1340. CR and special purpose tubes. E. F. Kolar, gen. mgr.; N. P. Barny, sales mgr.; L. Fyfe, purchasing director; Dr. W. C. Caldwell, chief engineer, electron tubes; K. Fox, chief engineer, accessories; M. Berdahl, comptroller; J. Webster, factory mgr., accessories; M. Babb, plant mgr. electron tubes.
- CALVIDEO TUBE CORP.**—5232 W. 104th St., Los Angeles 45, Cal. Stanley H. Newton, president. Oregon 8-3979.
- * **CANADIAN GENERAL ELECTRIC CO.**—Electronic Equipment Dept., 830 Lansdowne Ave., Toronto, Ont. Oliver 6511. Manufactures receiving, transmitting, picture, CR and special purpose tubes. Germanium products. V. B. Dowdell, mgr. of tube marketing; J. R. Dunn, product mgr.
- * **CANADIAN MARCONI CO.**—2442 Trenton Ave., Montreal, Que. Regent 8-9441. S. M. Flinlayson, president; J. J. Kingan, gen. mgr.; S. Slinger, radiotrons div. mgr. (Toronto).
- * **CANADIAN WESTINGHOUSE CO. LTD.** Electronic Tube Div., Hamilton, Ont. Telephone: 8-3461. Manufactures CR, receiving, transmitting, special electronic & industrial tubes and tube parts. L. A. McCalpin, gen. mgr.; H. E. Rice, mgr.; H. Slevert, sales mgr.; R. C. Hayhow, mgr. adv. & sales promotion; H. V. Marshall, purchasing agent.
- * **ALLEN D. CARDWELL ELECTRONICS PRODUCTIONS CORP.** (Subsidiary of Chesapeake Industries Inc.)—Plainville, Conn. Sherwood 7-2741. Printed circuit chassis & assemblies, IF strips. Ralph H. Soby, president; Henry W. Halliday, v.p.; John F. Gibbs, gen. sales mgr.; R. O. Kennedy, secy.; Morris F. Marks Jr., treas.; Louis A. Fecher Jr., asst. secy.-treas.
- * **CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Danvers 2360. Other plants in Lowell, Newburyport & Salem, Mass., and Kalamazoo, Mich. Eastern sales office: 32 Green St., Newark 2, N. J. Midwestern sales office: 5637 W. Diversey Ave., Chicago 39, Ill. Manufactures cathode-ray (including black-&-white and color picture tubes), receiving, power & transmitting tubes; rectifiers; voltage regulators; germanium and silicon diodes; transistors; special purpose and other tubes. Executives: Charles F. Stromeier, president; Robert G. Marchisio, v.p.; John Q. Adams, sales v.p.; Michael F. Callahan, manufacturing v.p.; Edgar K. Wimpy, director of general engineering; Dr. Russell R. Law, director of research & development; Elwood W. Schafer, mgr. color planning; Jay Farley, director of quality control; Joseph C. Harmony, Danvers plant mgr.; Rudolph Sachs, Lowell plant mgr.; Walter J. Foran, Salem plant mgr.; Clifford Hughes, Newburyport receiving tube plant mgr.; Albert J. Harcher, Newburyport TV plant mgr.; Leonard A. Freeman, Kalamazoo plant mgr.; Walter J. Hungerford, controller; Malcolm S. Jones, credit mgr.; Harry G. Burnett, director of adv. & sales promotion; Edward R. Carroll, director of purchasing; Albert S. Nelson, director of personnel; John H. Hauser, distributor sales mgr.; Allen J. Dusault, transistor sales mgr.; E. Gordon Burlingham, sales service mgr.
- CENTRAL SALES & MANUFACTURING CO.**—2 Richwood Place, Denville, N. J. Rockaway 9-1004. Transmitting, industrial & special purpose tubes. Lyle A. Backer, president; James V. Cosman, executive v.p.; Charles L. Baxter, chief engineer; Richard L. Fahey, controller & credit mgr.; Michael J. Buff, purchasing agent; Howard Holden, plant mgr.; Jack Babakian, engineering director.
- * **CHATHAM ELECTRONICS (Div. of Gera Corp.)**—630 W. Mt. Pleasant Ave., Livingston, N. J. Livingston 6-1100. Special purpose electronic tubes. W. L. Meier, president; A. Scala, v.p.; B. Bomhoff, sales mgr.
- CHROMATIC TELEVISION LABORATORIES INC.** (50% owned by Paramount Pictures Corp.)—Headquarters: 1501 Broadway, New York 36, N. Y. Bryant 9-8700. Western Div.: Oakland Development Laboratory, 703 Thirty-seventh Ave., Oakland 1, Cal. Kellog 6-2211. Plant: 1476 Sixty-sixth St., Emeryville, Cal. Kellog 6-2211. Developer and manufacturer of Lawrence tri-color TV tube. Paul Raibourn, chairman; Richard Hodgson, president; Dr. Luis W. Alvarez, v.p.; Arthur Israel Jr., secy.-treas.; Howard R. Patterson, gen. mgr., Western div.; Morgan A. Gunst Jr., product mgr.; A. C. Cooley, business mgr.
- CINESCOPIOS DE MEXICO**—Naucalpan, Mexico. Tube plant owned by El Caitollo, S. A., Zenith manufacturer & distributor for Mexico. Thomas Montemayor, engineer in charge.
- * **CLAREMONT TUBE CORP.**—36-02 35th Ave., Long Island City, N. Y. Ravenswood 1-1206. Louis Rubin, president.
- CONTINENTAL ELECTRIC CO.**—715 Hamilton St., Geneva, Ill. Telephone: 4140. H. A. McIlvaine, president; W. S. Sims, executive v.p.; E. C. Hanson, sales & adv. mgr.; Wendell Grow, buyer; J. E. DeVleshower, treas.
- CONTINENTAL ELECTRONICS CORP.**—5320 Lancaster Ave., Philadelphia 31, Pa. Greenwood 7-9900. Herman Tashman, president; Charles Thal, sales mgr.; Robert J. Dowd, chief engineer; Leonard Thal, credit mgr.; Daniel Tashman, purchasing agent; Robert Pearlman, adv. mgr.
- C.R.T. ELECTRONICS CORP.**—620 S. Columbus Ave., Mt. Vernon, N. Y. Telephone: 7-4724. Stephen Weston, president; William Genz, v.p.
- DALE ELECTRONICS INC.**—31 Somerset Place, Clifton, N. J. Gregory 3-5696. Hugh W. Parsons, president.
- ALLEN B. DuMONT LABORATORIES INC. (Cathode Ray Tube Div.)**—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. TV and industrial & special purpose CR tubes. Executives: F. P. Rice, mgr.; Bill C. Scales, sales mgr.; Kenneth A. Hoagland, chief engineer; William Carlin, manufacturing mgr.; A. R. Dutcher, purchasing agent; Edward B. Hinck, mgr. replacement sales; L. Arthur Hoyt, adv. mgr.
- EITEL-McCULLOUGH INC.**—798 San Mateo Ave., San Bruno, Cal. Juno 8-1212. Plants in Bruno and Salt Lake City. W. W. Eitel, president; J. A. McCullough, v.p. & treas.; G. F. Wunderlich, v.p. & gen. mgr.; H. E. Sorg, v.p. & research director; O. H. Brown, director of field engineering; R. W. Langley, mgr. Salt Lake City plant. Manufactures color picture tubes and triode, tetrode, pentode and klystron transmitting tubes (vhf & uhf), diodes, capacitors, rectifiers, connectors, finger stock, vacuum pumps, switches and gauges.
- ELECTRONIC TUBE CORP.**—1200 E. Mermaid Lane, Philadelphia 18, Pa. Chestnut Hill 7-6800. Kenneth C. Meinken, president; Henry S. Bamford, executive v.p.; Robert F. Brunner, sales mgr.; J. Harry LaBrum, gen. counsel; Henry S. Bamford, chief engineer; Donald H. Brownell, credit mgr.; John J. Wojcik, purchasing agent; H. P. Bailey, asst. secy.
- FEDERAL TELEPHONE & RADIO CO. (IT&T)**—Components Div.—100 Kingsland Rd., Clifton, N. J. Nutley 2-3600. R. S. Perry, president; S. J. Powers, v.p. in charge of components div.; W. P. Maginnis, v.p. & works mgr.; Raimund de F. Osborne, v.p. & controller; J. A. Frabutt, gen. sales mgr.; D. W. Potter, sales mgr. components div.; A. G. Deane, export sales mgr.; E. L. Shaw, distributor sales mgr.; D. W. Potter, semi-conductor product line mgr.; W. C. Schmitt, industrial & transmitting tube product line mgr.; F. W. McDermott, govt. sales mgr.; B. J. Donnelly, mgr. mobile radio communications; F. V. McKenna, radio components sales mgr.; W. D. Siddall, radio & wire transmission sales mgr.; Crump Smith, adv. mgr.
- * **GENERAL ELECTRIC CO., Electronics Div. (Tube Dept.)**—1 River Road, Schenectady 5, N. Y. Telephone: 4-2211. TV picture tubes manufactured at Syracuse & Buffalo, N. Y. Receiving tubes manufactured at Owensboro, Ky., Tell City, Ind. & Anniston, Ala. Industrial & transmitting tubes manufactured at Schenectady, N.Y. & Scranton, Pa. Executives: J. Milton Lang, gen. mgr.; L. Berkley Davis, gen. mgr., receiving tube subdept.; Owensboro; Robert O. Bullard, gen. mgr., industrial & transmitting subdept., Schenectady; R. E. Lee, gen. mgr., CR tube subdept., Syracuse; Grady L. Roark, mgr. sales; G. William DeSousa, mgr., equipment sales; John T. Thompson, mgr., distributor sales; Eugene H. Fritschel, mgr., government sales; Alfred L. Champigny, mgr., adv. & sales promotion; Thomas B. Jacocks, mgr. Washington office.
- GENERAL PRECISION LABORATORY INC.**—63 Bedford Rd., Pleasantville, N. Y. Telephone: 2-2000. R. L. Garman, v.p. & managing director; J. W. Murray, v.p. & gen. mgr.; Blair Foulds, v.p.; E. A. Hungerford Jr., mgr. TV dept.
- GLASSCRAFT CO.**—5210 E. Olympic Blvd., Los Angeles 22, Cal. Angeleno 9-7249. Radio receiving tubes. R. H. Seaman, owner.

- HAYDU BROTHERS** (Div. of Burroughs Corp., Detroit)—Mt. Bethel Rd., Box 1226 Plainfield, N. J. Telephone: 6-0876. George K. Haydu, gen. mgr.; Zoltan Haydu, plant mgr.; Walter Wolfe, controller; Arthur Shesser, sales engineer; Victor Legendre, chief engineer; Vincent Perrucci, purchasing agent; Lillian Dealaman, personnel director; Richard Farrell, traffic mgr.
- INDUSTRIAL TUBES INC.**—Geneva, Ill. Telephone: 806. John H. Hutchings, president; Ladd Prevost, v.p. Thyratrons, rectifiers and other special electronic tubes for industrial use.
- * **LANSDALE TUBE CO.** (Philco subsidiary)—Lansdale, Pa. Telephone: 4681. John M. Palmer, mgr.
- LEWIS AND KAUFMAN LTD.**—17320 El Rancho Ave., Los Gatos, Cal. El Gato 4-3540. Transmitting, rectifier, power & special purpose tubes. Jack Kaufman, president & sales mgr.; Norman V. Bramley, chief engineer.
- MACHLETT LABORATORIES INC.**—1063 Hope St., Springfield, Conn. Stamford 4-5781. Transmitting and special purpose tubes. W. E. Stevenson, sales v.p.; H. J. Hoffman, v.p.; T. H. Rogers, mgr. of engineering; H. D. Doolittle, director, high frequency development; J. A. Lambert, treas.; E. A. Henrickson, secy.
- MARCONI INSTRUMENTS LTD.**—23 Beaver St., New York, N. Y. Hanover 2-0197. Local sales office of British electronic measuring instruments. R. J. Bailey, mgr.
- H. S. MARTIN & CO.**—1916 Greenleaf St., Evanston, Ill. Ambassador 2-1325. Howard S. Martin, president; John S. Rovey, v.p.; H. R. Sprungman, secy.-treas.; Kenneth Braid, plant supt.; Edmund Reuter, production engineer; B. E. Lawton, electronics engineer.
- MIDLAND MANUFACTURING CO. INC.**—3155 Fiberglass Road, Kansas City, Kan. Finley 7950. Plant at 2727 State Ave., Kansas City, Kan. George McGrew, president; H. G. Humann, production v.p.; H. L. Fulk, v.p.-treas.; P. J. Cook, purchasing v.p.; George F. Fisher, engineering v.p.
- MULTI-TRON LABORATORY INC.**—4624 Washington Blvd., Chicago 44, Ill. Mansfield 6-7310. Nicholas Glyptis, president & chief engineer. TV tubes, electron gun mounts, special purpose tubes; electronic tube research & development.
- NATIONAL VIDEO CORP.**—4300 W. 47th St., Chicago 32, Ill. Cliffside 4-5600. Asher J. Cole, president; Melbourne L. Hayes, v.p.; Donald C. Stuxrood, gen. mgr.; A. D. Giacchetti, chief engineer; Harold Cole, production mgr.
- PENTA LABORATORIES INC.**—312 N. Nopal St., Santa Barbara, Cal. Santa Barbara 5-4581. Transmitting and power tubes. R. P. Leonard, president; R. L. Norton, chief engineer.
- PIONEER ELECTRONICS CORP.**—2235 S. Carmelina, West Los Angeles, Cal. Bradshaw 2-8053. Laurence M. Ferrish, president; Victor E. DeLucia, v.p. & chief engineer; Mervin Glass, secy.-treas.; John Delyea, purchasing agent; Hal M. Gardner, adv. mgr.; Z. Goodman, gen. sales mgr.
- PROGRESSIVE ELECTRONICS INC.**—41 Hudson St., Yonkers, N. Y. Yonkers 8-6800. Jack Sonkin, pres.; Harry Crown, v.p.
- PURITAN ELECTRONICS CORP.**—69 Fifth Ave., Hawthorne, N.J. Telephone: 7-5800. Thomas Stave, president.
- * **RCA TUBE DIVISION**—Receiving tubes, TV picture tubes, camera pickup tubes, CR oscillograph tubes, phototubes, transmitting & special purpose tubes, transistors & germanium diodes, tube parts & machinery, dry batteries, test & measuring equipment, TV & radio transformers and coils, deflection components, speakers, RCA replacement parts. Receiving tubes manufactured in plants at Harrison and Woodbridge, N. J., Cincinnati and Indianapolis. TV picture tubes manufactured in plants at Lancaster, Pa. and Marion, Ind. Transmitting and special purpose tubes manufactured in plants at Lancaster and Harrison. Radio and TV parts manufactured in Camden, N. J. and Findlay, O. Home office: Harrison, N. J. Executives: W. Walter Watts, executive v.p., electronic products; D. Y. Smith, v.p. & gen. mgr. of tube div.; L. S. Thees, gen. commercial mgr.; Lee F. Holleran, gen. marketing mgr.; S. A. Walton, controller; T. J. Scanlon, purchasing agent; G. R. Shaw, chief engineer; W. H. Painter, operations control mgr. Executives, operating divisions: H. R. Randolph, mgr. of receiving tubes; C. E. Burnett, mgr. of cathode ray & power tubes; G. C. Brewster, mgr. of electronic components; Harry R. Seelen, mgr. of color kinescopes; A. M. Glover, mgr. of semi-conductors. Executives, marketing divisions: C. B. Swope, mgr. of market planning & controls; Harold F. Bersche, marketing services mgr.; Kenneth G. Bucklin, mgr. of receiving tubes & transistors; Michael J. Carroll, mgr. of cathode ray & power tubes; Harry B. Wilson, mgr. of electronic components; Leonard J. Battaglia, mgr. of equipment & parts; Frank F. Neuner, mgr. semi-conductor marketing. Executives, sales division: Durward M. Branigan, mgr. of distributor sales; Lawrence D. Kimmel, mgr. of equipment sales; Gene R. Rivers, mgr. of govt. sales; Charles W. Taylor, mgr. of tube industry sales.
- RCA VICTOR CO. LTD.**—1001 Lenoir St., Montreal 30, Que. Wellington 7551. F. R. Deakins, president; Joseph Brouillard, mgr. tube dept.; Herbert Nixon, mgr. sales administration; Donald N. Ross, product sales mgr.; Raymond Jacobus, manufacturing mgr.
- RAULAND CORP.** (subsidiary of Zenith Radio Corp.)—4245 N. Knox Ave., Chicago 41, Ill. Mulberry 5-5000. E. N. Rauland, president; W. E. Phillips, v.p. & gen. mgr.; C. S. Szegho, v.p. & director of research; J. J. O'Callaghan, chief engineer; F. A. Zartler, works mgr.; Aayron Anderson, chief inspector; John Loibl, purchasing agent.
- * **RATHEON MFG. CO.**—55 Chapel St., Newton 58, Mass. Bigelow 4-7500. Plants at Newton and Quincy, Mass. CR, receiving, special purpose tubes, semi-conductor diodes & transistors; Waltham, Mass., magnetrons, klystrons, power tubes & diathermy equipment. Executives, Receiving & CR Tube Operations: N. B. Krim, v.p. & gen. mgr., receiving & CR tube operations; O. P. Susmeyan, asst. v.p. & receiving tube div. mgr.; S. A. Standing, CR tube div. mgr.; C. R. Hammond, asst. v.p. & equipment sales mgr., receiving and CR tube operations; F. E. Anderson, distributor sales mgr., receiving and CR tube operations; V. R. Grammont, purchasing agent, receiving & CR tube operations; P. T. Weeks, chief engineer, receiving tube div.; N. P. Gowell, application engineering, production engineering and quality control head, receiving tube div.; R. K. Dixon, engineering & product mgr., diodes; F. M. Dukat, engineering & product mgr., transistors; R. L. McCormack, engineering & product mgr., special tubes. Executives, Microwave & Power Tube Operations: P. L. Spencer, v.p. & gen. mgr., microwave & power tube operations; W. M. Thompson, asst. v.p. & mgr. of procurement and purchasing; W. Edgar, production mgr.; W. C. Brown, asst. v.p. & mgr. of magnetron development labs; E. N. Kather, mgr. of magnetron production engineering; P. R. Hanson, mgr. of engineering groups specializing in reflex klystrons; R. C. Hergenrother, mgr. of beam and storage tube development; W. T. Welsh, asst. v.p. & sales mgr.; W. B. Driscoll, mgr. of electronic processing, equipment manufacture & services dept.; H. T. Pekin, tube design, standards & gen. tube consultant.
- REON TUBE CORP.**—2085 Bronx St., New York, N. Y. Welling-ton 3-2800. J. A. Zuvich, sales mgr.
- RESITRON LABORATORIES**—2908 Nebraska Ave., Santa Monica, Cal. Exbrook 3-5217. Victor E. De Lucia, president; B. F. Ambrosio, v.p.-treas.; D. A. Fareed, secy. & gen. counsel. Special purpose, field emission X-ray tubes, neutron generators, camera pick-up tubes for TV & industrial uses, ceramic tubes.
- SELSON ELECTRONIC TUBE CORP.**—9th & Summit Sts., Darby, Pa. Sharon Hill 4400. John Stern, president.
- * **SHELDON ELECTRIC CO.** (Division of Allied Electric Products Inc.)—68-98 Coit St., Irvington 11, N. J. Essex 3-1811. Chicago branch office & warehouse, 2300 N. Ashland Ave., Chicago 14, Ill. Graceland 7-3250. Los Angeles branch office & warehouse—L. Woodward, district mgr., 2724 Leonis Blvd., Los Angeles 58, Cal. Logan 5-5427. Executives: Nathan Chrlstein, chairman; Charles Penk, president; M. Binstock, treas.; James Schrope, v.p. & secy.; F. Ferdinand, sales promotion mgr.
- SONOTONE CORP.**—Elmsford, N. Y. Lyric 2-6400. Irving I. Schachtel, president; Dr. L. G. Hector, A. M. Letts, F. W. Kranz, J. J. Christophel, vice-presidents; George T. Sotel, treas. Vacuum tubes, miniature, sub-miniature, micro-miniature, ruggedized, reliable, special types, amplifiers, miniature electronic equipment, circuits using transistors, headsets, cable assemblies, microphones, nickel cadmium batteries, high-fidelity ceramic phono pickups, hearing aids.
- * **SYLVANIA ELECTRIC PRODUCTS INC.**—1740 Broadway, New York 19, N. Y. Judson 6-2424. TV Picture Tube Div.: Seneca Falls, N. Y. Telephone: 970. W. H. Lamb, gen. mgr.; R. K. Gessford, chief engineer; Glen W. Victory, div. purchasing agent; D. W. Gunn, gen. sales mgr. (New York); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants at Seneca Falls, N.Y., Fullerton, Cal., Ottawa, O. & Hatboro, Pa. Radio Tube Div.: Emporium, Pa. Telephone: 301. Matthew D. Burns, gen. mgr.; W. A. Weiss, gen. mfg. mgr.; Ralph Clausen, chief engineer; R. A. Penfield, adv. mgr. (N.Y.); J. M. Paris, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.). W. O. Spink, equipment sales mgr. (N.Y.). H. H. Rainier, renewal sales mgr. (N.Y.). Plants—Altoona, Pa., receiving tubes Emporium, Pa., receiving tubes and special machinery; Huntington, W.Va., special tubes; Mill Hall, Pa., receiving tubes; Point Pleasant, W.Va., feeder plant; Shawnee, Okla., receiving tubes; Burlington, Ia., sub-miniature tubes. Electronics Div.: Woburn, Mass. J. B. Merrill, acting gen. mgr.; C. W. Hosterman, asst. gen. mgr.; J. W. Dawson, chief engineer; J. A. Taylor, purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.). Plants—Woburn, Mass.; Newton, Mass.; Ipswich, Mass.; Seneca Falls, N.Y. Parts Div.: Warren, Pa. Marion Pettegrew, gen. mgr.; R. H. Alexander, chief engineer; K. F. Middaugh, purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.). Plants—Warren, Pa.; York, Pa.; Nelsonville, O.; Cleveland, O.
- TAYLOR TUBES INC.**—2312 Wabansia Ave., Chicago 47, Ill. Armitage 6-1730. B. C. Boeckeler, president; Jerry H. Worel, secy.-treas.; Ivan L. Brandt, chief engineer; John R. Randis, purchasing agent. Transmitting, rectifier, thyatron, power & special purpose tubes.
- TELE-RAY TUBE CO. INC.**—984 Saw Mill River Rd., Yonkers, N.Y. Yonkers 5-8950. S. W. Muldowny, chairman; W. F. Genz, president.
- TELEVIDEO CORP. OF AMERICA**—222 N. Alameda St., Los Angeles 12, Cal. Michigan 6695. CR tubes & electronic assemblies. Jaime Balugo, president; Ken Redshaw, v.p.; Thurman Brooms, secy.; Milton Tobias, treas.
- TEL-O-TUBE CORP. OF AMERICA**—180 Van Riper Ave., E. Paterson, N. J. Fairlawn 6-1500. Samuel Kagan, president; Sidney Messer, secy.-treas. & sales mgr.; Nat Malamuth, adv. mgr.; Alexander Wasek, production mgr.; Michael Dorota, chief engineer; John Sansone, office mgr. & controller.
- TEXAS ELECTRONIC MFG. CO.**—3120 Lamar Ave., Houston, Tex. Atwood 8516. A. W. Larkin, pres. & treas.; Frank B. Waters, v.p. & secy.; Paul Cherrin, v.p.; Harry N. Pennings, sales mgr.; Francis J. Salgo, plant mgr.

Sylvania "600 ma" Tubes

99.7 proof*

FOR SERIES-STRING TV



* In a 15-tube series string, analysis proved that 99.7% of all probable combinations of Sylvania types operated within 2% of the heater-current design center. Sylvania's tight heater-current limit is one of the most important contributions to tube performance for series string operation.

Best for Set Designers In **4** big ways

Sylvania pioneered the development of "600 ma" series string tubes to make possible the cost, space and weight saving features of series-string TV design. And Sylvania gives you these important advantages to insure dependable set performance.

1. Less heater voltage variations—as a result of Sylvania's 99.7 proof tolerances on heater current, fluctuations in line voltage have less harmful effect on heater voltage. Steady-state heater voltage distribution is improved.

2. Less heater burn-outs—Rated heater warm-up time of approximately 11 seconds provides control of thermal characteristics. Voltage surges are alleviated.

3. Less time for normal set operation—Thermal control permits the use of a series resistor instead of a

thermistor. Receiver reaches normal operation in less than half the time.

4. More uniformity—Because Sylvania makes everything but the bulb, quality is controlled from raw materials straight through to finished product.

Get the full story on the use of series-string tubes in TV sets by writing for this handy wall-chart brochure on the complete line of Sylvania "600 ma" tubes.

All Sylvania TV PICTURE TUBES now have heaters specially controlled for series string operation!



SYLVANIA

Dept. A 41 P
Sylvania Electric Products Inc.
1740 Broadway, New York 19, N. Y.
In Canada: Sylvania Electric (Canada) Ltd.
University Tower Bldg., St. Catherine St.
Montreal, P. Q.

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Spring 1955 Edition

THOMAS ELECTRONICS INC.—118 Ninth St., Passaic, N. J. Gregory 3-4040. Thomas L. Clinton, president; Robert E. Burrows, gen. sales & adv. mgr.; Samuel J. Donnelly, controller; Bernard L. Loring, chief engineer; Carl F. Tepel, purchasing agent; Henry Schmalz, mgr. of color tube engineering.

* **TUNG-SOL ELECTRIC INC.**—95 Eighth Ave., Newark 4, N. J. Humboldt 2-4200. Plants: CR tubes, E. Orange, N.J.; receiving, Bloomfield, N.J. Subminiature and other special tubes, Washington, N.J. Miniature receiving tubes, Weatherly, Pa. Lamp & Flasher divisions, Orange St., Newark, N.J. Sealed beam lamps, Boyertown, Pa. Administrative offices & Flasher div., 95 Eighth Ave., Newark 4, N.J.

Executives: H. W. Harper, chairman of the board; Louis Rieben, president; D. A. Harper, v.p.; R. E. Carlson, v.p. in charge of sales; H. M. Darling, v.p. & treas.; M. R. Schulte, v.p. electronics & flasher mfg.; J. Witbeck, v.p. lamp mfg.; A. K. Wright, v.p. engineering; G. E. Hallet, controller; Paul J. Hemschoot, secy.; G. W. McKeown, gen. sales mgr.; J. D. Van der Veer, asst. gen. sales mgr.; J. M. Malone, mgr. initial equipment tube sales; L. E. Cotsen, mgr. renewal sales; Hugh J. Casey, mgr. export sales; H. F. Cook, mgr. adv., sales promotion & market analysis; R. H. Pidler, director of research; E. P. Garretson, director of purchases; E. Dannenberg, director of industrial relations; Dr. A. Melvin Skellett, mgr. of color tube planning & development.

UNIVERSAL VACUUM TUBE CORP.—137 Alexander St., Yonkers, N. Y. Yonkers 5-6435. Theodore E. Apstein, president. CR tubes and CR tube rebuilder.

VACUUM TUBE PRODUCTS—506 S. Cleveland St., Oceanside, Cal. Telephone 6567. Harold W. Ulmer, owner & mgr.; Charles L. Giles, engineering mgr.; V. M. Springstead, production supt.

VICTOREEN INSTRUMENT CO.—3800 Perkins Ave., Cleveland 14, O. Endicott 1-6200. Bruce A. Coffin, chairman; C. W. Haller, pres.; H. S. Carter, v.p., sales; R. F. Shima, secy.-treas.

WATERMAN PRODUCTS CO.—2445 Emerald St., Philadelphia 25, Pa. Garfield 6-8600. CR oscilloscopes and associated equipment. William Waterman, president & chief engineer; Morris Cooper, sales mgr.

WESTINGHOUSE ELECTRIC CORP. (Electronic Tube Div.)—P.O. Box 284, Elmira, N. Y. Telephone: 3-4671. CR and power tubes manufactured in Elmira, N. Y., receiving tubes in Bath, N. Y.

Executives: Richard T. Orth, v.p. & gen. mgr.; J. A. Curtis, sales mgr.; J. M. Smith, mgr. manufacturing; C. M. Clark, Bath plant mgr.; Dr. E. A. Lederer, chief engineer; Carmen E. Remich, mgr. engineering; R. F. Roberts, mgr. equipment sales; J. J. Doyle, mgr. renewal sales; C. R. Potter, mgr. commercial engineering; F. P. Hinman, power tubes mgr.; H. Puliy, CR tube mgr.; H. D. Hanafus, purchasing agent; G. H. Hiatt, mgr. accounting; Dewey D. Knowles, mgr. of product administration.

Metal Cone Makers

DeLAVAL SEPARATOR CO.—Columbia St., Poughkeepsie, N.Y. Telephone: 4200. G. W. Smith, chairman; C. B. Schmidt, president; W. A. Neumann Jr., executive v.p.; W. A. McGill, sales v.p.; J. E. Austin, secy.; T. H. Walworth, treas.

I-T-E CIRCUIT BREAKER CO. (Special Products Div.)—601 E. Erie Ave., Philadelphia 34, Pa. Garfield 6-5700. W. M. Scott Jr., president; A. T. Scott, v.p.; W. S. Hubbs, gen. sales mgr.; W. H. Harman Jr., mgr. TV sales.

SPINCRRAFT INC.—4122 W. State St., Milwaukee 8, Wis. Division 2-0730. Theodore Salow Jr., chairman; George A. Mast, president; George F. Farley, executive v.p.; Klementine Salow, secy.-treas.; Arnold Hildebrandt, mgr. products div.; Eugene J. Sperry, office mgr.; Frederic L. Banta, plant supt.; Gerald O'Donnell, project & methods engineer.

UNITED SPECIALTIES CO., United Air Cleaner Div.—9705 Cottage Grove Ave., Chicago 28, Ill. Regent 4-5000. Television shells and air cleaners. J. T. Beatty, president; A. Vander Muelen, v.p.; D. S. Cox, asst. v.p.; B. H. Fretz, secy. & asst. treas.; J. Hamilton, sales v.p.; L. L. Blais, purchasing agent; M. T. Moler, adv. mgr.

Tube Blank Makers

CORNING GLASS WORKS—Corning, N.Y. Telephone: 2-5011. William C. Decker, president; Charles D. LaFollette, sales v.p.; J. L. Hanigan, v.p. & gen. mgr., electrical products div.; Russell Brittingham, v.p. technical products div.; Thomas H. Truslow, gen. mgr., new products div.; Campbell Rutledge, sales mgr., new products div.; J. S. Muller, electronics dept. sales mgr.

KIMBLE GLASS COMPANY (a subsidiary of Owens-Illinois Glass Co.)—P.O. Box 1035, Toledo 1, Ohio. Fairfax 6543. Columbus plant, 711 Southwood Ave., Columbus, O. (TV bulbs). Sayreville plant, P. O. Box 7, Sayreville, N.J. (TV bulbs). Vineland plant, P.O. box 230, Vineland, N.J. (tubing & bulbs). Westwood pilot plant, 1510 Westwood Ave., Toledo (research, engineering & pilot plant; TV bulbs).

Executives: R. H. Mulford, vice president & gen. mgr.; E. B. Dennis Jr., sales v.p.; S. A. Kenworthy, production v.p.; F. D. Pinotti, v.p. & chief engineer; John P. Kearney, mgr. of new product development; J. P. Gleason, industrial & electronic div. sales mgr.

ZENITH OPTICAL CO. (Division of Polan Industries)—220 Eighth St., Huntington, W. Va. Telephone: 2-0301. E. G. Polan, president; D. W. Harris, sales.

Face Plate Makers

DEARBORN GLASS CO.—6600 S. Harlem Ave., Bedford Park, Ill. Ludlow 5-0900. Mfrs. of reflection free tube faces, flat & bent implosion plates. Plant also at Jermyn, Pa. W. A. Williams, president; L. J. Paulick, executive v.p.; R. B. Mauritzen, v.p.

PITTSBURGH PLATE GLASS CO.—One Gateway Center, Pittsburgh 22, Pa. Atlantic 1-5100. H. B. Higgins, president; Richard B. Tucker, executive v.p.; W. R. Harper, v.p.; M. W. Marshall, mgr. industrial glass sales; R. G. Whittemore, mgr. product development dept.

Leading Manufacturers of Phonographs & Record Players

As compiled from Phonograph Manufacturers Assn., RETMA, and other industry sources.

ADMIRAL CORP.—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Phonographs manufactured at 4150 N. Knox Ave., Chicago. R. D. Siragusa, president; J. B. Huarisa, executive v.p.

ARTHUR ANSLEY MFG. CO.—Doylestown, Pa. Sugan 2711. Arthur O. Ansley, president.

AUDIO INDUSTRIES Inc.—West 4th St., Michigan City, Ind. Telephone: 7-7251. Paul Dolemo, president.

AUROCRAE ELECTRONICS CO.—5024 Elm St., Skokie 8, Ill. Orchard 3-8033. R. B. Gubbins, sales mgr.

AVCO MFG. CORP. (Crosley & Bendix Home Appliance Divisions), 1329 Arlington St., Cincinnati, O. Kirby 6600. James D. Shouse, v.p. & gen. mgr.

B & R ELECTRONICS CO.—1701 Boone Ave., New York 60, N.Y. Dayton 3-3322. I. Rothman, president.

BIRCH PHONOGRAPHS—221 E. 144th St., New York 51, N.Y. Melrose 5-7226. George Boetsch, president.

DAVID BOGEN CO. Inc.—29 Ninth Ave., New York 14, N.Y. Oregon 5-6565. David Bogen, president; Lester Bogen, executive v.p.

CALIFONE CORP.—1041 N. Sycamore Ave., Hollywood 38, Cal. Hollywood 2-2353. R. G. Metzner, president.

CAPEHART-FARNSWORTH CO. (a division of IT&T)—3702 E. Pontiac St., Ft. Wayne, Ind. Eastbrook 7571. L. G. Haggerty, president; E. W. Gaughan, v.p. & sales mgr.; J. H. Riddel, merchandise mgr.

COLUMBIA RECORDS—1473 Barnum Ave., Bridgeport 8, Conn. Bridgeport 6-0181. James B. Conkling, president; Goddard Lieberson, executive v.p.

CRESCENT INDUSTRIES INC.—5900 W. Touhy Ave., Chicago 31, Ill. Niles 7-8900. Henry H. Gefvert, president.

DEAN ELECTRONICS CORP.—425 Devoe Ave., New York 60, N.Y. Sycamore 2-1717. Phil Simon & Mickey Reese, partners.

DECCA RECORDS Inc.—50 West 57th St., New York 19, N.Y. Columbus 5-2300. Milton R. Rackmil, president; Leonard W. Schneider, executive v.p.

DYNAVox CORP.—4005 21st St., Long Island City 1, N.Y. Stillwell 6-3770. Joe Dworcken, president.

EDUCRAFT SALES CORP.—150 12th Ave., Whitestone, N.Y. Flushing 3-4519. Larry Lewin, president.

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York 11, N.Y. Oregon 5-7000. Benjamin Abrams, president; Dorman D. Israel, executive v.p.

FANON ELECTRIC CO. Inc.—150 South Rd., Jamaica 33, N.Y. Olympia 8-3300. Salo Nachtigal, president.

GOTHAM TELEVISION CORP.—123 W. 64th St., New York 23, N.Y. Trafalgar 3-3787. Harold Shevers, president & treas.

HALLICRAFTERS CO.—4401 W. Fifth Ave., Chicago 24, Ill. Van Buren 6-6300. William J. Halligan, president; R. W. Durst, executive v.p.

HEDCO MFG. CORP.—161 W. Huron St., Chicago 10, Ill. Whitehall 4-3201. Paul M. Davidson, president.

HOFFMAN ELECTRONICS CORP.—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Phonographs manufactured at 6200 S. Avalon Blvd., Los Angeles 5. H. L. Hoffman, president; C. E. Underwood, v.p.-treas.

(Continued on page 384)

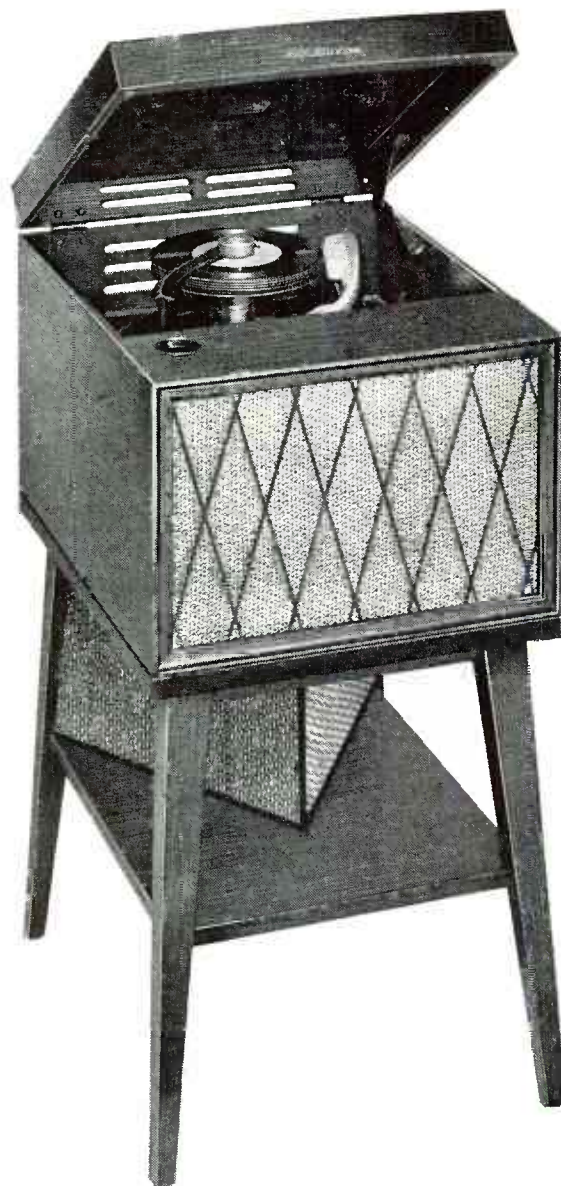
Capitalize on the hot trend to Hi-Fi . . . for Bach and "bop"

RCA VICTOR ANNOUNCES
TWO GREAT NEW
 HI-FI PHONOGRAPHS!



HI-FI for a low, low \$69⁹⁵!

HERE'S YOUR ANSWER to the growing demand—from "bop" fans as well as Bach fans—for Hi-Fi at low cost. This grand New Orthophonic High Fidelity "Victrola" 45 phonograph features a special 8-inch *curvilinear* speaker designed by Dr. H. F. Olson, the country's leading authority in acoustical research. Also has a new ceramic pickup . . . new high-powered amplifier with continuously variable tone control . . . and the world's fastest, surest record changer. Plays up to 14 "45" records at the touch of a button. Cabinet designed for beauty and correct acoustics. In handsome maroon. Model 45HY4.



3-SPEAKER HI-FI, \$159⁹⁵!

HERE'S CONSOLE-LIKE HI-FI performance at table-model price! It's the New Orthophonic High Fidelity "Victrola" *Ensemble*—featuring exclusive TRIPLE SPEAKER "GOLDEN THROAT"! Not just one but *three* loudspeakers: 8-inch "Olson-design" *curvilinear* speaker in the phonograph, two full-sized Super-High Efficiency speakers in the base. The sound beams they send out *overlap*, providing *room-wide* sound diffusion! Special Hi-Fi 3-speed record changer; flip-over ceramic pickup; separate, *calibrated* controls for treble, bass and loudness. Mahogany finish; limed oak slightly higher. Model 3HES5C.

Suggested list prices shown, subject to change without notice, slightly higher for West and South.

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



PHONOGRAPHS & RECORD PLAYERS—(Continued)

KRAFT BROTHERS—1299 Jerome Ave., New York 52, N.Y. Cypress 3-4540. Jack & Harold Kraft, partners.

LION MANUFACTURING CORP.—2640 W. Belmont Ave., Chicago 18, Ill. Cornelia 7-6060. Raymond T. Moloney, president.

MAGNAVOX CO.—Bueter Rd., Ft. Wayne 4, Ind. Eastbrook 5471. Phonographs manufactured at Greeneville, Tenn. Frank M. Freimann, president; Gerard M. Ungaro, v.p. & secy.

MAJESTIC RADIO & TELEVISION—79 Washington St., Brooklyn 1, N.Y. Ulster 2-6000. Leonard Ashbach, chairman & president.

MAJOR ELECTRONICS CO.—42 Meserole St., Brooklyn 6, N.Y. Evergreen 8-5230. Murray Schier, sales mgr.

MARKEL ELECTRIC PRODUCTS Inc. (Playmaster Div.)—145 Seneca St., Buffalo 3, N.Y. Mohawk 1800. Joseph Markel, president; Harold Levy, sales mgr.

MGM RECORDS Inc.—701 Seventh Ave., New York 36, N.Y. Circle 5-4820. Frank B. Walker, president.

MOTOROLA Inc.—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Paul V. Galvin, president; Robert W. Galvin, executive v.p.

NEWCOMB AUDIO PRODUCTS CO.—6824 Lexington Ave., Hollywood 38, Cal. Hollywood 9-5381. Robert Newcomb, sales mgr.

OLYMPIC RADIO & TELEVISION Inc.—3401 38th Ave., Long Island City 1, N.Y. Stillwell 4-6961. Morris Sobin, president & gen. mgr.; Herbert Kabat, sales v.p.

PACIFIC MERCURY TELEVISION MANUFACTURING CORP.—8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Joe Benaron, president & chairman.

PACKARD-BELL CO.—12333 W. Olympic Blvd., Los Angeles 64, Cal. Arizona 7-6721. H. A. Bell, president; Robert S. Bell, executive v.p.

PENTRON CORP.—221 E. Cullerton St., Chicago 16, Ill. Victory 2-7234. Irving Rossman, president.

PHILCO CORP.—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. William Balderston, chairman of board; James H. Carmine, president; J. M. Otter, executive v.p.

PHILHARMONIC RADIO & TELEVISION CORP.—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Bernard H. Lippin, chairman; Leslie Evan Roberts, president.

PORT-O-MATIC CO.—438 East 91st St., New York City. Enright 9-0662. Meyer Lehman, president.

RADIO CORP. OF AMERICA (RCA Victor Radio and "Victrola" Division)—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Phonographs manufactured at Cambridge, O.; radios at Canonsburg, Pa. J. M. Toney, gen. mgr.; A. R. Bages, mgr. product planning; L. J. Collins, sales mgr.; J. L. Franke, chief engineer; T. S. Weeks, mgr. production dept.

RAYTHEON MFG. CO.—Waltham 54, Mass. Waltham 5-5860. Phonographs manufactured at 5921 W. Dickens Ave., Chicago 39, Ill. Berkshire 7-7000. Henry F. Argento, v.p. & gen. mgr.

REK-O-KUT CO. Inc.—3801 Queens Blvd., Long Island City, N.Y. Stillwell 4-7062. George Silber, partner.

ROLAND RADIO CORP.—716 S. Columbus Ave., Mt. Vernon, N.Y. Telephone: 4-1500. P. E. Featherstone, gen. sales mgr.

SCOTT RADIO LABORATORIES Inc.—1020 N. Rush St., Chicago 11, Ill. Whitehall 4-0510. Plant at Plymouth, Ind. John S. Meck, president.

SHURA-TONE PRODUCTS Inc.—440 Aldelphi St., Brooklyn, N.Y. Ulster 7-2660. Frank Lo Manto, owner; J. Leonard Coben, sales mgr.

SONIC INDUSTRIES—30 Northern Blvd., Long Island 1, N.Y. Ravenswood 9-3118. Ben Burns, president.

STEELMAN PHONOGRAPH & RADIO CO. Inc.—2-30 Anderson Ave., Mt. Vernon, N.Y. Telephone: 4-1500. P. E. Featherstone, gen. sales mgr.

STROMBERG-CARLSON CO.—100 Carlson Rd., Rochester 3, N.Y. Culver 0260. R. C. Tait, president; A. G. Schifino, gen. mgr. sound equipment div.

SYLVANIA ELECTRIC PRODUCTS Inc.—1740 Broadway, New York 19, N.Y. Phonographs manufactured at 254 Rano St., Buffalo 7, N.Y. Victoria 2450. H. Ward Zimmer, president; B. K. Wickstrum, v.p. & director of sales.

SYMPHONIC RADIO & ELECTRONICS CO.—160 Washington St., Boston. Richmond 2-0100. Max Zimmer, president.

TELE-TONE CO. OF AMERICA—1701 Boone Ave., New York 60, N.Y. Dayton 3-3322. I. Rothman, president; Milton C. Perlmutter, exec. v.p.

TRYLON RADIO LABS—1136 N. American St., Philadelphia 23, Pa. Walnut 2-5595. Irving Kaplan, partner.

V-M CORP.—4th & Park Sts., Benton Harbor, Mich. Walnut 5-8134. V. Miller, president; Earl M. Rush, secy. & gen. mgr.; K. L. Bishop, gen. sales mgr.; Edward Retzke, purchasing agent; K. L. Bishop, export mgr.

VANITY FAIR—50 S. 4th St., Brooklyn 11, N.Y. Evergreen 7-2018. Marvin J. Frank, president; Stanley Cohen, secy.-treas.

WATERS CONLEY CO. Inc.—501 First St. NW, Rochester Minn. Telephone: 2-2755. Fred C. Kennedy, president; Glen M. Waters, v.p.

WEBSTER-CHICAGO CORP.—5610 W. Bloomingdale Ave., Chicago 39, Ill. Tuxedo 9-8500. Norman C. Owen, president; G. W. Wallin, engineering v.p.; T. Godwin, purchasing agent; A. Delighter, material procurement director.

WESTINGHOUSE ELECTRIC CORP. (TV-Radio Div.)—Route 27, Metuchen, N.J. Telephone: 6-5000. T. J. Newcomb, mgr.

ZENTH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. E. F. McDonald, Jr., president & gen. mgr.; Hugh Robertson, executive v.p.

Leading Manufacturers of Phonograph Records

As compiled from Record Industry Assn. of America, RETMA, and other industry sources.

ANGEL RECORDS Inc.—38 West 48th St., New York, N.Y. Plaza 7-5910. Dario Soria, president.

ATLANTIC RECORDING CORP.—234 West 56th St., New York 19, N.Y. Plaza 7-6306. Herbert C. Abramson, president.

CAPITOL RECORDS Inc.—1507 N. Vine St., Hollywood 28, Cal. Hollywood 9-8171. Glenn E. Wallichs, president; James W. Bayless, v.p. (manufacturing & studios); Daniel C. Bonbright, v.p. (finance), secy.-treas.; Lloyd W. Dunn, v.p. (merchandising), sales promotion & publicity; William H. Fowler, v.p. (N.Y.); Alan W. Livingston, v.p. (artists & repertoire).

CHILDREN'S RECORD GUILD—100 Sixth Ave., New York City. Digby 9-4740. John Stevenson, president.

CLEF RECORDS—522 Fifth Ave., New York City. Murray Hill 7-5589. Norman Granz, president.

COLUMBIA RECORDS Inc.—799 Seventh Ave., New York 19, N.Y. Circle 5-7300. James E. Conkling, president; Goddard Lieberman, executive v.p.; James H. Hunter, v.p. for research & development.

CORAL RECORDS Inc. (subsidiary of Decca Records Inc.)—48 West 57th St., New York 19, N.Y. Columbus 5-2363. Norman Weinroter, gen. sales mgr.

DECCA RECORDS Inc.—50 West 57th St., New York 19, N.Y. Columbus 5-2300. Milton Rackmil, president; Leonard W. Schneider, executive v.p.

DOT RECORDS—Gallatin, Tenn. Telephone: 1600. Randy Wood, president.

ESSEX RECORDS—3208 South 84th St., Philadelphia, Pa. Belgrade 2-6250. David Miller, president.

JUBILEE RECORD CO.—315 West 47th St., New York 19, N.Y. Judson 6-7920. Jerry Blaine, president.

KING RECORD CO.—1540 Brewster Ave., Cincinnati, O. Plaza 2211. Sidney Nathan, owner.

LONDON RECORDS Inc.—539 West 25th St., New York 1, N.Y. Oregon 5-6061. Harry G. Kruse, president.

MERCURY RECORD CORP.—35 E. Wacker Drive, Chicago 1, Ill. Dearborn 2-5788. Irving B. Green, president.

MESNER SALES Inc.—451 N. Cannon Drive, Beverly Hills, Cal. Crestview 5-5772. Leo Mesner, president.

MGM RECORDS—701 Seventh Ave., New York 36, N.Y. Circle 5-7300. Frank B. Walker, president.

MODERN RECORDS—9317 N. Washington Blvd., Culver City, Cal. Texas 0-2991. Saul Bihari, partner.

PETER PAN RECORDS—461 Eighth Ave., New York City. Lackawanna 4-0600. Henry Lapidus, president.

RADIO CORPORATION OF AMERICA—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Record division at 30 Rockefeller Plaza, New York 20, N.Y. Judson 2-5011. Records manufactured at Indianapolis, New York, Hollywood & Rockaway, N.J. Emanuel Sacks, v.p.; H. L. Letts, asst. gen. mgr.; G. R. Marek, mgr. artist & repertoire; A. L. McClay, gen. plant mgr.; L. Kanaga, mgr. commercial sales & merchandise.

RECORD CORP. OF AMERICA—510 Twenty-second St., Union City, N.J. Union 7-5159. Eli Oberstein, president.

SAVOY RECORD CO.—58 Market St., Newark, N.J. Market 3-7470. Herman Lubinsky, president & treas.; Charles Manz, v.p. & secy.

SIMON & SCHUSTER Inc.—630 Fifth Ave., New York 20, N.Y. Circle 5-6400. Arthur Shimkin, record dept. mgr.

SPECIALTY RECORDS Inc.—8508 Sunset Blvd., Hollywood 46, Cal. Bradshaw 2-4338. Arthur Rupe, president.

URANIA RECORDS Inc.—40 East 19th St., New York 3, N.Y. Oregon 5-4300. David Rothfeld, gen. mgr.

VOX PRODUCTIONS Inc.—236 West 55th St., New York 19, N.Y. Circle 5-7816. George H. Mendelssohn, president.

WESTMINSTER RECORDING CO.—275 Seventh Ave., New York 1, N.Y. Algonquin 5-9550. James Grayson, president; Henry L. Gage, v.p.; M. Naida, secy.-treas.

Directory of

Manufacturers of TV Receiving Antennas

Data as Supplied by Companies in Response to Questionnaires. Brand Names in Italics.

Note: Manufacturers of TV receivers, many of whom also offer receiving antennas, are listed on pp. 369-377

- AERIAL ELECTRONICS CO.**—220 Washington St., Beardstown, Ill. Beardstown 1415. Officers: John M. James, Edwin Snyder, E. C. Leininger. *AECO, Channel Queen, Channel King, Skylark.* Outdoor only.
- ALL CHANNEL ANTENNA CORP.**—47-39 49th St., Woodside 77, N. Y. Exeter 2-1336. Marvin P. Middlemark, pres.; Wm. T. Korn, v.p.; Adrian E. Clark, adv. mgr. Outdoor only.
- ALLIANCE MANUFACTURING CO.**—Lake Park Blvd., Alliance, O. Telephone: 1-5361. Murray D. Lincoln, pres.; John Bentia, exec. v.p.; A. F. Deming, v.p., engineering & production; Beryl M. Rainsberg, secy.-treas.; Richard Barrick, asst. treas. *Tenna-Rotor* antenna rotators, *Triceptor* UHF-VHF antennas. Outdoor only.
- AMERICAN PHENOLIC CORP.**—1830 S. 54th Ave., Chicago 50, Ill. Bishop 2-1000. Arthur J. Schmitt, pres.; W. H. Rous, v.p., sales; R. C. Hall, gen. sales mgr.; L. J. Gallagher, field sales mgr.; K. F. Boldt, adv. mgr.; E. M. Soria, director of engineering; Curt Klostermann, chief engineer. *Amphenol.* Outdoor only.
- AMERICAN SCREEN PRODUCTS CO.**—807 N.W. 20th St., Miami 37, Fla. Miami 2-7448. John D. Foskett, pres.; Ralph C. Powell, product mgr. *OOFLamp, Unicorn.*
- ANTENEX CO.**—4060 Ocean Park Ave., Venice, Cal. Texas 0-5519. Ben Dickstein & Julius Rosenberg, partners. *Vision Master.* Outdoor only.
- BARB CITY INDUSTRIES INC.**—5th & Girard Sts., DeKalb, Ill. Telephone: 6-8531. Louis L. Ignelzi, pres.; Charles W. Blackman, v.p.; Kent G. Blackman, secy.-treas.; Sam C. Mabel, sales mgr. *Channel-Chief, Barb 400, Double Vee.* Outdoor only.
- BEEZEE ELECTRONICS CORP.**—2024 McDonald Ave., Brooklyn, N. Y. Luis Britvan, pres.
- BESTCRAFT PRODUCTS CO. INC.**—626 Broadway, New York 12, N. Y. Algonquin 4-7920. Martin Roffman, pres.; Joseph D. Gollon, secy.-treas. *Bestenna.* Indoor only.
- BRACH MFG. CORP.** div. of General Bronze Corp.—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. J. B. Cejka, Ira Kamen, H. D. Halperin, v.p.'s.
- BROOKLYN TELEVISION CO. INC.**—72 Steuben St., Brooklyn 5, N. Y. Sterling 9-2808. Samuel Bluman, pres.; Jack Bluman, secy.-treas. *Flashomatic, Flashbeam.*
- BUXTON INDUSTRIES INC.**—88 N. Fair Oaks Ave., Pasadena 1, Cal. Ryan 1-5249. D. E. Buxton, pres.; Harvey Roy, v.p.; B. I. Buxton, secy.-treas. *Cobra Cone, Diamond Back, Radar Shark, Radar Slide, Cornerray.* Outdoor only.
- CAMBURN INC.**—32-40 57th St., Woodside 77, N. Y. Yellowstone 2-1100. M. B. Bernstein, pres.; E. F. Graf, engineering & sales dir., electronic equipment; J. Ledner, gen. mgr. *Zoom Up, Ultra Beam, Capri, Coronet, Video Beam, Swift Rig, Super X, Hot Rod, Savoy, Hi-Mast, Elite, Topper, Suiwel.*
- CHANNEL MASTER CORP.**—Ellenville, N. Y. Telephone: 1300. Harry Resnick, pres.; Harold Harris, sales & engineering v.p.
- CLEAR BEAM ANTENNA CO.**—21341 Roscoe Blvd., Ganoga Park, Cal. Diamond 7-2255. Harold Florence, pres.; Al Lieb, v.p.; Robert D. Raynor, sales mgr.; Harry S. Lieb, v.p.
- CORNELL-DUBILIER ELECTRIC CORP.**—South Plainfield, N. J. Plainfield 6-9000. Octave Blake, pres.-gen. mgr.; Wm. Dubilier, 1st v.p.; Haim Beyer & Paul McK. Deeley, exec. v.p.'s. Vice presidents: Wm. M. Bailey, Felix S. Weiss, Theodore E. Abeel, Max Bleich. Clarence A. Staub, treas.; Mary F. Keating, secy.
- DANFORTH MFG. CO.**—Monmouth, Ill. Telephone: 152. Robert W. Danforth, pres.; Robert A. Hiett, sales v.p.; Wm. Smith, chief engineer; Dale I. Smith, plant mgr. *Mountie.* Outdoor only.
- DAVIS ELECTRONICS**—4002 W. Burbank Blvd., Burbank, Cal. Thornwall 2-3032. Henry J. Davis, pres.; Joseph Bare, production mgr.; Stanley B. Goldman, sales engineer; Roy Wilson, purchasing agent. *Super-Vision.* Outdoor only.
- DELSON MANUFACTURING CORP.**—126 11th Ave., New York 11, N. Y. Chelsea 3-0953. M. D. Delson, pres.; I. Yamet, v.p.; A. J. Samuels, secy.-treas. *Jiffy-Tenna, Gyro-Tenna.*
- DYNAMIC ELECTRONICS-NEW YORK INC.**—73-79 Woodhaven Blvd., Forest Hills, N. Y. Illinois 9-7000. J. M. Winer, pres.; A. C. Rogers, treas.; George Ginsberg, secy. *Tentenna, No-Ghost, Spool-Tenna.* Outdoor only.
- THE FINNEY CO.**—4612 St. Clair Ave., Cleveland 3, O. Henderson 2-2150. L. H. Finneburgh Jr., pres.; M. L. Finneburgh, v.p.; M. L. Finney Jr., sales mgr. *Finco.* Outdoor only.
- FRETCO INC.**—406 N. Craig St., Pittsburgh 13, Pa. Museum 1-8116. Joseph V. Fisher, pres.; Frank H. Robinson, v.p. *Freeline, Fretaray, Victoria, Spectrum, Super Spectrum, Mi-Tee-Ray, Saucerline, Strato-Ray, Bo Ti.* Outdoor only.
- GENERAL ANTENNA MFG. CO.**—1652 Rockwell Ave., Cleveland 14, O. Outdoor only.
- GONSETT CO.**—801 S. Main St., Burbank, Cal. Victory 9-2222. F. R. Gonsett, owner-mgr.; W. W. Smith, engineer; R. S. Johnson, sales mgr.; C. E. Johnson, supt. *Radarray, Rocket, Gamma-Ray, Cone, Arrow.* Outdoor only.
- HI-LO TV ANTENNA CORP.**—3540 N. Ravenswood Ave., Chicago 49, Ill. Graceland 7-1890. Frank J. Klancnik, pres.; Eugenia M. Klancnik, v.p.; E. A. Goncoe, gen. mgr. *Spiralenna.* Indoor only.
- HI-PAR PRODUCTS CO.**—347 Lunenburg St., Fitchburg, Mass. Fitchburg 2-2970. V. R. Parker, P. H. Parker, H. H. Hirvonen, partners. Outdoor only.
- HOLLANDER MFG. CO.**—7390 St. Charles Rock Rd., St. Louis 14, Mo. Parkview 1-8550. H. S. Hollander, pres.; S. N. Hollander, v.p.; D. N. DeWoskin, mgr. Outdoor only.
- HY-LITE ANTENNAE INC.**—242 E. 137th St., Bronx 51, N. Y. Cypress 2-3402. Lester Dresner, pres.; Herbert Pearlman, secy.-treas. *Snap-Out, Sky-Lite, Bar-Gain.* Outdoor only.
- INSULINE CORP. OF AMERICA**—186 Granite St., Manchester, N. H. Manchester 5-8511. Samuel J. Spector, pres.; B. L. Cahn, v.p. *ICA.*
- JFD MFG. CO. INC.**—6101 16th Ave., Brooklyn 4, N. Y. Bensonhurst 6-9200. Julius Finkel, pres.; Albert Finkel, v.p.; Edward Finkel, secy.-treas. & sales mgr.; James Saraylotes, account exec. (Delphi); Al Pollack, production mgr.; Douglas Carpenter, chief electrical engineer. *Baline, Bowtie Flector, Cascade, Commandaire, Corsair, D-Xer, Pacesetter, Plug-in, Quik-Rig, Ultra-V Beam, Super-Beam, Saic TV Guard, Sky Streak, Stan-Guard, Jetomic, Superjet, Gold Shield, Maxi-cor, Mini-cor, Pal, SuperPower Jet, Jetenna, Jet-Helix Rainbow, Star-Helix Rainbow, Color-Tenna, Roto-King, Aluzoom, Sky-Lok, 3-in-1, Lightning Sentry, Tune-A-Scope, Panorama, 4-Bow, 8-Bow.*
- KAY-TOWNS ANTENNA CO.**—1511 Dean Ave., Rome, Ga. Telephone: 4-2631. James C. Kay, sales mgr.; Jack Townes, purchasing agent. Outdoor only.
- K-G ELECTRONICS CORP.**—2738 N. Sheffield Ave., Chicago 14, Ill. Sam Gertz, pres. Indoor only.
- LA POINTE ELECTRONICS INC.**—155 W. Main St., Rockville, Conn. Telephone: 5-3351. Jan H. Stillbach, pres. & treas.; J. E. Respass, sales v.p.; Larry E. Kearney, sales mgr. *Vec-D-X.* Outdoor only.
- LYNMAR ENGINEERS**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, Samuel Sabaroff, Donald R. Trilling, partners. Outdoor only.
- MEDAL MFG. CO. INC.**—200 W. Silver St., Sharon, Pa. Telephone 2-6839. Robert Routman, pres.; Alec Routman, v.p. Outdoor only.
- MILLER TELEVISION CO.**—2840 Naomi St., Burbank, Cal. Victoria 9-1659. John Miller, owner.
- MINI-A-TURE ANTENNA CO.**—3744 Broadway, Chicago 13, Ill. Lincoln 9-5857. L. S. Bressler, owner. *Silver Dollar.* Indoor only.
- NATIONAL ELECTRIC PRODUCTS CORP.**—Gateway Center, 140 Stanwix St., Pittsburgh, Pa. Grant 1-2852. W. C. Robinson, Sr., pres.; R. C. Bennett, Jr., sales v.p.; W. C. Robinson, Jr. & A. E. Robinson, v.p.; A. J. Borelli, sales mgr., radio-TV dept.; A. J. Hughes, asst. sales mgr., radio-TV dept. *Nepco.* Outdoor only.
- NATIONAL ELECTRONIC MFG. CO.**—See Insuline Corp. of America.
- NEAL ELECTRONIC CO. INC.**—215 S. Green St., Huntsville, Ala. Jefferson 4-4331. Wm. O. Neal, pres.; Jack Giles, v.p.; Zora Neal, secy.-treas.; P. U. Towry, sales v.p.; M. Payne, credit mgr. *Fringe-Beam.* Outdoor only.
- PAYO ENGINEERING LABS**—Box 61, Quincy, Ill. Outdoor only.
- PEERLESS PRODUCTS INDUSTRIES**—812 N. Pulaski Rd., Chicago 51, Ill. Belmont 5-9883. Edwin Mraz, pres.; M. M. Mraz, secy.; E. Kriz, treas.; Walter Griffing, sales mgr.; Robert Mraz, supt. *Golden Wand, Silver Wand, Diron.* Indoor only.
- PENN TELEVISION PRODUCTS CO.**—Allegheny & Trenton Aves., Philadelphia 34, Pa. Garfield 6-3031. Leslie M. Friedman & Herman Frantz, partners. Jere H. Friedman, adv. mgr. *Penn-tenna, Pennalloy, Pwintenna, Hiltoswitch, Pennvue, No Rust.* Outdoor only.
- PHILSON MFG. CO.**—60 Sackott St., Brooklyn 31, N. Y. Ulster 5-0136. Philip Morrison, pres.; Melvin Morrison, secy.-treas. Outdoor only.
- PHOENIX ELECTRONICS INC.**—50 Island St., Lawrence, Mass. Outdoor only.
- PLANTENNA CORP.**—Silverton, Ore. Telephone: 3-5494. Frederick A. Farley, pres. & treas.; Walter E. Hartley, v.p.; Carl B. Anderson, secy. Indoor only.
- POLYTRON CORP.**—191 Main St., Tarrytown, N. Y. Telephone: 4-4900. H. L. Shortt, pres.; R. G. Vance, secy.-treas. Indoor only.
- R. D. & HARRY POMEROY**—4000 Ash St., Colonial Park, Harrisburg, Pa. Telephone: 5-8511. R. D. Pomeroy, Harry M. Pomeroy, partners. *Pixmaster.*

(Continued on next page)

TV RECEIVING ANTENNAS—(Continued)

Q-LINE MFG. CORP.—1562 61st St., Brooklyn 19, N. Y. Benson-hurst 6-9320. Harold L. Brenner, pres.; Israel Pollack, secy-treas.

RADELCO MFG. CO.—7580 Garfield Blvd., Cleveland 25, O. Vulcan 3-8080. R. R. Cull, S. Ludwig, partners.

RADIART CORP. (Subsidiary of Cornell-Dubilier Electric Corp.)—3455 Vega Ave., Cleveland 13, O. Melrose 1-6660. H. C. Crawford, pres.; W. A. Schoneberger, jobber sales mgr.; J. Chadowski, exec. engineer; C. Horek, purchasing agent; B. Thomas, equipment sales mgr. *Batterypower, Hi-Ball, Hipower, Lazy-X, Loaded-X, Red Seal, Spee-Dee, Strate-Line, Super-Vee, Vipower, Superior, Super-Structure, TR-2, CDR.*

RADIO MERCHANDISE SALES INC.—2016 Bronxdale Ave., New York 62, N. Y. Tyrone 2-6700. Sidney Pariser, pres.; Albert Brand, secy-treas. & sales director; Edward M. Cappucci, gen. mgr.; Reuben Agdern, mgr., antenna div.; Clifford P. Shearer, adv. mgr. *RMS.*

RADION CORP.—1130 W. Wisconsin Ave., Chicago 14, Ill. Mohawk 4-4617. R. N. Leonard, pres.; R. A. Lucas, treas.-credit mgr.; Dan O'Connell, sales v.p.; M. Silver, secy. *Metropolitan, Suburban, Champion, Challenger, Bullseye, Superbullseye.* Indoor only.

WALTER L. SCHOTT CO.—3225 Exposition Pl., Los Angeles 18, Cal. Axminster 3-7201. Walter L. Schott, pres.; Robert Mueller, sales mgr.; Frank Hurd, purchasing agent. *Walsco.*

S/C LABORATORIES, INC.—37 George St., Newark 5, N. J. F. D. Mirabella, pres.; N. Zanzano, secy-treas. Outdoor only.

SNYDER ANTENN-GINEERS LTD., affiliate of Snyder Mfg. Co.—14th at Birmingham Sts., Toronto 14, Ont., Canada, Clifford 1-9743.

SNYDER MFG. CO.—22nd & Ontario Sts., Philadelphia 40, Pa. Radcliff 5-6565. Benjamin L. Snyder, Gerson Snyder, partners. *Directronic, Snydermatic, Antennengineers, Redimount.* (Subsidiary Bellevue Tube Mill Inc., 2200 W. Bellevue St., Philadelphia, manufactures TV antenna masts.)

SPIRLING PRODUCTS CO. INC.—Henrietta St. & Duffy Ave., Hicksville, L. I., N. Y. Telephone: 3-6550. Milton Spirt, pres.; Gustav Hofeller, gen. mgr.; Eugene Wege, engineer. *Spico, Super-Phantom, IndoorTenna, E-Z-Bee, Super 6, Tom Thumb, Switch-O-Matic.*

SUMMIT ENGINEERING CO.—3324 Main St., Hartford 5, Conn. Chapel 6-3330. Irving I. Kahn, gen. mgr. Outdoor only.

TECHNICAL APPLIANCE CORP.—1 Taco St., Sherburne, N. Y. Telephone: 7-2211. C. F. Goudy, chairman; H. H. Brown, pres.; T. Lundahl, sales v.p.; K. H. Lippitt, engineering v.p.; J. Cullen, production v.p.; W. H. Resch, treas. *Taco, Tacoplier.* Outdoor only.

TEL-A-RAY ENTERPRISES INC.—Box 332, Third & Water Sts., Henderson, Ky. Telephone: 3983. Jack Grimes, pres. *Butterfly, Fringe Master.* Outdoor only.

TELE-MATIC INDUSTRIES INC.—1 Joralemon St., Brooklyn 1, N. Y. Main 4-1364. Benjamin Frankenstein, pres.; Murray Director, treas.-secy. *Ultra-Matic.* Outdoor only.

TELESINE ANTENNA CORP.—P.O. Box 1387, Shreveport 92, La. Telephone: 5-5121. W. E. Antony, pres.; Henry B. Clay, secy-treas.-gen. mgr.

TELETENNA CO.—1033 Indiana Ave., La Porte, Ind. Telephone 4-8922. Wm. H. C. Higgins Jr., pres. *Telecon, Ultra-Telecon.*

TELEVISION HARDWARE MFG. CO., div. of General Cement Mfg. Co.—919 Taylor Ave., Rockford, Ill. Telephone: 2-6893. S. B. Vallulis, pres.; R. G. Ellis, secy-treas. *Teleco, G-C.*

TELEVISION RADIO ELECTRONICS—Route 1, Box 291, Merced, Cal. Randolph 2-0606. J. M. Mazzel, A. F. Kurrels, partners. *Frank's Deluze.* Outdoor only.

TELEWAND CORP.—925 5th St., NW, Washington 1, D. C. National 8-3293. Hal J. Berney, pres.; Arthur Goebel, v.p.; Pauline Goebel, secy-treas.; P. McCarty, plant supervisor.

TELREX INC.—Asbury Park, N. J. Telephone: 2-7252. M. D. Ercolino, pres. & chief engineer; Ralph Ercolino, sales mgr. *Conical-V-Beam, Clover-V-Beam, Fishbone, Beam Power Rotaries, Tri-Band, Mini-Beam.*

TELVISION LABORATORIES INC.—Mill St., Wauconda, Ill. Telephone: 2511. Edward F. Classen, pres.; Walter A. Schwalm, v.p. *TELTenna, TELrod.* Indoor & built-in only.

TRICRAFT PRODUCTS CO.—1535 N. Ashland Ave., Chicago 22, Ill. Armitage 6-2013. Joseph N. Marks, gen. mgr.; August Buck, sales mgr.; Dick Schultze, production mgr.; Guy Hills, chief engineer.

TRIO MFG. CO.—Griggsville, Ill. Telephone: 22. Harry A. Koppes, pres.; J. L. Wade, gen. mgr.; Roy J. Wade, sales mgr. Rotators and outdoor antennas.

TUNKL INDUSTRIES INC.—3714 Montrose Ave., Chicago 18, Ill. Indoor only.

T-V PRODUCTS CO.—Springfield Gardens 13, N. Y. Laurelton 7-3500. Elliot March, sales mgr.; David Fox, production engineer. *Tescon, Cat's Whiskers, Rocketenna.* Outdoor only.

U. H. F. RESONATOR CO.—224 Seventh St. Racine, Wis. Phone: 3-9472. Les Christopherson, pres.; Fred Wheeler, v.p.; Fulton Pederson, secy. *Ultra-Sonic.*

VIDEO ELECTRONIC LABORATORY—304 Rodgers Rd., Des Moines 15, Ia. Telephone: 8-7712. L. W. Nolan, pres.; James L. Kelehan, secy-treas., sales & adv. mgr.; Lloyd R. Amoo, v.p.-chief engineer. *Vela.* Outdoor only.

VIDEO INDUSTRIES Co.—42 Palmer Pl., Port Chester, N. Y. Westmore 9-4919. Sylvan Simons, owner. *Vico, Swingrig.* Outdoor only.

WALSCO ELECTRONICS CORP.—See Walter L. Schott Co.

WARD PRODUCTS CORP., div. The Gabriel Co.—1148 Euclid Ave., Cleveland 15, O. Main 1-4610. C. C. Cole, gen. mgr.; L. H. Kline, gen. sales & merchandising mgr.; W. L. Rickards, dir. of engineering; B. Quigley, export mgr.; N. A. Hamlin, credit mgr. *8-Ball, Elektran, Long Ranger, Phantom, Sky Queen, 3x3, Can-Can, Trombone, U-Vee, Jazz Trombone, Para-Con, Tele-vane.*

WARD MFG. CO.—Burlington, Ia. Outdoor only.

WINEGARD CO.—3000 Scotten Blvd., Burlington, Ia. Plaza 4-6595. John Winegard, pres.; Hugh Cummings, gen. mgr. Outdoor only.

RETMA Estimates of

Shipments of TV Receivers to Dealers by States, 1946-1954 †

State	Cumulative					
	1946-54*	1950	1951	1952	1953	1954**
Alabama	331,606	32,167	41,938	75,311	96,592	78,746
Arizona	113,580	9,129	12,561	25,141	38,992	24,640
Arkansas	158,913	7,633	8,681	16,394	50,777	71,243
California	2,996,013	685,389	437,172	577,186	514,512	384,029
Colorado	214,334	6	64	98,216	71,456	42,307
Conn.	614,729	136,523	122,815	126,876	94,124	74,703
Delaware	315,291	27,227	15,796	19,756	15,685	12,012
D. C.	339,873	95,756	59,561	60,989	52,225	36,594
Florida	497,601	41,266	51,305	97,232	137,402	159,704
Georgia	518,528	84,931	65,828	109,508	118,731	119,970
Idaho	58,459	53	52	1,452	26,301	29,843
Illinois	2,379,236	582,956	350,643	348,412	426,867	330,616
Indiana	976,379	163,967	160,176	220,355	229,601	163,801
Iowa	527,918	52,348	85,702	106,571	160,581	120,086
Kansas	278,086	19,970	24,513	38,916	104,642	87,049
Kentucky	399,448	72,983	61,284	83,254	90,992	66,081
Louisiana	355,488	39,975	27,715	65,048	103,197	110,473
Maine	157,179	5,019	5,019	11,022	60,574	73,836
Maryland	612,703	154,007	95,492	109,389	79,219	66,603
Mass.	1,407,894	399,016	231,755	244,688	196,152	150,306
Michigan	1,602,878	392,143	281,515	262,525	264,703	216,366
Minnesota	532,563	106,223	78,094	88,608	127,025	104,483
Mississippi	132,711	4,580	6,525	24,460	48,043	44,999
Missouri	868,535	194,280	151,188	161,736	164,465	154,473
Montana	33,053	0	123	193	11,652	20,245
Nebraska	288,495	36,501	45,301	52,862	63,954	55,062
Nevada	18,546	106	122	111	11,483	6,482

State	Cumulative					
	1946-54*	1950	1951	1952	1953	1954**
N. H.	112,135	14,429	15,848	22,706	22,396	26,169
New Jersey	1,619,938	411,175	237,151	242,864	180,112	157,240
N. Mex.	60,841	5,117	4,225	9,425	21,875	18,560
New York	4,608,799	1,235,768	776,419	736,956	595,293	508,351
N. Car.	511,097	46,806	80,158	122,685	123,703	132,327
N. Dak.	44,518	0	42	338	20,698	22,440
Ohio	2,506,853	678,641	475,043	462,010	381,204	269,884
Okla.	388,756	39,841	45,717	101,056	114,426	78,368
Oregon	193,307	4	40	44,413	86,691	59,744
Penn.	3,001,846	709,958	540,489	531,021	548,845	354,774
R. Island	223,878	70,416	38,241	37,508	27,399	18,353
S. Car.	193,285	9,135	18,349	30,781	65,670	67,708
S. Dak.	41,301	131	922	1,574	21,071	16,557
Tennessee	422,600	61,308	47,918	77,596	114,355	113,509
Texas	1,271,203	152,198	123,952	290,941	378,958	284,605
Utah	147,157	23,149	22,673	38,554	38,683	18,783
Vermont	44,866	2,245	3,062	7,311	12,511	18,568
Virginia	525,953	83,308	71,920	112,652	128,776	91,787
Wash.	457,956	38,785	55,412	111,379	145,944	91,645
W. Va.	276,660	21,988	30,331	68,656	90,230	59,662
Wisconsin	674,748	119,416	86,614	95,361	173,710	141,891
Wyoming	12,868	28	77	2,507	4,058	5,745
GRAND TOTAL	33,830,240	7,068,000	5,095,563	6,174,505	6,656,555
Alaska	4,779	2,449
Hawaii	54,193	8,885

† Not compiled yearly prior to 1950. Cumulative data from 1946-49 based on Census Bureau reports.
 * Cumulative thru first 10 months of 1954.
 ** First 10 months only.

RETMA Monthly Reports

Television Receiving Set Production, 1947-54 †

(With Factory Values—See Footnotes)

Estimates for Industry as Whole, Compiled by Radio-Electronics-Television Manufacturers Assn.

TYPE OF SETS	Jan.	Feb.	Mar. (5 weeks)	Apr.	May	June (5 weeks)	July	Aug.	Sept. (5 weeks)	Oct.	Nov.	Dec. (5 weeks)	Total
Table Model													
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,182	53,318	48,003	58,814	69,235	62,872	82,664	102,571	646,509
1949	95,103	102,183	139,830	126,922	139,651	131,404	61,310	136,603	155,785	213,330	281,811	208,759	1,792,691
1950	222,980	214,690	328,580	269,320	230,540	204,980	127,620	234,680	267,510	259,810	276,610	304,240	2,941,560
1951	232,150	225,219	324,121	230,197	208,503	158,348	66,166	65,458	166,672	206,930	182,121	210,014	2,275,501
1952	206,961	184,662	218,512	180,456	168,019	164,907	98,463	174,147	339,837	311,918	353,556	436,097	2,837,507
1953	301,783	330,151	388,468	272,190	222,207	240,731	131,156	280,983	316,776	270,521	259,575	210,183	3,224,724
1954	234,749	239,621	374,448	309,959	246,210	332,946	185,986	376,907	487,214	519,719	471,766	* 450,000	*4,229,525
TOTAL ...	1,317,328	1,330,732	1,821,672	1,431,798	1,093,939	1,294,288	724,258	1,335,576	1,826,214	1,858,612	1,922,777	*1,939,627	*18,064,732
Console & Consolette													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,465	37,039
1948	8,030	6,250	7,961	5,489	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,530	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,979	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,744,859
1952	185,815	209,713	284,184	137,615	136,120	188,360	91,182	203,954	380,544	371,580	392,548	452,503	2,837,507
1953	400,818	380,828	391,531	484,368	254,766	275,307	178,242	299,963	426,346	375,062	266,186	222,193	3,755,340
1954	178,932	184,733	219,312	141,115	147,049	207,559	117,807	255,199	447,339	389,177	370,649	* 410,000	*3,068,871
TOTAL ...	1,359,542	1,436,415	1,759,061	1,312,618	997,391	1,197,237	676,869	1,351,622	2,008,116	2,576,429	1,860,324	*1,952,718	*17,462,007
Phonograph Combination													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,945	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	71,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,877
1953	16,633	19,618	30,113	11,320	4,963	8,711	6,891	22,814	26,963	34,850	34,436	17,411	235,763
1954	6,890	2,579	5,846	6,534	3,028	3,637	3,192	1,281	13,243	12,580	16,086	*15,000	*89,896
TOTAL ...	146,879	153,462	187,880	113,481	86,246	77,599	70,940	132,422	230,710	273,734	247,125	*253,993	*1,754,593
Total TV Set Production													
1947	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571
1948	33,836	40,370	58,552	52,129	55,403	72,325	63,767	73,443	98,708	106,378	138,183	181,906	975,000
1949	150,358	147,800	226,543	206,918	202,904	200,543	98,672	230,643	278,926	378,635	514,592	363,466	3,000,000
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,800	858,500	7,463,800
1951	650,700	679,319	870,000	500,000	405,000	352,500	148,926	146,705	337,341	411,867	415,332	467,108	5,384,798
1952	404,933	409,337	510,561	322,878	309,375	361,152	198,921	397,769	755,655	724,117	780,486	921,086	6,096,279
1953	719,234	730,597	810,112	567,878	481,936	524,479	316,289	603,760	770,085	680,433	560,197	449,787	7,214,827
1954	420,571	426,933	599,606	457,608	396,287	544,142	306,985	633,387	947,796	921,476	858,501	*875,000	*7,388,352
TOTAL ...	2,823,769	2,920,509	3,768,613	2,657,927	2,345,595	2,569,125	1,471,067	2,818,590	4,065,030	4,194,899	4,030,226	*4,146,198	*37,701,627

† Factory value estimated at \$50,000,000. ‡ Factory value, \$230,000,000. § Factory value, \$580,000,000. ¶ Factory value, \$1,350,000,000. * Factory value, \$956,986,300. †† Factory value, \$1,049,000,000. ††† Factory value, \$1,170,151,000. †††† Factory value, \$1,065,750,000. ††††† Pre-war TV production estimated at about 8000 (no valuation reported); and 1946 production reported to old RMA was 6476 units, valued at \$1,250,000. * Estimated.

RETMA Estimates of Factory

Cathode-Ray Tube Sales, 1947-54

	Initial Equipment	Renewal	Export	Govt.	Value
1947	238,427	28,649	8,402*	\$ 8,893,292
1948	1,258,797	95,816	2,225	5,090	36,215,978
1949	3,343,996	216,415	6,704	9,948	101,884,679
1950	7,530,849	494,499	13,346	19,065	214,918,874
1951	4,539,089	703,208	25,982	54,856	130,642,576
1952	6,222,706	1,447,114	87,903	60,860	178,844,275
1953	7,704,373	1,818,819	457,806	22,050	244,632,370
1954**	6,865,950	1,641,700	499,102	42,043	199,039,076

* Combined Export and Govt.
** First 11 months only.

RETMA Estimates of Factory

Receiving Tube Sales, 1949-54

	Initial Equipment	Renewal	Export	Govt.	Value*
1949	147,298,436	39,696,297	10,072,845	1,685,717	...
1950	301,483,350	69,324,540	10,767,831	1,384,878	...
1951	247,855,249	94,596,563	24,438,251	8,753,534	...
1952	241,405,452	83,843,283	13,935,151	29,335,357	\$259,116,089
1953	293,601,162	112,785,183	20,614,075	10,091,135	191,328,171
1954**	223,146,565	104,384,223	13,677,449	5,972,327	248,606,987

For previous years, only the combined annual totals are available from RETMA.

* Factory value statistics prior to 1952 not compiled.
** First 11 months only.

RETMA Monthly Reports

Factory, Distributor and Retail TV-Radio Set Sales and Inventories—1950-54

Television Receivers

Radio Receivers

	Factory Sales	Factory Inventories End of Month	Distributor Purchases†	Distributor Inventories End of Month	Shipments to Dealers	Retail Sales‡	Factory Sales	Distributor Sales	Retail Sales‡
1950									
January	427,000	46,800	427,000	136,100	377,900	934,900	818,000
February	495,800	30,900	495,800	96,300	535,600	1,036,300	1,014,500
March (5 weeks)	687,000	30,500	687,000	141,300	642,000	1,379,400	1,312,600
April	520,500	52,600	520,500	180,000	481,800	1,252,000	1,108,800
May	375,700	162,900	375,700	208,400	347,300	1,126,500	1,023,200
June (5 weeks)	464,200	201,200	464,200	395,500	277,100	1,385,400	1,231,300
July	346,000	182,700	346,000	273,400	468,100	704,800	905,600
August	796,100	107,200	796,100	240,300	829,200	1,362,400	1,316,100
September (5 weeks)	867,700	83,300	867,700	187,900	920,100	1,429,400	1,507,800
October	874,300	47,300	874,300	234,100	828,100	1,258,400	1,163,900
November	707,900	78,200	707,900	287,900	654,100	1,201,100	1,256,500
December (5 weeks)	792,900	143,800	792,900	363,500	717,300	1,571,600	1,688,300
Total	7,355,100		7,355,100		7,078,600		14,642,200	15,346,600
1951									
January	636,000	158,500	631,750	371,200	624,050	1,177,995	1,118,773
February	667,119	170,700	664,019	386,319	648,900	1,313,480	1,195,624
March (5 weeks)	772,661	268,039	767,961	517,980	636,300	1,737,079	1,483,855
April	286,166	481,873	282,066	524,455	275,591	1,287,073	964,569
May	239,368	647,505	234,619	513,823	245,250	1,262,225	1,145,609
June (5 weeks)	202,852	797,153	195,852	519,361	190,314	983,205	1,017,195
July	145,079	801,000	139,604	534,440	124,525	280,525	489,805	535,463	484,107
August	186,484	183,984	183,984	541,708	176,716	245,716	555,570	533,503	505,095
September (5 weeks)	609,000	489,562	606,775	493,708	654,775	642,775	1,104,070	1,051,903	688,504
October	506,429	498,329	498,329	446,137	545,900	508,900	898,280	885,813	629,954
November	523,332	287,000	518,732	405,469	559,400	559,400	739,934	834,118	618,528
December (5 weeks)	537,398	216,710	532,123	439,340	498,252	655,252	909,289	1,111,135	1,188,332
Total	5,311,888		5,255,813		5,179,973	2,892,568	12,458,005	11,877,560	4,114,520
1952									
January	417,689	203,954	412,028	485,342	366,026	371,024	728,659	683,543	491,987
February	409,269	204,022	403,720	459,804	429,258	411,258	839,772	825,539	526,582
March (5 weeks)	480,562	234,021	474,046	469,349	464,501	497,501	1,118,100	1,004,085	634,750
April	265,175	291,724	261,580	447,519	283,410	312,410	895,877	808,457	470,739
May	203,842	397,257	201,079	415,899	232,699	276,699	790,339	755,777	502,284
June (5 weeks)	339,926	418,483	339,926	437,292	318,533	323,023	941,436	921,070	491,975
July	279,383	338,021	272,003	392,356	316,940	235,038	529,917	630,847	378,195
August	481,527	284,263	479,340	556,364	315,332	233,429	696,429	671,297	417,327
September (5 weeks)	845,349	184,579	842,103	582,576	815,891	875,290	1,036,651	1,045,994	953,816
October	791,190	97,506	787,688	456,483	913,779	847,219	941,350	959,122	647,469
November	768,713	105,170	768,713	468,341	756,855	803,327	1,016,713	832,032	562,849
December (6 weeks)	906,911	119,345	901,865	404,315	965,891	1,049,770	1,485,809	1,826,270	1,611,688
Total	6,193,644		6,139,480		6,174,505	6,144,988	11,021,052	10,964,033	7,689,701
1953									
January	703,351	135,228	697,515	406,743	695,087	640,073	1,054,287	922,799	862,393
February	735,065	130,760	731,610	485,262	653,091	537,122	1,147,923	1,016,182	998,589
March (5 weeks)	735,376	205,496	731,155	504,579	711,838	603,704	1,416,851	1,253,442	1,170,985
April	409,530	363,844	404,711	516,798	392,492	319,721	1,078,363	928,250	895,894
May	246,186	599,594	238,721	512,171	243,348	244,191	1,031,937	1,147,506	1,213,786
June	430,583	693,490	426,419	612,196	326,394	431,089	1,147,869	677,179	954,890
July	431,874	577,905	422,376	721,569	313,012	340,406	700,723	1,025,186	702,874
August	570,987	610,678	561,159	820,149	462,570	430,101	937,079	891,153	868,368
September	860,015	520,748	852,967	827,492	845,624	753,953	1,216,875	1,078,549	1,008,224
October	706,107	495,074	693,219	829,417	698,594	621,768	1,112,503	875,854	743,305
November	567,583	487,688	549,228	670,317	701,628	678,295	1,016,575	1,029,575	1,007,028
December	474,284	463,191	458,821	469,663	660,515	774,856	1,073,525	1,548,155	1,781,692
Total	6,870,941		6,768,501		6,656,555	6,375,279	12,934,610	12,393,830	12,208,028
1954									
January	525,257	360,418	520,380	380,216	612,622	731,917	801,349	660,868	705,065
February	521,556	265,795	515,358	435,196	460,378	536,017	727,765	611,735	594,640
March (5 weeks)	563,507	301,894	554,326	406,683	582,839	505,493	865,823	781,265	856,283
April	439,147	320,355	429,019	433,038	410,032	371,720	715,635	713,897	758,900
May	297,523	419,119	291,898	413,341	311,595	308,728	723,426	591,055	627,142
June (5 weeks)	414,942	548,319	406,532	522,368	297,505	351,885	763,026	883,075	799,023
July	373,198	482,106	365,712	558,506	329,574	368,634	534,541	529,860	602,485
August	629,200	486,293	618,657	710,469	466,694	484,533	754,500	666,692	721,065
September (5 weeks)	995,477	438,612	982,359	687,103	1,005,725	986,136	1,071,129	1,015,854	1,057,282
October	971,121	388,967	948,525	732,463	903,160	799,164	1,112,436	970,137	900,798
November	834,015	413,453	821,771	779,860	774,379	779,105	1,170,163	1,112,399	1,070,011
* December (5 weeks)	875,000	425,000	860,000	675,000	950,000	925,000	1,350,000	1,160,000	1,000,000
* Total	7,439,943		7,314,537		7,104,503	7,148,332	10,589,793	10,136,797	9,692,694

† Years prior to 1952 include all factory sales. After that, figures represent factory sales in domestic markets only. ‡ Retail sales figures for TV and radio unavailable prior to July 1951. Estimates from July 1951-Aug. 1952 by Dun & Bradstreet. RETMA started own survey in Sept. 1952.
* Estimated.

Radio Set Production: RETMA Estimates, 1924-54

Total Units	(Mfrs.) Value	Total Units	(Mfrs.) Value	Total Units	(Mfrs.) Value	Total Units	(Mfrs.) Value
1924.... 1,500,000	1931.... 3,593,993	\$104,705,400	1938.... 7,141,811	\$112,263,000	1948.... 16,500,000	\$525,000,000
1925.... 2,000,000	1932.... 2,446,143	54,374,700	1939.... 10,762,631	153,421,100	1949.... 11,400,000	310,000,000
1926.... 1,750,000	1933.... 4,157,045	70,269,400	1940.... 11,831,187	176,626,900	1950.... 14,589,900	375,000,000
1927.... 1,350,000	1934.... 4,478,907	94,859,400	1941.... 13,642,334	233,841,100	1951.... 12,627,362	315,936,597
1928.... 3,250,000	1935.... 6,030,508	128,399,100	1942.... 4,306,984†	102,968,700	1952.... 10,934,872	249,847,000
1929.... 4,428,000	1936.... 8,248,755	169,359,700	1946.... 15,955,000	434,244,000	1953.... 13,368,556	299,236,000
1930.... 3,788,961	\$155,432,300	1937.... 8,083,144	165,390,900	1947.... 20,000,000	650,000,000	1954.... *10,500,000	*231,000,000

† Civilian production terminated April 22, 1942, by order of WPB. * Estimated.

Financial Data on Major TV-Electronics Manufacturers

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers

Compiled for the *Television Digest Factbook* by

EDGAR N. GREENEBAUM JR.

Financial Consultant in Electronics, 135 So. LaSalle St., Chicago, Ill.

NYSE—New York Stock Exchange

ASE—American Stock Exchange

Midwest—Midwest Stock Exchange

ADMIRAL CORP. (NYSE)					
Capitalization					
Debt: \$15,000,000					
Common: \$1 par, 2,358,276 shares 1950					
		1951	1952	1953	3 Quarters 1954
Sales	\$230,397,662	\$185,925,058	\$190,724,326	\$250,931,605	\$156,467,276
Pre-tax earnings	37,860,124	18,794,383	19,637,005	21,397,176	9,152,441
Earned per share	9.73	4.97	4.43	3.48	1.86
Dividends	1.00	.88	.83	1.00 & 20% stk	.75
Total Assets	67,960,665	68,756,734	87,530,549	107,642,418
Price Range	39¼-17¼	29½-20¼	32¾-24¾	32¾-18½	29½-18¼
AEROVOX CORP. (Unlisted)					
Capitalization					
Debt: \$4,433,000					
Common: \$1 par, 700,000 shares					
Sales	\$23,751,172	\$22,574,370	\$22,460,917	\$27,064,814
Pre-tax earnings	3,428,572	1,610,182	2,190,749	2,406,084
Net per share	2.51	1.11	1.35	1.54
Dividends30	.60	.60	.60	.45
Total Assets	11,682,140	12,640,361	12,633,317	14,314,803
Price Range	12¼-4½	10½-6½	10½-6½	12¾-9	12-8½
AIRCRAFT RADIO CORP. (Unlisted)					
Capitalization					
Debt: \$1,500,000					
Common: \$1 par, 300,000 shares					
					(a)
Sales	\$3,360,292	\$7,444,324	\$8,995,835	\$9,424,869	\$ 4,488,749
Pre-tax earnings	596,214	1,731,828	1,464,897	1,590,611
Net per share	1.06	1.25	1.39	1.40	1.13
Dividends60	.70	.75	.75	.30
Total Assets	2,852,417	6,364,832	6,094,349	6,510,587
Price Range	6¾-5	9-6½	8¾-7¾	10-8	17-7¼
AMERICAN BOSCH ARMA CORP. (NYSE)					
Capitalization					
Debt: \$2,771,000 3¾% 1964					
Preferred: 14,850 shares 5% cumulative serial pfd, Series A, \$100 par					
9,000 shares 5% cumulative serial pfd, series B, \$100 par					
43,404 shares 5½% convertible 2nd pfd 1952 series, \$50 par					
Common: \$2 par, 1,471,376 shares					
Sales	\$35,643,481	\$75,898,047	\$90,539,243	\$79,367,771	\$ 55,747,170
Pre-tax earnings	5,200,242	7,894,820	846,048(d)	3,648,439	3,433,862
Net per share	1.88	1.91	.54(d)	1.02	1.05
Dividends	1.05	1.20+2.0%	.90+2%	none	4% stock
Total Assets	22,135,487	45,580,299	48,983,258	43,783,734
Price Range	20-10¼	17½-12¾	15¾-10½	12¾-6¼	15¼-9
AMERICAN PHENOLIC CORP. (Unlisted)					
Capitalization					
Debt: \$1,975,000					
Common: \$1 par, 400,560 shares					
Sales	\$12,944,833	\$25,495,624	\$36,406,697	\$32,023,107	\$ 18,735,166
Pre-tax earnings	2,020,833	3,441,866	5,687,347	1,963,272	864,361
Net per share	2.30	2.35	3.19	2.00	1.03
Dividends70	.80	.90	1.00	.75
Total Assets	7,757,607	14,621,200	16,065,195	16,637,597	15,032,668
Price Range	10¾-6½	12¼-9	17¾-10¾	19-13	15½-9
ARVIN INDUSTRIES INC. (NYSE)					
Capitalization					
Debt: \$5,000,000					
Common: \$2.50 par, 890,625 shares					
Sales	\$53,684,138	\$63,997,212	\$64,289,781	\$73,395,197	\$ 27,045,364
Pre-tax earnings	6,940,369	7,482,755	5,310,512	5,311,720	3,169,302
Net per share	4.05	3.02	2.48	2.53	1.70
Dividends	1.67	2.00	2.00	2.00	1.20
Total Assets	23,565,630	26,578,148	27,364,995	27,135,716
Price Range	30¾-18½	28¾-22¾	32¾-25½	32¾-25½	27-21
AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)					
Year ending Nov. 30.					
Capitalization					
Debt: \$32,000,000					
Preferred: 144,471 shares No par cumulative con.					
Common: \$3 par, 8,992,584 shares					
					(e)
Sales	\$25,966,971	\$286,598,113	\$326,585,641	\$414,783,527	\$267,700,333
Pre-tax earnings	28,735,633	22,089,214	21,578,927	5,868,598	6,102,843
Net per share	1.47	1.10	1.20	.34	.31
Dividends50	.60	.60	.60	.10
Total Assets	222,980,159	186,877,718	167,434,839	143,787,065
Price Range	9½-5¾	8½-6½	8¼-6½	8¾-4½	6¾-4½

(Continued on page 390)

- (a) 6 months to June 30.
- (b) Privately owned.
- (c) Operating loss.
- (d) Deficit.
- (e) 9 months to Aug. 31.
- (f) 6 months to June 27.
- (g) 9 months to June 30.

- (h) 6 months to Sept. 30.
- (i) 40 weeks to Oct. 10.
- (j) 39 weeks to July 31.
- (k) 28 weeks to July 11.
- (l) 6 months to Aug. 31.
- (m) Year ending March 31.

- (n) 3 months to Aug. 31.
- (p) Adjusted for 2-for-1 stock split in Oct.
- (r) Year ending May 31 of following calendar year.
- (s) 7 months to Dec. 31.
- (t) Including \$1.33 from non-recurring income.

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 389)

	1950	1951	1952	1953	3 Quarters 1954
BENDIX AVIATION CORP. (NYSE)					
Year ending Sept. 30.					
Capitalization					
Common: \$5 par, 2,269,618 shares					
Sales	\$219,419,794	\$340,540,415	\$508,701,892	\$638,244,637	\$468,621,982
Pre-tax earnings	30,599,434	32,037,957	50,660,972	61,758,844	43,232,400
Net per share	8.00	5.58	7.22	8.20	7.89
Dividends	4.75	3.00	3.00	3.00	1.50 + 7% stk.
Total Assets	143,366,391	209,534,918	259,320,862	328,746,687	294,460,083
Price Range	53½-34½	59⅞-46½	64-45½	68¼-50	102½-60
CLAROSTAT MFG. CO. INC. (ASE)					
Capitalization					
Common: \$1 par, 418,000 shares					
Sales	\$5,985,241	\$5,914,314	\$5,584,513	\$7,755,606	\$ 2,819,181
Pre-tax earnings	772,999	968,763	506,115	625,345
Net per share	.99	.76	.56	.59	.16
Dividends	.16	.30	.30	.10	.25
Total Assets	2,199,374	2,336,293	2,468,194	2,452,220
Price Range	6⅞-2¼	6⅞-4½	6¼-4½	7-4¾	7½-5¾
CLAUDE NEON, INC. (ASE)					
Capitalization					
Debt: \$7,027,250					
Common: \$1 par, 2,616,809 shares					
Sales	\$14,780,757	\$20,876,762	\$35,660,419	\$40,719,686	\$ 21,185,533
Pre-tax earnings	1,287,895	1,938,851	4,009,285	4,402,468
Net per share	.51	.77	1.02	.54	.33
Dividends	none	none	none	.20 + 5%	.20
Total Assets	13,721,583	19,549,402	24,983,569	27,089,811
Price Range	7½-1⅞	5¾-3¾	6-4¼	5¾-3	8¾-4
COLLINS RADIO CO. (Unlisted)					
Year ending July 31.					
Capitalization					
Debt: \$231,534					
Pfd.: 14,705 shares \$2.75 cumulative preferred, par \$47.50					
Common: 490,350 shares, \$5 par					
Sales	\$12,613,821	\$19,330,319	\$64,130,371	\$80,028,767	\$ 90,300,464
Pre-tax earnings	1,143,877	1,098,186	5,834,073	6,686,078	7,385,729
Net per share	1.60	2.23	4.24	4.48	6.33
Dividends	.50	nil	.50 + 25% stk.	.50 + 10%	.50 + 15% stk.
Total Assets	8,523,681	19,125,921	31,116,050	34,398,396	42,794,136
Price Range	11½-3¼	13½-9½	20¾-11½	22¾-15¾	69-19
COLUMBIA BROADCASTING SYSTEM INC. (NYSE)					
Capitalization					
Debt: \$41,405,990					
Class A: \$2.50 par, 1,268,700 shares					
Class B: \$2.50 par, 1,072,196 shares					
Sales	\$124,105,408	\$192,384,608	\$251,594,490	\$313,908,771	\$263,746,543
Pre-tax earnings	9,555,329	13,618,942	15,938,724	22,687,288	16,269,130
Net per share	2.39	2.72	2.75	3.80	3.12
Dividends	1.60	1.60	1.60	1.85	1.90 + 2% stk.
Total Assets	53,833,265	101,481,809	111,720,900	136,040,997
Price Range	40¼-25	35¾-25¾	40¼-33	50½-38¼	88½-41½
CORNELL-DUBILIER ELECTRIC CORP. (NYSE)					
Year ending Sept. 30.					
Capitalization					
Debt: \$4,000,000					
Cumulative Pfd.: 5.25 (no par) 12,717 shares					
Common: \$1 par, 512,390 shares					
Sales	\$23,927,117	\$ 33,082,683	\$ 35,496,041	\$ 43,630,816	\$ 29,824,000
Pre-tax earnings	2,888,524	4,986,023	5,078,616	5,378,491	2,249,000
Net per share	3.07	3.06	2.86	3.12	1.88
Dividends	.78	.83	1.04	1.35 + 10%	1.30
Total Assets	13,664,008	17,514,482	21,581,027	23,049,255
Price Range	14¼-8¾	16¾-10¾	18¾-15½	26¾-18¼	36-21½
DAYSTROM INC. (NYSE)					
Year ending March 31.					
Capitalization					
Debt: \$3,888,892					
Common: 643,911 shares, \$10 par					
Sales	\$ 32,763,201	\$ 42,397,508	\$ 38,592,157	\$ 46,155,154
Pre-tax earnings	1,829,136	5,432,331	1,779,854	2,946,154	\$ 1,646,813
Net per share	1.88	3.90	2.03	2.25	1.17
Dividends	1.25	1.50	1.00	1.00	1.00
Total Assets	21,800,160	25,487,642	38,198,973	45,821,250
Price Range	16½-10¾	20¼-15	16¾-13½	16¾-11½	23¼-11½
DuMONT (ALLEN B) LABORATORIES (ASE)					
Capitalization					
Mortgages: \$1,314,067					
124,343 shares \$1 cumulative convertible \$20 par pfd.					
1,801,054 shares 10¢ par Class A Common. 560,000 10¢ par Class B Common					
(all Class B owned by Paramount Pictures)					
Sales	\$ 76,096,028	\$ 50,591,397	\$ 76,094,030	\$ 91,450,727	\$ 67,593,000
Pre-tax earnings	13,200,788	2,256,538(d)	3,228,811	3,635,526
Net per share	2.87	.30(d)	.55	.60	.22
Dividends	1.00	.25	.25	none	none
Total Assets	39,032,332	34,183,459	42,816,337	53,969,014
Price Range	27-13½	19-14¼	19¾-15	17¾-8½	16¾-9½
ELECTRONIC CORPORATION OF AMERICA (ASE)					
Capitalization					
Debt: \$1,000,000					
Preferred: \$100 par 6% non-cumulative 4,586 shares					
Common: \$1 par 700,001 shares					
Sales	\$ 1,536,217	\$ 1,836,768	\$ 3,627,215	\$ 4,636,565	\$ 4,209,391
Pre-tax earnings	41,379	85,283	191,342	349,031	401,800
Net per share	.05	.05	.11	.27	.23
Dividends	none	none	none	none	none
Total Assets	2,943,858	4,722,391
Price Range	(b)	(b)	(b)	(b)	16¼-11

(Continued on page 392)

One

Always

Stands

Out!

THERE'S ONE boy in every bunch who pops up golden ideas like an automatic toaster. He's the one the others follow. If, in addition, he is astute enough not to fall on his face, they'll follow him to the ends of the earth, almost.

That's small-fry logic. Translated into the hard-facts terms of the television industry, it makes adult sense. And it explains why Crosley has so firm a grip on TV leadership today.

Last March the industry stood uncertainly on the brink of the gravest slump in its history. Everyone was waiting for color . . . and color wasn't ready. Nobody seemed to know quite what to do.

Except Crosley. Crosley went ahead and made the Super-V—the low-cost portable 17-inch TV that nobody had dared to tackle. America was swept right off its feet, forgot about waiting for color, hustled into TV stores to snap up 100,000 Super-V's the first 60 days! The entire TV industry was pulled out of its slump on the sheer momentum of that one Crosley concept.

After that, Crosley peppered the market with one daring pace setter after another. In June, the Super-V 21 Plus combined the biggest 21" picture ever with the smallest 21" cabinet. In September, a Super-V Console at a record-breaking low \$189.95; and in October, TV's New Look—the Super-V Horizontal Console.

It was Crosley that the TV industry raced to imitate after the Super-V had won America's hearts. And it's Crosley that's brewing up the big surprise of the '55 season—a television marvel you'll have to see to believe.

WATCH FOR IT. Wait for it. You'll see why the TV industry is falling in behind Crosley for another session of Follow the Leader.

CROSLLEY
DIVISION



CINCINNATI
25, OHIO

CROSLLEY

LEADER IN ELECTRONICS
FOR 34 YEARS

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 390)

	1950	1951	1952	1953	3 Quarters 1954
EMERSON RADIO & PHONOGRAPH CORP. (NYSE)					
Year ending Oct. 31					
Capitalization					
Debt: \$7,500,000					
Common: \$5 par, 1,935,187 shares					
Sales	\$ 74,188,297	\$ 55,797,963	\$ 57,664,201	\$ 75,926,546	\$ 54,701,441
Pre-tax earnings	11,969,778	6,875,877	4,651,625	6,499,485
Net per share	3.70	1.86	1.17	1.54	.59
Dividends	1.10	1.00	.70	.50	.45
Total Assets	27,320,398	36,527,980	26,148,595	38,344,638
Price Range	18 $\frac{3}{8}$ -7 $\frac{3}{8}$	16 $\frac{1}{8}$ -12 $\frac{3}{4}$	15 $\frac{3}{4}$ -11 $\frac{1}{2}$	14-10	15 $\frac{1}{8}$ -9 $\frac{1}{2}$
ERIE RESISTOR CORP. (Unlisted)					
Capitalization					
Debt: \$400,000					
Preferred: \$1.20 convertible \$20 par, 62,500 shares					
Common: \$5 par, 277,219 shares					
Sales	\$ 10,490,919	\$ 9,317,724	\$ 10,750,936	\$ 12,845,735	\$ 4,663,508
Pre-tax earnings	1,715,272	660,989	845,476	1,160,239	61,800
Net per share	2.98	1.31	1.62	2.02	.01
Dividends	(b)	.625	.80	.80	.60
Total Assets	5,303,827	4,989,653	5,356,564	6,531,130
Price Range	(b)	12 $\frac{3}{4}$ -11	14-10 $\frac{3}{4}$	15 $\frac{1}{2}$ -13 $\frac{1}{2}$	17-13
ESPEY MANUFACTURING CO. (Unlisted)					
Year ending June 30.					
Capitalization					
Common: 155,721 shares, \$1 par					
Sales	\$2,965,785	\$ 5,426,662	\$ 8,729,552	\$ 9,020,468	\$ 10,392,937
Pre-tax earnings	304,051	442,422	119,919	181,589	291,376
Net per share	1.75	1.05	0.25	.54	.84
Dividends	nil	nil	nil	nil	none
Total Assets	1,473,001	4,539,468	5,166,675	3,447,934	3,875,913
Price Range	2-1 $\frac{3}{4}$	3 $\frac{1}{4}$ -2 $\frac{7}{8}$	3 $\frac{1}{8}$ -3	3-2 $\frac{3}{4}$	3-2 $\frac{3}{4}$
FEDERAL MANUFACTURING & ENGINEERING CORP. (Unlisted)					
Year ending May 31.					
Capitalization					
Common: 234,000 shares, \$1 par					
Sales	\$ 897,647	\$ 1,148,617	\$ 3,890,409	\$ 10,246,366	\$ 7,268,968
Pre-tax earnings	142,018(d)	140,234(d)	281,266	561,265	347,987
Net per share	.68(d)	.60(d)	.91	.76	.58
Dividends	nil	nil	nil	.05	.10
Total Assets	735,453	1,775,887	2,902,092	1,719,229	1,905,086
Price Range	1 $\frac{1}{2}$ -3 $\frac{1}{4}$	3-1 $\frac{1}{8}$	3-2	3 $\frac{1}{4}$ -2 $\frac{3}{4}$	3 $\frac{1}{2}$ -1 $\frac{1}{2}$
GABRIEL CO. (NYSE)					
Capitalization					
Debt: \$1,325,977					
Preferred: 64,914 shares \$5 cumulative pfd. \$10 par					
Common: 521,781 shares, \$1 par					
Sales	\$ 12,670,521	\$ 15,795,488	\$ 17,888,893	\$ 21,976,182	\$ 14,453,856
Pre-tax earnings	1,591,672	1,009,112	21,127	376,642	186,045
Net per share	2.20	1.07	.04d	.35	.13
Dividends	.55 + 10%	1.45	.50	nil	none
Total Assets	6,331,749	10,382,992	11,165,324	9,974,912	9,244,501
Price Range	8 $\frac{3}{8}$ -7 $\frac{3}{8}$	9 $\frac{1}{8}$ -7 $\frac{3}{8}$	8-6	7 $\frac{1}{8}$ -4 $\frac{1}{2}$	7 $\frac{3}{8}$ -4 $\frac{3}{4}$
GENERAL ELECTRIC CO. (NYSE)					
Capitalization					
Common: No par, 86,064,690 shares					
Sales	\$2,232,889,000	\$2,319,347,956	\$2,623,887,509	\$3,128,127,301	\$2,167,397,000
Pre-tax earnings	399,405,000	415,616,527	415,954,808	474,227,889	293,691,000
Net per share	2.02	1.60	1.75	1.93	1.63
Dividends	1.27	.95	1.00	1.33	1.47
Total Assets	1,335,415,000	1,588,070,000	1,579,523,878	1,696,588,736
Price Range	16 $\frac{3}{4}$ -13 $\frac{3}{4}$	21 $\frac{1}{2}$ -16 $\frac{1}{2}$	24 $\frac{1}{4}$ -18 $\frac{1}{8}$	30 $\frac{3}{4}$ -22 $\frac{1}{8}$	48 $\frac{1}{2}$ -29
GENERAL INSTRUMENT CORP. (NYSE)					
Year ending Feb. 28.					
Capitalization					
Debt: \$1,250,000					
Common: 817,973 shares, \$1 par					
	1951	1952	1953	1954	1954
Sales	\$ 25,850,231	\$ 18,527,974	\$ 30,407,530	\$ 32,502,305	\$ 9,671,000
Pre-tax earnings	2,639,099	1,158,558(d)	1,986,332	1,695,559
Net per share	2.02	1.63(d)	2.10	1.13	.31(d)
Dividends	.25	.20	.25	.25	.75
Total Assets	9,093,442	8,349,061	10,185,345	11,278,619
Price Range	11 $\frac{3}{8}$ -7 $\frac{1}{4}$	11 $\frac{1}{8}$ -6 $\frac{1}{4}$	14 $\frac{1}{2}$ -10 $\frac{3}{8}$	11 $\frac{1}{2}$ -9 $\frac{1}{2}$	11 $\frac{1}{2}$ -8 $\frac{1}{8}$
GLOBE-UNION INC. (ASE)					
Capitalization					
Debt: \$4,159,593					
Common: 716,944 shares, \$5 par					
	1950	1951	1952	1953	1954
Sales	\$ 41,348,440	\$ 40,686,581	\$ 45,877,113	\$ 48,180,147	\$ 30,636,439
Pre-tax earnings	5,399,747	2,743,136	3,254,071	3,392,276
Net per share	4.22	2.25	2.40	2.35	.54
Dividends	1.90	1.00	1.25	1.10 + 2 $\frac{1}{2}$ %	.90
Total Assets	22,531,771	20,864,200	22,921,907	23,359,305
Price Range	25 $\frac{3}{8}$ -11	30 $\frac{1}{4}$ -20 $\frac{1}{8}$	27-19 $\frac{3}{4}$	27 $\frac{3}{4}$ -22	24-19 $\frac{1}{2}$
HALLICRAFTERS CO. (Midwest)					
Year ending Aug. 31.					
Capitalization					
Debt: \$480,852					
Common: \$1 par, 825,000 shares					
Sales	\$ 28,513,540	\$ 35,382,718	\$ 42,001,023	\$ 43,744,074	\$ 31,054,363
Pre-tax earnings	1,877,905	1,527,740	1,157,455	2,161,617	1,647,946(d)
Net per share	1.74	.82	.46	.96	1.14(d)
Dividends	nil	.39	nil	nil	none
Total Assets	8,942,155	17,876,643	15,330,361	19,115,680	16,037,532
Price Range	12 $\frac{3}{8}$ -6 $\frac{3}{8}$	8 $\frac{3}{8}$ -6	8 $\frac{3}{8}$ -5 $\frac{1}{8}$	9 $\frac{1}{8}$ -4	6 $\frac{1}{8}$ -3 $\frac{3}{4}$

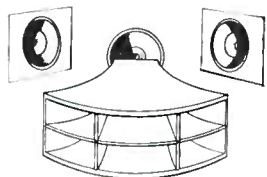
(Continued on page 394)

3 new reasons why Hoffman leads in Western TV sales



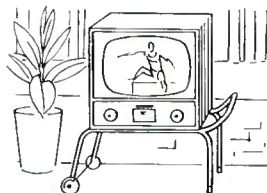
1.

NEW C D B PICTURE. Hoffman pioneered optically-better TV with the famous Easy-Vision Golden Lens. Now Hoffman introduces its new C D B Picture, the exclusive combination of a new aluminized tube *and* the Easy-Vision Lens.



2.

NEW SOUNDORAMA. Hoffman Trio-phonic Hi-Fi was the first TV with true high-fidelity sound. Now Hoffman makes another advance with Trio-phonic SOUNDORAMA . . . a 3-speaker system that cross-fires the sound to every corner of the room for concert hall realism.



3.

NEW PACIFICA STYLING. Hoffman started national trends by originating blond and provincial styling. Now, from California, Hoffman introduces the only TV sets in PACIFICA, the popular new style trend created for today's casual indoor-outdoor living.



By constantly setting a quality example,
Hoffman has earned its place as leader
in the West, with rapidly expanding distribution
throughout the Midwest and East.

Hoffman
EASY-VISIONTM
television

HOFFMAN RADIO CORPORATION
3761 South Hill Street
Los Angeles, California

Financial Data on Major TV-Radio-Electronics Manufacturers

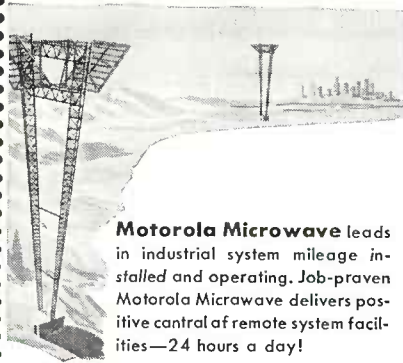
(Continued from page 392)

	1950	1951	1952	1953	3 Quarters 1954
HAZELTINE CORP. (ASE)					
Capitalization					
Common: No par, 700,000 shares					
Gross Income	\$ 4,078,000	\$ 6,957,344	\$ 9,237,190	\$ 10,057,032
Pre-tax earnings	2,783,741	5,090,090	6,742,132	7,403,305
Net per share	2.04	2.30	3.10	3.19
Dividends	.875	.875	1.50	1.50	.75
Total Assets	25,090,342	25,862,549	26,266,608
Price Range	12½-8	23½-11½	26½-17½	30-19	59¾-26½
HOFFMAN ELECTRONICS CORP. (NYSE)					
Capitalization					
Debt: \$2,335,000					
Common: 711,858 shares					
Sales	\$ 29,580,510	\$ 20,487,258	\$ 34,769,201	\$ 50,415,146	\$ 32,750,904
Pre-tax earnings	3,804,053	318,266	3,820,386	3,247,594	2,479,316
Net per share	3.37	.60	2.84	2.07	1.60
Dividends	.80	.50	2.5	1.00	.75
Total Assets	10,720,620	11,936,215	16,543,902	15,657,392	17,043,043
Price Range	21¼-7½	14-7½	15½-10½	16¾-13	24-13¾
INDIANA STEEL PRODUCTS CO. (Midwest)					
Capitalization					
Debt: \$483,800					
Common: 143,149 shares, \$1 par					
Sales	\$ 6,071,293	\$ 7,840,671	\$ 6,385,912	not stated
Pre-tax earnings	1,075,740	1,836,328	888,565	1,463,866
Net per share	3.52	4.12	2.16	2.36	3.06
Dividends	.80	1.25	1.10	1.37½	1.12½
Total Assets	3,115,307	3,365,448	3,666,359	3,806,534
Price Range	10-3¾	18½-18¾	16¾-12	24½-14¾	39¼-18
INTERNATIONAL RESISTANCE CO. (ASE)					
Capitalization					
Debt: \$1,400,000					
Common: 1,331,160 shares, 10¢ par					
Sales	\$ 11,085,109	\$ 12,973,170	\$ 11,778,836	\$ 12,755,041	\$ 5,701,000
Pre-tax earnings	2,209,584	2,134,675	1,372,017	1,222,620	264,574
Net per share	1.01	.71	.44	.38	.09
Dividends	.30	.40	.30	.20	.15
Total Assets	7,550,975	6,465,078	6,394,361	7,438,253	6,489,267
Price Range	6-2½	6½-4½	5¾-4	5½-3¾	5½-3¾
INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)					
Capitalization					
Debt: \$22,000,000					
Common: No par, 7,176,677 shares. Subsidiary preferred: \$10,990,939					
Sales	\$253,100,000	\$298,000,000	\$397,562,175	\$408,029,558	\$290,443,183
Pre-tax earnings
Net per share	2.38	2.60	3.09	3.12	1.79
Dividends	nil	.60	.80	1.00	.75
Total Assets	579,705,657	602,761,430
Price Range	16-9¼	19½-13½	20¾-15	20¼-13¾	26¾-13¾
JEFFERSON ELECTRIC CO. (Unlisted)					
Capitalization					
Debt: \$2,680,000					
Common: 400,000 shares, \$5 par					
Sales	\$ 12,444,850	\$ 13,947,432	\$ 11,348,103	\$ 14,666,906
Pre-tax earnings	1,468,730	1,426,516	551,475	120,736
Net per share	6.05	3.87	.93	.18
Dividends	2.00	2.50	1.50	.60	.40
Total Assets	7,016,500	7,198,125	8,052,106	9,533,434
Price Range	23¾-16½	27½-20¾	11-10	10¾-5¾	8¼-5¼
LEAR, INC. (ASE)					
Capitalization					
Debt: \$74,375					
Common: 2,095,490 shares, \$.50 par					
Sales	\$ 7,952,666	\$ 21,227,093	\$ 43,575,980	\$ 50,833,910	\$ 27,248,706
Pre-tax earnings	22,132-d	1,703,631	3,407,543	5,863,373	2,911,558
Net per share	.01-d	.40	.47	.59	.66
Dividends	nil	nil	nil	nil	.30
Total Assets	7,617,298	10,978,105	16,455,709	28,179,410	24,762,065
Price Range	4½-1 13/16	6¾-3¼	4½-2½	5¼-2¾	9¾-3¾
MAGNAVOX CO. (NYSE)					
Year ending June 30					
Capitalization					
Debt: \$11,333,000					
Common: 758,680 shares, \$1 par					
Sales	\$ 31,716,630	\$ 44,177,645	\$ 36,837,503	\$ 57,959,669	\$ 62,974,430
Pre-tax earnings	3,207,982	5,624,883	2,638,775	4,648,337	5,332,530
Net per share	2.81	3.01	1.80	2.93	2.77
Dividends	1.00	1.25	1.50	1.50	1.12½
Total Assets	12,625,326	17,256,171	18,854,075	29,824,144	28,543,292
Price Range	24¼-10¾	18¼-12½	22½-15¾	22¼-15¾	24¼-16¾
P. R. MALLORY & CO. (Unlisted)					
Capitalization					
Debt: \$7,000,000					
Preferred: 150,000 shares, 4½% cumulative convertible, \$50 par					
Common: 610,842 shares, no par					
Sales	\$ 39,158,150	\$ 45,286,925	\$ 53,443,117	\$ 70,874,347	\$ 39,462,774
Pre-tax earnings	5,403,758	4,758,314	4,607,773	6,547,813
Net per share	4.23	3.19	3.12	3.74	.44
Dividends	.95	1.20	1.00	1.70	1.50
Total Assets	19,079,931	23,531,305	29,166,043	33,084,094
Price Range	23¾-12¾	30¼-20¾	42¾-26	46½-39	48½-37¾

(Continued on page 396)



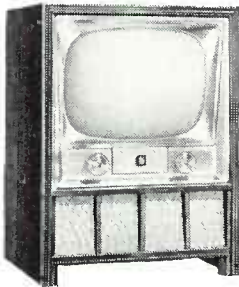
Motorola Handie-Talkie® 2-way Radios go anywhere a man can go. In use by the nation's fire, police, civil defense departments... major industrial companies and railroads.



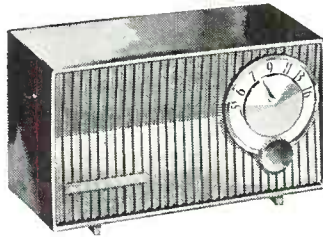
Motorola Microwave leads in industrial system mileage installed and operating. Job-praven Motorola Microwave delivers positive control of remote system facilities—24 hours a day!



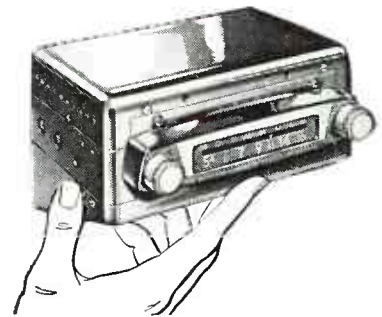
Motorola Base Station Remote Console controls high-powered 2-way radio transmitters. Saves time and mileage through instant control of operations.



Motorola TV sets new high standards of excellence with new 1955 Star Line models. Spectacular performance, amazing distance power, choice of many beautiful models. Styled for the discriminating, yet priced within reach of all.



Motorola Golden Voice Radio with Extended Tone Speaker (43% larger than found in other sets this size)... exclusive PLAcir Chassis that never wears out.



Motorola Car Radios for 1955 all feature exclusive new Volumatic Control. No fade-out, under bridges, underpasses, even in tunnels, anywhere there's a signal. World's leading car radio.

... all from **Motorola**

World's largest exclusive electronics manufacturer

Leads in manufacturing a wide range of high-performing electronic products for consumer, industrial, municipal and military applications.

Motorola Inc.

RADIO AND TELEVISION DIVISION
COMMUNICATIONS AND ELECTRONICS DIVISION

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 394)

	1950	1951	1952	1953	3 Quarters 1954
MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)					
Capitalization					
Debt: \$35,000,000					
Common: 3,119,353 shares, \$1.50 par					
Sales	\$109,281,673	\$135,150,517	\$165,710,384	\$214,018,825	\$165,657,786
Pre-tax earnings	25,866,656	26,877,210	20,605,003	28,687,825	23,574,198
Net per share	4.78	3.16	3.00	3.31	3.39
Dividends	2.49	2.25	2.25	2.25	1.70
Total Assets	82,696,070	112,963,041	123,910,675	133,127,715	136,123,967
Price Range	42½-31	56¾-41¼	62½-45¾	68½-53½	109½-67
MOTOROLA, INC. (NYSE)					
Capitalization					
Debt: \$7,857,801					
Common: 1,935,131 shares, \$3 par					
Sales	\$177,104,670	\$135,285,087	\$168,734,653	\$217,964,074	\$139,504,053
Pre-tax earnings	26,669,569	14,689,231	15,576,165	15,512,489	10,150,297
Net per share	7.28	4.12	3.62	3.66	2.37
Dividends	2.05	.98	1.50	1.50	1.50
Total Assets	55,008,726	61,818,769	81,162,847	86,871,213
Price Range	25½-10½	57¾-40¼	44¾-36	43½-29¼	53½-30¼
THE MUTER CO. (ASE)					
Capitalization					
Debt: \$700,000					
Common: 721,450 shares, \$0.50 par					
Sales	\$ 14,389,725	\$ 12,387,390	\$ 12,653,060	\$ 15,190,004	\$ 8,689,481
Pre-tax earnings	2,034,200	1,243,423	778,018	912,255
Net per share	1.59	.91	.52	.66	.31
Dividends45	.60	.60	.45 + 3%	.15 + 2% stock
Total Assets	5,234,673	5,281,531	5,371,762	5,254,404
Price Range	10½-4¾	9½-7½	9½-7½	8¾-5½	7¾-4¾
NATIONAL COMPANY, INC. (Unlisted)					
Capitalization					
Pfd: 3,180 shares, \$3.60 cumulative, no par					
Common: \$1 par, 255,000 shares					
Sales	\$ 4,175,229	\$ 4,525,219	\$ 9,261,000	\$ 7,095,593	\$ 4,640,119
Pre-tax earnings	17,476	46,859-d	232,578	256,718	584,479
Net per share02	.22-d	.65	.87	1.02
Dividends05	nil	.10	.10	.20 + 4% stock
Total Assets	2,823,320	4,228,097	4,861,352	4,850,767	3,719,244
Price Range	5¾-1¾	4¾-3½	5¼-3¾	7-5	12¾-5
NATIONAL UNION ELECTRIC CORP. (ASE)					
Capitalization					
Preferred: 232,200 shares, \$1 par					
Common: 1,375,766 shares, \$0.30 par					
Sales	\$ 14,799,107	\$ 13,671,113	\$ 14,464,695	\$ 12,158,045
Pre-tax earnings	2,690,766	947,525	139,921	258,545
Net per share58	.18	.02	.08
Dividends	nil	nil	nil	nil	none
Total Assets	5,941,099	7,444,450	7,363,348	5,025,148
Price Range	5¾-2½	5½-3½	4-2½	3-1½	3¼-1½
OAK MANUFACTURING CO. (Midwest)					
Capitalization					
Common: 524,715 shares					
Sales	\$ 13,145,807 (r)	\$ 7,644,627 (s)	\$ 15,925,959	\$ 20,680,957	\$ 12,450,397
Pre-tax earnings	2,713,088	1,608,939	3,073,109	3,529,017
Net per share	2.26	1.14	2.10	2.36	1.60
Dividends	1.40	1.05	1.40	1.40	1.40
Total Assets	7,102,958	7,927,814	8,666,478
Price Range	18¾-10½	16½-13¾	18¾-15	18¼-15¼	24-16½
OLYMPIC RADIO & TELEVISION, INC. (ASE)					
Capitalization					
Debt: \$150,000					
Common: 431,925 shares, \$1 par					
Sales	\$ 21,937,175	\$ 14,467,072	\$ 12,765,709	\$ 17,667,486	\$ 12,939,893
Pre-Tax earnings	3,181,984	369,811	210,758	230,694
Net per share	4.66	1.11	.20	.14	.24
Dividends80	.75	nil	nil	none
Total Assets	7,237,256	5,451,159	8,261,713	8,048,154
Price Range	12½-6¾	11¾-7¾	9-6¾	9½-3½	6-3½
PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)					
Year ended March 31.					
Capitalization					
Debt: \$738,750					
Common: 700,000 shares, A & B, \$0.50 par					
Sales	\$ 4,713,620	\$ 5,947,096	\$ 7,057,514	\$ 16,983,669	\$ 15,065,490
Pre-Tax earnings	115,635	31,866	1,108,297	366,515
Net per share14	.01	.61	.28
Dividends05	none	none	none	none
Total Assets	2,414,365	3,972,312	6,637,000	5,032,151
Price Range	3½-2	3½-1½	5-1½	5¾-2½	4¾-2¾
PACKARD-BELL CO. (Unlisted)					
Year ending Sept. 30					
Capitalization					
Debt: \$723,923					
Common: 638,000 shares, \$0.50 par					
Sales	\$ 13,894,713	\$ 18,772,528	\$ 22,724,273	\$ 32,152,750	\$ 17,744,136
Pre-Tax earnings	2,168,510	2,814,750	3,089,295	3,545,503	365,086(c)
Net per share	2.61	1.73	1.65	1.66	.24
Dividends	1.50	1.00	1.00	1.00	.80
Total Assets	4,378,079	5,492,521	9,394,702	14,028,133
Price Range	8¾-4	10¾-7½	15¼-10½	13¼-11	12-7

Financial Data on Major TV-Radio Electronics Manufacturers

	1950	1951	1952	1953	3 Quarters 1954
PHILCO CORP. (NYSE)					
Capitalization					
Preferred: 100,000 shares Series A \$3.75 cumulative \$100 par					
Common: 3,771,850 shares					
Sales	\$335,318,054	\$305,328,670	\$366,963,850	\$430,419,858	\$249,726,000
Pre-Tax earnings	33,703,616	22,012,646	25,631,457	35,316,077	51,111,000
Net per share	4.50	3.35	3.15	4.86(t)	.83
Dividends	2.55	1.60	1.60	1.60 + 5%	1.20
Total Assets	121,294,609	119,476,461	144,400,293	168,468,430
Price Range	23¼-20	27½-20½	36½-26½	36½-26½	39½-28
RADIO CORPORATION OF AMERICA (NYSE)					
Capitalization					
Debt: \$150,000,000					
Preferred: 900,824 shares, \$3.50 cumulative, no par					
Common: 14,031,916 shares, No par					
Sales	\$584,425,121	\$598,955,077	\$693,940,522	\$853,054,003	\$660,345,000
Pre-tax earnings	96,992,865	62,032,732	67,362,399	72,436,778	56,423,000
Net per share	3.10	2.02	2.10	2.27	1.80
Dividends	1.50	1.00	1.00	1.00	1.20
Total Assets	311,846,886	370,202,025	432,252,051	493,624,720
Price Range	24¼-12¼	25¼-16¾	29¾-23¼	29¾-21	38¾-22½
RAYTHEON MANUFACTURING CO. (NYSE)					
Year ending May 31.					
Capitalization					
Debt: \$7,134,411					
Preferred: 81,739 shares, \$2.40 cumulative convertible, \$50 par					
Common: 2,176,942 shares, \$5 par					
	1951	1952	1953	1954	1954 (n)
Sales	\$ 89,662,122	\$111,286,879	\$179,179,379	\$177,099,790	\$ 44,698,000
Pre-tax earnings	6,452,868	6,812,623	13,907,978	10,023,316	2,352,000
Net per share	1.12	.84	1.68	1.53	.44
Dividends	none	none	none	none	10% stock
Total Assets	52,120,396	75,196,765	91,238,649	93,640,690
Price Range	12¾-8¼	12¾-9½	14¾-8	14½-7¾	19¾-8½
SENTINEL RADIO CORP. (ASE)					
Year ending March 31.					
Capitalization					
Debt: \$412,700					
Common: 380,000 shares, \$1 par					
	1951	1952	1953	1954	1954 (h)
Sales	\$ 2,090,708	\$ 10,126,175	\$ 15,143,134	\$13,532,457	\$ 5,390,824
Pre-tax earnings	2,055,196	687,777	1,276,811	327,301	4,957
Net per share	1.96	.69	1.06	.40	.01
Dividends	none	.10	.30	none	none
Total Assets	5,785,681	4,346,480	5,695,100	4,719,090
Price Range	7¾-5	6¾-4¾	6¾-3¾	4½-3½	4¾-3¼
SPARKS WITHINGTON CO. (NYSE)					
Year ending June 30.					
Capitalization					
Preferred: 3,637 shares, \$6 cumulative convertible \$100 par					
Common: 900,674 shares, no par					
Sales	\$ 17,020,260	\$ 23,978,292	\$ 20,621,271	\$ 27,556,494	\$ 30,440,062
Pre-tax earnings	739,289	2,255,687	1,004,293	1,901,895	514,975(d)
Net per share	.49	.95	.56	1.03	.36(d)
Dividends	.10	.30	.25	.30	none
Total Assets	8,966,682	10,613,126	10,906,861	16,581,147	14,048,039
Price Range	19¼-4½	7¾-5½	6¾-5	7¾-4¾	5¾-4
SPEER CARBON CO. (NYSE)					
Capitalization					
Debt: \$5,625,000					
Preferred: 4,565 shares, \$7 cumulative pfd. \$100 par					
Common: 440,000 shares, \$2.50 par					
	1951	1952	1953	1954	1954 (a)
Sales	\$13,818,516	\$ 13,951,563	\$ 13,642,634	\$ 15,609,779	\$ 6,521,029
Pre-tax earnings	3,685,784	2,773,654	1,664,983	1,640,789	660,018
Net per share	6.62	2.37	1.56	1.31	.60
Dividends	1.20	1.20	1.00	1.00	.45
Total Assets	12,938,802	22,963,723	22,060,894	22,316,798
Price Range	27¼-13¼	33-20¼	24¼-19¼	21½-13	15¼-11¾
SPERRY CORP. (NYSE)					
Capitalization					
Debt: \$18,800,000					
Common: 2,146,420 shares, \$1 par					
Sales	\$162,454,591	\$240,933,677	\$396,218,009	\$464,071,442	\$324,589,629
Pre-tax earnings	20,308,718	33,933,161	50,930,044	52,301,411
Net per share	4.72	5.36	6.75	7.57	3.79
Dividends	2.00	2.00	2.00	3.00	2.50
Total Assets	106,738,978	168,686,159	237,839,933	259,075,674
Price Range	32½-25¾	36¾-26¾	45¼-31½	49½-35¾	45¾-21¾(p)
SPRAGUE ELECTRIC CO. (Unlisted)					
Capitalization					
Debt: \$3,199,000					
Common: 1,154,835 shares, \$2.50 par					
Sales	\$ 28,614,860	\$ 38,491,215	\$ 44,449,891	\$ 46,778,633
Pre-tax earnings	6,725,904	8,577,336	10,169,353	9,604,980
Net per share	4.56	2.42	2.79	2.50
Dividends	.90	1.33	1.27 + stk.	1.07	1.10 + stk.
Total Assets	15,350,554	21,096,487	21,866,421	24,424,669
Price Range	22¾-97¾	18¼-13¾	36¾-17¾	38¼-29	59½-36
STANDARD COIL PRODUCTS CO. (NYSE)					
Capitalization					
Debt: \$5,023,936					
Common: 1,470,000 shares, \$1 par					
Sales	\$ 35,632,396	\$ 40,302,526	\$ 65,990,177	\$ 89,270,964	\$ 55,707,168
Pre-tax earnings	10,464,265	5,204,208	7,394,690	8,200,115	3,951,279
Net per share	3.58	1.69	1.95	2.25	1.30
Dividends	.25	1.00	1.00	1.00	.75
Total Assets	10,133,662	20,239,292	28,401,496	30,644,696
Price Range	11¾-9	14¾-10	18¾-12¾	17¼-12½	17¾-12¾

(Continued on page 398)

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 397)

	1950	1951	1952	1953	3 Quarters 1954
STROMBERG-CARLSON CO. (NYSE)					
Preferred: 71,980 shares, 4½% cumulative convertible, \$50 par preferred					
Common: 504,246 shares, \$10 par					
Sales	\$ 39,192,917	\$ 33,632,495	\$ 48,098,000	\$ 65,241,861	\$ 46,812,335
Pre-tax earnings	1,634,731	1,562,178	3,516,600	5,107,308	2,742,204
Net per share	2.79	1.66	3.28	3.40	2.45
Dividends	10% stock	.25 + 10%	1.00	1.50	1.12½
Total Assets	22,470,978	23,731,262	30,217,662	44,305,301
Price Range	20-11¼	16-10½	19¾-12¾	27¾-16½	43¾-26¾
SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)					
Capitalization					
Debt: \$44,107,000					
Preferred: 96,520 shares, \$4 cumulative no par pfd.; 196,644 shares \$4.40 conv. no par pfd.					
Common: 2,703,037 shares, \$7.50 par					
Sales	\$162,514,814	\$202,806,387	\$235,023,437	\$293,267,408	\$200,827,520
Pre-tax earnings	19,221,185	26,153,973	17,660,625	24,486,181	13,641,226
Net per share	5.37	4.17	3.04	3.10	1.93
Dividends	2.00	2.00	2.00	2.00 + 10%	1.50
Total Assets	92,880,534	150,968,617	176,418,658	204,433,298
Price Range	26¾-18¼	39-23¾	41¾-32¼	40-29¼	48¾-31¾
TEXAS INSTRUMENTS, INC. (NYSE)					
Capitalization					
Debt: \$2,375,000					
Common: 2,987,013 shares, \$1 par					
Sales	\$ 13,511,726	\$ 16,230,812	\$ 16,662,429
Pre-tax earnings	2,289,738	3,219,162	1,481,695
Net per share30	.42	.27
Dividends	none	none	none
Total Assets	13,396,944	14,900,024
Price Range	5¾-5½	14-5¼
TRAV-LER RADIO CORP. (Midwest)					
Capitalization					
Common: 761,995 shares, \$1 par					
Sales	\$ 13,892,485	\$ 8,015,622	\$ 11,860,387	\$ 14,669,624
Pre-tax earnings	2,309,275	1,256,162(d)	388,565	831,463
Net per share	1.52	.76(d)	.38	.54
Dividends	.30+20%	.10	nil	.10	.22½
Total Assets	6,484,714	3,971,516	4,224,853	4,602,709
Price Range	5½-3¾	4½-2¾	3½-2½	3½-2½	3-2
TUNG-SOL ELECTRIC, INC. (NYSE)					
Capitalization					
Debt: \$2,150,000					
Preferred: 26,280 shares, \$2.50 cumulative convertible pfd., \$50 par					
Common: 565,328 shares, \$1 par					
Sales	\$ 29,425,022	\$ 31,484,760	\$ 35,489,558	\$ 40,017,549	\$ 28,017,549
Pre-tax earnings	6,280,786	5,713,572	5,558,235	4,177,229	3,238,493
Net per share	6.61	4.24	3.07	3.75	2.51
Dividends	2.00	1.25	1.25	1.25	1.25
Total Assets	14,881,402	17,115,034	20,702,033	20,314,487	21,573,630
Price Range	20½-8¾	24¼-16¼	21¾-16¼	24¾-16½	30¾-16¼
WEBSTER-CHICAGO CORP. (Unlisted)					
Capitalization					
Mortgage: \$78,000					
Common: 519,750, \$1 par					
Sales	\$ 19,086,151	\$ 17,971,469	\$ 19,580,686	\$ 27,757,899
Pre-tax earnings	2,324,494	677,596	408,951-d	1,947,162
Net per share	2.69	1.01	.91-d	1.87
Dividends	1.50+20%	1.00	.50	10% in stock	5% stock
Total Assets	8,713,877	7,878,317	10,406,339	11,827,337
Price Range	20¼-10¾	16¾-11¼	13½-7½	9½-7	1½-7¾
WELLS-GARDNER & CO. (Unlisted)					
Capitalization					
Common: 410,300 shares, \$1 par					
Sales	\$ 17,825,088	\$ 12,758,749	\$ 16,301,043	\$ 22,572,069
Pre-tax earnings	1,674,235	735,383	1,079,204	2,115,995
Net per share	2.33	1.10	1.12	1.88
Dividends	.75	.60	.75	.75	.75
Total Assets	5,643,428	4,462,000	6,385,335	7,224,465
Price Range	12½-5½	8¾-6¼	8¼-6½	8¼-6½	10-5¾
WESTINGHOUSE ELECTRIC CORP. (NYSE)					
Capitalization					
Debt: \$323,842,000					
Preferred: 500,000 shares, \$3.80 Class B \$100 par pfd.					
Common: 16,241,064 shares, \$12.50 par					
Sales	\$1,019,923,051	\$1,240,801,296	\$1,454,272,698	\$1,582,047,141	\$1,213,383,000
Pre-tax earnings	159,664,532	169,014,000	167,870,000	148,605,925	136,644,000
Net per share	5.36	4.03	4.23	4.53	3.77
Dividends	2.00	2.00	2.00	2.00	2.50
Total Assets	800,461,178	1,004,378,037	1,195,292,040	1,265,353,717
Price Range	36-29½	42½-34¾	48¾-35½	52½-39½	79-50½
WILCOX-GAY CORP. (Unlisted)					
Capitalization					
Debt: \$428,158					
Common: 1,614,865 shares, \$1. par; 1,600,000 shares, no par					
Sales	\$ 8,002,572	\$ 12,618,369	\$ 17,641,548	\$ 17,702,328
Pre-tax earnings	78,897	264,355(d)	472,018	333,629
Net per share	.01	.08(d)	.10	.06
Dividends	nil	nil	nil	nil	none
Total Assets	5,446,965	6,557,625	8,407,450	8,330,501
Price Range	3½-1	1¾-7¼	1¾-¾	1½-¾	¾-¾
ZENITH RADIO CORP. (NYSE)					
Capitalization					
Common: 492,464 shares, no par (m)					
Sales	\$ 87,704,071	\$110,022,780	\$137,637,697	\$166,733,276	\$ 90,968,450
Pre-tax earnings	11,527,903	11,810,740	13,195,933	13,733,357	5,740,026
Net per share	11.43	10.91	11.87	11.44	5.23
Dividends	1.50	3.00	3.00	3.00	1.50
Total Assets	51,971,284	50,275,866	54,416,548	52,042,451
Price Range	70¼-31½	71½-47½	88-68	84-63¼	96-63½

Radio Corporation of America

30 Rockefeller Plaza, New York 20, N. Y. Telephone Columbus 5-5900

RCA LABORATORIES

Princeton, N. J.
Telephone: Princeton 1-2500
Dr. E. W. Engstrom, *executive v.p.*
Dr. I. Wolff, *v.p., research*

CONSUMER PRODUCTS

Robert A. Seidel, *executive v.p.*

RCA Victor Television Division

Cherry Hill, Delaware Tp., Camden 8, N. J.
Telephone: Woodlawn 3-8000

H. G. Baker, *v.p. & general manager*

RCA Victor Radio and "Victrola" Division

Cherry Hill, Delaware Tp., Camden 8, N. J.
Telephone: Woodlawn 3-8000

James M. Toney, *general manager*

RCA Victor Record Division

630 Fifth Avenue, New York 20, N. Y.
Telephone: Judson 2-5011

Emanuel Sacks, *v.p. & general manager*

RCA Victor Home Appliance Division

Front & Cooper Streets, Camden, N. J.
Telephone: Woodlawn 3-8000

John W. Craig, *v.p. & general manager*

RCA AIR CONDITIONING DEPARTMENT

Austin Rising, *general manager*

RCA ESTATE APPLIANCE DEPARTMENT

East Avenue, Hamilton, O.
Telephone: Hamilton 4-8341

Paul A. Barkmeier, *v.p. & general manager*

Manufacturing Plants

Bloomington, Ind., 1300 So. Rogers St. Bloomington 7241. (TV sets).
Cambridge, O. Cambridge 2-3951. (Victrola phonographs, television receiver parts).
Canonsburg, Pa., Adams Ave. Canonsburg 2640. (radios, Victrola phonographs).
Hamilton, O., East Ave. Hamilton 4-8341. (gas-electric ranges).
Hollywood, Calif., 1016 No. Sycamore. Hillside 5171. (sound film recording, records).
Indianapolis, Ind., 501 No. LaSalle St. Imperial 5321. (TV receivers, records).
Monticello, Ind., Hanawalt Rd. Monticello 100. (TV cabinets).
New York, N. Y., 155 E. 24th St. Murray Hill 9-0500. (recording studios, records).
Rockaway, N. J. (records).

RCA Victor Distributing Corp.

666 N. Lake Shore Drive, Chicago 11, Ill.
Telephone: Delaware 7-0700

W. M. Norton, *president*

DISTRIBUTION OFFICES

Buffalo 12, N. Y., 1209 Broadway. Fillmore 1209
Chicago 11, Ill., 445 N. Lake Shore Drive. Whitehall 4-4600
Davenport, Iowa, 1235 W. Fifth St. Davenport 6-4436
Detroit 4, Mich., 7400 Intervale Ave. Texas 4-3500
Grand Rapids, Mich., 900 N. Monroe St. Glendale 6-1587
Kansas City 15, Kan., Fairfax and Funston Roads. Atwater 3075
Los Angeles 7, Calif., 2027 S. Figueroa St. Richmond 7-4451
Rochester 5, N. Y., 120 Portland Ave. (branch) Locust 4180
Wichita, Kan., Lincoln and Meade Sts. (branch). Amherst 7-1252

RCA Institutes, Inc.

350 West 4th Street, New York 14, N. Y.
Telephone: Watkins 4-7845

George F. Maedel, *president*

BOARD OF DIRECTORS

David Sarnoff, *Chairman*
John T. Cahill
George L. Harrison
Mrs. Douglas Horton
Frank M. Folsom
Harry C. Ingles
Charles B. Jolliffe
Edward F. McGrady
Harry Coleman Hagerty
William E. Robinson
John Hays Hammond Jr.
Walter Bedell Smith

OFFICERS

David Sarnoff, *chairman of the board*
Frank M. Folsom, *president*
Ewen C. Anderson, *executive v.p., Commercial Dept.*
Elmer W. Engstrom, *executive v.p., Research and Engineering*
Charles M. Odorizzi, *executive v.p., Corporate Staff*
Robert A. Seidel, *executive v.p., Consumer Products*
W. Walter Watts, *executive v.p., Electronic Products*
Henry G. Baker, *v.p. & General Manager, RCA Victor Television Div.*
Paul A. Barkmeier, *v.p. & general manager, RCA Estate Appliance Dept.*
Mead Brunet, *v.p. & managing director, RCA International Div.*
Walter A. Buck, *v.p., operating services, Corporate Staff*
John S. Carter, *v.p., finance administration*
Conway P. Coe, *v.p., patents*
John W. Craig, *v.p. & general manager, RCA Victor Home Appliance Div.*
Orrin E. Dunlap Jr., *v.p., press relations & institutional advertising*
E. Dorsey Foster, *v.p., economic planning*
Ernest B. Gorin, *v.p. & treasurer*
Vincent dePaul Goubeau, *v.p., materials*
O. B. Hanson, *v.p., operations engineering*
Charles B. Jolliffe, *v.p. & technical director*
Harold R. Maag, *v.p. & western manager*
Emanuel Sacks, *staff v.p. and v.p. & general manager, RCA Victor Record Div.*
Dominic F. Schmit, *v.p., product engineering*
Frank Sleeter, *v.p., facilities administration*
Douglas Y. Smith, *v.p. & general manager, Tube Div.*
Theodore A. Smith, *v.p. & general manager, Engineering Products Div.*
Lindsey W. Teegarden, *v.p., distribution*
Edward M. Tuft, *v.p., personnel*
Albert F. Watters, *v.p. & operations manager, RCA International Div.*
Robert L. Werner, *v.p. & general attorney*
Irving Wolff, *v.p., research, RCA Laboratories*
George Y. Wheeler II, *staff v.p. (Washington)*
V. K. Zworykin, *honorary v.p.*
John Q. Cannon, *secretary*
Walter S. Holmes Jr., *controller*

RCA INTERNATIONAL DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Telephone Judson 6-3800

Meade Brunet, *v.p. & managing director*
Albert F. Watters, *v.p. & operations manager*

Associated Companies in Other Countries

RCA Victor Argentina, S. A., Buenos Aires, Argentina
RCA Photophone of Australia, Pty., Ltd., Sydney, Australia
RCA Victor Radio, S. A., Rio de Janeiro, Brazil
RCA Victor Company, Ltd., Montreal, Canada
Corporacion de Radio de Chile, Santiago, Chile
RCA Photophone, Ltd., London, England
American Radio Television (Hellas) S. A., Athens, Greece
Photophone Equipments Ltd., Bombay, India
RCA Italiana, S.p.A., Rome, Italy
RCA Victor Mexicana, S. A. de C.V., Mexico City, D. F.
Industria Electronica, S. A., Madrid, Spain.

RCA COMMUNICATIONS, INC.

66 Broad St., New York 4, N. Y.
Telephone: Hanover 2-1811

Thompson H. Mitchell, *president*

ELECTRONIC PRODUCTS

W. Walter Watts, *executive v.p.*

RCA Engineering Products Division

Front & Cooper Streets, Camden, N. J.
Telephone: Woodlawn 3-8000

T. A. Smith, *v.p. & general manager*

RCA Tube Division

415 South Fifth Street, Harrison, N. J.
Telephone: Humboldt 5-3900

Douglas Y. Smith, *v.p. & general manager*

Radiomarine Corporation of America

75 Varick Street, New York 13, N. Y.
Telephone: Walker 5-3716

Thomas P. Wynkoop, *president*
George F. Shecklen, *executive v.p.*

Regional Managers Consumer and Electronic Products

M. F. Bennett, *director, regional operations*
E. D. Eades—Atlanta 3, Ga., 522 Forsyth Bldg. Walnut 5948
R. M. Macrae—Boston 16, Mass., 2301 Hancock Bldg. Hubbard 2-1700
H. A. Renholm—Chicago 11, Ill., 666 N. Lake Shore Dr. Delaware 7-0700
C. V. Bradford—Cleveland 15, Ohio, 718 Keith Bldg. Cherry 1-3450
A. J. Hammer—Dallas 1, Tex., 1907-11 McKinney Ave. Riverside 1371
H. R. Maag—Hollywood 28, Calif., 1560 N. Vine St. Hollywood 9-2154
H. M. Winters—Kansas City 6, Mo., 340 Dierks Bldg. Harrison 6480
W. L. Rothenberger—New York 20, N. Y., 36 W. 49th St. Circle 6-4030

Manufacturing Plants

Camden, N. J., Front & Cooper Sts. Woodlawn 3-8000. (govt. equipment, special electronic apparatus, components, broadcasting, theatre, sound & industrial equipment, TV apparatus).
Cincinnati, O., 5040 Lester Rd. Elmhurst 2300. (miniature tubes).
Detroit, Mich., 6545 St. Antoine St. Trinity 5-4404. (35mm projectors).
Findlay, O., Fostoria Rd., Findlay 6000. (electronic components).
Harrison, N. J., 415 So. Fifth St. Humboldt 5-3900. (tubes & transistors).
Indianapolis, Ind., 501 No. LaSalle St. Imperial 5321. (tubes).
Lancaster, Pa., New Holland Pike. Lancaster 3-3661. (kinescopes, power tubes, TV camera & special purpose tubes).
Los Angeles, Calif., 11819 W. Olympic Blvd. Bradshaw 2-4336. (govt. equipment).
Marion, Ind., 3301 So. Adams St. Marion 8000. (kinescopes & luminescent powder).
Moorestown, N. J. Marne Hwy. Moorestown 9-1780. (special govt. apparatus).
New York, N. Y., 75 Varick St. Walker 5-3716. (marine radio communications equipment & electronic navigational devices).
Woodbridge, N. J. Rahway 7-3837. (tubes).

SALES AND SERVICE SUBSIDIARIES

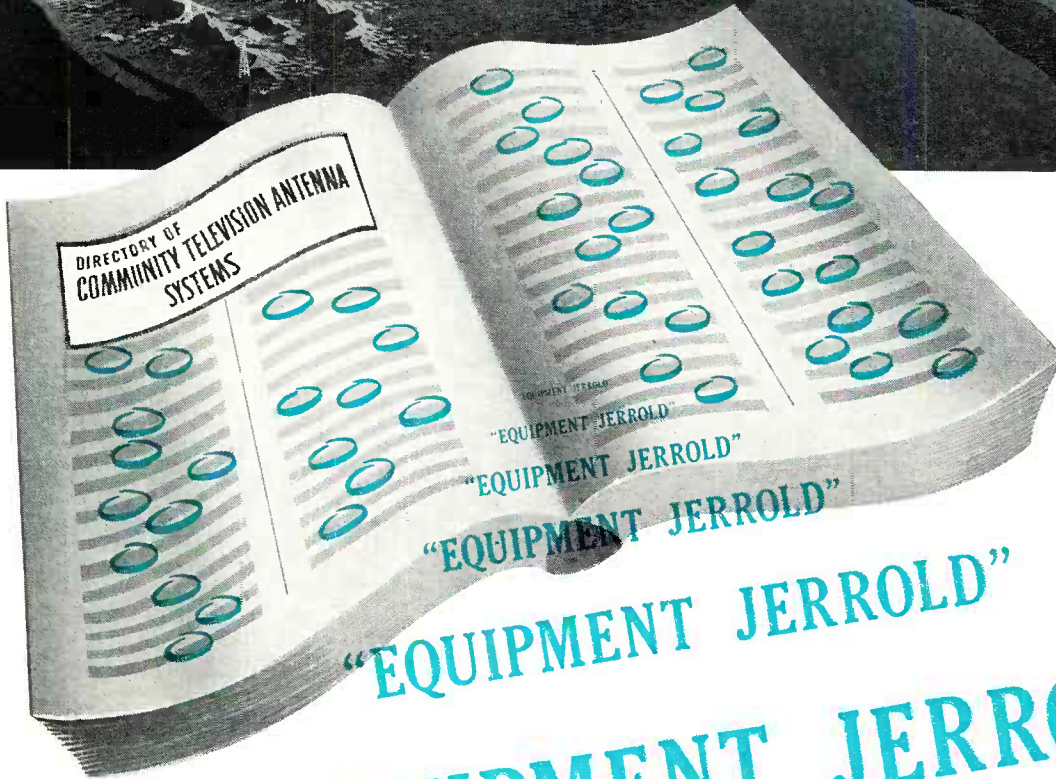
RCA Service Company, Inc.

Cherry Hill, Delaware Tp., Camden 8, N. J.
Telephone: Woodlawn 3-8000

E. C. Cahill, *president*

AREA OFFICES—CONSUMER PRODUCTS

Eastern Area—New York 20, N. Y., 36 W. 49th St. Circle 6-4030
Western Area—Chicago 11, Ill., 666 N. Lake Shore Drive. Delaware 7-0700



“EQUIPMENT JERROLD”

Glance through the next several pages of the Directory of Community Television Antenna Systems. They give conclusive evidence of the overwhelming preference for Jerrold.

Why do more than three out of four of the nation's community antenna systems operate with Jerrold equipment? Because Jerrold systems are easily installed, easily maintained . . . Because Jerrold brings superior reception (including color)

on every channel to an unlimited number of receivers . . . Because Jerrold-equipped systems are more profitable to operate . . . And because operators can rely on Jerrold's highly skilled national service organization for solid help, with any problems that may develop.

Investigate the *complete* facilities of Jerrold before you invest.

JERROLD ELECTRONICS CORP.
26th and Dickinson Sts., Philadelphia 46, Pa.

JERROLD

Directory of

Community Television Antenna Systems

(as of January 1, 1955)

Data supplied by system operators, equipment manufacturers or
National Community Television Assn.

Asterisk (*) indicates project still in planning stage. Date indicates when service started.

For list of equipment manufacturers, see p. 418

ALABAMA

Florence—Muscle Shoals TV Cable Corp., 121 S. Court St. Phone: 4010. No. subscribers, 1100; estimated potential, 9000. Began service March 1954. Equipment, Jerrold. W. R. Tucker, pres.; J. R. Moore, mgr. Stations: WBRC-TV & WABT, Birmingham.

Fort Payne—City TV Co., Fort Payne. Began service Aug. 1951. Equipment Jerrold. J. L. Killian, mgr.

Russellville—Better TV Cable Co., Franklin & Coffee Sts. Phone: 885. No. subscribers, 125; estimated potential, 2000. Began service June 18, 1954. Equipment, Jerrold. E. E. Stuart, John McCollum, J. Foy Guin, J. Foy Guin Jr., partners. Stations: WABT & WBRC-TV, Birmingham.

ARIZONA

Ajo—Ajo TV Service Co. Inc. 250 Pizal St. Phone: 6012. No. subscribers, 350; estimated potential, 800. Began service Nov. 1952. Equipment, Bionder-Tongue. A. E. Richards, pres. Stations: KPHO-TV & KOOL-TV, Phoenix; KVOA-TV, Tucson; KVAR, Mesa-Phoenix.

Flagstaff—Flagstaff TV & Cable Co., 112 E. Aspen St. Phone: 1391. No. subscribers, 400; estimated potential, 2000. Began service Sept. 1, 1954. Equipment, Jerrold. H. J. Rosen, pres. Stations: KOOL-TV, Phoenix; KVAR, Mesa-Phoenix.

Globe—Antennavision Inc., Box 1293. Equipment composite. Willard Shoecraft, pres.

Miami—Antennavision Inc., Box 1266. Equipment composite. Willard Shoecraft, pres.

Nogales—Clear-Vision TV, 349 Morely Ave. Phone: 1162. No. subscribers, 130; estimated potential, 1000. Began service April 1, 1954. Equipment, Jerrold. Charles G. Boice, J. H. Barbee & J. W. Allen, partners. Stations: KVOA-TV & KOPO-TV, Tucson; KOOL-TV & KTVK, Phoenix.

Prescott—TV Services Inc., 116 N. Montezuma. Phone: 1680. Estimated potential, 3000. Began service July 1953. Norman A. Hendry, pres. Stations: KPHO-TV & KOOL-TV, Phoenix; KVOA-TV, Tucson.

ARKANSAS

Batesville—Community Antenna Co., 22nd & Main St. Phone: 1414. No. subscribers, 250; estimated potential, 1000. Began service June 1952. Equipment, Entron. Jimmy Davidson, owner. Stations: WMCT, Memphis; KARK-TV, Little Rock; KATV, Pine Bluff.

Fayetteville—Trans-Video Corp. of Arkansas, 113 S. East St. Hillcrest 2-7111. No. subscribers, 800; estimated potential, 2000. Began service March 1, 1953. Equipment RCA. Hal Douglas, pres.; Fred J. Stevenson, mgr. Stations: KOTV, Tulsa; KYTV, Springfield; KTVX, Muskogee, Okla.

CALIFORNIA

Banning—Banning Communications Corp., Box 15. Phone: 2222. No. subscribers, 150; estimated potential, 500. Began service March 1, 1954. Equipment Jerrold. E. N. Knox, v.p.-mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV, Los Angeles.

Barstow—TV Relay Systems Inc., 204 W. Main St. Phone: 6377. No. subscribers, 660; estimated potential, 1000. Began service Nov. 1952. Equipment, composite. Dean M. DeVoe, pres. Stations: KNXT, KRCA & KABC-TV, Los Angeles.

Carmel—Alarm Corp., 7th & Lincoln Sts. Phone: 8-0012. No. subscribers, 550; estimated potential, 2000. Began service June 1952. Equipment RCA. G. B. Henderson, pres.-treas. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Dunsmuir—Dunsmuir TV Co., Box 757. Phone: 2087. No. subscribers, 140; estimated potential, 400. Began service Feb. 1954. Equipment Jerrold. John F. Burgess, pres. Stations: KBES-TV, Medford; KHSL-TV, Chico.

Eagle Mountain Mines—Kaiser Steel Corp., Box 217, Fontana, Cal. Equipment Jerrold. E. C. Ketally, chief electrician.

Glendale—Standard Reception Co., 912 W. Glenoaks Blvd. Citrus 4-4118. Began service Sept. 1953. Equipment, Spencer-Kennedy. Luther Opeit, pres.

Grass Valley—Community Antenna Co. Inc., 127 Neal St. Phone: 761. No. subscribers, 200; estimated potential, 650. Equipment Jerrold. John Colling, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco.

Ione—Angier Appliance, Box 864. Equipment Jerrold. Lawrence Angier, owner.

Jackson—Angier Appliance, Box 864, Ione, Cal. Equipment, Jerrold. Lawrence Angier, owner.

Laguna Beach—Tel-I-Clear Systems Inc., 334 Glenneyre St. Hyatt 4-1413. No. subscribers, 250; estimated potential, 2000. Began service June 6, 1953. Equipment Jerrold. Lewis L. Lemieux, pres. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

Martel—Angier Electric & TV, Box 13. Equipment Jerrold. Lawrence Angier, pres.

Martinez—TV Transmission Inc., 908 Ferry St. Phone: 2505. No. subscribers, 800; estimated potential, 2000. Began service Stations: KGO-TV, KPIX, KRON-TV, San Francisco; KVOR, Stockton.

Nevada City—Community Antenna Co. Inc., 127 Neal St., Grass Valley, Cal. Phone: 761, Grass Valley. Estimated potential, 500. Began service Jan. 1954. No. subscribers, 20; estimated potential 500. Equipment Jerrold. John G. Colling, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Placerville—El Dorado TV Engineering Corp., 142 Main St. Phone: 140. No. subscribers, 126; estimated potential 500. Began service March 1, 1953. Equipment Jerrold. John S. Hocking, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

San Bernardino—Community TV, 2230 Arrowhead Ave. Phone: 877-522. No. subscribers, 225; estimated potential, 1000-1500. Began service Jan. 1953. Equipment Jerrold. Richard J. Filanc, pres.; C. Lowell Smith, mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

San Diego—Video Antenna Systems Inc., 3686 El Cajon Blvd. Atwater 1-8146. No. subscribers, 1764; estimated potential, 5000 plus. Began service May 15, 1953. Equipment Jerrold. Roy F. Cloud, pres. Stations: KNXT, KRCA, KTTV, KCOP, Los Angeles; KFMB-TV & KPSD-TV, San Diego; XETV, Tijuana.

Ukiah—Spanish Mountain TV Corp., 175 Seminary Ave. HO 2-5472. No. subscribers, 710; estimated potential, 3000. Began service Dec. 1952. Equipment Jerrold. F. P. Stipp, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco; KOVR, Stockton.

Ventura—Avenue TV Coaxial Cable Service, 1963 E. Main St. MI 3-6819. No. subscribers, 295; estimated potential, 800. Began service Jan. 1951. Equipment Ampli-Vision. John G. George, owner. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOP, Los Angeles.

COLORADO

Climax—Climax Molybdenum Co. Climax. Phone: 5111 No. subscribers, 350; estimated potential, 550. Began service Oct. 1953. Equipment Spencer-Kennedy. Don Stephens, public relations asst. Stations: KFEL-TV, KOA-TV, KBTV & KLTZ-TV, Denver.

Durango—Durango TV Network Inc., 1221 Main Ave. Phone: 739. Estimated potential, 1100. Began service Dec. 1954. George F. Rock, pres.; John Morrissey, secy-treas.-mgr. Station: KOB-TV, Albuquerque.

Leadville—Leadville Community TV Co., Leadville. Equipment Jerrold.

Salida—Salida TV Cable Co. Inc., 804 G St. Phone: 288. No. subscribers, 100; estimated potential, 600-700. Began service Nov. 11, 1954. Equipment Jerrold. David F. Onstead, pres. Station: KCSJ-TV, Pueblo.

Sterling—Sterling Community TV Co., 127 S. Second St. Phone: 2031. No. subscribers, 600; estimated potential, 2800. Began service Sept. 29, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KFEL-TV, KOA-TV, KLTZ-TV, KBTV, Denver; KFBC-TV, Cheyenne.

Trinidad—Trinidad Community TV Co., 305 W. Main St. Phone: 1980. No. subscribers, 400; estimated potential, 800. Began service June 1, 1953. Equipment Jerrold. Donald C. Campbell, pres.; Pete Ruiz Jr., mgr. Stations: KCSJ-TV, Pueblo; KKTV, Colorado Springs.

IDAHO

Craigmont—Craigmont Cable System. Craigmont. Began service June 1954. Equipment Entron. Carl Blevins, pres.

Kamiah—Kamiah Cable System, Kamiah. Began service June 1954. Equipment Entron. J. A. Fleischer, pres.

Kellogg—Kellogg TV System Inc., 102 Sidney Bldg. Phone: 2271. No. subscribers, 700; estimated potential, 1500. Began service June 1, 1953. Equipment Jerrold. J. C. Moore, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Ketchum—Woodriver TV Service, Ketchum. No. subscribers, 50; estimated potential, 400. Began service Nov. 20, 1954. Equipment Ampli-Vision. C. E. Atkinson, owner. Stations: KBOI, Boise; KID-TV, Idaho Falls; KSL-TV, Salt Lake City.

(Continued on next page)

IDAHO—(Continued)

- Lewiston—Pacific Northwest TV Inc., 710 Main St. Phone: 3-2212. No. subscribers, 1248; estimated potential, 3500. Began service July 13, 1953. Equipment Jerrold, Newell Press, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Moscow—TV Cable Co., 414 S. Main St. Phone: 2165. No. subscribers, 100; estimated potential, 300. Began service May 1, 1954. Equipment, Entron. S. C. Haddock & Kyle Laughlin, partners. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane, Wash.
- Osburn—Zanetti Bros., Box 500. Equipment Jerrold. Wm. Zanetti, mgr.
- Wallace—Zanetti Bros., Wallace. Equipment Jerrold. Wm. Zanetti, mgr.

ILLINOIS

- Marengo—Marengo TV Inc., 306 S. State St. Began service Oct. 1952. Equipment Spencer-Kennedy. Frank Drake, pres.
- Peru—TV Transmission Co., 301 Peru St. Phone: 1106. No. subscribers, 900; estimated potential, 5000. Began service Sept. 1951. Equipment, composite. Richard Stretch, pres.; Earl S. Nelson Jr., v.p.-mgr. Stations: WBBM-TV, WNBQ, WGN-TV & WBKB, Chicago; WOC-TV, Davenport; WHBF-TV, Rock Island; WCIA, Champaign.
- Taylorville—West End TV Assn. Co-op, Taylorville. Phone: 1718. No. subscribers, 1050. Began service 1950. Equipment Jerrold. Louis Flanders, pres. Stations: KSD-TV, St. Louis; WTVP, Decatur; WCIA, Champaign; WIOS, Springfield.

INDIANA

- Cannelton—Channel Towers, Madison St. Phone: 729J. No. subscribers, 90; estimated potential, 175. Began service May 1952. Equipment Jerrold. Charles G. Gerber, mgr. Stations: WHAS-TV & WAVE-TV, Louisville.

IOWA

- Fort Madison—Madison Coaxial Antenna Inc., 616 18th St. Phone: 1949. Began service April 25, 1943. Equipment Jerrold. J. V. Hamey, pres.

KANSAS

- Centralia—Johnstone Auto & Electric, Centralia. Equipment Jerrold. Jack Johnstone, mgr.
- Longford—Frank H. Dieter, Box 117. Phone: 63.
- Onaga—Grim Radio & Electric. Began service Nov. 15, 1950. Equipment Jerrold. E. A. Grim, owner.

KENTUCKY

- Alva—Black Star TV Assn., Alva. Equipment Jerrold. Raymond Burnette, mgr.
- Benham—Benham Community TV Project, Benham. Phone: 51. No. subscribers, 253; estimated potential, 475. Began service March 1953. Equipment Jerrold. A. J. McCarty, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WATE, Knoxville.
- Brookside—Harlan Collieries Co., Brookside. Harlan 3502. No. subscribers, 79; estimated potential, 300. Began service Feb. 4, 1953. Equipment Jerrold. B. W. Whitfield Jr., pres. Stations: WSAZ-TV, Huntington; WATE, Knoxville.
- Harlan—Harlan Community TV Inc., Box 187. Equipment Jerrold. Joe Guthrie, mgr.
- Irvine—TV Sales, Box 36. Phone: 131. No. subscribers, 50; estimated potential, 200. Began service Jan. 1, 1953. Equipment, RCA & Taco. Frank Miller, owner. Stations: WAVE-TV, Louisville; WLWT, Cincinnati.
- Liberty—Liberty TV Co., Liberty. No. subscribers, 55; estimated potential, 150. Began service Aug. 15, 1953. Equipment, RCA. George E. Wolford, owner. Stations: WAVE-TV & WHAS-TV, Louisville.
- Lynch—Union Supply Co., Lynch. Equipment, Jerrold.
- Paintsville—Paintsville TV Cable Corp., College St. Phone: 211. No. subscribers, 635; estimated potential, 750. Began service May 1951. Equipment Jerrold. Dwight L. Brown, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.
- Pikeville—Valley TV Service Inc., Pikeville. Phone: 152. No. subscribers, 400; estimated potential, 600. Began service June 1951. Equipment, Jerrold. R. G. Wells Jr., pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.
- Pineville—Paintsville Appliance Co., 142 Main St., Paintsville, Ky. Equipment, Jerrold.
- Pineville—Pineville TV, Pineville. Began service June 1954. Equipment, Entron. Dr. J. M. Brooks Jr., pres.
- Middlesboro—Tele-Ception of Middlesboro Inc., Middlesboro. Equipment, Entron & RCA. W. Howes Meade, pres.
- Wheelwright—Inland Steel Co., Wheelwright. Began service Sept. 27, 1951. Equipment, Jerrold. George Leatherman, mgr.
- Whitesburg—Salzer Radio & TV Co., Whitesburg. Began service May 1, 1952. Equipment, Jerrold. R. B. Salzer, owner.
- Winchester—Tele-Ception of Winchester Inc., Winchester. Equipment, Entron & Jerrold. W. Howes Meade, pres.
- Yancey—Harlan Fuel Co., Harlan. Equipment, Jerrold. Joe Guthrie, mgr.

MAINE

- Biddeford—Maine TV Inc., 115 Main St. Began service March 1952. Equipment, Jerrold. Sumner Sewall, pres.
- *Houlton—Houlton TV Inc., Market Square. Phone: 3697. Estimated potential, 1000. Malcolm E. York, pres. Stations: WABI-TV & WTWO, Bangor; CHSJ-TV, St. John, N. B.

MARYLAND

- Cumberland—Potomac Valley TV Co. Inc., 100 S. Liberty St. Phone: 4908. No. subscribers, 2908; estimated potential, 10,000. Began service Dec. 20, 1951. Equipment, RCA & Entron. J. Holland Rannels, pres. Stations: WJAC-TV, Johnstown, Pa.; WFBG-TV, Altoona, Pa.; WRC-TV, WTTG, WMAL-TV & WTOP-TV, Washington; WDTV, Pittsburgh.
- Friendsville—Yough TV Co. Inc., Friendsville. Phone: 2306. No. subscribers, 48; estimated potential, 75. Began service Dec. 1, 1951. Equipment, Jerrold. R. Earl Guard, pres. Stations: WJAC-TV, Johnstown; WDTV, Pittsburgh; WTRF-TV, Wheeling.
- Hancock—Community TV Inc., Main St. Phone: Orchard 8-6127. No. subscribers, 175; estimated potential, 200. Began service March 24, 1952. Equipment Jerrold. Stanley M. Fulton, pres.; George Sheeder, mgr. Stations: WRC-TV, WTTG & WTOP-TV, Washington.

MASSACHUSETTS

- Athol—Mohawk Valley TV Inc., 486 Main St. Phone: 1936. No. subscribers, 150; estimated potential, 4000. Began service Nov. 8, 1954. Equipment Jerrold. James B. Wright, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMGT, Adams; WWOR-TV, Worcester.
- Shelburne Falls—Shelburne Falls Community Antenna Service Inc., 39 Budge St. Phone: Madison 5-6771. No. subscribers, 230; estimated potential, 350. Began service Nov. 1953. Equipment Jerrold. Phillip Tedesco Jr., pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady.

MICHIGAN

- Flint—G.L.C. TV Inc., 2621 N. Saginaw St. Phone: CE 3-5422. No. subscribers, 175; estimated potential, 1500. Began service Aug. 15, 1954. Equipment, Jerrold. Gilbert R. Clark, pres. Stations: WBAY-TV, Green Bay; WWTV, Cadillac; WPBN-TV, Traverse City.
- Norway—City of Norway Community TV Antenna, City Hall. Phone: 5601. No. subscribers, 320; estimated potential, 600. Began service March 15, 1954. Equipment Jerrold. Paul A. Flynn, city mgr.; Arthur Marcell, technician. Stations: WBAY-TV, Green Bay; WTMJ-TV, Milwaukee; WMBW-TV, Marinette.

MINNESOTA

- *Willmar—Willmar Community TV, Willmar. Phone: 744. Estimated potential, 1500-2000. Lloyd V. Stenberg, organizer. Stations: KSTP-TV, WCCO-TV, WTCN-TV & WMIN-TV, Minneapolis-St. Paul.

MISSISSIPPI

- Columbus—Columbus TV Cable Corp., Commercial Dispatch Bldg. Phone: 1129. Estimated potential, 3800. Equipment Jerrold. Nelson Myers, pres.; M. M. Dunn, v.p.-mgr. Stations: WBRC-TV, WABT, Birmingham.

MISSOURI

- *Poplar Bluff—J. E. Belknap & Assoc., 118 S. Main St. Phone: 4638.

MONTANA

- Big Timber—TV Cable Assn. Inc., Box 815. No. subscribers, 75; estimated potential, 500. Began service Nov. 17, 1954. Equipment Jerrold. McLean Clark, pres. Station: KOOK-TV, Billings.
- *Bozeman—Bolinger & Horkan, Commercial National Bank Bldg. Kalispell—Northwest Video Inc., Box 21. Phone: 5400. No. subscribers, 235; estimated potential, 2500. Began service July 1, 1953; Equipment Ampli-Vision. E. B. Fetz, mgr. Stations: KXLY-TV, Spokane; KGOV-TV, Missoula.

- Livingston—Livingston Community Antenna Assn., Box 691. Phone: 1000. No. subscribers, 412; estimated potential, 2000. Began service May 27, 1954. Equipment Jerrold. P. B. McAdam, pres. Station: KOOK-TV, Billings.

- *Miles City—KATL-TV Inc., Miles City. Phone: 1340. Estimated potential, 3000. I. A. Elliot, mgr.

NEBRASKA

- Falls City—Falls City TV Distribution System, 614 W. 21st St. Phone: 623. No. subscribers, 400; estimated potential, 1000. Began service Feb. 1, 1952. Equipment Jerrold. Marlon L. Boatman, owner. Stations: KFPE-TV, St. Joseph, Mo.; KMTV & WOW-TV, Omaha; WDAF-TV & KCMO-TV, Kansas City.
- Scottsbluff—Pioneer Radio & TV Inc., 1517 Broadway. L. L. Hilliard, pres.
- *Sidney—Sidney Community TV Co., Sidney. Estimated potential, 2000. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners.

NEVADA

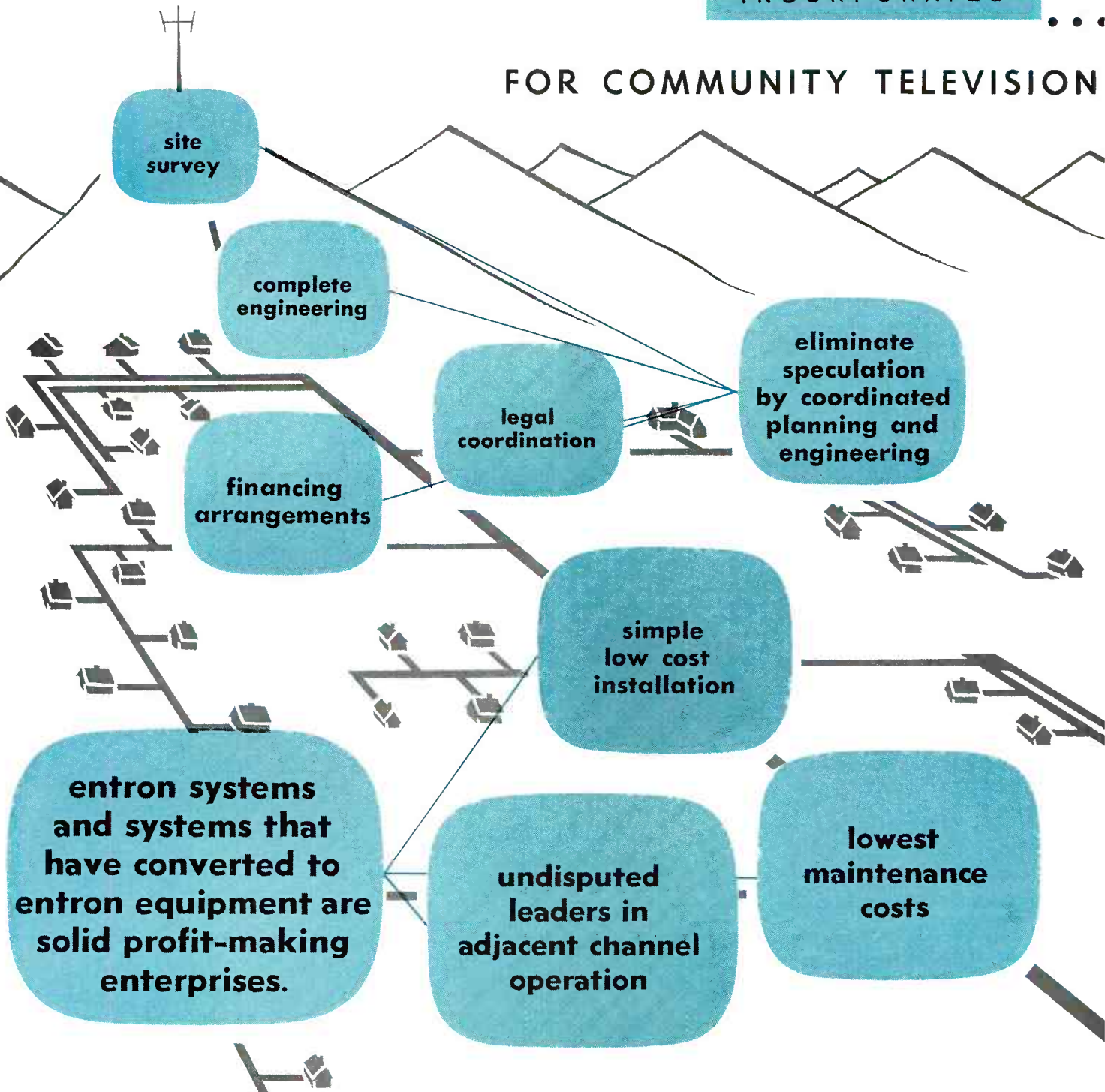
- Reno—Community Antenna Co. Inc., 240 W. First St. Phone: 30741. No. subscribers, 630; estimated potential, 10,000. Began service June 30, 1954. John G. Colling, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KOVR, Stockton.
- Sparks—Community Antenna Co. Inc., 240 W. First St., Reno. Equipment Jerrold. John G. Colling, pres.

(Continued on page 404)

THE TRENDS TO



FOR COMMUNITY TELEVISION



4902 Lawrence Street Bladensburg Maryland Appleton 7-9585

LEADERS IN DESIGN AND MANUFACTURE OF COMMUNITY TELEVISION SYSTEMS EQUIPMENT

Write today for complete details.

NEW HAMPSHIRE

Berlin—Paper City TV Cable Corp., 1 Green Square. Phone: 2148. No. subscribers, 300; estimated potential, 2000. Began service Nov. 15, 1954. Equipment Jerrold. Richard L. Blais, mgr. Stations: WNAC-TV, Boston; WMTW, Mt. Washington; WMUR-TV, Manchester; WCSH-TV, Portland; CBFT, Montreal.

NEW JERSEY

*Kenilworth—New Jersey Communications Corp., Kenilworth. Chestnut 5-1030. T. G. Berry, pres.
 Ventnor—South Jersey TV Cable Co., 5302 Ventnor Ave. Atlantic City 2-7246. No. subscribers, 210; estimated potential, 2000. Began service June 11, 1953. Equipment, Jerrold. Frederick T. Seving, pres.; Patrick F. Byrnes, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

NEW MEXICO

Clovis—Southwest Video Co., Clovis. Equipment Spencer-Kennedy. Carlton Davis, mgr.
 Farmington—Tower Community TV Inc., Box 98. Phone: Davis 5-9313. Estimated potential, 1000. Began service Jan. 1, 1955. Equipment, Jerrold. Kelly A. Crawford, pres. Stations: KOB-TV & KGGM-TV, Albuquerque.

NEW YORK

Bainbridge—Bainbridge TV Service, 28 Julland St. Phone: 3212. No. subscribers, 36; estimated potential, 100. Began service Nov. 1953. Equipment Blonder-Tongue. David H. Coe, engr. Stations: WBNF-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse.
 *Beacon—Beacon Co-Ax Inc., 158 Grand St., Newburgh. Phone: Newburgh 667. Est. potential, 4800. Harry Calhoun, pres.
 Corning—Corning Community TV Corp., 135 Bridge St. Phone: 66931. No. subscribers, 130; estimated potential, 5000. Began service Sept. 23, 1954. Equipment Entron. Charles W. Fribley Jr., pres. Stations: WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton; WBen-TV, Buffalo; WHAM-TV, Rochester.
 Dansville—Community Enterprise Signal System, 1 Exchange St. Phone: 830. No. subscribers, 200. estimated potential, 500. Began service Feb. 1951. Equipment Jerrold. Dr. Calder, pres.; John E. Durkee, mgr. Station: WHAM-TV, Rochester.
 Delhi—Delhi Video Inc., Delhi. No. subscribers, 150; estimated potential, 500. Began service Oct. 1, 1954. Equipment, composite. Burdette D. Townsend, pres.; Wm. J. Calsam, mgr. Stations: WBNF-TV, Binghamton; WRGB, Schenectady; WSYR-TV, Syracuse.
 *Ellenville—Ulster County Trans-Video Inc., Ellenville. Phone: 2345. Estimated potential, 1000. Norman Tennenbaum, pres.
 Ellenville—Westwood Video Club, Ellenville. Phone: 293M. No. subscribers, 110; estimated potential, 200-300. Equipment, Spencer-Kennedy. F. Judson, pres. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.
 Gibson—Fribley's Radio Service, 135 Bridge St., Corning. Began service Feb. 26, 1953. Equipment, Jerrold. Charles W. Fribley Jr., mgr.
 Hornell—Ford Walton TV Co., 374 Ontario St. Equipment, Entron. Ford Walton, mgr.
 Ithaca—Ceracche TV Corp., 518 W. State St. Phone: 49939. No. subscribers, 1828; estimated potential, 4000. Began service May 1952. Equipment, Jerrold. Anthony Ceracche, pres.; Dale Clark, mgr. Stations: WBNF-TV, Binghamton; WHEN-TV & WSYR-TV, Syracuse.
 Little Falls—John J. McDavitt, Box 711, Utica. Equipment, Jerrold.
 Margaretville—Tel-Viz System, Margaretville. No. subscribers, 73; estimated potential, 100. Began service Jan. 21, 1953. Equipment, Taco. Dr. Gilbert Palen, partner. Station: WRGB, Schenectady.
 Montour Falls—Montour Falls Master TV Antenna Corp., 234 Main St. Phone: 4071. Began service Aug. 25, 1951. Equipment, Jerrold. Philip Hager, pres.
 Napanoch—Napanoch TV Service Club Inc., Napanoch. No. subscribers, 150; estimated potential, 200. Began service June 1953. Equipment, Spencer-Kennedy. W. C. Smith, pres. Stations: WCBS-TV, WNBTV, WABD, WABC-TV, WOR-TV, WATV & WPIX, New York.
 *Newburgh—Beacon Co-Ax Inc., 158 Grand St. Phone: 667. Estimated potential, 1000. Harry Calhoun, pres.
 *Newburgh—Community Antenna Corp., 158 Grand St. Phone: 667. Estimated potential, 600. Seymour Cook, pres.
 *Norwich—Norwich Video Inc., Norwich. Wm. J. Calsam, mgr.; Albert E. Farone, secy.
 *Oneonta—Oneonta Video Inc., 5 Elm St. Phone: 342. Estimated potential, 3000. Equipment, Jerrold. Wm. Hoffman, pres.; Wm. J. Calsam, v.p.-mgr. Stations: WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton.
 Port Jervis—Tel-Co TV Sales & Service, 9 Front St. Thomas Sarro, mgr.
 Walton—Community Antenna System, Box 177. Phone: Underhill 54151. No. subscribers, 300; estimated potential, 700. Began service June 1953. Equipment Jerrold. Jack W. Haverly & Mrs. C. Haverly, partners. Stations: WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton.
 Watertown—Curtis-Holmes Music Co., 119 Stone St. Began service June 19, 1951. Equipment Jerrold. Charles H. Curtis, pres.
 Watkins Glen—Master TV, 302 N. Franklin St. Began service Dec. 31, 1952. Equipment Jerrold.

Woodridge—Woodridge Wired TV Co., Woodridge. Phone: Ellen-ville 293M. No. subscribers, 110; estimated potential, 200. Began service July 1954. Equipment, Spencer-Kennedy. Stations: WCSB-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

OHIO

Athens—TV Cable Co., 11 W. State St. Phone: 3-1128. No. subscribers, 650; estimated potential, 1000. Began service June 1953. Equipment composite. James D. Sinyard, pres. Stations: WLWC & WBNS-TV, Columbus.
 Coshocton—Tower Antennas Inc., 620 Main St. Phone: 696. No. subscribers, 1400; estimated potential, 3000. Began service June 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WXEL & WEWS, Cleveland; WLWC, Columbus.
 Logan—Logan Community TV Service, Logan. Equipment Jerrold. Phil A. Henderson & John Ayres, partners.
 New Philadelphia—TV Antenna System Inc., 617 Tuscarawas Ave. Phone: 4-2794. No. subscribers, 1895; estimated potential, 3000. Began service Dec. 15, 1952. Equipment Jerrold. K. G. Walker, pres.; C. C. Daker, secy.-treas.-mgr. Stations: WEWS, WNBK & WXEL, Cleveland.
 Newcomerstown—TV Cable System, 109 Canal St. Phone: 8-6121. Began service Jan. 1, 1953. Equipment Jerrold. P. K. Ort, owner.
 Sugarcreek—Tower Antennas Inc., Sugarcreek. No. subscribers, 175; estimated potential, 300. Began service May 1952. Equipment Jerrold. Claude Stevanus, pres. Stations: WXEL, WEWS & WNBK, Cleveland; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
 Waverly—Pike County Antenna Systems, 231 N. 4th St., Columbus, O. Equipment Jerrold. L. D. Kissinger, pres.

OKLAHOMA

Ardmore—Vumore Co., 4th & L S.W. Phone: 3660. No. subscribers, 1300; estimated potential, 3000. Began service Sept. 1952. Equipment Jerrold. Larry Boggs, pres. Stations: WKY-TV & KWTW, Oklahoma City; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls, Tex.; KTEN, Ada, Okla.
 Paul's Valley—Paul's Valley TV Co., Paul's Valley. Equipment, Jerrold. M. S. Biffle, mgr.

OREGON

Albany—Albany TV Distributing Corp., Hotel Albany. Phone: 1961. Began service April 1, 1953. Equipment, Jerrold. Chet Wheeler, pres.
 Astoria—Clatsop TV Co., 612 Commercial St. Phone: 3320. No. subscribers, 110; estimated potential, 3000. Began service Jan. 1, 1954. Equipment composite. T. R. Williams, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.
 John Day—Scott's Furniture, Main St. Phone: 791. No. subscribers, 12; estimated potential, 300. Began service April 1954. Equipment, Entron. Kenneth & Haskell Scott, partners. Station: KBOI, Boise.
 Lebanon—Lebanon TV Distributing Co., Hotel Albany, Albany, Ore. Equipment, Jerrold. Chet Wheeler, pres.
 Pendleton—Pendleton Community TV System Inc., 287 S.E. First St. Phone: 4552. No. subscribers, 500; estimated potential, 2000. Began service Oct. 7, 1954. Equipment, Jerrold. V. W. McCormack, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
 Portland—Trans-Video Co. of Oregon, 1220 S.W. Stark St. BR 5133. No. subscribers, 150; estimated potential, 500. Began service Feb. 28, 1953. Equipment, RCA. Wally Matson, pres. Stations: KOIN-TV & KPTV, Portland.
 Reedsport—Trans-Video Co. of Oregon, 1220 S.W. Stark St., Portland. Phone: BR 5133. No. subscribers, 65; estimated potential, 600. Equipment, Ampil-Vision. Wally Matson, pres.
 Roseburg—Umpqua Radio & TV Inc., 1500 Harvard Ave. Phone: 3-6290. No. subscribers 150; estimated potential, 1500. Began service March 1954. Equipment, RCA & Jerrold. Brig. Gen. J. T. Pierce, pres. Stations: KBBS-TV, Medford; KVAL-TV, Eugene.
 The Dalles—The Dalles TV Co., 411 Washington St. Phone: 2060. No. subscribers, 700; estimated potential, 2000. Began service June 25, 1954. Equipment, Entron. George Skaugset, pres.; G. L. Davenport, mgr. Stations: KOMO-TV, Seattle; KOIN-TV, Portland.

PENNSYLVANIA

Ashland—Ashland Video Co., Box 146. Phone: 84. No. subscribers, 400. Began service June 1, 1951. Equipment, Jerrold & Entron. Robert N. Kyler, pres.; Harry Sharp, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.
 Avis—Avis TV Cable Co., Central St. Phone: 516. No. subscribers, 70; estimated potential, 200. Began service Sept. 1, 1953. Equipment, Entron. Fred Charles, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV, Wilkes-Barre.
 Bangor—Clar-O-View Community TV Inc., 34 Market St. Phone: 11-L. No. subscribers, 225; estimated potential, 1000. Began service April 1952. Equipment, Jerrold. J. Brymer Roberts, pres.; John W. Arnst, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.
 Berwick—Lee Antenna Co. Inc., 116 E. Front St. Phone: 9625. Began service Jan. 30, 1952. Equipment Jerrold. Paul F. Lee, pres.
 Bethlehem—Electronic Enterprises Inc., 714 E. 4th St. UN 8-5301. No. subscribers, 968; estimated potential, 5000. Began service Sept. 1, 1951. Equipment Jerrold. James G. Petrakis, pres.; Augustine J. Cululi, mgr. Stations: WFIL-TV, WCAU-TV & WPTZ, Philadelphia; WPIX, New York.

PENNSYLVANIA—(Continued)

Bloomsburg—Municipal TV Corp., 236 Iron St. Phone: 2949. Estimated potential, 2500. Began service Aug. 1, 1953. Equipment Jerrold. John L. Pipa Jr., pres.; Elwood M. Miller, mgr. Stations: WPTZ, WCAU-TV & WFIL-TV, Philadelphia; WHUM-TV, Reading; WGBI-TV, Scranton.

Blossburg—Williamson Road TV Corp., Blossburg. Equipment Jerrold. Wm. S. Rennie Jr., mgr.

Bradford—Bradford TV Cable Co., 129 Main St. Phone: 6991. No. subscribers, 400; estimated potential, 3000. Began service Sept. 1, 1954. Equipment, Ampli-Vision. Joseph Saricks, pres. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown.

Bradford—Parkway Antenna Co., 304 Odd Fellows Bldg. Equipment Jerrold. Victor H. Samuelson, pres.

Brandonville—Community TV Assn., Brandonville. Equipment Jerrold. Samuel Unvscoverage, secy.

Brockton—Schuylkill Valley Transvideo Corp., Brockton. Began service Aug. 29, 1952. Equipment Jerrold. Dominic Vitelli, pres.

Brockway—Brockway TV Inc., 957 Fifth Ave. Phone: 5075. No. subscribers, 400; estimated potential, 500. Began serv. April 1, 1952. Equipment RCA. George C. Morrison, chairman. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Buck Hill Falls—Buck Hill Falls TV Co., Buck Hill Falls. Equipment Spencer-Kennedy.

Clarksville—Video Inc., 501 S. Negley Ave., Pittsburgh. HI-1-5252. No. subscribers, 52; estimated potential, 100. Began service June 1952. Equipment Jerrold. Joseph F. Missick, exec. v.p.

Clearfield—Clearfield TV Inc., 32 North Second St. Phone: 55617. No. subscribers, 650; estimated potential, 1500. Began service Feb. 1952. Equipment, Ampli-Vision. Joseph Saricks, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WDTV, Pittsburgh.

Conemaugh—Apex TV & Radio Service Inc., 227 Franklin St. Phone: 5-0295. Began service June 1952. Equipment Jerrold. Frank Chiodo, pres.

Coudersport—Coudersport TV Cable Co., 30 E. Second St. Phone: 665. No. subscribers, 300; estimated potential, 500. Began service May 1953. Equipment Jerrold. Joseph A. English, pres. Stations: WBEN-TV, Buffalo; WFBG-TV, Altoona; WJAC-TV, Johnstown.

Cressona—S. L. TV Corp., Cressona. Phone: Sch. Haven 398J. No. subscribers, 90; estimated potential, 200. Began service Nov. 1952. Equipment Jerrold. G. James A. Seitz, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Elizabethville—Lykens Valley TV Co., Elizabethville. Began service June 11, 1951. Equipment Jerrold. R. L. Weaver, treas.

Everett—Everett TV Corp., Foundry & Center Sts. Began service June 1, 1952. Equipment Jerrold. C. T. Whetstone, pres.

Galeton—Galeton TV Antenna Inc., 11 Main St. Phone: 206J. No. subscribers, 600; estimated potential, 600. Began service Jan. 15, 1953. Equipment Jerrold. Wm. A. Heymann, pres. Stations: WBEN-TV, Buffalo; WBNF-TV, Binghamton.

Hamburg—Hamburg Tire Co., Hamburg. Phone: 2451. No. subscribers, 225; estimated potential, 500. Began service Jan. 1, 1953. Equipment Jerrold. D. H. & W. E. Schoener, partners. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Harrisburg—Perfect TV Inc., 263 Rely St. Phone: 4-3367. No. subscribers, 1500. Began service Sept. 1951. Equipment Jerrold. J. Calvin Frank, pres. Stations: WMAR-TV, Baltimore; WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WTPA, Harrisburg.

Hazleton—Mountain City TV Co., 86 N. Wyoming St. Gladstone 4-3841. No. subscribers, 3700; estimated potential, 5000. Began service March 1952. Equipment Jerrold. Fred Correalie, pres.; Vincent Santapoli, mgr. Stations: WCBS-TV, WRCA-TV, WPIX & WOR-TV, New York; WFIL-TV, Philadelphia.

Honesdale—Honesdale TV Service, 1133 Main St. Phone: 1282. No. subscribers, 325; estimated potential, 800. Began service Jan. 1, 1954. Equipment composite. Henry Kalinowski and Wade E. Taylor, partners.

Honesdale—Kenneth Chapman Co., Honesdale. Equipment Spencer-Kennedy.

Isabella—Community Antenna Co., Box 121. Began service June 1951. Equipment Jerrold. Frank J. Beachley, mgr.

Jersey Shore—Hardt's Video Service, 942 Allegheny St. Phone: 1444. No. subscribers, 425; estimated potential, 1900. Equipment, Holt, Fred W. Hardt, owner. Stations: WJAC-TV, Johnstown; WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGBI-TV, Scranton; WHUM-TV, Reading; WGAL-TV, Lancaster.

Johnsonburg—Johnsonburg Community TV Inc., Box 248. No. subscribers, 650; estimated potential, 750. Began service Oct. 1953. Equipment Jerrold. Roy Nelson, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBEN-TV, Buffalo.

Lansford—Panther Valley TV Co. Inc., 171 W. Ridge St. Phone: 1427. No. subscribers, 1800; estimated potential, 3000. Began service May 1950. Equipment Jerrold. Robert J. Tarlton, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York.

Lehigh—Lehigh Trans-Video Corp., 235 N. First St. Phone: 708. No. subscribers, 620; estimated potential, 2000. Began service April 1, 1953. Equipment Jerrold. Dr. Joseph J. Humphries, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WOR-TV & WPIX, New York.

(Continued on next page)

RELIABILITY + WIDE-BAND TELEVISION DISTRIBUTION SYSTEM

Snows up to twenty feet deep make the antenna site equipment for Climax, Colorado, on top of 14,000-foot McNamee Peak inaccessible during five months of the year. To insure uninterrupted service, SKL Wide-Band Television Distribution equipment was selected because of its designed-in reliability.

An unusual feature of the SKL System is the Model 212-TV Chain Amplifier which is able to provide simultaneous distribution of up to thirteen television channels, as well as FM signals. These broadband amplifiers continue to operate even though a tube fails because of their unique design. In addition, the SKL System requires no tuning or adjustment. Vacuum tubes have also been eliminated in all parts of the system except in the amplifiers to provide high reliability and low maintenance expense.

Write today for further information to:

View of the SKL Model 212-TV Wide-Band Chain Amplifier mounted in a weatherproof Model 420 Cabinet.

SKL SPENCER-KENNEDY LABORATORIES, INC.

186 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

PENNSYLVANIA—(Continued)

Lewistown—Pennwire TV Co., 16 S. Dorcas St. Phone: 4075. No. subscribers, 1500. Began service Jan. 1, 1952. Equipment Jerrold. G. F. Gardner Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WHUM-TV, Reading; WGAL-TV, Lancaster.

Lock Haven—Susquehanna Valley TV Corp., 308 N. Grove St. Phone: 2003. No. subscribers, 1250; estimated potential, 2500. Began service Oct. 1951. Equipment Jerrold. Dale W. Allen, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.

Lykens—Lykens TV Extension Co., Inc., 582 Main St. Phone: 68R4. No. subscribers, 960; estimated potential, 1200. Began service May 1952. Equipment Holt. Max E. Miller, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WHUM-TV, Reading.

Mahanoy City—City TV Corp., 100 W. Pine St. Phone: 1583. No. subscribers, 800; estimated potential, 1000. Began service Dec. 1950. Equipment Jerrold. A. P. McLaughlin, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WREU-TV & WHUM-TV, Reading.

Mahanoy City—Service Electric Co., Main & Pine Sts. Phone: 891. No. subscribers, 8295; estimated potential, 12,000. Began service Dec. 1950. Equipment Holt. John Walsownavich, owner, Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WPIX, New York.

Mansfield—Tyco TV Co., 50 W. Wellsboro St. Phone: 79. No. subscribers, 350; estimated potential, 450. Began service March 27, 1953. Equipment Holt. Byron A. Neal & Homer F. Neal, partners. Stations: WBNF-TV, Binghamton; WBEN-TV, Buffalo; WSYR-TV, Syracuse.

Meadville—Meadville Master Antenna Inc., First National Bank Bldg. Phone: 54-973. No. subscribers, 2200; estimated potential, 4000. Began service July 11, 1953. Equipment Jerrold. George J. Barco, pres. Stations: WICU, Erie; WEWS, WNBK & WXEL, Cleveland; WDTV, Pittsburgh.

Meyersdale—Kirchner TV Co., 231 Main St. Phone: 106-W. No. subscribers, 191; estimated potential, 300. Began service Aug. 1952. Equipment Jerrold. Robert Kirchner, pres. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WTRF-TV, Wheeling.

Millersburg—Millersburg TV Co., Millersburg. No. subscribers, 303; estimated potential, 1200. Began service Oct. 1953. Equipment Jerrold. Fred R. Helwig, pres. Stations: WMAR-TV, Baltimore; WGAL-TV, Lancaster; WFIL-TV, Philadelphia.

Minersville—Minersville TV Corp., 305 Sunbury St. Phone: 4-2714. No. subscribers, 750; estimated potential, 2000. Began service May 1952. Equipment RCA. F. E. Moser, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading.

Montgomery—Montgomery Video Corp., 6 N. Main St. Phone: 2881. No. subscribers, 216. Began service April 1, 1954. Equipment Entron. Francis Heinbach, pres.

Mt. Union—Mt. Union Antenna Co., Inc., Mt. Union. Phone: 569. No. subscribers, 400; estimated potential, 600. Began service Sept. 1952. Equipment Jerrold. John H. Kinsloe Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

Muncy—Muncy TV Corp., 16 W. Water St. Phone: 5120. No. subscribers, 160; estimated potential, 500. Began service June 1954. Equipment Holt. Max E. Miller, pres. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WHUM-TV, Reading; WBNF-TV, Binghamton; WGAL-TV, Lancaster.

Newport—Newport TV Co., 26 N. 2nd St. Phone: 181. Began service May 15, 1953. Equipment Jerrold. Henry O. Shiffer, pres.

Oil City—TV Cable Co., 2-4 State St. Phone: 5-3701. No. subscribers, 3000; estimated potential, 4000. Began service Dec. 1951. Equipment Jerrold. B. A. Drelick, pres. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Palmerton—Palmerton TV Signal Corp., 513 Delaware Ave. Phone: 2551. No. subscribers, 930; estimated potential, 1400. Began service, Sept. 1951. Equipment Community Engineering Corp. C. E. Reinhard, pres. Stations: WCBS-TV, WOR-TV & WPIX, New York; WPTZ & WFIL-TV, Philadelphia; WFMZ-TV, Allentown.

Pine Grove—Pine Grove TV Cable Service, 19 W. Pottsville St. Phone: 2631. No. subscribers, 285; estimated potential, 600. Began service, 1951. Equipment, Jerrold. Dr. Stanley Melnicove, pres.; Theodore Gibson, mgr. Stations: WPTZ, WFIL-TV, WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WHUM-TV, Reading; WBSA-TV, York.

Plymouth—Shawnee TV Co. Inc., 49 E. Main St. PR 9-4171. No. subscribers, 275; estimated potential, 375. Began service Oct. 1951. Equipment Jerrold. Robert R. Hosey, pres. Stations: WBNF-TV, Binghamton; WPTZ, WFIL-TV, Philadelphia; WBRE-TV, WILK-TV, Wilkes-Barre; WGBI-TV, Scranton.

Pottsville—Pottsville Trans-Video Corp., 2nd & Laurel Sts. Phone: 6161. No. subscribers, 3690; estimated potential, 6700. Began service Feb. 1951. Equipment RCA. M. F. Malarkey Jr., pres.; Frank K. Waters, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading.

Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Phone: 6381. No. subscribers, 1100; estimated potential, 1500. Began service May 1951. Equipment, Jerrold. Clarence F. Schoffstall, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WPIX, New York.

Renovo—Greater Renovo TV Corp., 103 7th St. Phone: 787. No. subscribers, 380; estimated potential, 425. Began service July 1952. Equipment Jerrold. John P. Rathmell, pres.; Ray Rathmell, treas.-mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

Ridgway—Ridgway TV Co., 119 N. Broad St. Began service Feb. 8, 1952. Equipment Jerrold. Frank S. Rich, mgr.

Schuylkill Haven—Schuylkill Haven Trans-Video Corp., 101 E. Main St. Phone: 1952. No. subscribers, 1300; estimated potential, 1500. Began service Feb. 1952. Equipment Jerrold. A. M. Strause, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading.

Selinsgrove—River TV Co., 19 S. Market St. Phone: 6921. Began service Oct. 1, 1953. Equipment Jerrold. W. M. Kearney, pres.; E. M. Miller, mgr. Stations: WHUM-TV, Reading; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster.

Shamokin—TV Extension Corp., 715 W. Walnut St. Phone: 8-4861. No. subscribers, 1600; estimated potential, 2000. Began service Aug. 1952. Equipment Jerrold. Fred Bower, pres. Stations: WPTZ & WFIL-TV, Philadelphia; WMAR-TV, Baltimore.

Sheffield—South Side TV Assoc., Sheffield. No. subscribers, 167; estimated potential, 250. Began service July 1953. Equipment, Blonder-Tongue. F. F. Feidler Jr., pres.

Shenandoah—Shen-Heights TV Assoc. Inc., 9 W. Coal St. Phone: 2-2198. No. subscribers, 1935; estimated potential, 3200. Began service Oct. 1951. Equipment Jerrold. Frank T. Brophy, pres. Stations: WCAU-TV, WFIL-TV & WPTZ, Philadelphia; WILK-TV, Wilkes-Barre; WHUM-TV, Reading.

Shickshinny—Shickshinny TV Corp., Shickshinny. Began service Nov. 28, 1952. Equipment Jerrold. Noel B. Caverly, pres.

Slatington—Kerns' Electric & TV Antenna Inc., 619 Main St. Phone: 2281. No. subscribers, 360; estimated potential, 990. Began service March 1953. Equipment, Jerrold & Com-Video. Lawrence J. Kern, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WGLV, Easton.

Smethport—Hill St. TV Cable Assn. Inc., 215 W. Main St. Phone: 433. No. subscribers, 30; estimated potential, 200. Began service Oct. 1, 1953. Equipment, Jerrold. W. E. Thomas, pres. Stations: WBEN-TV, Buffalo; WDTV, Pittsburgh.

State College—Centre Video Corp., 418 W. College Ave. Phone: AD 8-6655. No. subscribers, 740; estimated potential, 1500. Began service 1952. Equipment Jerrold & Community Engineering. Walter N. Brown Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

St. Clair—St. Clair TV Corp., 51 N. Second St. Phone: 1344. No. subscribers, 620; estimated potential, 1200. Began service Sept. 1951. Equipment Jerrold. Bertram Silver, secy.-treas.; John S. Warner, mgr. Stations: WFIL-TV, WCAU-TV & WPTZ, Philadelphia; WPIX, New York; WHUM-TV, Reading.

St. Mary's—St. Mary's TV Co., St. Mary's. Equipment, Entron. Frank Vitarelli, mgr.

Steelton—Better TV Co., 249 Swatara St. Phone: 9-2725. Began service March 1952. Equipment Philco. M. L. Houtz, owner.

Stroudsburg—Pocono TV Relay Inc., 155 Broad St. Phone: 3950. No. subscribers, 400; estimated potential, 2000. Began service April 1, 1954. Equipment Spencer-Kennedy. John M. Price, pres. Stations: WRCA-TV, WABD & WPIX, New York; WFIL-TV & WCAU-TV, Philadelphia.

Sunbury—B.K.P. TV Systems Inc., 108 S. 10th St. Phone: 2922. No. subscribers, 3000. Began service March 1953. Equipment Jerrold. John J. Barni Jr., pres. Stations: WHUM-TV, Reading; WBRE-TV & WILK-TV, Wilkes-Barre.

Tamaqua—Tamaqua TV Inc., 109 E. Broad St. Phone: 1673. No. subscribers, 1675; estimated potential, 2000. Began service June 1951. Equipment Jerrold. Ben P. Houser, pres.; Melvin L. Boyer, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Titusville—Titusville Cable Co., Titusville. Equipment, Entron. A. D. Carlson, mgr.

Warren—Warren TV Corp., 403 Laurel St. Phone: 3479. No. subscribers, 1325; estimated potential, 2500. Began service March 26, 1953. Equipment Transvision. Robert E. Dunham, pres.; James B. Wright, v.p.-mgr. Stations: WBEN-TV & WGR-TV, Buffalo; WFBG-TV, Altoona.

Warren—West Side TV Corp., 1405 Pennsylvania Ave. Equipment Jerrold. John A. Carbon, v.p.

Wellsboro—West End TV Co., Wellsboro. Equipment, Entron. Chester Pierce, mgr.

Westfield—Westfield Community Antenna Assn. Inc., c/o Eberle Tanning Co. Began service Sept. 1, 1952. Equipment Jerrold. J. F. Eberle, pres.

Wilkes-Barre—TeleService Co. of Wyoming Valley, 166 S. Main St. VA 4-8111. Began service Oct. 31, 1951. Equipment RCA. Ralph Katrosh, pres. Stations: WBNF-TV, Binghamton; WPTZ & WFIL-TV, Philadelphia; WCBS-TV & WPIX, New York.

Williamsport—Lycoming TV Corp., 1428 W. Southern Ave. Phone: 3-4677. No. subscribers, 1500; estimated potential, 8000. Equipment Entron. Carl A. Maeulen, pres. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WHUM-TV, Reading; WFBG-TV, Altoona; WBNF-TV, Binghamton.

Williamsport—West Branch TV Services Inc., 439 William St. Phone: 2-3701. No. subscribers, 2000; estimated potential, 4500. Began service March 27, 1952. Equipment Ampli-Vision. Joseph L. Lecce, pres. Stations: WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WHUM-TV, Reading; WBNF-TV, Binghamton.

Williamsport—Williamsport-Jerrold TV Cable Corp., 454 William St. Phone: 2-9869. No. subscribers, 5000. Began service Sept. 1952. Equipment Jerrold. Ray Schneider, mgr. Stations: WBNF-TV, Binghamton; WPTZ, Philadelphia; WFBG-TV, Altoona; WILK-TV, WBRE-TV, Wilkes-Barre; WHUM-TV, Reading.

Youngsville—Youngsville TV Corp., 216 W. Main St. Phone: 22704. No. subscribers, 185; estimated potential, 250. Began service June 30, 1954. Equipment, Jerrold. Rex E. Young, pres. Stations: WBEN-TV & WGR-TV, Buffalo. WJAC-TV, Johnstown.

SOUTH DAKOTA

Mitchell—Palace Trans-Video Co., 109 E. 2nd Ave. Phone: 3057. Estimated potential, 3400. Began service Jan. 1954. Equipment, Jerrold. Allen C. Harnes, owner. Stations: KELO-TV, Sioux Falls; KVTV & KTIV, Sioux City.

TENNESSEE

Blountville—J. W. Adams Co., Box 478. Phone: 2811. No. subscribers, 21; estimated potential, 100. Began service Feb. 1953. Equipment, Blonder-Tongue & RCA. J. W. Adams, owner; George R. Cowan, mgr. Stations: WBTW, Charlotte; WJHL-TV, Johnson City.

Johnson City—Huntsman TV Cable Co., Johnson City. Phone: 3769. No. subscribers, 400. Began service Nov. 1952. Equipment, RCA. R. M. & Clara M. Huntsman, partners. Stations: WBTW, Charlotte; WJHL-TV, Johnson City.

Kingsport—TV Cable Corp., Kingsport. CI 6-8851. No. subscribers, 1200; estimated potential, 4000. Began service Dec. 1951. Equipment Jerrold. W. Kyle Huddle, pres.; Wm. A. Crafts, v.p.-mgr. Stations: WBTW, Charlotte; WFBC-TV, Greenville; WJHL-TV, Johnson City.

TEXAS

Denison—Better TV Inc., 409 S. Mirick St. Phone: 261. No. subscribers, 650; estimated potential, 2000. Began service 1952. Equipment, composite. Charles F. Johnson, pres. Stations: WBAP-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTEN, Ada.

Graham—TV Distributing Co., 610 Oak St. Phone: 197. No. subscribers, 550; estimated potential, 1000. Began service Aug. 1951. Equipment, RCA. Brown Walker, owner. Stations: WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KFDX-TV, Wichita Falls.

* **Laredo**—Sam Cunningham, 1302 Rosario St.

Madisonville—Madisonville Cable Corp., Madisonville. Equipment, Jerrold. Lee Green, mgr.

Mineral Wells—Community Aerial System, 304 N. Oak St. Phone: 804. No. subscribers, 950; estimated potential, 1500. Began service Sept. 1952. Equipment, RCA & composite. John Campbell, owner. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls.

* **Palestine**—Clearview TV Antenna System, 207 W. Crawford St. Ray Barnel, mgr.

Sherman—Tele-Vue Products Co., 325 W. Houston St. Phone: 801. No. subscribers, 1200; estimated potential, 3000. Began service, Dec. 1951. Equipment, composite. O. P. Leonard Jr., pres.; Raymond Tucker Jr., mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

Sulphur Springs—Texas Community Antenna, Sulphur Springs. No. subscribers, 128; estimated potential, 2500. Began service Jan. 1954. Equipment, Entron. Mort Zimmerman, pres.

Tyler—TV Inc., 317 N. Broadway. Phone: 2-8251. No. subscribers, 4000; estimated potential, 5000. Began service March 1952. Equipment, Jerrold. Raymond Hedge, pres.; J. E. Man-kin, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

Victoria—Tele-Tenna Corp. of Victoria, 2000 E. Rio Grande St. Equipment, Jerrold. A. B. Alkek, pres.

UTAH

Price—Vetere Perfect TV Inc., Price. Equipment, Jerrold. Louis Vetere, owner.

VERMONT

Barre—Vermont TV Inc., 61 No. Main St. Phone: 472. No. subscribers, 1000; estimated potential, 2200. Began service May 1, 1952. Equipment, Spencer-Kennedy. Louis Babic, pres.; E. Nicholas Sanguinetti, mgr. Stations: WBZ-TV, Boston; WRGB, Schenectady; CBFT, Montreal.

Bellows Falls—Bellows Falls Cable Corp., 114 Rockingham St. Phone: 136. No. subscribers, 350; estimated potential, 900. Began service Oct. 1953. Equipment, Amplitel. George R. Story, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Brattleboro—Brattleboro TV Inc., 49 Elliot St. Alpine 4-4000. No. subscribers, 301; estimated potential, 1000. Began service Nov. 1, 1953. Equipment, Spencer-Kennedy. F. Elliot Barket Jr., pres. Stations: WWOR-TV, Worcester; WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Burlington—Green Mt. TV Corp., 187 Church St. Phone: 4-5749. No. subscribers, 3200; estimated potential, 6000. Began service June 1953. Equipment, Jerrold. Joseph S. Wool, pres.; Stations: WRGB, Schenectady; WMTW, Mt. Washington; CBMT & CBFT, Montreal.

Ludlow—Okemo Vue Inc., 41 Depot St. Phone: 82381. No. subscribers, 125; estimated potential, 175. Began service May 1953. Equipment, Jerrold. Amie Pallotta, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Montpelier—Montpelier Community TV Inc., 23 Langdon St. Phone: 654. No. subscribers, 500; estimated potential, 1500. Began service Nov. 16, 1953. Equipment, Jerrold. Eugene Kramer, pres.; Phillips Lothrop, mgr. Stations: WBZ-TV, Boston; WRGB, Schenectady; CBFT, Montreal.

Northfield—Trans-Video, 37 Park Sq. Phone: 4112. No. subscribers, 300; estimated potential, 800. Began service Dec. 24, 1951. Equipment, Philco. George L. Goodrich, owner; Henry Beaudette, mgr. Stations: WRGB, Schenectady; WMTW, Montpelier; WMTW, Mt. Washington.

Springfield—Young's Community TV Corp., 201 Union St. Phone: 4551. Estimated potential, 2000. Began service May 15, 1953. Equipment, Jerrold. S. R. Young, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady.

Springfield—Thurber TV Sales, Springfield. Began service March 1953. Equipment, Spencer-Kennedy.

St. Johnsbury—St. Johnsbury Community TV Corp., 45 Main St. Phone: 8-2870. No. subscribers, 200; estimated potential, 750. Began service March 1, 1954. Equipment, Jerrold. Eugene F. Ellingwood Sr., pres. Stations: WCSH-TV & WGAN-TV, Portland; WMTW, Mt. Washington.

Windsor—Windsor Community Antenna Corp., 113 Main St. Phone: 740. No. subscribers, 200; estimated potential, 900. Began service, July 1954. Equipment, Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WMTV, Montpelier; WMTW, Mt. Washington.

Woodstock—Woodstock TV Corp., Rose Hill. Phone: 426. No. subscribers, 62; estimated potential, 200. Began service Dec. 8, 1953. Equipment, Westbury Electronics. Richard Leonard, pres. Stations: WBZ-TV, Boston; WRGB, Schenectady; WMTW, Mt. Washington.

VIRGINIA

Grundy—Grundy TV Co., Grundy. Phone: 2621. No. subscribers, 350; estimated potential, 500. Began service Jan. 1, 1953. Equipment, Jerrold & Taco. Barnes B. Rife, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WOAT-TV, Oak Hill.

Harrisonburg—Blue Ridge TV Corp., Harrisonburg. Phone: 4-4431. No. subscribers, 510; estimated potential, 2400. Began service Aug. 29, 1952. Equipment, RCA. Frederick L. Allman, pres.

Staunton—Staunton Video Corp., 27 Middlebrook Ave. Phone: 5-7493. No. subscribers, 600; estimated potential, 3000. Began service April 1952. Equipment, Jerrold. Norwood Rosen, pres.; Thomas L. Huntley, mgr. Stations: WTVR, Richmond; WTTG & WTOP-TV, Washington.

WASHINGTON

Aberdeen—Harbor TV Corp., 208 South H St. Phone: 1986. No. subscribers, 2300; estimated potential, 7000. Began service Nov. 1952. Equipment, Ampli-Vision. Fred G. Goddard, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Bellingham—KVOS Inc., KVOS Bldg. Phone: 790. No. subscribers, 450; estimated potential, 1000. Began service Sept. 1950. Equipment, Ampli-Vision & Blonder-Tongue. Rogan Jones, pres.; Phil Wiley, mgr. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Centralia—Community Antenna of Centralia, Box 720. Phone: 6-3321. No. subscribers, 150; estimated potential, 4000. Equipment, Jerrold. Lloyd C. Hannah, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Chehalis—KELA TV Inc., Old Pacific Highway. Phone: 8-3321. No. subscribers, 200; estimated potential, 3000. Began service June 1952. Equipment, Blonder-Tongue. Joe Chytil, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Chelan—Chelan Antenna Service, Chelan. No. subscribers, 50; estimated potential, 300. Began service May 1954. Equipment Ampli-Vision. Emory Welmer, mgr. Stations: KXLY-TV & KHQ-TV, Spokane.

Colville—Colville Video Inc., 151 N. Main St. Phone: 104. No. subscribers, 318; estimated potential, 500. Began service Aug. 14, 1953. Equipment, Jerrold. August Schwartz, pres. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.

Coulee Dam—TV Assoc. of Coulee Dam, 513 Aspen St. No. subscribers, 50; estimated potential, 300. Equipment, Ampli-Vision. George Curtiss, pres. Stations: KXLY-TV & KHQ-TV, Spokane.

Dayton—Touchet Valley TV Inc., Dayton. Phone: 10. No. subscribers, 230; estimated potential, 330. Began service Nov. 10, 1953. Equipment, Jerrold. Ben H. Kligenstein, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Ellensburg—Ellensburg-Jerrold TV Cable Corp., Ellensburg. Equipment, Jerrold.

Ephrata—Empire TV Inc., 101 B St. N.W. No. subscribers, 380; estimated potential, 1500. Began service Jan. 1954. Equipment Ampli-Vision & Blonder-Tongue. Harold Cathow, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Everett—TV Cable Inc., 2507 Broadway. Phone: CE 3171. No. subscribers, 600; estimated potential, 1800. Began service July 15, 1953. Equipment, Jerrold. Eldon A. Root, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Kennewick—Tri-City TV Service Inc., 432 Ave. "C". Phone: 9851. No. subscribers, 600; estimated potential, 4000. Began service Dec. 1953. Equipment, Ampli-Vision. R. S. McCaw, pres. Stations: KHQ-TV & KXLY-TV, Spokane; KIMA-TV, Yakima.

Lind—Lind TV Service Inc., Lind. No. subscribers, 72; estimated potential, 100. Equipment, Jerrold. John Shimek, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Montesano—Butler Community Antenna Co. Inc., 142 S. Main St. Phone: 3701. Began service Feb. 7, 1952. Equipment, Jerrold. Fred C. Butler, pres.

Omak-Okanogan—Okanogan Valley TV Cable Corp., Towasket, Wash. Phone: 2281. No. subscribers, 225; estimated potential, 2000. Began service April 1, 1954. Equipment, Ampli-Vision. Melvin Rothrock, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Pomeroy—Christensen-Rauch Co., Pomeroy. Phone: 327. No. subscribers, 150; estimated potential, 300. Began service Aug. 1953. Equipment, composite. Wm. E. Rauch, chief engineer. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

(Continued on next page)

WASHINGTON—(Continued)

- Raymond**—Powell's Radio & TV, 301 Duryea St. Phone: 95. No. subscribers, 500; estimated potential, 1000. Began service Feb. 1, 1951. Equipment, Jerrold. LeRoy Powell, owner; Merle C. Smith, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.
- Richland**—Richland TV Cable Corp., 503 Lee Blvd. Equipment, Jerrold. Robert S. McCaw, pres.
- Seattle**—Holert Electronic Inc., 2300 W. Spokane St. Began service June 20, 1952. Equipment, Jerrold. Frank T. Holert Jr., pres.
- Seattle**—Master TV Antenna Systems, 4020 49th St. S. Equipment, Jerrold. Fred Nelson, v.p.
- Soap Lake**—Soap Lake TV Inc., Box 8. Phone: 3481. No. subscribers, 66; estimated potential, 220. Began service June 15, 1954. Equipment, Ampli-Vision. Dr. Leonard McNamara, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Walla Walla**—Blue Mts. TV Cable Corp., 34 S. Colville St. Phone: 8661. No. subscribers, 2000; estimated potential, 4000. Began service Oct. 15, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Frank J. Beaver, mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Waterville**—Clements TV, Waterville. Waterville 5-2802. No. subscribers, 125; potential, 375. Began service Jan. 1954. Equipment, Ampli-Vision. Charles C. Clements, owner. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Wenatchee**—Consolidated TV Cable Corp., 110 S. Mission St. Phone: 3-4608. No. subscribers, 2200; estimated potential, 5400. Began service Nov. 1, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Chester M. Murphy, mgr. Stations: KHQ-TV & KXLY-TV, Spokane; KING-TV, Seattle.
- Wenatchee**—Wescoast Bestg. Co. (KQP), 20 Second St. Phone: 2757. No. subscribers, 800; estimated potential, 3000. Equipment, Ampli-Vision. Rogan Jones, pres. Stations: KXLY-TV & KHQ-TV, Spokane.

WEST VIRGINIA

- Amherstdale**—Guyan Eagle Coal Co., Amherstdale. Began service Jan. 1952. Equipment, Jerrold. Frank Reeves, mgr.
- Bluefield**—Bluefield TV Cable Corp., 616 Federal St. Equipment, Jerrold. Harry Holmes, mgr.
- Burnsville**—Marlindon Cable Co. Equipment, Jerrold.
- Charlton Heights**—Jack Knight. Equipment, Jerrold.
- Chesapeake**—Chesapeake Water & Light Co., Chesapeake. Equipment, Jerrold.
- Clarksburg**—Clarksburg TV Cable Corp., 231 S. Third St. Phone: 4-7464. No. subscribers, 4200; estimated potential, 11,000. Began service July 15, 1953. Equipment, Jerrold. C. Wrede Petersmeyer, chairman; Charles E. Brown, pres. Stations: WTRF-TV, Wheeling; WDTV, Pittsburgh; WSTV-TV, Steubenville.
- Coalwood**—Olga Coal Co., Coalwood. Phone: Welch 4200. No. subscribers, 350; estimated potential, 1000. Began service July 1952. Equipment, Jerrold. W. D. Dantzler, mgr. Stations: WSAZ-TV, Huntington; WLSL-TV, Roanoke; WCHS-TV, Charleston.
- East Gulf**—C. H. Mead Coal Co., East Gulf. Began service May 15, 1952. Equipment, Jerrold. H. G. Schmidt, pres.
- Elkins**—Tygart Valley Cable Corp., 200 Davis St. Phone 31. No. subscribers, 700; estimated potential, 1500. Began service Nov. 14, 1953. Equipment, Jerrold. Ralph S. Shepler, pres. Stations: WDTV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Fairmont**—Fairmont TV Cable Corp., Box 907. Phone: 1020J. Began service May 18, 1953. Equipment, Jerrold. Edward A. Pence, mgr.
- Follansbee**—Alco Radio & Supply, Follansbee. Equipment Jerrold. Leo Cocco, mgr.
- Grafton**—Bennett Refrigerator Co., Main St. Equipment, Entron.
- Hinton**—Hinton TV Corp, Hinton. Phone: 466. No. subscribers, 180; estimated potential, 400. Began service Oct. 1, 1953. Equipment Jerrold. James V. Coste, pres.; Stations: WLSL-TV, Roanoke; WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Keyser**—Keyser TV Co. Inc., 51 N. Main St. Phone: 6426. No. subscribers, 600; estimated potential, 1200. Began service Oct. 1952. Equipment Jerrold. Dr. Harry F. Coffman, pres.; A. T. Patrick, v.p.-mgr. Stations: WTOP-TV, WMAL-TV, WTTG, Washington; WJAC-TV, Johnstown.
- Lost Creek**—Lost Creek TV Co., Lost Creek. Equipment Jerrold. D. B. Randolph, pres.
- Man**—Durfee's Inc., Man. Phone: 5581. No. subscribers, 800; estimated potential, 1500. Began service Dec. 1, 1952. C. O. Erickson, pres. Station: WSAZ-TV, Huntington.
- Moundsville**—Clear TV Inc., Box 337. Phone: 906W1. No. subscribers, 720; estimated potential, 3200. Began service July 1951. Equipment, Blonder-Tongue & Ampli-Vision. George Prosviack, pres. Stations: WDTV & WENS, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WJAC-TV, Johnstown.
- Mullens**—Mullens TV Cable Service, Howard Ave. Phone: 670. No. subscribers, 325; estimated potential, 500. Began service April 1952. Equipment Jerrold. Robert R. Jones & DeForrest Lilly, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WLSL-TV, Roanoke.
- New Martinsville**—TV Cable Inc., New Martinsville. Phone: 789. No. subscribers, 100; estimated potential, 400. Began service Sept. 1953. Equipment Jerrold. P. P. McCray, pres. Stations: WDTV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

- Phillippi**—Phillippi Community TV, Phillippi. Began service June 1954. Equipment Entron.
- Piedmont**—Upper Potomac TV Co. Inc., 77 Ashfield St. Phone: 6121. No. subscribers, 800; estimated potential, 1500. Began service March 1952. Equipment Jerrold. Homer Ferrell, pres. Stations: WRC-TV, WTTG & WTOP-TV, Washington; WJAC-TV, Johnstown; WFBG-TV, Altoona.
- Prenter**—Red Parrot Coal Co., Prenter. Began service Dec. 12, 1951. Equipment Jerrold. C. G. Evans, mgr.
- Princeton**—Commercial TV Service Inc., 829 Mercer St. Phone: 3378. No. subscribers, 150; estimated potential, 600. Began service June 1952. Equipment Jerrold. E. Clyde Bourne, pres. Stations: WLSL-TV, Roanoke; WCHS-TV, Charleston.
- Rainelle**—Rainelle TV Corp., Rainelle. Phone: 3271. No. subscribers, 240; estimated potential, 450. Began service Sept. 1, 1951. Equipment Jerrold. J. E. Decker, pres. Stations: WLSL-TV, Roanoke, Va.; WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Richwood**—Richwood TV Co. Inc., Oakford & Main Sts. Phone: 4741. No. subscribers, 371; estimated potential, 500. Began service May 1, 1952. Equipment Jerrold. Carl E. Gainer, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Rowlesburg**—Community Cable Co. Inc., Church St. Phone: 2331. No. subscribers, 40; estimated potential, 100. Began service Oct. 1953. Equipment, Blonder-Tongue. S. A. Phillips Jr., pres. Stations: WDTV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Slab Fork**—Slab Fork Coal Co., Slab Fork. Equipment Jerrold. S. Austin Caperton Jr., mgr.
- Spencer**—T. J. Arnold Co., Spencer. Equipment Jerrold. Robert Doolittle, mgr.
- War**—TV Antenna Service Inc., Box 386. Phone: 9. No. subscribers, 300; estimated potential, 1200. Began service 1952. Equipment Jerrold. L. W. Coffey, pres. Stations: WSAZ-TV, Huntington; WLSL-TV, Roanoke; WCHS-TV, Charleston.
- Webster Springs**—Webster TV, Webster Springs. Equipment Jerrold.
- Weirton**—Weirton TV Cable Corp., 3225 Main St. Phone: 1603. Began service April 1952. Equipment Jerrold. Wm. E. Lago, pres.
- Welch**—Welch Antenna Co., 330 Virginia Ave. Phone: 1431. No. subscribers, 645; estimated potential, 750. Began service June 1951. Equipment Jerrold. Edmund O. Gates & Wm. Turner, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WLSL-TV, Roanoke, Va.
- Weston**—Weston TV Cable Corp., 229 Main Ave. Phone: 607. No. subscribers, 550; estimated potential, 1500. Began service Jan. 1, 1954. Equipment Jerrold. M. Wm. Adler, pres. Stations: WDTV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Wheeling**—Wheeling Antenna Co. Inc., Box 1043. Phone: 4070. Began service Nov. 3, 1952. Equipment composite. Donald W. Levenson, pres.; Melvin C. Truax, mgr.
- Whitesville**—Whitesville Radio & TV Service, Whitesville. Phone: 4221. Began service Feb. 1, 1951. Equipment Jerrold. James Williams & W. D. Peters, partners.
- Williamson**—Williamson TV Corp., Williamson. Began service June 1952. Equipment Jerrold. Jack Gates, mgr.

WISCONSIN

- Niagara**—Niagara Community TV Co-op, 100 Clark St. No. subscribers, 309; estimated potential, 550. Began service Sept. 7, 1954. Equipment, Jerrold. Edward Gaber, pres. Stations: WBAY-TV, Green Bay; WMBV-TV, Marinette.
- Rhineland**—Rhineland TV Cable Corp., Box 698. Phone: 42-W. Began service July 27, 1954. Equipment, Jerrold. D. H. Goodearle, pres.; C. W. Gilley, mgr. Stations: WBAU-TV, Green Bay; WSAU-TV, Wausau; KDAL-TV, Duluth.

WYOMING

- Casper**—Community TV Systems of Wyoming, 218 W. Wolcott. Phone: 2-7171. No. subscribers, 1600; estimated potential, 9500. Began service Jan. 1, 1954. Equipment Jerrold. Bill Daniels, pres.; G. W. Schneider, mgr. Stations: KLZ-TV, KOA-TV, KBT & KFEL-TV, Denver; KFBC-TV, Cheyenne.
- Cody**—Cody Community TV Corp., 1149 Sheridan St. Phone: 1147. No. subscribers, 65; estimated potential, 500. Began service Nov. 1, 1954. Equipment, Ampli-Vision. Harry M. Moore, pres. Station: KOOK-TV, Billings.
- Cokeville**—Cokeville TV Co., Box 68. Equipment Jerrold.
- Laramie**—Laramie Community TV Co., 24th & Baker Sts. Phone: 6100. No. subscribers, 400; estimated potential, 4500. Began service March 10, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KFEL-TV, KOA-TV, KLZ-TV & KBT, Denver; KFBC-TV, Cheyenne.
- Worland**—Worland TV Corp., 122 S. Eighth St. Phone: 834. No. subscribers, 203; estimated potential, 800. Began service May 5, 1954. Equipment, Ampli-Vision. Thomas Mitchell Jr., pres. Station: KOOK-TV, Billings.

ALASKA

- Ketchikan**—Ketchikan Alaska TV Inc., 422 Water St. Phone: 3875. No. subscribers, 335; estimated potential, 1500. Began service Nov. 17, 1953. Equipment Jerrold. R. D. Jensen, pres.; Wally Christiansen, ch. eng. Originates own signals with Dage cameras, Holmes 16mm projectors.

Canadian Community Antenna Systems
on Opposite Page

The British Television-Radio Industry

Constituent Associations of The Radio Industry Council

British Radio Equipment Manufacturers' Assn. (BREMA)—59 Russell Square, London, W.C. 1. Tel.: Museum 6903. M. M. MacQueen, General Electric Co. Ltd., *chairman*. S. E. Allchurch, *secy.*

British Radio Valve Manufacturers' Assn. (BRVMA)—Picadilly House, 16 Jermyn St., London, S.W. 1. Tel.: Regent 5186. J. W. Ridgeway, Edwin Swan Electric Co. Ltd., *chairman*. W. R. West, *secy.*

Radio Communication & Electronic Engineering Assn. (RCEEA)—11 Green St., Mayfair, London, W. 1. Tel.: Mayfair 7874. C. G. White, Kelvin & Hughes Ltd., *chairman*. S. N. Christie, *secy.*

Radio & Electronic Component Manufacturers' Federation (RECMF)—22 Surrey St., London, W.C. 2. Tel.: Temple Bar 6740. W. F. Randall, Telegraph Construction & Maintenance Co., *chairman*. W. T. Ash, *secy.*

British Radio Equipment Manufacturers' Assn.

(Makers of TV & radio receivers with responsible radio executive)

- R. N. FITTON LTD.** (Ambassador Radio)—Princess Works, Brlghouse, Yorks. R. N. Fitton. [Now subsidiary of Hartley Baird Ltd.]
- ARGOSY RADIOVISION LTD.**—Argosy Works, Hertford Road, Barking, Essex. E. St. P. Iddon.
- A. J. BALCOMBE LTD.**—52 Tabernacle St., London, E.C. 2. E. K. Balcombe.
- BUSH RADIO LTD.**—Power Road, Chiswick, W. 4. G. Darnley-Smith.
- CLARKE & SMITH MFG. CO. LTD.**—Meibourne Works, Melbourne Road, Wallington, Surrey. Maj. J. F. E. Clarke.
- E. K. COLE LTD.**—Ekco Works, Southend-on-Sea, Essex. G. W. Godfrey.
- * **A. C. COSSOR LTD.**—Cossor House, Highbury Grove, London, N. 5. J. S. Clark.
- DECCA RECORD CO. LTD.**—1 Brixton Road, London, S.W. 9. A. Pitts.
- DYNATRON RADIO LTD.**—The Firs, Castle Hill, Maidenhead, Berks. R. H. Hacker.
- ENGLISH ELECTRIC CO. LTD.** (Domestic Appliances & TV Div.)—Queens House, Kingsway, W.C. 2. H. C. Timewell.
- FARADAY RADIO GRAMOPHONES LTD.**—245 Brixton Road, London, S.W. 9. W. E. Rose.
- FERGUSON RADIO CORP. LTD.**—105 Judd St., London, W.C. 1. J. Thorn.
- * **FERRANTI LTD.**—Hollinwood, Lancs. and 36 Kingsway, London, W.C. 2. O. M. Robson.
- * **GENERAL ELECTRIC CO. LTD.**—Magnet House, Kingsway, London, W.C. 2. M. M. MacQueen.
- GRAMOPHONE CO. LTD.**—Hayes, Middlesex. F. W. Perks.
- GRAMPIAN REPRODUCERS LTD.**—Hanworth Trading Estate, Feltham, Middlesex. A. R. Williams.
- HARTLEY BAIRD LTD.**—37 Thurloe St., South Kensington, London, S.W. 7. P. N. Hickman.
- HAYNES RADIO LTD.**—Queensway, Ponders End, Enfield, Middlesex. Mrs. E. L. Haynes.
- INVICTA RADIO LTD.**—100 Great Portland St., London, W. 1. D. Biscoe.
- KOLSTER-BRANDES LTD.**—Cray Works, Footscray, Sidcup, Kent. P. H. Spagnoletti.
- McMICHAEL RADIO LTD.**—190 Strand, London, W.C. 2. C. G. Allen.
- * **MARCONIPHONE CO LTD.** (Unit of Electric & Musical Industries Ltd., EMI)—Hayes, Middlesex. F. Jones.
- * **MULLARD LTD.**—Century House, Shaftesbury Ave., London, W.C. 2. T. E. Goldup.
- MURPHY RADIO LTD.**—Welwyn Garden City, Herts. E. J. Power & K. S. Davies.
- PETO SCOTT ELEC. INSTRUMENTS LTD.**—Addlestone Road, Weybridge, Surrey. J. C. Drewe.
- PHILCO (OVERSEAS) LTD.**—Romford Road, Chigwell, Essex. A. R. Mitchell.
- * **PHILIPS ELECTRICAL LTD.**—Century House, Shaftesbury Ave., London, W.C. 2. Dr. R. C. G. Williams.
- PILOT RADIO LTD.**—31 Park Royal Road, North Acton, London, N.W. 10. H. L. Levy.
- PLESSEY CO. LTD.**—Vicarage Lane, Iford, Essex. A. G. Clark.
- RADIO GRAMOPHONE DEV. CO. LTD.**—Eastern Ave. W., Mawneys, Romford, Essex. J. H. Williams.
- REGENTONE RADIO & TV LTD.**—Eastern Ave. W., Mawneys, Romford, Essex. W. Harries.
- ROBERTS RADIO CO. LTD.**—35 Creek Road, East Molesey, Surrey. H. Roberts.
- SOBEL INDUSTRIES LTD.**—Langley Park, nr. Slough, Bucks. M. Sobell.
- * **STANDARD TELEPHONES & CABLES LTD.**—Connaught House, Aldwych, London, W.C. 2 and Footscray, Sidcup, Kent. L. T. Hinton & F. V. Green.
- STELLA RADIO & TV CO. LTD.**—9 Oxford St., London, W. 1. E. N. Brades.
- TRIX ELECTRIC CO. LTD.**—1 Maple Place, Tottenham Court Road, London, W. 1. D. A. Lyons.
- ULTRA ELECTRIC LTD.**—Ultra Works, Western Ave., Acton, London, W. 3. E. E. Rosen.
- VIDOR LTD.**—West St., Erith, Kent. R. P. Richardson.
- WHITE-IBBOTSON LTD.**—52A Goldhawk Road, Shepherds Bush, London, W. 12. H. Ibbotson.

Note: Not included in foregoing list, supplied by BREMA, are Pye Ltd., Radio Works, Cambridge (A. J. Stanley).

* Company also is member of British Radio Valve Manufacturers' Assn., manufacturers of receiving and cathode ray tubes; only other members BRVMA are Edison Swan Electric Co. Ltd., 155 Charing Cross Rd., London, W.C. 2 (J. W. Ridgeway); and Ever Ready Radio Valve Co., Ltd., Bowmans Place, Holloway, London, N. 7. (R. A. Bryce).

Addenda: Additional tube manufacturing firms, not members of BRVMA, are British Thomson-Houston Ltd., Rugby, Warwickshire; British Tungfram Radio Works Ltd., West Road, Tottenham, London N. 17; Cathodeon Electronic Ltd., Bircham Road, Southend-on-Sea, Essex; Cinema-Television Ltd., Sidcup, Kent; Ericsson Telephones Ltd., Beeston, Notts.; English Electric Valve Co. Ltd., Chelmsford, Essex; 20th Century Electronics Ltd., King Henry's Drive, New Addington, Surrey; Hivac Ltd., Victoria Road, South Ruislip, Middlesex.

* Toronto, Ont.—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg. EM 4-0141, W. C. Thornton Cran, pres.

Trail, B.C.—Kootenay Video Programs Ltd., 815 Victoria St. Phone: 336. No. subscribers, 22; estimated potential, 3700. Began service Oct. 1, 1954. Equipment, Jerrold. Gordon L. Fairweather, pres.; John D. Hepburn, v.p.-mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Vancouver, B. C.—TruVu TV Ltd., 846 Howe St. Marine 6464. Began service Sept. 1, 1953. Equipment, Spencer-Kennedy. C. G. Chandler, pres. Stations: CBUT, Vancouver; KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma; KVOS-TV, Bellingham, Wash.

CANADIAN Community Antenna Systems

(Continued from page 408)

Grand'Merc, Que.—Jules Matteau TV, 1360 Sixth Ave. Phone: 3889. No. subscribers, 325; estimated potential, 1800. Began service Sept. 1, 1954. Equipment, Entron. Jules Matteau, owner. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec.

Guelph, Ont.—Neighbourhood TV Ltd., 31 Quebec St. Phone: 3078. No. subscribers, 550; estimated potential, 3000. Began service Aug. 1953. Equipment Jerrold. F. T. Metcalf, pres.; Tony Small, mgr. Stations: WBEN-TV & WGR-TV, Buffalo; CKCO-TV, Kitchener; CBLT, Toronto; CHCH-TV, Hamilton.

London, Ont.—Cablevision Ltd., 13 King St. Phone: 4-1144. No. subscribers, 20; estimated potential, 5000. Began service Oct. 1951. Equipment Spencer-Kennedy. E. R. Jarmain, pres.-mgr. Stations: WNBK, WEWS & WXEL, Cleveland.

Montreal, Que.—Rediffusion Inc., 6301 Park Ave. Victoria 2501. No. subscribers, 4500. Began service Oct. 1952. Equipment Rediffusion Inc. A. Cross, pres. Stations: CBFT, CBMT, Montreal, plus closed-circuit originations.

EXTRA COPIES OF TV MAP

Enclosed with this Factbook

Available at \$1 per copy

1,572 FEET

Making plans for top coverage of your market? Then depend on a tower by Ideco to support your antenna, regardless of height or weather. You can place your confidence in Ideco's tower experience dating back to broadcasting's infancy...and in an ability proven by the many hundreds of Ideco towers now serving the broadcast industry.

Ideco designed... Ideco constructed... this tallest man-made structure in the world is giving Oklahoma City's KWTW top coverage in the Southwest.

IDECO[®]

DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or Short . . . For TV, Microwave, AM, FM . . .

IDECO tower "know-how" keeps you on the air.

Manufacturers of Telecasting Equipment

Transmitters

Towers

Antennas

Community Systems

Studio Equipment

Closed-Circuit Industrial TV

Theatre TV

TV Transmitters

ACL PRODUCTS INC.—1 LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620. Ben Adler, pres. Sales subsidiary of Adler Communications Laboratories (below).

ADLER COMMUNICATIONS LABORATORIES—1 LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620. Ben Adler, owner & chief engineer; Harry Adler, plant mgr. UHF booster stations.

CANADIAN GENERAL ELECTRIC CO. LTD.—Royce Works, 830 Lansdowne Ave., Toronto, Ont. Oliver 6511. Electronic Equipment Dept.: W. D. Scholfield, gen. mgr.; J. R. Warren, mgr., marketing; H. S. Dawson, mgr., engineering; D. H. Johnston, mgr., manufacturing; C. H. Hathaway, mgr., finance; V. B. Dowdell, mgr., tube marketing; Richard Scott, mgr., employe & community relations; A. B. Russell, mgr., facilities planning; C. E. Spence, mgr., broadcast & TV sales.

CONTINENTAL ELECTRONICS INC.—4212 S. Buckner Blvd. Dallas 27, Tex. Evergreen 1137. James O. Weldon, pres.; Lester H. Carr, v.p. UHF transmitters.

DAGE TELEVISION DIV., Thompson Products Inc.—W. 10th St., Michigan City, Ind. Phone 3-3251. J. L. Lahey, operations mgr.; F. D. Meadows, gen. sales mgr.; J. A. Allsley, chief engineer; G. H. Fathauer, mgr., research & development. Regional offices: 734A Button Rd., Atlanta; Wynne Stewart, mgr. 930 W. Adams St., Jacksonville; Beecher Hayford, mgr. Buck Rd., Holland, Pa.; John Mullen, mgr. 7402 Clro St., Downey, Cal.; Joseph B. Farnum, mgr. Box 31, Station B, Evansville, Ind.; Neff Cox Jr., mgr. 1027 Levee St., Dallas; Mort Zimmerman, mgr.

ALLEN B. DuMONT LABORATORIES INC.—1500 Main Ave., Clifton, N. J. Mulberry 4-7400. Communication products div.: R. E. Kessler, mgr.; G. S. Gregory, engineering mgr.; C. E. Greenwood, production mgr.; D. M. Christie, inspection & coordination mgr.; W. Okulski, purchasing mgr.; H. Berg, production control mgr.; R. White, mfg. mgr.; H. Eayrs, test mgr.; G. Throne, order administration mgr.; Frank Newman, adv. mgr. TV transmitter dept.: J. B. Tharpe, national sales mgr.; K. F. Petersen, marketing mgr.; C. E. Spicer, sales operations mgr.; L. C. Radford Jr., eastern district mgr.; H. Bloomberg, central district mgr.; T. Moseley, southern district mgr.; R. Myers, western district mgr.; J. P. Gallagher, industrial TV consultant. VHF & UHF transmitters, duplexers, notching filters, dummy loads, frequency monitoring & transmitter test equipment, transmitter control equipment, switching equipment, color broadcast equipment.

FEDERAL TELECOMMUNICATION LABORATORIES, div. of IT&T—500 Washington Ave., Nutley 10, N. J. Nutley 2-3600. TV branch, Route 17, Lodi, N. J. Hubbard 8-8440. Wm. H. Harrison, pres.; Henri G. Eusignies, exec. v.p.; John G. Copelin, v.p. & controller; Wm. Hatton, v.p.; Walter H. Hawk, operations mgr., TV div.; Louis Pollack, engineering dept. head, TV div.; Emil W. Dels, TV installation & service dept. head. Graybar Electric Co., TV distributor.

FLEETWOOD CORP.—1037 Custer Dr., Toledo 12, O. Klondike 9339. John W. McGee, pres.; Homer Humlston, v.p., engineering; A. R. Bitter, v.p., educational sales. UHF transmitters & related equipment; complete station packages.

GATES RADIO CO.—123 Hampshire St., Quincy, Ill. Telephone 8202. P. S. Gates, president; V. H. Whitman, mgr. TV sales; A. S. Petzoldt, secy.; L. J. Cervone, sales mgr.; Jack Colvin, dir. of engineering; N. L. Jochem, mgr., audio sales. Washington: Warner Bldg. Houston, Tex.: 2700 Poik Ave. New York: 51 E. 42nd St. Atlanta: 13th & Spring Sts. Los Angeles: 7501 Sunset Blvd.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N. Y. Telephone: 76-4411. Paul L. Chamberlain, mgr., broadcast equipment; P. P. Barnes, marketing mgr.; A. F. Wild, mgr., sales; C. W. Michaels, mgr., admn. & research; C. J. Simon, mgr., product planning; Roy Jordan, mgr., adv. & sales promotion; M. R. Duncan, mgr., product service; G. R. Lord, mgr., mfg.; C. G. Lloyd, mgr., engineering; G. C. Lasher, mgr., instruments & industrial electronics.

GENERAL PRECISION LABORATORY INC.—63 Bedford Road, Pleasantville, N. Y. Telephone: 2-2000. H. G. Place, president; R. L. Garman, J. W. Murray & Blair Foulds, v.p.'s. E. A. Hungerford Jr., mgr., TV dept. Sales agent for Continental Electronics (above).

LAMBDA-PACIFIC ENGINEERING INC.—P.O. Box 105, 14757 Keswick St., Van Nuys, Cal. State 6-1801. L. W. Mallach, pres.-chief engineer; C. McCune, v.p.; F. W. Bailey, secy.-treas. & sales director. UHF booster stations.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Marconi House, Chelmsford, Essex, England. Telephone: 3221. Sir George H. Nelson, chairman; F. Neil Sutherland, gen. mgr.; B. N. McLarty, engineer-in-chief; H. A. Lewis, mtr., broadcasting div.; K. Ephinstone, chief, TV sales. New York Office: 23 Beaver St.; Hanover 2-0199; J. S. V. Walton.

RADIO CORP. OF AMERICA, Electronic Products, Engineering Products Div.—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. T. A. Smith, v.p., Engineering Products Div.; A. R. Hopkins, mgr. broadcast marketing dept.; E. C. Tracy, sales mgr. broadcast marketing dept.; D. Pratt, field sales mgr.; W. B. Varnum, broadcast equip. sales mgr.; E. J. Meehan, AM & audio sales coordinator; L. L. Lewis, studio & educational sales coordinator; L. W. Haesler, UHF sales coordinator; E. Miller,

VHF sales coordinator; J. P. Taylor, mgr. engineering products advertising dept.; W. O. Hadlock, broadcast adv.; M. A. Trainer, mgr. broadcast studio; H. Duzak, mgr. broadcast transmitters; A. F. Inglis, administrator, studio product planning; E. N. Luddy, administrator, transmitter product planning; N. McNaughten, mgr. broadcast market planning; A. S. Hawthorn, mgr. commercial administration; J. E. Young, mgr. broadcast transmitter engineering; W. J. Poch, mgr. broadcast studio equipment engineering; D. Bain, Washington office broadcast sales manager; C. D. Pitts, Washington office broadcast sales coordinator. Color TV equipment, UHF and VHF transmitters, AM transmitters, audio equipment, monitoring equipment, and test equipment for AM and TV stations. TV mobile equipment, cameras, control room equipment, distribution amplifiers. AM and TV antenna systems, transmission line equipment, tower lighting equipment and accessories.

Broadcast Regional Offices: Camden—Woodlawn 3-8000, E. S. Clammer. Atlanta—Forsyth Bldg. Lamar 7703, J. W. Hilligas, P. G. Walters, J. M. Walters, G. W. Darwin. Boston—200 Berkeley Street. Hubbard 2-1700, J. P. Ulasevicz, J. E. Sims. Chicago—666 N. Lake Shore Drive, Delaware 7-0700, W. G. Eberhart, J. L. Nickels, F. A. Timberlake, A. M. Miller. Cleveland—Kath Bldg., Cherry 1-3450, D. S. Newborg, J. H. Keachle, R. S. Ench. W. S. Gilbert. Dallas—1907-11 McKinney Ave. Riverside 1371, J. N. Barclay, J. F. Palmquist, W. D. Wenger, B. Fincher. Kansas City—1006 Grand Ave., Harrison 6480, J. F. Ingels, C. A. Wallack, J. S. Almen. New York—36 W. 49th St. Circle 6-4030, A. Josephsen. Hollywood—1560 N. Vine St. Hollywood 9-2154, E. Prost, E. Edison. San Francisco—1355 Market Street, Hemlock 1-8300, R. J. Newman. Seattle—2250 First Ave. Main 8350, J. A. Renhard. Washington—1625 K St. N.W., District 7-1260, P. Bergquist.

STANDARD ELECTRONICS CORP. (subsidiary of Claude Neon Inc.)—285 Emmet St. Newark 5, N. J. Bigelow 3-5540. Wm. H. Zillger, v.p.; Harry Smith, mgr., TV engineering; W. H. Rappolt, mgr., customers service dept. District sales engineering managers: James T. Campbell, 1026 17th St. N.W. Washington 6, D. C.; Republic 7-2246. S. Perry Jenkins, 2025 Peachtree Rd. NE, Atlanta; Atwood 0710. Edward W. Stone, Rt. 3, Stevens Pt., Wis.; 1728R3X. Lew E. Pett, 432 S. Curson Ave., Los Angeles, Cal.; Webster 1-4382. Clyde B. Rush, 3757 Wilshire Blvd., Los Angeles 5, Cal.; Dunkirk 2-2301. Export, TV equipment, International Lema Co., 30 Church St., New York, N. Y.; Cortlandt 7-7450. Export, AM-FM equipment, Westrex Corp., 111 8th Ave., New York, N. Y.; Chelsea 3-2300. VHF & UHF transmitters.

SARKES TARZIAN INC.—539 S. Walnut St., Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; Mary Tarzian, v.p.-secy.; Biagio Presti, gen. sales mgr., broadcast equipment div.; Verage Tarzian, director & mgr., eastern div.

TELECHROME INC.—88 Merrick Rd., Amityville, N. Y. Amityville 4-4446. J. Raymond Popkin-Clurman, pres. & director of engineering, Raymond Reiser, secy. & counsel; E. G. Popkin-Clurman, v.p.; E. W. London, exec. v.p.; H. Charles Riker, v.p., sales, adv. & publicity; S. S. Krinsky, chief engineer; K. Harris, purchasing agent.

Transmitting Antennas & Accessories

AIRTRON INC.—1103 W. Elizabeth Ave., Linden, N. J. Linden 3-1000. David Ingalls, pres.; J. W. Anderson, T. N. Anderson, Robert Carr, J. W. Hamilton, v.p.'s. Duplexers, mixers, directional couplers, flexible waveguides, precision castings, antenna components, etc.

ALFORD MFG. CO. INC.—299 Atlantic Ave, Boston 10, Mass. Hancock 6-2339. Andrew Alford. Antenna systems, diplexing filters & bridges, components, instruments.

ANDREW CORP.—363 E. 75th St., Chicago 19, Ill. Triangle 4-4400. Dr. Victor J. Andrew, chairman; C. Russell Cox, v.p.-gen. mgr.; R. P. Lamons, sales mgr.; J. S. Brown, director of engineering. Transmission line systems, including coaxial line & waveguide, communication antenna systems & transmission line systems. Branches: 200 E. Ridgewood Ave., Ridgewood, N. J. Gilbert 5-2500. Andrew California Corp., Claremont, Cal. Lycoming 5-2086. Andrew Antenna Corp. Ltd., Whitby, Cal. Telephone: 329.

CANADIAN GENERAL ELECTRIC CO. LTD.—Manufactures antennas. (See listing under *Transmitters*.)

DORNE & MARGOLIN INC.—30 Sylvester St., Westbury, N. Y. Westbury 7-3200. Arthur Dorne, pres.; Joseph Margolin, v.p.-treas.-secy.; H. M. Horton, chief mechanical designer, Thomas L. Evans, purchasing agent. Antenna research, development & production.

ALLEN B. DuMONT LABORATORIES INC.—VHF & UHF antennas, transmission line, waveguide, microwave antennas & reflectors. (See listing under *Transmitters*.)

ELECTRO PRECISION PRODUCTS INC.—139-30 34th Rd., Flushing, N.Y. Flushing 8-1795. J. J. McCann, pres.; D. McCann, v.p. Coaxial connectors, waveguides, RF fittings.

FEDERAL TELECOMMUNICATION LABORATORIES INC., div. of IT&T—VHF & UHF antennas. (See listing under *Transmitters*.)

(Continued on next page)

ANTENNAS & ACCESSORIES—(Continued)

- GABRIEL ELECTRONICS Div.** (formerly Workshop Associates Div.) The Gabriel Co.—Endicott St., Norwood, Mass. Norwood 7-3300. Wm. P. Short, gen. mgr.; C. W. Coleman, comptroller; John Martin, chief engineer; C. R. Lane, commercial sales mgr. VHF & UHF transmitting antennas, microwave relay antennas for systems & STL, passive reflectors, parabolic reflectors, mobile communications antennas, etc.
- GENERAL ELECTRIC CO.**—VHF & UHF antennas. (See listing under *Transmitters*.)
- E. F. JOHNSON CO.**—Waseca, Minn. Telephone: 990. E. F. Johnson, gen. mgr.; E. T. Herbig Jr., gen. sales mgr.; M. L. Johnson, purchasing agent; B. M. Hess, works mgr.; E. N. Weise, comptroller; E. R. Johnson, treas.; A. M. Pichitino, chief engineer; M. W. Will, broadcast sales mgr. Antenna phasing equipment, antenna accessories, antenna insulators, coaxial transmission line, tower lighting filters, etc.
- JOHN E. LINGO & SON INC.**—2814 Buren Ave., Camden 5, N. J. Woodlawn 4-0487. John E. Lingo, president; A. E. Lingo Jr., v.p.; Joseph J. Taylor, secy.-treas.
- MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Manufactures antennas. (See listing under *Transmitters*.)
- PRODELIN INC.**—307 Bergen Ave., Kearny, N. J. Kearny 2-8600. L. A. Bondon, pres.; R. F. Lewis, v.p.; R. G. Maddox, tech. services mgr.; J. F. Cosgrove, sales mgr.; G. D. Higgins, purchasing agent. VHF & UHF coaxial transmission lines, UHF waveguides, microwave transmission lines & antennas, "Job Packaged" TV & microwave aluminum towers, UHF teleplexers & VHF filters, high-power VHF broadcast antennas.
- RADIO CORP. OF AMERICA**, Electronic Products, Engineering Products Div.—VHF superturnstile antennas; UHF pylon antennas; transmission line & accessories; sleet melting equipment; waveguide transmission line, supergain & custom. (See listing under *Transmitters*.)

Tower Manufacturers & Erectors

- AERIAL TOWER MFG. CO. INC.**—Box 5685, Midwest City, Okla. Melrose 2-8820. Factory: 8300 S. Sunny Lane. Earl Griffith Jr., pres.; C. E. Nelson, v.p.; B. J. Griffith, secy.-treas. Manufactures and erects towers.
- ALLISON STEEL MFG. CO.**—S. 19th Ave., Phoenix, Ariz. Alpine 8-7731. W. L. Allison, pres.; W. L. Allison Jr., v.p.; J. August Rau, exec. v.p. & chief engineer; Don Leahy, secy. & asst. treas.; Dorth E. Richter, treas. & asst. secy. Manufactures towers.
- ALPAR MFG. CORP.**—2910 Spring St., Redwood City, Cal. Emerson 8-4701. E. V. Lastrup, pres. & sales mgr.; C. R. Parmenter, v.p. & chief engineer; Edmund D. Buckley, secy. Manufactures towers.
- ANDREWS TOWER INC.**—1421 Oak Knoll Dr. & 1420 Layton Ave., Fort Worth 11, Tex. Valley 1222. Johnnie Andrews, owner & mgr.; Leo Daniel, shop foreman; M. H. Roberts, erection foreman; Murl Williams, construction foreman. Manufactures and erects towers, including lighting, painting and installation of foundations.
- JOHN F. BEASLEY CONSTRUCTION CO.**—402 South D St., Muskogee, Okla. Murray 7-6381. Mercantile Bank Bldg., Dallas. Riverside 3228. 20 N. Wacker Dr., Chicago. State 2-7589. John F. Beasley, pres.; L. E. Berg, v.p.; A. B. Lytle, secy.-treas.; E. V. Pruden, v.p. & mgr., tower dept. Tower erection & maintenance.
- BLAW-KNOX EQUIPMENT DIVISION**, Blaw-Knox Co.—Box 1198, Pittsburgh 30, Pa. Sterling 1-2700. Tower dept: A. H. Jackson, mgr.; R. A. Troman, asst. mgr. Manufactures towers.
- JOHN A. COSTELOW CO. INC.**—121 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, president; K. A. Costelow, v.p.-treas. Distributes Lehigh towers, Andrew Co. antennas, coaxial line, etc., Hughey & Phillips tower lighting equipment.
- THE COSTELOW CO. INC.**—125 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, pres.; K. A. Costelow, v.p.-treas. Suppliers & erectors of towers.
- DRESSER-IDECO CO.**—875 Michigan Ave., Columbus 8, O. University 2123. J. L. Pausch, pres.; J. M. Hogan, gen. sales mgr.; J. Roger Hayden, industrial sales mgr.; G. W. Iles & S. E. Wilson, tower sales. Branch office: 8909 S. Vermont Ave., Los Angeles, Cal.
- ELECTRICAL TOWER SERVICE INC.**—206 S. Washington St., Peoria, Ill. Telephone: 3-9846. Stanley Bernstein, president; Walter Greenberg, v.p.; Bettye Bernstein, secy.; Louis Glass, treas. Tower erection; microwave systems.
- ELIZABETH IRON WORKS INC.**—P. O. Box 360, Elizabeth, N. J. Elizabeth 4-2000. Harry Diamond, pres.; Irving Diamond, secy.-treas.; Edward Lewin, gen. sales mgr. Manufactures towers.
- EMSCO MANUFACTURING CO.**—6811 S. Alameda St., Los Angeles 1, Cal. Jefferson 5261. W. T. Powell, pres.; W. C. Kinder, v.p.; A. H. Miller, secy.-treas. Tower sales.
- C. H. FISHER TOWER SALES & ERECTING CO.**—6100 N. E. Columbia Blvd., Portland 11, Ore. Trinity 7303. C. H. Fisher & C. O. Fisher. Sells & erects towers.
- GRAND IRON WORKS INC.**—525 Tiffany St., New York 59, N. Y. Dayton 8-2600. E. E. Alpern, president; J. J. Alpern, secy.-treas. Manufactures and erects towers.
- J. M. HAMILTON & CO.**—Box 2432, Gastonia, N. C. Telephone: 4-2115. Tower erection & maintenance.
- HUGHEY & PHILLIPS INC.**—3300 N. San Fernando Blvd., Burbank, Cal. Victoria 9-1104. Sales reps: Chicago, R. L. Lang & M. J. Cudahy, 6677 Northwest Hwy.; Dallas, L. R. Ward Co., 3009 Canton St.; Dayton, Epps & Fedotin, 1434 Vancouver Dr.; Houston, L. R. Ward Co., 1814 Texas Ave.; Los Angeles, Mayd-

well & Hartzell Inc., 427 W. 5th St.; Phoenix, Maydwell & Hartzell, 324 S. 2nd Ave.; Portland, Ore., Maydwell & Hartzell, 1238 N. W. Gilsan St.; San Francisco, Maydwell & Hartzell, 158 11th St.; Seattle, Maydwell & Hartzell, 306 Dexter Ave.; Stamford, Conn., Electronics Assoc., 200 5th St. 300mm code beacon, obstruction lights, photo-electric controls, beacon flashers, microwave tower control & alarm units, remote lamp failure indicator systems, complete tower lighting kits.

- IDECO DIVISION**, Dresser-Stacey Co.—See Dresser-Ideco Co.
- KIMCO SALES, INC.**—11 W. 42nd St., New York 18, N. Y. Oxford 5-3782. Roland D. Payne, exclusive representative for Kimco towers of Kline Iron & Metal Co., Columbia, S. C. Manufactures & erects towers.
- KLINE IRON & METAL CO.**—1225 Huger St., Columbia, S. C. Telephone: 4-0301. Manufactures and erects towers. (See Kimco Sales Inc., above.)
- LEHIGH STRUCTURAL STEEL CO.**—17 Battery Place, New York 4, N. Y. Whitehall 4-1424. J. F. Neary, sales mgr., radio & export div. Manufactures towers.
- GUNNAR A. OLSEN CORP.**—225 Broadway, New York 7, N. Y. Barclay 7-8390. Gunnar A. Olsen, pres.-treas.; Gunnar Olsen, v.p. Tower erection, antenna installation, lighting, painting, etc.
- PARKERSBURG RIG & REEL CO.**, div. of Parkersburg-Aetna Corp.—620 Depot St., Parkersburg, W. Va. Parkersburg 7-4521. W. A. Wood, pres.; W. V. Rathbone, J. J. Rozner, v.p.s; A. G. Evans-Lombe, v.p.-sales mgr. Manufactures & erects towers.
- RACINE TOWER CONSTRUCTION CO. INC.**—2 Conant Square, Brandon, Vt. Telephone: 85. Emile Racine, pres.; Edgar S. Crosby, gen. mgr. Tower erection, TV antenna & coaxial line installation, maintenance.
- RADIO CONSTRUCTION CO. INC.**—550 Grant St., Pittsburgh 19, Pa. Court 1-1712. 6601 E. Seven Mile Rd., Detroit 34, Mich. Twinbrook 1-6600. Tower erection.
- RADIO CORP. OF AMERICA**, Electronic Products, Engineering Products Div.—Distributes towers. (See listing under *Transmitters*.)
- PAUL SHEPARD CO.**—1675 Galvez St., San Francisco 24, Cal. Atwater 8-0482. Paul Shepard, owner-mgr. Tower erection.
- STAINLESS INC.**—North Wales, Pa. Telephone: 874. 50 Church St., New York, N. Y. Digby 9-4379. Walter J. Guzewicz, president; Henry J. Guzewicz, v.p.; Richard J. Eberle, secy.-treas. Manufactures towers.
- TOWER CONSTRUCTION CO.**—1923 Geneva St., Sioux City, Ia. Telephone: 5-7653. M. M. Lasensky, owner; Al Tilton, mgr. Manufactures and erects towers; manufactures & installs passive reflectors & microwave buildings.
- JOHN D. TRILSCH INC.**—1310 McKinney Ave., Houston, Tex. Atwood 9351. John D. Trilsch, president; R. M. Thornton, v.p.; Jack Cambron, secy.-treas.; James Gillespie, chief engineer; George Patrick, gen. supt. Manufactures and erects towers, erects & repairs antennas and coaxial cable.
- TRUSCON STEEL DIVISION**, Republic Steel Corp.—Youngstown 1, O. Riverside 6-7211. C. B. McGehee, gen. sales mgr.; G. F. Bateson, sales mgr., towers; A. C. Wallen, asst. sales mgr. Manufactures towers.
- VULCAN TOWER CO.**—Box 2467, Birmingham, Ala. Telephone: 54-4441. W. J. Brennan, Washington office: 3738 Kanawha St. NW. Emerson 2-8071. W. E. Benns Jr. Manufactures and erects towers.
- WINCHARGER CORP.**—E. 7th St. at Division, Sioux City 2, Ia. Telephone: 2-1844. R. F. Weing, v.p.-gen. mgr.; W. A. Amsler, controller-asst. treas.; John Alberts, secy.; V. V. Holmes, mgr., antenna tower dept. Eastern representative: Thomas L. Aye, 7 E. 48th St., New York 17, N. Y.
- WIND TURBINE CO.**—E. Market St. and P.R.R., West Chester, Pa. Telephone: 3110. Robert W. Weeks, president; Kenneth B. Havens, v.p.; Davis B. Oat, sales mgr. Makes & erects towers.

Other Station & Studio Equipment

- ACL PRODUCTS INC.**—Sales subsidiary of Adler Communications Laboratories (below).
- ACME CAMERA CORP.**—2704 W. Olive Ave., Burbank, Cal. Victoria 9-3144. John Kiel, gen. mgr. Distribution & rental of equipment handled by Producers Sales Corp. & Producers Service Corp., same address. TV recording cameras & special effects motion picture equipment.
- ADLER COMMUNICATIONS LABORATORIES**—Designs & constructs TV station control & studio systems; manufactures ACL vacuum tube operated video switchers, audio switchers, utilities video amplifiers, control consoles, monitors, etc. (See listing under *Transmitters*.)
- AERO ELECTRONICS CO.**—1512 N. Wells St., Chicago 10, Ill. Whitehall 3-0401. B. S. Maximoff, pres.; T. A. Beresney, gen. mgr. Custom built equipment, engineering services, research & development.
- AFFILIATED PHOTOGRAPHIC CO.**—21 W. 45th St., New York 36, N.Y. Judson 2-0522. T. Meyer, mgr., TV div. Slides, telops, balops, flipcards.
- ALTEC LANSING CORP.**—9356 Santa Monica Blvd., Beverly Hills, Cal. Crestview 5-5101. G. L. Carrington, pres.; A. A. Ward, v.p.-gen. mgr.; E. M. Honan, engineering mgr.; J. K. Hilliard, chief engineer; R. S. Clayton, purchasing agent. Microphones, amplifiers, speakers, speech input equipment, transformers.
- AMPRO CORP.**—2835 N. Western Ave., Chicago 18, Ill. Brunswick 8-4500. H. P. Niemann, pres.; H. F. Kuhlow, v.p., engineering & production; H. Marx, v.p.-gen. sales mgr. Motion picture cameras, projectors, tape recorders.

(Continued on page 414)

KIMCO

assumes tower leadership with:

- Efficiency in design
- Economy of cost
- Swift, trouble-free erection
- Meets 'on-the-air' deadlines

RECENT HIGH TOWER INSTALLATIONS,

each an outstanding achievement in the TV tower field:

W J H L — TV	550' tower	Johnson City, Tennessee
K X J B — TV	1000' tower	Valley City, North Dakota
W B T W — TV	750' tower	Florence, South Carolina
W B T V — TV	150' tower	Charlotte, North Carolina
W T V D — TV	700' tower	Durham, North Carolina
W U S N — TV	733' tower	Charleston, South Carolina
W F M Z — TV	460' tower	Allentown, Pennsylvania
W L V A — TV	500' tower	Lynchburg, Virginia

DESIGN

A skilled engineering staff designs each tower to individual requirements. KIMCO designed towers meet with and exceed RETMA specifications. Towers, foundations and footings are individually engineered to highest standards of the profession.

SERVICES

The facilities of KIMCO'S consultant services are at your disposal at no cost and with no obligation to you. Years of tower and structural engineering experience, specialized skills and highly trained personnel at every level are available to you in the KIMCO organization. The advice of experts on your tower requirements and problems is freely offered.

Simply get in touch with . . .

KIMCO

KLINE IRON AND METAL CO.

11 West 42nd Street, New York 17, N. Y.

OXford 5-3782 • plant, Columbia, S.C.

STUDIO EQUIPMENT—(Continued)

ANIMATION EQUIPMENT CORP.—38 Hudson St., New Rochelle, N. Y. New Rochelle 6-8133. John W. Oxberry, pres.; A. Kip Livingston, v.p.-secy.; Paschal Mathison, treas. Animation stands, compounds, punches, process cameras & accessories.

A. R. F. PRODUCTS INC.—7627 Lake St., River Forest, Ill. Forest 9-6000. Arthur H. Maciszewski, pres.; John J. Pakan, v.p.; Teresa H. Maciszewski, secy.-treas.; Dr. Julius J. Hupert, research dir.; Milton S. Riddiford, chief mechanical engineer; Stanley Grycko, chief operations engineer; Stanley W. Torode, engineer in charge of general electronics laboratory. FM signal generators & deviation meters, crystal controlled frequency calibrators with sampler, audio & vhf amplifiers.

AUDIO & VIDEO PRODUCTS CORP.—730 Fifth Ave., New York 19, N. Y. Plaza 7-3091. Robert D. Winston, commercial products sales mgr. Tape recording equipment & accessories.

AURICON DIVISION, Berndt-Bach Inc.—6950 Romaine St., Hollywood 38, Cal. Hollywood 2-0931. Erich M. Berndt, president; Walter Bach, exec. v.p.-treas. TV transcription and motion picture cameras, 16mm sound-on-film.

SEMON BACHE & CO.—636 Greenwich St., New York 14, N. Y. Watkins 4-2121. David Hirsch, pres.; Ben Newton, v.p., sales & advertising; R. M. Dreyfuss, secy. Lenses, mirrors, other glass items.

BACKGROUND ENGINEERS—7313 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 5-4161. W. S. Tillisch, gen. partner; B. M. Bodde, technical dir.; J. M. Hoke, secy. Leases & sells Bodde rear projection equipment, screens and background slides.

E. J. BAUGHMAN CO.—1914 N. Cogswell Rd., El Monte, Cal. Forrest 0-7586. E. J. Baughman, owner; E. C. Baughman, mgr. Microphone booms, hangers, studio lighting & equipment.

BAUSCH & LOMB OPTICAL CO.—683 St. Paul St., Rochester, N. Y. Locust 3000. Joseph F. Taylor, chairman; Carl S. Hallauer, pres.; Carl L. Bausch, v.p., research & engineering; L. B. McKinley, v.p., scientific instrument sales; Carl Day, v.p., mfg.; B. A. Ramaker, v.p., ophthalmic sales; M. C. Williamson, adv. mgr. Balopticon TV slide projectors, projection & motion picture camera lenses.

BELL & HOWELL CO.—7100 McCormick Rd., Chicago 45, Ill. Ambassador 2-1600. C. H. Percy, pres.; W. E. Roberts, executive v.p.; C. G. Schreyer, merchandising v.p.; R. L. Chyrchel, v.p., mfg.; W. L. Johnson, v.p., industrial relations; E. S. Lindfors, v.p., eastern operations; M. G. Townsley, v.p., engineering; H. W. Remerscheid, v.p., western operations; E. L. Schimmel, v.p., international div.; Scott Harrod, secy.-treas.; J. P. Buchan, comptroller. Film printers & splicers, sound viewing projectors, newsreel cameras.

BERLANT ASSOCIATES—4917 W. Jefferson St., Los Angeles 16, Cal. Republic 1-2141. Emmanuel Berlant, pres.; Harlan Thompson, v.p.; Ed Altschuler, marketing dir. Tape recorders.

CHARLES BESELER CO.—60 Badger Ave., Newark 8, N. J. Bigelow 8-7280. H. Herbert Myers, partner & gen. mgr. Projectors for transmissions & effects.

BODDE SCREEN CO.—8829 Venice Blvd., Los Angeles 34, Cal. Texas 0-3277. B. M. Bodde Sr., president; B. M. Bodde Jr., v.p.-gen. mgr. Background translucent screens, background projectors.

BURKE & JAMES INC.—321 S. Wabash Ave., Chicago, Ill. Harrison 7-8393. George Drucker, pres.; S. Drucker, v.p.-sales mgr. Photo equipment, TV camera lenses & mounts.

THE CALVIN CO.—1105 Truman Rd., Kansas City, Mo. Harrison 1230. Larry Sherwood, v.p.-gen. mgr. Motion picture projection & sound equipment.

CAMERA EQUIPMENT CO.—1600 Broadway, New York 19, N. Y. Judson 6-1420. Frank C. Zucker, gen. mgr.; Burton H. Zucker, sales mgr.; Eugene H. Levy, asst. gen. mgr. Manufactures TV tripod heads, TV camera lenses & lens mounts, dollies, special effects, custom design equipment. Rents, sells, services motion picture & lighting equipment.

CANADIAN GENERAL ELECTRIC CO. LTD.—Station electronic equipment. (See listing under *Transmitters*.)

CANADIAN MARCONI CO.—2442 Trenton Ave., Montreal 16, Que. Regent 8-9441. S. M. Finlayson, president; J. J. Kingan, gen. mgr.; T. C. Adams, comptroller; R. McCormick, purchasing agent; W. H. Hopkins, secy.; H. A. Rice, mgr., commercial products div. Station equipment.

CANNON ELECTRIC CO.—3209 Humboldt St., Los Angeles 31, Cal. Capitol 5-1251. Robert J. Cannon, president-gen. mgr.; Donald A. Davis, sales mgr. Audio & TV camera connectors.

CENTURY LIGHTING INC.—521 W. 43rd St., New York 36, N. Y. Chickering 4-7050. Edward F. Kook, pres.; Saul Levy, v.p.; Donald Levy, treas. TV studio lighting layouts, dimmer switchboards (autotransformer & all-electronic C-I switchboards), mike booms, light lifts, etc., special effect projection machines, wiring devices.

CENTURY PROJECTOR CORP.—729 Seventh Ave., New York 19, N. Y. Circle 5-7048. H. E. Hammons, pres.; W. D. Hausler, v.p.-gen. mgr.; L. W. Davee, sales mgr. & engineer. 35mm projectors & sound equipment.

CINEMA ENGINEERING DIV., Aerovox Corp.—1100 Chestnut St., Burbank, Cal. Victoria 9-5511. A. C. Davis, div. mgr.; James L. Fouch, gen. mgr. Studio & motion picture sound equipment.

CINEMATIC DEVELOPMENTS & CINECHROME LABORATORY—2125 32nd Ave., San Francisco 16, Cal. Montrose 4-2435. Arthur H. Hart, pres.; Florence B. Hart, secy.-treas.; A. Hamlin, operations. Design & development of special motion picture equipment, editing, titling, film laboratory services, etc.

COAST INSULATING PRODUCTS—2316 San Fernando Rd., Los Angeles 65, Cal. Capitol 2-8131. W. M. Binford, pres.; J. S. Baum, C. J. Krause, v.p.s.; J. E. Ledterman, secy.-treas.; M. P. deLaix, comptroller. Acoustic products & sound control engineering for TV-radio studios.

COLLINS RADIO CO.—Cedar Rapids, Ia. Telephone: 3-0281. A. A. Collins, pres.; R. S. Gates, exec. v.p.; H. O. Olson, broadcast sales mgr. Audio equipment and accessories.

CONRAC INC.—Glendora, Cal. Fleetwood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p.; K. L. Peyton, treas.; P. C. Kemp, secy.; W. B. Goodman, credit mgr. Manufactures Utility video monitors (color & monochrome), TV tuners for off-the-air signal checking.

CUBIC CORP.—2841 Canon St., San Diego 6, Cal. Academy 3-8191. Walter J. Zable, pres.; R. V. Werner, v.p.; W. Hillyer, secy. Microwave test equipment & components.

DAGE ELECTRONICS DIV., Thompson Products Inc.—Film & studio camera, microwave equipment, monitors, switching equipment & accessories. (See listing under *Transmitters*.)

DA-LITE SCREEN CO. INC.—2711-23 N. Pulaski Rd., Chicago 39, Ill. Dickens 2-9200. C. C. Cooley, pres.; H. E. Christensen, v.p.; D. Cooley, treas.; W. V. Hoffman, secy.; C. J. Cerny, sales v.p.; G. Heck, sales mgr.; M. E. Painter, adv. mgr. Projection screens, accessories.

DAVEN CO.—191 Central Ave., Newark 4, N. J. Mitchell 2-6555. Lewis Newman, pres.; E. L. Grayson, gen. mgr. Test equipment, audio & RF attenuators, components, switches, etc.

GALE DOROTHEA MECHANISMS INC.—39-39 63rd St., Woodside L. I., N. Y. Twining 8-5500. Gale Dorothea, pres.; Ed Burnett, secy.-treas. Projectors, dimmers, animation mechanisms, mechanical books, turntables.

ALLEN B. DUMONT LABORATORIES INC.—Camera chains, Multi-scanner equipment, video switching & mixing equipment, special effect, central control, color, monitoring, microwave relay, audio, film production & test equipment. (See listing under *Transmitters*.)

DYNAMIC ELECTRONICS-NEW YORK INC.—73-39 Woodhaven Blvd., Forest Hills, N.Y. Illinois 9-7000. J. M. Winer, pres.; A. C. Rogers, treas.; George Ginsburg, secy.-gen. counsel; J. D. Winer, gen. mgr., govt. contracts div.; Dr. H. S. Bennett, director of research & development; P. F. Gale, chief engineer; Seymour Levy, operations mgr. in charge of production. Field intensity & noise measuring equipment, electronic test equipment, broadband amplifiers, communications & microwave receivers, TV monitors, etc.

EASTMAN KODAK CO.—343 State St., Rochester 4, N. Y. Locust 6000. T. J. Hargrave, chairman; A. K. Chapman, president; Donald McMaster, v.p. & gen. mgr.; M. K. Robinson, secy.; A. H. Robinson, treas.; C. J. Van Niel, comptroller; C. E. Kenneth Mess, research v.p.; James E. McGhee, v.p., sales & adv.; Edward P. Curtis, v.p. motion picture sales; D. E. Hyndman, mgr. motion picture film dept. Motion picture film and equipment for TV use, recording cameras, camera lenses, TV projectors.

ELECTRO-VOICE INC.—Buchanan, Mich. Telephone: 1000. A. R. Kahn, pres.; R. E. Siekman, exec. v.p.; Lawrence LeKashman, sales v.p.; A. M. Wiggins, engineering v.p.; W. F. Soules, jobber sales mgr.; Howard Souther, reproducing components div. mgr.; Everett Leedom, adv. & sales promotion mgr. Microphones & accessories, monitor & auditioning loudspeakers, systems & enclosures.

EQUIPMENT & SERVICE CO.—6815 Oriole Dr., Dallas 9, Tex. Dixon 9918. John A. Green, owner. Custom manufacturing, consulting engineering.

FEDERAL TELECOMMUNICATION LABORATORIES, div of IT&T—James M. Valentine, sales mgr.; Louis Pollack, TV engineering dept. head. Studio & microwave equipment. (See listing under *Transmitters*.)

FEDERAL TELEPHONE & RADIO CORP., div. of IT&T—100 Kingsland Rd., Clifton, N. J. Nutley 2-3600. R. S. Perry, pres.; G. T. Scharfenberger, v.p.; T. M. Douglas, v.p., apparatus div.; S. J. Powers, v.p., components div.; W. P. Maginnis, v.p. & works mgr., components div.; C. G. Sherwood, v.p., director of purchases; R. deF. Osborne, v.p. & comptroller; J. A. Frabutt, gen. sales mgr.; W. C. Schmitt, product line mgr., vacuum tube dept. Microwave & cable equipment.

FISH-SCHURMAN CORP.—70 Portman Rd., New Rochelle, N. Y. New Rochelle 6-1300. Murray Yawitz, v.p.; M. F. Hertel, treas. High vacuum coated dichroic mirrors & beam splitters for color TV, lenses, prisms, glass slides for transparencies, etc.

FLEETWOOD CORP.—Vidicon cameras & camera chains, audio-visual trucks, mobile TV trucks, studio equipment. (See listing under *Transmitters*.)

FLETT LABORATORY—3711 Marshal Rd., Drexel Hill, Pa. Clearbrook 9-4500. W. J. Flett, director. Manufactures Title-Master news type and optical slide projector, film camera bench, cameras for training and special purposes. Designs and constructs special equipment.

FOTO-VIDEO LABORATORIES INC.—P.O. Box 296, Clifton, N. J.; 49 Bell St., Bloomfield, N. J. A. J. Baracket, pres. & chief engineer; C. R. Fiore, v.p.-treas.; C. E. Baracket, secy. Consulting service to stations and manufacturers of video equipment and photographic products for TV.

GATES RADIO CO.—Audio equipment & studio accessories. (See listing under *Transmitters*.)

GENERAL COMMUNICATIONS—Box 169, 1/2 mi. on Janesville Rd., Fort Atkinson, Wis. Fort Atkinson 954. E. D. Peterson, pres.; B. Lenox Dunbar, v.p.; C. E. Bell, secy.-treas. Monitors; power supplies; camera, program (video & audio) and dial monitor relay switching systems; sync & video mixing and clamp isolation, video & sync distribution amplifiers; consoles; equipment racks.

GENERAL ELECTRIC CO.—Station equipment including microwave. (See listing under *Transmitters*.)

GENERAL PRECISION LABORATORY INC.—Complete studio & portable TV equipment. (See listing under *Transmitters*.)

(Continued on page 416)

Superior Quality

at one-half the price of comparable systems!



COLOR - VISION *Film Camera System*

- Complete Package including rack mounted equipment and accessories
- Requires very little floor space
- Backed by a growing organization
- Clean, sharp picture with excellent color fidelity
- Quick Delivery



spected names in American industry.

The new Michigan City plant provides a six-fold increase in engineering and manufacturing facilities.

The recent purchase of Dage by Thompson Products combines Dage's pioneering spirit and electronics genius with the integrity, experience and financial security of one of the most re-

Dage Also Makes Monochrome Equipment

VIDICON FILM CAMERAS
STUDIO AND PORTABLE SYNC GENERATORS
MASTER MONITORS
SWITCHING EQUIPMENT
TV FILM PROJECTORS
HIGH QUALITY VIDEO MONITORS—PORTABLE AND RACK MOUNTED
MICROWAVE RELAY EQUIPMENT



WIRE COLLECT for Detailed Information and Prices!

DAGE TELEVISION DIVISION

THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA

STUDIO EQUIPMENT—(Continued)

- GENERAL RADIO CO.**—275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. Harold B. Richmond, chairman; Errol H. Locke, president; Frank L. Tucker, treas.; Arthur E. Thiessen, sales v.p.; Charles E. Carey, production v.p.; Myron T. Smith, sales mgr.; C. Wm. Harrison, engineer. TV transmitter video, audio and color subcarrier monitors, AM & FM frequency & modulation monitors, distortion & noise meters. RF & AF bridges, Variacs, frequency standards, Strobotacs, test equipment, antenna measuring equipment, etc.
- GRAY RESEARCH & DEVELOPMENT CO.**—658 Hilliard St., Manchester, Conn. Adams 3-1271 & Mitchell 9-4506. W. E. Dittmars, pres. and treas.; V. H. Haag, v.p.; N. F. Smith, gen. mgr.; J. W. Wibel, secy.; J. F. McGovern, controller; C. B. Hayes, gen. sales mgr.; E. S. Winlund, chief engineer. Telops, Telectors, multiplexers, camera turrets, vertical titler units, video devices, transcription pick-up arms & equalizers, audio devices.
- HARWOOD MANUFACTURING CO.**—466 W. Superior St., Chicago 10, Ill. Whitehall 3-0465. Sidney Swislow, pres.; James P. Kennedy, v.p.-gen. mgr.; Jordan Lippman, secy.-treas. Photographic & electronic lighting equip., sheet metal fabricating.
- HEWLETT-PACKARD CO.**—395 Page Mill Rd., Palo Alto, Cal. Davenport 5-4451. David Packard, president; William R. Hewlett, v.p.; Barney Oliver, research dir.; W. Noel Eldred, sales mgr. TV & FM monitors and test equipment.
- HOUSTON-FEARLESS**, div. of Color Corp. of America—11801 W. Olympic Blvd., Los Angeles 64, Cal. Bradshaw 2-4331. R. C. Wilcox, president; B. E. Smith, secy.-treas.; H. W. Houston, engineering v.p.; K. B. Elliott, sales v.p. Motion picture processing machines, printers, cranes, dollies and associated TV studio equipment.
- HYCON MFG. CO.**—2961 E. Colorado St., Pasadena, Cal. Sycamore 5-4241. Alden E. Acker, pres.; Grover Judy, v.p.-gen. mgr.; Raymond F. Crisp, mgr. tech. services; John Thompson, mgr. coml. sales. Microwave systems & components, TV service equipment.
- INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., president; Louis M. Rehak, v.p.; Charles M. Puckette Jr., v.p.; Robert J. Harrington, secy.-treas. Monochrome & color monitors, field strength meters.
- INTERNATIONAL RESEARCH ASSOCIATES**, Div. of Iresco Inc.—2221 Warwick Ave., Santa Monica, Cal. Texas 9-4415, Exbrook 4-6330. L. E. Brown, president; W. G. Hornbostel, engineering v.p. TV monitors, receivers, video sync. equipment, relay equipment, field survey equipment, low power TV transmitters, broad band amplifiers, on-frequency re-radiation transmitters; color TV receivers & test equipment.
- JENFRED INC.**—36 W. 57th St., New York 19, N. Y. C. M. Frederick, pres.; Grace Frederick, secy.-treas. Rear projection equip.
- KAY-LAB INC.**—1090 Morena Blvd., San Diego 10, Cal. Cypress 8-6181. R. T. Silberman, pres.-gen. mgr.; R. E. Langworthy, chief engineer; J. P. Day, chief TV engineer; W. C. Gilliland, purchasing agent. Camera chains, remote control systems, monitors, switching & distribution equipment for station use.
- KLIEGL BROS. INC.**—321 W. 50th St., New York 19, N. Y. Columbus 5-0130. Western representative: Kliegli Lighting Co. of Calif., 1060 W. 6th St., Los Angeles 17, Midwest: Midwest Stage Lighting Co., 55 W. Wacker Dr., Chicago 1, Manufactures TV studio & field lighting fixtures, accessories, wiring devices, switchboards, etc.
- KOLLMORGEN OPTICAL CORP.**—347 King St., Northampton, Mass. Telephone: 283. E. O. Kollmorgen, pres.; John L. Maulbetsch, v.p.; W. A. Rudd, secy.-treas.; R. G. Walsh, purchasing agent; J. A. Fetherston, sales mgr. New York sales office: 30 Church St. Motion picture equipment, TV projection lenses & mirrors.
- LADUE SUPPLY INC.**—8870 Ladue Rd., St. Louis 24, Mo. Parkview 5-6490. Wm. E. Ball, pres.; A. H. Baur, secy.-treas. Cemsteel package TV & radio stations, including complete building, heating & air conditioning (without electronic equipment).
- LAMBDA-PACIFIC ENGINEERING INC.**—Microwave relay & test equipment, parabolic dishes, camera cables. (See listing under *Transmitters*.)
- LANGEVIN MANUFACTURING CORP.**—37 W. 65th St., New York 23, N. Y. Endicott 2-7200. Wm. C. Shriver, pres.; Robert Edwards, v.p.; George Shtatz, sales mgr. Audio facilities & equipment.
- MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Cameras, links, mobile, master control and film recording equipment. (See listing under *Transmitters*.)
- METROPOLITAN ELECTRIC MFG. CO.**, Lumi-Tron Stageboard Div.—22-50 Steinway St., Long Island City 5, N. Y. Astoria 8-3200. E. L. Lustig, mgr.; George Gill, planning consultant. Manufactures studio lighting control boards, lighting fixtures & accessories, electrical distribution systems, panelboards, etc.
- MICROLAB**—71 Okner Pkwy., Livingston, N. J. Livingston 6-0692. Harry A. Augenblick Jr., pres.; Albert Sachs Jr., chief engineer. Coaxial attenuators, filters, multipliers, terminations, UHF test equipment.
- MICROWAVE ASSOCIATES**—22 Cummington St., Boston 15, Mass. Dana W. Atchley Jr., pres.; Vess Chigas, treas.; Richard M. Walker, engineering v.p.; Wm. P. Toorks & Julian Pathe, v.p.'s. Microwave tubes & waveguide components. (50% owned by American Broadcasting-Paramount Theatres Inc.)
- MITCHELL CAMERA CORP.**—666 W. Harvard St., Glendale 4, Cal. Chapman 5-1086. Mrs. Eva Fox, pres.; Mona Fox, secy.; Belle Fox, J. D. McCall, Joe Leo, v.p.'s. Film cameras & projectors.
- MOLE-RICHARDSON CO.**—937 N. Sycamore Ave., Hollywood 38, Cal. Hollywood 4-8305. Peter Mole, president; Warren K. Parker, 1st v.p.-treas.; E. C. Palmer, exec. v.p.-treas. TV & photographic lighting equipment.
- MOTIOGRAPH INC.**—4431 W. Lake St., Chicago, Ill. Estebrook 8-6600. H. T. Matthews, president; F. C. Matthews, v.p.; W. D. Matthew, treas.; John Bullers, secy. Film projection equipment & sound recording equipment.
- MOTOROLA INC.**—4501 W. Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Paul V. Galvin, pres.; Robert W. Galvin, exec. v.p. Communications & electronics div.; Daniel E. Noble, v.p.; Henry Magnuski, assoc. dir., engineering; Eugene S. Goebel, national sales mgr.; Harold A. Jones, exec. asst. to national sales mgr.; Arthur L. Reese, national marketing mgr. Mobile, portable & fixed station 2-way radio systems; microwave monochrome & color TV STL relay & communications systems; supervisory control, carrier & telemetering equipment.
- MOVIOLA MANUFACTURING CO.**—1451 Gordon St. Hollywood 28, Cal. Hollywood 7-3178. Mark Serrurier, pres. Motion picture film editing equipment.
- NATIONAL CINE EQUIPMENT INC.**—209 W. 48th St., New York 36, N. Y. Circle 6-0348. John A. Clemens, pres.; Erwin G. Harwood, secy.-treas. Sells, rents & services TV dollies, lenses, microphone booms, lighting equipment & motion picture equip.
- NEUMADE PRODUCTS CORP.**—330 W. 42nd St., New York 36, N. Y. Longacre 3-6873. Oscar F. Neu, pres.; Helene E. Neu, secy. Film equipment.
- O'BRIEN ELECTRIC CORP.**—6514 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 4-1117. Frank O'Brien, pres.; Lew Levin, v.p.; W. B. Scales, secy. Broadcast switchers, audio facilities, custom cabinets & consoles.
- OTTO K. OLESEN CO.**—1534 Cahuenga Blvd., Hollywood 28, Cal. Daniel E. Murphy, pres.-gen. mgr.; Dudley Thompson, v.p.-sales mgr.; Stewart S. Romans, v.p., mfg.; B. E. Frieberg, secy.-treas. TV lighting equipment, booms.
- PEMBREX THEATRE SUPPLY CORP.**—1969 S. Vermont Ave., Los Angeles 28, Cal. Republic 1-3111. Louis M. Wutke, pres. & gen. mgr.; Edwin C. Wutke, v.p.; Lois Landon, TV v.p. "Pemarco" high intensity arc background slide projectors, "Taline" incandescent background projectors, 16 & 35mm background motion picture projectors, screens, Visual Cast prompting units.
- PHILCO CORP.**—Govt. & Industrial Div., Abbottsford Rd. & Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. James D. McLean, gen. sales mgr.; George A. Hagerty, industrial sales mgr. TV broadcast film equipment, microwave STL & communication equipment.
- POLARAD ELECTRONICS CORP.**—100 Metropolitan Ave., Brooklyn 11, N. Y. Stagg 2-3464. Dr. D. L. Jaffe, pres.; P. H. Odessey, exec. v.p.; C. J. Eisen, treas. NTSC color flying spot scanners, color synchronizing generators, color bar generators, color video monitors; black-&-white monoscope cameras, sync generators, picture & waveform monitors, portable video monitors, distribution amplifiers, power supplies, studio control consoles, radio cue systems, etc.
- PROJECTION OPTICS CO. INC.**—330 Lyell Ave., Rochester 6, N. Y. Glenwood 0870. Fred E. Aufhauser, pres. Projection lenses, motion picture equipment.
- RADIANT MANUFACTURING CORP.**—2627 W. Roosevelt Rd., Chicago 8, Ill. Crawford 7-6300. Harry E. Eiler, pres.; Adolph M. Wertheimer, v.p.; Knute Petersen, production v.p. Projection screens.
- RADIO CORP. OF AMERICA**, Electronic Products, Engineering Products Div.—Field & relay video equipment, mobile units, studio cameras & film equipment, studio controls, monoscopes, sync generators, amplifiers, power supplies, studio lighting and related studio & station equipment, relay switching equipment, switching consoles. TV audio equipment, custom video equipment, complete TV station packages. (See listing under *Transmitters*.)
- RADIO ENGINEERING LABORATORIES INC.**—36-40 37th St., Long Island City 1, N. Y. Stillwell 6-2100. C. R. Runyon Jr., pres.; Frank A. Gunther, v.p.-sales mgr.; James R. Day, v.p.-research dir.; Joseph Behr, v.p. Aural studio-transmitter links.
- RAVEN SCREEN CORP.**—124 E. 124th St., New York 35, N. Y. Lehigh 4-8408. Frank A. Raven, v.p.; Ernest D. Reif, secy.-treas. Projection screens.
- RAYTHEON MANUFACTURING CO.**—Waltham 54, Mass. Waltham 5-5860. C. F. Adams Jr., pres.; D. T. Schultz, v.p.-treas.; E. F. Leatham, asst. to pres.; A. E. Reed, comptroller; W. L. Gifford, v.p.; I. A. Getting, engineering & research v.p.; P. F. Hannah, secy. & gen. counsel. Equipment div.; D. R. Hull, v.p.-mgr.; C. S. Humphrey, exec. asst.; D. J. Webster, marketing mgr.; A. E. Keleher Jr., mgr., communications product planning. Microwave relay links.
- RESDER ENGINEERING CO.**—2351 Riverside Dr., Los Angeles 39, Cal. Olympia 2955. W. E. Osborne, pres., treas. & gen. mgr.; H. K. Abajian, v.p., secy. & engineering dir. Test equipment, industrial electronics.
- CHARLES ROSS INC.**—333 W. 52nd St., New York 19, N. Y. Circle 6-5470. Concetta Ross, president; William Lenhard, v.p.; Esther Turner, secy.-treas. Sells and rents TV and motion picture lighting equipment.
- SHIELDS STUDIO**—5537 Suburban Tracks, St. Louis, Mo. Forrest 7-2535. Tom M. Shields, owner. Scenic TV settings, "St. Louis Stagette", painted drops, draperies, rigging, curtain tracks.
- S.O.S. CINEMA SUPPLY CORP.**—602 W. 52nd St., New York 19, N. Y. Plaza 7-0440. J. A. Tannoy, president-gen. mgr.; Oscar Lightstone, v.p.-sales mgr.; Dom J. Capano, v.p. Acmiola film editing machines, Bridgamatic film developing equipment, Cinemaphone film recorders, Contimatic motion picture printer, Link retractable mike boom, Moy film edge numbering machine, Ediola sound reader & action picture viewer, S.O.S. titler & special effects kit, S.O.S. motion picture background equipment for TV.

STUDIO EQUIPMENT—(Continued)

SPELLMAN TELEVISION CO. INC.—3029 Webster Ave., Bronx 67, N. Y. Kingsbridge 7-0306. Wm. Spellman, pres. Power supplies for kinescope recording & other uses.

STANCIL-HOFFMAN CORP.—921 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7461. Wm. V. Stancil, pres. Magnetic tape & motion picture equipment.

STANDARD ELECTRONICS CORP.—Multicon TV cameras, master picture & waveform monitors, video amplifiers, clamp amplifiers, sync generators, audio & video switching gear, linearity correctors, receiver correcting networks, filters, power supplies, etc. (See listing under *Transmitters*.)

STEVENS MANUFACTURING CORP.—8538 Warner Dr., Culver City, Cal. Tru-Sonic wireless and wired microphones.

STRONG ELECTRIC CORP.—37 City Park Ave., Toledo 2, O. Garfield 3091. Harry H. Strong, president; Arthur J. Hatch Jr., v.p.; R. E. LaRue, secy.; Ralph N. Harder, treas. Carbon arc spotlights, slide projectors, projection arc lamps.

STUDIO TELEVISION PRODUCTS SALES CORP.—500 Fifth Ave., New York 18, N. Y. Oxford 5-2199. John Newton, pres.; Jack A. Pegler, associate. Manufactures & sells camera dollies, bases, tripods, mike booms.

SARKES TARZIAN INC.—Studio equipment, including cameras, monitors, etc., and microwave relays, TRP, STL & intercity. (See listing under *Transmitters*.)

TECHNICRAFT LABORATORIES INC.—Thomaston-Waterbury Rd., Thomaston, Conn. Atlas 3-4315. A. M. Winchell, pres.-gen. mgr.; A. R. Anderson, v.p.; E. T. Candee, secy.-treas. Microwave components, including waveguides, test plumbing.

TEKTRONIX INC.—P. O. Box 831, Portland 7, Ore. Cypress 2-2611. Howard Vollum, pres. & engineering dir.; Richard L. Ropiequet, chief engineer; W. K. Dallas, field engineering mgr. TV oscilloscopes, square wave bar generators & other video test equipment.

TELECHROME INC.—Color & monochrome TV instrumentation, broadcast color TV equipment, color bar generators, video monitors, picture and waveform monitors, sync generators, flying spot 3-vidicon film scanner, special effects, cueing system. (See listing under *Transmitters*.)

TELECOLOR INC.—920 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-1414. Maurice Wetzel, pres.; Helen Spencer, v.p. Animated color lighting apparatus synchronized with music.

TELEPROMPTER CORP.—300 W. 43rd St., New York 36, N. Y. Judson 2-3800. Irving B. Kahn, chairman; Fred H. Barkau, pres.; Hubert J. Schiafy, v.p.; Charles Stevens, treas.; Don Redell, mgr. TV & motion pictures operation; Bill Marsh, mgr., public speaking div.; Herb Hobler, v.p. sales. National Sales Corp. (Stations). Branches: Washington, 1346 Connecticut Ave., Columbia 5-3161; Fred Barton, mgr., Chicago, 177 N. State St. Franklin 2-8826; Ray Hagen, mgr., midwest operations; Joe Kovalchik, mgr., midwest technical operations. Los Angeles, 6151 Santa Monica Blvd., Hollywood 9-6239; George Kane, mgr., west coast operations; Rudy Vlasak, mgr., west coast technical operations; Canada, Teleprompter of Canada Ltd., c/o S. W. Caldwell Ltd., 447 Jarvis St., Toronto. Manufactures, leases & licenses equipment for cueing actors & speakers.

TELE-Q CORP.—1227 6th Ave., New York, N. Y. Judson 6-5766. John Jacobs III, pres.; C. R. Bitting III, treas.; Joseph S. Kornfeld, sales mgr. Cueing device (distributed by DuMont).

TELEVISION ASSOCIATES INC.—E. Michigan St., Michigan City, Ind. Telephone: 7-7207. W. C. Eddy, president; K. P. Humbert, plant supt. TV lighting equipment, dollies, tripods, relay mounting equipment, film magazines, projectors, rear projection screens, microwave aerial surveys.

TELEVISION SPECIALTY CO. INC.—350 W. 31st St., New York 1, N. Y. Longacre 4-2334. K. Alfred Jenkins, pres.; Lee Jenkins, secy.-treas.; Thomas B. Haney, gen. mgr. Motion picture cameras & production equipment, 16mm film processors, rear screen projectors, studio dollies, microphone booms, lighting equipment, film room equipment, in-station training for motion picture and newsreel production.

TELEVISION UTILITIES CORP.—1315 Jericho Turnpike, New Hyde Park, N. Y. Floral Park 4-0408. A. E. Stiegel, president; Charles H. Odom, v.p. & chief engineer; Frank P. Venamen, project engineer; Ernest Sharp, plant supt. & asst. engineer. Designs & manufactures "Private Eye" monitors, pulse cross monitors, video line & distribution amplifiers.

TELEVISION ZOOMAR CORP.—500 Fifth Ave., New York 18, N. Y. Bryant 9-5835. Jack A. Pegler, president; Frank G. Back, v.p.-secy.-treas. Television Zoomar lenses & studio Zoomar.

TEL-INSTRUMENT CO.—728 Garden St., Carlstadt, N.J. Webster 9-9250. J. L. Roemisch, pres.; E. W. Brinkerhoff, v.p.; Martin Silver, broadcast equipment div. mgr.; D. L. Schacher, chief engineer; L. P. Blakely, sales mgr. Test equipment, studio equipment for monochrome & color TV.

THOMPSON PRODUCTS INC.—2196 Clarkwood Rd., Cleveland 3, O. Henderson 1-6765. Electronics div: J. W. Davidson, operations mgr.; F. J. Weilmiller, sales mgr.; C. F. Schunemann, chief engineer. TV transmitter switches. (See also Dage Television Div.)

TRANS-LUX CORP.—1270 Avenue of the Americas, New York 20, N. Y. P. E. Furber, pres.; A. Giles, v.p.; B. W. Roth, sales director. Rear projection screens & slides, slide projectors, etc.

TRESSEL TELEVISION PRODUCTIONS INC.—111 W. Washington St., Chicago 2, Ill. Financial 6-2976. Frank Tracey, president & gen. mgr.; Arthur Main, v.p. Manufactures Projectal remote controlled automatic slide & opaque projector with multiplex mirrors designed for use with iconoscope, vidicon and 3-V color cameras. (Distributed by RCA)

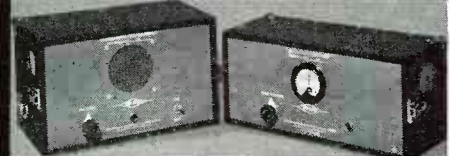
VALLEN INC.—225 Bluff St., Akron 4, O. Blackstone 3-4933, E. J. Vallen, pres. Curtain controls, curtain tracks, Panorama tracks for TV studios & special devices.

(Continued on next page)



*for Quality
Microphones
that can be
Heard
but Not Seen
specify
Stephens*

No bigger than a pack of cigarettes and just as easy to conceal, the Stephens Tru-Sonic Wireless Microphone, powered by batteries in a companion king-size pack . . . affords talent complete freedom of movement. Operates as a miniature FM transmitter. Picks up high fidelity sound, and equals or surpasses cable fed mikes in quality of reproduction. Receiver audio output is fed into standard microphone inputs. One of several Stephens systems in use by major networks. Write for full data.



Ask about other unobtrusive Stephens Tru-Sonic microphones . . . both lapel and stand models. They are non-directional, eliminating the confusion and distorted balance resulting from handling multiple gain controls. Only Stephens utilizes a condenser microphone without a polarizing voltage, with the result that only a single shielded conductor cable is used which can extend to as much as 400 ft. from the miniature microphone head. All are highly sensitive, but rugged. Inquire about these and other advantages of Stephens quality microphone systems.

STEPHENS
TRU-SONIC

Stephens Manufacturing Corporation
8538 Warner Drive • Culver City, California

Cable address: "Mothanex". Export address: 458 Broadway, N.Y. 13, N.Y.

STUDIO EQUIPMENT—(Continued)

VICTOR ANIMATOGRAPH CORP.—Davenport, Ia. Davenport 3-9917. Sam G. Rose, pres.; H. O. Jones, & A. J. McClelland, v.p.'s; R. H. Kulkka, v.p., Latin America; T. M. Arp, secy.; D. J. Holzinger, treas. Motion picture projectors; Magnesound recording attachment for projectors.

VICTORLITE INDUSTRIES INC.—4117 W. Jefferson Blvd., Los Angeles 16, Cal. Republic 2-4033. H. G. FitzGerald, president; Ralph W. Siegel, sales mgr.; William Cole, shop mgr. Visual-Cast, OpaCast, and IdenticaCast projection aid for studio use.

VIEWLEX INC.—35-01 Queens Blvd., Long Island City 1, N. Y. Exeter 2-0100. L. A. Peirez, pres.; Ben Peirez, secy.-treas. Automatic projectors, slide & strip film.

WICKES ENGINEERING & CONSTRUCTION CO.—Box 590, Camden 1, N. J. Woodlawn 4-4912. Howard C. Wickes, pres.; Richard G. Wickes, v.p.-gen. mgr.; John W. Million Jr., v.p., engineering; Max F. King, secy.-treas. TV test equipment, signal generating equipment, color & monochrome monitors, distribution equip.

WILLYS MOTORS INC., Electronics Div.—6225 Benore Rd., Toledo 1, O. Pontiac 1591. Clay P. Bedford, v.p., electronics; Floyd E. Buell, mgr.; Edward W. Pierce, chief engineer; Lowell M. Shuck, sales mgr. TV cameras & studio equipment.

WOLLENSAK OPTICAL CO.—850 Hudson Ave., Rochester 21, N. Y. Baker 4740. E. A. Springer, pres.; A. A. Wollensak, v.p.; E. E. Springer, treas. Lenses & shutters.

ZENITH OPTICAL LABORATORY—1940 Great Neck Rd., Copiague, N. Y. Amity 4-4616. Walter Goldstein, gen. mgr. Lenses, mirrors.

Closed-Circuit Industrial TV

CANADIAN GENERAL ELECTRIC CO. LTD.—(See *Transmitters.*)

CBS-COLUMBIA, div. of Columbia Broadcasting System Inc.—3400 47th Ave., Long Island City 1, N. Y. Exeter 2-3000. Seymour Mintz, pres.; Robert K. Hartman, director of govt. & industrial contracts. Closed-circuit field sequential color system.

DAGE TELEVISION DIV., Thompson Products Inc.—(See listing under *Studio Equipment.*)

DIAMOND POWER SPECIALTY CORP.—Lancaster, O. Telephone: 4830. W. P. Thomas, chairman of board; W. J. Fitzburgh, president; L. B. Schueier, gen. sales mgr.; J. A. Good, mgr., electronics dept. "Utilscope" industrial TV systems.

ALLEN B. DUMONT LABORATORIES INC.—"Tel-Eye" industrial TV systems. (See listing under *Transmitters.*)

FARNSWORTH ELECTRONICS CO., div. of IT&T—3700 E. Pontiac St., Fort Wayne, Ind. Eastbrook 7571. Harvard L. Hull, pres.; Philo T. Farnsworth, v.p.; W. F. Hoepfner, v.p.; H. C. Crisman, comptroller; C. H. Wiggins, secy. & gen. attorney; C. C. Larson, director of research; W. G. Hawkins, mgr., missile & radar development; I. C. Hunter, administrator, research & development; V. D. Carver, mgr., product engineering; J. H. McGarry, factory mgr.; C. M. Foster, contract administrator; W. S. Longbottom, purchasing agent; C. A. McNeill, director of personnel. Also 1909 Mass. Ave. NW, Washington 6. D. C. Hobart 2-0110; 6446 Santa Monica Blvd., Los Angeles (R. S. Benson). Farnsworth "Eye" TV system.

FLEETWOOD CORP.—(See listing under *Transmitters.*)

GENERAL ELECTRIC CO.—C. G. Lasher, mgr., instruments & industrial engineering. Closed-circuit color & monochrome TV equipment. (See listing under *Transmitters.*)

GENERAL PRECISION LABORATORY INC.—"Stacion" & image orthicon, monochrome & color systems. (See listing under *Transmitters.*)

INDUSTRIAL TELEVISION INC.—Special industrial systems & development. (See listing under *Studio Equipment.*)

KAYE-HALBERT CORP.—3623 Eastham Dr., Culver City, Cal. Texas 0-4891. Harry Kaye, pres.; Dave Kaye, production mgr.; Morris Adler, comptroller. "Cyclops" custom-made system.

KAY-LAB INC.—(See listing under *Studio Equipment.*)

LYTLE ENGINEERING & MFG. CO.—105 W. Monroe St., 9th floor, Chicago 6, Ill. Andover 3-0333. Chester W. Lytle, pres. Branch offices: Los Angeles, Albuquerque, New York.

PHILCO CORP.—Govt. & Industrial Div. (See listing under *Studio Equipment.*)

RADIO CORP. OF AMERICA, Engineering Products Div.—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. R. A. Teare, mgr., industrial TV sales; J. J. Hemberger, mgr., TV Eye sales. Industrial TV systems using vidicon tube, and TV Eye closed circuit system.

RADIO RECEPTOR CO. INC.—251 W. 19th St., New York 11, N. Y. Evergreen 8-6000. Ludwig Arnsen, president; Hugo Cohn, v.p.-treas.; Ralph Mendel, David DeWitt & Adm. Joseph J. Clark, v.p.; Harold Zeaman, secy. & counsel.

TELECHROME INC.—Industrial TV equipment, including color TV test & transmitting equipment, color monitors & reproducers. (See listing under *Transmitters.*)

TELEVISION UTILITIES CORP.—"Private Eye" monitors for industrial TV use. (See listing under *Studio Equipment.*)

TEL-INSTRUMENT CO.—(See listing under *Studio Equipment.*)

WICKES ENGINEERING & CONSTRUCTION CO.—(See listing under *Studio Equipment.*)

Community Antenna Equipment

AMPLITEL INC.—362 W. 57th St., New York 19, N. Y. Judson 6-1444. Herbert M. Ardston, pres.; Harry Morris Jr., v.p.

A. R. F. PRODUCTS INC.—Community systems. (See listing under *Studio Equipment.*)

BLONDER-TONGUE LABORATORIES INC.—526 North Ave., Westfield, N. J. Westfield 2-7032. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr. Add-A-Unit & Masterline TV systems.

BRACH MFG. DIV., General Bronze Corp.—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. J. B. Cejka & I. Kamen, v.p.'s; M. Jungman, distributor sales mgr.

ENTRON INC.—4902 Lawrence St., Box 287, Bladensburg, Md. Appleton 7-9585. H. M. Dlamra, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas.

INDUSTRIAL TELEVISION INC.—Community antenna system components. (See listing under *Studio Equipment.*)

INTERNATIONAL TELEMETER CORP.—"Ampli-Vision" equipment. (See listing under *Subscription TV.*)

DR. HENRY JASIK—61 Second St., Mineola, N. Y. Pioneer 6-4335. Antennas & allied components for community antenna systems.

JERROLD ELECTRONICS CORP.—26th & Dickinson Sts., Philadelphia 46, Pa. Howard 5-9200. Milton J. Shapp, president; Zalmon H. Garfield, asst. to pres.; Henry J. Arbeiter, v.p.-chief engineer; Herbert Jacobs, gen. mgr.; Wm. H. Miller, community operations div., Robert J. Tarlton, mgr., community constructions; Robert N. Vendeland, promotion mgr.; Caywood C. Cooley, asst. to pres., engineering.

LYNMAR ENGINEERS—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, Samuel Sabaroff, Donald R. Trilling, partners.

PHILCO CORP.—Govt. & Industrial Div. (See listing under *Studio Equipment.*)

RADIO CORP. OF AMERICA, Engineering Products Div.—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. J. J. Hemberger, mgr., community antenna equipment sales. Antenaplex multiple systems.

SPENCER-KENNEDY LABORATORIES INC.—186 Massachusetts Ave., Cambridge 39, Mass. University 4-0400. George W. W. Brewster, chairman & asst. treas.; Fitzroy Kennedy, pres.; James H. Laubach Jr., treas.; Lester C. Smith, chief engineer; Gene Clark, sales; A. W. Bridgett, engineering; W. W. Bemis, field engineering.

TELEVISION TRANSMISSION CO.—301 Peru St., Peru, Ill. Telephone: 1106. Earle S. Nelson, v.p.-mgr.; J. A. Biggs, chief engineer.

TRANSVISION INC.—460 North Ave., New Rochelle, N. Y. New Rochelle 6-6000. Herbert Sueshoitz, pres.; Elmer Andrews, engineering.

WESTBURY ELECTRONICS CO.—40 Urban Ave., Westbury, N. Y. Westbury 7-2080. H. B. Abajian, pres.; H. C. Cochran, production mgr.; Wm. J. McBride, sales mgr.

**Theatre-TV Equipment
(Including Large-Screen Projection TV)**

FLEETWOOD CORP.—Theatre, school & hotel projection units. (See listing under *Transmitters.*)

GENERAL PRECISION LABORATORY INC.—"Simplex" direct projection system. (See listing under *Transmitters.*)

PARAMOUNT PICTURES CORP.—1501 Broadway, New York 18, N. Y. Bryant 9-8700. Paul Raibourn, v.p.; Richard Hodgson, director of TV development; Albert Chesnes, mgr. theatre TV dept. 35mm intermediate film system.

TELECHROME INC.—Plans to manufacture theatre-TV systems. (See listing under *Transmitters.*)

TRAD TELEVISION CORP.—1001 First Ave., Asbury Park, N. J. Prospect 6-7447. George Trad, pres.; Joseph Trad, exec. v.p.; Ben M. Moser, operations v.p.

TWENTIETH CENTURY-FOX FILM CORP.—444 West 56th St., New York 19, N. Y. Columbus 5-3320. Spyros P. Skouras, president; Earl I. Sponable, director of research & development. Holds world rights for manufacture & distribution of Eldophor color system (to be manufactured by General Electric under contract).

SUBSCRIPTION TELEVISION

INTERNATIONAL TELEMETER CORP.—2000 Stoner Ave., Los Angeles 25, Cal. Arizona 8-7751. Paul Raibourn, chairman; Eugene J. Zukor, treas. & asst. secy.; Jacob S. Karp, secy. Operating committee: Louis N. Ridenour, Paul MacNamara & Chester I. Lappen (all v.p.'s). Will Batin, administrative asst. & secy., operating committee. Coin operated system (50% owned by Paramount Pictures Corp.)

JERROLD ELECTRONICS CORP.—(See listing under *Community Antenna Equipment.*)

SKIATRON ELECTRONICS & TELEVISION CORP.—30 E. 10th St., New York 3, N. Y. Oregon 3-3464. Arthur Levey, president; Kurt Widder, treas.; Frank V. Quigley, secy. Printed circuit & punch-card operated system.

TECO INC.—231 S. LaSalle St., Chicago 4, Ill. S. I. Marks, president. Formed to promote Phonevision system developed by Zenith Radio Corp.

In TV and Related Fields

Associations and Other Organizations

Telecasting	Broadcasting	Manufacturing	Merchandising	Servicing
Motion Pictures	Educational	Religious	Governmental	International
	Advertising	Music Licensors	Technical	

ACADEMY OF TELEVISION ARTS & SCIENCES (ATAS), 6525 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-8942. Don DeFore, pres.; Hal Hudson 1st v.p.; Robert J. Black, 2nd v.p.; Shirley Thomas, secy.; Thomas McCray, treas.; Gale Storm, recording secy.; Sara Haney Stevens, secy. to treas.; Mildred Beach, corres. secy.; Isabelle Pantone, exec. secy.

ACOUSTICAL SOCIETY OF AMERICA, 57 E. 55th St., New York 22, N.Y. Eldorado 5-5850. Hallowell Davis, pres.; Leo L. Beranek, pres.-elect.; Robert W. Young, v.p.; Wallace Waterfall, secy.; Herbert A. Erf, treas.; Floyd A. Firestone, editor.

ADVERTISING ASSOCIATION OF THE WEST, 425 Bush St., San Francisco 8, Cal. Garfield 1-6868. Clair G. Henderson, Rippey, Henderson, Kostka & Co. (Denver), pres.; John Kemp (Hollywood), senior v.p.; Mrs. Audrey Calder, United Cerebral Palsy Assn. (Oakland), v.p.-at-large; Earl Glade Jr., KDSH (Boise), secy.; Carroll O'Rourke, Cole & Weber (Ore.), treas.; Charles W. Collier, exec. v.p.

THE ADVERTISING COUNCIL Inc., 25 W. 45th St., New York 19, N. Y. Judson 2-1520. Theodore S. Repplier, pres.; Allan M. Wilson (Washington), George P. Ludlam (New York), v.p.; Gordon C. Kinney, radio-TV director. Washington: 1200 18th St. NW. Sterling 3-9153. (T. S. Repplier, A. M. Wilson). Chicago: 203 N. Wabash Ave. Randolph 6-1753 (Mrs. Lavinia Schwartz). Hollywood: 1680 N. Vine St. Hollywood 7-7166. (Robert Coleson). Radio-TV Committee of Council Board: Edwin W. Ebel, General Foods, chairman; Thomas D. Brophy, Kenyon & Eckhardt, vice chairman; Felix W. Coste, Coca-Cola; Chris J. Witting, Westinghouse Bestg. Co.; Sylvester Weaver, NBC; Theodore L. Bates, Ted Bates & Co. Other council members representing TV-radio: Harold E. Fellows, NARTB; Frank Stanton, CBS; J. L. Van Volkenburg, CBS; Thomas O'Neil, Mutual; Robert Kintner, ABC.

ADVERTISING FEDERATION OF AMERICA (AFA), 330 W. 42nd St., New York 36, N.Y. Byrant 9-0430. Wesley I. Nunn, Standard Oil (Indiana), chairman; Elon G. Borton, pres.-gen. mgr.; Viola Erickson, secy.

ALLIANCE OF TELEVISION FILM PRODUCERS Inc., 6912 Hollywood Blvd., Hollywood 28, Cal. Hollywood 5-5711. Armand Schaefer, pres.; Robert Stabler, v.p.; John Finlater, secy.; Jack Lacey, treas.

ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS, 1131 Dupont Circle Bldg., Washington 6, D. C. Dupont 7-7400. Abram F. Myers, chairman and general counsel; Ben Marcus, pres., 127 E. Silver Spring Dr., Milwaukee. Trueman T. Rembusch, chairman, TV committee, 55½ E. Court St., Franklin, Ind.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES (AAAA), 420 Lexington Ave., New York 17, N.Y. Lexington 2-7980. W. R. Baker Jr., Benton & Bowles Inc., chairman; Henry G. Little, Campbell-Ewald Co., vice chairman; Robert E. Grove, Ketchum, MacLeod & Grove Inc., secy.-treas.; Frederic R. Gamble, pres.; Richard L. Scheidker, secy. to radio & TV production committee; Kenneth Godfrey, secy. to broadcast media committee.

AMERICAN ASSOCIATION OF FILM PRODUCERS Inc., 722 Ridge Rd., Wilmette, Ill. L. Mercer Francisco, pres.; James A. Kellock, v.p.; James E. Holmes, secy.; Lawrence R. Mominee, treas.; Jane Ware, recording secy.

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS (AIEE), 33 W. 39th St., New York 18, N. Y. Pennsylvania 6-9220. A. C. Monteith, pres.; N. S. Hibshman, secy. TV & Aural Broadcasting Systems Committee: J. B. Epperson, chairman; C. M. Braum, vice chairman; R. K. Hellman, secy.

AMERICAN MARKETING ASSN., 1525 E. 53rd St., Chicago 15, Ill. Museum 4-5267. Thomas G. MacGowan, pres. Vice presidents: Ira D. Anderson, Arno H. Johnson, Wm. R. Spurlock. Hugh G. Wales, secy.; Charles W. Smith, treas.; Wm C. Gordon Jr., exec. director.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION INC. (ANPA), 370 Lexington Ave., New York 17, N.Y. Murray Hill 5-2000. Richard Slocum, Philadelphia Bulletin, pres.; Cranston Williams, gen. mgr.

AMERICAN RADIO RELAY LEAGUE (ARRL), 38 La Salle Rd., West Hartford 7, Conn. Adams 3-6268. Goodwin L. Dosland, pres. Vice presidents: Wayland M. Groves, F. E. Handy, Percy C. Noble. A. L. Budlong, secy.-gen. mgr.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP), 575 Madison Ave., New York 22, N. Y. Murray Hill 8-8900. Stanley Adams, pres.; Louis Bernstein, v.p.; John Tasker Howard, secy.; Saul H. Bourne, treas.; George W. Meyer, asst. secy.; Frank H. Connor, asst. treas. Music licensor.

AMERICAN WOMEN IN RADIO AND TELEVISION Inc., 5634 Grand Central Terminal, New York 17, N.Y. Murray Hill 9-8520. Jane Dalton, pres. Vice presidents: Bette Doolittle, Jeanne Bacher, Myrtle Labbitt, Lillian Lee, Madge Cooper, secy.-treas.; Betty Chaplin, exec. secy.

ARMED FORCES COMMUNICATIONS & ELECTRONICS ASSN., 1624 I St. NW., Washington 6, D.C. Executive 3-3033. George W. Bailey, pres. Vice presidents: Maj. Gen. G. A. Blake (USAF), Maj. Gen. G. I. Back, Rear Adm., W. B. Ammon, W. Walter Watts, Ellery W. Stone. George P. Dixon, exec. v.p.; Frank W. Wozencraft, counsel.

ASSOCIATION FOR EDUCATION BY RADIO & TELEVISION, 228 N. LaSalle St., Chicago 1, Ill. Mrs. Gertrude D. Broderick, U.S. Office of Education, pres.; Wm. D. Boutwell, *Scholastic Teacher*, 1st v.p.; John C. Crabbe, College of the Pacific, 2nd v.p.; Ruth M. Foltz, WBOE, Cleveland Public Schools, secy.; Betty T. Grirling, U. of Minn., treas.

ASSOCIATION MEXICANA DE AGENCIAS DE PUBLICIDAD A.C. (Assn. of Mexican Advertising Agencies), Ave. Juarez 117, Mexico, D.F.

ASSOCIATION OF CANADIAN ADVERTISERS, 85 Richmond St. W., Toronto 1, Ont. Empire 3-8046. Robert E. Day, Bulova Watch Co., pres.; M. M. Schneckenburger, Seagram, exec. v.p. Vice presidents: R. R. McIntosh, General Foods; R. E. Sewell, Coca-Cola; T. M. Atkinson, DuPont. T. G. Ferris, Household Finance, treas.; Athol McQuarrie, gen. mgr.; J. A. Bromley, asst. gen. mgr.

ASSOCIATION OF ELECTRONIC PARTS & EQUIPMENT MANUFACTURERS, 11 S. LaSalle St., Chicago 3, Ill. Dearborn 2-4217. Theodore Rossman, Pentron Corp., chairman; Wilfred L. Larson, Switchcraft Inc., vice chairman; Helen Staniland Quam, Quam-Nichols Co., treas.; Kenneth C. Prince, exec. secy.

ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS (AFCCCE), c/o Commercial Radio Equipment Co., International Bldg., Washington, D.C. District 7-1319. Frank H. McIntosh, pres.; T. A. M. Craven, v.p.; Everett L. Dillard, secy.; Robert E. L. Kennedy, trcas. Exec. committee: John Creutz, George P. Adair, George Gauntney.

ASSOCIATION OF NATIONAL ADVERTISERS, 285 Madison Ave., New York 17, N. Y. Oregon 9-4940. Paul B. West, pres.; E. G. Gerbic, Johnson & Johnson, chairman of board; M. L. McElroy, v.p.; Cy Norton, v.p.; Peter Allport, secy.; Rex Budd, Campbell Soup, chairman, TV-radio steering committee.

ASSOCIATION OF RADIO NEWS ANALYSTS—John MacVane, pres.; Wm. Costello & Ned Calmer, v.p.'s; Merrill Mueller, secy.; Caesar Saerchinger, treas.; John W. Vandercook, asst. secy.-treas. Exec. committee: H. V. Kaltenborn, George Fielding Elliot, Leon Pearson.

AUDIO ENGINEERING SOCIETY, Box 12, Old Chelsea Station, New York 11, N. Y. A. A. Pulley, pres.; R. H. Ranger, exec. v.p.; W. B. Mahoney, central v.p.; R. F. Hastings, western v.p.; C. J. LeBel, secy.; R. A. Schlegel, secy.

BRAND NAMES FOUNDATION Inc., 37 W. 57th St., New York 19, N. Y. Plaza 9-8425. Barry T. Leithead, Cluett, Peabody & Co., chairman; James T. Hill, Sterling Drug, & Don Francisco, J. Walter Thompson, vice chairmen; Louis Hausman, CBS Inc., treas.; Henry E. Abt, pres.; Nathan Keats, v.p.

BRITISH BROADCASTING CORPORATION (BBC), 630 Fifth Ave., New York, N.Y. Circle 7-0656. F. Basil Thornton, North American rep.; Alec Sutherland, programme director, N.Y.; Aubrey Singer, TV officer, N. Y. Christopher H. Serpell, Washington correspondent, National Press Bldg.; Executive 3-1465.

BROADCASTING & FILM COMMISSION OF NATIONAL COUNCIL OF CHURCHES, 220 Fifth Ave., New York 1, N. Y. Oregon 9-2968. Rev. Clayton T. Griswold, chairman. Vice chairman: Rev. John M. Alexander, Rome Betts, Mrs. Norman Vincent Peale, George Rennelsen. Bishop Donald H. Tippett. Mrs. Jesse Bader, secy.; Paul F. Ely, chairman, finance committee; S. Franklin Mack, exec. dir.; Albert Crews, director of TV.

BROADCAST MUSIC Inc. (BMD), 589 Fifth Ave., New York 17, N.Y. Plaza 9-1500. Carl Haverlin, pres.; Roy Harlow, v.p., station service; Glenn R. Dolberg, v.p., station relations. *Music Licensor*.

BUREAU OF ADVERTISING OF American Newspaper Publishers Assn. Inc., 570 Lexington Ave., New York 22, N.Y. Plaza 9-6262. Harold S. Barnes, director; John C. Ottinger Jr., asst. director; Robert L. Moore, gen. sales mgr. Chicago, 360 No. Michigan Ave., State 2-8681; Dent Hasinger, mgr. San Francisco, 240 Montgomery St., Exbrock 2-8530; H. C. Bensten, Detroit, 2761 Guardian Bldg., Woodward 3-3410; Roland R. Postel.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS (CARTB), 108 Sparks St., Ottawa 4, Ont., Canada. Telephone: 4-1660. E. F. MacDonald, C.I.C.H. Halfax, pres.; J. M. Davidson, Northern Bestg. Co., Toronto, v.p.; T. J. Allard, exec. v.p.; Flora Love, secy.-treas.; Charles W. Fenton, sales director. 200 St. Clair Ave. W., Toronto. Walnut 2-3334.

CANADIAN BROADCASTING CORP. (CBC)—See page 56.

CANADIAN RADIO TECHNICAL PLANNING BOARD, 200 St. Clair Ave. W., Toronto 7, Ont. C. A. Boadway, pres.; H. S. Dawson, v.p.; Stuart D. Brownlee, secy.-treas.

(Continued on next page)

CLEAR CHANNEL BROADCASTING SERVICE, 532 Shoreham Bldg., Washington 5, D.C. Executive 3-0255. Edwin W. Craig, Nashville, chairman; Harold Hough, Fort Worth, treas.; Hollis M. Seavey, Washington, director.

COMPOSERS, AUTHORS & PUBLISHERS ASSN. OF CANADA Ltd., 182 St. George St., Toronto, Ont. WA 3-8457. Sir Ernest MacMillan, pres.; W. S. Low, gen. mgr.

COUNCIL OF MOTION PICTURE ORGANIZATIONS Inc. (COMPO), 1501 Broadway, New York 36, N.Y. Wisconsin 7-8920. Governing committee: Samuel Pinanski, Al Lichtman, Wilbur Snaper, Robert W. Coyne, special counsel; Charles E. McCarthy, information dir.; Herman Robbins, treas.; Sidney Schreiber, secy.

EDUCATIONAL TELEVISION & RADIO CENTER, 1610 Washtenaw Ave., Ann Arbor, Mich. Dr. H. K. Newburn, pres.; Lyle M. Nelson, asst. to pres.; Robert B. Hudson, program coordinator; Kenneth L. Yourd, treas.; Allan M. DeLand, film supervisor. Board of directors: Dr. George D. Stoddard, chairman; Dr. Robert B. Calkins, Brookings Institution; Dr. Everett N. Case, Colgate U.; C. Scott Fletcher, Fund for Adult Education (Ford Foundation); Leland Hazard, Metropolitan Pittsburgh Educational TV; Richard B. Hull, Iowa State College; Dr. Harold D. Lasswell, Yale Law School; Ralph Lowell, Lowell Institute; Dr. H. K. Newburn; Dr. Kenneth E. Oberholtzer, Denver public schools; Raymond H. Wittcoff, St. Louis Educational TV Commission.

ELECTRONICS MANUFACTURERS ASSOCIATION Inc., 598 Madison Ave., New York 22, N. Y. Murray Hill 8-3200. David Wald, pres.; Nathan Pinsley, v.p.; I. A. Mitchell, v.p.; Allan Bernstein, secy.; Irving Golln, treas.; John W. Martindale, exec. secy.; Jesse Freidin, general counsel.

ELECTRONICS PARTS MANUFACTURERS ASSOCIATION, 430 Wyatt Bldg., Washington 5, D.C. Metropolitan 8-3665. Charles C. Koch, Merit Transformer Corp., pres.; Alexander P. Hirsch, Mlcamold, v.p.; Nell Washburn, Tel-Rad, secy.

FEDERAL COMMUNICATIONS BAR ASSOCIATION (FCBA), c/o Ben C. Fisher, secy., Perpetual Bldg., Washington 4, D. C. Republic 7-1450. Percy H. Russell Jr., pres.; George O. Sutton, 1st v.p.; George S. Smith, 2nd v.p.; Dwight D. Doty, treas.; Wm. C. Kopolovitz & Thomas W. Wilson, exec. committee.

FEDERAL RADIO EDUCATION COMMITTEE (FREC), U. S. Dept. of Health, Education & Welfare, Washington 25, D. C. Executive 3-6300, ext. 2897. Mrs. Gertrude G. Broderick, executive secy.

FORD FOUNDATION, TV-Radio Workshop, 477 Madison Ave., New York 22, N.Y. Plaza 1-2900. Robert Saudek, director.

HIGH FIDELITY INSTITUTE Inc., 1 N. LaSalle St., Chicago 2, Ill. Central 6-0077, Jerome J. Kahn, commissioner.

INDEPENDENT MOTION PICTURE PRODUCERS ASSOCIATION (IMPPA), 6525 Sunset Blvd., Los Angeles 8, Cal. Hollywood 2-1159. Edward Finney, pres.; vice presidents: Lindsley Parsons, John Champion, Jack Broder. Wm. F. Broidy, treas.; John Burrows, asst. treas.; Vincent Fennelly, secy.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION (IERT), Ohio State University, Columbus 10, O. University 3148, ext. 280. I. Kelth Tyler, director; Patrick E. Welch, asst.; Bette Wallach, secy.

INSTITUTE OF HIGH FIDELITY MANUFACTURERS, 25 Broad St., New York, N.Y. George Silber, Rek-O-Kut Co., pres.; Robert Newcomb, Newcomb Audio Products, v.p.; Vinton Ulrich, David Bogen Co., secy.-treas.

INSTITUTE OF RADIO ENGINEERS (IRE), 1 E. 79th St., New York 21, N. Y. Lehigh 5-5100. John D. Ryder, pres.; Franz Tank, v.p.; W. R. G. Baker, treas.; Haraden Pratt, secy.; J. R. Pierce, editor; George W. Bailey, exec. secy.

INSTRUMENT SOCIETY OF AMERICA, 1319 Allegheny Ave., Pittsburgh 33, Pa. Cedar 1-5621. Wm. H. Kushnick, exec. director; Charles W. Covey, publications mgr.

INTER-AMERICAN ASSOCIATION OF BROADCASTERS, Reforma No. 1, Mexico 1, D.F., Mexico. Telephones: 10-29-48 & 35-78-98. Emilio Azcarraga, Mexico, pres.; Jose Ramon Quiñones, Puerto Rico, v.p.; Ricardo Vivado, Chile, 2nd v.p.; Goar Mestre, Cuba, secy.; Jose Luis Fernandez, Mexico, gen. director.

JAPANESE BROADCASTING CORP.—See *Radio NHK*.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION (JCET), 1785 Massachusetts Ave. NW, Washington 6, D.C. Hudson 3-6628. Ralph Steetle, exec. director. Members: Dr. David Henry, American Council on Education, chairman; Dr. Edgar Fuller, National Council of Chief State School Officers, vice chairman; Dr. Franklin Dunham, Assn. for Education by Radio-TV; James H. Denison, Assn. of Land-Grant Colleges & Universities; Graydon Ausmus, National Assn. of Educational Broadcasters; Dr. Albert N. Jorgensen, National Assn. of State Universities; Dr. Belmont Farley, National Education Assn. of the U.S.

JOINT ELECTRON TUBE ENGINEERING COUNCIL (JETEC) of RETMA and NEMA. Directors: W. R. G. Baker, GE; H. J. Hoffman, Machlett Labs. Council: Virgil M. Graham, chairman; V. L. Ronci, Bell Telephone Labs; A. C. Rockwood, Raytheon; K. C. DeWalt, GE; G. R. Shaw, RCA; A. K. Wright, Tung-Sol; J. R. Steen, Sylvania.

JOINT TECHNICAL ADVISORY COMMITTEE (JTAC) of IRE & RETMA, c/o Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y. Lehigh 5-5100. Members: Lloyd V. Berkner, chairman; A. B. Chamberlain, vice chairman; Ralph Bown, John V. L. Hogan; Dorman D. Israel; I. J. Kaar; A. V. Loughren; Philip F. Siling. Laurence G. Cumming, non-member secy.

LIFE MUSIC Inc., 1650 Broadway, New York 19, N.Y. Plaza 7-6424. Barney Young, pres.; Dan Fox, treas. *Music licensor*.

MAGNETIC RECORDING INDUSTRY ASSOCIATION, Rm. 1011, 444 Madison Ave., New York, N.Y. Joseph F. Hards, Magnetics Inc., pres.; Russell Tinkham, Ampex Corp., v.p.; Herman Kornbrodt, Audio Devices Inc., secy.; Victor Machin, Shure Bros., treas.

MOTION PICTURE ASSOCIATION OF AMERICA Inc. (MPAA), 28 W. 44th St., New York 36, N.Y. Bryant 9-4000. 1600 I St. NW., Washington 6, D. C. Executive 3-5110. Eric Johnston, president; Edward Cooper, director, TV dept.

MUSIC PUBLISHERS' PROTECTIVE ASSN. Inc., 45 Rockefeller Plaza, New York 20, N. Y. Circle 6-3084. Walter G. Douglas, chairman.

NATIONAL ALLIANCE OF TELEVISION & ELECTRONIC SERVICE ASSOCIATIONS (NATESA), 5908 S. Troy St., Chicago 29, Ill. Grovehill 6-6363. Frank J. Moch, pres.; Ferdinand J. Lind, eastern v.p.; Fred S. Colton, east central v.p.; Vincent J. Lutz, west central v.p.; Horace Collins, western v.p.; Milton A. Klarsfeld, eastern secy.; C. Nelson Burns, east central secy.; Wm. Brilza, west central secy.; Jim E. Falling, western secy.; Walter Niswonger, secy. gen.; Bertram L. Lewis, treas.; Gerald Ratner, counsel.

NATIONAL APPLIANCE AND RADIO-TV DEALERS ASSOCIATION (NARDA), 1141 Merchandise Mart, Chicago 54, Ill. Michigan 2-5505. H. B. Price Jr., pres.; Vice presidents: Don Gabbert, Carl O. Hagstrom. Victor P. Joerndt, secy.; Ken Stucky, treas. A. W. Bernsohn, managing director.

NATIONAL ASSOCIATION FOR BETTER RADIO & TELEVISION (NAFBREAT), 832 Victoria Ave., Los Angeles 5, Cal. Whitney 4245. Mrs. Clara S. Logan, pres.; Dr. Richard Atkinson, 1st v.p.; Dr. Lee DeForest, 2nd v.p.; Mrs. Victor Roberts, secy.; Miss Gertrude Blackstock, treas.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS (NAEB), 14 Gregory Hall, University of Illinois, Urbana, Ill. Frank E. Schooley, U of Ill., pres.; John Dunn, Okla. ETV Authority, v.p.; Wm. Harley, U of Wis., secy.; Robert J. Coleman, Mich. State College, treas. *Regional directors*: James McAndrew, WNYE, N.Y.; Earl Wynn, U of N.C.; Dr. Paul B. Rickard, Wayne U, Detroit; Dr. Burton Paulu, U of Minn.; Miss Marguerite Fleming, KSLH, St. Louis; Edwin Adams, U of Wash. Dr. Harry J. Skornia, exec. director.

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS (NAED), 290 Madison Ave., New York 17, N.Y. Murray Hill 6-4633. Lester E. Barrett, Barrett Electrical Supply Co., St. Louis, pres.; George Albiez, Englewood Electrical Supply Co., Chicago, v.p., apparatus & supply; H. S. Schiele, Artophone Corp., St. Louis, v.p., appliance; Arthur W. Hooper, exec. director; Alfred Byers, exec. secy.; Rose M. Cleary, treas.; Helene Stachler, asst. secy.

NATIONAL ASSOCIATION OF MANUFACTURERS (NAM), 2 E. 48th St. New York 17, N.Y. Murray Hill 8-4200. Henry G. Riter III, Thomas A. Edison Inc., pres.; Earl Bunting, managing dir.; Kenneth R. Miller, senior v.p.; Noel Sargent, secy.; John C. Bosted, treas.; G. W. Johnstone, director radio-TV public relations.

NATIONAL ASSOCIATION OF MUSIC MERCHANTS Inc., 25 E. Jackson Blvd., Chicago 4, Ill. Harrlson 7-2150. Earl Campbell, Campbell Music Co., Washington, pres.; Paul E. Murphy, M. Steinert & Sons, Boston, v.p.; H. T. Bennett, Bennett Music Co., Santa Barbara, secy.; Ben Duvall, W. W. Klmball Co., treas. William R. Gard, exec. secy.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS, 630 Fifth Ave., New York, N.Y. Circle 7-8194. Fred Waring, pres.; Alfred Rice, general counsel.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS (NARTB)—See page 349.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS Frank Atwood, WTIC, Hartford, pres.; John McDonald, WSM-TV & WSM, Nashville, v.p.; Jack Timmons, KWKH, Shreveport, La., secy.-treas.; Herb Plambeck, WHO-TV & WHO, Des Moines, historian.

NATIONAL AUDIO-VISUAL ASSOCIATION Inc., 2540 Eastwood Ave., Evanston, Ill. Davis 8-3396. Jack E. Lewis, pres.; Carroll M. Hadden, chairman; Alan B. Twyman, 1st v.p.; Ainslie R. Davis, 2nd v.p.; Francis J. Didier, secy.; Wm. W. Birchfield, treas.; Edward F. Arendt, director of service.

NATIONAL BETTER BUSINESS BUREAU, Chrysler Bldg., New York 17, N.Y. Murray Hill 6-3535. Charles H. Watts, chairman; Kenneth B. Willson, pres.; Allan E. Backman, exec. v.p.

NATIONAL CITIZENS COMMITTEE FOR EDUCATIONAL TELEVISION, Ring Bldg., Washington 6, D. C. Metropolitan 8-2526. Robert R. Mullen, exec. dir.

NATIONAL COMMUNITY TELEVISION ASSOCIATION Inc., 710 14th St. N.W., Washington 5, D. C. Executive 3-4600. M. F. Malarkey Jr., Trans-Video Corp., Pottsville, Pa., pres.; N. W. Cogswell, TV Cable Corp., Oil City, Pa., v.p.; Claude E. Reinhard, Palmerton TV Signal Corp., Palmerton, secy.; Wm. J. Calsam, Oneonta Video Inc., Oneonta, N. Y., treas.; E. Stratford Smith, exec. secy.

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION (NEMA), 155 E. 44th St., New York 17, N. Y. Murray Hill 2-1500. A. F. Metz, Okonite Co., pres.; A. A. Beard, Ward Leonard Co., treas. Vice presidents: W. A. Elliott, Elliott Co.; F. F. Loock, Allen-Bradley Co.; J. J. Mullen Jr., Moloney Electric Co.; B. C. Neece, Landers, Frary & Clark; W. V. O'Brien, G. E. W. J. Donald, managing director.

NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION (NEDA), 228 N. LaSalle St., Chicago 1, Ill. Financial 6-5570. Aaron Lippman, Newark, chairman; H. M. Carpenter, Tampa, pres.; L. B. Calamaras, Chicago, exec. v.p.; Lewis J. Bonn, Minneapolis, 1st v.p.; Frank Kearns, Atlantic City, 2nd v.p.; R. C. Whitehead, Columbus, O., treas.; Albert Steinberg, Philadelphia, secy.

NATIONAL JUKE BOX MUSIC Inc., 1659 Broadway, New York 19, N. Y. Circle 6-5894. Barney Young, pres. *Music licensor*.

NATIONAL RETAIL DRY GOODS ASSOCIATION (NRDGA), 100 W. 31st St., New York 1, N. Y. Chickering 4-8780. Wade G. McCargo, pres.; Irwin D. Wolf, chairman of executive committee. Regional vice presidents: David E. Moeser, Richard J. Blum, Philip M. Talbott, Sam Strauss, E. C. Stephenson, Nathan J. Gold, H. H. Bennett, Bernard Sakowitz, Harold F. Wendel. J. Gordon Dakins, exec. v.p.-treas.

NATIONAL TELEVISION FILM COUNCIL, 1501 Broadway, New York, N.Y. Longacre 4-8234. Dr. Alfred N. Goldsmith, chairman; Melvin L. Gold, honorary lifetime pres.; John J. Schneider, pres.; Wm. Reddick, exec. v.p.; Sydney Mayers, exec. secy.; Sam Spring, treas.; Beulah Jarvis, gen. secy.; Arche Mayers, v.p. distribution; Jim Ellis, v.p. agencies; A. Rodner, v.p., stations; Ken Cowan, v.p., membership; Lou Feldman, v.p., labs; Bert Hecht, v.p., productions.

ONTARIO ASSOCIATION OF RADIO-TELEVISION & APPLIANCE DEALERS INC., Rm. 406, 30 Bloor St., Toronto, Ont. WA 4-3787. R. D. Hunter, pres.; Harry Say, treas.; Wilf Hodgins, secy.-mgr.

PHONOGRAPH MANUFACTURERS ASSOCIATION INC., 562 Fifth Ave., New York 36, N.Y. Circle 6-2940. Joseph Dworkin, pres.; I. Rothman, v.p.; Harold Kraft, secy.-treas.; A. D. Adams, exec. secy.

PUBLISHERS INFORMATION BUREAU Inc. (PIB), 271 Madison Ave., New York 16, N. Y. Murray Hill 5-2210. Frank Braucher, pres.; W. H. Mullen, secy.

RADIO ADVERTISING BUREAU Inc. (formerly Broadcast Advertising Bureau), 270 Park Ave., New York 17, N. Y. Murray Hill 8-4020. Joseph E. Baudino, chairman; Kevin B. Sweeney, pres.; Wm. B. McGrath, secy.; Donald W. Thornburgh, treas.; Wm. L. Morison, asst. secy.-treas.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION, Baptist Radio Center, Atlanta 6, Ga. Crescent 6431. Rev. Paul M. Stevens, director.

RADIO & TELEVISION EXECUTIVES SOCIETY Inc., 420 Lexington Ave., New York 17, N.Y. Lexington 2-3988. Roger Pryor, pres.; Robert J. Burton, 1st v.p.; Elliott M. Sanger, 2nd v.p.; Claude Barrere, secy.; Joseph A. McDonald, treas.; Elizabeth Clarkon, exec. secy. Board: Lewis H. Avery, John H. Bachem, Caroline Burke, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Wm. Thomas Hamilton, Robert W. Sarnoff, Robert A. Schmid, George T. Shupert.

THE RADIO CLUB OF AMERICA Inc., 11 W. 42nd St., New York 36, N.Y. Longacre 5-6622. F. H. Shepard Jr., pres.; Frank A. Gunther, v.p.; Joseph J. Stantley, treas.; O. James Morelock, corres. secy.; W. Gordon Russell, recording secy.

RADIODIFFUSION-TELEVISION FRANCAISE (RDF), 972 Fifth Ave., New York 21, N. Y. Regent 4-1501. *Officials in U.S.*: Pierre Crenesse, dir.; Alice Lewitn, asst. dir.; Suzanne Weltman, administrator; Marina Kobtzeff, program director; Denise Falk, public relations director.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION (RETM)—See pp. 422-423.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK INC., 270 Park Ave., New York 17, N.Y. Plaza 1-2720. Arnold Lerner, pres.; Lou Hutt, 1st v.p.; Thomas Priestley, 2nd v.p.; Ruth N. Knopf, secy.; Richard S. Milbauer, treas.; Herbert Mulligan, sergeant-at-arms.

RADIO NHK, BROADCASTING CORP. OF JAPAN, 250 W. 57th St., New York 19, N.Y. Circle 6-3716. Taro Furukaki, acting chief; Emmie Takahashi.

RADIO PIONEERS, 589 Fifth Ave., New York 17, N.Y. Plaza 9-1500. Arthur B. Church, pres.; Raymond F. Guy, 1st v.p.; Victor Diehm, v.p.; John Patt, v.p.; Lewis H. Avery, secy.; Charles A. Wall, treas.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION OF CANADA, 200 St. Clair Ave. W., Toronto 7, Ont. Walnut 1-2898. C. A. Pollock, Dominion Electrome Industries, pres.; J. D. Campbell, Canadian Westinghouse, v.p. & chairman, receiver div.; H. S. Dawson, Canadian GE, v.p. & chairman, technical products div.; L. Harris, T. S. Farley Ltd., v.p. & chairman, parts & accessories div.; Ralph A. Hackbusch, Hackbusch Electronics Ltd., engineering director; T. I. Millen, Philco Corp., chairman, receiver engineering committee; C. A. Norris, International Resistance, chairman, parts engineering committee; W. A. White, RCA, chairman, service committee; R. H. Tanner, Northern Electric, chairman, technical products engineering committee; S. D. Brownlee, gen. mgr.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, c/o Radio Station WKAR, Box 790, Michigan State College, East Lansing, Mich. Edgewood 2-1511, ext. 488. Russell Van Dyke, KRNT, Des Moines, pres.; Paul White, KFMB-TV & KFMB, San Diego, v.p. for programs; Harold Baker, WSM, Nashville, v.p. for radio; Charles Harrison, WFIL-TV, Philadelphia, v.p. for TV; Sheldon Peterson, KLZ-TV & KLZ, Denver, treas.; Rob Downer, WKAR, exec. secy.; James A. Byron, WBAP, Fort Worth, chairman.

RECORD INDUSTRY ASSOCIATION OF AMERICA Inc., 1 E. 57th St., New York 22, N.Y. James B. Conkling, pres.; Harry C. Kruse

& Dario Soria, v.p.'s; Frank B. Walker, treas.; John W. Griffin, exec. secy.

"THE REPRESENTATIVES" OF ELECTRONIC PRODUCTS MANUFACTURERS Inc., 600 S. Michigan Ave., Chicago 5, Ill. Wally B. Swank, national pres.; Dean A. Lewis, 1st v.p.; Ross C. Merchant, 2nd v.p.; John J. Koppie, 3rd v.p.; Harry Halinton, national treas.; David M. Lee, national secy.; Russ Diethert, chairman, board of governors.

SALES MANAGERS CLUB, EASTERN DIVISION—Jerry Kirschbaum, chairman; Bob Ferree, vice chairman; Walter Jablon, secy., 200 Hudson St., New York 13, N.Y. Worth 4-0770.

SESAC INC., 475 Fifth Ave., New York 17, N.Y. Murray Hill 5-5365. Paul Heinecke, pres.; R. C. Heinecke, treas.; E. S. Prager, asst. to pres.; W. F. Myers, director of station relations; Robert S. Stone, director of program service; Alice J. Heinecke, publicity & promotion. *Music licensor.*

SOCIETY OF INDEPENDENT MOTION PICTURE PRODUCERS (SIMPP), 1270 Sixth Ave., New York 20, N.Y. Judson 6-0580. Ellis Gibbs Arnall, pres.; Marvin L. Faris, executive secy. Beverly Hills office: 357 N. Canon Dr. Crestview 1-7283.

SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS (SMPTTE), 55 W. 42nd St., New York 36, N.Y. Longacre 5-0172. John G. Frayne, pres.; Herbert Barnett, past pres.; Barton Kreuzer, exec. v.p.; Axel Jensen, engineering v.p.; Norwood L. Simmons, editorial v.p.; John W. Services, financial v.p.; Byron Roudabush, convention v.p.; Edward S. Seeley, secy.; Geo. W. Colburn, treas.; Boyce Nemeck, exec. secy.; T. G. Veal, chairman, TV committee; G. L. Beers, chairman, theatre-TV committee; H. M. Gurin, chairman, TV studio lighting committee.

STATION REPRESENTATIVES ASSOCIATION INC., 101 Park Ave., New York 17, N.Y. Murray Hill 5-4141. Adam J. Young Jr., pres.; Arthur McCoy, v.p.; Joseph Timlin, secy.; John E. Pearson, treas. Directors: Joseph J. Weed, John P. Blair, Russel Woodward, George Brett. T. F. Flanagan, managing dir.

TELEVISION BUREAU OF ADVERTISING Inc. (TVB), 444 Madison Ave., New York 22, N.Y. Murray Hill 8-0215. Clair R. McCollough & Richard A. Moore, co-chairmen; Oliver Treyz, pres.; W. D. (Dub) Rogers Jr., secy.; Lawrence H. (Bud) Rogers, treas.; Norman E. Cash, director, station relations; Dr. Leon Arons, research director.

THEATRE OWNERS OF AMERICA (TOA), 1501 Broadway, New York 36, N.Y. Longacre 3-6238. E. O. Martin, pres.; Dick Pitts, dir. public relations; Howard L. Bryant, administrative dir.; S. H. Fabian, Mitchell Wolfson, co-chairmen, TV committee.

UHF INDUSTRY COORDINATING COMMITTEE, 1820 Jefferson Pl. N.W., Washington 6, D.C. Executive 3-4477. Harold A. Thomas, WISE-TV, Asheville, N.C., chairman. Benedict Cotton, gen. counsel.

ULTRA HIGH FREQUENCY TELEVISION ASSOCIATION—1012 14th St. NW, Washington 5, D.C. National 8-0032. Lou Poller, WCAN-TV, Milwaukee, pres.; Harry Tennenbaum, WTVI, St. Louis, treas. Directors: Mortimer Loewi, WITV, Ft. Lauderdale, Fla.; Ben K. McKinnon, WGVL, Greenville, S.C. Wm. A. Roberts, gen. counsel & secy.

UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION, New York 17, N. Y. Benjamin Cohen, Asst. Secy.-Genl.; Tor Gjesdal, principal dir. Radio Div.: Peter Aylen, dir.; W. Gibson Parker, chief of production; Gerald Kean, special projects; Michael Hayward, acting chief, English language service; Mrs. Dorothy Lewis, coordinator, U.S. station relations; Emery Kelen, TV supervisor; Arthur Barrett, chief broadcast engineer. *Films & Visual Information Div.*: Jan-Gunnar Lindstrom, director. *Film & TV Section*: Maurice Liu, chief of section; Ladislav Kolda, film production officer; Thomas Baird, film distribution officer; Janet Portser, film librarian; Maxwell Dunn, TV & newsreel programs officer. *Photo Section*: David Ritchie, chief; Geraldine Williams, photo distribution officer; Audrey Langston, photo liaison officer.

U.S. INFORMATION AGENCY, BROADCAST ADVISORY COMMITTEE, Washington 25, D.C. Republic 7-8340. Justin Miller, chairman; Wm. A. Fay, WHAM-TV & WHAM, Rochester; Donley F. Feddersen, Northwestern U.; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Earl M. Johnson, MBS; Henry P. Johnston, WABT & WAPI, Birmingham; Frank Marx, ABC; Joseph A. McDonald, NBC; Howard S. Meighan, CBS; Chris J. Witting, Westinghouse Bestg. Co.

VETERAN WIRELESS OPERATORS ASSOCIATION Inc.—William J. McGonigle, pres.; Arthur J. Costigan, v.p.; William C. Simon, secy.; R. H. Pheysey, treas. Secy.'s address: 149 President St. Lynbrook, L. I., N. Y.

WEST COAST ELECTRONIC MANUFACTURERS ASSOCIATION (WCEMA), 339 S. Robertson Blvd., Beverly Hills, Cal. Myrl Stearns, Varian Associates, pres.; Gramer Yarbrough, American Microphone Co., v.p.; D. C. Duncan, Helipot Corp., secy.; Calvin Townsend, Jennings Radio Mfg. Corp., treas.; Don Larson, gen. mgr.



FABULOUS!
IS THE WORD FOR
TV'S NEW FUN SHOW!
SEE PAGES 356-357



Radio-Electronics-Television Manufacturers Assn.

777 Fourteenth St. NW. Washington 5, D.C. National 8-3902

New York Office (engineering): 500 Fifth Ave.
Longacre 5-3450 (Virgil M. Graham, in charge).

West Coast Office: 3400 Wilshire Blvd., Los Angeles.
Dunkirk 5-2179 (Joseph J. Peterson, mgr.).

OFFICERS

Max F. Balcom, *chairman* (Sylvania)
Glen McDaniel, *president & gen. counsel*
James D. Secrest, *executive v.p. & secy.*
Leslie F. Muter, *treas.* (Muter Co.)
Dr. W. R. G. Baker, *engineering director*
(GE)
Robert S. Alexander, *v.p. set division* (Wells-Gardner)
R. E. Carlson, *v.p. tube division* (Tung-Sol)
R. G. Zender, *v.p. parts division* (Lenz Electric)
H. J. Hoffman, *v.p. technical products division* (Machlett Labs)
Floyd W. Bell, *v.p. amplifier & sound equipment division* (Bell Sound Systems)

STAFF

Virgil M. Graham, *mgr. engineering dept.* (N.Y.)
William F. E. Long, *mgr. statistical dept.*
Charles Maechling, Jr., *mgr. govt. relations dept.*
Louis E. DeLaFleur, *mgr. international dept.*
Peter H. Cousins, *staff assistant*
Albert Coumont, *staff assistant*
William L. Reynolds, *attorney*
Tyler Nourse, *editorial director*
Anna M. Chase, *office mgr.*

BOARD OF DIRECTORS

(Terms Expiring in 1955)

Dr. W. R. G. Baker, GE
Floyd W. Bell, Bell Sound Systems
Allen B. DuMont, DuMont Labs
Harry A. Ehle, International Resistance Co.
Frank Freimann, Magnavox

PAST PRESIDENTS

H. H. Frost, Herbert H. Frost, Inc. ..1924-26
A. T. Haugh, United Radio Corp.1926-27
*C. C. Colby, Samson Electric Co.1927-28
H. H. Frost, Herbert H. Frost, Inc. ..1928-29
H. B. Richmond, General Radio1929-30
Morris Metcalf, American Bosch1930-31
*J. Clarke Coit, U.S. Radio & Television Corp.1931-32
*Fred D. Williams, National Carbon ..1932-34
Leslie F. Muter, Muter Co.1934-38
*A. S. Wells, Wells-Gardner1938-40
J. S. Knowlson, Stewart-Warner1940-42
Paul V. Galvin, Motorola1942-44
R. C. Cosgrove, Avco (Crosley)1944-47
Max F. Balcom, Sylvania1947-49
R. C. Cosgrove, Avco (Crosley)1949-50
Glen McDaniel1950-52
A. D. Plamondon, Jr., Indiana Steel Products1952-53
Glen McDaniel1953—

* Deceased

Paul V. Galvin, Motorola
Frank W. Godsey, Jr., Westinghouse
W. J. Halligan, Hallcrafters
Larry F. Hardy, Philco
D. S. W. Kelly, Allen-Bradley Co.
Matt Little, Quam-Nichols
Leslie F. Muter, Muter Co.
W. A. Nicely, Chicago Telephone Supply Co.
Sam Norris, Ampere Electronic Corp.
W. S. Parsons, Globe-Union
R. J. Shank, Hughes Aircraft
Charles F. Stromeyer, CBS-Hytron
L. W. Teegarden, RCA

(Terms Expiring in 1956)

Robert S. Alexander, Wells-Gardner
E. Aischuler, Sentinel
Robert S. Bell, Packard-Bell
A. Blumenkrantz, General Instrument
Lester Bogen, David Bogen Co.
R. E. Carlson, Tung-Sol
B. W. Cooper, Delco Radio, General Motors
John L. Hanigan, Corning Glass
H. J. Hoffman, Machlett Labs.
H. Leslie Hoffman, Hoffman Electronics
H. C. Mattes, Raytheon
L. S. Racine, Chicago Standard Transformer Corp.

Ray F. Sparrow, P. R. Mallory
Robert C. Sprague, Sprague Electric
Robert C. Tait, Stromberg-Carlson
Edward C. Tudor, Industrial Development Engineering Assoc.

Raymond G. Zender, Lenz Electric

(Terms Expiring in 1957)

Benjamin Abrams, Emerson
Max F. Balcom, Sylvania
H. C. Bonfig, Zenith
Herbert W. Clough, Belden Mfg. Co.
Leonard F. Cramer, Avco (Crosley)
Russell E. Cramer, Jr., Radio Condenser Co.
E. G. Fossum, Stewart-Warner Electric
E. K. Foster, Bendix Radio
R. S. Gates, Collins Radio
J. J. Kahn
F. R. Lack, Western Electric
W. A. MacDonald, Hazeltine
John C. Marshall, Arvin
W. Myron Owen, Aerovox
A. D. Plamondon, Jr., Plamondon Magnetics
Charles B. Thornton, Litton Industries
Fred D. Wilson, IT&T

DIVISIONS

Set

Robert S. Alexander, *chairman* (Wells-Gardner)

Directors:

Benjamin Abrams, Emerson
Robert S. Alexander, Wells-Gardner
E. Aischuler, Sentinel
Robert S. Bell, Packard-Bell
H. C. Bonfig, Zenith
B. W. Cooper, Delco Radio, General Motors
Leonard F. Cramer, Avco (Crosley)
Dr. Allen B. DuMont, DuMont Labs
E. G. Fossum, Stewart-Warner Electric
Frank Freimann, Magnavox
Paul V. Galvin, Motorola
W. J. Halligan, Hallcrafters
Larry F. Hardy, Philco
H. Leslie Hoffman, Hoffman Electronics
John C. Marshall, Arvin
H. C. Mattes, Raytheon
Robert C. Tait, Stromberg-Carlson
L. W. Teegarden, RCA
Fred D. Wilson, IT&T

Executive Committee:

Robert S. Alexander, *chairman* (Wells-Gardner)
Benjamin Abrams, Emerson
E. Aischuler, Sentinel
Robert S. Bell, Packard-Bell
H. C. Bonfig, Zenith
A. L. Chapman, Sylvania
Leonard F. Cramer, Avco (Crosley)
Frank Freimann, Magnavox
Paul V. Galvin, Motorola
Lawrence G. Haggerty, Capehart-Farnsworth
W. J. Halligan, Hallcrafters
Larry F. Hardy, Philco
Louis Hausman, CBS-Columbia
H. Leslie Hoffman, Hoffman Electronics
Clifford J. Hunt, Stromberg-Carlson
William H. Kelley, DuMont
John C. Marshall, Arvin
H. C. Mattes, Raytheon
T. J. Newcomb, Westinghouse
H. Riegelman, GE
L. W. Teegarden, RCA

Tube

John Q. Adams, *chairman* (CBS-Hytron)
Peter H. Cousins, *staff assistant*

Directors:

Max F. Balcom, Sylvania
R. E. Carlson, Tung-Sol
John L. Hanigan, Corning Glass
Charles F. Stromeyer, CBS-Hytron

Executive Committee:

John Q. Adams, *chairman* (CBS-Hytron)
William J. Peltz, Philco
David T. Schultz, Raytheon
L. S. Thees, RCA

Parts

Herbert W. Clough, *chairman* (Belden Mfg. Co.)

Albert Coumont, *staff assistant*

Directors & Executive Committee:

Herbert W. Clough, *chairman* (Belden Mfg. Co.)

W. S. Parsons, *vice-chairman* (Globe-Union)

A. Blumenkrantz, General Instrument
Russell E. Cramer Jr., Radio Condenser Co.

Harry A. Ehle, International Resistance Co.
J. J. Kahn

D. S. W. Kelly, Allen-Bradley Co.
Matt Little, Quam-Nichols
Leslie F. Muter, Muter Co.

W. A. Nicely, Chicago Telephone Supply Corp.

W. Myron Owen, Aerovox
A. D. Plamondon Jr., Plamondon Magnetics
L. S. Racine, Chicago Standard Transformer Corp.

Ray F. Sparrow, P. R. Mallory
Robert C. Sprague, Sprague Electric
Edward C. Tudor, Industrial Development Engineering Associates

R. G. Zender, Lenz Electric

Technical Products

James D. McLean, *chairman* (Philco)
Peter Cousins, *staff assistant*

Directors:

E. K. Foster, Bendix Radio
R. S. Gates, Collins Radio
F. W. Godsey Jr., Westinghouse
H. J. Hoffman, Machlett Labs
F. R. Lack, Western Electric
W. A. MacDonald, Hazeltine
Sam Norris, Ampere Electronics
R. J. Shank, Hughes Aircraft
Charles B. Thornton, Litton Industries

Executive Committee:

James D. McLean, *chairman* (Philco)
Sidney R. Curtis, Stromberg-Carlson
G. W. Henyan, GE
D. R. Hull, Raytheon
Carlyle W. Miller, Westinghouse
G. T. Scharffenberger, Federal Telephone & Radio
T. A. Smith, RCA
J. R. Whitney, Western Electric

Amplifier & Sound Equipment

A. K. Ward, *chairman* (RCA)
Albert Coumont, *staff assistant*

Directors:

Floyd W. Bell, Bell Sound Systems

Lester Bogen, David Bogen Co.

Executive Committee:

A. K. Ward, *chairman* (RCA)
Irving Golin, University Loudspeakers Inc.

A. G. Schifano, Stromberg-Carlson

H. T. Souther, Electro-Voice Inc.

Fred D. Wilson, DuKane Corp.

DEPARTMENTS

Government Relations

Joseph H. Gillies, *director* (Philco)
Sidney R. Curtis, *vice-director* (Stromberg-Carlson)

L. A. Connelly, *asst. director* (RCA)
G. T. Scharffenberger, *asst. director* (Federal Telephone & Radio)

Charles Maechling Jr., *staff mgr.*

Executive Committee:

Joseph H. Gillies, *chairman* (Philco)
Sidney R. Curtis, *vice-chairman* (Stromberg-Carlson)

L. A. Connelly, *asst. chairman* (RCA)
G. T. Scharffenberger, *asst. director* (Federal Telephone & Radio)

L. T. Bard, Bendix Radio

Reynolds D. Brown Jr., Philco

B. L. Graham, DuMont Labs

Robert J. Harrington, Industrial Television

G. H. Schmidt, Magnavox

L. F. Schropp, Western Electric

C. Paul Young, Philco

Industrial Relations

Robert C. Sprague Jr., *chairman* (Sprague Electric)

Harry Houston, *eastern vice-chairman* (DuMont Labs)

Jack F. Ferren, *midwest vice-chairman* (Zenith)

W. G. Tuttle, *western vice-chairman* (Hughes Aircraft)

Executive Committee:

Robert C. Sprague Jr., *chairman* (Sprague Electric)

David G. Christie, Sylvania

Jack M. Ferren, Zenith

Frank E. Highton, GE

Robert E. Kelley, Sprague Electric of Wisconsin

William J. Nolan, Sprague Electric

Kenneth E. Tuttle, General Instrument

Leslie E. Woods, Raytheon

International

W. M. Adams, *chairman* (Sprague Electric)
Meade Brunet, *vice-chairman* (RCA)
Louis E. DeLaFleur, *staff mgr.*

Executive Committee:

W. M. Adams, *chairman* (Sprague Electric)
Meade Brunet, *vice-chairman* (RCA)
Sydney L. Capell, Philco International
Henry A. Correa, Bendix International
Ray C. Ellis, Raytheon
Ernest A. Marx, DuMont Labs.
P. J. McGann, International Standard Electric
K. Philippi, International GE
J. C. Stocker, Westinghouse International
A. E. Thiessen, General Radio

Statistical

Frank W. Mansfield, *chairman* (Sylvania)
William F. E. Long, *staff mgr.*

Executive Committee:

Frank W. Mansfield, *chairman* (Sylvania)
K. B. Bryden, RCA
S. R. Curtis, Stromberg-Carlson
Russell E. Cramer Jr., Radio Condenser Co.
Thomas P. Golden, Motorola
George W. Henyan, GE
Milton E. Lauer, Sylvania
W. S. Parsons, Globe-Union
Joseph Schiavo, Philco
W. W. Sellow, David Bogen Co.
Walter O. Stanton, Pickering & Co.

Engineering

Dr. W. R. G. Baker, *director* (GE)
Virgil M. Graham, *staff associate director*
Jean Caffiaux, *engineer*

Executive Council:

L. M. Clement, *chairman* (Crosley)
Walter Hausz, GE
Dorman D. Israel, Emerson
Leo J. Jacobson, International Resistance Co.
A. V. Loughren, Hazeltine
Leon Podolsky, Sprague Electric
Paul Smith, Motorola
D. W. Pugsley, GE
John B. Coleman, RCA
R. J. Biele, GE
H. R. Terhune, Federal Telecommunications
William R. Torn, DuKane
John H. Miller, Weston Electrical Instrument

COMMITTEES

(Standing and Special)

Annual Awards

Robert C. Sprague, *chairman* (Sprague Electric)
Dr. W. R. G. Baker, GE
Leslie F. Muter, Muter Co.
Robert S. Alexander, Wells-Gardner
Floyd W. Bell, Bell Sound Systems
R. E. Carlson, Tung-Sol
H. J. Hoffman, Machlett Labs
R. G. Zender, Lenz Electric
Paul V. Galvin, Motorola
A. D. Plamondon Jr., Plamondon Magnetics

Credit

Edward C. Tudor, *chairman* (Industrial Development Engineering Associates)
T. B. Judge, *eastern vice-chairman* (International Resistance Co.)
Jack Krutek, *western vice-chairman* (Drake Mfg. Co.)

Educational TV

Max F. Balcom, *chairman* (Sylvania)
Keeton Arnett, DuMont Labs
Dr. W. R. G. Baker, GE
Leonard F. Cramer, Avco (Crosley)
Dr. Allen B. DuMont, DuMont Labs
Frank Folsom, RCA
Frank Freimann, Magnavox
Paul V. Galvin, Motorola
Larry F. Hardy, Philco
Leslie F. Muter, Muter Co.
Charles R. Orem Jr., Sylvania
A. D. Plamondon Jr., Plamondon Magnetics
Robert C. Sprague, Sprague Electric
Robert C. Tait, Stromberg-Carlson
R. G. Zender, Lenz Electric

Finance

Leslie F. Muter, *chairman* (Muter Co.)
Robert S. Alexander, Wells-Gardner
Floyd W. Bell, Bell Sound Systems
R. E. Carlson, Tung-Sol
H. J. Hoffman, Machlett Labs
F. R. Lack, Western Electric
R. G. Zender, Lenz Electric

Jobber Relations

J. A. Milling, *chairman* (Howard W. Sams Inc.)
Harry A. Ehle, International Resistance Co.
Edward A. Freed, General Instrument
William J. Halligan, Hallcrafters
Charles A. Hansen, Gramer-Halldorson Transformer Corp.
E. T. Herbig Jr., E. F. Johnson Co.
J. D. Hughes, Littelfuse Inc.
Harry Kalker, Sprague Electric
Roy S. Laird, Ohmite Mfg. Co.

Matt Little, Quam-Nichols
Richard W. Mitchell, Industrial Development Engineering Associates
Richard A. Mueller, Globe-Union
Robert Reigel, Chicago Standard Transformer Corp.
W. F. Soules, Electro-Voice Inc.
Robert Svoboda, American Phenolic
J. E. Templeton, P. R. Mallory
Les A. Thayer, Belden Mfg. Co.
Norman A. Triplett, Triplett Electrical Instrument Co.

Legal

Glen McDaniel, *chairman*
John W. Van Allen, *RETMA general counsel emeritus*
A. Goodwin Cooke, IT&T
Philip Dechert, Philco
Robert M. Estes, GE
Samuel E. Ewing, RCA
Howard P. Hall, Hughes Aircraft
Paul F. Hannah, Raytheon
Raymond Herzog, Emerson
William H. Moore, Packard-Bell
Arthur L. B. Richardson, Sylvania

Membership and Scope

H. J. Hoffman, *chairman* (Machlett Labs)
E. Aischuler, Sentinel
Floyd W. Bell, Bell Sound Systems
Robert S. Bell, Packard-Bell
B. C. Boeckeler, Taylor Tubes
R. E. Carlson, Tung-Sol
James D. McLean, Philco
Leslie F. Muter, Muter Co.
R. T. Orth, Westinghouse
A. D. Plamondon Jr., Plamondon Magnetics
J. R. Whitney, Western Electric
Fred D. Wilson, DuKane Corp.

Public Relations & Advertising

Ellis L. Redden, *chairman* (Magnavox)
Julius Haber, *vice-chairman* (RCA)
J. Calvin Affleck, DuMont Labs
Michael Ames, Emerson
G. A. Bradford, GE
Robert Burros, Olympic Radio
David S. Cook, Stromberg-Carlson
Fred Gregg, Avco (Crosley)
Morgan Greenwood, Philco
C. Erik Isgrig, Zenith
James M. Jewell, Arvin
L. R. Johnson, Hoffman Radio
Edward Kantrowitz, Emerson
Cliff Knoble, Raytheon
David H. Kutner, Motorola
Ted Leitzell, Zenith
Gerald Light, CBS-Columbia
John S. Mahoney, Hallcrafters
Stanley H. Manson, Stromberg-Carlson
Stanley A. Morrow, Capehart-Farnsworth
Sheldon F. Myers, Westinghouse
Herman S. Sacks, Bendix Radio
William D. Stroben, Sylvania
Robert H. Thompson Jr., Packard-Bell
E. M. Trefethen, GE
William Wight, Philco

Sales Managers

Dan D. Halpin, *chairman* (DuMont Labs)
A. A. Currie, *eastern vice-chairman* (Sylvania)
E. L. Taylor, *western vice-chairman* (Stewart-Warner Electric)
H. J. Allen, Avco (Crosley)
E. W. Gaghan, Capehart-Farnsworth
F. Leo Granger, Stromberg-Carlson
J. Herbert, Motorola
Herbert Kabat, Olympic Radio
D. O. Klein, Raytheon
E. G. May, Sentinel
H. C. Morgan, Bendix Radio
Stewart Roberts, Magnavox
R. L. Sandefur, Westinghouse
R. W. Saxon, RCA
Walter L. Stickel, Hoffman Electronics
Paul W. Tanner, Arvin
John L. Utz, Philco

School Equipment

Fred D. Wilson, *chairman* (DuKane Corp.)
J. Calvin Affleck, DuMont
Lester Bogen, David Bogen Co.
Fred W. Fischer, Westinghouse
Sidney Harman, Harman-Kardon Inc.
Lawrence LeKashman, Electro-Voice Inc.
Karl Kramer, Jensen Mfg. Co.
A. G. Schifano, Stromberg-Carlson
A. Shanes, Talk-A-Phone Co.
A. K. Ward, RCA
Ralph S. Yeandle, GE

Service

H. J. Schulman, *chairman* (DuMont Labs)
John F. Rider, *vice-chairman* (John F. Rider Publisher Inc.)
A. T. Alexander, Motorola
S. W. Archer, Delco Radio, General Motors
Kenneth Brown, Bendix Radio
J. H. Craft, Stromberg-Carlson
D. R. Creato, RCA
Anthony Dambarskas, Hallcrafters
Carl A. Duffy, Packard-Bell
Harry A. Ehle, International Resistance Co.
R. W. Felber, Stewart-Warner Electric
Herman Feldman, Trav-Ler Radio
A. J. Forman, Caldwell-Clements Manuals Corp.

Charles Golenpaul, Aerovox
Joseph A. Hatchwell, CBS-Columbia
Harry Kalker, Sprague Electric
A. H. Kuttruff, Westinghouse
Frank Loasby, Raytheon
Floyd Makstein, Emerson
J. T. McAllister, Hoffman Electronics
E. W. Merriam, Sylvania
J. A. Milling, Howard W. Sams & Co.
F. B. Ostman, Capehart-Farnsworth
Henry T. Paiste, Philco
W. L. Parkinson, GE
A. Richards, Arvin
R. H. Schneberger, Avco
N. F. Schumacher, Wells-Gardner
Frank E. Smolek, Zenith
R. H. Stover, Sentinel
Ray J. Yeranko, Magnavox

Spurious Radiation

Dr. W. R. G. Baker, *chairman* (GE)
A. Blumentkrantz, General Instrument
K. A. Chittick, RCA
L. F. Cramer, Avco (Crosley)
T. T. Goldsmith Jr., DuMont Labs
H. L. Hoffman, Hoffman Electronics
A. V. Loughren, Hazeltine
David B. Smith, Philco

Subscription TV

Paul V. Galvin, *chairman* (Motorola)
Dr. W. R. G. Baker, GE
H. C. Bonfig, Zenith
Leonard F. Cramer, Avco (Crosley)
Dr. Allen B. DuMont, DuMont Labs
Larry F. Hardy, Philco
H. Leslie Hoffman, Hoffman Electronics
Carl Leserman, International Telemeter Corp.
Leslie F. Muter, Muter Co.
Milton J. Shapp, Jerrold Electronics Corp.
L. W. Teegarden, RCA

Sports

William H. Kelley, *chairman* (DuMont Labs)
A. A. Brandt, GE
Walter L. Stickel, Hoffman Electronics
Edward R. Taylor, Motorola

Tax

Max F. Balcom, *acting chairman* (Sylvania)
Charles B. Bayly Jr., CBS
John F. Costello, RCA
A. M. Freeman, RCA
J. J. Frensdreis, Hallcrafters
G. Richard Fryling, Erie Resistor
Walter G. Giddings, Raytheon
B. L. Graham, DuMont Labs
Raymond Herzog, Emerson
L. G. Horney, Bendix Radio
S. Kaplan, Zenith
Russell E. Norem, GE
Charles R. Orem Jr., Sylvania
W. Myron Owen, Aerovox
Maurice G. Paul Jr., Philco
Lewis D. Spencer, Motorola
T. M. Stapleton, Avco
John S. Sturgeon, Magnavox
J. W. Taylor, Hughes Aircraft
Sigurd Tranmal, Stromberg-Carlson

Television

Dr. W. R. G. Baker, *chairman* (GE)
Benjamin Abrams, Emerson
Robert S. Alexander, Wells-Gardner
H. C. Bonfig, Zenith
Leonard F. Cramer, Avco (Crosley)
Dr. Allen B. DuMont, DuMont Labs
Paul V. Galvin, Motorola
W. J. Halligan, Hallcrafters
L. F. Hardy, Philco
Richard Hodgson, Chromatic Labs
H. Leslie Hoffman, Hoffman Electronics
W. A. McDonald, Hazeltine
T. J. Newcomb, Westinghouse
Charles F. Stromeier, CBS-Hytron
L. W. Teegarden, RCA

Traffic

John B. Swan Jr., *chairman* (Philco)
William L. Fogelson, *vice-chairman* (P. R. Mallory)
P. E. Anderson, Zenith
J. L. Baker, Bendix Radio
Gabriel Bass, Hoffman Electronics
Arthur Bloom, Amperex Electronics
Frederick R. Brennan, Sylvania
Frank J. Daley, Sylvania
Harold T. Donovan, RCA
H. E. Giese, Federal Telephone & Radio
John J. Gordon, Westinghouse
Robert M. Hoey, Capehart-Farnsworth
George James, Tung-Sol
O. R. Jones, GE
James B. Kelly, CBS-Hytron
E. F. Kinzie, GE
Kenneth Kistler, DuMont Labs
Jay F. Klein, National Union Electric
Sheldon R. Lewis, RCA
Raymond A. Mastrobuni, JFD Mfg. Co.
W. McGirr, Western Electric
F. C. Partlan, Avco
Samuel Portnoy, Emerson
Lewis A. Schur, Stromberg-Carlson
W. W. Stephens, Westinghouse
Robert C. Stockton, Stewart-Warner
R. R. Weist, Magnavox
Gerald J. Werner, Motorola

Columbia Broadcasting System, Inc.

485 Madison Ave., New York 22, N. Y. Telephone: PLaza 1-2345
1735 De Sales, N.W., Washington 6, D. C. Telephone: EMerson 2-9300

OPERATING DIVISIONS

CBS TELEVISION

485 Madison Ave., New York 22. Plaza 1-2345
(For detailed listings, see pp. 44-48)

CBS RADIO

(For offices, see CBS Television, p. 44-48)

Adrian Murphy, *president*
James M. Seward, *administrative v.p.*
J. Kelly Smith, *administrative v.p.*
H. Leslie Atlass, *v.p. in charge of central div.*
Wendell B. Campbell, *v.p. in charge of station administration*
Guy Della Cioppa, *v.p. in charge of network programs, Hollywood*
Lester Gottlieb, *v.p. in charge of network programs*
Arthur Hull Hayes, *v.p. in charge of San Francisco office*
John J. Karol, *v.p. in charge of network sales*
William A. Schudt Jr., *v.p. in charge of station relations*

CBS-COLUMBIA

Seymour Mintz, *president*
Louis Hausman, *vice-president*
Harry S. Schecter, *v.p. in charge of sales*
Anthony Wright, *v.p. in charge, engineering*
Merle S. Wick, *financial administrator*
3400 47th Ave., Long Island City 1, N. Y. Exeter 2-3000
170 53rd St., Brooklyn 32, N. Y. Hyacinth 2-3000
Merchandise Mart, Chicago 54, Ill. Whitehall 4-4141

CBS INTERNATIONAL

Lewis Gordon, *president*
488 Madison Ave., New York 22. Plaza 1-2345

CBS LABORATORIES

Peter C. Goldmark, *president*
John W. Christensen, *v.p. & chief engineer*
485 Madison Ave., New York 22. Plaza 1-2345

BOARD OF DIRECTORS

William S. Paley, *Chairman*
Leon Levy Edward R. Murrow
Samuel Paley James B. Conkling
J. A. W. Iglehart Adrian Murphy
Dorsey Richardson J. L. Van Volkenburg
Ralph F. Colin Robert A. Lovett
Frank Stanton Charles F. Stromeyer
Seymour Mintz

OFFICERS

William S. Paley, *chairman of the board*
Frank Stanton, *president*
James B. Conkling, *vice-president*
William C. Fitts Jr., *vice-president*
Earl H. Gammons, *v.p. (Washington)*
William C. Gittinger, *vice-president*
Peter C. Goldmark, *vice-president*
Lewis Gordon, *vice-president*
Lawrence W. Lowman, *vice-president*
Howard S. Meighan, *vice-president*
Sig Mickelson, *vice-president*
Seymour Mintz, *vice-president*
Adrian Murphy, *vice-president*
Daniel T. O'Shea, *vice-president*
Richard S. Salant, *vice-president*
Charles F. Stromeyer, *vice-president*
J. L. Van Volkenburg, *vice-president*
Julius F. Brauner, *secretary*
Samuel R. Dean, *treasurer*
Arthur S. Padgett, *general auditor*
Walter J. Hungerford, *assistant secretary*
Richard W. Jencks, *assistant secretary*
Milton R. Neaman, *assistant secretary*
Harold Lang, *assistant treasurer*

CBS-HYTRON

Charles F. Stromeyer, *president*
John Q. Adams, *v.p. in charge of sales*
Michael F. Callahan, *v.p. in charge of manufacturing*
Robert G. Marchisio, *vice president*
Walter J. Hungerford, *controller*
100 Endicott St., Danvers, Mass. Danvers 2360
32 Green St., Newark 2, N. J. Market 3-5832
5637 West Diversey Ave., Chicago 39, Ill. National 2-1425
Kent & Warren Sts., Newburyport, Mass. Newburyport 2062
76 Lafayette St., Salem, Mass. Salem 2260
900 Chelmsford St., Lowell, Mass. Lowell 40446
2605 Kilgore Rd., Kalamazoo, Mich. Kalamazoo 56171

CBS TELEVISION FILM SALES INC.

J. L. Van Volkenburg, *president*
Leslie Harris, *vice-president*
Merle Jones, *vice-president*
Julius F. Brauner, *secretary*
Samuel R. Dean, *treasurer*
Arthur S. Padgett, *general auditor*
Milton R. Neaman, *asst. secretary*
485 Madison Ave., New York 22, N. Y. Plaza 1-2345
800 Peachtree St. NE., Atlanta 5, Ga. Elgin 0727
Statler Office Building, Boston 16, Mass. Hubbard 2-2323
410 North Michigan Ave., Chicago 11, Ill. Whitehall 4-6000
1000 Fidelity Union Life Building, Dallas, Tex. Sterling 4996
905 Fischer Building, Detroit 2, Mich. Trinity 2-5500
1313 North Vine St., Hollywood 28, Cal. Hollywood 9-1212
401 South 12th Blvd., St. Louis 2, Mo. Central 8240
Palace Hotel, San Francisco, Cal. Yukon 2-7000

COLUMBIA RECORDS

James B. Conkling, *president*
Goddard Lieberman, *v.p.*
James Hunter, *v.p. in charge of engineering, production & research*
A. J. Schrade, *v.p. in charge of West Coast operations*
Paul Wexler, *v.p. in charge of sales & merchandising*
Kenneth E. Ralme, *exec. director, Bridgeport operation*
W. G. Wilkins, *controller*
799 Seventh Ave., New York 19, N. Y. Circle 5-7300
8723 Alden Dr., Los Angeles 36, Cal. Crestview 6-1034
410 No. Michigan Ave., Chicago 11, Ill. Whitehall 4-6000
1473 Barnum Ave., Bridgeport 8, Conn. Edison 6-0181
1400 No. Fruitridge Ave., Terre Haute, Ind. Lincoln 6231
Toronto, Ont., Canada. Empire 3-7096

Canadian Advertising Agencies

(Continued from page 260)

F. H. HAYHURST CO. LTD.—7 King St. E., Toronto 1, Ont.; Empire 6-0731. Montreal, Que.—1510 Drummond St.; Harbour 0131. Vancouver, B.C.—524 Hornby St.; Tatlow 6571.
HEGGIE ADVERTISING CO. LTD.—57 Bloor St. W., Toronto, Ont.; Princess 1443.
J. E. HOUT LTD.—St. Nicholas Bldg., Montreal, Que.; Plateau 4131.
HUTCHINS ADVERTISING CO. OF CANADA LTD.—33 Hayden St., Toronto 4, Ont.; Kingsdale 6661.
IMPERIAL ADVERTISING LTD.—407 Barrington St., Halifax, N.S.; 3-9373.
INDUSTRIAL ADVERTISING AGENCY LTD.—631 Spadina Ave., Toronto 4, Ont.; Walnut 4-6671. Montreal, Que.—1465 Srawley St.; University 6-4806.
ALBERT JARVIS LTD.—94 Yonge St., Toronto 1, Ont.; Empire 3-2438.
RUSSELL T. KELLEY LTD.—447 Main St. E., Hamilton, Ont.; 2-1155. Montreal, Que.—480 Lagachetiere St. W.; Plateau 5025.
KENYON & ECKHARDT LTD.—80 King St. W., Toronto 1, Ont.; Empire 3-8314.
LOCKE, JOHNSON & CO. LTD.—Harbour Commission Bldg., Toronto 1, Ont.; Empire 6-2851.
JAMES LOVICK & CO. LTD.—789 W. Pender St., Vancouver, B.C.; Tatlow 6221. Calgary, Alta.—Toronto General Trust Bldg.; 2-4445. Regina, Sask.—Montreal Trust Bldg.; 6261. Montreal, Que.—Dominion Square Bldg.; University 6-8391. Toronto 5, Ont.—800 Bay St.; Midway 9887. Edmonton, Alta.—La Fleche Bldg.; 2-4072. Winnipeg, Man.—Nanton Bldg.; 931-635. [B]

MacLAREN ADVERTISING CO. LTD.—372 Bay St., Toronto 1, Ont.; Empire 4-0321. Montreal, Que.—Dominion Square Bldg. Vancouver, B.C.—1240 W. Pender St.; Marine 6268. Winnipeg, Man.—Electric Railway Chambers; 92-6321. London, S.W.I., England —2 Cockspur St. [A]
McCANN-ERICKSON INC.—200 Bloor St. E., Toronto, Ont.; Walnut 2133. Montreal, Que.—1980 W. Sherbrook St.; Glenview 6121.
McCONNELL, EASTMAN & CO. LTD.—Huron & Erle Bldg., London, Ont.; 4-4508. Toronto, Ont.—147 University Ave.; Empire 3-7004. Montreal, Que.—Dominion Square Bldg. Winnipeg, Man.—173 Portage Ave.; 93-5541. Vancouver, B.C.—1198 W. Pender St.; Marine 2161. [B]
McGUIRE ADVERTISING LTD.—100 Ouellette Ave., Windsor, Ont.; 2-7297. London, Ont.—Richmond Bldg.; 3-4266. Montreal, Que.—822 Sherbrooke St. E.; Amherst 2240.
McKIM ADVERTISING LTD.—1510 Drummond St., Montreal, Que.; Lancaster 5192. Toronto 3, Ont.—47 Fraser Ave.; Kenwood 3561. Winnipeg, Man.—250 Portage Ave.; 93-491. Vancouver, B.C.—591 Burrard St.; Marine 3284. [B]
MUTER, CULINER, FRANKFURTER & GOULD LTD.—1121 Bay St., Toronto, Ont.; Walnut 4-3778.
NEEDHAM, LOUIS & BRORBY OF CANADA LTD.—380 Bay St., Toronto, Ont.; Randolph 5530 & 8613.
O'BRIEN ADVERTISING LTD.—1040 W. Georgla St., Vancouver, B.C.; Pacific 9174.
F. C. O'KEEFE ADVERTISING AGENCY—52 Rennie Mill Rd., St. John's, Nfld.
O'NEIL, LARSON & McMAHON—67 Yonge St., Toronto, Ont.; Empire 6-5641.
WILLIAM R. ORR LTD.—464 Yonge St., Toronto 5, Ont.; Walnut 4-3708.
ROBERT OTTO & CO. (CANADA) LTD.—222 Simcoe St., Toronto, Ont.; Empire 6-9266.
PACKARD ADVERTISING AGENCY—1555 Mackay St., Montreal, Que.; Harbour 1213.

PAUL-TAYLOR-PHELAN LTD.—380 Victoria St., Toronto 2, Ont.; Empire 3-6047.

PAYEUR PUBLICITE—639 Eighth Ave., Quebec City, Que.; 4-3549.

HARRY G. PENMAN LTD.—605 Courtney St., Victoria, B.C.; E-2623.

MARGARET PENNELL ADVERTISING—26 Queen St. E., Toronto 1, Ont.; Empire 4-2079.

ELTON M. PLANT CO.—Bartlet Bldg., Windsor, Ont.; Clearwater 4-1159.

ALFORD R. POYNTZ ADVERTISING LTD.—95 King St. E. Toronto, Ont.; Empire 3-8716. Montreal, Que.—4109 St. Catherine St. W.; Gladstone 4245.

THORNTON PURKIS LTD.—330 Bay St., Toronto 1, Ont.; Empire 3-3762.

E. W. REYNOLDS LTD.—355 King St. W., Toronto 1, Ont.; Waverly 6157. Montreal, Que.—985 Sherbrooke St. W.; Lancaster 3745.

RONALDS ADVERTISING AGENCY LTD.—1440 St. Catherine St. W., Montreal, Que.; Plateau 4803. Toronto 2B, Ont.—108 St. Peter St.; Empire 3-0237. Edmonton, Alta.—Petroleum Bldg. [C]

RUTHRAUFF & RYAN INC.—80 Richmond St. W., Toronto, Ont.; Empire 6-1515.

SCHNEIDER, CARDON LTD.—2024 Peel St., Montreal 25, Que.; Mayfair 8024.

ALLAN R. SILLS & CO.—137 Wellington St. W., Toronto 1, Ont.; Empire 8-6434.

R. C. SMITH & SON LTD.—30 King St. W., Toronto 1, Ont.; Empire 4-9396.

SPITZER & MILLS LTD.—50 King St. W., Toronto 1, Ont.; Empire 6-2811. Montreal, Que.—3405 Addington Ave.; Walnut 0344. [B]

HAROLD F. STANFIELD LTD.—1010 St. Catherine St. W., Montreal, Que.; University 6-8741. Toronto, Ont.—67 Richmond St. W.; Empire 6-5454. St. John, N.B.—94 Prince William St. London W.C. 2, England—184 Strand. [B]

STEVENSON & SCOTT LTD.—1260 University St., Montreal, Que.; University 6-9361. Toronto, Ont.—100 Adelaide St. W.; Empire 3-1166. Vancouver, B.C.—402 W. Pender St.; Pacific 5824.

STEWART-BOWMAN-MACPHERSON LTD.—198 W. Hastings St., Vancouver, B.C.; Pacific 3531. Edmonton, Alta.—10020 109th St.; 2-5107. Calgary, Alta.—337 Eighth Ave. W.; 2-1432. Winnipeg, Man.—Somerset Bldg.; 92-4346. Toronto, Ont.—88 Richmond St. W.; Empire 8-8648. [C]

TANDY ADVERTISING AGENCY LTD.—20 Carlton St., Toronto, Ont.; Empire 3-6362.

J. WALTER THOMPSON CO. LTD.—Dominion Square Bldg., Montreal, Que.; University 6-6771.

VAMPLEY ADVERTISING—1175 Bay St., Toronto, Ont.; Walnut 3-5589.

VICKERS & BENSON LTD.—Keefer Bldg., Montreal 25, Que.; University 6-7701. Toronto, Ont.—110 Church St.; Empire 4-6301.

WALLACE ADVERTISING LTD.—Roy Bldg., Halifax, N.S.; 3-7557. St. John, N.B.—72½ Prince William St.; 3-2355.

WALSH ADVERTISING CO. LTD.—Guaranty Trust Bldg., Windsor Ont.; Clearwater 6-2671. Toronto, Ont.—Bank of Nova Scotia Bldg.; Empire 3-3053. Montreal, Que.—University Tower Bldg.; University 6-8921. [B]

ARMAND S. WEILL CO. INC.—225 Mutual St., Toronto 2, Ont.; Empire 3-5112.

W. A. WILLIS ADVERTISING AGENCY—220 Richmond St. W., Toronto, Ont.; Empire 3-2073.

YOUNG & RUBICAM LTD.—660 St. Catherine St. W., Montreal, Que.; University 6-8941. Toronto, Ont.—44 King St. W.; Empire 3-3035.

Market Research Organizations

ADVERTEST RESEARCH, 90 Bayard St., New Brunswick, N. J. CHarter 7-1564. Directors: Seymour Smith, Richard Bruskin, Warren Rebell. Executive assistants: Jeannette Rosenfeld, Doris Denniston, Shirley Smith.

ADVERTISING CHECKING BUREAU Inc., 79 Madison Ave., New York 16, N. Y. MURray Hill 5-7302. W. B. Katzenberger, president; Earl Swanson, v.p. (Chicago); Bertram Isaacs, v.p. (N.Y.).

ADVERTISING RESEARCH BUREAU Inc. (ARBI), Central Bldg., Seattle 4, Wash. Eliot 4489. Joseph B. Ward, president.

AMERICAN RESEARCH FOUNDATION, 11 West 42nd St., New York 36, N. Y. LOngrave 3-5100. Edgar Kobak, president; Fred B. Manchee, board chairman; J. Ward Maurer, vice chairman; Edward F. Herrick, secy.; E. P. Seymour, treasurer; W. W. Lehman, managing dir.; D. B. Lucas, technical dir.

AMERICAN RESEARCH BUREAU, 1029 National Press Bldg., Washington, D. C. NATIONAL 8-0822. James Seiler, director.

AUDIENCE RESEARCH Inc., 53 Bank St., Princeton, N. J. Telephone: 335. Dr. George Gallup, president; Paul K. Perry, v.p.; Arthur L. Kelsler, v.p.

BENSON & BENSON Inc., Princeton, N.J. Telephone: 1-3540. Lawrence E. Benson, president; Gerald A. Bramwell, v.p.; Irving Van Zandt Jr., v.p.

BROADCAST ADVERTISERS REPORTS Inc., Darby, Pa. FARRagut 9-6810. Phil Edwards, president; Robert W. Morris, v.p. Note: A. C. Nielsen Co. has option to purchase organization.

BUREAU OF BROADCAST MEASUREMENT, 85 Richmond St. W., Toronto 1, Ont. Empire 3-8046. Charles R. Vint, president; Horace N. Stovin, v.p.; Charles J. Follett, secy.-treas.; Clyde H. McDonald, research & development dir.

BURKE MARKETING RESEARCH Inc., 2374 Kemper Lane, Cincinnati 6, O. Woodburn 0378. Mrs. Alberta H. Burke, president & treas.; Albert C. Voll, v.p. & secy.; Donald L. Miller, v.p. Branch offices: Philadelphia, Chicago, Minneapolis, Dayton.

CERTIFIED REPORTS Inc., 1501 Broadway, New York 36, N. Y. BRyant 9-7130. Jack H. Levin, president.

COFFIN, COOPER & CLAY Inc., 234 S. Garfield Ave., Monterey Park, Cal. CUMberland 3-3149. Roger Cooper, West Coast mgr. West Coast representative for American Research Bureau Inc.

ROBERT S. CONLAN ASSOCIATES Inc., 1715 Wayandotte, Kansas City, Mo. Victor 3038.

CORE COMMUNICATIONS RESEARCH, 30 Bloor St. W., Toronto, Canada. WALnut 1-4163. Albert Shea.

CROSSLEY, S-D SURVEYS Inc., 642 Fifth Ave., New York 19, N. Y. PLaza 7-5560. Arthur B. Dougall, chairman; Archibald M. Crossley, president; Carl H. Henrikson, v.p.-gen mgr.; R. C. Montgomery, treasurer; Norman P. Heine, asst. secy.; Carl A. Cruikshank, mgr. client service.

ELLIOTT-HAYNES LTD., 515 Broadview Ave., Toronto 6, Ont., Canada. GERRard 1144. Walter E. Elliott, president; J. Myles Leckie, v.p.; Ernest R. Comte, secy.-treas.

FACTS CONSOLIDATED, 8461 Melrose Pl., Los Angeles 46, Cal. WYoming 3181. Dorothy D. Corey, partner; Arthur G. Auble, research associate; John C. H. McGlynn, production mgr.; Terry M. Ewbank, field dir. San Francisco: 116 New Montgomery St. DOuglas 2-2445. Roy S. Frothingham, partner; Madeline G. Rand, research associate.

FACT FINDERS ASSOCIATES Inc., 400 Madison Ave., New York 17, N. Y. PLaza 9-3710. Frank R. Coutant, president; Charles B. Emde, exec. v.p.; Lucien C. Rondot, associate.

HOWARD S. FRAZIER, Television and Radio Management Consultants, Bond Bldg., Washington 5, D. C. NATIONAL 8-2173.

GALLUP & ROBINSON INC., ADVERTISING RESEARCH, 53 Bank St., Princeton, N.J. Telephone: 1-3400. Dr. George H. Gallup, chairman; Dr. Claude E. Robinson, president; Dr. Paul I. Lyness, magazine research v.p.; Leyton E. Carter Jr., TV research v.p. C. E. HOOPER Inc., 10 E. 40th St., New York 16, N.Y. LEXington 2-3000. James L. Knipe, exec. v.p.; Dorothy M. Behrens, v.p.; Richard K. Doan, v.p.; Bruce McEwen, v.p.

INTERNATIONAL SURVEYS Ltd., 1541 Crescent St., Montreal, Canada. AVenue 8-4209. Paul Haynes, president. Toronto office: 888 DuPont St., Oliver 7919. Peter Culos, sales v.p.; Marjorie Stepan, production v.p.; Edward Chop, client service.

RICHARD MANVILLE RESEARCH, 230 Park Ave., New York 17, N.Y. OREGon 9-2435.

MARKET RESEARCH CORP. OF AMERICA, 122 East 42nd St., New York 17, N.Y. OXford 7-3540; 425 N. Michigan Ave., Chicago, Ill. MOhawk 4-4600; 2 Pine St., San Francisco, Cal. SUTter 1-2289. Sam G. Barton, president; John E. Rhodes, operations exec. v.p.; Kenneth H. Baker, v.p. media studies; Curtis C. Rogers, Eastern div. exec. v.p.; Arden B. Crawford, Central div. exec. v.p.; Larkin Osborn, secy.-treas.-controller; Palmer Waterbury, research v.p.; Donald Connell, v.p.-San Francisco mgr.

MARKETSCOPE RESEARCH CO., 156 Washington St., Newark 2, N.J. MITchell 2-1753. Robert E. Spinner, exec. dir.

PENN McLEOD & ASSOCIATES Ltd., 80 Richmond St. W., Toronto, Ont. EMpire 6-4093. J. D. Penn McLeod, president.

PERRY MEYERS Inc., 7 Park Ave., New York City. MURray Hill 3-4382. Perry Meyers, research & economic; Donna Newell, merchandising & sales promotion.

A. C. NIELSEN CO., 2101 Howard St., Chicago 45, Ill.; HOLlycourt 5-4400. 500 Fifth Ave., New York 36, N.Y.; PENnsylvania 6-2850. 70 Willow Road, Menlo Park, Cal. James L. Knipe, president; C. G. Shaw, exec. v.p., TV-radio div.

ALFRED POLITZ RESEARCH INC., 270 Park Ave., New York, N.Y. PLaza 9-5200.

AL PREISS AND ASSOCIATES, 1680 No. Vine, Hollywood 28, Cal. HOLlywood 3-2576.

PUBLISHERS INFORMATION BUREAU Inc. (PIB), 271 Madison Ave., New York 16, N.Y. MURray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secy.

THE PULSE Inc., 15 W. 46th St., New York 36, N.Y. JUDson 6-3316. Sydney Roslow, director; David Klein, mgr.; Laurence Roslow, associate dir.; Geo. Sternberg, service dir.; Robert Collins, dir. client relations.

ELMO ROPER, 30 Rockefeller Plaza, New York, N. Y. PLaza 7-4900.

ROSS FEDERAL RESEARCH CORP., 2 W. 45th St., New York 36, N.Y. VANDerbilt 6-0600. S. W. Sheetz, president; W. H. Marquardt, v.p.

ALAN C. RUSSELL MARKETING RESEARCH, 152 East 71st St., New York City. REgent 7-6710. Alan C. Russell.

SCHWERIN RESEARCH CORP., 1775 Broadway, New York 19, N.Y. JUDson 2-4690. Horace Schwerin, president; Leonard Kudsch, exec. v.p.; Henry Newell, v.p.; R. K. Maneval, v.p.; Donald McCollum, sales mgr.

W. R. SIMMONS & ASSOCIATES RESEARCH II Inc., 270 Park Ave., New York 17, N. Y. PLaza 9-1550.

SINDLINGER & COMPANY Inc., Ridley Park, Pa. WASHburn 8-4100. Albert Sindlinger, pres.

SOCIAL RESEARCH Inc., 430 N. Michigan Ave., Chicago 11, Ill. Michigan 2-2666. Dr. Burlingame B. Gardner, exec. director; W. H. Harrison Jr., associate dir.; Harriett Bruce Moore, dir. of psychological research; Earl L. Kahn, dir. of industrial research.

DANIEL STARCH AND STAFF, Boston Post Rd. & Beach Ave., Mamaroneck, N.Y. Telephone: 9-5400. Daniel Starch, president; Howard A. Stone, v.p.; Jack Boyle, director, TV research.

TRENDEX Inc., 347 Madison Ave., New York, N.Y. MURray Hill 4-4328. E. G. Hynes Jr., president; R. B. Rogers, exec. v.p.

VIDEODEX Inc., 342 Madison Ave., New York 17, N.Y. MURray Hill 7-8837. Allan V. Jay.

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

As of January 15, 1955

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

Dagger (†) Indicates Educational Non-Commercial Station

K

KABC-TV.....Los Angeles (7)
 KACY.....Festus, Mo. (14)
 KAKE-TV.....Wichita, Kan. (10)
 KAKI.....Visalia, Cal. (43)
 KALA.....San Antonio, Tex. (35)
 KALB-TV.....Alexandria, La. (5)
 KANG-TV.....Waco, Tex. (34)
 KARK-TV.....Little Rock, Ark. (4)
 KATV.....Pine Bluff, Ark. (7)
 KBAK-TV.....Bakersfield, Cal. (29)
 KBAY-TV.....San Francisco (20)
 KBES-TV.....Medford, Ore. (5)
 KBET-TV.....Sacramento, Cal. (10)
 KBIC-TV.....Los Angeles (22)
 KBID-TV.....Fresno, Cal. (53)
 KBIE-TV.....Sacramento, Cal. (46)
 KBMT.....Beaumont, Tex. (31)
 KBOI.....Boise, Ida. (2)
 KBST-TV.....Big Spring, Tex. (4)
 KBTW.....Denver (9)
 KCBT-TV.....Lubbock, Tex. (11)
 KCCC-TV.....Sacramento, Cal. (40)
 KCEB.....Tulsa (23)
 KCEN-TV.....Temple, Tex. (6)
 KCJB-TV.....Minot, N. D. (13)
 KCKT.....Great Bend, Kan. (2)
 KCMC-TV.....Texarkana, Tex. (6)
 KCMO-TV.....Kansas City, Mo. (5)
 KCOA.....Corona, Cal. (52)
 KCOF.....Los Angeles (13)
 KCOF-TV.....San Antonio (41)
 KCRG-TV.....Cedar Rapids, Ia. (9)
 KCSJ-TV.....Pueblo, Colo. (5)
 KCTL.....Seattle, Wash. (20)
 †KCTS.....Seattle, Wash. (9)
 KDAL-TV.....Duluth-Superior (3)
 KDKA-TV.....Pittsburgh, Pa. (2)
 KDRO-TV.....Sedalia, Mo. (6)
 KDTX.....Dallas, Tex. (23)
 KDUB-TV.....Lubbock, Tex. (13)
 KEDD.....Wichita, Kan. (18)
 KELO-TV.....Sioux Falls, S.D. (11)
 KENS-TV.....San Antonio, Tex. (5)
 KEPR-TV.....Pasco, Wash. (19)
 KERO-TV.....Bakersfield, Cal. (10)
 †KETA.....Oklahoma City (13)
 †KETC.....St. Louis (9)
 KETX.....Tyler, Tex. (19)
 KEYD-TV.....Minneapolis (9)
 KEYT.....Santa Barbara, Cal. (3)
 KFBB-TV.....Great Falls, Mont. (5)
 KFBC-TV.....Cheyenne, Wyo. (5)
 KFDA-TV.....Amarillo, Tex. (10)
 KFDF-TV.....Wichita Falls, Tex. (3)
 KFEL-TV.....Denver, Colo. (2)
 KFEQ-TV.....St. Joseph, Mo. (2)
 KFFA.....Anchorage, Alaska (2)
 KFFP.....Fairbanks, Alaska (2)
 KFIH-TV.....Klamath Falls, Ore. (2)
 KFVZ-TV.....Ft. Worth, Tex. (11)
 KFMB-TV.....San Diego, Cal. (8)
 KFSA-TV.....Fort Smith, Ark. (22)
 KFSD-TV.....San Diego, Cal. (10)
 KFVU-TV.....Clayton, Mo. (30)
 KFVS-TV.....Cape Girardeau (12)
 KFXJ-TV.....Grand Junction (5)
 KFYR-TV.....Bismarck, N.D. (5)
 KGRT-TV.....Harlingen, Tex. (4)
 KGEO-TV.....Enid, Okla. (5)
 KGGM-TV.....Albuquerque (13)
 KGLQ-TV.....Mason City, Ia. (3)
 KGNC-TV.....Honolulu (9)
 KGMB-TV.....Amarillo, Tex. (4)
 KGO-TV.....San Francisco (9)
 KGTV.....Des Moines, Ia. (17)
 KGUL-TV.....Galveston (11)
 KGOV-TV.....Missoula, Mont. (13)
 KHJ-TV.....Los Angeles (9)
 KHOL-TV.....Kearney, Neb. (13)
 KHQ-TV.....Spokane (6)
 KHQA-TV.....Hannibal, Mo. (7)
 KHSL-TV.....Chico, Cal. (12)
 KHTV.....Hibbing, Minn. (10)
 KID-TV.....Idaho Falls, Ida. (3)
 KIDO-TV.....Boise, Ida. (7)
 KIEM-TV.....Eureka, Cal. (3)
 KIMA-TV.....Yakima, Wash. (29)
 KING-TV.....Seattle, Wash. (5)
 KIVA.....Yuma, Ariz. (11)
 KJEO.....Fresno, Calif. (47)
 KKTU.....Colorado Springs (11)
 KLAS-TV.....Las Vegas (8)
 KLFY-TV.....Lafayette, La. (10)
 KLIF-TV.....Dallas (29)
 KLIX-TV.....Twin Falls, Ida. (11)
 KLRD.....Portland, Ore. (12)
 KLRJ-TV.....Henderson, Nev. (2)
 KLTU.....Tyler, Tex. (7)

KLZ-TV.....Denver (7)
 KMBC-TV.....Kansas City, Mo. (9)
 KMBY-TV.....Monterey, Cal. (8)
 KMID-TV.....Midland, Tex. (2)
 KMIV.....Miami, Okla. (58)
 KMJ-TV.....Fresno, Cal. (24)
 KMMT.....Austin, Minn. (6)
 KMPT.....Oklahoma City (19)
 KMTV.....Omaha, Neb. (3)
 KNAC-TV.....Ft. Smith, Ark. (5)
 KNOE-TV.....Monroe, La. (8)
 KNOX-TV.....Grand Forks (10)
 KNUZ-TV.....Houston (39)
 KNXT.....Los Angeles (2)
 KOA-TV.....Denver, Colo. (4)
 KOAM-TV.....Pittsburg, Kan. (7)
 KOAT-TV.....Albuquerque (7)
 KOB-TV.....Albuquerque, N.M. (4)
 †KOED-TV.....Tulsa (11)
 KOIN-TV.....Portland, Ore. (6)
 KOKE.....El Paso (13)
 KOLN-TV.....Lincoln, Neb. (10)
 KOMO-TV.....Seattle (4)
 KOMU-TV.....Columbia, Mo. (8)
 KONA.....Honolulu (11)
 KOOK-TV.....Billings, Mont. (2)
 KOOL-TV.....Phoenix (10)
 KOPO-TV.....Tucson (13)
 KOTV.....Butte (4)
 KOVO-TV.....Provo, Utah (11)
 KOVR.....Stockton, Cal. (13)
 KPAR-TV.....Sweetwater, Tex. (12)
 KPHO-TV.....Phoenix (5)
 KPXI.....San Francisco (5)
 KPLC-TV.....Lake Charles, La. (7)
 KPRC-TV.....Houston (2)
 KPTV.....Portland, Ore. (27)
 KQED.....Berkeley, Cal. (9)
 KQTV.....Fort Dodge, Ia. (21)
 KQXI.....San Jose, Cal. (11)
 KRBB.....El Dorado, Ark. (10)
 KRBC-TV.....Abilene, Tex. (9)
 KRCA.....Los Angeles (4)
 KRCC.....Jefferson City, Mo. (13)
 KRDO-TV.....Colorado Springs (13)
 KREM-TV.....Spokane (2)
 KRGV-TV.....Weslaco, Tex. (5)
 KRLD-TV.....Dallas (4)
 KRMA-TV.....Denver (6)
 KRMC-TV.....Rochester, Minn. (10)
 KRND-TV.....El Paso, Tex. (4)
 KRON-TV.....San Francisco (4)
 †KSAN-TV.....Manhattan, Kan. (8)
 KSAS-TV.....San Francisco (32)
 KSBW-TV.....Salinas, Cal. (8)
 KSD-TV.....St. Louis, Mo. (5)
 KSL-TV.....Salt Lake City (5)
 KSLA.....Shreveport, La. (12)
 KSLM-TV.....Salem, Ore. (3)
 KSPG.....Tulsa, Okla. (17)
 KSTP.....Scottsbluff, Neb. (10)
 KSTP-TV.....St. Paul-Minn. (5)
 KSWM-TV.....Joplin, Mo. (12)
 KSWO-TV.....Lawton, Okla. (7)
 KSWV-TV.....Roswell, N. M. (8)
 KTAG-TV.....Lake Charles, La. (25)
 KTEB-TV.....Austin, Tex. (7)
 KTEH.....Ada, Okla. (10)
 †KTTH.....Los Angeles (28)
 KTHV.....Little Rock, Ark. (14)
 KTHV.....Sioux City, Ia. (4)
 KTLA.....Los Angeles (5)
 KTLG.....Corpus Christi, (43)
 KTNB-TV.....Tacoma, Wash. (11)
 KTRB-TV.....Modesto, Cal. (14)
 KTRF-TV.....Lufkin, Tex. (9)
 KTRK-TV.....Houston (13)
 KTSM-TV.....El Paso (9)
 KTTT-TV.....Springfield, Mo. (10)
 KTTV.....Los Angeles (11)
 KTVB.....Anchorage, Alaska (11)
 KTVB.....Longview, Tex. (32)
 KTVF.....Fairbanks, Alaska (11)
 KTVH.....Hutchinson, Kan. (12)
 KTVK.....Phoenix (3)
 KTVQ.....Kirkville, Mo. (3)
 KTVP.....Houston (23)
 KTVQ.....Oklahoma City (25)
 KTVU.....Salt Lake City (4)
 KTVU.....Stockton, Cal. (36)
 KTVW.....Tacoma, Wash. (13)
 (formerly KMO-TV)
 KTVX.....Muskogee, Okla. (8)
 KTXL-TV.....San Angelo, Tex. (8)
 †KUHT.....Houston (8)
 KULA-TV.....Honolulu (4)
 †KUON-TV.....Lincoln, Neb. (12)
 KUSH.....San Diego (21)
 KUTV.....Salt Lake City (2)
 KVAL-TV.....Eugene, Ore. (13)

KVAN-TV.....Vancouver (21)
 KVAR.....Phoenix (12)
 KVDO-TV.....Corpus Christi (22)
 KVEC-TV.....San Luis Obispo (6)
 KVOA-TV.....Tucson (4)
 KVOL-TV.....Lafayette, La. (10)
 KVOO-TV.....Tulsa, Okla. (2)
 KVOS-TV.....Bellingham, Wash. (12)
 KVSV-TV.....Ardmore, Okla. (12)
 KVTU.....Sioux City, Ia. (9)
 KVVG.....Tulare, Cal. (27)
 KWFT-TV.....Wichita Falls, Tex. (3)
 KWIK-TV.....Pocatello, Idaho (6)
 KWK-TV.....St. Louis (4)
 KWTU.....Oklahoma City (9)
 KWTX-TV.....Waco, Tex. (10)
 KWWL-TV.....Waterloo, Ia. (7)
 KXJB-TV.....Valley City, N. D. (4)
 KXLF-TV.....Butte, Mont. (6)
 KXLY-TV.....Spokane (4)
 KXYZ-TV.....Houston (29)
 KYTV.....Springfield, Mo. (3)
 KZTV.....Reno (8)

W

WAAB-TV.....Worcester, Mass. (20)
 WAAM.....Baltimore (13)
 WABC-TV.....New York (7)
 WABD.....New York (5)
 WABI-TV.....Bangor, Me. (5)
 WABT.....Birmingham, Ala. (13)
 WACA-TV.....Camden, S. C. (14)
 WACH-TV.....Newport News (33)
 WAFB-TV.....Baton Rouge (28)
 WAGA-TV.....Atlanta, Ga. (3)
 WAGE-TV.....Marquette, Mich. (6)
 WAHM-TV.....Anderson, S. C. (40)
 WAKR-TV.....Akron, O. (49)
 WALB-TV.....Mobile, Ala. (10)
 WALF-TV.....Albany, Ga. (10)
 WANE-TV.....Fort Wayne, Ind. (69)
 WAPA-TV.....San Juan, P. R. (4)
 WARD-TV.....Johnstown, Pa. (16)
 WARM-TV.....Scranton, Pa. (56)
 WATE.....Knoxville, Tenn. (6)
 WATR-TV.....Waterbury, Conn. (53)
 WATV.....Newark-N.Y.C. (13)
 WAVE-TV.....Louisville, Ky. (3)
 WAYS-TV.....Charlotte, N. C. (36)
 WAZL-TV.....Hazleton, Pa. (63)
 WBAL-TV.....Baltimore (11)
 WBAP-TV.....Fort Worth (5)
 WBAY-TV.....Green Bay, Wis. (2)
 WBBM-TV.....Chicago (2)
 WBCK-TV.....Battle Creek (58)
 WBEN-TV.....Buffalo, N. Y. (4)
 WBID-TV.....Detroit (62)
 WBBK.....Chicago (7)
 WBLK-TV.....Clarksburg, W. Va. (12)
 WBLN.....Bloomington, Ill. (15)
 WBNS-TV.....Columbus, O. (10)
 WBOS-TV.....Salisbury, Md. (16)
 WBRC-TV.....Birmingham (6)
 WBRF-TV.....Wilkes-Barre, Pa. (28)
 WBRZ.....Baton Rouge, La. (2)
 WBTV.....Danville, Va. (24)
 WBTW.....Charlotte, N.C. (3)
 WBTW.....Florence, S.C. (8)
 WBUF-TV.....Buffalo (17)
 WBZ-TV.....Boston (4)
 WCAU-TV.....Milwaukee (25)
 WCAU-TV.....Philadelphia (10)
 WCFB-TV.....Rochester, N.Y. (15)
 WCBI-TV.....Columbus, Miss. (4)
 WCBS-TV.....New York (2)
 WCCO-TV.....Minneapolis (4)
 †WCET-TV.....Cincinnati (48)
 WCHS-TV.....Charleston, W. Va. (8)
 WCIA.....Champaign, Ill. (3)
 WCMG-TV.....New Orleans (26)
 WCMR-TV.....Harrisburg, Pa. (27)
 WCNQ-TV.....New Orleans (32)
 WCON-TV.....Carthage, N. Y. (7)
 WCOC-TV.....Meridian, Miss. (30)
 WCOS-TV.....Columbia, S.C. (25)
 WCVO-TV.....Montgomery (20)
 WCPQ-TV.....Cincinnati (9)
 WCSC-TV.....Charleston, S.C. (5)
 WCHS-TV.....Portland, Me. (6)
 †WCBS-TV.....Bridgeport, Conn. (71)
 †WCNT.....Norwich, Conn. (63)
 WCTV.....Thomasville, Ga. (6)
 WDAF-TV.....Kansas City, Mo. (4)
 WDAK-TV.....Columbus, Ga. (28)
 WDBA-TV.....Danville, Ill. (24)
 WDAY-TV..... Fargo, N. D. (6)
 WDBO-TV.....Orlando, Fla. (6)
 WDEF-TV.....Chattanooga (12)
 WDFL-TV.....Wilmington, Del. (12)
 WDSM-TV.....Duluth-Superior (6)
 WDSU-TV.....New Orleans (6)
 WDXI-TV.....Jackson, Tenn. (7)

WEAR-TV.....Pensacola, (3)
 WEAT-TV.....W. Palm Beach (12)
 WEAU-TV.....Eau Claire, Wis (13)
 WEDE.....Birmingham, Ala. (10)
 †WEDH.....Hartford, Conn. (24)
 †WEDM.....Munford, Ala. (7)
 WEEK-TV.....Peoria, Ill. (43)
 WEPU-TV.....Reading, Pa. (33)
 WEHT.....Henderson, Ky. (50)
 WELI-TV.....New Haven, Conn. (59)
 WENS.....Pittsburgh, Pa. (16)
 WEOL-TV.....Elyria, O. (31)
 WERE-TV.....Cleveland (65)
 WEWS.....Cleveland (5)
 WFAA-TV.....Dallas (8)
 WFAM-TV.....Lafayette, Ind. (39)
 WFBC-TV.....Greenville, S.C. (4)
 WFBC-TV.....Altoona, Pa. (10)
 WFPM-TV.....Indianapolis (6)
 WFTE.....Evansville, Ind. (62)
 WFIL-TV.....Philadelphia (6)
 WFLE-TV.....Tampa (8)
 WFLE-TV.....Fayetteville, (18)
 WFMY-TV.....Youngstown, O. (21)
 WFMY-TV.....Greensboro, N.C. (2)
 WFMY-TV.....Allentown, Pa. (67)
 WFGZ-TV.....Atlantic City (46)
 WFRV-TV.....Green Bay (5)
 WFTV.....Duluth (38)
 WGLA-TV.....Lancaster, Pa. (8)
 WGAN-TV.....Portland, Me. (13)
 †WGBH-TV.....Boston (2)
 WGBI-TV.....Scranton, Pa. (22)
 WGMF-TV.....Quincy, Ill. (10)
 WGLV.....Easton, Pa. (57)
 WGN-TV.....Chicago (9)
 WGR-TV.....Buffalo (2)
 WGTH-TV.....Hartford, Conn. (18)
 †WGTV.....New York (25)
 WGLV.....Greenville, S. C. (23)
 †WHA-TV.....Madison, Wis. (21)
 WHAM-TV.....Rochester, N. Y. (5)
 WHAS-TV.....Louisville, Ky. (11)
 WHBF-TV.....Rock Island, Ill. (4)
 WHBQ-TV.....Memphis, Tenn. (13)
 WHCU-TV.....Ithaca, N. Y. (20)
 WHCZ-TV.....Rochester, N. Y. (10)
 WHEP-TV.....Brookton, Mass. (62)
 WHEN-TV.....Syracuse, N. Y. (8)
 WHFO-TV.....Chicago (26)
 WHIO-TV.....Dayton, O. (7)
 WHIS-TV.....Bluefield, W. Va. (6)
 WHIZ-TV.....Zanesville, O. (50)
 WHK-TV.....Cleveland (19)
 WHO-TV.....Des Moines, Ia. (3)
 WHP-TV.....Harrisburg, Pa. (55)
 WHTN-TV.....Huntington, W. Va. (13)
 †WHTV.....Syracuse, N. Y. (43)
 WHUM-TV.....Reading, Pa. (61)
 WHYN-TV.....Springfield-Holyoke (55)
 WIBG-TV.....Philadelphia (23)
 WIBW-TV.....Topeka, Kan. (13)
 WICA-TV.....Ashtabula, O. (15)
 WICC-TV.....Bridgeport, Conn. (43)
 WICS.....Springfield, Ill. (20)
 WIGU..... Erie, Pa. (12)
 †WIFT.....Ithaca, N. Y. (14)
 WIFE.....Dayton, O. (22)
 WIL-TV.....St. Louis, Mo. (4)
 WILK-TV.....Wilkes-Barre, Pa. (34)
 WIND-TV.....Chicago (20)
 WINK-TV.....Fort Meyers, Fla. (11)
 WJNC-TV.....Binghamton, N. Y. (40)
 WINT.....Waterloo, Ind. (15)
 WJPL-TV.....Plattsburg, N. Y. (5)
 WJRK-TV.....W. Palm Beach (21)
 WJTV.....Columbia, S.C. (10)
 WISF-TV.....Asheville, N.C. (62)
 WISH-TV.....Indianapolis (8)
 WJTV-TV.....Baltimore (72)
 WJTV.....Ft. Lauderdale, Fla. (17)
 WJAC-TV.....Johnstown, Pa. (6)
 WJBR-TV.....Providence (10)
 WJBF.....Augusta, Ga. (6)
 (formerly WJBF-TV)
 WJWB-TV.....Detroit (2)
 WJDM.....Panama City, Fla. (7)
 WJDW.....Boston (44)
 WJHL-TV.....Johnson City (11)
 WJHP-TV.....Jacksonville (36)
 WJIM-TV.....Lansing, Mich. (6)
 WJLN-TV.....Birmingham (48)
 WJMR-TV.....New Orleans (61)
 WJNO-TV.....Palm Beach (5)
 WJPB-TV.....Fairmont, W. Va. (35)
 WJRT.....Flint, Mich. (12)
 WJTV.....Jackson, Miss. (25)
 WKAB-TV.....Mobile, Ala. (48)
 WKAQ-TV.....San Juan (2)
 WKAR-TV.....E. Lansing (60)
 WKBN-TV.....Youngstown, O. (27)

WKBT.....LaCrosse, Wis. (8)	WNDU-TV...Notre Dame, Ind. (46)	WSBT-TV....S. Bend, Ind. (34)	WTVP.....Decatur, Ill. (17)
WKDN-TV...Camden, N.J. (17)	WNEM-TV...Bay City, Mich. (5)	WSSE.....Erie, Pa. (35)	WTVQ.....Pittsburgh, Pa. (47)
WKJF-TV...Pittsburgh, Pa. (53)	WNET-TV...Providence, R. I. (16)	WSFA-TV...Montgomery, Ala. (12)	WTVR.....Richmond, Va. (6)
WKJG-TV...Fort Wayne, Ind. (33)	WNEX-TV...Macon, Ga. (47)	WSIL-TV...Harrisburg, Ill. (22)	†WTVS...Detroit, Mich. (56)
WKLO-TV...Louisville, Ky. (21)	WNHC-TV...New Haven (8)	WSIX-TV...Nashville, Tenn. (8)	WTVT.....Tampa, Fla. (13)
WKNA-TV...Charleston, W.Va. (49)	WNLC-TV...New London, Conn. (26)	WSJS-TV...Winston-Salem, N.C. (12)	WTVU...Scranton, Pa. (73)
WKNE-TV...Brittain, Conn. (30)	WNOK-TV...Columbia, S.C. (67)	WSLA.....Elkhart, Ind. (52)	WTVW...Milwaukee, Wis. (12)
WKNB-TV...Keene, N. H. (45)	WNOP-TV...Newport, Ky. (74)	WSLI-TV...Selma, Ala. (8)	WTVX.....Gastonia, N.C. (48)
WKNX-TV...Saginaw, Mich. (57)	WNOV-TV...New York, Pa. (49)	WSLI-TV...Jackson, Miss. (12)	WTVY.....Dothan, Ala. (9)
WKNY-TV...Kingston, N. Y. (66)	WNYC-TV...New York (31)	WSSL-TV...Roanoke, Va. (10)	†WTVZ...Albany, N.Y. (17)
WKOW-TV...Madison, Wis. (27)	WOAY-TV...San Antonio (4)	WSM-TV...Nashville, Tenn. (4)	WUO.....Bangor, Me. (2)
WKRC-TV...Cincinnati, O. (12)	WOAI-TV...Oak Hill, W.Va. (4)	WSPA-TV...Spartanburg, S.C. (7)	†WUNC-TV...Chapel Hill, N.C. (4)
WKST-TV...New Castle, Pa. (45)	WOBS-TV...Jacksonville (30)	WSPD-TV...Toledo, O. (13)	†WUOM-TV...Ann Arbor, Mich. (26)
WKTU.....Utica, N. Y. (13)	WOC-TV...Davenport, Ia. (6)	WSTF.....Stamford, Conn. (27)	WUSN-TV...Charleston, S.C. (2)
WKY-TV...Oklahoma City (4)	WOCN-TV...Atlantic City (52)	WSTV-TV...Steuersville, O. (9)	WVEC-TV...Hampton, Va. (15)
WKZO-TV...Kalamazoo (3)	WOKY-TV...Ames, Ia. (5)	WSUN-TV...St. Petersburg, Fla. (38)	WVET-TV...Rochester, N.Y. (10)
WLAC-TV...Nashville, Tenn. (5)	WOOD-TV...Milwaukee (19)	WSVA-TV...Harrisonburg, Va. (3)	WWJ-TV...Detroit, Mich. (4)
WLAM-TV...Lewiston, Me. (17)	WOOK-TV...Washington, D.C. (50)	WSYR-TV...Syracuse, N.Y. (3)	WWLA.....Lancaster, Pa. (21)
WLAP-TV...Lexington, Ky. (27)	WOPT.....Chicago (44)	WTAO-TV...Cambridge-Boston, Mass. (56)	WWLP...Springfield, Mass. (61)
WLBC-TV...Muncie, Ind. (49)	WOR-TV...New York, N.Y. (9)	WTAP...Parkersburg, W.Va. (15)	WWRW-TV...Worcester, Mass. (14)
WLBR-TV...Lebanon, Pa. (15)	†WOSU-TV...Columbus, O. (34)	WTBF-TV...Norfolk, Va. (3)	WWTW...Cleveland, Mich. (13)
WLBT.....Jackson, Miss. (3)	WOTV...Richmond, Va. (29)	WTBO-TV...Cumberland, Md. (17)	WXEL.....Cleveland, O. (8)
WLEU-TV...Erie, Pa. (66)	WOW-TV...Omana, Neb. (6)	WTCN-TV...Minneapolis-St. Paul, Minn. (11)	WXYZ-TV...Detroit, Mich. (7)
WLEW-TV...Bethlehem, Pa. (51)	WPAF-TV...Ann Arbor, Mich. (20)	WTHI-TV...Terre Haute, Ind. (10)	
WLEX-TV...Lexington, Ky. (18)	WPBN-TV...Traverse City, Mich. (7)	†WTHS-TV...Miami, Fla. (2)	CANADA
WLOK-TV...Lima, O. (73)	WFFA-TV...Pensacola, Fla. (15)	WTHT...Wilmington, N.C. (3)	CKBB-TV...Barrie, Ont. (3)
WLOS-TV...Asheville, N.C. (13)	WPIX...New York, N.Y. (32)	WTLB...LaCrosse, Wis. (38)	CBFT.....Montreal, Que. (2)
WLTV...Wheeling, W.Va. (51)	WPMT...Portland, Me. (53)	†WTLT...Champaign, Ill. (12)	CBHT.....Halifax, N.S. (3)
WLVA...Lynchburg, Va. (13)	WPRG...Providence, R.I. (12)	WTLF...Evanston, Ill. (32)	CBHF.....Halifax, N.S. (3)
WLWA...Atlanta, Ga. (11)	WPRG...Petersburg, Va. (8)	WTLF...Baltimore, Md. (18)	CBLT.....Toronto, Ont. (9)
WLWC...Columbus, O. (4)	WPTR-TV...Albany, N.Y. (23)	†WTLF...New Brunswick, N.J. (19)	CBMT.....Montreal, Que. (6)
WLWD...Dayton, O. (2)	WPTV...Ashland, Ky. (59)	WTOB-TV...Winston-Salem, N.C. (26)	CBOFT.....Ottawa (9)
WLWT...Cincinnati, O. (5)	WPTZ...Philadelphia, Pa. (3)	WTOC-TV...Savannah, Ga. (11)	CBUT.....Vancouver, B.C. (2)
WMAC-TV...Massillon, O. (23)	WQCY...Philadelphia, Pa. (3)	WTOH-TV...Toledo, O. (79)	CBWT...Winnipeg, Manitoba (4)
WMAL-TV...Washington (7)	†WQED...Allentown, Pa. (39)	WTOK-TV...Meridian, Miss. (11)	CFCM-TV...Quebec City (4)
WMAR-TV...Baltimore (2)	†WQTV...Binghamton, Pa. (13)	WTOM-TV...Lansing, Mich. (54)	CFPA-TV...Port Arthur, Ont. (2)
WMAZ-TV...Macon (Warner Robins), Ga. (13)	WQXI-TV...Atlanta, Ga. (36)	WTOP-TV...Washington, D.C. (9)	CFPL-TV...London, Ont. (10)
WMBR-TV...Jacksonville (4)	WQXL-TV...Louisville, Ky. (41)	WTOV-TV...Norfolk, Va. (27)	CFQC-TV...Saskatoon, Sask. (8)
WMBV-TV...Marinette, Wis. (11)	WQXN-TV...Cincinnati, O. (54)	WTPA...Harrisburg, Pa. (71)	CFRN-TV...Edmonton, Alta. (3)
WMCN...Grand Rapids, (23)	WRAC-TV...Williamsport, Pa. (36)	WTRF-TV...Wheeling, W.Va. (7)	CHCH-TV...Hamilton, Ont. (11)
WMCT...Memphis, Tenn. (5)	WRAY-TV...Princeton, Ind. (52)	WTRI...Schenectady, N.Y. (35)	CHCT-TV...Calgary, Alta. (2)
WMFD-TV...Wilmington, N.C. (6)	WRBL-TV...Columbus, Ga. (4)	WTSK-TV...Knoxville, Tenn. (26)	CHEX-TV...Peterborough, Ont. (12)
WMFJ-TV...Daytona Beach, (3)	WRC-TV...Washington, D.C. (4)	WTTG...Washington, D.C. (5)	CHLT-TV...Sherbrooke, Que. (7)
WMFL...Miami, Fla. (32)	WRD-TV...New York, N.Y. (4)	WTTV...Bloomington, Ind. (4)	CHSJ-TV...St. John, N.B. (4)
WMGT...Adams, Mass. (19)	WREX-TV...Rockford, Ill. (13)	†WTTW...Chicago, Ill. (11)	CJBR-TV...Rimouski, Que. (3)
WMIN-TV...St. Paul-Minneapolis, Minn. (11)	WRGB...Schenectady, N.Y. (6)	WTVD...Durham, N.C. (11)	CJCB-TV...Sydney, N.S. (4)
WMSL-TV...Decatur, Ala. (23)	†WROH...Rochester, N.Y. (27)	WTVF...Buffalo, N.Y. (23)	CJIC-TV...Sault Ste. Marie (2)
WMT-TV...Cedar Rapids, Ia. (2)	WROM-TV...Rome, Ga. (21)	WTVG...Mansfield, O. (36)	CJON-TV...St. John's, Nfld. (2)
WMTV...Madison, Wis. (33)	WROW-TV...Albany, N.Y. (41)	WTVH-TV...Peoria, Ill. (19)	CKCK-TV...Regina, Sask. (2)
WMTW...Poland Spring, Me. (8)	WRTV...Asbury Park, N.J. (58)	WTVI...Belleville, Ill. (54)	CKCW-TV...Moncton, N.B. (2)
WMUR-TV...Manchester, N.H. (9)	WSAU-TV...Wausau, Wis. (7)	WTVJ...Miami, Fla. (4)	CKCO-TV...Kitchener, Ont. (13)
WMVT...Montpelier, Vt. (3)	WSAZ-TV...Huntington, W.Va. (3)	WTVM...Muskegon, Mich. (35)	CKLW-TV...Windsor, Ont. (9)
WNAAC-TV...Boston (7)	WSB-TV...Atlanta, Ga. (2)	WTVN-TV...Columbus, O. (6)	CKSO-TV...Sudbury, Ont. (5)
WNAO-TV...Neanah, Wis. (42)	WSBA-TV...York, Pa. (43)	WTVQ...Rockford, Ill. (39)	CKWS-TV...Kingston, Ont. (11)
WNAO-TV...Raleigh, N. C. (28)			CKX-TV...Brandon, Man. (5)
WNB-TV...Binghamton, N.Y. (12)			MEXICAN BORDER
WNBK.....Cleveland (3)			XEJ-TV...Juarez, Mexico (5)
WNBQ.....Chicago (5)			XETV...Tijuana, Mexico (6)
WNCT.....Greenville, N. C. (9)			



Where the course is subject to change (As In TV)

YOU NEED UP-TO-DATE CHARTS!

See That Your "Execs" and Junior Officers have the

NEW Map of TV Stations and Network Routes

Included with This TV Factbook No. 20

This valuable map shows all present and projected microwave and coaxial routes (accurately drafted by AT&T engineers), station-owned microwave and off-air facilities, time zones, all stations in operation as of January 15, 1955 (with channel numbers), all cities over 10,000 pop., all cities with TV applications or CPs—in U.S., Canada and on Mexican border.

Single copy, \$1.00
10 copies, \$7.50
25 copies, \$12.50

Television Digest WITH ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C.

*Nation Wide
Confidential Service*

BROKERS

and

FINANCIAL CONSULTANTS

*For the
Purchase and Sale of*

**TELEVISION STATIONS
RADIO STATIONS**

**Major Transactions Consummated
in the Following Cities:**

New York	Boston
Washington, D. C.	San Francisco
Atlanta-TV	Denver
Grand Rapids-TV	Birmingham-TV
Portland, Ore.-TV	Colorado Springs
Bridgeport	Cleveland-TV
Fairmont, W. Va.	Tulsa-TV
Flint, Mich.	Worcester, Mass.

HOWARD E. STARK

50 East 58th St. New York, N. Y.

Telephone Eldorado 5-0405

Evaluations • Consultations

INDEX TO ADVERTISERS

Adler Communications Laboratories	330
Alford Manufacturing Co.	339
Alliance Manufacturing Co.	368
Allied Radio Corp.	340
American Telephone & Telegraph Co.	62
Andrew Corp.	303
Blockburn-Hamilton Co.	45
Blow-Knox Co., Equipment Div.	325
Broadcast Music Inc.	10
Conodion Broadcasting Corp.	57
CBS-Columbia	9
CBS Television Film Sales	353
CBS Television Network	46-47
Conroc Inc.	327
Crosley-Bendix Div., Avco Manufacturing Corp.	391
Doge Television Div., Thompson Products Inc.	415
Richard P. Doherty	339
Dresser-Ideco Co.	410
Allen B. DuMont Laboratories Inc.	Inside Front Cover
Allen B. DuMont Laboratories Inc., TV Receiver Div.	371
Allen B. DuMont Laboratories Inc., TV Transmitter Div.	1B-19, 314-315
DuMont Television Network	51
Eastman Kodak Co., Motion Picture Film Dept.	43
Emsco Manufacturing Co.	320
Entran Inc.	403
Federal Telecommunication Laboratories	21
Fleetwood Corp.	22
Howard S. Frozier	12
General Electric Co.	24-25
General Precision Laboratory Inc.	319
Groy Research & Development Co. Inc.	336
Hollicrofters Co.	373
Horrington, Righter & Parsons Inc.	244
Hewlett-Packard Co.	332
Hoffman Electronics Corp.	393
Jerrold Electronics Corp.	400
Allen Konder	29
The Kotz Agency Inc.	251
Kimco Towers	413
Motorola Inc.	395
National Broadcasting Co.	14-15
NBC Spot Sales, TV Div.	53
Northwest Radio and TV School of Portland	29
Phelps Dodge Copper Products Corp.	23
Philco Corp., Government & Industrial Div.	4-5
Precision Film Laboratories Inc.	59
Radio Corp. of America	Back Cover
RCA Institutes Inc.	11
RCA Service Company Inc.	7
RCA Victor Division, Engineering Products Dept.	261-264, 298-299
RCA Victor Division, Home Instruments Dept.	383
RCA Victor Division, Tube Dept.	378
Radio-Television Doily	185
Radio-TV Report	73
Roytheon Manufacturing Co., Equipment Sales Div.	323
N. C. Rorabough Co.	134
Howard W. Soms & Co. Inc.	Inside Back Cover
Spencer-Kennedy Laboratories Inc.	405
Sponsor Magozine	100
Stainless Inc.	334
Stondord Electronics Corp.	16
Howard E. Stark	428
Stephens Manufacturing Corp.	417
Sylvania Electric Products Inc., Radio & TV Picture Tube Div.	381
Telechrome Inc.	13
Tel-Instrument Co. Inc.	305
Transit Radio Inc. (R. C. Crisler & Co.)	31
Unity Television Corp.	350
Ziv Television Programs Inc.	356-357

Stations

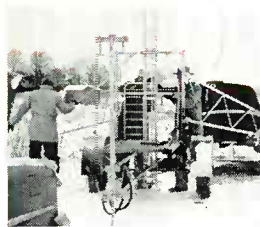
CKLW-TV, Detroit, Mich.	129	WFBM-TV, Indianapolis, Ind.	107
KBTW, Denver, Colo.	80	WFIL-TV, Philadelphia, Pa.	158
KCJB-TV, Minor; KXJB-TV, Vol- ley City, N.D.	165	WFIA-TV, Tompo, Fla.	92
KDIB-TV, Lubbock, Tex.	211	WGAL-TV, Lancaster, Pa.	189
KEDD, Wichita, Kans.	115	WGN-TV, Chicago, Ill.	99
KENS-TV, San Antonio, Tex.	213	WHAS-TV, Louisville, Ky.	119
KEYD-TV, Minneapolis-St. Poul.	137	WHBF-TV, Rock Island, Ill.	103
KFMB-TV, San Diego, Cal.	72	WHEC-TV, Rochester, N.Y.	157
KING-TV, Seattle, Wash.	220	WHO-TV, Des Moines, Io.	111
KMBC-TV, Kansas City, Mo.	142	WIBW-TV, Topeka, Kans.	114
KOIN-TV, Portland, Ore.	181	WICU, Erie, Pa.	3
KOMO-TV, Seattle, Wash.	221	WJAC-TV, Johnstown, Pa.	187
KOTV, Tulsa, Okla.	179	WJIM-TV, Lansing, Mich.	133
KOVR, Stockton, Cal.	79	WKY-TV, Oklahomo City, Okla.	175
KPIX, San Francisco, Cal.	75	WMAR-TV, Baltimore, Md.	125
KPRC-TV, Houston, Tex.	210	WMCT, Memphis, Tenn.	203
KPTV, Portland, Ore.	182	WNHC-TV, New Haven, Conn.	83
KRON-TV, San Francisco, Cal.	77	WOI-TV, Ames, Io.	109
KSD-TV, St. Louis, Mo.	145	WRBL-TV, Columbus, Go.	95
KTLA, Los Angeles, Cal.	71	WRC-TV, Washington, D.C.	87
KTRK-TV, Houston, Tex.	209	WRGB, Schenectody, N.Y.	159
KVOO-TV, Tulso, Okla.	37	WSAZ-TV, Huntington, W.Vo.	224
KWTY, Oklahomo City, Okla.	177	WSJS-TV, Winston-Solem, N.C.	164
WAAM, Baltimore, Md.	124	WSYR-TV, Syracuse, N.Y.	161
WAFB-TV, Boton Rouge, Lo.	120	WTPA, Harrisburg, Pa.	184
WATV, Nework, N.J.	154	WTVT, Bloomington, Ind.	105
WAVE-TV, Louisville, Ky.	117	WTVJ, Miami, Fla.	89
WBAP-TV, Ft. Worth, Tex.	207	WTVR, Richmond, Vo.	219
WBEN-TV, Buffalo, N.Y.	152	WUSN-TV, Charleston, S.C.	198
WBRE-TV, Wilkes-Borre, Po.	195	WVEC-TV, Norfolk-Hompton	216
WCAU-TV, Philadelphia, Po.	191	WWJ-TV, Detroit, Mich.	131
WDAY-TV, Forgo, N.D.	167	WXEL, Cleveland, O.	171
WDEF-TV, Chottonooga, Tenn.	201	Crosley Broodcasting Corp.	40
WDEL-TV, Wilmington, Del.	85	Meredith Stations	35
WDTV (KDKA-TV), Pittsburgh	193	Storer Broodcasting Co.	1
WEAU-TV, Eau Claire, Wis.	226	Westinghouse Broodcasting Co.	38

HOWARD W. SAMS & CO., INC.

Serves the Electronic Industry Through...

some of the manufacturers
served by Howard W. Sams & Co., Inc.

Aerovox Corporation
The Astotic Corporation
Burgess Bottery Company
Bussmann Manufacturing Co.
CBS—Hytron
Centrolob
Clorostat Mfg. Co., Inc.
Cornell-Dubilier Electric Corp.
Electro-Voice, Inc.
Electrovox Co., Inc.
Erie Resistor Corp.
Federal Telephone & Radio Corp.
General Electric Company
Holldorson Transformer Company
International Rectifier Corp.
International Resistance Co.
Jensen Industries, Inc.
Jensen Manufacturing Company
Littelfuse, Inc.
P. R. Mallory & Co., Inc.
Merit Coil & Transformer Corp.
J. W. Miller Company
National Carbon Company
Permo, Inc.
Pyramid Electric Company
Quom-Nichols Company
The Rodiort Corporation
Radio Corporation of America
Radio Receptor Co., Inc.
Rom Electronics
Songomo Electric Company
Shure Brothers, Inc.
Sprague Products Company
Chicago Stondord Transformer Corp.
Sylvonio Electric Products, Inc.
Sarkes-Tarzian, Inc.
Thordarson-Meissner Mfg. Div.
Triad Transformer Corp.
Westinghouse Electric Corp.



research

both in the laboratory and in the field, for the purpose of evaluating the capabilities of electronic equipment, with special emphasis on servicing aspects



engineering specifications

and the preparation of manuals for Television, Radio, and Electronic Parts and Equipment Manufacturers



technical books

for the Electronic Engineer, Service Technician and Engineering Student



photofact folders

specifications, schematics and full circuit data on all Television and Radio Receivers



PF REPORTER

a trade publication with New Ideas... a vehicle for invaluable up-to-the-minute information for the Television-Radio Service Technician

Whether you are a Receiver
Manufacturer, Component Parts
Manufacturer, Electronic Dis-
tributor or Service Technician...

SAMS' Services benefit you
MORE... give you MORE than
you get for any other dollar you
spend...

HOWARD W. SAMS & CO., INC. • Indianapolis 5, Indiana • *Serves the Electronic Industry*



Audio, Video and Freedom

Millions of eyes are watching...millions of ears listening. They are seeing the significance in each expression, hearing the overtones in every word.

The American people are sitting in judgment.

When they speak their decision, it will be spoken with a sureness that can come only from seeing for themselves.

Thus, the newest miracle of mass communication matures to a mighty force for freedom and

understanding. And RCA, long dedicated to keep America pre-eminent in world communications, promises Americans constant progress toward ultimate perfection in all phases of radio and television.



Radio Corporation
of America

Electronics for Living