

TELEVISION DAILY

presents

FM STATIONS

☆ ☆ ☆ ☆ ☆

FM FINANCIAL DATA
MEMBERS OF FM ASSOC.
FM STATIONS LISTED BY
CITIES IN EACH STATE

1960

| | |
|----------------------------|----------------|
| <i>Albuquerque</i> | <i>KHFM-fm</i> |
| <i>Austin</i> | <i>KHFI-fm</i> |
| <i>Denver</i> | <i>KTGM-fm</i> |
| <i>El Paso</i> | <i>KHMS-fm</i> |
| <i>Houston</i> | <i>KHGM-fm</i> |
| <i>Los Angeles</i> | <i>KHOF-fm</i> |
| <i>Los Angeles</i> | <i>KUTE-fm</i> |
| <i>Phoenix</i> | <i>KELE-fm</i> |
| <i>San Diego</i> | <i>KLRO-fm</i> |
| <i>San Fernando Valley</i> | <i>KVFM-fm</i> |
| <i>San Francisco</i> | <i>KPEN-fm</i> |
| <i>Seattle</i> | <i>KGFM-fm</i> |

Quality FM stations devoted to programming good music, dedicated to producing good sound, and providing receptive listeners for quality advertisers. Represented by:

WESTERN FM BROADCASTING

1615 Cherokee Avenue
Hollywood, California
HO 4-7497

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1960 were as follows. This list does not include CPs granted or non-commercial and educational stations.

| City | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. in Ft. | Licensee |
|-------------------|--------------|-------|---------------|---------------------|-------------------------------|
| ALABAMA | | | | | |
| Albertville | WAVU FM | 105.1 | 4.7 | 360 | Sand Mt. Bcstg. Service |
| Alexander City | WRFS-FM | 106.1 | 4.6 | 240 | Piedmont Service Corp. |
| Andalusia | WCTA-FM | 98.1 | 10 | 200 | Andalusia Bcstg. Co., Inc. |
| Anniston | WHMA-FM | 100.5 | 3.7 | 190 | Anniston Bcstg. Co. |
| Athens | WJOF | 104.3 | 1.5 | 260 | Athens Bcstg. Co. |
| Birmingham | WAPI-FM | 99.5 | 72 | 780 | Ala. Bcstg. System, Inc. |
| | WBRC-FM | 106.9 | 15.5 | 900 | WBRC, Inc. |
| | WSFM | 93.7 | 20 | 80 | J. V. Melonas |
| Clanton | WKLF-FM | 100.9 | .37 | 255 | Southeastern Bcstg. Co. |
| Cullman | WFMH-FM | 101.1 | 5.3 | 165 | Voice of Cullman |
| Decatur | WHOS-FM | 102.1 | 7 | 30 | N. Ala. Bcstg. Co. |
| Huntsville | WAHR | 99.1 | 3.2 | 50 | J. A. Hornbuckle |
| Laurel | WRLD-FM | 102.9 | 8.5 | 165 | Valley Bcstg. Co., Inc. |
| Mobile | WKRG-FM | 99.9 | 3 | 310 | WKRG-TV Inc. |
| Tuscaloosa | WTBC-FM | 95.7 | 17.5 | 320 | Tuscaloosa Bcstg. Co. |
| ARIZONA | | | | | |
| Globe | KWJB-FM | 100.3 | 11 | 2,270 | Gila Bcstg. Co. |
| Mesa | KBUZ-FM | 104.7 | 16 | 140 | Greater Phoenix Bcstg. Co. |
| Phoenix | KELE | 95.5 | 18 | 115 | ANJO Bcstrs. & Tlcstrs., Inc. |
| | KITH | 101.3 | 4.56 | 1575 | Voice of Arizona, Inc. |
| Tucson | KFMM | 99.5 | 7.2 | —24 | Copper State Bcstg. Corp. |
| ARKANSAS | | | | | |
| Blytheville | KLCN-FM | 96.1 | 21 | 600 | H. L. Sudbury |
| Jonesboro | KBTM-FM | 101.9 | 8 | 200 | Patteson Bros. |
| Mammoth Spring | KAMS | 103.9 | .31 | 125 | R. F. Neathery |
| Pine Bluff | KOTN-FM | 92.3 | 3.2 | 285 | Universal Bcstg. Corp. |
| Siloam Springs | KUOA-FM | 105.7 | 2.6 | 450 | KUOA Inc. |
| CALIFORNIA | | | | | |
| Alameda | KJAZ | 92.7 | 1.0 | 60 | Henry & Larsen |
| Atherton | KPEN | 101.3 | 35 | 2 400 | Peninsula FM |
| Bakersfield | KERN-FM | 94.1 | 9.1 | 240 | McClatchy Newspapers |
| | KQXR | 101.5 | 14.5 | 155 | KLEF Bcstrs. |
| Berkeley | KPFA | 94.1 | 54 | 1,330 | Pacifica Foundation |
| | KRE-FM | 102.9 | 19.5 | —32 | Central Calif. Bcstrs. Inc. |
| Beverly Hills | KCBH | 98.7 | 75 | 1,218 | A. A. Crawford |
| | KLFM | 105.5 | .30 | 435 | Long Beach FM Bcstg. Co. |
| El Cajon | KUFM | 93.3 | 3.4 | 160 | Forwek & Co. |
| Eureka | KRED | 96.3 | 5.6 | 1,500 | Redwood Bcstg. Co., Inc. |
| Fresno | KARM-FM | 101.9 | 7.4 | 360 | KARM, The Geo. Harm Station |
| | KMJ-FM | 97.9 | 7.3 | 630 | McClatchy Newspapers |
| | KRFM | 93.7 | 70 | 2,000 | Triangle Public. Inc. |
| | KJPO | 94.5 | 17.5 | 350 | J. H. Poole |
| | KMAK-FM | 95.5 | 26 | 175 | McMahan Bcstg. Co. |
| | KMER | 102.7 | 2.85 | 195 | Dean & Newman |
| Glendale | KUTE | 101.9 | 82 | 620 | R. P. Adams |
| Inglewood | KTYM-FM | 103.9 | 39 | 375 | A. J. Williams |
| La Habra | KDOG | 95.9 | 48 | 350 | Hi Fi Bcstrs. Inc. |
| Lancaster | KANT-FM | 107.9 | 20.5 | 1520 | C. W. Fray |
| Long Beach | KFOX-FM | 102.3 | 1 | 120 | KFOX, Inc. |
| | KNOB | 97.9 | 3.4 | 670 | Cerritos Bcstg. Co. |
| | KLFM | 105.5 | 3 | 435 | Long Beach FM Bcstg. Co. |

(Continued on Next Page)

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. in Ft. | Licensee |
|--------------------------------|--------------|-------|------------|------------------|------------------------------------|
| Los Angeles | KABC-FM | 95.5 | 4.3 | 2,800 | American Bcstg. Co. |
| | KBCA | 105.1 | 6 | 2,900 | Radio Beverly Hills |
| | KBIQ | 104.3 | 55 | 2,950 | Poole Bcstg. Co. |
| | KBMS | 105.9 | 60 | 770 | Planned Music, Inc. |
| | KFAC-FM | 92.3 | 59 | 2,810 | L. A. Bcstg. Co., Inc. |
| | KGLA | 103.5 | 13 | 430 | Echo Pk. Evangelistic Assn. |
| | KHJ-FM | 101.1 | 16.8 | 2,950 | RKO Teleradio Pictures |
| | KHOF | 99.5 | 100 | 260 | The Maple Chapel |
| | KNX-FM | 93.1 | 67 | 2,870 | Columbia Bcstg. System |
| | KPOL-FM | 93.9 | 38 | 550 | Coast Radio Bcstg. Corp. |
| | KRHM | 94.7 | 58 | 2,835 | KRHM Bcstg. Co. |
| | KRKD-FM | 96.3 | 54 | 475 | Continental Telecasting Corp. |
| | KFMA | 97.1 | 58 | 750 | Metropolitan Theatre Corp. |
| | KMLA | 100.3 | 60 | 1,190 | KMAL Bcstg. Corp. |
| | KBBI | 107.5 | 19.5 | 175 | Bible Institute of L. A. |
| | KMYC-FM | 99.9 | 4.9 | 150 | Carlton Bcstg. Corp. |
| | KBEE-FM | 103.3 | 11.5 | 150 | McClatchy Bcstg. Co. |
| | KTRB-FM | 104.1 | 4.7 | 283 | KTRB Bcstg. Co., Inc. |
| | Marysville | KEAX | 99.3 | .85 | 80 |
| KAJS | | 103.1 | .86 | 41 | A. J. Stone |
| Modesto | KAFE | 98.1 | 1.5 | 1,080 | Hal Cox |
| | KASK-FM | 93.5 | 1 | —415 | The Daily Report Co. |
| Newport Beach | KAAR | 104.7 | 10.5 | — | Oxnard Bcstg. Corp. |
| | KPSR | 92.1 | 1 | —600 | KPSR, Inc. |
| Oakland | KCAL-FM | 96.7 | 1 | —320 | Southwest Bcstg. Co. |
| | KAPP | 93.5 | 1 | 82 | South Bay Bcstg. Co. |
| Ontario | KACE-FM | 92.7 | .69 | —50 | KACE Radio Inc. |
| | KDUO | 97.5 | 72 | 1,630 | Western Bcstg. Co. |
| Oxnard | KPLI | 99.1 | 1.57 | 1,625 | Parker-Lee, Inc. |
| | KCRA-FM | 96.1 | 11 | 380 | KCRA, Inc. |
| Palm Springs | KFBK-FM | 92.5 | 1.9 | —115 | McClatchy Newspapers |
| | KHIQ | 105.1 | 17.3 | — | Erickson, Spaulding & Stilgenbauer |
| Redlands | KJML | 106.5 | 2.7 | 158 | Town & Country Bcstrs. |
| | KXOA-FM | 107.9 | 12.5 | 200 | Cal-Val Radio, Inc. |
| Redondo Beach | KSRM | 96.9 | 3.5 | 250 | Audiolab Co. |
| | KXRQ | 98.5 | 3.5 | 255 | D. W. Flewelling |
| Riverside | KGMS-FM | 100.5 | 15 | 135 | KGMS, Inc. |
| | KROY-FM | 102.5 | 18.2 | 165 | J. T. Carey, Inc. |
| Sacramento | KSBW-FM | 102.5 | 18.5 | 2,270 | Valley Bcstg. Corp. |
| | KFMW | 99.9 | 31 | 1,625 | S. C. Corwin |
| San Bernardino | KDWD | 98.1 | 3.7 | 650 | E. E. Jacobson |
| | KFSD-FM | 94.1 | 33 | 425 | KFSD, Inc. |
| San Diego | KITT | 105.3 | 56 | 180 | Music Unlimited |
| | KFMB-FM | 100.7 | 18.5 | 630 | Marietta Bcstg. Inc. |
| San Fernando | KFMX | 96.5 | 29.5 | 590 | S. C. Corwin |
| | KGB-FM | 101.5 | 36 | 120 | KGB, Inc. |
| San Fernando Valley Bcstg. Co. | KLRO | 94.9 | 7.5 | 73 | E. F. Weerts |
| | KLTT | 102.5 | 2.4 | 305 | Bible Inst. of L. A. |
| San Fernando Valley Bcstg. Co. | KPRI | 106.5 | 3.5 | 240 | Barbery Coast Records Inc. |
| | KSEA | 97.3 | 29.5 | 95 | L. Grayson |
| San Fernando Valley Bcstg. Co. | KSON | 103.7 | 11.5 | — | Kenyon Brown |
| | KVFM | 94.3 | .86 | —130 | San Fernando Valley Bcstg. Co. |
| San Francisco | KSFV | 106.3 | 1 | —110 | San Fernando Bcstg. Co. |
| | KCBS-FM | 98.9 | 35 | 640 | Columbia Bcstg. System, Inc. |
| San Francisco | KEAR | 97.3 | 82 | 1,100 | Family Stations, Inc. |
| | KGO-FM | 103.7 | 23.6 | 930 | Amer. Bcstg.-Paramount Theatres |
| San Francisco | KNBC-FM | 99.7 | 45 | 1,240 | National Bcstg. Co., Inc. |
| | KSFR | 94.9 | 9.5 | 1,170 | KSFR, Inc. |
| San Francisco | KBAY-FM | 104.5 | 29.92 | 870 | S. C. Corwin |
| | KBCO | 105.3 | 17.5 | 810 | Bay FM Bcstg. |
| San Francisco | KDFC | 102.1 | 33 | 1,050 | Sundial Bcstg. Corp. |
| | KFRC-FM | 105.1 | 71 | 1,160 | RKO Teleradio |
| San Francisco | KOBY-FM | 95.7 | 27 | 1,050 | Mid-America Bcstg. Inc. |
| | KPUP | 106.9 | 18 | 1,140 | F. Mieuli |
| San Francisco | KRON-FM | 96.5 | 13.5 | 1,230 | Chronicle Publ. Co. |
| | KYA-FM | 93.3 | 14.5 | 710 | Golden State Bcstg. Inc. |
| San Jose | KSJO-FM | 92.3 | 1.4 | —66 | Santa Clara Broadcasting |
| | KEEN-FM | 100.3 | 3 | — | United Bcstg. |
| San Jose | KRPM | 98.5 | 3.3 | —155 | Audio House Inc. |
| | KATY-FM | 96.1 | 3.8 | —510 | Sweetheart of SLO Inc. |
| San Luis Obispo | KWIZ-FM | 96.7 | 1 | 160 | Voice of Orange Empire, Inc. |
| | KFIL | 106.3 | 1 | 145 | P. E. Brestoff |
| Santa Ana | KRCW | 97.5 | 17.5 | 2,890 | Channel Bcstg. Co. |
| | KGUD-FM | 107.9 | 29.5 | —800 | S. C. Corwin |
| Santa Barbara | KMUZ | 99.9 | 3.1 | 3,200 | Tri-Counties Bcstg. Co. |
| | KSMA-FM | 102.5 | 27 | —57 | Groom & Hagerman |
| Santa Maria | KEYM-FM | 99.1 | 3.2 | —135 | Santa Maria Bcstg. Co. |
| | KRAK-FM | 92.9 | 1.5 | 300 | Golden Valley Bcstg. Co. |
| Stockton | KSTN-FM | 107.3 | 8.9 | 1,570 | San Joaquin Bcstg. Co. |
| | KWG-FM | 105.7 | 3.5 | 130 | KWG Bcstg. Co. |
| Ventura | KUDU-FM | 95.1 | 24 | —16 | Tri-Counties Public Ser. Inc. |
| | KVEN-FM | 100.7 | 12 | —180 | Coast Ventura Co. |
| Walnut Creek | KWME | 92.1 | .25 | 97 | Walnut Creek Bcstg. |
| | KDWC | 98.3 | .81 | 250 | Pacific-South Bcstg. Co. |

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Erp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|------------------|--------------|-------|---------------|---------------------|---------------------------|
| COLORADO | | | | | |
| Colorado Springs | KFMH | 96.5 | 5 | 1540 | FM Colorado Co. |
| | KVQR-FM | 92.9 | 1.35 | —670 | KVQR Inc. |
| Boulder | KRNW | 97.3 | 2 | —730 | Colorado Recording Co. |
| Denver | KDEN-FM | 99.5 | 1.5 | 594 | KDEN Bcstg. Co. |
| | KFML-FM | 98.5 | 2.35 | 580 | Note Bcstg. Co. |
| | KTGM | 105.1 | 10 | 250 | Good Music Associates |
| | KLIR-FM | 100.3 | 8.77 | 71 | KLIR, Inc. |
| Grand Junction | KREX-FM | 92.3 | 2.8 | —10 | Western Slope Bcstg. Co. |
| Manitou Springs | KCMS-FM | 102.7 | 21.5 | —780 | Garden of Gods Bcstg. Co. |

CONNECTICUT

| | | | | | |
|------------|---------|-------|-----|-------|--------------------------------|
| Bridgeport | WJZZ | 99.9 | 9 | 870 | Conn.-N. Y. Bcsters. Inc. |
| | WCCC-FM | 106.9 | 6.6 | 740 | Greater Hartford Bcstg. Co. |
| | WDRC-FM | 102.9 | 7 | 750 | Buckley-Jaeger Bcstg. Corp. |
| | WFNQ | 93.7 | 7 | 750 | General Bcstg. Inc. |
| Brookfield | WGHF | 95.1 | 20 | 500 | Easton Bcstg. System, Inc. |
| Danbury | WLAD-FM | 98.3 | .34 | 280 | Berkshire Bcstg. Corp. |
| Hartford | WHCN | 105.9 | 7 | 750 | Concert Network Inc. |
| | WTIC-FM | 96.5 | 8 | 705 | Travelers Bcstg. Service Corp. |
| Meriden | WMMW-FM | 95.7 | 20 | 1,100 | Silver City Crystal Co. |
| New Haven | WNHC-FM | 99.1 | 10 | 630 | Triangle Publications, Inc. |
| Stamford | WSTC-FM | 96.7 | .65 | 305 | Western Conn. Bcstg. Co. |

DELAWARE

| | | | | | |
|------------|---------|------|-----|-----|---------------------|
| Dover | WDOV-FM | 94.7 | 2.8 | 200 | Dover Bcstg. Corp. |
| Wilmington | WDEL-FM | 93.7 | 20 | 460 | Delmarva Bcstg. Co. |
| | WJBR | 99.5 | 19 | 500 | J. B. Reynolds |

DIST. OF COLUMBIA

| | | | | | |
|------------|---------|-------|-----|-----|---------------------------|
| Washington | WASH | 97.1 | 15 | 470 | Comm'l Radio Equip't. Co. |
| | WFAN | 100.3 | 9.4 | 320 | United Bcstg. Co., Inc. |
| | WGMS-FM | 103.5 | 20 | 440 | Good Music Station, Inc. |
| | WMAL-FM | 107.3 | 20 | 450 | Evening Star Bcstg. Co. |
| | WOL-FM | 98.7 | 20 | 485 | Washington Bcstg. Co. |
| | WRC-FM | 93.9 | 20 | 484 | National Bcstg. Co., Inc. |
| | WTOP-FM | 96.3 | 20 | 390 | Washington Post Co. |
| | WWDC-FM | 101.1 | 20 | 410 | WWDC, Inc. |

FLORIDA

| | | | | | |
|----------------|---------|-------|------|-----|--------------------------------|
| Coral Gables | WVCG-FM | 105.1 | 18.5 | 220 | Peninsula Bcstg. Corp. |
| Daytona Beach | WNDB-FM | 94.5 | 8.5 | 330 | News-Journal Corp. |
| Ft. Lauderdale | WWIL-FM | 103.5 | 31 | 150 | Florida Air Power Inc. |
| Jacksonville | WJAX-FM | 95.1 | 7.7 | 560 | City of Jacksonville |
| | WMBR-FM | 96.1 | 50 | 850 | Fla. Bcstg. Co. |
| | WZFM | 96.9 | 9.7 | 350 | I. Glick |
| Miami | WCKR-FM | 97.3 | 100 | 250 | Biscayne TV Corp. |
| | WGBS-FM | 96.3 | 1.55 | 80 | Storer Bcstg. Co. |
| | WMET-FM | 93.9 | 13 | 170 | Community Service Bcstrs. Inc. |
| | WWPB-FM | 101.5 | 9.2 | 275 | P. Brake |
| | WAFM | 93.1 | 17.5 | 230 | Bayfront Bcstg. Corp. |
| | WSJG | 94.9 | 56 | 460 | Hallandale Drive-In Theatre |
| Orlando | WDBO-FM | 92.3 | 25 | 500 | Orlando Bcstg. Co. |
| | WHOO-FM | 96.5 | 59 | 460 | WHOO Radio Inc. |
| | WKIS-FM | 100.3 | 16.5 | 300 | Central Fla. Bcstg. Co. |
| | WQXT-FM | 97.9 | 22 | 235 | Flame Radio-TV Corp. |
| Palm Beach | WTCX | 99.5 | 31 | 190 | Trans-Chord Co. |
| St. Petersburg | WDAE-FM | 100.7 | 65 | 434 | Tampa Times Co. |
| Tampa | WFLA-FM | 93.3 | 46 | 910 | The Tribune Co. |
| | WPKM | 104.7 | 10.5 | 160 | Frank Knorr, Jr. |

GEORGIA

| | | | | | |
|---------|---------|-------|-------|-----|----------------------------|
| Athens | WGAU-FM | 102.5 | 4.4 | 365 | Clark Bcstg. Corp. |
| Atlanta | WPLO-FM | 103.3 | 36 | 960 | Plough Radio |
| | WGKA-FM | 92.9 | 9.4 | 270 | Glenkaren Associates, Inc. |
| | WSB-FM | 98.5 | 45.48 | 770 | Atlanta Newspapers, Inc. |
| | WQXI-FM | 94.1 | 76 | 140 | Rounsville of Atlanta |

(Continued on Page 707)

Music at its Best

WFMQ / FM



**107.5 FM
RADIO**

The high spot
on the FM dial
Chicago, Illinois

FOR STATE BROADCASTERS ASSOCIATION

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FOR BROADCASTERS' PROMOTION ASSOCIATION

SEE PAGE 665

FOR STATIONS OFFERING IN-STORE DISPLAYS

SEE PAGE 669

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Erp. (Kw.) | Ant. Hgt. in Ft. | Licensee |
|----------------------------------|--------------|-------|---------------|---------------------|------------------------------|
| <i>(Continued from Page 705)</i> | | | | | |
| Augusta | WAUG-FM | 105.7 | 5.5 | 100 | Garden City Bcstg. Co. |
| | WBBQ-FM | 103.7 | 19.3 | 682 | Musi-east of the South, Inc. |
| Columbus | WRBL-FM | 93.3 | 25 | 570 | Columbus Bcstg. Co. |
| Gainesville | WDUN-FM | 103.9 | .34 | 175 | Northeast Ga. Bcstg. Co. |
| LaGrange | WLAG-FM | 104.1 | 2.3 | 180 | LaGrange Bcstg. Co. |
| Macon | WMAZ-FM | 99.1 | 3 | 170 | Southeastern Bcstg. Co. |
| | WNEX-FM | 96.9 | 4.1 | — | Macon Bcstg. Co. |
| Marietta | WBIE-FM | 101.5 | 1.35 | 210 | Marietta Bcstg. |
| Newnan | WCOH-FM | 96.7 | .33 | 240 | Newnan Bcstg. Co. |
| Savannah | WTOC-FM | 97.3 | 7.9 | 397 | Savannah Bcstg. Co., Inc. |
| Toccoa | WLTE-FM | 106.1 | .73 | 190 | R. G. LeTourneau |

HAWAII

| | | | | | |
|----------|---------|------|-----|------|------------------------|
| Honolulu | KAIM-FM | 95.5 | 5.7 | —290 | Christian Bcstg. Assn. |
|----------|---------|------|-----|------|------------------------|

ILLINOIS

| | | | | | |
|-------------------|---------|-------|------|-----|--------------------------------|
| Arlington Heights | WNWC | 92.7 | 1 | 225 | J. D. Morgan |
| Anna | WRAJ-FM | 92.7 | 1 | 250 | Anna Bcstg. Co. |
| Bloomington | WJBC-FM | 101.5 | 5.1 | 425 | Bloomington Bcstg. Corp. |
| Carmi | WROY-FM | 97.3 | 11 | 210 | Carmi Bcstg. Co. |
| Champaign | WDWS-FM | 97.5 | 27 | 430 | Champaign News Gazette Inc. |
| Chicago | WBBM-FM | 96.3 | 10.5 | 560 | Columbia Bcstg. System, Inc. |
| | WCLM | 101.9 | 18 | 500 | Carol Music, Inc. |
| | WDHF | 95.5 | 52 | 270 | DeHaan Hi-Fi, Inc. |
| | WEBH | 93.9 | 35 | 240 | Buddy Black Bcstg. Co. |
| | WEFM | 99.5 | 44 | 560 | Zenith Radio Corp. |
| | WENR-FM | 94.7 | 4.3 | 580 | American Bcstg. Co., Inc. |
| | WFMT | 100.3 | 33 | 540 | Functional Music Inc. |
| | WFMT | 98.7 | 29.5 | 550 | Gale Bcstg. Co., Inc. |
| | WKFM | 103.5 | 50 | 500 | F. S. Kovas, Jr. |
| | WMAQ-FM | 101.1 | 24 | 640 | National Bcstg. Co., Inc. |
| | WNIB | 97.1 | 11 | 210 | Northern Ill. Bcstg. Co., Inc. |
| | WSEL | 104.3 | 40 | 567 | F. J. Curtis |

| | | | | | |
|--------------|---------|-------|------|-----|--------------------------------|
| | WFMQ | 107.5 | 11 | 560 | L. Vihon & Assoc., Inc. |
| Cicero | WSBC-FM | 93.1 | 27.5 | 260 | WSBC Bcstg. Co. |
| Decatur | WEHS | 97.9 | 21 | 200 | WHFC, Inc. |
| Effingham | WSOY-FM | 102.1 | 31 | 460 | Illinois Bcstg. Co. |
| Elmwood Pk. | WSEI | 95.7 | 20 | 295 | Illinois Bcstg. Co. |
| Evanston | WXFM | 105.9 | 32 | 250 | E. R. C. Schoonfield |
| Harrisburg | WEAW-FM | 105.1 | 36 | 300 | North Shore Bcstg. Co., Inc. |
| Jacksonville | WEBQ-FM | 99.9 | 1.65 | 305 | First Trust Association |
| Mattoon | WLDS-FM | 100.5 | 9 | 340 | Jacksonville Radio & TV Bcstg. |
| Mt. Vernon | WLBH-FM | 96.9 | 23 | 190 | Mattoon Bcstg. Co. |
| Oak Park | WMJX-FM | 94.1 | 15.2 | 550 | Mt. Vernon Radio & TV Co. |
| Olney | WOPA-FM | 102.7 | 3.6 | 260 | Village Bcstg. Co. |
| Paris | WVLN-FM | 92.9 | 18.5 | 338 | Illinois Bcstg. Co. |
| Peoria | WPRS-FM | 98.3 | 1 | 225 | Paris Bcstg. Co. |
| Quincy | WMBD-FM | 92.5 | 2.5 | 550 | WMBD, Inc. |
| | WGEM-FM | 105.1 | 8.3 | 640 | Quincy Newspapers, Inc. |
| | WTAD-FM | 99.5 | 27 | 770 | Lee Bcstg. Inc. |
| Rockford | WROK-FM | 97.5 | 16 | 300 | Rockford Bcstrs. Inc. |
| Rock Island | WHBF-FM | 98.9 | 3.7 | 380 | Rock Island Bcstg. Co. |
| Springfield | WTAX-FM | 103.7 | 6.7 | 315 | WTAX Inc. |

INDIANA

| | | | | | |
|--------------|---------|-------|-------|------|-------------------------------|
| Bloomington | WTTS-FM | 92.3 | 31 | 1110 | Sarkes Tarzian Inc. |
| Columbus | WCSI-FM | 98.3 | .76 | 231 | White River Bcstg. Co. |
| Connersville | WCNB-FM | 100.3 | 9.8 | 270 | News-Examiner Co. |
| Elkhart | WTRC-FM | 100.7 | 9.7 | 350 | Truth Radio Corp. |
| Evansville | WKY-FM | 104.1 | 19 | 450 | South Central Bcstg. Corp. |
| Fort Wayne | WPTH | 95.1 | 44 | 680 | Sarkes Tarzian Inc. |
| Hammond | WJOB-FM | 92.3 | 3.1 | 400 | South Shore Bcstg. Corp. |
| Indianapolis | WFMS | 95.5 | 4.5 | 110 | Williams FM Service |
| | WFBM-FM | 94.7 | 51.75 | 110 | Time, Inc. |
| | WIBC-FM | 93.1 | 2.8 | 170 | WIBC, Inc. |
| Jasper | WITZ-FM | 104.7 | 1.65 | 280 | Jasper On The Air Inc. |
| Madison | WORX-FM | 96.7 | .35 | 290 | Electronic Laboratories, Inc. |
| Marion | WMRI-FM | 106.9 | 31 | 275 | WMRI, Inc. |
| Muncie | WMUN | 104.1 | 7.4 | 286 | Tri-City Radio Corp. |
| Newcastle | WCTW | 102.5 | 4 | 250 | Courier-Times Inc. |
| Terre Haute | WTHI-FM | 99.9 | 7.4 | 365 | Wabash Valley Bcstg. Corp. |
| Warsaw | WRSW-FM | 107.3 | 34 | 230 | Reub William & Son |
| Washington | WFML | 106.5 | 14 | 365 | Washington Radio Inc. |

(Continued on Next Page)

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|------|--------------|-------|---------------|---------------------|----------|
|------|--------------|-------|---------------|---------------------|----------|

IOWA

| | | | | | |
|------------|---------|-------|-----|-----|----------------------------|
| Clinton | KROS-FM | 96.1 | 13 | 400 | Clinton Bcstg. Co. |
| Davenport | WOC-FM | 103.7 | 33 | 490 | Tri-City Bcstg. Co. |
| Des Moines | WHO-FM | 100.3 | 24 | 690 | Central Bcstg. Co. |
| Dubuque | WDBQ-FM | 103.3 | 15 | 335 | WDBQ Bcstg. |
| Mason City | KGLO-FM | 101.1 | 16 | 230 | Lee Radio, Inc. |
| Muscatine | KWPC-FM | 99.7 | .78 | 290 | Muscatine Bcstg. Co., Ltd. |
| Storm Lake | KAYL-FM | 101.5 | 8.9 | 370 | Cornbelt Bcstg. Co. |

KANSAS

| | | | | | |
|-------------|---------|-------|-----|-----|--------------------|
| Kansas City | KCBM | 98.1 | 59 | 155 | F. W. Hurlbert |
| Newton | KJRG-FM | 92.1 | .25 | 225 | KJRG, Inc. |
| Topeka | KTOP-FM | 100.1 | .75 | 100 | C. B. Axton |
| Wichita | KFH-FM | 100.3 | 11 | 410 | Radio Sta. KFH Co. |

KENTUCKY

| | | | | | |
|--------------|---------|-------|------|-----|----------------------------|
| Ashland | WCMI-FM | 93.7 | 2.75 | 200 | WCMI Radio, Inc. |
| Central City | WNES-FM | 101.9 | 21.5 | 215 | Muhlenberg Bcstg. Co. |
| Fulton | WFUL-FM | 104.9 | .5 | 155 | Ken-Tenn Bcstg. Corp. |
| Hazard | WKIC-FM | 96.5 | 8.3 | 461 | Mt. Bcstg. Serv. Inc. |
| Henderson | WSON-FM | 99.5 | 20 | 400 | Henderson Bcstg. Co., Inc. |
| Hopkinsville | WHOP-FM | 98.7 | 8.7 | 210 | Hopkinsville Bcstg. Co. |
| Lexington | WLAP-FM | 94.5 | 3.5 | 320 | WLAP Radio Inc. |
| Louisville | WFAK | 95.1 | 13.5 | 215 | Jefferson Bcstg. Co. |
| | WLVL | 97.5 | 17.5 | 345 | Fidelity Radio Inc. |
| Madisonville | WFMW-FM | 93.9 | 2.5 | 450 | Messenger Bcstg. Co., Inc. |
| Mayfield | WNGO-FM | 94.7 | .583 | 203 | W. Ky. Bcstg. Co., Inc. |
| Owensboro | WOMI-FM | 92.5 | 19.5 | 375 | Owensboro Bcstg. Co. |
| | WVJS-FM | 96.1 | 10 | 370 | Owensboro on the Air, Inc. |
| Paducah | WKYB-FM | 93.3 | 31 | 430 | Barrington Co. of Ky. |
| | WPAD-FM | 96.9 | 36 | 335 | Paducah Bcstg. Co., Inc. |
| Somerset | WSFC-FM | 92.3 | 3 | 210 | Southeastern Bcstg. Co. |

LOUISIANA

| | | | | | |
|-------------|---------|-------|------|-----|------------------------------|
| Alexandria | KALB-FM | 96.9 | 8.4 | 393 | Alexandria Bcstg. Co. |
| Baton Rouge | WJBO-FM | 98.1 | 7.6 | 460 | Baton Rouge Bcstg. Co., Inc. |
| Monroe | KMLB-FM | 104.1 | 17 | 220 | WSTV, Inc. |
| New Orleans | WDSU-FM | 105.3 | 3.4 | 590 | WDSU Bcstg. Co. |
| | WRCM | 97.1 | 5.9 | 250 | Supreme Bcstg. Co., Inc. |
| | WWMT | 95.7 | 44 | 215 | Fidelity Bcstg. Co. |
| Shreveport | KRMD-FM | 101.1 | 11.5 | 200 | Radio Station KRMD |
| | KWKH-FM | 94.5 | 13.5 | 390 | International Bcstg. Corp. |
| | KBCL-FM | 86.5 | 11 | 265 | Good Music Inc. |

MAINE

| | | | | | |
|----------------|---------|------|-----|-----|----------------------------|
| Caribou | WFST-FM | 97.7 | .22 | 185 | Northern Bcstg. Co. |
| Lewiston | WCOH-FM | 93.9 | 13 | 250 | Twin City Bcstg. Co., Inc. |
| Poland Springs | WMTW-FM | 94.9 | 49 | — | Mt. Washington TV Inc. |
| Portland | WLOV-FM | 97.9 | 10 | 175 | Casco Bcstg. Corp. |

MARYLAND

| | | | | | |
|----------------|---------|-------|------|-------|-----------------------------|
| Annapolis | WNAV-FM | 99.1 | 16.6 | 370 | Capital Bcstg. Co. |
| | WANN-FM | 107.9 | 4 | 200 | Annapolis Bcstg. Corp. |
| Baltimore | WCAO-FM | 102.7 | 20 | 400 | Plough Bcstg. Co., Inc. |
| | WIFH-FM | 104.3 | 20 | 500 | Md. Bcstg. Co. |
| | WSID-FM | 92.3 | 11 | 185 | United Bcstg. of E. Md. |
| | WFMM-FM | 93.1 | 18 | 520 | Commercial Radio Inst. |
| | WFDS-FM | 97.9 | 15 | 220 | Hearst Corp. |
| | WCBM-FM | 106.5 | .17 | 310 | Baltimore Bcstg. Corp. |
| Bethesda | WUST-FM | 106.3 | .5 | 320 | Broadcast Management, Inc. |
| Bradbury Hgts. | WPGC | 95.5 | 15.5 | 280 | WPGC, Inc. |
| Cumberland | WCUM-FM | 102.9 | 1.25 | — | Allegheny Cty. Bcstg. Corp. |
| Frederick | WFMD-FM | 99.9 | 2.1 | 1120 | Monocacy Bcstg. Co. |
| Hagerstown | WARK-FM | 106.9 | 2.2 | 225 | United Bcstg. Co. of W. Md. |
| | WJEJ-FM | 104.7 | 9.4 | 1,340 | Hagerstown Bcstg. Co. |
| Harve de Grace | WASA-FM | 103.7 | 3.8 | 185 | Chesapeake Bcstg. Corp. |

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Erp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|---------------|--------------|-------|---------------|---------------------|---------------------|
| Silver Spring | WSHO | 99.5 | 20 | 280 | WGAY, Inc. |
| Towson | WYNS | 101.9 | 20 | 280 | WTOW, Inc. |
| Westminster | WTTR-FM | 100.7 | 4.6 | 190 | County Bcstg. Corp. |

MASSACHUSETTS

| | | | | | |
|---------------|---------|-------|------|-------|--------------------------------|
| Boston | WBCN | 104.1 | 20 | 490 | Concert Network Inc. |
| Boston | WBZ-FM | 106.7 | 2.8 | 1,040 | Westinghouse Bcstg. Co., Inc. |
| | WCOP-FM | 100.7 | 20 | 495 | Plough Bcstg. Corp. |
| | WEEL-FM | 103.3 | 20 | 430 | Columbia Bcstg. System, Inc. |
| | WHDH-FM | 94.5 | 20 | 455 | WHDH, Inc. |
| | WRKO-FM | 98.5 | 20 | 410 | RKO Teleradio Pictures, Inc. |
| Brockton | WBET-FM | 97.7 | .8 | 275 | Enterprise Publishing Co. |
| Brookline | WBOS-FM | 92.9 | 15 | 285 | Champion Bcstg. Inc. |
| Cambridge | WHRB-FM | 107.1 | .96 | 44 | Harvard Radio Bcstg. Co., Inc. |
| | WXHR | 96.9 | 20 | 440 | Middlesex Bcstg. Co. |
| Fitchburg | WFGM-FM | 104.7 | 20 | 280 | Wachusett Bcstg. Corp. |
| Framingham | WKOK-FM | 106.7 | 15.5 | 120 | WKOX, Inc. |
| Greenfield | WHA1-FM | 98.3 | 1 | —240 | Haigis Bcstg. Corp. |
| Haverhill | WHAU-FM | 92.5 | 20 | 350 | WHAU Bcstg. Co. |
| Lawrence | WGHJ-FM | 93.7 | 1.35 | 210 | Lawrence Bcstg. Co. |
| Lowell | WLLH-FM | 99.5 | 12.2 | 600 | Merrimac Bcstg. Co., Inc. |
| Medford | WHIL-FM | 107.9 | 15 | 78 | Conant Bcstg. Co. |
| New Bedford | WBSM-FM | 97.3 | 2.5 | 330 | Bay State Bcstg. Co. |
| | WNBH-FM | 98.1 | 20 | 380 | E. Anthony & Sons, Inc. |
| Springfield | WHYN-FM | 93.1 | 3.2 | 970 | Hampden-Hampshire Corp. |
| | WMAS-FM | 94.7 | 1.35 | 175 | WMAS Inc. |
| Waltham | WCRB-FM | 102.5 | 20 | 180 | Charles River Bcstg. Co. |
| West Yarmouth | WOCB-FM | 94.3 | 1 | 155 | E. Anthony & Sons |
| Worcester | WTAG-FM | 96.1 | 10 | 640 | WTAG Inc. |

MICHIGAN

| | | | | | |
|---------------|---------|-------|------|-----|----------------------------|
| Benton Harbo. | WHFB-FM | 99.9 | 9.2 | 230 | Palladium Publishing Co. |
| Coldwater | WTVB-FM | 98.3 | .26 | 230 | Twin Valley Bcstrs. Inc. |
| Dearborn | WKMH-FM | 100.3 | 7.1 | 190 | Knorr Bcstg. Corp. |
| Detroit | WHFI | 94.7 | 20.5 | 220 | Meadowcroft Bcstg. Inc. |
| | WJBK-FM | 93.1 | 30 | 440 | Storer Bcstg. Co. |
| | WJR-FM | 96.3 | 24 | 483 | The Goodwill Station, Inc. |
| | WNUZ | 103.5 | 19.5 | 180 | Alpha Bcstg. Co. |
| | WMZK | 97.9 | 10 | 430 | Booth Bcstg. Co. |
| | WWJ-FM | 97.1 | 50 | 480 | Evening News Assn. Inc. |
| | WXYZ-FM | 101.1 | 27 | 880 | WXYZ Inc. |
| | WCHD | 105.9 | 34 | 175 | Bell Bcstg. Co. |
| E. Lansing | WJIM-FM | 99.1 | 30 | 320 | Mid-State Bcstg. Corp. |
| Grand Rapids | WJEF-FM | 93.7 | 115 | 420 | Fetzer Bcstg. Co. |
| | WLAV-FM | 96.9 | 1.75 | 210 | Stevens-Wismer Bcstg. Inc. |
| Jackson | WMKZ | 94.1 | 5.4 | 310 | Booth Bcstg. Co. |
| Lansing | WJIM-FM | 97.5 | 46 | 340 | Gross Telecasting Inc. |
| Oak Park | WLDM | 95.5 | 20 | 430 | Lincoln Bcstg. Co. |
| Royal Oak | WOMC | 104.3 | 61 | 390 | Sparks Bcstg. Co. |
| Saginaw | WSAM-FM | 98.1 | 1.7 | 330 | Knorr Bcstg. Corp. |
| Sturgis | WSTR-FM | 103.1 | .285 | 190 | WSTR, Inc. |

MINNESOTA

| | | | | | |
|-------------|---------|-------|-----|-----|------------------------------|
| Mankato | KYSM-FM | 103.5 | 14 | 525 | Southern Minnesota Supply Co |
| Minneapolis | KWFM | 97.1 | 21 | 150 | Fidelity Bcstg. Co. |
| | WLQL-FM | 99.5 | 9.7 | 320 | BFR Bcstg. Corp. |
| | WPBC-FM | 101.3 | 5.2 | 180 | Peoples Bcstg. Co. |
| St. Cloud | KFAM-FM | 104.7 | 15 | 425 | The Times Publishing Co. |

MISSISSIPPI

| | | | | | |
|---------|---------|-------|-----|-----|---------------------|
| Jackson | WJDX-FM | 102.9 | 50 | 600 | Lamar Life Ins. Co. |
| Laurel | WNSL-FM | 100.3 | 4.8 | — | Voice of New South |

MISSOURI

| | | | | | |
|-------------|---------|------|----|-----|------------------------|
| Kansas City | KCMK | 93.3 | 35 | 300 | FM Bcstrs. Inc. |
| | KCMO-FM | 94.9 | 56 | 390 | Meredith Engr. Co. |
| | KXTR | 96.5 | 58 | 215 | Telesound Bcstg. Corp. |

(Continued on Next Page)

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|--------------|--------------|-------|---------------|---------------------|-------------------------------|
| Kennett | WDAF-FM | 102.1 | 56 | 640 | Nat. Mo. TV Inc. |
| Poplar Bluff | KBOA-FM | 98.9 | 6.9 | 320 | Kennett Bcstg. Corp. |
| St. Charles | KWOC-FM | 94.5 | 14 | 215 | Poplar Bluff Broadcasting Co. |
| St. Louis | KADY-FM | 96.5 | 24.5 | — | KADY, Inc. |
| Springfield | KCFM | 93.7 | 60 | 450 | Commercial Bcstg. Co. |
| West Plains | KTTS-FM | 94.7 | 9.1 | 660 | Independent Bcstg. Co. |
| | KWPM-FM | 93.9 | 3.4 | 130 | R. F. Neathery |

NEBRASKA

| | | | | | |
|----------|---------|------|-----|-----|------------------------|
| Holdrege | KHOL-FM | 98.9 | 57 | 440 | Bi-States Co. |
| Lincoln | KFMQ | 95.3 | .32 | 100 | H. Burton |
| Omaha | KQAL-FM | 94.3 | 1 | 220 | Katz Enter. |
| | KCOM-FM | 96.1 | 3.4 | 230 | Delta Bcstg. Sys. Inc. |
| | KFAB-FM | 99.9 | 8.2 | 500 | KFAB Bcstg. Co. |
| | KSWI-FM | 98.7 | 3.1 | 220 | Nonpareil Bcstg. Co. |

NEVADA

| | | | | | |
|------|------|------|------|----|------------|
| Reno | KNEV | 95.5 | 10.5 | 35 | E. B. Cobb |
|------|------|------|------|----|------------|

NEW HAMPSHIRE

| | | | | | |
|----------------|---------|-------|-----|-------|--------------------------------|
| Berlin | WKQC | 103.7 | 10 | 160 | McKee Bcstg. Co., Inc. |
| Claremont | WTSV-FM | 106.1 | 3.4 | 1,000 | Radio Claremont, Inc. |
| Manchester | WKBR-FM | 95.7 | 3.6 | 940 | Granite State Bcstg. Co., Inc. |
| Mt. Washington | WMTW-FM | 94.9 | 49 | 3,850 | Mt. Washington TV Inc. |
| Nashua | WOTW-FM | 106.3 | 1 | 195 | Gateway Bcstg. Corp. |

NEW JERSEY

| | | | | | |
|---------------|---------|-------|------|-----|---------------------------------|
| Asbury Park | WJLK-FM | 94.3 | 1 | 250 | Asbury Park Press, Inc. |
| Bridgeton | WSNJ-FM | 98.9 | 9 | 480 | Eastern States Bcstg. Corp. |
| Camden | WKDN-FM | 106.9 | 7.3 | 340 | South Jersey Bcstg. Co. |
| Newark | WNFA-FM | 94.7 | 13.5 | 621 | NTA Radio Broadcasting |
| New Brunswick | WCTC-FM | 98.3 | 1 | 110 | Raritan Valley Bcstg. Co., Inc. |
| Paterson | WPAT-FM | 93.1 | 20 | 310 | WPAT, Inc. |
| Princeton | WPRB | 103.9 | .85 | 195 | Princeton Bcstg. Service Inc. |
| Red Bank | WFHA-FM | 106.3 | 1 | 105 | F. H. Accorsi |
| Trenton | WTOA | 97.5 | 14.5 | 275 | Morcer Bcstg. Co. |
| Wildwood | WCMC-FM | 100.7 | 3.5 | 98 | F. J. Matrangola |

NEW MEXICO

| | | | | | |
|-------------|---------|------|-----|------|-----------------------|
| Albuquerque | KHFM | 96.3 | 1.5 | 140 | CHE Bcstg. Co., Inc. |
| Aztec | KNDE-FM | 94.9 | 3.4 | —95 | I. E. Shahan |
| Los Alamos | KRSN-FM | 98.5 | 4.6 | —33 | Parker & Burns |
| Rosewell | KBIM-FM | 97.1 | 2.9 | 180 | Taylor Bcstg. Co. |
| Tularosa | KMFM | 97.9 | 13 | —160 | Tularosa Bcstg. Corp. |

NEW YORK

| | | | | | |
|---------------|---------|-------|------|-------|-----------------------------|
| Albany | WROW-FM | 95.5 | 20 | 280 | Capital Cities TV Corp. |
| Auburn | WMBO-FM | 96.1 | 18 | 520 | WMBO, Inc. |
| Babylon | WTFM | 103.5 | 15 | 120 | WGLI, Inc. |
| | WBAB-FM | 102.3 | .67 | 110 | Babylon Bayshore Bcstg. |
| Binghamton | WKOP-FM | 95.3 | .420 | 320 | Binghamton Bcstrs., Inc. |
| | WNBF-FM | 98.1 | 4.6 | 912 | Triangle Publications, Inc. |
| Buffalo | WBEN-FM | 102.5 | 110 | 1,350 | WBEN, Inc. |
| | WBNY-FM | 92.9 | 48.5 | 500 | Albertson Bcstg. Corp. |
| | WBUF-FM | 92.9 | 100 | 570 | Functional Bcstg. Inc. |
| | WWOL-FM | 104.1 | .250 | 310 | Greater Erie Bcstg. Co. |
| | WEBR-FM | 96.1 | 16 | 710 | WEBR, Inc. |
| | WGR-FM | 96.9 | 17.5 | 630 | Transcontinent TV Corp. |
| Cherry Valley | WRRR | 101.9 | 5.4 | 1,080 | Ivy Bcstg. |
| Corning | WCLI-FM | 106.1 | 4.2 | 500 | Radio Corning, Inc. |
| Cortland | WKRT-FM | 99.9 | 14 | 710 | Radio Cortland, Inc. |
| DeRuyter | WRRR | 105.1 | 5.3 | 560 | Ivy Bcstg. |
| Garden City | WHLI-FM | 98.3 | 1 | 250 | FM Bcstg. Corp. |
| Hicksville | WLIR | 92.7 | 1 | 175 | Hi Fidelity Music Co. |
| Hornell | WWHG-FM | 105.3 | 8.3 | 560 | Ra-Tel Bcstrs. Inc. |

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Erp. (Kw.) | Ant. Hgt. in Ft. | Licensee |
|---------------|--------------|-------|------------|------------------|--------------------------------|
| Ithaca | WRRR | 103.7 | 5.6 | 890 | Ivy Bcstg. |
| | WHCU-FM | 97.3 | 40 | 730 | Cornell Univ. |
| | WYBR-FM | 93.5 | .175 | —210 | Cornell Radio Guild, Inc. |
| | WJTN-FM | 93.3 | 9.5 | 735 | James Bcstg. Co. |
| | WINE-FM | 103.3 | 4.6 | 230 | McClendon Corp. |
| | WMSA-FM | 105.3 | 13 | 335 | The Brockway Co. |
| | WVOX-FM | 93.5 | 1 | 190 | Suburban Bcstg. Co. |
| | WABC-FM | 95.5 | 1.5 | 1,270 | American Bcstg. Co. |
| | WBAI | 99.5 | 18 | 588 | Pacifica Foundation |
| | WBFM | 101.9 | 10.3 | 650 | Muzak Corp. |
| Jamestown | WCBS-FM | 101.1 | 1.5 | 1,270 | Columbia Bcstg. System, Inc. |
| | WEVD-FM | 97.9 | 20 | 340 | DEBS Memorial Radio Fund, Inc. |
| | WHOM-FM | 92.3 | 11 | 630 | Progress Bcstg. Corp. |
| | WNCN | 104.3 | 15 | 560 | Concert Network Inc. |
| | WNEW-FM | 102.7 | 1.3 | 1,360 | Metropolitan Bcstg. Corp. |
| | WOR-FM | 98.7 | 1.7 | 1,260 | RKO Teleradio Pictures, Inc. |
| | WQXR-FM | 96.3 | 11 | 675 | Interstate Bcstg. Co., Inc. |
| | WRCA-FM | 97.1 | 1.1 | 1,445 | National Bcstg. Co., Inc. |
| | WHLN-FM | 98.5 | 46 | 420 | E. C. Hull |
| | WHDL-FM | 95.7 | 43 | 830 | WHDL, Inc. |
| Niagara Falls | WALK | 97.5 | 15 | 520 | Suffolk Bcstg. Corp. |
| | WPAC-FM | 106.1 | 8.3 | 145 | Patchogue Bcstg. Co., Inc. |
| Olean | WLNA-FM | 100.7 | 20 | 500 | Highland Bcstg. Corp. |
| | | | | | |
| Patchogue | | | | | |
| | | | | | |
| Peekskill | | | | | |
| | | | | | |
| Poughkeepsie | WKIP-FM | 104.7 | 2.3 | 1,120 | Dutchess County Bcstg. Corp. |
| | WHFM | 98.9 | 8.7 | 240 | Genesee Bcstg. Corp. |
| Rochester | WRCC-FM | 97.9 | 18 | 410 | Transcontinent TV Corp. |
| | WGFM | 99.5 | 6 | 805 | General Electric Co. |
| Schenectady | WRRE | 95.1 | 5.3 | 990 | Ivy Bcstg. |
| | WDDS-FM | 93.1 | 100 | 660 | Functional Bcstg. Inc. |
| S. Bristol | WONO | 100.9 | .26 | 475 | Sentinel Heights FM Bcstrs. |
| | WSYR-FM | 94.5 | 10 | 480 | Central New York Bcstg. Corp. |
| Syracuse | WFLY | 92.3 | 5.4 | 840 | Troy Record Co. |
| | WRUN-FM | 105.7 | 4.3 | 490 | Rome Sentinel Co. |
| Troy | WRRL | 107.7 | 5.4 | 460 | Ivy Bcstg. |
| Utica | WFAS-FM | 103.9 | .12 | 675 | Westchester Bcstg. Corp. |
| Wethersfield | WRFM | 105.1 | 20 | 235 | Long Island Bcstg. Corp. |
| White Plains | | | | | |
| Woodside | | | | | |

NORTH CAROLINA

| | | | | | |
|----------------|---------|-------|------|-------|-----------------------------------|
| Albemarle | WABZ-FM | 100.9 | .75 | 52 | Radio Station WABZ Inc. |
| Asheboro | WGWR-FM | 92.3 | 10 | 650 | Asheboro Bcstg. Co., Inc. |
| Asheville | WLOS-FM | 104.3 | 9.2 | 130 | Skyway Bcstg. Corp. |
| Burlington | WBBB-FM | 101.1 | 3.8 | 410 | Alamance Bcstg. Co., Inc. |
| | WFNS-FM | 93.9 | 2.8 | 250 | Burlington-Graham Bcstg. Co. |
| Charlotte | WSOC-FM | 103.5 | 35 | 415 | Carolina Bcstg. |
| Durham | WDNC-FM | 105.1 | 36 | 380 | Durham Radio Corp. |
| Elkin | WIFM-FM | 100.9 | .35 | —35 | Tri-County Bcstg. Co., Inc. |
| Fayetteville | WFNC-FM | 98.1 | 14 | 290 | Cape Fear Bcstg. Co. |
| Forest City | WBBO-FM | 93.3 | 1.5 | 345 | Rutherford County Radio Co. |
| Gastonia | WGNC-FM | 101.9 | 11.1 | 890 | C. T. McSwain |
| Goldsboro | WEQR | 96.9 | 16 | 360 | Eastern Carolina Bcstg. Co., Inc. |
| Greensboro | WMDE | 98.7 | 5.8 | 110 | H. C. Hall |
| Henderson | WHNC-FM | 92.5 | 9 | 260 | Henderson Radio Corp. |
| Hendersonville | WHKP-FM | 102.5 | 9.5 | 2 | Radio Hendersonville |
| Hickory | WHKY-FM | 102.9 | 15 | 325 | Catawba Valley Bcstg. |
| High Point | WHPE-FM | 95.5 | 13 | 395 | High Pt. Bcstg. Co. |
| | WMFR-FM | 99.5 | 8 | 350 | WMFR Inc. |
| Laurinburg | WNOS-FM | 100.3 | 2.7 | 195 | C. E. Doos |
| Leaksville | WEWO-FM | 96.5 | 9.2 | 215 | Scotland Bcstg. Co. |
| Lexington | WLOE-FM | 94.5 | 13.5 | 96 | WLOE Inc. |
| Marion | WBUY-FM | 94.3 | .3 | 210 | Davidson County Bcstg. Co. |
| Raleigh | WMIT | 106.9 | 36 | 3,100 | Mt. Mitchell Bcstrs. Inc. |
| Reidsville | WKIX-FM | 96.1 | 30 | 420 | WKIX Broadcasting Co. |
| | WPTF-FM | 94.7 | 50 | 560 | WPTF Radio Co. |
| Rocky Mount | WRAL-FM | 101.5 | 54 | 325 | Capitol Bcstg. Co., Inc. |
| Roxboro | WREY-FM | 102.1 | 1.6 | 330 | Reidsville Bcstg. Co. |
| | WEED-FM | 92.1 | .27 | 160 | W. A. Wynne |
| Salisbury | WFMA | 100.7 | 33 | 400 | Eastern Carolina Electronics |
| Sanford | WRXO-FM | 96.7 | .6 | 280 | Roxboro Bcstg. Co. |
| Shelby | WSTP-FM | 106.5 | 15 | 250 | WSTP, Inc. |
| Statesville | WWGP-FM | 105.5 | .49 | 340 | WWGP Bcstg. Corp. |
| Tarboro | WOHS-FM | 96.1 | 2.6 | 460 | Western Carolina Radio Corp. |
| Thomasville | WFMX | 105.7 | 2.4 | 335 | Statesville Bcstg. Co., Inc. |
| Winston-Salem | WCPS-FM | 104.3 | 7 | 260 | Coastal Plains Bcstg. Co. |
| | WTNC-FM | 98.3 | .45 | 250 | Thomasville Bcstg. Co. |
| | WAIR-FM | 93.1 | 34 | 370 | Forsythe Bcstg. Co. |
| | WSJS-FM | 104.1 | 12.5 | 160 | Piedmont Publishing Co. |
| | WYFS | 107.5 | 1.55 | 195 | Winsonette Inc. |

(Continued on Next Page)

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee | |
|--------------|--------------|---------|---------------|---------------------|---------------------------------|---------------------------|
| OHIO | | | | | | |
| Akron | WAKR-FM | 97.5 | 4.4 | 260 | Summit Radio Corp. | |
| | WCUE-FM | 96.5 | 14.5 | 105 | WCUE Radio Inc. | |
| Alliance | WFAH-FM | 101.7 | 1 | 160 | Review Publishing Co. | |
| | WNCO-FM | 101.3 | 10.2 | 380 | Radio Ashland, Inc. | |
| Ashland | WICA-FM | 97.1 | 118 | 380 | WICA Inc. | |
| Ashtabula | WOMP-FM | 100.5 | 9 | 550 | Ohio Valley Bcstg. Corp. | |
| Bellaire | WBBC-FM | 94.1 | 15 | 390 | Ohio Broadcasting Co. | |
| Canton | WCPO-FM | 105.1 | 16.5 | 590 | Scripps-Howard Radio Inc. | |
| Cincinnati | WKRC-FM | 101.9 | 15.5 | 530 | Radio Cincinnati Inc. | |
| | WSAI-FM | 102.7 | 14.7 | 550 | Con. Sun Ray Inc. | |
| Cleveland | WAEF-FM | 100.3 | 4.8 | 100 | N. Cincinnati Bcstg. Co. | |
| | KYW-FM | 105.7 | 27 | 900 | Westinghouse Bcstg. Co., Inc. | |
| | WDOK-FM | 102.1 | 31 | 120 | Civic Bcstrs. Inc. | |
| | WERE-FM | 98.5 | 40 | 600 | Cleveland Bcstg. Co., Inc. | |
| | WGAR-FM | 99.5 | 31 | 410 | Peoples Bcstg. Corp. | |
| | WHK-FM | 100.7 | 11.5 | 620 | Met. Bcstg. Corp. | |
| | WJW-FM | 104.1 | 2.8 | 510 | Storer Bcstg. Co. | |
| | WABQ-FM | 106.5 | 18.5 | 51 | Tuschman Bcstg. Co. | |
| | WNOB | 107.9 | 135 | 370 | N. Ohio Bcstg. Co. | |
| | WJMO-FM | 95.3 | 1 | 780 | Friendly Bcstg. Co. | |
| | Columbus | WBNS-FM | 97.1 | 54 | 315 | RadioOhio, Inc. |
| | | WCOL-FM | 92.3 | 7.2 | 350 | Air Trails, Inc. |
| | | WVKO-FM | 94.7 | 52 | 220 | Sky-Way Bcstg. Corp. |
| | Dayton | WTVN-FM | 96.3 | 26 | 570 | Radio Columbus Inc. |
| | | WHIO-FM | 99.1 | 19 | 515 | Miami Valley Bcstg. Corp. |
| | | WIFE | 104.7 | 24 | 370 | Skyland Bcstg. Corp. |
| | E. Liverpool | WOHI-FM | 104.3 | 27 | 330 | E. Liverpool Bcstg. Co. |
| WECL-FM | | 107.3 | 15 | 290 | Elyria-Lorain Bcstg. Co. | |
| Elyria | WFIN-FM | 100.5 | 8.2 | 240 | Findlay Publishing Co. | |
| Findlay | WFOB-FM | 56.7 | 1 | 215 | Seneca Radio Corp. | |
| Fostoria | WFRO-FM | 99.3 | 1 | 200 | Wolfe Bcstg. Corp. | |
| Fremont | WQMS | 96.7 | .29 | 285 | Community Bcstg. Co. | |
| Hamilton | WHOH | 103.5 | 8.7 | 255 | Port Hamilton Bcstg. Co. | |
| | WHOK-FM | 95.5 | 15 | 140 | Hocking Valley Bcstg. Corp. | |
| Lancaster | WIMA-FM | 102.1 | 15 | 250 | Northwestern Ohio Bcstg. Corp. | |
| Lima | WWRN-FM | 106.9 | 25 | 330 | Marion Bcstg. Co. | |
| Marion | WPFB-FM | 105.9 | 30 | 350 | P. F. Braden | |
| Middletown | WMVO-FM | 93.7 | 2.9 | 270 | Mt. Vernon Bcstg. Co. | |
| Mt. Vernon | WCLT-FM | 100.3 | 8.5 | 370 | WCLT Radio Inc. | |
| Newark | WPAY-FM | 104.1 | 7 | 520 | P. F. Braden | |
| Portsmouth | WSOM | 105.1 | 100 | 400 | Salem Bcstg. Co. | |
| Salem | WLEC-FM | 102.7 | 5.9 | 120 | Lake Erie Bcstg. Co. | |
| Sandusky | WBLY-FM | 103.9 | 1 | 62 | Champion City Bcstg. Co. | |
| Springfield | WSTV-FM | 103.5 | 3.1 | 880 | WSTV, Inc. | |
| Steubenville | WMHE | 92.5 | 10 | 135 | Hillebrand Electronics | |
| | WSPD-FM | 101.5 | 23 | 440 | Storer Bcstg. Co. | |
| Toledo | WTRT | 99.9 | 8.8 | 170 | Booth Bcstg. Co. | |
| Wooster | WTOL-FM | 104.7 | 1.3 | 156 | Community Bcstg. Co. | |
| | WWST-FM | 104.5 | 13 | 330 | Wooster Republican Printing Co. | |
| Youngstown | WKBN-FM | 98.9 | 50 | 545 | WKBN Bcstg. Corp. | |
| | WBBW-FM | 93.3 | 19.5 | 39 | Mahoning Valley Bcstg. Corp. | |
| | WRED | 101.1 | 24.6 | 110 | M. Jones | |

OKLAHOMA

| | | | | | |
|---------------|---------|-------|-----|-----|-----------------------------|
| Durant | KSEO-FM | 107.3 | 2.9 | 355 | Durant Publish Bcstg. Corp. |
| Oklahoma City | KEFM | 94.7 | 2.9 | 125 | C. E. Williams |
| | KYFM | 98.9 | 1.5 | 155 | Capitol City Bcstg. Co. |
| Stillwater | KSPI | 93.9 | 3.9 | 300 | Stillwater Publishing Co. |
| Tulsa | KOCW | 97.5 | 1.5 | 165 | Grayhill Inc. |

OREGON

| | | | | | |
|-------------|---------|-------|------|-------|----------------------------------|
| Eugene | KUGN-FM | 99.1 | .39 | 60 | KUGN, Inc. |
| | KFMY | 97.9 | 3.6 | —60 | Music Inc. |
| Grants Pass | KGPO | 96.9 | 1.3 | —475 | Southern Ore. Bcstg. Co. |
| | KBOY-FM | 95.3 | .8 | —225 | KBOY Bcstrs. |
| Medford | KEX-FM | 92.3 | 56 | 955 | Westinghouse Bcstg. Co. |
| | KOIN-FM | 101.1 | 48 | 1,390 | Mt. Hood Radio & TV Bcstg. Corp. |
| Portland | KPFM | 97.1 | 33 | 900 | Bcstrs. Ore. Ltd. |
| | KPOJ-FM | 98.7 | 4.4 | 1,100 | KPOJ, Inc. |
| | KOFM | 100.3 | 17 | 960 | H. O. Cox |
| | KEED-FM | 93.1 | 1.35 | 90 | KEED, Inc. |

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|---------------------|--------------|-------|---------------|---------------------|-------------------------------|
| PENNSYLVANIA | | | | | |
| Allentown | WFMZ | 100.7 | 4.8 | 835 | WFMZ, Inc. |
| Altoona | WVAM-FM | 100.1 | .36 | —345 | General Broadcasting Corp. |
| | WFBG-FM | 98.1 | 33 | 1020 | Triangle Pub. Inc. |
| Beaver Falls | WBVP-FM | 106.7 | 16.5 | 255 | WBVP, Inc. |
| Bethlehem | WGPA-FM | 95.1 | 10 | 630 | Bethlehem's Globe Pub. Co. |
| Bloomsburg | WHLM-FM | 106.5 | 8.8 | 600 | Bloom Radio |
| Braddock | WLOA-FM | 96.9 | 68 | 490 | Matta Bcstg. Co. |
| Butler | WBUT-FM | 97.7 | .72 | 290 | WBUT Radio |
| Carlisle | WHYL-FM | 102.3 | .76 | 19 | R. F. Lewis, Jr. |
| Chambersburg | WCHA-FM | 95.1 | 2.8 | 240 | Chambersburg Bcstg. Co., Inc. |
| DuBois | WCED-FM | 102.1 | 3.2 | 660 | Tri-County Bcstg. Co. |
| Easton | WEEX-FM | 99.9 | 3.3 | 200 | Easton Publishing Co. |
| | WEST-FM | 107.9 | 11 | 50 | Associated Bcstrs. Inc. |
| Erie | WERC-FM | 99.9 | 9.7 | 400 | Cleveland Bcstg. Co. |
| Glenside | WIFI | 92.5 | 20 | 430 | Hi Fidelity Bcstrs. Corp. |
| Harrisburg | WHP-FM | 97.3 | 1.55 | —35 | WHP Inc. |
| Hazleton | WAZL-FM | 97.9 | 2.6 | 630 | Hazleton Bcstg. Co., Inc. |
| Johnstown | WARD-FM | 92.1 | .285 | —87 | Central Bcstg. |
| | WJAC-FM | 95.5 | 8.3 | 1,070 | WJAC, Inc. |
| Lancaster | WGAL-FM | 101.3 | 3.8 | 940 | WGAL, Inc. |
| | WLAN-FM | 96.9 | 6.7 | 80 | Peoples Bcstg. Co. |
| | WDAC | 94.5 | 20 | 135 | P. B. Crawford |
| Lebanon | WLBR-FM | 100.1 | .72 | 290 | Lebanon Bcstg. Co. |
| Meadville | WMGW-FM | 100.3 | 10 | 585 | Regional Bcstrs. Inc. |
| Montrose | WPEL-FM | 96.5 | 57 | 500 | Montrose Bcstg. Corp. |
| Oil City | WDJR | 98.5 | 3.4 | 300 | WKRZ, Inc. |
| Palmyra | WJWR | 92.1 | .76 | 100 | W. N. Reichard |
| Philadelphia | WCAU-FM | 98.1 | 10 | 660 | CBS, Inc. |
| | WDAS-FM | 105.3 | 20 | 285 | M. M. Leon, Inc. |
| | WFIL-FM | 102.1 | 6.3 | 780 | Triangle Publications Inc. |
| | WFLN-FM | 95.7 | 20 | 490 | Franklin Bcstrs. Corp. |
| | WHAT-FM | 96.5 | 20 | 290 | Independence Bcstg. Co., Inc. |
| | WIBG-FM | 94.1 | 20 | 170 | Seaboard Radio Bcstg. Corp. |
| | WIP-FM | 93.3 | 20 | 430 | WIP Bcstg. Inc. |
| | WPEN-FM | 102.9 | 20 | 420 | Wm. Penn Bcstg. Co. |
| | WQAL | 106.1 | 7.8 | 710 | Geo. Voron & Co. |
| Pittsburgh | KDKA-FM | 92.9 | 47 | 890 | Westinghouse Bcstg. |
| | WFMP | 99.7 | 24 | 470 | National Bcstg. Co., Inc. |
| | WKJF | 93.7 | 40 | 470 | A. J. R. Greer |
| | WWSW-FM | 94.5 | 50 | 940 | WWSW Radio Inc. |
| | WCAE-FM | 96.1 | 31 | 295 | WCAE, Inc. |
| | WILY | 105.9 | 2.74 | 450 | Dynamic Bcstg. Inc. |
| | WPIT-FM | 101.5 | 19 | 510 | WPIT, Inc. |
| Pottsville | WPPA-FM | 101.9 | 2.8 | 650 | Pottsville Bcstg. Co. |
| Scranton | WGBI-FM | 101.3 | 1.8 | 1,200 | WGBI Radio Inc. |
| Sharon | WPIC-FM | 102.9 | 26 | 455 | Sharon Herald Bcstg. Co. |
| Sunbury | WKOK-FM | 94.1 | 4.4 | 875 | Sunbury Bcstg. Corp. |
| Warren | WRRN | 92.3 | 3 | 450 | Northern Allegheny Bcstg Co |
| Waynesboro | WAYZ-FM | 101.5 | 3 | 21 | R. F. Lewis, Jr. Inc. |
| Wilkes-Barre | WBRE-FM | 98.5 | 2.25 | 1,160 | WBRE Radio Inc. |
| | WYZZ | 103.3 | 3.1 | 975 | R. G. Evans |
| Williamsport | WLYC-FM | 105.1 | .84 | 1,150 | Lycoming Bcstg. Co. |
| | WRAK-FM | 100.3 | 4 | 1,220 | WGAL, Inc. |
| York | WNOW-FM | 105.7 | 1.2 | 465 | WNOW, Inc. |

RHODE ISLAND

| | | | | | |
|------------|---------|-------|-----|-----|-------------------------|
| Cranston | WLOV | 99.9 | 3.4 | 225 | Neighborly Bcstg. Co. |
| Providence | WPFM | 95.5 | 3.2 | 170 | Golden Gate Corp. |
| | WPJB-FM | 105.1 | 20 | 500 | Providence Journal Co. |
| | WPRO-FM | 92.3 | 15 | 560 | Capital Cities TV Corp. |
| | WXCN | 101.5 | 20 | 500 | Concert Network Inc. |
| Woonsocket | WWON-FM | 106.3 | .39 | 215 | Woonsocket Bcstg. Co. |

SOUTH CAROLINA

| | | | | | |
|-------------|---------|-------|-----|-------|--------------------------|
| Anderson | WCAC | 101.1 | 6.4 | 330 | W. E. Hall |
| Charleston | WCSC-FM | 96.9 | 68 | 700 | WCSC, Inc. |
| | WTMA-FM | 95.1 | 10 | 385 | Corp. of Charleston |
| Columbia | WCOS-FM | 97.9 | 5.3 | 260 | WCOS Inc. |
| | WNOK-FM | 104.7 | 3.4 | 450 | Palmetto Radio Corp. |
| Dillon | WDSC-FM | 92.9 | 8.8 | 290 | Border Bcstg. Co. |
| Greenville | WESC-FM | 92.5 | 12 | 360 | Bcstg. of Carolinas |
| | WFBC-FM | 93.7 | 9.9 | 1,350 | WMRC, Inc. |
| Rock Hill | WRHI-FM | 98.3 | .65 | 310 | York County Bcstg. Co. |
| Seneca | WSNW-FM | 98.1 | 9.4 | 330 | Blue Ridge Bcstg. Co. |
| Spartanburg | WSPA-FM | 98.9 | 4.9 | 520 | Spartan Radiocasting Co. |

(Continued on Next Page)

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|------------------|--------------|-------|---------------|---------------------|----------------------------|
| TENNESSEE | | | | | |
| Bristol | WOPI-FM | 96.9 | 9.7 | 260 | Pioneer Bcstg. Corp. |
| Greeneville | WGRV-FM | 94.9 | 4.6 | 250 | Radio Greeneville Inc. |
| Jackson | WTJS-FM | 104.1 | 50 | 640 | Sun Publishing Co., Inc. |
| Johnson City | WJHL-FM | 100.7 | 9.6 | 1,400 | WJHL, Inc. |
| Kingsport | WKPT-FM | 98.5 | 10 | 960 | Kingsport Bcstg. Co., Inc. |
| Knoxville | WBIR-FM | 93.3 | 3.3 | 620 | WBIR, Inc. |
| Memphis | WMCF | 99.7 | 300 | 940 | Memphis Publishing Co. |
| | WQMM | 95.5 | 1.3 | 770 | Quality Music |
| Nashville | WFMB | 105.9 | 3.6 | 42 | Great Southern Bcstg. Co. |
| | WSIX-FM | 97.5 | 9 | 770 | WSIX, Inc. |

TEXAS

| | | | | | |
|----------------|---------|-------|------|-----|---------------------------|
| Amarillo | KGNC-FM | 93.1 | 14.5 | 440 | Plains Radio Bcstg. Co. |
| Austin | KAZZ | 95.5 | 1.35 | 150 | Audioland Bcstg. Co. |
| | KHFI | 98.3 | .780 | 52 | R. E. Kennedy |
| Beaumont | KRIC-FM | 97.5 | 9.1 | 360 | Enterprise Co. |
| Cedar Hill | KDFW | 99.5 | 25 | 770 | C & F Musicasting Co. |
| Cleburne | KCLE-FM | 94.9 | 6.4 | 260 | Marti, Inc. |
| Corpus Christi | KDMC | 95.5 | 4.1 | 280 | Master Music, Inc. |
| Dallas | KIXL-FM | 104.5 | 25 | 470 | Variety Bcstg. Co. |
| | KRLD-FM | 92.5 | 40 | 480 | KRLD Radio Corp. |
| | KSFM | 105.3 | 11 | 280 | Metropolitan Bcstg. Corp. |
| | WRR-FM | 101.1 | 68 | 500 | City of Dallas |
| | WFAA-FM | 97.9 | 38 | 300 | A. H. Bello Corp. |
| | KQRO | 102.9 | 7.6 | 200 | E. F. Weerts |
| Denton | KDNT-FM | 106.3 | .76 | 270 | H. V. Shepard |
| Diboll | KSPL-FM | 95.5 | 6.5 | 295 | A. Temple, Jr. |
| El Paso | KHMS | 94.7 | 2.55 | 115 | H & M Service Corp. |
| Fort Worth | WBAP-FM | 96.3 | 52 | 475 | Carter Publications Inc. |
| | KFJZ-FM | 97.1 | 21.8 | 730 | Tarrant Bcstg. Co. |
| Gainesville | KGAF-FM | 94.5 | 2.5 | 250 | Gainesville Bcstg. Co. |
| Harlingen | KELT | 94.5 | 3.1 | 700 | Harbenito Radio Corp. |
| Houston | KFMK | 97.9 | 10.5 | 235 | J. R. Corry |
| | KHGM | 99.1 | 48 | 550 | Taft Bcstg. Co. |
| | KTRH-FM | 101.1 | 29.5 | 485 | KTRH Bcstg. Corp. |
| | KARO | 94.5 | 7.6 | 245 | E. F. Weerts |
| | KHUL | 96.7 | 15.5 | 235 | B-M-R Bcstg. Corp. |
| | KROW | 100.3 | 16.5 | 215 | McLendon Corp. |
| | KRBE | 104.1 | 40 | 260 | Texas Fine Music |
| Lubbock | KRKH-FM | 93.7 | 9.6 | 195 | Southwestern Bcstg. Co. |
| | KBFM | 96.3 | 3.6 | 275 | J. W. Blankenship |
| Marshall | KLUE | 97.3 | 5.9 | 320 | Marshall Nat. Bank |
| Midland | KNFM | 92.3 | 4.8 | 400 | FM Assoc. |
| Port Arthur | KFMP | 93.3 | 3.2 | 190 | Triangle Bcstg. Co. |
| San Antonio | KEEZ | 97.3 | 17.5 | 110 | C. B. Gay, Inc. |
| | KISS | 99.5 | 12.9 | 515 | The Walmac Co. |
| | KONO-FM | 92.9 | 3.8 | 475 | Mission Bcstg. Co. |
| | KAKI | 98.1 | 25 | 310 | Sunshine Bcstg. Co. |
| Texarkana | KCMC-FM | 98.1 | 1.4 | 275 | KCMC, Inc. |
| Waco | KEFC | 95.5 | 3.2 | 210 | Music Unlimited Inc. |
| Waxahachie | KBEC-FM | 93.5 | .345 | 115 | R. Tuck Enterpr. |

UTAH

| | | | | | |
|----------------|---------|-------|-----|-------|---------------------------------|
| Salt Lake City | KDYL-FM | 98.7 | 1.2 | 2,970 | Intermountain Bcstg. & TV Corp. |
| | KSL-FM | 100.3 | 6.1 | 3,660 | Radio Service Corp. of Ut. |
| | KLUB-FM | 97.1 | 11 | —190 | LLUB Bcstg. Co. |

VIRGINIA

| | | | | | |
|-----------------|---------|-------|------|-----|--------------------------------|
| Arlington | WARL-FM | 105.1 | 2.05 | 500 | Northern Va. Bcstrs. Inc. |
| Charlottesville | WINA-FM | 95.3 | .620 | 225 | Charlottesville Bcstg. |
| | WCCV-FM | 97.5 | 3.4 | 110 | Eastern Bcstg. Corp. |
| Crewe | WSVS-FM | 104.7 | 14 | 450 | Southern Va. Bcstg. Corp. |
| Gretna | WMNA-FM | 103.3 | 3 | 105 | Central Va. Bcstg. Co. |
| Harrisonburg | WSVA-FM | 100.7 | 7.2 | 345 | Shenandoah Valley Bcstg. Corp. |
| Lynchburg | WWOD-FM | 100.1 | .94 | 170 | Lynchburg Independent Bcstrs. |

FM STATIONS IN OPERATION

| City | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee |
|--------------|--------------|-------|---------------|---------------------|-------------------------------|
| Martinsville | WMVA-FM | 96.3 | 2.9 | 625 | Martinsville Bcstg. Co., Inc. |
| Newport News | WGH-FM | 97.3 | 37 | 186 | Hampton Rds. Bcstg. Corp. |
| | WYFI-FM | 99.7 | 11.5 | 70 | Electronic Research |
| Norfolk | WRVC | 102.5 | 8.7 | 95 | Virginia Good Music Corp. |
| Richmond | WCOD | 98.1 | 34 | 430 | Havens & Martin Inc. |
| | WRNL-FM | 102.1 | 50 | 320 | Richmond Newspapers Inc. |
| | WRVA-FM | 94.5 | 25 | 460 | Larus & Bro. Co., Inc. |
| Roanoke | WDBJ-FM | 94.9 | 14.5 | 1,940 | Times-World Corp. |
| Rocky Mt. | WSLS-FM | 99.1 | 21 | 1,890 | Shenandoah Stas. Inc. |
| Staunton | WAFB-FM | 93.5 | .5 | 350 | American Home Bcstg. Corp. |
| Winchester | WRFL | 92.5 | 13.4 | 1,390 | R. F. Lewis, Jr., Inc. |
| Woodbridge | WBVA | 105.8 | 9.5 | 305 | S & W Enterpr. Inc. |

WASHINGTON

| | | | | | |
|-------------|---------|-------|------|-------|-----------------------------|
| Bellingham | KGMI-FM | 92.9 | 20 | 2330 | International Good Music |
| Edmonds | KGFM | 105.3 | 17.5 | 760 | King's Garden Inc. |
| Opportunity | KZUN-FM | 96.1 | 3.32 | —205 | KZUN, Inc. |
| Seattle | KING-FM | 98.1 | 15 | 410 | King Bcstg. Co. |
| | KIRO-FM | 100.7 | 16.5 | 750 | Queen City Bcstg. Co., Inc. |
| | KISW | 99.9 | 2.1 | 350 | E. W. Lippincott |
| | KMCS | 98.9 | 10.5 | 1,070 | FM Bcstrs. Inc. |
| | KLSN | 96.5 | 14.5 | 350 | Sight & Sound |
| | KETO-FM | 101.5 | 10 | 1100 | Chem-Air Inc. |
| Spokane | KREM-FM | 92.9 | 4.8 | 720 | KREM Bcstg. Corp. |
| | KXLY-FM | 99.9 | 2 | 490 | Northern Pacific Radio |
| Tacoma | KTNT-FM | 97.3 | 10.2 | 410 | Tribune Publishing Co. |
| | KTWR | 103.9 | .85 | 240 | T. W. Read |
| | KLAY-FM | 106.3 | .83 | 240 | C. F. Huntington |

WEST VIRGINIA

| | | | | | |
|-------------|---------|-------|------|-------|---------------------------|
| Beckley | WBKW | 99.5 | 34 | 1,050 | J. L. Smith, Jr., Inc. |
| Charleston | WKAZ-FM | 97.5 | 9 | 124 | Kanawha Valley Bcstg. Co. |
| | WKNA | 98.5 | 2.65 | 390 | J. L. Smith, Jr. |
| Huntington | WHTN-FM | 100.5 | 53 | 560 | Cowles Bcstg. Co. |
| Logan | WLOG-FM | 103.3 | 2.1 | 725 | Frey & Greover |
| Martinsburg | WEPM-FM | 94.3 | .81 | 170 | Martinsburg Bcstg. Co. |
| Morgantown | WAJR-FM | 99.3 | 1 | 10 | West Va. Radio Corp. |
| Oak Hill | WOAY-FM | 94.1 | 14.5 | 660 | R. R. Thomas, Jr. |
| Parkersburg | WAAM-FM | 106.5 | 8.9 | 280 | WSTV, Inc. |
| Wheeling | WKWK-FM | 97.3 | 10 | 470 | Community Bcstg. Inc. |
| | WWVA-FM | 98.7 | 7.4 | 470 | Storer Bcstg. Co. |

WISCONSIN

| | | | | | |
|------------------|---------|-------|------|-------|----------------------------|
| Eau Claire | WEAU-FM | 94.1 | 60 | 360 | Central Bcstg. Co. |
| Fort Atkinson | WFAY | 107.3 | 2.96 | 160 | Goetz & Meythaler |
| Green Bay | WBAY-FM | 101.1 | 13.5 | 750 | Norbertine Fathers |
| Glendale | WFMR | 96.5 | 24.5 | — | Hi Fidelity Bcstg. Corp. |
| Greenfield | WWCF | 94.9 | 37 | 1,300 | W. C. Forrest |
| Janesville | WCLO-FM | 99.9 | 15.5 | 200 | Southern Wis. Radio Inc. |
| Madison | WISC-FM | 98.1 | 1 | 105 | Radio Wisconsin Inc. |
| | WMFM | 104.1 | 7.5 | 80 | E. W. Fessler |
| | WIBA-FM | 101.5 | 45 | 1020 | Badger Bcstg. Co. |
| | WRVB-FM | 102.5 | 3.9 | 185 | P. A. Stewart Enterpr. |
| Marinette | WMAN-FM | 105.1 | 37 | 430 | M & M Bcstg. Co. |
| Marshfield | WDLB-FM | 103.9 | .25 | 250 | Clarkwood Bcstg. Corp. |
| Merrill | WLIN | 100.7 | 9.3 | 348 | Wis. Valley TV Corp. |
| Milwaukee | WFMR | 96.5 | 15 | 215 | High Fidelity Bcstg. Corp. |
| | WQFM | 93.3 | 30 | 190 | Koeth Bcstg. Corp. |
| | WTMJ-FM | 94.1 | 2.8 | 980 | Journal Company |
| | WMIL-FM | 95.7 | 29 | 245 | Cream City Bcstg. Co. |
| | WEMP-FM | 99.1 | 25 | — | Milwaukee Bcstg. Co. |
| | WISN-FM | 87.3 | 25.5 | 920 | Hearst Corp. |
| Monroe | WEKZ-FM | 93.7 | 14.8 | 180 | Green Company Bcstg. Co. |
| Racine | WRJN-FM | 100.7 | 15 | 265 | Racine Bcstg. Corp. |
| Rice Lake | WJMC-FM | 96.3 | 50 | 540 | WJMC Inc. |
| West Bend | WBKV-FM | 92.5 | 6 | 145 | West Bend Bcstg. Co. |
| Wisconsin Rapids | WFHR-FM | 103.3 | 2.1 | 360 | W. F. Huffman Radio Inc. |
| Waukesha | WAUX-FM | 106.1 | 3.3 | 180 | Waukesha Bcstg. Co. |

NATIONAL ASSOCIATION OF FM BROADCASTER MEMBERS

CALIFORNIA

Atherton KPEN
Beverly Hills KCBH
Hollywood KGLA
Los Angeles KFMU
Los Angeles KRHM
Los Angeles KMLA
Sacramento KORA-FM
San Diego KFMB-FM
San Diego KGB-FM
San Diego KITT
Santa Barbara KRWC
Santa Barbara KMUZ

COLORADO

Denver K DEN-FM

CONNECTICUT

Brookfield WGHF
Meriden WMMW-FM

DELAWARE

Wilmington WJBR

FLORIDA

Ft. Lauderdale WFLM
Tampa WPKM

ILLINOIS

Bloomington WJBC-FM
Chicago WKFM
Chicago WCLM
Chicago WFMP
Decatur WSOY
Rock Island WHBF-FM

INDIANA

Indianapolis WFBM-FM
Indianapolis WFMS

KENTUCKY

Hopkinsville WRLX
Louisville WLVL

MAINE

Portland WMTW-FM

MASSACHUSETTS

Boston WBCN
Springfield WHYN-FM

MICHIGAN

Detroit WLDM
Detroit WQRS
East Lansing WSWN

MINNESOTA

Minneapolis KWFM
Minneapolis WLOL-FM

MISSISSIPPI

Jackson WJDX-FM

MISSOURI

Kansas City KCMK
St. Louis WIL-FM

NEBRASKA

Lincoln KFMMQ
Omaha KFAB-FM
Omaha KQAL

NEW MEXICO

Albuquerque KHFM
Roswell KBIM-FM

NEW YORK

Buffalo WBUF
Ithaca WHCU-FM
Woodside WRFM

NORTH CAROLINA

Charlotte WMIT
Greensboro WMDE

OHIO

Cincinnati WKRC-FM
Columbus WBNS-FM
Dayton WHIO-FM
Toledo WMHE

OKLAHOMA

Tulsa KOCW

OREGON

Eugene KFMY

PENNSYLVANIA

Philadelphia WPEN-FM
Philadelphia WQAL
Pittsburgh WKJF
Wilkes-Barre WYZZ

TENNESSEE

Memphis WMCF
Nashville WFMB
Nashville WSIX-FM

TEXAS

Amarillo KGNC-FM
Austin KHFI
Diboll KSPL-FM
Houston KFMM
Houston KHGM
Houston KHUL
Houston KRBE
Houston KTRH-FM

VIRGINIA

Richmond WRVA-FM
Staunton WAFC-FM

WASHINGTON

Seattle KLSN

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

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 | *50 |
| Bessemer | 54 |
| Birmingham | 6-, *10-, 13-, 42+, 48 |
| Brewton | 23+ |
| Clanton | 14 |
| Cullman | 60+ |
| Decatur | 23- |
| Demopolis | 18 |
| Dothan | 2, 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 |
| Murford | *7- |
| Opelika | 22- |
| Selma | 8-, 58+ |
| Sheffield | 47- |
| Sylacauga | 24- |
| Talladega | 64 |
| Thomasville | 27- |
| Troy | 38 |
| Tuscaloosa | 45, 51- |
| Tuskegee | 16 |
| University | *74+ |
| ALASKA | |
| Anchorage | 2-, *7-, 11, 13- |
| Fairbanks | 2+, 4+, 7+, *9+, 11+, 13+ |
| Juneau | *3, 8, 10 |
| Ketchikan | 2, 4, *9 |
| Seward | 4-, 9- |
| Sitka | 13 |
| ARIZONA | |
| Ajo | 19- |
| Bisbee | 54 |
| Casa Grande | 18- |
| Clifton | 25- |
| Coolidge | 36+ |
| Douglas | 3-, 35 |
| Eloy | 24 |
| Flagstaff | 9, 13 |
| Globe | 34+ |
| Holbrook | 14 |
| Kingman | 6- |
| Mesa | 12- |
| Miami | 28+ |
| Morenci | 31 |
| Nogales | 16, 32, 44+ |

| | Channel No. |
|----------|-------------------|
| Phoenix | 3+, 5-, *8+, 10- |
| Prescott | 15 |
| Safford | 21 |
| Tucson | 4-, *6+, 9-, 13- |
| Williams | 25 |
| Winslow | 16- |
| Yuma | 11-, 13+, 22+, 60 |

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, 7-, 11+, 17-, 23+ |
| Magnolia | 28+ |
| Maumori | 46 |
| Morrilton | 43- |
| Newport | 28 |
| Paragould | 58- |
| Pine Bluff | 36 |
| Russellville | 19 |
| Searcy | 33 |
| Springdale | 35- |
| Stuttgart | 14+ |

CALIFORNIA

| | |
|---------------------------|---|
| Alturas | 9 |
| Bakersfield | 10-, 17, 29, 39 |
| Bishop | 19 |
| Brawley | 16 |
| Chico | 12- |
| Corona | 52 |
| Delano | 37+ |
| El Centro | 26-, 48 |
| Eureka | 6-, 3-, 13- |
| Fresno | 12+, *18-, 24, 47, 53 |
| Hanford | 21 |
| Los Angeles | 2, 4, 5, 7, 9, 11, 13, 22, *28, 34 |
| Madera | 59 |
| Merced | 34-, 66 |
| Modesto | 14+, 58 |
| Monterey. (See Salinas.) | |
| Napa | 62 |
| Oakland. (See Francisco.) | |
| Oxnard | 32 |
| Palm Springs | 19+ |
| Petaluma | 66 |
| 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+, 27, 39, 51 |
| 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 |

(Continued on Next Page)

FCC TV CHANNEL ALLOCATIONS

| | Channel No. | | | Channel No. | |
|------------------------------|------------------------------------|--|--|----------------------|---------------------------------------|
| Santa Cruz | 56 | | | Sarasota | 34+ |
| Santa Maria | 44 | | | Tallahassee | *11-, 24, 51 |
| Santa Paula | 16+ | | | Tampa-St. Petersburg | *3, 8-, 10-, 13-, 38 |
| Santa Rosa | 50 | | | West Palm Beach | 5, 12, *15, 21+ |
| Stockton | 13+, 36, *42, 64 | | | | |
| Tulare | 27+ | | | GEORGIA | |
| Ukiah | 18 | | | Albany | 10, 25 |
| Visalia | 43, 49 | | | Americus | 31 |
| Watsonville | 22- | | | Athens | *8, 60- |
| Yreka City | 19 | | | Atlanta | 2, 5-, 11+, *30, 36 |
| Yuba City | 52- | | | Augusta | 6+, 12+ |
| | | | | Bainbridge | 35- |
| COLORADO | | | | Brunswick | 28+, 34- |
| Alamosa | 3-, 19+ | | | Cairo | 45+ |
| Boulder | *12, 22+ | | | Carrollton | 33 |
| Canon City | 36 | | | Cartersville | 63- |
| Colorado Springs | 11, 13, *17+, 23+ | | | Cedartown | 53- |
| Craig | 19 | | | Columbus | 3, 9, *34 |
| Delta | 24- | | | Cordele | 43 |
| Denver | 2, 4-, *6-, 7, 9-, 20, 26+ | | | Dalton | 25+ |
| Durango | 6+, 15 | | | Douglas | 32- |
| Fort Collins | 44+ | | | Dublin | 15 |
| Fort Morgan | 15+ | | | Elberton | 24+ |
| Grand Junction | 5-, 21+ | | | Fitzgerald | 53+ |
| Greeley | 50 | | | Fort Valley | 18+ |
| La Junta | 24 | | | Gainesville | 52 |
| Lamar | 12-, 18- | | | Griffin | 39+ |
| Leadville | 14+ | | | La Grange | 50 |
| Longmont | 32 | | | Macon | 13+, *41+, 47+ |
| Loveland | 38 | | | Marietta | 57+ |
| Montrose | 10+, 18 | | | Milledgeville | 51+ |
| Pueblo | 5, *8, 28+, 34- | | | Moultrie | 48- |
| Salida | 25 | | | Newnan | 61+ |
| Sterling | 3, 25- | | | Rome | 59 |
| Trinidad | 21- | | | Savannah | 3+, *9-, 11 |
| Walsenburg | 30- | | | Statesboro | 22 |
| | | | | Swainsboro | 20- |
| CONNECTICUT | | | | Thomasville | 6, 27 |
| Bridgeport | 43-, 49-, *71 | | | Tifton | 14- |
| Hartford | 3+, 18-, *24 | | | Toccoa | 35 |
| Meriden | 65- | | | Valdosta | 37+ |
| New Britain | 30+ | | | Vidalia | 26 |
| New Haven | 8+, 59+ | | | Waycross | 8+, 16 |
| New London | 26+, 81 | | | | |
| Norwalk. (See Stamford.) | | | | HAWAII | |
| Norwich | 57+, *63- | | | Hilo, Hawaii | 2, *4, 7, 9, 11, 13 |
| Stamford-Norwalk | 27 | | | Honolulu, Oahu | 2+, 4-, *7+, 9-, 11+, 13- |
| Waterbury | 53 | | | Lihue, Kauai | 3+, *8-, 10+, 12- |
| | | | | Wailuku, Maui | 3, 8, *10, 12 |
| DELAWARE | | | | | |
| Dover | 40 | | | IDAHO | |
| Wilmington | 12, *59-, 83+ | | | Blackfoot | 33 |
| DISTRICT OF COLUMBIA | | | | Boise | 2, *4+, 7 |
| Washington | 4-, 5-, 7+, 9, 14-, 20+, *26-, 50- | | | Burley | 15- |
| | | | | Caldwell | 9- |
| FLORIDA | | | | Emmett | 26- |
| Belle Glade | 27+ | | | Gooding | 23 |
| Bradenton | 28- | | | Idaho Falls | 3, 8+ |
| Clearwater | 32+, 50 | | | Jerome | 17 |
| Daytona Beach | 2-, 53 | | | Kellogg | 33- |
| De Land | 44+ | | | Lewiston | 3- |
| Fort Lauderdale | 17-, 39 | | | Moscow | 12-, *15 |
| Fort Myers | 11+ | | | Nampa | 6, 12+ |
| Fort Pierce | 19 | | | Payette | 14+ |
| Gainesville | *5-, 20+ | | | Pocatello | 6-, 10 |
| Jacksonville | 4+, *7, 12-, 30+, 36- | | | Preston | 41 |
| Key West | 14+, 20 | | | Rexburg | 27+ |
| Lake City | 33+ | | | Rupert | 21 |
| Lakeland | 16+, 22+ | | | Sandpoint | 23- |
| Lake Wales | 14 | | | Twin Falls | 11, 13- |
| Leesburg | 26- | | | Wallace | 27- |
| Marianna | 17+ | | | Weiser | 20- |
| Melbourne | 37- | | | | |
| Miami | *2, 4, 6, 7-, 10+, 23-, 33 | | | ILLINOIS | |
| Ocala | 15+ | | | Alton | 48 |
| Orlando | 6-, 9, 18, *24-, 47 | | | Aurora | 75 |
| Palatka | 17 | | | Belleville | 54+ |
| Panama City | 7+, 13, *30, 36+ | | | Bloomington | 15- |
| Pensacola | 3-, 15-, *21, 46 | | | Cairo | 24- |
| Quincy | 54+ | | | Carbondale | *8 |
| St. Augustine | 25+ | | | Centralia | 32+, 59+ |
| St. Petersburg. (See Tampa.) | | | | Champaign-Urbana | 3+, *12-, 21, 27, 33 |
| Sanford | 35+ | | | Chicago | 2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44 |
| | | | | Danville | 24 |
| | | | | Decatur | 17, 23+ |
| | | | | DeKalb | *67 |

FCC TV CHANNEL ALLOCATIONS

| | Channel No. | | Channel No. |
|-------------------------------------|--------------------------|-----------------|-----------------------------|
| Dixon | 47+ | Keokuk | 44- |
| Elgin | 83 | Knoxville | 33- |
| Freeport | 23 | Marshalltown | 49 |
| Galesburg | 77 | Mason City | 3+, 35- |
| Harrisburg | 3, 22 | Muscatine | 58 |
| Jacksonville | 49- | Newton | 65+ |
| Joliet | 48+ | Oelwein | 28 |
| Kankakee | 14 | Oskaloosa | 52+ |
| Kewanee | 60- | Ottumwa | 15+, 63 |
| La Salle | 35 | Red Oak | 32+ |
| Lincoln | 53+ | Shenandoah | 20+ |
| Macomb | 61+ | Sloux City | 4-, 9, *30, 36- |
| Marion | 40 | Spencer | 42+ |
| Mattoon | 46- | Storm Lake | 34+ |
| Moline. (See Davenport, Iowa.) | | Waterloo | 7+, 16-, *22-, 46+ |
| Mt. Vernon | 38- | Webster City | 27 |
| Olney | 16- | | |
| Pekin | 69+ | KANSAS | |
| Peoria | 19, 25+, 31+, *37-, 43+ | Abilene | 31+ |
| Quincy | 10-, 21+ | Arkansas City | 49 |
| Rockford | 13+, 39+, *45+ | Atchison | 60+ |
| Rock Island. (See Davenport, Iowa.) | | Chanute | 50- |
| Springfield | 20+, 26-, 36-, *66+ | Coffeyville | 33- |
| Streator | 65- | Colby | 22- |
| Urbana. (See Champaign.) | | Concordia | 47- |
| Vandalia | 28- | Dodge City | 23 |
| Waukegan | 79+ | El Dorado | 55+ |
| | | Emporia | 39- |
| INDIANA | | Ensign | 6+ |
| Anderson | 26+, 61 | Fort Scott | 27 |
| Angola | 77 | Garden City | 9, 11+ |
| Bedford | 68 | Goodland | 10, 31 |
| Bloomington | 4, *30-, 36 | Great Bend | 2, 28 |
| Columbus | 42- | Hays | 7-, 20- |
| Connersville | 38+ | Hutchinson | 12, 18 |
| Elkhart (see South Bend) | | Independence | 20 |
| Evansville | 7, *9+, 14-, 50- | Iola | 44+ |
| Fort Wayne | 15+, 21+, *27+, 33-, 69 | Junction City | 29+ |
| Gary | 50, *66 | Larned | 15- |
| Hammond | 56- | Lawrence | *11, 17- |
| Indianapolis | 6, 8-, 13-, *20-, 39, 67 | Leavenworth | 54 |
| Jasper | 19+ | Liberal | 14 |
| Kokomo | 29+ | McPherson | 26- |
| Lafayette | 18, *47, 59 | Manhattan | *8, 23+ |
| Lebanon | 79+ | Newton | 14+ |
| Logansport | 51 | Olathe | 52- |
| Madison | 25- | Ottawa | 21- |
| Marion | 31 | Parsons | 46- |
| Michigan City | 62+ | Pittsburg | 7+, 38- |
| Muncie | 49, 55+, *71 | Pratt | 36+ |
| Plymouth | 34 | Salina | 34 |
| Princeton | 52+ | Topeka | 13+, 42, *48+ |
| Richmond | 32- | Wellington | 24- |
| Shelbyville | 58+ | Wichita | 3-, 10-, 16-, *22+ |
| South Bend-Elkhart | 16, 22, 28+, *52 | Winfield | 43+ |
| Tell City | 78 | | |
| Terre Haute | 2+, 10, *57+, 63-, 73+ | KENTUCKY | |
| Vincennes | 44+ | Ashland | 59- |
| Washington | 60+ | 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+ |
| | | Middlesboro | 57, 63+ |
| | | Murray | 33- |
| | | Owensboro | 56-, 62 |
| | | Paducah | 6+, 43, 72 |
| | | Pikeville | 14- |
| | | Princeton | 45- |
| | | Richmond | 60 |
| | | Somerset | 29- |
| | | Winchester | 37+ |
| | | | (Continued on Next Page) |

FCC TV CHANNEL ALLOCATIONS

| | Channel No. | | Channel No. |
|-----------------------------|----------------------------------|------------------------------|------------------------------|
| LOUISIANA | | | |
| Abbeville | 27+ | Ann Arbor | 20+, *26- |
| Alexandria | 5, 62+, 74 | Bad Axe | 46- |
| Bastrop | 53+ | Battle Creek | 58-, 64 |
| Baton Rouge | 2, 9, 18-, 28, 34, 40- | Bay City | 5-, €3-, *73+ |
| Bogalusa | 69, 78 | Benton Harbor | 40+ |
| Crowley | 76 | Big Rapids | 39 |
| De Ridder | 70 | Cadillac | 13-, 45 |
| Eunice | 64- | Calumet | 5 |
| Franklin | 46+ | Cheboygan | 4+, 36+ |
| Hammond | 57 | Coldwater | 24- |
| Houma | 11, 30+ | Detroit | 2+, 4, 7-, 50-, *56, 62 |
| Jackson | 59 | East Lansing | 60+ |
| Jennings | 48 | East Tawas | 25- |
| Lafayette | 10, 36-, 67- | Escanaba | 3+, *49 |
| Lafayette-Lake Charles | 3 | Flint | 12-, 16-, *22-, 28 |
| Lake Charles | 7-, *14, 25, 60+ | Gladstone | 40- |
| Minden | 30 | Grand Rapids | 8+, *17+, 23- |
| Monroe | 3+, *13, 43+ | Houghton | 19-, 25 |
| Monroe-El Dorado | 10 | Iron Mountain | 8-, 27 |
| Morgan City | 33+ | Iron River | 33- |
| Natchitoches | 17+ | Ironwood | 12+, 51- |
| New Iberia | 15+ | Jackson | 48 |
| New Orleans | 4+, 6+, *8, 12, 20-, 26, 32+, 61 | Kalamazoo | 3-, *74, 46 |
| Oakdale | 54+ | Lansing | 6-, 54 |
| Opelousas | 58 | Ludington | 33 |
| Ruston | 20 | Manistee | 15- |
| Shreveport | 3-, 12 | Manistique | 14+ |
| Thibodaux | 24 | Marquette | 6-, 13+, 17, *35 |
| Winnfield | 22- | Midland | 19+ |
| MAINE | | | |
| Auburn | 23+ | Mount Pleasant | 47- |
| Augusta | 10-, 29+ | Muskegon | 29-, 35+ |
| Bangor | 2-, 5+, *16- | Parma-Onondago | 10- |
| Bar Harbor | 22- | Petoskey | 31 |
| Bath | 65 | Pontiac | 44+ |
| Belfast | 41- | Port Huron | 34+ |
| Biddeford | 59 | Rogers City | 24 |
| Calais | 7-, 20- | Saginaw | 51-, 57- |
| Dover-Foxcroft | 18+ | Sault Ste. Marie | 8, 10+, 28-, *34 |
| Fort Kent | 17+ | Traverse City | 7+, 20-, *25+ |
| Foxcroft (See Dover) | | West Branch | 21 |
| Houlton | 24 | MINNESOTA | |
| Lewiston | 8-, 17 | Albert Lea | 57- |
| Millinocket | 14+ | Alexandria | 7, 36 |
| Orono | *12- | Austin | 6-, 51+ |
| Portland | 6-, 13+, *47-, 53+ | Bemidji | 9, 24 |
| Presque Isle | 8, 10+, 19 | Brainerd | 12- |
| Rockland | 25- | Cloquet | 44 |
| Rumford | 55- | Crookston | 21- |
| Van Buren | 15- | Detroit Lakes | 18+ |
| Waterville | 35+ | Duluth-Superior, Wis. | 3, 6+, *8, 10+, 32, 38 |
| MARYLAND | | | |
| Annapolis | 53- | Ely | 16 |
| Baltimore | 2+, 11-, 13+, 18, *24+, 72- | Fairmont | 40+ |
| Cambridge | 22+ | Faribault | 20 |
| Cumberland | 17+, 30- | Fergus Falls | 16- |
| Frederick | 62 | Grand Rapids | 20- |
| Hagerstown | 52, 68+ | Hastings | 29+ |
| Salisbury | 16+ | Hibbing | 13- |
| MASSACHUSETTS | | | |
| Amherst | *82 | International Falls | 11 |
| Barnstable | 25+ | Little Falls | 14+ |
| Boston | *2+, 4-, 5-, 7+, 38, 44+, 56 | Mankato | 12, 15- |
| Brockton | 62 | Marshall | 22+ |
| Easthampton | 61 | Minneapolis-St. Paul | *2-, 4, 5-, 9+, 11-, 17, 23+ |
| Fall River | 46-, 68 | Montevideo | 19 |
| Greenfield | 32+, 68 | New Ulm | 43- |
| Holyoke. (See Springfield.) | | Northfield | 26 |
| Lawrence | 72 | Owatonna | 45 |
| Lowell | 78 | Red Wing | 63- |
| New Bedford | 6+, 28-, 34+ | Rochester | 10, 55- |
| North Adams | 19, *80+ | St. Cloud | 33 |
| Pittsfield | 64+ | St. Paul. (See Minneapolis.) | |
| Springfield-Holyoke | 22, 40 | Stillwater | 39- |
| Worcester | 14, 20 | Thief River Falls | 15 |
| MICHIGAN | | | |
| Alma | 41+ | Virginia | 26+ |
| Alpena | 9+, *11, 30- | Wadena | 27+ |
| MISSISSIPPI | | | |
| | | Willmar | 31+ |
| | | Winona | 61 |
| | | Worthington | 32 |
| | | Biloxi | 13+, *44+, 50- |
| | | Brookhaven | 37+ |
| | | Canton | 16 |

FCC TV CHANNEL ALLOCATIONS

| | Channel No. |
|----------------------|--------------------|
| Clarksdale | 32 |
| Columbia | 35+ |
| Columbus | 4-, 28- |
| Corinth | 41 |
| Greenville | 21-, 27 |
| Greenwood | 6-, 24+ |
| Grenada | 44 |
| Gulfport | 56- |
| Hattiesburg | 17- |
| Jackson | 3+, 12+, *19+, 25- |
| Kosciusko | 52- |
| Laurel | 33- |
| Laurel-Pachuta | 7 |
| Louisville | 46- |
| McComb | 31- |
| Meridian | 11-, 20-, *33- |
| Natchez | 29+ |
| Pachuta (see Laurel) | |
| Pascagoula | 22 |
| Picayune | 14 |
| Starkville | 34- |
| State College | *2+ |
| Tupelo | 9-, 38 |
| University | *20+ |
| Vicksburg | 41+ |
| West Point | 56+ |
| Yazoo City | 49 |

MISSOURI

| | |
|----------------|-----------------------------|
| Cape Girardeau | 12, 18+, 69 |
| Carthage | 56- |
| Caruthersville | 27- |
| Chillicothe | 14- |
| Clinton | 49- |
| Columbia | 8+, 16+, 22- |
| Farmington | 52 |
| Festus | 25- |
| Fulton | 24+ |
| Hannibal | 7-, 27+ |
| Jefferson City | 13, 33+ |
| Joplin | 12+, 30+ |
| Kansas City | 4, 5+, 9+, *19+, 25+, 65 |
| Kennett | 21 |
| Kirksville | 3-, 18 |
| Lebanon | 23 |
| Marshall | 40+ |
| Maryville | 26+ |
| Mexico | 45 |
| Moberly | 35+ |
| Monett | 14 |
| Nevada | 18- |
| Poplar Bluff | 15+ |
| Rolla | 46 |
| St. Joseph | 2-, 30-, *36 |
| St. Louis | 2, 4-, 5-, *9, 11-, 30, 42+ |
| Sedalia | 6-, 28+ |
| Sikeston | 37 |
| Springfield | 3+, 10, *26+, 32 |
| West Plains | 20- |

MONTANA

| | |
|-------------|--------------------|
| Anaconda | 2+ |
| Billings | 2, 8, *11 |
| Bozeman | *9, 22- |
| Butte | 4, 6+, *7-, 15+ |
| Cut Bank | 20+ |
| Deer Lodge | 25+ |
| Dillon | 20 |
| Glasgow | 16 |
| Glendive | 5+, 18- |
| Great Falls | 3+, 5+, *23- |
| Hamilton | 17+ |
| Hardin | 4+ |
| Havre | 9+, 11+ |
| Helena | 10+, 12 |
| Kalispell | 9- |
| Laurel | 14+ |
| Lewiston | 13 |
| Livingston | 16- |
| Miles City | 3-, *6, 10 |
| Missoula | 8-, *11-, 13-, 21+ |
| Polson | 18 |
| Red Lodge | 18+ |
| Shelby | 14- |
| Sidney | 14 |

| | Channel No. |
|------------|----------------|
| Whitefish | 16+ |
| Wolf Point | 20- |

NEBRASKA

| | |
|---------------|-----------------------|
| Alliance | 13-, 21 |
| Beatrice | 40 |
| Broken Bow | 14- |
| Columbus | 49+ |
| Fairbury | 35 |
| Falls City | 38 |
| Fremont | 52 |
| Grand Island | 11-, 21+ |
| Hastings | 5-, 27- |
| Hay Springs | *4+ |
| Hayes Center | 6 |
| Kearney | 13, 19 |
| Lexington | 23- |
| Lincoln | 10+, *12-, 18+, 24 |
| McCook | 8-, 17 |
| Nebraska City | 50 |
| Norfolk | 33+ |
| North Platte | 2-, 9+ |
| Omaha | 3, 6+, 7-, 16, 22, 28 |
| Scottsbluff | 10-, 16+ |
| York | 15 |

NEVADA

| | |
|--------------|-----------------|
| Boulder City | 4+ |
| Carlin | 14 |
| Carson City | 37 |
| Eiko | 10- |
| Ely | 3-, 6+ |
| Fallon | 29- |
| Goldfield | 5- |
| Hawthorne | 31 |
| Henderson | 2- |
| Las Vegas | 8-, *10+, 13- |
| Lovelock | 18+ |
| McGill | 8+ |
| Reno | 4, 8, *21+, 27- |
| Tonopah | 9- |
| Winnemucca | 7+ |
| Yerington | 33 |

NEW HAMPSHIRE

| | |
|------------|---------|
| Berlin | 26 |
| Claremont | 37 |
| Concord | 76 |
| Durham | *11 |
| Hanover | *27+ |
| Keene | 45- |
| Laconia | 43 |
| Littleton | 24- |
| Manchester | 9-, 48+ |
| Nashua | 54 |
| Portsmouth | 15 |
| Rochester | 51 |

NEW JERSEY

| | |
|---------------|-----------|
| Andover | *69 |
| Asbury Park | 58 |
| Atlantic City | 46, 52+ |
| Bridgeton | 64- |
| Camden | *80 |
| Freehold | *74 |
| Hammonton | *70 |
| Montclair | *77 |
| Newark | 13- |
| New Brunswick | *19-, 47+ |
| Paterson | 37+ |
| Trenton | 41+ |
| Wildwood | 48- |

NEW MEXICO

| | |
|---------------------|------------------|
| Alamogordo | 17 |
| Albuquerque | 4+, *5+, 7+, 13+ |
| Artesia | 21+ |
| Atrisco-Five Points | 13+ |
| Belen | 24+ |
| Carlsbad | 6-, 23 |

(Continued on Next Page)

FCC TV CHANNEL ALLOCATIONS

| | Channel No. |
|---------------------------|----------------|
| Clayton | 27— |
| Clovis | 12+, 35 |
| Columbus | 16— |
| Deming | 14+ |
| Farmington | 12+, 17— |
| Five Points (see Atrisco) | |
| Gallup | 3, *8—, 10 |
| Hobbs | 46 |
| Hot Springs | 19 |
| Las Cruces | 22— |
| Las Vegas | 14— |
| Lordsburg | 23+ |
| Los Alamos | 20— |
| Lovington | 27 |
| Portales | 22+ |
| Raton | 46—, *52 |
| Roswell | *3+, 8, 10 |
| Santa Fe | 2+, *9+, 11— |
| Silver City | *10+, 12 |
| Socorro | 15+ |
| Truth or Consequences | 19 |
| Tucumcari | 25+ |

NEW YORK

| | |
|---|--------------------------------|
| Albany-Schenectady-Troy | 6, 13, *17+, 23—, 35, 41 |
| Amsterdam | 52— |
| Batavia | 33— |
| Binghamton | 12—, 40—, *46+, 56+ |
| Buffalo | 17, *23 |
| Buffalo-Niagara Falls | 2, 4—, 7+, 29+ |
| Carthage | 7— |
| Clymer | 37 |
| Cortland | 72 |
| Dunkirk | 46 |
| Elmira | 18+, 24—, 30 |
| Glens Falls | 39+ |
| Gloversville | 29— |
| Hagaman | 29 |
| Hornell | 50 |
| Ithaca | *14+, 20— |
| Jamestown | 58+ |
| Kingston | 66— |
| Lake Placid | 5 |
| Malone | 20+, *66 |
| Massena | 14— |
| Middletown | 60 |
| New York | 2, 4, 5+, 7, 9+, 11+, *25, 31— |
| Niagara Falls. (See Buffalo-Niagara Falls.) | |
| Ogdensburg | 24+ |
| Olean | 54+ |
| Oneonta | 62— |
| Oswego | 31 |
| Patchogue | 75 |
| Plattsburgh | 28+ |
| Poughkeepsie | 21—, *83 |
| Rochester | 5—, 10+, 15—, *21, 27+ |
| Rome. (See Utica.) | |
| Saranac Lake | 18 |
| Schenectady. (See Albany.) | |
| Syracuse | 3—, 8, *43+ |
| Troy. (See Albany.) | |
| Utica-Rome | 2—, *25+, 54— |
| Vail Mills | 10— |
| Watertown | 48 |

NORTH CAROLINA

| | |
|-------------------------------------|---------------------|
| Ahoskie | 53 |
| Albemarle | 53 |
| Asheville | 13—, *56—, 62+, 78 |
| Burlington | 63 |
| Burnsville | 18 |
| Chapel Hill | *4+ |
| Charlotte | 3, 9+, 36+, *42+ |
| Durham | 11+, *40—, 46+, 73— |
| Elizabeth City | 31+ |
| Fayetteville | 18—, 54— |
| Gastonia | 48 |
| Goldsmoro | 34, 72 |
| Greensboro-High Point-Winston Salem | 8— |
| Greensboro | 2—, *51—, 57— |
| Greenville | 9— |
| Henderson | 52— |
| Hendersonville | 27 |

| | Channel No. |
|----------------|------------------|
| Hickory | 30— |
| High Point | 15+ |
| Jacksonville | 16 |
| Kannapolis | 59+ |
| Kinston | 45 |
| Laurinburg | 41— |
| Lumberton | 21+ |
| Mount Airy | 55 |
| New Bern | 12+ |
| Raleigh | 5, *22—, 28— |
| Roanoke Rapids | 30+ |
| Rocky Mount | 50+ |
| Salisbury | 80 |
| Sanford | 38 |
| Shelby | 39 |
| Southern Pines | 49 |
| Statesville | 64— |
| Washington | 7 |
| Wilmington | 3—, 6, 29—, *35+ |
| Wilson | 56 |
| Winston-Salem | 12, 26+, *32— |

NORTH DAKOTA

| | |
|--------------|------------------|
| Bismarck | 5, 12—, 18, *24 |
| Bottineau | 16+ |
| Carrington | 26— |
| Devils Lake | 8+, 14— |
| Dickinson | 2+, 4, *17 |
| Fargo | 6, 11+, *34—, 40 |
| Grafton | 17 |
| Grand Forks | *2, 10 |
| Harvey | 22+ |
| Jamestown | 7—, 42 |
| Lisbon | 23 |
| Minot | *6+, 10—, 13+ |
| New Rockford | 20+ |
| Pembina | 12 |
| Rugby | 38— |
| Valley City | 4—, 32— |
| Wahpeton | 45+ |
| Williston | 8—, 11—, *34+ |

OHIO

| | |
|--------------------------------------|---------------------------|
| Akron | 49+, *55—, 61+ |
| Ashtabula | 15 |
| Athens | 62— |
| Bellefontaine | 63 |
| Bowling Green | *70 |
| Cambridge | 26 |
| Canton | 29 |
| Chillicothe | 56+ |
| Cincinnati | 5—, 9, 12, *48—, 54—, 74— |
| Cleveland | 3, 5+, 8, 19, *25+, 65+ |
| Columbus | 4—, 6+, 10+, *34, 40— |
| Coshocton | 20 |
| Dayton | 2, 7+, *16+, 22+ |
| Defiance | 43 |
| Fremont | 53 |
| Findlay | 59+ |
| Gallipolis | 72 |
| Hamilton-Middletown | 65 |
| Lancaster | 28— |
| Lima | 35—, 73 |
| Lorain | 31— |
| Mansfield | 36+ |
| Marion | 17— |
| Massillon | 23+ |
| Middletown. (See Hamilton.) | |
| Mount Vernon | 58 |
| Newark | 60— |
| Oxford | *14+ |
| Piqua | 44— |
| Portsmouth | 30 |
| Sandusky | 42+ |
| Springfield | 52—, 76 |
| Steubenville. (See Wheeling, W. Va.) | |
| Tiffin | 47+ |
| Toledo | 11—, 13, *30+, 79 |
| Warren | 67+ |
| Youngstown | 21—, 27, 33, 73— |
| Youngstown, Ohio-New Castle, Pa. | 45— |
| Zanesville | 18—, 50+ |

FCC TV CHANNEL ALLOCATIONS

| | Channel No. |
|-----------------|--------------------------|
| OKLAHOMA | |
| Ada | 10+, 50+ |
| Altus | 36 |
| Alva | 30 |
| Anadarko | 58- |
| Ardmore | 12-, 55- |
| Bartlesville | 62 |
| Blackwell | 51- |
| Chickasha | 64 |
| Claremore | 15 |
| Clinton | 32- |
| Duncan | 39- |
| Durant | 27- |
| Elk City | 8+, 15+, 26+ |
| El Reno | 56+ |
| Enid | 5, 21, *27+ |
| Frederick | 44 |
| Guthrie | 48 |
| Guymon | 20+ |
| Hobart | 23+ |
| Holdenville | 14- |
| Hugo | 21+ |
| Lawton | 7+, *28+, 34- |
| McAlester | 47 |
| Miami | 58+ |
| Muskogee | *45+, 68+ |
| Norman | 31-, 37- |
| Oklahoma City | 4-, 9-, *13, 19+, 25- |
| Oklmulgee | 26 |
| Pauls Valley | 61 |
| Ponca City | 40- |
| Pryor Creek | 54 |
| Sapulpa | 42- |
| Seminole | 59 |
| Shawnee | 53 |
| Stillwater | 29-, *69 |
| Tulsa | 2+, 6, *11-, 17+, 23, 8- |
| Vinita | 28- |
| Woodward | 35+ |

| | Channel No. |
|---------------|------------------------------|
| OREGON | |
| Albany | 55+ |
| Ashland | 14- |
| Astoria | 30- |
| Baker | 37+ |
| Bend | 15- |
| Brookings | 8+ |
| Burns | 16 |
| Coos Bay | 11 |
| Corvallis | *7-, 49- |
| Eugene | 9+, 13, 20+, 26 |
| Grants Pass | 30 |
| Klamath Falls | 2-, 17 |
| La Grande | 13+ |
| Lebanon | 43+ |
| McMinnville | 46- |
| Medford | 5, 10+ |
| North Bend | 16+ |
| Pendleton | 28 |
| Portland | 2, 6+, 8-, *10, 12, 21-, 27+ |
| Roseburg | 4+, 28+ |
| Salem | 3+, *18-, 24+, 66 |
| Springfield | 37- |
| The Dalles | 32 |

| | Channel No. |
|---------------------|--------------------|
| PENNSYLVANIA | |
| Allentown | 39, 67 |
| Altoona | 10-, 25- |
| Bethlehem | 51- |
| Bradford | 80- |
| Butler | 43- |
| Chambersburg | 46- |
| Du Bois | 31+ |
| Easton | 57- |
| Emporium | 42- |
| Erie | 12, 35+, *41-, 66+ |
| Harrisburg | 27-, 55+, 71+ |
| Hazleton | 63 |
| Johnstown | 6, 19+, 56- |
| Lancaster | 8-, 21+ |
| Lebanon | 15+ |
| Lewistown | 75- |
| Lock Haven | 32- |

| | Channel No. |
|-----------------------------------|--------------------------------|
| Meadville | 62+ |
| New Castle (see Youngstown, Ohio) | |
| Oil City | 64 |
| Philadelphia | 3, 6-, 10, 17-, 23+, 29, *35- |
| Pittsburgh | 2-, 4+, 11, *13-, *16, 22, 53+ |
| Reading | 33+, 61- |
| Scranton | 16-, 22-, 44 |
| Shamokin | 65 |
| Sharon | 39+ |
| Shinglehouse | 26+ |
| State College | *48+ |
| Sunbury | 38 |
| Wilkes-Barre | 28, 34 |
| Williamsport | 36- |
| York | 43, 49 |

| | Channel No. |
|---------------------|--------------------|
| RHODE ISLAND | |
| Providence | 10+, 12+, 16, *36+ |

| | Channel No. |
|-----------------------|---------------------|
| SOUTH CAROLINA | |
| Aiken | 54 |
| Anderson | 40, 58- |
| Camden | 14 |
| Charleston | 2+, 4, 5+, *7-, 17+ |
| Clemson | *68 |
| Columbia | 10-, *19+, 25-, 67+ |
| Conway | 23- |
| Florence | 13+, 60 |
| Georgetown | 27- |
| Greenville | 4-, 23+, *29 |
| Greenwood | 21- |
| Lake City | 55+ |
| Lancaster | 31- |
| Laurens | 45- |
| Marion | 43- |
| Newberry | 70 |
| Orangeburg | 44- |
| Rock Hill | 61- |
| Spartanburg | 7+, 17-, 74- |
| Sumter | 47 |
| Union | 65- |

| | Channel No. |
|---------------------|-------------------|
| SOUTH DAKOTA | |
| Aberdeen | 9-, 17+ |
| Belle Fourche | 23+ |
| Brookings | *8, 25 |
| Hot Springs | 17+ |
| Huron | 12+, 15+ |
| Lead | 5-, 26 |
| Madison | 46 |
| Mitchell | 5+, 20- |
| Mobridge | 27- |
| Pierre | 10+, *22+ |
| Rapid City | 3+, 7+, 15- |
| Reliance | 6- |
| Sioux Falls | 11, 13+, 38+, *44 |
| Sturgis | 20 |
| Vermillion | *2+, 41 |
| Watertown | 3-, 35+ |
| Winner | 18- |
| Yankton | 17- |

| | Channel No. |
|-----------------------------|---------------------------|
| TENNESSEE | |
| Athens | 14+ |
| Bristol, Tenn.-Bristol, Va. | 5+, 46- |
| Chattanooga | 3+, 9, 12-, 43+, 49+, *55 |
| Clarksville | 53 |
| Cleveland | 38+ |
| Columbia | 39- |
| Cookeville | 24, *69 |
| Crossville | *77 |
| Covington | 19- |
| Dyersburg | 46+ |
| Elizabethton | 22+ |
| Fayetteville | 48+ |
| Gallatin | 48+ |
| Harriman | 67 |
| Humboldt | 25+ |
| Jackson | 7+, 16+ |

(Continued on Next Page)

FCC TV CHANNEL ALLOCATIONS

| | Channel No. | | Channel No. |
|--|----------------------------------|---|--------------------------|
| Johnson City | 11—, 34+ | Huntsville | 15 |
| Kingsport | 28 | Jacksonville | 36— |
| Knoxville | 6, 10+, *20+ | Jasper | 49+ |
| Lawrenceburg | 50+ | Keokuk | 14 |
| Lebanon | 58 | Kilgore | 59— |
| Lexington | *11 | Kingsville | 40 |
| McMinnville | 46 | Lamesa | 28 |
| Maryville | 51 | Lampasas | 40— |
| Memphis | 3—, 5+, *10+, 13+, 42—, 48— | Laredo | 8, 13, *15+, 27—, 39 |
| Merriestown | 54+ | Levelland | 38— |
| Murfreesboro | 18— | Littlefield | 32 |
| Nashville | *2—, 4+, 5, 8+, 30+, 36+ | Longview | 32, 38+ |
| Oak Ridge | 32+ | Lubbock | 5—, 11, 13—, *20, 26 |
| Paris | 51+ | Lufkin | 9, 46— |
| Pulaski | 44— | McAllen | 20— |
| Shelbyville | 56 | McKinney | 65— |
| Sneedville | *2+ | Marfa | 19+ |
| Springfield | 42 | Marshall | 16— |
| Tulahoma | 68— | Mercedes | 66 |
| Union City | 55 | Mexia | 50— |
| TEXAS | | | |
| Abilene | 9+, 33— | Midland | 2+, 18 |
| Alice | 34+ | Mineral Wells | 38 |
| Alpine | 12 | Mission | 70+ |
| Amarillo | *2—, 4, 7, 10 | Monahans | 9— |
| Athens | 25+ | Mount Pleasant | 35 |
| Austin | 7+, 18—, 24, *70— | Nacogdoches | 19—, 40+ |
| Ballinger | 25 | New Braunfels | 62— |
| Bay City | 33 | Odessa | 7—, 24 |
| Beaumont-Port Arthur | 4—, 6—, 12—, 31+, *37 | Orange | 43— |
| Eeeville | 38— | Pampa | 17— |
| Big Spring | 4—, 34+ | Paris | 33+ |
| Bonham | 43 | Pearsall | 31 |
| Borger | 33 | Pecos | 16+ |
| Brady | 15— | Perryton | 22 |
| Breckenridge | 14+ | Plainview | 29+ |
| Brenham | 52— | Port Arthur. (See Beaumont.) | |
| Brownfield | 15 | Presidio | 21 |
| Brownsville | 26, 44 | Quanah | 42 |
| Brownsville-Harlingen-Weslaco ¹ | 4+, 5 | Raymondville | 64— |
| Brownwood | 19 | Rosenberg | 17— |
| Bryan | 54— | San Angelo | 3—, 8+, 17+, *23— |
| Bryan-College Station (also see College Station) | 3+ | San Antonio | 4, 5, *9—, 12+, 35+, 41+ |
| Childress | 40 | San Benito | 48 |
| Cleburne | 57 | San Marcos | 53+ |
| Coleman | 21— | Seguin | 14— |
| College Station (also see Bryan-College Station) | *48— | Seymour | 24+ |
| Conroe | 20+ | Sherman | 46+ |
| Corpus Christi | 6+, 10—, *16+, 22, 43 | Snyder | 30+ |
| Corsicana | 47+ | Stephenville | 32+ |
| Crockett | 56 | Sulphur Springs | 41 |
| Crystal City | 44+ | Sweetwater | 12 |
| Cuero | 25— | Taylor | 58+ |
| Dalhart | 16 | Temple | 6, 16, 22+ |
| Dallas | 4+, 8, *13+, 23, 29, 73 | Texarkana | 6+, *18, 24— |
| Del Rio | 16, 52+ | Tyler | 7, 61+, 72 |
| Denison | 52 | Uvalde | 20 |
| Denton | *2, 17 | Vernon | 18+ |
| Eagle Pass | 22—, 64 | Victoria | 19+ |
| Edinburg | 60 | Waco | 10+, *28—, 34 |
| El Campo | 27 | Waxahachie | 45— |
| El Paso | 4, *7, 9, 13, 26+, 38, 50, 62 | Weatherford | 51 |
| Falfurrias | 52 | Weslaco. (See Brownsville-Harlingen-Weslaco.) | |
| Floydada | 45 | Wichita Falls | 3, 6—, *16+, 22— |
| Fort Stockton | 22 | Zapata | 49 |
| Fort Worth | 5+, 11—, 20—, *26— | UTAH | |
| Gainesville | 49— | Erigham | 36— |
| Galveston | 35—, 41—, *47— | Cedar City | 5 |
| Gonzales | 64+ | Logan | 12—, 30, *46 |
| Greenville | 69— | Ogden | 9+, *18—, 24 |
| Harlingen (also see Brownsville-Harlingen-Weslaco) | 23 | Price | 6 |
| Hebbronville | 58 | Provo | 11+, 22, *28 |
| Henderson | 42+ | Richfield | 13+ |
| Hereford | 19— | St. George | 18+ |
| Hillsboro | 63 | Salt Lake City | 2—, 4—, 5+, *7—, 20+, 26 |
| Houston | 2—, *8—, 11+, 13—, 23+, 29—, 39— | Tooele | 44 |
| | | Vernal | 3+ |

¹ These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

VERMONT

| | |
|-------------|--------------|
| Bennington | 69— |
| Brattleboro | 77+ |
| Burlington | 3, *16+, 22+ |

FCC TV CHANNEL ALLOCATIONS

| | Channel No. |
|---------------------|----------------|
| Montpelier | 57 |
| Newport | 46 |
| Rutland | 49+ |
| St. Albans | 34- |
| St. Johnsbury | 30 |

VIRGINIA

| | |
|---|-------------------|
| Blacksburg | *60+ |
| Bristol. (See Bristol, Tenn.) | |
| Charlottesville | *45+, 64+ |
| Covington | 44+ |
| Danville | 24- |
| Emporia | 25+ |
| Farmville | 19 |
| Fredericksburg | 47 |
| Front Royal | 39- |
| Harrisonburg | 3-, 34 |
| Lexington | 54 |
| Lynchburg | 13, 16- |
| Marion | 50 |
| Martinsville | 35- |
| Newport News. (See Norfolk-Portsmouth- Newport News.) | |
| Norfolk-Portsmouth | 27 |
| Norfolk-Portsmouth-Newport News | |
| 3+, 10+, 13-, 15, *21-, 33 | |
| Norton | 52 |
| Petersburg | 8, 41 |
| Portsmouth. (See Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News.) | |
| Pulaski | 37- |
| Richmond | 6+, 12-, *23, 29+ |
| Roanoke | 7-, 10, 27+, *33 |
| South Boston | 14+ |
| Staunton | 36 |
| Waynesboro | 42 |
| Williamsburg | 17 |
| Winchester | 28+ |

WASHINGTON

| | |
|--|-----------------------|
| Aberdeen | 58 |
| Anacortes | 34 |
| Bellingham | 12+, 18+, 24- |
| Bremerton | 44, 50 |
| Centralia | 17 |
| Clarkston | 34+, 40+ |
| Ellensburg | 49, *65 |
| Ephrata | 16-, 43 |
| Everett | 22-, 28- |
| Grand Coulee | 37 |
| Hoquiam | 52 |
| Kelso | 39 |
| Kennewick | 31 |
| Kennewick-Richland-Pasco | *41 |
| Longview | 33 |
| Moses Lake | 61 |
| Okanogan. (See Omak.) | |
| Olympia | 60 |
| Omak-Okanogan | *35- |
| Pasco (also see Kennewick-Richland- Pasco) | 19- |
| Port Angeles | 16+ |
| Pullman | *10-, 24 |
| Richland (also see Kennewick-Richland- Pasco) | 25 |
| Seattle | 4, 5+, 7, *9, 20, 26+ |
| Spokane | 2-, 4-, 6-, *7+ |
| Tacoma | 11+, 13-, *56, 62 |
| Walla Walla | 22, 44-, *50 |
| Wenatchee | *45, 55, 67 |
| Yakima | 23+, 29+, *47 |

WEST VIRGINIA

| | |
|------------------|---------------|
| Beckley | 4, 21, 66 |
| Bluefield | 6-, 41+ |
| Charleston | 8+, *43+, 49 |
| Clarksburg | 12+, 69- |
| Elkins | 40+ |
| Fairmont | 35 |
| Hinton | 31 |
| Huntington | 3+, 13+, *53- |
| Logan | 23- |

| | Channel No. |
|-----------------------------------|----------------|
| Martinsburg | 58- |
| Morgantown | *24 |
| Parkersburg | 15- |
| Welch | 25 |
| Weston | 5, 32 |
| Wheeling | *57+ |
| Wheeling-Steubenville, Ohio | 7, 9+, 51+ |
| Williamson | 17 |

WISCONSIN

| | |
|-------------------------------------|----------------------------|
| Adams | *58+ |
| Appleton | 42+ |
| Asnland | 15+ |
| Beaver Dam | 51- |
| Beloit | 57 |
| Chilton | *31+ |
| Eau Claire | 13, *19+, 25+ |
| Fond du Lac | 54+ |
| Green Bay | 2+, 5+, 70+ |
| Janesville | 63+ |
| Kenosha | 61- |
| La Crosse | 8+, *32+, 58-, 72 |
| Madison | 3, *21-, 27-, 33+ |
| Manitowoc | 65 |
| Marinette | 11+, 32-, *38+ |
| Milwaukee | 4-, *10+, 12, 18+, 24+, 30 |
| Oshkosh | 48- |
| Park Falls | *18 |
| Portage | 17- |
| Prairie du Chien | 34 |
| Racine | 49-, 55 |
| Rhineland | 22 |
| Rice Lake | 21+ |
| Richland Center | 15, *66 |
| Sheboygan | 59 |
| Shell Lake | *30 |
| Sparta | 50 |
| Stevens Point | 20+, 26- |
| Sturgeon Bay | 44- |
| Superior. (See Duluth, Minn.) | |
| Wausau | 9, 7-, 16+, *46- |
| Whitefish Bay | 6 |
| Wisconsin Rapids | 14- |

WYOMING

| | |
|--------------------|----------|
| Buffalo | 29 |
| Casper | 2+, 6+ |
| Cheyenne | 5+ |
| Cody | 24- |
| Douglas | 14 |
| Evanston | 14- |
| Gillette | 40 |
| Green River | 16 |
| Greybull | 40 |
| Lander | 17- |
| Laramie | *8+, 18+ |
| Lovell | 36+ |
| Lusk | 19- |
| Newcastle | 28+ |
| Powell | 30+ |
| Rawlins | 11- |
| Riverton | 10+ |
| Rock Springs | 13 |
| Sheridan | 9-, 12+ |
| Thermopolis | 15 |
| Torrington | 27 |
| Wheatland | 24+ |
| Worland | 34 |

U. S. TERRITORIES AND POSSESSIONS

GUAM

| | |
|-------------|-------|
| Agana | 8, 10 |
|-------------|-------|

PUERTO RICO

| | |
|-------------------------|-------------|
| Arecibo-Aguadilla | 12+ |
| Caguas | 11- |
| Fajardo | 13+ |
| Mayaguez | 3+, 5- |
| Ponce | 7, 9- |
| San Juan | 2+, 4-, *6+ |

VIRGIN ISLANDS

| | |
|------------------------|-----|
| Charlotte Amalie | 10- |
| Christiansted | 8+ |

ATTORNEYS SPECIALIZING IN RADIO-TELEVISION

NEW YORK

| | | |
|---|--|---|
| ☆ | Becker, George 43 E. 43rd St. OX 7-4118 | ☆ |
| | Becker, Mortimer 4 E. 43rd St. OX 7-9525 | |
| | Bergreen, Morris H. 1501 Broadway OX 5-0820 | |
| | Boros, Jerome S. 30 Rockefeller Plaza CI 7-3040 | |
| | Brauner, Julius F. 485 Madison Ave. PL 1-2345 | |
| | Bueher, Hyman I. 10 Columbus Circle JU 2-7300 | |
| | Chopnick, Max 9 E. 46th St. OX 7-8130 | |
| | Colin, Ralph F. 575 Madison Ave. MU 8-7800 | |
| | Cuddihy, Arthur B., Jr. 70 Pinewood Gardens, Hartsdale | |
| | Durka, William J. 30 Rockefeller Plaza CI 7-3040 | |
| | Elber, George A. 1 E. 44th St. MU 2-6252 | |
| | Ernst, Morris 285 Madison Ave. MU 5-1582 | |
| | Ervin, Thomas E. 30 Rockefeller Plaza CI 7-8300 | |
| | Falk, Edwiu A. 40 Wall St. WH 4-1771 | |
| | Finkelstein, Herman 575 Madison Ave. MU 8-8800 | |
| | Fletcher, Stephen H. 195 Broadway EX 3-3721 | |
| | Fly, James Lawrence 30 Rockefeller Plaza CI 7-3043 | |
| | Gerber, Gustave A. 55 Broadway BO 9-8233 | |
| | Gibbons, John F. 67 Broad St. BO 9-3800 | |
| | Golub, William W. 3 E. 54th St. MU 8-7440 | |
| | Keesing, John M. 250 W. 57th St. PL 7-7860 | |
| | Landon, S. Whitney 195 Broadway EX 3-1000 | |
| | Lerner, Max K. 485 Lexington Ave. OX 7-4343 | |
| | Lynch, Paul B. 30 Rockefeller Plaza CI 7-8300 | |
| | McCauley, Raymond F. 959 Eighth Ave. JU 6-1300 | |
| | McDaniel, Glen 63 Wall St. WH 3-7380 | |
| | Nicholas, Minoa J. 70 E. 45th St. MU 3-9553 | |
| | Nields, John W. 63 Wall St. WH 4-7400 | |
| | North, Ernest D. 32 Ave. of Americas EX 3-6245 | |
| | Quisenberry, John T. 195 Broadway EX 3-3556 | |
| | Rosen, Leo 285 Madison Ave. MU 5-1582 | |
| | Rosenman, Samuel I. 575 Madison Ave. MU 8-7800 | |
| | Schoemer, John E., Jr. 220 E. 42nd St. MU 2-4567 | |
| | Shuebruk, Peter 30 Rockefeller Plaza CI 7-3040 | |
| | Shte, John V. 30 Rockefeller Plaza CI 7-8300 | |
| | Smith, Bernard B. 460 Park Ave. PL 1-2680 | |
| | Socelow, A. Walter 580 Fifth Ave. PL 7-2112 | |
| | Solinger, David M. 250 Park Ave. MU 7-1140 | |
| | Sprague, E. Stuart 36 W. 44th St. MU 2-5521 | |

| |
|--|
| Turner, George B. 15 Broad St. HA 2-3000 |
| Waters, John H. 60 Hudson St. WO 2-7300 |
| Webster, Bethuel M. 40 Wall St. DI 4-3350 |
| Wendt, William 60 Hudson St. WO 2-7300 |
| Werner, Robert L. 30 Rockefeller Plaza CO 5-5900 |
| Zeller, Robert G. 63 Wall St. WH 4-7400 |

WASHINGTON

| | | |
|---|--|---|
| ☆ | Adams, Eva B. Senate Office Bldg. NA 8-3120 | ☆ |
| | Albertson, Fred W. Munsey Bldg. ST 3-1000 | |
| | Altman, Norman S. 1001 15th N.W. EX 3-0900 | |
| | Anderson, Howard C. 725 13th St. ME 7-9900 | |
| | Anello, Douglas A. 1771 N St., N.W. DE 2-9300 | |
| | Arnold, Thurman 1229 19th St., N.W. EX 3-7300 | |
| | Bader, Michael H. 1735 De Sales, N.W. DI 7-2724 | |
| | Balley, Clyde S. Penn Bldg. NA 8-6512 | |
| | Baker, Philip M. Penn Bldg. DI 7-8881 | |
| | Baker, Warren E. Shoreham Bldg. RE 7-8050 | |
| | Ball, Frederic Ring Bldg. RE 7-2566 | |
| | Bankson, John P., Jr. Munsey Bldg. ME 8-2193 | |
| | Barker, Robert W. 744 Jackson, N.W. NA 8-1114 | |
| | Barlow, Joel Union Trust Bldg. RE 7-5900 | |
| | Barnes, Maurice R. Munsey Bldg. ST 3-7670 | |
| | Baron, Max G. Investment Bldg. ST 3-7122 | |
| | Baron, Theodore National Press Bldg. ST 3-4115 | |
| | Baskette, Jesse E. 1625 K St., N.W. ST 3-0600 | |
| | Bauer, William H. Washington Bldg. ST 3-3480 | |
| | Bealy, Richard N. 1000 Vt. Ave., N.W. DI 7-7480 | |
| | Bechhoefer, Bernard G. National Press Bldg. ST 3-4115 | |
| | Becker, Harry A. Penn Bldg. EX 3-3003 | |
| | Becker, Ralph E. 1700 K St., N.W. ST 3-1865 | |
| | Beebe, Raymond N. 1025 Conn. Ave., N.W. ST 3-2252 | |
| | Beelar, Donald C. World Center Bldg. ST 3-3200 | |
| | Bergson, Philip Wyatt Bldg. ME 8-6900 | |
| | Bilger, Donald E. 710 14th St., N.W. EX 3-4600 | |
| | Bingham, Herbert M. Tower Bldg. DI 7-2141 | |
| | Blair, Forbes W. 710 14th St., N.W. EX 3-4600 | |
| | Blooston, Arthur 908 20th St., N.W. ST 3-5551 | |
| | Blum, William, Jr. 1741 K St., N.W. RE 7-6333 | |
| | Blume, Jack P. 1612 K St., N.W. ME 8-6190 | |
| | Booth, Robert M., Jr. 815 15th St., N.W. RE 7-8159 | |

RADIO-TV ATTORNEYS

| | | | |
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| Brady, John B. McLachlin Bldg. | NA 8-4806 | Delaney, Frank J. 1317 F St., N.W. | ST 3-1234 |
| Brooks, Leon 1735 De Sales. | EM 2-9300 | Delaney, Paul L. Union Trust Bldg. | DI 7-2282 |
| Brown, Darwin Charles 1632 K St., | ST 3-5650 | Dempsey, William J. Bowen Bldg. | RE 7-6363 |
| Brown, Russell M. 1425 H St., N.W. | ST 3-7300 | Denslow, L. Alton Washington Bldg. | RE 7-0727 |
| Brown, Thad H., Jr. 1771 N St., N.W. | DE 2-9300 | Dobin, Paul Cafritz Bldg. | ST 3-3580 |
| Rugay, Paul E. Colorado Bldg. | ME 8-2027 | Donaldson, Ray S. 1223 19th St., N.W. | EX 3-8476 |
| Bunn, George 1229 19th St., N.W. | EX 3-7300 | Doty, Dwight David 1735 De Sales. | DI 7-2724 |
| Burke, Eugene L. Bowen Bldg. | ST 3-3717 | Dow, Fayette B. Munsey Bldg. | ST 3-1000 |
| Burroughs, J. Edward 1625 K St., N.W. | DI 7-0777 | Dowd, Thomas N. Ring Bldg. | RE 7-2566 |
| Burt, William C. Wyatt Bldg. | RE 7-5566 | DuCoer, Joseph World Center Bldg. | ST 3-3200 |
| Butman, Carl H. Natl Press Bldg. | NA 8-7846 | Duvall, Charles F. Perpetual Bldg. | RE 7-1450 |
| Cahill, Robert V. 1771 N St., N.W. | DE 2-9300 | Eagan, R. Russell World Center Bldg. | ST 3-3200 |
| Carr, John P. Munsey Bldg. | ST 3-1000 | Eden, Fred J., Jr. 710 14th St., N.W. | EX 3-4600 |
| Carson, Byron G. Tower Bldg. | NA 8-0080 | Emerson, Leonidas P. B. 1735 De Sales. | NA 8-2931 |
| Case, Norman S. Southern Bldg. | NA 8-1841 | Fanelli, Joseph A. 1701 K St., | ST 3-5921 |
| Chase, Seymour M. Wyatt Bldg. | EX 3-2299 | Fischer, Henry G. 1735 De Sales. | ST 3-3660 |
| Claggett, John F. 301 E. Capitol. | LI 4-8018 | Fisher, Ben C. Perpetual Bldg. | RE 7-1450 |
| Clark, Robert M. Shoreham Bldg. | DI 7-7987 | Fletcher, Frank U. Munsey Bldg. | ME 8-0023 |
| Cohen, Harold D. Ring Bldg. | RE 7-2566 | Forrest, Herbert E. 710 14th St., | EX 3-4600 |
| Cohen, Lester Colorado Bldg. | NA 8-2006 | Fortas, Abe 1229 19th St., | EX 3-7300 |
| Cohen, Marcus Cafritz Bldg. | ST 3-5880 | Foullis, Ronald J. 1001 Conn. Ave., | NA 4-9900 |
| Cohen, Stanley B. Cafritz Bldg. | ST 3-5880 | Freeman, Milton V. 1229 19th St., | EX 3-7300 |
| Cohen, Wallace M. 1832 Jefferson Pl., N.W. | ST 3-5905 | Freret, Julian B. Continental Bldg. | NA 8-0032 |
| Colby, Lauren A. 1612 K St., N.W. | ME 8-6190 | Fullerton, Hugh T. 1001 Conn. Ave., N.W. | ME 8-1448 |
| Cole, John P., Jr. 111 E St., N.W. | EX 3-8333 | Gaguine, Benito 1612 K St., N.W. | ME 8-6190 |
| Coll, Robert W. 1735 DeSales St., | NA 8-2931 | Granik, Theodore 1627 K St., | NA 8-4600 |
| Collier, Robert A. 1700 K St., N.W. | EX 3-7800 | Greeley, James E. 815 15th St., N.W. | ME 8-1100 |
| Collins, Clayton B. 433 N. J. Ave., | LI 4-4383 | Green, Robert N. 710 14th St., | EX 3-4600 |
| Collins, Linton M. Tower Bldg. | DI 7-2141 | Green, William S. Ring Bldg. | RE 7-2566 |
| Colton, Herbert S. 1625 K St., N.W. | RE 7-5062 | Griffith, Kelley E. World Center Bldg. | ST 3-3200 |
| Cordon, Alfred C., Jr. Munsey Bldg. | ST 3-1000 | Groner, Samuel B. Warner Bldg. | RE 7-3300 |
| Cottone, Benedict P. 1820 Jefferson Pl., | EX 3-4477 | Haley, Andrew G. 1735 De Sales. | DI 7-2724 |
| Courtney, Jeremiah 908 20th St., N.W. | ST 3-5551 | Hancock, Parker D. Colorado Bldg. | NA 8-2006 |
| Cragun, John W. 744 Jackson Pl., N.W. | NA 8-1114 | Hand, Frank B., Jr. Transportation Bldg. | NA 8-6587 |
| Craig, Peter S. Union Trust Bldg. | RE 7-5900 | Hardy, Russell, Sr. Beacon Bldg. | RE 7-0437 |
| Crook, Omar L. Shoreham Bldg. | RE 7-4123 | Harris, Abraham J. Woodward Bldg. | RE 7-3028 |
| Cutler, Charles R. World Center Bldg. | ST 3-3200 | Harris, Stanley S. Colorado Bldg. | NA 8-2006 |
| Cutter, Mitchell S. 710 14th St., N.W. | EX 3-4600 | Hawkins, Carl S. 744 Jackson Pl., | NA 8-1114 |
| Czarra, Edgar F., Jr. Union Trust Bldg. | RE 7-5900 | Hayes, John C. Munsey Bldg. | DI 7-5376 |
| Daly, Harry J. Penn Bldg. | DI 7-0700 | Heald, Robert L. Munsey Bldg. | ME 8-0023 |
| Daubin, Meredith M. Natl Press Bldg. | NA 8-7949 | Heckman, Jerome H. Munsey Bldg. | ST 3-1000 |
| David, Nathan H. 425 13th St., N.W. | NA 8-4736 | Hedrick, F. Cleveland, Jr. 1001 Conn. Ave., | NA 8-5923 |
| Davis, Clarence A. 1625 K St., N.W. | DI 7-1900 | Hennessey, Philip, Jr. 1240 19th St., N.W. | EX 3-7242 |
| De Grazia, Edward World Center Bldg. | ST 3-3200 | | |

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| Hennock, Frieda B. 1025 Conn. Ave., N.W. | ST | 3-1405 |
| Hersch, Harold H. Munsey Bldg. | ST | 3-1000 |
| Hildreth, Richard Munsey Bldg. | ME | 8-0023 |
| Hodson, Robert E. Ring Bldg. | RE | 7-2566 |
| Irwin, Robert L. Munsey Bldg. | ST | 3-1000 |
| Jacobs, John B. Munsey Bldg. | ST | 3-1000 |
| Jameson, Guilford 734 15th St. | NA | 8-6232 |
| Jansky, Maurice M. 1317 F St., N.W. | ST | 3-4004 |
| Jennes, Ernest W. Union Trust Bldg. | RE | 7-5900 |
| Johnston, Everett D. 1012 14th St., N.W. | NA | 8-0032 |
| Jones, Robert F. Perpetual Bldg. | ME | 8-6632 |
| Jorgensen, Norman E. Wyatt Bldg. | EX | 3-1635 |
| Juntilla, James O. 1229 19th St. | EX | 3-7300 |
| Kearney, William R. National Press Bldg. | ST | 3-2977 |
| Keller, Joseph E. Munsey Bldg. | ST | 3-1000 |
| Keenan, Edward F. 1735 DeSales St. | DI | 7-2724 |
| Kenkel, John B. Munsey Bldg. | ME | 8-2193 |
| Kertz, Harold 821 15th St., N.W. | DI | 7-0558 |
| Kessler, Sylvia D. Washington Bldg. | ST | 3-0116 |
| Kieffer, Charles C. 1346 Conn. Ave. | CO | 5-7641 |
| Kistler, H. Donald Tower Bldg. | DI | 7-2141 |
| Kittner, Joseph M. 1735 DeSales St. | NA | 8-2931 |
| Knowles, Miles H. Bowen Bldg. | NA | 8-0771 |
| Kohlhaas, Vernon C. Ring Bldg. | RE | 7-2566 |
| Koplovitz, William C. Bowen Bldg. | RE | 7-6363 |
| Koteen, Bernard Wyatt Bldg. | RE | 7-5566 |
| Kramer, Milton 1625 K St. | NA | 8-6926 |
| Krieger, Seymour Wyatt Bldg. | EX | 3-1635 |
| Krooth, David L. 1001 15th St., N.W. | EX | 3-0900 |
| Leahy, William E. Bowen Bldg. | DI | 7-0558 |
| Leasure, C. Edward 1701 K St., N.W. | NA | 8-7174 |
| L'Heureux, Robert D. Albee Bldg. | ME | 8-4575 |
| Litschgt, A. Byrne 1001 Conn. Ave. | NA | 8-5923 |
| Littlepage, James H. Investment Bldg. | DI | 7-3723 |
| Littlepage, John M. Investment Bldg. | DI | 7-3723 |
| Littlepage, Thomas P., Jr. Investment Bldg. | DI | 7-3723 |
| Lockwood, Corwin R., Jr. Colorado Bldg. | NA | 8-2006 |
| London, John M. Wyatt Bldg. | ME | 8-6900 |
| Loucks, Philip G. 1317 F St. | ST | 3-4004 |
| Lovett, Eliot C. 734 15th St., N.W. | ST | 3-5168 |
| Luxford, Ansel F. 1210 18th St. | RE | 7-7643 |
| Lyon, Richard K. Wyatt Bldg. | ME | 8-6900 |
| MacDonald, Donald P. 1111 E St., N.W. | EX | 3-8333 |
| Madlyek, E. Theodore Colorado Bldg. | ST | 3-7371 |
| Marks, Leonard Cafritz Bldg. | ST | 3-5880 |
| Marmet, Robert A. 816 Conn. Ave. | DI | 7-8797 |
| May, Robert E. 1700 K St. | RE | 7-4123 |
| Mayer, J. Gerald Wyatt Bldg. | ME | 8-3662 |
| McCabe, Aloysius B. World Center Bldg. | ST | 3-3200 |
| McDonnell, W. Barrett 1010 Vt. Ave., N.W. | EX | 3-3595 |
| McDonough, Francis X. Munsey Bldg. | ST | 3-1000 |
| McGovern, William L. 1229 19th St. | EX | 3-7300 |
| McGrath, J. Howard 1000 Conn. Ave., N.W. | ST | 3-4636 |
| McInnis, Charles B. 1012 14th St. | NA | 8-0032 |
| McKenna, Edward R. 1735 De Sales. | NA | 8-2931 |
| McKenna, James A., Jr. 1735 De Sales. | NA | 8-2931 |
| Midden, John Munsey Bldg. | ME | 8-6006 |
| Miller, Neville Munsey Bldg. | ME | 8-2193 |
| Miller, Reed 1229 19th St. | EX | 3-7300 |
| Miller, Samuel Washington Bldg. | ST | 3-6811 |
| Miller, William E. Shoreham Bldg. | NA | 8-8282 |
| Mode, Douglas G. Ring Bldg. | ST | 3-5646 |
| Morgan, Edward P. 710 14th St. | EX | 3-4600 |
| Mott, Harold E. 710 14th St. | EX | 3-4600 |
| Mullin, Eugene F., Jr. 839 17th St., N.W. | DI | 7-1380 |
| Murray, John M. 744 Jackson Pl. | NA | 8-1114 |
| Myse, Daryl A. 1411 Pa. Ave. | RE | 7-7040 |
| Naftalin, Alan Y. Wyatt Bldg. | RE | 7-5566 |
| Nail, Edwin S. 1240 19th St., N.W. | EX | 3-7242 |
| Neustadt, Stanley S. Cafritz Bldg. | ST | 3-5880 |
| Newton, Blake T., Jr. 1001 Conn. Ave. | NA | 4-9900 |
| Norvel, Robert J. Southern Bldg. | ST | 3-4636 |
| O'Bryan, Paul A. Munsey Bldg. | ST | 3-1000 |
| Oelkershausen, Harry J. Bowen Bldg. | RE | 7-6363 |
| O'Hare, Richard C. Cafritz Bldg. | NA | 8-6579 |
| O'Laughlin, James P. 1025 Conn. Ave. | RE | 7-1522 |
| Oliver, Robert W. Southern Bldg. | EX | 3-0440 |
| Oppenheimer, Monroe Woodward Bldg. | RE | 7-3028 |
| Panzer, Irving R. M. 1735 De Sales. | ST | 3-3660 |
| Parkinson, Kenneth Wells Tower Bldg. | DI | 7-2141 |
| Patrick, Duke M. Colorado Bldg. | NA | 8-2006 |
| Pendleton, George C. 1701 K St., N.W. | NA | 8-7174 |
| Pepper, Vincent A. 1111 E St., N.W. | EX | 3-8333 |
| Peterson, Nad A. Ring Bldg. | RE | 7-2566 |
| Phelps, Gerald L. Munsey Bldg. | ST | 3-1000 |
| Pierson, W. Theodore Ring Bldg. | RE | 7-2566 |
| Plotkin, Harry M. Ring Bldg. | EX | 3-7373 |
| Pogue, L. Welch Southern Bldg. | EX | 3-0440 |

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| | | | |
|--|-----------|--|-----------|
| Porter, Paul A. 1229 19th St. | EX 3-7300 | Seward, P. W. Warner Bldg. | RE 7-7944 |
| Porter, William Tower Bldg. | DI 7-2141 | Shannon, Charles V. 1700 K St. | RE 7-4123 |
| Powell, Walter R. 1771 N St. | DE 2-9300 | Sharkey, James T. Perpetual Bldg. | ME 8-6632 |
| Prather, Alfred V. J. Union Trust Bldg. | RE 7-5900 | Sheble, Walter F. 1025 Conn. Ave., N.W. | ST 3-6628 |
| Preece, Robert N. Ring Bldg. | RE 7-2556 | Sher, Robert E. Woodward Bldg. | RE 7-3028 |
| Prince, D. F. 815 15th St., N.W. | RE 7-8154 | Shipley, Carl L. Nat'l. Press Bldg. | ST 3-1647 |
| Quinstedt, Warren D. 1240 19th St., N.W. | EX 3-7242 | Shore, Chester L. Woodward Bldg. | RE 7-8040 |
| Rafter, John A. Munsey Bldg. | ST 3-1000 | Simmons, Roy Munsey Bldg. | ST 3-1000 |
| Randolph, John P. Cafritz Bldg. | NA 8-6244 | Sims, William P. Jr. Munsey Bldg. | ST 3-1000 |
| Rauh, Joseph L. Jr. 1631 K St. | RE 7-7795 | Sirica, John J. Colorado Bldg. | NA 8-2006 |
| Rea, Bryce Munsey Bldg. | DI 7-3551 | Slaughter, Harrison T. Ring Bldg. | RE 7-2566 |
| Reich, David Wyatt Bldg. | ME 8-6900 | Smith, Donald K. Munsey Bldg. | ME 8-6006 |
| Resnick, Leo 1420 Pa. Ave., N.W. | NA 8-9320 | Smith, E. Stratford 714 Perpetual Bldg. | EX 3-8333 |
| Reynolds, William L. 1721 DeSales St., N.W. | NA 8-3902 | Smith, George S. 1240 19th St., N.W. | EX 3-7242 |
| Rhync, Brice W. 839 17th St., N.W. | DI 7-1380 | Smith, Karl A. Colorado Bldg. | NA 8-2006 |
| Rhync, Charles S. 839 17th St., N.W. | DI 7-1380 | Smith, Quayle B. 1818 Q St., N.W. | DE 2-6040 |
| Richey, Charles R. 1001 15th St., N.W. | NA 8-3468 | Smith, Sidney Tower Bldg. | DI 7-0016 |
| Rigby, Scott G. Wyatt Bldg. | ME 8-3662 | Smith, William P. Walker Bldg. | DI 7-1192 |
| Robb, Roger Tower Bldg. | DI 7-2141 | Southmayd, John P. Perpetual Bldg. | RE 7-1450 |
| Roberson, Frank, Judge Munsey Bldg. | ME 8-0023 | Spearman, Paul D. Jr. Munsey Bldg. | ME 8-0023 |
| Roberts, William A. 1012 14th St., N.W. | NA 8-0032 | Stambler, Arthur Nat'l. Press Bldg. | ST 3-4115 |
| Rogers, Christian E. Jr. Tower Bldg. | RE 7-0797 | Stanley, Earl R. Munsey Bldg. | ST 3-1000 |
| Rogers, William 1229 19th St. | EX 3-7300 | Stein, Abe L. Warner Bldg. | RE 7-7944 |
| Rolto, Reed T. World Center Bldg. | ST 3-3200 | Stevens, David S. 1735 De Sales. | NA 8-2931 |
| Rorer, Dwight E. Washington Bldg. | RE 7-0727 | Stollenwerk, Frank Nat'l. Press Bldg. | NA 8-7846 |
| Ross, Bradford 725 15th St. | NA 8-2623 | Stout, Clair L. Munsey Bldg. | ST 3-1000 |
| Rowe, Frederick M. World Center Bldg. | ST 3-3200 | Stuart, Harold C. 1001 Conn. Ave. | ST 3-1767 |
| Rowell, Russell Munsey Bldg. | ME 8-0023 | Sullivan, John P. Munsey Bldg. | ST 3-1000 |
| Russell, Percy H. Jr. World Center Bldg. | ST 3-3200 | Sutton, George O. Nat'l. Press Bldg. | NA 8-7949 |
| Salisbury, Franklin C. 2922 45th St., N.W. | EM 2-1118 | Thomson, William Nat'l. Press Bldg. | NA 8-0055 |
| Samuelson, Cyrus D. Washington Bldg. | ST 3-0498 | Timberg, Sigmund 815 15th St., N.W. | EX 3-1074 |
| Schafer, Edwin J. National Press Bldg. | NA 8-7949 | Tower, Charles H. 1771 N St., N.W. | DE 2-9300 |
| Scharfeld, Arthur W. Nat'l. Press Bldg. | ST 3-4115 | Tumulty, Joseph P. Jr. 1317 F St. | NA 8-2121 |
| Scheiner, Arthur 1820 Jefferson Pl. | EX 3-4477 | Tyler, Lyon L. Jr. 1511 K St., N.W. | RE 7-3836 |
| Schellenberg, Howard J. Jr. 1025 Conn. Ave. | RE 7-1552 | Tyson, William S. Bowen Bldg. | RE 7-1717 |
| Schneider, Edwin R. Tower Bldg. | DI 7-2141 | Vance, Verne J. Union Trust Bldg. | RE 7-5900 |
| Schroeder, Arthur H. Munsey Bldg. | ME 8-2193 | Vieth, Duane 1229 19th St. | EX 3-7300 |
| Schulkind, Herbert M. 1612 K St., N.W. | ME 8-6190 | Walker, Ralph Ring Bldg. | RE 7-2566 |
| Slawys, Leon L. 910 17th St., N.W. | RE 7-1464 | Wall, Thomas H. Munsey Bldg. | ST 3-1000 |
| Seaks, Robert G. Southern Bldg. | DI 7-7117 | Walton, Frederick H. Jr. Bowen Bldg. | RE 7-6363 |
| Seay, Temple W. Munsey Bldg. | ST 3-1000 | Warner, Harry P. Evans Bldg. | NA 8-2150 |
| Seeley, F. Hamilton Wyatt Bldg. | ME 8-3662 | Wasilewski, Vincent T. 1771 N St., N.W. | DE 2-9300 |
| Segal, Paul M. 816 Conn. Ave. | DI 7-8797 | Wayland, Charles V. Perpetual Bldg. | RE 7-1450 |
| Sells, Harry G. Munsey Bldg. | ST 3-1000 | Weaver, Henry B. Jr. 1225 19th St. | EX 3-8476 |

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Welch, Francis X.
Munsey Bldg. NA 8-3080

Welch, Vincent B.
710 14th St. EX 3-4600

Wells, John A.
1000 Vermont RE 7-8191

Werner, Jack
Wyatt Bldg. RE 7-5102

Wheeler, Burton K.
Southern Bldg. DI 7-7117

Wheeler, Edward K.
Southern Bldg. DI 7-7117

Wilkinson, Ernest L.
744 Jackson Pl. NA 8-1114

Wilkinson, Glen A.
744 Jackson Pl. NA 8-1114

Wilkinson, Vernon L.
1735 De Sales. NA 8-2931

Willis, John W.
1735 De Sales. ST 3-3660

Wilner, Morton H.
Wyatt Bldg. ME 8-6900

Wilson, James E.
1111 E St., N.W. NA 8-2530

Wilson, Thomas
Munsey Bldg. ST 3-1000

Wollenberg, J. Roger
1735 De Sales. DI 7-2724

Woods, Warren
1111 E St., N.W. NA 8-2530

Wozencroft, Frank W.
Southern Bldg. EX 3-5363

Young, Verne R.
1317 F St. ST 3-4004

Zias, Joseph F.
1317 F St. ST 3-4004

Zwicky, Warren G.
1111 E St. ME 8-6632



CHICAGO



Bloch, Roger S.
77 W. Washington AN 3-6400

Bluestein, Arthur S.
33 N. La Salle. DE 2-4070

Burgess, Kenneth F.
11 S. La Salle. ST 2-5400

Compere, Thomas H.
360 N. Michigan. RA 6-8168

Davis, Phillip R.
1 N. LaSalle St.
Edes, Francis Davie
5921 W. Dickens Ave.
Gardner, Addison Jr.
231 S. La Salle. AN 3-3434

Hilton, Henry M.
134 N. La Salle
Lawton, Samuel T.
7 S. Dearborn St. CE 6-2355

Masters, Keith
130 E. Randolph. RA 6-2929

Moser, John B.
360 N. Michigan Ave. RA 6-8168

Smith, Samuel B.
30 W. Monroe St. FI 6-5750

Wolf, Sanford I.
1 N. La Salle. FI 6-6877

Wood, Joseph G.
100 W. Monroe St.
Wright, Joseph S.
6001 W. Dickens Ave.



LOS ANGELES



Brown, James Harvey
6223 Selma Ave. HO 5-5305

Callister, Reed E.
650 S. Spring St. MA 3-5288

Gingery, C. Arden
453 S. Spring St.
Hearne, John P.
12515 Sunset Blvd.
Jencks, Richard
CBS TV City. WE 8-3011

Miller, Justin
15320 Earllham St.
Petty, Don E.
523 W. 6th. MA 7-8104

Whitsett, William
1313 N. Vine St.



SAN FRANCISCO



Clinton, John Hart
Crocker Bldg. GA 1-5670

Gaylor, Robert B. Jr.
Russ Bldg. GA 1-7331

George, Arthur T.
140 New Montgomery St. GA 1-9000

Spillane, Lester W.
Central Tower YU 6-1365

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| Adair Agency, Rose 250 W. 57th St. (19).....JU 2-1958 | Cohan, Louis W. 1225 Broadway.....MU 6-4595 |
| Adams-Leigh Associates Agency 7 W. 46th St. (36).....JU 2-3223 | Cohn, Theatrical Agency, Dave 165 W. 46th St. (36).....PL 7-7536 |
| Adler, Harry 165 W. 46th St. (36).....PL 7-2535 | Coleman Agency, Deborah 200 W. 57th St. (19).....PL 7-6272 |
| Alexander Agency, Inc., Willard 425 Park Ave. (22).....PL 1-7070 | Coleman Agency, Raymond 30 W. 60th St. (23).....JU 2-7597 |
| Althoff, Hattie 30 Rockefeller Plaza (20).....CO 5-3583 | Collins Agency, Leroy 1697 Broadway..... |
| Amerling Agency, Joel 119 W. 57th St. (19).....PL 7-4595 | Collins Corp. Agency, Ted 500 Fifth Ave.....CH 4-5036 |
| Appell, James S. 400 Madison Ave.....PL 3-7840 | Columbia Artists Management, Inc. 113 W. 57th St.....CI 7-6900 |
| Arnold Agency, Laura 545 Fifth Ave.....MU 2-2795 | Conaway Agency, Charles 157 W. 57th St.....CI 7-4490 |
| Arnold Agency, Lilian 119 W. 57th St. (19).....PL 7-3400 | Concert Associates, Inc. Agency 36 W. 57th St. (19).....PL 7-2045 |
| Arthur Associates Agency, Irvin 853 Seventh Ave.....JU 6-2660 | Conran-Republic Agency 510 Madison Ave.....MU 8-0136 |
| Artist Management Associates 200 W. 57th St.....PL 7-2157 | Consolidated Concerts 30 Rockefeller Plaza (20).....CO 5-3580 |
| Ashley-Steiner Inc. Agency 579 Fifth Ave. (17).....MU 8-8330 | Conway Agency, Julie 160 W. 46th St.....CO 5-8717 |
| Associated Booking Corp. Agency 745 Fifth Ave. (22).....PL 9-4600 | Cooper Associates Agency, Frank 17 E. 54th St. (22).....PL 1-0725 |
| Barry Agency, The 40 W. 57th St. (19).....CI 6-5740 | Curtis, Mort 221 W. 57th St. (19).....CI 7-4915 |
| Basch, Buddy 17 E. 45th St.....MU 7-8351 | Davies Agency, Jack 48 W. 48th St. (36).....PL 7-1880 |
| Baum-Newborn Associates Corp. Agency 574 Fifth Ave. (36).....JU 2-7850 | Deacy Agency, Jane 231 E. 76th St. (21).....YU 8-0870 |
| Beaudet, Ray 15 E. 48th St. (17).....PL 5-1732 | Degroot Consultants, Inc., Roy 545 Fifth Ave.....MU 7-6865 |
| Becker Advertising Service, V. S. 551 Fifth Ave.....MU 2-0777 | Dell, William 1560 Broadway (36).....PL 7-2231 |
| Beers Agency, Nathan T., Jr. 55 W. 42nd St. (36).....LO 5-1383 | DeLorme, G. LeMay 5 W. 46th St. (36).....JU 2-0447 |
| Bel Canto Theatrical Agency 55 W. 42nd St. (36).....PE 6-9787 | Deutsch Agency, Inc., Milton 200 W. 57th St. (19).....CI 7-1627 |
| Brandt & Brandt Dramatic Dept. Inc. 101 Park Ave.....MU 3-5890 | Dobritsch Agency, Alexander 10 Rockefeller Plaza (20).....CO 5-4682 |
| Briscoe & Arthur, Inc. 234 W. 44th St.....PL 9-1344 | Doelling Agency, Mary G. 730 Fifth Ave. (19).....JU 6-6915 |
| Broder Agency, Jane 40 E. 49th St. (17).....MU 8-0960 | Eastman Agency, Carl 80 Park Ave.....MU 2-4986 |
| Brooks Inc. Model Agency, Emily 515 Madison Ave. (22).....PL 8-0842 | Entertainment Bureau of America 127 W. 43rd St. (36).....JU 2-3267 |
| Brooks, Ted 134 E. 57th St.....PL 9-1344 | Fadiman Associates, Ltd. 1501 Broadway (36).....LA 4-3544 |
| Brown Agency, Henry C. 75 E. 55th St. (22).....PL 9-7474 | Famous Artists Corp. 610 Fifth Ave.....CI 7-6200 |
| Burke, Bernard, & Roth, Max, Agency 48 W. 48th St. (36).....PL 7-4540 | Flaum, Joe 1697 Broadway (19).....CI 7-7276 |
| Burnay Agency, Inc., Eva 527 Madison Ave. (22).....PL 1-5750 | Ford Model Agency, Inc. 949 Second Ave. (22).....PL 6-1587 |
| Castle Artists Co. Agency 562 Fifth Ave.....JU 2-5729 | Foster-Ferguson Agency 141 E. 44th St. (17).....YU 6-4330 |
| Central Casting Corp. 200 W. 57th St.....CO 5-0756 | Foy Model Agency, Inc. 35 W. 53rd St. (19).....CI 7-0380 |
| Central Park South Associates 36 Central Pk. S. (19).....PL 1-2180 | Gabbe, Lutz, Heller & Loeb 119 W. 57th St.....CI 5-7998 |
| Circle Artists Corp. 48 W. 48th St. (36).....PL 7-7100 | Garber Agency, Maggie 400 E. 57th St.....PL 9-8672 |
| Claire, Billy 1504 Broadway (36).....CI 6-7048 | Garrick Associates Agency, Dale 117 W. 48th St. (36).....CI 6-8985 |
| | General Artists Corp. 640 Fifth Ave. (19).....CI 7-7543 |
| | Gewald Agency, Robert 1 W. 58th St. (19).....PL 3-0460 |

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SOURCE: American Federation of TV & Radio Artists; Screen Actors' Guild; Artists' Representative Association, Inc.

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| Gibbs Agency, Inc. 12 W. 55th St. (19) | PL 7-5959 |
| Gieson & Boomer, Inc. Agency 113 W. 57th St. (19) | CO 5-0862 |
| Gill Agency, Inc., Frances 1 E. 53rd St. (22) | EL 5-7227 |
| Gilly Agency, Georgia 1697 Broadway (19) | SP 7-6514 |
| Glaser, Joe, Inc. 110 W. 55 St. | CI 5-9071 |
| Glazer Agency, Inc., Rita 47 W. 44th St. (36) | YC 6-6575 |
| Goldsmith Agency, George 400 E. 49th St. (17) | PL 1-5564 |
| Goodman, Martin 36 Central Pk. S. | PL 1-3555 |
| Grady Enterprises, James L. 250 W. 57th St. (19) | CI 6-9790 |
| Grayson, Ken 1560 Broadway (36) | CI 6-1974 |
| Greshler, Abner J. 1270 Ave. of Amer's. | CI 7-3025 |
| Grossman, Mim 1564 Broadway (36) | PL 7-3985 |
| Grund Enterprises, Leo 15 E. 48th St. (17) | PL 5-8620 |
| Hahlo Theatrical Agency, Sylvia 745 Fifth Ave. (22) | CI 6-2165 |
| Harkrider Agency, John 341 E. 43rd St. | LE 2-6640 |
| Harris, Fred 1270 Ave. of Amer's. | CI 7-3025 |
| Hartford Agency, The 18 E. 48th St. (17) | PL 3-6500 |
| Henry, Inc., Dick 1733 Broadway (19) | JU 2-0016 |
| Herrman Agency, Henry W. 1250 Ave. of Amer's. | CI 6-6992 |
| Hofmann Agency, Hans J. 516 Fifth Ave. (36) | CI 6-1557 |
| Howell Agency, Miriam 17 E. 49th St. (17) | PL 3-4327 |
| Hunt Agency, Diana 246 W. 44th St. | BR 9-0009 |
| Hunter Agency, Jeff 420 Madison Ave. (17) | PL 5-9611 |
| Hurok Attractions, Inc. 730 Fifth Ave. (19) | CI 5-0500 |
| Ingalls & Hoyt Theatrical Agency, Inc. 160 W. 46th St. (36) | CI 6-6425 |
| Irwin, Inc., Agency, Lou 48 W. 48th St. (19) | PL 7-1880 |
| Jacobson Enterprises, Inc., Leonard 853 Seventh Ave. (19) | PL 7-0037 |
| Jonas, David 200 W. 57th St. (19) | CO 5-5889 |
| Joyce, Jolly, Agency 234 W. 48th St. | PL 7-1787 |
| Kaplan Agency, Inc., Eddie 1564 Broadway (36) | PL 7-7247 |
| Kaplan-Veidt, Inc. 527 Madison Ave. (22) | PL 5-2214 |
| Kid Agency, Bonnie 1674 Broadway (19) | CI 6-0223 |
| Killeen Agency, Madelyn 200 W. 54th St. | CI 7-3648 |
| King Agency, Archer 119 E. 57th St. (22) | EL 5-6313 |
| Kohler Agency, Bob 119 W. 57th St. (19) | JU 6-2888 |
| Kroll Agency, Luey 119 W. 57th St. (19) | PL 7-4250 |
| Kuehuk Agency, Ben 160 W. 46th St. (36) | JU 2-1783 |
| Lang, Lou 507 Fifth Ave. (17) | MU 2-7147 |
| Lator Agency, Kenneth 144 W. 54th St. (19) | PL 7-4940 |
| Leddy Agency, Mark J. 48 W. 48th St. (36) | JU 6-2760 |
| Lee-Draper Agency 113 W. 57th St. (19) | JU 6-4180 |
| Lenny-Debin Agency 140 W. 58th St. (19) | JU 2-0270 |
| Leonard Agency, Julie 11 W. 42nd St. (17) | UN 5-1821 |
| Lewis Associates Agency, Lester 11 E. 48th St. (17) | PL 3-5082 |
| Lloyd's Theatrical Enterprises 1564 Broadway (36) | PL 7-0625 |
| Lohman Agency, Dorothy 250 W. 57th St. (19) | PL 7-1900 |
| Lucille's Theatrical Agency 160 W. 46th St. (36) | CI 5-5721 |
| Lyons Agency, Grace 15 E. 48th St. (17) | PL 8-1960 |
| Management Corp. of America 598 Madison Ave. | PL 9-7500 |
| Mauder Agency, Jack 1697 Broadway (19) | JU 6-0690 |
| Mark, James 200 W. 57th St. (19) | PL 7-4865 |
| Marks Talent Agency Inc., Herbert 113 W. 57th St. (19) | JU 6-0334 |
| Martinelli Attractions, Johnnie 1674 Broadway (19) | JU 6-0963 |
| McCaffrey Agency, William 501 Madison Ave. (22) | EL 5-1076 |
| McClelland-Libby Agency, Inc. 8 W. 56th St. (19) | CI 5-3555 |
| McDermott Enterprises Agency, Marge 60 E. 42nd St. (17) | MU 7-4363 |
| Mercury Artists Corp. 730 Fifth Ave. (19) | JU 6-6500 |
| Meyer Agency, Ted 250 W. 57th St. (19) | JU 6-7255 |
| Montgomery Agency, Jack 247 W. 46th St. (36) | CI 5-4648 |
| Morris Agency, Inc., William 1740 Broadway (19) | JU 6-5100 |
| Morrow Agency, Marjorie 1501 Broadway (36) | CH 4-0644 |
| Moss, John H. 730 Fifth Ave. (19) | CI 6-2677 |
| Music Corp. of America (MCA) Artists 598 Madison Ave. (22) | PL 9-7500 |
| National Artists Corp. 711 Fifth Ave. (19) | PL 9-6000 |
| National Casting Agency 220 W. 42nd St. (36) | LO 3-4260 |
| National Television & Radio Artists 1650 Broadway (19) | CI 7-6646 |
| Newman Agency, Leon 48 W. 48th St. (36) | JU 6-2760 |
| Nielas Agency, Emmy Hotel Wellington (19) | CI 7-3900 |
| North, Meyer B. 1564 Broadway (36) | PL 7-3445 |
| Oakes, Percy 1564 Broadway (36) | JU 6-9152 |
| O'Connell 1564 Broadway (36) | JU 6-0917 |
| O'Connor Agency, John 200 W. 58th St. (19) | CI 7-4179 |
| O'Neill Theatrical Agency, The 1650 Broadway (19) | JU 6-2289 |
| Oflin, Phil 165 W. 46th St. (36) | PL 7-0242 |
| Oscar Agency, Fifi 1674 Broadway (19) | CI 7-3263 |
| Osterlag Agency, Barna 507 Fifth Ave. (17) | OX 7-6339 |
| People & Production, Inc. Agency 750 Third Ave. (17) | MU 7-0440 |
| Perle Agency, Sally 200 W. 57th St. (19) | CO 5-0756 |
| Peters Agency, Dell 521 Fifth Ave. (17) | MU 7-1750 |
| Piceliani Enterprises, James 1560 Broadway (36) | CI 6-5848 |
| Pinkard Enterprises, Maceo 226 W. 42nd St. (36) | WI 7-8783 |
| Plaza Five, Inc. Model Agency 65 E. 55th St. | PL 5-5893 |
| Powers Agency, John Robert 681 Fifth Ave. (22) | PL 5-1070 |
| Prenninger-Stuart Agency, Inc. 141 E. 55th St. (22) | PL 8-1888 |
| Professional Artists Agency 211 E. 62nd St. (21) | CI 6-5542 |
| Rice-McHugh Agency, Inc. 59 E. 54th St. (17) | OX 7-2760 |
| Richard, Inc. Agency, Max 1776 Broadway (19) | PL 7-6414 |
| Rivers Associates, Inc. Agency, Tom 826 Seventh Ave. (19) | CI 5-3790 |

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Robbins Bros. Agency
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Robbins, Fred
67 W. 44th St. (36).....MU 7-2033

Robinson, Frances
220 W. 42nd St. (36).....WI 7-2308

Rocco, Vic
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Rogers Theatrical Agency, Trixie
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Rosen Agency, Lewis Maxwell
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Ross, Kat
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Rudder, Harry
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Russell-Stewart, Inc. Agency
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Ryan Agency, Charles V.
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Saifer Agency, Gloria
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Sanford Agency, Robert
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Santley Agency, The
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Savan-Levinson, Inc.
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Schubert Agency, Inc., Bernard L.
505 Park Ave. (22).....MU 8-0940

Schuller Agency, William
200 W. 57th St. (19).....JU 2-3434

Schwartz-Luskin Agency
15 E. 48th St. (17).....PL 3-1529

Segal Agency, Jack
1650 Broadway (19).....CO 5-7489

Sharp, Ltd. Agency, Doris
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Shaw Artists Corp.
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Shaw, Ralph
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Shilling, Gladys
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Shurr Agency, Louis
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Smith, Edward E.
160 W. 46th St. (36).....JU 6-3345

Soglia Agency, Anthony
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Stark-Layton Agency, Inc.
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Six & Gule Agency
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Storer, Douglas F.
1270 Ave. of Amer's.....CI 7-6325

Stuart, Charles
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Sullivan Agency, Pat
248 E. 50th St. (22).....PL 5-6220

Taft Agency, Inc.
139 E. 52nd St. (22).....PL 3-0161

Tabak Corp.
730 Fifth Ave. (19).....CO 5-3530

Thomas Agency, Jean
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Tramm, Inc. Agency, Charles B.
60 E. 58th St. (22).....PL 1-3880

Troughton Agency, Olga
1270 Ave. of Amer's.....CI 6-3860

United Entertainment Producers, Inc.
1674 Broadway (19).....CI 5-4771

United Talent Agency
119 W. 57th St. (19).....CI 6-0464

Universal Attractions
200 W. 57th St. (19).....JU 2-7575

Ward-Kemp Agency Ltd.
1227 Ave. of Amer's.....PL 7-0280

Weissman Agency, Dora
1776 Broadway (19).....CI 6-1299

Werfel, George
1733 Broadway (19).....PL 7-6989

White Agency, Mary Ellen
40 E. 49th St. (17).....PL 3-3344

Wiese, Henry William
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Wiginton Agency, Marjorie
250 W. 57th St.....CI 7-5562

Williams, Joe
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Witt Associates, Inc. Agency, Peter
37 E. 57th St. (19).....PL 9-7966

Ziegler Agency, Juies
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Ziegler-Hellman & Ross, Inc.
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Adams Agency, Earle & Bernice
1212 N. La Brea, Hollywood (38)

Alexander Agency, Alec
208 S. Beverly Dr., B.H.....CR 1-6101

All-Star Theatrical Agency
6331 Hollywood Blvd.

Alvarado Agency, Carlos
8820 Sunset Blvd. (46).....OL 2-0272

Aragon & Associates
10722 W. Washington Blvd., Culver City VE 8-9967

Armstrong-Deuser Agency
425 S. Beverly Dr., B.H.....CR 4-8135

Artigue Agency, Louis B.
247 S. Beverly Dr., B.H.....CR 6-2488

Ashley-Steiner Corp. Agency
449 S. Beverly Dr., B.H.....CR 4-7068

Associated Booking Corp.
8619 Sunset Blvd. (46).....OL 2-9940

Auer Agency, Miles Bohm
5205 Hollywood Blvd. (27).....HO 9-1691

Barnes Agency, William
247 S. Beverly Dr., B.H.....CR 1-5256

Barr Agency, Riekey
1350 N. Highland Ave., Hlywd.....HO 3-1543

Barry Personnel Agency, Vy
1717 N. Vine St., Hlywd.

Barskin Agency
8743 Sunset Blvd. (46).....OL 2-5470

Bell Agency, Marcella
9172 Sunset Blvd. (46).....CR 6-0012

Bellis & Associates Agency, Dorothy
6987 Hollywood Blvd. (28)

Bender Agency, David
971 N. La Cienega Blvd. (46).....OL 2-1465

Bernie Agency, Herman
260 S. Beverly Dr., B.H.....CR 5-0117

Boulham Agency, Hershel C.
1570 N. Gower St.....HO 4-3060

Brandies Agency, Bob
11559 Ventura Blvd., Studio City....PO 2-4872

Cinema Artists Agency
8923 Sunset Blvd. (46).....OL 2-7074

Cloutman-Palmer-Stewart & Short
9046 Sunset Blvd. (46).....CR 4-6833

Cochran Agency, Eddie
1213 N. Highland Ave., Hlywd.....HO 4-0493

Cole Agency, J. S. Rex
519-525 Equitable Bldg., Hlwd. (28).....HO 9-2976

Comora-Iernbroek Agency
9100 Sunset Blvd. (46).....OR 6-6285

Connor Agency, Allen
820 N. La Brea (38).....HO 5-0834

Cooper Agency, Ray
139 S. Beverly Dr., B.H.....CR 6-9769

Cooper Associates, Frank
9145 Sunset Blvd. (46).....CR 4-5971

Cumber Agency, Lil
4183 S. Western Ave (62).....AX 3-6159

Darrin Agency, Bob
8506 Sunset Blvd. (46).....OL 2-0761

Darrow Agency
9884 Santa Monica Blvd., B.H.....CR 4-7253

Davis Agency, Charles
5653 1/2 Hollywood Blvd. (28)

Davis, Mary Webb
8532 Sunset Blvd. (46).....OL 2-6850

Dawn Agency, Wilma
6605 Hollywood Blvd. (28).....HO 5-7438

Deutsch Agency, Inc., Milton
9034 Sunset Blvd. (46).....CR 4-7321

Diamond Artists Agency
8400 Sunset Blvd. (46).....OL 4-5960

Donaldson Agency, Jack
951 N. La Cienega Blvd. (46).....OL 2-0355

Dracemer Agency, Isabelle
232 N. Canon Dr., B.H.....OL 1-3027

Faber Agency, The
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| Famous Artists Agency, Inc. 9441 Wilshire Blvd., B.H. | CR 4-7431 |
| Famous Artists Corp. 9441 Wilshire Blvd., B.H. | CR 1-5222 |
| Finger Agency, Jay 324 S. Beverly Dr., B.H. | CR 4-5559 |
| Flaire Agency, The 8165 Sunset Blvd. (46) | OL 6-3060 |
| French Agency, Hugh 9405 Brighton Way, B.H. | CR 4-8741 |
| Frings Agency, Inc., Kurt 242 N. Canon Dr., B.H. | CR 4-8881 |
| Garfield Agency, Milton 9000 Sunset Blvd. (46) | CR 1-7227 |
| Garrick International, Dale 8820 Sunset Blvd. (46) | OL 7-2661 |
| Gefsky Agency, Harold L. 9121 Sunset Blvd. (46) | CR 4-7801 |
| General Artists Corp. 9650 Santa Monica Blvd., B.H. | CR 1-8101 |
| Gertz Agency, Mitchell 338 N. Rodeo Dr., B.H. | CR 4-5491 |
| Gold Agency, Herman 9034 Sunset Blvd. (46) | CR 4-8171 |
| Gold Agency, Rebecca 8255 Sunset Blvd. (46) | OL 4-0565 |
| Gold Agency, Sid 8961 Sunset Blvd (46) | CR 4-7247 |
| Goldstone-Tobias Agency 404 N. Roxbury Dr., B.H. | CR 6-1071 |
| Gould Agency, Billy 8278 Sunset Blvd. (46) | OL 6-1122 |
| Grady-Towers Agency 8732 Sunset Blvd. (46) | OL 2-6810 |
| Green Agency, Ivan 292 S. La Cienega Blvd. (46) | OL 2-4010 |
| Greenevine Agency 943½ N. La Cienega Blvd. (46) | OL 7-2800 |
| Griffith Agency, Byron 7509½ Sunset Blvd. (46) | HO 7-2600 |
| Groleau Agency, Pierre 6087 Sunset Blvd. (28) | HO 3-2195 |
| Grossman Agency, Milton M. 9000 Sunset Blvd. (46) | CR 4-8631 |
| Halliburton Agency, Jeanne 12407 Ventura Blvd., Studio City | CR 5-5575 |
| Halsey Agency, Reece 8733 Sunset Blvd. (46) | OL 2-7595 |
| Hamilburg Agency, Mitchell 8776 Sunset Blvd. (46) | OL 2-5160 |
| Harris Agency, Mickey 5908 Sunset Blvd. (28) | HO 4-1317 |
| Heineman Agency, Marion Garner 8255 Sunset Blvd. | |
| Herdan-Sherrell Agency 8961 Sunset Blvd. (46) | CR 1-5236 |
| Hershon Agency, Red 9952 Santa Monica Blvd., B.H. | CR 4-1079 |
| Herzbrun Agency, Walter 8820 Sunset Blvd. (46) | OL 2-7210 |
| Horzon-Kendall 9121 Sunset Blvd. (46) | CR 4-8107 |
| Hinton Agency, Ray 6760 Franklin Pl., Hlywd. (28) | |
| Hite-Fain Agency 4477 W. Adams Blvd. (16) | RE 4-3569 |
| Hollywood Theatrical Agency 8746 Sunset Blvd. | OL 2-5989 |
| Horner Agency, Lottie 1049 S. La Cienega Blvd. | OL 2-7970 |
| Hunt & Associates, George B. 8350 Santa Monica Blvd. (46) | OL 4-6600 |
| Ingersoll Agency, George 7167½ Sunset Blvd. (46) | HO 7-0862 |
| Irvin Agency, Lou 9165 Sunset Blvd. (46) | CR 1-7131 |
| Jackson Agency, Inc., Edith 1717 N. Highland Ave., Hlywd. (28) | |
| Jaffe Agency, The 8555 Sunset Blvd. (46) | OL 7-2711 |
| Kingston Enterprises Agency, Inc., Al 9046 Sunset Blvd. (46) | CR 6-8538 |
| Kohner Agency, Paul 9169 Sunset Blvd. (46) | CR 1-5165 |
| Kumin-Oleniek Agency 400 S. Beverly Dr., B.H. | CR 4-7281 |
| Lance Agency, Leon B. 8820 Sunset Blvd. (46) | OL 2-0191 |
| La Roy Agency, Rita 281 S. Beverly Dr., B.H. | CR 4-6043 |
| Lauren Agency, J. W. 8272 Sunset Blvd. (46) | OL 6-4070 |
| Lazer Agency, Irving Paul 211 S. Beverly Dr., B.H. | CR 5-6153 |
| Leonard Agency, Fred J. 7441 Sunset Blvd. (46) | HO 4-7546 |
| Leonetti Ltd., Carloline 6607 Sunset Blvd. (28) | HO 2-2345 |
| Lesser Agency, Ted 900 Wilshire Blvd. (17) | MA 8-7356 |
| Levee Agency, M. C. & Sid 9000 Sunset Blvd. (46) | CR 4-8631 |
| Linsk Agency, Lester 195 S. Beverly Dr., B.H. | CR 5-4396 |
| Longenecker Agency, Robert 8428 Melrose Pl. (46) | OL 3-3770 |
| MacQuarrie Agency, Earl 9157 Sunset Blvd. (46) | CR 4-8919 |
| Marion Agency, Paul 8746 Sunset Blvd. (46) | OL 2-9540 |
| Marx Agency, Bert 915½ Westbourne Dr. (46) | CR 4-8555 |
| Medford Agency, Ben 300 S. Beverly Dr., B.H. | CR 1-7021 |
| Meyers Agency, Walter 9107 Sunset Blvd. (46) | CR 1-8161 |
| McConkey Artists Corp., Gail 1822 N. Wilcox, Hlywd. (28) | HO 3-7141 |
| McHugh Agency, James Jr. 121 S. Beverly Dr., B.H. | CR 4-5167 |
| McMillan Agency, Hazel 7471 Melrose Ave. (46) | WE 1-1171 |
| Middleton-Chiles Agency 8272 Sunset Blvd. (46) | OL 6-4460 |
| Miley-Ritchie Agency 9100 Sunset Blvd. (46) | CR 5-7883 |
| Mishkin Agency, The 292 S. La Cienega Blvd., B.H. | OL 2-0944 |
| Mitchell Corp., Dane 1155 Hacienda Pl. (46) | CR 8-0850 |
| Moore Agency, Lola D. 9172 Sunset Blvd. (46) | CR 6-5401 |
| Morris Agency, Inc., William 151 El Camino, B.H. | CR 4-7451 |
| Music Corp. of America (MCA) Artists 9370 Santa Monica Blvd., B.H. | CR 4-7711 |
| Nayar Agency, Joe 8820 Sunset Blvd. (46) | OL 2-7912 |
| (Nugent Agency, Lucille 8733 Sunset Blvd. (46) | |
| Ochs Agency, Al 1651 Cosmo St., Hlywd. (28) | HO 9-6470 |
| Oliver Agency, Maurine 8218 Sunset Blvd. (46) | OL 6-3651 |
| Omega Artists Agency 8721 Sunset Blvd. (46) | OL 5-7212 |
| Orsatti & Co., Inc. 300 S. Beverly Dr., B.H. | CR 6-6241 |
| Payton Agency, Bob 8272 Sunset Blvd. (46) | OL 6-1880 |
| Pearson Agency, Ben 1046 N. Carol Dr. (46) | CR 4-5488 |
| Performers Management Corp. Agency 9012 Sunset Blvd. (46) | CR 6-8552 |
| Pomeroy Agency, Jack 7616 Sunset Blvd. (46) | HO 9-6366 |
| Premiere Artists & Productions Agency 1046 N. Carol Dr. (46) | CR 4-5488 |
| Preminger-Stuart Agency, Inc. 8462 Sunset Blvd. (46) | OL 6-2360 |
| Raison Agency, The 8749 Sunset Blvd. (46) | OL 2-1122 |
| Rhodes Theatrical Agency, Margaret 1561 N. Western Ave., Hlywd. | |
| Richards Agency, Danny 1610 N. Wilcox Ave., Hlywd. (28) | CR 4-8551 |
| Rocamora Agency, Wynn 8584 Sunset Blvd. (46) | OL 2-9710 |
| Rose Agency, Arnold 9110 Sunset Blvd. (46) | CR 4-5459 |
| Rose Agency, Harold 9441 Wilshire Blvd., B.H. | CR 6-2445 |
| Rosen Agency, Jerry 468 N. Bedford Dr., B.H. | BR 2-2345 |

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404 N. Roxbury Dr., B.H.....CR 4-7381

Rosner Agency, Mill
9110 Sunset Blvd. (46).....CR 6-7023

Rush Agency, Art
357 N. Canon Dr., B.H.....CR 4-6841

Ryan Agency, Frank
8949 Sunset Blvd. (46).....CR 1-4627

Salkow Agency, Lester
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Saphier Agency, Inc., James L.
9538 Brighton Way, B.H.....CR 1-7231

Schuller Agency, William
9121 Sunset Blvd. (46).....CR 4-6949

Seaman Agency, George
8272 Sunset Blvd. (46).....OL 6-1161

Sebby Associates
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Sennes Theatrical Agency
6205 Sunset Blvd. (28).....HO 2-6581

Sharpe Agency, Don W.
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Shiffrin Agency, William
449 S. Beverly Dr., B.H.....CR 4-7643

Shipley Agency, Howard
9163 Sunset Blvd. (46).....CR 6-6251

Shurr Agency, Louis
327 N. Rodeo Dr., B.H.....CR 4-8111

Small-Josephy Agency, Inc.
190 N. Canon Dr., B.H.....CR 4-5877

Smyth, Philomena
8201 Santa Monica Blvd. (46).....HO 5-6796

Snitzer-Fritschl, Inc.
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Somlyo Agency, E. T.
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Stempel Agency, Frank
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Stewart Agency, Rosalie
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Swoverland Agency, Harold
1032 N. Fairfax Ave. (46).....OL 6-0900

Talent, Inc.
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Thompson Agency, Lionel
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Top Artists Agency, Inc.
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8979 Sunset Blvd. (46).....CR 4-5238

Universal Attractions
3849 S. Western Ave.....AX 2-0517

Vitt Agency, Angela
9172 Sunset Blvd. (46).....CR 6-4484

Von-Young Agency
1610 N. Argyle Ave., Hlywd. (28).....HO 5-2551

Wadsworth Agency, Jessie B.
9172 Sunset Blvd. (46).....CR 6-0698

Ward Agency, Harry
509 S. Beverly Dr., B.H.....CR 6-2327

Weil Agency, The
971 N. La Cienega Blvd. (46).....OL 2-2872

Weiner Agency, Jack
8721 Sunset Blvd. (46).....OL 2-1140

Weintraub Agency, Murray
724 N. La Cienega Blvd. (46).....OL 2-3971

White Agency, Thelma
9121 Sunset Blvd. (46).....HO 2-2567

Wilkins Agency, Paul
9006 Sunset Blvd. (46).....CR 1-6188

Willson Agency, Henry
8611 Sunset Blvd. (46).....OL 2-7452

Wooley Agency, Betty
8743 Sunset Blvd. (46).....OL 2-3911

Wormser Agency, Jack
7417 Sunset Blvd. (46).....HO 4-4200

Young Way Agency, The Loretta
609 S. Westmorland (5).....DU 7-2114

Ziegler Hellman & Ross Agency
321 S. Beverly Dr., B.H.....CR 4-5963

Zimmerman Agency, Herman
9172 Sunset Blvd. (46).....CR 6-0266

☆ **CHICAGO** ☆

Abbott, Merriel
Palmer House.....RA 6-2677

Ace Attractions
203 N. Wabash Ave. (1).....DE 2-4768

Alexander, Inc., Willard
333 N. Michigan Ave. (1).....CE 6-2395

Associated Booking Corp.
203 N. Wabash Ave. (1).....CE 6-9451

Associated Music & Entertainment Svc.
6960 N. Sheridan Rd. (26).....HO 5-1800

Barnes-Carruthers Theatrical Enterprises
159 N. Dearborn St. (1).....FR 2-1561

Benn Theatrical Enterprises
64 W. Randolph St.DE 2-6850

Breyer, Harry
203 N. Wabash Ave. (1).....DE 2-7016

Cohan & Associates, Goldie
203 N. Wabash Ave. (1).....CE 6-9094

Consolidated Radio Artists of Illinois
32 W. Randolph St. (1).....FR 2-8300

Elco Enterprises
109 N. Dearborn St. (1).....ST 2-5505

Ferguson Agency, George R.
1230 W. Washington Blvd. (7).....MO 6-9700

General Artists Corp.
8 S. Michigan Ave. (1).....ST 2-6288

Graham, Danny
203 N. Wabash Ave. (1).....CE 6-8453

Greben, Harry, Enterprises
203 N. Wabash Ave. (1).....DE 2-0996

Gumbiner Management Co.
500 S. Clinton.....HA 7-6363

Hogan, Frank J.
203 N. Wabash Ave. (1).....AN 3-6910

Hurtig & Associates, Doris
307 N. Michigan Blvd.....DE 2-2503

Jack & Jill Players
218 S. Wabash Ave.....WA 2-0317

King, John
203 N. Wabash Ave. (1).....ST 2-6682

Marr Theatrical Agency, Paul
162 N. State.....DE 2-7415

Morris Agency, Inc., William
435 N. Michigan Ave.....WH 3-1744

Music Corp of America (MCA) Artists
440 N. Michigan Ave. (1).....DE 7-1100

Mutual Entertainment Agency, Inc.
203 N. Wabash Ave. (1).....RA 6-6990

Nadel Orchestras & Amusements
203 N. Wabash Ave. (1).....CE 6-6622

O'Malley, Inc., David P.
203 N. Wabash Ave. (1).....FR 2-5070

Page, Sidney J.
203 N. Wabash Ave. (1).....ST 2-7344

Paramount Attractions
505 N. Michigan Ave. (1).....WH 4-2650

Prager Theatrical Agency, Estelle
616 Rush St.....DE 7-6700

Roberts Agency, James A.
307 N. Michigan Ave. (1).....FR 2-9454

Russell & Associates, Jack
203 N. Wabash Ave. (1).....ST 2-2818

Salkin Agency, Leo B.
203 N. Wabash Ave. (1).....FR 2-4246

Schultz Theatrical Agency, Howard W.
203 N. Wabash Ave. (1).....ST 2-7418

Schuster, Milton
127 N. Dearborn St.....DE 2-2708

Shapiro Agency, Seymour
32 W. Randolph St. (1).....DE 2-6022

Shaw Artists Corp.
203 N. Wabash Ave. (1).....RA 6-0130

Shaw, Floyd F.
203 N. Wabash Ave. (1).....ST 2-6249

Standard Entertainment Svc. Corp.
203 N. Wabash Ave. (1).....FI 6-0438

Stevens, Inc. Agency, Patricia
22 W. Madison St. (2).....ST 2-9100

Voorhees & Co., Inc., Reginald
32 W. Randolph St. (1).....RA 6-1172

Wee-Mac Productions
159 N. Dearborn St. (1).....AN 3-7140

Whyte Theatrical Agency, Marty
203 N. Wabash Ave. (1).....CE 6-1087

WIS Artists Bureau
1230 W. Washington Blvd.....MO 6-9700

NS/TV

COMPLETE PRODUCTION FACILITIES

NS/TV

NATIONAL SCREEN SERVICE CORPORATION
TELEVISION AND INDUSTRIAL FILMS DIVISION

NS/TV

NEW YORK
HOLLYWOOD
LONDON

1600 BROADWAY CIRCLE 6-5700
7026 SANTA MONICA BLVD. PHONE 5-3136
NASCRENO HOUSE, SOHO SQ., LONDON W1

SPONSOR IDENTIFICATION

...Importance Depends On Use

By **BOB FOREMAN**

Exec V.P. in Charge Creative Services, BBDO



S.I. is just as important today as it was yesterday—or a year ago. Also it is just as unimportant since the degree of vitality attached to it depends upon many different things. Things such as the particular product or products, service or services doing the sponsoring. Whether the particular corporation using the medium of TV is out to do a corporate job, and so on.

The degree of S.I. importance can be nil. For example—there's spot television which has often demonstrated itself to be a great salesman. Yet, of course, spots provide no Sponsor Identification.

So let's generalize with this: whenever exposure-to-viewers is all that is expected of a television commercial, Sponsor Identification is of little significance.

For this reason, many package-goods sponsors of television programs insert one-minute product commercials in their shows as if they were spot buyers instead of program sponsors. When three different products are included per half hour—perhaps six in two weeks' time—these advertisers usually decide to let sponsor identification be damned. Circulation is their sole criterion.

But there's another side to the coin.

Where a corporate image is to be fashioned and each product must be a reflection of that image, Sponsor Identification grows in status. Here

the main title of a program and perhaps a portion of every individual commercial can contribute to overall identification of the sponsor.

Where the entire commercial format is devoted, not to the selling of individual products, but to enhancing the viewing public's knowledge of the sponsor and his place in the American economy, Sponsor Identification, of course, is vital. One must be concerned about how many viewers know who is bringing them the show.

Today, there's a new facet to S.I. In the present climate I do think more advertisers than ever will be seeking television that will bring them things other than commercial exposure. They will try to create (or purchase) a new and more fitting climate with their programs. They will be more concerned with the public's opinion of the intent of their programming . . . with its qualities of good taste, artistic level, progressiveness. Therefore, they will also be concerned more than ever before with the S.I. they achieve.

Since television can build an emotional rapport with its audience it can also offer advertisers a big plus in high Sponsor Identification. More advertisers will realize the value of this in the months that lie ahead. And as they do they will be more concerned with the type of show they present to the public. To this, I say—Hallelujah!

In
TELEVISION

you know
where you're
going with

STORER

| | | |
|------------------|----------------|-----------------------|
| DETROIT | WJBK-TV | (CBS) |
| CLEVELAND | WJW-TV | (CBS) |
| MILWAUKEE | WITI-TV | (CBS) |
| ATLANTA | WAGA-TV | (CBS) |
| TOLEDO | WSPD-TV | (ABC- NBC) |

STORER BROADCASTING COMPANY

National Sales Offices:

625 Madison Ave., New York 22, N.Y. • 230 N. Michigan Ave., Chicago 1, Ill.

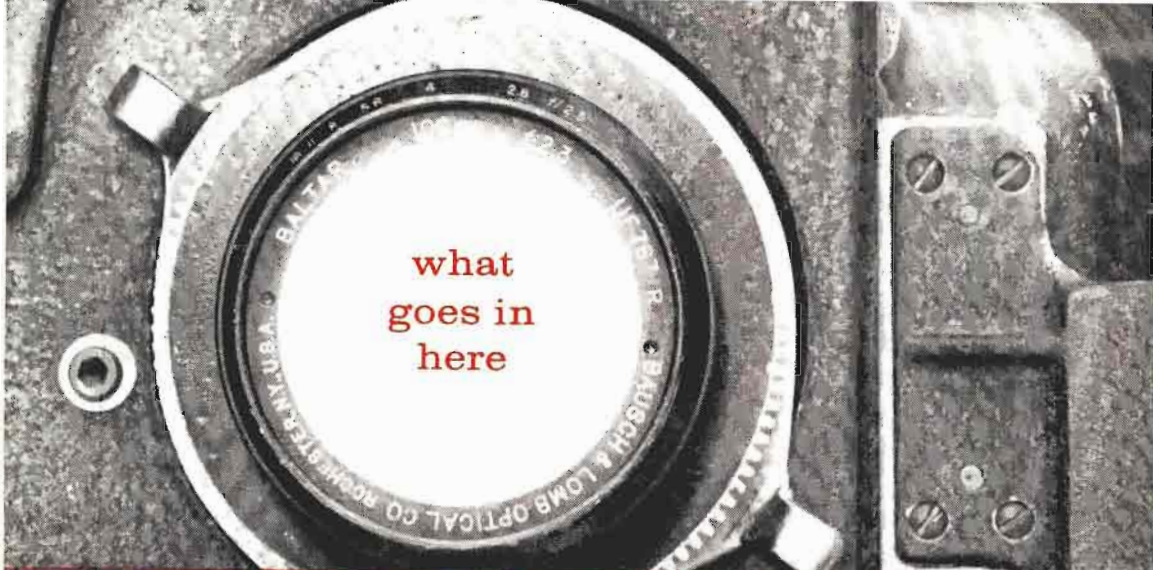
320 NETWORK TV ADVERTISERS

— ESTIMATED EXPENDITURES FOR 1959 —

(LNA-BAR: Gross Time Costs)

| Rank | Advertiser | Est. Expend. | Rank | Advertiser | Est. Expend. |
|------|--------------------------------------|--------------|------|---|--------------|
| 161. | A. S. R. Products Corp. | \$ 362,071 | 119. | Congoleum Nairn, Inc. | 460,639 |
| 190. | Academy of Mot. Pict. A & S. | 221,498 | 110. | Consolidated Cigar Corp. | 782,115 |
| 163. | Adolphs, Ltd. | 363,037 | 278. | Consolidated Electronics Ind. Corp. | 35,566 |
| 32. | Alberto Culver Co. | 5,140,407 | 202. | Consolidated Foods Corp. | 177,808 |
| 187. | Allied Van Lines, Inc. | 235,587 | 112. | Continental Baking Co. | 776,135 |
| 197. | Aluminum, Ltd. | 185,143 | 262. | Coopers, Inc. | 53,448 |
| 12. | Aluminum Co. of America | 3,012,921 | 37. | Corn Products Co. | 4,512,697 |
| 113. | Amana Refrigeration, Inc. | 500,730 | 165. | Corning Glass Works | 345,116 |
| 296. | American Agr. Chemical Co. | 25,660 | 219. | Coty, Inc. | 126,530 |
| 188. | American Can Co. | 226,752 | 156. | Crackan Jack Co. | 434,721 |
| 212. | American Character Doll Corp. | 83,275 | 305. | Culligan Inc. | 19,440 |
| 16. | American Chicle Co. | 3,331,580 | 241. | Diamond National Corp. | 54,028 |
| 96. | American Dairy Ass'n. | 1,209,127 | 233. | Disney, Walt, Productions | 104,157 |
| 251. | American Express Co. | 64,463 | 112. | Distillers Corp., Seagrams, Ltd. | 593,350 |
| 69. | American Gas Ass'n. | 1,919,286 | 151. | Dow Chemical Co. | 451,075 |
| 3. | American Home Prods. Corp. | 28,109,458 | 56. | Drackett Co. | 2,174,780 |
| 295. | American Luggage Works, Inc. | 25,897 | 57. | Drug Research Corp. | 2,453,349 |
| 150. | American Mach. & Foundry Co. | 454,950 | 35. | Du Pont, de Nemours, E. I., & Co., Inc. | 4,684,491 |
| 155. | American Marietta Co. | 438,146 | 290. | Duquesne Brew. Co. of Pittsburgh | 27,689 |
| 191. | American Petroleum Inst. | 206,394 | 236. | Dusharme Products, Inc. | 100,250 |
| 89. | American Tel. & Tel. Co. | 1,106,190 | 154. | Eastco, Inc. | 439,218 |
| 16. | American Tobacco Co. | 9,881,440 | 29. | Eastman Kodak Co. | 5,660,265 |
| 209. | Amity Leather Prods. Co. | 151,140 | 126. | Edison Electric Institute | 607,219 |
| 166. | Anheuser Busch, Inc. | 343,427 | 224. | Eleanor Roosevelt Inst. for Cancer Research | 114,735 |
| 36. | Armour and Co. | 4,599,368 | 125. | Elgin National Watch Co. | 624,725 |
| 51. | Armstrong Cork Co. | 2,098,265 | 90. | Equitable Life Assur. Soc. of the U.S. | 1,349,817 |
| 230. | Arnold Schwinn & Co. | 108,492 | 153. | Eversharp, Inc. | 451,553 |
| 313. | Artfield Creations, Inc. | 8,000 | 239. | Ex-Lax, Inc. | 92,900 |
| 281. | Arvida Corp. | 32,084 | 315. | F and F Laboratories, Inc. | 7,126 |
| 183. | Associated Products, Inc. | 260,490 | 77. | Falstaff Brewing Corp. | 1,634,569 |
| 94. | Atlantis Sales Corp. | 1,255,175 | 61. | Firestone Tire & Rubber Co. | 2,108,612 |
| 273. | Aveo Corp. | 43,625 | 102. | Florida Citrus Commission | 1,022,992 |
| 222. | Ballantine, P. and Sons | 117,690 | 13. | Ford Motor Co. | 12,018,187 |
| 280. | Barclay Mfg. Co., Inc. | 33,758 | 286. | Forman, L. C. & Sons, Inc. | 29,558 |
| 28. | Bayuk Cigars, Inc. | 5,962,772 | 231. | Frito Co. | 107,720 |
| 33. | Beech Nut Life Savers, Inc. | 4,839,370 | 238. | Gaylord Products, Inc. | 99,060 |
| 130. | Bell and Howell Co. | 588,113 | 129. | General Aniline & Film Corp. | 598,978 |
| 268. | Bellone Hearing Aid Co. | 40,124 | 136. | General Cigar Co., Inc. | 550,926 |
| 148. | Benrus Watch Co., Inc. | 466,123 | 304. | General Dynamics Corp. | 20,475 |
| 203. | Berkshire Knitting Mills | 172,737 | 27. | General Electric Co. | 6,194,634 |
| 104. | Bishop, Inc. | 924,510 | 5. | General Foods Corp. | 20,890,321 |
| 232. | Bissell, Inc. | 105,503 | 10. | General Mills, Inc. | 12,919,237 |
| 52. | Block Drug Co., Inc. | 2,866,572 | 6. | General Motors Corp. | 20,021,744 |
| 212. | Bon Ami Co. | 136,870 | 175. | General Tel. & Electronics Corp. | 327,700 |
| 78. | Borden Co. | 1,626,436 | 122. | General Time Corp. | 663,707 |
| 241. | Borg Warner Corp. | 83,977 | 249. | General Tire & Rubber Co. | 70,910 |
| 275. | Botany Industries, Inc. | 42,610 | 272. | Genesee Brewing Co., Inc. | 44,688 |
| 198. | Boyer Internat'l. Laboratories, Inc. | 181,599 | 92. | Gerber Products Co. | 1,282,149 |
| 98. | Breck, John H., Inc. | 1,182,380 | 314. | Getty Oil Co. | 14,275 |
| 116. | Brillo Mfg. Co., Inc. | 731,612 | 8. | Gilette Co. | 13,642,174 |
| 12. | Bristol Myers Co. | 12,616,707 | 211. | Glamorene, Inc. | 144,095 |
| 259. | Brown Shoe Co., Inc. | 55,099 | 195. | Glidden Co. | 196,187 |
| 19. | Brown & Williamson Tob. | 8,592,953 | 284. | Goebel Brewing Co. | 30,459 |
| 200. | Brunswick-Balke-Collender | 179,223 | 111. | Gold Seal Co. | 779,091 |
| 74. | Bulova Watch Co. | 1,686,676 | 144. | Goodrich, B. F., Co. | 405,160 |
| 270. | Burgemeister Brewing Corp. | 46,417 | 82. | Goodyear Tire & Rubber Co. | 1,559,205 |
| 255. | Burgess Vibrocrafters, Inc. | 63,835 | 167. | Graham, Billy, Evangelistic Ass'n. | 341,200 |
| 297. | Burlington Industries, Inc. | 21,444 | 101. | Greyhound Corp. | 1,038,513 |
| 244. | California Prune Advls. Bd. | 78,771 | 277. | Gulf Guaranty Land & Title Co. | 36,771 |
| 31. | Campbell Soup Co. | 4,766,675 | 85. | Gulf Oil Corp. | 1,492,450 |
| 174. | Canada Dry Corp. | 327,800 | 193. | Hagan Chemicals & Controls, Inc. | 207,141 |
| 273. | Canadian Breweries, Ltd. | 330,007 | 103. | Hallmark Cards, Inc. | 1,018,794 |
| 183. | Capital Airlines, Inc. | 30,766 | 128. | Hamm, Theodore, Brewing Co. | 600,461 |
| 55. | Carnation Co. | 2,640,818 | 265. | Hanes, P. H., Knitting Co. | 52,190 |
| 30. | Carter Products, Inc. | 5,468,065 | 168. | Hartz Mountain Products. | 310,325 |
| 293. | Channel Master Corp. | 26,808 | 276. | Hassenfeld Brothers, Inc. | 40,000 |
| 97. | Chemstrand Corp. | 1,190,561 | 53. | Heinz, H. J., Co. | 2,847,490 |
| 62. | Chesebrough-Ponds, Inc. | 2,271,639 | 72. | Helene Curtis Industries, Inc. | 1,733,022 |
| 282. | Chicago Printed String Co. | 31,698 | 215. | Hickok Mfg. Co., Inc. | 133,850 |
| 17. | Chrysler Corp. | 0,507,266 | 107. | Hills Brothers Coffee, Inc. | 873,699 |
| 253. | Clark, J. R., Co. | 64,554 | 121. | Hollywood Brands, Inc. | 675,950 |
| 159. | Cuett, Peabody & Co., Inc. | 418,648 | 132. | Hoover Co. | 576,833 |
| 162. | Coca-Cola Co. | 375,180 | 186. | Hudson Pulp & Paper Corp. | 240,196 |
| 4. | Colgate-Palmolive Co. | 22,478,524 | 263. | Hygrade Food Products Corp. | 52,981 |
| 223. | Colorforms, Inc. | 116,000 | 274. | Ideal Toy Corp. | 42,996 |
| 218. | Columbia Bldg. Syst., Inc. | 126,680 | | | |

(Continued on Page 741)



what
goes in
here



comes out
flawless
here

when film
is processed at
CFI

From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exactng CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, California • HOLLYWOOD 9-1441
521 W. 57th St., New York 19, New York • Circle 6-0210

COMPLETE 35MM AND 16MM FILM SERVICES

(Continued from Page 739)

| Rank | Advertiser | Est. Expend. | Rank | Advertiser | Est. Expend. |
|------|------------------------------------|--------------|------|------------------------------------|--------------|
| 199. | Insurance Co. of No. America | 180,272 | 51. | Quaker Oats Co. | 2,810,056 |
| 139. | International Parts Corp. | 526,074 | 43. | Radio Corp. of America | 3,811,836 |
| 279. | International Shoe Co. | 35,510 | 289. | Rainbow Crafts, Inc. | 28,000 |
| 299. | Jackson & Perkins Co. | 23,950 | 38. | Ralston Purina Co. | 4,114,520 |
| 300. | Jaymar-Ruby, Inc. | 22,300 | 171. | Realemon-Puritan Co. | 331,517 |
| 306. | Johns-Manville Corp. | 19,410 | 185. | Reardon Co. | 215,600 |
| 260. | Johnson, Howard, D., Co. | 51,621 | 251. | Reddi-Wip, Inc. | 66,241 |
| 50. | Johnson & Johnson | 3,001,115 | 231. | Remco Industries, Inc. | 103,275 |
| 23. | Johnson, S. C., & Son, Inc. | 7,125,705 | 86. | Remult, Inc. | 1,131,689 |
| 45. | Kaiser Industries Corp. | 3,672,891 | 40. | Revlon, Inc. | 4,216,911 |
| 303. | Karoff, Inc. | 20,821 | 127. | Rexall Drug & Chemical Co. | 601,750 |
| 123. | Kayser-Roth Corp. | 615,821 | 49. | Reynolds Metals Co. | 3,018,510 |
| 21. | Kellogg Co. | 7,154,261 | 7. | Reynolds, R. J., Tob. Co. | 16,123,827 |
| 120. | Kemper, James, S., & Co. | 676,331 | 75. | Ritchie, Harold F., Inc. | 1,681,020 |
| 152. | Kendall Co. | 152,072 | 250. | Rock of Ages Corp. | 70,569 |
| 47. | Kimberly-Clark Corp. | 3,291,632 | 135. | Sandura Co., Inc. | 551,814 |
| 140. | Kleinert, I. B., Rubber Co. | 511,742 | 292. | Savings & Loan Found., Inc. | 27,161 |
| 291. | Knapp-Monarch Co. | 27,188 | 213. | Sehenley Industries, Inc. | 136,379 |
| 248. | Lanvin Parfums, Inc. | 72,108 | 76. | Schick, Inc. | 1,619,117 |
| 172. | Leening, Thomas, & Co., Inc. | 330,445 | 88. | Schlitz, Joseph, Brewing Co. | 1,410,407 |
| 2. | Lever Brothers Co. | 32,731,955 | 317. | Schonbrunn, S. A. & Co., Inc. | 6,375 |
| 201. | Lewis Howe Co. | 179,070 | 41. | Scott Paper Co. | 4,100,596 |
| 160. | Libbey-Owens-Ford Glass Co. | 415,870 | 68. | Sears, Roebuck & Co. | 1,964,691 |
| 131. | Libby, McNeil & Libby | 585,063 | 87. | Seven-Up Co. | 1,119,930 |
| 11. | Liggett & Myers Tob. Co. | 11,591,507 | 221. | Shaefer, W. A., Pen Co. | 119,960 |
| 246. | Lincoln Nat'l. Life Ins. Co. | 73,176 | 298. | Shakespeare Co. | 24,263 |
| 207. | Lionel Corp. | 159,353 | 205. | Shattuck, Frank G., Co. | 170,233 |
| 176. | Longines-Wittnauer Watch Co., Inc. | 325,236 | 226. | Shell Oil Co. | 112,185 |
| 11. | Lorillard, P., Co. | 12,825,558 | 118. | Shulton, Inc. | 699,514 |
| 121. | Ludens, Inc. | 631,290 | 302. | Siegel, Henry I., Co. | 21,080 |
| 146. | M & R Dietetic Labs, Inc. | 482,183 | 217. | Sinclair Oil Corp. | 127,050 |
| 271. | Magnus Organ Corp. | 45,552 | 63. | Singer Manufacturing Co. | 2,114,355 |
| 145. | Manhattan Shirt Co. | 487,504 | 257. | Smith, Kline & French Labs. | 55,625 |
| 204. | Marcomont Automotive Prods. Inc. | 170,291 | 100. | Socony Mobil Oil Co., Inc. | 1,139,832 |
| 80. | Mars, Inc. | 1,616,991 | 316. | South Penn Oil Co. | 6,893 |
| 184. | Marx, Louis & Co. | 219,815 | 106. | Speidel Corp. | 898,870 |
| 71. | Massey, Ferguson, Ltd. | 1,789,730 | 58. | Sperry Rand Corp. | 2,427,951 |
| 109. | Mattel, Inc. | 801,710 | 137. | Staley, A. F., Mfg. Co. | 515,615 |
| 157. | Maybelline Co. | 433,731 | 25. | Standard Brands, Inc. | 6,251,610 |
| 256. | McGraw-Edison Co. | 57,930 | 311. | Standard Oil Co. of Calif. | 7,500 |
| 369. | McGregor-Domiger, Inc. | 48,138 | 158. | Standard Oil Co. of Indiana | 424,573 |
| 81. | Mennen Co. | 1,500,051 | 108. | Standard Oil Co. of N. J. | 839,069 |
| 99. | Mentholatum Co. | 1,166,118 | 320. | Standard Oil Co. of Ohio | 3,118 |
| 301. | Merriam G. & Co. | 21,332 | 309. | Stanley-Warner Corp. | 11,570 |
| 22. | Miles Laboratories, Inc. | 7,420,515 | 131. | State Farm Mut. Auto. Ins. Co. | 562,429 |
| 114. | Miller Brewing Co. | 752,810 | 9. | Sterling Drug, Inc. | 12,975,463 |
| 147. | Minnesota Mining & Mfg. Co. | 166,730 | 216. | Sterling Silversmiths' Guild of A. | 131,182 |
| 235. | Minute Maid Corp. | 101,531 | 189. | Sterns Nurseries, Inc. | 225,658 |
| 119. | Mogen David Wine Corp. | 691,230 | 169. | Stokely-Van Camp, Inc. | 333,086 |
| 211. | Monsanto Chemical Co. | 131,191 | 247. | Stroh Brewery Co. | 72,566 |
| 79. | Mut. Ben. Health & Acc. Ass'n. | 1,622,120 | 261. | Strncto Manufacturing Co. | 52,280 |
| 20. | National Biscuit Co. | 7,599,142 | 133. | Studebaker-Packard Corp. | 568,521 |
| 181. | National Brewing Co. | 298,181 | 65. | Sunbeam Corp. | 2,050,161 |
| 21. | National Dairy Prods. Corp. | 6,395,377 | 95. | Sunshine Biscuits, Inc. | 1,223,966 |
| 177. | National Grape Coop Ass'n., Inc. | 321,910 | 67. | Sweets Co. of America Inc. | 1,969,350 |
| 180. | National Presto Industries, Inc. | 306,296 | 61. | Swift & Co. | 2,301,794 |
| 66. | Nestle Co., Inc. | 1,980,761 | 215. | Syntex Chemical Co., Inc. | 73,588 |
| 196. | Niagara Therapy Mfg. Corp. | 189,938 | 26. | Texaco, Inc. | 6,198,830 |
| 161. | North American Phillips Co., Inc. | 101,352 | 318. | Time, Inc. | 5,261 |
| 206. | North American Van Lines, Inc. | 169,220 | 252. | Travelers Insurance Co. | 65,750 |
| 229. | Northam Warren Corp. | 180,750 | 178. | U.S. Brewers Foundation, Inc. | 311,325 |
| 81. | Noxema Chemicals Co. | 1,599,591 | 48. | U.S. Steel Corp. | 3,225,820 |
| 291. | Ohio Oil Co. | 26,111 | 115. | U.S. Time Corp. | 745,500 |
| 220. | Old London Foods, Inc. | 123,820 | 105. | Union Carbide Corp. | 911,291 |
| 83. | Olin Mathieson Chem. Corp. | 1,519,932 | 210. | Union Oil Co. of Calif. | 85,199 |
| 243. | Oster, John, Mfg. Co. | 80,970 | 285. | United Air Lines, Inc. | 30,156 |
| 170. | Outboard Marine Corp. | 332,512 | 113. | Van Camp Sea Food Co., Inc. | 767,704 |
| 208. | Palm Beach Co. | 151,818 | 93. | Vick Chemical Co. | 1,272,711 |
| 312. | Paper Novelty Mfg. Co. | 12,990 | 192. | Vitamin Sales Co. | 210,655 |
| 307. | Paramount Pictures Corp. | 18,738 | 319. | Volksswagenwerk, G.M.B.H. | 4,632 |
| 60. | Pet Milk Co. | 2,327,620 | 258. | Wagner, E. R., Mfg. Co. | 55,615 |
| 141. | Peter Paul, Inc. | 510,582 | 266. | Wander Co. | 52,000 |
| 15. | Pharmaceuticals, Inc. | 10,658,987 | 227. | Ward Baking Co. | 111,470 |
| 179. | Phileo Corp. | 306,318 | 59. | Warner Lambert Pharm. Co. | 2,392,791 |
| 18. | Philip Morris, Inc. | 8,595,078 | 310. | Washington, State of | 41,388 |
| 117. | Phillips-Van Heusen Corp. | 723,512 | 225. | Watchmakers of Switzerland | 113,085 |
| 39. | Pillsbury Co. | 4,222,541 | 288. | Weather Proof Co. | 28,157 |
| 287. | Pioneer Industries, Inc. | 29,029 | 228. | Wembley, Inc. | 110,964 |
| 70. | Pittsburgh Plate Glass Co. | 1,871,109 | 31. | Westinghouse Electric Corp. | 5,166,265 |
| 73. | Polaroid Corp. | 1,716,171 | 191. | Whitman, Stephen F. & Son, Inc. | 212,409 |
| 138. | Polk Miller Products Corp. | 514,686 | 182. | Williamson Dickie Mfg. Co. | 292,640 |
| 237. | Pond, A. H., Co., Inc. | 99,560 | 267. | Wylar & Co. | 52,000 |
| 1. | Proctor & Gamble Co. | 50,293,552 | 210. | Young, W. F., Inc. | 116,999 |
| 44. | Prudential Ins. Co. of America | 3,776,169 | | | |
| 91. | Purex Corp., Ltd. | 1,313,718 | | | |
| 308. | Puritron Corp. | 16,084 | | | |

Score: LNA-BAR: Gross time costs released by TV-B.

*The Standard of Quality
Wherever Films Are Used*

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

*Agents for the Sale and Distribution of
Eastman Professional Motion Picture Films*

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Authorization of Different Classes of Broadcast Services

| <i>Class</i> | <i>June 30, 1959</i> | <i>June 30, 1958</i> | <i>Increase or (Decrease)</i> |
|-------------------------------|--------------------------|--------------------------|-----------------------------------|
| Commercial AM | 3,500 | 3,353 | 147 |
| Commercial TV | 667 | 665 | 2 |
| Educational TV | 59 | 53 | 6 |
| TV Translator | 245 | 156 | 89 |
| Auxiliary TV | 991 | 861 | 130 |
| Experimental TV | 20 | 17 | 3 |
| Commercial FM | 769 | 634 | 135 |
| Educational FM | 165 | 157 | 8 |
| International | 3 | 2 | 1 |
| Remote Pick-up | 3,630 | 3,087 | 543 |
| Studios-Transmitter Link..... | 59 | 51 | 8 |
| Developmental | 0 | 1 | (1) |
| Total | 10,108 | 9,037 | 1,070 |

STATUS OF BROADCAST AUTHORIZATIONS

| <i>Class</i> | <i>Operating Authorization</i> | <i>Construction Permits</i> |
|----------------------|------------------------------------|---------------------------------|
| Commercial AM | 3,377 | 123 |
| Commercial TV | 566 | 101 |
| TV Translator | 158 | 187 |
| Educational TV | 43 | 46 |
| Commercial FM | 622 | 11 |
| Educational FM | 154 | 71 |
| Total | 4,920 | 485 |

Source: FCC.

RESEARCH IN TELEVISION

... Emphasizes Positive Aspects

By MERLE S. JONES

President, CBS Television Stations Division



LAST summer, CBS Television Stations presented a major research study that put the viewer under the microscope. I might refer to this as breakthrough research in television. This project involved a major motivational research effort conducted by the Institute for Motivation Research and Market Planning Corporation. The presentation called "More Than Meets The Eye," measured and analyzed the viewer's preference for certain stations. I would like to review some findings of the study as it emphasizes the positive aspects of the medium.

The series of aptitude and depth interviews used in the study revealed some of the factors that go into the making of a channel personality or station image. The factors include the excitement of television, viewer enjoyment, worthwhile programming, anticipation, trust and confidence, commercial atmosphere, advertising and promotion plus the viewers general satisfaction with what he sees on the home screen.

The respect accumulated by a station can only be accomplished with a balance of programming—network and local. I would like to state here that the CBS Owned television stations came out even higher in qualitative preference than they do in normal quantitative audience measurements.

We believe the personality created by the CBS Owned stations is derived from three primary sources. First, strong balanced programming maintained by the CBS Television Network. Second, the personality

has been influenced by the contributions made by the stations through their local entertainment, news and public affairs programs. The third point is the adherence to the highest level of broadcasting operation. Indeed, the five CBS Owned stations not only follow the NAB code, but in addition, go beyond it with their own strict standards.

The CBS Television Network presents entertainment, information and cultural programs to satisfy the viewing habits of an entire family.

Each of the stations presents a group of locally produced programs which have become an important part of the program structure in each market.

In addition, three of the CBS Owned stations participated in a cultural program exchange during 1959 which we plan to repeat this year. The exchange called for thirteen half-hour public affairs programs to be produced on tape by each station, thus giving each market an hour and a half of additional diversified public affairs programming. All of these features go into creating a personality for a station. The image developed by the viewers affects the advertisers. A highly thought-of station is viewed in an aura of authority, prestige and confidence. A commercial on such a station assures maximum attention and respect.

The future will find the CBS Owned television stations undertaking individual and group efforts aimed at increasing and strengthening their image.

TV INDUSTRY FINANCIAL REVENUES—INCOME AND EXPENSES FOR 1958

TV Broadcast Revenues, Expenses and Income, 1958

| <i>Items</i> | <i>3 Networks and Their 19 Owned and Operated TV Stations (Millions)</i> | <i>495 Other TV Stations (Millions)</i> | <i>Total 3 Networks and 514 TV Stations (Millions)</i> |
|---|--|---|--|
| <i>Broadcast Revenues</i> | | | |
| Revenues from the sale of time: | | | |
| Total network time sales..... | \$306.7 | \$117.8 | \$424.5 |
| Non-network time sales to: | | | |
| National and regional advertisers..... | \$ 73.5 | \$271.7 | \$345.2 |
| Local advertisers | 24.6 | 156.7 | 181.3 |
| Total non-network time sales..... | \$ 98.1 | \$428.4 | \$526.5 |
| Total time sales..... | \$404.8 | \$546.2 | \$951.0 |
| Deduct—Commissions to agencies, representatives, etc. | 83.4* | 75.9 | 159.3 |
| Net Time Sales..... | \$321.4 | \$470.3 | \$791.7 |
| Revenues from incidental broadcast activities: | | | |
| Talent | \$161.8 | \$ 10.4 | \$172.2 |
| Sundry broadcast revenues..... | 33.5 | 32.6 | 66.1 |
| Total incidental broadcast activities.. | \$195.3 | \$ 43.0 | \$238.3 |
| Total broadcast revenues..... | \$516.7 | \$513.3 | \$1,030.0 |
| <i>Broadcast Expenses</i> | | | |
| Total broadcast expenses of networks and stations | \$439.7 | \$418.4 | \$858.1 |
| <i>Broadcast Income (before Federal Income Tax)</i> | | | |
| Broadcast income before Federal income tax | \$ 77.0 | \$ 94.9 | \$171.9 |

* Of this amount \$64.5 million is applicable to the total sales of network time.
Source: FCC.



For **SERVICE** in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N. Y.

TELEVISION DAILY

presents

**TELEVISION
NETWORKS**

☆ ☆ ☆ ☆ ☆

EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
LIST OF O & O STATIONS

1960

LEGISLATE CREATIVITY?

... People Determine Their Needs

By OLIVER TREYZ

President, ABC Television



IT IS impossible to legislate excellence in legislative activity. In the recent flood of discussion about television, I have yet to see anyone explain why the American people—who have always been trusted with political and religious democracy—must somehow be regarded as children when it comes to cultural democracy and told what is “good” or “bad” for them.

In a dictatorship, the dictator believes that he can choose for the people better than they can for themselves. But who in America honestly believes he can set himself up as the sole judge of the people?

The basic question, I believe, is, what is a good television program—and how do we know we have it? In a dictatorship, a program is good which serves the interest of the state. The entire cultural product is imposed on the tastes of the people, not determined by them. By direct contrast this helps us define what we mean by a good program in America.

A good program is one which directly serves the interest and interests of the viewer rather than the government or an elite power group. And in a free society, these interests must be determined by the people, not for the people.

It is, I believe, impossible to legislate excellence in creative activity. Therefore we must be aware of and avoid any controls—whether in the form of legislation or regulation, or even in the form of pressure too heavily applied—which might cripple or retard television’s growth and its ability to experiment.

Can we believe that television should diminish its basic freedoms of thought and speech while our newspapers and schools do not, simply because of a purely technological difference which calls for the federal licensing of television and not of the press or our schools? If we are to actively believe and live the concepts of democratic freedom in America, I think not. Television is already regulated by the most demanding judge of all—the audience.

In television, if you do not please, the people do not watch. The viewer turns the dial off and television ceases to exist. Yet in some circles, an effort to please television’s audience is the equivalent of a crime.

The ABC-TV attitude here has been and always will be that we are convinced the people set the standards for programming. The people determine their needs.

The validity of this is amply demonstrated by the growth of ABC Television, youngest of the three networks; in seven years, ABC-TV has passed one network and is crowding on the heels of the other in the national ratings.

This was not accomplished by jamming preconceived programming concepts down the throats of the public. On the contrary, the public has gone to its voting booths, elected what it wants, and ABC-TV has made it available.

To keep the votes which the viewing audience has been giving to ABC Television in growing numbers, we have a fine slate of “candidates” for the 1960-61 season.

ABC TELEVISION NETWORK

THOMAS W. MOORE

Vice President in Charge of Programming and Talent

Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.



JAMES G. RIDDELL

Vice President in Charge of Western Division



James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.

WILLIAM P. MULLEN

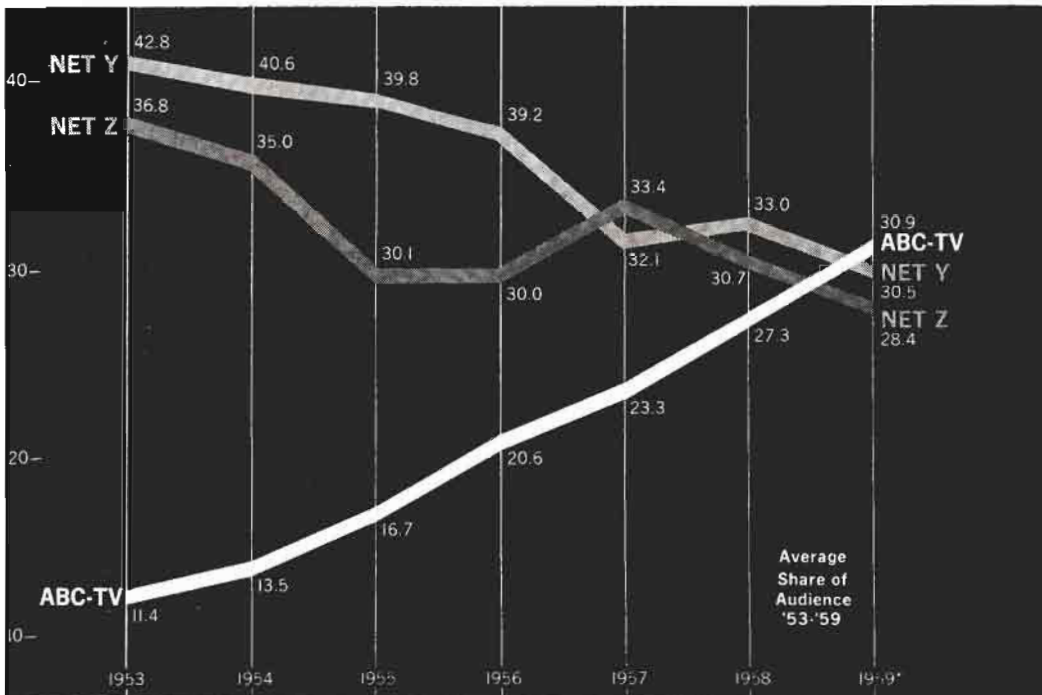
Vice President in Charge of Sales

William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U. S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.



Dial Turning: a popular American sport

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50S)



SOURCE: *SUNDAY-SATURDAY 8-10-30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. *NIELSEN 24 MARKETS, DEC. 1, 1959.

In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience[†] over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties*.

ABC TELEVISION

AMERICAN BROADCASTING COMPANY, INC.

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

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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Leonard H. Goldenson President of American
Broadcasting-Paramount Theatres & Presi-
dent of American Broadcasting Company
Simon B. Siegel Financial V.P. of AB-PT and
V.P. & Treasurer of ABC
Martin Brown Asst. Treas. of AB-PT &
V.P. Asst. Treas. of ABC
Oliver Treyz Pres. TV Network
Robert R. Pauley Vice-President in Charge,
AM Network
Charles Ayres Vice-President
Julius Barnathan Vice President
James W. Beach Vice-President
Alfred Beckman Vice-President
Slocum Chapin Vice-President
Girard Chester Vice-President
Donald Coyle Vice-President
Sanford Cummings Vice-President
John Daly Vice-President
Omar Elder Vice-President
Theodore Fetter Vice-President
Michael J. Foster Vice-President
Henry T. Hede Vice President
Frank Marx Vice-President
Daniel Melnick Vice-President
John H. Mitchell Vice-President
Thomas Moore Vice-President
William P. Mullen Vice-President
Sterling C. Quinlan Vice-President
James G. Riddell Vice President
Stephen Riddleberger Vice President
Selig Seligman Vice-President
Joseph Stamler Vice-President
Thomas Velotta Vice-President
Mortimer Weinbach Vice-President
& General Counsel
Michael P. Boland Assistant Treasurer
J. Russell Gavin Assistant Treasurer

TELEVISION

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Frank Marx Vice-President in Charge
G. Edward Hamilton Dir. of Eng. Oprs.
Richard Hamilton Supervisor of Communications
George Milne Dir. of Traffic & Comm.
Clure Owen Administrative Assistant
John Preston Director of Engineering Facilities
Lawrence A. Ruddell Recording Director
Reginald Willcocks Traffic Manager
Merle Worster Eastern Engineering Ops. Mgr.

Production Services

John Kneeshaw Oprs. Mgr.
Ruth K. Blainee Bus. Mgr.
James McNaughton Executive Art Director
Frederick J. Schuhman Dir. of Prod. Serv.
Arthur Segal Scenic Svcs. Mgr.

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Simon B. Siegel Finan. V.P. of AB-PT &
V.P. & Treasurer of ABC
Martin Brown Asst. Treas. of ABC-PT &
Asst. Treas. of ABC
George Ast. Purchasing Agent
Michael P. Boland Assistant Treasurer
Joseph Fitzpatrick Internal Auditor
J. Russell Gavin Assistant Treasurer
Edward Graessle Manager of Treasury Affairs
Marie McWilliams Director of Personnel
Joseph Spagnola Dir. of Office & Studio Services

Legal

Mortimer Weinbach Vice-President
& General Counsel
Richard L. Freund Dir. of Labor Relations

TV Network Legal

Omar Elder.....V.P. & General Counsel

Programming

Thomas W. Moore.....Vice-President
in Charge of Programming and Talent
Theodore H. Fetter.....V.P. & Program Director
Giraud Chester.....V.P. in Charge of
Daytime Programs
Daniel Melnick.....V.P. in chg. Pgs. Deve.
Thomas DeVito.....Pgm. Serv. Mgr.
James McConnochie.....Mgr. Anncg. Div.
Armund Grant.....Dir. Daytime Progrms.
John B. Green.....Ntwk. Exec. Producer
Frederick P. Laffey.....Business Manager
& Budget Officer
Leonard Maskin.....Admin. Mgr.
William Seaman.....Program Production Manager
William Whitehouse.....Dir. of Sports

News, Special Events & Public Affairs

John Daly.....Vice-President in Charge of
News, Special Events & Public Affairs
Thomas Velotta.....V.P. for Special Projects
Donald G. Coe.....Dir. of Special Events and Ops.
Francis N. Littlejohn.....Dir. of News &
Public Affairs
Wiley Hance.....Mgr. of Public Affairs

Press Information

Michael J. Foster.....Vice-President in Charge
Stephen Strassberg.....Director of Press Information
Sidney R. Mesibov.....Dir. of Spec. Exploitation
Projects
Catharine Lynch.....Librarian

Continuity Acceptance

Grace Johnsen.....Director

Advertising

Dean Linger.....Dir. of Advertising

Sales

William P. Mullen.....V.P. in Charge
Donald W. Coyle.....V.P. in Chg. International Div.
Slocum Chapin.....V.P. in charge of Western
Division TV Net-sales
Julius Barnathan.....V.P. for Affil. TV Stations
Henry T. Hede.....V.P. Admin. Sls. Mgr.
Charles Ayres.....V.P. & Eastern Sales Mgr.
Harold Day.....V.P. in chg. Daytime Sales
Alice Stamatis.....Dir. Sls. Svc.

Owned & Operated Stations

Stephen Riddleberger.....V.P. in Chg.

**Affiliated Stations, Station Relations,
Station Clearance**

Julius Barnathan.....V.P. for Affili. Stations
Robert Coe.....Dir. Sta. Rel.
Ralph S. Hatcher.....Mgr., Station Rel.
Donald S. Shaw Jr., Director of Station Clearance
Joseph Giaquinto.....Manager Station Clearance

Research and Sales Development

Frederick Pierce.....Mgr., Research
Bert Briller.....Dir. of Sales Development
Henry Levinson.....Mgr. of Sales Development

International Division

Donald W. Coyle.....V.P. in Chg.
James T. Larkin.....Bus. Mgr.

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt.....President
Howard Anderson.....V.P. Superv. Sales, Chicago
William L. Clark.....Vice-President &
Director of Western Sales Division
Gilbert Cohen.....Film Supervisor
Raymond Fox.....Comptroller
Irving Paley.....Advertising & Prom. Manager
Richard Hurley.....Mid-West. Div. Sls. Mgr.
Edwin Smith.....Dir. of International Oper.
Stanley Smith.....Eastern Sales Mgr.
Ronald Willman.....Client Service Mgr.

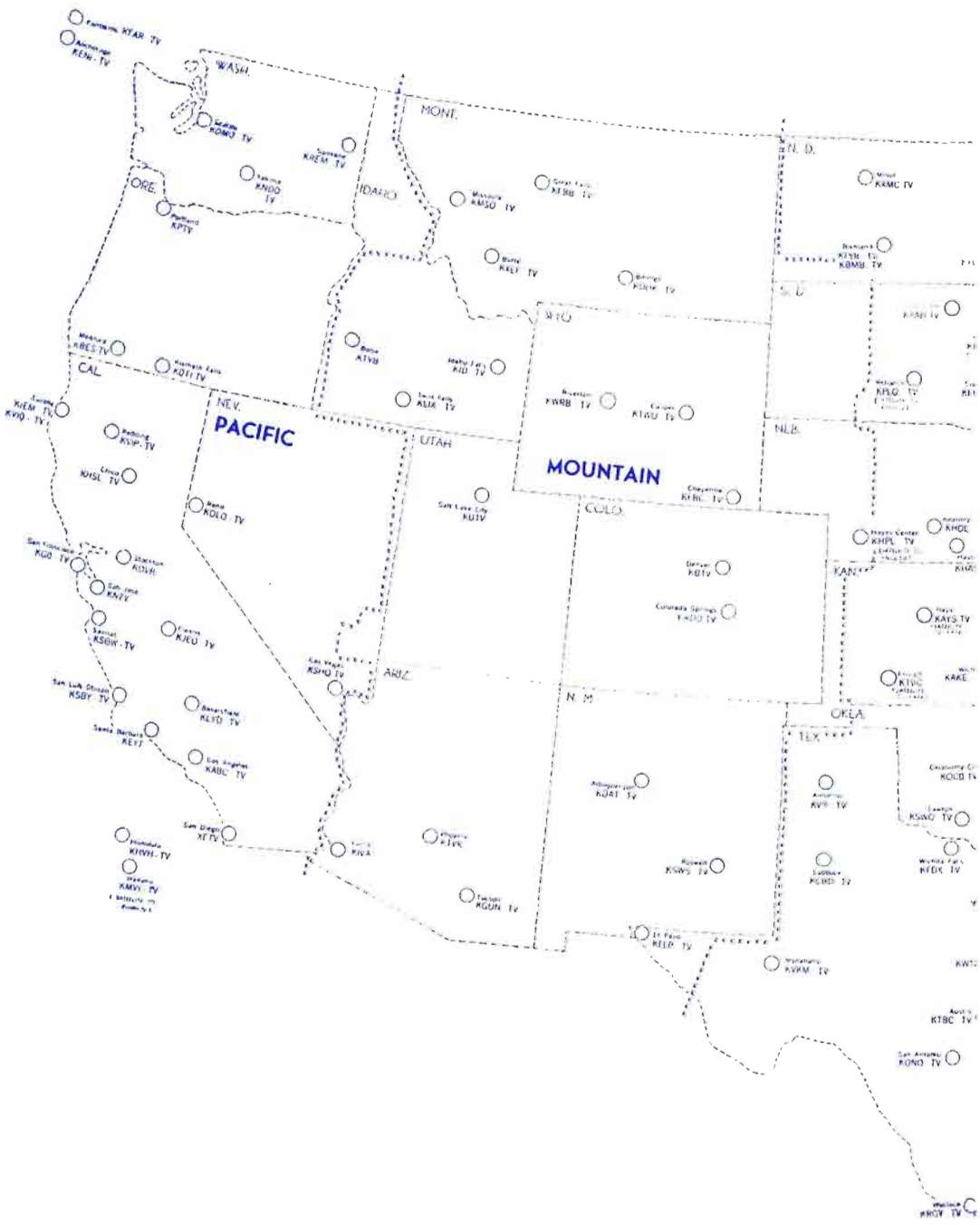
CHICAGO (WBKB)

190 N. State St., Chicago, Ill.

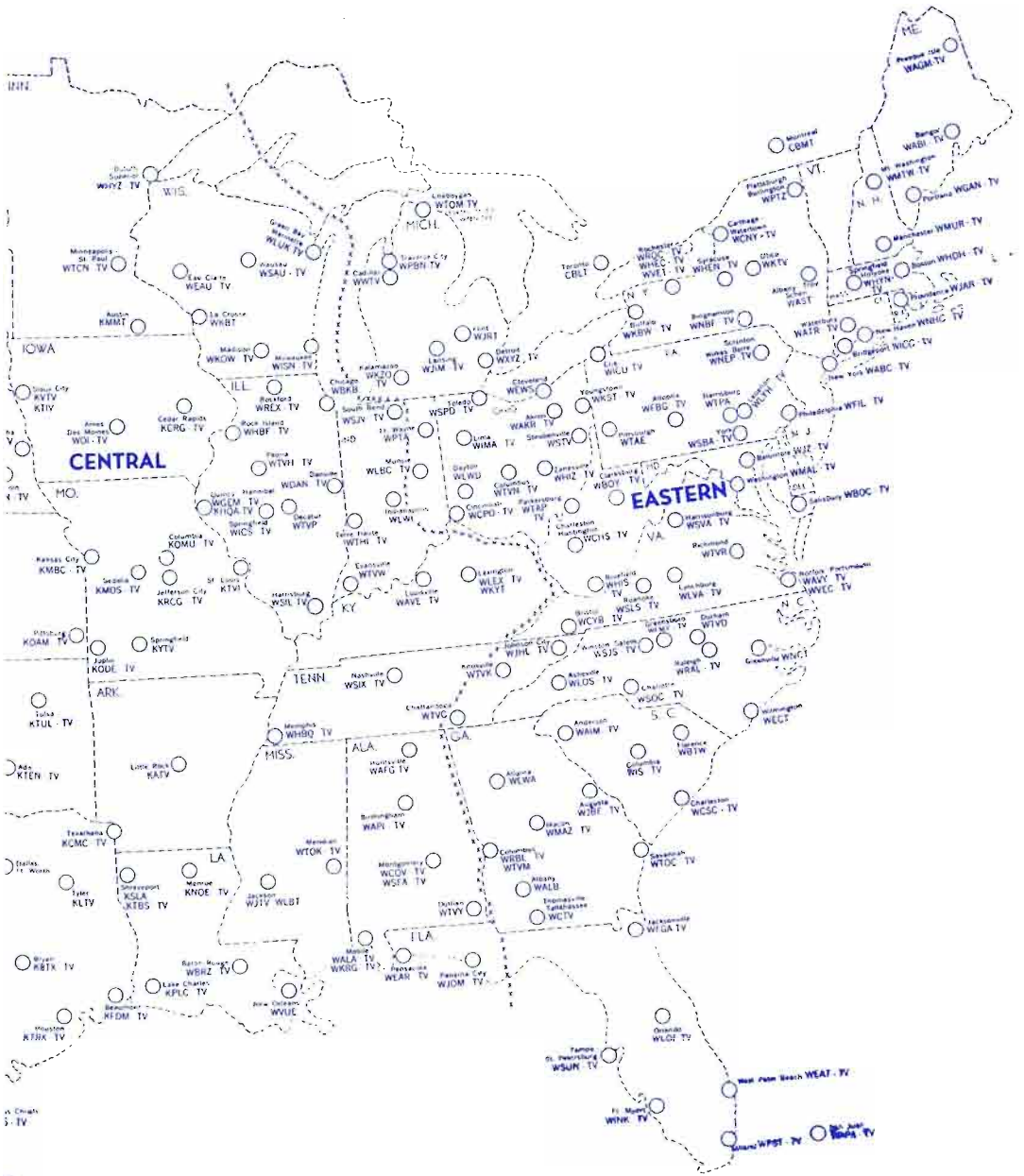
Sterling C. Quinlan.....Vice-President in
Charge of WBKB
James W. Beach.....Vice-President in Chg.
TV Net Sales Dev.
James Asher.....Dir. Pub. & Prom.
Ralph Andrews.....Film Director
Manuel Fingerhut.....Comptroller, WBKB
William Gillogly.....Dir. of Sales, TV Net.
John Grace.....Mgr. Sls. Serv. TV Networks
William P. Kusack.....Manager of Engineering
Dept.
Rex Maupin.....Dir. of Music for WBKB &
ABC C. D.
Con O'Dea.....Manager, WBKB News &
Special Events
Daniel Schuffman.....Program Manager, WBKB
Matthew Vieracker.....General Manager, WBKB

(Continued on Page 756)

ABC TELEVISION



NETWORK



(Continued from Page 753)
DETROIT (WXYZ)

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
 Harold Christian.....V. P., in Charge of
 Merchandising & Research
 Ralph Dawson.....Television Sales Manager
 Richard Femmel.....News Director
 Charles Kocher.....Chief Engineer
 John Lee.....Television Studio Manager
 John Pival.....Vice-President for Television
 John Reynolds.....Controllor
 Peter Strand.....TV Executive Producer
 Hal Gordon.....Musical Director

HOLLYWOOD (KABC-TV)

ABC Television Center
 Hollywood 27, Calif.

James G. Riddell...Vice-President, Western Div.
 J. Clifford Anderson...Director of Special Servs.
 Jack Brembeck.....Mgr., Adv., Pub., Promo.
 Dorothy L. Brown...Continuity Acceptance Editor,
 Western Division
 Milt Fishman.....Dir. Radio-TV News
 Rowe S. Giesen.....Mgr. Prog. Svcs.
 Theodore Grenier...Chief Engineer, Western
 Division
 Vincent Francis...Regional & TV Network
 Sales Mgr., W. D.
 Arthur Harvey.....Dir. Labor Relations
 Courtney McLeod...Admin. Mgr., TV Progs.
 Norma T. Olson.....Director TV Program
 Operations
 Frank G. Ralston, Jr...Network Film Dept. Dir.
 Peter G. Robinson...Program Director, KABC-TV
 Elton Rule.....Sales Manager, KABC-TV
 Florence T. Schiro...Personnel Director
 Selig Seligman.....V.P. & Gen. Mgr. KABC-TV
 John C. Wagner...Controllor, Western Division
 Elliott Henry.....Dir. of Publicity
 Western Division
 Elliott F. Alexander..Mgr. of Adv. & Prom., W. D.
 Sanford Cummings...V.P. Net. Prog. Dept.
 Mitchell L. Gamson...ABC Coordinator-
 Warner Bros. TV
 Gene Gordon.....ABC-Disney Coord.
 Howard H. Lipstone...Mgr. Film Dept.
 KABC-TV
 Norman Sloane.....Sales Serv. Mgr. &
 Office Mgr., KABC-TV

SAN FRANCISCO (KGO)

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of
 San Francisco Office
 George Rice.....Program Manager
 George Rodman.....Dir. Public Adv.
 Harry Jacobs.....Chief Engineer & Building
 Maintenance Manager
 Edith Kirby.....Traffic Manager
 Robert Mitchell.....Mgr., Film Dept.
 Noel Pazdral.....Mgr., KGO TV Sales Serv.
 Lorraine Pedersen..Continuity Acceptance Editor
 David Sacks.....Sales Manager, KGO-TV
 Henry Saroyan..Comptroller & Purchasing Agent
 Yale Roe.....Nat. Spot Sales Mgr.

WASHINGTON (WMAL-TV)

4461 Connecticut Ave., N.W.
 Washington, D. C.

Alfred Beckman.....V.P. in Chg.
 Edgar Shelton.....Vice-President

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Joseph Stamler...V.P. & Gen. Mgr. of WABC-TV
 Arthur Dorfner.....Business Mgr.
 James Szabo.....Sales Mgr.
 A. L. Hollander, Jr...Program Director
 Takashi Kako.....Film Director
 Gordon Kunz...Production Manager of WABC-TV
 Lester Dinoff.....Publicity Director
 Libby Calamia.....Art Director

**ABC-TV Station Affiliates Association
 BOARD OF GOVERNORS**

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 City, Utah
 Secty.—Donald Davis...KMBC-TV, Kansas
 City, Mo.
 Treas.—Howard Maschmeier...WNHC, New
 Haven, Conn.
 Joseph Bernard...KTVI-TV, St. Louis, Mo.
 John Dille...WSJV, Elkhart, Indiana
 Joseph Drilling...KJEO-TV, Fresno, Calif.
 John Gelder...WCHS-TV, Charleston, W. Va.
 D. A. Noel...WHBQ-TV, Memphis, Tenn.

FUTURE IN NETWORK TV

... Will Advance In Days Ahead

By JAMES T. AUBREY, JR.
President, CBS Television Network



WE live in a period of some of the most electrifying advances that mankind has ever known. We have seen the audience for entertainment, the desire for information and the interest in the cultured arts grow to unprecedented proportions.

The future of network television lies in its unique ability to meet and, indeed, to reflect the programming desires and interests of the ever-growing audience. The future of television derives, for example from efforts such as the CBS Reports series of prime time informational programs, which will be appearing twice as often next season on the CBS Television Network. It derives from the talents of entertainers like Harry Belafonte, producers like Leland Hayward, from recognition that true comedy, like true drama, is one of the great entertainment arts.

In 1960, we are seeing, too, that television can owe much to the intelligent advertiser. The fact that "Eyewitness to History" in its coverage of the journeys of President Eisenhower has enjoyed full commercial sponsorship, or that the CBS News reporting of the political conventions and presidential election is also under commercial sponsorship, is an indication of the exercise of exemplary responsibility by major American business concerns. By the same token, advertisers who use the CBS Television Network to bring the works of Hemingway and Cervantes and Beethoven and Mozart to the television audience of the nation are also providing examples of corporate

good citizenship and television in the public interest.

We are delighted also to be able to have regularly sponsored presentations of the only weekly historical documentary program and the outstanding science program in network television.

More and more advertisers are discovering the truly amazing impact of the television medium. In the next year, I anticipate that the roster of sponsors will include a number of companies not previously active in television. The variety of advertisers seems to bring with it a matching increase in the variety of program subjects.

One thing which the CBS Television Network intends to continue emphasizing is elasticity and adaptability in scheduling.

No attempt to outline what lies in the future for network television would be realistic if we did not also consider the past and present of the medium. It is interesting to note that even in a period which made newspaper headlines not too long ago there was sustained and continuous growth in the viewing audience. This, it seems to me, is strong proof of Dr. Frank Stanton's recent statement that "There is not a single problem we face, however complex and disturbing, that does not give broadcasters a heaven-sent opportunity for improving television and thus giving it another mighty shove forward toward its inherent—and as yet only partially realized — greatness as a medium of mass communication in a free society."

Small measure



1-8.125

1-4.250

3-8.375

1-2.500

5-8.625

3-4.750

7-8.875

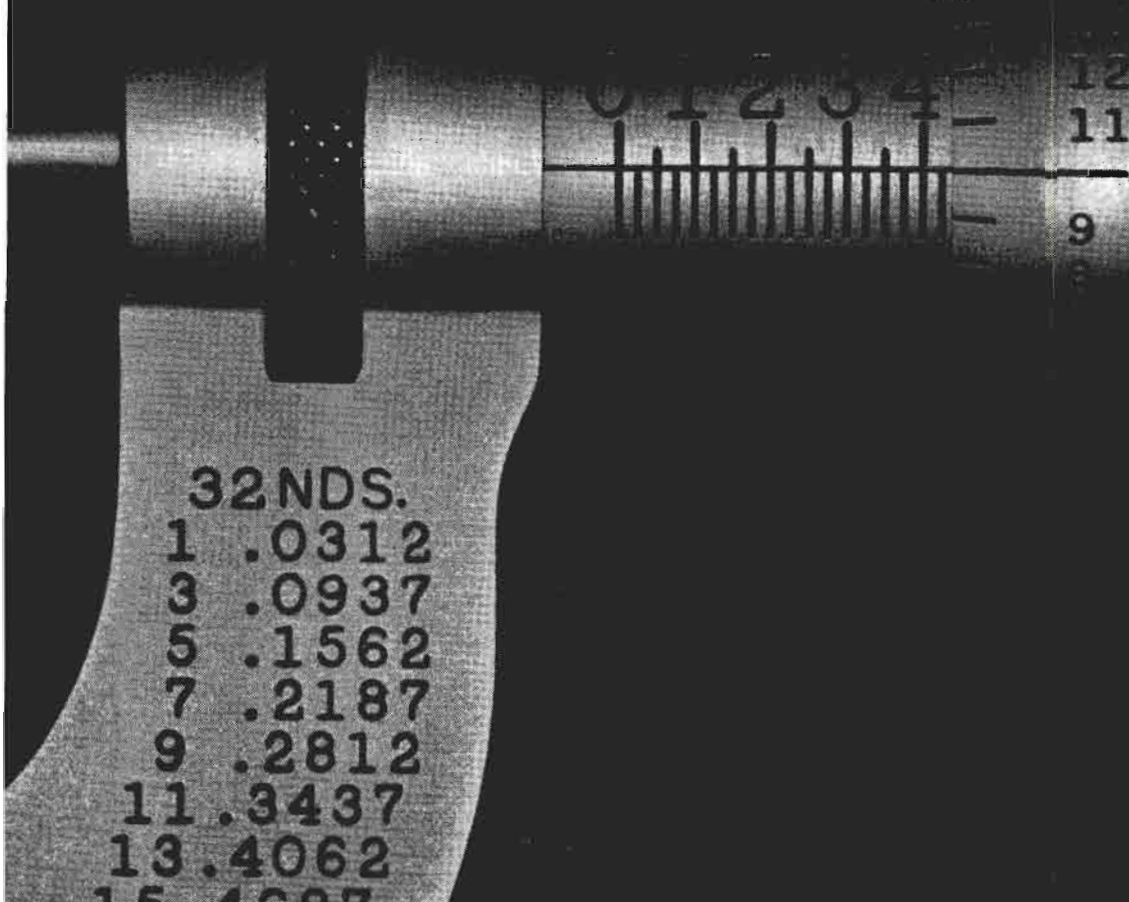
16THS.

To the CBS Owned television stations, dollar measure is but *small measure* of the value of their local community service activities.

The fact that in 1959 these five stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs that comprise the most varied and most widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which last year won for the CBS Owned stations more than *45 awards and citations* for public affairs programming. And which provides an indication of the immeasurable contribution to the communities they serve made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

CBS TELEVISION STATIONS



32 NDS.
1 .0312
3 .0937
5 .1562
7 .2187
9 .2812
11 .3437
13 .4062
15 .4687

CBS TELEVISION NETWORK

JAMES T. AUBREY, JR.

President, CBS Television Network

James T. Aubrey, Jr. was named President of the CBS Television Network on December 8, 1959. He had been Executive Vice President of the CBS Television Network since June 1, 1959. Mr. Aubrey, 41 years old, rejoined CBS as Vice President—Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958. He had been with the ABC Television Network as Vice President in Charge of Programming and Talent since December, 1956. Previously, he had been with the CBS Television Network as Manager of Network Programs, Hollywood, since June, 1956. Mr. Aubrey was General Manager of KNXT, CBS-owned television station in Los Angeles, and the Columbia Pacific Network from October, 1952, until June, 1956. Prior to that he was Sales Manager of KNXT and account executive for KNXT and KNXT-Radio. He was also associated with Street & Smith Publications and Conde Nast Publications following World War II. During the war he served with the U. S. Air Force, being separated with the rank of Major. A graduate of Princeton University, cum laude, Mr. Aubrey is married to motion picture and television actress Phyllis Thaxter. They have two children, Susan 13 and James 6. Their home is in Bronxville, New York.



OSCAR KATZ

Vice President, Network Programs, CBS Television Network



Oscar Katz was named Vice President, Network Programs, for the CBS Television Network on August 10, 1959. Mr. Katz had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July, 1951, Mr. Katz was named Director of Research for the CBS Television Network, the post he held until his appointment in 1956 as Vice President in Charge of Daytime Programs. Over the last three years, Mr. Katz has been responsible for many important program developments and for program experimentation. He is concerned with plans for the whole program spectrum, daytime as well as nighttime, since 1951. He is a member of the Market Research Council and the Friars and The Players clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B.S. degree from the College of the City of New York.

WILLIAM H. HYLAN

CBS Television Network Vice President of Sales Administration

William H. Hylan has been CBS Television Network Vice President of Sales Administration since February, 1957. In this capacity, he directs all phases of network sales and services. Mr. Hylan previously had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U.S. Army, remaining in the service until November, 1945, when he returned to CBS as Assistant to the Director of Station Administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951, Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named Assistant Sales Manager and, in January, 1952, he was appointed Eastern Sales Manager. He was elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and is a graduate of Yale University. He saw service with the Counter-Intelligence Corps OSS. He is married and has three children, a boy and two girls. His home is in Green Farms, Connecticut.



CBS TELEVISION

A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 250.

CBS TELEVISION DIVISION OFFICERS

| | |
|----------------------|---|
| James T. Aubrey, Jr. | President |
| Oscar Katz | Vice President in Charge of Network Programs |
| Michael Dann | Vice President in Charge of Network Programs, New York |
| Guy della Cioppa | Vice President, Programs, Hollywood |
| Joseph H. Ream | Vice Pres., Program Practices |
| Edward L. Saxe | V.P. in Charge of Operations |
| William H. Hylan | V.P. of Sales Administration |
| Thomas Dawson | Vice-President—Network Sales |
| John Karol | V.P., Special Prog. Netwk. Sales |
| William B. Lodge | Vice-President of Engineering and Affiliate Relations |
| Carl Ward | Vice Pres., Affiliate Relations |
| W. Spencer Harrison | Vice-President and Business Mgr. of Talent & Contract Properties |
| John P. Cowden | Vice Pres., Information Serv. |
| Charles S. Steinberg | Vice President, Public Information |
| Thomas K. Fisher | Vice President and General Attorney |
| James Geer | Controller |

Network Sales

| | |
|---------------------|---|
| William H. Hylan | V.P., Sales Administration |
| Thomas H. Dawson | Vice-President—Network Sales |
| John Karol | Vice President, Special Proj. Netwk. Sales |
| Sam K. Maxwell, Jr. | Gen. Sales Mgr., Netwk. Sales |
| Joseph Curl | Daytime Sales Mgr. |
| Roland Blair | Mid-Western Sales Manager |
| Robert Swats | Detroit Sales Manager |
| William J. Fagan | Business Manager |
| Theodore Shaker | Program Sales Mgr. |
| Alfred Harding | Mgr., Public Opinion Program Sales |
| George Zurich | Sales Service Manager |
| George A. Kolpin | Contract Manager |

Affiliate Relations

| | |
|-------------------|---------------------------------|
| Carl Ward | Vice-President in Charge |
| Gordon Hayes | National Mgr. |
| Robert Wood | Mgr., Contracts & Records |
| Bert Lown | Western Manager |
| Ed Scovill | Midwest Manager |
| David R. Williams | Eastern Manager |
| Donald Clancy | Administrative Manager |

Network Programs

| | |
|------------------|--|
| Oscar Katz | Vice Pres. in Chg. Netwk. Programs |
| Michael Dann | Vice-President in Charge of Network Programs, N. Y. |
| Guy della Cioppa | Vice-President, Netwk. Pgs., Hollywood |
| Robert D. Martin | Talent & Casting Director New York |
| Bert Berman | Dir. of Daytime Pgm., Hollywood |
| Richard Lewine | Director, Special Projects |
| Robert Milford | Director, Netwk. Progs., N. Y. |
| Jerry Leider | Director, Special Programs |
| Larry White | Director, Daytime Pgms., N. Y. |
| John Walsh | Coordinator, Special Programs |

Operations

| | |
|---------------------|--|
| Edward L. Saxe | Vice-President in Charge of Operations |
| R. G. Thompson | Director of Technical Staff Services |
| E. Carlton Winckler | Director, Design & Prod. Opera. |
| H. C. Meier | Manager, Studio Operations |
| Tom Judge | Dir. Production Sales |
| Walter R. Pierson | Dir. Production Facilities Planning |
| Albert J. Raymond | Mgr. of Theater and Stage Operations |
| Anthony Boschetti | Manager of Procurement |
| Paul Wittlig | Manager of Production Develop. |
| Orville Sather | Manager of Technical Operations |
| M. Clay Adams | Manager of Film Productions Operation |
| James Heslen | Director, West Coast Live Operations |
| Lester Bowman | Director, West Coast Technical Operations |
| Gordon Shadwick | Manager of Film Service Operations |
| George Lehmann | Manager of Scenery Construction |

(Continued on Page 764)

CBS TELEVISION



NETWORK



(Continued from Page 761)

Information Services

John Cowden..... Vice President

Advertising & Sales Promotion

Louis Dorfman..... Creative Director

George Bristol..... Operations Director

Robert Strunsky..... Copy Chief

Alex Kennedy..... Director of Audience Promotion

Richard Golden..... Director of Sales Presentations
and Market Planning

David Fuchs..... Mgr., Sales Presentations

Leonard Broom..... Promotion Mgr., N. Y.

Edward Side..... Production Manager

Press Information

Charles Steinberg..... Vice President

Public Information

Leonard Spinrad..... Exec. Editor

Hank Warner..... Director, Press Information

Harry Feeney..... Manager of Trade &
Business News

Ernest Stern..... Director, Hollywood

Dorothy Leffler..... Director of Magazine Division

James Kane..... Mgr., Affiliate Press Relations

Research

Jay Eliasberg..... Director

Rose Marie O'Reilly..... Manager of Ratings

Tore Hallonquist..... Manager of Program Analysis

Leonard DeNooyer..... Mgr., Coverage Div.

EngineeringWilliam B. Lodge..... V.P., Engineering
and Affiliate Relations

A. B. Chamberlain..... Dir. of Engineering

H. A. Chinn..... Chief Engineer

Richard O'Brien..... Director, Audio-Video
Engineering**Business Affairs**W. Spencer Harrison..... Vice-President and Busi-
ness Mgr. of Talent & Contract PropertiesPhilip Feldman..... V.P. & Bus. Mgr., Talent
& Contracts, Hollywood

Merritt H. Coleman..... Director of Business Affairs

David Klinger..... Budget Control Manager

Accounting

James Geer..... Comptroller

CBS News

Sig Mickelson..... President

John F. Day..... Vice President

Irving Citlin..... Program Exec., Creative Products

Jack Bush..... Manager of News Film Production

Pamela Ilott..... Director, Religious Programs

Henry Wefing..... Executive Assistant to
Director News

James Burke..... Assignment Editor, CBS News

David Zellmer..... Executive Producer of TV News

Robert Skedgell..... Exec. Producer of Radio News

William MacPhail..... Director of Sports

Theodore F. Koop..... Director of News and
Public Affairs, Washington**CBS TELEVISION****STATIONS DIVISION**

Merle S. Jones..... President

Craig Lawrence..... Vice President in Charge of
CBS Television-Owned Stations**WCBS-TV, 488 Madison Ave.****New York 22, N. Y.**

Frank Shakespeare, Jr..... General Manager

Norman E. Walt..... Sales Manager

Clarence Worden..... Assistant to General Manager

Dan Gallagher..... Program Director

Bob Van Roo..... Promotion Manager

William C. Lacey..... Film Manager

John Horn..... Publicity Manager

WBBM-TV, 410 N. Michigan Ave.**Chicago, Ill.**

Clark George..... Vice President & Gen'l Mgr.

KNXT, 1313 North Vine St.**Los Angeles 28, Calif.**

Robert Wood..... Vice President, Gen'l Mgr.

WCAU-TV, City Line &**Monument Aves., Phila., Pa**

John Schneider..... Vice President, Gen'l Mgr.

KMOX-TV, 12th & Cole Streets**St. Louis 4, Mo.**

Gene Wilkey..... Vice President, Gen'l Mgr.

CBS Television Spot Sales

Bruce Bryant..... Vice President, Gen'l Mgr.

Ben Margolis..... Business Manager

Robert Schneider..... Research Manager

Arthur Elliott, Jr..... Eastern Sales Manager

Frank Elliott..... Director Sales Development

William Hohmann..... Director Sales Promotion

Branch OfficesTed O'Connell..... Midwest Sales Manager
630 N. McClurg Ct., ChicagoH. H. Holtshouser..... Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.John Logan..... Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.Richard Loftus..... San Francisco Manager
Palace Hotel, San FranciscoSam Hill..... Los Angeles Manager
1313 N. Vine St., Los Angeles**CBS Films, Inc.**

Sam Cook Digges..... Adm. Vice-President

Robert Lewine..... Vice-President, Production

Fred Mahlstedt..... Dir. Oper. & Prodn.

Eugene Moss..... Sales Promotion Manager

Walter Scanlon..... Merchandising Manager

Murray Benson..... Dir. of Licensing

Robert Fuller..... Dir. of Publicity

David Sontag..... Mgr., Programs

Howard Kany..... Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

Tom Means..... Director

Information Services

Howard Berk..... Director

Legal

Thomas K. Fisher..... V.P. & Gen. Attorney

Programming

Hal Hough..... Director

SERIOUS PROGRAMMING

...Now Attracting Selling Message

By WALTER D. SCOTT

Executive Vice President, NBC-TV Network



ON A recent Sunday, Vice Admiral Hyman G. Rickover appeared on "Meet the Press" and delivered himself of a sharp and cogent criticism of American education. He declared that education is the most important problem facing this country in its competition with the Soviet Union, and he then called for some fundamental changes in the American public school system. Within the next few days, "Meet the Press" received more than 10,000 requests for copies of the interview—the largest viewer response in the 14-year history of the program.

When more than 10,000 viewers write in, not for a giveaway, but for the text of a program like "Meet the Press," it is time for a closer look at the program and its audience. It is time, I suggest, to reappraise the ability of television's cultural, public affairs and news program to excite real viewer interest and to serve as effective advertising vehicles. It may be that Admiral Rickover has unwittingly called our attention to some program values that are too often overlooked.

There is, for instance, the value of what I would call an active, rather than a passive audience. The viewers of these programs are not idle dial-twirlers who take what comes along. They are active participants in serious programming who study the schedule, select carefully and sit down to view their choice from the edge of their chair. I submit that when this audience tunes in it is in a receptive mood, not just for the program, but for the advertiser's mes-

sage as well.

Secondly, this hard core of viewers who watch public affairs and cultural programs are an audience worth aiming at. They are a minority, but a minority that numbers in the millions. They include the educated, high-income groups who are this country's opinion-formers and taste-makers, who set the patterns of public opinion and set the pace for consumption. They constitute the first and most important market for any advertiser with a new product or a new idea.

Finally, the influence of this kind of programming extends far beyond the actual telecast. These are not shows that fade from memory as quickly as they fade from the picture tube. They are discussed long afterward, are quoted in the newspapers, win awards and are often repeated by popular request. The cultural and public affairs programs give the advertiser a lot of mileage for his money.

These programs, in short, are a good buy, and they are being recognized as such by a growing list of advertisers.

It is evident that the product-selling message, as well as the institutional ad, is finding its place on serious programming.

I think that there is a deep popular concern for information and education in a world where these are becoming conditions of survival. I suggest that broadcasters and advertisers should make this concern their own.



a rose...



...is not



...is not a rose...



...is not



...rose...



...is not a rose...



...rose...

96% of all television homes today fall within the color coverage area. More than 300 stations in the United States have the facilities to carry network color.

At NBC alone, total hours of color programming have increased more than tenfold in the past six years; over 450 hours scheduled in the first six months of 1960.

Owners of color sets tend to be higher in income, better educated, more influential.

The proof is all around us. Proof that color — an integral part of living — is an integral part of living television. Proof that your advertising future is in color.

NBC TELEVISION NETWORK

...unless it's in color

NBC TELEVISION NETWORK

WALTER D. SCOTT

Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



DON DURGIN

Vice President, Network Sales



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

DAVID LEVY

Vice President, Programs and Talent

David Levy, vice president, programs and talent, television network, was vice president and associate director of the radio and television department of Young & Rubicam, Inc., before he joined NBC in April, 1959. With more than 20 years of experience in creative programming, Mr. Levy is spearheading the network's expansion in the areas of talent and creativity. At Young & Rubicam, he wrote, directed and supervised many of the agency's radio shows, and in 1947 entered television, becoming the agency's first television supervisor. He became vice president in charge of talent and new programs in August, 1950, and in April, 1958, was named associate director of the radio and television department. He also served on the agency's plans board for several years. Mr. Levy is also a successful author of television plays and short stories. He was graduated from the University of Pennsylvania's Wharton School of Finance and Commerce.



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 223.

DEPARTMENTS EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Anthony C. Krayer.....Dir., Business Affairs

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Wilbur Fromm.....Dir., New Bus. & Prom.
Francis Mangan.....Mgr., Central TV Spot Sales
George S. Dietrich.....Dir., Radio Spot Sales
Frank De Rosa..Mgr., Cent. Off. Radio Spt. Sls.
William B. Buschgen..Mgr., Detroit Off. Radio
Spot Sales
Frederick T. Lyons, Jr.....Mgr., Eastern Office
Radio Spot Sales
Edward H. Macaulay.....Mgr., Western Office,
Radio Spot Sales
William D. Edouarde..Sales-Div. Mgr., Hollywood
Office
Dave Scott..Mgr., New England, Radio Spot Sls.
Walter Davison..Mgr., Western Off. TV Spot Sls.

NBC Owned Stations WRCA-TV, New York

William N. Davidson....V.P. & General Manager

WRC-TV, Washington

Carleton D. Smith.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray....V.P. & General Manager

KNBC—AM-FM, San Francisco

George Fuerst.....General Mgr.

WAMP, WFMP, Pittsburgh

Stephen Rooney.....General Mgr.

NEWS

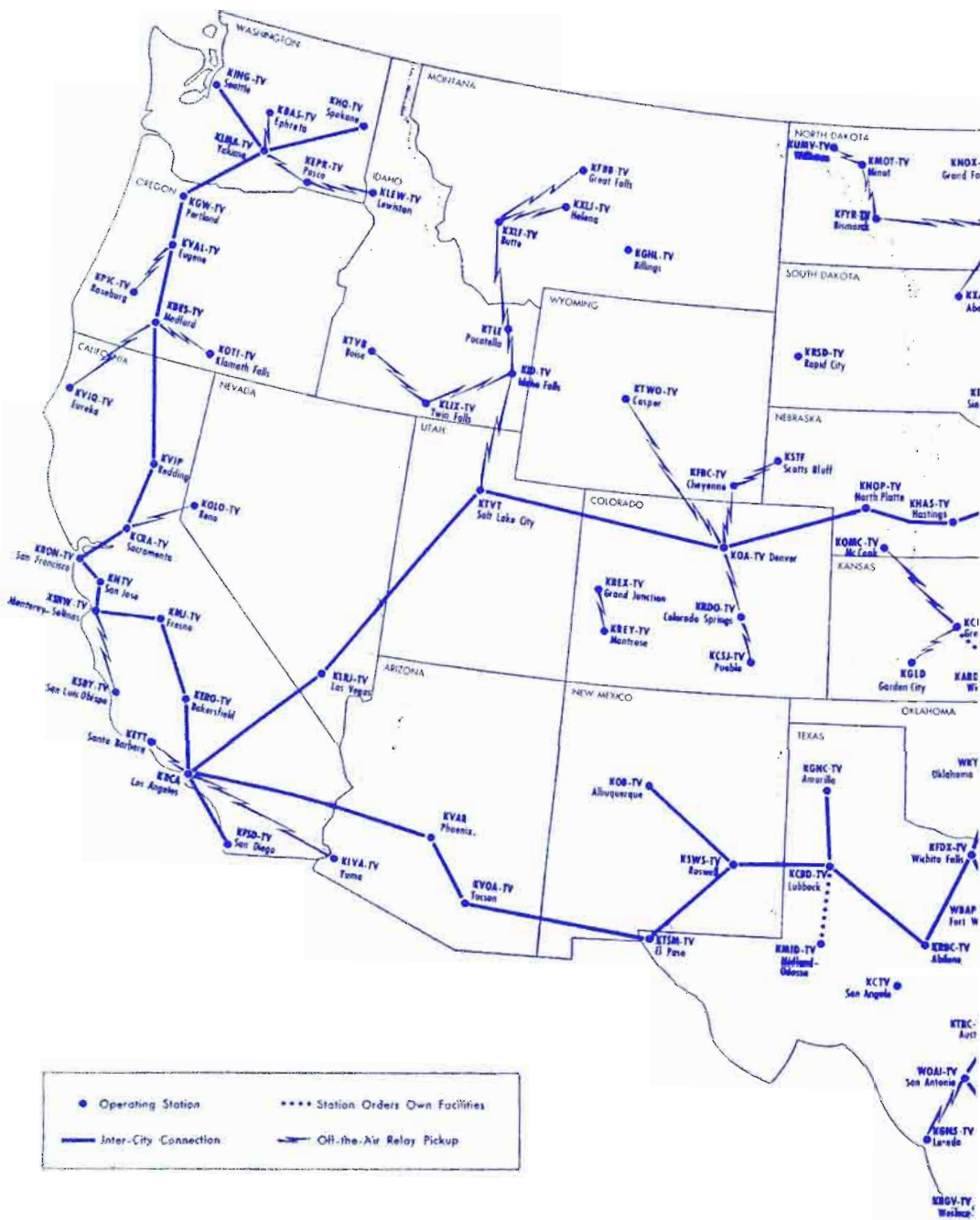
William McAndrew.....Vice President, News
Julian Goodman..Director, News & Public Affairs
Joseph O. Meyers.....Director, News
William Ray.....Mgr., News, Central Div.
Stanley G. Rotkewicz..Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
George Heineman.....Mgr. Public Affairs
Leslie C. Vaughan.....Manager, Administration
News

TELEVISION NETWORK TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
George D. Matson.....V.P., General Mgr.,
TV Network

(Continued on Page 772)

NBC TELEVISION



(Continued from Page 769)

David Levy.....VP., Programs & Talent
Don Durgin.....Vice President, Sales
Robert L. Stone.....VP, Facilities Operations

TV NETWORK BUSINESS AFFAIRS

John J. Heywood.....Director, Business Affairs

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....V.P., Nighttime Programs
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Director, Special Projects
Carl Lindemann, Jr.....V.P., Daytime Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
George M. Rogers, Jr.....Mgr., Administ.
Participating Programs
Richard Linkroum.....V.P., Special Programs
David Tebet.....V.P., Talent Relations
Ernest V. Theiss.....Mgr., Night Prog. Admins.
Burton H. Hanft.....V.P. in Charge
Talent & Program Cont.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales
Don Durgin.....V.P., TV Network Sales
Edward R. Hitz.....V.P., General Sales Exec.
Thomas B. McFadden.....V.P., National Sales
Charles R. Abry.....Gen. Sales Exec.
Sidney P. Allen.....Gen. Sales Exec.
Raymond F. Eichman.....Dir. Sales Presentations
& Promotion
Harry T. Floyd.....Mgr., TV Sales, Western Div.
Stephen Flynn.....Dir., TV Station Sales, Clearances
& Sales Services
Walter W. Gross.....Mgr., TV Sales, Detroit
David Hedley.....Mgr., TV Sales Presentations
William Storke.....Director, Sales Partic. Program
Arthur Johnson.....Mgr., Station Sales

Edward Friendly.....Dir., Spec. Pgm. Sales
Nicholas Gurdon.....Dir., TV Sales Development
Hamilton Robinson.....Mgr., Office Services
Robert Greenwell.....Art Dir., Sales Plann.
Dean Shaffner.....Dir., Sales Planning
Ira Wolff.....Mgr., Sales Prom.

FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation
Nicholas Gilles.....Director, Business Affairs

Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.
Paul Gallant.....Mgr., Radio Technical Ops.
James Chenard.....Business Mgr.
Charles Bennis.....Mgr., Radio Recording

Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,
Art & Scenic Prod.
Robert MacKichan.....Mgr., Design & Art
Curtis Blank.....Mgr., Prodn. Services
Peter Bonardi.....Mgr., Scenic Const. & Painting
Thomas Tart.....Business Mgr.
Bernard J. Paulson.....Dir. Design, Art
& Serv. Prod.

Telesales

Malcolm Madden.....Director, TeleSales

Color Coordination

Norman H. Grant.....Director, Color Coord.

Television Network Operations

William H. Trevarthen.....Director, Television
Network Operations
Peter M. Affe.....Manager, Facilities Planning
and Operations Control
Richard H. Edmondson.....Manager, Technical and
Operations Planning
Charles E. Corcoran.....Manager, Video Tape,
Film and Kinescope Operations
John A. Hilton.....Manager, Traffic and Lines
Thomas H. Phelan.....Manager, Plant Facilities and
Maintenance
John B. Rogers.....Manager, Studio-Field Technical
Operations
H. Rodomista.....Manager, Studio and Theatre
Production Services

STAR COOPERATION

... A Plus Value For Sponsors

By FREDERICK W. ZIV

Chairman of the Board, ZIV-United Artists, Inc.



"**H**AVE starring role in TV series . . . will travel."

In casting a series, Ziv looks for two separate—yet related—sets of qualifications in a star: (1) a perfect match between the role and an actor (or actress) capable of delivering a winning performance every time out . . . a man who is photogenic, able to "project" to the viewers and adept in all the acting skills . . . (2) proper "presence" to meet, attract and sell to people: executives, plant workers, the Press and to "the public." In order to meet the sponsor's expectations, he must be equal to the strain of whirlwind campaigns through large market areas and still be in top form every minute.

"Shop talk" for the series star is no longer confined to "the Method," characterization, script interpretation and so forth. When today's star "talks shop," he's talking someone "else's shop"—beer sales, milksheds, tobacco leaf, bakery routes, gasoline taxes . . . and he talks it with the men who know best: his sponsor and his sponsor's executive associates, plant managers and work force. Most important, he's talking to the sponsor's customers. He faces thousands of them at a time.

Sponsors reveal a lot of excitement about these tours, using them as the focal point of other big promotions.

The series producer, today, literally says, "be our guest." We, through our stars, are seeing to it that the sponsor gets many additional thousands of TV homes not reckoned in his film buy, which, presumably, he made on a cost-per-

thousand basis. Reason: we make it possible for his star frequently to appear in network dramas, make "guest shots" on variety shows and emcee special events.

It's money in the bank for the sponsor who has a star who gets these calls. This all enhances the prestige of his star and series.

Another plus—the star can pinpoint identification of series and sponsor's product by appearing in filmed commercials . . . another service of the major TV studios.

Our new industry has created a new brand of star performer and turned him into a unique and valuable natural resource for our customer.

Obviously, TV film stardom requires talents beyond the purely thespian. Primarily he's an actor before cameras but he's also a business representative, a hail-fellow-well-met, minister-without-portfolio, a salesman devoted to his sponsor's commercial success which, in the final analysis, determines his own success, ours and that of the whole TV industry.

In promotional activities, every sponsor of a series is the star's boss. The more successful the series, the more bosses he's likely to have—particularly in syndication. This calls for a high degree of adaptability, at least a reasonable amount of business sense and absolute "zero" of old-time "artistic temperament" (modern translation: bad manners). There's no place in our shop for a "prima donna." Our customers can't afford it.

NATIONAL & REGIONAL SPOT TELEVISION ADVERTISERS

—Product Classification—4th Quarter 1959—

| Product | Est. Expendit. | Product | Est. Expendit. |
|----------------------------------|----------------|-----------------------------------|----------------|
| AGRICULTURE | \$ 385,000 | Fixtures, Plumbing, Supplies.... | 121,000 |
| Feeds, Meals | 214,000 | Materials | 196,000 |
| Miscellaneous | 171,000 | Paints | 87,000 |
| ALE, BEER & WINE..... | 11,729,000 | Power Tools | 141,000 |
| Beer & Ale..... | 9,716,000 | Miscellaneous | 64,000 |
| Wine | 2,013,000 | CLOTHING, FURNISHINGS, | |
| AMUSEMENTS, ENTERTAINMENT | 299,000 | ACCESSORIES | 5,126,000 |
| AUTOMOTIVE | 5,435,000 | Clothing | 4,110,000 |
| Anti-Freeze | 121,000 | Footwear | 514,000 |
| Batteries | 230,000 | Hosiery | 452,000 |
| Cars | 3,938,000 | Miscellaneous | 50,000 |
| Tires & Tubes..... | 238,000 | CONFECTIONS & SOFT DRINKS.. | 6,696,000 |
| Trucks & Trailers..... | 139,000 | Confections | 3,792,000 |
| Misc. Accessories & Supplies.... | 769,000 | Soft Drinks | 2,904,000 |
| BUILDING MATERIAL, | | CONSUMER SERVICES | 4,601,000 |
| EQUIPMENT, FIXTURES, | | Dry Cleaning & Laundries..... | 10,000 |
| PAINTS | 609,000 | Financial | 898,000 |
| | | Insurance | 977,000 |
| | | Medical & Dental..... | 61,000 |
| | | Moving, Hauling, Storage..... | 111,000 |
| | | Public Utilities | 2,206,000 |
| | | Religious, Political, Unions..... | 238,000 |
| | | Schools & Colleges..... | 55,000 |
| | | Miscellaneous Services | 45,000 |
| | | COSMETICS & TOILETRIES..... | 14,282,000 |
| | | Cosmetics | 3,781,000 |
| | | Deodorants | 930,000 |
| | | Depilatories | 31,000 |
| | | Hair Tonics & Shampoos..... | 1,936,000 |
| | | Hand & Face Creams, Lotions... | 1,063,000 |
| | | Home Permanents & Coloring... | 890,000 |
| | | Perfumes, Toilet Waters, etc.... | 1,188,000 |
| | | Razors, Blades | 1,609,000 |
| | | Shaving Creams, Lotions, etc.... | 291,000 |
| | | Toilet Soaps | 1,717,000 |
| | | Miscellaneous | 846,000 |
| | | DENTAL PRODUCTS | 3,337,000 |
| | | Dentifrices | 2,411,000 |
| | | Mouthwashes | 779,000 |
| | | Miscellaneous | 147,000 |
| | | DRUG PRODUCTS | 16,923,000 |
| | | Cold Remedies | 7,206,000 |
| | | Headache Remedies | 3,462,000 |
| | | Indigestion Remedies | 2,828,000 |
| | | Laxatives | 731,000 |
| | | Vitamins | 937,000 |
| | | Weight Aids | 285,000 |
| | | Miscellaneous Drug Products.... | 1,249,000 |
| | | Drug Stores | 225,000 |

AMERICA'S OLDEST BROADCASTING SCHOOL

Complete Training in

TELEVISION PROGRAMMING & PRODUCTION

Directing Film for TV
Producing Staging
Camera Lighting
Audio & Video Controls

F.C.C. COURSE
1st Class License preparation

ANNOUNCING
for Radio & Television

**SRT Academy of
Broadcasting Arts**

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NATIONAL & REGIONAL SPOT TV ADVERTISERS

| Product | Est. Expendit. | Product | Est. Expendit. |
|---------------------------------------|-------------------|--------------------------------------|----------------------|
| FOOD & GROCERY PRODUCTS.. | 47,744,000 | HOUSEHOLD, GENERAL | 1,180,000 |
| Baked Goods | 7,683,000 | Brooms, Brushes, Mops, etc..... | 196,000 |
| Cereals | 3,781,000 | China, Glassware, Crockery, | |
| Coffee, Tea & Food Drinks..... | 10,662,000 | Containers | 212,000 |
| Condiments, Sauces, Appetizers.. | 2,396,000 | Disinfectants, Deodorizers | 335,000 |
| Dairy Products | 1,683,000 | Fuels (Heating, etc.)..... | 119,000 |
| Desserts | 445,000 | Insecticides, Rodenticides | 105,000 |
| Dry Foods (Flour, Mixes, Rice, | | Kitchen Utensils | 17,000 |
| etc.) | 7,558,000 | Miscellaneous | 196,000 |
| Fruits & Vegetables, Juices..... | 2,116,000 | NOTIONS | 47,000 |
| Macaroni, Noodles, Chili, etc.... | 614,000 | PET PRODUCTS | 1,630,000 |
| Margarine, Shortenings | 2,753,000 | PUBLICATIONS | 79,000 |
| Meat, Poultry & Fish..... | 1,856,000 | SPORTING GOODS, BICYCLES, | |
| Soups | 447,000 | TOYS | 2,929,000 |
| Miscellaneous Foods | 2,820,000 | Bicycles & Supplies..... | 26,000 |
| Miscellaneous Frozen Foods..... | 718,000 | Toys & Games..... | 2,794,000 |
| Food Stores | 2,212,000 | Miscellaneous | 109,000 |
| GARDEN SUPPLIES & | | STATIONERY, OFFICE | |
| EQUIPMENT | 67,000 | EQUIPMENT | 56,000 |
| GASOLINE & LUBRICANTS..... | 5,632,000 | TELEVISION, RADIO, | |
| Gasoline & Oil..... | 5,304,000 | PHONOGRAPH, MUSICAL | |
| Oil Additives | 295,000 | INSTRUMENTS | 269,000 |
| Miscellaneous | 33,000 | Radio & Television Sets..... | 71,000 |
| HOTELS, RESORTS, | | Records | 92,000 |
| RESTAURANTS | 188,000 | Miscellaneous | 106,000 |
| HOUSEHOLD CLEANERS, | | TOBACCO PRODUCTS & | |
| CLEANSERS, POLISHES, | | SUPPLIES | 9,023,000 |
| WAXES | 9,204,000 | Cigarettes | 7,945,000 |
| Cleaners, Cleansers | 7,558,000 | Cigars, Pipe Tobacco..... | 923,000 |
| Floor & Furniture Polishes, Waxes | 493,000 | Miscellaneous | 155,000 |
| Glass Cleaners | 344,000 | TRANSPORTATION & TRAVEL.. | 1,065,000 |
| Home Dry Cleaners..... | 35,000 | Air | 844,000 |
| Shoe Polish | 688,000 | Bus | 37,000 |
| Miscellaneous Cleaners | 86,000 | Rail | 166,000 |
| HOUSEHOLD EQUIPMENT— | | Miscellaneous | 18,000 |
| APPLIANCES | 1,835,000 | WATCHES, JEWELRY, CAMERAS | 1,768,000 |
| HOUSEHOLD FURNISHINGS | 759,000 | Cameras, Accessories, Supplies.. | 558,000 |
| Beds, Mattresses, Springs..... | 348,000 | Clocks & Watches..... | 14,000 |
| furniture & Other Furnishings.. | 411,000 | Jewelry | 94,000 |
| HOUSEHOLD LAUNDRY | | Pens & Pencils..... | 970,000 |
| PRODUCTS | 9,114,000 | Miscellaneous | 132,000 |
| Bleaches, Starches | 1,902,000 | MISCELLANEOUS | 2,672,000 |
| Packaged Soaps, Detergents | 6,830,000 | Trading Stamps | 462,000 |
| Miscellaneous | 382,000 | Miscellaneous Products | 1,076,000 |
| HOUSEHOLD PAPER PRODUCTS | 1,049,000 | Miscellaneous Stores | 1,134,000 |
| Cleansing Tissues | 247,000 | TOTAL | \$165,732,000 |
| Food Wraps | 326,000 | | |
| Napkins | 22,000 | | |
| Toilet Tissue | 277,000 | | |
| Miscellaneous | 177,000 | | |

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ALPHABETICAL LISTING
BY STATES AND CITIES

1960

TELEVISION STATIONS

Commercial Stations of U. S. Territories and Possessions

| Station | City—State | Page | Station | City—State | Page |
|---------|------------------------------|------|---------|-----------------------------|------|
| CKLW-TV | Detroit-Windsor, Mich./Ont. | 818 | KGGM-TV | Albuquerque, N. M. | 829 |
| KABC-TV | Los Angeles, Calif. | 787 | KGHL-TV | Billings, Mont. | 824 |
| KAKE-TV | Wichita, Kan. | 810 | KGLO-TV | Mason City, Iowa | 809 |
| KALB-TV | Alexandria, La. | 811 | KGMB-TV | Honolulu, Hawaii | 801 |
| KARD-TV | Wichita, Kan. | 810 | KGNC-TV | Amarillo, Tex. | 850 |
| KARK-TV | Little Rock, Ark. | 785 | KGNS-TV | Laredo, Tex. | 855 |
| KATV | Little Rock, Ark. | 786 | KGO-TV | San Francisco, Calif. | 788 |
| KAVE-TV | Carlsbad, N. M. | 829 | KGUN | Tucson, Ariz. | 785 |
| KAYS-TV | Hays, Kan. | 810 | KGW-TV | Portland, Ore. | 840 |
| KBAK-TV | Bakersfield, Calif. | 786 | KHAS-TV | Hastings, Neb. | 825 |
| KBES-TV | Medford, Ore. | 840 | KHJ-TV | Los Angeles, Calif. | 787 |
| KBLR-TV | Goodland, Kan. | 809 | KHOL-TV | Kearney, Neb. | 825 |
| KBMB-TV | Bismarck, N. D. | 835 | KHOU-TV | Houston, Tex. | 853 |
| KBOI-TV | Boise, Ida. | 803 | KHQ-TV | Spokane, Wash. | 860 |
| KBTV | Denver, Colo. | 791 | KHQA-TV | Hannibal, Mo. | 823 |
| KBTX-TV | Bryan, Tex. | 850 | KHSL-TV | Chico, Calif. | 786 |
| KCBD-TV | Lubbock, Tex. | 855 | KHTV | Portland, Ore. | 840 |
| KCCC-TV | Sacramento, Calif. | 788 | KHVH-TV | Honolulu, Hawaii | 801 |
| KCEN-TV | Temple, Tex. | 856 | KID-TV | Idaho Falls, Ida. | 803 |
| KCIX-TV | Nampa, Ida. | 803 | KIEM-TV | Eureka, Calif. | 786 |
| KCKT-TV | Great Bend, Kan. | 810 | KIMA-TV | Yakima, Wash. | 861 |
| KCMC-TV | Texarkana, Tex. | 857 | KING-TV | Seattle, Wash. | 860 |
| KCMO-TV | Kansas City, Mo. | 823 | KINY-TV | Juneau, Alaska | 784 |
| KCMT | Alexandria, Minn. | 820 | KIRO-TV | Seattle, Wash. | 860 |
| KCOF | Los Angeles, Calif. | 787 | KIVA | Yuma, Ariz. | 785 |
| KCOR-TV | San Antonio, Tex. | 856 | KJEO | Fresno, Calif. | 786 |
| KCPX-TV | Salt Lake City, Utah | 857 | KKTV | Colorado Springs, Colo. | 789 |
| KCRS-TV | Sacramento, Calif. | 788 | KLAS-TV | Las Vegas, Nev. | 827 |
| KCRG-TV | Cedar Rapids, Iowa | 808 | KLFY-TV | Lafayette, La. | 811 |
| KCSJ-TV | Pueblo, Colo. | 791 | KLIX-TV | Twin Falls, Ida. | 803 |
| KCTV | San Angelo, Tex. | 856 | KLOR-TV | Provo, Utah | 857 |
| KDAL-TV | Duluth-Superior, Minn./Wisc. | 820 | KLRJ-TV | Las Vegas, Nev. | 827 |
| KDIX-TV | Dickinson, N. D. | 835 | KLTV | Tyler, Tex. | 857 |
| KDKA-TV | Pittsburgh, Pa. | 844 | KLZ-TV | Denver, Colo. | 791 |
| KDUB-TV | Lubbock, Tex. | 855 | KMBC-TV | Kansas City, Mo. | 823 |
| KEDY-TV | Big Spring, Tex. | 850 | KMID-TV | Midland, Tex. | 856 |
| KELO-TV | Sioux Falls, S. D. | 846 | KMJ-TV | Fresno, Calif. | 787 |
| KELP-TV | El Paso, Tex. | 851 | KMMT | Austin, Minn. | 820 |
| KENI-TV | Anchorage, Alaska | 784 | KMOS-TV | Sedalia, Mo. | 823 |
| KENS-TV | San Antonio, Tex. | 856 | KMOX-TV | St. Louis, Mo. | 824 |
| KERO-TV | Bakersfield, Calif. | 786 | KMSO-TV | Missoula, Mont. | 825 |
| KETV | Omaha, Neb. | 825 | KMSP-TV | Minneapolis-St. Paul, Minn. | 820 |
| KEYT | Santa Barbara, Calif. | 789 | KMTV | Omaha, Neb. | 826 |
| KFAR-TV | Fairbanks, Alaska | 784 | KMVI | Wailuku, Hawaii | 803 |
| KFBB-TV | Great Falls, Mont. | 824 | KNAC-TV | Fort Smith, Ark. | 785 |
| KFBC-TV | Cheyenne, Wyo. | 864 | KNBS | Walla Walla, Wash. | 861 |
| KFDA-TV | Amarillo, Tex. | 849 | KNO | Yakima, Wash. | 861 |
| KFDM-TV | Beaumont, Tex. | 850 | KNOE-TV | Monroe, La. | 813 |
| KFDX-TV | Wichita Falls, Tex. | 857 | KNOP-TV | North Platte, Neb. | 825 |
| KFEQ-TV | St. Joseph, Mo. | 824 | KNOX-TV | Grand Forks, N. D. | 835 |
| KFJZ-TV | Fort Worth, Tex. | 851 | KNTV | San Jose, Calif. | 789 |
| KFMB-TV | San Diego, Calif. | 788 | KNXT | Los Angeles, Calif. | 787 |
| KFRE-TV | Fresno, Calif. | 786 | KOA-TV | Denver, Colo. | 791 |
| KFSD-TV | San Diego, Calif. | 788 | KOAM-TV | Pittsburgh, Kan. | 810 |
| KFVS-TV | Cape Girardeau, Mo. | 821 | KOAT-TV | Albuquerque, N. M. | 829 |
| KFYR-TV | Bismarck, N. D. | 835 | KOB-TV | Albuquerque, N. M. | 829 |
| KGBT-TV | Harlingen, Tex. | 853 | KOCO-TV | Enid, Okla. | 839 |

| Station | City—State | Page | Station | City—State | Page |
|---------|----------------------------|------|---------|-------------------------------|------|
| KODE-TV | — Joplin, Mo. | 823 | KRLD-TV | — Dallas, Tex. | 851 |
| KOIN-TV | — Portland, Ore. | 840 | KRNT-TV | — Des Moines, Iowa | 808 |
| KOLD-TV | — Tucson, Ariz. | 785 | KROC-TV | — Rochester, Minn. | 820 |
| KOLN-TV | — Lincoln, Neb. | 825 | KROD-TV | — El Paso, Tex. | 857 |
| KOLO-TV | — Reno, Nev. | 827 | KRON-TV | — San Francisco, Calif. | 789 |
| KOMO-TV | — Seattle, Wash. | 860 | KRSD-TV | — Rapid City, S. D. | 846 |
| KOMU-TV | — Columbia, Mo. | 821 | KRTV | — Great Falls, Mont. | 825 |
| KONA-TV | — Honolulu, Hawaii | 801 | KSBW-TV | — Sainais, Calif. | 788 |
| KONO-TV | — San Antonio, Tex. | 856 | KSBY-TV | — San Luis Obispo, Calif. | 789 |
| KOOK-TV | — Billings, Mont. | 824 | KSD-TV | — St. Louis, Mo. | 824 |
| KOOL-TV | — Phoenix, Ariz. | 784 | KSHO-TV | — Las Vegas, Nev. | 827 |
| KOSA-TV | — Odessa, Tex. | 856 | KSL-TV | — Salt Lake City, Utah | 858 |
| KOTA-TV | — Rapid City, S. D. | 846 | KSLA-TV | — Shreveport, La. | 815 |
| KOTI-TV | — Klamath Falls, Ore. | 840 | KSTP-TV | — St. Paul-Minneapolis, Minn. | 820 |
| KOTV | — Tulsa, Okla. | 839 | KSWO-TV | — Lawton, Okla. | 839 |
| KOVR-TV | — Stockton, Calif. | 789 | KSWV-TV | — Roswell, N. M. | 829 |
| KPAC-TV | — Port Arthur, Tex. | 856 | KSYD-TV | — Wichita Falls, Tex. | 857 |
| KPAR-TV | — Abilene-Sweetwater, Tex. | 849 | KTAG-TV | — Lake Charles, La. | 813 |
| KPHO-TV | — Phoenix, Ariz. | 784 | KTAK-TV | — Houston, Tex. | 853 |
| KPIX | — San Francisco, Calif. | 788 | KTBC-TV | — Austin, Tex. | 850 |
| KPLC-TV | — Lake Charles, La. | 811 | KTBS-TV | — Shreveport, La. | 815 |
| KPLR-TV | — St. Louis, Mo. | 823 | KTEN | — Ada, Okla. | 839 |
| KPRC-TV | — Houston, Tex. | 855 | KTES | — Nacogdoches, Tex. | 856 |
| KPTV | — Portland, Ore. | 840 | KTHV | — Little Rock, Ark. | 785 |
| KQTV | — Fort Dodge, Iowa | 809 | KTIV | — Sioux City, Iowa | 809 |
| KRBC-TV | — Abilene, Tex. | 849 | KTLA | — Los Angeles, Calif. | 787 |
| KRCA | — Los Angeles, Calif. | 787 | KTNT-TV | — Tacoma-Seattle, Wash. | 860 |
| KRCG-TV | — Jefferson City, Mo. | 823 | KTRE-TV | — Lufkin, Tex. | 855 |
| KRDO-TV | — Colorado Springs, Colo. | 789 | KTSM-TV | — El Paso, Tex. | 851 |
| KREM-TV | — Spokane, Wash. | 860 | KTTS-TV | — Springfield, Mo. | 823 |
| KREX-TV | — Grand Junction, Colo. | 791 | KTTV | — Los Angeles, Calif. | 787 |
| KRGV-TV | — Weslaco, Tex. | 857 | KTUL-TV | — Tulsa, Okla. | 839 |
| KRIS-TV | — Corpus Christi, Tex. | 850 | KTVA | — Anchorage, Alaska | 784 |

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| Station | City—State | Page | Station | City—State | Page |
|---------|---------------------------------|------|---------|-----------------------------------|------|
| KTVB | — Boise, Ida. | 803 | WBEN-TV | — Buffalo, N.Y. | 830 |
| KTVK-TV | — Ensign, Kan. | 809 | WBIR-TV | — Knoxville, Tenn. | 847 |
| KTVE | — El Dorado, Ark. | 785 | WBKB-TV | — Chicago, Ill. | 804 |
| KTVF | — Fairbanks, Alaska | 784 | WBNS-TV | — Columbus, O. | 837 |
| KTVH | — Hutchinson, Kan. | 810 | WBOC-TV | — Salisbury, Md. | 817 |
| KTVI | — St. Louis, Mo. | 824 | WBOY-TV | — Clarksburg, W. Va. | 861 |
| KTVK | — Phoenix, Ariz. | 784 | WPZ-TV | — Lock Haven, Pa. | 843 |
| KTVO | — Ottumwa, Iowa | 809 | WBRC-TV | — Birmingham, Ala. | 783 |
| KTVR | — Denver, Colo. | 791 | WBRE-TV | — Wilkes-Barre, Pa. | 844 |
| KTVU | — San Francisco-Oakland, Calif. | 789 | WBRZ | — Baton Rouge, La. | 811 |
| KTVW | — Seattle, Wash. | 860 | WBTW | — Charlotte, N. C. | 833 |
| KTWO-TV | — Casper, Wyo. | 864 | WBTW | — Florence, S. C. | 846 |
| KUAM-TV | — Agana, Guam | 865 | WBZ-TV | — Boston, Mass. | 817 |
| KULR | — Kalispell, Mont. | 825 | WCAU-TV | — Philadelphia, Pa. | 843 |
| KUTV | — Salt Lake City, Utah | 858 | WCAX-TV | — Burlington, Vt. | 858 |
| KVAL-TV | — Eugene, Ore. | 840 | WCBI-TV | — Columbus, Miss. | 821 |
| KVAR | — Phoenix, Ariz. | 785 | WCBS-TV | — New York, N. Y. | 831 |
| KVER-TV | — Clovis, N.M. | 829 | WCCO-TV | — Minneapolis, Minn. | 820 |
| KVII-TV | — Amarillo, Tex. | 850 | WCHS-TV | — Charleston, W. Va. | 861 |
| KVIP | — Redding, Calif. | 787 | WCIA | — Champaign, Ill. | 803 |
| KVIQ-TV | — Eureka, Calif. | 786 | WCKT | — Miami, Fla. | 796 |
| KVKM-TV | — Monahans, Tex. | 856 | WCNY-TV | — Carthage, N. Y. | 830 |
| KVOA-TV | — Tucson, Ariz. | 785 | WCOV-TV | — Montgomery, Ala. | 783 |
| KVOG-TV | — Ogden, Utah | 857 | WCPO-TV | — Cincinnati, O. | 836 |
| KVOO-TV | — Tulsa, Okla. | 839 | WCSC-TV | — Charleston, S. C. | 845 |
| KVOS-TV | — Bellingham, Wash. | 860 | WCSH-TV | — Portland, Me. | 815 |
| KVTW | — Sioux City, Iowa | 809 | WCTV | — Thomasville, Ga. | 801 |
| KWRB-TV | — Riverton, Wyo. | 864 | WCYB-TV | — Bristol, Va. | 858 |
| KWTW | — Oklahoma City, Okla. | 839 | WDAF-TV | — Kansas City, Mo. | 823 |
| KWTX-TV | — Waco, Tex. | 857 | WDAM-TV | — Hattiesburg, Miss. | 821 |
| KWWL-TV | — Waterloo, Iowa | 809 | WDAN-TV | — Danville, Ill. | 804 |
| KXAB-TV | — Aberdeen, S.D. | 846 | WDAU-TV | — Scranton, Pa. | 844 |
| KXGN-TV | — Glendive, Mont. | 824 | WDAY-TV | — Fargo, N. D. | 835 |
| KXGO-TV | — Fargo, N.D. | 835 | WDBJ-TV | — Roanoke, Va. | 859 |
| KXII | — Ardmore, Okla. | 839 | WDBO-TV | — Orlando, Fla. | 797 |
| KXJB-TV | — Valley City, N.D. | 835 | WDEF-TV | — Chattanooga, Tenn. | 847 |
| KXLF-TV | — Butte, Mont. | 824 | WDSM-TV | — Duluth-Superior, Minn./Wisc. | 820 |
| KXLJ | — Helena, Mont. | 825 | WDSU-TV | — New Orleans, La. | 815 |
| KXLY-TV | — Spokane, Wash. | 860 | WDXI-TV | — Jackson, Tenn. | 847 |
| KXMC-TV | — Minot, N.D. | 835 | WEAR-TV | — Pensacola, Fla. | 797 |
| KXTV | — Sacramento, Calif. | 788 | WEAT-TV | — West Palm Beach, Fla. | 799 |
| KYTV | — Springfield, Mo. | 823 | WEAU-TV | — Eau Claire, Wisc. | 863 |
| KYW-TV | — Cleveland, O. | 837 | WECT | — Wilmington, N. C. | 834 |
| KZTV | — Corpus Christi, Tex. | 850 | WEEK-TV | — Peoria, Ill. | 804 |
| WABC-TV | — New York, N.Y. | 831 | WEHT | — Evansville, Ind. | 805 |
| WABI-TV | — Bangor, Me. | 815 | WESH-TV | — Daytona Beach, Fla. | 795 |
| WAFB-TV | — Baton Rouge, La. | 811 | WEWS | — Cleveland, O. | 837 |
| WAFG-TV | — Huntsville, Ala. | 783 | WFAA-TV | — Dallas, Tex. | 850 |
| WAGA-TV | — Atlanta, Ga. | 799 | WFAM-TV | — Lafayette, Ind. | 807 |
| WAGM-TV | — Presque Isle, Me. | 816 | WFBC-TV | — Greenville, S. C. | 846 |
| WAIM-TV | — Anderson, S. C. | 845 | WFBG-TV | — Altoona, Pa. | 841 |
| WAKR-TV | — Akron, O. | 836 | WFBM-TV | — Indianapolis, Ind. | 807 |
| WALA-TV | — Mobile, Ala. | 783 | WFGA-TV | — Jacksonville, Fla. | 796 |
| WALB-TV | — Albany, Ga. | 799 | WFIE-TV | — Evansville, Ind. | 805 |
| WANE-TV | — Fort Wayne, Ind. | 807 | WFIL-TV | — Philadelphia, Pa. | 843 |
| WAPA-TV | — San Juan, P.R. | 865 | WFLA-TV | — Tampa, Fla. | 797 |
| WAPI-TV | — Birmingham, Ala. | 783 | WFMJ-TV | — Youngstown, O. | 838 |
| WARD-TV | — Johnstown, Pa. | 841 | WFMY-TV | — Greensboro, N. C. | 834 |
| WAST | — Albany, N.Y. | 830 | WFRV-TV | — Green Bay, Wisc. | 863 |
| WATE-TV | — Knoxville, Tenn. | 847 | WGAL-TV | — Lancaster, Pa. | 841 |
| WATR-TV | — New Haven, Conn. | 795 | WGAN-TV | — Portland, Me. | 815 |
| WAVE-TV | — Louisville, Ky. | 811 | WGEM-TV | — Quincy, Ill. | 805 |
| WAVY-TV | — Norfolk, Va. | 859 | WGN-TV | — Chicago, Ill. | 803 |
| WBAL-TV | — Baltimore, Md. | 817 | WGR-TV | — Buffalo, N. Y. | 830 |
| WBAP-TV | — Fort Worth, Tex. | 853 | WHAS-TV | — Louisville, Ky. | 811 |
| WBAY-TV | — Green Bay, Wisc. | 863 | WHBF-TV | — Rock Island, Ill. | 805 |
| WBBM-TV | — Chicago, Ill. | 804 | WHBQ-TV | — Memphis, Tenn. | 847 |

| Station | City—State | Page | Station | City—State | Page |
|---------|-------------------------|------|---------|----------------------|------|
| WHCT | Hartford, Conn. | 793 | WJIM-TV | Lansing, Mich. | 819 |
| WHDH-TV | Boston, Mass. | 817 | WJMR-TV | New Orleans, La. | 813 |
| WHEC-TV | Rochester, N. Y. | 831 | WJPB-TV | Fairmont, W. Va. | 862 |
| WHEN-TV | Syracuse, N. Y. | 833 | WJRT | Flint, Mich. | 819 |
| WHIO-TV | Dayton, O. | 837 | WJTV | Jackson, Miss. | 821 |
| WHIS-TV | Bluefield, W. Va. | 861 | WJW-TV | Cleveland, O. | 837 |
| WHIZ-TV | Zanesville, O. | 838 | WJXT | Jacksonville, Fla. | 796 |
| WHO-TV | Des Moines, Iowa | 809 | WJZ-TV | Baltimore, Md. | 816 |
| WHP-TV | Harrisburg, Pa. | 841 | WKAO-TV | San Juan, P. R. | 865 |
| WHTN-TV | Huntington, W. Va. | 862 | WKBN-TV | Youngstown, O. | 838 |
| WHYN | Springfield, Mass. | 817 | WKBT | La Crosse, Wisc. | 863 |
| WIBW-TV | Topeka, Kan. | 810 | WKBW-TV | Buffalo, N. Y. | 830 |
| WICC-TV | Bridgeport, Conn. | 793 | WKJG-TV | Fort Wayne, Ind. | 807 |
| WICS | Springfield, Ill. | 805 | WKNX-TV | Saginaw, Mich. | 819 |
| WICU-TV | Erie, Pa. | 841 | WKOW-TV | Madison, Wisc. | 863 |
| WIC | Pittsburgh, Pa. | 843 | WKRC-TV | Cincinnati, O. | 836 |
| WILX-TV | Onondaga-Lansing, Mich. | 819 | WKRQ-TV | Mobile, Ala. | 783 |
| WIMA-TV | Lima, O. | 838 | WKST-TV | Youngstown, O. | 838 |
| WINK-TV | Fort Myers, Fla. | 796 | WKTV | Utica, N. Y. | 833 |
| WINR-TV | Binghamton, N. Y. | 830 | WKY-TV | Oklahoma City, Okla. | 839 |
| WIS-TV | Columbia, S. C. | 845 | WKYT | Lexington, Ky. | 810 |
| WISC-TV | Madison, Wisc. | 863 | WKZO-TV | Kalamazoo, Mich. | 819 |
| WISE-TV | Asheville, N. C. | 833 | WLAC-TV | Nashville, Tenn. | 849 |
| WISH-TV | Indianapolis, Ind. | 807 | WLBC-TV | Muncie, Ind. | 807 |
| WISN-TV | Milwaukee, Wisc. | 863 | WLBT | Jackson, Miss. | 821 |
| WITI-TV | Milwaukee, Wisc. | 864 | WLBZ-TV | Bangor, Me. | 815 |
| WITN | Washington, N. C. | 834 | WLEX-TV | Lexington, Ky. | 810 |
| WJAC-TV | Johnstown, Pa. | 841 | WLOF-TV | Orlando, Fla. | 797 |
| WJAR-TV | Providence, R. I. | 845 | WLOS-TV | Asheville, N. C. | 833 |
| WJBF-TV | Augusta, Ga. | 799 | WLUC-TV | Marquette, Mich. | 819 |
| WJBK-TV | Detroit, Mich. | 818 | WLUK-TV | Green Bay, Wisc. | 863 |
| WJDM | Panama City, Fla. | 797 | WLVA-TV | Lynchburg, Va. | 859 |
| WJHL-TV | Johnson City, Tenn. | 847 | WLW-A | Atlanta, Ga. | 799 |

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 New York 22, N. Y.

ELdorado 5-0405

| Station | City—State | Page | Station | City—State | Page |
|---------|---------------------------|------|---------|----------------------------|------|
| WLW-C | — Columbus, O. | 837 | WSEE | — Erie, Pa. | 841 |
| WLW-D | — Dayton, O. | 838 | WSFA-TV | — Montgomery, Ala. | 783 |
| WLW-I | — Indianapolis, Ind. | 807 | WSIL-TV | — Harrisburg, Ill. | 804 |
| WLW-T | — Cincinnati, O. | 837 | WSIX-TV | — Nashville, Tenn. | 849 |
| WLYH-TV | — Lebanon, Pa. | 841 | WSJS-TV | — Winston-Salem, N. C. | 834 |
| WMAL-TV | — Washington, D. C. | 795 | WSJV | — South Bend-Elkhart, Ind. | 808 |
| WMAR-TV | — Baltimore, Md. | 817 | WLSL-TV | — Roanoke, Va. | 859 |
| WMAZ-TV | — Macon, Ga. | 801 | WSM-TV | — Nashville, Tenn. | 849 |
| WMBD-TV | — Peoria, Ill. | 804 | WSOC-TV | — Charlotte, N. C. | 834 |
| WMCT | — Memphis, Tenn. | 849 | WSPA-TV | — Spartanburg, S. C. | 846 |
| WMSL-TV | — Decatur, Ill. | 783 | WSPD-TV | — Toledo, O. | 838 |
| WMT-TV | — Cedar Rapids, Iowa | 808 | WSTV-TV | — Steubenville, O. | 838 |
| WMTV | — Madison, Wisc. | 863 | WSUN-TV | — St. Petersburg, Fla. | 797 |
| WMTW-TV | — Poland Spring, Me. | 815 | WSUR-TV | — Ponce, P. R. | 865 |
| WMUR-TV | — Manchester, N. H. | 827 | WSVA-TV | — Harrisonburg, Va. | 858 |
| WNAC-TV | — Boston, Mass. | 817 | WSYR-TV | — Syracuse, N. Y. | 833 |
| WNBC | — New Britain, Conn. | 793 | WTAE | — Pittsburgh, Pa. | 843 |
| WNBF-TV | — Binghamton, N. Y. | 830 | WTAP-TV | — Parkersburg, W. Va. | 862 |
| WNBQ | — Chicago, Ill. | 804 | WTAR-TV | — Norfolk, Va. | 859 |
| WNCT | — Greenville, N. C. | 834 | WTCN-TV | — Minneapolis, Minn. | 820 |
| WNDU-TV | — South Bend, Ind. | 807 | WTEN | — Albany, N. Y. | 830 |
| WNEM-TV | — Bay City-Saginaw, Mich. | 818 | WTHI-TV | — Terre Haute, Ind. | 808 |
| WNEP-TV | — Scranton, Pa. | 844 | WTIC-TV | — Hartford, Conn. | 793 |
| WNEW-TV | — New York, N. Y. | 831 | WTMA | — Charleston, S. C. | 845 |
| WNHC-TV | — New Haven, Conn. | 795 | WTMJ-TV | — Milwaukee, Wisc. | 863 |
| WNOK-TV | — Columbia, S. C. | 845 | WTOC-TV | — Savannah, Ga. | 801 |
| WNTA-TV | — Newark, N. J. | 829 | WTOK-TV | — Meridian, Miss. | 821 |
| WOAI-TV | — San Antonio, Tex. | 856 | WTOL-TV | — Toledo, O. | 838 |
| WOAY-TV | — Oak Hill, W. Va. | 862 | WTOM-TV | — Cheboygan, Mich. | 818 |
| WOC-TV | — Davenport, Iowa | 808 | WTOP-TV | — Washington, D. C. | 795 |
| WOL-TV | — Ames, Iowa | 808 | WTOV-TV | — Norfolk, Va. | 859 |
| WOOD-TV | — Grand Rapids, Mich. | 819 | WTPA | — Harrisburg, Pa. | 841 |
| WOR-TV | — New York, N. Y. | 831 | WTRF-TV | — Wheeling, W. Va. | 862 |
| WORA-TV | — Mayaguez, P. R. | 865 | WTTG | — Washington, D. C. | 795 |
| WOW-TV | — Omaha, Neb. | 826 | WTTV | — Bloomington, Ind. | 805 |
| WOWL-TV | — Florence, Ala. | 783 | WTVG | — Chattanooga, Tenn. | 847 |
| WPBN-TV | — Traverse City, Mich. | 819 | WTVH | — Durham, N. C. | 834 |
| WPXI | — New York, N. Y. | 831 | WTVH | — Peoria, Ill. | 804 |
| WPRO-TV | — Providence, R. I. | 845 | WTVJ | — Miami, Fla. | 797 |
| WPSD-TV | — Paducah, Ky. | 811 | WTVK | — Knoxville, Tenn. | 847 |
| WPST-TV | — Miami, Fla. | 797 | WTVM | — Columbus, Ga. | 801 |
| WPTA | — Fort Wayne, Ind. | 807 | WTVN-TV | — Columbus, O. | 837 |
| WPTV | — Palm Beach, Fla. | 797 | WTVO | — Rockford, Ill. | 805 |
| WPTZ-TV | — Plattsburgh, N. Y. | 831 | WTVP | — Decatur, Ill. | 804 |
| WRAL-TV | — Raleigh, N. C. | 834 | WTVR | — Richmond, Va. | 859 |
| WRBL-TV | — Columbus, Ga. | 801 | WTVT | — Tampa, Fla. | 797 |
| WRC-TV | — Washington, D. C. | 795 | WTVW | — Evansville, Ind. | 807 |
| WRCA-TV | — New York, N. Y. | 831 | WTVY | — Dothan, Ala. | 783 |
| WRCV-TV | — Philadelphia, Pa. | 843 | WTWV | — Tupelo, Miss. | 821 |
| WRDW-TV | — Augusta, Ga. | 799 | WUSN-TV | — Charleston, S. C. | 845 |
| WREC-TV | — Memphis, Tenn. | 849 | WVEC-TV | — Hampton-Norfolk, Va. | 858 |
| WREX-TV | — Rockford, Ill. | 805 | WVET-TV | — Rochester, N. Y. | 833 |
| WRGB | — Schenectady, N. Y. | 833 | WVUE-TV | — New Orleans, La. | 813 |
| WRGP-TV | — Chattanooga, Tenn. | 847 | WWJ-TV | — Detroit, Mich. | 818 |
| WRIK-TV | — Ponce, P. R. | 865 | WWL-TV | — New Orleans, La. | 813 |
| WROC-TV | — Rochester, N. Y. | 831 | WWLP | — Springfield, Mass. | 817 |
| WRVA-TV | — Richmond, Va. | 859 | WWOR | — Worcester, Mass. | 818 |
| WSAU-TV | — Wausau, Wisc. | 864 | WWTV | — Cadillac, Mich. | 818 |
| WSAV-TV | — Savannah, Ga. | 801 | WXEX-TV | — Petersburg, Va. | 859 |
| WSAZ-TV | — Huntington, W. Va. | 862 | WXIX-TV | — Milwaukee, Wisc. | 864 |
| WSB-TV | — Atlanta, Ga. | 799 | WXYZ-TV | — Detroit, Mich. | 818 |
| WSBA-TV | — York, Pa. | 844 | XETV | — San Diego, Calif. | 788 |
| WSBT-TV | — South Bend, Ind. | 808 | | | |

Pop.: 3,461,000
Families: 866,000
Radio Homes: 821,000

ALABAMA

TV Homes: 636,000
AM Stas. in State: 108
TV Stas. in State: 10

WAPI-TV—Birmingham—1949

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
Oper. By..... Alabama Bcastg. System
Business Address..... P. O. Box 2553
Tel.: FA 3-6141..... ABC-NBC
Newspaper Affiliation..... Birmingham News
Representative.. Harrington, Righter & Parsons
V.P., Gen. Mgr..... Charles F. Grisham
Sales Dir..... Albert J. Gillen
Program Director..... Ray A. Forr
Pub., Prom. Dir..... James Chenoweth
Production..... Johnny Johnson
Chief Engineer..... J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Taft Bcastg. Co.
Address..... P.O. Box 6007
Tel.: FA 2-4701..... CBS
Representative..... Katz
President..... Hulbert Taft, Jr.
Gen. Sta. Mgr..... R. T. Schlinkert
Commercial Manager..... Oliver V. Naylor
Program. Film Mgr..... Keith E. Barze
Publicity, Prom. Dir..... C. C. Holmes
Chief Engineer..... Hardy D. Carl

WMSL-TV—Decatur—1954

Channel: 23 UHF.. AP: 102 Kw.. VP: 189 W.
Owned By..... Tenn. Valley Radio & TV Corp.
Address..... 701 Banks St.
Tel.: EL 3-0361..... ABC-CBS-NBC
Rep..... Masla
President..... Frank Whisenant
Commercial Manager..... Bob Gleason
Program, Prom. Mgr..... Alice A. Whisenant
Film Manager..... Mort Hargrove
Chief Engineer..... Alvin B. Millwood

WTVY—Dothan—1955

Channel: 2 VHF.. A.P.: 15 Kw.. V.P.: 30 Kw.
Owned-Operated By..... WTVY, Inc.
Address..... Box 798
Tel.: SY 2-3195..... ABC-CBS
Sta. Reps..... Clarke Brown; McGavren
President..... Charles Woods
General Mgr..... F. E. Busby
Commercial Manager..... Arthur Creamer
Program Director..... Joe Holloway
Film Manager..... Richard Girdner
Chief Engineer..... Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF.. AP: 600 Kw.. VP: 20.9 Kw.
Owned..... TV Muscle Shoals, Inc.
Business Address..... P. O. Box 600
Tel.: AT 2-7711..... CBS-NBC-ABC
President..... Richard B. Biddle

Comm. Mgr..... Jack Worley
Program Director..... Carl Biesang
Prom. Dir..... Bill Wynne
Publicity Director..... Ann White
Film Manager..... Gwynn Richardson
Chief Engineer..... Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 17.2 Kw.... 9.64 Kw.
Owned By..... Rocket City TV Inc.
Address..... 1000 Monte Samo Bldg.
Tel.: JE 9-1783..... ABC
Sta. Representative..... Weed TV
President..... James Cleary
General Manager..... John A. Higdon
Asst. Manager..... Fred Barton
Chief Engineer..... John Abbott

WALA-TV—Mobile—1953

Channel: 10 VHF.. AP: 191 Kw.. VP: 316 Kw.
Owned-Oper. By..... Pape TV Co., Inc.
Address..... 210 Government St.
Tel.: HE 3-3754..... NBC
Representative..... H-R
Pres., Gen. Sta. Mgr..... W. O. Pape

WKRQ-TV—Mobile—1955

Channel: 5 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... WKRQ-TV Inc.
Address..... 162 St. Louis St.
Tel.: HE 2-5505..... CBS
Newspaper Affiliation..... Press-Register
Representative..... Avery Knodel
President..... Kenneth R. Giddens
General. Comm. Mgr..... C. P. Persons, Jr.
Program Dir..... George Layne
Publicity Dir..... Mrs. Roselle Bettac
Film Manager..... James Ellis
Chief Engineer..... Donald B. Patton

WCOV-TV—Montgomery—1953

Channel: 20 UHF.. AP: 200 Kw.. VP: 100 Kw.
Owned-Oper. By..... Capitol Bcastg. Co.
Business Address..... P. O. Box 2505
Tel.: AM 5-3561..... ABC-CBS
Sta. Representative.. Venard, Rintoul, McConnell
President..... O. P. Covington
General Manager..... Hugh M. Smith
Commercial Manager..... Morris South
Prom., Publicity Director..... Martha Hall
Film Manager..... Bob House
Chief Engineer..... W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHF.. AP: 158 Kw.. Vp: 316 Kw.
Owned By..... Broadcasting Co. of South
Business Address..... 10 East Delano
Tel.: AM 5-1251..... NBC-ABC

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Birmingham

ALABAMA

Sta. Rep. Peters, Griffith, Woodward
President B. Calhoun Hipp
Exec. V.P. G. Richard Shafto
Manag. Dir. Carter C. Hardwick
Admin. Asst. Frank Ridolphi

Nat. Sales Mgr. Jack Long
Production Mgr. Sam Spivey
Program Director Gene Jacobsen
Prom. Manager Burt Lydic
Chief Engineer Robert M. Hayward

Pop.: 233,000
Families: 67,400
Radio Homes: 66,400

ALASKA

TV Homes: 46,000
AM Stas. in State: 13
TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.
Owned-Oper. By All-Alaska Bcstg., Inc.
Business Address Box 1160
Tel.: 5-2201 NBC-ABC
President Harry J. Hill
Sta., Gen. Mgr. Alvin O. Bramstedt
Chief Engineer Charles Gray

General Manager Alvin C. Bramstedt
Chief Engineer Charles Gray

KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper. By Northern TV, Inc.
Business Address Box 590
Tel.: 3636 CBS
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

KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By Northern Television, Inc.
Business Address P.O. Box 2200
Tel.: 5-4321 CBS
Representative Weed; Alaska Radio-TV
Pres., Gen., Sta. Mgr. A. G. Hiebert
Prog. Dir. Paul West
V.P., Tech. Dir. Jack Walden

KINY-TV—Juneau—1956

Channel: 8 VHF..AP: .14 Kw..VP: .28 Kw.
Owned-Oper. By Juneau Broadcasters, Inc.
Address 231 So. Franklin St.
Tel.: JU 6-1800 CBS
Sta. Representative Weed; Wagner
Pres., Gen. Mgr. J. W. McKinley
Program Director Richard Peter

KFAR-TV—Fairbanks—1955

Channel: 2 VHF..AP: 2 Kw..VP: 5.4 Kw.
Owned-Oper. By All-Alaska Bcstg., Inc.
Business Address 516 Second Ave.
Tel.: 2125 ABC-NBC
President Harry C. Hill

Pop.: 1,368,000
Families: 361,000
Radio Homes: 352,000

ARIZONA

TV Homes: 293,000
AM Stas. in State: 47
TV Stas. in State: 8

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By KOOL Radio-TV, Inc.
Business Address 511 West Adams St.
Tel.: ALpine 3-3121 CBS
Representative Hollingsbery
Ch. of Bd. Gene Autry
Pres., Gen. Mgr. Tom Chauncey
V.P., Asst. Gen. Mgr. Homer Lane
V.P., Station Mgr. Kenneth Morton
Program Director Jack Murphy
Publicity Director Milt Dean Hill
Film Manager William Hancharik
Chief Engineer Nelson Nichols

Business Address 631 N. 1st Ave.
Tel.: ALpine 8-4511 Independent
Representative Katz
V.P., General Manager Dick Rawls
Sta., Comm. Mgr. Howard Stalnaker
Program Director Robert Martin
Prom., Pub. Dir. Stephen Q. Shannon
Film Manager Thomas Sherlock
Chief Engineer George McClanathan

KTVK—Phoenix—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By Arizona TV Co.
Address 3435 No. 16th St.
Tel.: AM 6-5691 ABC
Station Representative Blair TV
President Ernest W. McFarland
General Manager Leon Nowell
Sta., Comm. Manager Burton B. LaDow

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw..VP: 17.5 Kw.
Owned-Oper. By Meredith Publishing Co.

ARIZONA-ARKANSAS

Program Director.....Don Tuckwood
Chief Engineer.....George McLouth

KVAR—Phoenix—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Richard O. Lewis
V.P., Sales Mgr.....Ray C. Smucker
V.P., Program.....Paul J. Hughes
Commercial Mgr.....George Guyan
Program Director.....Robert Vache
Promotion Director.....Ray Thompson
Film Director.....Betty Campbell
Chief Engineer.....John Beck

KGUN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw..VP: 63.1 Kw.
Owned-Oper. By.....Tucson Television Co.
Address.....P. O. Box 5147
Tel.: MA 3-3633.....ABC
Rep.....Headley-Reed; Clark Brown
President.....Tom E. Foster
General Manager.....Tolbert Foster
Sta. Mgr., Prog. Mgr.....James Hays
Comm. Mgr.....Ben L. Slack
Prom. Public. Dir.....Charlotte Hutchinson
Film Mgr.....Dan Dellinger
Chief Engineer.....Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF..AP: 15 Kw..VP: 30 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.

Business Address.....115 W. Drachman St.
Tel.: MA 4-2511.....CBS
Representative.....Hollingbery
President.....Tom Chauncey
V.P., General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director.....Budd Wiener
Prom., Publicity Dir.....E. R. McKane
Film Manager.....Jim Humphrey
Chief Engineer.....Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF..AP: 2.69 Kw..VP: 5.37 Kw.
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Tel.: MA 3-2555.....NBC
Representative.....The Branham Co.
President.....Clinton D. McKinnon
Station Manager.....Fred L. Vance
Operations Manager.....Gordon E. Hamilton
Program Director.....Henry Hubbard
Prom., Public. Dir.....Jim Owen
Film Manager.....E. D. Wood
Chief Engineer.....Raymond H. Holsclaw

KIVA—Yuma—1953

Channel: 11 VHF..AP: 16 Kw..VP: 29 Kw.
Owned-Oper. By.....Electro Investors, Inc.
Business Address.....P. O. Bin 1671
Tel.: ST 6-8311.....NBC-CBS-ABC
President.....Harry C. Butcher
Gen. Mgr., Film Dir.....R. O. Van Duzer
Chief Engineer.....Leavenworth Wheeler
Program Director.....Russ Siner
Commercial Manager.....Patrick Carrick

Pop.: 1,950,000
Families: 560,000
Radio Homes: 554,000

ARKANSAS

TV Homes: 386,000
AM Stas. in State: 65
TV Stas. in State: 5

KTVE—El Dorado—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Ark. La. TV Co., Inc.
Address.....Randolph Hotel
Tel.: UN 3-8504.....ABC-NBC
Station Representative.....Weed
President.....Joe F. Rushton
General Manager.....Bill Bigley
Station Mgr.....W. C. Womack
Prog.....John Turner
Chief Engineer.....John Long

KNAC-TV—Fort Smith—1956

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned By.....Donald W. Reynolds
Business Address.....101 N. 4th St.
Tel.: SU 3-3131.....ABC-CBS-NBC
Newspaper Affil.....American-Times Record
Representative...Venard, Rintoul & McConnell
President.....D. W. Reynolds

V.P., Gen. Mgr.....Harry Huey
Sales Manager.....Rex Hayes
Program Director.....Pat Porta
Prom. Director.....Charles Putman
Chief Engineer.....W. Matten

KARK-TV—Little Rock—1954

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Arkansas Radio & Equip. Co.
Business Address.....10th & Spring Streets
Tel.: FRANKLIN 6-2481.....NBC
Representative.....Petry
Exec. V. President.....T. K. Barton
V.P., Station Mgr.....Douglas J. Romine
Commercial Mgr.....H. Lee Bryant
Program Dir.....Fred Schmutz
Prom. Public Dir.....Shirley R. Kennedy
Chief Engineer.....Champ Smith

KTHV—Little Rock—1955

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Little Rock

ARKANSAS-CALIFORNIA

Owned-Operated By.....Arkansas TV Co.
 Address.....Box 269
 Tel.: FR 4-3764.....CBS
 Newspaper Affil.....Arkansas Democrat
 Station Representative.....Branham
 President.....K. A. Enael
 Gen., Sta. Manager.....B. G. Robertson
 Comm. Manager.....W. V. Hutt
 Program Dir.....Douglas E. Wells, Jr.
 Film Manager.....Curtis Threlkeld
 Prom., Publicity, Adv. Mgr.....John Pounders
 Chief Engineer.....Cecil Suitt

KATV—Little Rock—1953

Channel: 7 VHF.. AP: 91.2 Kw... VP: 170 Kw.
 Owned-Oper. By.....Central South Sales Co.
 Address.....310½ W. 3rd St.
 Tel.: FR 4-1691.....ABC
 Representative.....Avery-Knodel, Inc.
 President.....James C. Leake
 General Manager.....R. Doubleday
 Sales Prom. Mgr.....R. E. Draughon
 Chief Engineer.....A. R. Garrett

Pop.: 15,210,000
 Families: 4,875,000
 Radio Homes: 4,969,000

CALIFORNIA

TV Homes: 4,330,000
 AM Stas. in State: 190
 TV Stas. in State: 31

KBAK-TV—Bakersfield—1953

Channel: 29 UHF.. AP: 10.5 Kw... VP: 19 Kw.
 Owned-Oper. By.....Bakersfield Bcstg. Co.
 Business Address.....29 Woody Road
 Tel.: EX 9-1761.....CBS
 Newspaper Affil.....San Francisco Chronicle
 Representative.....Weed
 President.....Harold P. See
 Vice President.....Al Constant
 General Manager.....Edward R. Tabor
 Program Dir.....Matt Burak
 Chief Engineer.....James Garner

KIEM-TV—Eureka—1953

Channel: 3 VHF.. AP: 100 Kw... VP: 50 Kw.
 Owned-Oper. By.....California-Oregon TV, Inc.
 Business Address.....P. O. Box 1021
 Tel.: HI 3-3123.....ABC-CBS
 Rep.....Hollingbery; Art Moore
 President.....William B. Smullin
 VP-Manager.....Donald H. Telford
 Comm. Mgr.....Robert Miller
 Station Manager.....W. Edwin Smith
 Chief Engineer.....Donald King

KERO-TV—Bakersfield—1953

Channel: 10 VHF.. AP: 55 Kw... VP: 110 Kw.
 Owned-Oper. By.....Marietta Broadcasting Co.
 Business Address.....1420 Truxtun Ave.
 Tel.: FA 7-1441.....NBC-ABC
 Representative.....Petry
 President.....J. D. Wrathner
 Vice Pres.....George Whitney
 General Manager.....A. M. Mortensen
 Sales Mgr.....Roland T. Kay
 Program Mgr., Film Dir.....Kenneth R. Croes
 Prom. Public Dir.....Margaret Ireton
 Chief Engineer.....Edwin Address

KVIQ-TV—Eureka—1958

Channel: 6 VHF.. AP: 7.4 Kw... VP: 14.8 Kw.
 Owned.....Calif. Northwest Bcstg. Co.
 Address.....Box 1019
 Tel.: HI 3-3061.....ABC-NBC
 Representative.....McGavren
 Gen. Mgr., Sls., Mgr.....George C. Fleharty
 Station, Promotion Mgr.....Ted Dooley
 Commercial Mgr.....Sam Horel
 Promotion Mgr.....Edmund Bennett
 Film Manager.....Fred Zehnder
 Chief Engineer.....Bruce Joyner

KHSL-TV—Chico—1953

Channel: 12 VHF.. AP: 156 Kw... VP: 312 Kw.
 Owned-Oper. By.....Golden Empire Bcstg. Co.
 Address.....703 Market St., San Francisco
 Tel.: SU 1-5576.....ABC-CBS
 Representative.....Avery-Knodel
 President, Gen. Mgr.....Mickey McClung
 Dir. of Operations.....Charles H. Kinsley, Jr.
 Director of Sales.....M. F. Woodling
 Program Director.....Bob Hoppough
 Promotion Director.....John Howe
 Publicity Director.....Don Miller
 Film Manager.....Jim Musselman
 Dir. of Engineering.....Russell Pope

KFRE-TV—Fresno—1956

Channel: 12 VHF... AP: 158... VP: 316 Kw.
 Owned By.....Triangle Publications
 Business Address.....733 L St.
 Tel.: AM 8-6444.....CBS
 Newspaper Affil.....Phila. Inquirer, Phila. D. News
 Representative.....Blair-TV
 General Mgr.....Leslie H. Peard, Jr.
 Dir. of Sales.....Robert F. Klein
 Dir. of Engineering.....Keith L. Mealey
 Sales Manager.....Ian S. Robertson
 Program Director.....Hal O'Donnell
 Film Manager.....Fred Carbine

KJEO—Fresno—1953

Channel 47 UHF.. AP: 222 Kw... VP: 444 Kw.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Fresno, Los Angeles, Sacramento, San Diego, San Francisco, Stockton

Owned: O'Neill Broadcasting Co.
Address Shaw at Cedar Sts.
Tel.: BA 7-4160 ABC
Representative H-R TV
President J. E. O'Neill
V.P., General Manager Joseph C. Drilling
Comm. Manager W. O. Edholm
Program Dir. Don Webster
Promotion Dir. Norman Murray
Chief Engineer Jack McElwain

KMJ-TV—Fresno—1953

Channel: 24 UHF...AP: 240 Kw...VP: 447 Kw.
Owned-Oper. By McClatchy Newspapers
Address 1544 Van Ness Ave.
Tel.: AM 8-6666 NBC
Representative Katz
President Eleanor McClatchy
Station Mgr. John Edwards
Comm., Prom. Mgr. Wilson Lefler
Program Director Joseph Tomes
Film Manager William Curtis
Chief Engineer J. B. Hancock

KABC-TV—Los Angeles—1949

Channel: 7 VHF...AP: 82 Kw...VP: 165 Kw.
Owned-Oper. By ABC
Business Address TV Center
Tel.: NO 3-3311 ABC
Representative Katz
V.P., Gen. Mgr. Selig J. Seligman
Gen. Sales Mgr. Elton Rule
Program Director Peter Robinson
Prom., Pub. Dir. Jack Brembeck
Film Manager Howard Lipstone
Chief Engineer Theodore Grenier

KCOP—Los Angeles—1953

Channel: 13 VHF...AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By NAFL Inc.
Bus.-Studio Address 1000 No. Cahuenga Blvd.
Tel.: HO 2-7311 Independent
Representative Petry
President Kenyon Brown
V.P. & Gen. Mgr. Alvin G. Flanagan
Commercial Manager Amos T. Baron
Sales Prom Dir. Hal Biard
Program. Film Mgr. Mary Warren
Publicity Dir. Jerry Ross
Chief Engineer Al Browdy

KHJ-TV—Los Angeles—1948

Channel: 9 VHF...AP: 81 Kw...VP: 162 Kw.
Owned-Oper. By RKO General Station
Business-Studio Address 1313 N. Vine St.
Tel.: HO 2-2133 Independent
Representative H-R
President Thomas F. O'Neil
V.P., Gen. Mgr. Malcolm Klein
Commercial Manager Howard Wheeler
Promotion Director Richard L. Sinclair
Program Director James D. Higson
Film Manager Bill White
Publicity Director Tony Arnone

KNXT—Los Angeles—1948

Channel: 2 VHF...AP: 23.4 Kw...VP: 46.8 Kw.
Owned-Oper. By CBS Inc.
Business-Studio Address 1313 N. Vine St.
Tel.: HO 9-1212 CBS
Representative CBS TV Spot Sales
General Manager Clark B. George
Gen. Sales Mgr. R. D. Wood
Program Director Leon Drew
Prom., Publicity Director Austin Heywood
Film Manager Robert Hurlbut
Film Programming Bill Alcine
Engineer in Chg. Edwin Miller

KRCA—Los Angeles—1949

Channel: 4 VHF...AP: 23.5 Kw...VP: 47 Kw.
Owned NBC
Bus.-Studio Address Sunset & Vine St.
Tel.: TH 5-7000 NBC
Representative NBC Spot Sales
V.P., General Manager Thomas McCray
Commercial Manager James Parks
Promotion Dir. Frank Hovore
Prog. Dir. Jack Kenaston
Publicity Super. Dolores Finlay
Film Manager George Burke
Chief Engineer John Knight

KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. Paramount TV Production, Inc.
Studio Address 5800 Sunset Blvd., H'wood
Tel.: HO 9-3181 Independent
Representative PGW
V.P. in Charge James A. Schulke
General Sls. Manager Richard Jolliffe
Nat. Sls. Mgr. Jack Donahue
Program Dir. Robert Quinlan
Promotion Dir. Robert Nashick
Publicity Dir. Robert Reagan
Chief Engineer John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF...AP: 83 Kw...VP: 165 Kw.
Owned-Oper. By Times-Mirror Co.
Business Address 5746 Sunset Blvd.
Tel.: HO 2-7111 Independent
Newspaper Affil. L.A. Times, Mirror
Representative Blair TV
Pres., Gen. Mgr. Richard A. Moore
V.P.-Sales John R. Vrba
V.P., Gen. Mgr. Robert Breckner
Dir. & Merch. & Prom. Jack O'Mara
V.P., Program Dir. Richard Woollen

KVIP—Redding—1956

Channel: 7 VHF...AP: 158.5 Kw...VP: 316 Kw.
Owned By Shasta Telecasting Corp.
Business Address 2770 Pioneer Drive
Tel.: CH 1-1414 ABC-NBC
Representative Hollingbery
Pres., Gen. Mgr. George C. Fleharty
Commercial Manager Ray Grant

CALIFORNIA

Program Director.....Lee Arnold
Chief Eng., Ass't Mgr. Russell K. Olsen

KCCC-TV—Sacramento—1959

Channel: 40 UHF...AP: 158...VP: 20.4 Kw.
Owned By.....Capitol TV Co.
Address.....3350 Fulton Ave.
Tel.: Sacramento.....Independent
Station Reps.....Gill-Perna; Ayers
President, Gen. Comm. Mgr.....Mel Lucas
Program, Prom. Mgr.....L. Holien
Chief Engineer.....H. Bartolomei

KCRA-TV—Sacramento—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Tel.: Hickory 4-7300.....NBC
Representative.....Petry
Pres., Gen. Mgr.....Ewing C. Kelly
Asst. Gen. Mgr.....Howard J. Smiley
Comm., Sta. Mgr.....Robert E. Kelly
Program Mgr.....David B. Hume
Promotion Dir.....Fred S. Wade
Chief Engineer.....W. Herbert Hartman

KXTV—Sacramento—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned By.....Great Western Bcstg Corp.
Address.....601 7th Ave.
Tel.: GI 1-4041.....CBS
Rep.....H-R
President.....C. Wrede Petersmeyer
General Manager.....Richard P. Hoque
Sales Manager.....James Osborn
Program Director.....Dean Borba
Promotion Mgr.....M. S. Bachman
Chief Engineer.....Don Ferguson
OWNERS OF: WISH-AM-TV, INDIANAPOLIS, IND.;
WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,
OKLA.; KHOU-TV, HOUSTON, TEX.

KSBW-TV—Salinas—1953

Channel: 8 VHF...AP: 120 Kw...VP: 240 Kw.
Owned By.....P. Harron-G. Gray Group
Address.....238 John St.
Tel.: HA 2-6422.....ABC-CBS-NBC
Representative.....H-R Television
Pres., Gen. Mgr.....John C. Cohan
Comm. Mgr.....Graham H. Moore
Program Dir., Film Mgr.....Gary Ferlisi
Prom., Adv. Public Mgr.....Clarke Bradley
Chief Engineer.....Wes Chaney

KFMB-TV—San Diego—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative.....Petry
President.....David C. Moore
V.P., Gen. Mgr.....George Whitney
Station, Comm. Mgr.....Bill Fox
Prog. Mgr.....George Stantis
Prom., Adv. Public. Dir.....P. H. Jackson

Film Manager.....Del Gay
Chief Engineer.....Charles Abel

KFSD-TV—San Diego—1953

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative.....Katz
President.....James G. Rogers
V.P., General Manager.....William E. Goetze
V.P., Dir. Sales.....Jay Grill
Program, Film Mgr.....Burke Ormsby
Prom., Adv. Pub. Dir.....Kenneth N. McClure
Chief Engineer.....LeRoy A. Bellwood

XETV—San Diego—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Radio Television S.A.
Address.....7th & Ash, TV Hghts.
Tel.: BElmont 4-8431.....ABC
Station Representative.....Blair
President.....Frank Fouce
V.P., Gen. Mgr.....Jullan M. Kaufman
Business Mgr.....Lou Meiers
Prog., Prom. Dir.....Harrison W. H. Eagles
Film Manager.....Wayne Feree
Publicity Director.....Bill Nietfeld
Chief Engineer.....Phil Fernandez

KGO-TV—San Francisco—1949

Channel: 7 VHF...AP: 168 Kw...VP: 316 Kw.
Owned-Oper.....Amer. Bcstg. Paramount Thtrs.
Address.....277 Golden Gate Ave.
Tel.: UN 3-0077.....ABC
Representative.....Blair
V.P., Gen., Sta. Mgr.....John H. Mitchell
Sales Mgr.....David Sacks
Pub., Promotion Director.....George T. Rodman
Program Director.....George Rice
Film Manager.....Bill Mitchell
Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Tel.: PR 6-5100.....CBS
Sta. Representative.....TvAR
Pres.....Donald H. McGannon
Exec. Director.....Philip G. Lasky
General Manager.....Louis S. Simon
Sales Manager.....Wm. G. Hunefeld, Jr.
Pro. Dir., Film Mgr.....Ray A. Hubbard
Asst. Prog. Mgr.....Robert Novak
Sales Prom., Adv. Mgr.....A. H. Christensen
Publicity Mgr.....A. M. Baccari, Jr.
Chief Engineer.....Thomas T. Ely
OWNERS OF: WOWQ, FORT WAYNE, IND.; WBZ-
WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV,
BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-
TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA,
PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.;
WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;
WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH,
PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORT-
LAND, ORE.

CALIFORNIA-COLORADO

KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....929 Mission St.
 Tel.: GA 1-1100.....NBC
 Newspaper Affiliation.....Chronicle
 Representative..Peters, Griffin, Woodward Inc.
 President.....Charles de Young Thieriot
 Gen. Manager.....Harold P. See
 Station Manager.....A. H. Constant
 Commercial Mgr.....William A. Morrison
 Program Dir.....Douglas Elleson
 Promotion Dir.....Roland Irving
 Sls. Prom., Mdsq. Dir.....A. Richard Robertson
 Film Buyer.....Jim Bentley
 Publicity Dir.....Thomas Mullahey
 Chief Engineer.....J. L. Berryhill

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned.....S. F.-Oakland TV, Inc.
 Address.....1 Jack London Sq., Oakland
 Tel.: TE 4-2000.....Independent
 Representative.....H-R Television
 Pres., Gen. Sales Mgr.....Ward D. Ingram
 Gen. Mgr.....William D. Pabst
 Prom. Director.....A. Richard Robertson
 Publicity Director.....Don Arlett
 Chief Engineer.....Robert Arne

KNTV—San Jose—1955

Channel: 11VHF..AP: 123 Kw..VP: 60 Kw.
 Owned-Oper. By.....Standard Radio & TV Co.
 Address.....645 Park Avenue
 Tel.: CY 7-5577.....ABC-CBS-NBC
 Sls. Representative.....Young TV
 President.....A. T. Gilliland
 Vice President.....Allen T. Gilliland, Jr.
 Operations Mgr.....Frederic A. Naglestad

Pop.: 1,809,000
 Families: 526,000
 Radio Homes: 486,000

COLORADO

TV Homes: 418,000
 AM Stas. in State: 57
 TV Stas. in State: 8

KKTV—Colorado Springs—1952

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....512 S. Tejon St.
 Tel.: ME 4-2844.....CBS
 Representative.....Bolling
 President, Gen. Mgr.....James D. Russell
 V.P. Commercial Manager.....Robert D. Ellis
 Program Dir.....Carl Pehlman
 Prom., Pub. Director.....Hal Kennedy
 Film Mgr.....Jerry Mahanke
 Chief Engineer.....Chet Wallack

Sales Manager.....Fran Conrad
 Program Director.....Jack Lavner
 Chief Engineer.....Robert A. Latham

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF..AP: 8.9 Kw..VP: 16 Kw.
 Owned-Oper. By.....P. Harron-G. Gray Group
 Business Address.....Box 286
 Tel.: LI 3-0920.....ABC-CBS-NBC
 Representative.....H-R
 Pres., Gen. Mgr.....John C. Cohan
 Commercial Manager.....Graham Moore
 Program Director.....Gaby Ferlisi
 Prom. Dir.....Clarke Bradley
 Station Manager.....Arthur V. Hapgood
 Publicity Director.....Orval Brown
 Chief Engineer.....Charles Mitchell

KEYT—Santa Barbara—1953

Channel: 3 VHF..AP: 25 Kw..VP: 50 Kw.
 Owned.....Key TV, Inc.
 Business Address.....730 Miramonte Dr.
 Tel.: WO 5-8533.....ABC-CBS-NBC
 Representative.....Headley-Read
 Pres., Gen. Mgr.....Richard C. Bell
 V.P. Comm. Mgr.....Bob Burriss
 Program. Film Mgr.....Mary Ann Casey
 Prom., Adv. Public. Dir.....Carol E. Davis
 Chief Engineer.....Paul Williams

KOVR-TV—Stockton—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Metropolitan Bcstg.
 Address.....225 E. Miner Ave.
 Tel.: HO 6-6981.....ABC
 Representative.....Blair
 President.....Paul Miller
 Gen. Mgr.....Glover DeLaney
 Program Film Mgr.....Bel Lange
 Chief Engineer.....Richard J. Anderson

K R D O - T V—Colorado Springs 1953

Channel: 13 VHF..AP: 112.5 Kw..VP: 225 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Tel.: ME 2-1515.....ABC
 Sta. Representative.....Branham
 President.....Harry W. Hoth
 Station Manager.....Jay E. Gardner
 Program Director.....Sheldon Singer
 Publicity Director.....Jack Shippy
 Chief Engineer.....Herb Schubarth

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Denver

KTVR

Channel 2 Denver, Colorado

Station Representative

BLAIR TELEVISION ASSOCIATES

JAMES T. BRENNAN

General Manager

yes, No. 1
in DENVER

KBTV a **9**
CHANNEL

* 13 of the Top Twenty programs are on KBTV!

Greatest share of audience from 3 P.M. to sign off!

Greatest number of homes reached from 3 P.M. to sign off!

The figures are in. They prove that great ABC-Television Network shows, powerful local programs, combine with KBTV's "Perpetual Promotion" to place Channel 9 in undisputed first place with Denver TV viewers.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

* Nielsen Station Index for Denver
November, 1959.



KBTV THE FAMILY STATION / CHANNEL **9**

Call your P G W Colonel

Denver, Colorado
JOHN C. MULLINS,
President
JOE HEROLD
Station Manager

KBTV—Denver—1952

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
 Owned-Operated By.....TV Denver, Inc.
 Address.....1089 Bannock St.
 Tel.: AM 6-3601.....ABC
 Representative.Peters, Griffin, Woodward, Inc.
 President.....John C. Mullins
 Station Manager.....Joseph Herold
 Nat. Sls. Mgr.....Robert L. Brown
 Prog. Mgr.....Mann Reed
 Promotion Director.....Hal Taft
 Film Mgr.....Don Mumford
 Chief Engineer.....Jim Butts

KLZ-TV—Denver—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Aladdin Bcstg. Corp.
 Business Address.....131 Speer Blvd.
 Tel.: MA 3-4271.....CBS
 Representative.....Katz
 Pres., Gen. Mgr.....Hugh B. Terry
 Station Manager.....Jack Tipton
 Program Director.....Paul Blue
 Promotion Director.....Jimm Seamey
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins

KOA-TV—Denver—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Business Address.....1625 California
 Tel.: Cherry 4-4141.....NBC
 Representative.....NBC Spot Sales
 Pres., Gen. Manager.....William Grant
 Station Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Heyward Siddons
 Prom., Pub. Dir.....Dean Faulkner
 Chief Engineer.....S. Davidson

KTVR—Denver—1951

Channel: 2 VHF..AP: 100 Kw..VP: 50. Kw.
 Owned-Oper. By.....KTVR, Inc.
 Business Address.....550 Lincoln St.
 Tel.: KE 4-8281.....Independent
 Sta. Representative.....Adam Young
 President.....J. Elroy McCaw
 General Manager.....James T. Brennan
 Station Manager.....Ralph H. Davison, Jr.
 Commercial Mgr.....Harold N. Michaels
 Program, Prom. Mgr.....Chas C. Mulcahy
 Film Manager.....Thomas J. Donhegan
 Chief Engineer.....Lester J. Dunn

**KREX-TV—Grand Junction
 1954**

Channel 5 VHF..AP: 6.46 Kw..VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Business Address.....Box 30
 Tel.: CH 2-5000.....ABC-CBS
 Station Representative.....Holman
 President, General Mgr.....Rex Howell
 Station Comm. Mgr.....Bob McMahan
 Production Dir.....Joe Cope
 Advertising Mgr.....Roy Adamson
 Chief Engineer.....James Meyer

KCSJ-TV—Pueblo—1952

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Star Broadcasting Co.
 Business Address.....2226 Television Lane
 Tel.: LI 4-5782.....NBC
 Station Representative.....Meeker Co.
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Promotion Dir.....Jack Sinclair
 Publicity Dir.....Bob Ashby
 Advertising Mgr.....Ken King
 Chief Engineer.....Ken Rentrow

OF COURSE — — —

**YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?**

OF COURSE — — —

the Best Is the Associated Press.



QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



***ASK YOUR
HARRINGTON,
RIGHTER &
PARSONS MAN**

Pop.: 2,460,000
Families: 768,000
Radio Homes: 729,000

CONNECTICUT

TV Homes: 706,000
AM Stas. in State: 31
TV Stas. in State: 6

WICC-TV—Bridgeport—1952

Channel: 43 UHF.. AP: 91 Kw.. VP: 180 Kw.
Owned By.....Bridgeport Bcstg. Co.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
Representative.....Adam Young
President, Gen. Mgr.....K. M. Cooper
Comm. Mgr.....Ray Colonari
Pgm. Dir.....Harry Downie
Chief Engineer.....Russell Adams

WHCT—Hartford—1959

Channel: 18 UHF.. AP: 100 Kw.. VP: 186 Kw.
Owned-Oper. By.....RKO General
Business Address.....555 Asylum St.
Tel.: JAcKson 5-2611.....Independent
Station Representatives.....Young; Nona Kirby
Pres., Gen. Mgr.....Edward D. Taddei
Exec. Asst. Gen. Mgr.....Charles Bell, Jr.
Program Director.....David K. Harris
Dir. of Sales.....Keith G. Dare
Film Manager.....C. Donald Woodman, Jr.
Chief Engineer.....Anthony Guarino, Jr.

WTIC-TV—Hartford—1957

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

Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JAcKson 5-0801.....CBS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
Publicity Director.....Paul E. Lucas
Dir. of Engineering.....Harold Dorschug
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor

WNBC—New Britain—1952

Channel: 30 UHF.. AP: 113.5 Kw.. VP: 210.4 Kw.
Owned By.....Connecticut TV, Inc.
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Representative.....NBC Spot Sales
President.....Herbert Scheffei
General Mgr.....Robert W. Bray
Comm. Adv. Mgr.....Jack Fox
Program Dir.....Philip Corvo
Prom., Publicity Dir.....Howard Wry
Film Manager.....Phillip B. Hale
Chief Engineer.....Thomas Doody

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Hartford, New Haven

FOR NETWORK TV ADVERTISERS
SEE PAGE 739

FOR NATIONAL AND REGIONAL
TV SPOT ADVERTISERS
SEE PAGE 111

**STILL
THE
CHAMP**



A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

WNHC-TV, Hartford-New Haven, delivers the biggest audience throughout Connecticut. Power-packed programming, plus the great ABC-TV lineup, give WNHC-TV greater audience* at 31.3% lower CPM** than nearest challenger. To kayo competition from Massachusetts to Long Island, put your money on the champ...WNHC-TV.

*Averages 5500 more TV homes reached, per ¼ hour, Sunday-Saturday, 6 PM-Midnight.

Averages 1200 more TV homes reached, per ¼ hour, Monday-Friday, Noon-6 PM

**Highest one-time, 20-second rate, Monday-Friday, Noon-6 PM

Sources: ARB, New Haven-Hartford, Nov. 1959 (Rev. 1/19/60)
SRDS, Jan. 10, 1960

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. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

CONNECTICUT

WNHC-TV—New Haven—1948

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By ..Triangle Publications, Inc.
 Business Address.....135 College St.
 Tel.: SPruce 7-3611.....ABC
 News. Affil.....Phila. Inquirer & Daily News
 Station Representative.....Blair TV
 General Manager.....Howard W. Maschmeier
 Sales Mgr.....John F. Cundiff
 Asst. Gen. Sls. Mgr.....William G. Mulvey
 Program Dir.....James E. Kovach
 Chief Engineer.....Howard W. Wessenberg

WATR-TV—New Haven—1953

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.
 Owned-Operated By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Tel.: PL 5-1121.....ABC
 Station Rep.....McGavren; Kirby
 President.....Harold Thomas
 Gen., Sta., Commercial Mgr...Samuel Eiman
 Prog. Dir., Film Manager.....Astrid Curtis
 Chief Engineer.....Andrew Torros

Pop.: 956,000
 Families: 293,000
 Radio Homes: 289,000

DIST. OF COLUMBIA

TV Homes: 267,000
 AM Stas. in State: 9
 TV Stas. in State: 4

WMAL-TV—Washington—1947

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address.....4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100.....ABC
 Newspaper Affiliation.....The Evening Star
 Representative.....H-R Television
 President.....John W. Thompson, Jr.
 General Manager.....F. S. Houwink
 Commercial Manager.....Neal J. Edwards
 Program Director.....Theodore N. McDowell
 Prom. & Pub. Director.....E. Haywood Meeks
 Chief Engineer.....Allan Powley

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw...VP: 316 Kw.
 Owned By.....Wash. Post Bcstg Div.
 Business Address.....40th & Brandywine Sts.
 Tel.: EM 2-9300.....CBS
 Newspaper Affiliation.....Wash. Post
 Representative.....CBS TV Spot Sales
 President.....John S. Hayes
 Vice-Pres., TV.....George F. Hartford
 Comm. Mgr.....Robert A. J. Bordley
 Pub. & Prom. Director.....Robert M. Adams
 Program Director.....Jim Silman
 Film Manager.....William Hedgpeth
 Vice President for Engineering...Clyde Hunt
 Chief Engineer.....Donald Cooper

WRC-TV—Washington—1947

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus. Address...4001 Nebraska Avenue, N.W.
 Tel.: EM 2-4000.....NBC
 Representative...NBC Television Spot Sales
 VP, Gen. Mgr.....Carleton D. Smith
 Sales Director.....William E. Coyle
 Sales Manager.....Peter B. James
 Program Dir.....Wes Harris
 Adv. Prom. Mgr.....Ralph R. McCawley
 Pub. Mgr.....Carl Bleiberg
 Dir. of Oper.....Lefferts A. McClelland

WTTG—Washington—1947

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business-Studio Address.....Hotel Raleigh
 Tel.: STerling 3-5300.....Independent
 Representative.....P. G. & W.
 President.....John W. Kluge
 V.P., Gen. Mgr.....John E. McArdle
 Sales Mgr.....Peter A. Whipple
 Production Mgr.....Ellis I. Shook
 Publicity, Prom. Dir.....Symon Cowles
 Chief Engineer.....Malcolm M. Burlison
 OWNERS OF: WNEW AM-FM, NEW YORK; WHK AM-FM, CLEVELAND, O.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: District of Columbia

Pop.: 4,321,000
 Families: 1,355,000
 Radio Homes: 1,529,000

FLORIDA

TV Homes: 1,082,000
 AM Stas. in State: 152
 TV Stas. in State: 16

**WESH-TV—Daytona Beach
 1956**

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.

Owned-Oper. By.....Telrad, Inc.
 Business Address.....P.O. Box 1712
 Tel.: CL 3-6591.....NBC
 Rep.....Avery Knodel
 President.....John H. Perry, Jr.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Jacksonville, Miami, St. Petersburg, Tampa

FLORIDA —————

General Manager Thomas S. Gilchrist, Jr.
 Station Mgr. Walter Strouse
 Program Dir. John Whitmore
 Gen. Sls. Mgr. Thomas B. Newsom
 Chief Engineer B. Hayford

WINK-TV—Fort Myers—1954

Channel: 11 VHF . AP: 35 Kw. . VP: 65 Kw.
 Owned By Ft. Myers Bcstg Co.
 Business Address Palm Beach Blvd.
 Tel.: ED 4-1131 ABC-CBS
 Representative Walker-Rawalt
 President Edward McBride
 Gen., Sales Mgr. A. J. Bauer
 Program Dir. Frank Nodine
 Promotion Dir. D. Howell
 Film Manager Bill McHan
 Chief Engineer Bob Bachman

WFGA-TV—Jacksonville—1957

Channel: 12 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Florida-Georgia TV Co., Inc.
 Address 1070 E. Adams St.
 Tel.: EL 6-3381 ABC-NBC
 Representative Peters, Griffin, Woodward
 President Alexander Brest
 Gen. Sta. Film Mgr. Jesse H. Cripe
 Nat. Sls. Mgr. Clay E. Forker
 Program Dir. Rusty Bruton

Publicity Promo. Dir. Andy Amyx
 Chief Engineer Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF . AP: 69.2 Kw. . VP: 100 Kw.
 Owned-Oper. By Washington Post
 Business Address 605 S. Main
 Tel.: EX 8-0501 ABC-CBS
 Newspaper Affil. Wash. Post & Times Herald
 Representative CBS TV Spot Sales
 President Glenn Marshall, Jr.
 Commercial Manager David Booher
 Prog. Dir., Film Mgr. Leonard L. Mosby, Jr.
 Prom., Pub. Dir. Tom Mahaffey
 Chief Engineer Ernest Vordermark

WCKT—Miami—1956

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Biscayne Television Corp.
 Business Address P.O. Box 38 M
 Tel.: PL 1-6692 NBC
 Newspaper Affiliation Herald; News
 Representative NBC Spot Sales
 President, Gen. Mgr. Niles Trammell
 Station Manager Charles Kelly
 Commercial Manager Robert L. Fidler
 Program Director Gene Walz
 Aud. Promotion Mgr. Donald Fischer
 Film Manager Frank Struzziari
 Chief Engineer Robert H. Paasch

**In South Florida
 WTVJ
 beats every
 other station
 by a
 wide
 margin** ←

Month after month, year after year, every recognized rating service places WTVJ at the top of the list of South Florida TV stations by a wide margin. See your PGW colonel now.

WTVJ SOUTH FLORIDA



Represented by: Peters, Griffin, Woodward, Inc.



WTVJ—Miami—1949

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By..... WTVJ, Inc.
 Address..... 316 N. Miami Ave.
 Tel.: FR 4-6262..... CBS
 Representative. Peters, Griffin, Woodward, Inc.
 President..... Mitchell Wolfson
 General Manager..... Lee Ruwitch
 Vice-Pres., Operations Mgr..... John A. Shay
 V.P. Sales..... William Brazzil
 Nat'l. Sales Dir..... Ken Bagwell
 Program Director..... Lee Waller
 Promotion Director..... Burt Toppan
 Film Manager..... Robert J. Ross
 Chief Engineer..... Earl W. Lewis

WPST-TV—Miami—1957

Channel: 10 VHF... AP: 195 Kw... VP: 316 Kw.
 Owned..... Public Service TV, Inc.
 Business Address..... 2075 Biscayne Blvd.
 Tel.: FR 1-6501..... ABC
 Representative..... Pety
 Gen. Mgr..... Walter Koessler
 Nat. Sales Mgr..... Bob Hanna
 Prom., Pub. Dir..... Nat Tashman
 Film Mgr..... John Murphy
 Chief Engineer..... William R. Needs

WDBO-TV—Orlando—1954

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Cherry Bcstg.
 Business Address..... 30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491..... CBS
 Representative..... Blair-TV
 President..... William S. Cherry, Jr.
 Exec. V.P. Gen. Mgr..... Arnold F. Schoen, Jr.
 Sales Co-ordinator..... A. V. Carlson
 Prod. Dir..... Mark V. Barker, Jr.
 Prog. Dir..... Walter E. Sickles
 Dir. Sales Deve..... Leonard S. Davey, Jr.
 Chief Engineer..... J. E. Yarbrough

WLOF-TV—Orlando—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned..... Mid Florida TV Corp.
 Address..... 639 W. Central Ave.
 Tel.: GArden 4-8537..... ABC
 Representative..... Young TV, Inc.
 President..... Joseph L. Brechner
 V.P., Gen. Mgr..... Donn Colee
 Commercial Mgr..... Lee Hall
 Prog., Prom. Dir..... Walter Baker
 Publicity Director..... Lucy Conroy
 Film Manager..... Hank Johnson
 Chief Engineer..... Dodd Daniels

WPTV—Palm Beach—1954

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..... NBC
 Representative..... Blair TV Assoc.
 President..... John H. Phipps

General Manager..... Herschel Graves
 Station, Prom. Mgr..... Chet Pike II
 Production Mgr..... Clark Davis
 Film Mgr..... Robert E. Abel
 Chief Engineer..... Lewis Evenden

WJDM—Panama City—1953

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.
 Owned-Operated By..... WJDM-TV
 Business Address..... Box 428
 Tel.: AD 4-2251..... NBC-ABC-CBS
 Representative..... Hollingbery
 President..... Mel Wheeler
 General Comm. Mgr..... Hugh Barclay
 Program, Prom., Publicity..... James Tighe
 Film Mgr..... Earl Hadaway
 Chief Engineer..... Claude Maenza

WEAR-TV—Pensacola—1953

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.
 Owned-Oper. By..... Gulfport Bcstg. Corp.
 Business Address..... P.O. Box 431
 Tel.: GL 5-7311..... ABC
 Representative..... Hollingbery
 President, Gen. Mgr..... Mel Wheeler
 Asst. Gen. Sales Mgr..... Milt de Reyna, Jr.
 Comm. Mgr..... Irv Welch
 Chief Engineer..... Gene Sudduth

**WSUN-TV—St. Petersburg
1953**

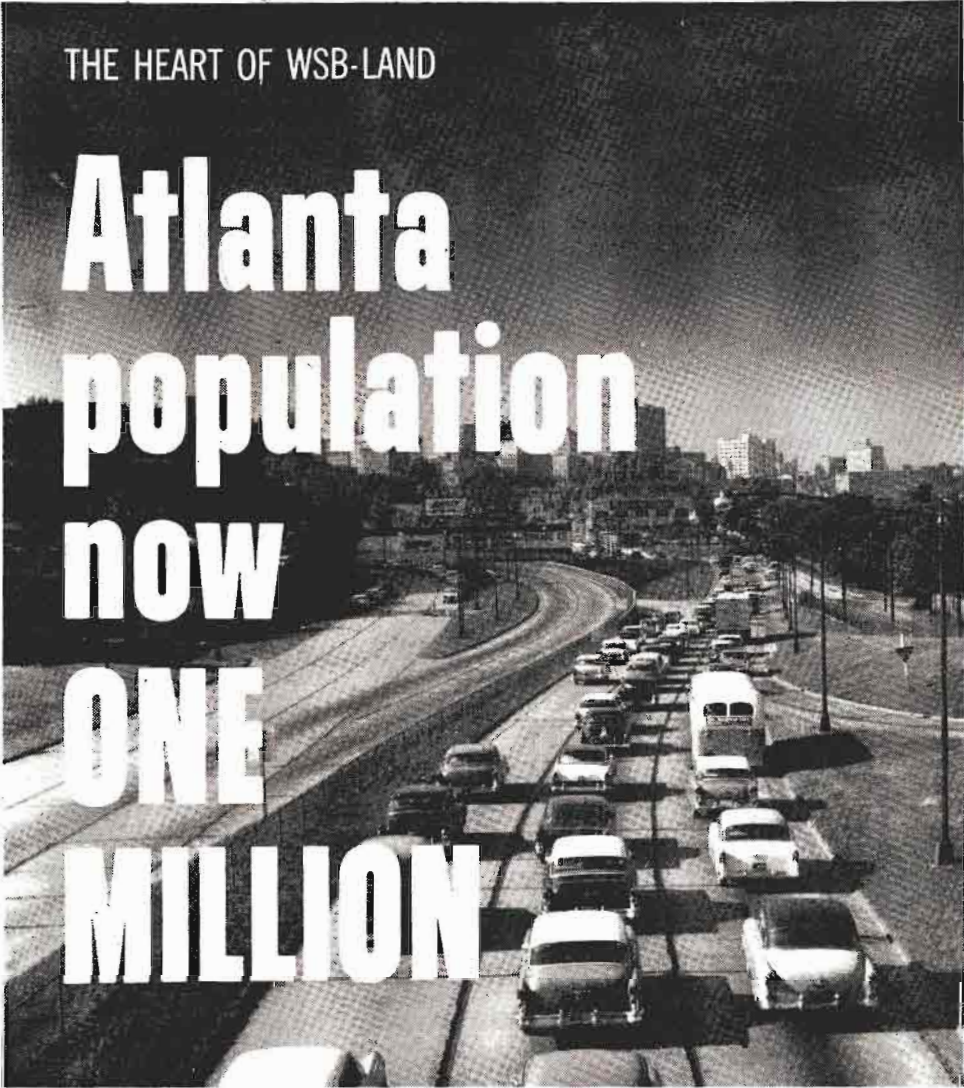
Channel: 38 UHF... AP: 107 Kw... VP: 200 Kw.
 Owned-Operated By..... City of St. Petersburg
 Business Address..... Municipal Pier
 Tel.: 5-4121..... ABC
 Representative..... Venard, Rintoul & McConnell
 General Manager..... Fred P. Shawn
 Commercial Manager..... Earl W. Welde
 Program Director..... Leo Ribitzki
 Promotion Director..... Jerome Baker
 Film Managers..... Ribitzki, Shawn
 Chief Engineer..... William J. Coddling

WFLA-TV—Tampa—1955

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... Tribune Company
 Address..... Box 1410
 Tel.: 2-0131..... NBC
 Newspaper Affiliation..... Tribune-Times
 Representative..... Blair-TV
 President..... J. C. Council
 V.P., General Manager... George W. Harvey
 Sales Mgr..... William B. Faber
 Prog. Dir., Film Mgr..... J. E. Faraghan
 Promotion Director..... Byron Taggart
 Prog. Oper. Mgr..... Carl Bergquist
 Production Manager..... L. George Gelger
 Chief Engineer..... J. H. Mitchell

WTVT—Tampa—1955

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By..... WKY Television System, Inc.



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Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

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Bus. Ad...3213 Grand Central Ave.; Box 1198
 Tel.: RE 6-1313.....CBS
 RepresentativeKatz
 President.....E. K. Gaylord
 Station Manager.....Eugene B. Dodson
 Commercial Mgr.....John Haberman
 Film Mgr.....Jayne Boyd
 Program Dir.....Kenneth Smith
 Chief Engineer.....William Witt

WEAT-TV—West Palm Beach 1955

Channel: 12 VHF...AP: 110 Kw...VP: 250 Kw.

Owned-Oper. By.....WEAT TV, Inc.
 Business Address.....Palm Beach Towers
 Tel.: TE 3-9668.....ABC
 Sta. Representative.....Weed
 President.....Rex Rand
 Gen. Mgr.....Bertram Lebbeur, Jr.
 Commercial Mgr.....Goff Lehtar
 Station Mgr.....Jack Poole
 Program Dir.....Barbara Hegler
 Publicity Dir.....Bob Wilson
 Film Manager.....Lillian Hackman
 Chief Engineer.....J. Ross McPherson

| | |
|--|--|
| Pop.: 3,865,000 Families: 1,050,000 Radio Homes: 1,030,000 | <h2 style="margin: 0;">GEORGIA</h2> |
| | TV Homes: 899,000 AM Stas. in State: 130 TV Stas. in State: 12 |

WAGA-TV—Atlanta—1949
 Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....Storer Bcstg. Co., Inc.
 Business Address.....1018 W. Peachtree St.
 Tel.: TRinity 5-5551.....CBS
 RepresentativeKatz
 President.....George B. Storer
 General Manager.....Terry H. Lee
 Commercial Manager.....William Flynn
 Program, Film Mgr.....Horace W. Ray
 Promotion Director.....Ned Jay
 Production Mgr.....Stuart Armstrong
 Chief Engineer.....Hugo Bondv
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD AM-FM-TV, TOLEDO; WJW-AM-FM-TV, CLEVELAND; WVV-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPMP, LOS ANGELES; WITI-TV, MILWAUKEE.

WSB-TV—Atlanta—1948
 Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...The Atlanta Newspapers
 Business Address...1601 W. Peachtree St., N.E.
 Tel.: TR 5-7221.....NBC
 Newspaper Affiliations...Journal-Constitution
 RepresentativePetty
 Exec. Dir.....J. Leonard Reinsch
 General Manager.....Marcus Bartlett
 Comm. Mgr.....Don E. Heald
 Promotion Dir.....Holt Gewinner, Jr.
 Film Director.....Jean Hendrix
 Chief Engineer.....R. A. Holbrook

WALB-TV—Albany—1954
 Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Herald Publishing Co.
 Business Address.....Stuart Ave.
 Tel.: HE 5-8386.....ABC-CBS-NBC
 Newspaper Affiliation.....Herald
 Representative...Venard, Rintoul & McConnell
 President.....James H. Gray
 Gen., Comm. Manager...Raymond E. Carow

Program Director.....Don Erickson
 Prom., Dir., Film Mgr.....Reba Hill
 Publicity Dir.....Pat Bethune
 Adv. Mgr.....Joseph Davis
 Chief Engineer.....Bruce Singleton

WLW-A—Atlanta—1951

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 2-1141.....ABC
 RepresentativeBomar-Lowrance; Moore
 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
 Production Manager.....Jim Sharp
 Chief Engineer.....Harvey Aderhold

WJBF-TV—Augusta—1953

Channel 6: VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Business Address.....Television Park
 Tel.: PA 2-6666.....ABC-NBC
 Representative.....Hollingbery
 President, Gen. Mgr.....J. B. Fuqua
 Sales Manager.....Thomas J. Hennesy
 Film Manager.....Gray Mayson
 Program, Prom. Dir.....John Radeck
 Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF...AP: 60 Kw...VP: 102 Kw.
 Owned-Oper. By...Southeastern Newspapers
 Business Address.....1301 Georgia Ave.
 Tel.: TA 4-5432.....ABC-CBS
 Newspaper Affiliation.....Chronicle, Herald
 Representative.....Branham Company
 President.....Pat H. Rice, Jr.

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