

TELEVISION DAILY

presents

**TELEVISION
NETWORKS**

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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

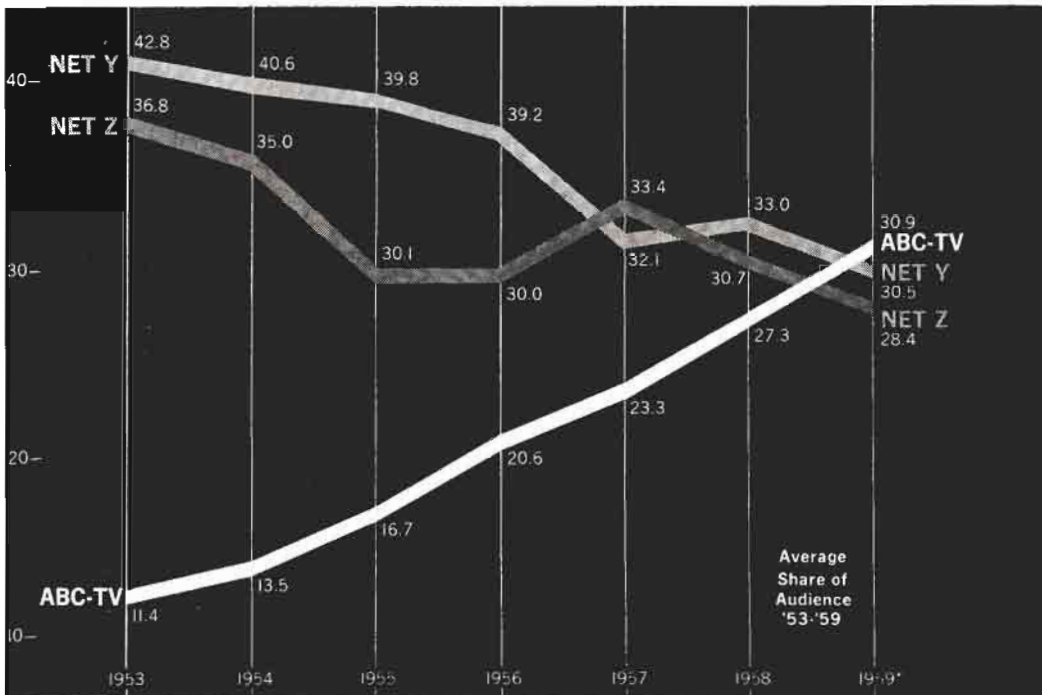
Vice President in Charge of Sales

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

OFFICERS

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
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Frank Marx Vice-President
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Thomas Velotta Vice-President
Mortimer Weinbach Vice-President
& General Counsel
Michael P. Boland Assistant Treasurer
J. Russell Gavin Assistant Treasurer

TELEVISION

Oliver Treyz President of ABC-TV Network

Engineering

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.

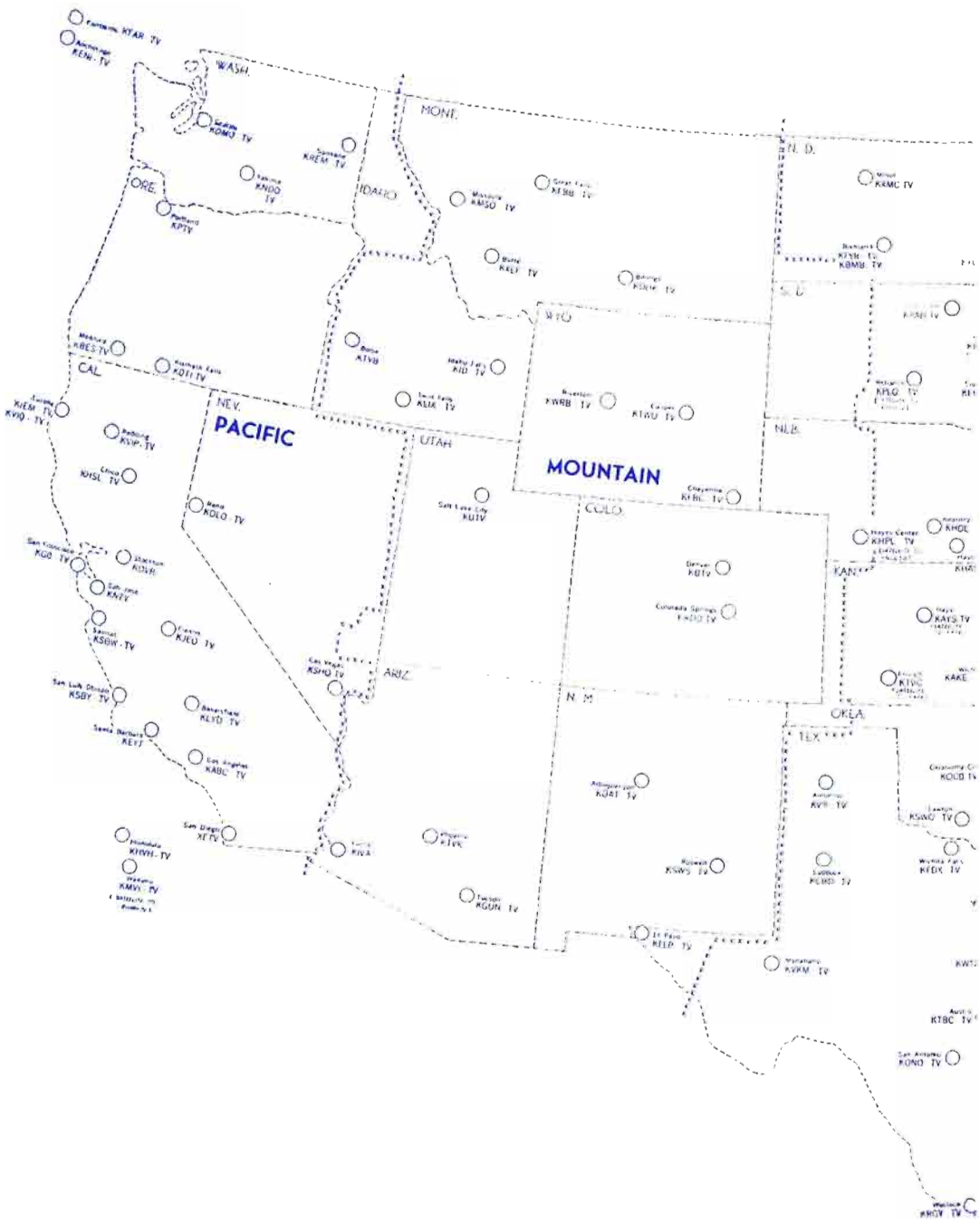
CHICAGO (WBKB)

190 N. State St., Chicago, Ill.

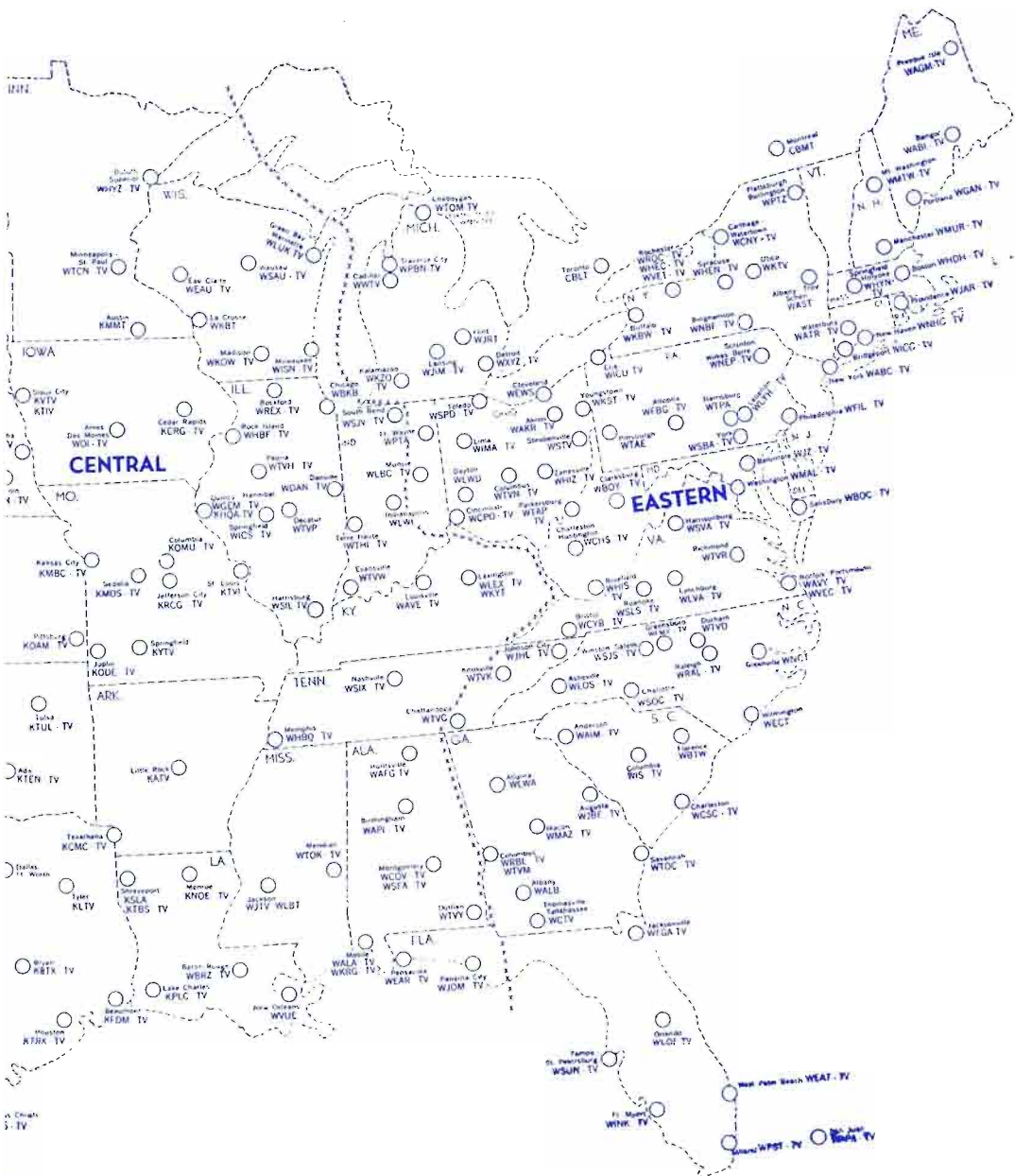
Sterling C. Quinlan.....Vice-President in
Charge of WBKB
James W. Beach.....Vice-President in Chg.
TV Net Sales Dev.
James Asher.....Dir. Pub. & Prom.
Ralph Andrews.....Film Director
Manuel Fingerhut.....Comptroller, WBKB
William Gillogly.....Dir. of Sales, TV Net.
John Grace.....Mgr. Sls. Serv. TV Networks
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



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

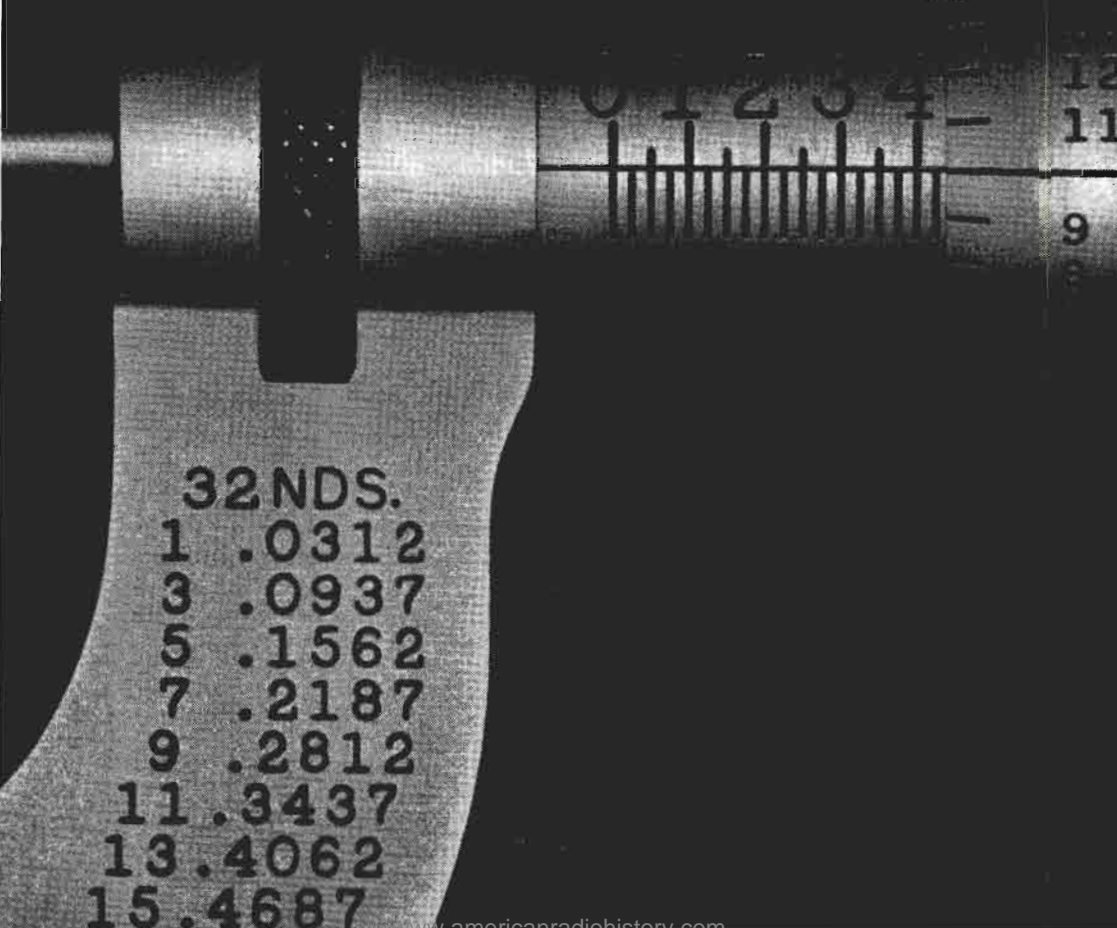
16THS.

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.



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)

(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

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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

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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

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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		
AMUSEMENTS, ENTERTAINMENT	299,000	CLOTHING, FURNISHINGS,	
AUTOMOTIVE	5,435,000	ACCESSORIES	5,126,000
Anti-Freeze	121,000	Clothing	4,110,000
Batteries	230,000	Footwear	514,000
Cars	3,938,000	Hosiery	452,000
Tires & Tubes.....	238,000	Miscellaneous	50,000
Trucks & Trailers.....	139,000	CONFECTIONS & SOFT DRINKS..	6,696,000
Misc. Accessories & Supplies....	769,000	Confections	3,792,000
BUILDING MATERIAL,		Soft Drinks	2,904,000
EQUIPMENT, FIXTURES,		CONSUMER SERVICES	4,601,000
PAINTS	609,000	Dry Cleaning & Laundries.....	10,000
		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

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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
KVTV	— 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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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	WTVW	— 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.: MAin 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

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. Wrathier
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

KHSL-TV—Chico—1953

Channel: 12 VHF.. AP: 156 Kw... VP: 312 Kw.
Owned-Oper. By.....Golden Emprc 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

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

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

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
Ccomm., 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
 Sia. Representative.....Young TV
 President.....A. T. Gilliland
 Vice President.....Allen T. Gilliland, Jr.
 Operations Mgr.....Frederic A. Naglestad

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

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

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 — — —

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 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

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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

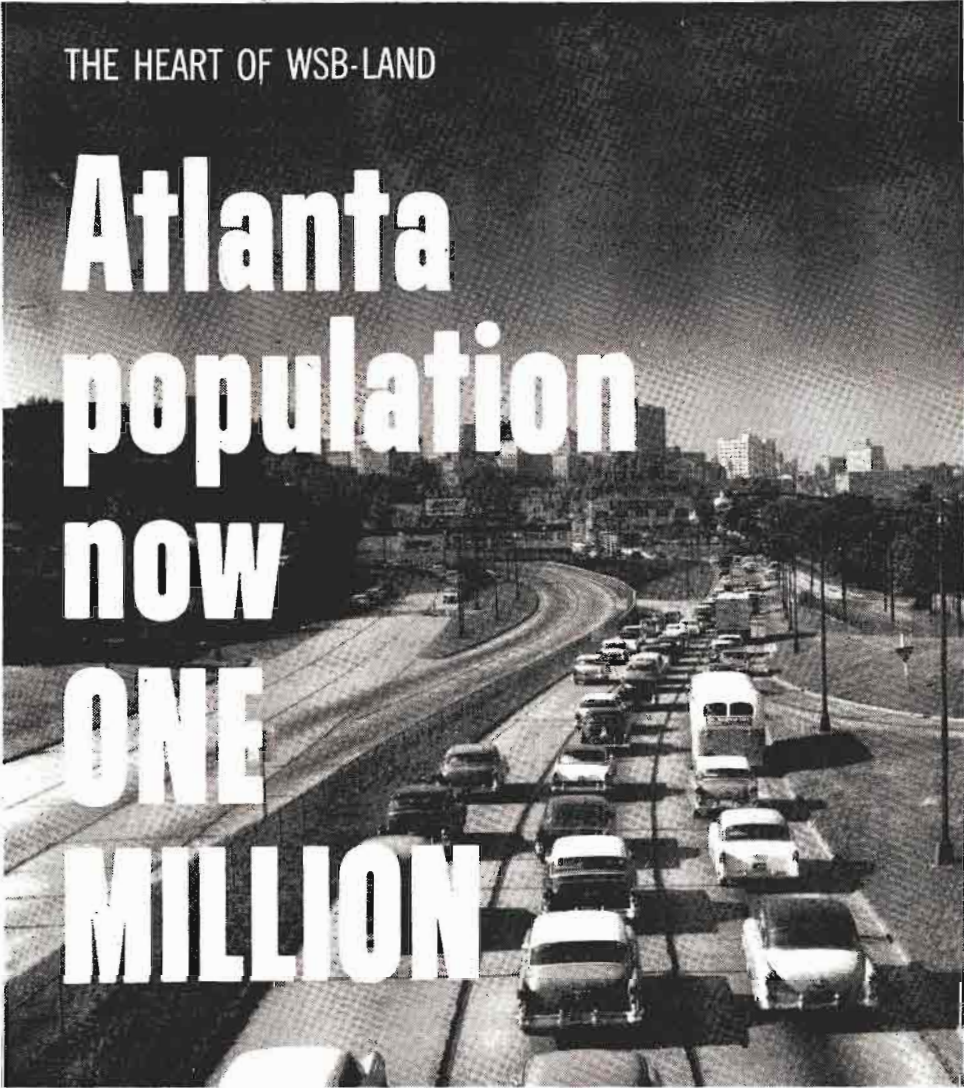
Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... Tribune Company
 Address..... Box 1410
 Tel.: 2-0131..... NBC
 Newspaper Affiliation..... Tribune-Times
 Representative..... Blair-TV
 President..... J. C. Council
 V.P., General Manager... George W. Harvey
 Sales Mgr..... William B. Faber
 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.

FLORIDA-GEORGIA

Bus. Ad...3213 Grand Central Ave.; Box 1198
 Tel.: RE 6-1313.....CBS
 Representative.....Katz
 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 Lebbehear, 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
 Representative.....Katz
 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
 Representative.....Petty
 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
 Representative.....Bomar-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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230 N. Michigan Ave., Chicago 1

GEORGIA-HAWAII

General Manager..... J. W. Hicks
Sta., Comm. Mgr..... Lou Stratton
Program Dir. Richard A. Fennel
Chief Engineer..... Joseph P. Gill, Jr.

WRBL-TV—Columbus—1953

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Columbus Bcstg. Co.
Business Address..... 1350 13th Ave.
Tel.: FA 2-0602..... CBS-ABC
Newspaper Affil. Ledger Enquirer
Representative Hollingsbery
President, Gen. Mgr..... J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer..... Ridley Bell
Commercial Manager... George "Red" Jenkins
Program Director..... Robert H. Walton
Promotion Director..... Carrie Barry
Chief Engineer..... Joe A. Gamble

WTVM—Columbus—1953

Channel: 9 VHF.. AP: 121 Kw.. VP: 234 Kw.
Owned..... Martin Thea. of Georgia, Inc.
Business Address..... 1307 1st Ave.
Tel.: FA 2-8828..... NBC-ABC
Station Representative Young
President..... E. D. Martin
General Manager..... Frank Ragsdale
Station Manager, Ch. Eng..... Charley Parrott
Commercial Mgr..... Bill Dunaway

WMAZ-TV—Macon—1953

Channel: 13 VHF.. AP: 125 Kw.. VP: 250 Kw.
Owned-Oper. By.... Southeastern Bcstg. Co.
Business Address... Bankers Insurance Bldg.
Tel.: SHERWOOD 2-7373..... CBS-ABC-NBC
Representative Avery-Knodel
President, Ch. Eng..... George Rankin, Jr.
General Manager..... Wilton E. Cobb
Comm. Manager..... Frank Crowther
Promotion Director..... Joe Andrews
Film Manager..... Jim Arnold

WSAV-TV—Savannah—1956

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... WSAV, Inc.
Address..... East Victory Drive
Tel.: AD 6-0303..... ABC-NBC
Representative..... Blair TV
President, Gen. Mgr..... Harben Daniel
Ex. V.P..... Charles Bell
Operations Manager M. E. Thompson
Comm. Adv. Mgr..... Mack Humpidge
Program Director William E. Lucas
Prom., Pub. Dir..... Mrs. Shirley Slater
Film Manager..... Alyce Miller
Chief Engineer Byron Strong

WTOC-TV—Savannah—1954

Channel: 11 VHF.. AP: 104 Kw.. VP: 207.5 Kw.
Dir. Engineering Wm. A. Snowden
Chief Engineer Charles Clifton
Owned-Oper. By..... Savannah Bcstg. Co.
Business Address..... 516 Abercorn St.
Tel.: AD 2-0127..... CBS-ABC
Station Representative Avery-Knodel
President & Gen. Mgr... William T. Knight, Jr.
Commercial Mgr..... Ben B. Williams
Film Mgr., Program Director .. Dwight J. Bruce
Prom., Publicity Dir..... Frank S. Bryson, Jr.
Chief Engineer..... Kyle Goodman

WCTV—Thomasville—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By .. John H. Phipps Bcstg Co.
Address P.O. Box 3547, Tallahassee, Fla.
Tel.: TALL 3-3666..... ABC-CBS
Station Representative..... Blair; Cummings
Owner John H. Phipps
Mng. Dir..... L. Herschel Graves
Station. Comm. Mgr..... Joseph E. Hosford
Program Dir..... H. E. Buck, Jr.
Chief Engineer..... Chas. Clifton

Pop.: 575,000
Families: 153,000
Radio Homes: 132,500

HAWAII

AM Stas. in State: 15
TV Homes: 110,500
TV Stas. in State: 4

KGMB-TV—Honolulu—1952

Channel: 9 VHF.. AP: 79 Kw.. VP: 132 Kw.
Owned-Oper... Hawaiian Broadcasting Sys. Ltd.
Business Address... 1534 Kapiolani Boulevard
Tel.: 9-2011..... CBS
Newspaper Affil..... Star Bulletin
Representative..... Peters, Griffin, Woodward
President..... Arthur L. Wood
General Manager..... M. Franklyn Warren
Sales Manager..... Robert W. Sevey
Prom., Publicity Dir..... Colleen L. Ng
Film Director..... Lorraine Chun
Chief Engineer..... Ronald T. Miyamoto

KONA-TV—Honolulu—1952

Channel: 2 VHF.... AP: 30 Kw.... VP: 60 Kw.

Owned-Oper. By..... Radio Honolulu, Ltd.
Business Address..... 1170 Auchi St.
Tel.: 6-2366..... NBC
Newspaper Affil..... Honolulu Advertiser
Representative NBC Spot Sales
Pres., Gen. Mgr..... John D. Keating
Sta., Gen. Sales Mgr..... Art Sprinkle
Nat'l Sales Mgr..... Jim Spencer
Program Director..... Cecil Seavey
Publicity Director..... Heyden Cheigh
Film Manager..... Paul Yamamoto
Chief Engineer..... Alvin Chang

KHVH-TV—Honolulu—1954

Channel: 4 VHF.. AP: 13.1 Kw.. VP: 26.3 Kw.
Owned-Oper. By... Kaiser Hawaiian TV, Inc.
Address..... 1290 Ala Moana Blvd.

Owned and operated by Chicagoans and dedicated to providing the finest programming and quality community service to the great Chicago market.



WGN -Television—
world's most
colorful station

HAWAII-IDAHO-ILLINOIS

Tel: 5-3991.....ABC
 Representative.....Young-TV
 President.....Henry J. Kaiser, Jr.
 General, Comm. Mgr.....Richard C. Block
 Prom. Adv., Publicity Dir.....Lynn Morrow
 Program Director.....Dan Kawakami
 Chief Engineer.....Dan O. Hunter

KMVI—Wailuku—1955

Channel: 12 VHF...AP: 15 Kw...VP: 30 Kw.

Owned-Oper.....Maui Publishing Co., Ltd.
 Business Address.....Box 374
 Tel.: 33-981.....ABC
 Newspaper Affiliation.....Maui News
 Sta. Reps.....Clark; Oakes, Dickens
 President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Film Manager.....Nora I. Cooper
 Chief Engineer.....Spencer Shirachi

Pop.: 774,000
 Families: 210,000
 Radio Homes: 203,000

IDAHO

TV Homes: 157,000
 AM Stas. in State: 34
 TV Stas. in State: 5

KBOI-TV—Boise—1953

Channel: 2 VHF...AP: 33 Kw...VP: 65 Kw.
 Owned-Oper. By.....Boise Valley Bcstrs. Inc.
 Business Address.....1007 Jefferson St.
 Tel.: 3-2511.....CBS
 Representative, Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr.....Westerman Whillock
 Station, Comm. Mgr.....Earl Glade, Jr.
 Production Director.....Vestal Baker
 Film Manager.....Robert Howell
 Promotion Mgr.....Louise Davis
 Publicity Dir.....Rick Raphael
 Chief Eng.....J. A. Johtnz, Jr.

KTVB—Boise—1953

Channel: 7 VHF...AP: 87.1 Kw...VP: 213 Kw.
 Owned-Oper. By.....KTVB, Inc.
 Address.....709 Idaho St.
 Tel.: 2-4611.....ABC-NBC
 Representative.....Blair
 Pres. and Gen. Mgr.....Georgia M. Davidson
 Commercial Mgr.....George Ganz, Jr.
 Prog. Director.....Del Lundbom
 Prom. Mgr.....Evelyn Winters
 Film Manager.....William Harvey
 Chief Engineer.....Harold Toedtemeter

KID-TV—Idaho Falls—1953

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Idaho Radio Corp.

Address.....Ammon Road
 Tel.: JA 2-5100.....CBS-NBC-ABC
 Sta. Reps.....Hollingsbery; Art Moore
 President.....A. W. Schwieder
 General, Sta. Mgr.....C. N. Layne
 Comm. Adv. Mgr.....Claude Cain
 Program Dir.....Roy Southwick
 Prom. Mgr.....Mel Richardson
 Chief Engineer.....Carroll Secrist

KCIX-TV—Nampa—1958

Channel: 6 VHF...AP: 41.7 Kw...VP: 83.2 Kw.
 Owned-Oper. By.....Hagadone Bcstg Co.
 Address.....315 N. 8th St.
 Tel.: 4-8311.....Independent
 Representative.....Weed
 President.....Roger L. Hagadone
 Sales Manager.....R. F. Frazier
 Program Dir.....Jesse B. Godfrey
 Chief Engineer.....G. Rose

KLIX-TV—Twin Falls—1955

Channel: 11 VHF...AP: 14.5 Kw...VP: 29.5 Kw.
 Owned-Oper. By.....So. Idaho Bcstg. & TV Co.
 Address.....Eastland Dr. & Elizabeth St.
 Tel.: RE 3-5840.....ABC-CBS-NBC
 Representative.....Gill-Perna
 Vice President.....Cecil L. Heffel
 General Mgr.....Gordon Glasmann
 Chief Engineer.....Dennis Lowe

Pop.: 10,319,000
 Families: 3,215,000
 Radio Homes: 3,129,000

ILLINOIS

TV Homes: 2,925,000
 AM Stas. in State: 94
 TV Stas. in State: 16

WCIA—Champaign—1953

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Midwest Television, Inc.
 Business Address.....509 S. Neil St.
 Tel.: FL 6-8333.....CBS
 Representative.....Hollingsbery
 President.....August C. Meyer
 V.P., Sales Manager.....Guy Main
 National Sales Dir.....Leonard Davis

Film Mgr.....John Ketterer
 Production Manager.....James Fielding
 Chief Engineer.....Bob Myers

WGN-TV—Chicago—1948

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WGN, Inc.
 Business Address.....441 N. Michigan Ave
 Tel.: MI 2-7600.....Independent

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Chicago, Harrisburg, Peoria

ILLINOIS

Newspaper Affiliation.....Chicago Tribune
Representative.....Petty
President.....J. Howard Wood
V.P., Gen. Mgr.....Ward L. Quaal
Program Director.....Alexander C. Field
Sales Mgr.....Bradley R. Eidmann
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Edward Warren
Chief Engineer.....Carl J. Meyers

WBBM-TV—Chicago—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Address.....630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS
Representative.....CBS TV Spot Sales
Gen. Mgr.....Clark George
General Sls. Mgr.....Edward Kenefick
Program Dir.....Charles Hinds
Promotion Director.....Virgil Mitchell
Publicity Dir.....George Condon
Film Manager.....Patricia Danneman
Chief Engineer.....J. J. Beloungy

WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....190 N. State St.
Tel.: AN 3-0800.....ABC
Representative.....Blair-TV
Vice President.....Sterling C. Quinlan
General Manager.....Mathew Vieracker
Nat'l Spot Sales Mgr.....Clarence Heider
Film Dir.....Ralph Andrews
Prog. Dir.....Dan Schuffman
Prom. Adv. Public Dir.....James Ascher
Chief Engineer.....William P. Kusack

WNBQ—Chicago—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address.....Merchandise Mart
Tel.: SU 7-8300.....NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
V.P., General Manager.....Lloyd E. Yoder
Dir. of Sales.....William B. Decker
Sales Manager.....Norman F. Cissna
Program Dir.....Harry D. Trigg
Adv. & Prom. Mgr.....John M. Keys
Film Manager.....Stanley Brightwell
Publicity Director.....Chet Campbell
Chief Engineer.....Howard C. Luttgens

WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.
Owned-Oper. By.....Northwestern Publishing Co.
Business Address.....1500 N. Washington Ave.
Tel.: Hickory 2-1700.....ABC
Representative.....Everett-McKinney, Inc.
General Manager.....Robert J. Burow
Station Manager.....Max Shaffer
Commercial Manager.....John Eckert

Program Director.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
Owned-Oper. By.....Metropolitan Bcstg. Corp.
Business Address.....Box 631-Southside Dr.
Tel.: 8-4304.....ABC
Representative.....Gill-Perna
President.....Geo. A. Bolas
Sta. Mgr.....B. K. West
Program Mgr.....Jack Kussart
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Address.....21½ W. Poplar St.
Tel.: CLebrook 3-7922.....ABC
Representative.....Walker-Rawalt
Station Mgr.....Oscar L. Turner
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 186 Kw..VP: 371 Kw.
Owned-Operated By.....West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Tel.: 9-3961.....NBC
Representative.....Headley-Reed
President.....Robert S. Kerr
V.P., Gen. Mgr.....Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Promotion Director.....Al Knapp
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.
Owned.....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
Tel.: 6-0711.....CBS
Representative.....Peters, Griffin, Woodward, Inc.
President.....Charles C. Caley
General Manager.....Robert O. Runnerstrom
Commercial Mgr.....William S. Dallmann
Promotion Mgr.....Clarence S. Mugge
Prog. Dir.....Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.
Owned By.....Metropolitan Bcstg. Corp.
Business Address.....621 Main St.
Tel.: 9-7211.....ABC
Sta. Representative.....Blair TV
President.....John W. Kluge
V.P., Gen. Mgr.....Donn Colee
Controller.....Gerald W. Swank
Sales Mgr.....Lee Colee
Program, Film Mgr.....Gene Dybvig
Prom., Publicity Dir.....Gary Gresham
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953

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

WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw..VP: 229 Kw.
 Owned-Oper. By...Greater Rockford TV, Inc.
 Business Address...Auburn & Winnebago Rds.
 Tel.: Woodland 8-1813.....ABC-CBS
 Newspaper Affil.....Star & Republic
 Representative.....H-R Representatives
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Chief Engineer.....Dick Peck

WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.
 Owned-Oper. By..Winnebago Television Corp.
 Business Address.....Meridian Rd.
 Tel.: Woodland 3-5413.....NBC
 Representative.....Headley-Reed
 President.....Harry Balaban
 Manager.....Harold Froelich
 Sales Manager.....Gene Denari

Program Dir.....John W. Kelin
 Chief Engineer.....H. H. Eckstein
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-
 KEE; KBOX, DALLAS, TEX.; WICS-TV, SPRING-
 FIELD, ILL.

WHBF-TV—Rock Island—1950

Channel: 4 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Business Address...Telco Bldg., 231 18th St.
 Tel.: R.I. 6-5441.....ABC-CBS
 Newspaper Affil....."The Argus"
 Representative.....Avery-Knodel, Hyett
 President.....Ben. H. Potter
 V.P., Sta., Gen. Manager...Leslie C. Johnson
 Director of Sales.....Maurice Corken
 Program Director.....Forest W. Cooke
 Promotion Dir.....Heber E. Darton
 Publicity Dir.....Fern Hawks
 Film Manager.....Joseph Greer
 Chief Engineer.....Robert J. Sinnenot

WICS—Springfield—1953

Channel: 20 UHF..AP: 204 Kw..VP: 406 Kw.
 Owned-Oper. By.....Plains Television Corp.
 Address.....523 E. Capitol Ave.
 Tel.: Lakeside 8-0465.....NBC
 Representative.....Adam Young
 President.....Elmer Balaban
 General Manager.....Milton D. Friedland
 Comm. Manager.....Warren King
 Program, Film Mgr.....H. J. Hoskins
 Promo., Publicity Mgr.....Mildred Miller
 Chief Engineer.....Jerrold Merritt
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-
 KEE; KBOX, DALLAS, TEX.; WTVO-TV, ROCKFORD,
 ILL.

Pop.: 4,710,000
 Families: 1,495,000
 Radio Homes: 1,471,000

INDIANA

TV Homes: 1,411,000
 AM Stas. in State: 60
 TV Stas. in State: 16

WTTV—Bloomington—1949

Channel: 4 VHF..AP: 28.8 Kw..VP: 44.6 Kw.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Business Address.....3490 Bluff Rd.
 Tel.: ST 7-2211.....Independent
 Sta. Representative.....Young TV
 President.....Sarkes Tarzian
 General, Comm. Mgr.....Robert G. Holben
 Program, Prom., Adv. Mgr.....Arthur R. Hook
 Chief Engineer.....Fred J. Molchin

WEHT—Evansville—1953

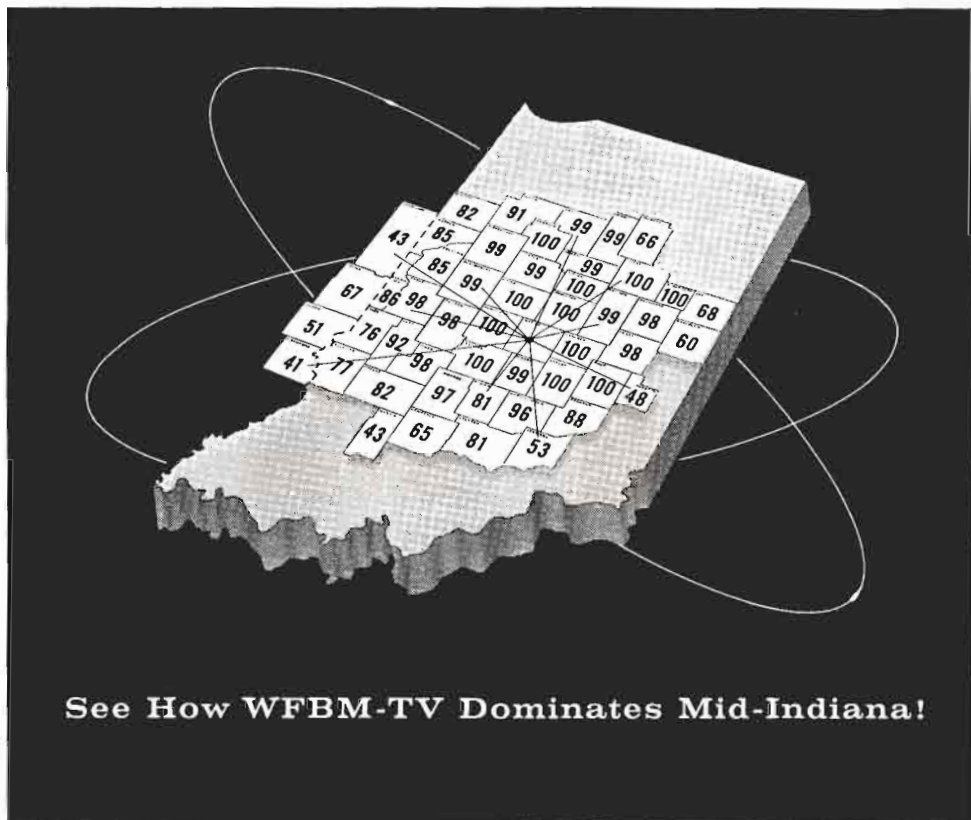
Channel: 50 UHF..AP: 108 Kw..VP: 200 Kw.
 Owned-Oper. By.....WEHT, Inc.
 Business Address.....Box 395
 Tel.: HA 4-9215.....CBS
 Representative.....Young

Pres., Gen. Mgr.....Edwin G. Richter, Jr.
 Sales Mgr.....Howard D. Duncan
 Program Dir.....Ulysses A. Carlini
 Promotion Dir.....Mrs. Priscilla Finberg
 Chief Engineer.....Robert M. Cleveland

WFIE-TV—Evansville—1953

Channel: 14 UHF..AP: 104.8 Kw..VP: 200 Kw.
 Owned-Oper. By.....WFIE, Inc.
 Business Address.....1115 Mount Auburn Rd.
 Tel.: HA 5-6201.....NBC
 Representative.....Raymer
 President.....Nathan Lord
 General, Sta. Mgr.....Berry Smith
 Comm. Manager.....Lee Browning
 Program, Film Mgr.....Chester T. Behrman
 Prom., Publicity Dir.....Jerry Wichser
 Chief Engineer.....Paul Kelley

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Evansville, Fort Wayne, Indianapolis, South Bend, Elkhart



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration, because it is the only basic NBC outlet. (N.C.S. #3).

where else . . .

—will you find satellite markets that are 15% richer and 30% bigger than the metropolitan trading zone itself!

—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . . and only one* principal station with no overlapping network affiliates to reach them effectively!

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Let us show you how to test regional marketing ideas here with amazing results.

The Nation's 13th Television Market

... with the only basic NBC coverage of 760,000 TV set-owning families

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



WTWV—Evansville—1956

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Evansville TV, Inc.
 Business Address 405 Carpenter St.
 Tel.: H. 2-1121 ABC
 Representative Hollingbery
 President Ferris E. Traylor
 Gen. Sta. Mgr. Dick Shively
 Sales Mgr. Al McKelresh
 Program Dir. William Hill
 Prom. Dir. Jack MacGregor
 Film Manager S. J. Rusche
 Chief Engineer John Schuta

WANE-TV—Fort Wayne—1954

Channel: 15 UHF . AP: 222 Kw. . VP: 445 Kw.
 Owned-Oper. By . Indiana Broadcasting Corp.
 Business Address 2915 W. State Blvd.
 Tel.: A-9411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 General Manager Reid G. Chapman
 Sales Dir. John Keenan
 Program Director J. Larry Beauchamp
 Promotion Director Douglas Shull
 Film Manager James Goheen
 Chief Engineer Charles E. Wallace

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF . AP: 144 Kw. . VP: 263 Kw.
 Owned WKJG, Inc.
 Address 2633 W. State Blvd.
 Tel.: AN 2295 NBC
 Newspaper Affiliation Elkhart Truth
 Station Rep. H R Television Inc.
 President John F. Dille, Jr.
 Vice President Paul Brynes
 Gen., Sta. Mgr. Edward G. Thoms
 Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlock
 Chief Engineer Eugene A. Chase

WPTA—Fort Wayne—1957

Channel: 21 UHF . AP: 55 Kw. . VP: 110 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address Butler Road
 Tel.: A 5-5015 ABC
 Station Representative Young
 President Sarkes Tarzian
 Gen., Sta. Mgr. Ronald R. Ross
 Comm. Prog. Mgr. Richard D. Morgan
 Prom., Adv. Publicity Dir. Larry Frerk
 Film Manager Charles Smith
 Chief Engineer Gerald Bower

WFBM-TV—Indianapolis—1949

Channel: 6 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned By Time, Inc.
 Bus. Studio Address 1330 N. Meridian St.
 Tel.: MELrose 4-8521 NBC
 Representative Katz
 President W. C. Pullen, Jr.
 V.P., Gen. Mgr. Eldon Campbell
 Station Manager Don Menke

Nat. Sales Mgr. Hugh L. Kibbey
 Prog. Dir. Warren Wright
 Promotion Director John F. Hurlbut
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders

WISH-TV—Indianapolis—1954

Channel: 8 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MELrose 4-6411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Manager Joseph E. Lake
 Program, Film Mgr. Dave Smith
 Prom., Pub. Director Ray Reisinger
 Chief Engineer Stokes Gresham, Jr.

WLW-I—Indianapolis—1957

Channel: 13 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MELrose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 President Robert E. Dunville
 General Manager John B. Babcock
 Spec. Bcat. Serv. Dir. Bruce B. Cox
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Prom., Merch. Dir. Terry Simpson
 Sales Serv. Dir. Scott Cedarholm
 Film Director Patty O'Neill
 Chief Engineer Norman Nixon

WFAM-TV—Lafayette—1953

Channel: 59 UHF . AP: 51 Kw. . VP: 102 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address McCarty Lane
 Tel.: Gibson 7-2186 CBS-NBC-ABC
 President Sarkes Tarzian
 Gen., Sta. Mgr. Henry Rosenthal
 Comm. Mgr. Dick Pittenger
 Chief Engineer Richard Cochran

WLBC-TV—Muncie—1953

Channel: 49 UHF . AP: 8.5 Kw. . VP: 17 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Business Address Box 271
 Tel.: ATLAS 8-4403 ABC-CBS-NBC
 Representative Holman
 Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr. Bill Craig
 Program Director William F. Craig
 Chief Engineer Pat Finnegan

WNDU-TV—South Bend—1955

Channel: 16 UHF . AP: 141 Kw. . VP: 282 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111 NBC
 Station Rep. Venard, Rintoul & McConnell
 President Rev. Theodore M. Hesburgh
 Gen., Comm. Mgr. Wm. Thomas Hamilton
 Program Director Edward R. Doyle

INDIANA-IOWA 

Prom., Adv. Mgr. Walter Purcell
 Publicity Dir. Paul A. Listek
 Film Manager Chet Perkins
 Chief Engineer Basil O'Hagan

WSBT-TV—South Bend—1952

Channel: 22 UHF. AP: 122 Kw. VP: 204 Kw.
 Owned-Operated By South Bend Tribune
 Address 300 W. Jefferson Blvd.
 Tel.: CE 3-3141 CBS
 Newspaper Affil. Tribune
 Representative Raymer
 President Franklin D. Schurz
 Sta. Gen. Mgr. Neal B. Welch
 National Sales Mgr. Wilbur R. Darch
 Program Director Robert Drain
 Prom., Adv. Public. Dir. N. J. Gassensmith
 Film Manager Walter A. Sweitzer
 Chief Engineer Arthur R. O'Neil

**WSJV—South Bend-Elkhart
 1954**

Channel: 28 UHF. AP: 148 Kw. VP: 268 Kw.

Owned-Oper. By Truth Publishing Co.
 Business Address Box 28, South Bend
 Tel.: CEntral 2-2828 ABC
 Newspaper Affiliation Elkhart Truth
 Representatives H.R.
 President John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Program Director Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Production Mgr. W. Forest Morrow
 Chief Engineer Lester E. Zellner

WTHI-TV—Terre Haute—1954

Channel: 10 VHF. AP: 191 Kw. VP: 316 Kw.
 Owned-Oper. By Wabash Valley Bcstg. Corp.
 Business Address 918 Ohio Street
 Tel.: 9481 CBS
 Representative Bolling
 President Anton Hulman, Jr.
 V.P., Gen. Mgr. J. M. Higgins
 Commercial Mgr. George Foulkes
 Program, Film Mgr. Ben Falber, Jr.
 Prom. Director Bill Hawkins
 Chief Engineer Russ Arnold

Pop.: 3,069,000	IOWA	TV Homes: 791,000
Families: 889,000		AM Stas. in State: 61
Radio Homes: 883,000		TV Stas. in State: 12

WOI-TV—Ames—1950

Channel: 5 VHF. AP: 50.1 Kw. VP: 100 Kw.
 Owned-Oper. By Iowa State College
 Address Service Bldg.
 Tel.: CE 2-3400 ABC
 Representative H.R.
 President Dr. James Hilton
 Gen. Manger Robert C. Mulhall
 Assoc. Gen. Manager James H. Davis
 Commercial Mgr. Ted Tostlebe
 Chief Engineer Keith Ketcham

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF. AP: 156 Kw. VP: 316 Kw.
 Owned-Oper. By Cedar Rapids TV Co.
 Business Address 104½ First St., S.W.
 Tel.: EM 4-4149 ABC
 Newspaper Affiliation Cedar Rapids Gazette
 Representative Branham
 President Joseph F. Hladky, Jr.
 General Manager Redd Gardner
 Commercial Manager Gene McClure
 Prom., Pub. Dir. Edna A. Herbst
 Operation Mgr. Ralph D. Willey
 Film Director Ed Vosmek

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF. AP: 70 Kw. VP: 100 Kw.
 Owned-Oper. By WMT-TV, Inc.
 Bus. Address Paramount Theatre Bldg.
 Tel.: EM 4-0171 CBS
 Representative Katz

President, Gen. Mgr. William B. Quarton
 V.P. Operations Douglas B. Grant
 V.P., Sales Lew Van Nostrand
 Prom., Publicity Dir. Richard Pinney
 Chief Engineer George Hixenbaugh

WOC-TV—Davenport—1949

Channel: 6 VHF. AP: 63.7 Kw. VP: 100 Kw.
 Owned-Oper. By Central Bcstg. Co.
 Business Address 805 Brady St.
 Tel.: 3-3661 NBC
 Representative. Peters, Griffin, Woodward, Inc.
 President Col. B. J. Palmer
 Resident Manager Ernest Sanders
 Sales Manager F. Pax Shaffer
 Film Editor Ken Wagner
 Program Director Raymond Guth
 Promotion Director Richard W. Upp
 Chief Engineer Paul Arvidson

KRNT-TV—Des Moines—1955

Channel: 8 VHF. AP: 199.5 Kw. VP: 316 Kw.
 Owned-Operated By KRNT-TV Co.
 Address Ninth & Pleasant St.
 Tel.: CH 3-4141 CBS
 Representative Katz
 General Manager Robert W. Dillon
 Commercial Manager Paul M. Elliott
 Program Dir. Joe G. Hudgens
 Sls. Mgr. Bill Hippee
 Chief Engineer Charles F. Quentin

• • • BROADCAST ADVERTISERS REPORTS (BAR) Monitored: Cedar Rapids, Des Moines, Waterloo • • •

WHO-TV—Des Moines—1954

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

KQTV—Fort Dodge—1953

Channel: 21 UHF..AP: 160 Kw..VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address.....Television Square
 Tel.: 4-0311.....NBC-ABC-CBS
 Sta. Representative.....Pearson
 Pres., Gen. Mgr.....Edward Breen
 Exec. Vice Pres.....Gene P. Loffler
 Comm. Manager.....Rollie Camp
 Program Director.....Richard Johnson
 Film Manager.....Stanley McCurdy
 Chief Engineer.....David Sinclair

KGLO-TV—Mason City—1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Lee Radio, Inc.
 Business Address...Second & Pennsylvania
 Tel.: GArden 3-2540.....Independent
 Representative.....Branham
 President.....Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Nat'l Sales Mgr.....Walther Rothschild
 Film. Comm. Manager.....Lloyd Loers
 Prod. Mgr., Prog. Director...Douglas Sherwin
 Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...KTVO Television, Inc.
 Address.....211 East 2nd St.

Tel.: MUrray 2-4535.....ABC-CBS-NBC
 Representative.....Hollingbery
 Pres., Gen. Mgr.....James J. Conroy
 Commercial Mgr.....L. William King
 Promotion Dir.....Al Cunningham
 Program Director.....James Frost
 Film Manager.....Glen Proeschold
 Chief Engineer.....Loyd Hansen

KTIV—Sioux City—1954

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

KVTV—Sioux City—1953

Channel: 9 VHF..AP: 144 Kw..VP: 288 Kw.
 Owned-Oper. By.....Peoples Bcstg. Corp.
 Business Address.....7th & Douglas
 Tel.: 2-2711.....CBS-ABC
 Representative.....Katz
 General Manager.....Donald D. Sullivan
 Comm. Manager.....Robert B. Donovan
 Prog. Director.....Clark Pollock
 Promotion Director.....John Schambow
 Sales Serv. Dir.....Gene Cuddebach
 Film Manager.....Carl Morris
 Chief Eng.....Robert G. Engelhardt

KWWL-TV—Waterloo—1953

Channel: 7 VHF..AP: 214 Kw..VP: 316 Kw.
 Owned-Oper. By.....Black Hawk Bcstg. Co.
 Business Address.....Insurance Bldg.
 Tel.: AD 4-4404.....NBC
 Representative.....Avery-Knodel
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy
 Program, Film Mgr.....Bill Baldwin
 Publicity Director.....Warren Mead
 Chief Engineer.....Edward M. Tink

Pop.: 2,359,000
 Families: 786,000
 Radio Homes: 731,000

KANSAS

TV Homes: 636,000
 AM Stas. in State: 46
 TV Stas. in State: 9

KTVC-TV—Ensign—1957

Channel: 6 VHF..AP: 14.1 Kw..VP: 28.2 Kw.
 Owned.....S.W. Kansas TV Co., Inc.
 Bus. Address...705½ Second St., Dodge City
 Tel.: HU 3-6666, Dodge City.....ABC
 Representative.....Katz
 President.....Leigh Warner
 Gen., Sta. Mgr.....Wendell Elliott
 Chief Engineer.....Kenneth Karr

KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By.....Tri-State TV, Inc.
 Business Address.....17th St. & B'way Ave.
 Tel.: TW 9-2331.....CBS
 Sta. Representative.....Gill-Perna
 General Manager.....Leslie E. Whittemore
 Commercial Mgr.....Jack Kaufman
 Station, Program Dir.....E. R. Jones

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Wichita

KANSAS-KENTUCKY

Production Dir. Wade Hardwick
 Film Director John Perry
 Technical Dir. Art Vogt
 Chief Engineer Paul Bateman

KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Central Kansas TV Co., Inc.
 Business Address. Box 182
 Tel.: GL 3-7868. NBC
 Representative Bolling
 President. E. C. Wedell
 Gen., Sta. Mgr. E. L. Kuhlman
 Program Director Bonnie Perry
 Prom., Pub. Dir. Lelia Henkle
 Film Manager Wayne Davis
 Chief Eng. H. G. Haeefe

KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 63.2 Kw..VP: 116.5 Kw.
 Owned-Oper. By. Kays, Inc.
 Business Address. 2300 Hall St.
 Tel.: Market 4-2578. ABC
 Representative Holman, Katz
 President. Ross Beach, Sr.
 General Mgr. Robert E. Schmidt
 Station Mgr. Gene Confield
 Production Dir. Richard A. McDaniel
 Chief Engineer James E. Kane

KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Wichita-Hutchinson Co., Inc.
 Business Address. 1800 North Plum
 Tel.: MO 5-5503. CBS
 News. Affil. Minneapolis Star & Tribune
 Station Representative Blair
 President Joyce A. Swan
 General, Sta. Mgr. M. Oale Larsen
 Comm., Adv. Mgr. Richard V. Fairbanks
 Prom., Publicity Dir. Tom Leachy
 Prog. Dir., Film Mgr. Robert D. Snyder
 Chief Engineer Ken H. Cook

KOAM-TV—Pittsburg—1953

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

WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned. Stauffer Publications, Inc.
 Business Address. Box 119
 Tel.: CR 2-3456. ABC-CBS-NBC
 Newspaper Affiliation. D. Capital; State Journal
 Representative Avery-Knodel
 President. O. S. Stauffer
 Gen. Mgr. Thad M. Sandstrom
 Sales Manager Bob Kearns
 Sales Coordinator. Ray C. Senate
 Prog. Dir., Film Mgr. Rush Evans
 Technical Dir. Paul Winders

KAKE-TV—Wichita—1954

Channel: 10 VHF..AP: 219 Kw..VP: 316 Kw.
 Owned-Oper. By KAKE-TV, Inc.
 Business Address 1500 N. West St.
 Tel.: WH 3-4221. ABC
 Representative Katz
 President. Mark Adams
 Gen. Sta. Mgr. Martin Umansky
 Commercial Mgr. Donivan D. Waldron
 Program Dir. John Froome
 Prom., Pub. Dir. Robert C. Payne
 Chief Engineer. Harold Newby

KARD-TV—Wichita—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By. Wichita TV Corp.
 Address 833 N. Main St.
 Tel.: AM 5-5633. NBC
 Representative Petry
 President. G. M. Brown
 V.P., Gen., Sta. Mgr. W. Moyer
 Comm. Manager Donald Sbarra
 Chief Engineer. Russell V. Goyette

Pop.: 3,238,000
 Families: 886,000
 Radio Homes: 869,000

KENTUCKY

TV Homes: 646,000
 AM Stas. in State: 81
 TV Stas. in State: 5

WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 Kw..VP: 17.3 Kw.
 Owned. Taft Bcstg. Co.
 Business Address. 1087 New Circle Road
 Tel.: 2-2533. CBS-ABC
 Representative Young
 President. Hulbert Taft, Jr.
 General Manager. Robert C. Wiegand

Sales Manager. Ray Balsom
 Program Director. Garry Brown
 Film Director Dave Fleischer
 Chief Engineer. Robert Austin

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw..VP: 17.0 Kw.
 Owned-Oper. By. WLEX-TV, Inc.
 Business Address. P.O. Box 1457

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Paducah

KENTUCKY-LOUISIANA

Tel.: 4-8747 ABC-NBC
 Representatives Bolling
 Exec. V.P., Gen. Mgr. Earl Boyles
 Station Manager Harry C. Barfield
 Program Mgr. Alex B. Macaulay
 Chief Engineer Jim Robertson

WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address 725 S. Floyd
 Tel.: JU 5-2201 NBC
 Representative NBC Spot Sales
 President George W. Norton, Jr.
 General Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Prog., Film Dir. George Patterson
 Prom., Pub. Dir. Jas. Caldwell
 Chief Engineer Wilbur Hudson

WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address 525 W. Broadway

Tel.: JU 5-2211..... CBS
 Representative Harrington, Righter, Parsons
 President Barry Bingham
 Director Victor A. Sholla
 Sales Director George Johnson
 Program Director Sam Gifford
 Prom., Publicity Dir. William Loader
 Film Manager Charles McDaniel
 Dir. Engineering O. W. Townser

WPSD-TV—Paducah—1957

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Paducah Newspapers, Inc.
 Business Address 100 Television Lane
 Tel.: 2-8214 NBC
 Newspaper Affil. Sun Democrat
 Representative Pearson
 President Edwin J. Paxton, Sr.
 V.P., Mgr., Dir. E. J. Paxton, Jr.
 General Mgr. Sam Livingston
 Sales Mgr., Prom. Dir. Charles M. Neel
 Prog. Dir. Wes Potter
 Film Mgr. Bill Watson
 Technical Dir. Ernest J. Pell
 Chief Engineer William Mobley

Pop.: 3,340,000
 Families: 891,000
 Radio Homes: 845,000

LOUISIANA

TV Homes: 686,000
 AM Stas. in State: 75
 TV Stas. in State: 13

KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Lanford Telecast. Co., Inc.
 Business Address 605-11 Washington
 Tel.: HI 5-2456 ABC-CBS-NBC
 Representative Weed
 President T. B. Lanford
 General Manager Willard L. Cobb
 Sales Manager Jesse R. Sexton
 Oper., Prog. Mgr. Larry McHale
 Sales Serv. Mgr. Franklin Whitehead
 Merchandising Mgr. Edward Wooten
 Film Director Jim Norwood
 Chief Engineer Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.
 Owned Modern Bcstg. Co., Inc.
 Business Address P.O. Box 2671
 Tel.: DI 4-8571 CBS
 Station Representative Blair
 Board Chairman Dwight W. Martin
 Pres., Gen. Mgr. Tom E. Gibbens
 Comm. Mgr. Mervyn E. Rhys
 Program Director Don G. Hallmann
 Prom., Pub. Dir. Grace McElveen
 Chief Engineer Donald K. Allan

WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 100 Kw.

Owned-Operated By.....La. TV Bcstg. Co.
 Bus. Address 1650 Highland Rd.; Box 2906
 Tel.: DI 8-1491 ABC-NBC
 News. Affil. State-Times Morning Advocate
 Representative Hollingbery
 Pres., Gen. Mgr. Douglas L. Manship
 Sales Manager Jules L. Mayeux
 Program, Prom. Mgr. John Ferguson
 Film Mgr. Aubrey L. Moore
 Chief Engineer Pat Weathersby

KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned Camellia Bcstg. Co. Inc.
 Address P.O. Box 398
 Tel.: CE: 5-9494 CBS-ABC
 Representative O'Connell; Clarke Brown
 President Paul H. DeClouet
 Gen. Mgr. Dierrrell Hamm
 Comm. Mgr. Guy Corley
 Prom. Dir. Toni Coons
 Chief Engineer Maurice Wynn

KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Business Address 320 Division St.
 Tel.: HE 6-3631 ABC-NBC
 Representative Weed
 President T. B. Lanford
 Gen., Sta. Manager P. E. Mills, Jr.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: New Orleans



WWL-TV ... *new* New Orleans Favorite And here's why:

TOP-RATED PROGRAMS — You'll find any list of New Orleans' favorite shows liberally studded with CBS and syndicated shows aired by WWL-TV. Take a look at the lineup of 10:00 p.m. strips as an example and judge for yourself why the viewing trend is toward WWL-TV. These syndicated shows earn *preferred* ratings from the New Orleans audience.

LIVE PROGRAMMING — Ranging in interest from Romper Room and Popeye to The Morgus Board (featured nationally in TV Guide) and authentic jungle adventure on Wild Cargo, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

ALERT PROMOTION — Day in and day out WWL-TV saturates the local market with heavy newspaper advertising, spot radio, direct mail—uses the latest animated station breaks, countless on-air promos, contests and every form of market exploitation to build audience and sales for advertisers.

FACILITIES AND PERSONNEL — WWL-TV's studios are the product of 5 years of research extending to 64 TV stations; facilities are among the nation's finest. Two complete video tape units are now in operation. And WWL-TV personnel have the experience that counts — *competitive* experience gained in markets coast-to-coast.

*Want more? Ask your Katz representative
about the new New Orleans television picture.*

 **WWL-TV**
NEW ORLEANS

Comm. Manager Art Reuben
 Prom. Dir.....Adele Barnette
 Prog. Director A. B. Craft, Jr.
 Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles—1953

Channel: 25 UHF.. AP: 11 Kw.. VP: 20.4 Kw.
 Owned-Oper. By.....KTAG-TV Associates
 Business Address.....645 15th St.
 Tel.: HE 9-9413.....CBS
 Representative Pearson
 President.....Warren Berwick
 Vice Pres..... Kevin Reilly
 Station Mgr.....Harper Clark
 Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953

Channel: 8 VHF.. AP: 115 Kw.. VP: 230 Kw.
 Owned-Oper. By.....Noe Enterprises, Inc.
 Business AddressKNOE Drive
 Tel.: FA 2-8155.....ABC-CBS
 Station Representative...H-R Representatives
 Board Chair. & Owner.....James A. Noe, Sr.
 President.....James A. Noe, Jr.
 Vice-Pres., Gen. Mgr.....Paul H. Goldman
 V.P. Sales Mgr.....Bob Powell
 V.P. Operations Mgr.....Ansel Smith
 V.P. Dir. Engineering.....Ray Boyd
 V.P. Program Dir.....Harry Arthur
 Prom., Publicity Dir.....Guy Popham
 Film Manager.....Blanchard Reno

WWL-TV—New Orleans—1957

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned.....Loyola University
 Address.....1024 N. Rampart St.
 Tel.: EX 4444.....CBS
 Representative Katz
 General Manager.....Lawrence M. Carino
 Sales Manager.....Maurice A. Guillerman
 Program Director.....Robert I. Guy
 Promotion Mgr.....Robert B. Lyte
 Chief Engineer.....J. D. Bloom, Jr.

WVUE-TV—New Orleans—1959

Channel: 13 VHF.. AP: 55 Kw.. VP: 95 Kw.
 Owned-Oper. By.....New Orleans TV Corp.
 Business Address.....1422 Cleveland Ave.
 Tel.: JAcKson 5-9011.....ABC
 Representative Weed
 Pres., Gen. Mgr.....Joseph A. Paretti
 Comm. Mgr.....John H. Bone
 Co-ordinator.....D. G. Neher

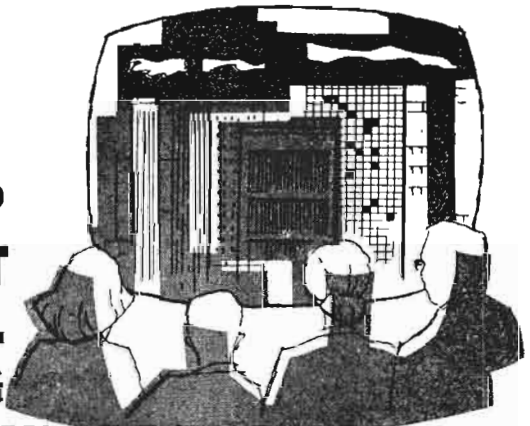
WJMR-TV—New Orleans—1953

Channel: 20 UHF.. AP: 108 Kw.. VP: 216 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.
 Business Address.....Jung Hotel
 Tel.: EX 3131.....ABC
 Representative Weed
 Pres. Chester F. Owens
 V.P., Mgr., Dir.....Geo. A. Mayoral

the **NEW**
WVUE

*Coverage of the Nation's
 twenty-third market*

- ★ **OWNERSHIP**
- ★ **MANAGEMENT**
- ★ **PERSONNEL**
- ★ **PROGRAMMING**



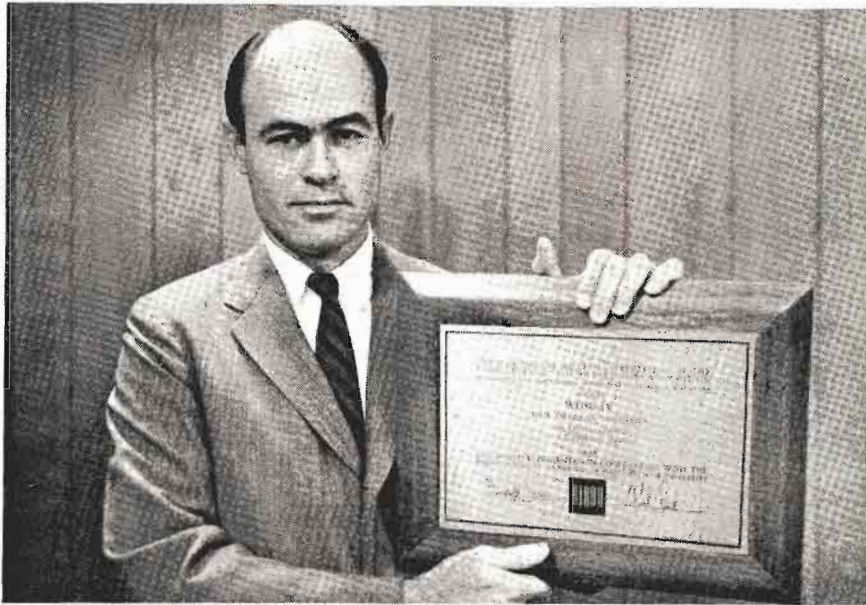
To Better Serve the **NEW ORLEANS** *Market*



Channel 13

OWNED AND OPERATED BY NEW ORLEANS TELEVISION CORPORATION
 REPRESENTED NATIONALLY BY: WEED TELEVISION CORPORATION

WDSU-TV Wins National Award for Editorials



(WDSU-TV News Director Bill Monroe receiving RTNDA award)

Editorials cited for integrity, good taste, courage

NEW ORLEANS—Among all television stations in the United States, WDSU-TV was awarded First Prize by the Radio and Television News Directors Association for editorializing by a TV station. The opinion of the judges was stated as follows: "Our first choice in the TV competition is WDSU-TV, New Orleans.

We were all enormously pleased by the editorials submitted. They were professional, they were important, they were concrete, they were done with good taste and integrity, and they indicated a basic courage on the part of station management."

WDSU-TV, according to station management, will continue to maintain an editorial policy dedicated to the progress and betterment of the area served.

In New Orleans

WDSU-TV

www.americanradiohistory.com gives you the picture

LOUISIANA-MAINE

V.P., Secy.-Treas. Robert E Jeffers
 General Mgr. Mort Silverman
 Station Mgr. Dick Kepler

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By. WDSU Bcastg. Corp.
 Business-Studio Address. 520 Royal St.
 Tel.: TU 4371. NBC
 Representative Blair
 President. Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr. Robert D. Swezey
 V.P., Comm. Mgr. A. Louis Read
 Sales Manager. Robert S. Schultis
 Program Director. Jerry Romig
 Film Dir. Elaine Phillips
 Prom., Pub. Dir. Marion Annenberg
 Chief Engineer. Lindsey Riddle

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Shreveport Journal

Business Address Box 92
 Tel.: 4-8101. ABC-CBS
 Representative. Harrington, Richter, Parsons
 President. Douglas F. Attaway
 Gen. Mgr. Ben Beckham, Jr.
 Station Mgr. Winston B. Linam
 Comm. Mgr. Deane R. Flett
 Prom., Pub. Dir. Carol Vinson
 Chief Engineer. Morris C. Barten

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By. KTBS, Inc.
 Address. 312 E. Kings Hwy.
 Tel.: 7-3644. NBC
 Representative Edward Petry
 Pres., Gen. Mgr. E. Newton Wray
 Station Manager Patrick J. White
 Commercial Manager Joe B. Foster
 Production Mgr. Don Moore
 Promotion Director. Dick Unterborn
 Film Manager Marvin Perry
 Chief Engineer. Claude R. Scott

Pop.: 1,009,000
 Families: 283,500
 Radio Homes: 273,000

MAINE

TV Homes: 248,000
 AM Stas. in State: 25
 TV Stas. in State: 6

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
 Owned-Oper. Community Telecasting Serv.
 Business Address. 55-57 State St.
 Tel.: 6446. ABC-CBS
 Reps. Hollingbery, Kettel-Carter
 President Horace Hildreth
 General Manager. Walter L. Dickson
 Commercial Mgr. Paul Quigg
 Station Manager. Richard B. Bronson
 Program Director. Leon H. Nelson
 Promotion Director. George Gonyar
 Film Manager. Ralph Libby
 Chief Engineer. Edward Winchester

WLBY-TV—Bangor—1954

Channel: 2 VHF..AP: 25.7..VP: 51.3 Kw.
 Owned-Operated By. WLBY Television Inc.
 Business Address. 7 Main St.
 Tel.: 2-4822 ABC-NBC
 Sta. Rep. Weed
 President. William H. Rines
 Asst. to President. E. B. Lyford
 General Mgr., Film Buyer. R. O. Marcoux
 Program Dir. James A. Robinson, Jr.
 Chief Engineer. John Wibby

**WMTW-TV—Poland Spring
 1954**

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
 Owned-Oper. By. Mt. Washington TV Inc.

Business Address. 477 Congress St., Portland
 Tel.: Poland Sp. 3-5665. ABC
 Rep. Harrington, Richter & Parsons
 Pres. & Gen. Mgr. John W. Guider
 Asst. Gen. Mgr., Comm. Mgr. Rob. L. Maynard
 Prog., Prom. Dir., Adv. Mgr. Rob. M. Joyce
 Publicity Director. Richard Gove
 Film Dir. Brian Higgins
 Chief Engineer. Parker H. Vincent

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By. Maine Radio & TV Co.
 Address 157 High Street
 Tel.: SP 2-0181. NBC
 Representative Weed
 President, Gen. Mgr. William H. Rines
 Station Manager. Jack S. Atwood
 Comm. Manager. Bruce McGorill
 Program Director. Burnell Poole, Jr.
 Promotion Director. Linwood T. Pitman
 Film Manager. George Bowler
 Advertising Mgr. Donald S. Powers
 Chief Engineer. Chas. Brown

WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Guy Gannett Bcastg. Services
 Business Address. 390 Congress St.
 Tel.: SP 2-4661. CBS
 Newspaper Affil. Gannett Publ. Co.
 Station Rep. Avery-Knodel; Foster & Creed
 President. Jean Gannett Williams

MAINE-MARYLAND

General Manager.....Creighton E. Gatchell
 Prog. Dir.....William G. Wadman
 Comm. Manager.....Richard E. Bates
 Sta. Manager.....Samuel G. Henderson
 Prom., Pub. Dir.....John M. Havey
 Chief Engineer.....Roger W. Hodgkins

Business Address.....489 Main St.
 Tel.: PO 9-2461.....ABC-CBS-NBC
 Station Rep.....Hollingbery; Kettell-Carter
 President.....Horace A. Hildreth
 Exec. V.P.....Walter Dickson
 Station Manager.....Stanley A. Lyons
 Commercial Manager.....Robert Gold
 Program Director.....Keith Fowles
 Film Manager.....Mrs. L. Joyce Gilbert
 Advertising Mgr.....Keith Stine
 Chief Engineer.....J. Richards

WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Aroostook Bcstg. Corp.

Pop.: 3,140,000
 Families: 854,000
 Radio Homes: 816,000

MARYLAND

TV Homes: 780,000
 AM Stas. in State: 33
 TV Stas. in State: 4

WJZ-TV—Baltimore—1957

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Business Address.....Television Hill
 Tel.: MO 4-7600.....ABC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Manager.....R. Earl Higgins
 Sales Manager.....Bob Newsham
 Prom. Mgr.....H. Taylor Vaden

Pub. Dir.....Tommy Dukehart
 Prog. Mgr.....Joel Chaseman
 Chief Engineer.....B. Wolfe

OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO, 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.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Baltimore



*NIELSEN, Dec. '59
 ARB, Nov. '59

In
 Maryland
 Most
 People
 Watch
WMAR-TV
Channel 2

SUNPAPERS
 TELEVISION



100 MICROVOLTS

MARYLAND-MASSACHUSETTS

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Tel.: HO 7-3000.....NBC
 Representative.....Edward Petry
 President.....Richard Berlin
 General Mgr.....Tony Provost
 Commercial Mgr.....Willis K. Freiart
 Station Mgr.....Brent O. Gunts
 Program Dir.....John Frankenfield
 Prom., Adv. Publicity Dir.....H. F. Hines
 Film Mgr.....George Mance
 Chief Engineer.....John Wilner

WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.

Business Address.....2 W. Redwood St.
 Tel.: MU 5-5670.....CBS
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 General Manager.....E. K. Jett
 Commercial Manager.....E. A. Lang
 Promotion Director.....Anthony Picha
 Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw..VP: 15.8 Kw.
 Owned & Oper....Peninsula Broadcasting Co.
 Address.....Radio-TV, Park
 Tel.: PI 9-6131.....ABC-CBS
 Sta. Rep.....Headley-Reed
 President.....John W. Downing, Sr.
 Gen., Comm. Prom. Mgr.....Charles J. Truitt
 Program. Film Mgr.....John W. Downing, Jr.
 Chief Engineer.....Jack Ward

Pop.: 5,315,000

Families: 1,568,000

Radio Homes: 1,655,000

MASSACHUSETTS

TV Homes: 1,441,000

AM Stas. in State: 57

TV Stas. in State: 6

WBZ-TV—Boston—1948

Channel: 4 VHF..AP: 28.12 Kw..VP: 56.24 Kw.
 Owned-Oper By...Westinghouse B'casting Co.
 Address.....1170 Soldiers Field Rd.
 Tel.: AL 4-5670.....NBC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Mgr.....J. E. Allen
 Sales Manager.....K. T. MacDonald
 Program Director.....H. B. Cahan
 Prom. Adv. Mgr.....W. B. Colvin
 Publicity Director.....Joe Ryan
 Film Manager.....R. Jenkins
 Chief Engineer.....W. H. Hauser
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; KYW, CLEVELAND, O.; KYW-
 TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA,
 PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.;
 WIND, CHICAGO, ILL.; KEX-FM, PORTLAND, ORE.

WHDH-TV—Boston—1957

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

WNAC-TV—Boston—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By.....RKO General
 Business-Studio Address....21 Brookline Ave.
 Tel.: CO 6-0800.....CBS
 Representative.....H-R
 President.....Norman Knight
 Exec. V.P.....George Steffy
 V.P., Sales.....Tom Bateson
 Nat. Sales Mgr.....Proctor Jones
 Promotion Dir.....George Hallberg
 Program Dir.....John D. Maloy
 Publicity Dir.....Phyllis Doherty
 Film Manager.....Guy Giampapa
 Chief Engineer.....B. Robinson

WWLP—Springfield—1953

Channel: 22 UHF..AP: 107 Kw..VP: 219 Kw.
 Owned By.....Springfield TV Bcstg. Corp.
 Business Address.....P.O. Box 2210
 Tel.: STATE 5-5311.....NBC
 Sta. Rep.....Hollingbery; Kettell-Carter
 Pres., Gen. Mgr.....William L. Putnam
 V.P., Program Dir.....Jerry Barnes
 Promotion Mgr.....Frank J. Doherty, Jr.
 Film Mgr.....Wallace Sawyer
 Chief Engineer.....Don Shaw

WHYN—Springfield—1953

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By...Hampden-Hampshire Corp.
 Business Address.....1300 Liberty St.
 Tel.: RE 4-1126.....ABC-CBS
 Representative.....Branham, Wheeler
 President.....William Dwight
 Gen., Sta. Manager.....Charles N. DeRose

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Boston

MASSACHUSETTS-MICHIGAN

Commercial, Adv. Mgr. Zack Land
 Asst. Mgr., Program Mgr. Murray Tesser
 Film Manager. Gerald Loughman
 Chief Engineer. Harold Schumacker

WWOR—Worcester—1953

Channel: 14 UHF..AP: 9.5 Kw...VP: 18.5 Kw.

Owned By. Springfield TV Bcstg Co.
 Business Address. P. O. Box 2210, Springfield
 Tel.: SWIt 9-9800..... NBC
 Representative Hollingbery, Kettell-Carter
 Pres. & Gen. Mgr. William L. Putnam
 Station Mgr. Francis J. Doherty, Jr.
 Program Dir. Jerry Barnes

Pop.: 8,246,000
 Families: 2,375,000
 Radio Homes: 2,368,000

MICHIGAN

TV Stas. in State: 15
 AM Stas. in State: 95
 TV Homes: 2,175,000

WNEM-TV—Bay City—Saginaw—1954

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By. Gerity Bcstg. Co.
 Business Address. 5700 Becker Rd., Saginaw
 Tel.: PL 5-8191; Saginaw. NBC
 Newspaper Affiliation. Bay City Valley Farmer
 Representative Petry
 President, Gen. Mgr. James Gerity, Jr.
 Commercial Mgr. Jack Berry
 Station Mgr. Thomas Matthews
 Program, Film Mgr. Vince Collins
 Operations Dir. Harold Stone
 Publicity Dir. Thomas Sumner
 Chief Engineer. Leo Heisel

WWTW—Cadillac—1953

Channel: 13 VHF..AP: 316 Kw...VP: 158 Kw.
 Owned-Oper. By. Fetzer TV, Inc.
 Business Address. 417 N. Mitchell St.
 Tel.: PR 5-3478..... ABC-CBS
 Sta. Representative. Avery-Knodel
 President. John E. Fetzer
 Gen. Mgr. Gene Ellerman
 Asst. Gen. Mgr. Daryl Sebastian
 Prog. Dir. Paul Hill
 Prom., Mdsq. Mgr. John Wheat
 Chief Engineer George A. Wilson

WTOM-TV—Cheboygan—1959

Channel: 4 VHF...AP: 11. Kw...VP: 21.3 Kw.
 Owned By. Midwestern Bcstg. Co.
 Address. P. O. Box 366
 Tel.: MA 7-5683..... ABC-NBC
 President. Les Biederman
 Station Manager. M. C. Mills
 Program Director. James Peyton
 Film Manager. Ed Coddington
 Chief Engineer. William Kiker

CKLW-TV—Detroit—Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
 Owned-Oper. Western Ontario Brcdstng. Co.
 Business Address. 3300 Guardian Bldg.
 Tel.: WO 1-7200..... CBC

Rep. All-Canada TV Ltd., Adam Young
 Pres., Gen. Manager. J. E. Campeau
 Oper. Mgr., Prog. Dir. S. C. Ritchie
 Comm. Mgr. Norman Hawkins
 Prom., Pub. Dir. Arthur Gloster
 Film Manager. Arthur MacColl
 Dir. of Engineering. Stewart Clark

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By. Storer Bcstg Co.
 Business Address 7441 Second Blvd.
 Tel.: TR 3-7400..... CBS
 Newspaper Affiliation Miami Beach Sun
 Representative Katz
 President George B. Storer
 V.P., Managing Dir. Bill Michaels
 Program Mgr. Ralph R. Rust
 Comm. Mgrs. K. T. McKenney, B. S. Buchanan
 Prom., Merch. Mgr. Bob Edell
 Chief Engineer Joseph B. Haigh

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
 Owned-Operated By. Evening News Assoc.
 Business Address. 622 W. Lafayette
 Tel.: WO 2-2000..... NBC
 Newspaper Affiliation Detroit News
 Representative. Peters, Griffin, Woodward, Inc.
 President. Warren S. Booth
 General Manager. Edwin K. Wheeler
 Asst. General Manager. Don DeGroot
 Station Mgr., Film Byr. James Schiavone
 Business Manager. Henry C. Rogers
 Natl. Sls. Mgr. Ray W. Colie
 Local Sls. Mgr. John A. Wales
 Prog. & Prod. Manager Ian Harrower
 Sales Prom. Manager. Glenn Kyker
 Sls. Development Mgr. Frank Stellenkamp
 Gen. Eng. Manager E. J. Love

WXYZ-TV—Detroit—1958

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By. American Broadcasting Co.
 Business Address. 20777 W. Ten Mile Rd.
 Tel.: KEnwood 4-7000..... ABC
 Representative Blair-TV
 V.P. John F. Pival

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Bay City, Detroit, Flint, Lansing

Sales Manager.....Ralph Dawson
 Program Director.....Peter Strand
 Merchandising Manager....Harold Christian
 Film Mgr.....Ken Sims
 Prom., Publicity Director.....Bud Kirvan
 Chief Engineer.....Charles Kocher

Program Dir.....Thomas B. Jones
 Film, Traffic Mgr.....Phillip E. Sherck
 Chief Engineer.....Carl Onken

WJRT—Flint—1958

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....WJR, Goodwin Station, Inc.
 Business Address.....2302 Lapeer Road
 Tel.: CE 9-6611.....ABC
 Station Rep.....Harrington, Righter & Parsons
 President.....John F. Patt
 Exec. V.P., Gen. Mgr.....Worth Kramer
 Sta. Mgr.....A. Donovan Faust
 Program Director.....Franklin C. Mitchell
 Prom., Public. Dir.....Donn Shelton
 Film Mgr.....Francis Edwards
 Chief Engineer.....C. Jones

WLUC-TV—Marquette—1956

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.
 Owned-Oper. By.....North Central Bcstg. Co.
 Address.....P.O. Box 546
 Newspaper Affiliation.....Mining Journal
 Tel.: GRanite 5-4161.....ABC-CBS-NBC
 Sta. Representative.....Hollingbery
 President.....Frank J. Russell, Jr.
 General Mgr.....John H. Borgen
 Program Dir.....Ted Hansen
 Promotion Dir.....Ruby Apostle
 Film Mgr.....Kenneth Borst
 Chief Engineer.....Mike Kirkas

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....Wood Bcstg., Inc.
 Address.....120 College S E
 Tel.: GLendale 9-4125.....ABC-NBC
 Representative.....Katz
 Pres., Gen. Mgr.....Willard Schroeder
 Sales Manager.....John S. Markward
 Business Mgr.....Leonard Bridge
 Promotion Director.....Clark Grant
 Publicity Director.....John Burpee
 Program, Film Mgr.....Robert Smith
 Chief Engineer.....Charles Robison

**WILX-TV—Onondaga-Lansing
 1959**

Channel: 10 VHF.. AP: 174 Kw.. VP: 316 Kw.
 Owned-Oper. By.....TV Corp, of Mich.
 Business Address.....Hotel Hayes, Jackson
 Tel.: STate 3-2621.....NBC
 Sta. Rep.....Venard, Rintoul, McConnell
 Pres., Gen. Mgr.....J. C. Pomeroy
 Gen. Sales Mgr.....Martin Gaiamo
 Promotion Manager.....L. B. Fishout
 Program Director.....David Froh
 Chief Engineer.....Donald Wright

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....590 West Maple
 Tel.: Fl 5-2101.....ABC-CBS
 Representative.....Avery-Knodel, Inc.
 President.....John E. Fetzer
 V.P., Managing Director.....Carl E. Lee
 Sales Manager.....Donald DeSmit
 Program Director.....Charles Lynch
 Promotion Director.....Willfred Hunt
 Film Mgr.....Mel Haavind
 Chief Engineer.....Arthur Covell

WKNX-TV—Saginaw—1953

Channel: 57 UHF.. AP: 207 Kw.. VP: 103 Kw.
 Owned-Operated By...Lake Huron Bcstg. Co.
 Address.....221 S. Wash. Ave.
 Tel.: PL 3-4471.....CBS
 Representative.....Gill-Perna, Inc.
 President, Gen. Mgr.....William J. Edwards
 V.P.....Hon. Alvin M. Bentley
 Station Manager.....Howard H. Wolfe
 Commercial Manager.....Robert M. Chandler
 Program Director.....Robert A. Oliver
 Chief Engineer.....Max W. Thomas

**WPBN-TV—Traverse City
 1954**

Channel: 7 VHF.. AP: 32.4 Kw.. VP: 53.7 Kw.
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Paul Bunyan Bldg.
 Tel.: WI 7-7675.....ABC-NBC
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....Les Biederman
 Station Mgr., Prog. Dir.....John Anderson
 Commercial Mgr.....R. E. Detwiler
 Chief Engineer.....William H. Kiker

WJIM-TV—Lansing—1950

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....2820 E. Saginaw
 Tel.: IV 2-1333.....ABC-CBS-NBC
 Representative.....Peters, Griffin, Woodward
 President.....Harold Gross
 Commercial Mgr.....Keith R. Oliver

Pop.: 3,350,000
 Families: 974,000
 Radio Homes: 955,000

MINNESOTA

TV Homes: 835,000
 AM Stas. in State: 61
 TV Stas. in State: 9

KCMT—Alexandria—1958

Channel: 7 VHF..AP: 13.2 Kw..VP: 26.6 Kw.
 Owned By.....Central Minn. TV Co.
 Business Address.....7th & Fillmore
 Tel.: RO 3-5166.....ABC-NBC
 Sta. Rep.....Avery-Knodel, Inc.
 President.....Joseph O. Perino
 Gen., Sta. Mgr.....Glenn W. Flint
 Comm. Mgr.....Gideon Klein
 Prog. Dir.....Ken Bechtel
 Chief Engineer.....K. Olson

KMMT—Austin—1953

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Minn.-Ia. TV Co.
 Business Address.....Hiway No. 105 S.
 Tel.: HE 3-8836.....ABC
 Representative.....Avery-Knodel, Inc.
 President.....R. J. McElroy
 General Manager.....Thomas L. Young
 Commercial Manager.....Don Jones
 Program Dir.....Stan Stydnicki
 Promotion Director.....Jan Adams
 Film Manager.....Dick Lane
 Chief Engineer.....Leo Chenier

KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Red River Bcstg. Co., Inc.
 Business Address...Bradley Building
 Tel.: RA 2-2628.....ABC-CBS
 Representative.....Avery-Knodel
 General Manager.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Chief Engineer.....Robert Deitman

WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Northwest Publications, Inc.
 Bus. Address.....230 E. Superior St., Duluth
 Tel.: RA 7-8484.....ABC-NBC
 News. Affil....Duluth Herald & News-Tribune
 Sta. Rep....Peters, Griffin, Woodward; Evans
 President.....Bernard H. Ridder
 General Mgr.....Clarence D. Tully
 Commercial Manager.....Carlo Anneke
 Program Dir.....Ed Conrad
 Promotion Director.....Martin Olson
 Chief Engineer.....George Carlson

WCCO-TV—Minneapolis—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Midwest Radio-TV Inc.
 Bus.-Studio Address. Radio City—50 S. 9th St.
 Tel.: FE 8-0552.....CBS
 Newspaper Affiliation.....Star & Tribune Co.

Sta. Rep.....Peters, Griffin & Woodward
 President.....Robert B. Ridder
 Exec. V.P.....F. Van Konynenburg
 Comm. Mgr.....Robert N. Ekstrum
 Film Manager.....Harry C. Jones
 Prom., Pub. Director.....Tom Cousins
 Program Dir.....Gwen Harvey
 Chief Engineer.....John M. Sherman

KMSP-TV—Minneapolis-St. Paul—1955

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...United Television, Inc.
 Business Address.....180 Foshay Tower
 Tel.: FE 9-8811.....Independent
 Sta. Rep.....Young TV
 Pres., Gen. Mgr.....Donald Swartz
 Program Dir.....Joseph Carney
 Chief Engineer.....Gordon Benson

WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Operated By...TLF Broadcasters., Inc.
 Business Address.....2925 Dean Blvd.
 Tel.: WALnut 7-8881.....ABC
 Representative.....Katz
 President.....Weston C. Pullen, Jr.
 V.P., General Mgr.....Phil Hoffman
 Sales Mgr.....Robert Fransen
 Station Mgr.....Arthur M. Swift
 Program Dir.....S. M. Rosenman
 Chief Engineer.....W. Fritze

KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By.....So. Minn. Bcstg. Co.
 Business Address.....100 - 1st Ave. Bldg.
 Tel.: AT 9-3924.....NBC
 Station Representative.....Meeker; Hyett
 President.....Mrs. Gregory P. Gentling
 General Manager.....G. David Gentling
 Station. Comm. Mgr.....Willard Lampman
 Prom., Pub. Director.....Walt Bruzek
 Prog. Dir., Film Manager.....Don Perry
 Chief Engineer.....Robert W. Cross

KSTP-TV—St. Paul- Minneapolis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated By.....KSTP, Inc.
 Bus., Trans. Lo.. 3415 University Ave., St. Paul
 Tel.: MI 5-2724.....NBC
 Representative.....Edward Petry
 President, Gen. Mgr.....Stanley E. Hubbard
 Exec. V.P. & Treas.....K. M. Hance
 National Sales Dir.....James E. Blake
 V.P. Chge. Sales.....Marvin L. Rosene
 Prom., Pub. Director.....William Davey

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Duluth, Minneapolis, St. Paul

Pop.: 2,380,000
Families: 590,000
Radio Homes: 573,000

MISSISSIPPI

TV Homes: 360,000
AM Stas. in State: 72
TV Stas. in State: 6

WCBI-TV—Columbus—1956

Channel: 4 VHF...AP: 18 Kw...VP: 20 Kw.
Owned-Oper. By.....Bernie Imes, Jr.
Business Address.....Highway 12 North
Tel.: FAirtax 8-5631.....ABC-CBS-NBC
Newspaper Affiliation.. Commercial Dispatch
Representative.....Everett-McKinney
President.....Birney Imes, Jr.
Gen., Prom. Mgr.....P. B. Hinman
Commercial Mgr.....Bill Whitfield
Program Director.....Jack Huffman
Promotion Dir.....Barbara Moore
Film Manager.....Edward Prescott
Chief Engineer.....Tom McFerrin

WDAM-TV—Hattiesburg 1958

Channel: 7 VHF...AP: 30.2 Kw...VP: 51.3 Kw.
Owned-Oper. By.....So. Miss. TV Co.
Business Address.....Box 1649
Tel.: JU 4-8441.....ABC-NBC
Sta. Representative.....Weed
President.....William S. Smylie
General Mgr.....Marvin Reuben
Comm. Mgr.....Jerry P. Keith
Program Director.....Dave L. Waite
Promotion Director.....Ray Curtis
Film Manager.....Charles Shade
Chief Engineer.....Clarence Vogel

WJTV—Jackson—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Capitol Broadcasting Co.
Business Address.....Box 8187
Tel.: FI 4-2512.....ABC-CBS
Newspaper Affil.. Clarion Ledger; Daily News
Station Representative.....Katz
President.....T. M. Hederman, Jr.
General Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks

Prom., Pub. Dir.....Sandy McMillan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
Tel.: FI 2-2691.....ABC-NBC
Representative.....Hollingbery
President.....P. K. Lutken
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Film Manager.....Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Southern Television Corp.
Business Address.....Southern Bldg.
Tel.: 3-1441.....ABC-CBS-NBC
Representative.....Headly-Reed
President, Gen. Mgr.....Robert F. Wright
Sales Manager.....W. B. Crooks
Prog., Prom. Dir.....Cecil Germany
Film, Prod. Dir.....George Shannon
Operations Dir.....Bob Holland
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1957

Channel: 9 VHF...AP: 13.6 Kw...VP: 27.2 Kw.
Owned-Oper. By.....WTWV, Inc.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative.....Jack Masla
Pres., Gen. Mgr., Ch. Eng.....Frank K. Spain
Comm., Adv. Mgr.....Charles H. Hicks, Jr.
Program Director.....William B. Landers
Prom., Pub. Dir.....Perrin Purvis
Opera. Superv.....Jimmie Steinberg
Film Manager.....Gerald D. Stamford

Pop.: 4,739,000
Families: 1,447,500
Radio Homes: 1,399,000

MISSOURI

TV Homes: 1,271,000
AM Stas. in State: 77
TV Stas. in State: 16

KFVS-TV—Cape Girardeau 1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Tel.: ED 5-5511.....CBS
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch

Commercial Mgr.....Jack Ramey
Station Mgr.....Robert O. Hirsch
Program Dir.....Donald T. McNeely

KOMU-TV—Columbia—1953

Channel: 8 VHF...AP: 126 Kw...VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63, South
Tel.: Gbson 2-1122.....ABC-NBC

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Cape Girardeau, Kansas City, St. Louis

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KPLR^{TV}

channel **11** st. louis, mo.

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St. Louis 8, Missouri



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2 *video tape units*

swimming pool

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MR. HAROLD KOPLAR *President*

MR. JAMES GOLDSMITH *Director of Sales*
www.americanradiohistory.com

RepresentativeH.R.
 Director of TV.....Edward C. Lambert
 Station Manager.....Glenn G. Griswold
 Commercial Manager.....John O. Conwell
 Program Director.....Monte Gurwit
 Promotion Director.....Lois Todd
 Film Manager.....Ron C. Hunt
 Chief Engineer.....William J. Reagan

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Lee Broadcasting, Inc.
 Business Address.....WCU Bldg., Quincy, Ill.
 Tel.: BA 2-6200.....ABC-CBS
 Newspaper Affiliate.....Courier-Post
 Sta. Representative.....Branham
 President.....Lee P. Loomis
 Exec. V. Pres.....Herbert R. Ohrt
 Gen., Nat'l Sls. Mgr.....Walter Rothschild
 Admin. Asst.....Robert W. Eickmeyer
 Program Dir.....Tom Robey
 Promotion Director.....Dick Moore
 Film Manager.....Jean Eager
 Chief Engineer.....J. E. Gray

KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Jefferson TV Co.
 Business Address.....Hills Farm
 Tel.: 6-6188.....ABC-CBS
 Newspaper Affiliation.....News Tribune
 Representative.....Blair TV Assoc.
 President.....William H. Weldon
 Gen., Film Mgr.....Robert Blosser
 Sales Mgr.....R. E. Maxwell
 Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....1928 W 13th St.
 Tel.: MA 3-7260.....ABC-CBS
 Representative.....Avery Knodel
 President.....Jack N. Berkman
 General Manager.....Harry Burke
 Commercial Mgr.....D. T. Knight
 Prom., Pub. Dir.....William Harned
 Chief Engineer.....Jack Langford

KCMO-TV—Kansas City—1953

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

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....KMBC Bcstg. Co.
 Business Address.....11th & Central Streets

Tel.: HA 1-2650.....ABC
 Representative.Peters, Griffin, Woodward, Inc.
 President.....Donald Dwight Davis
 Exec. V.P., Gen. Mgr.....John T. Schilling
 V.P. & Sales Man.....George J. Higgins
 Station Mgr.....Mori Greiner
 Film Mgr.....Rose Marie Earp
 Promotion Director.....Joe Redmond
 Chief Engineer.....Henry Goldenberg

WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...Natl. Missouri TV Inc.
 Business Address.....Signal Hill
 Tel.: PL 3-4567.....NBC
 Representative..Harrington, Righter, & Parsons
 President.....Charles L. Glett
 V.P. General Manager.....William A. Bates
 Admin. Asst. to Gen. Mgr.....Jay Barrington
 Comm. Manager.....E. Manne Russo
 Program Director.....Bob Wormington
 Promotion Director.....Jud Woods
 Chief Engineer.....James Schmidt

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.
 Owned-Oper. By.....Cook Paint & Varnish Co.
 Business Address.....2100 W. Broadway
 Tel.: TAYlor 6-1651.....ABC
 Representative.....Pearson
 Gen., Sta. Mgr.....John Garner
 Chief Engineer.....Bob Klein

KTTS-TV—Springfield—1953

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
 Owned-Oper. By.....Independent Bcstg. Co.
 Business Address.....P.O. Box 1716 SSS
 Tel.: UNiversity 2-7474.....CBS
 Representative.....Weed
 President.....J. H. G. Cooper
 General Mgr.....G. Pearson Ward
 Sales Manager.....Jack Lloyd
 Program Director.....Kevin McAndrews
 Promotion Dir.....E. P. Thomas
 Film Manager.....Ted Tucker
 Chief Engineer.....William F. Curry

KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Springfield Television Inc.
 Business Address.....999 W. Sunshine
 Tel.: University 6-2766.....NBC-ABC
 Representative.....Hollingbery
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
 Co-Mgr., Prog. Dir.....Carl Fox
 Chief Engineer.....E. Dennis White

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....220 TV, Inc.
 Address.....4935 Lindell Blvd.
 Tel.: Forest 7-7211.....Independent
 Representative.....Peters, Griffin, Woodward
 President.....Harold Koplal
 V.P., Dir. Sales.....James Goldsmith
 Film Mgr.....Jim Anians
 Adv., Publicity Dir.....James M. Henneberry
 Dir. of Engineering.....K. E. Hildebrand

MISSOURI-MONTANA

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... KFEQ Bcstg. Co.
Business Address... 40th & Faraon
Tel.: ADams 3-2528... ABC-CBS
Representative... Blair Assoc.
President... Jesse D. Fine
Gen., Sta. Mgr... Ted Nelson
Sales Manager... Carlton Schirmer
Prog. Dir., Film Mgr... Gene Milsteen
Chief Engineer... John Carroll

KMOX-TV—St. Louis—1958

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... CBS, Inc.
Business Address... 12th & Cole Sts.
Tel.: MAin 1-9100... CBS
Representative... CBS-TV Spot Sales
V.P., Gen. Mgr... Gene Wilkey
Sales Manager... Charles McAbee
Prog. Dir., Film Mgr... Leon Drew
Sales Prom., Adv. Mgr... Tom Stanton
Publicity Dir... Fred S. Heywood
Chief Engineer... Harry Harvey

KSD-TV—St. Louis—1947

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

Owned-Oper. By... The Pulitzer Publishing Co.
Address... 1111 Olive St.
Tel.: MAin 1-111... NBC
Newspaper Affiliation... St. Louis Post-Dispatch
Representative... NBC Spot Sales
President... Joseph Pulitzer, Jr.
Gen., Sta. Mgr... Harold Grams
Commercial Mgr... Guy E. Yeldell
Film Mgr... Keith Gunther
Promotion Director... Fred J. Mueller
Chief Engineer... J. E. Risk

KTVI—St. Louis—1957

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned... Signal Hill Telecasting Corp.
Business Address... 5915 Berthold
Tel.: MI 7-3600... ABC
Newspaper Affiliation... Globe Democrat
Representative... Blair-TV
President... Harry Tenenbaum
V.P., Gen. Mgr... Joseph Bernard
Nat. Sales Mgr... Shaun Murphy
Operations Mgr... Francis W. Hunt
Production Dir... Jack Murdock
Prog. Dir... Frederick S. Buschmeyer
Promotion Director... Don B. Curran
Film Manager... William T. Cook
Chief Engineer... Richard Trompeter

Pop.: 740,000

Families: 214,000

Radio Homes: 206,000

MONTANA

TV Homes: 136,000

AM Stas. in State: 34

TV Stas. in State: 9

KGHL-TV—Billings—1958

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned... Midland Empire Bcstg. Co.
Address... 214 N. 30th St.
Tel.: 2-4676... NBC
Station Representative... Devney
President... P. N. Fortin
General Manager... J. L. Robinson
Commercial Mgr... Robert McCann
Prog. Prom. Dir... Gertrude C. Kiichli
Chief Engineer... D. Jansma

KOOK-TV—Billings—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Montana Network
Business Address... P. O. Box 2557
Tel.: ALpine 2-5611... ABC-CBS
Station Representative... Hollingbery; Moore
Pres., Gen. Mgr... Joseph S. Sample
Station Manager... Ed Peiss
Comm. Manager... John Conner
Program Director... Cliff Ewing
Promotion Director... Conna G. May
Publicity Director... C. Randall Phlimp
Film Manager... George McKinnon
Chief Engineer... Grant French

KXLF-TV—Butte—1953

Channel: 4 VHF... AP: 29.5 Kw... VP: 56.2 Kw.

Owned-Oper. By... Television Montana
Business Address... Box 1956
Tel.: 2-9111... ABC-NBC-CBS
Sta. Reps... Hollingbery; Moore
Pres., Gen. Mgr... E. B. Craney
Station Manager... Jim Manning
Chief Engineer... Tom Jenkins

KXGN-TV—Glendive—1957

Channel: 5 VHF... AP: 2.5 Kw... VP: 5 Kw.
Owned by... Glendive Bcstg. Corp.
Address... 122 S. Merrill Ave.
Tel.: EMpire 5-3377... CBS
President... Lewis W. Moore
General Manager... Daniel C. Palen
Commercial Director... Bart Rockwell
Program Director... Adeline Schmidt
Film Director... Art Gehmert
Chief Engineer... Donald J. Powers

KFBB-TV—Great Falls—1953

Channel: 5 VHF... AP: 12.7 Kw... VP: 25.4 Kw.
Owned-Oper. By... KFBB Bcstg.
Business Address... Box 1139
Tel.: GL 3-4377... ABC-CBS-NBC
Station Representative... Hollingbery; Moore
Pres., Gen. Mgr... J. P. Wilkins
Comm., Sta. Manager... W. C. Blanchette
Program Director... Joe Wilkins, Jr.
Chief Engineer... Anthony Lopuch

MONTANA-NEBRASKA

KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.
 Owned By.....Snyder & Assoc.
 Business Address.....Box 1453
 Tel.: GL 2-2433.....NBC
 Sta. Rep.....Forjoe
 Pres., Gen., Sta. Mgr.....Dan Snyder
 Program, Prom. Dir.....Don Bradley
 Chief Engineer.....Jesse Waymire

KXLJ—Helena—1959

Channel: 12 VHF..AP: 486 Kw..VP: .973 Kw.
 Owned by.....Capital City Inc.
 Address.....2433 N. Montana
 Tel.: HI 2-6621.....ABC-CBS-NBC
 Sta. Representative.....Gill-Perna
 President, Gen. Mgr.....E. B. Craney
 Sales, Promotion Mgr.....Walter Marshall
 Station Mgr.....Barclay Craighead
 Program Director.....Robert E. Carroll

Chief Engineer.....Donald H. Hoffman

KULR—Kalispell—1957

Channel: 9 VHF..AP: 8.9 Kw..VP: 15.1 Kw.
 Owned By.....KGEZ-TV, Inc.
 Business Address.....Buffalo Hill
 Tel.: SK 6-5056.....CBS-NBC
 Representative.....Donald Cooke
 President.....Frank Reardon

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 191 Kw..VP: .95 Kw.
 Owned-Oper. By.....Mosby's Inc.
 Business Address.....127 East Main St.
 Tel.: Lincoln 3-5188.....ABC-CBS-NBC
 Pres., Sta. Mgr.....A. J. Mosby
 Commercial Mgr.....Bob Young
 Program, Adv. Prom. Mgr.....Don Hayes
 Publicity Dir.....Nancy Anschitz
 Film Manager.....Mike Koetter
 Chief Engineer.....Amos Hargarve

Pop.: 1,592,000
 Families: 463,000
 Radio Homes: 453,000

NEBRASKA

TV Homes: 384,000
 AM Stas. in State: 35
 TV Stas. in State: 7

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Nebraska TV Corp.
 Business Address.....Box 476
 Tel.: 3-1321.....NBC-ABC
 Newspaper Affilia.....Daily Tribune
 Representative.....Weed
 President.....Fred A. Seaton
 General, Sta. Mgr.....Duane L. Watts
 Comm., Program Dir.....Robert E. Schnuelle
 Film Manager.....Paul Loebig
 Chief Engineer.....Duane Allison

Comm. Adv. Mgr.....Lester C. Rau
 Program Director.....Robert L. Johnson
 Prom. Dir.....Ken Johnson
 Publicity Dir.....Marie Stewart
 Production Dir.....Bill Hemke
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
 Owned-Oper. By.....Bi-States Co.
 Bus. Address.....414 East Ave., Holdrege, Nebr.
 Tel.: WY 5-5952.....ABC-CBS
 Representative.....Meeker
 President.....Wayne Brewster
 Station Manager.....Jack Gilbert
 Pub. Director.....Tom Nuss
 Dir. of Eng.....Bob Leterly

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP: 15 Kw..VP: 25.9 Kw.
 Owned By.....North Platte TV Inc.
 Business Address.....Box 756
 Tel.: Lennox 2-2222.....NBC
 Sta. Representative.....Holman
 President.....Rush Clarke
 Gen., Sta. Mgr.....Bob Riedy
 Operations Mgr.....Bob Van Neste
 Acting Mgr.....Bill Wood
 Chief Engineer.....John Seide

KOLN-TV—Lincoln—1943

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Cornhusker TV Corp.
 Address.....40th and W Sts.
 Tel.: 6-2367.....ABC-CBS
 Representative.....Avery-Knodel
 President.....John E. Fetzer
 V.P., General Mgr.....A. James Ebel

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Herald Corp.
 Address.....27th & Douglas Sts.
 Tel.: HARney 7777.....ABC
 Newspaper Affil.....World-Herald
 Station Representative.....H-R Representatives
 President.....Ben H. Cowdery
 V.P., Gen. Mgr.....Eugene S. Thomas
 Commercial Manager.....Robert O. Paxson
 Program Director.....Ken James
 Prom., Pub. Dir.....Robert F. Coats

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Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by **BLAIR-TV, Inc.**

Film Manager.....Dewey Nelsen
Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....May Ecstg. Co.
Bus. Trans. Address.....2615 Farnam St.
Tel.: HA 3333.....NBC
President.....Edward W. May
Gen. Sta. Mgr.....Owen Saddler
Sales Manager.....Alden E. Swisher
Program Director.....Lew Jeffrey
Promotion Director.....Galen Lillethorup
Film Manager.....Ken Michaelsen
Pub. Dir.....Floyd Kalber
Merchandising Mgr.....Amos Eastridge
Chief Engineer.....R. J. Schroeder

WOW-TV—Omaha—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Address.....1716 Locust St., Des Moines
Tel.: WE 3400.....CBS
Representative.....Blair TV
V.P., Gen. Manager.....Frank P. Fogarty
Sales Mgr.....Fred Ebener
Prog. Dir., Film Mgr.....Bill McBride
Prom., Pub. Dir.....Robert Seitzer
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

FOR
TV NETWORK
PERSONNEL
SEE PAGE 747

FOR
REGIONAL NETS AND
GROUP OWNED STATIONS
SEE PAGE 673

Pop.: 296,000
Families: 98,900
Radio Homes: 88,000

NEVADA

TV Homes: 89,000
AM Stas. in State: 17
TV Stas. in State: 4

KLAS-TV—Las Vegas—1953

Channel: 8 VHF..AP: 27 Kw..VP: 55 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Address.....P. O. Box 1230
Tel.: DU 2-6138.....CBS
Newspaper Affiliation.....Sun
President.....Herman M. Greenspun
General Manager.....Howard A. Kalmenson
Sales Mgr.....Richard N. Jacobson
Program Director.....Andre Beggerly
Film Director.....Eric A. Bock
Chief Engineer.....Hurschel C. McKenzie

KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.
Owned-Oper. By...So. Nevada Radio-TV Co.
Bus. Address...4850 Henderson Hwy.: Box 550
Tel.: DU 2-1760.....NBC
Newspaper Affiliation.....Review-Journal
Representative.....Avery-Knodel
President.....Donald W. Reynolds
General Mgr.....William D. Stiles
Station Manager.....Mark Smith
Nat'l Sls. Mgr.....Allen W. Dunn
Managing Director.....A. E. Cahlan
Chief Engineer.....David Rogers

KSHO-TV—Las Vegas—1956

Channel: 13 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper.....TV Co. of Amer., Inc.
Business Address.....El Rancho Vegas Hotel
Tel.: DU 2-8010.....ABC
Representative.....ForJoe
President.....Mervyn Adelsen
General Mgr.....Alex Gold
Commercial Mgr.....Walter Shull
Opera., Program Dir.....Ted McKinstry
Promotion Dir.....Bob Austin
Chief Engineer.....Al Mehner

KOLO-TV—Reno—1953

Channel: 8 VHF..AP: 83 Kw..VP: 166 Kw.
Owned-Oper.....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....ABC-CBS-NBC
Sta. Representative.....Headley-Reed
President.....Donald W. Reynolds
General Manager.....Lee D. Hirshland
Commercial Mgr.....Bob Lake
Program Dir.....Jere Laird
Prom. Mgr.....Helen Busscher
Film Mgr.....Hugh Sangster
Adv. Mgr.....Don S. Thompson
Chief Engineer.....Tom Hughes

Pop.: 654,000
Families: 187,900
Radio Homes: 184,000

NEW HAMPSHIRE

TV Homes: 169,000
AM Stas. in State: 18
TV Stas. in State: 1

WMUR-TV—Manchester—1953

Channel: 9 VHF..AP: 155 Kw..VP: 282 Kw.
Owned-Oper. By...United TV Co. of N. H.
Business Address.....1819 Elm St.
Tel.: NAtional 3-8061.....ABC

Sta. Representative.....WRED-TV
President.....Richard Eaton
Station Mgr.....David O'Shea
Prog. Dir.....Ray Harris
Chief Engineer.....Ralph U. Nadeau

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6. Alexander King
7. Bishop Sheen

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LEADER IN QUALITY TELEVISION

Pop.: 6,008,000
Families: 1,895,000
Radio Homes: 1,859,000

NEW JERSEY

TV Homes: 1,739,000
AM Stas. in State: 26
TV Stas. in State: 1

WNTA-TV—Newark—1958

Channel: 13 VHF...AP: 89 Kw...VP: 158 Kw.
Owned-Oper. By....National Telefilm Assoc.
Business Address.....1020 Broad Street
Tel.: BA 7-3260.....NTA
Sta. Representative.....Young TV

Gen. Sls. Mgr.....Donald J. Quinn
Program Dir.....Douglas Rodgers
Film Manager.....Joseph Thomas
Adv. Mgr.....Bob Harris
Publicity Dir.....Phil Cowan
Chief Engineer.....Henry L. Dabrowski

Pop.: 925,000
Families: 252,000
Radio Homes: 243,000

NEW MEXICO

TV Homes: 182,000
AM Stas. in State: 43
TV Stas. in State: 6

KGGM-TV—Albuquerque—1953

Channel: 13 VHF...AP: 44.6 Kw...VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Tel.: CH 3-2285.....CBS
Representative.....Branham
Pres., Gen., Sta. Mgr. A. R. Hebenstreit
Comm. Adv. Mgr.....Ralph C. Rhoads
Prom. Dir.....Jim Laramore
Program. Publicity Dir.....Robert Van Driel
Film Manager.....Stretch Scherer
Chief Engineer.....Leonard F. Dodds

KAVE-TV—Carlsbad—1956

Channel: 6 VHF...AP: 5 Kw...VP: 10.7 Kw.
Owned-Oper. By..Voice of the Caverns, Inc.
Address.....2907 W. Church St.
Tel.: TUxedo 5-4101.....CBS
Representative.....Branham
President.....Edward Talbot
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Neal Jones
Promotion Director.....Glenda Hargis
Publicity Director.....Marjorie Winfield
Film Manager.....Calvin Waters
Chief Engineer.....Samford Brown

KOAT-TV—Albuquerque—1953

Channel: 7 VHF...AP: 43.5 Kw...VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulame Dr.
Tel.: ALpine 5-8716.....ABC
President, Gen. Mgr.....Clinton D. McKinnon
Gen., Sta. Mgr.....Max A. Sklower
Prom., Publicity Dir.....Evan F. Mahaney
Film Manager.....M.s. Evelene Wills
Chief Engineer.....James Sharman

KVER-TV—Clovis—1956

Channel: 12 VHF...AP: 16.2 Kw...VP: 30.2 Kw.
Owned-Oper. By.....Tex., N. Mex. Bcstg. Co.
Business Address.....1000 Sycamore St.
Tel.: PO 3-5511.....CBS
Station Representative.....Branham
President.....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Film Manager.....Jim Martin
Chief Engineer.....M. S. O'Dell

KOB-TV—Albuquerque—1948

Channel: 4 VHF...AP: 13.5 Kw...VP: 27 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus. Studio Address...1430 Coal Ave., S. W.
Tel.: CH 3-4411.....NBC
Representative.....Petry
Pres.....Stanley Hubbard
General Manager.....George S. Johnson
Commercial Manager....Robert D. Williams
Opera., Dir., Film Mgr.....Jerry Danziger
Prom., Pub. Dir.....Earl Ferson
Chief Engineer.....Fern Bibeau

KSWs-TV—Roswell—1953

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....ABC-CBS-NBC
Representative.....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Ch. Eng.....J. L. Reilly

Pop.: 17,390,000
Families: 5,495,000
Radio Homes: 5,370,000

NEW YORK

TV Homes: 4,990,000
AM Stas. in State: 131
TV Stas. in State: 22

WAST—Albany—1953

Channel: 13 VHF..AP: 76.5 Kw...VP: 152 Kw.
Owned-Operated By...Van Curler Bcstg. Corp.
Business Address 15 N. Pearl St.
Tel.: HO 5-5291.....ABC
Sta. Rep.....H-R
President S. H. Fabian
General Mgr.....William A. Riple
Asst. to Gen. Mgr.....E. David Rosen
Commercial Mgr. Dom Tovino
Program Dir.....Fred Shavor
Prom. Mgr.....Michael S. Artist
Film Mgr.....Joel Levy
Chief Engineer.....Elmer C. Snow

WTEN—Albany—1953

Channel: 10 VHF..AP: 72.5 Kw...VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President.....Frank M. Smith
General. Sta. Mgr.....Thomas S. Murphy
Comm. Adv. Mgr.....William J. Lewis
Program Dir.....Charles Pogan
Prom., Publicity Dir.....Phil Beuth
Film Manager.....Gene Collins
Chief Engineer.....Len Lavendol
OWNERS OF: WROW, ALBANY, N. Y.; WPRO-TV,
AM, PROVIDENCE, R. I., WTVD, RALEIGH-DURHAM,
N. C.

WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw...VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: RAYmond 3-8251.....ABC-CBS-NBC
Station Representative.....Everett-McKinney
General Manager.....David F. Milligan
Program Director.....Shirley Ricciardelli
Chief Engineer.....G. Ricciardelli

WNBF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw...VP: 166 Kw.
Owned Oper. By...Triangle Publications, Inc.
Business Address.....Sheraton-Inn
Tel.: RAYmond 3-7311.....ABC-CBS
Newspaper Affil. Phila. Inquirer; Phila. D. News
Representative.....Blair TV, Inc.
General Manager.....George R. Dunham
Sales Mgr.....Edward M. Scala
Merchandise Mgr.....Ruth Hider
Film Manager.....Betty Edwards
Chief Engineer.....Lamar Cox

WBEN-TV—Buffalo—1948

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

Owned-Oper. By.....WBEN, Inc.
Address.....2077 Elmwood Ave.
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Evening News
Sta. Rep.....Harrington, Righter, Parsons
President.....Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeflner
Film Director.....Quintin P. Renner
Program Director.....Frederick W. Keller
Chief Engineer.....Ralph J. Kingsley

WGR-TV—Buffalo—1954

Channel: 2 VHF...AP: 66 Kw...VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: Su 7115.....NBC
Representative.....Peters, Griffin, Woodward
President.....David C. Moore
Asst. Gen. Mgr.....William P. Dix, Jr.
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra
Chief Engineer.....R. M. Eames

WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WKBW-TV, Inc.
Business Address.....1420 Main St.
Tel.: GARfield 0770.....ABC
Sta. Rep.....Avery-Knodel
Pres., Gen. Mgr.....Dr. Clinton H. Churchill
Station Manager.....John H. Norton, Jr.
Commercial Mgr.....Thomas E. Martin
Program, Film Mgr.....Labe B. Mell
Chief Engineer.....Floyd A. Timberlake

WCNY-TV—Carthage—1954

Channel: 7 VHF..AP: 95.5 Kw...VP: 178 Kw.
Owned-Oper. By...The Brockway Company
Bus. Address...P. O. Box 211, Watertown, N. Y.
Tel.: SU 2-1800.....ABC-CBS
Newspaper Affil.....Watertown Daily Times
Representative.....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Commercial Manager.....Alfred M. Tauroney
Prog., Director.....David M. Graves
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovic

WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw..VP: 110 Kw.
 Owned By..American Bcstg.-Para. Theas Inc.
 Business Address.....7 W. 66th St.
 Tel.: SU 7-5000.....ABC
 Representative.....Blair TV
 V.P., General Mgr.....Joseph Stampler
 General Sales Mgr.....James E. Szabo
 Nat. Sales Mgr.....Bill Scharton
 Adv. Prom. Dir.....Murry Salberg
 Program Dir.....Al Hollander
 Dir., Res. & Sls. Dev.....Lawrence Pollock
 Publicity Director.....Les Dinolf
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WCBS-TV—New York—1941

Channel: 2 VHF..AP: 21 Kw..VP: 42 Kw.
 Owned-Oper.....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 Tel.: PL 1-2345.....CBS
 Representative.....CBS TV Spot Sales
 President (CBS Inc.).....Frank Stanton
 Pres. (CBS TV Stations Div.)...Merle S. Jones
 V. P. Station Div.....Craig Lawrence
 V. P. in Chg. Station.....Frank Shakespeare
 General Sales Mgr.....Norman Walt Jr.
 Program Director.....Dan Gallagher
 Prom., Adv. Dir.....Robert H. Van Roo
 Film Dept. Manager.....William C. Lacey
 Operations Mgr.....Marion Lonsberry
 Chief Engineer.....Robert G. Thompson

WNEW-TV—New York—1944

Channel: 5 VHF..AP: 18.6 Kw..VP: 37.1 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business Address.....205 E. 67th St.
 Tel.: LE 5-1000.....Independent
 Representative.....Weed
 President.....John W. Kluge
 V.P., General Mgr.....Bennet H. Korn
 Program Dir.....Jack Lynn
 Adv., Prom. Dir.....Hal Cranton
 Chief Engineer.....William Kelly

WOR-TV—New York—1949

Channel: 9 VHF..AP: 65 Kw..VP: 130 Kw.
 Owned-Oper. By.....RKO General
 Business Address.....1440 Broadway
 Tel.: LO 4-8000.....Independent
 Station Representative.....H-R
 President.....Thomas F. O'Neill
 General Manager.....Robert J. Leder
 V.P., Program Director.....Robert S. Smith
 V.P., Commercial Mgr.....Bert Lambert
 Prom., Adv. Mgr.....Robert B. Beusse
 Film Manager.....Tom Reynolds
 Publicity Dir.....Milton Robertson
 Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WPIX, Inc.

Address.....220 E. 42nd St.
 Tel.: MU 2-6500.....Independent
 News. Affil...N. Y. Dly. News; Chicago Trib.
 Representative.Peters, Griffin, Woodward, Inc.
 V.P., Gen. Mgr.....Fred M. Thrower
 V.P. in Chg. Sales.....J. A. Patterson
 V.P. Operations.....L. J. Pope
 V. P. in Chg. Engineers.....Otis Freeman
 Prog. Sls. Mgr.....Blaney Harris
 Promotion Manager.....F. X. Tuoti
 Live Program Manager.....W. D. Engels
 Film Manager.....W. Cooper
 Sales. Bus. Mgr.....T. P. Robinson

WRCA-TV—New York—1941

Channel: 4 VHF..AP: 14.8 Kw..VP: 30.2 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Representative.....NBC Spot Sales Dept.
 V.P., General Mgr.....William Davidson
 Station Mgr.....Max E. Buck
 Commercial Manager.....Jay Heitin
 Production Superv.....Michael Gargiulo
 Program Mgr.....Alvin H. Perlmutter
 Program Director.....Ben Hudelson
 Sales Prom. Mgr.....William Thompson
 Publicity Dir.....Al Slep

WPTZ-TV—Plattsburgh—1954

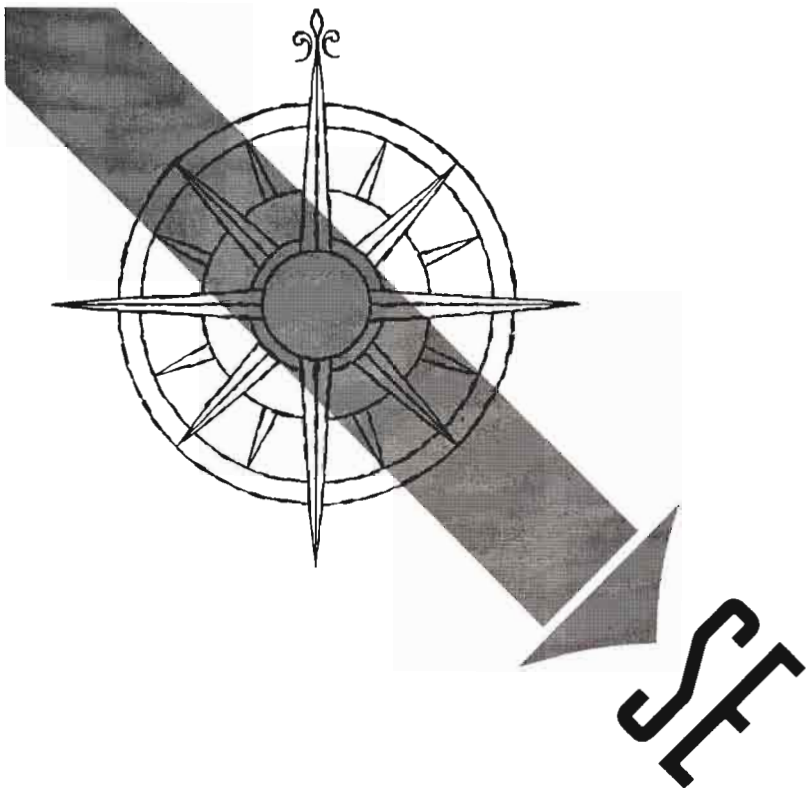
Channel: 5 VHF..AP: 12 Kw..VP: 20 Kw.
 Owned-Oper. By.....Rollins Telecasting Inc.
 Business Address.....357 Cornelia St.
 Tel.: JO. 1-5555.....ABC-NBC
 Station Representative.....Blair; McDermott
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....George BarenBregge
 Commercial Manager.....Lincoln A. Mayo
 Prog. Dir.....Al Cahill
 Film Manager.....Ray Werlinger
 Advertising Mgr.....Tim Crow
 Publicity Director.....Dick Ford
 Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....191 East Ave.
 Tel.: BA 5-3050.....ABC-CBS
 Newspaper Affili.....Gannett Co.
 Representative.....Everett-McKinney
 President.....Paul Miller
 V.P., General Mgr.....Lowell MacMillan
 Comm. Manager.....LeMoine C. Wheeler
 Program, Film Mgr.....William J. Adams
 Publicity Dir.....Dorothy Cotton
 Chief Engineer.....Howard B. Movatt

WROC-TV—Rochester—1949

Channel: 5 VHF.....AP: 100 Kw., VP: 50 Kw.
 Owned-Oper. By...Transcontinental TV Corp.
 Business Address.....201 Humboldt St.
 Tel.: BU 8-8400.....ABC-NBC
 Station Rep.....Edward Petry
 President.....David C. Moore



**CHARLOTTE-WBTV RULES ABSOLUTE
AS FIRST TELEVISION MARKET
IN ENTIRE SOUTHEAST
AS MEASURED BY N.C.S. # 3**

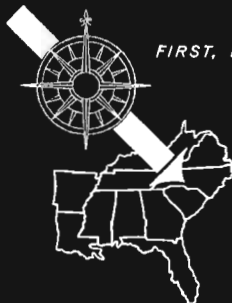
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



*FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST*



JEFFERSON STANDARD
BROADCASTING COMPANY

NEW YORK-NORTH CAROLINA

Station Mgr. Gunnar O. Wiig
 Sales Manager John W. Kennedy, Jr.
 Prod. Mgr. Herman Pease
 Program, Film Mgr. Paul M. Sciandra
 Advertising Mgr. L. Walton Smith
 Engineering Dir. George Driscoll

WVET-TV—Rochester—1953

Channel: 10 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Veterans Bcstg. Co., Inc.
 Address 17 Clinton Ave. S.
 Tel.: HAmilton 6-4820 ABC-CBS
 Representative Bolling
 Pres., Gen. Mgr. Ervin F. Lyke
 Comm. Manager Arthur Murrellwright
 Program Director F. Chase Taylor
 Publicity Director Bill Schubert
 Chief Engineer Raymond Jobs

WRGB—Schenectady—1939

Channel: 6 VHF . AP: 47 Kw. . VP: 93 Kw.
 Owned-Oper. By General Electric Co.
 Business-Studio Address 1400 Balltown Rd.
 Tel.: FR 7-2261 NBC
 Representative NBC Spot Sales
 President Robert Paxton
 Gen. Mgr. J. Milton Lang
 Operations Mgr. Merl L. Galusha
 Marketing Mgr. Robert F. Reid
 Sales Manager George F. Spring
 Program Dir. Donn Chown
 Promotion Mgr. Arthur R. Garland

WHEN-TV—Syracuse—1948

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

Tel.: GR 4-8511 CBS
 Representative Katz
 President E. T. Meredith, Jr.
 General Mgr. Paul Adanti
 Comm. Manager Frederick R. Menzies
 Prog. Dir., Film Mgr. Gordon Alderman
 Prom., Adv., Publicity Dir. Bob Peel
 Chief Engineer Albert Chismark

WSYR-TV—Syracuse—1950

Channel: 3 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Oper. By Central Bcstg. Corp.
 Business Address 1030 James St.
 Tel.: GRAnite 4-3911 NBC
 News. Affil. . Post & Standard, Herald-Journal
 Representative Harrington-Richter-Parsons
 Pres., Gen. Mgr. E. R. Vadeboncoeur
 Comm. Manager William R. Alford, Jr.
 Station Mgr. William V. Rothrum
 Program Dir. James McDonald
 Prom., Pub. Director Louis Switzer
 Film Manager Francis Procopio
 Chief Engineer Albert Echolzer

WKTV—Utica—1949

Channel: 2 VHF . AP: 17.35 Kw. . VP: 34.7 Kw.
 Owned-Oper. By Mid-N.Y. Bcstg. Corp.
 Business Address P.O. Box 386
 Tel.: RE 3-0404 ABC-CBS-NBC
 Sta. Representative H.R.
 President, Gen. Mgr. Gordon Gray
 Sales Mgr. David D. Kuyk
 Program Dir. Daniel German
 Prom., Merch. Dir. Stephen Purcell
 Publicity, Adv. Mgr. Ruth Schlanger
 Film Manager Frank Guzzetti
 Chief Engineer De Forest T. Layton, Jr.

Pop.: 4,810,000
 Families: 1,282,000
 Radio Homes: 1,331,000

NORTH CAROLINA

TV Homes: 991,000
 AM Stas. in State: 139
 TV Stas. in State: 11

WISE-TV—Asheville—1953

Channel: 82 UHF . AP: 12 Kw. . VP: 24 Kw.
 Owned-Operated By WISE-TV, Inc.
 Address 92 Haywood St.
 Tel.: AL 3-5381 NBC-CBS
 Station Representative Broadcast Time Sales
 President, Gen. Mgr. Harold H. Thoms
 Program Dir. Hugh McMillan
 Chief Engineer John Randolph

WLOS-TV—Asheville—1954

Channel: 13 VHF . AP: 85 Kw. . VP: 170 Kw.
 Owned-Oper. By Skyway Broadcasting Co.
 Business Address 288 Macon Avenue
 Tel.: AL 4-4321 ABC
 Station Representative PGW; Ayers
 V. P. Gen., Sta. Mgr. Theodore A. Eiland
 V. P. Sales Mgr. Saul Rosenzweig
 Program, Prod. Dir. Ash Dawes

Prom., Publicity Dir. Bill Ellis
 Chief Engineer George Sprague

WBTV—Charlotte—1949

Channel: 3 VHF . AP: 60 Kw. . VP: 100 Kw.
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business Address 1 Jefferson Pl.
 Tel.: ED 3-8833 CBS
 Representative CBS TV Spot Sales
 President Joseph M. Bryan
 Exec. V.P., Gen. Mgr. Charles H. Crutchfield
 V.P., Managing Dir. Kenneth I. Tredwell, Jr.
 V.P. Dir. of Engineering Thomas Howard
 V.P.: Prom. Research J. Robert Covington
 Nat. Sales Mgr. Thomas Cookerly
 Comm. Mgr. Wallace J. Jorgenson
 Promotion Mgr. John Dillon
 Program Superv. J. Nathan Tucker
 Film Mgr. Charles Lineberger
 Publicity Dir. Larry M. Harding

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Asheville, Charlotte

NORTH CAROLINA

WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Carolina Bcstg. Co.
Business Address.....Box 2535
Tel.: FR 6-8401.....ABC-NBC
Newspaper Affiliation.....Cox Newspapers
Station Representative.....H-R Reprs.; F-J
President.....J. Leonard Rainsch
General Sta. Mgr.....Larry Walker
Commercial Mgr.....C. George Henderson
Program Dir.....Sterling W. Wright
Prom., Adv. Publicity Dir.....W. M. Scruggs, Jr.
Film Manager.....Hall Houpe
Chief Engineer.....L. L. Caudle

WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.
Owned-Oper.....Capital Cities TV Corp.
Business Address.....1750 Newton Rd.
Tel.: 2-2111.....ABC-CBS
Representative.....Petry
President.....F. M. Smith
General Mgr.....Harmon L. Duncan
Comm. Manager.....Mike Thompson
Program Director.....Ernie Greup
Prom., Pub. Dir.....Ken Corbitt
Film Mgr.....Jack Preddy
Chief Engineer.....Roy Fullen
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,
N. Y.; WPRO-TV, AM, PROVIDENCE, R. I.

WFMY-TV—Greensboro—1949

Channel: 2 VHF..AP: 100 Kw..VP: 100 Kw.
Owned-Operated By.....Greensboro News Co.
Business Address.....Phillips Ave. at White St.
Tel.: BR 2-0114.....ABC-CBS
News. Affil.....News, Record
Representative.....Harrington, Righter & Parsons
President.....E. B. Jeffress
General Manager.....Gaines Kelley
Commercial Manager.....E. A. Hassett
Prog., Pub. Dir.....Gomer R. Lesch
Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF..AP: 316 Kw..VP: 158 Kw.
Owned-Oper. By.....Carolina Bcstg. System Inc.
Business Address.....S. Evans St. Ext.; Box 898
Tel.: PL 2-6181.....ABC-CBS
Representative.....Hollingbery
President.....Earl McD. Westbrook
General Manager.....A. Hartwell Campbell
Station, Program Dir.....Hank Tribbley
Comm. Manager.....John G. Clark, Jr.
Prom., Pub. Manager.....Dave Mosier
Production Manager.....Mac Nicholson
Chief Engineer.....Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co., Inc.
Business Address.....2619 Western Blvd.
Tel.: VAnce 8-2511.....ABC-NBC
Representative.....H-R
President.....A. J. Fletcher
V.P., Gen. Mgr.....Fred Fletcher
Commercial Manager.....Fletcher Turner
Prog. Dir.....George Hall
Film Mgr.....James Riddle
Prom., Pub. Dir.....David Witherspoon
Chief Engineer.....Virgil Duncan

WITN—Washington—1955

Channel: 7 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address.....P.O. Box 468
Tel.: WH 6-3131.....NBC
Station Representative.....Headley-Reed; Ayers
Pres., Gen. Sta. Mgr.....W. R. Roberson, Jr.
Exec. V.P.....T. H. Patterson
Sales Manager.....G. Earle Broome
Opera., Film Mgr.....Hal Wilson
Promotion Director.....Peggy J. Cooper
Production Mgr.....Bob McCoy
Chief Engineer.....Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF..AP: 62 Kw..VP: 100 Kw.
Owned-Oper. By.....Atlantic Telecasting Corp.
Address.....205 W. Shipyard Blvd.
Tel.: RO 3-4666.....ABC-CBS-NBC
Station Representative.....Weed; Ayers
President.....Dan. D. Cameron
General, Comm. Mgr.....Claud O'Shields
Program Dir.....Wayne Jackson
Film Manager.....Daniel G. Brinson
Tech., Oper. Mgr.....Bill Elks
Chief Engineer.....Ed Herring

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Tel.: PA 5-2311.....NBC
Newspaper Aff., Journal & Twin City Sentinel
Representative.....Headley-Reed
President, Gen. Mgr.....Harold Essex
V. President, Sales.....Harry Shaw
V.P., Operations Mgr.....Phil Hedrick
Program Manager.....John A. Comas
Promotion Dir.....Richard Barron
Publicity Dir.....Harold Carter
Film Manager.....Carl Wiegold

FOR

TV STATION INDEX

SEE PAGE 778

Pop.: 726,000
Families: 192,000
Radio Homes: 186,000

NORTH DAKOTA

TV Homes: 161,500
AM Stas. in State: 19
TV Stas. in State: 8

KBMB-TV—Bismarck—1955

Channel: 12 VHF...AP: 45 Kw...VP: 90 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....1811 - 15th St.
Tel.: CA 3-9197.....CBS-ABC
Representative.....Weed
President.....John W. Boler
General, Sta. Mgr.....Howard Morris
Program, Publicity Dir.....Tom Kleckner
Film Manager.....Bob Schuh
Chief Engineer.....Tomas Ahner

KFYR-TV—Bismarck—1953

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Tel.: CA 3-0900.....ABC-NBC
Representative.....Blair-TV Assoc.
President, Gen. Mgr.....William Ekberg
Station Manager.....Cal Culver
Comm. Manager.....A. L. Anderson
Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956

Channel: 2 VHF...AP: 13 Kw...VP: 26 Kw.
Owned-Oper. By.....Dickinson Radio Ass'n
Business Address.....119 2nd Ave. West
Tel.: 5133.....ABC-CBS
Station Representative.....Holman; Hurley
President.....Dr. P. J. Weir
General Manager.....Stanley T. Deck
Commercial Manager.....Mel Hallock
Program Director.....Lauren Haacke
Film Manager.....Donald Pearson
Chief Engineer.....Benjamin Lockerd

KXGO-TV—Fargo—1959

Channel: 11 VHF...AP: 15 Kw...VP: 30 Kw.
Owned By.....No. Dakota Bcstg. Co.
Address.....4000 West Main
Tel.: AD 5-4461.....ABC
Sta. Representative.....Weed
President, Gen. Mgr.....John W. Boler
Commercial Mgr.....Orville Burda
Program, Publicity Dir.....Connie Blackstead
Film Mgr.....Dick McGrath
Chief Engineer.....Ozzie Oren

WDAY-TV—Fargo—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....207 N. 5th St.
Tel.: AD 2-3371.....ABC-NBC
Newspaper Affiliation.....Forum
Representative..Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Gen., Sales Mgr.....Tom Barnes
Station Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen

KNOX-TV—Grand Forks 1955

Channel: 10 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Oper. By.....Community TV Corp.
Business Address.....Box 1110
Tel.: 4-4611.....NBC
Rep.....Jack Masla
President.....Arthur Tweet
General Mgr.....R. C. Lukkason
Dir. of Operations.....Charles K. Bundlie
Commercial Mgr.....Jack French
Promotion Dir.....Duane Eastvold
Film Mgr.....Lance Fredericks
Chief Engineer.....David L. Chumley

KXMC-TV—Minot—1953

Channel: 13 VHF...AP: 245 Kw...VP: 120 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Address.....Highway 83, S.
Tel.: 51-161.....ABC-CBS
Representative.....Weed
President.....John W. Boler
V.P., Sta. Mgr.....Chester Rieten
Program Dir.....Rod Romine
Chief Engineer.....Henry Haeusler

KXJB-TV—Valley City—1954

Channel: 4 VHF...AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Bus. Ad.....400 W. Main, Fargo, N. D.
Tel.: ADams 5-4461.....ABC-CBS
Representative.....Weed
Pres., Gen. Mgr.....John W. Boler
Commercial Manager.....W. L. Hurley
Program Director.....Constance Blackstead
Chief Engineer.....Robert Ridgeway

Pop.: 9,890,000
 Families: 2,997,500
 Radio Homes: 2,879,000

OHIO

TV Homes: 2,750,000
 AM Stas. in State: 89
 TV Stas. in State: 20

WAKR-TV—Akron—1953

Channel: 49 UHF..AP: 107 Kw..VP: 213 Kw.
 Owned-Oper. By.....Summit Radio Corp.
 Business Address.....853 Copley Road
 Tel.: PO 2-8811.....ABC
 Newspaper Affiliation.....Beacon Journal
 Sta. Representative.....Daren McGavren
 President.....S. Bernard Berk
 V.P. Gen., Sta. Mgr.....Roger G. Berk
 Commercial Manager.....Kenneth M. Keegan
 Prog., Prom. Dir.....Robert I. Bostian
 Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Tel.: University 1-9000.....ABC
 Newspaper Affil.....Cincinnati Post Times Star
 Representative.....Blair
 President.....Jack R. Howard
 V.P., General Mgr.....M. C. Watters

Nat. Sales Mgr.....Marian Finney
 Station Dir.....Glenn C. Miller
 Commercial Mgr.....Earl Corbett
 Program Dir.....John Clark
 Prom. Dir.....Vera Schulte
 Film Manager.....Bernie Borden
 Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Taft Broadcasting Co.
 Address.....1906 Highland Ave.
 Tel.: GA 1-1750.....CBS
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 General Mgr.....J. W. McGough
 Asst. Gen. Mgr.....Chas. Dwyer
 Commercial Mgr.....Howard Burns
 Program Director.....Paul E. Shumate
 Publicity Director.....Shirley Dunham
 Promotion Director.....Lila Lambert
 Film Manager.....John Hill
 Chief Engineer.....Hugh D. LaCrosse

BROADCAST ADVERTISERS REPORTS (BAR)

Monitored: Cincinnati, Cleveland, Columbus, Dayton, Steubenville, Toledo, Youngstown

buyers buy

PRODUCTS ADVERTISED ON
CHANNEL 8 • CBS
WJW-TV
 CLEVELAND, OHIO

Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup. Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV**.



Storer Television

WJW-TV Cleveland WSPD-TV Toledo WAGA-TV Atlanta WITI-TV Milwaukee WJBK-TV Detroit

WLW-T—Cincinnati—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Address..... 140 W. Ninth St.
 Tel.: CH 1-1822..... NBC
 Rep..... WLW Sales, NBC Spot Sales
 Chairman of the Board..... James D. Shouse
 Pres., Gen. Mgr..... Robert E. Dunville
 V.P.-Television..... John T. Murphy
 V.P.-Programming..... Al Bland
 V.P.-Pub. Relations..... Gil Kingsbury
 V.P.-Treas..... K. T. Murphy
 V.P.-Sales..... H. P. Lasker
 V.P.-Engineering..... R. J. Rockwell
 Sales Mgr..... Steve Crane
 Promotion Dir..... Jack Frazier
 Program Dir..... Abe Cowan
 Film Dir..... Tom Storey
 Publicity Dir..... Marge Kemme
 Tech. Adm. Ass't..... Howard Lepple

WJW-TV—Cleveland—1954

Channel: 8 VHF.. AP: 191 Kw.. VP: 302 Kw.
 Owned-Oper. By..... Storer Bcstg. Co.
 Address..... 1630 Euclid Ave.
 Tel.: TO 1-6080..... CBS
 Representative..... Katz
 President..... George B. Storer
 Managing Director..... Ben Wickham
 Prog. Dir., Film Mgr..... Edward L. Herp
 Chief Engineer..... H. A. Brinkman
 OWNERS OF: WJBK, AM-FM-TV, DETROIT; WSPD-
 AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA;
 WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-
 FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.;
 KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

KYW-TV—Cleveland—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Westinghouse Bcstg. Co.
 Business-Studio Address. 815 Superior St. N.E.
 Tel.: CH 1-0942..... NBC
 Sta. Representative..... TvAR
 President..... D. McGannon
 General Mgr..... George H. Mathiesen
 Sales Manager..... Albert Krivin
 Program Manager..... Seymour Horowitz
 Adv't Prom..... Gene Godt
 Film Manager..... Dick McKinney
 Publicity Dir..... Charles Ge'z
 Chief Engineer..... Sidney V. Stadig
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;
 KYW, 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, PITTS-
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM,
 PORTLAND, ORE.

WEWS—Cleveland—1947

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.
 Owned-Oper. By... Scripps-Howard Radio, Inc.
 Address..... 3001 Euclid Ave.
 Tel.: HE 2-1500..... ABC
 Newspaper Affiliation..... E. W. Scripps Co.
 Representative..... Blair TV

President..... Jack R. Howard
 General Manager..... James C. Hanrahan
 Ass't Gen. Mgr..... Donald L. Perris
 Pub. Dir..... Robert K. Doerr
 Pub. Service Dir..... John J. Moffitt
 Nat'l Adv. Mgr..... Jay S. Kerekes
 Film Director..... John J. Richards
 Ohio Sales Mgr..... Peter Hlinka
 Operations Dir..... Ernest E. Sindelar
 Prod. Supervisor..... James E. Kirkey
 Prog. Supervisor..... Earl W. Keyes
 Chief Engineer..... Joseph B. Epperson

WBNS-TV—Columbus—1949

Channel: 10 VHF.. AP: 191 Kw.. VP: 316 Kw.
 Owned By..... Dispatch Printing Co.
 Business Address..... 33 N. High St.
 Tel.: CA 8-4501..... CBS
 Newspaper Affiliation..... Dispatch
 Station Representative..... Blair TV
 President..... H. Preston Wolfe
 General Sta. Mgr..... Richard A. Borel
 Program Director..... John A. Haldi
 Sales Director..... Robert D. Thomas
 Prom., Publicity Dir..... Jack Dorr
 Merchandising Dir..... Mel Grossman
 Film Buyer..... Betty Dixon
 Chief Engineer..... Lester H. Nafzger

WLW-C—Columbus—1949

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Business Address... 3165 Olentangy River Rd.
 Tel.: AM 3-5441..... NBC
 Station Rep..... Crosley; NBC Spot Sls.
 President..... Robert E. Dunville
 General Manager..... James Leonard
 Sales Manager..... Walter E. Bartlett
 Program Director..... Bud Gillis
 Commercial Mgr..... R. E. Goldfredrick
 Promotion Dir..... Mervin A. Durea
 Production Mgr..... Jack Anthony
 Film Dir..... Juanita W. Mitchell
 Chief Engineer..... Charles Sloan

WTVN-TV—Columbus—1949

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Taft Broadcasting Co.
 Business Address..... 753 Harmon Ave.
 Tel.: CA 8-5801..... ABC
 Representative..... Katz
 President..... Hulbert Taft, Jr.
 General Manager..... Sam T. Johnston
 Commercial Mgr..... Fred Von Stade
 Prog. Dir..... Joseph A. Jenkins
 Prom., Pub. Dir..... Harry Mohr
 Film Manager..... Paul Lloyd
 Chief Engineer..... Ray Owen

WHIO-TV—Dayton—1949

Channel 7 VHF.. AP: 100 Kw.. VP: 200 Kw.
 Owned-Oper. By... Miami Valley Bcstg. Corp.
 Business Address..... 1414 Wilmington Ave.
 Tel.: CL 4-5311..... CBS
 Newsp. Affili..... News, Journal Herald
 Representative..... Hollingsbery
 President..... James M. Cox Jr.

OHIO

General Manager.....Robert H. Moody
Commercial Manager.....Stanley G. Mouse
Prog., Prom. Director.....Charles Gay
Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

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

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 97.7 Kw..VP: 195 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Tel.: CA 5-3010.....ABC-CBS-NBC
Representative.....H-R
President.....G. E. Hamilton
General Manager.....Robert W. Mack
Sta., Comm. Mgr.....J. L. Spring
Program Director.....Sam Fitzsimmons
Chief Engineer.....M. L. Lamb

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 117 Kw..VP: 234 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
Tel.: Atlantic 2-6265.....ABC-CBS
Representative.....Avery-Knodel
President, Gen. Mgr.....Jack N. Berkman
Exec. Vice Pres.....John J. Laux
Vice President.....Fred Weber
Asst. Gen. Film Mgr.....Joseph M. Troesch
Prom., Publicity Dir.....George H. Wilson
Prod. Superv.....Clyde Higgins, Tom Arim
Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Tel.: CH 8-6201.....ABC-NBC
Representative.....Katz
President.....George B. Storer, Sr.
Station Mgr.....Peter Storer
Commercial Mgr.....Floyd E. Beaton
Program. Film Mgr.....Ralph R. Rust
Prom. Publicity Dir.....Deane D. Osborne
Chief Engineer.....George Fulop
OWNERS OF: WJBK, AM-FM-TV, DETROIT; WJW, AM-FM-TV, CLEVELAND; WAGA-TV, ATLANTA; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
Owned By.....Community Bcstg. Co.
Business Address.....604 Jackson St.

Tel.: Cherry 4-7411.....CBS
Station Representative.....H-R
President.....Frazier Reams
General Mgr.....Thomas S. Bretherton
Gen. Sales Mgr.....George J. Kapel
Program Dir.....Robert Kriegoif
Production Mgr.....James Lynch
Prom. Dir.....Steve Fayer
Film Mgr.....Arthur Michaud
Chief Engineer.....Harold Holmes

WFMJ-TV—Youngstown 1953

Channel: 21 UHF..AP: 47 Kw..VP: 94 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Tel.: RI 4-8611.....NBC
Newspaper Affil...The Youngstown Vindicator
Representative.....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF..AP: 218 Kw..VP: 430 Kw.
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Raymer
President, Gen. Mgr.....W. P. Williamson
Sales Manager.....David V. Stewart
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Jack Beatty
Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown—1957

Channel: 33 UHF..AP: 105 Kw..VP: 209 Kw.
Owned By.....WKST, Inc.
Address.....3800 Shady Run Road
Tel.: STerling 8-2424.....ABC
Sta. Representative.....Weed
President, Gen. Mgr.....Sam W. Townsend
Commercial Mgr.....Robert C. Harnack
Promotion Dir.....Bill Harris
Advertising Mgr.....Sam San Filippo
Chief Engineer.....Ernest Ray

WHIZ-TV—Zanesville—1953

Channel: 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Bus. Address.....Lind Arcade Bldg.
Tel.: GL 2-5431.....NBC-ABC-CBS
Representative.....Pearson
President.....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,395,000
Families: 753,000
Radio Homes: 734,000

OKLAHOMA

TV Homes: 692,000
AM Stas. in State: 54
TV Stas. in State: 9

KTEN—Ada—1954

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.
Owned-Oper. By...Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Tel.: FEderal 2-2211.....ABC-CBS-NBC
Rep....Venard, Rintoul & McConnell; Brown
Pres., Gen. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Promotion Director.....Earl Miller
Chief Engineer.....Fred Smith

KXII—Ardmore—1956

Channel: 12 VHF..AP: 45 Kw..VP: 91 Kw.
Owned-Oper. By.....Texoma Bcstrs., Inc.
Business Address.....114 N. Washington
Tel.: 946.....NBC
Representative.....Pearson
General Mgr.....C. L. Hinkle
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Cimarron TV Corp.
Address.....63rd & Portland
Tel.: VI 2-6633, Okla. City.....ABC
Representative.....Blair TV Assoc.
President.....L. E. Caster
General Mgr.....Ben West
Program Dir.....N. B. Chase
Chief Engineer.....B. Key

KSWO-TV—Lawton—1953

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned By.....Oklahoma Quality Bcstg. Co.
Address.....Box 699
Tel.: ELgin 5-7000.....ABC
Sta. Reps.....McGavren, Clarke Brown
President, Gen. Mgr.....R. H. Drewry
Commercial Mgr.....R. H. Scott
Prog. Dir.....Tom Reddell
Promotion Mgr.....Jerry Yates
Film Mgr.....Cary Clanton
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Address.....7401 N. Kelley
Tel.: VI 3-6641.....CBS
Representative.....Petry
President.....John T. Griffin
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden
Program, Film Dir.....John Arville
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affiliation.....Daily Oklahoman
Representative.....Katz
President.....E. K. Gaylord
V.P. General Mgr.....Norman P. Bagwell
Asst. Station Mgr.....James R. Terrell
Commercial Mgr.....Tom Parrington
Program Director.....Joe Jerkins
Sale Prom., Adv. Mgr.....W. J. Willis
Publicity Dir.....Jack Sherry
Film Mgr.....Keith Mathers
Chief Engineer.....G. Lyons

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: LU 2-9233.....CBS
Representative.....Petry
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Commercial Manager.....Edward Pfeiffer
Prog., Film Mgr.....Dale E. Hart
Prom., Pub. Dir.....Robert Freeland
Chief Engineer.....Lavoy Hooker
OWNERS OF: WISH AM-TV, INDIANAPOLIS; WANE
AM-FM, FORT WAYNE, IND.; KHOU TV, HOUSTON,
TEX.; KXTV, SACRAMENTO, CALIF.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 9697
Tel.: HI 6-6184.....ABC
Representative.....Avery-Knodel
President.....James C. Leake
V.P. General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Ben Hevel
Film Mgr.....John Rausser
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. Central Plains Enterprises, Inc.
Business Address.....3701 S. Peoria
Tel.: RI 2-5561.....NBC
Representative.....Blair TV
President.....Harold C. Stuart
Gen., Sta. Mgr.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Promotion Director.....Gordon Gerhardt

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Enid, Oklahoma City, Tulsa

Pop.: 1,940,000
 Families: 596,000
 Radio Homes: 591,000

OREGON

TV Homes: 466,000
 AM Stas. in State: 68
 TV Stas. in State: 7

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
 Owned-Oper. By.....Eugene Television, Inc.
 Business Address.....P. O. Box 548
 Tel.: DI 3-2551.....NBC
 Rep.....Hollingbery, Art Moore
 President.....Bob Booth
 Gen., Sta. Manager.....S. W. McCready
 Comm. Adv. Mgr.....Glenn E. Nickell
 Prog. Dir.....Martin Jacobsen
 Prom., Pub. Director.....Arlene J. Richardson
 Film Manager.....Walt Young
 Chief Engineer.....Alvin H. Barnard

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.
 Owned-Oper. By.....Calif. Oreg. TV, Inc.
 Business Address.....Box 732
 Tel.: TU 4-8131.....ABC-CBS
 Representative.....Hollingbery, Moore
 President.....William B. Smullin
 Gen. Mgr.....Walter R. Richartz
 Program Director.....R. W. Green

KBES-TV—Medford—1953

Channel: 5 VHF...AP: 5 Kw...VP: 29 Kw.
 Owned-Oper. By.....Calif.-Ore. TV Inc.
 Business Address.....Box 1189
 Tel.: SP 3-4581.....ABC-CBS-NBC
 Sta. Representatives.....Hollingbery; Moore
 President.....William B. Smullin
 Sta. Mgr.....Edward P. Barnett
 Commercial Mgr.....Bob Lindstrom
 Program, Prom. Dir.....Dave Allen
 Film Mgr.....Charlotte Nichaus
 Chief Engineer.....Paul White

KHTV—Portland—1959

Channel: 27 UHF..AP: 9.5 Kw..VP: 19.2 Kw.
 Owned By.....KHTV Chn. 27, Inc.
 Address.....1220 S. W. Stark
 Tel.: Capitol 6-4051.....Independent
 Station Rep.....Gill-Perna, Ayres
 General Mgr., Ch. Eng.....W. J. Matson
 Station Mgr.....J. B. Heald
 Commercial Mgr.....S. Nathanson
 Program Dir.....C. Shevlend
 Promotion Mgr.....M. Branagan

KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....King Bcstg. Co.
 Business Address.....1139 S. W. 13th Ave.
 Tel.: CA 3-6364.....NBC
 Representative.....Blair TV
 President.....Mrs. A. Scott Bullitt
 V.P. Broadcast Div.....Otto P. Brandt
 V.P. Business Div.....Henry B. Owen

Nat. Sls. Mgr.....Fred Eichhorn
 Merchand. Mgr.....Walt Hawthorne
 Station Manager.....Walter E. Wagstaff
 Comm. Manager.....John Pindell
 Sales Serv. Mgr.....Dean Woodring
 Program Director.....Tom Dargan
 Prom., Pub. Dir.....Robert Franklin
 Film Mgr.....Thomas Hagan
 Chief Engineer.....Clare Darwall

KOIN-TV—Portland—1953

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

KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....NAFI Corp.
 Address.....735 S.W. 20th Pl.
 Tel.: CA 2-9921.....ABC
 Sta Representative.....Edward Petry
 President.....Kenyon Brown
 General Mgr.....Alvin G. Flanagan
 Station Mgr.....John Hansen
 Commercial Mgr.....Don Tykeson
 Program Dir.....George Sanders
 Publicity Dir.....Albert R. McLaughlin
 Chief Engineer.....Eugene Phelps

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Portland

Pop.: 11,985,000
Families: 3,950,000
Radio Homes: 3,859,000

PENNSYLVANIA

TV Homes: 3,590,000
AM Stas. in State: 147
TV Stas. in State: 20

WFBG-TV—Altoona—1953

Channel: 10 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....Commerce Park
Tel.: Windsor 4-2031.....ABC-CBS
Newspaper Affil. Phila. Inquirer, Phila. D. News
Representative.....Blair TV
General Mgr.....Frank Palmer
Sales Manager.....Robert E. Miller
Program Director.....Edward Andre
Film Dir.....Betty Adams
Chief Engineer.....Dick Kline
OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
WNBF-AM-FM-TV, BINGHAMTON, N. Y.; WNBC-
AM-FM-TV, NEW HAVEN, CONN.; WLYH-TV,
LEBANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

WICU-TV—Erie—1949

Channel: 12 VHF...AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Airway Branches, Inc.
Bus.-Trans. Address.....3514 State St.
Tel.: GL 4-5201.....ABC-NBC
Sta. Representative.....Blair TV
President.....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Prom Mgr.....William Babcock
Film Dir.....John Cook
Sales Dev. Mgr.....Paul Whittingham
Chief Engineer.....Mike Csop

WSEE—Erie—1954

Channel: 35 UHF...AP: 85.2 Kw...VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: Glendale 5-7575.....CBS
Newspaper Affiliation.....Times-News
Representative.....Young TV Corp.
President.....George J. Mead
Gen. Manager.....Donald M. Boyce
Promotion Director.....Liz Gorton
Program Dir.....Brody Seymour
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WHP-TV—Harrisburg—1953

Channel: 55 UHF...AP: 502 Kw...VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....CBS-NBC
Representative.....Bolling
President.....E. J. Stackpole
General Mgr.....Cecil M. Sansbury
Comm. Prom. Dir.....Geo. Gotschalk
Program Dir.....Ed Gault
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953

Channel: 27 UHF...AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....ABC
Newspaper Affiliation.....Patriot-News
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada
Prom. Prog. Dir.....Mac McCauley
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown—1953

Channel: 56 UHF...AP: 79 Kw...VP: 189 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel.: 7-0761.....CBS
Representative.....Weed
President.....W. M. Thomas
Station Mgr.....William D. Confer
Program Director.....William Santoro
Film Manager.....John Kabo
Prom.. Publicity Dir.....James T. Malloy, Jr.

WJAC-TV—Johnstown—1949

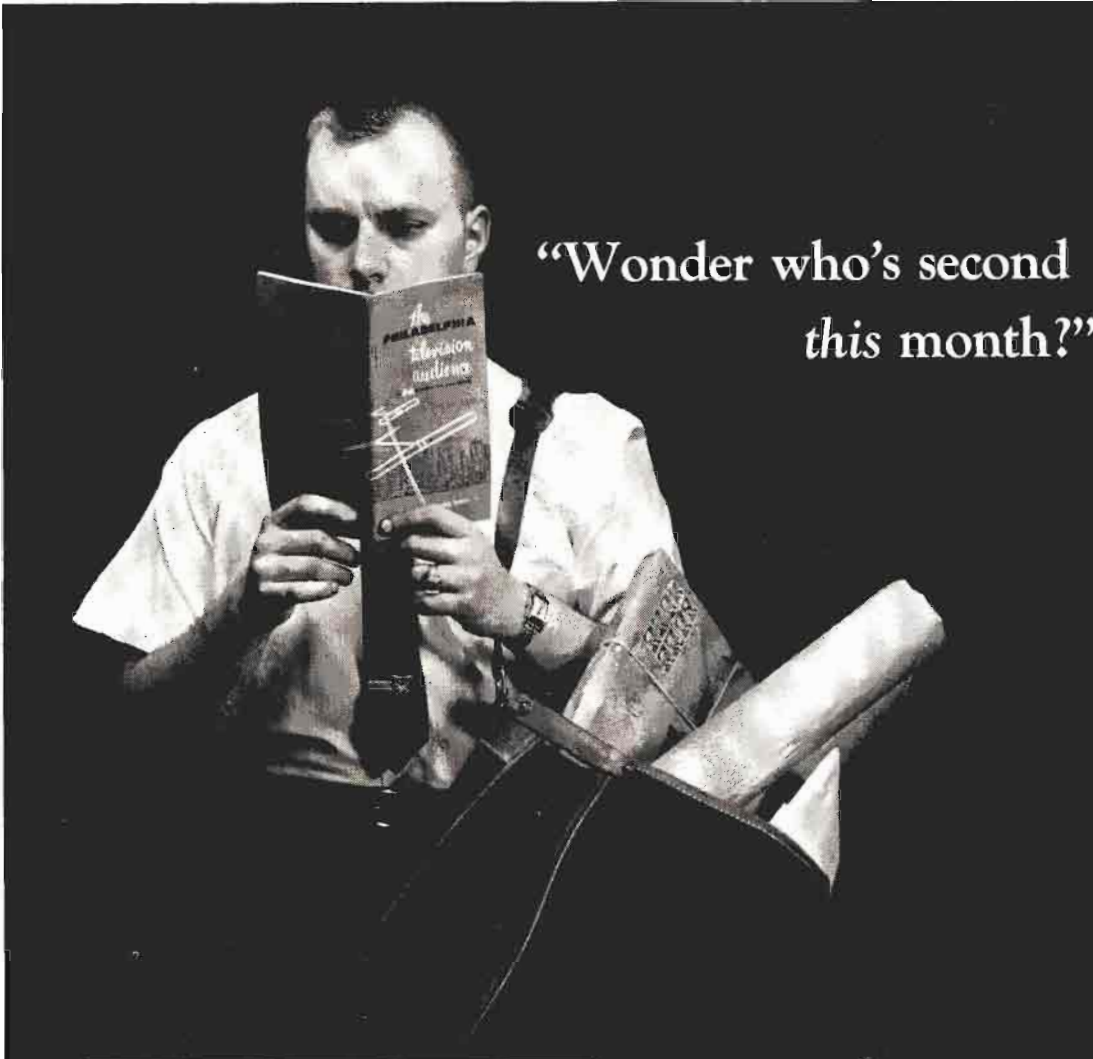
Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil.....The Tribune-Democrat
Sta. Rep.....Harrington Righter Parsons
President.....Walter W. Krebs
General Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog.. Film Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
Tel.: EX 3-5851.....CBS-NBC
Representative.....Meeker
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Business Manager.....Harry J. Shaub, Jr.
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WLYH-TV—Lebanon—1957

Channel: 15 UHF...AP: 69.2 Kw...VP: 130 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill



**“Wonder who’s second
this month?”**

In Delaware Valley WFIL-TV makes a habit of being FIRST. For example, 20 of top 25 shows in latest survey.* Now in its third year as the area’s number ONE station, WFIL-TV is far and away your BEST buy. Check all ARBs for 1957-1960 before you buy.

*ARB, Philadelphia, January 1960



A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA
ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **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

Tel.: CRestview 3-4551.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Sta. Representative.....Blair TV
 Gen. Mgr.....Joe Zimmermann
 Dir. Nat. Sales.....Edward H. Benedict
OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
 WNBC-AM-FM-TV, BINGHAMPTON, N. Y.; WFBG-
 AM-TV, ALTOONA, PA.; WNHC-AM-FM-TV, NEW
 HAVEN, CONN.; KFRE-AM-FM-TV, FRESNO, CALIF.

WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw...VP: 18.2 Kw.
 Owned.....Lock Haven Bcstg. Corp.
 Business Address.....132½ E. Main St.
 Tel.: 4038.....ABC
 Station Rep.....Devney
 President.....Donald C. Welch
 Gen., Sta. Mgr.....Harris Lipetz
 Chief Engineer.....Albert Stratmoen

WCAU-TV—Philadelphia—1948

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS TV Spot Sales
 General Mgr.....John A. Schneider
 Gen. Sales Mgr.....James Conley
 Reg. Sales Mgr.....E. Gordon Walls
 Program Dir.....John O. Downey
 Dir. Prom. & Info.....Harry R. Lapham
 V.P. in chg. Engineering.....John G. Leitch

WFIL-TV—Philadelphia—1947

Channel: 6 VHF..AP: 37 Kw...VP: 74 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....48th & Market Sts.
 Tel.: EV 2-4700.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative.....Blair TV
 General Manager.....Roger W. Clipp
 Station Mgr.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Chief Engineer.....Henry Rhea
 T.V. Sales Mgr.....Kenneth Curto
 Program Director.....Lew Klein
 Business Mgr.....John C. Harlan
 Dir. Natl. Sales.....Edward H. Benedict
OWNERS OF: WNBC-AM-FM-TV, BINGHAMPTON,
 N. Y.; WFBG-AM-TV, ALTOONA, PA.; WNHC-AM-
 FM-TV, NEW HAVEN, CONN.; WLYH-TV, LEB-
 ANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

WRCV-TV—Philadelphia—1941

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Comm. Manager...Theodore H. Walworth, Jr.
 Program Director.....Frank Harris
 Prom., Adv. Mgr.....John P. Wiley
 Publicity Dir.....William M. Smith
 Film Co-ord.....Frank Hall
 Mgr. Tech. Oper.....William A. Howard

WIIC—Pittsburgh—1957


Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main Ave.
 Tel.: FAirfax 1-8700.....NBC
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 President.....H. K. Brennen
 V.P. Gen. Mgr.....Robert A. Mortensen
 Commercial Mgr.....Roger D. Rice
 Program. Film Mgr.....Shelton Weaver
 Prom., Pub. Dir.....Caley E. Augustine
 Chief Engineer.....Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Television City, Inc.
 Business Address.....400 Ardmore Blvd.
 Tel.: CHURchill 2-4300.....ABC
 Newspaper Affil.....Sun-Telegraph
 Station Representative.....Katz
 President.....Earl F. Reed
 V.P. Gen. Mgr.....Franklin C. Snyder
 Exec. Vice Pres.....Leonard Kapner
 Commercial Mgr.....Alan Trench
 Operations Mgr.....Preston Stover
 Prom. Dir.....Gregory Van Camp
 Film Mgr.....Howard Reser
 Chief Engineer.....James Greenwood

FOR
 FM STATIONS
 IN OPERATION
 SEE PAGE 703

FOR
 FCC ALLOCATIONS
 SEE PAGE 717

PENNSYLVANIA 

KDKA-TV—Pittsburgh—1949

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brcdstng. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative.....TVAR
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 General Manager.....Jerome R. Reeves
 Comm. Manager.....Henry V. Greene, Jr.
 Promotion Director.....David N. Lewis
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 OWNERS OF: KPIX, SAN FRANCISCO, CALIF.; WOWO,
 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.;
 WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;
 WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH,
 PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORT-
 LAND, ORE.

WDAU-TV—Scranton—1953

Channel: 22 UHF...AP: 544 Kw...VP: 1000 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....CBS
 Representative.....H.R.
 President.....M. E. Megargee
 Vice-Pres., Gen. Mgr.....Vance L. Eckersley

General Sales Mgr.....Francis H. Conway

WNEP-TV—Scranton—1954

Channel: 16 UHF...AP 170 Kw...VP: 850 Kw.
 Owned-Oper. By...Northeastern Pa. Bcstg. Inc.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....ABC
 Sta. Representative.....Edward Petry
 President.....Mitchell Jenkins
 Exec. V.P. Gen. Mgr.....Thomas P. Shelburne
 Gen. Sales Mgr.....Malcolm W. Dale

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF...AP: 500 Kw...VP: 1000 Kw.
 Owned-Oper. By.....WBRE TV Inc.
 Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 Representative.....Headley Reed
 President.....Louis G. Baltimore
 V.P., General Manager.....David M. Baltimore

WSBA-TV—York—1952

Channel: 43 UHF...AP: 66 Kw...VP: 132 Kw.
 Owned-Operated By...Susquehanna Bcstg. Co.
 Address.....P. O. Box 1661
 Tel.: YORk 25-531.....ABC-CBS-NBC
 Representative.....Jack Masla
 President.....Louis J. Appell, Jr.
 Chief Engineer.....Glenn W. Winter



Roy Face, Pirate ace—big league hurler in a big league market, Pittsburgh.

- ARB figures show KDKA-TV holds 45% share of audience in this three station market.
- Your message can reach 4.5 million TV viewers on Channel 2, in an area that includes 29 counties.

Wayne Klotsky, construction man, one of the 4.5 million people in KDKA-TV's selling orbit.



*This is
 Pittsburgh
 where...*

- In ratings, coverage, influence, KDKA-TV is the powerhouse in Pittsburgh.
- For sales leadership, put your money on the leader, KDKA-TV. In Pittsburgh, no selling campaign is complete without this powerful WBC station.

Sterling Yates, Atlantic Weatherman, helps build big audiences on KDKA-TV.



*your most
 powerful
 TV selling
 force is...*

KDKA-TV
© Pittsburgh

REPRESENTED BY TVAR
 WESTINGHOUSE BROADCASTING COMPANY, INC.

Pop.: 915,000
Families: 269,000
Radio Homes: 251,000

RHODE ISLAND

TV Homes: 247,000
AM Stas. in State: 13
TV Stas. in State: 2

WJAR-TV—Providence—1949

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Operated By..... The Outlet Co.
Business-Studio Address.... 176 Weybosset St.
Tel.: GA 1-8255..... ABC-NBC
Representative Petry
Vice President..... George O. Griffith
Sta. Mgr..... J. S. Sinclair
Program Dir..... Frederick R. Griffiths
Sales Manager..... Edward Boghosian
Film Mgr..... Chester Dowling
Chief Engineer..... Thomas Prior

WPRO-TV—Providence—1955

Channel: 12 VHF.. AP: 182 Kw.. VP: 316 Kw.
Owned By..... Capital Cities TV Corp.
Address..... 24 Mason St.
Tel.: PL 1-9776..... CBS
Representative Blair-TV
General. Sta. Mgr..... Joseph P. Dougherty
Comm. Mgr..... Eugene W. Wilkin
Prog. Dir..... Raymond A. Gilvard
Prom., Publicity Dir..... Jack Kavanagh
Chief Engineer..... John V. Ferri
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,
N. Y.; WTVD, RALEIGH-DURHAM, N. C.

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Providence

Pop.: 2,675,000
Families: 638,000
Radio Homes: 620,000

SOUTH CAROLINA

TV Homes: 479,000
AM Stas. in State: 73
TV Stas. in State: 9

WAIM-TV—Anderson—1953

Channel: 40 UHF.. AP: 207 Kw.. VP: 103.5 Kw.
Owned-Oper. By..... Wilton E. Hall
Business Address..... 321 Kingsley Rd.
Tel.: CA 6-1511..... ABC-CBS
Newspaper Affil... Independent & Daily Mail
Representative Headley-Reed
Owner Wilton E. Hall
General Mgr..... Glenn P. Warnock
Chief Engineer..... Earl Cosend

WCSC-TV—Charleston—1953

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... WCSC, Inc.
Business Address..... 485 East Bay St.
Tel.: RAYmond 3-8371..... CBS
Representative..... Peters, Griffin, Woodward
President, Gen. Mgr..... John M. Rivers
Nat. Sls. Mgr..... V. V. Evans
Station Manager..... Roland Weeks
Commercial Manager..... Ralph Thornley
Program Director..... Charles Hall
Prom., Pub. Director..... Mrs. Lois Marshall
Film Manager..... Annie Laurie Quarterman
Nat. Adv. Mgr..... Charles S. Cady
Chief Engineer..... Rudy Hughes

WUSN-TV—Charleston—1954

Channel: 2 VHF.. AP: 53 Kw.. VP: 100 Kw.
Owned-Oper. By... Southern Broadcasting Co.
Address..... P. O. Box 879
Tel.: TU 4-4141..... NBC
Representative Bolling
Pres., Gen. Mgr..... J. Drayton Hastie

Sec'y, Ass't Gen. Mgr..... Doug M. Bradham
Comm. Mgr..... A. Cohen
Prod. Director..... Bob Edwards
Chief Engineer..... Walter M. Nelson

WTMA—Charleston—1959

Channel: 4 VHF.. AP: 31 Kw.. VP: 57 Kw.
Owned By..... Atlantic Coast Bcstg. Corp.
Address..... P. O. Box 297
Tel.: RAYmond 2-2961..... ABC
President..... C. E. Smith
Chief Engineer..... D. W. Jefferies

WIS-TV—Columbia—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... Bcstg. Co. of the South
Business Address..... 1111 Bull St.
Tel.: ALpine 3-8356..... ABC-NBC
Representative .. Peters, Griffin, Woodward, Inc.
Exec. Vice President..... G. Richard Shafio
Station Manager..... Charles A. Batson
Comm. Manager..... Law Epps
Program Director..... Dixon Lovvorn
Prom. Dir..... Thomas Cureton
Publicity Dir..... Martee Harden
Film Manager..... Bob Humphries
Chief Engineer..... Paul Welcome

WNOK-TV—Columbia—1953

Channel: 67 UHF.. AP: 47 Kw.. VP: 74.1 Kw.
Owned-Oper. By..... Palmetto Radio Corp.
Business Address..... 1881 Main St.
Tel.: AL 2-7737..... CBS-ABC
Representative Raymer

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Greenville, Spartanburg

SOUTH CAROLINA-SOUTH DAKOTA

V.P., Gen. Mgr. H. Moody McElveen, Jr.
 Comm. Mgr. David C. Phillips
 Prog. Dir., Film Mgr. Graham M. Thomas
 Promotion Director. Pat Conder
 Chief Engineer. Charlton W. Bowers

Business Address. 505 Rutherford St.
 Tel.: CE 9-1321 NBC
 Newspaper Affiliation News-Piedmont
 Representative Weed
 President. R. A. Jolley
 General Manager. Kenneth Beachboard
 Comm., Adv. Mgr. Robert Q. Glass, Jr.
 Program Director. Norvin C. Duncan
 Prom., Pub. Dir. Edna Seaman
 Film Director. Charles Howard
 Chief Engineer. W. E. Garrison

WBTW—Florence—1954

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

WSPA-TV—Spartanburg—1956

Channel: 7 VHF . . . AP: 144 Kw. . . VP: 257 Kw.
 Owned-Oper. By. Spartan Radiocasting Co.
 Business Address. 224 E. Main St.
 Tel.: 3-3621 CBS
 Representative Hollingbery
 Pres., Gen. Mgr. Walter J. Brown
 Station Mgr. Jim Hobbs
 Film Mgr. Larry Wilson
 Prom. Adv. Public Dir. Bill Adams
 Engineering Dir. Harold Beckholt

WFBC-TV—Greenville—1953

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. By. WMRC, Inc.

Pop.: 793,000	SOUTH DAKOTA	TV Homes: 140,000
Families: 212,000		AM Stas. in State: 20
Radio Homes: 204,000		TV Stas. in State: 4

KXAB-TV—Aberdeen—1958

Channel: 9 VHF . . . AP: 60 Kw. . . VP: 30 Kw.
 Owned-Operated By. . . N. Dak. Bcstg. Co. Inc.
 Address Country Club Road
 Tel.: BA 5-4350 ABC-NBC
 Representative Weed
 President. John W. Boler
 Station, Comm. Mgr. Neal Edwards
 Program Dir. Dick Dunne
 Prom. Mgr. Bill Karl
 Film Mgr. Hank Poggel
 Chief Engineer. Comet Haroldsen

KRSD-TV—Rapid City—1958

Channel: 7 VHF . . . AP: 12.9 Kw. . . VP: 25.7 Kw.
 Owned. Heart of Black Hills Stations
 Address 1438 Mt. View Drive
 Representative Meeker
 Gen. Mgr., Ch. Eng. Eli Daniels
 Comm. Mgr. Bruce Tirrell
 Station, Program Mgr. Truman Walrod
 Prom. Dir. Audrey Young
 Film Mgr. Charles Outland
 Publicity Dir. Faith Walrod
 Advertising Mgr. Lydia Slater

KOTA-TV—Rapid City—1955

Channel: 3 VHF . . . AP: 37.5 Kw. . . VP: 72.4 Kw.
 Owned-Oper. By. Duhamel Enterprises, Inc.
 Business Address. 524½ 6th St.; Box 1752
 Tel.: Fillmore 2-2000. ABC-CBS
 Representative Headley-Reed
 Pres., Gen. Mgr. Helen S. Duhamel
 Commercial Mgr. William F. Turner
 Program, Film Mgr. Julien A. Naber
 Prom., Publicity Dir. Betty Twinins
 Chief Engineer. Elmer Nelson

KELO-TV—Sioux Falls—1953

Channel: 11 VHF . . . AP: 123 Kw. . . VP: 220 Kw.
 Owned-Oper. By. Midcontinent Bcstg. Co.
 Business Address. Phillips Ave.
 Tel.: 8-9631 ABC-CBS-NBC
 Station Representative H-R; Evans
 President. Joseph L. Floyd
 Gen., Comm. Mgr. Evans A. Nord
 General Sls. Mgr. Rex King
 Sta. Mgr., Prog. Dir. Tom Sheeley
 Prom., Pub. Director. Jack Townsend
 Chief Engineer. Les Froke

Pop.: 3,761,000
 Families: 1,122,000
 Radio Homes: 990,000

TENNESSEE

TV Homes: 881,000
 AM Stas. in State: 103
 TV Stas. in State: 14

WDEF-TV—Chattanooga—1954

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... WDEF Broadcasting Co.
 Address... 3300 Broad St.
 Tel.: AM 7-3393... CBS
 Representative... Branham
 President... Carter M. Parham
 Gen. Sta. Mgr... Otis H. Segler
 Nat. Sales Mgr... Richard W. Holloway
 Prog., Pub. Dir... Morris Quave
 Promotion Dir... Jean Lindsey
 Film Manager... John Bonney
 Chief Engineer... Robert Briscoe

WRGP-TV—Chattanooga—1956

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Mountain City TV, Inc.
 Business Address... 1214 McCallie Ave.
 Tel.: OX 8-1505... NBC
 Representative... H.R.
 President... Jack Berkman
 V.P., Manager... Harry D. Burke
 Commercial Mgr... George P. Moore
 Film Manager... Art Betchel
 Chief Engineer... B. B. Barns

WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned... Martin Theatres of Georgia, Inc.
 Business Address... Hotel Patten; Box 1026
 Tel.: AM 6-4151... ABC
 Sta. Representative... Young TV
 Gen. Mgr., Film Buyer... Reeve Owen
 Commercial Manager... Joe Windsor
 Prog. Dir... Jack Sausman
 Promotion Director... Conrad Alexander
 Ch. Eng... Leon Webb

WDXI-TV—Jackson—1955

Channel: 7 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Dixie Bcstg. Co.
 Business Address... Williams Bldg.
 Tel.: 7-9611... ABC-CBS
 Representative... Venard, Rintoul, McConnell
 President... Aaron B. Robinson
 General Manager... John E. North
 Commercial Mgr... Jack Mayer
 Prog. Dir., Film Mgr... James W. Hoppers
 Publicity Dir... Marge Borg
 Chief Engineer... James Thomas

WJHL-TV—Johnson City 1953

Channel: 11 VHF... AP: 156 Kw... VP: 316 Kw.
 Owned-Oper. By... WJHL, Inc.

Business Address... 145 W. Main St.
 Tel.: WALnut 6-2151... ABC-CBS
 Representative... Pearson
 Pres., Gen. Mgr... W. Hanes Lancaster, Jr.
 Sales Mgr... J. Will Hall
 Program Director... Alfred Gregory
 Prom., Pub. Director... W. A. McDonald
 Film Manager... Vernita Wright
 Chief Engineer... William C. Hunter

WATE-TV—Knoxville—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. ... WATE, Inc.
 Business Address... 612 S. Gay St.
 Tel.: 4-4651... NBC
 Representative... Avery-Knodel
 V.P., Gen. Mgr... W. Henry Linebrough
 Comm. Manager... J. T. McCloud
 Film Buyer... J. H. Reese
 Chief Engineer... Fred M. Andrews

WBIR-TV—Knoxville—1955

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

WTVK—Knoxville—1953

Channel: 26 UHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... So. Central Bcstg. Co.
 Business Address... P. O. Box 1388
 Tel.: MUlti 7-2313... ABC
 Representative... Pearson
 President, Gen. Mgr... J. Engelbrecht
 Comm. Program Dir... W. E. Eckstein
 Sales Promotion... Florence Woodford
 Chief Engineer... Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Oper. By... RKO General, Inc.
 Business Address... 1381 Madison Ave.
 Tel.: BR 2-3441... ABC
 Representative... H.R.
 President... Thomas F. O'Neil
 Gen. Mgr... D. A. Noel
 V.P. Div. Director... W. H. Grumbles
 Nat. Sales Mgr... Gordon Lawhead
 Program, Prom. Mgr... Gene Roper
 Film Mgr... Freddie Burns
 Chief Engineer... Welton Roy

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Chattanooga, Knoxville, Memphis, Nashville

IF YOU HAVE A QUALITY PRODUCT WHICH
 APPEALS TO A QUALITY AUDIENCE YOU
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WBAP

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AM / FM / TV

FORT WORTH—3900 BARNETT • DALLAS—1900 NORTH AKARD

Services of the Fort Worth Star-Telegram—Amon Carter, founder
 NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

WMCT—Memphis—1948

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw
 Owned-Operated..... Memphis Publish Co.
 Address..... Goodwyn Inst. Bldg.
 Tel.: Jackson 6-7464..... NBC
 Newspaper Affil..... Commercial Appeal
 Representative..... Blair TV
 General Manager..... H. W. Slavick
 Station, Comm. Mgr..... Earl Moreland
 Chief Engineer..... E. C. Frase, Jr.

WREC-TV—Memphis—1956

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By..... WREC Bcstg. Service
 Business Address..... Hotel Peabody Bldg.
 Tel.: JA 5-1313..... CBS
 Representative..... Katz
 President, Gen. Mgr..... Hoyt B. Wooten
 Commercial Mgr..... Charles B. Brakefield
 Program, Prom. Mgr..... Jack Michael
 Publicity Dir..... Henry Clark
 Film Mgr..... Bernard Cohn
 Chief Engineer..... Wilson Raney

WLAC-TV—Nashville—1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper..... WLAC-TV Inc.
 Address..... 159 Fourth Avenue North
 Tel.: CH 2-4331..... CBS
 Representative..... Katz

Exec. V.P. & Gen. Mgr..... T. B. Baker, Jr.
 Ass't to Mgr..... Ruth C. Talley
 Gen. Sls. Manager..... R. M. Reuschle
 Operations Mgr..... Roy A. Smith
 Chief Engineer..... Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... WSIX Inc.
 Business Address..... Nashville Trust Bldg.
 Tel.: AL 5-5431..... ABC
 Station Representative..... H.R. Brown
 President..... Louis R. Draughon
 Sta., Gen. Mgr..... E. S. Tanner
 Commercial Manager..... J. McMurray
 Operations Director..... Robert L. Chaudoin
 Prom., Pub. Dir..... W. A. Jones
 Chief Engineer..... C. R. Duke

WSM-TV—Nashville—1950

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned..... Nat'l Life & Accident Insurance Co.
 Address..... 7th & Union
 Tel.: AL 4-5656..... NBC
 Representative..... Petry
 President..... John H. DeWitt, Jr.
 V.P., Gen. Mgr..... Irving Waugh
 Comm. Manager..... Hi Bramham
 Operations Mgr., Film Mgr..... Brad Crandall
 Production Mgr..... Elmer Alley
 Prom. Dir..... Charlie Cash
 Chief Engineer..... Aaron Shelton

Pop.: 9,710,000
 Families: 2,800,000
 Radio Homes: 2,759,000

TEXAS

TV Homes: 2,239,000
 AM Stas. in State: 238
 TV Stas. in State: 43

**KPAR-TV—Abilene—
Sweetwater—1956**

Channel: 12 VHF... AP: 72.5 Kw... VP: 145 Kw.
 Owned-Oper. By..... Texas Telecasting, Inc.
 Bus. Address 7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345..... CBS
 Representative..... Branham
 Pres., Gen. Mgr..... W. D. "Dub" Rogers
 Vice President..... W. H. Shipley
 V.P., Sta. Mgr..... Jimmie Isaacs
 General Sales Manager..... R. S. "Bud" Nielsen
 Prog. Dir., Film Mgr..... Ray Trent
 National Sales Manager..... John Henry
 Promotion Manager..... Ray Huffer
 Chief Engineer..... Rudy Starnes

Tel.: OW 2-4242..... NBC
 Representative..... Raymer
 President..... Dale Ackers
 Sta. Mgr..... George C. Breeding, Jr.
 Commercial Manager..... Dan C. Guthrie
 Program Director..... Normand Mann
 Chief Engineer..... Troy Mallon

KFDA-TV—Amarillo—1953

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned & Oper. By..... Amarillo Bcstg. Co., Inc.
 Address..... P. O. Box 1400
 Tel.: EV 3-2226..... CBS
 Representative..... Blair
 President..... Gene L. Cagle
 General, Comm. Mgr..... Ed Moore
 Operations Director..... Bill Spiller
 Promotion Director..... Beverly Murr
 Film Mgr..... Dick Knerr
 Publicity Dir..... Bill E. Cook
 Chief Engineer..... Bill Smith

KRBC-TV—Abilene—1953

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

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Amarillo, Dallas, El Paso, Fort Worth, Houston, San Antonio

KGNC-TV—Amarillo—1953

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..Globe News Publishing Co.
 Business Address.....2000 N. Polk St.
 Tel.: EVergreen 3-3321.....NBC
 Newspaper Affiliation.... News, Times, Globe
 RepresentativeKatz
 PresidentParker Prouty
 General Manager.....Jack Liston
 Sta. Mgr.....Bob Watson
 Commercial Manager.....Bill Clarke
 Prom. Dir.....John Banasik
 Prod. Mgr.....Bud Pursley
 Chief Engineer.....W. H. Torrey

KVII-TV—Amarillo—1957

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel.: FL 6-5241.....ABC
 Station RepresentativeBolling
 V.P.....Dick Watts
 Gen. Mgr.....C. W. Keys
 Asst. Gen. Mgr.....Gordon R. Phillips
 Regional Sales Manager.....John Conboye
 Operations Manager.....Jerry Gardner
 Chief Engineer.....Don Daniels

KTBC-TV—Austin—1952

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....The L-B-J Co.
 Address.....Box 1155
 Tel.: GR 2-2424.....ABC-CBS-NBC
 RepresentativeRaymer
 Pres., Gen. Mgr.....J. C. Kellam
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Program Director.....Dan Love
 V.P., Publicity Dir.....Warren Woodward
 Film Mgr.....David Swope
 Prom. Dir.....Mrs. Alice McElhinney
 Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Beaumont Bcstg. Corp.
 Business Address.....1420 Calder Ave.
 Tel.: TE 8-4731.....ABC-CBS
 RepresentativePeters, Griffin, Woodward
 PresidentD. A. Cannan
 General Manager.....C. B. Locke
 Station Comm. Mgr.....Mott M. Johnson
 Program Dir.....Bob McManus
 Prom., Film Mgr.....Jack Dahmer
 Chief Engineer.....Harold W. Bartlett

KEDY-TV—Big Spring—1956

Channel: 4 VHF.. AP: 6.3 Kw.. VP: 12.9 Kw.
 Owned-Oper. By.....Texas Telecasting
 Address.....7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345 (Lubbock).....CBS
 RepresentativeBranham

President.....W. D. Rogers
 Vice President.....W. H. Shipley
 Station Mgr.....Jack Wallace
 Gen. Sales Mgr.....R. S. Nielsen
 Natl. Sales Mgr.....John Henry
 Program Mgr.....Ray Trent
 Prom. Mgr.....Ray Huffer
 Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957

Channel: 3 VHF.. AP: 30.2 Kw.. VP: 60.3 Kw.
 Owned.....Brazos Bcstg. Co.
 Business Address.....Box 3237
 Tel.: VI 6-7777.....ABC-CBS
 RepresentativeRaymer
 President, Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Comm. Mgr.....David G. Haines
 Prog. Dir.....Rod Whisenant
 Pub. Dir.....Barbara Keller
 Film Mgr.....Charles Henderson
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....Box 840
 Tel.: TU 3-6511.....ABC-NBC
 RepresentativePeters, Griffin, Woodward
 Pres., Gen. Mgr.....T. Frank Smith
 V.P.-Sales.....W. M. Eikner
 V.P.-Programs.....Charles Nethery
 Promotion Dir.....Harry Abbott
 Chief Engineer.....Jerry E. Smith

KZTV—Corpus Christi—1956

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....KSIX-Television, Inc.
 Business Address.....Show Room Bldg.
 Tel.: TULip 3-5415.....ABC-CBS
 Station RepresentativeBranham
 Pres., Gen. Mgr.....Vann M. Kennedy
 Commercial Manager.....Harry Mooradian
 Prom., Pub. Dir.....M. L. Kennedy
 Program Dir.....Gene Looper
 Chief Engineer.....D. Taylor

WFAA-TV—Dallas—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address.....3000 Harry Hines Blvd.
 Tel.: RI 1-3315.....ABC
 Newspaper Affiliation.....Morning News
 RepresentativePetty
 President.....Joseph M. Dealey
 General Mgr.....Alex Keese
 Station Manager.....Mike Shapiro
 Commercial Mgr.....Dick Drummy
 Program Director.....Bob King
 Prom., Pub. Dir.....Casey Cohlmic
 Film Manager.....Dick Porter
 Chief Engineer.....George Krutilek

KRLD-TV—Dallas—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned.....Times Herald Printing Co.
 Business Address.....Herald Square
 Tel.: RI 2-6811.....CBS
 Newspaper Affiliation...Dallas Times Herald
 Representative.....Branham
 President.....Clyde Rembert
 V.P., Gen. Mgr.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Asst. Gen. Mgr.....Ves Box
 Prom., Pub. Director.....Jack Saunders
 Program Dir.....Fritz Kuler
 Operations Dir.....Nevin Lyerly
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt

KELP-TV—El Paso—1956

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.
 Owned-Oper. By.....KELP TV Corp.
 Business Address....4530 Delta St.; Box 105
 Tel.: KE 3-5911.....ABC
 Representative.....Young TV
 President.....Norman Alexander
 General Manager.....Gene Roth
 Commercial Mgr.....Ira Hartsfield
 Prom Dir.....Jack MacElrath
 Program Dir.....Jerry Baker
 Film Mgr.....Dub Hartline
 Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952

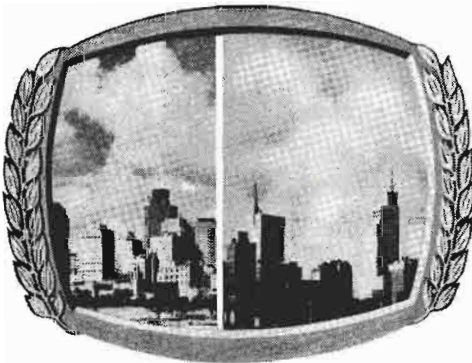
Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Southwest States, Inc.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS
 Sta. Rep.....Branham Co.
 President.....Dorrance D. Roderick
 V.P., Gen. Mgr.....Val Lawrence
 Program Dir.....Bernie Bracher
 Prom. Dir.....Mary Davis
 Film Manager.....Frank Jordan
 Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953

Channel: 9 VHF...AP: 42 Kw...VP: 85 Kw.
 Owned-Operated By.....Tri-State Bcsig. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 President, Sta. Mgr.....Karl O. Wyler
 Commercial Manager.....Roy T. Chapman
 Prog. Dir., Film Mgr.....Jack R. Rye
 Publicity Director.....Mary Davis
 Chief Engineer.....Kenneth J. Walton

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF...AP: 210 Kw...VP: 105 Kw.
 Owned-Oper. By...Texas State Network, Inc.
 Address.....4801 W. Freeway
 Tel.: PE 7-6631.....Independent
 Representative.....Blair TV



The KRLD-TV Dallas-Fort Worth Market ranks 12th nationally in net weekly circulation . . . No. 1 in the entire South! It's a

must buy for any budget. Ask a Branham man.

(Source: ARB Market Reports, Oct. '59)

Low-band channel, maximum power, greatest coverage for more than 675,000 TV Homes!

KRLD-TV channel



Clyde W. Rembert, President

TV-Twin to KRLD Radio 1080, services of The Dallas Times Herald.

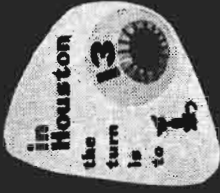
13 covers **31** counties

546,340
TV HOMES

**COMPLETE
COVERAGE**

.....
in Houston Metropolitan area
and surrounding 31 Counties

in the Gulf Coast.



CHANNEL 13



President.....Gene L. Cagle
 V.P. General Mgr.....Stan Wilson
 Asst. Mgr., Sales Mgr.....John Hopkins
 Program Mgr.....Arno W. Mueller
 Prom. Mgr.....Susan Simpson
 Production Mgr.....Olin Terry
 Chief Engineer.....Bill Kessell

WBAP-TV—Fort Worth—1948

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....NBC
 Newspaper Affiliation.....Star-Telegram
 Representative.....Peters, Griffin, Woodward
 President.....Amon Carter, Jr.
 V.P. & Director.....Harold V. Hough
 Gen., Sta. Mgr.....Roy Bacus
 Commercial Manager.....Jack Rogers
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Phil W. Wygant
 Film Manager.....Lynn Trammell
 Chief Engineer.....Rupert Bogam

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenot Bcstg. Co.
 Business Address.....1521 W. Harrison St.
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....H.R. Reps.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Promotion Dir.....Mal Kasanoff
 Chief Engineer.....Al Beck

KHOU-TV—Houston—1953

Channel: 11 VHF. AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Address.....1945 Buffalo Drive
 Tel.: JA 9-4811.....CBS
 Representative.....CBS Television Spot Sales
 President.....C. Wrede Petersmeyer
 General, Sta. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert S. Wilson
 Program Director.....B. Calvin Jones
 Prom. Dir.....Roland Brazier
 Publicity Dir.....James Everhart
 Chief Engineer.....Art Biggs
 Film Manager.....Bud Johnson
 OWNERS OF: WISH-AM-TV, INDIANAPOLIS, IND.;
 WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,
 OKLA.; KXTV, SACRAMENTO, CALIF.

KTRK-TV—Houston—1954

Channel: 13 VHF...AP: 170 Kw...VP: 316 Kw.
 Owned-Oper.....Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....ABC
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Production Mgr.....Bill Wagner
 Film Mgr.....Hugh Pickett
 Publicity Dir.....Lila Gordon
 Advertising Dir.....John Chapman
 Chief Engineer.....Tom Hiner

KPROD-TV
EL PASO, TEXAS

4

Donna O. Rodrick, Pres.
 Val Lawrence, V. Pres. and Gen. Mgr.
 REPRESENTED NATIONALLY
 BY THE BANNHAM COMPANY

88.5

More audience than all other
 El Paso stations combined! That's
 what the latest ARB gives KROD-TV
 (*February 1959.) And that's
 why KROD-TV is the "must"
 buy to reach the vast
 West Texas-Southern New Mexico market.



SHARE OF AUDIENCE
 IN A COMPETITIVE
 3-STATION MARKET*

IMPACT!
52.6%

*Makes
you feel
like a king
every day!*



KPRC - TV

HOUSTON, TEXAS

*the best faces
watch KPRC-TV
Channel*

2



Fresh up yourself
and your day with
KPRC-TV--known
everywhere as the
world's finest tele-
vision. It's a habit
you'll enjoy.

Courtesy of KING'S MEN

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KPRC-TV—Houston—1950

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Houston Post Co.
 Bus. Address...3014 Post Oak Rd.
 Tel.: MA 3-9271...NBC
 Newspaper Affiliation...Post
 Representative...Petty
 V.P., Gen. Mgr...Jack Harris
 Sta., Comm. Mgr...Jack McGrew
 Operations Director...Paul Huhndorff
 Program Director...Ridge Radney
 Publicity Dir...Edna Forester
 Film Manager...M. Damrel
 Chief Engineer...Paul Huhndorff

KGNS-TV—Laredo—1956

Channel: 8 VHF...AP: 3 Kw...VP: 6 Kw.
 Owned By...Southwestern Operating Co.
 Business Address...820 Convent St.
 Tel.: RAndolph 3-3674...ABC-CBS-NBC
 President...Donald W. Reynolds, Sr.
 Commercial Mgr...Pat Miller
 Station Mgr...Roy Bowman
 Prom. Dir...Frisco Aguillar
 Program Director...Dave Leyendecker
 Film Manager...Ernie Ramirez
 Chief Engineer...Irving Simpson

KCBD-TV—Lubbock—1952

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Bryant Radio & TV Inc.
 Business Address...5600 Ave. A; Box 1507
 Tel.: SH 4-1414...ABC-NBC
 Representative...Raymer

Pres., Gen. Manager...Joe H. Bryant
 Asst. Gen. Manager...Robert L. Snyder
 National Sales Mgr...Ray Poindexter
 Comm. Manager...George L. Tarter
 Program Director...Bill Taylor
 Promotion Director...Joan Prigmore
 Film Manager...J. M. Hollers
 Chief Engineer...Frank Lee

KDUB-TV—Lubbock—1952

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Texas Telecasting, Inc.
 Bus. Address...7400 College Ave.
 Tel.: SH 4-2345...CBS
 Representative...Branham
 Pres., Gen. Mgr...W. D. (Dub) Rogers
 Vice President...W. H. Shipley
 Gen. Sales Mgr...R. S. "Bud" Nielsen
 National Sales Manager...John Henry
 Prog. Dir., Film Mgr...Ray Trent
 Prom. Mgr...Ray Huffer
 Chief Engineer...Rudy Starnes

KTRE-TV—Lufkin—1955

Channel: 9 VHF...AP: 12.5 Kw...VP: 26 Kw.
 Owned-Oper. By...Forest Capital Bcstg. Co.
 Business Address...P. O. Box 701
 Tel.: NE 4-7771...NBC-CBS-ABC
 Sta. Rep., Venard, Rintoul, McConnell; Melville
 President...R. W. Wortham, Jr.
 Gen., Sta. Mgr...Richman Lewin
 Commercial Manager...Murphy Martin
 Program Dir...Bill Carter
 Prom., Publicity Dir...Pat Mathews
 Chief Engineer...Fred Clinton Hill

HUGE, HOT SPOT AREA OF WEST TEXAS NOW BUY!
SM "HOT SPOT" CITY FOR 12 STRAIGHT MONTHS!

Four hot TV markets combined into one big regional network package deliver nearly 400,000 TV sets. With this one economical buy, you reach 1 1/2 million high-income customers.

*Ref. SM Mag.
 Nov. 1958 to
 Nov. 1959



West Texas Television Network

KDUB-TV
 LUBBOCK, TEXAS
KPAR-TV
 ABILENE - SWEETWATER

KEDY-TV
 BIG SPRING, TEXAS
KVER-TV
 CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

TEXAS

KMID-TV—Midland—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Midessa Television Co., Inc.
Business Address.....P.O. Box 2758
Tel.: MU 2-7321.....ABC-NBC
Rep.....Venard, Rintoul & McConnell, Brown
President.....J. C. Dunagan
General Manager.....Roy Herndon
Chief Engineer.....Bill Buford

KVKM-TV—Monahans—1958

Channel: 9 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1118
Tel.: WI 3-3231.....ABC
Sta. Rep.....Melville; Masla
Pres., Gen. Mgr.....J. Ross Rucker
Commercial Mgr.....R. W. Tamplen
Film Mgr.....Glenn White
Chief Engineer.....Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF..AP: 9.12 Kw..VP: 16.6 Kw.
Owned-Oper. By.....East Texas Bcstg. Co.
Business Address.....Box 248
Tel.: LQan 4-4181.....ABC
Pres., Gen. Mgr.....Lee Scarborough

KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Odessa Television Co.
Bus. Address.....1211 N. Whitaker
Tel.: FE 7-8301.....CBS
Representative.....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
National Sales Manager.....George Collie
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address.....Box 1059
Tel.: YUkon 5-5557.....NBC-ABC
Sta. Representative.....Headley-Reed
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Operations Mgr.....John Stegall
Film Mgr.....Edith McMillian
Publicity Dir.....Adeline Salter
Chief Engineer.....Frank Leins

KCTV—San Angelo—1953

Channel: 8 VHF..AP: 13.5 Kw..VP: 27.5 Kw.
Owned-Oper. By...Westex Television Co., Inc.
Business Address.....Box 1941
Tel.: 7183.....CBS
Rep...Melville, Venard, Rintoul & McConnell
President.....B. P. Bludworth
Gen., Sta. Mgr.....J. Harley Hubbard
Prog. Dir.....A. Cobb
Advertising Mgr.....John Fuller

Film Manager.....Charles Cathey
Chief Engineer.....Ed Tolson

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 6 Kw..VP: 11 Kw.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.
Tel.: CApitol 5-2751.....Independent
Representative.....Richard O'Connell, Inc.
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Commercial Mgr.....Ben Tamborello
Station Mgr.....Emilio Nicolas
Program Dir.....Sam Murray, Jr.
Publicity Dir.....William Lamar
Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio—1950

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Ave. E & 4th St.
Tel.: CA 5-7411.....CBS
Representative.....Peters, Griffin, Woodward
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Mgr.....Wayne Kearl
Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Mission Tcstg. Corp.
Business Address.....1408 N. St. Mary's St.
Tel.: CA 6-7611.....ABC
Station Representative.....Katz
President.....Eugene J. Roth
Gen., Sta. Mgr.....James M. Brown
Commercial Mgr.....Bob A. Roth
Program Director.....Perry Dickey
Prom., Pub. Dir.....Katie Ferguson
Film Manager.....Sam Rocco
Chief Engineer.....Larry Beckmann

WOAI-TV—San Antonio—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address.....1031 Navarro St.
Tel.: CA 7-4221.....NBC
Representative.....Petry
Board Chairman.....Hugh Half, Jr.
Pres., Gen. Mgr.....James M. Gaines
Manager.....Edward V. Cheviot
Prog. Director.....Robert Reed
Promotion Dir.....Charles Larkins
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...The Bell Publishing Co.
Business Address.....17 S. 3rd St.
Tel.: PR 3-6868.....NBC

Newspaper Affiliation.....Telegram
 Representative.....Blair TV Assoc.
 President.....Frank W. Mayborn
 General Manager.....Burton Bishop
 Asst. Manager.....Doug Thompson
 Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Address.....Summerhill Road
 Tel.: 33-1133.....ABC-CBS
 Newspaper Affil.....Gazette & Daily News
 Rep.....V. R. McC; Ayers, Melville
 President.....Walter E. Hussman
 General Manager.....Walter M. Windsor
 Sales Manager.....Jack Rollings
 Program Dir.....Les Eugene
 Promotion Director.....Cynthia LaFam
 Film Manager.....Loretta Stroup
 Chief Engineer.....Edward Covington

KLTV—Tyler—1954

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.
 Owned-Oper. By.....Channel 7 Co.
 Business Address.....Box 957
 Tel.: LY 2-3873.....NBC-ABC-CBS
 Representative.....H-R
 General Manager.....Marshall H. Pengra
 Sales Mgr.....John Lenox
 Program Director.....Bonnie Lenox
 Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.
 Owned-Operated By...KWTX Broadcasting Co.
 Address.....P.O. Box 7128 Triangle Station
 Tel.: PL 6-4451.....ABC-CBS
 Representative.....Raymer
 President, Gen. Mgr.....M. N. Bostick
 Commercial Manager.....Pete McNee
 Prom. Dir.....Ralph G. Webb

Publicity, Adv. Dir.....Oma Owens
 Film Mgr.....George Wallace
 Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....The LBJ Co.
 Business Address.....309 S. Missouri Ave.
 Tel.: WO 8-3131.....ABC-NBC
 Representative.....Paul H. Raymer
 Pres., Gen. Mgr.....J. C. Kellam
 Station, Adv. Mgr.....Charles L. Brooks
 Sales Manager.....T. Marshall Weaver
 Prom., Pub. Dir.....Hank Page
 Operations Director.....Fred Noble
 Film Mgr.....Ed Cantrell
 Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned.....Wichtex Radio & TV Corp.
 Address.....Box 2040
 Tel.: 692-4530.....NBC
 Representative.....Raymer
 President.....Darrold A. Cannan
 V.P., Comm. Film Mgr.....Howard H. Fry
 Program Dir.....Tom Crane
 V.P., Prom., Pub. Dir.....D. A. Cannan, Jr.
 Chief Engineer.....John Adams

KSYD-TV—Wichita Falls—1956

Channels: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KSYD-TV Co., Inc.
 Bus. Address...Seymour Hwy. & 9th; Box 2130
 Tel.: 322-6957.....CBS
 Representative.....Blair TV
 Pres., Gen. Mgr.....Syd Grayson
 Commercial Mgr.....Lambert Cain
 Program Director.....Mrs. Billie Foreman
 Prom., Pub. Dir.....Mrs. Mary K. Norwood
 Film Manager.....Mrs. Ruth York
 Chief Engineer.....Herb Wilew

Pop.: 884,000
 Families: 242,500
 Radio Homes: 234,000

UTAH

TV Homes: 213,500
 AM Stas. in State: 27
 TV Stas. in State: 5

KVOG-TV—Ogden—1959

Channel: 9 VHF...AP: 3 Kw...VP: 29 Kw.
 Owned By.....United Telecast R & TV Co.
 Address.....P.O. Box 325
 Tel.: EXport 2-7535.....Independent
 Station Rep.....Grant Webb
 President, Gen. Mgr.....D. B. Affleck
 Program Dir.....E. Smith
 Chief Engineer.....C. Ruthstrom

KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 88 Kw...VP: 176 Kw.
 Owned By.....Beehive Telecasting Corp.

Address.....P.O. Box 44
 Tel.: Franklin 3-2951.....Independent
 Sta. Rep.....Forjoe
 Pres., Gen. Mgr.....S. B. Nissley
 Program Director.....G. B. Rowan
 Production Dir.....Paul Carr
 Film Mgr.....Wallace E. Broberg
 Chief Engineer.....Kenneth J. Hacking

**KCPX-TV—Salt Lake City
 1946**

Channel: 4 VHF...AP: 14.5 Kw...VP: 27.1 Kw.
 Owned By.....Columbia Pict. Electronics Corp.

UTAH-VERMONT-VIRGINIA

Business Address.....130 Social Hall Ave.
 Tel.: DA 2-5681.....NBC
 Representative.....Katz
 General. Sta. Mgr.....Norman Louvan
 Commercial Mgr.....Harold Woolley
 Film, Program Dir.....Dan Rainger
 Prom. Dir.....Tom Wayman
 Publicity, Adv. Dir.....Ted Anderson
 Chief Engineer.....Allan Gunderson

Prom. & Pub. Dir.....Robert G. Murdock
 Film Mgr.....Richard V. Thiriot
 Chief Engineer.....Vincent E. Clayton

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.
 Owned-Operated By.....KUTV, Inc.
 Business Address.....179 Social Hall Ave.
 Tel.: DA 2-2550.....ABC
 News. Affil.....Tribune; Ogden Standard
 Examiner

KSL-TV—Salt Lake City—1949

Channel: 5 VHF...18.2 Kw...VP: 33.1 Kw.
 Owned-Oper. By..Radio Service Corp. of Utah
 Business Address.....145 Social Hall Ave.
 Tel.: EL 5-4641.....CBS
 Representative.....CBS TV Spot Sales
 President.....Jay W. Wright
 V.P. Gen. Mgr.....D. Lennox Murdock
 Gen. Sales Mgr.....Lloyd E. Cooney
 Dir. of Operations.....Wayne F. Richards

Representative.....Avery-Knodel
 President.....A. L. Glasmann
 Vice President.....George C. Hatch
 Sta. Gen., Sales Mgr.....Brent H. Kirk
 Program Dir.....Duane C. Hill
 Prom., Pub. Dir.....Keith Nicholson
 Production Manager.....LaMar Smith
 Film Buyer.....Sid Cohen
 Film Manager.....Jack Ivers
 Chief Engineer.....B. R. Carpenter

Pop.: 418,000	VERMONT	TV Homes: 98,000
Families: 115,000		AM Stas. in State: 15
Radio Homes: 111,000		TV Stas. in State: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
 Owned-Oper. By.....Mt. Mansfield TV, Inc.
 Address.....100 Market Sq. S.
 Tel.: UN 2-5671.....CBS

Representative.....Weed
 Pres., Gen. Mgr.....S. T. Martin
 Comm. Manager.....J. A. Dobson
 Publicity Dir.....Charles S. Lewis
 Film Manager.....A. Sherman Rutter
 Chief Engineer.....J. W. Tierney

Pop.: 4,019,000	VIRGINIA	TV Homes: 818,000
Families: 1,020,000		AM Stas. in State: 93
Radio Homes: 969,000		TV Stas. in State: 12

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.
 Owned-Oper. By..Appalachian Bcstg. Corp.
 Business Address.....P.O. Box No. 1009
 Tel.: NOrth 9-4161.....ABC-NBC
 Sta. Representative.....Headley-Reed
 Pres., Gen. Mgr.....Robert H. Smith
 Comm., Adv. Mgr.....J. Fey Rogers
 Program Dir.....Art Countiss
 Production Mgr.....James G. Evans
 Film Mgr.....Jim Carmack
 Chief Engineer.....Russell V. Robinson

Pres., Gen. Manager.....Thomas P. Chisman
 V.P., Sales Director.....Harrol A. Brauer, Jr.
 Program Director.....Harry Doggette
 Prom. Dir.....Beverly W. Avery
 Operations Mgr.....L. W. Kiewer
 Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
 Owned-Oper. By..Shenandoah Valley Bcstg.
 Address.....Rawley Pike
 Tel.: 4-4431.....ABC-CBS-NBC
 Newspaper Affil.....Wash. Eve. Star
 Sta. Representative.....H-R
 Pres., Gen. Mgr.....Hamilton Shea
 Asst. Gen. Mgr.....Warren L. Braun
 Commercial Mgr.....Richard H. Johnson
 Prog. Director.....Robert E. Lee
 Promotion Director.....Andy McCaskey
 Pub., Merch. Mgr.....H. L. Royster
 Film Manager.....Earle Weakley
 Chief Engineer.....Tom Jones

WVEC-TV—Hampton-Norfolk 1953

Channel: 13 VHF..AP: 110 Kw..VP: 214 Kw.
 Owned-Oper. By.....Peninsula Bcstg. Corp.
 Bus. Address..1930 Pembroke Ave., Hampton
 Tel.: 6332.....NBC
 Representative.....Avery-Knodel

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •
 Monitored: Lynchburg, Norfolk, Richmond, Roanoke

WLVA-TV—Lynchburg—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By..Lynchburg Bcstg. Corp.
 Address.....2320 Langhorne Rd.
 Tel.: Victor 5-1242.....ABC
 Representative.....Hollingsbery
 Pres., Gen. Mgr.....Philip P. Allen
 Comm. Adv. Mgr.....Thomas L. Turner
 Prog., Film Mgr.....Warren Uttal
 Chief Engineer.....John T. Orth

WAVY-TV—Norfolk—1957

Channel: 10 VHF..AP: 192 Kw..VP: 316 Kw.
 Owned.....Tidewater Teleradio, Inc.
 Address.....214 W. York St.
 Tel.: MA 7-2345.....NBC
 Representative.....H-R
 Pres., Sta. Mgr.....J. Glen Taylor
 General Sales Mgr.....Edward J. Hennessy
 Prom., Pub. Dir.....Macey Schaffer
 Prog. Film Mgr.....Richard Fraser
 Chief Engineer.....Andrew Jackson

WTAR-TV—Norfolk—1950

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.
 Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Tel.: MA 5-6711.....CBS
 Newspaper Affil....Norfolk Newspapers, Inc.
 Representative.....Petry
 Bd. Chairman.....Campbell Arnoux
 President, Gen. Mgr.....Robert M. Lambe
 V.P., Operations.....John C. Peffer
 Program Director.....Harold Soldinger
 Prom., Pub. Dir.....James W. Evans
 Film Manager.....Harry Nicholas
 Chief Engineer.....Richard Lindell

WTOV-TV—Norfolk—1953

Channel: 27 UHF..AP: 11.7 Kw..VP: 19.6 Kw.
 Owned-Operated By.....Tim Brite, Inc.
 Address.....1318 Spratley (Portsmouth, Va.)
 President.....Temus R. Bright
 General Manager.....Louis H. Peterson

WXEX-TV—Petersburg—1955

Channel: 9 VHF..AP: 159 Kw..VP: 316 Kw.
 Owned-Oper. By..Petersburg Television Corp.
 Address.....124 W. Tabb Street
 Tel.: RE 3-7876.....NBC
 Rep.....Brown
 President.....Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr.....Irvin G. Abeloff
 Oper. Mgr.....Robert C. Currie, Jr.
 Comm. Mgr.....Lawrence Slon
 Prom., Pub. Dir.....Thos. F. McCollum, Jr.
 Chief Engineer.....George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF..AP: 156 Kw..VP: 316 Kw.
 Owned-Oper. By.....Richmond TV Corp.
 Business Address.....5221 Midlothian Pike
 Tel.: BE 3-5461.....CBS
 Reprs.....Harrington, Righter, Parsons
 President.....C. T. Lucy
 General Manager.....Barron Howard
 Commercial Mgr.....James D. Clark, Jr.
 Program Director.....Samuel S. Carey
 Prom., Pub. Dir.....John L. Stone, Jr.
 Film Manager.....Robert Pie
 Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947

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

WDBJ-TV—Roanoke—1955

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Times-World Corp.
 Address.....201 Campbell Ave.
 Tel.: DI 3-8031.....CBS
 Newspaper Affiliation...Times; World-News
 Representative..Peters, Griffin, Woodward, Inc.
 President.....M. W. Armistead, III
 V.P., Managing Director.....Ray P. Jordan
 Asst. V.P. & Mgr.....John Harkrader
 TV Sales Manager.....Blake Brown
 Program, Film Buyer.....Paul E. Reynolds
 Prom., Pub. Dir.....Boone Boggs
 Program Mgr.....Charles A. Ballou
 Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Shenandoah Life Stations
 Address.....Church Ave., at 3rd St.
 Tel.: DI 4-9226.....ABC-NBC
 Station Representative.....Blair
 President.....James H. Moore
 Station Mgr.....Horace S. Fitzpatrick
 Operations Mgr.....George Chernault
 Commercial Manager.....A. S. Trevilian, Jr.
 Promotion Director.....C. R. Garrison
 Publicity Dir.....Andrew Petersen
 Chief Engineer.....J. P. Briggs

Pop.: 2,975,000
Families: 888,000
Radio Homes: 869,000

WASHINGTON

TV Homes: 736,000
AM Stas. in State: 80
TV Stas. in State: 12

KVOS-TV—Bellingham—1953

Channel: 12 VHF..AP: 112 Kw..VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
Tel.: RE 3-4567.....CBS
Station Rep.....Forjoe; Stovin-Byles; Moore
President.....Rogan Jones
Executive Vice President.....David Mintz
Commercial Manager.....Fred Elsethegan
Program Director.....Andy Anderson
Promotion Director.....Marion Boylan
Chief Engineer.....John Price

KING-TV—Seattle—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUtal 2-3555.....NBC
Representative.....Blair-TV
President.....Mrs. A. Scott Bullitt
V.P., Business Div.....Henry B. Owen
V.P. Broad. Div.....Otto P. Brandt
Commercial Mgr.....James D. Neidigh
Program, Film Mgr.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Chief Engineer.....Robert A. Ferguson

KIRO-TV—Seattle—1958

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Tel.: AT 3-9800.....CBS
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Commercial Manager.....William A. Exline
Prom., Pub. Dir.....Paul H. Smith
Film Manager.....Eugene Wecker
Chief Engineer.....C. R. Morris

KOMO-TV—Seattle—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....ABC
Sta. Representative.....Katz
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren
Nat. Sls. Mgr.....Reg Miller
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Edna Hanna
Aud. Prom. Mgr.....Margaret Frey
Sales Manager.....Bill Hubbard
Pub. Rel. Mgr.....Arthur Gerbel
Merchandising Manager.....F. W. Hagerty
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....J. C. McCaw
Business Address.....5534 N. 35 St., Tacoma
Tel.: SKYline 2-3544, Tacoma.....Independent
Representative.....O'Connell
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Promotion Dir.....Jack Agnew
Chief Engineer.....Ken Williams

KHQ-TV—Spokane—1952

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

KREM-TV—Spokane—1955

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....KREM Bcstg. Co.
Address.....4103 S. Regal
Tel.: KE 4-0466.....ABC
Representative.....Peiry
Pres., Gen. Mgr.....Louis Wasmer
Sta. Comm. Mgr.....Robert Temple
Program, Film Mgr.....Walter Schaar
Prom. Public. Dir.....Peter Lyman
Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953

Channel: 4 VHF..AP: 27 Kw..VP: 48 Kw.
Owned-Oper. By.....Northern Pacific TV Corp.
Address.....315 W. Sprague Ave.
Tel.: MAdison 4-1218.....CBS
Representative.....H-R; Jackson
President.....Norman Alexander
General Manager.....James Agostino
Station Manager.....Gene Roth
Publicity Director.....Bob Weitz
Chief Engineer.....Dave Green

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....Tribune Publishing Co.
Business Address.....S. 11th & Grant Sts.
Tel.: FU 3-2561.....Independent
Newspaper Affil.....Tacoma News Tribune

WASHINGTON-WEST VIRGINIA

Representative **Weed**
Station Mgr...... **Max H. Bice**
Commercial Mgr...... **Herchel Cary**
Program, Film Mgr...... **Dell Spencer**
Prom. Mgr...... **Ross Swift**
Pub. Dir...... **Doris Curda**
Chief Engineer..... **Dick F. Engb**

KNBS—Walla Walla—1959

Channel: 22 UHF **AP:** 144.9 Kw. **VP:** 246.9 Kw.
Owned By... **Northwest Broadcasting Sys., Inc.**
Address..... **P. O. Box 522**
Tel.: JA 5-8500..... **ABC**
President, Gen. Mgr...... **Warren L. Gray**
Exec. Vice Pres...... **Chuck Connors**
Commercial Mgr...... **Rodney J. Holton**
Station, Public. Dir...... **Lyle Bond**
Program, Film Mgr...... **William R. Wallace**
Chief Engineer..... **William F. Barclay**

KIMA-TV—Yakima—1953

Channel: 29 UHF **AP:** 115 Kw. **VP:** 191 Kw.

Owned-Oper. By..... **Cascade Bcast. Co., Inc.**
Business Address..... **Box 702**
Tel.: GL 2-9111..... **CBS-NBC**
Station Rep...... **Hollingbery; Art Moore**
President..... **A. W. Talbot**
General Manager..... **Thomas C. Bostic**
Asst. General Mgr...... **Jack Reber**
Commercial Mgr...... **William F. Grogan**
Program Director..... **James W. Nolan, Jr.**
Promotion Director..... **Robert H. Horn**
Film Manager..... **June Neel**
Chief Engineer..... **M. E. Burrill**

KNDO—Yakima—1959

Channel: 23 UHF **AP:** 19.9 Kw. **VP:** 11.6 Kw.
Owned By..... **Yakima Valley TV Co.**
Address..... **23 S. First St.**
Tel.: CH 8-2300..... **ABC**
General Mgr...... **Hugh Davis**
Commercial Mgr...... **Gene Adams**
Program Dir...... **Leo Lyon**
Promotion Mgr...... **Tom Ewing**
Chief Engineer..... **Warren Brown**

Pop.: 2,125,000 Families: 572,000 Radio Homes: 546,000	<h2 style="margin: 0;">WEST VIRGINIA</h2>	TV Homes: 431,000 AM Stas. in State: 50 TV Stas. in State: 9
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WHIS-TV—Bluefield—1955

Channel: 6 VHF **AP:** 28.8 Kw. **VP:** 50 Kw.
Owned-Oper. By... **Daily Telegraph Ptg. Co.**
Business Address..... **Municipal Bldg.**
Tel.: DA 7-7115..... **NBC**
News. Affil.... **Daily Telegraph, Sunset News**
Representative..... **Katz**
President, Gen. Mgr...... **H. I. Shott**
Station Manager..... **John C. Shott**
Prog. Dir...... **Orland C. Young**
Prom., Pub. Dir...... **Janie M. Lambert**
Film Manager..... **Cecil Surratt**
Chief Engineer..... **Kenneth Dick**

WCHS-TV—Charleston—1954

Channel: 8 VHF **AP:** 94 Kw. **VP:** 158 Kw.
Owned & Oper. By..... **WCHS-TV Inc.**
Address..... **1111 Virginia Street East**
Tel.: DI 2-8131..... **ABC**
Representative..... **P. G & W**
President..... **Hawthorne D. Battle**
V.P., Gen. Mgr...... **John T. Gelder, Jr.**
Commercial Manager..... **Claude E. Wheeler**
Program Director..... **Morton S. Cohn**
Promotion Director..... **William L. Cooke, Jr.**
Technical Dir...... **William E. Dixon**

WBOY-TV—Clarksburg—1957

Channel: 12 VHF **AP:** 275 Kw. **VP:** 137 Kw.
Owned..... **WSTV, Inc.**
Business Address..... **912 W. Pike St.**
Tel.: MA 4-7571..... **ABC-CBS-NBC**

Representative **H.R**
President..... **Jack N. Berkman**
General, Sta. Mgr...... **Roger Garrett**
Commercial Mgr...... **Bob Connelly**
Prom, Publicity Dir...... **Peter Lyman**
Film Mgr...... **Sam De Maria**
Chief Engineer..... **Harry Brown**


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WEST VIRGINIA 

WJPB-TV—Fairmont—1954

Channel: 5 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)
 Address.....400 Quincy St.
 Tel.: Fairmont 8000.....ABC-CBS
 Newspaper Affiliation.....Mannington Times
 Station Rep.....Gill Perna
 President, Gen. Mgr.....J. Patrick Beacom
 Mgr. Dir., Comm. Mgr.....Numba Fabre, Jr.

WHTN-TV—Huntington—1955

Channel: 13 VHF...AP: 200 Kw...VP: 316 Kw.
 Owned-Oper. By.....Cowles Bcstg. Co.
 Address.....625 Fourth Avenue
 Tel.: JA 5-7661.....CBS
 Representative.....Petry
 President.....Luther L. Hill
 V.P., Gen. Mgr.....Robert R. Tincher
 Comm. Manager.....George Miller
 Program Director.....Norman L. Bacon
 Chief Engineer.....Chas. Prohaska

WSAZ-TV—Huntington—1949

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated By...WSAZ, Incorporated
 Address.....201 Ninth St.
 Newspaper Affil..Huntington Publishing Co.
 Tel.: JA 9-4127.....NBC
 Station Representative.....Katz
 Pres., Gen. Mgr.....L. H. Rogers II
 Comm. Mgr.....C. Tom Garten

Operations Mgr.....L. E. Kilpatrick
 Program Director.....Avery Chenoweth
 Prom., Publicity Dir.....Jack M. Williams
 Film Manager.....David S. Bond
 Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954

Channel: 4 VHF...AP: 68 Kw...VP: 100 Kw.
 Owned-Oper. By.....Robert R. Thomas, Jr.
 Business Address.....Box 251
 Tel.: HO 9-3361.....ABC-CBS
 Representative.....Pearson
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Comm Sta. Mgr.....Robert R. Brown
 Program, Prom. Mgr.....Neil Swann
 Chief Engineer.....Thomas Phillips

WTAP-TV—Parkersburg—1953

Channel: 15 UHF...AP: 10.5 Kw...VP: 19.5 Kw.
 Owned-Oper. By...Zanesville Publishing Co.
 Business Address.....121 W. Seventh St.
 Tel.: HU 5-4589.....ABC-CBS-NBC
 Representative.....Pearson
 President.....Clay Littick
 General Manager.....Allan Land
 Sta., Comm. Mgr.....Milton Komito
 Prog. Dir., Film Mgr.....Ronald W. Gaines
 Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953

Channel: 7 VHF...AP: 156 Kw...VP: 316 Kw.
 Owned-Oper. By.....WTRF-TV, Inc.
 Business Address.....Ogden Bldg.
 Tel.: CE 2-7777.....NBC
 Newspaper Afil.....Dix Newspapers
 Representative.....Hollingbery
 Exec. V.P., Gen. Mgr.....Robert W. Ferguson
 Comm. Mgr.....H. Needham Smith
 Prog. Director.....Garry Vorhees
 Promotion Director.....James Knight
 Publicity Director.....Mary Neal
 Film Manager.....William Ney
 Chief Engineer.....Howard Daubenmeyer

WJPB-TV
 Channel



ABC—CBS

Fairmont—Weston—Clarksburg

King Size Television

Serving 813,000 people in a
 55 county market with
 327,010 sets in West Va.—Ohio—
 Pennsylvania—Maryland—Virginia

5 WJPB-TV

J. PATRICK BEACOM
 President and General Manager

FOR

RADIO-TV DAILY

ALL-AMERICAN

TV SELECTIONS

SEE PAGE 75

Pop.: 4,165,000
Families: 1,162,000
Radio Homes: 1,151,000

WISCONSIN

TV Homes: 1,032,000
TV Stas. in State: 13
AM Stas. in State: 75

WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By.....Central Bcastg. Co.
Business Address.....2415 So. Hastings Way
Tel.: TE 2-3745.....ABC-CBS-NBC
Representative.....Hollingbery
President.....W. C. Bridges
Gen. Sta. Manager.....Leo Howard
Comm. Program Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....CBS
Representative.....Weed
General Manager.....Haydn R. Evans
Chief Engineer.....Wallace E. Stangel

WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....NBC
Representative.....Headley-Reed
President.....Clayton Ewing
General Manager.....Soren H. Munkhof
Station Mgr.....Jack Gennard
Program Director.....Eldon Anspach
Commercial Mgr.....Roger Michlen
Prom., Publicity Dir.....Joella Cohen
Merch. Dir.....W. C. Porsow
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WLUK-TV—Green Bay—1954

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....M & M Broadcasting Co., Inc.
Address.....126 N. Madison
Representative.....Hollingbery
President.....Morgan Murphy
General Mgr.....J. D. Mackin
Commercial Mgr.....Forester Cooper
Program Dir.....Pat Kehoe
Prom. Dir.....Helen Day
Film Mgr.....William Clark
Chief Engineer.....Al S. Alexander

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By.....WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....ABC-CBS-NBC
Newspaper Affiliation.....Tribune
Representative.....H-R
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.

Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9891.....CBS
News. Affiliation.....Superior Evening Telegram
Representative.....Peters, Griffin, Woodward
President.....Ralph M. Immell
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 162 Kw.
Owned-Oper. By.....Monona Bcastg. Co.
Business Address.....215 West Washington Ave.
Tel.: AL 7-2261.....ABC
Representative.....Headley-Reed
President.....Stewart Watson
General Manager.....Ben F. Hovel
Asst. Gen. Mgr.....Frank Bignell
Prom., Pub. Dir.....James Roy Miller
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline
Tel.: CE 3-5381.....NBC
Representative.....Branham
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Asst. Mgr.....Donald Harrer
Film Mgr.....George Plenderleith
Publicity Dir.....Wanda Monty
Chief Engineer.....Stan Sadler

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....759 N. 19th St.
Tel.: DI 2-3000.....ABC
Newspaper Affiliation.....Sentinel
Representative.....Petry
Station Mgr.....William C. Goodnow
Sales Mgr.....Richard D. Foerster
Film Dir.....Ann Fitzsimmons
Program Director.....Baylen Smith
Prom., Pub. Dir.....Arthur H. Barnes
Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

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

WISCONSIN-WYOMING

Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Tel.: BR 1-6000.....NBC
Newspaper Affiliation.....Journal
Sta. Rep......Harrington, Righter & Parsons
General Manager.....George Comte
Station Manager.....Robert J. Heiss
Adm. Asst......L. W. Herzog
Program Manager.....Sprague Vonier
Promotion Mgr......Bruce Wallace
Film Manager.....James Fitzgerald
Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....5445 N. 27th St.
Tel.: UP 3-1919.....CBS
Station Representative.....Blair
Managing Director.....Joe Evans
General Sales Mgr......E. A. Hassett, Jr.
Dir. of Operations.....Glenn Boundy, Jr.
Prom. Publicity Dir......Chuck Olson
Film Superv......Dan Kunz
Chief Engineer.....Robert Truscott
OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-

AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES.

WXIX-TV—Milwaukee—1959

Channel: 18 UHF...AP: 141 Kw...VP: 263 Kw.
Owned-Oper. By.....WXIX-TV, Inc.
Address.....509 W. Wisconsin Ave.
Tel.: BR 2-1818.....Independent
Sta. Representative.....Gill-Perna
President, Gen. Mgr......Gene Posner
Station, Prom. Mgr......Lawrence Turet
Film Mgr......James Chladek
Chief Engineer.....Gino Monaco

WSAU-TV—Wausau—1954

Channel: 7 VHF...AP: 177 Kw...VP: 316 Kw.
Owned-Oper. By.....Wisconsin Valley TV Corp.
Address.....Box 29
Tel.: VI 2-1021.....ABC-CBS-NBC
Newspaper Affil......Record-Herald
Representative.....Meeker Co.
President.....George T. Frechette
Gen. Comm. Mgr......Richard D. Dudley
Prom., Pub. Dir......Tom Bolger
Program Director.....Norbert Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Pop.: 354,000
 Families: 110,000
 Radio Homes: 105,000

WYOMING

TV Homes: 63,900
 AM Stas. in State: 23
 TV Stas. in State: 3

KTWO-TV—Casper—1957

Channel: 2 VHF...AP: 35 Kw...VP: 71 Kw.
Owned-Operated By.....Rocky Mt. TeleStations
Business Address.....3900 E. Second St.
Tel.: 3-3771.....ABC-NBC-CBS
Station Representative.....Meeker
President.....Burt Harris
Gen., Sta. Mgr......Lawrence Berger
Program, Prom. Dir......Paul Wickre
Film Manager.....Hans Nohr
Chief Engineer.....Marion L. Cunningham

KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Tel.: 4-4461.....ABC-CBS-NBC
Newspaper Affiliation.....Eagle, Tribune
Representative.....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr......William C. Grove
Commercial Adv. Mgr......C. P. Cahill
Program, Prog. Mgr......William D. McCracken
Film Mgr......Don Wich

KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 32 Kw...VP: 64 Kw.
Owned.....M. & J. Ernst
Address.....500 B'way, Thermopolis, Wyo.
Tel.: TH 800.....CBS
Representative.....Gill-Perna
Gen. Mgr., Ch. Eng......Joseph P. Ernst

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TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF..AP: .075 Kw...VP: .15 Kw.
Owned-Oper. By.....Radio Guam, Inc.
Address.....P. O. Box 368
Tel.: 7961.....ABC-CBS-NBC

Representative.....Intercontinental Services
Pres., Gen. Mgr.....Harry M. Engel
Station. Film Mgr.....John P. Barton
Commercial Manager.....Mary Chappelle
Program Director.....Lee K. Radner
Publicity Director.....Richard Williams
Chief Engineer.....Ted Coltrin

PUERTO RICO

WORA-TV—Mayaguez—1955

Channel: 5 VHF..AP: 17.8 Kw...VP: 29.5 Kw.
Owned-Oper By.....Supreme Bcstg. Co., Inc.
Business Address...Darlington Bldg.; Box 43
Tel.: 1151.....ABC-CBS
President, Gen. Mgr.....Alfredo R. de Arellano
Station Mgr.....R. M. Dupont
Chief Engineer.....John Prather

Newspaper Affiliation.....El Mundo
Rep.....Inter-American Publications Inc.
President.....Angel Ramos
General Sta. Mgr.....Ventura Lamas, Jr.
Commercial Mgr.....Carlos Vizcarrondo
Prog. Dir.....José Luis Torregrosa
Promotion Mgr.....Pete Mattina
Film Mgr.....Jose Mercado
Chief Engineer.....Robert Beurket

WAPA-TV—San Juan—1954

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

WRIK-TV—Ponce—1958

Channel: 7 VHF..AP: .71 Kw...VP: 1.4 Kw.
Owned-Operated By...Ponce Television Corp.
Address.....Darlington Bldg.
Tel.: 2-0280.....Independent
Sta. Rep.....Inter-American Publ.
Pres., Ch. Eng.....George A. Mayoral
Gen., Sls. Mgr.....William Cortada
Prom., Pub. Dir.....Armando L. Clavell
Chief Engineer.....J. A. Prather

WKAQ-TV—San Juan—1954

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Bus. Address...Box 5096, Puerto de Tierra Sta.
Tel.: 3-3800.....CBS

WSUR-TV—Ponce—1958

Channel: 9 VHF..AP: .42 Kw...VP: .83 Kw.
Owned.....American Colonial Bcstg. Corp.
Bus. Ad....1000 Ponce de Leon Ave., Santurce
Tel.: 2-4178.....Independent
Pres., Ch. Eng.....Ralph P. Perry
Gen., Comm. Mgr.....Mariano A. Escudero
Prog. Dir., Film Mgr.....P. Rodriguez

*For Officers of
Puerto Rican Association of Broadcasters
See Page 663*

CANADIAN TV STATIONS

Listed Alphabetically By Call Letters

Call Letters	City	Page	Call Letters	City	Page
CBFT . . .	Montreal, Que.	870	CHSJ-TV . .	Saint John, N. B.	868
CBHT . . .	Halifax, N. S.	868	CJBR-TV . .	Rimouski, Que.	870
CBLT . . .	Toronto, Ont.	870	CJCB-TV . .	Sydney, N. S.	868
CBMT . . .	Montreal, Que.	870	CJDC-TV . .	Dawson Creek, B. C.	867
CBOFT . . .	Ottawa, Ont.	869	CJFB-TV . .	Swift Current, Sask.	871
CBOT . . .	Ottawa, Ont.	869	CJIC-TV . .	Sault Ste. Marie, Ont.	869
CBUT . . .	Vancouver, B. C.	867	CJLH-TV . .	Lethbridge, Alta.	867
CBWT . . .	Winnipeg, Manit.	867	CJON-TV . .	St. John's, Nfld.	868
CFCJ-TV . .	Port Arthur, Ont.	869	CJSS-TV . .	Cornwall, Ont.	868
CFCL-TV . .	Timmins, Ont.	869	CKBI-TV . .	Prince Albert, Sask.	871
CFCM-TV . .	Quebec City, Que.	870	CKBL-TV . .	Matane, Que.	870
CFCR-TV . .	Kamloops, B. C.	867	CKCK-TV . .	Regina, Sask.	871
CFCY-TV . .	Charlottetown, P. E. I.	870	CKCO-TV . .	Kitchener, Ont.	869
CFPL-TV . .	London, Ont.	869	CKCW-TV . .	Moncton, N. B.	868
CFQC-TV . .	Saskatoon, Sask.	871	CKGN-TV . .	North Bay, Ont.	869
CFRN-TV . .	Edmonton, Alta.	866	CKMI-TV . .	Quebec City, Que.	870
CHAB-TV . .	Moose Jaw, Sask.	871	CKNX-TV . .	Wingham, Ont.	870
CHAT-TV . .	Medicine Hat, Alta.	867	CKOS-TV . .	Yorkton, Sask.	871
CHCB-TV . .	Kelowna, B. C.	867	CKRN-TV . .	Rouyn, Que.	871
CHCA-TV . .	Red Deer, Alta.	867	CKRS-TV . .	Jonquiere, Que.	870
CHCH-TV . .	Hamilton, Ont.	868	CKSO-TV . .	Sudbury, Ont.	869
CHCT-TV . .	Calgary, Alta.	866	CKTM-TV . .	Three Rivers, Que.	871
CHEK-TV . .	Victoria, B. C.	867	CKVR-TV . .	Barrie, Ont.	868
CHEX-TV . .	Peterborough, Ont.	869	CKWS-TV . .	Kingston, Ont.	868
CHLT-TV . .	Sherbrooke, Que.	871	CKX-TV . .	Brandon, Manit.	867

TELEVISION STATIONS OF CANADA

ALBERTA

CHCT-TV—Calgary—1954

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

CFRN-TV—Edmonton—1954

Channel: 3 VHF . . . AP: 90 Kw. . . VP: 180 Kw.
 Owned-Oper. By . . . Sunwapta Bcstg. Co., Ltd.
 Business Address Jasper Ave.
 Tel.: HU 9-2572 CBC
 Sta. Reps. . . TV Reps.; Young Canadian; Oakes
 Pres., Gen. Mgr. G. R. A. Rice
 Station Mgr. S. S. Lancaster
 Commercial Mgr. Bruce D. Alloway
 Program Director George Kidd
 Film Manager Keith Neale
 Prom. Director Gary Greenway
 Production Mgr. Don C. Brinton
 Client, Serv. Dir. Jack Sweeney
 Chief Engineer Ted Wadson

CANADIAN TV STATIONS

CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By..... Lethbridge TV. Ltd.
Business Address..... Lethbridge
Tel.: FA 7-1521..... CBC
Representatives..... All-Canada TV; Weed
President, Mgr. Dir..... N. Botterill
Commercial Mgr..... L. Crittenden
Production Mgr..... S. Pitt
Promotion Director..... Mrs. Babs Pitt
Technical Dir..... V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
Owned..... Monarch Bcstg. Co. Ltd.
Address..... 520 First Ave., S. E.
Tel.: LI 8-3533..... CBC
Sta. Rep..... Weed; All-Canada
President..... J. H. Yuill
Gen., Sta. Mgr..... R. J. Buss
Program Director..... Mervin Stone
Prom., Pub. Dir..... Dan McGuire
Film Manager..... Cliff Dacre
Chief Engineer..... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 6.5 Kw... VP: 13 Kw.
Owned..... CHCA TV Limited
Business Address..... Box 668
Tel.: 5525..... CBC
Representatives..... John N. Hunt; Trans Ocean
President..... G. A. Bartley
Asst. Mgr..... Mrs. A. Sole
Commercial Mgr..... Doug Clarke
Program Dir..... R. D. Neima
Film Mgr..... Don Hoefling
Chief Engineer..... John Jonkman

BRITISH COLUMBIA

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 206 Kw... VP: 212 Kw.
Owned-Oper. By..... Radio Sta. CJDC Ltd.
Bus. Address..... Second Ave. & 9th St.
Tel.: STerling 2-3341..... Independent
Station Representative..... Cooke
Pres., Gen. Mgr..... H. L. Michaud
Station Manager..... Mike Lavern
Program Director..... Frank Harris
Sales Manager..... R. W. Michaud
Chief Engineer..... Mel Lang

CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 3.5 Kw... VP: .7 Kw
Owned..... Twin Cities TV Ltd.
Business Address..... Radio-TV Bldg.
Tel.: 1021..... CBC
Pres., Gen. Mgr..... Ian G. Clark
Comm. Mgr., Prom. Dir..... Walter Harwood
Prog. Dir..... Jean Ross
Chief Engineer..... Fred Webber

CHBC-TV—Kelowna—1957

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.
Owned..... Okanagan Valley TV Co.
Business Address..... 342 Leon Ave.
Tel.: PO 2-4535..... CBC
Representative..... All-Canada TV. Weed
President, Gen. Mgr..... Roy G. Chapman
Comm. Mgr..... Dick Sharp
Prog. Dir., Film Mgr..... Russ Richardson
Prom., Pub. Dir..... Norm Williams
Chief Engineer..... Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF... AP: 25 Kw... VP: 47 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 701 Hornby St.
Tel.: MUtual 4-0246..... CBC
Television Director..... Hugh Palmer
Commercial Mgr..... Marce L. Munro
Technical Director..... Ross L. Whiteside

CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: .9 Kw... VP: 1.8 Kw.
Owned-Operated By..... CHEK-TV, Ltd.
Address..... 3693 Epsom Drive
Tel.: GRanite 7-1821..... CBC
President..... David M. Armstrong
General, Sta. Mgr..... Russell L. Furse
Commercial Mgr..... Douglas Taylor
Program Dir..... Geniveve Gamache
Prom., Publicity Dir..... Dan Eckley
Film Mgr..... Fred Crouch
Chief Engineer..... Norman Bergquist

MANITOBA

CKX-TV—Brandon—1955

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.
Owned By..... Western Manitoba Bcstrs. Ltd.
Address..... 2940 Victoria Ave.
Tel.: PArkway 6-5393..... CBC
Station Representative..... All-Canada; Weed
Pres., Gen. Mgr..... John B. Craig
Exec. Ass't, Sta. Mgr..... Eric Davies
Comm. Manager..... Archie Olson
Program Director..... Stuart Craig
Promotion Director..... Marvin Freeman
Chief Engineer..... A. M. Gomez

CBWT—Winnipeg—1954

Channel: 3 VHF... AP: 33.7 Kw... VP: 56.2 Kw.
Owned By..... Canadian Bcstg. Corp.
Business Address..... 541 Portage Ave.; Box 160
Tel.: SP 4-2541..... CBC
Reg. Dir..... J. R. Finlay
Director..... W. G. Carpenter
Sales Rep..... R. L. Horley
Program Dir..... Bruce MacPherson
Press & Information Rep..... C. E. L'Ami
Film Manager..... Miss G. M. Brown
Technical Dir..... H. C. Heywood

CANADIAN TV STATIONS

NEW BRUNSWICK

CKCW-TV—Moncton—1954

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.
Owned-Oper. By... Moncton Bcstg., Ltd.
Address... Halifax St.
Tel.: EV 4-9601... CBC
Sta. Rep.... Stovin-Byles; Young Canadian
Pres., Gen. Mgr.... F. A. Lynds
Station Manager... Murray Goldsborough
Commercial Manager... W. W. Tingley
Prog. Dir.... J. S. Irvine
Prom., Publicity Dir.... Murray Turner
Film Manager... Gwen MacDonald
Chief Engineer... Keith MacConnell

CHSJ-TV—Saint John—1954

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

NEWFOUNDLAND

CJON-TV—St. John's—1955

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address... Prince of Wales Street
Tel.: 7105... CBC
Newspaper Affiliation... Nfld. Sunday Herald
Station Rep.... Stovin-Byles; Weed
President... Geoff Stirling
V.P., General Mgr.... Don Jamieson
Sta. Mgr., Prog. Dir.... Colin Jamieson
Commercial Mgr.... Jack Baird
Promotion Director... Mrs. Judith Curtis
Chief Engineer... Oscar Herlihey

NOVA SCOTIA

CBHT—Halifax—1954

Channel: 3 VHF... AP: 34 Kw... VP: 56 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 27 College St.
Tel.: 2-8311... CBC
Director... G. F. Brickenden
Comm. Representative... Donald G. LeBlanc
Technical Director... J. Simonsen
Program Director... Carl MacCaul

CJCB-TV—Sydney—1954

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.
Owned By... Cape Breton Bcstrs., Ltd.

Business Address... Mira Rd.
Tel.: 2-5511... CBC
Station Representative... All Canada; Weed
Pres., Gen. Mgr.... J. Marven Nathanson
Promotion Director... J. C. McVicar
Publicity Director... C. M. Quinton
Program Mgr.... Mrs. M. C. MacQuarrie
Comm. Mgr.... Effie Williams
Advertising Mgr.... J. A. MacDonald
Film Mgr.... R. H. Demers
Chief Engineer... M. E. Bowles

ONTARIO

CKVR-TV—Barrie—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Ralph Snelgrove TV Ltd.
Address... P. O. Box 519
Tel.: Parkway 6-6467... CBC
Station Rep.... Mulvihill; Young Canadian
Pres., Gen. Manager... Ralph T. Snelgrove
Operations Manager... Jack Mattenley
Comm. Mgr.... Charles Tierney
Production Director... Joe Clark
Program Director... Ev Smith
Chief Engineer... Harold Atkinson

CJSS-TV—Cornwall—1959

Channel: 8 VHF... AP: 130 Kw... VP: 260 Kw.
Owned By... Cornwall Bcstg. Ltd.
Address... P.O. Box 74
Tel.: Wellington 3-2030... CBC
Station Reps.... Trans Ocean; TV Reps
President, Gen. Mgr.... E. W. Miller

CHCH-TV—Hamilton—1954

Channel: 11 VHF... AP: 90 Kw... VP: 150 Kw.
Owned By... Niagara Television Ltd.
Address... 163 Jackson St. W.
Tel.: JA 2-1101... CBC
Sta. Rep.... All Canada; Adam Young
President, Gen. Mgr.... Kenneth D. Soble
Asst. Mgr.... S. J. Bibby
Comm. Manager... R. J. Peters
Sales Manager... R. M. Vansickle
Prog. Manager... J. S. Purvis
Prom. Dir.... S. F. Habberfield
Film Manager... D. Gale
Chief Engineer... W. E. Jaynes

CKWS-TV—Kingston—1954

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.
Owned By... Frontenac Bcstg. Co. Ltd.
Address... 170 Queen St.
Tel.: LI 2-4977... CBC
Sta. Representative... Weed; All Canada TV
President... W. R. Davies
Gen. Mgr.... Don Lawrie
Station Mgr.... R. W. Hofstetter
Commercial Mgr.... Tom Tomkow
Program, Prom. Mgr.... Don Nairn
Film Mgr.... Lois Scrutton
Chief Engineer... Bert Cobb

CANADIAN TV STATIONS

CKCO-TV—Kitchener—1954

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.
 Owned By... Central Ontario TV, Ltd.
 Address... 864 King St. W.
 Tel.: SH. 2-5288... CBC
 Station Representative... Hardy; Hunt; Weed
 President... Carl Pollock
 Exec. Director... Eugene E. Fitzgibbons
 General Manager... W. D. McGregor
 Program Manager... Don Martz
 Prom., Publicity Dir... William Whiting
 Chief Engineer... Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.
 Owned By... London Free Press Printing Co.
 Address... Commissioners Rd.
 Tel.: GE 4-2115... CBC
 Newspaper Affil... London Free Press
 President... W. J. Blackburn
 General Mgr... M. T. Brown
 Prom., Market Dir... W. T. Daley
 Chief Engineer... G. Robitaille

CKGN-TV—North Bay—1955

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.
 Owned-Oper. By... Tel-Ad Co.
 Address... P. O. Box 1000
 Tel.: GR 2-9000... CBC
 Sta. Rep... Young Canadian; Mulvihill; Hunt
 President... J. L. Shaw
 Gen., Comm. Mgr... Bruce McLeod
 Operations Manager... Dave Mee
 Prog. Dirs... Tomkins; Bilenkey
 Promotion Director... Miss Shirley Morin
 Publicity Director... John Morton
 Film Manager... Miss Eleanor Eady

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.
 Owned-Oper. By... Canadian Bcstg. Corp.
 Address... Lanark Ave.
 Tel.: PA 8-1771... CBC
 Station Mgr... Georges Huard
 Comm. Manager... L. O'Neill
 Chief Engineer... Maxted Gilbert

CBOT—Ottawa—1953

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.
 Owned By... Canadian Bcstg. Corp.
 Address... Lanark Ave.
 Tel.: PA 8-1771... CBC
 Operations Mgr... Georges Huard
 Commercial Mgr... Larry O'Neill
 Program Dir... Dennis Townsend
 Technical Director... J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
 Owned-Oper. By... Kawartha Bcstg. Co., Ltd.
 Business Address... R.R. No. 10

Tel.: RI 2-0451... CBC
 Newspaper Affil... Examiner
 Reprs... All-Canada TV; Weed
 President... Sen. Rupert Davies
 General Mgr... Donald Lawrie
 Station Mgr... Keith Parker
 Commercial Mgr... Robert Kinsman
 Program Director... Gordon Shale
 Prom. Mgr... Donald Alexander
 Publicity Dir... Eleanor McBrien
 Advertising Mgr... Marnie McTeague
 Film Mgr... Paul Devlin
 Chief Engineer... Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF... AP: 28 Kw... VP: 15 Kw.
 Owned By... Thunder Bay Electronics Ltd.
 Business Address... 87 N. Hill St.
 Tel.: 4-9685... CBC
 Station Representative... Weed; All-Canada
 President... H. F. Dougall
 Gen., Sta. Mgr... Ralph H. Parker

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.
 Owned-Oper. By... Hyland Radio-TV, Ltd.
 Business Address... 119 East Street
 Tel.: AL 6-7494... ABC-CBC-CBS-NBC
 Representatives... All-Canada TV; Weed
 President... Mrs. J. G. Hyland
 Gen., Sta. Mgr... R. H. Ramsay
 Commercial Mgr... E. W. Plouffe
 Program Director... P. Fockler
 Prom. Director... F. Gardi
 Film Mgr... Beverly Kovacs
 Chief Engineer... Dave Irwin

CKSO-TV—Sudbury—1953

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.
 Owned By... CKSO Radio, Ltd.
 Business Address... 336 Ash St.
 Tel.: OS 4-0711... CBC
 Representatives... Weed; All Canada TV
 President, Gen. Mgr... W. J. Woodill
 Commercial Mgr... Mrs. Betty Sellars
 Program, Prom. Mgr... Richard Madsen
 Film, Adv. Mgr... Jim Boyd
 Chief Engineer... Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF... AP: 9.2 Kw... VP: 18.5 Kw.
 Owned By... J. Conrad Lavigne Enterprises
 Business Address... Box 620, Mont Sacre Coeur
 Tel.: 577... CBC
 Station Representative... Mulvihill
 President... J. Conrad Lavigne
 Gen. Mgr., Pub. Dir... Rene Barrette
 Commercial Manager... Harry Charbonneau
 Program Director... Jean DeVilliers
 Promotion Director... Miss Jackie Green
 Film Manager... Mrs. Hazel Claremont
 Technical Dir... Roch Demers

CANADIAN TV STATIONS

CBLT—Toronto—1952

Channel: 6 VHF..AP: 53.5 Kw..VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Tel.: WA 5-3311.....CBC
Dir. Eng. Net.....A. K. Morrow
Dir. TV Oper.....J. W. R. Graham
Dir. Net. Prog.....E. S. Hallman
Sup. TV Sales.....John Malloy
Design Dir.....L. Crain Ford
Film Services.....O. C. Wilson
Dir. Info. Serv.....D. N. MacDonald
Div. Engineer.....G. H. Jones

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX-TV—Wingham—1955

Channel: 8 VHF..AP: 100 Kw..VP: 180 Kw.
Owned-Oper. By.....CKNX Ltd.
Address.....Carling Terrace
Tel.: 158.....CBC
Station Rep.....All-Canada; Young Canadian
Pres., Gen. Mgr.....W. T. Cruickshank
Comm. Mgr.....C. R. Hamilton
Program Director.....John Krug
Promotion Director.....Helen Fleury
Station, Film Mgr.....D. G. Hildebrand
Advertising Mgr.....Jack Mitchell
Chief Engineer.....Scott Reid

PRINCE EDWARD ISLAND

CFCY-TV—Charlottetown—1956

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

QUEBEC

CKRS-TV—Jonquiere—1955

Channel: 12 VHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Radio Saquenay Limited
Address.....175 Sir Wilfrid Laurier St.
Tel.: LI 2-4551.....CBC
Sta. Rep.....Hardy
President.....Henri Lepage
Gen. Mgr., Prom. Dir.....Tom Burham
Sta., Comm. Mgr.....Paul J. Audette
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CKBL-TV—Matane—1958

Channel: 9. VHF..AP: 95 Kw..VP: 160 Kw.
Owned By.....Radiodiffusion de Matane Ltd.
Business Address.....4 St. Sacrement St.
Network Affiliation.....CBC
Sta. Rep.....Young Canadian Ltd.
Pres., Gen. Mgr.....Rene Lapointe
V.P., Comm. Mgr.....Octave Lapointe
Chief Engineer.....J. O. Thibeau

CBFT—Montreal—1952

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Business Address.....P.O. Box 6000
Tel.: UN 6-2571.....CBC
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Press & Information.....J. J. Trudeau

CBMT—Montreal—1954

Channel: 6 VHF..AP: 26.2 Kw..VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Tel.: UN 6-2571.....CBC
Comm. Manager.....Maurice Valiquette
Press and Information.....J. J. Trudeau
Tech. Dir.....C. Frenette

CFCM-TV—Quebec City—1954

Channel: 4 VHF..AP: 6.35 Kw..VP: 12.7 Kw.
Owned By.....Television De Quebec
Address.....200 St.-Jean Bosco, Ste. Foy, Que.
Tel.: MURray 3-4985.....CBC
Sales Rep.....Weed; Hardy; Hunt
President.....Gaston Pratte
Gen. Mgr.....J. A. Pouliot
Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons
Program Manager.....Jacques Filteau
Prom., Pub. Dir.....J. P. Riopel
Film Manager.....Gerald Ross
Chief Engineer.....Gerard Fortin

CKMI-TV—Quebec City—1957

Channel: 5 VHF..AP: 2.8 Kw..VP: 5.6 Kw.
Owned.....TV de Quebec (Canada) Ltd.
Add.....200 St.-Jean Bosco, Ste. Foy, Que.
Tel.: MU 3-4985.....CBC
Station Rep.....Weed; Hardy; Hunt
President.....Gaston Pratte
General Manager.....Jean A. Pouliot
Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons
Program Director.....Jacques Filteau
Prom., Pub. Dir.....J. R. Riopel
Film Manager.....Gerald Ross
Chief Engineer.....Gerard Fortin

CJBR-TV—Rimouski—1954

Channel: 3 VHF..AP: 56.9 Kw..VP: 100 Kw.
Owned By.....Lower St. Lawrence Radio Inc.
Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Sta. Rep.....Stovin-Byles; Weed
President.....Jacques Brillant
Gen. Sta. Manager.....Andre Lecomte

CANADIAN TV STATIONS

Commercial Mgr. L. P. Cliche
Program Mgr. Francois Raymond
Promotion Dir. Jean Chabot
Publicity Dir. Harry A. Willisie
Film Mgr. Denis Malenfant
Chief Engineer. Marcel Vallee

CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF . . . AP: 25 Kw. . . VP: 50 Kw.
Owned Northern Radio-Radio Nord, Inc.
Business Address Box 70, Rouyn
Tel.: RO 2-7741 CBC
Station Rep. Weed; Trans-Ocean; Hunt
Pres., Gen. Mgr. David A. Gourd
Comm., Prom. Mgr. George A. Chartrand
Program Director Franco Capellari
Film Manager Bob Montemurro
Chief Engineer Jean-Guy Langevin

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF . . . AP: 106 Kw. . . VP: 316 Kw.
Owned-Oper. By La Tribune, Ltd.
Business Address 221 Dufferin St.
Tel.: LO 9-2525 CBC
Sta. Reps. Trans-Ocean; Can. Sta. Rep.
Newspaper Affil. La Tribune
President Paul Desruisseaux
General Manager Alphee Gauthier
Sta., Comm. Mgr. Jean-Louis Gauthier
Program Director Pierre Bruneau
Promotion Director Georges L'Ecuyer
Film Manager Guy Bachand
Chief Engineer Leo Guilbeau

CKTM-TV—Three Rivers—1958

Channel: 13 VHF . . . AP: 3.25 Kw. . . VP: 6.5 Kw.
Owned By TV St. Maurice, Inc.
Address P.O. Box 277
Tel.: FR 5-7311 CBC
Sta. Reps. Hardy; Weed; Hunt
President, Gen. Mgr. Henri Audet
Commercial Mgr. Louis Beliveau
Program Dir. Claude Blain
Film Mgr. Albert Aubichon
Chief Engineer Robert Bonneau

SASKATCHEWAN

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF . . . AP: 100 Kw. . . VP: 53 Kw.
Owned By Radio Station CHAB, Ltd.
Address 127 Main St., N.
Tel.: OX 2-6464 CBC
Sta. Rep. TV Rep.; Young Canadian
President, Gen Mgr. Jack Mofiat
Commercial Mgr. Joe Lawlor
Program Director Terry McBurney
Promotion Dir. Bill Smith
Chief Engineer Merv Pickford

CKBI-TV—Prince Albert—1958

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
Owned By Central Bcstg. Co., Ltd.
Address 10th St. West
Tel.: RO 3-7421 CBC
Representatives All Canada; Weed
Pres., Gen. Mgr. E. A. Rawlinson
Commercial Mgr. G. O. Johnson
Prog. Dir., Film Mgr. J. J. Cannon
Chief Engineer Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2. VHF . . . AP: 53.5 Kw. VP: 100 Kw.
Owned By Transcanada
Address Leader Post Building
Tel.: LA 3-6671 CBC
Newspaper Affil. Leader Post
Sales Rep. Weed, All-Canada TV
President Clifford Sifton
General Mgr. H. A. Crittenden
Asst. Manager Lloyd Westmoreland
Commercial Mgr. Don Tunncliffe
Production Mgr. Doug Lee
Film Mgr. Gordon Grant
Program Dir. H. Van Wiebe
Promotion Director William Rees
Chief Engineer E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF . . . AP: 154 Kw. . . VP: 325 Kw.
Owned By A. A. Murphy & Sons Ltd.
Address 216 1st Ave. N.
Tel.: CH 2-6611 CBC
Sales Rep. Adam Young TV Corp.; Oakes;
President A. A. Murphy
General Mgr. G. Blair Nelson
Operations Mgr. Walter Romanow
Sales Manager Will Klein
Chief Engineer Lyn Hoskin

CJFB-TV—Swift Current—1957

Channel: 5 VHF . . . AP: 6.6 Kw. . . VP: 13.3 Kw.
Owned Swift Current Telecasting Co. Ltd.
Address Swift Current
Tel.: PR 3-7266 CBC
Representative ForJoe-TV
Pres., Gen. Mgr. William D. Forst
Comm. Adv. Mgr. Walter S. Buffam
Program, Prom. Mgr. Julie Forst
Chief Engineer George Merchant

CKOS-TV—Yorkton—1958

Channel: 3 VHF . . . AP: 2.5 Kw. . . VP: 5 Kw.
Owned By Yorkton TV Co., Ltd.
Address 95 E. Broadway
Tel.: 33-688 CBC
Sta. Rep. Stovin-Byles Ltd.; Devney
Pres., Prom. Mgr. Norman Roebuck
General Mgr. Ronald Leigh Skinner
Commercial Mgr. Harold Olson
Program Dir. Kristin Olson
Chief Engineer G. S. Skinner