



President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr......Lee Ruwltch
Vice-Pres., Operations Mgr......John A. Shay
Nat'l Sales Dir......William Brazzil
Program Director.....Lee Waller
Prom. Dir......Burt Tappan
Pub. Dir......George Vickery
Business Film Mgr......Louis Wolfson
Chief Engineer.....Earl W. Lewis

General Manager.....Mel Wheeler
Ass't. Gen., Nat'l. Sales Mgr....Milt De Reyna
Station Mgr......Harry C. Babb
Chief Engineer.....Claude Maenza

WDBO-TV—Orlando—1954
ABC-CBS

Channel: 6 VHF...**AP:** 50 Kw...**VP:** 100 Kw.
Owned-Oper. By.....Cherry Bcstg.
Business Address.....30 S. Ivanhoe Blvd.
Tel.: CH 1-1491...**News Services:** AP, UP
Representative.....Blair-TV
Membership.....NAB, TvB
President, Gen. Mgr....Harold P. Danforth, Sr.
Sales Co-ordinator.....A. V. Carlson
Prod. Dir......Mark V. Barker, Jr.
Prog. Dir., Film Buyer...Walter E. Sickles
Publicity Director.....Donna Carter
Prom. Dir......L. H. Patterson
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough

WEAR-TV—Pensacola
1953—ABC-CBS

Channel: 3 VHF...**AP:** 33 Kw...**VP:** 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Highway 90
Tel......GL 5-7311
Representative.....Hollingsbery
Membership.....NAB, TvB
President, Gen. Mgr......Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr......Irv Welch
Chief Engineer.....Gene Sudduth

WLOF-TV—Orlando—1958
ABC

Channel: 9 VHF...**AP:** 158 Kw...**VP:** 316 Kw.
Owned.....Mid Florida TV Corp.
Address.....639 W. Central Ave.
Tel.: GA 2-8163...**News Service:** UP
Representative.....Young TV, Inc.
Membership.....NAB
President.....Joseph L. Brechner
V.P., Gen. Mgr......Donn Colee
Commercial Mgr......Lee Hall
Promotion Dir......Walter Baker
Publicity Dir......Marion McClaran
Chief Engineer.....Dodd Daniels

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF...**AP:** 12 Kw...**VP:** 25 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Million Dollar Pier
Representative...Venard, Rintoul & McConnell
Tel. 5-4121...**News Service:** UP
Membership.....NAB
General Manager.....Fred P. Shawn
Sales, Prom., Advt. Mgr......Jerome Baker
Commercial Manager.....Bernard L. Kobres
Pub. Director.....Jean Miller
Chief Engineer.....Louis J. Link

WPTV—Palm Beach
1954—NBC-CBS

Channel: 5 VHF...**AP:** 60.3 Kw...**VP:** 100 Kw.
Owned-Oper......John H. Phipps Bcstg.
Business Address.....5 Coconut Row
Tel.: TE 3-2471...**News Service:** AP
Representative.....Blair TV Assoc.
Membership.....NAB, TvB
Owner.....John H. Phipps
General Manager.....Stephen P. Willis
Commercial Manager.....W. L. Woods
Prod. Mgr......Robert W. Murphy
Film Mgr......Robert E. Abel
Chief Engiener.....Lewis Evenden

WCTV—Tallahassee—1955
ABC-CBS-NBC

(See Thomasville, Ga.)

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF...**AP:** 220 Kw...**VP:** 316 Kw.
Owned-Oper. By.....Tribune Company
Address.....Box 1410
Tel.: 2-0131...**News Service:** AP
Newspaper Affiliation.....Tampa Tribune
Representative.....Blair-TV
Membership.....NAB, TvB
President.....J. C. Council
V.P., General Manager...George W. Harvey
Sales Mgr......William B. Faber
Film Mgr......Joe E. Faraghan
Prog. Oper. Mgr......Carl Bergquist
Prom., Pub. Director.....Byron Taggart
Production Manager.....L. George Gelger
Chief Engineer.....J. H. Mitchell

WJDM—Panama City—1953
NBC-ABC-CBS

Channel: 7 VHF...**AP:** 5.36 Kw...**VP:** 10.7 Kw.
Owned-Oper. By.....WJOM-TV, Inc.
Business Address.....Box 428
Tel.: AD 4-2251
Representative.....Hollingsbery

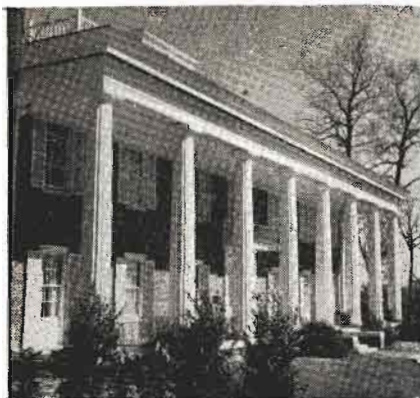
FIRST

—**IN AUDIENCE** Check share of total tune-in, sign-on to sign-off, Sunday through Saturday, by any measuring authority. WSB Radio and WSB-TV are Atlanta's dominant firsts month after month.

—**IN COVERAGE** WSB-TV covers 25% more counties than Atlanta's 2nd tv station, 72% more than the third (NCS No. 2). No other Georgia radio station approaches the coverage pattern of 50,000 watt, clear channel WSB Radio.

—**IN RETAIL SALES** Hundreds of millions of dollars more than is delivered by any other radio or tv station in Georgia. Let your Pety man show you the cold cash facts.

—**IN FACILITIES** Local programming of nationally recognized caliber. Southern leader in broadcasting and telecasting in the public interest. Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw. Pety & Co.



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WSB-TV

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WTVT—Tampa—1955—CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Television
Address3213 Grand Central
Tel.: RE 6-1313.....News Services: AP, UP
RepresentativeKatz
MembershipNAB, TvB
Exec. V.P., Gen. Mgr.....P. A. Sugg
Commercial Mgr.John Haberman
Promotion Dir.....Ned Jay
Film Mgr.....Jayne Boyd
Business ManagerNorman Bagwell
Operations Mgr.....Robert Olson
Program Dir.....Robert Doty
Chief EngineerWilliam Witt

**WEAT-TV—West Palm Beach
1955—ABC**

Channel: 12 VHF..AP: 63 Kw...VP: 112 Kw.
Owned-Oper. By.....WEAT TV, Inc.
Business Address.....P.O. Box 70
Tel.: TE 3-9668.....News Service: UP
RepresentativeVenard Rintoul McConnell
PresidentRex Rand
Gen. Mgr.Bertram Lebbbar, Jr.
Program Dir.Mary O'Connell
Gen. Sales Mgr.E. J. Hennessey
Local Sales Mgr.C. C. Lewis
Production DirectorJack Poole
Chief Engineer.....J. Ross McPherson

Georgia

Pop. March 1 (Est.)—3,764,000; Families—984,000; Lic. Stations—12,
Sta. CP's—2; Radio Homes—972,000; TV Homes—696,000

**WAGA-TV—Atlanta—1949
CBS**

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Business Address.....1018 W. Peachtree St.
Tel.: TR 2-3553.....News Service: AP
RepresentativeKatz
MembershipNAB, TvB
President.....George B. Storer, Sr.
Managing Dir.....Glenn C. Jackson

Commercial Mgr.Jack Collins
Program Dir., Film Mgr.....Don Naylor
Prom., Pub. Director.....Louis O. Hertz, Jr.
Chief Engineer.....Hugo Bondy

**WSB-TV—Atlanta—1949
NBC**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw
Owned-Oper. By....The Atlanta Newspapers
Address.....10 Forsyth St. N. W.
Tel.: TR 2-7221.....News Services: AP, UP

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Newspaper Affiliations . . . Journal-Constitution
Representative **Petry**
 Membership NAB, TvB
 President James M. Cox
 Exec. Dir. J. Leonard Reinsch
 General Manager Marcus Bartlett
 Comm. Mgr. Don E. Heald
 Promotion Dir. Walter Paschall
 Film Director Jean Hendrix
 Chief Engineer R. A. Holbrook

WALB-TV—Albany—1954
ABC-NBC

Channel: 10 VHF . . . AP: 45.7 Kw. . . VP: 91.2 Kw.
 Owned-Oper. By Herald Publishing Co.
 Address Albany, Ga.
 Tel.: HE 5-8386 News Services: AP, UP
 Representative . . . Venard, Rintoul & McConnell
 President James H. Gray
 General Manager Raymond E. Carow
 Program Director Reba Hill
 Promotion Dir. Hal Suit
 Chief Engineer John Rivard

WLW-A—Atlanta—1951
ABC

Channel: 11 VHF . . . AP: 160 Kw. . . VP: 316 Kw.
 Owned-Oper. By Crosley Bcstg. Corp.
 Bus. Address 1611 W. Peachtree St. N.E.
 Tel.: TR 21141 News Service: UP
 Representative Bomar-Lowrance
 Membership TvB, NAB
 President R. E. Dunville
 V.P.-General Manager H. A. LeBrun
 V.P.-Business Manager J. P. Dwyer
 Comm. Sales Manager James H. Burgess
 Program Dir. Bob Hendrickson
 Prom. Dir. Howard Rowe
 Chief Engineer Harvey Aderhold

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6 AP: 68 Kw. VP: 100 Kw.
 Owned-Oper. By Georgia-Carolina Bcstg. Co.
 Business Address P.O. Box 490
 Tel.: 2-6664 News Service: AP
 Representative Avery-Knodel
 Membership TvB
 President, Gen. Mgr. J. B. Fuqua
 V.P. Donald M. Kelly, Jr.
 Program Director John Radeck
 Comm. Mgr., Prom. Dir. Thomas J. Hennesy
 Chief Engineer John Jopling

WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF . . . AP: 6 Kw. VP: 10 Kw.
 Owned-Oper. By Southeastern Newspapers
 Business Address P.O. Box F, N. Augusta
 Tel.: 7-5432 News Service: AP
 Newspaper Affiliation Chronicle, Herald
 Representative Branham Company
 President Pat H. Rice, Jr.
 Gen., Sta., Comm. Mgr. J. W. Hicks
 Program Dir. Richard A. Fennel
 Prom. Director Don Shepherd
 Chief Engineer Joseph P. Gill, Jr.

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF . . . AP: 70 Kw. . . VP: 100 Kw.
 Owned-Oper. By Columbus Bcstg. Co.
 Business Address 1350 13th Ave.
 Tel.: FA 2-0602 News Service: UP
 Newspaper Affil. Ledger Enquirer
 Membership NAB, TvB
 Representative Hollingbery
 Pres., Gen. Manager J. W. Woodruff, Jr.
 Sta. Mgr., Film Buyer Ridley Bell
 Dir. of Sales & Prom. George Jenkins
 Prod., Prog. Director George A. Gingell
 Pub. Dir. Doug Wallace
 Film Mgr. Howard Shehane
 Chief Engineer Joe A. Gamble

WTVM—Columbus—1953
NBC-ABC

Channel: 28 UHF . . . AP: 120 Kw. . . VP: 204 Kw.
 Owned Martin Thea. of Georgia, Inc.
 Business Address 1307 1st Ave.
 Tel.: FA 2-8828 News Services: AP, INS
 Representative Headley Reed
 Membership NAB
 President E. D. Martin
 Gen. Mgr. Guy Tiller
 Sta. Mgr. Jack Rathbun
 Comm. Mgr. Joe Windsor
 Prog. Dir. Clyde Allen
 Prom. Dir. Jo Anne Chancellor
 Pub. Dir. Ronnie Ottwell
 Film Mgr. James McKinney
 Chief Engineer Charles Parrott

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF . . . AP: 125 Kw. . . VP: 250 Kw.
 Owned-Oper. By Southeastern Bcstg. Co.
 Business Address Bankers Insurance Bldg.
 Tel.: 2-7373 News Service: UP
 Representative Avery-Knodel
 President, Ch. Eng. George Rankin, Jr.
 General Manager Wilton E. Cobb
 Prom., Pub. Dir., Film Buyer Ed Pendleton
 Production Manager Bob Savage
 Comm. Manager Frank Crowther
 Chief Engineer J. D. Lawhon

WSAV-TV—Savannah—1956
ABC-NBC

Channel: 3 VHF . . . AP: 16.2 Kw. . . VP: 32.4 Kw.
 Owned-Oper. By WSAV, Inc.
 Business Address Liberty Nat'l Bank Bldg.
 Tel.: AD 6-0303 News Service: AP
 Representative Blair
 Membership NAB
 President, Gen. Mgr., Sta. Mgr. Harban Daniel
 Operations Manager M. E. Thompson
 Commercial Manager H. M. Humpidge
 Program Director William E. Lucas
 Prom., Pub. Dir. Janet Cochran
 Film Manager Alyce Miller
 Chief Engineer Byron Strong



WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF. AP: 104 Kw.. VP: 207.5 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Tel.: AD 2-0127.....News Service: UP
Station Representative.....Avery-Knodel
Membership.....NAB
President & Gen. Mgr...William T. Knight, Jr.
Sta. Mgr.....F. Schley Knight
Commercial Mgr.....Ben B. Williams
Film Mgr., Program Director...Dwight J. Bruce
Prom., Pub. Dir.....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman

WCTV—Thomasville—1955
ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..John H. Phipps Bcstg Co.
Business Address..Box 3166, Tallahassee, Fla.
Tel.: 3-3666.....News Service: AP
Representative.....Meeker; Cummings
Owner.....John H. Phipps
Man. Dir.....L. Herschel Graves
Nat'l Sales Mgr.....W. L. Woods
Dir. Oper.....Jos. Hosford
Program Director.....Harry R. Wagner
Promotion Dir.....Barbara Young
Dir. Engineering.....Wm. A. Snowden

Idaho

Pop. March 1 (Est.)—643,000; Families—188,000; Lic. Stations—5,
Sta. CP's—1; Radio Homes—182,000; TV Homes—108,000

KBOI-TV—Boise—1953—CBS

Channel: 2 VHF... AP: 33 Kw.... VP: 65 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address.....1007 Jefferson St.
Tel.: 2-2222.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB, TvB
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir...Earl Glade, Jr.
Production Manager.....Dale Randall
Film Manager.....Robert Howell
Prom.-Pub. Dir.....Vestal Baker
Chief Eng.J. A. Johntz, Jr.

Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 701
Tel.JA 2-5107
Representative.....Gill-Perna; Moore
President.....A. W. Schwieder
Gen. Mgr.....C. N. Layne
Comm. Manager.....Claude Cain
Film Manager.....Quincy Jensen
Program Dir.....Roy Southwick
Prom. Mgr.....Mel Richardson
Prom., Pub. Dir.....John Wrigley
Chief Engineer.....Carroll Secrist

KIDO-TV—Boise—1953
ABC-NBC

Channel: 7 VHF.. AP: 200 Kw.. VP: 100 Kw.
Owned-Oper. By.....KIDO, Inc.
Address.....709 Idaho St.
Tel.: 2-4611.....News Services: AP, INS
Representative.....Blair
Membership.....NAB, TvB
Pres. and Gen. Mgr....Georgia M. Davidson
Commercial Mgr.....George Ganz, Jr.
Prog. Director.....Del Lundbom
Prom. Mgr.....Evelyn Winters
Film Manager.....William Harvey
Chief Engineer.....Harold Toedemeier

KLEW-TV—Lewiston—1956
(Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls
1955—ABC-CBS-NBC

Channel: 11 VHF.. AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By..So. Idaho Bcstg. & TV Co.
Address.....Eastland Dr. & Elizabeth St.
Tel.RE 3-5840
Representative.....Gill-Perna; Moore
Membership.....NAB
V.P. & Gen. Manager.....Cecil L. Heftel
Commercial Manager.....Joe Gibney
Program Director.....Dave Fox
Film Manager.....Vic Graybeal
Chief Engineer.....C. W. Evans

KID-TV—Idaho Falls—1952
CBS-NBC-ABC

Channel: 3 VHF.. AP: 60.3 Kw.. VP: 100 Kw.

Illinois

Pop. March 1 (Est.)—9,729,000; Families—2,959,000; Lic. Stations—15,
Sta. CP's—9; Radio Homes—2,908,000; TV Homes—2,542,000

KTVI—Belleville-St. Louis
1953—ABC

(See St. Louis, Mo. Listing)

Tel.: 4-3031.....News Service: UP
Representative.....Jack Masla
Membership.....TvB
Pres., Gen. Manager.....Worth S. Rough
Sales Mgr.....Willard Nichols
Chief Engineer.....Burl Dixon

WBLN—Bloomington—1953

Channel: 15 UHF.. AP: 8.51 Kw... VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646

WCIA—Champaign—1953
CBS-NBC

Channel: 3 VHF.. AP: 50 Kw... VP: 100 Kw.

Owned-Oper. By..... Midwest Television, Inc.
Business Address..... 509 S. Neil St.
Tel.: FL 6-8333..... **News Service:** UP
Representative..... Hollingbery
Membership..... NAB, TvB
President..... August C. Meyer
V.P., Sales Manager..... Guy Main
National Sales Dir...... Leonard Davis
Production Manager..... James Fielding
Chief Engineer..... Bob Myers

WBBM-TV—Chicago—1953 CBS

Channel: 2 VHF.. **AP:** 50 Kw.. **VP:** 100 Kw.
Owned-Oper. By..... CBS, Inc.
Bus. Studio Address..... 630 N. McClurg Ct.
Tel.: WH 4-6000.. **News Services:** AP, INS, UP
Representative..... CBS TV Spot Sales
Membership..... NAB, TvB
Vice-Pres., Gen. Mgr...... H. Leslie Atlass
Dir. Tech. Oper...... Luther Pierce
Sales Manager..... George Arkedis
Promotion Dir...... Ralph Triege
Publicity Dir...... George Condon
Film Mgr...... Elizabeth Bain
Program Director..... Frank Atlass

WBKB—Chicago—1948—ABC

Channel: 7 VHF.. **AP:** 158 Kw.. **VP:** 316 Kw.
Owned-Operated By..... American Bcastg. Co.
Business Address..... State-Lake Bldg.
Tel...... AN 3-0800
Representative..... Blair-TV
Membership..... NAB, TvB
Gen., Sls. Mgr...... Sterling Quinlan
Nat'l Sls. Mgr...... Clar Heider
Film Dir...... Ralph Andrews
Prog. Dir...... Dan Schuffman
Pub. Dir...... Elliott Henry
Chief Engineer..... Wm. Kussack

WGN-TV—Chicago—1948

Channel: 9 VHF.. **AP:** 158 Kw.. **VP:** 316 Kw.
Owned-Oper. By..... WGN, Inc.
Business Address..... 441 N. Michigan Ave
Tel.: MI 2-7600.. **News Services:** AP, INS, UP
Newspaper Affiliation..... Chicago Tribune
Representative..... Petry
Membership..... TvB, NAB
President..... J. Howard Wood
V.P., Gen. Mgr...... Ward L. Quaal
Program Director..... Edward Roth
Sales Mgr...... Bradley R. Eidmann
Promotion Director..... Charles A. Wilson
Publicity Director..... James Hanlon
Film Director..... Edward Warren
Chief Engineer..... Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF.. **AP:** 50 Kw.. **VP:** 100 Kw.
Owned-Operated By..... National Bcastg. Co.
Business-Studio Address..... Merchandise Mart
Tel...... SU 7-8300
Representative..... NBC Spot Sales
Membership..... NAB, TvB

President..... Robert Sarnoff
V.P., General Manager..... Jules Herbuveaux
Asst. Gen. Mgr...... Henry T. Sjogren
Sales Dir...... Russell Stebbins
Sales Mgr...... Richard C. Ricker
Mgr. Color Sales..... Howard W. Coleman
Prom. Director..... John Keys
Program Dir...... Harry D. Triage
Publicity Director..... Chet Campbell
Film Manager..... Isabelle Cooney
Chief Engineer..... Howard C. Lutgens

WDAN-TV—Danville—1953 ABC

Channel: 24 UHF.. **AP:** 7.24 Kw.. **VP:** 13.2 Kw.
Owned-Oper. By..... Northwestern Publishing Co.
Business Address..... 1500 N. Washington Ave.
Newspaper Affiliation..... The Commercial News
Tel.: 1700..... **News Service:** AP
Representative..... Everett-McKinney, Inc.
Membership..... NAB
General Manager..... Robert J. Burow
Station Manager..... Max Shaffer
Commercial Manager..... John Eckert
Program Director..... Honore Ronan
Chief Engineer..... Norlyn Dossey

WTVP—Decatur—1953—ABC

Channel: 17 UHF.. **AP:** 93.3 Kw.. **VP:** 174 Kw.
Owned-Oper. By..... Prairie Television Co.
Business Address..... Box 829-Southside Dr.
Tel...... 8-4304
Representative..... Gill-Perna
President..... W. L. Shellabarger
Sta. Mgr...... Robert G. Wright
Comm. Mgr...... Ben K. West
Chief Engineer..... Hubert F. Abfalter

WSIL-TV—Harrisburg 1953—ABC-NBC

Channel: 22 UHF.. **AP:** 7.06 Kw.. **VP:** 14.12 Kw.
Owned-Oper. By..... Turner-Farrar Assn.
Business Address..... 21 W. Poplar St.
Tel.: 373..... **News Service:** UP
Representative..... Walker
Pres...... Oscar L. Turner
Sta. Mgr...... O. L. Turner, Jr.
Chief Engineer..... Charles Gilliam

WEEQ-TV—La Salle—1957 NBC

Channel: 35 UHF.. **AP:** 7.15 Kw.. **VP:** 14.3 Kw.
Owned..... West Central Bcastg. Co.
Address..... Tonica, Ill.
Tel.: Tonica 35..... **News Service:** AP
Representative..... Headley-Reed
Membership..... NAB
General Manager..... Fred C. Mueller
Station Manager..... Edward G. Smith
Commercial Mgr...... Bill Carreras
Program Dir...... Bob Carter
Prom., Pub. Dir...... E. K. Buerke
Chief Engineer..... Larry Caldwell



WEEK-TV—Peoria—1953 NBC

Channel: 43 UHF... AP: 85 Kw... VP: 175 Kw.
 Owned-Operated By... West Central Bcstg. Co.
 Address... 2907 Springfield Rd., E. Peoria
 Tel.: 9-3961... News Service: AP
 Membership... NAB, TvB
 Representative... Headley-Reed
 President... Robert S. Kerr
 Gen., Sta. Manager... Fred C. Mueller
 Comm. Manager... John Leslie
 Program Director... Victor Fletcher
 Prom., Pub. Dir... David W. Meister, Jr.
 Film Manager... Robert Kroepel
 Chief Engineer... Wayne Lovely

WREX-TV—Rockford—1953 ABC-CBS

Channel: 13 VHF... AP: 23.9 Kw... VP: 45.7 Kw.
 Owned-Oper. By... Greater Rockford TV, Inc.
 Business Address... Auburn & Winnebago Rds.
 Tel.: RO 8-1813... News Service: UP
 Newspaper Affil... Star & Republic
 Representative... H-R Representatives
 Membership... NAB, TvB
 President... L. E. Caster
 General Manager... Joe M. Baishch
 Comm. Manager... Rod MacDonald
 Program Director... John Mazzie
 Prom., Pub. Dir... Charles Olson
 Film Manager... Gene Hines
 Chief Engineer... Dick Peck

WMBD-TV—Peoria—1957 CBS

Channel: 31 VHF... AP: 581 Kw... VP: 1000 Kw.
 Owned... WMBD, Inc.
 Business Address... 212 SW Jefferson Ave.
 Tel.: 6-0711... News Services: AP, UP
 Representative... Peters, Griffin, Woodward, Inc.
 Membership... NAB, TvB
 President... Charles C. Caley
 V.P. & Mgr... Robert O. Runnerstrom
 Nat'l Sales Mgr... Robert M. Riley, Jr.
 Prom. Dir... Clarence S. Mugege
 Prog. Dir... Winthrop P. Baker
 Chief Engineer... George Pyle

WTVO—Rockford—1953 NBC-ABC

Channel: 39 UHF... AP: 98 Kw... VP: 195 Kw.
 Owned-Oper. By... Winnebago Television Corp.
 Business Address... Meridian Rd.
 Tel.: 3-5413
 Representative... Headley-Reed
 President... Harry Balaban
 Manager... Harold Froelich
 Sales Manager... Gene Denari
 Production Mgr... John W. Kelin
 Film Director... Carl P. Stemler
 Chief Engineer... Herbert Eckstein

WTVH—Peoria—1953—ABC

Channel: 19 UHF... AP: 280 Kw... VP: 490 Kw.
 Owned... Hilltop Bcstg. Co.
 Business Address... 234 N. Madison Ave.
 Tel.: 6-5561... News Service: AP
 Representative... Petry
 Membership... NAB
 President... Henry P. Slane
 Gen. Mgr... Harold V. Phillips
 Controller... Gerald W. Swank
 Comm. Mgr... William Pipher
 Prog. Dir... Robert Holben
 Prom., Pub. Dir... Andy Amyx
 Chief Engineer... Wallace Wurz

WHBF-TV—Rock Island 1950—CBS

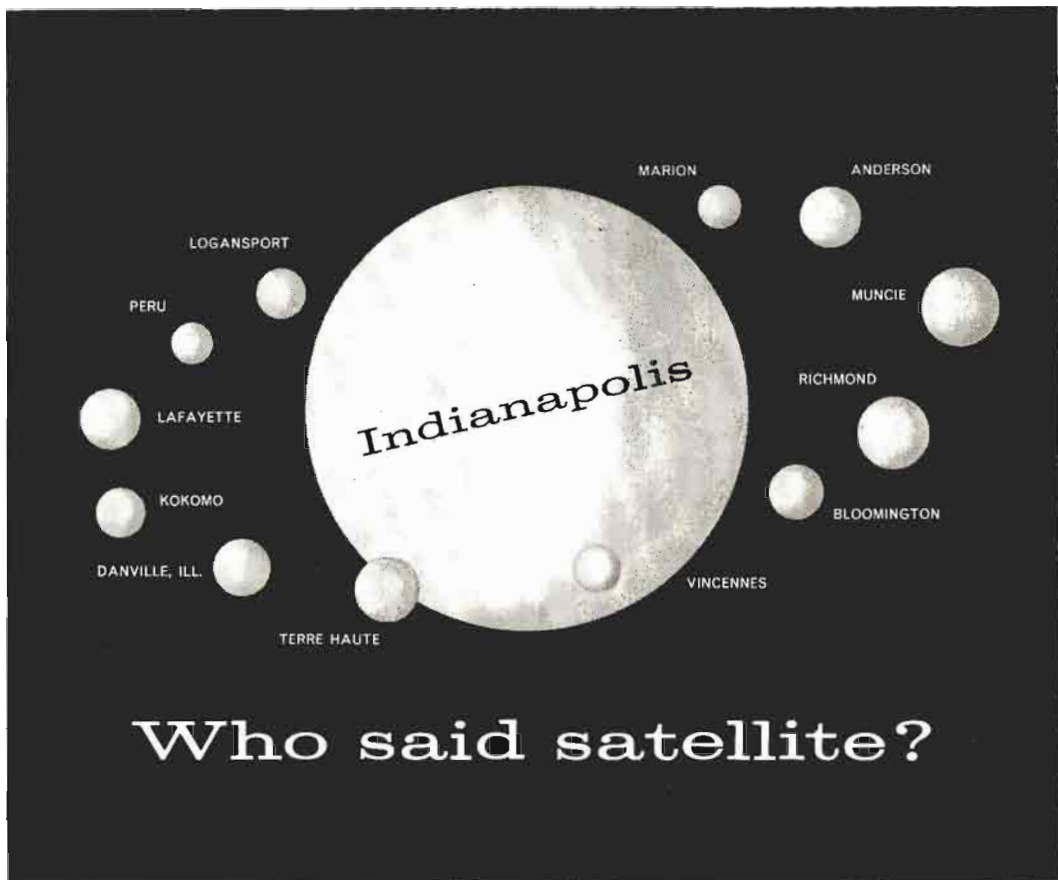
Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By... Rock Island Bcstg. Co.
 Bus. Trans. Address... Telco Bldg.
 Tel.: RI 6-5441... News Services: UP, AP
 Newspaper Affil... "The Argus"
 Representative... Avery-Knodel, Hyett
 Membership... NAB
 President... Ben. H. Potter
 V.P., Sta. Gen. Manager... Leslie C. Johnson
 Sales Mgr... Howard Duncan
 Merchandising Mgr... H. E. Darton
 Prom. Director... John Drum
 Film Manager... Joseph Gear
 Chief Engineer... Robert J. Sinnenlt

WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF... AP 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Quincy Bcstg. Co.
 Business Address... Hotel Quincy
 Tel.: BA 2-6840... News Service: AP
 Newspaper Affiliation... Quincy Herald Whig
 Representative... Young TV Corp.
 President... T. C. Oakley
 General Manager... J. S. Bonansinga
 Commercial Mgr... J. Ben Stewart
 Program Director... Fred Colgan
 Promotion Director... Hal Heidbreder
 Chief Engineer... Frank E. Laughlin

WICS—Springfield—1953 NBC-ABC

Channel: 20 UHF... AP: 182.5 Kw... VP: 406 Kw.
 Owned-Oper. By... Plains Television Corp.
 Business Address... 523 E. Capitol Ave.
 Tel.: 8-0465... News Service: INS
 Representative... Adam Young
 President... Elmer Balaban
 Gen., Sta. Manager... Milton D. Friedland
 Comm. Manager... Warren King
 Program Director... H. J. Hoskins
 Film Manager... William Shaw
 Chief Engineer... Jerrold Merritt



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—where such a widespread market can be covered from *one* central point by television . . . with no overlapping penetration by basic affiliates of the same network?

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... with the *only* basic NBC coverage of 740,000 TV set owning families.

Indianapolis

Major retail area for 17 richer than average counties. A million population—339,100 families with 90% television ownership!

12 Satellites

Each a recognized marketing area—with audited WFBM-TV audience of 412,800 more television sets!

Represented Nationally by the
KATZ Agency



Indiana

Pop. March 1 (Est.)—4,471,000; Families—1,398,000; Lic. Stations—14,
Sta. CP's—4; Radio Homes—1,348,000; TV Homes—1,242,000

WTTV—Bloomington—1949 ABC

Channel: 4 VHF . AP: 26.7 Kw. . VP: 44.5 Kw.
Owned-Oper. By Sarks Tarzian, Inc.
Address East Hillside Dr.
Tel.: 2-1407 News Service: AP, UP
Representative Meeker
Membership NAB, TvB
President Sarks Tarzian
Nat. Sls. Mgr. Frank Willis
Program Manager Tom Boyd
Prom., Pub. Dir. Keith Wilson
Chief Engineer Carl Onken

WEHT—Evansville— Henderson, Ky.—1953—CBS

Channel: 50 UHF . AP: 83.2 Kw. . VP: 155 Kw.
Owned-Oper. By WEHT, Inc.
Business Address Box 395
Tel.: HA 4-9215 News Service: UP
Representative Young
Membership NAB
Pres., Gen. Mgr. Edwin G. Richter, Jr.
Vice Pres. Ernest Felix
Comm. Mgr. Howard Duncan
Prom., Pub. Dir. Lucille Gander
Chief Engineer Robert M. Cleveland

WFIE-TV—Evansville—1953 NBC

Channel: 14 UHF . AP: 104.8 Kw. . VP: 200 Kw.
Owned WAVE, Inc.
Business Address 1115 Mount Auburn Rd.
Tel.: HA 5-6201 News Service: UP
Representative Raymer
Membership NAB
President Nathan Lord
V.P., Gen. Mgr. Berry Smith
Comm. Manager Lee Browning
Film Mgr. Robert Kloepping
Prog. Dir. James R. Keen
Prom., Pub Director Ed Yalowitz
Chief Engineer Paul Kelley

WTVW—Evansville—1956 ABC

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.
Owned-Oper. By Evansville TV, Inc.
Business Address 405 Carpenter St.
Tel.: H. 2-1121 News Service: UP
Representative Hollingbery
Membership NAB
President Ferris E. Traylor
Gen. Mgr. Dick Shively
Sta. Mgr. Richard F. Shively
Comm. Mgr. William Spillman
Program Dir. William Hill
Prom. Dir. Georgia Pindell
Film Manager S. J. Rusche
Chief Engineer Edward P. Welcome

WANE-TV—Fort Wayne 1954—CBS

Channel: 15 UHF . AP: 127 Kw. . VP: 218 Kw.
Owned-Oper. By . Indiana Broadcasting Corp.
Business Address 2915 W. State Blvd.
Tel.: AN 8475 News Service: UP
Representative Petry
Membership NAB, TvB
President C. Wrede Petersmeyer
V.P., Gen. Mgr. R. Morris Pierce
Sales Dir. John Keenan
Prog. Dir. Franklin C. Mitchell
Promotion Director Robert J. Keefe
Film Manager James Goheen
Chief Engineer Charles E. Wallace

WKJG-TV—Fort Wayne 1953—NBC

Channel: 33 UHF . AP: 144 Kw. . VP: 63 Kw.
Owned WKJG, Inc.
Business Address 220 E. Jefferson St.
Tel.: AN 2295 News Service: AP
Representative Paul H. Raymer
Membership NAB, TvB
President John F. Dille, Jr.
General Manager Edward G. Thoms
Commercial Mgr. Carleton B. Evans
Promotion Director Wilson Schroeder
Chief Engineer Eugene A. Chase

WPTA—Fort Wayne—1957 ABC

Channel: 21 UHF . AP: 100 Kw. . VP: 178 Kw.
Owned Sarks Tarzian, Inc.
Address 3333 Butler Rd.
Tel.: A-7125 News Service: UP
Representative Meeker
Membership NAB
President Sarks Tarzian
General Manager Ronald R. Ross
Commercial Mgr. Richard D. Morgan
Program Dir. Arthur Hook
Chief Engineer Fred Molchin

WFBM-TV—Indianapolis 1949—NBC

Channel: 6 AP: 50 Kw. . VP: 100 Kw.
Owned By Time, Inc.
Oper. By TLF Broadcasters
Bus. Studio Address 1330 N. Meridian St.
News Service AP, INS
Representative Katz
Membership NAB, TvB
V.P., Gen. Mgr. Eldon Campbell
Prog. Dir. William Fall
Comm. Manager A. J. Murtha
Sales Service, Film Dir. Hugh Kibbey
Prom., Pub Director Estel Freeman
Production Manager Earl C. Johnson
Chief Engineer Harold S. Holland



WISH-TV—Indianapolis 1954-CBS

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address..... 1440 North Meridian
 Tel.: ME 4-6411..... News Services: AP, UP
 Representative Bolling
 Membership NAB, TvB
 President C. Wrede Petersmeyer
 Gen., Sta. Manager..... Robert B. McConnell
 Commercial Mgr..... Robert F. Ohleyer
 Program Director..... Steve Briggs
 Prom., Pub. Director..... Jim Buck
 Chief Engineer..... Stokes Gresham, Jr.

WLW-I—Indianapolis—1957 ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Address..... 714 Merchants Bank Bldg.
 Tel.: ME 4-5409..... News Service: UP
 Representative Crosley Bcstg.
 Membership NAB, TvB
 President Robert E. Dunville
 Asst. Gen. Mgr..... John B. Babcock
 Spec. Bcst. Serv. Dir..... Bruce B. Cox
 Sales Manager..... Bob Lamb
 Program Mgr..... Chuck Brodhead
 Prom., Pub. Dir..... Jack Highberger
 Film Buyer-Dir..... John Traxler
 Chief Engineer..... Norman Nixon

WFAM-TV—Lafayette 1953—CBS-NBC

Channel: 59 UHF..AP: 51 Kw..VP: 102 Kw.
 Owned Lafayette Bcstg., Inc.
 Business Address..... McCarthy Lane
 Tel.: 2-4300..... News Service: UP
 Membership NAB
 Representative Rambeau
 President E. J. Bannon
 Sta. Mgr..... Henry Rosenthal
 Comm. Mgr..... Dick Pittenger
 Prom., Prog. Dir..... James Mathis
 Film Mgr..... Ron Becker
 Chief Engineer..... Richard Cochran

WLBC-TV—Muncie—1953 ABC-CBS-NBC

Channel: 49 UHF..AP: 17 Kw..VP: 8.5 Kw.
 Owned-Oper. By..... Tri-City Radio Corp.
 Business Address..... Box 271
 Tel.: AT 8-8235..... News Service: AP
 Representative Holman
 Pres., Gen., Sta. Mgr..... Don Burton
 Comm., Film Mgr..... Bill Craig
 Prom., Program Director..... Lee Allerton
 Chief Engineer Pat Finnegan

WNDU-TV—South Bend 1955—NBC

Channel: 16 UHF..AP: 125 Kw..VP: 250 Kw.

Owned-Oper. By..... Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111..... News Service: AP
 Station Representative Petry
 Membership NAB, TvB
 President...Rev. Theodore M. Hesburgh, C.S.C.
 Gen. Mgr. Bernard C. Barth
 Comm. Manager..... Wm. Thomas Hamilton
 Prod. Mgr..... Wm. MacKenzie
 Film Manager..... H. Allen Hervey
 Chief Engineer Basil O'Hagan

WSBT-TV—South Bend 1952—CBS

Channel: 22 UHF..AP: 122 Kw..VP: 204 Kw.
 Owned-Operated By..... South Bend Tribune
 Address..... 300 W. Jefferson Blvd.
 Tel.: CE 3-3141..... News Services: UP, INS
 Membership NAB
 Newspaper Affil..... Tribune
 Representative Raymer
 President..... Franklin D. Schurz
 Sta. Gen. Mgr..... Neal B. Welch
 National Sales Mgr..... Wilbur R. Darch
 Program Director Robert Drain
 Prom., Pub. Dir..... James Halpin
 Film Manager..... Walter A. Sweltzer, Jr.
 Chief Engineer..... Arthur R. O'Neill

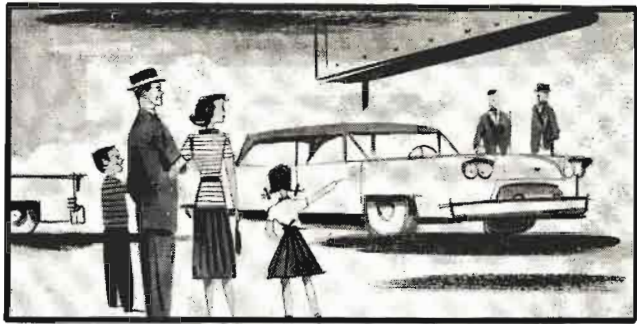
WSJV—South Bend-Elkhart 1954—ABC

Channel: 52 UHF..AP: 120 Kw..VP: 224 Kw.
 Owned-Oper. By..... Truth Publishing Co.
 Business Address..... Box 403, Elkhart
 Tel.: EL 2-1518..... News Services: AP, UP
 Newspaper Affiliation..... Elkhart Truth
 Representatives H-R
 Membership NAB
 President..... John F. Dille Jr.
 Gen., Sta., Comm. Mgr..... Paul C. Brines
 Program Director..... Edwin J. Lasko
 Nat. Sales Mgr..... Vince Doyle
 Prom., Pub. Dir..... Robert Barrett
 Prog. Production Mgr..... W. Forest Morrow
 Film Manager..... Arthur Whitaker
 Chief Engineer..... Lester E. Zellner

WTHI-TV—Terre Haute 1954—CBS

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By..... Wabash Valley Bcstg. Co.
 Business Address..... 918 Ohio Street
 Tel.: CR 9481..... News Service: UP
 Representative Bolling
 Membership NAB
 President..... Anton Hulman, Jr.
 General Manager..... J. M. Higgins
 Night Oper. Dir..... Ben Falber, Jr.
 Day Oper. Dir..... Pat Murphy
 Prom. Dir..... Charles Cogan
 Film Dir..... Nancy Langan
 Chief Engineer..... Don Pettit

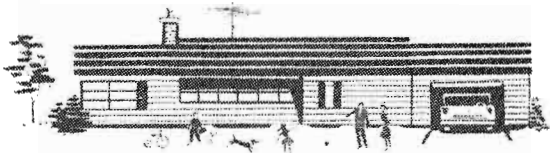
They buy as a family . . .



because they were sold as a family . . .



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Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Iowa

Pop. March 1 (Est.)—2,772,000; Families—852,000; Lic. Stations—11,
Sta. CP's—1; Radio Homes—836,000; TV Homes—786,000

WOI-TV—Ames—1950—ABC

Channel: 5 VHF.. AP: 50.1 Kw.. VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address.....Service Bldg.
Tel.: CE 2-3400.....News Services: AP, INS
Representative.....Weed
President.....Dr. James Hilton
Gen. Manager.....Robert C. Mulhall
Assoc. Gen. Manager.....James H. Davis
Commercial Mgr.....Dan Norton
Prom., Pub. Dir.....Doris MacFarquhar
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham

KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF.. AP: 156 Kw.. VP: 316 Kw.
Owned-Oper. By.....Cedar Rapids TV Co.
Business Address.....1st Ave. & 1st St., SW.
Tel.: EM 4-4149.....News Services: AP, INS
Representative.....Weed TV Corp.
Newspaper Affiliation.....Cedar Rapids Gazette
Membership.....NAB
President.....Joseph F. Hladky, Jr.
Gen. Mgr.....Frank T. Nye
Adm. Asst.....Edna A. Herbst
Comm. Mgr.....Richard J. Butterfield
Program Dir.....Ralph D. Willey
Prom., Pub. Dir.....Ruthanna W. Ross
Chief Engineer.....Ira V. McDaniel

WMT-TV—Cedar Rapids 1953—CBS

Channel: 2 VHF... AP: 70 Kw.... VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Tel.: EM 4-0171.. News Services: AP, UP, INS
Representative.....Katz
Membership.....NAB, TvB
President.....William B. Dolph
Exec. V.P., Gen. Mgr.....William B. Quarton
V.P., Sales.....Lew Van Nostrand
V.P., Operations.....Douglas B. Grant
Promotion Manager.....Bob Kenney
Film Mgr.....Belle Warren
Chief Engineer.....George Hixenbaugh

WOC-TV—Davenport—1949 NBC

Channel: 6 VHF.. AP: 60.3 Kw.. VP: 100 Kw.
Owned-Oper. By.....Central Bcastg. Co.
Business Address.....805 Brady St.
Tel.: 3-3661.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB, TvB
President.....Col. B. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....Mark L. Wodlinger
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Chief Engineer.....Paul Arvidson

WHO-TV—Des Moines 1954—NBC

Channel: 13 VHF.. AP: 191 Kw.. VP: 316 Kw.
Owned-Oper. By.....Central Broadcasting Co.
Business Address.....1100 Walnut St.
Tel.: AT 8-6511.. News Services: AP, INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB, TvB
President.....Col. B. J. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Prom. Dir.....Robert O. Link
Sales Manager.....Robert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
Film Editor.....Robert P. Kress
Chief Engineer.....Roy W. Pratt

KRNT-TV—Des Moines 1955—CBS

Channel: 8.... AP: 199.5 Kw.... VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address.....Ninth & Pleasant St.
Tel.: CH 3-4141.....News Service: AP, UP
Representative.....Katz
Membership.....NAB, TvB
President.....Luther L. Hill
Station Manager.....Robert W. Dillon
Commercial Manager.....Paul M. Elliott
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Prod. Manager.....Guy Koenigsberger
Sls. Mgr.....Bill Hippee
Chief Engineer.....Charles F. Quentin

KQTV—Fort Dodge—1953 NBC—CBS

Channel: 21 UHF.. AP: 160 Kw.. VP: 330 Kw.
Owned-Oper. By.....Northwest Television Co.
Business Address.....Warden Bldg.
Tel.....4-0351
Representative.....Pearson
Membership.....NAB
Pres., Gen., Station Mgr.....Edward Breen
Comm. Manager.....Rollie Camp
Program Director.....Richard Johnson
Film Manager.....Stanley McCurdy
Chief Engineering.....David Sinclair

KGLO-TV—Mason City—1954 CBS

Channel: 3 VHF... AP: 50 Kw.... VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address.....Second & Pennsylvania
Tel.: GA 3-2540.....News Service: AP, UP
Representative.....Weed
Membership.....NAB
President.....Lee P. Loomis
Exec. V.P., Gen. Manager.....Herbert R. Ohrt
Nat'l Sales Mgr.....Walther Rothschild
Film, Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director.....Douglas Sherwin



Promotion, Pub. Dir. Don Harrer
Chief Engineer Roger Sawyer

KTVO—Ottumwa—1955
CBS-NBC

Channel: 3 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
Owned-Oper. By KBLZ, Inc.
Business Address 209 East 2nd St.
Tel.: MU 2-4535 News Service: AP
Representative Hollingbery
President James J. Conroy
General Manager Berg Allison
Program Dir. James Bolen
Prom., Pub. Dir. Kea Rea
Film Manager William Stevens
Chief Engineer James Riley

KTIV—Sioux City—1954
NBC

Channel: 4 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
Owned-Oper. By KTIV Television Corp.
Address Tenth & Grandview
Tel.: 8-0545 News Service: UP
Newspaper Affil. Journal-Tribune
Representative Hollingbery
Membership NAB
Pres., Gen. Mgr. Dietrich Dirks
Comm. Mgr. Eugene T. Flaherty
Prog. Dir. Don Stone
Prom., Pub. Dir. Bill Mote
Chief Engineer Alvin Smith

KVTV—Sioux City—1953
CBS-ABC

Channel: 9 VHF . . . AP: 144 Kw . . . VP: 288 Kw.
Owned-Oper. By Peoples Bcstg. Corp.
Business Address 7th & Douglas
Tel.: 2-2711 News Services: AP, UP
Representative Katz
Membership NAB, TvB
V.P., Corp. Mgr. Herbert E. Evans
General Manager Donald D. Sullivan
Comm. Manager Robert B. Donovan
Prog. Director Clark Pollock
Promotion Director John Schambow
Film Manager Carl Morris
Chief Eng. Robert G. Engelhardt

KWWL-TV—Waterloo—1953
NBC-ABC

Channel: 7 VHF . . . AP: 214 Kw . . . VP: 316 Kw.
Owned-Oper. By Black Hawk Bcstg. Co.
Business Address Insurance Bldg.
Tel.: AD 4-4404 News Service: AP
Representative Avery-Knodel
Membership TvB
Pres., Gen., Sta. Mgr. Ralph J. McElroy
Commercial Mgr. James S. Dugan
Prog. Dir., Film Mgr. Erma Dufel
Prom., Pub. Dir. Sue Hanson
Chief Engineer T. W. Kirksey

Kansas

Pop. March 1 (Est.)—2,188,000; Families—693,000; Lic. Stations—6,
Sta. CP's—4; Radio Homes—684,000; TV Homes—512,000

KTVC—Ensign—1957
ABC-CBS

(Satellite of KAKE-TV, Wichita)

Channel: 6 VHF . . . AP: 14.1 Kw . . . VP: 28.2 Kw.
Owned S.W. Kansas TV Co., Inc.
Address 705 2nd St, Dodge City
Tel. HU 3-5666, Dodge City
Representative Katz
President Leigh Warner
General Manager Wendell Elliott
Program Dir. Hershel Holland
Chief Engineer Kenneth Karr

KCKT—Great Bend—1954
NBC

Channel: 2 VHF . . . AP: 52 Kw . . . VP: 100 Kw.
Owned-Oper. By . . . Central Kansas TV Co., Inc.
Business Address Box 182
Tel.: GL 3-7868 News Service: UP
Representative Bolling
President E. C. Wedell
Oper. Mgr. E. L. Kuhlman
Prom. Dir. Deanne Cromer
Chief Eng. H. G. Haeefele

KTVH—Hutchinson—1953
CBS

Channel: 12 VHF . . . AP: 158 Kw . . . VP: 316 Kw.

Owned-Oper. By . . . Wichita-Hutchinson Co., Inc.
Business Address 1800 North Plum
Tel.: MO 5-5503 News Services: AP, UP
Representative H-R
Membership NAB, TvB
President Joyce A. Swan
General Mgr. Howard O. Peterson
Gen. Sales Manager Eugene C. Gray
Prog. Dept. Super., Film Mgr. Robt. D. Snyder
Asst. Gen. Mgr., Prom. Dir. M. Dale Larsen
Chief Engineer Ken H. Cook

KOAM-TV—Pittsburgh
1953—NBC-ABC

Channel: 7 VHF . . . AP: 138 Kw . . . VP: 245 Kw.
Owned-Oper. Mid-Continent Telecasting, Inc.
Business Address Box 659
Tel.: 2508
Membership NAB, TvB
Representative Katz
General Manager R. E. Wade
Program Director Louis R. Martin
Chief Engineer Jack Lawrence

WIBW-TV—Topeka—1953
ABC-CBS

Channel: 13 VHF . . . AP: 158 Kw . . . VP: 316 Kw.



Owned.....Stauffer Publications, Inc.
 Business Address.....Box 119
 Tel.: CE 3-2377.....News Services: AP, UP
 Representative.....Avery-Knodel
 Membership.....NAB, TvB
 President.....O. S. Stauffer
 Gen. Mgr.....Thad M. Sandstrom
 Sales Coordinator.....Ray C. Senate
 Prog. Dir., Film Mgr.....Rush Evans
 Chief Engineer.....G. E. Voiles

President.....G. M. Brown
 V.P., Gen., Sta. Mgr.....W. Moyer
 Comm. Manager.....Donald Sbarra
 Program Director.....Sam Worsham
 Pub. Dir.....Mary J. Phares
 Chief Engineer.....Russell V. Goyette

KAKE-TV—Wichita—1953
 NBC

Channel: 10 VHF..AP: 219 Kw..VP: 316 Kw.
 Owned-Oper. By.....KAKE-TV, Inc.
 Business Address.....1500 N. West St.
 Tel.:.....WH 3-4221
 Representative.....Katz
 Membership.....NAB
 General Manager.....Martin Umansky
 Nat'l. Sales Manager.....Don Waldron
 Prom., Pub. Dir.....Robert C. Payne
 Chief Engineer.....Harold Newby

KARD-TV—Wichita—1950
 NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Wichita TV Co.
 Address.....833 N. Main St.
 Tel.: AM 5-5633.....News Service: AP
 Representative.....Petry
 Membership.....NAB, TvB

To Broadcasters

AP

Means

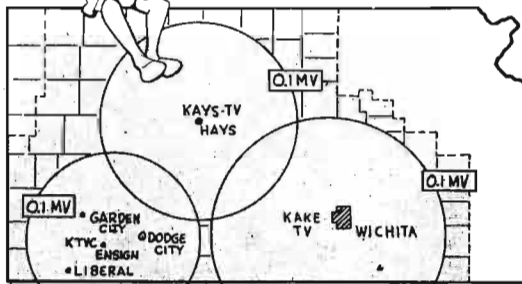
Added Profits
Added Prestige

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 New York 20, N. Y.

THE kakeMAN COVERS
almost ALL OF KANSAS



KAKE-TV, Channel 10 . . . Top-Rated* in Wichita, Kansas, with Associate Station KTVC for Southwest Kansas, proudly announces the addition of a **second** satellite station . . . **KAYS-TV**, Channel 7, Hays, Kansas, serving the North Central-Northwest section of the state (on air June 1). Now . . . one **KAKE-TV** Combination Buy covers almost all of Kansas.



*The February, 1958 ARB again showed KAKE-TV dominating the ratings in every category, as it has by almost the same margin for the last three preceding ratings, covering a full year of surveys.

- 4 of the top 10 Network Shows
- 8 of the top 10 Syndicated Film Shows
- 9 of the top 10 Multiweekly Shows

Sign-On-To-Sign-Off KAKE-TV leads in the Metropolitan Wichita Share of Sets-In-Use Summary with 50.9 as compared to 28.0 and 28.0 for the other two stations.

abc kake-tv

Channel 10
 WICHITA, KANSAS
 Represented by KATZ

Kentucky

Pop. March 1 (Est.)—3,104,000; Families—853,000; Lic. Stations—6, Sta. CP's—5; Radio Homes—836,000; TV Homes—543,000

WKXP—Lexington—1957

Channel: 27 UHF.. AP: 8.7 Kw.. VP: 17.3 Kw.
Owned..... Community Broadcasting Co.
Business Address..... 177 N. Upper St.
Tel.: 3-2727..... News Services: AP, UP
Representative..... John E. Pearson Co.
Membership..... NAB, TvB
President, Gen. Mgr..... Frederic Gregg, Jr.
Oper. Mgr..... Zack Hill
Comm. Mgr..... Miller Welch
Prog. Dir..... Henry Allin
Prom., Pub. Dir..... Wm. R. Lacker
Film Mgr..... John Harvey, Jr.
Chief Engineer..... Robert Austin

WLEX-TV—Lexington 1955—ABC-CBS-NBC

Channel: 18 UHF.. AP: 9.2 Kw.. VP: 17 Kw.
Owned-Oper. By..... WLEX-TV, Inc.
Business Address..... Russell Cave Pike
Tel.: 4-8747
Representatives..... Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr..... Earl Boyles
Station Manager..... Harry C. Barfield
Sales Manager..... J. M. Pennock
Program Mgr..... Alex B. Macaulay
Chief Engineer..... Jim Robertson

WAVE-TV—Louisville 1948—NBC-ABC

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Operated By..... WAVE, Inc.
Address..... 334 East Broadway
Tel.: JU 5-2201..... News Service: AP
Membership..... NAB, TvB
Representative..... NBC Spot Sales

Louisiana

Pop. March 1 (Est.)—3,112,000; Families—859,000; Lic. Stations—7, Sta. CP's—9; Radio Homes—814,000; TV Homes—582,000

KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF.. AP: 15.2 Kw.. VP: 28.4 Kw.
Owned..... Lanford Bcstg. Co., Inc.
Business Address..... 605-11 Washington
Tel.: 52456-9..... News Services: AP, UP, INS
Representative..... Weed
Membership..... NAB
President..... T. B. Lanford
General Manager..... Willard L. Cobb
Local Sales Manager..... Jesse Sexton
Oper., Prog. Mgr..... Larry McHale
Prom., Pub. Director..... Vivian Close
Film Manager..... Robert Poor
Chief Engineer..... Robert E. Miller

President..... George W. Norton, Jr.
General Manager..... Nathan Lord
Commercial Manager..... Ralph Jackson
Prog., Film Dir..... George Patterson
Prom., Pub. Dir..... Jas. Caldwell
Chief Engineer..... Wilbur Hudson

WHAS-TV—Louisville—1950 CBS

Channel: 11 VHF.. AP: 128 Kw.. VP: 316 Kw.
Owned-Oper. By..... WHAS, Inc.
Address..... 525 W. Broadway
Tel.: JU 5-2211..... News Service: AP
Representative..... Harrington, Righter, Parsons
Membership..... NAB, TvB
President..... Barry Bingham
Director..... Victor A. Sholis
Program Director..... Sam Gifford
Prom. Dir..... William Loader
Film Manager..... Charles McDaniel
Dir. Engineering..... O. W. Towner

WPSD-TV—Paducah—1957 ABC-NBC

Channel: 6 VHF.. AP: 34.7 Kw.. VP: 58.9 Kw.
Owned..... Paducah Newspapers, Inc.
Business Address..... Box 1037
Tel.: 2-8214..... News Service: AP
Representative..... Pearson
Membership..... NAB
President..... Edwin J. Paxton, Sr.
Gen. Mgr..... E. J. Paxton, Jr.
Prog. Dir..... Fitz Hooton
Prom., Pub. Dir..... Joe Mitchell
Prod. Mgr..... Bill Turner
Dir. of Tech. Oper..... Ernest Pell
Chief Engineer..... William Mobley

WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF.. AP: 100 Kw.. VP: 200 Kw.
Owned..... Modern Bcstg. Co., Inc.
Business Address..... 929 Government St.
Tel.: DI 4-8571..... News Service: AP
Membership..... NAB, TvB
Reps..... Blair TV; Clarke Brown
Pres., Gen. Mgr..... Tom E. Gibbens
Comm. Mgr..... Mervyn E. Rhys
Prog. Dir..... Don Hallman
Pub. Dir..... Grace McElveen
Chief Engineer..... Donald K. Allan



WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw..VP: 100 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Address.....1650 Highland Rd.
Tel.: DI 8-1491.....News Service: AP, INS
Newspaper Affiliation.....State Times;
Representative.....Hollingbery
Membership.....NAB, TvB
President.....Douglas L. Manship
Gen. Mgr.....John H. Bone
Oper. Mgr.....Jules L. Mayeux
Sales Manager.....Guy Corley
Program Director.....John Ferguson
Promotion Director.....Edward F. Hessel, Jr.
Production Manager.....Aubrey L. Moore
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Camelia Bcstg. Co., Inc.
Address.....1301 Oak Avenue
Tel.: CE 5-9494.....News Service: AP
Representative.....Young TV Corp.
Membership.....NAB
President.....Paul H. DeClouet
Gen. Mgr.....Dierrell Hamm
Comm. Mgr.....Sterling Zimmerman
Prog. Dir.....Jerry Christopher
Prom., Pub. Dir.....Avis Moore
Film Mgr.....LeRoy Guidry
Chief Engineer.....Maurice Wynn

KPLC-TV—Lake Charles 1954—NBC-ABC

Channel: 7 VHF..AP: 316 Kw..VP: 158 Kw.
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address.....320 Division St.
Tel.: HE 6-3631.....News Service: UP
Representative.....Weed
President.....T. B. Lanford
Gen. Sta. Manager.....P. E. Mills, Jr.
Comm. Manager.....Art Reuben
Prom. Dir.....Gay St. Cyr
Prog. Director.....A. B. Craft, Jr.
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles 1953—CBS

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 Kw.
Owned-Oper. By.....KTAG-TV Associates
Business Address.....645 15th St.
Tel.: HE 9-9413.....News Service: UP
Representative.....Raymer
Membership.....NAB
President.....Warren Berwick
Vice Pres.....Kevin Reilly
Station Mgr.....Harper Clark
Program Dir.....William Smith
Chief Engineer.....Lawrence Vickair

KNOE-TV—Monroe—1953 CBS-NBC-ABC

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
Owned-Oper. By.....Noe Enterprises, Inc.
Business Address.....Box 1472
Tel.: FA 2-8155.....News Service: AP
Membership.....NAB
Owner.....James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director, Film Mgr.....Harry Arthur
Operations Mgr.....Ansel Smith
Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans 1948—ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Tel.: TU 4376.....News Service: AP, UP
Representative.....Blair
Membership.....NAB, TvB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Mgr.....A. Louis Read
Film Dir.....Elaine Phillips
Prog. Mgr.....Richard D. Cross
Prom., Pub. Dir.....Marion Annenberg
Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle

WJMR-TV—New Orleans 1953—ABC

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....Jung Hotel
Tel.: EX 3131.....News Service: INS
Representative.....Weed
Membership.....NAB
Pres.....Chester F. Owens
V.P., Gen. Mgr.....John R. Porterfield
V.P., Secy.-Treas.....Robert E. Jeffers
Commercial Mgr.....Paul Beville
Program Director.....Tom Abbott

WWL-TV—New Orleans—1957 CBS

Channel 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Loyola University
Address.....1024 N. Rampart St.
Tel.: EX 4444.....News Service: UP, AP
Representative.....Katz
Membership.....NAB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Sls. Manager.....Bill Flynn
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.



KSLA—Shreveport—1953
CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By Shreveport TV Corp.
Business Address Box 92
Tel: 3-6151.....News Service: AP
MembershipNAB, TvB
Representative.....Paul H. Raymer
Gen. Mgr. Ben Beckham, Jr.
Station Mgr.....Winston B. Linam
Comm. Mgr.Deane R. Flett
Prom., Pub. Dir.....Carol Vinson
Film Mgr.....Ralph Oliveri
Chief Engineer.....Morris C. Barten

KTBS-TV—Shreveport
1955—NBC-ABC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Tel: 7-3644.....Newse Service: AP
RepresentativeEdward Petry
MembershipNAB
Pres., Gen. Mgr.....E. Newton Wray
Station ManagerPatrick J. White
Commercial ManagerJoe B. Foster
Prog. Dir.....Vlada Dimac
Prom.....R. Douglas Dupperault
Film ManagerMarvin Perry
Chief Engineer.....Claude R. Scott

Maine

Pop. March 1 (Est.)—920,000; Families—268,000; Lic. Stations—5,
Sta. CP's—2; Radio Homes—259,003; TV Homes—207,000

WABI-TV—Bangor—1953
ABC-NBC

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
Tel.: 6446.....News Service: UP
Reps.Hollingbery, Kettel-Carter
MembershipNAB
PresidentHorace Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
V.P.-Operations.....Walter L. Dickson
Comm. Mgr. Robert C. McCausland
Program Director.....Leon H. Nelson
Station Mgr., Prom. Dir....Richard B. Bronson
Film Manager.....Ralph Libby
V.P. Chg. Oper.....Walter L. Dickson

Pres. & Gen. Mgr.....John W. Guider
Program Director.....John T. Madigan
Production Mgr.....Claus Wiese
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent

WCSH-TV—Portland—1953
ABC-NBC

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
Tel.: SP 2-0181.....News Service: UP
RepresentativeWeed
MembershipNAB, TvB
President.....Adeline B. Rines
V.P., Managing Dir.....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown

W-TWO—Bangor—1954—CBS

Channel: 2 VHF..AP: 18 Kw..VP: 36 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....7 Main St.
Tel.: 2-4822.....News Service: UP
Representative..Venard, Rintoul & McConnell,
Louis Borgatti
President, Gen., Sta. Mgr..Murray Carpenter
V.P., Bus. Mgr.....Rudy Marcoux
Prog. Dir., Prod. Mgr.....James Robinson
Film ManagerDon Deakin
V.P., Chief Engineer.....William Clark

WGAN-TV—Portland—1954
CBS

Channel: 13 VHF...AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Tel.: SP 2-4661.....News Services: AP, UP
Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
MembershipNAB, TvB
RepresentativeAvery-Knodel
President.....Jean Gannett Williams
V.P., Gen. Mgr.....Creighton E. Gatchell
Prog. Dir.....William G. Wadman
Comm. Manager.....Richard E. Bates
Sta. Manager.....Samuel G. Henderson
Prom. Pub. Dir.....G. H. Cummings
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WMTW—Poland Spring
1954—CBS-ABC

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By...Mt. Washington TV Inc.
Business AddressPoland Spring
Telephone51
Representatives.....Harrington, Righter &
Parsons
MembershipNAB

in Baltimore WJZ-TV dominates

A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

Like November, the *December* ARB report on quarter hours shows that WJZ-TV is first in more quarter hours than the other two Baltimore stations COMBINED!

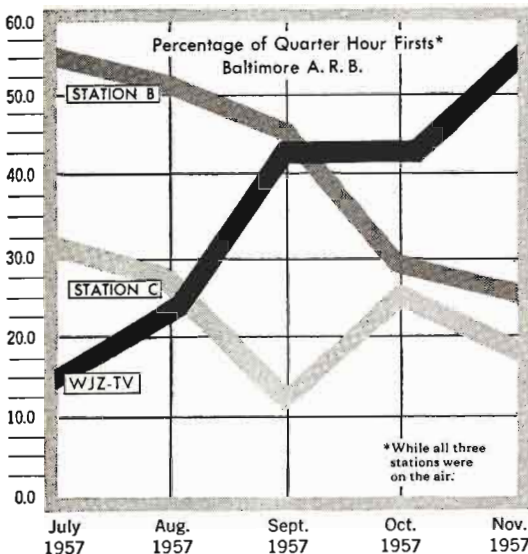
WJZ-TV	(ABC)	233 firsts
Station B	(CBS)	155 "
Station C	(NBC)	75 "

WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE TOO!

Confirming WJZ-TV's dominance in the Baltimore TV picture, the December ARB figures for share of sets-in-use are:

WJZ-TV	(ABC)	39.0
Station B	(CBS)	33.1
Station C	(NBC)	26.8

Now . . . in Baltimore, WJZ-TV dominates. In Baltimore, more and more, *no selling campaign is complete without the WBC station.* Your Blair-TV man is ready to talk business, and so is Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore).



WESTINGHOUSE
WJZ
BALTIMORE



TV
Represented by Blair-TV





WAGM-TV—Presque Isle 1956—NBC

Channel: 8 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....Aroostook Bcstg. Corp.
Business Address.....489 Main St.
Tel.:9-2461

Reps. Hollingbery
Exec. V.P..... Lee Gorman
Sls. Mgr..... Forrest Craig
V.P., Oper..... Walter Dixon
Program Mgr..... Don Jordan
Production Mgr. Ted Coffin
Chief Engineer..... John Richards

Maryland

Pop. March 1 (Est.)—2,923,000; Families—812,000; Lic. Stations—3,
Sta. CP's—3; Radio Homes—768,000; TV Homes—688,000

WJZ-TV—Baltimore 1948—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..... Westinghouse Bcstg. Co.
Business Address..... Television Hill
Tel.: MO 4-7600..... News Service: AP
Representative Blair
Membership NAB, TvB
President Donald H. McGannon
Exec. V.P..... Norman C. Kal
General Mgr..... Larry H. Israel
V. P., Dir. Eng. Ben Wolfe
Sales Mgr..... Joseph P. Dougherty
Pub. Dir. Tommy Dukehart
Ops. Mgr..... Jim Killan
Prog. Mgr..... Joel Chaseman
Adv., Prom. Mgr..... A. H. Christiansen

WMAR-TV—Baltimore 1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By..... The A. S. Abell Co.
Address..... Charles & Redwood Sts.
Tel.: MU 5-5870

News Services: AP, CBS Newfilm
Newspaper Affiliation... Baltimore Sunpapers
Representative Katz
Membership NAB, TvB
President William F. Schmick, Sr.
Exec. V.P..... William F. Schmick, Jr.
V.P., Dir. of TV, Sta. Mgr..... Ewell K. Jett
Comm., Prom., Pub. Mgr..... Ernest A. Lang
Program Director..... Robert B. Cochrane
Prom. Co-ordinator Alex Dietrich
Film Mgr..... D. V. Stickle
Chief Engineer..... Carlton G. Nopper

WMAR-TV
SUNPAPERS
TELEVISION
Baltimore 3, Md.

CBS
TELEVISION

**IN MARYLAND
MOST
PEOPLE WATCH
WMAR TV
CHANNEL
2**

"MARYLAND'S
PIONEER TELEVISION
STATION"



WBAL-TV—Baltimore—1948
NBC

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Tel.:.....HO 7-3000
Newspaper Affil.....Baltimore News, Post
Representative.....Edward Petry
Membership.....NAB, TvB
V.P., Exec. Dir.....Chas. B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Business Mgr.....Freeman W. Cardall

Program Director.....James E. Kovach
Comm. Manager.....Willis K. Freiert
Publicity Dir.....Roy Meachum
Chief Engineer.....Harrison Brooks

WBOC-TV—Salisbury—1954
ABC-CBS

Channel: 16 UHF.. AP: 8.6 Kw.. VP: 15.8 Kw.
Owned & Oper.....Peninsula Broadcasting Co.
Address.....Radio-Tv, Park
Tel.: PI 9-6131.....News Service: AP
Sta. Rep.....Headley-Reed
President.....John W. Downing
Gen., Sta., Comm. Mgr.....Charles J. Truitt
Prog. Dir.....John W. Downing Jr.
Chief Engineer.....Jack W. Ward

Massachusetts Pop. March 1 (Est.)—4,941,000; Families—1,509,000; Lic. Stations—5,
Sta. CP's—7; Radio Homes—1,476,000; TV Homes—1,342,000

WCDC—Adams—1953

(Satellite of WTEN, Albany, N. Y.)

Channel: 19 UHF.. AP: 100 Kw.. VP: 200 Kw.

WBZ-TV—Boston—1948
NBC

Channel: 4 VHF.. AP: 28.12 Kw.. VP: 56.24 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Tel.: AL 4-5670...News Services: AP, UP, INS
Representative Peters, Griffin, Woodward, Inc.
Membership.....NAB, TvB
President.....Donald H. McGannon
General Mgr.....F. A. Tooke
Sales Mgr.....James E. Allen
Prom. Dir.....D. H. Edgemon
Publicity Dir.....Frances Corcoran
Sales Prom. Mgr.....Edward Ryan
Chief Engineer.....W. H. Hauser

Representative.....H-R
Membership.....TvB
President.....Norman Knight
Exec. V.P.....George Steffy
V.P., Sales.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Promotion Dir.....George Hallberg
Program Dir.....John D. Maloy
Publicity Dir.....Phyllis Doherty
Technical Director.....Harry Whittemore

WRLP—Greenfield—1957

(Satellite of WWLP, Springfield)

Channel: 32 UHF.. AP: 100 Kw.. VP: 200 Kw.

WWLP—Springfield—1952
ABC-NBC

Channel: 22 UHF.. AP: 107 Kw.. VP: 219 Kw.
Owned-Oper. By.....Springfield Television
Bcstg. Corp.

Business Address.....Box 2210
Tel.: ST 8-0971.....News Service: UP
Station Reps.....Hollingbery, Kettell-Carter
Membership.....TvB
Chairman.....Roger L. Putnam
Pres., Gen. Mgr.....William L. Putnam
Station Manager.....Howard S. Keefe
Gen. Sales Mgr.....James H. Ferguson, Jr.
Program Mgr.....Jerry Barnes
Chief Engineer.....Donald C. Shaw

WHDH-TV—Boston—1957
ABC

Channel: 5 VHF.. AP: 32.4 Kw.. VP: 64.6 Kw.
Owned.....WHDH, Inc.
Address.....6 St. James Ave.
Tel.: HA 6-5500...News Service: AP
Newspaper Affil.....Herald, Traveler
Representative.....Blair-TV
President.....Robert B. Choate
V.P., Man. Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M. Tanger
Dir of TV.....Leslie G. Arries, Jr.
Dir. Sales Prom.....Robert B. Cheyne
Publicity Dir.....Joseph Costanza
Film Manager.....Joseph Levine
Chief Engineer.....Philip K. Baldwin

**WHYN-TV—Springfield-
Holyoke—1953—CBS**

Channel: 40 UHF.. AP: 125 Kw.. VP: 250 Kw.
Owned-Oper. By.....Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Tel.: RE 4-1126...News Service: UP
Representative.....Branham, Wheeler
Membership.....NAB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Murray Tesser
Publicity.....Noah LaMountain
Chief Engineer.....Harold Schumacker

WNAC-TV—Boston—1948
CBS

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....21 Brookline Ave.
Tel.: CO 6-0800...News Service: UP

Michigan

Pop. March 1 (Est.)—7,813,000; Families—2,257,000; Lic. Stations—13,
Sta. CP's—6; Radio Homes—2,212,000; TV Homes—1,986,000

WPAG-TV—Ann Arbor—1953

Channel: 20 UHF..AP: 10 Kw. VP: 18 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
Tel.: NO 2-5517.....News Service: AP
Representative.....Everett-McKinney
Membership.....NAB
President, Gen. Mgr.....Edward F. Baughn
Program Director.....David Pringle
Chief Engineer.....Bernard Ressler

WNEM-TV—Bay City- Saginaw—1954—NBC-ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By....Gerity Telecasting Corp.
Business Address.....Wenonah Hotel
Tel.: TW 3-4502.....News Service: AP
Membership.....NAB, TvB
Representative.....Petry
President.....James Gerity, Jr.
V.P., Sls. Mgr.....Harry Travis
V.P.-Treas.....D. Scott Hager
Dir. Operations.....Tom Matthews
Chief Engineer.....Robert L. Beurket

WWTW—Cadillac—1953 ABC-CBS

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....417 N. Mitchell St.
Tel.: PR 5-3478.....News Service: AP
Representative.....Hollingbery
Membership.....TvB, NAB
President.....John J. Smith
V.P., Gen. Mgr.....Gene Ellerman
Prog. Dir.....Paul Hill
Prom., Mdsq. Mgr.....Richard W. Schappa
Prom., Pub. Dir.....R. W. Bishop
Chief Engineer.....George A. Wilson

CKLW-TV—Detroit-Windsor 1954—CBC

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.
Owned-Oper...Western Ontario Brdctng. Co.
Business Address.....3300 Guardian Bldg.
Tel.: WO 1-7200.....News Services: INS, UP
Membership.....NAB
Rep.....All-Canada TV Ltd., Adam Young
Pres., Gen. Manager.....J. E. Campecu
Dir. of Operations.....S. C. Ritchie
Comm. Mgr.....Norman Hawkins
Publicity Director.....Art Gloster
Film Manager.....Arthur MacColl
Prom. Dir.....T. Don MacQueen
Dir. of Engineering.....Stuart Clark

WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....Storer Bcstg Co.
Business Address.....7441 Second Blvd.
Tel.: TR 3-7400.....News Services: AP, INS
Newspaper Affiliation.....Miami Beach Sun
Membership.....NAB, TvB
Representative.....Katz
President.....George B. Storer
V.P., Managing Dir.....Bill Michaels
Program Mgr.....Ralph R. Rust
Nat'l Sales Mgr.....Lewis P. Johnson
Prom., Merch. Mgr.....Bob Edell
Publicity Dir.....Betty Anderson
Service Co-ordinator.....George Kenyon
Film Mgr.....Jerry E. Christner
Chief Engineer.....Joseph B. Haigh

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Tel.: WO 2-2000.....News Services: UP, AP
Newspaper Affiliation.....Detroit News
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB, TvB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Sta. Mgr.....James Schiavone
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager.....Ian Harrower
Sales Prom. Manager.....Glenn Kyker
Sls. Development Mgr....Frank Steltenkamp
Natl. Sls. Mgr.....Ray W. Colie
Local Sls. Mgr.....John A. Wales
Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Tel.: Wo 3-8321.....News Services: AP, INS
Representative.....Blair-TV
Membership.....NAB, TvB
President, Gen. Mgr.....James G. Riddell
V.P.....John F. Pival
Sales Manager.....Ralph Dawson
Program Director.....John Lee
Film Mgr.....Ken Sims
Prom., Publicity Director.....Bud Kirvan
Chief Engineer.....Charles Kocher

WOOD-TV—Grand Rapids 1949—NBC-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Wood Bcstg., Inc.
Address.....120 College S E
Tel.: GL 9-4125.....News Service: AP
Membership.....NAB, TvB
Representative.....Katz
Pres., Gen. Mgr.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift



Program Director.....Frank G. Sisson
 Promotion Mgr.....Clark Grant
 Publicity Dir.....John Burpee
 Prod. Mgr.....Dick Lamoreaux
 Film Mgr.....Bob Smith
 Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo
1950—ABC-CBS

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....590 West Maple
 Tel.: FI 5-2101.....News Service: AP
 Membership.....NAB, TvB
 Representative.....Avery-Knodel, Inc.
 President.....John E. Fetzer
 V.P., Managing Director.....Carl E. Lee
 Sales Manager.....Donald DeSmit
 Program Director.....Charles Lynch
 Prom. Dir.....Leonard Colby
 Pub.....Marjorie Marquardt
 Film Mgr.....Mel Haavind
 Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1950
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....2820 E. Saginaw
 Tel.: IV 2-1333.....News Service: UP
 Membership.....NAB
 Representative.....Peters, Griffin, Woodward
 President.....Harold Gross
 Sta. Mgr.....Howard K. Finch
 Gen. Sales Mgr.....Keith Oliver
 Film Manager.....Phil Sherck
 Prom., Pub.....George Hancin
 Chief Engineer.....Carleton Musson

WDMJ-TV—Marquette
1956—CBS

Channel: 6 VHF...AP: 60 Kw...VP: 100 Kw.

Owned-Oper. By.....Lake Superior Bcstg Co.
 Business Address.....249 W. Washington St.
 Newspaper Affiliation.....Mining Journal
 Tel.: CA 6-3524.....News Service: AP
 Membership.....NAB
 Representative.....Weed
 President.....Frank J. Russell, Jr.
 General Mgr.....W. H. Treloar
 Sta., Comm. Mgr.....Robert J. Luke
 Program Dir.....Ted Hansen
 Promotion Dir.....Ruby Apostle
 Film Mgr.....Kenneth Borst
 Chief Engineer.....Paul Anick

WKNX-TV—Saginaw—1953
CBS-ABC

Channel: 57 UHF...AP: 103.5 Kw...VP: 207 Kw.
 Owned-Operated By...Lake Huron Bcstg. Co.
 Address.....221 S. Wash. Ave.
 Tel.: PL 3-4471.....News Services: UP, INS
 Representative.....Gill-Perna, Inc.
 President, Gen. Mgr.....William J. Edwards
 Station Manager.....Howard H. Wolfe
 Commercial Manager.....Robert M. Chandler
 Program Director.....Robert A. Oliver
 Production Manager.....Ernest Whitmire
 Prom. Dir.....Vincent Picard
 Film Manager.....Otto Allen
 Chief Engineer.....Max W. Thomas

WPBN-TV—Traverse City
1954—NBC

Channel: 7 VHF...AP: 32.4 Kw...VP: 53.7 Kw.
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Paul Bunyan Bldg.
 Tel.: WI 7-7675.....News Service: AP
 Representative.....Hal Holman
 President, Gen. Mgr.....Les Biederman
 Station Mgr., Prog. Dir.....John Anderson
 Commercial Mgr.....R. E. Detwiler
 V.P.-Chief Engineer.....William H. Kiker

Minnesota

Pop. March 1 (Est.)—3,303,000; Families—952,000; Lic. Stations—7,
 Sta. CP's—4; Radio Homes—940,000; TV Homes—738,000

KMMT—Austin—1953—ABC

Channel 6 VHF...AP: 6.17 Kw...VP: 12.3 Kw.
 Business Office.....Minnesota-Iowa TV Co.
 Business Address.....Hiway No. 105 S.
 Representative.....Avery-Knodel, Inc.
 Gen. Mgr., Prog. Dir., Film Buyer.....Gene P. Loffler
 Nat. Sls. Mgr.....James S. Dugan
 Sls. Dir.....Don E. Inman
 Chief Engineer.....Leo Chenier

KDAL-TV—Duluth-Superior
1954—NBC-ABC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Red River Bcstg. Co., Inc.
 Business Address.....Bradley Building
 Representative.....Avery-Knodel

Membership.....NAB, TvB
 General Manager.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Prog. Dir., Film Buyer.....Earl Henton
 Exec. V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior
1952—NBC-ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Northwest Publications, Inc.
 Business Address.....230 E. Superior St.
 Tel.: RA 7-6875.....News Service: AP
 Representative.....Peters, Griffin, Woodward, Inc.
 Membership.....NAB
 President.....Robert B. Ridder
 General Mgr.....Clarence D. Tully
 Gen. Sales Mgr.....Carlo Anneke
 Program Dir.....Ed Conrad



Prom., Pub. Dir. Marty Olsen
Film Manager Bill Ashton
Chief Engineer George Carlson

KMGM-TV—Minneapolis
1955

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
Owned-Oper. By United Television, Inc.
Business Address Foshay Tower
Tel.: FE 9-8811 News Service: UP
Representative Branham
Pres., Gen. Mgr. Donald Swartz
Commercial Mgr. Milton Westerman
Nat. Sales Mgr. James W. Anderson
Program Dir. Joseph Carney
Chief Engineer Gordon Benson

WCCO-TV—Minneapolis
1949—CBS

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
Owned-Oper. By Midwest Radio-TV Inc.
Bus.-Studio Address Radio City—50 S. 9th St.
Tel.: FE 8-0552 News Services: AP, UP
Membership NAB, TvB
Representative, Peters, Griffin, Woodward, Inc.
Chr. of Bd. Wm. J. McNally
President Robert B. Ridder
Exec. V.P. F. Van Konyenburg
Asst. Mgr. for TV Sherman Headley
Comm. Mgr. Robert N. Ekstrum
Film Manager Harry C. Jones
Prom., Pub. Director Gene Godt
Program Dir. Gwen Harvey
Chief Engineer John M. Sherman

WTCN-TV—Minneapolis
1953—ABC

Channel: 11 VHF . . . AP: 189 Kw. . . VP: 316 Kw.
Owned By Time, Inc.
Oper. By TLF Bcstrs.
Business Address 2925 Dean Blvd.

Mississippi

Pop. March 1 (Est.)—2,179,000; Families—563,000; Lic. Stations—5,
Sta. CP's—6; Radio Homes—546,000; TV Homes—246,000

WCBI-TV—Columbus—1956
CBS-NBC

Channel: 4 VHF . . . AP: 18 Kw. . . VP: 20 Kw.
Owned-Oper. By Bernie Ines, Jr.
Business Address Columbus, Miss.
Tel.: FA 8-5631 News Service: UP
Newspaper Affiliation Commercial Dispatch
Representative Everett-McKinney
General Mgr. Bob McRaney
Station Mgr. P. B. Hinman
Commercial Mgr. Bill Whitfield
Program Dir. Martha Puckett
Film Manager Edward Prescott
Chief Engineer Tom McFerrin

WDAM-TV—Hattiesburg
ABC-NBC

Channel: 9 VHF . . . AP: 33.1 Kw. . . VP: 55 Kw.

News Service AP, UP
Representative Katz
Membership NAB, TvB
V.P., Gen. Mgr. Phil Hoffman
Asst. Mgr. John M. Baldwin
Gen. Sls. Mgr. James R. Hoel
Program Dir. Ted Snider
Promotion Dir. Dave Lee
Chief Engineer Joseph Kahnke

KROC-TV—Rochester—1953
NBC

Channel: 10 VHF . . . AP: 120 Kw. . . VP: 240 Kw.
Owned-Oper. By So. Minn. Bcstg. Co.
Business Address 100 - 1st Ave. Bldg.
Tel.: AT 2-8665 News Service: UP
Representative Meeker TV, Inc.
President Mrs. Gregory P. Gentling
V.P., Gen. Mgr. G. David Gentling
Sta. Mgr. Willard Lampmann
Comm. Mgr. Will Jackson
Prom., Pub. Director John Miller
Prog. Dir., Film Manager Don Perry
Chief Engineer Robert W. Cross

KSTP-TV—St. Paul—
Minneapolis—1948—NBC

Channel: 5 VHF . . . AP: 60 Kw. . . VP: 100 Kw.
Owned-Operated By KSTP, Inc.
Bus., Trans. Lo. 3415 University Ave., St. Paul
Tel.: MI 5-2724 News Service: AP
Representative Edward Petry
Membership NAB
President, Gen. Mgr. Stanley E. Hubbard
Exec. V.P. & Treas. K. M. Hance
National Sales Dir. James E. Blake
V.P. Chge. Sales Marvin L. Rosene
V.P. Research, Dev. Stanley S. Hubbard
Prog. Dir., Film Mgr. Del Franklin
Prom., Pub. Director William Davey
Chief Engineer Wm. S. Sadler

Owned-Oper. By Lion Television Corp.
Business Address Box 1649
Tel.: JU 4-8441 News Service: AP
Representative Pearson
Membership NAB, TvB
President David A. Matison
General Mgr. Marvin Reuben
Comm. Mgr. Jerry P. Keith
Prog., Prom. Dir. Keith Glatzer
Prom., Pub. Dir. Miss Pat Flynn
Film Manager Charles Shade
Chief Engineer John Carrol

WJTV—Jackson—1954
ABC-CBS-NBC

Channel: 12 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
Owned-Oper. By Capitol Broadcasting Co.
Business Address Box 8187
Tel.: 4-2512 News Service: AP



Station Representative Katz
 President T. M. Hederman, Jr.
 Gen., Film Manager L. M. Sepaugh
 Station Manager Owens F. Alexander
 Comm. Manager Bill Carlier
 Prom., Pub. Dir. Sandy McMillan
 Promotion Director Ken Jordan
 Film Manager L. M. Sepaugh, Jr.
 Chief Engineer C. A. Perkins

WLBT—Jackson—1953
ABC-NBC

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By Lamar Life Bcstg. Co.
 Business Address Box 2171
 Tel.: 2-2691 News Service: UP
 Representative Hollingbery
 Membership NAB
 President P. K. Lutken
 Gen., Station Mgr. Fred L. Beard
 Comm. Manager Frank Gentry
 Program Director Maurice Thompson
 Prom., Pub. Director Charles H. Allen
 Chief Engineer Bob Smathers

WTOK-TV—Meridian—1953
ABC-CBS-NBC

Channel: 11 VHF.. AP: 156 Kw.. VP: 316 Kw.
 Owned-Oper. By Southern Television Corp.
 Business Address Southern Bldg.
 Tel.: 3-1441 News Service: AP
 Representative Headly-Reed
 Membership NAB, TvB
 President Robert F. Wright
 Sales Manager W. B. Crooks
 Prog., Prom. Dir. Cecil Germany
 Production Director George Shannon
 Chief Engineer Joe Saxon

WTWV—Tupelo—1956—NBC

Channel: 9 VHF.. AP: 13.5 Kw.. VP: 27.2 Kw.
 Owned-Oper. By Tupelo Citz. TV Co.
 Business Address Beech Springs Rd.
 Representative Jack Masla
 Tel.: VI 2-7620 News Service: UP
 Pres., Gen., Sta., Comm. Mgr. . Frank K. Spain
 Sls. Mgr. Charles H. Hicks, Jr.
 Program Dir. Robert D. Gordon
 Oper. Supv. James Stenbridge
 Chief Engineer Joseph G. Petit

Missouri

Pop. March 1 (Est.)—4,375,000; Families—1,329,000; Lic. Stations—14,
 Sta. CP's—3; Radio Homes—1,293,000; TV Homes—1,104,000

KFVS-TV—Cape Girardeau
1954-CBS

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By Hirsch Broadcasting Co.
 Business Address 324 Broadway
 Tel.: ED 5-5511 News Services: UP, AP
 Station Representative Headly-Reed Co.
 President Oscar C. Hirsch
 Manager of TV Robert O. Hirsch
 Sales Manager Jack Ramey

KOMU-TV—Columbia—1953
ABC-NBC

Channel: 8 VHF.. AP: 126 Kw.. VP: 251 Kw.
 Owned-Oper. By Curators of Univ. of Mo.
 Business Address Highway 63, South
 Tel.: GI 2-1122 News Service: UP
 Representative H.R.
 Membership NAB, TvB
 Director of TV Edward C. Lambert
 Sales Mgr. John O. Conwell
 Program Director Allen H. Scollay
 Promotion Director Milton E. Gross
 Film Manager Ron C. Hunt
 Chief Engineer William J. Reagan

KHQA-TV—Hannibal—1953
CBS

Channel: 7 VHF.. AP: 158.. Kw.. VP: 316 Kw.
 Owned-Oper. By Lee Broadcasting, Inc.
 Business Address 150 Main St. Quincy, Ill.
 Tel.: BA 2-6200 News Services: AP, UP

Membership NAB
 Representative Weed
 President Lee P. Loomis
 Gen., Nat'l. Sls. Mgr. Walter Rothschild
 Prog. Dir., Asst. Mgr. Merritt Milligan
 Promotion Director Dick Moore
 Film Manager Charles Lotz
 Chief Engineer J. E. Gray

KRCG—Jefferson City—1955
CBS-ABC

Channel: 13 VHF.. AP: 52.5 Kw.. VP: 105 Kw.
 Owned-Oper. By Jefferson TV Co.
 Address Callaway Hills Farm
 Tel.: 6-6188 News Service: AP
 Representative Blair TV Assoc.
 Membership NAB, TvB
 Pres. Mrs. William H. Weldon
 Gen., Sta. Mgr. Robert Blosser
 Program Director A. Laney Lee
 Sales Mgr. R. E. Maxwell
 Prog. Dir. Laney Lee
 Chief Engineer Edward Schuelein

KODE-TV—Joplin—1954
ABC-CBS

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By WSTV, Inc.
 Business Address 1928 W 13th St.
 Tel.: MA 3-7260 News Service: UP
 Membership NAB
 Representative Avery-Knodel
 President Jack N. Berkman

V.P., General Mgr. Harry Burke
 Commercial Mgr. D. T. Knight
 Promotion Dir. William Harned
 Promotion Dir. Bill McClinton
 Chief Engineer Jack Langford

KCMO-TV—Kansas City 1953—CBS

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.... Meredith Publishing Co.
 Business Address.... 125 East 31st St.
 Tel.: JE 1-6789..... News Service: AP
 Representative..... Katz
 Membership..... NAB, TvB
 President..... E. T. Meredith, Jr.
 General Manager..... E. K. Hartenbower
 Comm. Manager..... S. B. Tremble
 Program Dir..... Kenneth W. Heady
 Prom., Pub. Director..... F. C. Strawn
 Film Manager..... T. R. Thompson
 Chief Engineer..... Karl Troeglen

(See Page 811)

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.... Kansas City Star Co.
 Business Address.... 3030 Summit St.
 Tel.: HA 1-1200..... News Service: AP
 Newspaper Affiliation... Kansas City Star
 Representative... Harrington, Righter, & Parsons
 Membership..... NAB, TvB
 President..... Roy A. Roberts
 Managing Dir..... H. Dean Fitzer
 Station Mgr..... William A. Bates
 Comm. Manager..... E. Manne Russo
 Program Dir..... Jay Barrington
 Publicity Dir..... Randall Jessee
 Chief Engineer..... James Schmidt

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.... KMBC Bcstg. Co.
 Business Address.... 11th & Central Streets
 Membership..... NAB, TvB
 Tel.: HA 1-2650..... News Service: AP, UP
 Representative. Peters, Griffin, Woodward, Inc.
 President..... Donald Dwight Davis
 Exec. V.P. John T. Schilling
 V.P. & Sales Man..... George J. Higgins
 Station Mgr..... Mori Greiner
 Production Manager..... Lou Kemper
 Prom. Dept. Fred Harris
 Chief Engineer..... Henry Goldenberg

KDRO-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.
 Owned-Oper. By.... KDRO-TV & Radio, Inc.
 Business Address.... 2100 W. Broadway
 Tel.: TA 6-1651..... News Service: AP
 Representative..... Pearson
 President..... Fred G. Phaby
 General Manager..... Miss Le Chapman
 Comm. Manager..... Harry W. Trotman
 Chief Engineer..... Bob Klein

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
 Owned-Oper. By.... Independent Bcstg. Co.
 Address.... Chamber of Commerce Bldg.
 Tel.: 2-7474..... News Service: AP, UP
 Representative..... Weed
 Membership..... NAB
 President..... I. H. G. Cooper
 V.P., Mgr..... G. Peason Ward
 Sales Manager..... Jack Lloyd
 Program Director..... Kevin McAndrews
 Chief Engineer..... William F. Curry

KYTV—Springfield—1953 NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.... Springfield Television Inc.
 Business Address.... 999 W. Sunshine
 Tel.: 6-2766..... News Service: AP
 Representative..... Hollingbery
 Membership..... NAB
 President..... Tams Bixby, III
 Co-Mgr., Comm. Mgr..... Ralph L. Stufflebam
 Co-Mgr., Prog. Dir..... Carl Fox
 Promotion Dir..... Bob Irvin
 Chief Engineer..... E. Dennis White

KFEQ-TV—St. Joseph—1953 ABC-CBS

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.... KFEQ Bcstg. Co.
 Business Address.... 40th & Faraon
 Tel.: 3-2528..... News Service: AP
 Representative..... Blair Assoc.
 Membership..... NAB, TvB
 President..... Jesse D. Fine
 General Mgr..... Ted Nelson
 Commercial Mgr..... A. Wayne Beavers
 Prog. Dir., Film Mgr..... Gene Milsteen
 Chief Engineer..... John Carroll

KSD-TV—St. Louis—1947 NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.... The Pulitzer Publishing Co.
 Address.... 1111 Olive St.
 Tel.: MA 1-1111..... News Services: AP, INS
 Newspaper Affiliation... St. Louis Post-Dispatch
 Representative..... NBC Spot Sales
 Membership..... NAB, TvB
 President..... Joseph Pulitzer, Jr.
 Gen. Manager..... Harold Grams
 Sales Manager..... Guy E. Yeldell
 Pub. Dir..... Robert Hannon
 Film Mgr..... Keith Gunther
 Promotion Director..... Fred J. Mueller
 Chief Engineer..... J. E. Risk

KMOX-TV—St. Louis—1954 CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.... CBS, Inc.
 Address.... 9th & Sidney Sts.



MISSOURI-MONTANA



Tel.: PR 3-1120..... News Service: AP, UP
 Membership..... TvB
 Representative..... CBS-TV Spot Sales
 Gen. Mgr..... Gene Wilkey
 Sales Manager..... Charles McAbee
 Dir. of Tech. Oper..... Harry Harvey
 Dir., Pub., Prom..... Tom Stanton

KTVI—St. Louis—1957 ABC

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.

Owned..... Signal Hill Telecasting Corp.
 Business Address..... 5915 Berthold
 Tel.: MI 7-3600..... News Service: UP
 Representative..... Blair-TV
 Membership..... NAB
 President..... Harry Tannenbaum
 V.P., Gen. Mgr..... Joseph Bernard
 Comm. Mgr..... John I. Hyatt
 Prog. Dir..... Frederick S. Buschmeyer
 Prom., Pub. Dir..... Don B. Curran
 Film Manager..... John Link
 Chief Engineer..... Richard Trompeter

Montana

Pop. March 1 (Est.)—851,000; Families—204,000; Lic. Stations—7,
Sta. CP's—2; Radio Homes—192,000; TV Homes—76,000

KGHL-TV—Billings—1958 NBC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Address..... 214 N. 30th St.
 Owned..... Midland Empire Bcstg. Co.
 Tel.: 2-2222..... News Service: UP
 Representative..... Adam Young
 Membership..... NAB
 President..... P. N. Fortin
 General Manager..... Jeff Kiichli
 Commercial Mgr..... Warren Marshall
 Program Dir..... Douglas Wildfoester

KOOK-TV—Billings—1953 CBS-ABC-NBC

Channel: 2VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Montana Network
 Business Address..... P. O. Box 2557
 Tel.: 9-2382..... News Service: UP
 Membership..... NAB
 Representative..... Headley-Reed
 President..... Joseph Sample
 Gen., Station Manager..... V. V. Clark
 Comm. Manager..... John Conner
 Prog., Oper. Dir..... Ed Peiss
 Prom., Pub. Director..... Conna G. May
 Chief Engineer..... Grant French

KXLF-TV—Butte—1953 ABC-NBC

Channel: 4 VHF... AP: 29.5 Kw... VP: 56.2 Kw.
 Owned-Oper. By..... Television Montana
 Business Address..... Box 1988
 Telephone..... 2-9111
 Membership..... TvB
 Representative..... Walker
 President..... E. B. Craney
 Station Manager..... Jim Manning
 Commercial Mgr..... W. Jake Walker
 Chief Engineer..... Lloyd Scott

KXGN-TV—Glendive—1957

Channel: 5 VHF... AP: 2.5 Kw... VP: 5 Kw.
 Owned..... Glendive Bcstg. Corp.
 Address..... 122 S. Merrill Ave.
 Tel.: EM 5-3377..... News Service: AP
 Representative..... Grant Webb

Membership..... NAB
 President..... Lewis W. Moore
 General Manager..... Daniel C. Palen
 Sales Dir..... Karl R. Johnson
 Chief Engineer..... Donald J. Power

KFBB-TV—Great Falls 1954—ABC-NBC-CBS

Channel: 5 VHF... AP: 12.6 Kw... VP: 25.4 Kw.
 Owned-Oper. By..... Wilkins Broadcast Inc.
 Business Address..... Box 1139
 Tel.: GL 3-4377..... News Service: UP
 Representative..... Blair
 Pres., Gen. Mgr..... J. P. Wilkins
 Prom., Pub. Dir., Ass't. Gen. Mgr. W. E. Spahr
 Comm., Sta. Manager..... W. C. Blanchette
 Program Director..... Pen Brown
 Chief Engineer..... Anthony Lopuch

KXLJ-TV—Helena

(Satellite of KXLF-TV, Butte, Mont.)
 Channel: 12... AP: .48 kw... VP: .97 Kw.

KGEZ-TV—Kalispell—1957 CBS-NBC

Channel: 9... AP: 8.9 Kw... VP: 15.1 Kw.
 Owned..... KGEZ-TV, Inc.
 Address..... Box 439
 Telephone..... SK 6-5056
 Representative..... Donald Cooke
 V.P., Gen. Mgr..... Richard V. Vick
 Prog. Dir..... Allen Herriges
 Ch. Eng..... Jess Waymire

KMSO-TV—Missoula—1954 ABC-CBS-NBC

Channel: 13 VHF... AP: 95 Kw... VP: 191 Kw.
 Owned-Oper. By..... Mosby's Inc.
 Business Address..... 127 East Main St.
 Tel.: 9-4169..... News Service: UP
 Representative..... Gill-Perna
 Membership..... NARTB, TvB
 President..... A. J. Mosby
 Gen. Mgr..... S. John Schile
 Program Director..... Ron Maines
 Film Dir..... Lynn Paoli
 Chief Engineer..... Amos Hargarve

Nebraska

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—9,
Sta. CP's—2; Radio Homes—431,000; TV Homes—326,000

KHAS-TV—Hastings—1956 NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By Nebraska TV Corp.
Business Address Box 476
Tel.: 3-1321..... News Service: AP
Newspaper Affiliation Hastings Daily Tribune
Membership NAB
Representative Weed
President Fred A. Seaton
General Mgr. Duane L. Watts
Commercial Mgr. Bob Schnuelle
Promotion Dir. Karl MacKinnon
Film Manager Marsden Garey
Chief Engineer Duane Allison

KHPL-TV—Hayes Center 1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw..VP: 28 Kw.

KDUH-TV—Hay Springs 1958

(Satellite of KOTA-TV, Rapid City, S. D.)

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.

KHOL-TV—Kearney—1953 ABC-CBS

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
Owned-Oper. By Bi-States Co.
Business Address Holdrege, Nebr.
Tel.: WY 5-5952..... News Service: AP
Membership NAB, TvB
Representative Meeker
President Wayne Brewster
Gen. Mgr. Harold Hamilton
Station Manager..... Jack Gilbert
Film Mgr. Bob Brooke
Production Manager..... Moe Milliken
Pub. Director Tom Nuss
Dir. of Eng. Dixie Greely

KOLN-TV—Lincoln—1953 CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By Cornhusker Radio & TV Corp.
Address 40th and W Sts.
Tel.: 6-2367..... News Services: AP, UP
Representative Avery-Knodel
Membership NAB, TvB
President John E. Fetzer
V.P., Gen. Sta. Mgr. A. James Ebel
Comm. Manager Lester C. Rau
Program Director Robert L. Johnson
Pub., Promotion Director..... Marie Stewart
Film Manager..... Eli Modenstein
Chief Engineer..... D. R. Taylor

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Vice President & General Manager

Fred Ebener
Sales Manager

Represented by BLAIR-TV, Inc.



KETV—Omaha—1957—ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Herald Corp.
Address.....27th & Douglas Sts.
Tel.: HA 4848.....News Services: AP, UP
Newspaper Affil.....World-Herald
Representative.....H-R Television
Membership.....NAB
President.....Ben H. Cowdery
V.P., Gen. Mgr.....Eugene S. Thomas
Sales Mgr.....Robert O. Paxson
Program Mgr.....John Q. Quigley
Prom., Pub. Dir.....Robert F. Coats
Film Mgr.....Miss Gay Ash
Chief Engineer.....J. S. Petrik

**KMTV—Omaha—1949
ABC-NBC**

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bestg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Tel.: HA 3333.....News Service: UP
Representative.....Petry
Membership.....NAB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Gen. Sales Maanger.....Arden Swisher

Program Director.....Lew Jeffrey
Promotion Director.....Amos Eastridge
Film Manager.....Jack Katz
Pub. Dir.....Burt Mann
Chief Engineer.....R. J. Schroeder

**WOW-TV—Omaha—1949
CBS**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Tel.: WE 3400.....News Service: UP, AP
Representative.....Blair TV
Membership.....NAB, TvB
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Sales Dev. Mgr.....George C. Mirras
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn
(See Pages 811 and 827)

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)
Channel: 10 VHF..AP: 7.5 Kw..VP: 13 Kw.

Nevada

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—4,
Sta. CP's—2; Radio Homes—84,000; TV Homes—51,000

**KLRJ-TV—Las Vegas—1955
ABC-NBC**

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.
Owned-Oper. By....Southwestern Publishing
Corp.
Business Address ..4850 Henderson Highway
Tel.: DU 2-1760.....News Service: UP
Newspaper Affiliation ..Las Vegas Review
Journal
Representative.....Avery-Knodel
President.....Donald W. Reynolds
General Mgr.....William D. Stiles
Nat'l Sls. Mgr.....Allen W. Dunn
Sales Manager.....Ralph W. Johnson
Managing Director.....A. E. Cahlan
Program Director.....Mark Smith
Adv. Dir.....Anne Gibb
Chief Engineer.....David Rogers

Program Director.....James Hart
Prom., Pub. Director.....Pat Beesley
Chief Engineer.....Harry Bartolomei

**KSHO-TV—Las Vegas—1956
ABC**

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper.....Nathan & Mervyn Adelson
Business Address.....Fremont Hotel
Tel.: DU 2-8010.....News Service: AP
Rep.....McGavren-Quinn
Gen. Mgr.....Mike Schulman
Commercial Mgr.....Jay Cowan
Oper. Mgr.....Lee Peer
Chief Engineer.....Ed White

**KOLO-TV—Reno—1953
ABC-CBS-NBC**

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....News Service: UP
Representative.....Pearson
Membership.....NAB, TvB
President.....Donald W. Reynolds
General Manager.....Harry Huey
Sta. Mgr.....Lee Hirschland
Film Oper. Mgr.....Ed Cardinal
Prod. Dir.....Durward Yasmer
Pub. Dir.....Helen Busscher
Chief Engineer.....Tom Hughes

**KLAS-TV—Las Vegas—1955
CBS**

Channel: 8 VHF..AP: 27 Kw..VP: 55 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Address.....250 E. Desert Inn Rd.
Tel.: DU 2-6138.....News Services: AP, INS
Representative.....Weed
Membership.....NAB
President.....Hermann Greenspun
Gen. Sta. Manager.....Marion Komar
Sales Mgr.....Alex Gold

New Hampshire

Pop. March 1 (Est.)—573,000; Families—172,000; Lic. Stations—1, Sta. CP's—1; Radio Homes—169,000; TV Homes—165,000

WMUR-TV—Manchester 1954—ABC-CBS-NBC

Channel: 9 VHF..AP: 155 Kw...VP: 282 Kw.

Owned-Oper. By....Radio Voice of N. H. Inc.

Business Address.....1819 Elm St.

Tel.: NA 3-8061.....News Service: UP

Representative Forjoe

Membership NAB, TvB

President.....Francis P. Murphy

V.P., Gen. Manager Norman Gittleson

Comm. Manager.....Gordon Moore

Prom. Mgr.....Wm. Gildersleeve

Prog. Dir.....Warren S. Park

Chief Engineer.....Charles Halle

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New Jersey

Pop. March 1 (Est.)—5,667,000; Families—1,689,000; Lic. Stations—1, Sta. CP's—4; Radio Homes—1,676,000; TV Homes—1,524,000

WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.

Owned-Oper. By.....Atlantic TV

Business Address.....1020 Broad Street

Tel.: MI 2-6400.....News Service: AP

President & Gen. Mgr.... Irving R. Rosenhaus
Nat. Sales Mgr..... James W. Anderson
Comm. Mgr..... Sydney Kavaleer
Program Director..... George Green
Publicity Director..... Robert Macdougall
Prod. Mgr..... Herb Green
Chief Engineer..... Henry L. Dabrowski
Vice-Pres..... Frank V. Bremer

New Mexico

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—4, Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF..AP: 44.6 Kw...VP: 89.1 Kw.

Owned-Oper. By.....New Mexico Bcstg. Co.

Bus. Address.....1414 Coal Ave. S. W.

Tel.: CH 3-2285.....News Service: AP

Membership NAB

Representative Branham

Pres., Gen., Sta. Mgr. A. R. Hebenstreit

Comm. Manager Ralph C. Rhoads

Prog. Dir..... Bob Van Driel
Prom. Dir..... Jim Laramore
Traf. Dir..... Vergie Abeyta
Film Manager..... Stretch Scherer
Chief Engineer..... Leonard F. Dodds

KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF..AP: 44.7 Kw...VP: 87.1 Kw.

Owned-Oper. By.....Alvarado TV Co.



Business Address.....122 S.E. Tulane Dr.
 Telephone.....5-8716
 Membership.....NAB, TvB
 Representative.....Bolling
 Pres., Gen. Mgr.....Clinton McKinnon
 Film Dir.....Evelene Wills
 Prog. Director.....Howard Morgan
 Prod. Manager.....Frank Idaspe
 Chief Engineer.....James Sharmon

President.....Nancy H. Battison
 General Mgr.....John H. Battison
 Asst. Gen. Mgr.....Don Husted
 Program Dir.....Jim Cooper
 Chief Engineer.....W. C. Carnahan

KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw.. VP: 10.2 Kw.
 Owned-Oper. By.....KSTP, Inc.
 Bus.-Studio Address.....1430 Coal Ave., S. W.
 Tel.: CH 3-4411.....News Services: UP, INS
 Representative.....Petry
 Membership.....NAB, TvB
 Pres.....Stanley Hubbard
 Comm. Manager.....Rolf S. Nielsen
 Program Director.....Al Jarrett
 Prom., Pub. Director.....Dallas Wyant
 Film Manager.....Bill Williams
 Gen., Sta. Mgr.....George S. Johnson

KICA-TV—Clovis—1956 CBS

Channel: 12 VHF.AP: 16.37 Kw. VP: 30.34 Kw.
 Owned-Oper. By.....KICA, Inc.
 Bus. Address ..Box 111 or 1000 Sycamore St.
 Tel.....PO 3-5511
 Representative.....Pearson
 President.....Frank Lesley
 Gen. Mgr.....Gene P. Loffler
 Sales Mgr.....James W. Richardson
 Program Director.....Bud LeRoy
 Chief Engineer.....M. S. O'Dell

KAVE-TV—Carlsbad—1956 CBS-NBC-ABC

Channel: 6 VHF..AP: 5 Kw..VP: 11.7 Kw.
 Owned-Oper. By ..Voice of the Caverns, Inc.
 Business Address.....2907 W. Church St.
 Telephone.....TU 5-4101
 Membership.....NAB
 Representative.....Branham

KSWs-TV—Roswell—1953 NBC-ABC-CBS

Channel: VHF..AP 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....John A. Barnett
 Business Address.....1717 W. Second St.
 Tel.: MA 2-6450.....News Service: AP
 Representative.....Meeker, Melville
 Membership.....NAB
 Owner & Gen. Mgr.....John A. Barnett
 Asst. Gen. Manager.....W. L. Shackelford
 Director of Sales.....Paul B. McEvoy
 Prod. Director.....Owen Moore
 Chief Engineer.....Ray Summersgill

New York

Pop. March 1 (Est.)—16,295,000; Families—5,084,000; Lic. Stations—15,
 Sta. CP's—18; Radio Homes—5,008,000; TV Homes—4,846,000

WTEN—Albany—1953—CBS

Channel: 10 UHF..AP: 72.5 Kw.. VP: 145 Kw.
 Owned-Oper. By.....Capital Cities TV Corp.
 Business Address.....Box 4100
 Representative.....Harrington, Righter &
 Parsons, Inc.
 Tel.: 3-2225.....News Service: UP
 Membership.....NAB, TvB
 President, Managing Dir.....Frank M. Smith
 General Manager.....Thomas S. Murphy
 Sales Manager.....William J. Lewis
 Oper. Director.....Charles Pogan
 Promotion Dir.....Harry L. Goldman
 Chief Engineer.....Charles Heisler

Membership.....NAB
 Representatives Venard, Rintoul & McConnell
 President.....S. H. Fabian
 General Mgr.....William A. Riple
 Commercial Mgr.....Dom Tovino
 Program Dir.....Fred D. Shavor
 Chief Engineer.....Elmer C. Snow

WTRI—Albany—1953—ABC

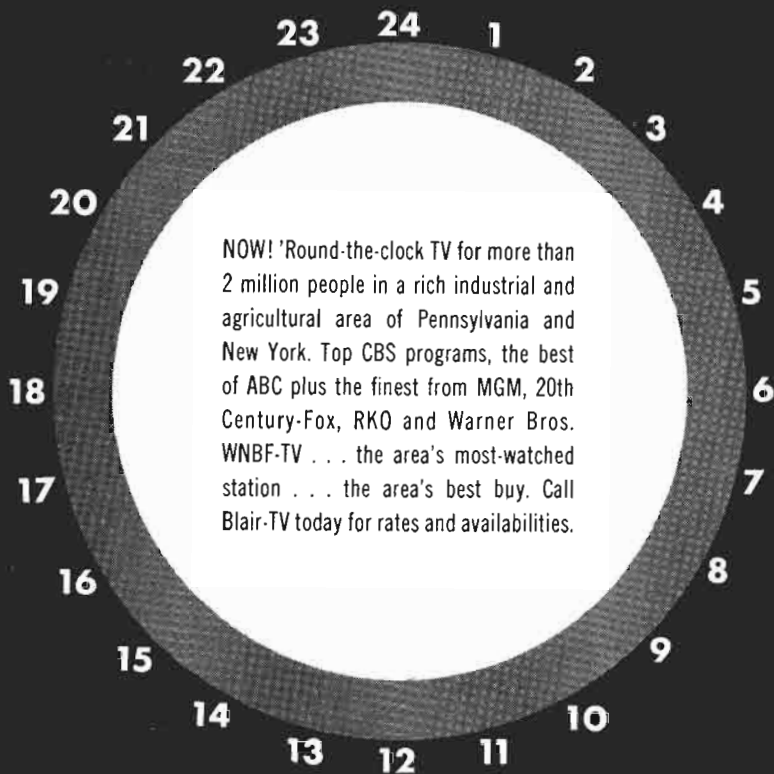
Channel: 35 UHF ..AP: 85.2 Kw.. VP: 380 Kw.
 Owned-Oper By.....Van Curler Bcstg Corp.
 Business Address.....15 N. Pearl St.
 Tel.: AL 5-5291.....News Service: UP

WINR-TV—Binghamton

Channel: 40 UHF..AP: 535 Kw.. VP: 1070 Kw.
 Owned.....Binghamton Press Co.
 Business Address.....70 Henry St.
 Tel.: 4-4318.....News Service: UP
 Representative.....Hollingbery
 Membership.....NAB
 Gen. Mgr.....Dale Taylor
 Comm. Mgr.....Victor Ludington, Jr.
 Prog. Dir.....Bill Densmore
 Pub. Dir.....Don Johnson
 Chief Engineer.....G. Ricciardelli

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**WNBF-TV—Binghamton
1949—ABC-CBS-NBC**

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned Oper. By....Triangle Publications, Inc.
Business Address.....One Henry St.
Tel.: BI 3-7311.....News Services: AP, INS
Representative.....Blair TV, Inc.
Membership.....NAB, TvB
General Manager.....George R. Durham
TV Sales Manager.....Andrew G. Hubbell
Dir. Nat. Sales.....Ed. H. Benedict
Bus. Mgr.....E. W. Farneti
Oper. Mgr.....Russ Baker
Chief Engineer.....Sherman Egan

(See Page 831)

**WBEN-TV—Buffalo
1948—CBS**

Channel: 4 VHF..AP: 54 Kw...VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Hotel Statler
Tel.: MO 0930....News Services: AP, INS, UP
Representative.....Harrington, Righter &
Parsons, Inc.
Membership.....NAB
President.....Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Chief Engineer.....Ralph J. Kingsley

WBUF—Buffalo—1953—NBC

Channel: 17 UHF..AP: 500 Kw..VP: 1,000 Kw.
Owned-Oper. By.....NBC
Business Address.....2077 Elmwood Ave.
Tel.: VI 8300.....News Service: UP
Representative.....NBC Spot Sales
Membership.....NAB, TvB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Prom. Mgr.....Robert A. Fillmore
Pub. Mgr.....Howard Vandermeulen
Mgr. Oper.....George C. Lenfest
Prog. Mgr.....Frank Harns



WGR-TV—Buffalo—1954 ABC

Channel: 2VHF...AP: 66 Kw...VP: 100 Kw.
 Owned.....Transcontinent TV Corp.
 Business Address.....184 Barton St.
 Tel.: SU 7115...News Services: AP, INS, UP
 Representative.....Peters, Griffin, Woodward
 Membership.....NAB, TvB
 President.....David C. Moore
 Sta. Mgr.....Van Beuren W. DeVries
 Comm. Mgr.....G. Paschall Swift
 Program Dir.....Paul Sciandra
 V.P., Dir. Eng.....Karl B. Hoffman

WCNY-TV—Carthage—1954 ABC-CBS

Channel: 7 VHF...AP: 95.5 Kw...VP: 178 Kw.
 Owned-Oper. By...The Brockway Company
 Bus. Address...P. O. Box 211, Watertown, N. Y.
 Tel.....2930
 Representative.....Weed
 Membership.....NAB
 President.....John B. Johnson
 General Manager.....Louis Sciff, Jr.
 Station Manager.....James W. Higgins
 Sales Manager.....Alford M. Tauroney
 Prog., Director.....David M. Graves
 Film Manager.....John A. LaLiberte
 Chief Engineer.....Michael R. Yonkovig

WSYE-TV—Elmira—1956 (Satellite of WSYR-TV, Syracuse)

Channel: 8 VHF...AP: 87.5 Kw...VP: 175 Kw.

WCDB—Hagaman—1955 (Satellite WCDA-TV, Albany)

Channel: 29 UHF...AP: 125 Kw...VP: 252 Kw.

WATV—Newark, N. J. (See New Jersey listing)

WABC-TV—New York—1948 ABC

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By

American Bcstg.-Paramount Theatres, Inc.
 Business Address.....7 W. 66th St.
 Tel.: SU 7-5000...News Services: INS, AP
 Membership.....NAB, TvB
 Representative.....Blair TV
 President.....Leonard Goldenson
 V.P., Gen. Mgr.....R. L. Stone
 Sales Manager.....J. Stampler
 Prom. Dir.....John Curtis
 Program Director.....A. L. Hollander, Jr.
 Dir., Res. & Sls. Dev.....L. J. Polleck
 Sales Service Mgr.....Barbara Case
 Production Mgr.....Gordon Kunz
 Publicity Director.....Lawrence Eisenberg
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WABD—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.
 Owner-Oper.....DuMont Bcstg. Corp.
 Business Address.....205 E. 67th St.

Tel.: LE 5-1000.....News Service: INS
 Representative.....Weed
 V.P.....Richard D. Buckley
 President.....Bernard Goodwin
 V.P., Sta. Mgr.....Bennett H. Korn
 Program Dir.....John H. Grogan
 Adv., Prom. Dir.....Kenneth Klein
 Film Manager.....Jack Lynn
 Publicity Dir.....David Yarnell
 Chief Engineer.....William Kelly

WCBS-TV—New York—1941 CBS

Channel: 2 VHF...AP: 21 Kw...VP: 42 Kw.
 Owned-Oper.....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 Tel.: PL 1-2345

News Services: AP, UP, CBS TV News Film
 Representative.....CBS TV Spot Sales
 Membership.....NAB, TvB
 President (CBS Inc.).....Frank Stanton
 Pres. (CBS TV Stations Div.)...Merle S. Jones
 General Manager.....Sam Cook Digges
 General Sales Mgr.....Norman Walt
 Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence
 Worden
 Program Dir.....Hal Hough
 Dir. Adv., Sales Promotion.....Robert G. Patt
 Publicity Director.....Robert Fuller
 Film Dept. Manager.....William C. Lacey
 Dir. Tech. Operations...Robert G. Thompson



WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB, ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV ABC CHANNEL 2 BUFFALO

WOR-TV—New York—1949

Channel: 9 VHF... AP: 65 Kw... VP: 130 Kw.
 Owned-Oper. By.....RKO Teleradio Pictures
 Business Address.....1440 Broadway
 Tel.: LO 4-8000. News Service: INS, UP, Reuters
 Station Representative.....H-R
 Membership.....NAB, TvB
 President.....Thomas F. O'Neil
 V.P., Gen. Mgr.....Gordon Gray
 Executive Assl.....Seymour Handy
 Comm. Manager.....William Dix
 Dir. Sls. Dev.....Robert Hoffman
 Program Dir.....Ivan Reiner
 Film Manager.....Dan German
 Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By.....N. Y. Daily News
 Address.....220 E. 42nd St.
 Tel.: MU 2-6500..... News Service: UP
 Newspaper Affiliation...N. Y. Daily News
 Representative. Peters, Griffin, Woodward, Inc.
 President.....F. M. Flynn
 Pub. Super.....Frank Langley
 Live Program Manager.....W. D. Engels
 Adv. & Promotion Manager.....Frank Tuoti
 Film Mgr.....Wm. L. Cooper, Jr.
 Chief Engineer.....O. S. Freeman

WRCA-TV—New York—1941**NBC**

Channel: 4 VHF... AP: 12.9 Kw... VP: 30.2 Kw.
 Owned-Oper. By.....National Bcastg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300... News Services: AP, INS, UP
 Representative.....NBC Spot Sales Dept.
 Membership.....NAB, TvB
 President.....Robert Sarnoff
 General Manager.....William Davidson
 Station Mgr.....Max Buck
 Commercial Manager.....Jay Heitin
 Program Director.....George Heineman
 Audience Prom. Director.....Tony Kraemer
 Sales Prom. Mgr.....Michael Lannon
 Publicity Mgr.....John O'Keefe
 Film Manager.....Al Odeal
 Chief Engineer.....John H. Riedel

WPTZ—Plattsburgh—1954**NBC**

Channel: 5 VHF... AP: 12 Kw... VP: 30 Kw.
 Owned-Oper. By.....Rollins Bcastg. Co.
 Business Address.....357 Cornelia St.
 Tel.: 3070..... News Services: AP, UP
 Representative.....Blair TV
 President.....O. Wayne Rollins
 General Comm. Mgr.....George Baren Bregge
 Prom., Pub. Dir.....Dick Ford
 Prog. Dir.....Al Cahill
 Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953**CBS-ABC**

Channel: 10 VHF... AP: 66 Kw... VP: 124 Kw.
 Owned-Oper. By.....WHEC, Inc.

Business Address.....40 Franklin St.
 Tel.: BA 5-3050..... News Service: AP
 Representative.....Everett-McKinney, Bolling
 Membership.....NAB, TvB
 President.....Frank E. Gannett
 Gen. Mgr.....C. Glover DeLaney
 Asst. Gen. Manager.....Lowell H. MacMillan
 Comm. Manager.....LeMoine C. Wheeler
 Prog., Prom. Dir.....William J. Adams
 Film Mgr.....Dorothy Cottin
 Technical Director.....Richard K. Blackburn

WROC-TV—Rochester—1949**NBC-ABC**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By.....Transcontinental TV Corp.
 Business Address.....201 Humboldt St.
 Tel.: BU 8-8400..... News Service: AP
 Membership.....NAB, TvB
 Representative.....Peters, Griffin, Woodward
 Gen. Mgr.....Gunnar O. Wiig
 Ass't. Gen. Mgr.....John W. Kennedy, Jr.
 Commercial Mgr.....Armin N. Bender
 Prom., Pub. Dir.....L. Walton Smith
 Dir. Adv. & Sales.....L. Walton Smith
 Film Manager.....David D. Manning
 Chief Engineer.....Kenneth Gardner

WVET-TV—Rochester—1953**CBS-ABC**

Channel: 10 VHF... AP: 62.5 Kw... VP: 123 Kw.
 Owned-Oper. By.....Veterans Bcastg. Co., Inc.
 Business Office.....17 Clinton Ave. S.
 Tel.: HA 6-4820..... News Service: UP
 Membership.....NAB, TvB
 Representative.....Bolling
 Pres., Gen., Station Mgr.....Ervin F. Lyke
 Comm. Manager.....Arthur Murrellwright
 Program Dir.....Paul C. Louther
 Prom., Pub. Dir.....Bill Schubert
 Film Manager.....Arthur V. Cook
 Chief Engineer.....Raymond Jobes

WRGE—Schenectady—1939**CBS-ABC**

Channel: 6 VHF... AP: 47 Kw... VP: 93 Kw.
 Owned-Oper. By.....General Electric Co.
 Tel.: FR 7-2261..... News Services: AP, UP
 Business-Studio Address...1400 Balltown Rd.
 Representative.....NBC Spot Sales
 Membership.....NAB, TvB
 Gen. Mgr.....J. Milton Lang
 Sta. Mgr.....Merl L. Galusha
 Department Mgr.....Bob B. Hanna, Jr.
 Sales Manager.....George F. Spring
 Prog. Dir.....Albert G. Zink
 Prom., Pub. Director.....James Q. Cobb
 Film Mgr.....William Monroe
 Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948**ABC-CBS**

Channel: 8 VHF... AP: 190 Kw... VP: 316 Kw.
 Owned-Oper. By.....Meredith Syracuse TV Corp.
 Address.....101 Court St.



NEW YORK-NORTH CAROLINA



Tel.: GR 4-8511.....News Service: AP
 Membership.....NAB, TvB
 Representative.....Katz
 President.....E. T. Meredith, Jr.
 Vice-Pres. & Gen. Mgr.....Paul Adanti
 Comm. Manager.....Frederick R. Menzies
 Prog. Dir.....Gordin Alderman
 Prom., Publicity Director.....Robert G. Peel
 Film Mgr. Comm.....Ed Herr
 Chief Engineer.....Donald Langham
 (See Page 811)

WSYR-TV—Syracuse—1950 NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Central N. Y. Bcstg. Corp.
 Business Address.....224 Harrison St.
 Telephone.....GR 1-7111
 News. Affil..Post & Standard, Herald-Journal
 Representative.....Harrington-Righter-Parsons
 Membership.....NAB

Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
 Comm. Manager.....William R. Alford, Jr.
 V.P. in Charge of Prog.....William V. Rothrum
 Prom., Pub. Director.....Louis Switzer
 Film Manager.....Pat Montfort
 Chief Engineer.....Albert Eicholzer

WKTV—Utica—1949 ABC-CBS-NBC

Channel: 13 VHF..AP: 159 Kw..VP: 316 Kw.
 Owned-Oper. By...Copper City Bcstg. Corp.
 Business Address.....Smith Hill Rd.
 Telephone.....UT 3-0404
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 Exec. Vice Pres.....William T. MacNeilly
 Gen., Sta., Comm. Mgr.....M. C. Fusco
 Publicity Director.....Frank Gruenwald
 Promotion Director.....Steve Purcell
 Film Manager.....Joseph Casaletta
 Chief Engineer.....De Forest T. Layton, Jr.

North Carolina

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—6,
 Sta. CP's—11; Radio Homes—1,102,000; TV Homes—764,000

WISE-TV—Asheville—1953 NBC-CBS

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.
 Owned.....Thoms Radio-TV Enterprises
 Address.....92 Haywood St.
 Tel.: AL 3-5381.....News Service: AP
 Representative.....Bolling
 President.....Harold H. Thoms
 Gen. & Nat. Sales Mgr.....G. I. Norman, Jr.

WLOS-TV—Asheville—1954 ABC-CBS

Channel: 13 VHF..AP: 85 Kw..VP: 170 Kw.
 Owned-Oper. By...Skyway Broadcasting Co.
 Business Address.....288 Macon Avenue
 Tel.: AL 2-2431.....News Service: UP
 Rep.....Venard, Rintoul & McConnell; Ayers
 Membership.....NAB, TvB
 Executive V.P.....Charles B. Britt

To Broadcasters

AP

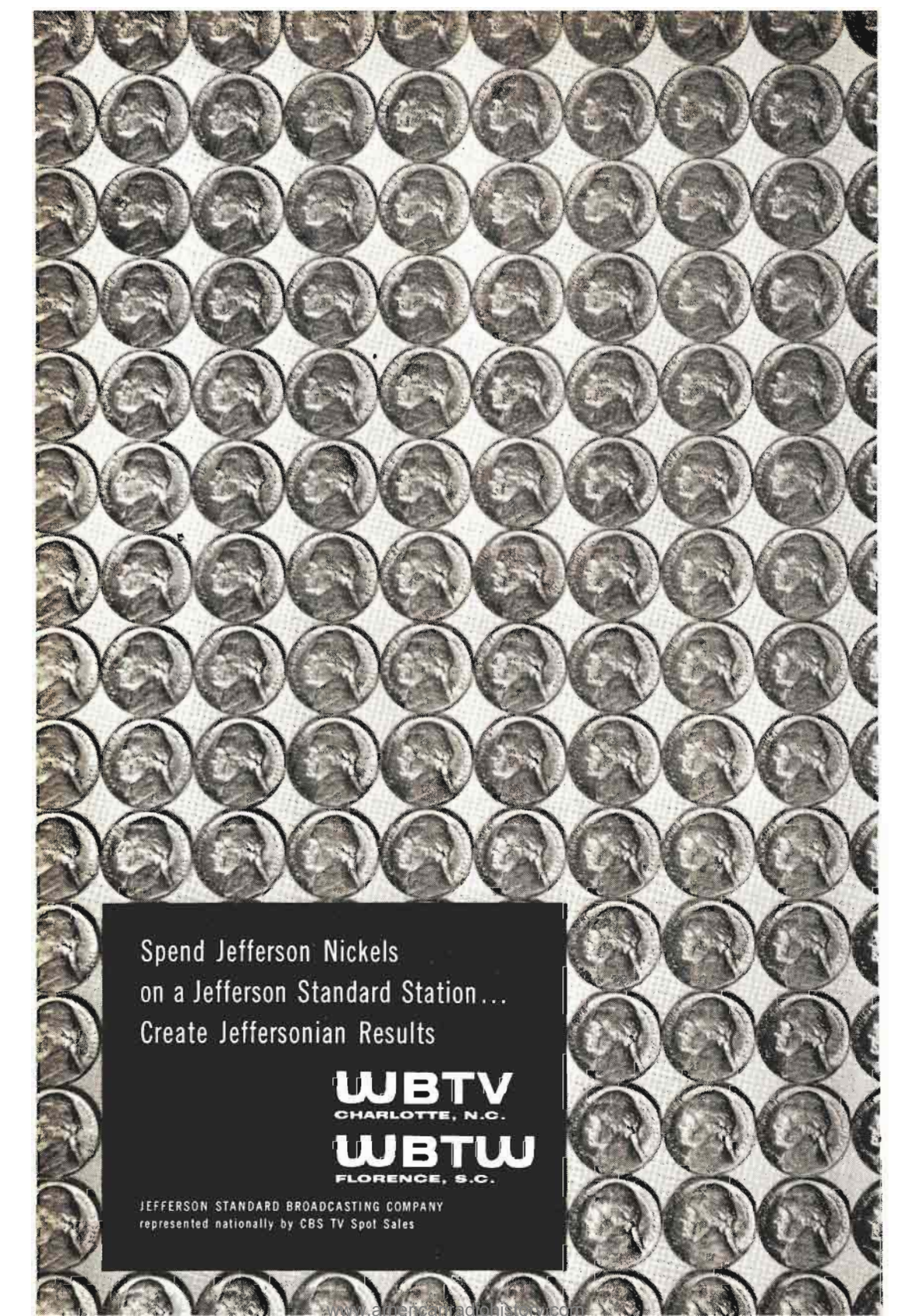
Means

Added Profits

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The Associated Press

50 Rockefeller Plaza
New York 20, N. Y.



Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results

WBTV
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WBTV
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales



Regional Sales Mgr. H. J. Britt
 Prod. Manager Sterling W. Wright
 Prom. Dir. Dan Mirto
 Film Mgr. Bob Hensley
 Chief Engineer George Sprague

WBTV—Charlotte—1949
CBS-NBC

Channel: 3 VHF . . . AP: 60 Kw. . . VP: 100 Kw.
 Owned-Oper. By . . . Jefferson Standard Bcstg. Co.
 Business Address 1 Jefferson Pl.
 Tel. ED 3-8833
 Representative CBS TV Spot Sales
 Membership NAB, TvB
 President Joseph M. Bryan
 Exec. V.P., Gen. Mgr. . . . Charles H. Crutchfield
 V.P., Managing Dir. Kenneth J. Treadwell
 V.P. Dir. of Engineering Thomas Howard
 Gen. Sales Mgr. Wallace J. Jorgenson
 Promotion Mgr. John Dillon
 Prod. Mgr. Robert L. Rierson
 Prog. Mgr. Lucy Sellars
 Publicity Director James Babb
 Film Supervisor J. Nathan Tucker

WSOC-TV—Charlotte—1957
NBC-ABC

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned WSOC Bcstg. Co.
 Business Address Box 2536
 Tel.: FR 6-8401 . . . News Services: AP, INS, UP
 Representative H-R
 Membership NAB
 Pres., Gen. Mgr. Larry Walker
 V.P., Gen. Sales Mgr. . . . C. George Henderson
 Prog. Dir. Robert Provence
 Prom. Dir. James W. Evans
 Film Mgr. Gregory S. Eaton
 Chief Engineer L. L. Caudle, Jr.

WTVD—Durham—1954
ABC-CBS

Channel: 11 VHF . . . AP: 170 Kw. . . VP: 316 Kw.
 Owned-Oper. Durham Bcstg. Enterprises, Inc.
 Business Address 1750 Newton Rd.
 Tel.: 2-2111 News Services: AP, UP
 Representative Petry
 President Frank N. Smith
 Sta., Gen. Mgr. Harmon L. Duncan
 Comm. Manager Floyd Fletcher
 Program Director Ernie Greup
 Prom., Pub. Dir. Ken Corbitt
 Film Mgr. Clyde Knight
 Chief Engineer Henry Cronin

WFLB-TV—Fayetteville
1955—CBS-NBC-ABC

Channel: 18 UHF . . . AP: 7.4 Kw. . . VP: 13.1 Kw.
 Owned-Oper. By Fayetteville Bcstrs. Inc.
 Business Address Box 512
 Telephone 2-7136
 Representative Burn-Smith
 General Manager Marvin Rosenberg
 Sls. Mgr. Fred Nave
 Program Director John Paras

WFMY-TV—Greensboro
1948

Channel: 2 VHF . . . AP: 25 Kw. . . VP: 50 Kw.
 Owned-Operated By . . . Greensboro News Co.
 Address Phillips Ave.
 Tel.: BR 4-0114 News Service: UP
 News. Affil. News, Record
 Representative Harrington, Righter & Parsons
 Membership NAB, TvB
 Gen., Sta. Manager Gaines Kelley
 Comm. Manager Joe E. Lake
 Program Director Gomer R. Lesch
 Chief Engineer Doyle D. Thompson

WNCT—Greenville—1953
ABC-CBS

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By . . . Carolina Bcstg. System Inc.
 Business Address Box 898
 Tel.: 6181 News Service: UP
 Representative Hollingbery
 Membership NAB, TvB
 President Earl Westbrook
 General Manager A. Hartwell Campbell
 Oper. Mgr. Marion B. Tribley
 Comm. Manager John G. Clark, Jr.
 Prog. Director Eck Wall
 Prom., Pub. Manager Dave Mosier
 Production Manager John Warner
 Film Mgr. Bill Carroll
 Chief Engineer Heber Adams

WRAL-TV—Raleigh—1956
NBC

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. By Capitol Bcstg. Co., Inc.
 Business Address 1117 Hillsboro St.
 Tel.: TE 3-5553 News Service: UP
 Membership NAB, TvB
 Representative H-R
 President A. J. Fletcher
 V.P., Gen. Mgr. Fred Fletcher
 Nat'l Sales Mgr. Fletcher Turner
 Prog. Dir. George Hall
 Film Mgr. James Riddle
 Prom., Pub. Dir. David Witherspoon
 Chief Engineer Virgil Duncan

WITN—Washington—1955
NBC

Channel: 7 VHF . . . AP: 160 Kw. . . VP: 316 Kw.
 Owned-Oper. By North Carolina TV, Inc.
 Business Address Washington
 News Service UP
 Representative Headley-Reed
 Membership NAB
 Pres., Gen., Sta. Mgr. W. R. Roberson, Jr.
 V.P., Sls. Manager T. H. Patterson
 Dir. Ops., Film Mgr. Hal Wilson
 Prod. Mgr. Bob McCoy
 Chief Engineer Harvey Mason

WECT—Wilmington—1954
ABC-NBC-CBS

Channel: 6 VHF . . . AP: 62 Kw. . . VP: 100 Kw.

Owned-Oper. By.....WMFD-TV, Inc.
 Address.....225 Princess St.
 Tel.: RO 3-4666.....News Service: UP
 Representatives...Roy V. Smith; James Ayers
 Membership.....NAB
 President.....Dan. D. Cameron
 General Manager.....Hartwell Campbell
 Sta., Comm. Mgr.....Claud O'Shields
 Program Dir.....Wayne Jackson
 Production Mgr.....Bob West
 Chief Engineer.....E. I. Herring, Jr.

WSJS-TV—Winston-Salem
1953—NBC

Channel: 12 VHF.. AP: 195 Kw.. VP: 316 Kw.

Owned-Oper. By.....Triangle Bcstg. Corp.
 Business Address.....419-21 N. Spruce St.
 Tel.: PA 5-2311.....News Service: UP
 Newspaper Aff...Journal & Twin City Sentinel
 Representative.....Headley-Reed
 Membership.....NAB, TvB
 Exec. V.P. & Gen. Mgr.....Harold Essex
 Sales Manager.....Harry B. Shaw
 Program Manager.....John A. Comas
 Prom. & Pub. Director.....Dick Barron
 Director News.....F. O. Carver
 Film Manager.....Carl Wiegold
 Operations Manager.....Phil Hedrick

North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—8,
 Sta. CP's—1; Radio Homes—178,000; TV Homes—99,000

KBMB-TV—Bismarck—1955
CBS

Channel: 12 VHF... AP: 45 Kw... VP: 90 Kw.
 Owned-Oper. By.....North Dakota Bcstg. Co.
 Business Address...4000 W. Main, Fargo, N. D.
 Tel.: CA 3-9197.....News Services: AP, UP
 Representative.....Weed
 Pres.....John W. Boler
 Sta., Commercial Mgr.....Frank Fitzsimmons
 Prog. Dir.....Tom Starkel
 Prom., Pub. Dir.....Connie Wiensberg
 Chief Engineer.....Thomas Ahner

KUMV-TV—Williston—1957

(Satellite of KFYP-TV, Bismarck, N. D.)
 Channel: 8..... AP: 51.3 Kw..... VP: 93.3 Kw.

KFYP-TV—Bismarck—1953
NBC-ABC

Channel: 5 VHF.. VP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Meyer Bcstg. Co.
 Business Address.....202½ Fourth St.
 Tel.: CA 3-0900.....News Service: UP
 Membership.....NAB, TvB

NORTH DAKOTA HAS MONEY AND TV HOMES

And the Market Maker stations
 cover over 90% of the State

TV HOMES (according to February,
 1958, Television Magazine)

KXJB-TV, Valley City-Fargo 161,530
 KBMB-TV, Bismarck 55,780
 KCJB-TV, Minot 34,187

... plus radio

KSJB, Jamestown
 KCJB, Minot

-serving the top of the nation

Station Representatives:

Weed Television

Bill Hurley, 300 Roanoke Bldg., Minneapolis, Minn.

Retail Sales in North Dakota*
1st 13 Cities

Fargo	\$ 85,585,700
Minot	58,029,900
Grand Forks	50,459,400
Bismarck	45,705,600
Williston	37,411,800
Jamestown	23,558,600
Devils Lake	18,143,100
Dickinson	17,499,600
Valley City	13,373,400
Mandan	11,791,600
Grafton	9,787,400
Wahpeton	8,211,700
Rugby	6,531,700

Total 13 Cities..... \$386,090,000

State Total

\$723,000,000

* 1957 Retail Sales Tax Figures



Representative Blair-TV Assoc.
 President, Gen. Mgr. William Ekberg
 Station Manager Cal Culver
 Comm. Manager A. L. Anderson
 Prog. Dir. Larry Kindle
 Prom., Pub. Dir. Wayne Turner
 Film Mgr. Curt Dirlam
 Chief Engineer Ivar Nelson

KDIX-TV—Dickinson—1956
CBS

Channel: 2 VHF.. AP: 13 Kw.. VP: 26 Kw.
 Owned-Oper. By Dickinson Radio Ass'n
 Business Address 119 2nd Ave. West
 Tel.: 5133 News Service: AP
 Membership NAB, TvB
 Representative Hal Holman
 President Dr. P. J. Weir
 Gen., Sta. Mgr. Orville F. Burda
 Commercial Mgr. James O'Leary
 Program Director Lauren Haacke
 Prom. Dir. W. F. Halvorson
 Film Manager John Harvey
 Chief Engineer Benjamin Lockerd

WDAY-TV— Fargo—1953
NBC-ABC

Channel: 6 VHF.. AP: 28.2 Kw.. VP: 56.2 Kw.
 Owned-Oper. By WDAY, Inc.
 Business Address 207 N. 5th St.
 Telephone 2-3371
 Representative Peters, Griffin, Woodward, Inc.
 Membership NAB, TvB
 President E. C. Reineke
 Gen., Sales Mgr. Tom Barnes
 TV-Radio Manager Jack Dunn
 Program Manager Ken Kennedy
 Promotion Mgr. Roy Pedersen

KNOX-TV—Grand Forks
1955—NBC

Channel: 10 VHF.. AP: 14.1 Kw.. VP: 28.2 Kw.

Owned-Oper. By Community TV Corp.
 Business Address Box 1110
 Tel.: 4-4611 News Service: UP
 Membership NAB
 Rep. Rambeau; Bulmer & Johnson
 Commercial Mgr. Robert C. Lukkason
 Program Director Jim Syrdal
 Promotion Director Hilde Ostlen
 Film Editor Duane Eastvold
 Chief Engineer David L. Chumley

KCJB-TV—Minot—1953
ABC-CBS

Channel: 13 VHF.. AP: 120 Kw.. VP: 245 Kw.
 Owned-Oper. By North Dakota Bcstg. Co.
 Address 4000 W. Main St., Fargo
 Tel.: 5-4461 News Service: AP
 Representative Weed
 President John W. Boler
 V.P., Sta. Mgr. Chester Rieten
 Commercial Mgr. Henry Buechler
 Chief Engineer Joe Main

KMOT—Minot—1957

(Satellite of KFYP-TV, Bismarck)
 Channel: 10 VHF.. AP: 13.5 Kw.. VP: 26.9 Kw.

KXJB-TV—Valley City
1954—CBS

Channel: 4 VHF.. AP: 57 Kw.. VP: 100 Kw.
 Owned-Oper. By North Dakota Bcstg. Co.
 Bus. Address 400 W. Main St., Fargo, N. D.
 Tel.: 5-4461 News Service: AP
 Representative Weed
 Pres., Gen. Mgr. John W. Boler
 Commercial Mgr. Fred Drewry
 Program Dir. Don Kingsley
 Prom., Pub. Dir. Connie Wiensberg
 Film Manager Buzz Starkey
 Chief Engineer Robert Ridgeway

Ohio

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—17,
 Sta. CP's—12; Radio Homes—2,746,000; TV Homes—2,594,000

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF.. AP: 107 Kw.. VP: 213 Kw.
 Owned-Oper. By Summit Radio Corp.
 Business Address 853 Copley Road
 Tel.: PO 2-8811.. News Services: AP, UP, INS
 Representative Burke-Stuart
 Membership NAB
 President S. Bernard Berk
 V.P., Gen., Sta. Mgr. Roger G. Berk
 V.P., Dir. Sales Kenneth M. Keegan
 Prog., Prom., Pub. Dir.: Film Mgr.: Rob't Bostonian
 Chief Engineer Irwin L. Knopp

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF.. AP: 158 Kw.. VP: 309 Kw.

Owned-Oper. By Scripps-Howard Radio, Inc.
 Business Address 2345 Symmes St.
 Tel.: CA 1-0777 News Service: UP
 Newspaper Affiliation Cincinnati Post
 Representative Blair
 Membership NAB, TvB
 President Jack R. Howard
 V.P., General Mgr. M. C. Wallers
 Asst. Gen. Mgr. Glenn C. Miller
 Nat. Sls. Coord. V. M. Finney
 Prog. Director Colin G. Male
 Prom., Pub. Director Vera Schulte
 Film Manager Bernie Borden
 Chief Engineer Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.



Owned-Oper. By.....Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Tel. GA 1-1331
 Newspaper Affil. Times-Star
 RepresentativeKatz
 Membership NAB
 General Manager..... David G. Taft
 Gen. Sales Mgr..... Roger B. Read
 Natl. Sls. Manager..... Kenneth Church
 Program Director..... Paul E. Shumate
 Dir. of Marketing..... John J. Walsh
 Prod. Manager..... William Horstman
 Publicity Director..... Gregory Olberding
 Promotion Director..... Lila Lambert
 Film Manager..... John Hill
 Chief Engineer..... Ralph Mlaska

WLW-T—Cincinnati—1948
NBC

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Address..... 140 W. Ninth St.
 Tel.: CH 1-1822..... News Services: UP, INS
 Rep...WLW Sales, NBC Spot Sales, Bomar
 Lowrance
 Membership NAB, TvB
 Chairman of the Board..... James D. Shouse
 Pres., Gen. Mgr..... Robert E. Dunville
 V.P.-Television..... John T. Murphy
 V.P.-Programming Al Bland
 V.P.-Pub. Relations..... Gil Kingsbury
 V.P.-Treas..... K. T. Murphy
 V.P.-Sales..... H. P. Lasker

V.P.-Engineering..... R. J. Rockwell
 Sales Mgr..... Steve Crane
 Dir. Client Service Dept..... Jack Frazier
 Program Dir..... Abe Cowan
 Film Dir..... Tom Storey
 Tech. Adm. Asst..... Howard Leppe

WEWS—Cleveland—1947
ABC

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.
 Owned-Oper. By... Scripps-Howard Radio, Inc.
 Bus. Address..... Euclid at E. 30th St.
 Tel.: HE 2-1500..... News Service: UP
 Newspaper Affiliation..... E. W. Scripps Co.
 Membership NAB
 Representative Blair TV
 President..... Jack R. Howard
 General Manager..... James C. Hanrahan
 Pub. Dir..... Robert K. Doerr
 Pub. Service Dir..... John J. Moffitt
 Nat'l Adv. Mgr..... Jay S. Kerkes
 Film Director..... John J. Richards
 Ohio Sales Mgr..... Peter Hlinka
 Ass't Gen. Mgr..... Donald L. Perris
 Operations Dir..... Ernest E. Sindelar
 Prod. Supervisor..... James E. Kirkey
 Prog. Supervisor..... Earl W. Keyes
 Chief Engineer..... Joseph B. Epperson

KYW-TV—Cleveland—1948
NBC

Channel: 3..... AP: 50 Kw..... VP: 100 Kw.
 Owned-Oper. By..... Westinghouse Bcstg. Co.

WJW-TV in Cleveland



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

6th MARKET
 IN
 TV ADVERTISING

GREATER CLEVELAND
 the nation's 6th market
 in net effective
 buying income*

4,300,000 Viewing
 WJW-TV
 in Ohio's
 BIGGEST MARKET

1,250,000
TELEVISION
FAMILIES



WJW-TV

Represented Nationally by the
 Katz Agency

*SRDS DATA



Business-Studio Address... 815 Superior Ave.
 Tel.: CH 1-0942... News Service: AP, UP, INS
 Representative... Peters, Griffin, Woodward, Inc.
 Membership... NAB, TvB
 President... D. McGannon
 V.P., Gen. Mgr.... Rolland V. Tooke
 Sales Manager... Albert Krivin
 Program Manager... Ralph Hanson
 Adv't, Prom.... Robert Nashick
 Chief Engineer... Sidnev V. Stodda

WJW-TV—Cleveland—1949
 CBS

Channel: 8 VHF... AP: 191 Kw... VP: 316 Kw.
 Owned-Oper. By... Storer Bcstg. Co.
 Address... 1630 Euclid Ave.
 Tel.: TO 1-6080... News Service: UP, AP, INS
 Representative... Katz
 Membership... NAB, TvB
 President... George B. Storer
 Managing Director... Ben Wickham
 Gen. Sales Mgr.... Peter Storer
 Local Sales Mgr.... John B. Garfield
 Publicity Director... Ted Anthony
 Prom. Dir.... Joseph Mertens
 Prog. Dir., Film Mgr.... Edward L. Herp
 Chief Engineer... H. A. Brinkman

WBNS-TV—Columbus—1949
 CBS

Channel: 10 VHF... AP: 123 Kw... VP: 219 Kw.
 Owned By... Dispatch Printing Co.
 Business Address... 33 N. High St.
 Tel.: CA 8-3538... News Service: AP
 Station Representative... Blair TV
 Membership... NAB, TvB
 Dir. of Television... Richard A. Borel
 Program Director... John A. Haldi
 Sales Director... Robert D. Thomas
 Promotion Director... Jack Dorr
 Dir. News & Spe. Events... Chester S. Long
 Production Dir.... Gene McPherson
 Public Serv. Dir.... Larry Rhodes
 Sales Serv Mgr.... Robert M. Sprouse
 Merchandising Dir.... Mel Grossman
 Film Buyer... Betty Dixon
 Chief Engineer... Lester H. Nafzger

WLW-C—Columbus—1949
 NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Business Address... 3165 Olentangy River Rd.
 Telephone... AM 3-5441
 Membership... NAB, TvB
 Reps... Crosley Sales
 Gen. Mgr.... James Leonard
 Sales Dir.... Gregory T. Lincoln
 Film Dir.... Juanita W. Mitchell
 Program Director... Bud Gillis
 Chief Engineer... Charles Sloan

WTVN-TV—Columbus—1949
 ABC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.

Owned-Oper. By... Radio Cincinnati
 Address... 753 Harmon Ave.
 Tel.: CA 8-5801... News Services: AP, UP
 Representative... Katz
 Membership... NAB
 President... Hulbert Taft, Jr.
 Exec. Vice-President... Kenneth Church
 General Manager... J. W. McGough
 Ass't Gen., Nat'l Sales Mgr.... Robert C. Wiegand
 Comm. Mgr.... Charles Dwyer
 Prom. Pub. Director... Don Hardin
 Prog. Dir.... Joseph A. Jenkins
 Film Manager... Richard McKinney
 Chief Engineer... William H. Hansher

WHIO-TV—Dayton—1949
 CBS

Channel 7 VHF... AP: 100 Kw... VP: 200 Kw.
 Owned-Oper. By... Miami Valley Bcstg. Corp.
 Business Address... 1414 Wilmington Ave.
 Newspaper Affil.... Dayton Daily News
 Tel.: MA 6581... News Service: UP, AP
 Representative... Hollingbery
 Membership... NAB, TvB
 President... James M. Cox Jr.
 General Manager... Robert H. Moody
 Commercial Manager... Stanley G. Mouse
 Prog., Prom. Director... Charles Gay
 Chief Engineer... Ernest L. Adams

WLW-D—Dayton—1948
 NBC-ABC

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Crosley Bcstg. Corp.
 Business-Studio Address... 4595 S. Dixie Hwy.
 Tel... AX 3-2101
 Membership... NAB, TvB
 President... R. E. Dunville
 Station Manager... George Gray
 Comm. Manager... Dale A. Smith
 Program Dir.... Paul Law
 Prom., Pub. Director... Dorothy A. Sanders
 Film Mgr.... Mel Bratton
 Chief Engineer... Robert Wehrmann

WIMA-TV—Lima—1953
 NBC-ABC-CBS

Channel: 73 UHF... AP: 9.55 Kw... VP: 16.2 Kw.
 Owned-Operated By... WLOK, Inc.
 Business Address... 1424 Rice Ave.
 Tel.: CA 5-3010... News Service: UP
 Representative... H-F
 Membership... NAB
 President... G. E. Hamilton
 Gen., Sta. Manager... R. W. Mack
 Commercial Mgr.... J. L. Spring
 Program Director... Easter Straker
 Chief Engineer... M. J. Lamb

WSTV-TV—Steubenville
 1953—CBS-ABC

Channel: 9 VHF... AP: 117 Kw... VP: 234 Kw.
 Owned-Oper. By... WSTV, Inc.
 Business Address... Exchange Realty Bldg.

WSPD-TV's "Billion Dollar Market"

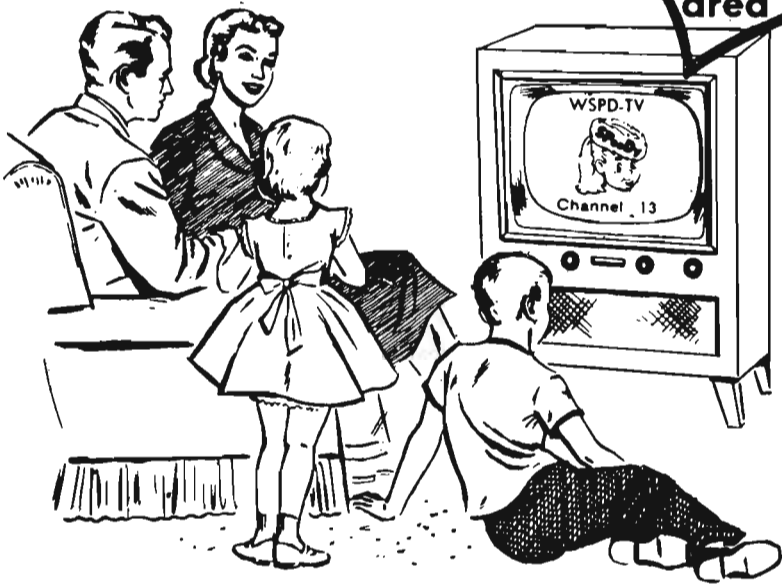


Where you get the most
in a **Single station market**
with top **Programming**
and **Low Dollar cost**

Your message **Travels farther**
so, "SPeeDy" is a **Very good buy**
for you.



**Your
Message
Delivered to
406,000
TV
Homes
in this
75
mile
area**



YOUR BEST BUY IN TV TODAY IS CHANNEL 13
NORTHWESTERN OHIO'S LEADING TELEVISION STATION
WSPD-TV - Toledo, Ohio

STORER BROADCASTING COMPANY • Represented Nationally by THE KATZ AGENCY.



Tel.: AT 2-6265..... News Service: UP
 Representative..... Avery-Knodel
 President..... Jack N. Berkman
 Gen., Sta. Manager..... John J. Laux
 Asst. Gen. Mgr..... Joseph M. Troesch
 Publicity Dir..... Scott McMurray
 Prom. Director..... Bill McClinton
 Prod. Super..... Clyde Higgins
 Film Manager..... Carl Kroakey
 Chief Engineer..... Charles S. Shepherd

WSPD-TV—Toledo—1948
CBS

Channel: 13 VHF.. AP: 160 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Storer Bdcstg. Co.
 Business-Studio Address..... 136 Huron St.
 Tel.: CH 8-6201..... News Service: INS, UP
 Representative..... Katz
 Membership..... NAB, TvB
 President..... George B. Storer
 V.P. & Managing Dir..... Allen L. Haid
 National Sales Mgr..... Bill Ashworth
 Film Director..... Helen Eidson
 Prog. Director..... Al Ruhfel
 Prom., Pub. Director..... D. Merle Gore
 Chief Engineer..... Bill Stringfellow

WFMJ-TV—Youngstown
1953—NBC

Channel: 21 UHF.. AP: 87.5 Kw.. VP: 175 Kw.
 Owned-Operated By... Vindicator Printing Co.
 Address..... 101 W. Boardman Street
 Tel.: RI 4-8611..... News Services: AP, UP
 Membership..... NAB
 Newspaper Affil... The Youngstown Vindicator
 Representative..... Headley-Reed
 President..... William F. Maag Jr.
 Gen., Sta. Comm..... Mitchell F. Stanley
 Program Director..... Jay A. Grier
 Film Manager..... Eugene L. Donahay
 Chief Engineer..... Frank A. Dieringer

WKBN-TV—Youngstown
CBS

Channel: 27 UHF.. AP: 89 Kw.. VP: 178 Kw.
 Owned-Operated By..... WKBN Bcstg. Co.
 Address..... 3930 Sunset Blvd.
 Tel.: ST 2-1145..... News Services: UP, AP
 Newspaper Affil..... Forest City Pub. Co.
 Membership..... NAB
 Representative..... Raymer
 President, Gen. Mgr.... W. P. Williamson, Jr.
 Station Director..... J. L. Bowden
 Program Director..... Paul Turner
 Prom., Pub. Dir..... W. P. Williamson, III
 Film Manager..... Norman Berger
 Chief Engineer..... B. T. Wilkens

WKST-TV—Youngstown
1952—ABC

(See New Castle, Pa.)

WHIZ-TV—Zanesville—1953
ABC-CBS-NBC

Channel: 18 UHF.. AP: 40.7 Kw.. VP: 74.1 Kw.
 Owned-Oper. By... Southeastern Ohio TV Sys.
 Business Address..... Lind Arcade Bldg.
 Tel.: GL 2-5431..... News Services: AP, UP
 Representative..... Pearson
 Membership..... NAB, TvB
 President..... Clay Littick
 Gen., Station Mgr..... Allan Land
 Comm. Manager..... Nate Milder
 Program Director..... Reed Mellon
 Prom., Pub. Director..... Naomi Lorton
 Film Manager..... Ralph Young
 Chief Engineer..... William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.)—2,291,000; Families—683,000; Lic. Stations—8,
 Sta. CP's—5; Radio Homes—664,000; TV Homes—506,000

KTEN—Ada—1954
ABC-CBS-NBC

Channel: 10 VHF.. AP: 141 Kw.. VP: 252 Kw.
 Owned-Oper. By... Eastern Okla. TV Co., Inc.
 Business Address..... P. O. Box 10
 Tel.: FE 2-2211..... News Service: AP
 Rep..... Venard, Rintoul & McConnell
 Membership..... NAB
 V.P.; Gen., Comm. Mgr..... Bill Hoover
 V.P. & Station Mgr..... Brown Morris
 Program Director..... Doc Bowen
 Prom., Pub. Director..... Lona Pyles
 Film Manager..... Doyle Page
 Chief Engineer..... Fred Smith

KSVO-TV—Ardmore—1956
NBC

Channel 12 VHF.. AP: 13.7 Kw.. VP: 27.3 Kw.
 Owned-Oper. By..... John F. Easley
 Business Address..... 114 N. Washington
 Tel.: 946..... News Service: AP
 Newspaper Affil..... Daily Ardmoreite
 Representative..... Pearson
 General Mgr..... John Easley Riesen
 Sta. Mgr..... Gordon E. Lack
 Commercial Mgr..... Cleo Long
 Program Director..... Lola Silkwood
 Promotion Dir..... Barbara Winkler
 Film Manager..... J. Gale Varnell
 Chief Engineer..... Bill Kolb



KOCO-TV—Enid—1954—ABC

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Streets Electronics
Business Address.....206 East Randolph
Telephone.....TR 8-2113
Representative.....Blair TV Assoc.
Membership.....NAB
Gen. Mgr.....Ashley L. Robison
Sls. Mgr.....Charles Keys
Chief Engineer.....Eugene Clark

**KSWO-TV—Lawton—1953
ABC**

Channel: 7 VHF... AP: 5 Kw.... VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address.....Box 699
Tel.: EL 5-1380.....News Service: UP
Representative.....Pearson
Membership.....NAB
President.....R. H. Drewry
General Manager.....Emmett Keough
Comptroller.....Paul N. Goode
Prog. Dir.....Tom Reddell
Prom., Pub. Dir.....Hoke S. Ross, Jr.
Film Mgr.....Robert H. Scott
Chief Engineer.....Jim Lockerd

**KWTV—Oklahoma City—1953
CBS-ABC**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Telephone.....VI 3-8641
Representative.....Avery-Knodel
Membership.....NAB, TvB
President.....Roy J. Turner
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Nat. Sls. Mgr.....Jack de Lier
Prog. Dir.....Carl Gadd
Chief Engineer.....Morris W. Thomas

**WKY-TV—Oklahoma City
1949—NBC**

Channel: 4 VHF.. AP: 60 Kw.. VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....News Services: UP, AP
News Affil.....Okla. Publishing Co.

Representative.....Katz
Membership.....NAB, TvB
President.....E. K. Gaylord
Exec. V.P.....P. A. Sugg
V.P., Sta. Mgr.....R. W. Welpott
Nat'l Sales Mgr.....Jim Terrell
Program Director.....Joe Jerkins
Prom., Publicity Dir.....Jim Willis
Oper. Mgr.....Kieth Mathers
Chief Engineer.....H. J. Lovell

KOTV—Tulsa—1949—CBS

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: CH 2-9233.....News Service: UP
Membership.....NAB, TvB
Representative.....Petry
President.....C. Wrede Petersmeyer
V.P., General Mgr.....James C. Richdale, Jr.
Comm. Mgr.....George Stevens
Prog., Film Mgr.....Dale E. Hart
Chief Engineer.....LaVoy Hooker

**KTUL-TV—Tulsa—1954
ABC**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 9697
Telephone.....HI 6-6185
Membership.....NAB, TvB
Representative.....Avery-Knodel
President.....James C. Leake
Station Mgr.....William D. Swanson
Loc-Reg. Sls. Mgr.....John J. Black, Jr.
Prom., Pub. Director.....Chas. E. Larkins
Chief Engineer.....Louis O. Brown

**KVOO-TV—Tulsa—1954
NBC**

Channel: 2 VHF.. AP: 60 Kw.. VP: 100 Kw.
Owned-Opered...Central Plains Enterprises, Inc.
Business Address.....3701 S. Peoria
Telephone.....RI 2-5561
Representative.....Blair TV
Membership.....NAB, TvB
General Manager.....C. B. Akers
Comm. Manager.....John Devine
Marketing, Prem. Dir.....Gordon Gerhardt
Program Director.....Bill Sadler
Chief Engineer.....John Barth



Oregon

Pop. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—7,
Sta. CP's—2; Radio Homes—568,000; TV Homes—396,000



**KVAL-TV—Eugene—1954
NBC**

Channel: 13 VHF.. AP: 33 Kw.. VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Tel.: DI 3-2551.....News Service: UP

Rep.....Hollingbery, Art Moore
Membership.....NAB, TvB
President.....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Sales Manager.....Phil George
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Arlene J. Richardson



Film Manager.....Martin Levinson
Chief Engineer.....William R. Riley

Production Mgr.....Bernie Carey
Prom., Pub. Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KOTI-TV—Klamath Falls
1956—ABC-CBS-NBC

Channel: 2 VHF..AP: 6.76 Kw...VP: 13.5 Kw.
Owned-Oper. By.....Calif.-Oreg. TV, Inc.
Business Address.....Box 732
Tel.TU 4-8131
MembershipNAB
RepresentativeBlair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Richartz
Chief Engineer.....B. L. Smith

KOIN-TV—Portland—1953
CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Tel.: CA 8-3333.....News Service: AP
Newspaper Affil.....Oregonian
Rep.....CBS Spot Sales
MembershipNAB, TvB
President.....Theodore R. Gamble
V.P., Managing Dir.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Ted W. Cooke
Chief Engineer.....Louis S. Bookwalter

KBES-TV—Medford—1953
CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.
Business Address.....Box 1189
Tel.SP 3-4581
Newspaper Affil.....Grants Pass Courier
RepresentativeBlair TV
PresidentAmos Voorhies
Gen. Mgr., Sec'y. Treas.....W. B. Smullin
Vice-Pres., Business Mgr.....Everett A. Faber
Sta. ManagerJerold R. Poulos
Chief Engineer.....Nestor L. Williams

KPTV—Portland—1952
NBC

Channel: 27 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Oregon TV, Inc.
Address.....735 S.W. 20th Pl.
Tel.: CA 2-9921.....News Service: UP
MembershipNAB, TvB
RepresentativeKatz
PresidentGeorge Haggarty
Sta. Manager.....Francis Riordan
Oper. Mgr.....Terry Mason
Program Director.....Gordon White
Pub., Prom. Dir.....A. R. McLaughlin
Chief Engineer.....Eugene Phelps

KGW-TV—Portland—1956
ABC

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Pioneer Bcstg. Co.
Business Address.....1139 S. W. 13th Ave.
TelephoneCA 3-6364
RepresentativeBlair TV
MembershipNAB, TvB
Station Manager.....Walter E. Wagstaff
Sales Manager.....John Pindell
Program Director.....Tom Dargan

KPIC—Roseburg—1956
NBC

(Satellite of KVAL-TV, Eugene, Ore.)
Channel: 4 VHF..AP: 2.6 Kw...VP: 5.21 Kw.

Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—11,
Sta. CP's—27; Radio Homes—3,602,000; TV Homes—3,148,000

WFBC-TV—Altoona—1952
ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
Tel.: WI 4-2031...News Services: AP, INS, UP
RepresentativeBlair TV
MembershipNAB, TvB
General Mgr.....Frank Palmer
Station Manager.....Jack Snyder
Dir. Nat. Sales.....E. H. Benedict
Sales Mgr.....Bob Miller
Prog. Dir.....George Carroll
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

(See Page 846)

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 85.2 Kw...VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: 5-7575.....News Service: UP
Newspaper Affiliation.....Times
MembershipNAB, TvB
Representative.....Young TV Corp.
PresidentGeorge J. Mead
Gen. Manager.....Cecil M. Sansbury
Prom., Pub. Dir.....Bob Harris
Asst. Gen. Mgr., Prog. Dir.....Roger Garrett
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg. WFBG-TV also carries the best of ABC including "American Bandstand," the nation's Number ONE network program from 4-5 PM, Monday-Friday. Call Blair-TV today for rates and availabilities.

Sources: Trendex, February 1958/15-County Central Pennsylvania Trendex, November 1957

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, Pa.

Channel 10

ABC-TV • CBS-TV

Represented by BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



WICU-TV—Erie—1949 ABC-NBC

Channel: 12... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. Dispatch, Inc.
 Bus.-Trans. Address 3514 State St.
 Newspaper Affil. Dispatch
 Tel.: 4-5201. News Service: AP
 Representative Pety
 Membership NAB
 President Edward Lamb
 Gen., Sta. Manager..... Ben McLaughlin
 Comm. Manager..... Bob Lundquist
 Sales Prom. Dir..... James Spence
 Program Director..... Bruce Flaherty
 Pub. Director..... Bob Weschler
 Production Manager..... Dick Johnson
 Film Manager..... John Cook
 Chief Engineer..... Mike Csop

WCMB-TV—Harrisburg 1954

Channel: 71 UHF.. AP: 120 Kw.. VP: 240 Kw.
 Owned-Oper. By..... Rossmoyne Corp.
 Business Address..... 228 Court St.
 News Service AP
 Representative Gill-Perna
 President..... Edgar T. Shepard, Jr.
 Gen., Sta., Comm. Mgr..... Ed K. Smith
 Program Director..... Ed Conway

Promotion Dir..... Tom Harrison
 Film Manager..... Glenn Horner
 Chief Engineer..... J. Howard Bair

WHP-TV—Harrisburg—1953 CBS

Channel: 55 UHF. AP: 502 Kw. VP: 1,000 Kw.
 Owned-Oper. By..... WHP, Inc.
 Business Address..... 216 Locust St.
 Tel.: CE 4-3211..... News Service: UP
 Representative Bolling
 Membership NAB
 Station Mgr..... A. K. Redmond
 Comm. Mgr..... Mrs. A. K. Redmond
 Prom., Pub. Dir..... George Gottschalk, Jr.
 Film Manager..... Charles Baddorf
 Chief Engineer..... E. Daniel Leibensperger

WTPA—Harrisburg—1953 ABC

Channel: 27 UHF.. AP: 648 Kw.. VP: 1030 Kw.
 Owned-Oper. By..... Patriot-News Co.
 Business Address..... 3235 Hoffman St.
 Tel.: CE 8-7171..... News Service: UP
 Newspaper Affiliation..... Patriot-News
 Membership NAB
 Representative... Harrington, Righter, Parsons
 General Manager..... Donald D. Wear
 Sales Mgr..... Allen Solada

ERIE? NOT JUST A MARKET . . .

A \$3 BILLION INTERNATIONAL GOLD MINE

19 U. S. AND 8 CANADIAN COUNTIES!!

THE NEW ERIE MARKET

U. S.		CANADA
1,160,000	Pop.	836,000
309,000	TV homes	176,000
\$1,885,000,000	E.B.I.	\$1,200,000,000
\$1,337,000,000	Retail Sales	\$846,000,000
\$317,000,000	Food Sales	\$171,000,000

Source: Sales Management Survey of
 Buying Power, 1957

Check your nearest Pety man for phenomenal
 audience gain since maximum power increase,
 Christmas day 1957.



AN EDWARD LAMB ENTERPRISE



(*Dried apples with dumping and ham slice)



Pennsylvania Dutch Favorites

'WONDERFUL GOOD' ALL DAY

Latest area survey proves WLBR-TV delivers more audience at lower cost than competition. "Popeye"... 2.5% more audience than Lancaster station; nearly 3 times combined audience of both Harrisburg stations. "American Bandstand"... for 2½ hours daily, 2½ times combined audience of Harrisburg stations.

'WONDERFUL GOOD' ALL NIGHT

"World's Best Movies"... 16.3% more audience than Harrisburg stations combined. WLBR-TV delivers America's Number ONE UHF Market at a fraction of the cost of nearest competitor. Blair-TV Associates has the amazing, dollar-saving facts.

Source: Trendex, Lebanon County, Feb. 3-7, 1968



LEBANON-LANCASTER-HARRISBURG-YORK
... AMERICA'S NUMBER 1 UHF MARKET



Q Channel 15

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



Prom., Prog. Dir.....Mac McCauley
 Film Mgr.....Glenn Hoerner
 Chief Engineer.....Paul Gross

WARD-TV—Johnstown
1953—ABC-CBS

Channel: 56 UHF...AP: 10 Kw...VP: 20 Kw.
 Owned-Oper. By.....Rivoli Realty Co.
 Business Address.....Porch Bldg.
 Tel.: 8-1216.....News Service: AP
 Representative.....Weed
 President.....W. M. Thomas
 General Manager.....R. Butterfield
 Gen. Sls. Mgr.....Howard C. Evans
 Prog. Dir.....Samuel Goodman
 Prom., Pub. Dir.....Warren Louder
 Chief Engineer.....Ernest Reaty

WJAC-TV—Johnstown
1949—NBC-ABC

Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Tel.: 5-1262.....News Service: UP
 Newspaper Affil.....The Tribune-Democrat
 Representative.....Katz
 Membership.....NAB, TvB
 President.....Walter W. Krebs
 General Manager.....Alvin D. Schrott
 Comm. Manager.....John H. Hepburn
 Prog., Film Director.....Frank P. Cummins
 V.P.-Technical Oper.....Nevin L. Straub
 Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Address.....Lincoln Highway W.
 Tel.: EX 3-5851.....News Service: AP
 Representative.....Meeker
 Membership.....NAB, TvB
 President, Gen. Mgr.....Clair R. McCollough
 Ass't Gen. Mgr.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Nat'l Sales Mgr.....Robert Dreher
 Regional Sales Manager.....Leroy K. Strine
 Program Director.....Paul Rodenhauser
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot

WLBR-TV—Lebanon—1957
ABC

Channel: 15 UHF...AP: 69.2 Kw...VP: 129 Kw.
 Owned.....Triangle Publications, Inc.
 Bus. Address.....R. D. #5, Television Hill
 Tel. LE 3-1601.....News Services: UP, IN3
 Representative.....Blair
 Membership.....TvB
 Gen. Mgr.....Joe Zimmermann
 Oper. Mgr.....Dave Miller
 Dir. Nat. Sales.....Edward H. Benedict

WBPZ-TV—Lock Haven
1957

Channel: 32 UHF...AP: 11.9 Kw...VP: 21.9 Kw.
 Owned.....Lock Haven Bcstg. Corp.
 Business Address.....132½ E. Main St.
 Tel.: 4038.....News Services: AP, UP
 Membership.....NAB
 President.....Donald C. Welch
 Gen., Sta. Mgr.....Harris Lipetz
 Prog. Dir.....Dave King
 Prom., Pub. Dir.....Dick Yohe
 Film Mgr.....Blair Heaton
 Chief Engineer.....Albert Stratmoen


WKST-TV—New Castle—1953
ABC

Channel: 45...AP: 118 Kw...VP: 200 Kw.
 Owned.....WKST, Inc.
 Address.....First Federal Plaza
 Telephone.....OL 4-5501
 Representative.....Everett-McKinney
 Pres., Gen. Mgr.....S. W. Townsend
 Sls., Prod. Mgr.....Robert C. Harnack
 V.P., Prog. Dir.....Harry Reith
 Ch. Eng.....Robert Emch

WVUE—Philadelphia
 (See Wilmington, Del.)

1,797,492*

TV HOMES IN THE
WILMINGTON-PHILADELPHIA
AREA ARE WITHIN *VUE* OF



WVUE 12
 TV
 CHANNEL
 WILMINGTON · PHILADELPHIA

*Trendex Survey, backed by Storer Engineering Co. Survey
 Call Lew Johnson, Sales Manager, Philadel-
 phia, LOcust 8-2262—or your nearest Katz
 Agency office—for the best buys in VUE!



WFIL-TV MEANS FIRST

FIRST in DELAWARE VALLEY

- more people watch WFIL-TV than any other station*
- with 24-hour television
- with maximum power and now a 70% higher tower and double signal strength
- with daily colorcasts

FIRST in AMERICA

- with daily TV newsreel
- first and ONLY station to win two DuPont Awards
- first and ONLY station to win the Marshall Field Award for "imaginative contributions to the welfare of children"
- to present college-level courses five days a week—"The University of the Air," now in its 8th year

*ARB, Nov. & Dec. 1957/Jan. & Feb. 1958

Call BLAIR-TV today!...



Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



WFIL-TV—Philadelphia
1947—ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Newspaper Affiliation...Philadelphia Inquirer
Tel.: EV 2-4700.....News Services: UP, INS
RepresentativeBlair TV
MembershipNAB, TvB
Gen. Station Mgr.....Kenneth W. Stowman
General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
T.V. Sales Mgr.....Kenneth Curto
Business Mgr.....John C. Harlan
Dir. Natl. Sales.....Edward H. Benedict
Chief Engineer.....Henry Rhea

WRCV-TV—Philadelphia
1941—NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....1613 Walnut St.
Tel.: LO 4-3700...News Services: AP, UP, INS
MembershipNAB, TvB
RepresentativeNBC Spot Sales
President (NBC).....Robert W. Sarnoff
V.P., Gen. Mgr.....Lloyd E. Yoder
Dir. Operations.....Curtis D. Peck
Dir. of Sales.....Theo. H. Walworth, Jr.
Local Sales Mgr.....Chester R. Messervey
Program Dir.....Robert Lemon
Adv., Prom. Dir.....John P. Wiley
Publicity Dir.....Gene E. Stout
Mgr. Tech. Oper.....William A. Howard

FOR COMPLETE INFORMATION

ON TELEVISION NETWORKS —

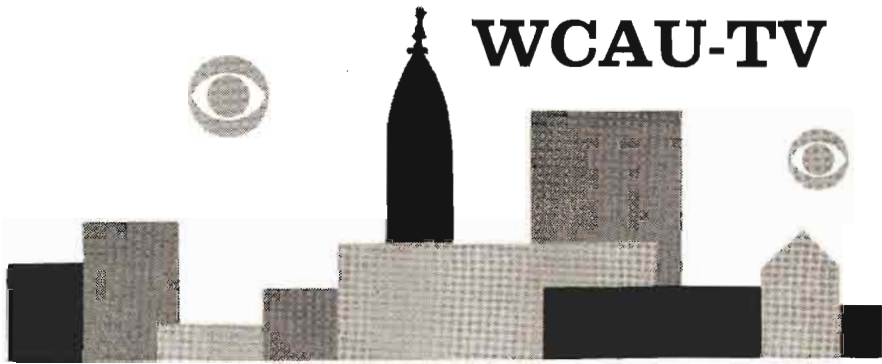
MAPS, PERSONNEL, AFFILIATES,

BIOGRAPHIES —

TURN TO PAGE 751

**the
eyes
of
Philadelphia
are on**

WCAU-TV



What does it take to win and hold attention in a market with nearly 7,500,000 potential customers?

The imagination, facilities and skill to build the highest rated news programs . . . leadership in women's shows . . . the impact of award winning motion pictures . . . the most popular local programs . . . plus the superb programming of CBS-TV . . . keeps the eyes of the vast Philadelphia market on WCAU-TV.

WCAU-TV

**means *business*
in Philadelphia**

Represented nationally by CBS-TV Spot Sales



WCAU-TV—Philadelphia 1948—CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WCAU, Inc.
 Address.....City & Monument Aves.
 Tel.: GR 7-8300.....News Service: AP, UP
 Representative.....CBS TV Spot Sales
 Membership.....NAB, TvB
 President & Gen. Mgr..Donald W. Thornburgh
 V.P. in charge of TV.....Charles Vanda
 V.P., Ass't Gen. Mgr.....Joseph L. Tinney
 V.P., TV Sales Mgr.....Robert M. McGredy
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
 Nat. Sls. Mgr.....Marvin L. Shapiro
 Film Oper. Manager.....Allen Ludlum
 V.P. in chg. Engineering.....John G. Leitch

KDKA-TV—Pittsburgh—1949 CBS

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By..Westinghouse Brcdstng. Co.
 Business Address.....Gateway Center
 Tel.: EX 1-3000.....News Service: UP
 Rep.....Peters, Griffin, Woodward
 Membership.....NAB, TvB
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 Gen. Mgr.....Ted Reeves
 Comm. Manager.....John Stilli
 Program Director.....Cal Jones
 Promotion Director.....David N. Lewis
 Film Manager.....Richard Dreyfus
 Publicity Director.....Peter Thornton

Chief Engineer.....Raymond Rodgers

WIIC—Pittsburgh—1957—NBC

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main St.
 Tel.: WE 1-6900.....News Service: UP
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 Membership.....NAB
 President.....Oscar M. Schloss
 Gen. Mgr.....Robert A. Mortensen
 Commercial Mgr.....Roger D. Rice
 Operations, Prod.....Shelton Weaver
 Prom., Pub. Dir.....Caley E. Augustine
 Chief Engineer.....Henry Kaiser

WNEP-TV—Scranton—1954 ABC

Channel: 16 UHF..AP: 102 Kw..VP: 191 Kw.
 Owned-Oper. By.....Union Bcstg. Co.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....News Service: AP
 Representative.....Avery-Knodel
 V.P., Gen. Mgr.....Thomas P. Shelburne
 Ch. Eng.....Roswell J. Parker
 Prog. Dir.....Hal Berg

WDAU-TV—Scranton—1953 CBS

Channel: 22 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....News Services: AP, UP

Channel 2 is No. 1 in Pittsburgh!

Day after day, within 38 counties in Pennsylvania, Ohio, West Virginia, and Maryland, more people watch KDKA-TV than any other medium!

Month after month, ARB share-of-audience figures, from sign-on to sign-off, give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station!

There are some 4.5 million TV viewers within range of Channel 2. So, if you want great sales results, remember... *no selling campaign is complete without the WBC station...*



KDKA 2 TV



PITTSBURGH

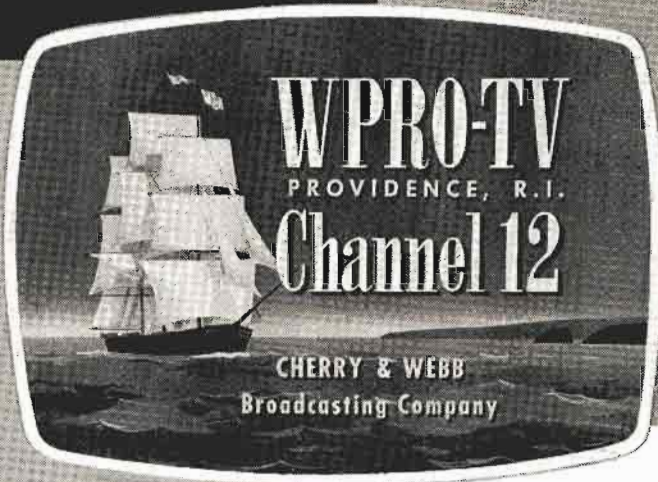
Represented by PGW



WESTINGHOUSE BROADCASTING COMPANY, INC.

**THE
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OF
LEADERSHIP**

Represented
by
BLAIR-TV



**IN SOUTHEASTERN
NEW ENGLAND'S**

**3-CITY
MARKET**

**Providence
Fall River
New Bedford**

South Dakota

Pop. March 1 (Est.)—715,000; Families—201,000; Lic. Stations—5,
Sta. CP's—4; Radio Homes—194,000; TV Homes—119,000

KXAB-TV—Aberdeen—1958 NBC-ABC

Channel: 9 VHF... AP: 15 Kw... VP: 30 Kw.
Owned..... North Dakota TV Network
Bus. Address... 4000 W. Main St., Fargo, N.D.
Tel.: 5-4461..... News Service: AP
Representative..... Weed
Membership..... NAB
President..... John W. Boler
Gen. Mgr..... Chester Reiten
Comm. Mgr..... G. Klien
Prog., Prom. Dir..... Connie Wiensberg
Film Mgr..... Dennis Falk
Chief Engineer..... Henry Hausler

KDLO-TV—Florence—1955 CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.

KOTA-TV—Rapid City—1955 ABC-CBS-NBC

Channel: 3 VHF... AP: 37.5 Kw... VP: 72.4 Kw.
Owned-Oper. By... Duhamel Enterprises, Inc.
Business Address... 524½ 6th St.
Tel.: FI 2-2000..... News Services: AP, UP
Membership..... NAB
Representative..... Headley-Reed
Pres., Gen. Mgr..... Helen S. Duhamel
Commercial Mgr..... William F. Turner

Prog. Dir., Film Mgr..... J. Norman Heffron
Promotion Dir..... Arthur Jones
Chief Engineer..... Robert Mustfeldt

KRSD-TV—Rapid City—1958 NBC

Channel: 7... AP: 12.9 Kw... VP: 25.7 Kw.
Owned..... Heart of Black Hills Stations
Address..... Box 609
Telephone..... FI 2-6050
Representative..... Devney
Gen. Sls. Mgr..... Eli Daniels

KPLO—Reliance—1957

Channel: 6 VHF... AP: 31.6 Kw... VP: 53.7 Kw.
(Satellite of KELO-TV, Sioux Falls, S.D.)

KELO-TV—Sioux Falls—1953 ABC-CBS-NBC

Channel: 11 VHF... AP: 123 Kw... VP: 220 Kw.
Owned-Oper. By... Midcontinent Bcstg. Co.
Business Address... 8th St. & Phillips Ave.
Tel.: 4-5841..... News Services: UP, AP, INS
Membership..... NAB, TvB
Representative..... H-R; Bulmer & Johnson
President..... Joseph L. Floyd
Gen. Mgr..... Evans A. Nord
Station Mgr..... Tom Sheeley
Prom., Pub. Director..... Jack Townsend
Film Manager..... Bob Johnson
Chief Engineer..... Les Froke

Tennessee

Pop. March 1 (Est.)—3,562,000; Families—974,000; Lic. Stations—13,
Sta. CP's—2; Radio Homes—942,000; TV Homes—689,000

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga 1954—CBS

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... WDEF Broadcasting Co.
Address..... Volunteer Building
Tel.: AM 7-3393..... News Service: UP
Representative..... Branham
Membership..... NAB, TvB
President..... Carter M. Parham
General Mgr..... Harold E. Anderson
Comm. Manager..... Otis H. Segler
Prog., Pub. Dir..... Morris Quave
Prod. Director..... James Garner
Film Manager..... John Bonney
Chief Engineer..... B. C. Baker

WRGP-TV—Chattanooga 1956—NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Mountain City TV, Inc.
Business Address... 1214 McCallie Ave.
Tel.: OX 8-1505..... News Service: UP
Membership..... NAB

Representative..... H-R
Pres., Gen. Mgr..... R. G. Patterson
Sta. Mgr..... Helen Patterson
Commercial Mgr..... George P. Moore
Film Mgr..... Jim Nabors
Prog., Prom., Pub. Dir..... Helen Patterson
Chief Engineer..... B. B. Barnes

WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned..... Martin Theatres of Georgia, Inc.
Address... 319 Hamilton Nat. Bank Bldg.
Tel.: AM 6-4151..... News Service: UP
Representative..... Meeker, Ayres
Gen. Mgr..... Reeve Owne
Prog. Dir..... Jack Sausman
Nat. Sls. Mgr..... Joe Windsor
Mng. Cons..... Earl Winger
Prom. Dir..... Conrad Alexandria
Ch. Eng..... Leon Webb

WDXI-TV—Jackson—1955 ABC-CBS

Channel: 7 VHF... AP: 44 Kw... VP: 86.7 Kw.
Owned-Oper. By... Robinson Enterprises
Business Address... Box 303
Tel.: 7-5681..... News Service: UP

Membership NAB
 Representative Venard, Rintoul, McConnell
 President Aaron B. Robinson
 General Manager John E. North
 Prog. Dir., Film Mgr. James W. Hoppers
 Promotion Dir. Marge Borg
 Chief Engineer James Thomas

**WJHL-TV—Johnson City
 1953—ABC-CBS**

Channel: 11 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By WJHL, Inc.
 Business Address 145 W. Main St.
 Tel.: 2780 News Service: UP
 Membership NAB
 Representative Pearson
 Pres., Gen. Mgr. W. Hanes Lancaster, Jr.
 Sales Mgr. J. Will Hall
 Program Director Richard Ellis
 Prom., Pub. Director W. A. McDonald
 Film Manager Vernita Wright
 Chief Engineer Rowland Medler

**WATE-TV—Knoxville
 1953—NBC**

Channel: 6 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Oper. WATE, Inc.
 Business Address 612 S. Gay St.
 Tel.: 2-7111 News Service: UP
 Membership NAB, TvB
 Representative Avery-Knodel
 V.P., Gen. Mgr. W. Henry Linebrough
 Comm. Manager J. T. McCloud
 Program Director Jack Weiderman
 Prom. Publicity Director Carl Huster
 Film Buyer J. H. Reese
 Chief Engineer Fred M. Andrews

**WBIR-TV—Knoxville—1956
 CBS**

Channel: 10 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By WBIR, Inc.
 Business Address 1513 Hutchison Ave.
 Tel.: 5-8101 News Service: UP
 Membership NAB
 Representative Katz
 Pres., Gen. Mgr. John P. Hart
 Local Sales Mgr. R. S. Quinn
 Prom., Pub. Dir. Robert Wilson
 Prog. Dir., Film Mgr. Neal Branch
 Chief Engineer J. Rex Horton

**WTVK—Knoxville—1953
 ABC**

Channel: 26 UHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By So. Central Bcstg. Co.
 Business Address Memorial Park Rd.
 Tel. 5-2113
 Representative Pearson
 Pres., Gen., Sta., Comm. Mgr. J. Engelbrecht
 Program Dir., Film Mgr. Bill Eckstein
 Prom., Pub. Dir. Florence Woodford
 Chief Engineer Carl Lawson

**WHBQ-TV—Memphis—1953
 ABC**

Channel: 13 VHF . AP: 160 Kw. . VP: 316 Kw.
 Owned-Oper. By RKO Teleradio Pictures
 Business Address 1381 Madison Ave.
 Tel. BR 2-3441
 Representative H-R
 Membership TvB
 President Thomas J. O'Neil
 Gen. Manager William H. Grumbles
 Sales Manager Boone F. Nevin
 Sales Service Manager Jack Starr
 Prom. Dir. Gene Roper
 Film Mgr. Freddie Burns
 Chief Engineer Welton Roy

**WMCT—Memphis—1953
 NBC**

Channel: 5 VHF . AP: 60 Kw. . VP: 100 Kw
 Owned-Operated Scripps Howard
 Address Box 311
 Tel.: JA 6-7464 News Service: UP
 Newspaper Affil. Commercial Appeal
 Representative Blair TV
 Membership NAB, TvB
 President Enoch Brown
 General Manager H. W. Slavick
 Station, Comm. Mgr. Earl Moreland
 Program Dir. Wilson Mount
 Chief Engineer E. C. Frase, Jr.

**WREC-TV—Memphis—1956
 CBS**

Channel: 3 VHF . AP: 60.3 Kw. . VP: 100 Kw.
 Owned-Oper. By WREC Bcstg. Service
 Business Address Hotel Peabody Bldg.
 Tel.: JA 5-1313 News Service: UP
 Membership NAB, TvB
 Representative Katz
 Owner, Gen. Mgr. Hoyt B. Wooten
 Commercial Mgr. Charles B. Brakefield
 Prog. Dir., Film Mgr. Jack Michael
 Prom., Pub. Dir. Henry Clark
 Chief Engineer Wilson Raney

**WLAC-TV—Nashville
 1954—CBS**

Channel: 5 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Oper. WLAC-TV Inc.
 Address 159 Fourth Avenue North
 Tel: CH 2-4331 News Service: UP
 Representative Katz
 Membership NAB
 Exec. V.P. & Gen. Mgr. T. B. Baker, Jr.
 Ass't to Mgr. Ruth C. Talley
 Gen. Sls. Manager R. M. Reuschle
 Operations Mgr. Roy A. Smith
 Adv. Director Harold Tomlin
 Film Mgr. Tommy Ervin
 Chief Engineer Ralph L. Hucaby



Representative H.R. Membership NAB, TvB
President Donald W. Thornburgh
Vice-Pres., Gen. Mgr. Vance Eckelsley
General Sales Mgr. Anton J. Moe
Station Manager Robert E. McDowell
Prog. Dir., Film Mgr. Mort Rosenthal
Promotion Director Douglas Holcomb
Chief Engineer K. R. Cooke

**WBRE-TV—Wilkes-Barre
1953—NBC**

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.
Owned-Oper. By WBRE TV Inc.
Address 62 S. Franklin St.
Tel.: VA 3-3101.....**News Service:** AP
Representative Headley Reed
Membership NAB, TvB
President Louis G. Baltimore
V.P., General Manager..... David M. Baltimore
Operations Manager..... F. D. Coslett
Comm. Manager..... Ernest Lewis
Program Director..... Franklin D. Coslett
Production Manager..... Fred Foerster
Film Manager..... Robert Gibson
Chief Engineer..... Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre
1953—ABC**

Channels: 34 UHF.AP: 700 Kw..VP: 1,400 Kw.

Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Tel.: VA 4-4666.....**News Service:** AP
Representative Avery-Knodel
Membership NAB
V.P., Gen. Mgr...... Thomas P. Shelburne
Ch. Eng...... Roswell J. Parker
Prog. Dir...... Hal Berg

WNOV-TV—York—1953

Channel: 49 UHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WNOV, Inc.
Business Address.....25 So. Duke St.
Tel.: 2-7821.....**News Service:** AP
Representative Young TV
General Manager..... William F. Rust, Jr.
Chief Engineer..... Glenn M. Winter

**WSBA-TV—York—1952
ABC**

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address Queen St.
Tel.: YO 2-5531.....**News Service:** AP
Representative Jack Masla
President..... Louis J. Appell, Jr.
Comm. Mgr...... Robert M. Stough
Prog. Dir., Film Mgr...... Jim Curtis
Prom., Pub. Dir...... Stephen B. Fayer
Chief Engineer..... Arthur C. Hafer

Rhode Island

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—2, Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

**WJAR-TV—Providence
1949—ABC-NBC**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address.....176 Weybosset St.
Tel.: GA 1-8255.....**News Services:** AP, UP
Representative Petry
Membership NAB, TvB
Vice President..... George O. Griffith
Sta. Mgr...... J. S. Sinclair
Oper. Manager..... Frederick R. Griffiths
Dir. TV Sales..... David J. Shurtleff
Sales Manager..... Edward Boghosian
Program Director..... Seymour Horowitz
Film Mgr...... Chester Dowling
Chief Engineer..... Thomas Prior

**WPRO-TV—Providence—
1955—CBS**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Tel.: PL 1-9776.....**News Service:** UP
Representative Blair-TV
Membership NAB, TvB
President..... William S. Cherry, Jr.
General Manager..... Arnold F. Schoen, Jr.
Comm. Mgr...... Eugene W. Wilkin
Prog. Dir...... Raymond A. Gilvard
Prod. Mgr...... Donald S. Moeller
Chief Engineer..... John V. Ferri

South Carolina

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—6, Sta. CP's—5; Radio Homes—584,000; TV Homes—417,000

**WAIM-TV—Anderson
1953—ABC-CBS**

Channel: 40 UHF.AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....**News Service:** INS

Newspaper Affil....Independent & Daily Mail
Representative Headley-Reed
Owner Wilton E. Hall
Gen., Sta. Mgr...... Glenn P. Warnock
Sales Mgr...... John McCallum
Program Director..... Ray Barath
Chief Engineer..... Earl Cosend



WCSC-TV—Charleston 1953—CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Tel.: 3-8371.....News Service: UP
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....John M. Rivers
Nat. Comm., Sta. Mgr.....Roland Weeks
Reg., Comm. Manager.....Ralph Thornley
Program Director.....Charles Hall
Prom., Pub. Director....Mrs. Annie Lee Small
Production Manager.....Emmett Robinson
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....John Broughton

WUSN-TV—Charleston 1954—NBC-ABC

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....News Service: UP
Representative.....Weed
Membership.....TvB
Pres., Gen. Mgr.....J. Drayton Hastie
Sec'y, Ass't Gen. Mgr.....Doug M. Braham
Commercial Mgr.....Grange S. Cuthbert, Jr.
Prod. Director.....Clark Davis
Prom., Pub. Dir.....Ann Clark
Film Manager.....Gray Carroll
Chief Engineer.....Walter M. Nelson

WIS-TV—Columbia—1953 NBC-ABC

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Bcstg. Co. of the South
Business Address.....1111 Bull St.
Tel.: AL 3-6431.....News Services: UP, AP
Representative..Peters, Griffin, Woodward, Inc.
Membership.....NAB
Exec. V.P.....G. Richard Shafro
Managing Dir.....Charles A. Batson
Comm. Manager.....Law Epps
Exec. Prod., Film Buyer.....Adrian Munzell
Prog. Dir.....Dixon Lovorn
Prom., Pub. Dir.....John Bondeson
Chief Engineer.....Barnett Goldberg

WNOK-TV—Columbia—1953 CBS

Channel: 67 UHF..AP: 43.8 Kw..VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street
Tel.: AL 2-7737.....News Service: AP

Representative.....Raymer
Membership.....NAB
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....David C. Phillips
Program Director.....Graham Thomas
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954 ABC-CBS-NBC

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Address.....Box 630
Tel.: MO 2-1566.....News Service: AP
Representative....CBS Television Spot Sales
Membership.....NAB, TvB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Nat'l Sales Mgr.....John H. Brock
Prog. Dir., Prod. Mgr.....George B. Burnette
Prom., Pub. Director.....Whitefoord Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville 1953—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....News Service: AP
Representative.....Weed
Membership.....NAB, TvB
President.....R. A. Jolley
Gen., Sta. Manager.....Kenneth Beachboard
Program Director.....Norvin C. Duncan
Comm. Mgr.....Robert Q. Glass, Jr.
Prom. Director.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg 1956—CBS

Channel: 7 VHF...AP: 144 Kw...VP: 257 Kw.
Owned-Oper. By.....Spartan Bcstg. Co.
Business Address.....224 E. Main St.
Telephone.....3-3621
Representative.....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Sec'y-Treas.....D. S. Burnside
Nat'l Sales Mgr.....Chas. E. Bell
Local Sales Mgr.....Robert H. Walton
Program Director.....James B. Hobbs, Jr.
Production Dir.....Peter W. Swanson, Jr.
Promotion Mgr.....William A. Adams
Engineering Dir.....Harold Beckholt



WSIX-TV—Nashville—1953
ABC

Channel: 8 VHF...AP: 89 Kw...VP: 177 Kw.
Owned-Oper. By.....WSIX Inc.
Business Address.....Nashville Trust Bldg.
Tel.: AL 5-5431.....News Service: AP
MembershipNAB
RepresentativeH.R.
PresidentLouis R. Draughton
Sta., Gen. Mgr.....E. S. Tanner
V.P., Gen. Sales Mgr.....G. H. Morris
Production Manager.....James Lynch
Dir., Oper., Film Mgr.....R. L. Chaudoin
Prom. Dir.....James Wharton
Chief Engineer.....Charles Duke

WSM-TV—Nashville—1950
NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....Nat'l Life & Accident Insurance Co.
Address7th & Union
Tel.: AL 4-5656...News Services: AP, UP, INS
MembershipNAB, TvB
RepresentativePetty
PresidentJohn H. DeWitt, Jr.
Gen. Manager.....Irving Waugh
Comm. Manager.....Hi Bramham
Sales Dir.....Tom Griscom
Operations Mgr.....Brad Crandall
Production Mgr.....Elmer Alley
Prom. Dir.....Charlie Cash
Film Manager.....Elmer Cartwright
Chief Engineer.....Aaron Shelton

Texas

Pop. March 1 (Est.)—9,268,000; Families—2,668,000; Lic. Stations—37,
Sta. CP's—12; Radio Homes—2,602,000; TV Homes—2,030,000

KPAR-TV—Abilene—
Sweetwater—1956—CBS

Channel: 12 VHF...AP: 13.1 Kw...VP: 26.2 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Bus. Address.7400 College Ave., Lubbock, Tex.
Tel.SH 4-2345
MembershipNAB, TvB
RepresentativeBranham
President.....W. D. "Dub" Rogers
Station Manager.....Dan C. Guthrie
Prog. Dir., Film Mgr.....Ray Trent
Nat. Sales Mgr.....E. A. "Buzz" Hassett
Promotion Dir.....W. H. Shipley
Publicity Dir.....Duncan Ellison
Chief Engineer.....Rudy Starnes

KRBC-TV—Abilene—1953
NBC

Channel: 9 VHF...AP: 13.8 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
Tel.: OR 2-8491.....News Service: AP

RepresentativeRaymer
MembershipTvB
President & Gen. Mgr.....Dale Ackers
Comm. Manager.....Bill Fox
Prog. Dir.....Al Evans
Sta., Film Mgr.....George Breeding
Chief Engineer.....Troy Mallon

KFDA-TV—Amarillo—1953
CBS-ABC

Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.
Owned & Oper. By....Amarillo Bsc'tg. Co., Inc.
AddressP. O. Box 1440
Tel.: DR 4-5343...News Services: AP, UP
RepresentativeBlair
MembershipNAB, TvB
President.....Gene L. Cagle
General Manager.....Ed Moore
Prom., Pub. Dir.....Dick Bay
Merch. Dir.....Howard Roberson
Prog. Dir.....Vernon Poerner
Oper.-Film Mgr.....Vernon Poerner
Chief Engineer.....Bill Spiller

To Broadcasters

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Added Profits
Added Prestige

The Associated Press

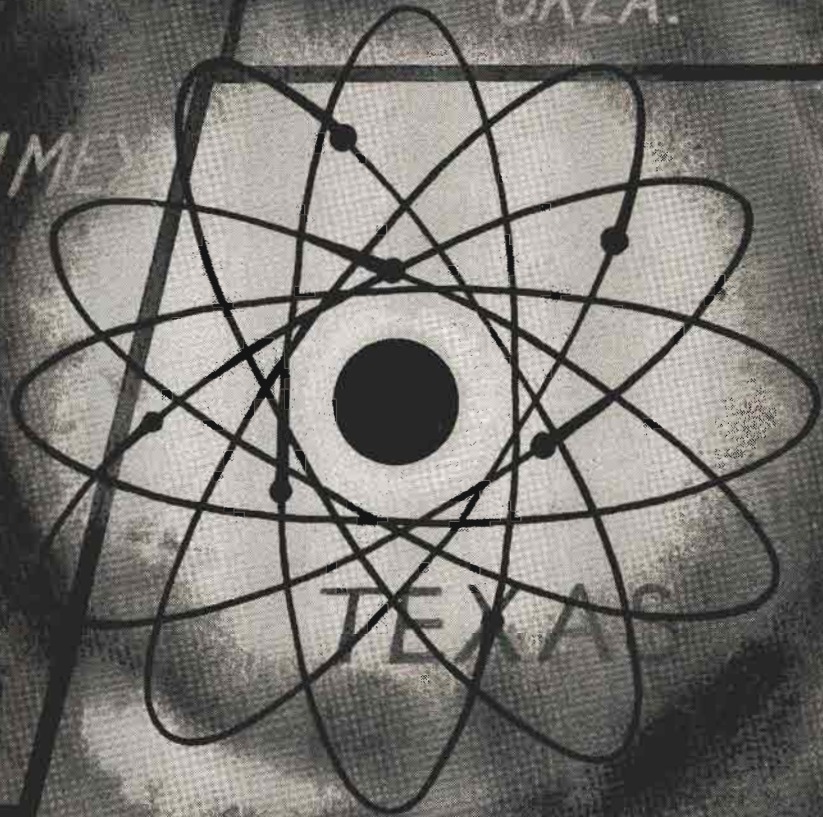
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New York 20, N. Y.

NO PLACE
TO HIDE!

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TEXAS

Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

KGNC-TV

Channel 4

AMARILLO



KGNC-TV—Amarillo—1953 NBC-ABC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Globe News Publishing Co.
 Address... 2200 North Polk St.
 News Affil... News, Times, Globe
 Tel.: DR 4-4601... News Service: AP, UP
 Membership... NAB, TvB
 Representative... Katz
 General Manager... Wes Izzard
 Station Manager... Aubrey Jackson
 Ass't Sta. Mgr... Bob Watson
 Prod. Mgr... Bud Pursley
 Adv. Prom... Marion Thomas
 Chief Engineer... W. H. Torrey

KVII—Amarillo—1957—ABC

Channel: 7... AP: 23 Kw... VP: 46 Kw.
 Owned... Southwest States, Inc.
 Address... Box 8066
 Telephone... FL 6-5241
 Representative... Venard, Rintoul & McConnell
 Pres., Gen. Mgr... Murry Woroner
 Prod. Mgr... Jerry Gardner
 Ch. Eng... Don Daniels

KTBC-TV—Austin—1952 ABC-CBS-NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... The L-B-J Co.
 Address... Box 1155
 Tel.: GR 2-2424... News Service: UP
 Representative... Raymer
 Chairman of Bd... Claudia T. Johnson
 Pres., Gen. Mgr... J. C. Kellam
 Gen. Sales Manager... O. P. (Bob) Bobbitt
 Sales, Prom. Director... Charles Brooks
 Program Director... Richard "Cactus" Pryor
 Publicity Dir... Elmo Brown
 Chief Engineer... Ben Hearn

KFDM-TV—Beaumont—1955 ABC-CBS

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Beaumont Bcstg. Corp.
 Business Address... 1420 Calder Ave.
 Tel.: TE 8-4731... News Service: UP
 Membership... NAB
 Representative... Peters, Griffin, Woodward
 President... D. A. Cannan
 General Manager... C. B. Locke
 Commercial Mgr... Mott M. Johnson
 Program Dir... Bob McManus
 Film Manager... Paul McDuft
 Chief Engineer... Harold W. Bartley

KEDY-TV—Big Spring—1955 CBS

Channel: 4 VHF... AP: 6.3 Kw... VP: 12.9 Kw.
 Owned-Oper. By... Texas Telecasting
 Address... 2500 Kentucky Way
 Tel.: SH 4-2345... News Service: AP
 Representative... Bramham
 President... W. D. Rogers

V.P., Prom... W. H. Shipley
 Natl. Sales Mgr... Ed "Buzz" Hassett
 Comm. Mgr... John McMinn
 Prog., Film Mgr... Ray Trent
 Chief Engineer... Rudy Starnes

KBTX-TV—Bryan—1957 ABC-CBS

Channel: 3 VHF... AP: 30.2 Kw... VP: 60.3 Kw.
 Owned... Brazos Bcstg. Co.
 Business Address... Box 3237
 Tel.: VI 6-777... News Service: AP
 Representative... Raymer
 President... W. C. Mitchell
 Gen. Mgr... M. N. Bostick
 Sta. Mgr... Harry Lee Gillam
 Comm. Mgr... David G. Haines
 Prog. Dir... Rod Whisenant
 Pub. Dir... Barbara Keller
 Film Mgr... Charles Henderson
 Chief Engineer... W. B. Cox

KRIS-TV—Corpus Christi 1956—ABC-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Gulf Coast Bcstg. Co.
 Business Address... Box 840
 Telephone... TU 3-6511
 Representative... Peters, Griffin, Woodward
 Membership... NAB
 Pres., Gen. Mgr... T. Frank Smith
 V.P.-Sales... W. M. Eikner
 V.P.-Programs... Charles Nethery
 Promotion Dir... Harry Abbott
 Chief Engineer... Joseph W. Collier

KZTV—Corpus Christi—1956 CBS

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... KSIX-Television, Inc.
 Business Address... Show Room Bldg.
 Tel.: TU 4-1616... News Service: AP
 Representative... H-R; Clarke Brown
 Pres., Gen. Mgr... Vann M. Kennedy
 Prom., Pub. Dir... M. L. Kennedy
 Commercial Mgr... Raymond Dorsey
 Program Dir... Gene Looper
 Chief Engineer... Bill Kessel

WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

WFAA-TV—Dallas—1949 ABC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By... A. H. Belo Corp.
 Business Address... 3000 Harry Hines Blvd.
 Tel.: RI 1-3315... News Services: AP, UP
 Newspaper Affiliation... Morning News
 Membership... NAB, TvB
 Reoresentative... Petty
 Managing Dir... Alex Keese
 Station Manager... Mike Shapiro
 Nat. Sales Mgr... Dick Drummy
 Program Director... Tom Palmer

THE PACE IS... PROGRESS

in the **FORT WORTH - DALLAS** area
the **12TH**
NATION'S MARKET

The trend is up and the growth rate is steady. Look at these startling predictions for 1960:*

Tarrant-Dallas County Population	1,522,900
Tarrant-Dallas County Estimated Buying Income	\$3,291,088,000
Tarrant-Dallas County Retail Sales	\$2,409,432,000

To sell your products in this fast-paced, rapidly-expanding 12th U S Market choose the facilities of WBAP-TV—the first station in the market.

Rates and packages on request.

WBAP

3900 Barnett • Fort Worth, Texas

WBAP-TV — Channel 5

Basic NBC for North Texas

*Source: Sales Management, "Marketing on the Move", Nov. 10, 1957.

AM • FM • TV

1900 N. Akard • Dallas, Texas



NATIONAL REPRESENTATIVES PETERS, GRIFFIN & WOODWARD



Prom., Pub. Director.....Winona Portwood
 Film Manager.....Dunlap Clark
 Chief Engineer.....Jim W. Cooper

KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

KRLD-TV—Dallas—1949

CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned.....Times Herald Printing Co.
 Business Address.....Herald Square
 Tel.: RI 2-6811.....News Services: AP, UP
 Newspaper Affiliation...Dallas Times Herald
 Membership.....NAB
 Representative.....Branham
 President.....Clyde Rembert
 General Manager.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Program Director.....Ves Box
 Prom., Pub. Director.....Jack Saunders
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt

KELP-TV—El Paso—1956

ABC

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.
 Owned-Oper. By.....KELP TV Corp.
 Business Address.....4530 Delta St.
 Tel.: KE 3-3658.....News Service: UP
 Representative.....Young TV
 Vice-Pres.....Richard E. Jones
 Gen. Mgr.....Herb Golombeck
 Sls. Mgr.....Irv Prell
 Prog. Dir.....Hillman Taylor
 Pub. Dir.....Bill Provolet
 Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952

CBS

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Roderick Bcstg. Co.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....News Service: AP
 Membership.....NAB
 Representative.....Branham
 President.....D. D. Roderick
 V.P., General Manager.....Val Lawrence
 Sales Manager.....Dick Watts
 Program Dir.....Bernie Bracher
 Promotion Mgr.....Gordon Phillips
 Film Mgr.....Don Manning
 Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953

NBC

Channel: 9 VHF...AP: 29 Kw...VP: 58 Kw.
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....News Service: UP
 Membership.....NAB, TvB
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Karl O. Wyler, Sr.
 Exec. Ass't.....Karl O. Wyler, Jr.
 V.P., Comm. Manager.....Roy T. Chapman
 Prog. Director.....Jack Rye
 Publicity Dir.....Jack Elliott
 Chief Engineer.....Kenneth J. Walton

**WBAP-TV—Fort Worth
1948—NBC**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.

KRLD-TV channel



**The most LOOKED AT
tv station in Dallas!**

METROPOLITAN DALLAS TELEPULSE — OCT., 1957

KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000-watt station in the Dallas-Fort Worth area.

John W. Runyon, Chairman of the Board Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

We're first, but ...

WHO

WANTS

TO

ARGUE

ABOUT

~~4 1/2~~ 3 1/2

PER

CENT

?

Channel  Channel 11 logo featuring two stylized towers with faces, one on each side of the number 11.

KFJZ-TV

It seems there's a new champ born with almost every rating book in Dallas/Fort Worth. Only one fact is **constant** . . . It's the **tightest** four-station market in America! Right now **we're first** with 27.7 per cent* share of audience. (Sign on to sign off Sunday through Saturday.) The fourth station trails by a mere 3.4 per cent . . . So who wants to argue?

High-rated nighttime minutes now available delivering a top family audience of 2.84 (average) viewers per set — 12 per cent more than nearest competitor!

**Dallas/Fort Worth combined ARB, January, 1958.*

Ask **BLAIR-TV**

or Joe Evans, National Sales Manager



Owned-Oper. By....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....News Service: AP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 RepresentativePeters, Griffin, Woodward
 MembershipNAB
 President.....Amon Carter, Jr.
 General Manager.....George Cranston
 Commercial Mgr.....Roy Bacus
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Margret McDonald
 Film Manager.....Lynn Trammell
 Chief Engineer.....R. C. Stinson

Business Address.....2318 Polk Ave.
 Telephone.....MA 3-9271
 RepresentativePetry
 MembershipTvB
 V.P., Gen. Mgr.....Jack Harris
 Sta. Manager.....Jack McGraw
 Promotion Mgr.....Kirt Harris
 Film Manager.....Earl Corridon
 Publicity Director.....Edna Forester
 TrafficKatherine Estes
 Local Sls. Mgr.....Jack Healy
 Chief Engineer.....Paul Huhndorff

(See Page 866)

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF..AP: 105 Kw..VP: 210 Kw.
 Owned-Oper. By...Texas State Network, Inc.
 Address.....4801 W. Freeway
 Tel.: PE 7-6631.....News Service: AP
 RepresentativeBlair TV
 Pres., Gen. Mgr.....Gene L. Cagle
 Nat'l Sales Mgr.....Joe Evans
 Comm. Mgr.....John Hopkins
 Prog. Dir.....Olin Terry
 Pub. Director.....Edith Coenders
 Film Mgr.....Arno W. Mueller, Jr.
 Chief Engineer.....James T. Peterson

KGUL-TV—Galveston-Houston 1952—CBS

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Business Address.....11 Video Lane
 Tel.: GA 3-1607.....News Service: UP
 RepresentativeCBS Television Spot Sales
 MembershipNAB, TvB
 Pres., Gen. Mgr.....Paul E. Taft
 Comm. Manager.....Robert S. Wilson
 Program Director.....Thomas L. Thompson
 Prom., Pub. Dir.....Roland Brazier
 Film Manager.....Bud Johnson

KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. ByKGBT-TV
 Business Address.....Box 711
 Tel.: GA 3-4880.....News Services: AP, UP
 RepresentativeH-R Reps.
 MembershipNAB
 PresidentMcHenry Tichenor
 General Manager.....Troy McDaniel
 Comm. Manager.....Harry Mooradian
 Chief Engineer.....Al Beck

KPRC-TV—Houston—1950 NBC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Houston Post Co.

KTRK-TV—Houston—1954 ABC

Channel: 12 VHF..AP: 170 Kw..VP: 316 Kw.
 Owned-Oper...Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....News Services: AP, INS
 Newspaper AffiliationChronicle
 RepresentativeHollingbery
 MembershipNAB, TvB
 President.....John T. Jones, Jr.
 Exec. V.P., Gen., Sta. Mgr...W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Prom., Pub. Director.....John Chapman
 Film Manager.....Hugh Pickett
 Chief Engineer.....Tom Hiner

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
 50 Rockefeller Plaza
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First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



FIRST IN THE SOUTH'S FIRST MARKET



JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY



KHAD-TV—Laredo—1956 ABC-CBS-NBC

Channel: 8 VHF..AP: 1.07 Kw..VP: 2.14 Kw.
Owned-Oper... Vidicon Industries of America
Business Address..... 820 Convent Ave.
Tel.: 3-3674..... News Service: AP
Representative Pearson
Asst. Manager..... Al Samuels
Comm. Mgr.-Prog. Dir..... Jim Shelton
Film Manager..... Ernie Ramirez
Chief Engineer..... W. Irven Simpson

KCBD-TV—Lubbock—1952 ABC-NBC

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By... Bryant Radio & TV Inc.
Business Address..... 5600 Ave. A
Tel.: SH 4-1414..... News Services: AP, UP
Representative Raymer
Membership NAB
Pres., Gen. Manager..... Joe H. Bryant

Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Joan Prigmore
Film Manager.....Richard Porter
Chief Engineer.....Frank Lee

KDUB-TV—Lubbock—1952 CBS

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address..... 74th & College Ave.
Tel.: SH 4-2345..... News Service: INS, AP
Representative Branham
Membership NAB, TvB
Pres., Gen. Mgr..... W. D. (Dub) Rogers
National Sales Mgr..... E. A. Hassett
V.P., Gen. Sales Mgr..... Jimmie Isaacs
Prog. Dir., Film Mgr..... Ray Trent
V.P., Prom., Research Dir..... W. H. Shipley
Production Manager..... Doug Sewell
Prom. Mgr..... Ray Huffer
Chief Engineer..... Rudy Starnes

AP Means Added Profits Added Prestige

Texas best major-market buy.. West Texas Television Network



**K/DUB
stations**

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
- Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
- Delivers greater % of audience in all time segments than any other BIG Texas market!
- Larger in area (46,000 sq. mi.) than the state of Ohio, Maine or Pennsylvania!

REPRESENTED BY THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT



ARE YOU
ON THE
DOTTED
LINE
WITH
9 ?

BETTER
GET
WITH
IT NOW!
300,000
PROSPEROUS
FAST BUYING
PEOPLE SERVED
ONLY BY
THEIR
POPULAR

KTRE-TV

LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. &
General Manager
The Only Non-Metropolitan
Market With Basic
N B C Programming Live*
*Via Microwave from
KPRC-TV in Houston

NATIONAL
REPRESENTATIVES
Venard, Rintoul &
McConnell, Inc.
New York, Chicago,
San Francisco, Los
Angeles and Boston

SOUTHWEST
REPRESENTATIVE
Clyde Melville
Company of
Dallas

60,106
TELEVISION
SETS IN THE
BOOMING
LUMBER RICH
LUFKIN-NACOGDOCHES
EAST TEXAS AREA
SERVED BY KTRE-TV

KTRE-TV—Lufkin—1955 NBC

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.
Owned-Oper. By...Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Tel.: NE 4-7771.....News Services: AP, UP
RepresentativeVenard, Rintoul,
McConnell; Melville Co.
MembershipNAB
President.....R. W. Wortham, Jr.
V.P., Gen. Mgr.....Richman Lewin
Film Manager.....Glenn Armstrong
Prog., Prom., Pub. Dir.....Boyd Porter, Jr.
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953 NBC-ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Tel.: MU 2-7321.....News Service: UP
Rep.....Venard, Rintoul & McConnell, Brown
MembershipNAB
Sta.-General Manager.....Roy Herndon
Commercial Manager.....George Collie
Program Director.....Jerry Blaise
Prom., Pub. Dir.....V. V. Scarpelli
Film Mgr.....Don McCarron
Chief Engineer.....Bill Buford

KOSA-TV—Odessa—1956 CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Odessa Television Co.
Address.....1211 N. Whitaker
Tel.: FE 7-8301.....News Services: AP, UP
MembershipNAB
RepresentativeBolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
Production Mgr.....Stu Klein
Nat'l. Sales Mgr.....Ross Newby
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur 1957—NBC-ABC

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address.....Box 1059
RepresentativeRaymer
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Prog. Mr.....Doug Thompson
Prod. Mgr.....John Stegall
Ch. Eng.....Glenn Boatright

KCTV—San Angelo—1953 CBS

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1941



Tel.: 7183.....News Service: UP
 Rep...Melville, Venard, Rintoul & McConnell
 Membership.....NAB
 President.....B. P. Bludworth
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard
 Prog. Dir.....A. Cobb
 Film Manager.....Charles Cathey
 Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kc.
 Owned-Oper. By.....KCOR, Inc.
 Business Address.....111 Martinez St.
 Representative.....Richard O'Connell, Inc.
 President.....Raoul A. Cortez, Sr.
 V.P., Gen. Mgr.....Nathan Safir
 V.P., Comm. Mgr.....Raoul A. Cortez, Jr.
 Prod., Prog. Dir.....Emilio Nicolas
 Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio 1949—CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Express Publ. Co.
 Business Address.....Ave. E & 4th St.
 Tel.: CA 5-7411.....News Service: AP
 Representative.....Peters, Griffin, Woodward
 Membership.....NAB, TvB
 Newspaper Affil.....Express & News
 President.....Frank G. Huntress, Jr.
 General Manager.....Albert D. Johnson
 Comm. Manager.....Wayne Kearl
 Program Director.....Ken James
 Sales Prom. Mgr.....Bob Millet

KONO-TV—San Antonio—1957

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Mission Tcstg. Corp.
 Business Address.....1408 N. St. Mary's St.
 Tel.: CA 6-7611.....News Service: UP
 Representative.....H-R
 Membership.....NAB
 President.....Eugene J. Roth
 V.P., Gen. Mgr.....James M. Brown
 Commercial Mgr.....Bob A. Roth
 Program Dir.....Ed Hyman
 Engineering Dir.....George W. Ing

WOAI-TV—San Antonio 1949—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Tel.....CA 7-4221
 Representative.....Petry
 Membership.....NAB, TvB
 Pres., Gen. Mgr.....James M. Gaines
 Comm. Manager.....Edward V. Cheviot
 Prog. Director.....Robert Reed
 Promotion Dir.....Bill N. Yancy
 Publicity Dir.....Imogene Stanley
 Film Manager.....Faye Leavitt
 Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953 NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....The Bell Publishing Co.
 Business Address.....P. O. Box 188
 Business Address.....17 S. 3rd St.
 Tel.: PR 3-6868.....News Service: UP
 Newspaper Affiliation.....Telegram
 Representative.....Blair TV Assoc.
 President.....Frank W. Mayborn
 General Manager.....Burton Bishop
 Film Mgr.....Bill Nelson
 Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953 CBS-ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Business Address.....Box 1290
 Tel.: 33-1133.....News Service: AP
 Newspaper Affil.....Gazette & Daily News
 Representative...Venard, Rintoul & McConnell
 Membership.....NAB, TvB
 President.....Walter E. Hussman
 General Manager.....Walter M. Windsor
 Dir. Nat'l Sales; Prom.....Richard M. Peters
 Program Dir.....Les Eugene
 Production Mgr.....Robert L. McCay
 Chief Engineer.....Charles Mathis, Jr.

KLTV—Tyler—1954 NBC-ABC-CBS

Tel.: TY 2-3875.....News Service: AP
 Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.
 Owned-Oper. By.....Channel 7 Co.
 Business Address.....Box 957
 Representative.....H-R
 Membership.....NAB
 General Manager.....Marshall H. Pengra
 Sales Mgr.....John Lenox
 Program Director.....Bonnie Lenox
 Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955 CBS-ABC

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.
 Owned-Operated By...KWTX Broadcasting Co.
 Address.....Box 3128, Westview Sta., Waco
 Tel.: PL 6-4451.....News Service: AP
 Representative.....Raymer
 Membership.....NAB
 President.....W. W. Naman
 Gen., Sta. Mgr.....M. N. Bostick
 Commercial Manager.....John M. Brinegar
 Program Director.....Curtis Matties
 Promotion Dir.....Oma Owens
 Chief Engineer.....Jesse H. Dove

the "Lion's" Share is MORE in Wichita Falls

KSYD-TV's maximum power brings MGM's audience appeal to the early and late viewing interests of more people in a 29-county market.

CLASS "A" RATINGS AT CLASS "C" RATES

**"MGM Early Show" 4:00 pm to 5:55 pm
Mon. through Sat.**

**"MGM Late Show" 10:30 pm to signoff
Daily, Sun. through Sat.**

The MGM film package offers an "interest" bonus through a variety of great movies with proven appeal to the greatest audience interests.

The "Lion's" share influences more . . . reaches households with \$1,148 **more** spendable income than the Texas household average . . . a bonus in sales potential for **KSYD-TV** advertisers.

\$6,472 Consumer Spendable Income per household
. . . **9.1% above the National average** . . . **21.6% above the Texas average.**

The "Lion's" share is sales-active . . . reaches households that spend \$294 **more** annually than the Texas household average . . . a bonus in high spending velocity for **KSYD-TV** advertisers.

\$4,287 Retail Sales per Household . . . **10% above the National average** . . . **7.1% above the Texas average.**

The only CBS affiliate between
Dallas and Oklahoma City.

KSYD-TV

Channel 6 100,00 watts Wichita Falls, Texas

Represented by

Blair-Television Assoc., Inc.

www.americanradiohistory.com



KRGV-TV—Weslaco—1954 NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 Missouri St.
Tel.: WO 8-3131.....News Service: AP
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....O. L. Taylor
Ass't Mgr.....Bill Rucker
Program Director.....Dallas Wales
Promotion Dir.....Burt Johnson
Prod. Dir.....Jacque Elliott
Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls 1953—ABC-NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned.....Wichtex Radio & TV Corp.
Address.....Box 2040
Tel.: 692-4530.....News Service: UP
Representative.....Raymer

Membership.....NAB
President.....Darrold A. Cannan
Gen., Sta. Mgr.....Howard H. Fry
Commercial Mgr.....Bob H. Walker
Program Director.....Warren Silver
Prom., Pub. Director.....D. A. Cannan, Jr.
Film Buyer.....Howard Fry
Chief Engineer.....John Adams

KSYD-TV—Wichita Falls 1953—CBS

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KSYD-TV Co., Inc.
Address.....P. O. Box 2130
Tel.: 322-6957.....News Service: AP
Representative.....Blair TV
Membership.....NAB
Pres., Gen. Mgr.....Syd Grayson
Commercial Mgr.....Lambert Cain
Program Director.....Thomas R. Sugars
Prom., Pub. Dir.....Mrs. Carol Crowder
Chief Engineer.....Herb Wiley

Utah

Pop. March 1 (Est.)—833,000; Families—231,000; Lic. Stations—3,
Sta. CP's—2; Radio Homes—224,000; TV Homes—184,000

KSL-TV—Salt Lake City 1948—CBS

Channel: 5 VHF..17.8 Kw..VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....News Service: UP
Representative.....CBS TV Spot Sales
Membership.....NAB, TvB
Exec. Vice President.....J. W. Wright
Vice President.....Ivor Sharp
V.P. & Gen. Mgr.....D. Lennox Murdoch
Comm. Mgr.....Edward B. Kimball
Program Director.....Wayne Richards
Prom. & Pub. Dir.....Robert G. Murdock
Production Manager.....Scott R. Clawson
Merchandising Dir.....Harry Fletcher
Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948 NBC

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.
Owned By.....TLF Broadcasters, Inc.
Business Address.....130 Social Hall Ave.
Tel.....DA 2-5681
Representative.....Katz

Newspaper Affiliation.....Time, Inc.
Membership.....NAB, TvB
Pres. & Gen. Mgr.....G. Bennett Larson
Program Director.....Dan Rainger
Commercial Mgr.....Harold Woolley
Prom. & Pub. Director.....Tim Monroe
Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954 ABC

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.
Owned-Oper. By.....Utah Bcstg. & TV Corp.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2505.....News Service: AP
Newspaper Affiliation.....Tribune; Ogden
Standard Examiner
Membership.....NAB, TvB
Representative.....Avery-Knodel
President.....A. L. Glassman
Vice President.....George C. Hatch
Gen., Sta., Comm. Mgr.....Brent H. Kirk
Program Dir.....Duane C. Hill
Prom., Pub. Dir.....Keith Nicholson
Production Manager.....LaMar Smith
Film Buyer.....Sid Cohen
Film Manager.....Jack Ivers
Chief Engineer.....E. R. Carpenter

Vermont

Pop. March 1 (Est.)—376,000; Families—109,000; Lic. Stations—1,
Sta. CP's—0; Radio Homes—105,000; TV Homes—82,000

WCAX-TV—Burlington 1954—CBS

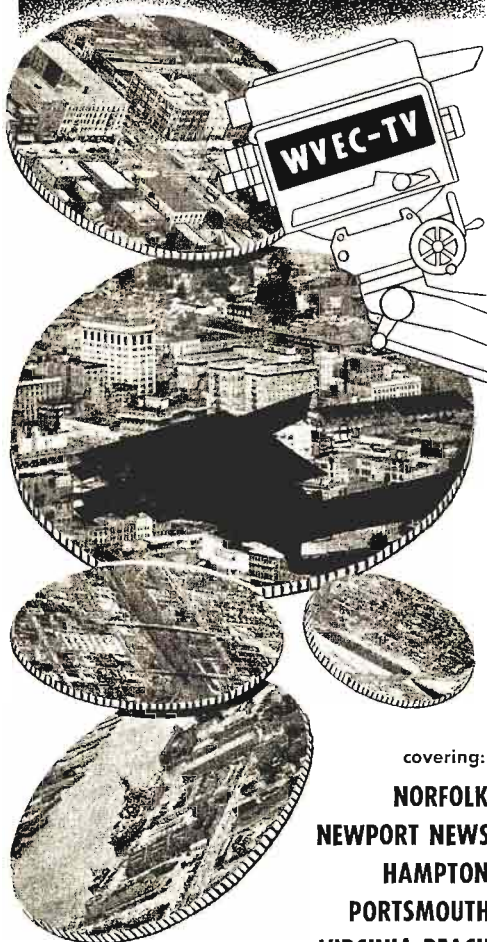
Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
Owned-Oper. By.....Mt. Mansfield TV, Inc.
Address.....135 Main Street
Tel.: UN 2-5671.....News Service: UP

Representative.....Weed
Membership.....NAB, TvB
Chairman.....C. P. Hasbrook
Pres., Gen. Mgr.....S. T. Martin
Comm. Manager.....J. A. Dobson
Prom., Pub. Dir.....Charles Lewis
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

Virginia

Pop. March 1 (Est.)—3,765,000; Families—976,000; Lic. Stations—9,
Sta. CP's—6; Radio Homes—927,000; TV Homes—640,000

WVEC-TV covers the *RICH* Tidewater Market



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NEWPORT NEWS
HAMPTON
PORTSMOUTH
VIRGINIA BEACH

NBC **WVEC-TV**
CHANNEL **15**

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WCYB-TV—Bristol—1956 ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....Cumberland St.
Tel.: North 3560.....News Service: AP
Membership.....NAB, TvB
Representative.....Weed
Pres., Gen. Mgr.....Robert H. Smith
Sales Manager.....Fey Rogers
Program Director.....Frank Spaulding
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk 1953—NBC

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Address.....1930 Pembroke Ave., Hamton
Tel.: 6332.....News Service: AP
Representative.....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
V.P., Sales Director.....Harrol A. Brauer, Jr.
Prom. Dir.....Beverly W. Avery
Prog. Dirs.....Harry Doggette
Operations Mgr.....L. W. Kliewer
Film Manager.....Jerry Sanford
Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg 1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Tel.: 4-4431.....News Service: AP
Membership.....NAB, TvB
Representative.....Peters, Griffin, Woodward
Pres., Gen. Sta. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Prom., Pub. Director.....N. L. Royster
Film Manager.....Margie Swain
Chief Engineer.....Tom Jones

WLVA-TV—Lynchburg 1953—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Lynchburg Bcstg. Corp.
Address.....2320 Langhorne Rd.
Tel.: 2-1242.....News Service: AP
Membership.....NAB
Representative.....Hollingbery
President.....Edward Allen
Gen., Sta. Mgr.....Phil Allen
Prog., Prom., Pub. Dir.....Warren Uttal
Comm. Mgr.....Thomas L. Turner
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950 CBS

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Newspaper Affil.....Norfolk Newspapers, Inc.
Tel.: MA 5-8711.....News Service: AP, INS
Representative.....Petry



Membership NAB, TvB
 President, Gen. Mgr. Campbell Arnoux
 V.P., Operations John C. Peffer
 V.P., Sales Robert M. Lambe
 Program Director Harold Soldinger
 Prom., Pub. Dir. Hal Powell
 Film Manager Harry Nicholas
 Chief Engineer Richard Lindell

WAVY-TV—Norfolk—1957
ABC

Channel: 10 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Tidewater Teleradio, Inc.
 Address 709 Boush St.
 Tel.: MA 7-2345 News Service: AP
 Representative H-R
 Membership NAB
 President Hunter C. Phelan
 General Manager Carl J. Burkland
 Commercial Mgr. Eugene Gaudette
 Program Dir. Richard Fraser
 Prom., Pub. Dir. Macey Schaffer
 Chief Engineer William Manrov

WTOV-TV—Norfolk—1955

Channel: 27 UHF . AP: 11.7 Kw. . VP: 19.6 Kw.
 Owned-Operated By Tim Brite, Inc.
 Address 1318 Spratley (Portsmouth, Va.)
 Telephone EX 9-7583
 Representative McGillvra
 President Temus R. Bright
 V.P. Winston Bright
 General Manager Louis H. Peterson
 Sec'y-Treas. Anna C. Bright
 Program Director Miss Tovey Lee
 Commercial Mgr. Charles Adams
 Chief Engineer James Richardson

WXEX-TV—Petersburg
1955—NBC

Channel: 8 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Petersburg Television Corp.
 Address 124 W. Tabb Street
 Tel.: RE 3-7876 News Services: AP, INS
 Representative Select
 President Thomas G. Tinsley, Jr.
 Gen. Mgr., Nat'l Sls. Dir. Irvin G. Abeloff
 Oper. Mgr. Robert C. Currie, Jr.
 Comm. Mgr. Lawrence Slon
 Prom., Pub. Dir. Thomas J. McCollum, Jr.
 Program Dir. James L. Dodd
 Chief Engineer George W. McGuigan

WRVA-TV—Richmond
1956—CBS

Channel: 12 VHF . AP: 156 Kw. . VP: 316 Kw.
 Owned-Oper. By Richmond TV Corp.
 Business Address Box 2370, Zone 18
 Tel.: BE 3-5461 News Service: AP
 Reps. Harrington, Righter, Parsons
 President C. T. Lucy
 General Manager Barron Howard
 Commercial Mgr. James D. Clark, Jr.
 Program Director Samuel S. Carey
 Prom., Pub. Dir. John L. Stone, Jr.
 Film Manager Robert Pie
 Chief Engineer S. T. Terry, Jr.



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 AND 42 COUNTIES IN VIRGINIA AND NORTH CAROLINA

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WTVR—Richmond—1947
ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Havens & Martin, Inc.
Address...3301 W. Broad St.
Tel.: 5-8611...News Service: UP
Representative...Blair TV
Membership...NAB
Pres., Gen., Comm. Mgr...Wilbur M. Havens
Prom., Pub. Dir...Walter A. Bowry, Jr.
Prog. Director...John Shand
Film Manager...Conrad G. Rianhard, Jr.
Chief Engineer...James Kyle

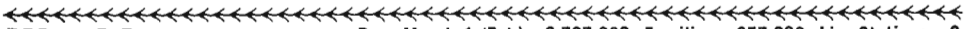
President...M. W. Armistead, III
V.P., Managing Director...Ray P. Jordan
Asst V.P., Comm. Mgr...John Harkrader
TV Sales Manager...Blake Brown
Prog. Dir., Film Buyer...Paul E. Reynolds
Prog. Mgr...Charles A. Ballou
Prom. Director...Boone Boggs
Technical Director...J. Edward Newman

WSLS-TV—Roanoke—1952
NBC-ABC

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Shenandoah Life Stations
Address...Radio-TV Center
Tel.: DI 4-9226...News Service: AP
Representative...Avery-Knodel
Membership...NAB, TvB
President...Blake T. Newton, Jr.
Exec. Vice Pres...James H. Moore
Asst. & Comm. Mgr...Horace Fitzpatrick
Program Manager...George W. Chermault Jr.
Promotion Director...Fred L. Corstaphney
Dir. Sales Prom...Charles Garrison
Chief Engineer...J. P. Briggs

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Time-World Corp.
Address...201 Campbell Ave.
Tel.: DI 3-8031...News Service: AP
Representative...Peters, Griffin, Woodward, Inc.
Membership...NAB, TvB



Washington

Pop. March 1 (Est.)—2,767,000; Families—857,000; Lic. Stations—9,
Sta. CP's—5; Radio Homes—836,000; TV Homes—627,000



KVOS-TV—Bellingham
1953—CBS

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By...KVOS, Inc.
Business Address...1151 Ellis St.
Tel.: 790...News Service: UP
Representative...Forjoe
President...Rogan Jones
General Manager...David Mintz
Commercial Mgr...Fred Elsethagen
Program Director...John Sherman
Publicity Dir...Alice Griffith
Chief Engineer...Ernest Harper

KING-TV—Seattle—1948
ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By...King Bcstg. Co.
Business Address...320 Aurora Ave.
Tel...MU 3555
Representative...Blair-TV
Membership...NAB, TvB
President...Mrs. A. Scott Bullitt
V.P., Gen. Mgr...Otto P. Brandt
Exec. V.P...Henry B. Owen
Commercial Manager...Al Hunter
Program Director...Lee Schulman
Prom., Pub. Director...Mel Anderson
Dir. of Engineering...James L. Middlebrooks

KBAS-TV—Ephrata—1957

(Satellite of KIMA-TV, Yakima, Wash.)
Channel: 43...AP: 8.3 Kw...VP: 16.7 Kw.

KIRO-TV—Seattle—1958
CBS

Channel: 7...AP: 158 Kw...VP: 316 Kw.
Owned...Queen City Bcstg. Co.
Address...1530 Queen Anne Ave.
Telephone...AT 3-9800
Representative...Peters, Griffin, Woodward
Pres., Gen. Mgr...Saul Haas
Vice-Pres...Lincoln W. Miller
Sta. Mgr...Miller C. Robertson
Prog. Mgr...Fred Kaufman

KTRX—Kennewick-Pasco
1958

Channel: 31...AP: 4.9 Kw...VP: 8.2 Kw.
Owned...Columbia River TV Co.
Address...Black Angus Motel
Telephone...JU 2-3101
Representative...Forjoe-TV
Pres., Gen. Mgr...Stuart Nathanson
Sls. Mgr...Clyde Olsen
Prod. Mgr...Eugene Normoyle
Ch. Eng...Bernard Bailie

KOMO-TV—Seattle—1953
NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Fisher's Television Co.
Business Address...100 4th Ave. N.
Tel.: SE 6000...News Service: UP
Representative...NBC Spot Sales

KEPR-TV—Pasco—1954
ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF...AP: 87.6 Kw...VP: 146 Kw.



WASHINGTON-WEST VIRGINIA



Membership NAB, TvB
 President..... O. D. Fisher
 Exec. V.P. & Gen. Mgr..... W. W. Warren
 Mgr. Programming..... Dave Crockett
 Program Manager..... Tom Rogstad
 Film Editor..... Arden Skoog
 Ad., Prof. Manager..... Bob Ryan
 Nat. Sls. Mgr..... Reg Miller
 Aud. Prom. Mgr..... Margaret Frey
 Sales Manager..... Bill Hubbach
 Pub. Rel. Mgr..... Arthur Grebel
 Chief Engineer..... C. E. Miller

Gen., Sta., Comm. Mgr., Prom. Dir. Robert Temple
 Program Director..... Walt Schaar
 Publicity Dir..... Richard Hoover
 Film Manager..... Hugh Tanner
 Chief Engineer..... Homer Mead

KTVW—Seattle-Tacoma 1953

Channel: 13 VHF.. AP: 57 Kw.. VP: 98.5 Kw.
 Owned KTVW, Inc.
 Address 230 8th Ave. N., Seattle
 Tel.: Seneca 3113..... News Service: INS
 Representative Hollingbery
 Membership NAB
 President..... J. Elroy McCaw
 General Manager..... James Hawkins
 Commercial Mgr..... William Green
 Program Dir..... Tom Towey
 Promotion Dir..... Boyd Curtis
 Film Manager..... Howard Perkin
 Chief Engineer..... Charles Morris

KHQ-TV—Spokane—1952 NBC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By KHQ, Inc.
 Address 700 Radio Central Bldg.
 Tel.: MA 4-5131..... News Service: AP
 Representative Katz
 Membership NAB, TvB
 Pres., Gen. Mgr..... R. O. Dunning
 Commercial Mgr..... J. Birney Blair
 Promotion Manager..... Rex Gerlach
 Program Director..... John R. Fahey
 Chief Engineer..... Dee Waymire

KREM-TV—Spokane—1954 ABC

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned KREM Bcstg. Co.
 Address 4103 S. Regal
 Tel.: KE 4-0466..... News Service: AP
 Representative Petry
 Membership TvB
 President Louis Wasmer

KXLY-TV—Spokane—1953 CBS

Channel: 4 VHF.. AP: 27 Kw.. VP: 48 Kw.
 Owned-Oper. By KXLY-TV
 Owned-Oper. By 315 W. Sprague Ave.
 Tel. MA 4291..... News Service: UP
 Representative Avery-Knodel
 Membership NAB
 President Norman Alexander
 V.P., Gen., Sta. Mgr..... Richard Jones
 Comm. Manager..... James Agostino
 Oper. Mgr..... Gene Roth
 Promotion, Publicity Dir..... Bob Moore
 Film Manager..... Clarence Koenig
 Chief Engineer..... Dave Green

KTNT-TV—Tacoma—1953 CBS

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By Tribune Publishing Co.
 Address S. 11th & Grant Ave.
 Tel.: FU 3-2561..... News Services: AP, UP
 Newspaper Affil..... Tacoma News Tribune
 Representative Weed
 Membership NAB
 Gen. Mgr., Dir. Sales..... Larry Carino
 Program Director..... Robert Guy
 Prom. Dir..... Robert Lyte
 Pub. Dir..... Doris Curda
 Chief Engineer..... Max Blice

KIMA-TV—Yakima—1953 ABC-CBS-NBC

Channel: 29 UHF.. AP: 115 Kw.. VP: 191 Kw.
 Owned-Oper. By Cascade Bcstg. Co., Inc.
 Business Address Box 702
 Tel.: GL 2-9111..... News Service: AP
 Representative Weed
 Membership NAB, TvB
 President..... A. W. Talbot
 Gen., Sta. Mgr..... Thomas C. Bostic
 Commercial Mgr..... H. R. Cary
 Program, Flm. Mgr..... James Nolan
 Prom., Pub. Rel. Dir..... E. M. Morrissey
 Chief Engineer..... J. Barry Watkinson

West Virginia

Pop. March 1 (Est.)—2,020,000; Families—544,000; Lic. Stations—7,
 Sta. CP's—4; Radio Homes—514,000; TV Homes—384,000

WHIS-TV—Bluefield—1955 NBC-ABC

Channel: 6 VHF.. AP: 28.8 Kw.. VP: 50 Kw.
 Owned-Oper. By Daily Telegraph Ptg. Co.
 Address 412 Bland St.
 Tel.: DA 7-7115..... News Service: AP
 News. Affil... Daily Telegraph, Sunset News

Representative Katz
 Membership NAB
 Pres..... H. I. Shott
 Admin. Dir..... P. T. Flanagan
 Sta., Sales Mgr..... John C. Schott
 Prog. Dir..... Orland C. Young
 Prom., Pub. Dir..... Jamie M. Lambert
 Film Mgr..... Jean Webster
 Act. Chief Engineer..... Paul Osborne



WCHS-TV—Charleston—1954
CBS

Channel: 8 VHF...AP: 94 Kw...VP: 158 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Tel.: DI 6-5368.....News Services: UP, AP
Representative.....Branham
Membership.....NAB, TvB
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Program Director.....Morton S. Cohn
Prom., Pub. Dir.....William L. Cooke, Jr.
Chief Engineer.....William E. Dixon

WHTN-TV—Huntington
1955—ABC-CBS

Channel: 13 VHF...AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address.....625 Fourth Avenue
Tel.: JA 5-7661.....News Service: UP
Representative.....Petry
Membership.....NAB, TvB
President.....Luther L. Hill
Station Manager.....Robert R. Tincer
Comm. Manager.....George Miller, Jr.
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Chas. Dinkins
Film Director.....Richard H. Hite
Chief Engineer.....Harold Sturm

WBOY-TV—Clarksburg—1957
ABC-NBC

Channel: 12 VHF...AP: 139 Kw...VP: 278 Kw.
Owned.....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel.: MA 4-7573.....News Service: AP
Representative.....Avery-Knodel
Membership.....NAB
President.....Jack N. Berkman
Gen., Sta. Mgr.....George H. Clinton
Prog., Prom. Dir.....Peter Lyman
Pub. Dir.....Owen Lee
Film Mgr.....Ted Hoover
Chief Engineer.....V. G. Brooks

WSAZ-TV—Huntington
1949—NBC

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil.....Huntington Publishing Co.
Tel.: JA 9-4127.....News Service: AP
Station Representative.....Katz
Membership.....NAB, TvB
Pres., Gen. Mgr.....L. H. Rogers II
Comm. Mgr.....C. Tom Garten
Operations Mgr.....L. E. Kilpatrick
Prom., Adv. Dir.....George Greenwood
Chief Engineer.....John P. Clay

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W. VA.**
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M-G-M
MOVIES
WCHS-TV

WOAY-TV—Oak Hill—1954
ABC

Channel: 4 VHF...AP: 68 Kw...VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel.: HO 9-3361.....News Service: AP
Representative.....Pearson
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta., Comm. Mgr.....Robert R. Brown
Program Director.....Phil Vogel
Pub. Dir.....Barbara Allen
Film Manager.....Tom Fazio
Chief Engineer.....Curtis Horton

WTAP-TV—Parkersburg
1953—ABC-CBS-NBC

Channel: 15 UHF...AP: 10.5 Kw...VP: 19.5 Kw.
Owned-Oper. By.....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Tel.: HU 5-4589.....News Service: UP
Representative.....Pearson
Membership.....NAB
President.....Clay Littick
General Manager.....Allan Land
Sta., Comm. Mgr., Prom., Pub.
Director.....Milton Komito
Prog. Dir.....Charles K. Bloomquist
Film Buyer.....Ed Fisher
Chief Engineer.....William A. Hunt, Sr.



WTRF-TV—Wheeling—1953
NBC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Tel.: CE 2-7777.....News Service: UP
Newspaper Affil.....News Register
RepresentativeHollingbery

MembershipNAB, TvB
Exec. V.P. & Gen. Mgr....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....Garry Vorhees
Prom., Pub. Director.....Greg Van Camp
Production Manager.....Edwin Johnson
Film Manager.....William Ney
Continuity Dir.....Donald Murdock
Chief Engineer.....Howard Daubenmeyer

Wisconsin

Pop. March 1 (Est.)—3,882,000; Families—1,119,000; Lic. Stations—12,
Sta. CP's—4; Radio Homes—1,104,000; TV Homes—924,000

WEAU-TV—Eau Claire—1953
ABC-NBC-CBS

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
TelephoneTE 2-3474
MembershipNAB
RepresentativeHollingbery
President.....W. C. Bridges
Gen., Comm. Manager.....Leo Howard
Prom. Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

Newspaper Affiliation.....Tribune
RepresentativeH-R
MembershipNAB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WBAY-TV—Green Bay—1953
CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....News Service: UP
RepresentativeWeed
MembershipNAB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stone

WISC-TV—Madison—1956
CBS

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....News Service, UP
RepresentativePeters, Griffin, Woodward
MembershipNAB
PresidentRalph M. Immell
General Manager.....Ralph O'Connor
Comm. Mgr., Prom. Dir.....Richard Nickeson
Prog., Pub. Dir.....Richard Kepler
Film Manager.....Warren Perney
Chief Engineer.....Walter Hariu

WFRV-TV—Green Bay—1955
ABC-CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....News Service: UP
RepresentativeHeadley-Reed
MembershipNAB
PresidentClayton Ewing
Gen., Sta. Mgr.....Soren H. Munkhof
Comm. Manager.....Ward O. Gage
Prom., Pub. Dir.....W. C. Porsow
Prog. Dir.....Elden Anspach
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WKOW-TV—Madison—1953
ABC

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address.....215 West Washington Ave.
Tel.: AL 7-2261.....News Service: UP
RepresentativeHeadley-Reed
MembershipNAB
PresidentStewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogan
Promotion Dir.....John Schambow
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WKBT—La Crosse—1954
CBS-NBC-ABC

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By.....WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....News Service: AP

WMTV—Madison—1953
NBC

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.
Owned-Oper. By.....WMTV, Inc.
Business Address.....Box 168
Tel.: CE 3-5381.....News Service: UP
RepresentativeYoung
PresidentMitchell Wolfson
General Mgr.....Peter Theg
Program Director.....Donald Hopke
Film Manager.....George Plenderlieth
Prom. Director.....Wanda Montz
Chief Engineer.....Stanley Sadler

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TELEVISION**

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WISN-TV

ABC Networks

**Represented Nationally by
Edward Petry Co. Inc.**



WMBV-TV—Marinette—1954
NBC

Channel: 11 VHF.. AP: 120 Kw.. VP: 240 Kw.
Owned-Oper By.. M & M Broadcasting Co., Inc.
Address .. Wells St.
Tel.: RE 5-6631 .. News Service: UP
Rep..... Venard, Rintoul & McConnell
Membership .. NAB
President..... W. E. Walker
General Manager..... Joseph D. Mackin
Oper. Manager..... Pat Kehoe
Prom., Pub. Director..... Yvonne Froncee
Sales Mbr..... Clarence O. Gray, Jr.
Prog. Dir..... B. Addley Gray
Chief Engineer..... Al S. Alexander

WISN-TV—Milwaukee
1954—ABC

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned By..... Hearst Corp.
Business Address .. 759 N. 19th St.
Tel.: DI 2-3000 .. News Services: AP, UP, INS
Newspaper Affiliation .. Sentinel
Representative .. Petry
Membership .. NAB
Manager .. J. B. Soell
Local Sales Mgr..... R. Shireman
Film Dir..... Ann Fitzsimmons
Program Director..... Baylen Smith
Prom., Pub. Dir..... Arthur H. Barnes
Chief Engineer..... Lionel Wittenberg

WTMJ-TV—Milwaukee
1947—NBC

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... The Journal Co.
Business-Trans. Address .. 333 W. State St.
Tel.: BR 1-6000 .. News Service: AP
Representative..... Harrington, Righter &
Parsons, Inc.
Membership .. TvB
V.P. Gen. Mgr. Radio TV... Walter J. Damm
Station Mgr..... George Comte
Asst. Sta. Mgr..... R. J. Heiss
Adm. Asst..... L. W. Herzog
Sales Mgr..... Neale V. Baake
Program Manager..... Sprague Vonier

Wyoming

Pop. March 1 (Est.)—329,003; Families—96,000; Lic. Stations—2,
Sta. CP's—3; Radio Homes—92,000; TV Homes—48,000

KSPR-TV—Casper—1957
CBS

Channel: 6 VHF.. AP: 6.76 Kw.. VP: 13.43 Kw.
Owned..... D. L. Hathaway
Business Address .. 3900 E. 2nd St.
Tel.: 3-5777 .. News Service: UP
Representative .. Walker
Membership .. NAB
Pres., Gen. Mgr..... D. L. Hathaway
Sta. Mgr..... M. R. Nichols
Local Comm. Mgr..... Richard Frech
Film Mgr..... Harry Millard
Chief Engineer..... John Cheatham

Promotion Mgr..... Bruce Wallace
Film Manager..... James Fitzgerald
Mgr. AM & TV Engineer..... Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF.. AP: 64 Kw.. VP: 100 Kw.
Owned-Oper. By..... Independent TV, Inc.
Business Address .. Box 641
Tel.: BR 3-8282 .. News Service: UP
Representative .. Branham
President..... Sol J. Kahn
Comm. Mgr..... Leon Dolnick
Sales Mgr..... J. Grant Sandison
Program Director..... Dean McCarthy
Promotion Dir..... Lawrence Turel
Chief Engineer..... Daniel Gellerup

WXIX—Milwaukee—1953
CBS

Channel: 19 UHF.. AP: 141 Kw.. VP: 263 Kw.
Owned-Oper. By..... CBS, Inc.
Business Address .. 5445 N. 27th St.
Tel.: UP 3-1919 .. News Services: AP, UP
Representative..... CBS TV Spot Sales
Membership .. NAB, TvB
General Mgr..... Frank J. Shakespeare, Jr.
Program Director..... Leon Drew
General Sales Mgr..... Richard P. Hogue
Promotion Director..... R. H. Van Roo
Prog. Dir..... Charles E. Hinds
Publicity Director..... M. S. Bachman
Chief Engineer..... W. W. Wesley

WSAU-TV—Wausau—1954
ABC-CBS-NBC

Channel: 7 VHF.. AP: 122 Kw.. VP: 316 Kw.
Owned-Oper. By.. Wisconsin Valley TV Corp.
Address .. 714-5th Street
Tel.: 2-1021 .. News Service: AP
Newspaper Affil..... Record-Herald
Representative .. Meeker TV
Membership .. NAB
President .. George T. Frechette
Gen. Comm. Mgr..... Richard D. Dudley
Prom., Pub. Dir..... Tom Bolger
Program Director..... B. Kellnhauser
Film Manager..... Dan Ziebell
Chief Engineer..... Roland W. Richard

KTWO-TV—Casper—1957
ABC-NBC

Channel: 2 VHF.. AP: 14.1 Kw.. VP: 28.5 Kw.
Owned .. Harriscope, Inc.
Business Address .. 35 N. Beverly Dr.
Tel.: CR 6-4632 .. News Service: UP
Membership .. NAB, TvB
National Rep..... Meeker
President .. Burt Harris
Exec. V.P..... Lawrence Berger
General Manager..... C. Van Haften
Cont. Dir..... Rosemary Kress
Traff. Dir..... Norene Havill



Film Mgr. Hanley Cohn
Chief Engineer. Robert Lebsack

KFBC-TV—Cheyenne—1954
CBS-ABC-NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Tel.: 4-4461.....News Service: UP
Newspaper Affiliation....Wyoming Eagle &
Wyoming Tribune
Representative.....Hollingbery
Membership.....NAB
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove

Commercial Mgr.....C. P. Cahill
Promotion Manager.....Joyce Pratt
Program Dir.....Holly Hoff
Film Mgr.....Don Wich

KWRB-TV—Riverton—1957
CBS

Channel: 10.....AP 32 Kw.....VP: 64 Kw.
Owned.....Chief Washakie TV
Address.....Box 409 (Worland)
Telephone.....TH 800
Representative.....Meeker
Gen. Mgr., Ch. Eng.....Joseph P. Ernst
Sls. Mgr.....Hugh Graham
Prog. Mgr.....M. V. Ernst

TELEVISION STATIONS
in TERRITORIES and POSSESSIONS



KENI-TV—Anchorage
1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw..VP: 13.8 Kw.
Owned-Oper. By...Midnight Sun Bcstg. Co.
Business Address.....Box 1160
Tel: 5-2201.....News Services: AP, INS
Reps.....Fletcher (N. Y.), Day (Seattle)
Membership.....NAB
President.....Harry J. Hill
Sta., Gen. Mgr.....Alvin O. Bramstedt
Comm. Mgr.....William Stewart
Program Director.....Gerry Hinchee
Prom., Pub. Director.....Barbara Harrison
Film Manager.....Gerry Hinchee
Chief Engineer.....Charles Gray

KTVA—Anchorage—1953
CBS

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By...Northern Television, Inc.
Business Address.....4th & Denali Sts.
Tel.: 5-4321.....News Service: AP
Representative.....Alaska Radio-TV
Membership.....NAB
Pres., Gen., Sta. Mgr.....A. G. Hiebert
Prog. Dir.....Paul West
Comm. Mgr.....Claire O. Banks
Prom., Pub. Dir.....Joan Jorgenson
Film Mgr.....Delta Stark
V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955
ABC-NBC

Channel: 2 VHF...AP: 2 Kw...VP: 5.4 Kw.

Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Lalthrop Bldg.
News Service.....AP
Reps.....Fletcher (N. Y.); Day (Seattle)
Membership.....NAB
President.....Harry C. Hill
General Manager.....Alvin C. Bramstedt
Station Manager.....Don Andon
Commercial Mgr.....Jack Barnhart
Prog. Dir.....Donna Modrow
Chief Engineer.....Wm. E. Van Blytterswyk

KTVF—Fairbanks—1955
CBS

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper. By.....Northern TV, Inc.
Business Address.....Box 590
Tel.: 3636.....News Service: AP
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert
Station Manager.....Walt Welch
Commercial Mgr.....John Griffin
Program Director.....Vern Francis
Prom., Pub. Dir.....Joan Bovee
Film Manager.....Lawrence Roberts
Chief Engineer.....Garth Anderson

KINY-TV—Juneau—1956
CBS

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.
Owned-Oper. By...Alaska Bcstg. System, Inc.
Bus. Add...831 Securities Bldg., Seattle, Wash.
Tel.: SE 6333.....News Service: AP
Representative.....Alaska Radio-TV
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....J. W. McKinley
Sales Mgr.....Warren Price
Production Manager.....Richard Peter
Chief Engineer.....Gordon Burnett



HAWAII

KHBC-TV—Hilo—1955

CBS

(Satellite of KGMB-TV, Honolulu)

Channel: 9 VHF...AP: 0.5 Kw...VP: 1 Kw.

KGMB-TV—Honolulu—1952

CBS

Channel: 9 VHF...AP: 63.1 Kw...VP: 105 Kw.
Owned-Oper...Hawaiian Bcstg. Systems, Ltd.
Business Address...1534 Kapiolani Boulevard
Tel.: 9-2011...News Service: UP
Newspaper Affil...Star Bulletin
Representative...Peters, Griffin, Woodward
President, Gen. Mgr...J. Howard Worrall
Mgr., Sta. Oper...Melvin B. Wright
Gen. Sls. Mgr...Charles Crockett
Local Sls. Mgr...Robert Costa
Prom., Pub. Dir...Colleen Ng
Chief Engineer...Daniel O. Hunter

KONA-TV—Honolulu—1952

NBC

Channel: 2 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By...Radio Honolulu, Ltd.
Business Address...1170 Auahi St.
Tel...6-2366
Newspaper Affil...Honolulu Advertiser
Representative...NBC Spot Sales
Membership...NAB
President...John D. Keating
Local Sales Mgr...Martin F. Rohde
Nat'l Sales Mgr...Jim Spencer
Prog. Dir...Clarence Chun
Prom. Dir...Betty McCollum
Pub. Dir...Hal Shade
Chief Engineer...Alvin Chang

KULA-TV—Honolulu—1954

ABC

Channel: 4 VHF...AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By...TV Corp. of America
Address...1290 Ala Moana Blvd.
Tel.: 6-3666...News Service: AP
Representative...Young-TV
Gen. Mgr...Jack Burnett
Sales Mgr...Art Srinkle
Prog., Pub. Dir...Dan Kawakami
Prom. Dir...Paul Yamamoto
Film Mgr...Joe Konno
Chief Engineer...R. T. Miyahara

KMAU-TV—Wailuku—1955

CBS

(Satellite of KGMB-TV, Honolulu)

Channel: 3 VHF...AP: 3 Kw...VP: 6 Kw.

KMVI—Wailuku—1955

(Separately owned and managed satellite of KONA, Wailuku)

Channel: 12 VHF...AP: 15 W...VP: 30 Ww.
Owned-Oper...Maui Publishing Co., Ltd.
Business Address...Box 374
Tel...33-981
General Manager...Ezra J. Crane
Station Manager...Richard E. Mawson
Commercial Mgr...Frank R. Kovacic
Chief Engineer...Neil Arveschough

PUERTO RICO

**WORA-TV—Mayaguez
1955—ABC-CBS-NBC**

Channel: 5 VHF...AP: .891 Kw...VP: 1.48 Kw.
Owned-Oper By...Supreme Bcstg. Co., Inc.
Business Address...Darlington Bldg.
Tel...1151
Representative...Inter Am. Pub., Inc.
President...Alfredo R. Arellano
Station Mgr...R. M. Dupont
Program Director...Ignacio López
Promotion Dir...Nelson Nin
Publicity Dir...Natty López
Film Manager...Mario Rivera Negrón
Chief Engineer...Jesús M. Avilés Brunet

**WAPA-TV—San Juan—1954
NBC-ABC**

Channel: 4 VHF...AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By...Ponce de Leon Bcstg. Corp.
Business Address...357 Ponce de Leon
Tel...3-3006
Representative...Caribbean Networks Inc.
Membership...NAB
President...John G. Johnson
Gen. Manager...Carlos Rivera Gonzales
Promotion Dir...Roberto Carrasquillo
Program Director...Luis Dominguez
Film Manager...Hector Hernandez
Chief Engineer...Rafael Cruz Rivera

**WKAQ-TV—San Juan—1954
CBS**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...El Mundo Inc.
Business Address...Box 1072
Tel...3-3800
Rep...Inter-American Publications Inc.
President...Angel Ramos
Act.-General Manager...Delfin Fernandez

To Broadcasters

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New York 20, N. Y.

Comm. Manager.....Jorge Rivero
Sales, Prom. Mgr.....Oscar Reinoso
Prog. Dir.....José Luis Torregrosa
Film Mgr.....Carlos Garcia de Quevedo
Dir. Engineering.....Jack Tudor

WRIK-TV—Ponce—1958
CBS-ABC

Channel: 7...AP: .71 Kw...VP: 1.4 Kw.
Owned.....Ponce TV Partnership
Address.....Darlington Bldg.
Representative.....Inter-American Publ.
Pres., Ch. Eng.....George A. Mayoral
Gen., Sls. Mgr.....William Cortada
Prog. Mgr.....Frances Berry

WSUR-TV—Ponce—1958

Channel: 9 VHF...AP: .42 Kw...VP: .83 Kw.
Owned.....American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave., (S.J.)
Telephone.....2-1278
Pres., Ch. Eng.....Ralph P. Perry
Gen. Mgr.....Mariano A. Escudero

GUAM

KUAM-TV—Agana—1956
ABC-CBS-NBC

Channel: 8 VHF...AP: .075 Kw...VP: .15 Kw.
Owned-Oper. By.....Radio Guam, Inc.
Business Address.....Box 68
Tel.: 7961.....News Service: INS
Representative.....Intercontinental Services
Membership.....NAB
President.....Harry M. Engel, Jr.
President Mgr.....John P. Barton
Operations Mgr.....Edgar A. Olson
Commercial Mgr.....Mary C. Chappelle
Prom., Pub. Dir.....Len Stein
Film Manager.....Ron Tompkins
Chief Engineer.....James Long

TELEVISION STATIONS OF CANADA

Alberta

CHCT-TV—Calgary—1954 CBC

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By... Calgary Television, Ltd.
Address... 955 Rideau Road
Tel.: CH 3-3491... News Services: INS, CP
Newspaper Affil... Herald
Sales Rep... All-Canada TV, Weed
Membership... CARTB
President... F. R. Shaw
Manager... Herb Stewart
Commercial Mgr... R. Watson
Prom., Pub. Director... Barry Nicholls
Oper. Mgr... R. S. Carson
Prog. Dir... Ron Chase
Film Manager... Gordon Warner
Chief Engineer... Lee Crawley

CFRN-TV—Edmonton—1954 CBC

Channel: 3 VHF... AP: 90 Kw... VP: 180 Kw.
Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.
Business Address... 102 CPR Bldg.
Tel.: 892572... News Service: BUP
Reps... Young Canadian
Membership... CARTB
Pres., Gen. Mgr... G. R. A. Rice
Station Mgr... S. S. Lancaster
Commercial Mgr... Bruce D. Alloway
Chief Engineer... F. G. A. Makepeace

CJLH-TV—Lethbridge—1955 CBC

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By... Lethbridge TV, Ltd.
Business Address... Lethbridge
Tel... FA 7-1521
Representatives... All-Canada TV; Weed
Membership... CARTB
President... H. Buchanan
Managing Director... N. Botterill
Commercial Mgr... L. Crittenden
Program Director... S. Pitt
Technical Dir... V. Reed

CHAT-TV—Medicine Hat 1957—CBC

Channel: 6 VHF... AP: 3 Kw... VP: 5.7 Kw.
Owned... Monarch Bcstg. Co. Ltd.
Address... Medicine Hat
Tel... JA 7-2457
Representative... Weed; Stovin-Byles
Membership... CARTB
General Manager... R. J. Buss
Commercial Mgr... Jack Oldham
Chief Engineer... Sid Gaffney

CHCA-TV—Red Deer—1957 CBS

Channel: 6 VHF AP: 2.875 Kw.. VP: 5.75 Kw.
Owned... CHCA TV Limited
Business Address... 4-4730 Ross St.
Tel.: 4644... News Service: CP
Representative... John N. Hunt
Membership... NAB, CARTB, BBM
Pres., Mgr. Dir... G. A. Bartley
Comm., Asst. Mgr... Cam G. Harjus
Prog. Dir... Ray D. Torgrud
Prom. Dir... Audrey Sole
Pub. Dir... A. R. Porkka
Film Mgr... Len G. Purnell
Chief Engineer... T. Wadson

British Columbia

CFCR-TV—Kamloops—1957 CBC

Channel: 4 VHF... AP: 359 Kw... VP: 700 W.
Owned... Twin Cities TV Ltd.
Business Address... Radio-TV Centre
Tel.: 1022-K... News Service: BNS
Representative... Weed
Pres., Gen. Mgr... Ian G. Clark
Comm. Mgr., Pub. Dir... Walter Harwood
Prog. Dir... Jean Ross
Film Mgr... Margaret Heron
Chief Engineer... Fred Webber

CHBC-TV—Kelowna—1957

Channels: 2 Kelowna; 7 Vernon; 13 Penticton
Owned... Okanagan Valley TV Co.
Business Address... 342 Leon Ave.
Tel... 4535
Representative... All-Canada TV, Weed
President... Jim Browne
Gen., Sta. Mgr... Roy G. Chapman
Comm. Mgr... Dick Sharp
Prog. Dir... Stan Lettner
Prom., Pub. Dir... Norm Williams
Film Mgr... Russ Richardson
Chief Engineer... Tom Wyatt

CHBC-TV-1—Penticton—1957

(Satellite of CHBC-TV, Kelowna, B. C.)
Channel: 13 VHF... AP: 150 Kw... VP: 300 Kw.

CBUT—Vancouver—1953 CBC

Channel: 2... AP: 48 Kw... VP: 90 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 701 Hornby St.
Telephone... Marine 6121
Television Director... Hugh Palmer
Program Director... Marce L. Munro



Technical Director..... Ross L. Whiteside
Newsreel Editor-in-charge..... R. L. Elson
Film Director..... Stanley Fox
Design Director..... Cliff Robinson

CHBC-TV-2—Vernon—1957

(Satellite of CHBC-TV, Kelowna, B. C.)

Channel: 7..... AP: 155 Kw..... VP: 310 Kw.

CHEK-TV—Victoria—1956

CBS

Channel: 6 VHF..... AP: 9 Kw..... VP: 1.8 Kw.
Owned-Oper. By..... CHEK, Ltd.
Business Address..... 1450 Douglas St.
Tel..... 7-1821
Representative..... Forjoe
President..... David M. Armstrong
General Manager..... Russell L. Furse
Program Dir..... Robert Hallock
Chief Engineer..... Norman Bergquist

Manitoba

CKX-TV—Brandon—CBC 1955

Channel: 5 VHF..... AP: 9.65 Kw..... VP: 19.3 Kw.
Owned By..... Western Manitoba Bcstrs. Ltd.
Address..... 2940 Victoria Ave.
Tel..... 5393
Sales Representative..... All-Canada TV, Weed
Membership..... CARTB
Pres., Gen. Mgr..... John B. Craig
Exec. Ass't, Sta. Mgr..... Eric Davies
Comm. Manager..... Archie Olson
Program Director..... Douglas A. Lee
Chief Engineer..... A. M. Gomez

CHSJ-TV—Saint John—1954 CBC

Channel: 4..... AP: 50 Kw..... VP: 100 Kw.
Owned By..... New Brunswick Bcstg. Co., Ltd.
Address..... 14 Church St.
Tel..... 3-3304
Sales Rep..... All Canada TV; Weed
Membership..... CARTB
Gen. Mgr..... George A. Cromwell
Program Dir..... William Stewart
Chief Engineer..... Jack Bishop

CBWT—Winnipeg—1954 CBC

Channel 4..... AP: 33 Kw..... VP: 56 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... Box 160
Tel.: SP 4-2541..... News Service: BUP
News Service..... BUP, CP
Director..... W. G. Carpentier
Sales Rep..... R. L. Horley
Program Dir..... Bruce MacPherson
Press & Information Rep..... C. E. L'Ami
Film Manager..... Miss G. M. Brown
Chief Engineer..... R. D. Cahoon

New Brunswick

CKCW-TV—Moncton—1954 CBC

Channel: 2 VHF..... AP: 16 Kw..... VP: 25 Kw.
Owned-Oper. By..... Moncton Bcstg., Ltd.
Address..... #10 Release Centre
Tel.: EV 4-9601..... News Service: BP
Reps..... Canadian Sta. Reps.; Stovin
Membership..... TvB
General Manager..... F. A. Lynds
Commercial Mgr..... Bruce Masters
Prog. Dir..... J. S. Irvine
Prom. Dir..... Barbara Parsons
Chief Engineer..... Keith MacConnell

Newfoundland

CJOX-TV—Argentia—1957

(Satellite of CJON-TV, St. John's, Nfld.)

Channel: 10..... AP: .09 Kw..... VP: .19 Kw.

CJON-TV—St. John's—1955 CBC-ABC-CBS-NBC

Channel: 6 VHF..... AP: 11 Kw..... VP: 21 Kw.
Owned-Oper..... Newfoundland Bcstg. Co., Ltd.
Business Address..... Prince of Wales Street
Tel.: 7105..... News Services: AP, CP
Representatives..... All-Canada TV; Weed
Membership..... CARTB
President..... Geoff Stirling
General Mgr..... Don Jamieson
Sta. Mgr..... Colin Jamieson
Commercial Mgr..... Jack Baird
Program Director..... Charles Lang
Promotion Dir..... Miss Mary Myler
Publicity Dir..... Ada Meyers
Film Manager..... Reg Powell
Chief Engineer..... Oscar Herlihey

Nova Scotia

CBHT—Halifax—1954—CBC

Channel: 3..... AP: 60 Kw..... VP: 100 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 70 Bell Rd.
Tel.: 2-8311..... News Services: BUP, BN
Reg. Director..... Capt. W. E. S. Briggs
Director..... G. F. Brickenden
Comm. Representative..... Donald G. LeBlanc
Technical Director..... J. Simonsen
Program Director..... Carl MacCaull
Press & Info. Director..... Bert Wilson
Film Director..... George Hames

CJCB-TV—Sydney—1954 CBC

Channel: 4 VHF..... AP: 108 Kw..... VP: 180 Kw.
Owned By..... Cape Breton Bcstrs.
Address..... TV Bldg., Mira Rd.
Tel.: 3431..... News Services: INS, BN
Sales Rep..... Weed TV Corp.; All-Canada TV



Manager.....J. Marven Nathanson
 Program Mgr.....Mrs. M. C. MacQuarrie
 Comm. Mgr.....Effie Williams
 Prom. Dir.....L. Y. MacInnis
 Pub. Dir.....J. C. McVicar
 Film Mgr.....R. H. Demers
 Chief Engineer.....M. E. Bowles

Ontario**CKVR-TV—Barrie—1955**

CBC

Channel: 3 VHF..AP: 13.5 Kw..VP: 27 Kw.
 Owned-Oper. By...Ralph Snelgrove TV Ltd.
 Address.....P. O. Box 69
 Tel.: PA 6-6466.....News Service: BN
 Representative.....Mulvihill; Young
 Pres., Gen. Manager...Ralph T. Snelgrove
 Comm. Mgr.....Charles Tierney
 Promotion Dir.....Barry Pauley
 Chief Engineer.....Jack Mattenley

CKSO-TV-I—Elliot Lake

1957—CBC

(Satellite of CKSO-TV, Sudbury, Ont.)

CHCH-TV—Hamilton—1954

CBC

Channel: 11...AP: 90 Kw...VP: 150 Kw.
 Owned By.....Niagara Television Ltd.
 Address.....163 Jackson St. W.
 Tel.: JA 2-1101.....News Service: CP
 Sales Rep.....Adam Young, All-Canada TV
 Newspaper Afil.....Spectator
 Membership.....CARTB
 President, Gen. Mgr.....Kenneth D. Soble
 Station Mgr.....S. J. Bibby
 Comm. Manager.....R. J. Peters
 Prog. Manager.....J. S. Purvis
 Prom., Pub. Dir.....S. F. Habberfield
 Film Manager.....D. Gale
 Chief Engineer.....W. E. Jaynes

CFCL-TV-1—Kapuskasung

1957

(Satellite of CFCL-TV, Timmins, Ont.)

Channel: 3.....AP: 17 W.....VP: 34 W.

CKWS-TV—Kingston—1954

CBC

Channel: 11 VHF..AP: 154 Kw..VP: 257 Kw.
 Owned By.....Frontenac Bcstg. Co. Ltd.
 Address.....170 Queen St.
 Tel.....LI 2-4977
 Sales Rep.....Young, All-Canada TV
 President.....W. R. Davies
 Gen. Mgr.....H. C. Freeman
 Station Mgr.....R. W. Holstetter
 Comm. Mgr.....D. Payne
 Chief Engineer.....Bert Cobb

CKCO-TV—Kitchener—1953

CBC-CBS

Channel: 13 VHF..AP: 54.4 Kw..VP: 100 Kw.

Owned By.....Central Ontario TV, Ltd.
 Address.....864 King St. W.
 Tel.: SH 3-4335.....News Services: AP, UP
 Sales Rep.....Hardy; Hunt; Weed
 Membership.....CARTB
 President.....Carl Pollock
 General Manager.....Eugene E. Fitzgibbons
 Station Manager.....W. D. McGregor
 Prom., Pub. Dir.....Bill Whiting
 Program Manager.....Don Martz
 Film Manager.....Errol Creighton-Kelly
 Chief Engineer.....Alexander G. Day

CFPL-TV—London—1953

CBC

Channel: 10...AP: 195 Kw...VP: 325 Kw.
 Owned By...London Free Press Printing Co.
 Address.....Commissioners Rd., Box 488
 Tel.: 4-2115.....News Service: BN
 Newspaper Afil.....London Free Press
 Sales Rep.....Weed TV; All-Canada TV
 Membership.....CARTB
 President.....Walter J. Blackburn
 Gen. Manager.....Murray T. Brown
 Sta. Manager.....Robert A. Reinhart
 Comm. Mgr., Prom. Dir.....W. C. Wingrove
 Film Supervisor.....Beatrice Nott
 Dir. of Engineering.....G. Robitaille

CKGN-TV—North Bay—1955

CBC-ABC-CBS-NBC

Channel: 10 VHF..AP: 25.75 Kw..VP: 51.5 Kw.
 Owned-Oper. By.....Tel-Ad Co.
 Address.....P. O. Box 1000
 Tel.: GR 2-9000.....News Service: CP
 Representative..Mulvihill Ltd., Hunt & Assoc.
 Membership.....CARTB
 President.....Gerald A. Alger
 Man. Dir.....Ced Price
 Commercial Mgr.....Gord Beavis
 Program Director.....Bill Hart
 Prom., Pub. Dir.....Barry Penhale
 Film Mgr.....Tvelyn Becks
 Chief Engineer.....David Mee

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 55 Kw...VP: 31 Kw.
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Address.....Lanark Ave.
 Telephone.....PA 8-1771
 Station Manager.....C. P. Wright
 Operations Mgr.....Georges Huard
 Comm. Manager.....Maurice Valinquette
 Chief Engineer.....Maxted Gilbert

CBOT—Ottawa—1953

CBC

Channel: 4...AP: 27 Kw...VP: 50 Kw.
 Owned By.....Canadian Bcstg. Corp.
 Address.....Box 39, Westboro, Ont.
 Tel.....PA 8-1771
 Station Mgr.....Georges Huard
 Commercial Mgr.....Larry O'Neill
 Program Dir.....Dennis Townsend
 Technical Director.....J. H. Book



CHEX-TV—Peterborough 1955—CBC

Channel: 12 VHF. AP: 60 Kw. VP: 102 Kw.
Owned-Oper. By...Kawartha Bcstg. Co., Ltd.
Business Address...Box 657
Tel.: RI 2-0451...News Service: BN, CP
Reps...All-Canada TV; Weed
Membership...CARTB
General Manager...Harvey Freeman
Mgr...Keith Parker
Commercial Mgr...D. T. Manning
Program Director...Gordon Shale
Film Manager...Don Harte-Maxwell
Chief Engineer...Bert Crump

CFCJ-TV—Port Arthur 1954—CBC

Channel: 2...AP: 15 Kw...VP: 28 Kw.
Owned By...Thunder Bay Electronics Ltd.
Address...87 N. Hill St.
Tel.: 4-2404...News Service: BN
Membership...CARTB
Sales Rep...Weed TV; All-Canada TV
President and Mgr...Ralph H. Parker

CJIC-TV—Sault Ste Marie 1954—CBC-ABC-CBS-NBC

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.
Owned-Oper. By...Hyland Radio-TV, Ltd.
Business Address...119 East Street
Tel.: AL 3-3515...News Service: BN
Representatives...All-Canada TV; Weed
Membership...CARTB
President...Mrs. J. G. Hyland
Gen., Sta. Mgr...R. H. Ramsay
Commercial Mgr., Prog. Dir...E. W. Plouffe
Prom. Dir...H. O'Connor
Film Manager...Beverly Gay
Chief Engineer...Dave Irwin

CKSO-TV—Sudbury—1953 CBC

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned By...CKSO Radio, Ltd.
Address...Box 400
Tel.: OS 4-0711...News Services: BN, BUP
Representatives...Weed; All Canada TV
President...George M. Miller
General Manager...W. J. Woodhill
Nat. Comm. Mgr...Ralph Connor
Chief Engineer...Wally Robert

CFCL-TV—Timmins—1956 CBC

Channel: 6 VHF...AP: 9.2 Kw...VP: 18.5 Kw.

Owned-Op...J. Conrad Lavigne Enterprises
Business Address...Box 620
Tel.: 577...News Service: AP
Reps...McGillvra; Hunt; Renaud
Membership...CARTB
President...J. Conrad Lavigne
General Manager...Rene Barrette
Program Director...Jean DeVilliers
Technical Dir...Roch Demers
Prom. Dir...Isabella Appleby
Film Mgr...Hazel Clermont

CBLT—Toronto—1952 CBC-CBS-ABC-NBC

Channel: 9...AP: 53.5 Kw...VP: 99.5 Kw.
Owned By...Canadian Bcstg. Corp.
Address...354 Jarvis St.
Telephone...WA 3-5461
Director...Fergus Mutrie
Asst. Director...J. R. W. Graham
Sales Mgr...John Malloy
Program Director...Peter McDonald
Technical Director...Reginald Horton
Supervisor of Design...Leonard Crawford
Press and Information Rep...W. C. Walls

CKLW-TV—Windsor (See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF...AP: 19.5 Kw...VP: 36 Kw.
Owned-Oper. By...CKNX Ltd.
Address...Carling Terrace
Tel.: 158...News Service: BN
Representative...All Canada TV, Adam Young
Membership...CARTB
Pres., Gen., Sta. Mgr...W. T. Cruickshank
Comm. Manager...C. R. Hamiltor
Program Director...Don Hildebrand
Prom., Pub. Dir...Helen Fleury
Film Mgr...Harold Swatridge
Chief Engineer...Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown 1956—CBC

Channel: 13 VHF...AP: 38.5...VP: 79 Kw.
Owned-Oper. By...Island Radio Bcstg. Co., Ltd.
Business Address...85 Kent St.
Tel.: 7347...News Service: CP
Representatives...All-Canada TV; Weed
Membership...CARTB
Sta., Comm., Film Mgr...R. F. Large
Traffic Manager...E. P. Williams
Promotion Mgr...M. E. Large
Tech. Supervisor...J. G. Jay



Quebec

CKRS-TV—Jonquiere—1955 CBC

Channel: 12 VHF.. AP: 21 Kw.. VP: 42 Kw.
 Owned-Oper. By... Radio Saguenay Limited
 Business Address... Sir Wilfred Laurier St.
 Tel. LI 2-4551
 Reprs. Hardy; Hunt; Adam Young
 Membership CARTB
 President Henri Lepage
 General Mgr. Tom Burham
 Station Mgr. Paul J. Audette
 Program Director..... Odette Arseneau
 Film Manager..... Eugene Michaud
 Chief Engineer..... Gerard Lemieux

CBFT—Montreal—1952 CBC

Channel: 2.... AP: 50 Kw.... VP: 100 Kw.
 Owned By..... Canadian Bcstg. Corp.
 Address..... 1425 Dorchester St. W.
 Telephone UN 6-2571
 Director Andre Oulmet
 Program Director..... Fernand Guerard
 Comm. Manager..... Maurice Valiquette
 Film Mgr. J. Lepailleur
 Press & Information..... J. J. Trudeau
 Chief Engineer..... Henri Audet

CBMT—Montreal—1954 CBC

Channel: 6.... AP: 26.2 Kw.... VP: 43.8 Kw.
 Owned By..... Canadian Bcstg. Corp.
 Address..... 1425 Dorchester St. W.
 Phone Number..... UNIVERSITY 6-2571
 Television Director..... Andre Oulmet
 Comm. Manager..... Maurice Valiquette
 Prog. Director..... D. E. McGill
 Film Manager..... J. Lepailleur
 Press and Information..... J. J. Trudeau
 Chief Engineer..... Henri Audet

CFCM-TV—Quebec City—1954 CBS-CBC

Channel: 4.... AP: .635 Kw.... VP: 1.27 Kw.
 Owned By..... Television De Quebec
 Address... 200 Ave. St. Jean Bosco, Ste. Foy
 Telephone MU 3-4985
 Membership CARTB
 Sales Rep. Weed; Hardy; Hunt
 President Gaston Pratte
 Executive Director..... A. C. Picard
 Gen. Mgr. J. A. Pouliot
 Director of Operations..... Ernest W. Miller
 Comm. Mgr. A. P. Fitzgibbons
 Program Manager..... Jacques Filteau

CKMI-TV—Quebec City 1957—CBC

Channel: 5 VHF.. AP: 2.8 Kw.. VP: 5.6 Kw.

Owned..... TV de Quebec (Canada) Ltd.
 Add... 200 Ave. St. Jean Bosco, Ste Foy, Que.
 Tel.: MU 3-4985..... News Service: CP
 Representative Stovin-Byles
 Membership CARTB
 President Gaston Pratte
 General Manager..... Jean A. Pouliot
 Commercial Mgr..... Arthur P. Fitzgibbons
 Prom., Pub. Dir..... Andrew N. McLellan
 Film Manager..... Gerald Ross
 Chief Engineer..... Marcel Chabot

CJBR-TV—Rimouski—1954 CBC

Channel: 3.... AP: 34.55 Kw.... VP: 80.6 Kw.
 Owned By..... Central Public Serv. Corp.
 Address..... 6 St. John St.
 Tel.: RA 3-2217..... News Service: BN
 Sales Rep. Stovin-Byles
 President Jacques Brillant
 Station Manager..... Andre Lecomte
 Prog., Prom. Director..... Francois Raymond

CKRN-TV—Rouyn-Noranda 1957—CBC

Channel: 4 VHF.. AP: 25 Kw.... VP: 50 Kw.
 Owned..... Northern Radio-Radio Nord, Inc.
 Business Address..... Box 70
 Tel.: RO 2-7741..... News Service: BUP
 Membership CARTB, ACRTF
 Pres., Gen. Mgr..... David A. Gourd
 Sta., Comm. Mgr..... George A. Chartrand
 Chief Engineer..... Jean-Guy Langevin

CHLT-TV—Sherbrooke 1956—CBC

Channel: 7 VHF.. AP: 312 Kw.... VP: 312 Kw.
 Owned-Oper. By..... La Tribune, Ltd.
 Business Address..... 221 Dufferin St.
 Tel.: LO 9-2525..... News Service: CP
 Reprs... Hardy (Canada); Canadian Stations
 Reprs (N. Y.)
 Newspaper Affil..... La Tribune
 President Paul Desruisseaux
 General Manager..... Alphee Gauthier
 Station Manager..... Jean-Louis Gauthier
 Program Director..... Pierre Bruneau
 Promotion Director..... Paul-Andre Joly
 Publicity Dir..... Georges L'Ecuyer
 Film Manager..... Guy Bachand
 Chief Engineer..... Leo Guilbeau

Saskatchewan

CKBI-TV—Prince Albert 1958—CBC

Channel: 5.... AP: 36.5 Kw.... VP: 61 Kw.
 Owned..... Central Bcstg. Co.
 Address..... 10th St. West
 Tel.: RO 3-7421..... News Service: CP
 Representatives..... All Canada; Weed
 Membership CARTB
 Pres., Gen. Mgr..... E. A. Rawlinson



Commercial Mgr.....G. O. Johnson
 Program Dir.....J. J. Cennon
 Promotion Dir.....Gerald Prest
 Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954
CBC

Channel: 2 VHF...AP: 53.5...VP: 100 Kw.
 Owned ByTranscanada
 AddressLeader Post Building
 Tel.: LA 3-6671.....News Service: PN
 MembershipCARTB
 Newspaper Affil.....Leader Post
 Sales Rep.....Weed, All-Canada TV
 PresidentClifford Sifton
 Gen., Sta. Mgr.....H. A. Crittenden
 Comm. Manager.....Lloyd Westmoreland
 Prog. Dir., Film Mgr.....Larry Glover
 Promotion Director.....William Rees
 Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954
CBC-NBC-ABC

Channel: 8.....AP: 60 Kw.....VP: 100 Kw.

Owned By.....A. A. Murphy & Sons Ltd.
 Address216 1st Ave. N.
 Telephone2-6611
 Sales Rep.....Adam Young TV Corp.; Oakes;
 Radio Representative, Ltd.

President.....A. A. Murphy
 Vice-Pres., Gen. Mgr.....G. Blair Nelson
 Asst. Manager.....Vernon Dallin
 Operations Mgr.....Walter Romanow
 Sales Manager.....Will Klein
 Prom. Director.....H. Edmunds
 News Service Dir.....Bill Cameron
 Chief Engineer.....Lyn Hoskin

CJFB-TV—Swift Current
1957—CBC

Channel: 5...AP: 6.6 Kw...VP: 13.3 Kw.
 Owned...Swift Current Telecasting Co. Ltd.
 AddressNorth Hill
 Telephone2364
 RepresentativeForjoe-TV
 Pres., Gen. Mgr.....William D. Forst
 Sls. Mgr.....Walter S. Buffam
 Prog. Dir.....Julie Forst

For Canadian Radio

Stations See Page

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FOREIGN TV STATIONS

Operating TV stations as of January 1, 1958
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Television Francaise (Govt.)	CH. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
— AUSTRALIA —			
Melbourne	GTV	General Television Corp., Ltd.	Ch. A-9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. A-7
Melbourne	ABV	Australian Bestg. Commission	Ch. A-2
Sydney	ATN	Amalgamated TV Services	Ch. A-7
Sydney	TCN	Television Corp, Ltd	Ch. A-9
Sydney	ABN	Australian Bestg Commission	Ch. A-2
— AUSTRIA —			
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Television (Govt.)	Ch. E-2
Brussels		Institut National Belge de Television (Govt.)	Ch. E-8
Brussels		Institut National Belge de Television (Govt.)	Ch. E-10
Liege		Institut National Belge de Television (Govt.)	Ch. E-3
— BERMUDA —			
	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarami	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televesisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusiora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
— BULGARIA —			
Sofia		Government	Ch. R-III
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
— CZECHOSLOVAKIA —			
Bratislava		Ceskoslovensky Rozhias (Govt.)	Ch. R-III
Ostrava		Ceskoslovensky Rozhias (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhias (Govt.)	Ch. R-II

(Continued on next page)



FOREIGN TV STATIONS



(Continued from preceding page)

Location	Call Letters	Licensee or Grantee	Channel No.
— DENMARK —			
Aarhus		Danish State Radio (Govt.)	Ch. E-5
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Odense		Danish State Radio (Govt.)	Ch. E-3
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
— EL SALVADOR —			
San Salvador	YSEB-TV	Television Salvadorenna	Ch. 6
— FINLAND —			
Helsinki		TV Club of Helsinki	Ch. E-9
Helsinki		Finnish Broadcasting Corp.	Ch. E-6
Turku		Turku TV Club	
— FRANCE —			
Bourges		Radiodiffusion Television Francais (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francais (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Lyon		Radiodiffusion Television Francais (Govt.)	Ch. F-12
Lyon-Fourvieres		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Metz-Luttange		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Mulhouse		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Nancy-Vandoeuvre		Radiodiffusion Television Francais (Govt.)	Ch. F-7
Paris		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Reims		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rennes		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Strasbourg		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francais (Govt.)	Ch. F-11
— GERMANY (East) —			
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-9
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. R-4
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Heptenberg		Staatliches Rundfunk Komitee (Govt.)	
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. R-6
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. R-11
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. R-2
— GERMANY (West) —			
Aalen		Suddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Bledenkopf		Hesslicher Rundfunk	Ch. E-5
Bonn		Nord- und Westdeutscher Rundfunkverband	Ch. E-5
Bremen		Nord- und Westdeutscher Rundfunkverband	Ch. E-2
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-1
Frankfurt		Hesslicher Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Hanover		Nord- und Westdeutscher Rundfunkverband	Ch. E-8
Harz		Nord- und Westdeutscher Rundfunkverband	Ch. E-10
Hof		Bayerischer Rundfunk	Ch. E-5
Hoher Melssner		Hesslicher Rundfunk	Ch. E-7
Hornisgrinde		Sudwestfunk	Ch. E-9
Kaiserlautern		Sudwestfunk	Ch. E-7
Kiel		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koln		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koblenz		Sudwestfunk	Ch. E-6
Kreuzberg-Rhon		Bayerische Rundfunk	Ch. E-3
Langenberg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Marburg		Hesslicher Rundfunk	
Moselle		Sudwestfunk	
Nurnberg		Bayerischer Rundfunk	Ch. E-6
Ralchberg		Sudwestfunk	Ch. E-4
Saarbruchen		Telesaar	Ch. F-7



FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantee	Channel No.
Stuttgart		Sddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Trier		Sudwestfunk	Ch. E-6
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-7
Zweibrucken		Sudwestfunk	Ch. E-10
— GUATEMALA —			
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. 3
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. 8
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III
— IRAQ —			
Baghdad		Minlster of Interior	Ch. E-8
— ITALY —			
Gambarie	Radiotelevisione Italiana (Government-granted monopoly)		Ch. D
Martina Franca	" "	" "	Ch. D
Milano	" "	" "	Ch. G
Monte Argentario	" "	" "	Ch. E
Monte Caecia	" "	" "	Ch. A
Monte Cammarata	" "	" "	Ch. A
Monte Conero	" "	" "	Ch. E
Monte Faito	" "	" "	Ch. B
Monte Favone	" "	" "	Ch. H
Monte Lauro	" "	" "	Ch. F
Monte Limbara	" "	" "	Ch. H
Monte Nerone	" "	" "	Ch. A
Monte Peglia	" "	" "	Ch. H
Monte Pellegrino	" "	" "	Ch. H
Monte Penice	" "	" "	Ch. B
Monte Sambuco	" "	" "	Ch. H
Monte Seuro	" "	" "	Ch. G
Monte Serpeddi	" "	" "	Ch. G
Monte Serra	" "	" "	Ch. D
Monte Soro	" "	" "	Ch. E
Monte Venda	" "	" "	Ch. D
Monte Vergine	" "	" "	Ch. D
Pescara	" "	" "	Ch. F
Portofino	" "	" "	Ch. H
Punta Badde Urbara	" "	" "	Ch. D
Roma	" "	" "	Ch. G
San Niccolao	" "	" "	Ch. A
Torino	" "	" "	Ch. C
— JAPAN —			
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Hakodate	JOVK-TV	Bestg. Corp. of Japan (NHK)	
Kanazawa		Bestg. Corp. of Japan (NHK)	
Nagoya	JOAR-TV	Chu bu Nippon Bestg. Corp.	
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Okayama	JOKK-TV	Bestg. Corp. of Japan (NHK)	
Osaka	JOBK-TV	Bestg. Corp. of Japan (NHK)	
Osaka	JOBX-TV	Osaka TV Bestg. Corp.	Ch. J-6
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NHK)	
Sendai	JOHK-TV	NHK	Ch. J-3
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
— KOREA —			
Seoul	HLKZ-TV	Koread Corp.	Ch. 9
— LUXEMBOURG —			
Luxembourg		Compagnie Luxembourgeoise de Teledifusion	Ch. E-7
— MEXICO —			
Chihuahua		Televisora de Chihuahua, S.A.	
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexico City	XEW-TV	Telesistema Mexicano, S.A.	Ch. 2
Mexico City	XHGC-TV	Television Gonzales Camarena	Ch. 5

(Continued on next page)



FOREIGN TV STATIONS



(Continued from preceding page)

Location	Call Letters	Licensee or Grantee	Channel No.
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	XEQ-TV	Radio Panamericana	Ch. 9
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
— MONACO —			
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
— NETHERLANDS —			
Eindhoven		Philips, Ltd.	Ch. E-5
Eindhoven		Philips, Ltd.	Ch. E-6
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
— NICARAGUA —			
Managua	YN-TV	Television de Nicaragua	Ch. 8
— PHILIPPINES —			
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
— POLAND —			
Katowice		Polskie Radio (Govt.)	
Lodz		Polskie Radio (Govt.)	
Posnan		Polskie Radio (Govt.)	Ch. R-5
Stettin		Polskie Radio (Govt.)	Ch. R-5
Warsaw		Polskie Radio (Govt.)	Ch. R-111
— PORTUGAL —			
Coimbra		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
— RUMANIA —			
Bucharest		Radiodifuziunia Romina (Govt.)	Ch. R-2
— SAUDI ARABIA —			
Dhahran		Arabian-American Oil Company	
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
— SWEDEN —			
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjangst (Govt.)	Ch. E-5
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-1
— SWITZERLAND —			
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-1
Santis		Swiss General Post Office	Ch. E-7
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	HSI-TV	Thai-Television Co.	Ch. 4
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-1
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4



FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantee	Channel No.
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-4
Isle of Wight		BBC	Ch. B-3
Isle of Man		BBC	Ch. B-5
Inverness		BBC	Ch. B-2
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10

— URUGUAY —

Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
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— USSR —

Baku		Government	
Barnaul		Government	
Blisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkly		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Krasnodar		Government	
Khabarovsk		Amateur	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Leningrad		Government	Ch. R-III
Magadan		Government	
Minsk		Government	
Moscow		Government	Ch. R-11
Moscow		Government	Ch. R-1V
Murmansk		Government	
Nalchik		Government	
Odessa		Government	Ch. R-11
Omsk		Government	
Ryachikhinsk		Government	
Riga		Government	Ch. R-111
Saratov		Government	
Sebastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-111
Tashkent		Government	
Tbilisi		Government	
Toms		Government	
Vilnius		Government	
Vinnista		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	

— VENEZUELA —

Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 9
Maracaibo		Televisa Venezolana	Ch. 13

— YUGOSLAVIA —

Belgrade	YZO	Radiodifusion Jugoslavo	Ch. E-2
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-4

Television Stations and Sets Overseas

At the end of 1957 a total of 47 countries had television, excluding the U.S., its territories, and Canada. During the year the number of overseas TV stations (including experimental and satellite stations) increased from 260 to 447. Some five million new receivers were bought, compared with 3.5 million in 1956, to bring the total in 1957 to 16.4 million sets. Estimates indicate there will be over 600 overseas TV stations by the end of 1958.

The U.S. Information Agency, which released the following statistics, cautions that they are subject to the reliability of the various sources involved. Official data are used whenever possible. TV set figures include estimates of unlicensed or "black" sets in some cases. Statistics for Communist Bloc countries are to be viewed with caution, and allowances made for over-enthusiasm in some countries' TV development figures.

COUNTRIES	STATIONS		RECEIVERS	
WESTERN EUROPE				
	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Austria	8	3	11	15,000
Belgium	4	—	4	250,000
Denmark	4	3	7	100,000
Finland	3	3	6	7,000
France	23	3	26	700,000
West Germany	47	10	57	1,250,000
Italy	142	—	142	700,000
Luxembourg	1	—	1	1,400
Monaco	1	—	1	6,000
Netherlands	4	3	7	200,000
Norway	1*	—	1	300
Portugal	2	3	5	4,500
Saar**	1	1	2	6,000
Spain	1	1	2	6,000
Sweden	4	—	4	65,000
Switzerland	5	2	7	30,000
United Kingdom	23	4	27	8,000,000
Yugoslavia	2	4	6	4,000
Total	276	40	316	11,345,200

* Off the air.

** The Saar is listed separately because the status of its radio and TV stations has not yet been settled.

Television Stations and Sets Overseas

COUNTRIES	STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Dec.</i> <i>1957</i>	<i>Planned</i> <i>1958</i>	<i>Estimate</i> <i>End 1958</i>	<i>In Use</i> <i>Dec. 1957</i>
Argentina	1	3	4	100,000
Brazil	7	12	19	600,000
Chile	—	2	2	—
Colombia	6	10	16	100,000
Costa Rica	—	1	1	—
Cuba	19	4	23	300,000
Dominican Rep.	2	—	2	7,500
El Salvador	1	1	2	7,000
Guatemala	2	—	2	11,000
Mexico	11	6	17	300,000
Nicaragua	1	1	2	1,200
Panama	—	2	2	6,000
Peru	—	7	7	—
Uruguay	1	2	3	3,100
Venezuela	10	—	10	125,000
Total	61	51	112	1,560,800

NEAR EAST, SO. ASIA AND AFRICA

	<i>Dec.</i> <i>1957</i>	<i>Planned</i> <i>1958</i>	<i>Estimate</i> <i>End 1958</i>	<i>In Use</i> <i>Dec. 1957</i>
Algeria	1	1	2	6,000
Cyprus	1	—	1	—
Egypt	—	1	1	—
Greece	—	1	1	—
India	—	1	1	—
Iran	—	1	1	—
Iraq	1	—	1	3,000
Kuwait	—	1	1	—
Lebanon	—	2	2	—
Morocco	2*	—	2	5,000
Saudi Arabia	1	—	1	600
Tunisia	—	1	1	—
Turkey	1	—	1	500
Total	7	9	16	15,100

* Off the air.

(Continued on next page)

Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS		RECEIVERS	
FAR EAST				
	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Australia	6	4	10	150,000
Hong Kong	(1)**	—	(1)**	2,000
Japan	18	17	35	942,000
Korea (South)	1	1	2	2,000
Philippines	1	1	2	11,000
Thailand	1	1	2	17,000
Total	27	24	51	1,124,000

** Closed circuit wired service; not counted in totals.

COMMUNIST BLOC

	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Bulgaria	1	—	1	500
Czechoslovakia	3	2	5	160,000
East Germany	9*	3	12	150,000
Hungary	1	1	2	2,000
Poland	5	2	7	25,000
Rumania	1	—	1	7,500
USSR	56	30	86	2,000,000
Communist China	—	1	1	—
Total	76	39	115	2,345,000
World-wide total, excluding U.S., its territories, Canada, and Armed Forces stations abroad	447	163	610	16,390,100

* A new powerful station in East Germany replaces two weaker ones.

Source: U.S. Information Agency.

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

Channel No.

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
ALABAMA	
Andalusia	*2-, 29
Anniston	70+
Auburn	*56
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	9+, 19-
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
Greenville	49-
Guntersville	40-
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7
Opelika	22-
Selma	8-, 58+
Sheffield	47-
Sylacauga	24-
Talladega	64
Thomasville	27-
Troy	38-
Tuscaloosa	45, 51-
Tuskegee	16-
University	*74+
ARIZONA	
Ajo	14-
Bisbee	15
Casa Grande	18-
Clifton	25-
Coolidge	30+
Douglas	3-
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Morenci	31
Nogales	17-
Phoenix	3+, 5-, *8+, 10-
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+

	Channel No.
ARKANSAS	
Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54-
Hope	15-
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2-, 4, 11+, 17-, 23+
Magnolia	28+
Malvern	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	7-, 36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

	Channel No.
CALIFORNIA	
Alturas	9
Bakersfield	10-, 29
Bishop	19
Brawley	25+
Chico	12-
Corona	52
Delano	37+
El Centro	16, 56
Eureka	6-, 3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *23, 34
Madera	30+
Merced	34-, 66
Modesto	14+, 58
Monterey. (See Salinas.)	
Napa	62
Oakland. (See Francisco.)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40-, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 21-, 27, 33, 39
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3-, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13+, 36, *42, 64
Tulare	27+
Ukiah	18

❄ ❄ OFFICIAL TV CHANNEL ALLOCATIONS ❄ ❄

	Channel No.
Visalia	43, 49
Watsonville	22—
Yreka City	19
Yuba City	52—

COLORADO

Alamosa	3—, 19+
Boulder	*12, 27+
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24—
Denver	2, 4—, *6—, 7, 9—, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5—, 21+
Greeley	50
La Junta	24
Lamar	18—
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	5, *8, 28+, 34—
Salida	25
Sterling	3, 25—
Trinidad	21—
Walsenburg	30—

CONNECTICUT

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

DELAWARE

Dover	40
Wilmington	12, *59—, 83+

DISTRICT OF COLUMBIA

Washington	4—, 5—, 7+, 9, 14—, 20+, *26—, 50—
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FLORIDA

Belle Glade	27+
Bradenton	28—
Clearwater	32+, 50
Daytona Beach	2—, 53
De Land	44+
Fort Lauderdale	17—, 39
Fort Myers	11+
Fort Pierce	19
Gainesville	*5—, 20+
Jacksonville	4+, *7, 12—, 30+, 36—
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26—
Marianna. (See Tampa.)	
Melbourne	37—
Miami	*2, 4, 7—, 10+, 23—, 33
Ocala	15+
Orlando	6—, 9, 18, *24—, 47
Palatka	17
Panama City	7+, *30, 36+
Pensacola	3—, 15—, *21, 46
Quincy	54+
St. Augustine	25+
St. Petersburg. (See Tampa.)	
Sanford	35+
Sarasota	34+
Tallahassee	*11—, 24, 51
Tampa-St. Petersburg	*3, 8—, 13—, 38
West Palm Beach	5, 12, *15, 21+

GEORGIA

	Channel No.
Albany	10, 25
Americus	31
Athens	*8, 60—
Atlanta	2, 5—, 11+, *30, 36
Augusta	6+, 12+
Bainbridge	35—
Brunswick	28+, 34—
Cairo	45+
Carrollton	33
Cartersville	63—
Cedartown	53—
Columbus	4, 28, *34
Cordele	43
Dalton	25+
Douglas	32—
Dublin	15
Elberton	24+
Fitzgerald	53+
Fort Valley	18+
Gainesville	52
Griffin	39+
La Grange	50
Macon	13+, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48—
Newnan	61+
Rome	9, 59
Savannah	3+, *9—, 11
Statesboro	22
Swainsboro	20—
Thomasville	6, 27
Tifton	14—
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	16, 8+

IDAHO

Blackfoot	33
Boise	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	23—
Twin Falls	11, 13—
Wallace	27—
Weiser	20—

ILLINOIS

Alton	48
Aurora	75
Belleville	54+
Bloomington	15—
Cairo	24—
Carbondale	34, *61—
Centralia	32+, 59+
Champaign-Urbana	3+, *12—, 21, 27, 33
Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
DeKalb	*67
Dixon	47+
Elgin	83+
Freeport	23
Galesburg	40—
Harrisburg	22
Jacksonville	29
Joliet	48+

* * OFFICIAL TV CHANNEL ALLOCATIONS * *

	Channel No.
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	8, 19, *37-, 43+
Quincy	10-, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	2+, 20+, *66+
Sreator	65-
Urbana. (See Champaign.)	
Vandalia	28-
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-, 36
Columbus	42-
Connersville	38+
Evansville	7, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67-
Jasper	19+
Kokomo	31
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	29+
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34-
Princeton	52+
Richmond-Elkhart	32-
Shelbyville	58+
South Bend	16, 22, 28+, *52
Tell City	31-
Terre Haute	10, *57+, 63-, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25-
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, 26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, *30+, 36+, 42-
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+

	Channel No.
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4-, 9, *30, 36-
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	6+, 23
El Dorado	55+
Emporia	39-
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54-
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24-
Wichita	3-, 10-, 16-, *22+, 43+
Winfield	43+

KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	20
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33-
Owensboro	62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+

LOUISIANA

Abbeville	27+
Alexandria	5, 62+, 74
Bastrop	53+
Baton Rouge	2, 18-, 28, *34, 40-
Bogalusa	69, 78
Crowley	76
De Ridder	28
Eunice	64-

❄ ❄ OFFICIAL TV CHANNEL ALLOCATIONS ❄ ❄

	Channel No.
Franklin	46+
Hammond	57
Houma	30+
Jackson	59
Jennings	48
Lafayette	10, 38-, 67-
Lake Charles	7-, *14, 25, 60+
Minden	30
Monroe	8+, *13, 43+
Morgan City	36+
Natchitoches	17+
New Iberia	15+
New Orleans	4+, 6+, *8, 20-, 26, 32+, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3-, 12
Thibodaux	24
Winnfield	22-

MAINE

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

MARYLAND

Annapolis	53-
Baltimore	2+, 11-, 13+, 18, *24+, 72
Cambridge	22+
Cumberland	17+, 30-
Frederick	62
Hagerstown	52, 68+
Salisbury	16+

MASSACHUSETTS

Amherst	*82
Barnstable	25+
Boston	*2+, 4-, 5-, 7+, 38, 44+, 56
Brockton	62
Easthampton	61
Fall River	46-, 68
Greenfield	32+, 58-
Holyoke. (See Springfield.)	
Lawrence	72
Lowell	78
New Bedford	6+, 28-, 34+
North Adams	19, *80+
Pittsfield	64+
Springfield-Holyoke	22, 40
Worcester	14, 20

MICHIGAN

Alma	41+
Alpena	9+, *11, 30-
Ann Arbor	20+, *26-
Bad Axe	46-
Battle Creek	58-, 64
Bay City	5-, 63-, *73+
Benton Harbor	40+
Big Rapids	39
Cadillac	13-, 45
Calumet	5
Cheboygan	4+, 36+
Coldwater	24
Detroit	2+, 4, 7-, 50-, *56, 62
East Lansing	60+

	Channel No.
East Tawas	25-
Escanaba	3+, *49
Flint	12-, 16-, *22-, 28
Gladstone	40-
Grand Rapids	8+, *17+, 23-
Hancock	10-
Houghton	19, *25
Iron Mountain	8-, 27
Iron River	33-
Ironwood	12-, 31-
Jackson	48
Kalamazoo	3-, *74, 46
Lansing	6-, 54
Ludington	18+
Manistee	15-
Manistique	14+
Marquette	6-, 13+, 17, *35
Midland	19+
Mount Pleasant	47-
Muskegon	29-, 35+
Parma-Onondago	10-
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24
Saginaw	51-, 57-
Sault Ste. Marie	8, 10+, 28-, *34
Traverse City	7+, 20-, *26+
West Branch	21

MINNESOTA

Albert Lea	57-
Alexandria	7, 36
Austin	6-, 51+
Bemidji	4-, 24-
Brainerd	12
Cloquet	44
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	12, 15-
Marshall	22+
Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+
Montevideo	19
New Ulm	43-
Northfield	26
Owatonna	45
Red Wing	63-
Rochester	10, 55-
St. Cloud	33
St. Paul. (See Minneapolis.)	
Stillwater	39-
Thief River Falls	15
Virginia	26+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13+, *44+, 50-
Brookhaven	37+
Canton	16
Clarksdale	32
Columbia	35+
Columbus	4-, 28-
Corinth	41
Greenville	21-, 27
Greenwood	6, 24+
Grenada	44
Gulport	56-
Hattiesburg	9, 17-
Jackson	3+, 12+, *19+, 25-, 47
Kosciusko	52-
Laurel	33-