

TELEVISION

TELEVISION DAILY

THE INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



PRESENTS

**TELEVISION
YEAR BOOK**

TWENTY-FIFTH
ANNUAL EDITION

CHARLES A. ALICOATE
Editor-in-Chief

YEARBOOK

1962

Silver Anniversary

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W. J. GERMAN, INC.

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EASTMAN PROFESSIONAL FILM FOR MOTION PICTURES AND TELEVISION *is accepted as the standard of excellence throughout the world.*

An important factor in this estimation is the high degree of
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WORLD-WIDE TV GROWTH

U. S. Experience Adapted to National Patterns

By MERLE S. JONES, President
CBS Television Stations Division

ALL of the interest in world-wide television will yield only minimum results unless and until the individuals and organizations involved understand its meaning and work hard at continuing to understand it.

For example, it is wrong for anyone in this field to approach international TV with the attitude that Americans have a monopoly on intelligence or know-how. We have the benefit of experience, but it is surprising how quickly our foreign friends can analyze this experience and adapt it, without our mistakes, to their national pattern.

The American TV system, the most successful system in the world, is not being adopted generally abroad. Therefore, although the universality of TV abroad is almost unbelievable, the patterns of its use and development are quite varied. In many areas, particularly in what we unfortunately refer to as under-developed areas, the medium is employed and developed solely as an educational tool. This is true in Africa, the Far East and some parts of the Middle East.

Commercial involvement appears in varying degrees. Some nations permit private enterprise commercial operations, some have adopted quasi-government control and in some cases the government competes commercially with privately owned stations.

The opportunity for experienced American participation abroad falls into three categories.

First, there is the opportunity for the



American television film producer and distributor to lease his film abroad. In the public affairs program area alone, CBS Films, in the past 12-months, has sold 11,000 program half hours originally broadcast on our TV network. These programs are seen in 40 countries with more than 36 million TV homes.

Another opportunity is that of investment—as a pure dollar investment—or as dollars coupled with know-how. These are not easy opportunities. Many governments will not permit foreign ownership of TV operations in any amount. Furthermore, national business customs and temperaments vary, making it difficult to successfully translate know-how. But this area presents the unique opportunity for applying the broad philosophy of “helping the other fellow.”

Thirdly, the foreign broadcaster must program according to his national interests and the likes and dislikes of his audiences. However, he can save many errors by calling upon a backlog of know-how through our international business affairs department, which supplies advice and, sometimes, capital.

In Trinidad, Buenos Aires and Lima, we are in partnership with local interests who are familiar with national likes and dislikes. We have supplied our technical know-how but have not imposed our philosophies.

As a result of the various activities of the American broadcaster on the international scene, it is obvious the U. S. is occupying a position of leadership in the development of a world-wide TV system.

- NEED** (n) *Circumstances requiring some course; require; imperative demand for presence or possession of; emergency; crisis; time of difficulty . . . ***
- FRESH** (a, adv, n) *New; novel; not previously introduced; additional; other; different; further . . . ***
- SUPPLY** (v.t., n) 1. *Furnish; serve to obviate (deficiency, need, loss); Provide what is needed.*
 2. *A stock; store; amount of something provided or at hand or get-at-able... ***

**Does your programming NEED something FRESH?
 In, say, the areas of:**

COMEDY

DRAMA

CHILDREN'S PROGRAMS

SCIENCE

DOCUMENTARIES

CURRENT AFFAIRS

MUSIC

ART

NATURAL HISTORY

TRAVEL FILMS

SPORTS AND EVENTS

We can SUPPLY your NEED

**BBC tv Enterprises, 630 Fifth Avenue
 New York 20, N. Y. Telephone: CI. 7-0656**

** The Concise Oxford Dictionary, 1959.

TV REVOLUTION

End of the Farm as Separate Market Entity

By **NORMAN E. CASH**, President
Television Bureau of Advertising

WITH the advent of television more than a decade ago, there came a series of upheavals in the marketing area. Companies dropped old-time metropolitan area concepts to sell their products within the boundaries of the TV signal, big city newspapers one by one gave way to suburban papers as advertisers sought to find better ways to reach the rapidly growing new communities outside the city limits which now fell under TV's power, and mass magazines splintered their editions regionally in their battle to ward off the flexibility of spot TV. These are but a few of the examples. Almost unnoticed is yet another revolution: for all practical marketing considerations, the end of the farm as a separate entity.

This is not to say of course that farms no longer exist or are unimportant to the marketer. It is to say, however, that farms have been integrated completely into the national selling pattern and are indistinguishable from other segments of the economy. Because of TV, the farmer today is not unlike his big city cousin.

Dr. Clinton L. Folsie of the U. of Illinois puts it this way: "Farm life is gradually assuming a character that's typical of many suburban areas." With eight of ten farms equipped with TV sets, only slightly lower than the national average, farm families are sold the same products through TV that residents of city and suburban homes use.

While the number of farmers has declined sharply because of increased productivity possible through



mechanization—farm income has gone the other way, making the market ever more valuable to the seller of goods. With increased leisure time, farm families also have more time to watch TV.

Local television stations have taken note of this situation by becoming a primary source for information. For example, more than 150 stations telecast news and data for farmers and often provide the impetus behind local improvements in agriculture.

Newspapers in the farm areas and farm magazines, to cite two cases, have clearly failed to meet the challenge. Newspaper circulation is heaviest in city zones while weakest in retail trading zones surrounding metropolitan markets.

From a high of \$28.6 million spent by advertisers in farm magazines during 1957, revenue declined to \$22 million in 1961. In the first half of 1961, the top 100 advertisers spent but \$4.4 million in farm magazines, against \$5.6 million in 1960.

Rural families have welcomed TV into their homes. It has made them feel just as much a part of the American scene as any other citizen, certainly not singling them out as being different from anyone else.

The sociological implications brought about by the end of the farm market are vast, but at the same time, good. For no longer is the farmer at any disadvantage with the city dweller.

And the seller's problems have been simplified: he is able to reach both city and farm audience with a single approach.

*The Standard of Quality
Wherever Films Are Used*

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Whether you look to film for optical effects . . . for convenience . . . pre-testing . . . or the penetration of markets only film affords . . . EASTMAN is always first choice for both production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

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

W. J. GERMAN, INC.

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

100 Leading Spot Television Advertisers

— EST. EXPENDITURES FOR 4th QUARTER 1961 —

Advertiser	Estimated Expenditure
1. Procter & Gamble Co.	\$11,436,600
2. General Foods Corp.	6,498,800
3. Lever Brothers Co.	6,128,300
4. Colgate Palmolive Co.	3,265,100
5. Standard Brands, Inc.	3,012,400
6. Bristol-Myers Company	2,816,700
7. Miles Laboratories, Inc.	2,439,300
8. Coca-Cola Co./Bottlers	2,410,600
9. Corn Products Co.	2,371,500
10. William Wrigley, Jr. Co.	2,213,900
11. American Home Prod.	2,165,200
12. Continental Baking Co.	2,113,200
13. Gillette Co.	1,957,200
14. P. Lorillard Co.	1,831,800
15. J. A. Folger & Co.	1,813,000
16. Liggett & Myers	1,739,600
17. Richardson Merrell, Inc.	1,723,300
18. Campbell Soup Co.	1,593,800
19. Deluxe Reading Co.	1,585,000
20. Warner-Lambert	1,561,000
21. Alberto-Culver Co.	1,531,500
22. Louis Marx Co., Inc.	1,527,000
23. Carnation Co.	1,491,700
24. Philip Morris, Inc.	1,486,500
25. Kellogg Company	1,439,200
26. General Mills, Inc.	1,370,300
27. North Am. Phillips	1,362,200
28. Avon Products, Inc.	1,330,600
29. International Latex	1,289,700
30. Pepsi Cola Co./Bottlers	1,259,100
31. Nestle Co., Inc.	1,215,400
32. Anheuser-Busch, Inc.	1,203,200
33. Food Manufacturers	1,121,100
34. American Tobacco Co.	1,115,100
35. Pabst Brewing Co.	979,700
36. Ford Motor Co. Dealers	917,600
37. General Toy Co.	935,900
38. General Electric Co.	882,200
39. Carter Products, Inc.	856,700
40. Pet Milk Co.	810,300
41. Canadian Breweries	813,100
42. Mattel, Inc.	782,000
43. Helene Curtis	757,000
44. United Vintners, Inc.	752,000
45. General Motors Corp.	747,900
46. Ralston-Purina Co.	712,200
47. Menley & James Lab.	731,700
48. Sterling Drug, Inc.	721,600
49. Jos. Schlitz Brewing	716,600
50. Coty, Inc.	699,700

Advertiser	Estimated Expenditure
11. Welch Grape Juice	684,300
52. Chesebrough-Ponds	634,000
53. American Chicle Co.	626,600
54. Helena Rubinstein, Inc.	622,900
55. Hills Bros. Coffee, Inc.	620,000
56. U.S. Borax & Chem.	612,000
57. Plough, Inc.	599,200
58. Humble Oil & Refining	590,000
59. National Federation of Coffee Growers of Colombia	582,300
60. Andrew Jergens Co.	656,100
61. Chrysler Corp.	560,500
62. Peter Paul, Inc.	545,300
63. Ward Baking Co.	541,700
64. Sinclair Refining Co.	537,100
65. Green Giant Co.	532,500
66. Eastman Kodak Co.	531,500
67. Scott Paper Co.	525,900
68. Kayser-Roth Hosiery	524,800
69. American Bakeries Co.	518,400
70. American Motors Corp.	514,600
71. Pharma-Craft Lab.	514,100
72. Phillips Petroleum Co.	508,500
73. American Oil Co.	508,000
74. Quaker Oats Co.	505,600
75. National Dairy	492,100
76. Schick, Inc.	482,300
77. Pacific Tel. & Tel.	481,200
78. Wander Co.	476,500
79. Pillsbury Co.	468,100
80. Gulf Oil Corp.	465,000
81. Phillips-Van Heusen	453,000
82. Lionel Corp.	434,500
83. Lanvin Perfumes, Inc.	429,600
84. Falstaff Brewing Corp.	425,000
85. A&P	424,800
86. M.J.B. Co.	421,800
87. J. Nelson Prewitt, Inc.	419,700
88. Beech-Nut Life Savers	400,400
89. Am. Sugar Refining Co.	407,200
90. Frito Lay, Inc.	402,500
91. Kimberly-Clark Corp.	400,200
92. Norwich Pharmacal Co.	395,300
93. Drewrys, Ltd.	394,700
94. E & J Gallo Winery	394,000
95. Chrysler Corp.	387,000
96. Atlantic Refining Co.	381,600
97. R. J. Reynolds Tobacco	380,700
98. New Eng. Confee.	378,600
99. Safeway Stores, Inc.	373,300
100. Renfield Importers, Ltd.	370,900

Source: TvB:Rorabaugh

Estimated Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCT CLASSIFICATION—4th QUARTER 1961 —

<i>Product</i>	<i>Est. Expend.</i>	<i>Product</i>	<i>Est. Expend.</i>
AGRICULTURE	\$ 244,000	Religious, Political, Unions.....	303,000
Feeds, Meals	134,000	Schools & Colleges.....	60,000
Miscellaneous	110,000	Miscellaneous Services	49,000
ALE, BEER & WINE.....	12,866,000	COSMETICS & TOILETRIES.....	17,383,000
Beer & Ale.....	10,687,000	Cosmetics	3,253,000
Wine	2,179,000	Deodorants	951,000
AMUSEMENTS, ENTERTAINMENT	430,000	Depilatories	44,000
AUTOMOTIVE	4,484,000	Hair Tonics & Shampoos.....	2,339,000
Anti-Freeze	39,000	Hand & Face Creams, Lotions....	1,297,000
Batteries	35,000	Home Permanents & Coloring....	1,228,000
Cars	3,800,000	Perfumes, Toilet Waters, etc.....	1,423,000
Tires & Tubes.....	224,000	Razors, Blades	2,359,000
Trucks & Trailers.....	16,000	Shaving Creams, Lotions, etc....	609,000
Misc. Accessories & Supplies.....	370,000	Toilet Soaps	2,024,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	542,000	Miscellaneous	1,856,000
Fixtures, Plumbing, Supplies.....	38,000	DENTAL PRODUCTS	4,071,000
Materials	264,000	Dentifrices	3,068,000
Paints	70,000	Mouthwashes	885,000
Power Tools	103,000	Miscellaneous	118,000
Miscellaneous	67,000	DRUG PRODUCTS	15,799,000
CLOTHING, FURNISHINGS, ACCESSORIES	2,680,000	Cold Remedies	6,201,000
Clothing	1,802,000	Headache Remedies	3,811,000
Footwear	271,000	Indigestion Remedies	2,365,000
Hosiery	598,000	Laxatives	1,209,000
Miscellaneous	9,000	Vitamins	781,000
CONFECTIONS & SOFT DRINKS... 11,007,000		Weight Aids	457,000
Confections	6,128,000	Miscellaneous Drug Products.....	776,000
Soft Drinks	4,879,000	Drug Stores	199,000
CONSUMER SERVICES	5,162,000	FOOD & GROCERY PRODUCTS... 49,972,000	
Dry Cleaning & Laundries.....	7,000	Baked Goods	7,885,000
Financial	1,086,000	Cereals	4,677,000
Insurance	862,000	Coffee, Tea & Food Drinks.....	12,650,000
Medical & Dental.....	49,000	Condiments, Sauces, Appetizers... 3,158,000	
Moving, Hauling, Storage.....	121,000	Dairy Products	2,966,000
Public Utilities	2,625,000	Desserts	710,000
		Dry Foods (Flour, Mixes, Rice, etc.)	2,281,000
		Fruits & Vegetables, Juices.....	2,233,000
		Macaroni, Noodles, Chili, etc....	811,000
		Margarine, Shortenings	3,657,000

SPOT TV EXPENDITURES BY PRODUCT

<i>Product</i>	<i>Est. Expend.</i>	<i>Product</i>	<i>Est. Expend.</i>
Meat, Poultry & Fish	1,958,000	Insecticides, Rodenticides	33,000
Soups	976,000	Kitchen Utensils	102,000
Miscellaneous Foods	2,941,000	Miscellaneous	120,000
Miscellaneous Frozen Foods.....	716,000	NOTIONS	16,000
Food Stores	2,353,000	PET PRODUCTS	2,601,000
GARDEN SUPPLIES & EQUIPMENT	76,000	PUBLICATIONS	508,000
GASOLINE & LUBRICANTS.....	5,741,000	SPORTING GOODS, BICYCLES, TOYS	8,255,000
Gasoline & Oil.....	5,596,000	Bicycles & Supplies.....	6,000
Oil Additives	120,000	Toys & Games.....	8,217,000
Miscellaneous	25,000	Miscellaneous	32,000
HOTELS, RESORTS, RESTAURANTS	68,000	STATIONERY, OFFICE EQUIPMENT	83,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	4,109,000	TELEVISION, RADIO, PHONO- GRAPH, MUSICAL INSTRUMENTS	308,000
Cleaners, Cleansers	4,109,000	Radio & Television Sets.....	54,000
Floor & Furniture Polishes, Waxes	497,000	Records	160,000
Glass Cleaners	94,000	Miscellaneous	94,000
Home Dry Cleaners.....	14,000	TOBACCO PRODUCTS & SUPPLIES	7,586,000
Shoe Polish	240,000	Cigarettes	6,739,000
Miscellaneous Cleaners	108,000	Cigars, Pipe Tobacco.....	768,000
HOUSEHOLD EQUIPMENT— APPLIANCES	1,667,000	Miscellaneous	79,000
HOUSEHOLD FURNISHINGS	611,000	TRANSPORTATION & TRAVEL....	1,180,000
Beds, Mattresses, Springs.....	256,000	Air	508,000
Furniture & Other Furnishings....	355,000	Bus	442,000
HOUSEHOLD LAUNDRY PRODUCTS	13,253,000	Rail	218,000
Bleaches, Starches	1,410,000	Miscellaneous	12,000
Packaged Soaps, Detergents.....	9,896,000	WATCHES, JEWELRY, CAMERAS	1,399,000
Miscellaneous	1,947,000	Cameras, Accessories, Supplies....	654,000
HOUSEHOLD PAPER PRODUCTS..	2,495,000	Clocks & Watches.....	7,000
Cleansing Tissues	605,000	Jewelry	1,000
Food Wraps	183,000	Pens & Pencils.....	638,000
Napkins	63,000	Miscellaneous	99,000
Toilet Tissue	482,000	MISCELLANEOUS	1,923,000
Miscellaneous	1,162,000	Trading Stamps	184,000
HOUSEHOLD, GENERAL	1,308,000	Miscellaneous Products	972,000
Brooms, Brushes, Mops.....	22,000	Miscellaneous Stores	767,000
China, Glassware, Crockery, Containers	410,000	TOTAL	\$177,827,000
Disinfectants, Deodorizers	427,000		
Fuels (heating, etc.).....	194,000		

Source: TVB-Rorabaugh

National Association of Broadcasters

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

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Dir. of Radio Code Affairs

Edward H. Bronson
Dir. of TV Code Affairs

RADIO BOARD OF DIRECTORS

Director	District	States Comprising District
Carleton D. Brown..... WTVL, Waterville, Me.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
John R. Henzel..... WHDL, Olean, N. Y.	2	New York and New Jersey.
John S. Booth..... WCHA, Chambersburg, Pa.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Harold Essex..... WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
James L. Howe..... WIRA, Fort Pierce, Fla.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
Julian F. Haas..... KAGH, Crosett, Ark.	6	Arkansas, Louisiana, Mississippi and Tennessee.
Hugh O. Potter..... WOML, Owensboro, Ky.	7	Kentucky and Ohio.
Lester G. Spencer..... WKBV, Richmond, Ind.	8	Indiana and Michigan.
George T. Frechette..... WFHR, Wisconsin Rapids, Wisc.	9	Illinois and Wisconsin.
Richard W. Chapin..... KFOR, Lincoln, Neb.	10	Iowa, Missouri and Nebraska.

Director	District	States Comprising District
Odin S. Ramsland..... KDAL, Inc., Duluth, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Allan Page..... KGWA, Enid, Okla.	12	Kansas and Oklahoma.
A. Boyd Kelley..... KRRV, Sherman, Tex.	13	Texas.
Rex G. Howell..... KREX, Grand Junction, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
B. Floyd Farr..... KEEN, San Jose, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Loyd C. Sigmon..... KMPC, Hollywood, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Ray Johnson..... KMED, Medford, Ore.	17	Alaska, Oregon and Washington.

RADIO DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John F. Patt
WJR, Detroit, Mich.

Medium Stations

Williard Schroeder
WOOD, Grand Rapids, Mich.
John F. Box, Jr.
WIL, St. Louis, Mo.

Small Stations

Ben B. Sanders
KICD, Spencer, Iowa
Robert T. Mason
WMRN, Marion, O.

FM Stations

Richard H. Mason
WPTF-FM, Raleigh, N. Car.
Fred Rabell
KITT, San Diego, Calif.

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Mortimer Weinbach
ABC Radio, New York, N. Y.
Arthur Hull Hayes
CBS-Radio, New York

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MBS, New York, N. Y.
P. A. Sugg
NBC-Radio, New York, N. Y.

TELEVISION BOARD OF DIRECTORS

W. D. Rogers, Jr.
KDUB-TV, Lubbock, Tex.
* Dwight W. Martin
WAFB-TV, Baton Rouge, La.
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WTAR-TV, Norfolk, Va.
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KTHV, Little Rock, Ark.
Joseph C. Drilling
KJEO-TV, Fresno, Calif.

C. Clair R. McCollough
WGAL-TV, Lancaster, Pa.
C. Wrede Petersmeyer
Corinthian Bstg Corp., N. Y.
William B. Quanton
WMT-TV, Cedar Rapids, Ia.
Joseph S. Sinclair
WJAR-TV, Providence, R. I.
Eugene S. Thomas
KETV, Omaha, Neb.

Willard E. Walbridge
KTRK-TV, Houston, Tex.

Network

Alfred Beckman
ABC-TV, New York
William B. Lodge
CBS-TV, New York
David C. Adams
NBC-TV, New York

(**) Chairman, Television Board
(***) Chairman, Joint Board

Subscribers to the NAB Television Code



In addition to the three major networks, the following 391 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters.

WABC-TV—New York, N. Y.
WABI-TV—Bangor, Maine
WAFB-TV—Baton Rouge, Louisiana
WAGA-TV—Atlanta, Georgia
WAGM-TV—Presque Isle, Maine
WAKR-TV—Akron, Ohio
WALA-TV—Mobile, Alabama
WALB-TV—Albany, Georgia
WANE-TV—Fort Wayne, Indiana
WAPI-TV—Birmingham, Alabama
WAST-TV—Albany, New York
WATE-TV—Knoxville, Tennessee
WAVE-TV—Louisville, Kentucky
WAVY-TV—Norfolk-Portsmouth, Virginia
WBAL-TV—Baltimore, Maryland
WBAP-TV—Fort Worth, Texas
WBAY-TV—Green Bay, Wisconsin
WBBM-TV—Chicago, Illinois
WBEN-TV—Buffalo, New York
WBIR-TV—Knoxville, Tennessee
WBKB-TV—Chicago, Illinois
WBNS-TV—Columbus, Ohio
WBRC-TV—Birmingham, Alabama
WBRZ-TV—Baton Rouge, Louisiana
WBTW-TV—Charlotte, North Carolina
WBTW-TV—Florence, South Carolina
WBZ-TV—Boston, Massachusetts
WCAU-TV—Philadelphia, Pennsylvania
WCAX-TV—Burlington, Vermont
WCBS-TV—New York, N. Y.
WCCA-TV—Columbia, South Carolina
WCCO-TV—Minneapolis, Minnesota
WCDC-TV—Adams, Massachusetts
WCIA-TV—Champaign, Illinois
WCKT-TV—Miami, Florida
WCNY-TV—Watertown, New York
WCPO-TV—Cincinnati, Ohio
WCSC-TV—Charleston, South Carolina
WCSH-TV—Portland, Maine
WCTV-TV—Tallahassee, Florida
WCYB-TV—Bristol, Virginia
WDAF-TV—Kansas City, Missouri
WDAU-TV—Scranton, Pennsylvania
WDAY-TV—Fargo, North Dakota
WDBJ-TV—Roanoke, Virginia
WDBO-TV—Orlando, Florida
WDEF-TV—Chattanooga, Tennessee
WDSM-TV—Duluth, Minnesota
WDSU-TV—New Orleans, Louisiana
WEAU-TV—East Claire, Wisconsin
WEEK-TV—Peoria, Illinois
WEHT-TV—Evansville, Kentucky
WESH-TV—Daytona Beach, Florida
WBSB-TV—Cleveland, Ohio

WFAA-TV—Dallas, Texas
WFBC-TV—Greenville, South Carolina
WFBG-TV—Altoona, Pennsylvania
WFBM-TV—Indianapolis, Indiana
WFGA-TV—Jacksonville, Florida
WFIE-TV—Evansville, Indiana
WFIL-TV—Philadelphia, Pennsylvania
WFLA-TV—Tampa, Florida
WFMJ-TV—Youngstown, Ohio
WFMY-TV—Greensboro, North Carolina
WFRV-TV—Green Bay, Wisconsin
WGAL-TV—Lancaster, Pennsylvania
WGAN-TV—Portland, Maine
WGEM-TV—Quincy, Illinois
WGN-TV—Chicago, Illinois
WGR-TV—Buffalo, New York
WHAS-TV—Louisville, Kentucky
WHBF-TV—Rock Island, Illinois
WHDH-TV—Boston, Massachusetts
WHFC-TV—Rochester, New York
WHEN-TV—Syracuse, New York
WHIO-TV—Dayton, Ohio
WHIS-TV—Bluefield, West Virginia
WHIZ-TV—Zanesville, Ohio
WHNB-TV—New Britain, Connecticut
WHO-TV—Des Moines, Iowa
WHTN-TV—Huntington, West Virginia
WIBW-TV—Topeka, Kansas
WIIO-TV—Pittsburgh, Pennsylvania
WIMA-TV—Lima, Ohio
WINK-TV—Ft. Myers, Florida
WINR-TV—Binghamton, New York
WIS-TV—Columbia, South Carolina
WISC-TV—Madison, Wisconsin
WISE-TV—Asheville, No. Carolina
WISH-TV—Indianapolis, Indiana
WISN-TV—Milwaukee, Wisconsin
WITF-TV—Milwaukee, Wisconsin
WJAC-TV—Johnstown, Pennsylvania
WJAR-TV—Providence, Rhode Island
WJBK-TV—Detroit, Michigan
WJHB-TV—Panama City, Florida
WJIM-TV—Lansing, Michigan
WJRT-TV—Flint, Michigan
WJTV-TV—Jackson, Mississippi
WJW-TV—Cleveland, Ohio
WJXT-TV—Jacksonville, Florida
WJZ-TV—Baltimore, Maryland
WKBN-TV—Youngstown, Ohio
WKBT-TV—La Crosse, Wisconsin
WKBW-TV—Buffalo, New York
WKJC-TV—Fort Wayne, Indiana
WKNX-TV—Saginaw, Michigan
WRCR-TV—Cincinnati, Ohio

WKRQ-TV—Mobile, Alabama
WKST-TV—Youngstown, Ohio
WKTV—Utica, New York
WKY-TV—Oklahoma City, Oklahoma
WKYT—Lexington, Kentucky
WKZO-TV—Kalamazoo, Michigan
WLAC-TV—Nashville, Tennessee
WLBT—Jackson, Mississippi
WLBS-TV—Bangor, Maine
WLOF-TV—Orlando, Florida
WLOS-TV—Asheville, North Carolina
WLVA-TV—Lynchburg, Virginia
WLW-A—Atlanta, Georgia
WLW-C—Columbus, Ohio
WLW-D—Dayton, Ohio
WLW-I—Indianapolis, Indiana
WLW-T—Cincinnati, Ohio
WLYE-TV—Lebanon, Pennsylvania
WMAE-TV—Washington, D. C.
WMAR-TV—Baltimore, Maryland
WMAZ-TV—Macon, Georgia
WMBD-TV—Peoria, Illinois
WMCT—Memphis, Tennessee
WMT-TV—Cedar Rapids, Iowa
WMTV—Madison, Wisconsin
WMTW-TV—Poland Spring, Maine
WNBC-TV—New York, New York
WNBTV—Binghamton, New York
WNBQ—Chicago, Illinois
WNCT—Greenville, North Carolina
WNDU-TV—South Bend, Indiana
WNEM-TV—Bay City, Michigan
WNEP-TV—Scranton, Pennsylvania
WNHC-TV—New Haven, Connecticut
WOAI-TV—San Antonio, Texas
WOAY-TV—Oakhill, West Virginia
WOC-TV—Davenport, Iowa
WOI-TV—Ames, Iowa
WOOD-TV—Grand Rapids, Michigan
WOW-TV—Omaha, Nebraska
WPBN-TV—Traverse City, Michigan
WPIX—New York, N. Y.
WPRO-TV—Providence, Rhode Island
WPSD-TV—Paducah, Kentucky
WPTV—Palm Beach, Florida
WRAL-TV—Raleigh, North Carolina
WRBL-TV—Columbus, Georgia
WRC-TV—Washington, D. C.
WRCV-TV—Philadelphia, Pennsylvania
WREC-TV—Memphis, Tennessee
WREX-TV—Rockford, Illinois
WRGB—Schenectady, New York
WROC-TV—Rochester, New York
WRVA-TV—Richmond, Virginia
WSAU-TV—Wausau, Wisconsin
WSAZ-TV—Huntington, West Virginia
WSB-TV—Atlanta, Georgia
WSBT-TV—South Bend, Indiana
WSFA-TV—Montgomery, Alabama
WSIX-TV—Nashville, Tenn.
WSJS-TV—Winston-Salem, North Carolina
WSJV—Elkhart, Indiana
WSLS-TV—Roanoke, Virginia
WSM-TV—Nashville, Tennessee
WSOC-TV—Charlotte, North Carolina
WSPA-TV—Spartanburg, South Carolina
WSPD-TV—Toledo, Ohio
WSUN-TV—St. Petersburg, Florida
WSVA-TV—Harrisonburg, Virginia
WSYE-TV—Elmira, New York
WSYR-TV—Syracuse, New York
WTAE—Pittsburgh, Pennsylvania
WTAP—Parkersburg, West Virginia
WTAR-TV—Norfolk, Virginia
WTCN-TV—Minneapolis, Minnesota
W-TEN—Albany, New York
WTHI-TV—Terre Haute, Indiana
WTIC-TV—Hartford, Connecticut
WTMJ-TV—Milwaukee, Wisconsin
WTOC-TV—Savannah, Georgia
WTOK-TV—Meridian, Mississippi
WTOL-TV—Toledo, Ohio
WTOM-TV—Cheboygan, Michigan
WTOP-TV—Washington, D. C.
WTPA—Harrisburg, Pennsylvania
WTRF-TV—Wheeling, West Virginia
WTVG—Chattanooga, Tennessee
WTVB—Durham, North Carolina
WTVJ—Miami, Florida
WTVM—Columbus, Georgia
WTVN-TV—Columbus, Ohio
WTVT—Tampa, Florida
WTVW—Evansville, Indiana
WUSN-TV—Charleston, South Carolina
WVEC-TV—Norfolk-Hampton, Virginia
WVET-TV—Rochester, New York
WVUE—New Orleans, Louisiana
WWJ-TV—Detroit, Michigan
WWL-TV—New Orleans, Louisiana
WWTV—Cadillac, Michigan
WXEX-TV—Richmond-Petersburg, Virginia
WXYZ-TV—Detroit, Michigan
KABC-TV—Los Angeles, California
KAKE-TV—Wichita, Kansas
KALB-TV—Alexandria, Louisiana
KARK-TV—Little Rock, Arkansas
KATV—Little Rock, Arkansas
KAYS-TV—Hays, Kansas
KBAK-TV—Bakersfield, California
KBAS-TV—Ephrata, Washington
KBES-TV—Medford, Oregon
KBOI-TV—Boise, Idaho
KBTB—Denver, Colorado
KCBD-TV—Lubbock, Texas
KCCN-TV—Temple, Texas
KCMO-TV—Kansas City, Missouri
KCMT—Alexandria, Minnesota
KCOF—Los Angeles, California
KCPX—Salt Lake City, Utah
KCRA-TV—Sacramento, California
KCRG-TV—Cedar Rapids, Iowa
KCSJ-TV—Pueblo, Colorado
KCTV—San Angelo, Texas
KDAL-TV—Duluth, Minnesota
KDIX-TV—Dickinson, North Dakota
KDKA-TV—Pittsburgh, Pennsylvania
KDUB-TV—Lubbock, Texas
KDUH-TV—Hay Springs, Nebraska
KEJY-TV—Big Spring, Texas
KELO-TV—Sioux Falls, South Dakota
KDLO-TV—Sioux Falls, South Dakota*
KPLO-TV—Sioux Falls, South Dakota*
 *(Satellites of KLEO-TV)
KENS-TV—San Antonio, Texas
KEPR-TV—Pasco, Washington
KERO-TV—Bakersfield, California
KETV—Omaha, Nebraska
KEYC-TV—Mankato, Minnesota
KEY-T—Santa Barbara, California
KEZI-TV—Eugene, Oregon
KFBC-TV—Cheyenne, Wyoming
KFDA-TV—Amarillo, Texas
KFDM-TV—Beaumont, Texas
KFDX-TV—Wichita Falls, Texas
KFMB-TV—San Diego, California
KFRE-TV—Fresno, California
KFVS-TV—Cape Girardeau, Missouri
KFYR-TV—Bismarck, North Dakota
KGAT-TV—Harlingen, Texas
KGGM-TV—Albuquerque, New Mexico
KGHL-TV—Billings, Montana
KGLO-TV—Mason City, Iowa
KGMB-TV—Honolulu, Hawaii
KGNC-TV—Amarillo, Texas
KGO-TV—San Francisco, California
KGUN-TV—Tucson, Arizona
KGW-TV—Portland, Oregon
KHAS-TV—Hastings, Nebraska
KHBC—Hilo, Hawaii
KHOL-TV—Kearney, Nebraska
KHOU-TV—Houston, Texas
KHPL-TV—Hayes Center, Nebraska
KHQ-TV—Spokane, Washington
KHQA-TV—Hannibal, Missouri
KHSL-TV—Chico, California
KHVH-TV—Honolulu, Hawaii
KID-TV—Idaho Falls, Idaho
KIEM-TV—Eureka, California
KIMA-TV—Yakima, Washington
KING-TV—Seattle, Washington
KIRO-TV—Seattle, Washington
KIVA—Yuma, Arizona

(Continued on Next Page)

NAB TELEVISION CODE SUBSCRIBERS

(Continued from Previous Page)

KJEO—Fresno, California
 KKTV—Colorado Springs, Colorado
 KLEW-TV—Lewiston, Idaho
 KLFY-TV—Lafayette, Louisiana
 KLIX-TV—Twin Falls, Idaho
 KLTW—Tyler, Texas
 KLZ-TV—Denver, Colorado
 KMAU-TV—Wailuku, Hawaii
 KMED-TV—Medford, Oregon
 KMID-TV—Midland, Texas
 KMJ-TV—Fresno, California
 KMMT—Austin, Minnesota
 KMOT—Minot, North Dakota
 KMOX-TV—St. Louis, Missouri
 KMSO-TV—Missoula, Montana
 KMTV—Omaha, Nebraska
 KNDO-TV—Yakima, Washington
 KNOE-TV—Monroe, Louisiana
 KNTV—San Jose, California
 KNXT—Los Angeles, California
 KOA-TV—Denver, Colorado
 KOAM-TV—Pittsburg, Kansas
 KOB-TV—Albuquerque, New Mexico
 KOGO-TV—San Diego, California
 KOIN-TV—Portland, Oregon
 KOLD-TV—Tucson, Arizona
 KOLN-TV—Lincoln, Nebraska
 KOMO-TV—Seattle, Washington
 KOMU-TV—Columbia, Missouri
 KONO-TV—San Antonio, Texas
 KOOL-TV—Phoenix, Arizona
 KORN-TV—Mitchell, So. Dakota
 KOSA-TV—Odessa, Texas
 KOTA-TV—Rapid City, South Dakota
 KOTT—Klamath Falls, Oregon
 KOTV—Tulsa, Oklahoma
 KPAR-TV—Abilene-Sweetwater, Texas
 KPHO-TV—Phoenix, Arizona
 KPIC—Roseburg, Oregon
 KPIX—San Francisco, California
 KPLC-TV—Lake Charles, Louisiana
 KPRC-TV—Houston, Texas
 KPTV—Portland, Oregon
 KRBC-TV—Abilene, Texas
 KRCA—Los Angeles, California
 KRDO-TV—Colorado Springs, Colorado
 KREM-TV—Spokane, Washington
 KREX-TV—Grand Junction, Colorado
 KREY-TV—Montrose, Colorado
 KRGV-TV—Westaco, Texas
 KRIS-TV—Corpus Christi, Texas
 KRLD-TV—Dallas, Texas
 KRNT-TV—Des Moines, Iowa
 KROC-TV—Rochester, Minnesota
 KROD-TV—El Paso, Texas
 KRON-TV—San Francisco, California
 KSBW-TV—Salinas, California
 KSBY-TV—San Luis Obispo, California
 KSD-TV—St. Louis, Missouri
 KSL-TV—Salt Lake City, Utah

KSLA-TV—Shreveport, Louisiana
 KSOO-TV—Sioux Falls, South Dakota
 KSTP-TV—Scottsbluff, Nebraska
 KSTP-TV—Minneapolis, Minnesota
 KSWO-TV—Lawton, Oklahoma
 KSWV-TV—Roswell, New Mexico
 KSYD-TV—Wichita Falls, Texas
 KTAZ-TV—Phoenix, Arizona
 KTBC-TV—Austin, Texas
 KTBS-TV—Shreveport, Louisiana
 KTHV—Little Rock, Arkansas
 KTIW—Sioux City, Iowa
 KTLA—Los Angeles, California
 KTNT-TV—Tacoma, Washington
 KTRE-TV—Lufkin, Texas
 KTRK-TV—Houston, Texas
 KTSM-TV—El Paso, Texas
 KTSB-TV—Springfield, Missouri
 KTTV—Los Angeles, California
 KTUL-TV—Tulsa, Oklahoma
 KTVB-TV—Anchorage, Alaska
 KTVB—Boise, Idaho
 KTVI—El Dorado, Arkansas
 KTVH—Wichita, Kansas
 KTVI—St. Louis, Missouri
 KTVK—Phoenix, Arizona
 KTVQ—Ottumwa, Iowa
 KTVT—Ft. Worth, Texas
 KTVU—Oakland, California
 KTVW-TV—Casper, Wyoming
 KTMV-TV—Williston, North Dakota
 KTVV—Salt Lake City, Utah
 KVAL-TV—Eugene, Oregon
 KVER—Clovis, New Mexico
 KVTI-TV—Amarillo, Texas
 KVKM-TV—Monahans, Texas
 KVOA-TV—Tucson, Arizona
 KVOO-TV—Tulsa, Oklahoma
 KVOX-TV—Bellingham, Washington
 KVTY—Sioux City, Iowa
 KWTY—Oklahoma City, Oklahoma
 KWWL-TV—Waterloo, Iowa
 KXAB-TV—Aberdeen, So. Dakota
 KXGO—Fargo, North Dakota
 KXJB-TV—Valley City, North Dakota
 KXLY-TV—Spokane, Washington
 KXMB-TV—Bismarck, No. Dakota
 KXMC-TV—Minot, No. Dakota
 KXTV—Sacramento, California
 KYTV—Springfield, Missouri
 KYW-TV—Cleveland, Ohio
 KZTV—Corpus Christi, Texas

Number of Code Stations.....	391
Number of Networks.....	3
TOTAL.....	394
Number of Code Film Affiliates.....	22
GRAND TOTAL.....	416

Members of the Alliance of Television Film Producers, Inc.

Ben Fox Productions, Inc.
 440 North Kenter
 Los Angeles 49, Calif.
 Brennan-Westgate Productions
 151 El Camino Drive
 Beverly Hills, Calif.
 California Studios, Inc.
 650 N. Bronson Ave.
 Hollywood 4, Calif.
 Desilu Productions, Inc.
 780 N. Gower St.
 Hollywood 38, Calif.
 Filmaster, Inc.
 650 No. Bronson Ave.
 Hollywood 4, Calif.
 Flying A Pictures, Inc.
 10000 Riverside Drive
 N. Hollywood, Calif.

Four Star Television
 4030 Radford Ave.
 N. Hollywood, Calif.
 Gallu Productions, Inc.
 1040 N. Las Palmas Ave.
 Hollywood 38, Calif.
 Harmon Productions, Inc.
 6363 Wilshire Blvd.
 Los Angeles 48, Calif.
 Jack Chertok Television Inc.
 3900 Lankershim Blvd.
 Universal City, Calif.
 Jack Wrather Organization
 270 N. Canon Drive
 Beverly Hills, Calif.
 Mark VII, Ltd.
 4024 Radford Ave.
 N. Hollywood, Calif.

Marterto Enterprises, Inc.
 151 El Camino Drive
 Beverly Hills, Calif.
 Mayberry Enterprises
 151 El Camino Drive
 Beverly Hills, Calif.
 Overland Productions, Inc.
 Revue Studios
 Universal City, Calif.
 Revue Studios
 Universal City, Calif.
 Wyatt Earp Enterprises, Inc.
 151 El Camino Drive
 Beverly Hills, Calif.
 Ziv-United Artists, Inc.
 7324 Santa Monica Blvd.
 Hollywood 46, Calif.

Independent Producers

CBS Films, Inc.
 485 Madison Ave.
 New York 22, N. Y.

Kiplinger Washington
 ..Editors, Inc.
 1729 H St., N.W.
 Washington 26, D. C.

NBC Films Inc.
 30 Rockefeller Plaza
 New York, N. Y.

Screen Gems
 711 Fifth Ave.
 New York 22, N. Y.

Estimated Expenditures of Spot Television Advertisers by Product Classification

— GROSS TIME COSTS ONLY —

4th QUARTER 1961

	1960	1961	% Change
Agriculture	\$ 311,000	\$ 244,000	- 21.5
Ale, Beer & Wine.....	11,727,000	12,866,000	+ 9.7
Amusements, Entertainment	425,000	430,000	+ 1.2
Automotive	5,139,000	4,484,000	- 12.7
Building Material, Equipment, Fixtures, Paints	404,000	542,000	+ 34.2
Clothing, Furnishings, Accessories.....	3,533,000	2,680,000	- 24.1
Confections & Soft Drinks.....	9,968,000	11,007,000	+ 10.4
Consumer Services	5,300,000	5,162,000	- 2.6
Cosmetics & Toiletries.....	13,849,000	17,383,000	+ 25.5
Dental Products	3,549,000	4,071,000	+ 14.7
Drug Products	15,074,000	15,799,000	+ 4.8
Food & Grocery Products.....	46,630,000	49,972,000	+ 7.2
Garden Supplies & Equipment.....	37,000	76,000	+105.4
Gasoline & Lubricants.....	6,356,000	5,741,000	- 9.7
Hotels, Resorts, Restaurants.....	198,000	68,000	- 65.7
Household Cleaners, Cleansers, Polishes, Waxes	5,481,000	4,109,000	- 25.0
Household Equipment — Appliances.....	2,088,000	1,667,000	- 20.2
Household Furnishings	494,000	611,000	+ 23.7
Household Laundry Products.....	10,575,000	13,253,000	+ 25.3
Household Paper Products.....	1,529,000	2,495,000	+ 63.2
Household, General	1,077,000	1,308,000	+ 21.4
Notions	32,000	16,000	- 50.0
Pet Products	1,772,000	2,601,000	+ 46.8
Publications	702,000	508,000	- 27.6
Sporting Goods, Bicycles, Toys.....	3,732,000	8,255,000	+121.2
Stationery, Office Equipment	54,000	83,000	+ 53.7
Television, Radio, Phonograph, Musical Instruments	341,000	308,000	- 9.7
Tobacco Products & Supplies.....	8,457,000	7,586,000	- 10.3
Transportation & Travel.....	832,000	1,180,000	+ 41.8
Watches, Jewelry, Cameras.....	1,692,000	1,399,000	- 17.3
Miscellaneous	1,702,000	1,923,000	+ 13.0

(Source: TVB-Rorabach)

Network Television Gross Time Billings

January-December 1961

	December			January-December		
	1960	1961	Percent Change	1960	1961	Percent Change
ABC-TV ...	\$14,788,070	\$16,752,900	+12.1	\$158,591,010	\$190,615,140	+20.2
CBS-TV ...	23,205,750	27,813,690	+19.9	274,139,763	280,599,084	+ 2.4
NBC-TV ...	22,691,002	25,206,519	+11.1	249,640,296	277,659,264	+11.2
Total	\$60,684,822	\$69,593,109	+14.7	\$682,371,069	\$748,873,488	+ 9.7

Month By Month — 1961

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September	15,258,660	22,524,732	20,600,315	58,383,707
October	17,646,030	27,477,605	25,426,861	70,550,496
November	17,719,890	26,408,191	25,827,079	69,955,160
December	16,572,900	27,813,690	25,206,519	69,593,109

By Day Parts

	December			January-December		
	1960	1961	Percent Change	1960	1961	Percent Change
Daytime ...	\$19,990,928	\$23,322,147	+16.7	\$210,883,356	\$248,781,844	+18.0
Mon.-Fri. . .	15,671,404	17,973,830	+14.7	173,257,209	206,576,244	+19.2
Sat.-Sun. . .	4,319,524	5,348,317	+23.8	37,626,147	42,205,600	+12.2
Nighttime . .	40,693,894	46,270,962	+13.7	471,487,713	500,091,644	+ 6.1
Total	\$60,684,822	\$69,593,109	+14.7	\$682,371,069	\$748,873,488	+ 9.7

Source: TVB/LNA-BAR.

TELEVISION

**TELEVISION
NETWORKS**

.....
**EXECUTIVE PERSONNEL
BIOGRAPHIES
NETWORK MAPS
OWNED & OPERATED
& AFFILIATED STATIONS**

YEARBOOK

1962

Silver Anniversary

TELEVISION PROGRAMMING

A Constant Search for New & Better Concepts

By THOMAS W. MOORE, Vice President in Charge
ABC Television Network

ONE area of industry which has received more and more attention from companies over the past few years has been research and development. Manufacturers know that product planning and improvement lead to company progress. Product planning and improvement is as important in broadcasting as it is in manufacturing.

Our research and development is a continuing endeavor which results in pilots and formats for new entertainment concepts. The money invested in this programming area represents a major expenditure in the millions.

And it is well worth it. Programming is our basic product.

There are many factors that advertisers look for in selecting programs and networks. They have many and diverse needs to fill in their selling efforts.

A network has the essential task of seeking the interest of its primary customer—the viewers—and that is with appealing programming, of all kinds, that will strike a responsive chord. It is in the search for this responsive chord that new forms of television are created.

"The Flintstones" opened up a new type of programming; animated situation comedy with a built-in appeal to adults as well as to youngsters. Extensive preparation produced "The Flintstones" and gave it success.

Without a doubt the programming sensation of the 1961-62 television season has been ABC-TV's "Ben Casey," a truly powerful dramatic



series. "Ben Casey" is not "just another television series." It is, in a very real way, a dramatic anthology within a basic frame of reference. It has drama, humor, sympathy and action. But above all it has style. A continuing dramatic style that came, again, out of creative planning.

I believe that next season, "Going My Way," starring Gene Kelly, should be among the other successful shows founded on similarly creative planning.

Just as there are many kinds of cigarettes, automobiles, and detergents, with marked differences, there are different kinds of programs. And research and development is not limited to entertainment programming.

Some of the most creative work in news and public affairs programming is now being done by Jim Hagerty and his ABC-TV staff.

Howard K. Smith's Wednesday night program of commentary and analysis, the Sunday afternoon "Adlai Stevenson Reports," the "Bell & Howell Close-Up!" series of outstanding documentaries and the four daily ABC-TV news programs are prime examples of penetrating television programming that is the result of active minds always looking for better ways to serve the television public.

Some believe that television's "millennium" occurred years ago. They should observe more carefully. Television is progressing. It has made the American people a better informed people.

It has not only increased their knowledge, it has made them vitally aware of the world they live in.

ABC Television Network

THOMAS W. MOORE

ABC Vice President in Charge of TV Network

Joining the American Broadcasting Company in November, 1957 as Vice President in Charge of Sales, Mr. Moore made the unusual shift from sales to Vice President in Charge of TV Programming only four months later. He assumed his present position in March of this year. He came to the American Broadcasting Company from the Columbia Broadcasting System where he was General Sales Manager of CBS-TV Film Sales. Mr. Moore joined CBS Films in 1950 as an Account Executive. Born in Meridian, Mississippi, Mr. Moore attended Mississippi State College and the University of Missouri, from which he received a bachelor's degree in journalism in 1939.



JAMES C. HAGERTY

Vice President in Charge of News, Special Events and Public Affairs



News Secretary to former President Eisenhower during his administration, James Hagerty took over the top ABC news job on January 23 of last year, three days after leaving the White House. A top news reporter for the New York Times from 1934 to 1943, Mr. Hagerty became former New York Governor Thomas Dewey's Press Secretary in 1943. In 1952 he took leave from his New York State position to work with General Eisenhower, then became his News Secretary when Eisenhower was elected President.

GIRAUD CHESTER

ABC Vice President in Charge of TV Daytime Programming

Former Director of New Program Development with Ted Bates & Company, Mr. Chester joined the American Broadcasting Company Television Network in 1958. Previously, he had been head of Daytime Programming for the National Broadcasting Company Television Network since 1954. Mr. Chester is the author of several books including the college text, "Television and Radio," and was the winner of a Ford Foundation fellowship.



Isn't life wonderful? There's so much to see,

to explore,

Meet the Professor, Expedition!, Evening News Report, Midday News Report, American Newsstand, News Final, Howard K. Smith—News and Comment

to think about,

any Bell & Howell Close-Up! ("Heresy in Red," "Behind the Wall," "Walk in My Shoes"), Adlai Stevenson Reports, Directions '62, Issues and Answers, Editor's Choice

to thrill to,

Alcoa Premiere, Naked City, The Untouchables, SurfSide 6, Follow the Sun, Ben Casey, Target: The Corruptors, Lawman, The Cheyenne Show, Hawaiian Eye, 77 Sunset Strip, Straightaway, Rifleman, The New Breed, The Law and Mr. Jones, Hollywood Special

to chuckle over,

The Real McCoys, My Three Sons, Bugs Bunny, Bachelor Father,
The Flintstones, Top Cat, Ozzie & Harriet, The Donna Reed Show,
Margie, Matty's Funnies With Beany and Cecil,
Leave It To Beaver, The Hathaways, Room For One More

to cheer to,

AFL Football Games, Make That Spare, NCAA Football Games,
All-Pro Scoreboard, The Fight of the Week, Wide World of Sports,
Professional Bowlers' Tour, Orange Bowl Game

to tap your toe to,

The Lawrence Welk Show, American Bandstand, Yours for a Song

to nudge your neighbor because of,

ABC Television

Programming

Theodore H. Fetter V.P. & Program Director
 Giraud Chester V.P. in Charge of
 Daytime Programs
 Daniel Melnick V.P. in chg. Pgs. Deve.
 Theodore Lyman Mgr. Anncg. Div.
 Armund Grant Dir. Daytime Progs.
 Charles H. Barris Mgr. Daytime Prog.
 John B. Green Exec. Producer
 Frederick P. Laffey Program Service Mgr.
 Leonard Maskin Admin. & Budget Manager
 Julian Bercovici Exec. Producer
 Robert Rafelson Mgr. Prog. Devel.
 George Patrick Mgr. Daytime Prog. Serv.

News, Special Events & Public Affairs

James C. Hagerty V.P. in Chg.
 Thomas Velotta V.P. for Special Projects
 Donald G. Coe Dir. of Special Events and Ops.
 Wiley Hance Mgr. of Public Affairs
 John Madigan Dir. of News & Pub. Aff.
 John Secondari Producer, Sp. Projects
 William McSherry Nat'l. News Editor-TV
 Jules Bergman Science Editor
 Robert C. Lang Assoc. to V.P. in Chg.
 Thomas O'Brien Nat'l News Editor-AM
 Sidney Darion Producer of News Pgms.
 Frank La Tourette Producer of News Pgms.
 Jack Powers Dir. of News & Sp. Events, WABC

Press Information

Michael J. Foster Vice-President in Charge
 Stephen Strassberg Director of Press Information
 Sidney R. Mesibov Dir. of Spec. Exploit. Proj.
 Catharine Lynch Librarian
 Philip Bernstein Asst. Dir.
 Ellen MacKinnon Superv. Audience Info.
 George Hoover Trade News Editor
 Richard Sarno Photo Editor
 Mari Yanofsky Magazine Editor

Continuity Acceptance

Grace Johnsen Director

Advertising

Dean Linger Dir. of Advertising

Sales

Edgar J. Scherick V.P. in Charge
 Slocum Chapin V.P., West Div. TV-Net Sales
 Henry T. Hede V.P. Admin. Sls. Mgr.
 Charles Ayres V.P. in Chg. Eastern Sls.
 Edward Bleier V.P. in Chg. Daytime Sales
 Lormis Irish Dir. of Sales Service

Owned & Operated Stations

Stephen Riddleberger V.P. & Pres. AM
 O&O Stas.
 Theodore F. Shaker Pres. of TV O&O Stas.

On-the-Air Promotion

Jerome Bredouire Director
 Adolph Seton Manager

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

Robert Coe V.P. in Chg. TV 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 Director Research
 Bert Briller V.P. in Chg. TV Sales Develop.
 Henry Levinson Mgr. of Sales Development

ABC International Television, Inc.

Donald W. Coyle President
 James T. Larkin Mgr., Sta. Devel.
 Wally McGough Dir. Sta. Operations
 Charles Dwyer Sales Manager

ABC Films, Inc.

1501 Broadway

Henry G. Plitt President
 Howard Anderson V.P. in Chg. Sales, Chicago
 Harold Klein V.P., Business Affairs
 Gilbert Cohen Film Supervisor
 Raymond Fox Controller
 Irving Paley Advertising & Prom. Director

ABC-Paramount Records, Inc.

1501 Broadway

Samuel Clark President
 David Berger N. Y. Promo. Dir.
 Romeo Fabrizio Prod. Mgr.
 Sidney Feller Artist & Rep. Dir.
 Irwin Gair Radio & TV Promo.
 Albert Genovese Accountant
 Natt Hale Dir. of Nat'l Publ.
 Raymond Kissel Chg. of Stereo Prod.
 Harry Levine Chg. of Artist Booking Bur., Inc.
 Larry Lervton Nat'l Sales Mgr.
 Allan Parker Dir. of Album Sales

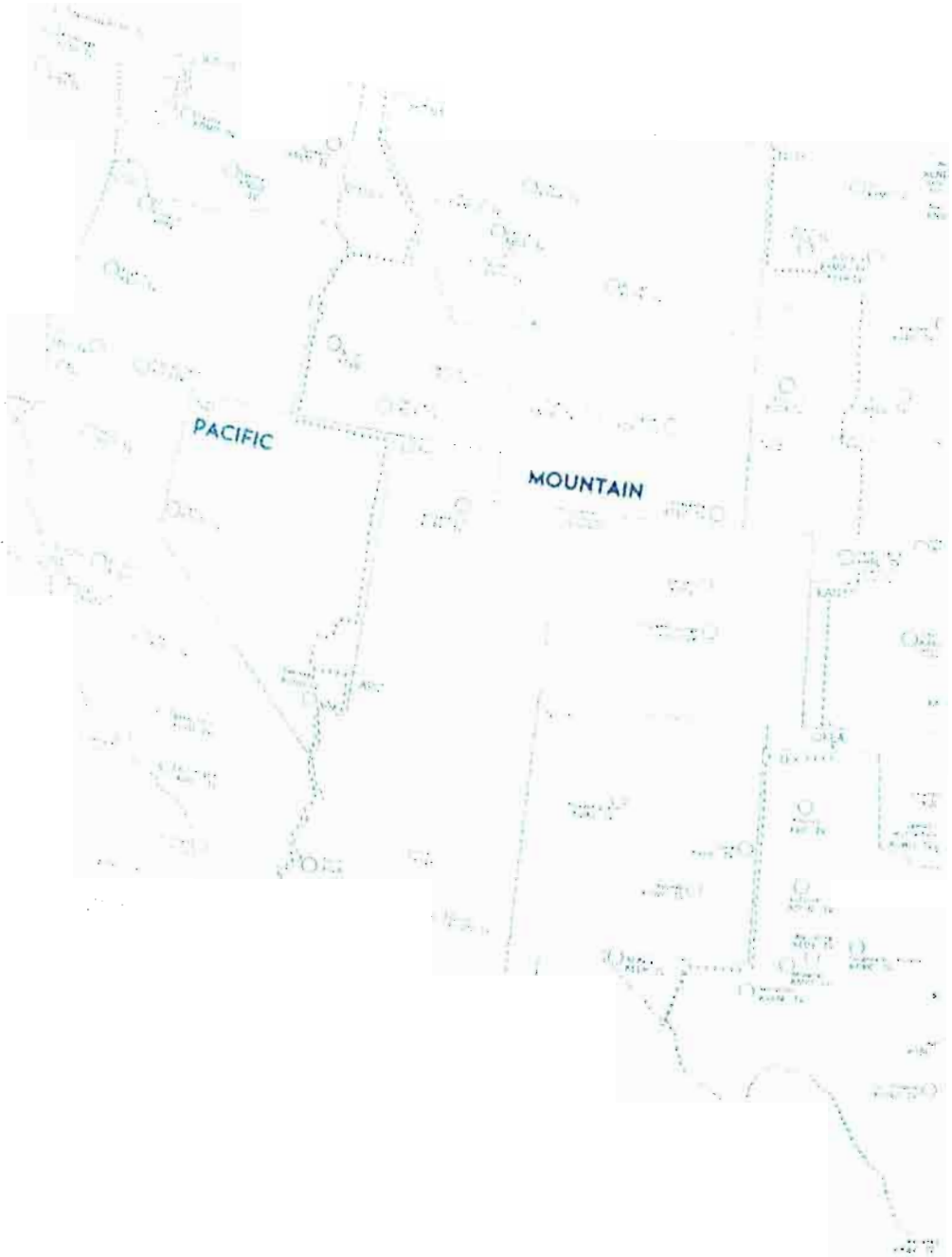
ABC-TV National Station Sales, Inc.

James E. Conley Exec. V.P. & Gen. Mgr.
 Robert T. Goldman Treasurer
 Walter Stein Research & Promo. Mgr.
 Harrison E. Mulford East. Sales Mgr.
 D. Thomas Miller V.P., Central Div. Chicago
 John McElfresh Chicago Sales Mgr.
 Richard Beesemyer Los Angeles Sales Mgr.
 James Osborn San Francisco Sales Mgr.
 William J. Hendricks Detroit Sales Mgr.

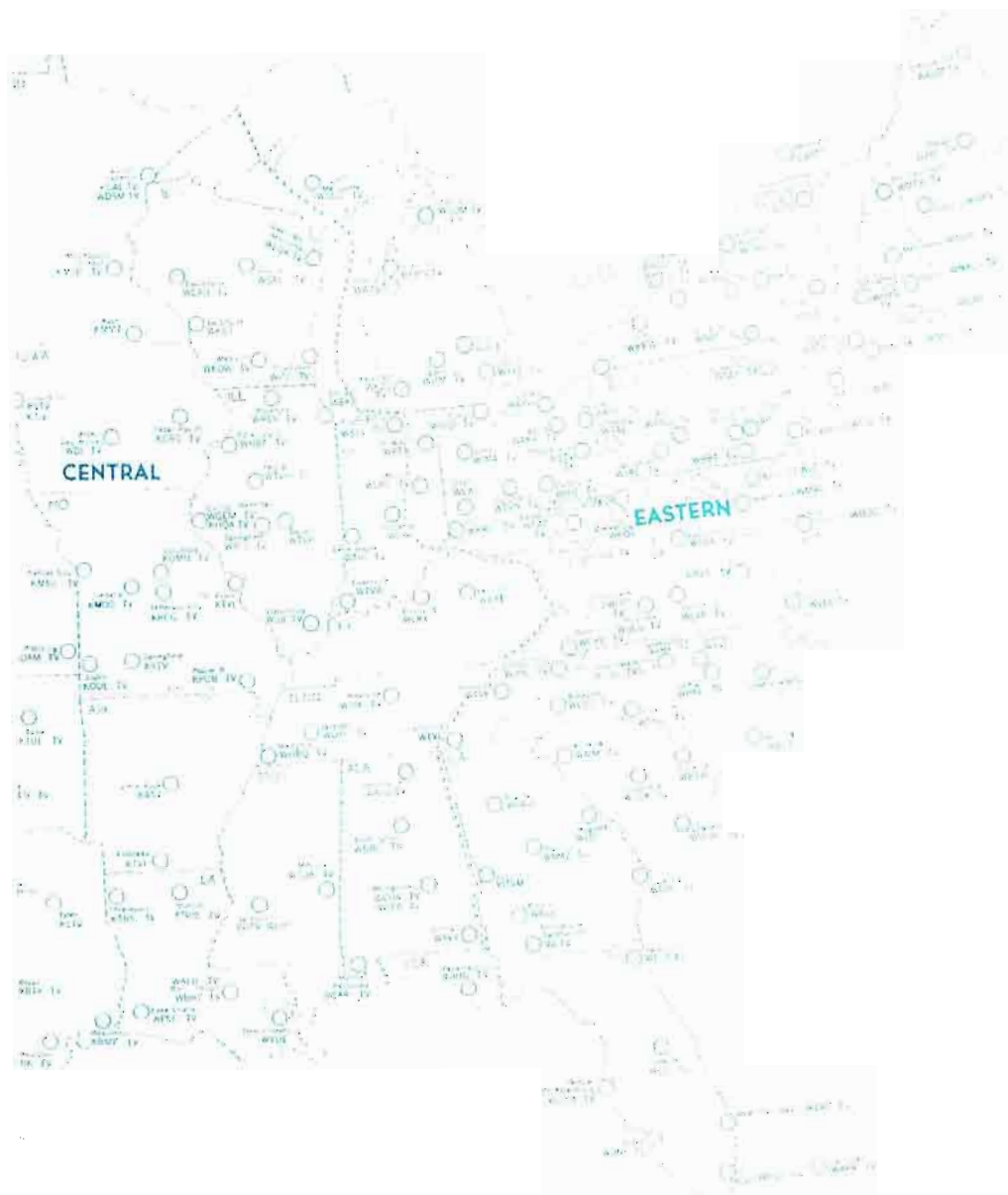
CHICAGO (WBKB)

360 N. Michigan Ave., Chicago Ill.

Sterling C. Quinlan V.P. in Chg. & Gen. Mgr.
 William C. Gillogy V.P. in Chg. TV Net Sales
 James Asher Dir. Pub. & Prom.
 Ralph Andrews Film Director
 Manuel Fingerhut Controller
 William P. Kusack Manager of Eng. Dept.
 Rex Maupin Dir. of Music for WBKB & ABC C. D.
 Con O'Dea Superv. WBKB News & Sp. Events
 Daniel Schuffman Program Manager, WBKB
 (Continued on Page 728)



Company Television Network



ABC TELEVISION NETWORK

(Continued from Page 725)

Robert F. Adams..... Dir. of Sales, WBKB
John Zebell..... Mgr. Sls. Svc. TV Net. C.D.
Marcella Braun..... Continuity Dir.
John Fitzpatrick..... Prod. Mgr. WBKB-TV

DETROIT (WXYZ)

20777 West Ten Mile Rd.
Detroit 41, Mich.

John Pival..... President, Gen. Mgr.
Elizabeth Ashton..... Traffic Manager
Harold Christian..... V. P., in Charge of
Merchandising & Research
Ralph Dawson..... Mgr. Tape Comm. Dept.
Kent Fredericks..... TV Nat'l Sales Mgr.
John Fisher..... Prom. & Publ. Mgr.
Earl Moore..... Business Mgr.
Jan Coil..... Sales Service Mgr.
Kenneth Sims..... Film Director
Richard Femmel..... News Director
Charles Kocher..... Chief Engineer
John Reynolds..... Controller
Peter Strand..... Program Mgr.

HOLLYWOOD (KABC-TV)

ABC Television Center
Hollywood 27, Calif.

James G. Riddell... Vice-President, Western Div.
J. Clifford Anderson... Director of Special Servs.
Jack Brembeck..... Manager, Pub., Promo.
Dorothy L. Brown... Continuity Acceptance Editor,
Western Division
Milt Fishman..... Dir. Radio-TV News
Rowe S. Giesen..... Mgr. TV Net Prgs.
Robert Bagley..... Mgr. Adv. & Promo., TV Net
Bert Nodella..... Dir., Pgm. Dev., TV Net
Theodore Grenier... Chief Eng., West Div.
Vincent Francis... TC & Regional TV Network
Sales Mgr., W. D.
Arthur Harvey... Dir. Labor Rel. & Bus. Affairs
Courtney McLeod... Regional Mgr., TV Sta. Rel.
Norma T. Olsen... Director TV Program Opera.
Hugh Hole..... ABC Co-Ord TV Network Pgs.
Donald Kraatz..... ABC Co-Ord TV Network
Richard Loeb..... Mgr. Program Serv. TV Network
Richard O'Leary... Sales Mgr. KABC-TV
Louis Sanman..... Mgr. Program Prod. Services
Robert Trachinger... Mgr. TV Eng. Opera.
James Washburn... TV Net Prog. Prod. Co-Ord.
James Patterson... Program Dir. KABC-TV
John Mills..... Production Mgr. KABC-TV
Frank G. Ralston, Jr... Network Film Dept. Dir.
Elton Rule..... V.P. Gen.-Mgr. KABC-TV
Florence T. Schiro... Personnel Director
John C. Wagner... Controller, Western Division
Elliott Henry..... Dir. of TV Net. Press Info.
Western Division

Sanford Cummings... V.P. Net. Prog. Dept.
Mitchell L. Gamson... ABC Coordinator-
Warner Bros. TV
Howard H. Lipstone... Mgr. Film Dept. KABC-TV
Norman Sloane..... Business Mgr. KABC-TV

SAN FRANCISCO (KGO)

277 Golden Gate Ave.
San Francisco, Calif.

Seymour Horowitz... Program Mgr., TV
George Rodman... Dir. Publicity, Adv. Promo.
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager
Edith Kirby..... Traffic Manager
Robert Mitchell... Mgr., Film Dept.
Tosca Lemont..... TV Nat'l Sales Dir.
Chandler Meloy... TV Sls. Svc. Mgr.
Lorraine Pedersen... Continuity Acceptance Editor
David Sacks..... V.P. Gen. Mgr. KGO-TV
Henry Saroyan... Purchasing Agent & Controller
Russ Coughlan... Sales Mgr. KGO-TV
Calvin Thomas... Prod. Mgr. KGO-TV

WASHINGTON

1735 DeSalle St., N.W.
Washington, D. C.

Alfred Beckman... V.P. in Chg.

WABC-TV, NEW YORK

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

Joseph Stamler... V.P. & Gen. Mgr. of WABC-TV
Arthur Dorfner... Business Mgr.
James Szabo..... Sales Mgr.
Arthur Gross..... Program Director
John Doyle..... Sls. Svc. Mgr.
Takashi Kako..... Film Director
Gordon Kunz... Production Manager of WABC-TV
Lester Knoff..... Publicity Director
Clarence Johnson... Art Director
Lawrence Pollock... Dir. of Research & Sls. Dev.
Murry Salberg... Dir. of Adv. & Sls. Prom.

ABC-TV Station Affiliates Association Board of Governors

John Dille, Chairman... WSJV, Elkhart, Ind.
D. A. Noel, Secty... WHBQ-TV, Memphis, Tenn.
Michael Shapiro, Treas... WFAA-TV, Dallas, Tex.
Thomas Chisman... WVEC-TV, Norfolk, Va.
Donald Davis... KMBC-TV, Kansas City, Mo.
Joseph Hladky... KCRG-TV, Cedar Rapids, Ia.
Howard Maschmeier... WNHC, New Haven, Conn.
William Warren... KOMO, Seattle, Wash.
Norman Louvou... KCPX, Salt Lake City, Utah

ECONOMY STIMULATION

A Vital TV Service in the Public Interest

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

IT IS CUSTOMARY in discussing television to point out the unique aspects of the medium. I should like to suggest that what is fundamental about our television is its combination of three vital services to the public interest. Each of these services is strong and worthwhile by itself. Together, they make television even more valuable as a national and—in a growing sense—an international asset.

The three services rendered by television, in the public interest, reflect the broad scope and impact of this mightiest of communications media. No other medium, for an example, can make the individual in his own home an eyewitness to the great events of his time. No other medium can bring the world's greatest entertainment talent right into the sight and sound of the family living room.

Generally when we discuss U.S. television we emphasize these two objectives in the public interest—information and entertainment. There is a third, tremendously important, which I can best describe as stimulation of the economy.

Of course, we must and we do move ahead in giving the American public information. We do this on a tremendous variety of subjects, ranging from the formal higher education offered on "College of the Air" to the pre-school public of "Captain Kangaroo" to the family audiences of CBS Reports, "Eyewitness," "The Twentieth Century" and many other CBS News programs of both spot news and documentary nature. We do it with entertainment of equally



broad range, in a balanced flow of variety, comedy, drama, good music, adventure and so forth. Some entertainment evokes recognition of basic American standards of respect for our fellow men and for our nation's ideals and ideas. Some entertainment encourages awareness of our cultural heritage. Some entertainment serves the public interest purely by entertaining, as do some of our greatest books, plays and music. There is no need to categorize. Leonard Bernstein and the New York Philharmonic—or "The Defenders" or Red Skelton or "Candid Camera"—cannot be topped as entertainment; yet each in its own way contributes something more for us.

Earlier I mentioned a third objective of television, which I described as stimulation of the economy. I believe very strongly that television plays a major role in promoting the development and sale of consumer goods, in creating and maintaining mass markets which enable so many products to be priced within the reach of all. It is no accident that the major upsurge of the American economy has come precisely in the years when television became the major marketing force in shaping our economy as it exists today.

At the CBS Television Network, we look forward to the day when what television has done for America can be extended to every corner of the world. It will be a better world to live in.

Annual

report!

For the seventh
consecutive year the
CBS Television Network
is attracting
the biggest audiences
in television.

CBS Television Network

JAMES T. AUBREY, JR.

PRESIDENT, CBS TELEVISION NETWORK

James T. Aubrey, Jr., was appointed President of the CBS Television Network on December 8, 1959, and elected to the Board of Directors of the Columbia Broadcasting System the following day. Since June 1 of the same year he had been Executive Vice President of the CBS Television Network. Mr. Aubrey entered broadcasting in 1948 as an account executive for KNXT and KNX-Radio, the CBS-owned stations in Los Angeles. After serving as Sales Manager of KNXT he was General Manager of KNXT and of the CBS Television Pacific Network from October 1952 to June 1956. In June 1956 he was named Manager of Network Programs, Hollywood, for the CBS Television Network. From December 1956 until he rejoined CBS as Vice President, Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958, Mr. Aubrey was with the ABC Television Network as Vice President in Charge of Programming and Talent. He was associated with Street & Smith Publications and Conde Nast Publications after World War II service in the U. S. Air Force.



WILLIAM H. HYLAN

CBS TELEVISION NETWORK SENIOR VICE PRESIDENT, SALES

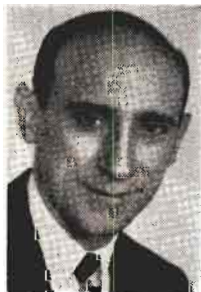


William H. Hylan was appointed Senior Vice President-Sales, on March 10, 1962. In this capacity he directs all phases of network sales and services. Mr. Hylan previously had been Vice President Sales Administration, since February 1957. Before that, he had been Vice President in Charge of Network Sales 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 resided in Puerto Rico during his youth. He is a graduate of Yale University, Class of 1937. In the Army, he saw service with the Counter-Intelligence Corps and the Office of Strategic Services.

OSCAR KATZ

VICE PRESIDENT, NETWORK PROGRAMS, CBS TELEVISION NETWORK

Oscar Katz has been Vice President, Network Programs, for the CBS Television Network, since August, 1959. Previously he 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. Mr. Katz has been a member of the CBS Television Network Executive Program Plans Board, which 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 N. Y.



System Television Network



(Continued from Page 733)

Advertising & Sales Promotion

Louis Dorfsman Creative Director
 George Bristol Operations Director
 Robert Strunsky Copy Chief
 Alex Kennedy Director of Audience Promotion
 Richard Golden Director of Market Planning
 David Fuchs Director, Market Development
 Leonard Broom Promotion Mgr., N. Y.
 Edward Side Production Manager

Press Information

Charles Steinberg V.P., Public Information
 Leonard Spinrad Exec. Editor
 Hank Warner Director, Press Information
 Edward Reynolds Ass't. Director
 Ernest Stern Director, Hollywood
 Harry Feeney Manager of Trade & Bus. News
 James Kane Mgr., Affiliate Press Relations

Research

Jay Eliasberg Director
 Philip Luttinger Asst. Director
 Rose Marie O'Reilly Manager of Ratings
 Tore Hallonquist Manager of Program Analysis
 Arnold Becker Mgr., Coverage Div.

Engineering

William B. Lodge V.P., Engineering
 and Affiliate Relations
 Richard O'Brien Director of Engineering
 H. A. Chinn Chief Engineer
 Kenneth Benson Director, Audio-Video
 Engineering

Business Affairs

W. Spencer Harrison Vice-President and Busi-
 ness Mgr. of Talent & Contract Properties
 Merritt Coleman V.P. & Bus. Mgr., Talent
 & Contracts, Hollywood
 Sal Iannucci Director of Business Affairs

Accounting

James Geer Comptroller

CBS News

Richard Salant President
 Blair Clark Vice Pres. & Gen. Mgr.
 David Klingler Vice Pres., Administration
 Ernest Leiser Asst. General Manager
 Jack Bush Manager of News Film Production
 Pamela Hott Director, Religious Programs
 Robert Wussler Special Projects Coord.
 James Burke Assignment Editor, CBS News
 David Zellmer Executive Producer of TV News
 Robert Skedgell Exec. Producer of Radio News
 David Schoenbrun Gen. Mgr., Wash. Bureau

CBS Sports

William MacPhail Vice President
 Jack Dolph Asst Director

CBS TELEVISION STATIONS DIV.

Merle S. Jones President
 Craig Lawrence Vice President in Charge of
 CBS Television-Owned Stations

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

Norman E. Walt General Manager

Jerry Danford Sales Manager
 Ned Cramer Director, Public Affairs
 Dan Gallagher Program Director
 Leonard Traube Dir., Info., Service & Adv.
 William C. Lacey Film Manager

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

Clark George Vice President & Gen'l Mgr
**KNXT, 6121 Sunset Blvd.
 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 TV Stations Nat'l. Sales

Bruce Bryant Vice President, Gen'l Mgr.
 Gerald E. Marenoff Business Manager
 Ted O'Connell Eastern Sales Manager
 William Hohmann Director Sales Promotion

Branch Offices

Richard Loftus Midwestern Sales Manager
 630 N. McClurg Ct., Chicago

George Swearingen, Jr. Atlanta Manager
 805 Peachtree St., N.E., Atlanta, Ga.

John Logan Detroit Manager
 932 Fisher Bldg., Detroit 2, Mich.

Robert Perez San Francisco Manager
 Palace Hotel, San Francisco

Sam 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

William Weiss Vice President

CBS Animations

Tom Judge General Sales Mgr.

Advertising & Sales Promotion

Tom Means Director

Information Services

Howard Berk Director

Legal

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

Hal Hough Director

Station Services

Harvey Struthers Vice President

Research

Robert Davis Director

TELEVISION'S GROWTH

Meets Desires and Needs of "Customers"

By WALTER D. SCOTT, Executive Vice President
NBC Television Network

TELEVISION'S FANTASTIC growth has been achieved by an ear-to-the-ground attunement to the desires and needs of its two groups of "customers": audiences and advertisers.

Providing a new service was the impetus; adapting that service to the changing needs of our viewers and clients was the motivating factor in building TV into the most powerful communications force in history.

More people are watching, and more advertisers are placing more money in TV than ever before. The reason for this continuous upward curve is service.

We are in the entertainment and information business, and also the selling business. Patterns change so rapidly in both these areas that we must anticipate needs, set trends, and provide a service.

At NBC, more than a dozen years' experience in network programming have resulted in what we believe to be the finest TV service offered. To advertisers we bring a flexibility which permits them to use network TV as it fits their needs; to our viewers we bring a schedule of balance and diversity.

Flexibility for advertisers has long been part of the NBC Television Network service. As pioneers in such areas as participating programs, color and specials, we have successfully opened new horizons to advertisers.

Our participating programs have been used by major advertisers for year-long campaigns, by seasonal advertisers and small new advertis-



ers which have used these programs to sell products at such a rate that they have later become multi-million dollar clients of NBC-TV.

As the only network which provides regular color programming, we have reaped the rewards of this service. Many advertisers now request or insist their shows be

done in color and, in the case of the automotive industry, a major share of their business is placed on NBC-TV.

The specials concept, originated here in 1954, has evolved into a flexible medium designed to fit the needs of a variety of advertisers. Hallmark uses specials to sell greeting cards at holiday time, Lincoln-Mercury and Chrysler use them to sell cars, Purex to sell soap.

Our regularly-scheduled programs, too, are well-equipped to contribute to NBC-TV's overall flexibility. In daytime programming studies have shown that product demonstration by the star provides much higher impact than the average commercial. Bill Cullen, Art James, Jan Murray, Merv Griffin, Hugh Downs, and others — regularly give this added plus to our advertisers.

The position of NBC News as the leader in broadcast journalism has made the purchase of our news-public affairs programming an attractive buy for many advertisers. With prime time informational programming at an all time high, audiences have responded in great numbers.

We will continue to strive to make the power of network TV available to as many product manufacturers as possible, while serving our viewers.

**More people
watch the news
on NBC
than on any other
Network**

NEB

Company Television Network



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.

MORT WERNER

VICE PRESIDENT, PROGRAMS

Mort Werner, was appointed vice president, programs, television network, in July, 1961. Mr. Werner came to NBC from Young and Rubicam, Inc., where he had been senior vice president and member of the executive committee. He previously was with NBC from 1951 until July, 1957, when he left to become vice president in charge of broadcast activities of Kaiser Industries Corporation. Mr. Werner joined NBC in 1951 as producer of "Today," later becoming executive producer of the program and then executive producer of "Today," "Home" and "Tonight." In February, 1955, he was named director of participating programs for the NBC-TV Network, and in November of that year was appointed national program director. He was elected vice president, national programs, in Dec., 1955, and in February, 1957, was appointed vice president, television daytime programs. He continued in that post until he joined Kaiser Industries in July, 1957. Mr. Werner joined Young & Rubicam in October, 1959, as vice president and director of radio and television, becoming senior vice president and member of the executive committee one year later, a position he held until he joined NBC in July, 1961.



National Broadcasting Co., Inc. NBC Television Network

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

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Marvin V. McCormick.....Dir., Business Affairs

NBC Spot Sales

Richard H. Close.....Vice Pres., NBC Spot Sales
Byron E. Goodell.....Dir., TV Spot Sales
Charles Bergh.....Mgr., Central TV Spot Sales
Wilbur Fromm.....Dir., New Bus. & Prom.

NBC Owned Stations

WNBC-TV, New York

Theodore H. Walworth, Jr.....V.P. & Gen. Mgr.

WRC-TV, Washington

Joseph Goodfellow.....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

William B. Decker.....General Mgr.

WJAS - AM-FM, Pittsburgh

Stephen Rooney.....General Mgr.

NEWS

William McAndrew.....Exec. Vice Pres., News
Julian Goodman.....Vice President, News
Carl Lindemann, Jr.....V.P., Spec. News Projects
Donald Meaney.....Mgr., Spec. News Programs
Elmer Lower.....Dir., News & Public Affairs
Eugene Juster.....Director, News Film
James Jurist.....Director, Business Affairs
Irving Gitlin.....Exec. Prod., Creative Projects
Russell Tornabene.....Manager, Operations
Rex R. Goad.....Director, News
Leonard Allen.....Manager, News
Samuel Sharkey.....Night Manager, News
Arthur Wakelee.....Weekend Manager, News
William T. Corrigan.....Mgr., News, Washington
Frank Jordan.....Mgr., News, Chicago
John Thompson.....Mgr., News, Hollywood
Burroughs Prince.....Mgr., Local News

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
Robert L. Stone.....V.P., General Mgr.,
TV Network

(Continued on next page)

Mort Werner.....Vice Pres., Programs
Don Durgin.....Vice President, Sales
James A. Stabile...V.P. & Assoc. Gen. Attorney
Thomas W. Sarnoff.....Vice Pres., West Coast

**TALENT & PROGRAM
ADMINISTRATION**

Herbert S. Schlosser...Dir., Talent & Pgm. Admin.

TV NETWORK BUSINESS AFFAIRS

Nicholas C. Gilles....Director, Business Affairs

SPORTS

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

**TELEVISION NETWORK
PROGRAMS**

Mort Werner.....Vice President, Programs
Grant A. Tinker.....V.P., Gen. Prog. Exec.
Ross Donaldson.....Dir., Program Services
Donald B. Hyatt.....Dir., Special Projects
Edwin S. Friendly, Jr.....V.P., Prog. Admin.
Lester Gottlieb.....V.P., Special Programs
Thomas S. Gallery.....Director Sports
David W. Tebet.....V.P., Talent Relations
Felix Jackson.....Vice Pres., TV Network
Programs, West Coast

**NBC-TV NETWORK NATIONAL
SALES**

Walter D. Scott.....Exec. V.P., TV Network
Don Durgin.....Vice President, Sales
Thomas B. McFadden.....V.P., National Sales
Max E. Buck.....Vice Pres., Eastern Sales
Charles R. Abry.....V.P., Gen. Sales Exec.
John H. Dodge.....General Sales Exec.
Angus Robinson.....Vice Pres., Central Sales
William F. Storke.....Dir., Partic. Pgm. Sales
John M. Otter.....Dir., Special Pgm. Sales
James G. Hergen.....Dir., Daytime Pgm. Sales
Stephen A. Flynn.....Dir., Sta. Sales, Clearance
& Sales Service
Joseph J. Iaricci.....Dir., Sales Administration
Dean Shaffner.....Dir., Sales Planning
Raymond Eichmann.....Dir., Client Present. &
Sales Promotion
David Hedley.....Dir., Pgm. Presentations
Nicholas Gordon.....Dir., Sales Development
Robert L. Greenwell.....Art Director

Walter W. Gross.....Mgr., TV Sales, Detroit
Harry T. Floyd.....Manager, Western Sales
Walter Tolleson....Mgr., TV Sales, San Francisco

OPERATIONS and ENGINEERING

Wm. Trevarthen.....Vice Pres. Opera. & Eng.
Neil J. Murphy.....Mgr., Bus. Admin.

PARTICIPATING PROGRAMS

William Storke.....Dir., Sales Partic. Pgms.

PRODUCTION SERVICES

Bernard Paulson.....Dir. Prod. Services
Robert MacKichan.....Mgr., Design & Art
Anthony Block.....Administrator, Facilities &
Staging Services
Howard Eitelbach.....Mgr., Studio-Thea. Facil.

Telesales and Unit Mgrs.

Jerry Madden.....Director, TeleSales
and Unit Mgrs.

Color Coordination

Nancy Salkin.....Administrator, Color Info.

Television Network Operations

Charles Corcoran.....Dir. TV Net. Opera.
John P. Weir.....Mgr. Facil. Plan & Opera.
Robert J. Galvin.....Manager, Video Tape,
Film and Kinescope Operations
John A. Hilton.....Manager, Traffic and Lines
Thomas H. Phelan...Manager, Tech. Facilities and
Maintenance

STATION RELATIONS

Thomas E. Knode.....Vice Pres. Station Rel.
Donald Mercer.....Dir. Station Rel.
Sheldon Hickox, Jr....Dir. Sta. Rel. West Coast
Joseph Berhalter.....Sta. Rel. Regional Mgr.
Anthony Cervini.....Sta. Rel. Regional Mgr.
Paul M. Hancock.....Sta. Rel. Regional Mgr.
Wm. M. Kelley.....Sta. Rel. Regional Mgr.
Raymond O'Connell....Sta. Rel. Regional Mgr.
Paul Rittenhouse.....Sta. Rel. Regional Mgr.
Malcolm B. Laing.....Sta. Rel. Regional Mgr.

BRITISH TV IN THE U. S.

Overseas Programming Interest Encouraged

By DENNIS SCUSE
New York Office, BBC

BBC TV enterprises department was set up in March 1960 to handle all international aspects of our activities, specifically to promote the sale and distribution of our programmes abroad and to develop the co-production of film television series with other organisations and producers.

Considerable success has already been achieved in both fields: our programmes have been sold in over 50 different countries throughout the world including the United States. Major sales in America have included "An Age of Kings" and many other major drama productions (including several Shakespearian classics and plays by Jean Anouilh, Ibsen, Sheridan and Ben Jonson). Many documentary series and programmes have also been seen on American TV screens.

Eighty percent of our domestic TV programming is now transmitted "live," but up to two years ago, little of it was recorded or filmed. In consequence, much of it was seen only once—in the United Kingdom—and although some limited distribution had been achieved by a small "transcription unit," it was obvious that not only would this high quality programming be of interest and use in developing TV in other countries, but that wider distribution represented an important source of revenue to our organisation.

In the field of co-productions "Royal Canadian Mounted Police" has now been sold in over 150 American markets; a second series of the high-



ly successful "Third Man" is in production, and a new series called "Zero One" is currently being made in association with MGM-TV. Discussions are well advanced with networks and producers on several other co-production projects.

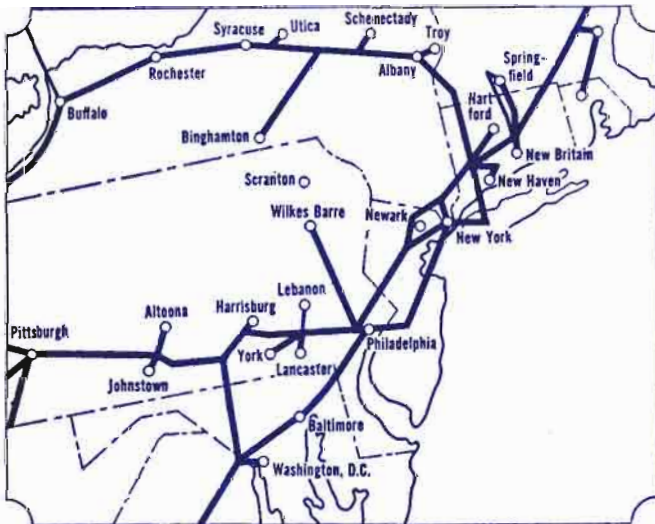
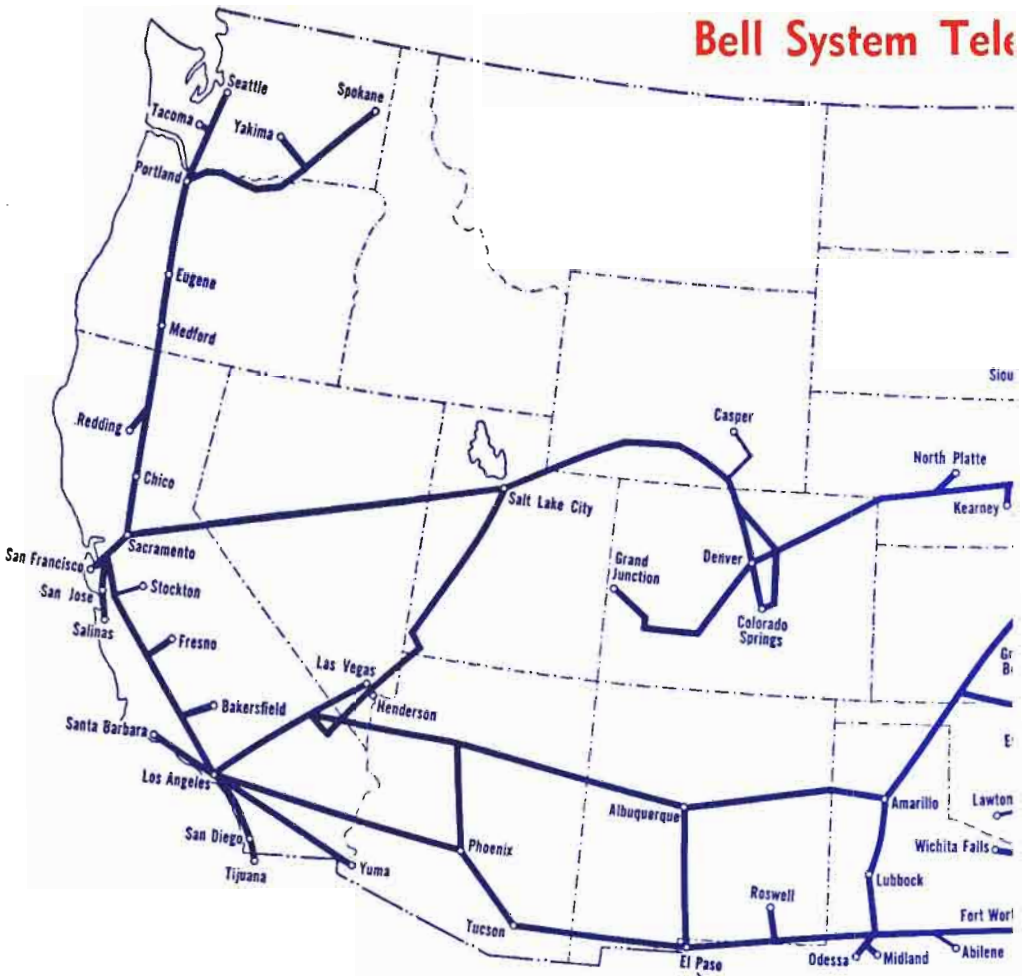
What of the future? 25 years ago the BBC began the world's first regular high definition TV broadcasts. It pioneered, and has led the way in what is now perhaps the most important medium of mass communication ever discovered.

Our function at the New York office (one of seven overseas) is to encourage local interest in the BBC in general. We provide advice and help in programmes for the home listener, promote good relations with local broadcasters, and keep the BBC informed of any new developments which may arise in our area. This applies to both radio and television broadcasting.

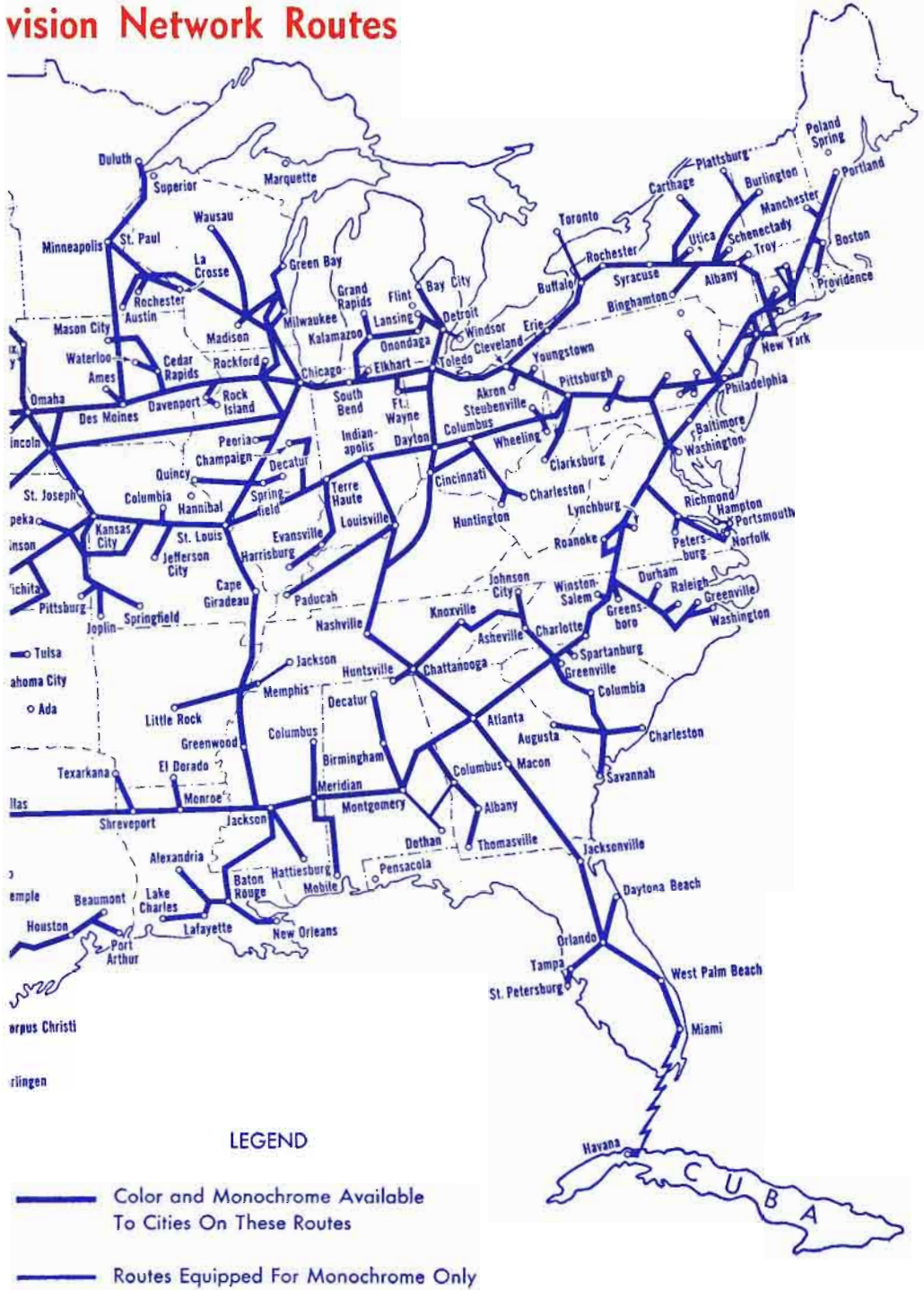
To this end, we have maintained an office in New York for over 35 years, but the last two have seen a considerable increase in TV activity.

In a world that is growing smaller, and with international TV nearly a reality, BBC TV intends to continue to be among the leaders through greater exposure of its programmes and by increasing the knowledge of our own viewers about what is going on in the world. In all this "BBC TV in the United States" will play an ever increasing part.

Bell System Tele



vision Network Routes



Population, Families, Television Homes And Television Stations, Listed by State

January 1, 1962*

State	Population	Families	TV Homes	TV Stations
Alabama	3,320,000	880,000	665,000	12
Alaska	250,000	65,500	43,000	5
Arizona	1,410,000	415,000	348,000	9
Arkansas	1,775,000	500,000	333,500	6
California	16,300,000	5,321,500	4,838,000	34
Colorado	1,850,000	515,500	421,000	9
Connecticut	2,670,000	788,500	748,000	6
Delaware	475,000	140,000	125,000	—
District of Columbia	770,000	224,500	211,500	4
Florida	5,115,000	1,564,500	1,270,000	18
Georgia	4,070,000	1,064,000	839,500	11
Hawaii	670,000	206,000	140,000	4
Idaho	685,000	203,500	157,000	5
Illinois	10,275,000	3,161,000	2,980,000	16
Indiana	4,798,000	1,479,500	1,385,000	16
Iowa	2,790,000	860,000	797,000	12
Kansas	2,205,000	699,000	586,000	9
Kentucky	3,055,000	841,000	626,000	6
Louisiana	3,375,000	959,999	754,500	12
Maine	980,000	283,000	260,000	6
Maryland	3,275,000	945,000	857,000	4
Massachusetts	5,235,000	1,517,000	1,447,000	7
Michigan	8,000,000	2,333,000	2,199,000	15
Minnesota	3,500,000	1,032,000	907,000	10
Mississippi	2,180,000	576,000	397,500	7
Missouri	4,500,000	1,409,500	1,247,000	16
Montana	685,000	210,000	142,500	8
Nebraska	1,430,000	442,000	371,500	8
Nevada	305,000	99,500	79,000	4
New Hampshire	615,000	186,000	173,000	1
New Jersey	6,275,000	1,847,000	1,740,500	—
New Mexico	1,025,000	282,000	209,000	6
New York	17,225,000	5,225,000	4,836,000	21
North Carolina	4,660,000	1,188,500	926,000	11
North Dakota	637,000	173,000	132,000	9
Ohio	9,925,000	2,998,500	2,850,000	20
Oklahoma	2,380,000	728,000	595,000	10
Oregon	1,825,000	596,000	475,000	9
Pennsylvania	11,500,000	3,318,000	3,088,000	20
Rhode Island	875,000	258,000	241,000	2
South Carolina	2,400,000	607,500	465,000	9
South Dakota	690,000	199,500	142,500	6
Tennessee	3,625,000	998,000	767,500	14
Texas	10,050,000	2,972,000	2,405,000	46
Utah	940,000	268,500	240,000	4
Vermont	393,000	111,500	100,500	1
Virginia	4,125,000	1,101,000	894,000	12
Washington	2,950,000	937,000	798,000	12
West Virginia	1,850,000	495,000	390,000	9
Wisconsin	4,025,000	1,192,000	1,086,000	13
Wyoming	340,000	102,000	78,000	3
Total	184,278,000	54,519,000	47,807,500	517

* From Census Bureau and other sources.

TELEVISION

**TELEVISION
STATIONS**

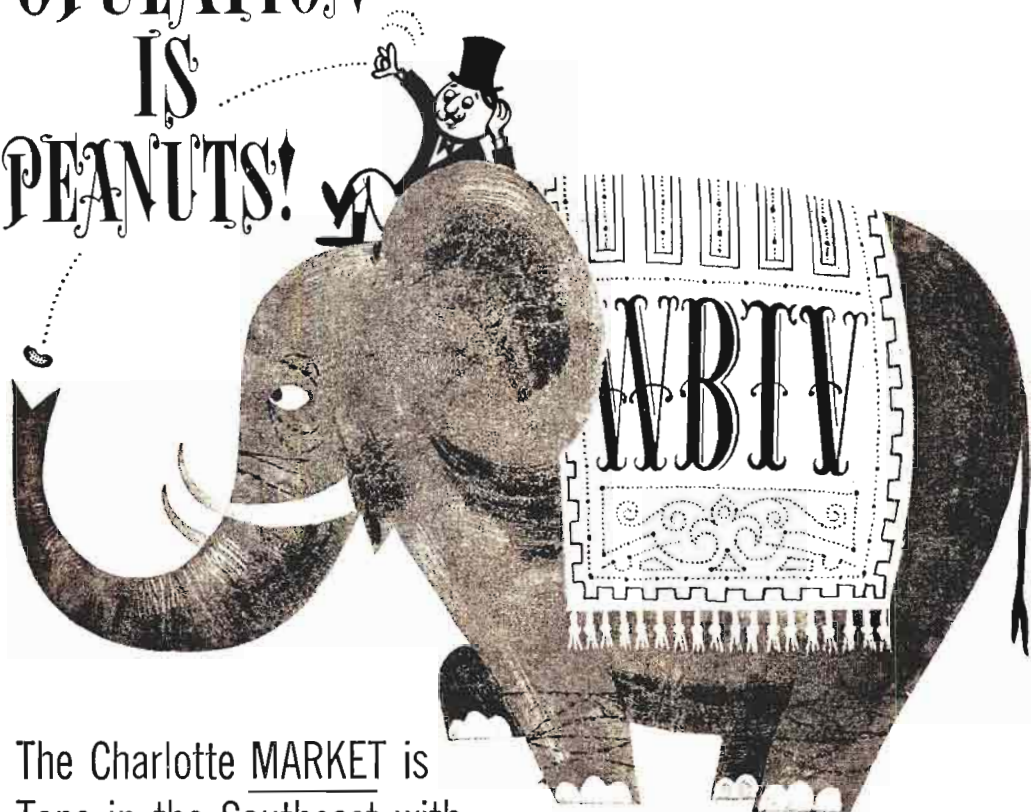
.....
**STATION INDEX
TV STATIONS LISTED
BY STATE AND CITY
EXECUTIVE PERSONNEL**

YEARBOOK

1962

Silver Anniversary

THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is
Tops in the Southeast with
642,500 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still* peanuts compared to the TV Homes in the elephantine Charlotte Television Market.

*Don't forget! WBTV Delivers 55.3% more TV Homes than Charlotte Station "B"! ***

Compare these SE Markets!

* Television Magazine—1961 ** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered



Television Stations Index

— Commercial Stations of the U. S. —

Territories and Possessions

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
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KARD-TV . . .	781	KGMB-TV . . .	772	KOMO-TV . . .	829	KTNT-TV . . .	830
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KFMB-TV . . .	761	KOAM-TV . . .	781	KTAG-TV . . .	783	KXTV . . .	761
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WAFB-TV . . .	782	WCAU-TV . . .	811	WEWS . . .	803	WICC-TV . . .	764
WAFG-TV . . .	754	WCAX-TV . . .	827	WFAA-TV . . .	821	WICD . . .	775
WAGA-TV . . .	771	WCBI-TV . . .	790	WFAM-TV . . .	778	WICS . . .	777
WAGM-TV . . .	784	WCBS-TV . . .	798	WFBC-TV . . .	815	WICU-TV . . .	809
WAIM-TV . . .	815	WCCA-TV . . .	815	WFBG-TV . . .	809	WIC . . .	813
WAKR-TV . . .	802	WCCB-TV . . .	754	WFBM-TV . . .	778	WILX-TV . . .	788
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WALB-TV . . .	771	WCHS-TV . . .	830	WFIE-TV . . .	777	WINK-TV . . .	766
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WBNB-TV . . .	834	WDSM-TV . . .	789	WHEN-TV . . .	800	WJRT . . .	788
WBNS-TV . . .	803	WDSU-TV . . .	783	WHIO-TV . . .	804	WJTV . . .	790
WBOC-TV . . .	785	WDXI-TV . . .	817	WHIS-TV . . .	830	WJW-TV . . .	803
WBOY-TV . . .	830	WEAR-TV . . .	769	WHIZ-TV . . .	805	WJXT . . .	766
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Eldorado 5-0405

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
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WKJG-TV . .	778	WNAC-TV . .	786	WRIK-TV . .	834	WTOL-TV . .	804
WKNX-TV . .	788	WNBC-TV . .	799	WRLP . . .	786	WTOM-TV . .	787
WKOW-TV . .	832	WNBF-TV . .	798	WROC-TV . .	799	WTOP-TV . .	765
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WKZO-TV . .	788	WNHC-TV . .	764	WSBT-TV . .	779	WTVH . . .	775
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WLEX-TV . .	781	WOOD-TV . .	788	WSJV . . .	779	WTVQ . . .	777
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AM RADIO STATIONS BY STATE

AND CITY BEGINS ON PAGE 277

Pop.: 3,320,000
Families: 880,000

ALABAMA

TV Homes: 665,000
TV Stas. in State: 12

WAPI-TV—Birmingham—1949

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By.....Newhouse Bcstg. Corp.
Address.....P. O. Box 1310
Tel.: FA 3-6141.....CBS-NBC
Newspaper Affiliation.....Birmingham News
Representative..Harrington, Righter & Parsons
V.P., General Manager...Charles F. Grisham
Pub., Prom. Dir.....James Chenoweth
Program Dir.....Johnny Johnson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Taft Bcstg. Co.
Address.....P.O. Box 6007
Tel.: FA 2-4701.....ABC
Representative.....Katz
President.....Hulbert Taft, Jr.
V.P., General Manager.....R. T. Schlinkert
Sales Manager.....Oliver V. Naylor
Prog. Dir., Film Mgr.....Keith E. Barze
Promotion, Publicity Director...Robert E. Lee
Chief Engineer.....Harry L. Lawson
Owners of: WKRC, AM-TV-FM, Cincinnati; WTVN,
AM-TV-FM, Columbus; WBRC, AM-FM; WKYT-
TV, Lexington.

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
Station Reps.....Masla; Clarke, Brown
President, Gen. Mgr.....Frank Whisenant
Commercial Manager.....Bob Gleason
Program, Prom. Mgr.....Alice A. Whisenant
Film Manager.....Mort Hargrove
Chief Engineer.....Kenneth Casey
Owners of: WMSL-AM.

WTVY—Dothan—1955

Channel: 4 VHF... A.P.: 70 Kw... V.P.: 100 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Box 798
Tel.: SY 2-3195.....ABC-CBS
Sta. Reps.....Clarke Brown; Meeker
General Mgr.....F. E. Busby
Commercial Manager.....Arthur Creamer
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF... AP: 11.7 Kw... VP: 20.8 Kw.
Owned.....TV Muscle Shoals, Inc.
Business Address.....P. O. Box 600
Tel.: AT 2-7711.....CBS-NBC-ABC
Station Reps.....Jack Masla; Bernard Ochs
President.....Richard B. Biddle
V.P.....W. A. Mapes
Gen. Mgr.....Jack Worley
Comm. Mgr., Local Adv.....M. Davis

Program Director.....E. Foote
Prom., Publicity Director.....Gayle Bishop
Film Manager.....Henry Jones
Nat. Adv. Mgr.....Dick Biddle
Chief Engineer.....Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 112 Kw... VP: 204 Kw.
Owned By.....Rocket City TV Inc.
Address.....1000 Monte Sano Bldg.
Tel.: 539-1783.....ABC
Station Reps.....Howard
President.....James Cleary
General Manager.....John A. Higdon
Film Mgr.....Robert E. Smith
Chief Engineer.....Victor Bankowski

WALA-TV—Mobile—1953

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Sta. Reps.....Bolling; Clarke Brown
President.....W. O. Pape
General Sta. Manager.....W. B. Pape
Commercial, Adv. Mgr.....John E. Dixon
Promotion, Publicity Director.....Bob Grimes
Program Director.....Mal Eno
Chief Engineer.....R. Hurley
Owners of: WALA.

WKRG-TV—Mobile—1955

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By.....WKRG-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....CBS
Newspaper Affiliation.....Press-Register
Representative.....Avery Knodel
President.....Kenneth R. Giddens
Exec. V.P., General Mgr....C. P. Persons, Jr.
Program Dir.....Bob Peary
Operations Manager.....John E. Crawford
Publicity Dir.....Mrs. Mary Herring
Film Manager.....James Ellis
Chief Engineer.....Donald B. Patton
Owners of: WKRG-AM-FM.

WCCB-TV—Montgomery—1961

Channel: 32 UHF... AP: 90.5 Kw... VP: 180.9 Kw.
Owned By.....First Alabama Corp.
Address.....305 Davis Bldg.
Tel.: 265-7025.....ABC
Station Representative.....Weed
President.....Harold Anderson
General Manager.....Stan Richards

WCOV-TV—Montgomery—1953

Channel: 20 UHF... AP: 200 Kw... VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: 262-5361.....ABC-CBS
Sta. Representative..Venard, Rintoul, McConnell

ALABAMA-ALASKA-ARIZONA

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
 Sta. Rep.....Peters, Griffin, 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
 Commercial Mgr.....Bob Villar
 Prom. Mgr.....Robert L. Tuttle
 Film Mgrs.....Alice Mayfield, Gene Jacobsen
 Chief Engineer.....Richard Payne
 Owners of: WIS, AM-TV, Columbia.

WSLA-TV—Selma—1960

Channels: 8 VHF...AP: 1.5 Kw...VP: 3 Kw.
 Owned By.....Selma Television, Inc.
 Address.....Box 305
 Tel.: TR 2-0455.....Independent
 Sta. Representative.....Radio-TV Reps. Inc.
 President.....W. J. Brennan
 General Mgr., Ch. Eng.....Cyril G. Brennan
 Commercial Manager.....John Frasier
 Program Director.....John Rogers
 Promotion Director.....Bill Willis
 Publicity Director.....Minnie Lee Frazee
 Film Manager.....Billy Morgan

Pop: 250,000
 Families: 65,500

ALASKA

TV Homes: 43,000
 TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF...AP: 2.69 Kw...VP: 5.37 Kw.
 Owned-Oper. By.....All-Alaska Bcstrs., Inc.
 Business Address.....Box 1160
 Tel.: BR 5-2201.....NBC-ABC
 Station Reps.....Fletcher; Day-Wellington, Inc.
 President, Gen. Mgr.....Alvin O. Bramstedt
 Comm. Adv. Mgr.....William Stewart
 Program Dir.....Gerry Hinchee
 Prom., Publicity Dir.....Marcia Hiber
 Film Manager.....Ernie Carle
 Chief Engineer.....Charles Gray
 Owners of: KENI; KFAA, AM-TV, Fairbanks;
 KTKN, Ketchikan.

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.: BR 5-4321.....CBS
 Representative.....Weed; Alaska Radio-TV
 Pres., Gen., Sta. Mgr.....A. G. Hiebert
 Chief Engineer.....John Honea

KFAA-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2.76 Kw...VP: 5.6 Kw.
 Owned-Oper. By.....All-Alaska Bcstrs., Inc.

Business Address.....516 Second Ave.
 Tel.: 2125.....ABC-NBC
 Pres., General Manager.....Alvin C. Bramstedt
 Station Manager.....D. Andon
 Chief Engineer.....D. Portor

KTVF—Fairbanks—1955

Channel: 11 VHF...AP: 5.5 Kw...VP: 11.1 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Address.....Box 2200, Anchorage
 Tel.: GL 2-3636.....CBS
 Station Reps.....Weed; Alaska Radio-TV
 President.....A. G. Hiebert
 Station, Comm. Manager.....John Griffin
 Promotion Director.....Jan Ward
 Film Mgr.....Sue Yoder
 Chief Engineer.....Ken Phillips
 Owners of: KTVA-TV, Anchorage.

KINY-TV—Juneau—1956

Channel: 8 VHF...AP: .13 Kw...VP: .26 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

Pop: 1,410,000
 Families: 415,000

ARIZONA

TV Homes: 348,000
 TV Stas. in State: 9

KCDA—Douglas—1960

Channel: 3 VHF...AP: 1.6 Kw...VP: 2.1 Kw.
 Owned By.....Electron Corp.
 Address.....Gadson Hotel

Tel.: EM 4-8439.....Independent
 President.....Mort Zimmerman
 General Manager.....William B. Miller
 Commercial Manager.....Daniel C. Park
 Chief Engineer.....Norman Robb

ARIZONA-ARKANSAS

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.: BR 1-2345.....CBS
Representative.....Hollingbery
Ch. of Bd.....Gene Autry
Pres., Gen. Mgr.....Tom Chauncey
V.P., Asst. Gen. Mgr.....Homer Lane
Commercial Manager.....Leslie Lindvig
Program Director.....Robert Davies
Promotion, Publicity Director.....Thomas King
Film Manager.....William Hancharik
Chief Engineer.....Albin Hillstrom
Owners of: KOOL, AM-FM.

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Meredith Broadcasting Co.
Business Address.....631 N. 1st Ave.
Tel.: ALPine 8-4511.....Independent
Representative.....Katz
V.P., General Manager.....Dick Rawls
Sta., Comm. Mgr.....Howard Stalnaker
Director, Prog. & Opera.....Robert Martin
Promotion Manager.....Blue Wright
Film Manager.....Thomas Sherlock
Dir. of Engineering.....George McClanathan
Owners of: WOW-AM-FM-TV, Omaha; KCMO-AM-
FM-TV, Kansas City; WHEN-AM-TV, Syracuse,
N. Y.

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
Sta., Comm. Manager.....Burton B. LaDow
Chief Engineer.....George McLouth

KTAR—Phoenix—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Tel.: AL 4-4161.....NBC
Representative.....Avery-Knodel
Chairman of Board.....John J. Louis, Jr.
Pres., Gen. Mgr.....Richard O. Lewis
V.P., Commercial Mgr.....Ray C. Smucker
V.P., Program Director.....Robert Vache
Promotion Director.....Bryan Hickox

Film Director.....Betty Campbell
Sales Manager.....George Guyan
Chief Engineer.....John Beck
Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,
AM-FM, Phoenix.

KGN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw..VP: 63.1 Kw.
Owned-Oper. By.....WEHT, Inc.
Address.....P. O. Box 5147
Tel.: MA 3-3633.....ABC
Station Representative.....Young TV Corp.
Pres., Gen. Mgr.....Ed. Richter
Program Director.....Larry Schnebly
Commercial Manager.....Howard D. Duncan
Chief Engineer.....Bob Cleveland

KOLD-TV—Tucson—1953

Channel: 13 VHF..AP: 15 Kw..VP: 30 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Address.....1115 Miracle Mile Strip
Tel.: MA 4-2511.....CBS
Representative.....Hollingbery
President.....Tom Chauncey
V.P., General Manager.....E. S. Mittendorf
Asst. Gen. Mgr.....Paul Plunkett
Commercial Manager.....Bernie Perlin
Program Dir.....William Spies
Promotion, Publicity Director.....Jack Trustman
Chief Engineer.....Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF..AP: 18 Kw..VP: 35 Kw.
Owned-Oper. By.....Alvarado TV Co. Inc.
Address.....10th & Elm Streets
Tel.: MAIN 3-2555.....NBC
Station Rep.....Avery-Knodel
President.....Clinton D. McKinnon
Station Manager.....Fred L. Vance
Assistant Manager.....Gordon E. Hamilton
Promotion Director.....James Owen
Program Director.....Henry E. Hubbard
Film Manager.....E. D. Wood
Chief Engineer.....Raymond H. Holsclaw
Owners of: KOAT-TV, Albuquerque.

KIVA—Yuma—1953

Channel: 11 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
Owned By.....Bruce Merrill
Business Address.....P. O. Bin 1671
Tel.: ST 6-8311.....NBC-CBS-ABC
President.....Bruce Merrill
Gen. Mgr., Film Dir.....R. O. Van Duzer
Chief Engineer.....Leavenworth Wheeler

Pop.: 1,775,000

Families: 500,000

ARKANSAS

TV Homes: 333,500

TV Stas. in State: 6

KTVE—El Dorado—1955

Channel: 10 VHF..AP: 156 Kw..VP: 316 Kw.
Owned By.....KTVE, Inc.
Address.....P. O. Box 791
Tel.: UN 2-3488.....ABC-NBC
Station Rep.....Venard, Rintoul & McConnell

President.....Ernin Lyke
General Manager.....John B. Soell
Program Director.....John Turner
Promotion Director.....Bernard Frazer
Film Manager.....Wayne Lewis
Chief Engineer.....John Long

KFSA-TV—Fort Smith—1956

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned By..... American TV Co.
 Business Address..... 101 N. 4th St.
 Tel.: SU 3-3131..... ABC-CBS-NBC
 Newspaper Affil..... American-Times Record
 Station Rep..... Venard, Rintoul & McConnell
 President..... D. W. Reynolds
 General Sta. Manager..... J. W. Slates
 Comm., Adv. Mgr..... John Whitt
 Program, Publicity Dir..... Pat Porta
 Promotion Director..... Harold Castelow
 Film Manager..... Gordon Brown, Jr.
 Chief Engineer..... W. Matten
 Owners of: KFSA; KOLO, AM-TV, Reno; KBRS,
 Springdale; KOKL, Okmulgee; KORK, Las Vegas;
 KLRJ-TV, Las Vegas; KGNS-TV-AM, Laredo;
 KFOY-TV, Hot Springs.

KFOY-TV—Hot Springs—1961

Channel: 9 VHF...AP: 1.32 Kw...VP: 2.63 Kw.
 Owned By..... Donald W. Reynolds
 Address..... Drawer Y
 Tel.: NAtional 4-3373..... NBC
 Station Representative..... Bolling
 President..... Donald W. Reynolds
 General Manager..... Harold E. King
 Program Director..... Arie Landrum
 Chief Engineer..... Albert W. Scheer

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

President..... T. K. Barton
 Exec. Vice Pres..... Douglas J. Romine
 Commercial Mgr..... H. Lee Bryant
 Program Dir..... Fred Schmutz
 Promo. Director..... Shirley R. Kennedy
 Chief Engineer..... Champ Smith

KATV—Little Rock—1953

Channel: 7 VHF...AP: 91.2 Kw...VP: 170 Kw.
 Owned-Oper. By..... Central South Sales Co.
 Address..... 310 W. 3rd St.
 Tel.: FR 4-1691..... ABC
 Representative..... Avery-Knodel, Inc.
 President..... James C. Leake
 General Sta. Manager..... R. Doubleday
 Commercial Manager..... Tom Goodgame
 Program Dir., Film Mgr..... Jack Bomar
 Promotion, Publicity Director..... Bruce Smith
 Chief Engineer..... A. R. Garrett
 Owners of: KTUL-TV, Tulsa; KWTW, Oklahoma
 City.

KTHV—Little Rock—1955

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By..... Arkansas TV Co.
 Address..... Box 269
 Tel.: FR 4-3764..... CBS
 Newspaper Affil..... Arkansas Democrat
 Station Representative..... Adv. Time Sales
 President..... K. A. Engel
 Gen., Sta. Manager..... B. G. Robertson
 Comm. Manager..... W. V. Hutt
 Program Dir..... Tom Walker
 Film Manager..... Curtis Threlkeld
 Promotion Dir..... John Pounders
 Publicity Director..... Jan Newby
 Chief Engineer..... Cecil Suitt

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WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
www.americanradiohistory.com

Pop.: 16,300,000
Families: 5,321,000

CALIFORNIA

TV Homes: 4,838,000
TV Stas. in State: 34

KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 95 Kw..VP: 191 Kw.
Owned By.....Bakersfield Bcstg. Co.
Address.....P. O. Box 1448
Tel.: FA 7-7955.....CBS
Station Representative.....Young TV Corp.
President.....J. Drayton Hastie
Exec. V.P., General Mgr.....John E. Barrett
Director of Operations.....Lyle Murphy
Chief Engineer.....James Garner

KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Address.....321 21st St.
Tel.: FA 7-1441.....NBC
Representative.....Petry
President.....David C. Moore
General Mgr.....George Whitney
Station Mgr.....Arthur M. Mortensen
Commercial Mgr.....Roland T. Kay
Program Mgr., Film Dir.....Kenneth R. Croes
Chief Engineer.....Ray Mattinson
Owners of: WGR, Buffalo; WNEP, Scranton;
KFMB, San Diego; WDAF, Kansas City.

KLYD-TV—Bakersfield—1959

Channel: 17 UHF..AP: 123 Kw..VP: 234 Kw.
Owned By.....Kern County Bcstg. Co.
Address.....2831 Eye St.
Tel.: FAirview 7-7511.....ABC
Station Representative.....Hollingbery
President, Gen. Mgr.....Ed Urner
V.P., General Sales Mgr.....Dave Maxwell
Program Director.....Wally Pierre
Chief Engineer.....Vern Tucker

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 East 4th St.
Tel.: FI 2-0141.....CBS
Sta. Rep.....Bolling
President.....Mrs. H. McClung
General Mgr.....M. F. Woodling
Sales Manager.....G. Ross
Dir. of Engineering.....Russell Pope

KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By.....California-Oregon TV
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Station Reps.....Young; Art Moore
President.....William B. Smullin
VP-Manager.....Donald H. Telford
V.P., News Director.....Newton L. Steward
Program Manager.....Robert Miller
Chief Engineer.....Donald King

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 1019
Tel.: HI 3-3061.....ABC-NBC
Station Rep.....Hollingbery
President.....Carl R. McConnell
General Mgr.....Geo. C. Fleharty
Station Mgr.....Ted Dooley
Commercial Mgr.....Sam Hovel
Promotion Director.....Carolyn Hansen
Film Manager.....Buster De Brunner
Chief Engineer.....Amos Hargrave

KFRE-TV—Fresno—1956

Channel: 30 UHF..AP: 696 Kw..VP: 1392 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6441.....CBS
Representative.....Blair-TV
Vice-President.....Roger W. Clipp
General Manager.....Kenneth M. Curto
Commercial Manager.....Jay Sondheim
Program Director.....Pack Phillips
Promotion, Publicity Director.....Harry White
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey
Owners of: WFL, AM-TV-FM, Philadelphia;
WNBZ, AM-TV-FM, Binghamton; WFBG, AM-
TV, Altoona; WNHG, AM-TV-FM, New Haven;
KFRE, AM-TV, Fresno; WLHY-TV, Lebanon;
WFBG-FM, Altoona, Pa.; KRFM-FM, Fresno.

KAIL-TV—Fresno—1961

Channel: 53 UHF..AP: 16 Kw..VP: 32 Kw.
Owned By.....KAIL Bcstg. Co.
Address.....308 So. Fruit Ave.
Tel.: EY 9-2104.....Independent
Station Representative.....Harlan Oakes
General Manager.....Barney Lee Golden
Director of Operations.....Hal O'Donnell
Chief Engineer.....Elbert Dean

KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.
Owned By.....Shasta Telecstg. Corp.
Address.....Box 1708
Tel.: BA 2-2411.....ABC
Station Representative.....Hollingbery
President, Gen. Mgr.....George C. Fleharty
Commercial Manager.....Ray Grant
Program Director.....James Bentley
Promotion, Publicity Dir.....Ruth Wall
Film Manager.....Richard Bertolin
Chief Engineer.....Jack McElwain
Owners of: KVIP-AM-TV, Redding; KVIQ-TV,
Eureka, both Calif.

KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers

CALIFORNIA

Address 1530 Van Ness Ave.
 Tel.: AM 8-6666 NBC
 Representative Katz
 President Eleanor McClatchy
 Station Mgr. John Edwards
 Comm., Prom. Mgr. Wilson Lefler
 Chief Engineer J. B. Hancock

KCOP—Hollywood—1948

Channel: 13 VHF.. AP: 83.2 Kw... VP: 170 Kw.
 Owned By NAFI Corp.
 Address 915 N. La Brea Ave.
 Tel.: Oldfield 6-6050 Independent
 Representative Petry
 President, Sta. Mgr. William Whitsett
 V.P. & Gen. Sales Manager. Amos T. Baron
 Local Sales Mgr. Dan Miller
 Promotion, Publicity Director. Hal K. Biard
 Program Director Robert I. Guy
 Chief Engineer Al Browdy
 Owners of: KPTV, Portland; KTVT, Fort Worth.

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
 Station Representative ABC-TV Spot Sales
 V.P., General, Sta. Mgr. Elton H. Rule
 Gen., Sales Mgr. Richard A. O'Leary
 Prom., Pub. Dir. Jack Brembeck
 Film Manager Howard Lipstone
 Chief Engineer Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9 VHF.. AP: 81.3 Kw... VP: 162 Kw.
 Owned-Oper. By RKO General Inc.
 Business-Studio Address 1313 N. Vine St.
 Tel.: HO 2-2133 Independent
 Station Representative RKO Nat'l Sales Div.
 President Thomas F. O'Neil
 Divisional Mgr. Harry Trenner
 General, Sta. Manager. Malcolm Klein
 Div. Dir. of Operations. Hal Phillips
 Commercial Manager. Don Balsamo
 Promotion, Adv. Director. Richard L. Sinclair
 Program Dir., Film Mgr. Wally Sherwin
 Publicity Director Tony Arnone
 Chief Engineer Bob Bullock
 Owners of: WOR, AM-TV-FM, New York; WNAC-AM-TV, Boston; KFRC, San Francisco; WHBQ-AM-TV, Memphis; CKLW-AM-FM-TV, Detroit-Windsor; WGMS, Washington, D. C.; WHCT, Hartford; KHJ, AM-TV-FM, Los Angeles; WRKD-FM, Boston, Mass.

KNXT—Los Angeles—1951

Channel: 2 VHF.. AP: 23.4 Kw... VP: 46.8 Kw.
 Owned-Oper. By CBS Inc.
 Business-Studio Address 6121 Sunset Blvd.
 Tel.: HO 9-1212 CBS
 Station Rep. CBS TV Stations Nat'l Sales
 V.P., General Manager. Robt. D. Wood
 Gen. Sales Mgr. Ray L. Beindorf
 Program Director Leon Drew
 Prom., Publicity Director. Austin Heywood
 Film Manager Allen Ludlum
 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
 Director of Sales James Parks
 Operations Mgr. Bob Henry
 Adv., Prom. Mgr. Michael W. Gradle
 Prog. Dir. Jack Kenaston
 Film Manager George Burke
 Chief Engineer John Knight

KTLA—Los Angeles—1947

Channel: 5 VHF.. AP: 25.1 Kw... VP: 50.1 Kw.
 Owned-Oper. Paramount TV Production, Inc.
 Studio Address 5800 Sunset Blvd., H'wywood
 Tel.: HO 9-3181 Independent
 Representative PGW
 President Paul Raibourn
 V.P., General Manager. S. L. Adler
 Asst. Gen. Mgr., Prog. Dir. Robert Quinlan
 General Sls. Manager Jack Donahue
 Nat'l Sales Manager Martin F. Connelly
 Local Sales Manager. Carlo Anneke
 Adv., Promotion Dir. Robert Nashick
 Business Manager Alex Tovar
 Production Manager Hal Dasbach
 Chief Engineer John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF.. AP: 83 Kw... VP: 165 Kw.
 Owned-Oper. By Times-Mirror Bcstg. Co.
 Business Address 5746 Sunset Blvd.
 Tel.: HO 2-7111 Independent
 Newspaper Affil. L.A. Times, Mirror
 Representative Blair TV
 President Robert W. Breckner
 V.P.-Sales John R. Vrba
 Dir., Mdsq. & Prom. James F. Hoffman
 V.P., Program Dir. Richard Woollen

KVIP—Redding—1956

Channel: 7 VHF.. AP: 57.5 Kw... VP: 115 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 K. Swinehart
 Chief Eng., Ass't Mgr. Russell K. Olsen

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
 President, Sta. Mgr. Robert E. Kelly
 General Mgr. Jon S. Kelly
 Asst. Gen. Mgr. Howard J. Smiley
 Program Mgr. David B. Hume
 Chief Engineer W. Herbert Hartman
 Owners of: KCRA, AM-FM.

KXTV—Sacramento—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Great Western Bcstg Corp.
 Address.....601 7th Ave.
 Tel.: GI 14041.....CBS
 Rep.....H-R
 President.....C. Wrede Petersmeyer
 V.P., General Mgr.....Robert Wilson
 General Sales Mgr.....Richard L. Cochrame
 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.; KOTV, Tulsa,
 Okla.; KHOV-TV, Houston, Tex.

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned By.....Salinas Valley Bcstg. Corp.
 Address.....Box 1651
 Tel.: HA 2-6422.....CBS-NBC
 Representative.....H-R Television
 Pres., Gen. Mgr.....John C. Cohan
 Asst. to President.....Gary Ferlisi
 Comm. Mgr.....Graham H. Moore
 Prog. Dir., Film Mgr.....Caryl Coleman
 Promotion, Publicity Director...Penne Bennett
 Chief Engineer.....B. Hargan

KCHU—San Bernardino—1961

Channel: 18 UHF..AP: .05 Kw..VP: .1 Kw.
 Owned By.....Norman H. Rogers
 Address.....Box 18
 Tel.: TU 8-18181.....Independent
 President, Gen. Mgr.....Norman H. Rogers
 Station Mgr., Prog. Dir....Elzora A. Hemenway
 Commercial Manager.....Bill Bellman
 Promotion Director.....Wally Boyko
 Publicity Director.....Donald L. Rogers
 Film Manager.....Leah Stricker
 Advertising Manager.....Lowell Smith
 Chief Engineer.....Richard T. Sampson

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
 Asst. to Sta. Mgr.....Shirley Dixon
 Program, Promotion Mgr.....George Stantis
 Film Manager.....Del Gay
 Mgr. of Engineering.....Charles Abel
 Owners of: KFMB, FM-AM; WGR-AM-TV-FM,
 Buffalo, N. Y.; WDAF-AM-TV, Kansas City,
 Mo.; WNEP-TV, Scranton; KERO-TV, Bakers-
 field, Calif.

KOGO-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....KOGO Bcstg. Corp.

Address.....Box 628
 Tel.: CO 2-2421.....NBC
 Representative.....Katz
 President.....James G. Rogers
 Exec. V.P., Gen. Mgr.....William E. Goetze
 Commercial Mgr.....Jay Grill
 Program, Film Mgr.....Burke Ormsby
 V.P., Chief Engineer.....LeRoy A. Bellwood
 Owners of: KOGO-AM-FM.

XETV—San Diego—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Radio Television S.A.
 Address.....7th & Ash, TV Hqhts.
 Tel.: BELmont 4- 8431.....ABC
 Station Representative.....Blair
 V.P., Gen. Mgr.....Julian M. Kaufman
 Commercial Manager.....Louis J. Meiers
 Program, Promotion Dir.....Jim Hayden
 Publicity Director.....Ted C. Millan
 Film Manager.....Wayne Ferece
 Chief Engineer.....Felipe Fernandez

KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.
 Owned-Oper.....Amer. Bcstg. Co.
 Address.....277 Golden Gate Ave.
 Tel.: UN 3-0077.....ABC
 Representative.....Blair
 President.....Leonard Goldenson
 V.P., Gen., Station Mgr.....D. M. Sacks
 Commercial Mgr.....R. Coughlan
 Adv., Pub., Prom. Dir.....George T. Rodman
 Program Director.....Seymour Horowitz
 Film Manager.....Bob Mitchell
 Chief Engineer.....Harry N. Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Westinghouse Bcstg., Inc.
 Address.....2855 Van Ness Ave.
 Tel.: PR 6-5100.....CBS
 Sta. Representative.....TvAR
 West Coast V.P.....Philip G. Lasky
 General Manager.....Louis S. Simon
 Program Director.....Ray Hubbard
 Film Mgr.....Thomas Maloney
 Adv., Prom. Director.....A. H. Christensen
 Publicity Mgr.....A. M. Baccari, Jr.
 Sales Promotion Manager.....Robert L. Smith
 Engineering Manager.....Ben Wolfe
 Owners of: WOIO, Fort Wayne, Ind.; WBZ-AM-
 TV-FM, Boston-Springfield, Mass.; KYW, Cleve-
 land, O.; KTW-TV, Cleveland, O.; KEX, Port-
 land, Ore.; KDKA-AM-TV, Pittsburgh, Pa.;
 WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

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

CALIFORNIA-COLORADO

Station Manager..... A. H. Constant
 Commercial Mgr..... William A. Morrison
 Program Dir..... Robert Glassburn
 Promotion Dir..... A. Richard Robertson
 Publicity Dir..... Roland Irving
 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
 President..... Ward D. Ingram
 Gen. Mgr..... William D. Pabst
 Nat. Sales Mgr..... Frank King
 Prom. Director..... Joseph P. Constantino
 Publicity Director..... Chet Rhodes
 Chief Engineer..... Robert Arne

KNTV—San Jose—1955

Channel: 11 VHF... AP: 123 Kw... VP: 60 Kw.
 Owned-Oper. By... Standard Radio & TV Co.
 Address..... 645 Park Avenue
 Tel.: CY 7-5577..... ABC
 Sta. Representative..... Young TV
 President..... A. T. Gilliland
 Sales Manager..... Fran Conrad
 Local Sales Mgr..... Norman Paul
 Program Director..... Glenn Huston
 Promotion Dir..... Len Hansen
 Chief Engineer..... Robert A. Latham

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Salinas Valley Bcstg. Corp.
 Business Address..... Box 286
 Tel.: LI 3-0920..... CBS-NBC
 Representative..... H-R
 President, Gen. Mgr..... John C. Cohan
 Asst. General Mgr..... Gary Ferlisi
 Station Manager..... Arthur V. Hapgood

Promotion Director..... Penne Bennett
 Chief Engineer..... Charles Mitchell
 Owners of: KSBW, AM-TV-EM, Salinas.

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
 Station Rep..... Young
 President..... William F. Luton
 General Manager..... Leslie H. Norins
 Program Director..... Mary Ann Casey
 Promotion Manager..... Carol Davis
 Traffic Manager..... Cherie Kaplun
 Senior Engineer..... Ted Froming

KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Metropolitan Bcstg.
 Address..... 1216 Arden Way
 Tel.: WA 7-1313..... ABC
 Representative..... Blair
 President..... John W. Kluge
 General Sta. Manager..... Glover DeLaney
 Program Director..... Bel Lange
 Promotion, Publicity Director..... Bud Miller
 Film Manager..... Bob Bolen
 Chief Engineer..... Richard J. Anderson
 Owners of: WNEW, AM-TV, New York; WHK,
 Cleveland; WIP, Philadelphia; WRUL, New
 York; WTTG-TV, Washington, D. C.; WTUH-
 TV, Peoria; KMBC-AM-TV, Kansas City; KOVR-
 TV, Sacramento; WTUP-TV, Decatur, Ill.

KICU-TV—Visalia—1961

Channel: 43 UHF... AP: 147 Kw... VP: 280 Kw.
 Owned By..... Sierra Bcstg., Inc.
 Address..... 2803 Divisadero St., Fresno, Calif.
 Tel.: AM 8-9784..... Independent
 Station Representative..... Weed Television
 President..... Norwood J. Patterson
 General Manager..... W. O. Edholm
 Local Sales Manager..... Tracy Thrumston
 Director of Operations..... Don Webster
 Chief Engineer..... Jim Ayers
 Owners of: KSAN, San Francisco.

Pop.: 1,850,000

Families: 515,500

COLORADO

TV Homes: 421,000

TV Stas. in State: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF... AP: 117 Kw... VP: 234 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
 Prom., Pub. Director..... Hal Kennedy
 Chief Engineer..... Chet Wallack

KRDO-TV—Colorado Spgs.—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
 Station Reps... Adv. Time Sales; J. L. McGuire
 President, Gen. Mgr..... Harry W. Hoth, Jr.
 Station Manager..... Jay E. Gardner
 Business Mgr..... Darold A. Wilkinson
 Chief Engineer..... Charles H. Upton
 Owners of: KRDO.

KBTV—Denver—1952

Channel: 9 VHF... AP: 141 Kw... VP: 282 Kw.
 Owned By..... Mullins Bcstg. Co.
 Address..... 1089 Bannock St.
 Tel.: AM 6-3601..... ABC
 Representative. Peters, Griffin, Woodward, Inc.
 President..... John C. Mullins
 General Manager..... Joseph Herold
 Nat'l Sales Mgr..... Robert L. Brown
 Local Sales Mgr..... James D. Ferris
 Prog. Mgr..... Mann Reed
 Promotion Director..... Walt Kowalski
 Film Mgr..... Don Mumford
 Chief Engineer..... Jim Butts
 Owners of: KBTR, Denver.

KLZ-TV—Denver—1953

Channel: 7 VHF... AP: 135 Kw... VP: 269 Kw.
 Owned By..... Time-Life Bcstg., Inc.
 Business Address..... 131 Speer Blvd.
 Tel.: MA 3-4271..... CBS
 Representative..... Katz
 Pres., Gen. Mgr..... Hugh B. Terry
 Station Manager..... Jack Tipton

Commercial Manager..... Bob Hart
 Program Director..... Stan Brown
 Prom., Publicity Dir..... Jimm Seaney
 Film Manager..... William Witt
 Chief Engineer..... Eugene Jenkins
 Owners of: KLZ-AM, Denver.

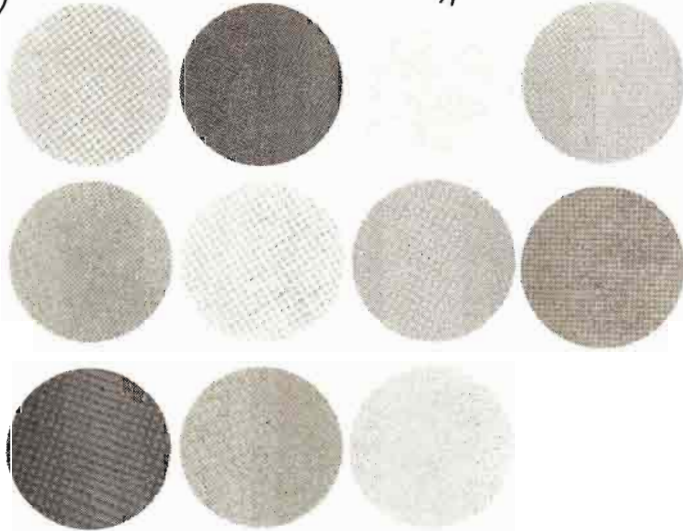
KOA-TV—Denver—1953

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By..... Metropolitan TV Co.
 Address..... Box 5012, Terminal Annex
 Tel.: Cherry 4-4141..... NBC
 Station Representative..... Blair-TV
 President..... William Grant
 Exec. V.P., General Mgr..... Ralph Radetsky
 Commercial Manager..... Dick Harris
 Program Director..... Si Palmer
 Promotion, Publicity Director... Mick Schaibuch
 Film Manager..... Sam Houston
 Chief Engineer..... Sid Davidson
 Owners of: KOA-AM-FM, Denver.

KTVR-TV—Denver—1952

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Gotham Bcstg. Corp.

in every market there is always one radio & one tv station that stands out!



**IN DENVER IT'S...
AND**



Solely owned and operated by the Mullins Broadcasting Company... These abc affiliates bring to over 1 million people in the Denver area the PROGRAMING... the SERVICE... the NEWS... and the ENTERTAINMENT, that has won them the title...

DENVER'S FAMILY STATIONS

John C. Mullins
 President and Owner
Joe Herold
 Vice President and General Manager
 Represented by:
**Peters, Griffin & Woodward—TV
 H-R Representatives Inc.—Radio**

COLORADO-CONNECTICUT

Business Address 550 Lincoln St.
Tel.: KE 4-8281.....Independent
Sta. Representative.....Adam Young
President.....J. Elroy McCaw
General Manager.....James T. Brennan
Commercial Mgr......Al Kincade
Program Dir......Warren Huskie
Publicity Dir......Len Bermon
Film Manager.....Thomas J. Donnegan
Chief Engineer.....Lester J. Dunn
Owners of: WINS, New York; KTVW, Tacoma.

KREX-TV—Grand Junction 1954

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.
Owned By.....Western Slope Bcstg Co., Inc.
Address.....Box 270
Tel.: CH 2-5000.....CBS-NBC-ABC
Station Representative.....Holman
President, General Mgr......Rex Howell
Station Comm. Mgr......Bob McMahan
Production Dir......Frank Graham
Film Manager.....Mike Swan
Chief Engineer.....James Meyer

Owners of: KREX-AM-FM, Grand Junction;
 KGLN, Glenwood Springs, Colo.; KREY-TV,
 Montrose, Colo.

KREY-TV—Montrose—1956

Channel: 10 VHF...AP: 1.54 Kk...VP: 3.09 Kw.
Owned-Oper. By.....Black Canon Bcstg Co.
Address.....P. O. Box 120
Tel.: 249-3011.....ABC-NBC-CBS
Station Representative.....Hal Holman
President, Gen., Mgr......Rex Howell
Station Manager.....Carl Q. Anderson
Promotion Director.....Frank Bell

KOAA-TV—Pueblo—1952

Channel: 5 VHF...AP: 150 Kw...VP: 100 Kw.
Owned By.....Metropolitan TV of Denver
Business Address.....2226 Television Lane
Tel.: LI 4-5782.....Independent
Station Representative.....Meeker Co.
Station Manager.....J. G. Croll
Film Manager.....Jackson Cravens
Commercial Mgr......Ken King
Advertising Mgr......Al Griffith
Chief Engineer.....Ken Renfrow

Pop.: 2,670,000

Families: 788,500

CONNECTICUT

TV Homes: 748,000

TV Stas. in State: 6

WICC-TV—Bridgeport—1953

Channel: 43 UHF...AP: 9.12 Kw...V.P: 18.2 Kw.
Owned By.....Conn.-N. Y. Bcstrs., Inc.
Address.....2190 Post Road, Fairfield, Conn.
Tel.: Clearwater 6-0461.....ABC
Station Representative.....Young TV
President, Gen. Mgr......K. M. Cooper
Vice President.....John E. Metts
Station, Sales Manager.....Ray Colonari
Program Director.....Frank Delfino
Promotion, Publicity Director.....Tony Brunton
Film Manager.....Bob Pieger
Pgm. Dir......Harry Downie
Chief Engineer.....Pat Uliano
Owners of: WICC-AM, WJZZ-FM, Bridgeport.

WHCT—Hartford—1959

Channel: 18 UHF...AP: 100 Kw...VP: 186 Kw.
Owned By.....RKO General
Business Address.....555 Asylum St.
Tel.: Jackson 5-2611.....Independent
Station Rep......Nat'l Sales Div., RKO General
General Manager.....Paul B. Evans

WTIC-TV—Hartford—1957

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
Owned.....Travelers Broadcasting Service Corp.
Address.....Bcst. House, 3 Constitution Plaza
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
Owners of: WTIC, AM-FM.

(See Pages 322 & 323 for Ad)

WHNB-TV—New Britain— 1953

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
Station Reps......Hollingbery; Kettell-Carter
President.....Herbert Scheffel
General, Sta. Mgr......Robert W. Bray
Commercial Mgr......Jack Fox
Program Dir......Philip Corvo
Prom., Publicity Dir......Howard Wry
Film Manager.....Phillip B. Hale
Chief Engineer.....Thomas Doody
Owners of: WICS-TV, Springfield; WCGU, Cham-
 paign.

WNHC-TV—New Haven—1948

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Triangle Publications, Inc.
Business Address.....135 College St.
Tel.: SPruce 7-3611.....ABC
News, Afil......Phila. Inquirer & Daily News
Station Representative.....Blair TV
President.....Walter H. Annenberg

CONNECTICUT-D. C.-FLORIDA

General Manager.....Roger W. Clipp
 Station Manager.....Howard W. Maschmeier
 Commercial Manager.....John F. Cundiff
 Prom., Adv., Publicity.....Peter F. Gallagher
 Film Mgr.....Leonard S. Sanna
 Program Dir.....James E. Kovach
 Chief Engineer.....Carmine Iannucci
 Owners of: WFIL, AM-TV-FM, Philadelphia;
 WNBF, AM-TV-FM, Binghamton; WFBG, AM-
 TV-FM, Altoona; KFRE, AM-TV; KRFM,
 Fresno; WLYH, Lebanon; WNHC, AM-FM.

WATR-TV—Waterbury—1953

Channel: 53 UHF..AP: 125 Kw..VP: 245 Kw.
 Owned-Operated By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Tel.: PL 5-1121.....ABC
 Stations Reps.....Masla, New Eng. Spot Sales
 President.....Harold Thomas
 Gen., Sta., Commercial Mgr.....Samuel Elman
 Prog. Dir., Film Manager.....Astrid Curtis
 Chief Engineer.....Robert Corbett

Pop.: 770,000

Families: 224,500

DISTRICT OF COLUMBIA

TV Homes: 211,500

Television Stations: 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
 Film Manager.....Richard Stratton
 Chief Engineer.....Allan Powley
 Owners of: WMAL, AM-FM; WSAV, AM-TV-FM,
 Harrisonburg.

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
 President (NBC).....Robert E. Kintner
 V.P., General Mgr.....Joseph Goodfellow
 Business Manager.....William Callaway
 Prog. Dir., Film Buyer.....Wes Harris
 Adv. Prom. Mgr.....Ned Ryan
 Co-ordinator, Press.....Robert C. Diefenbach
 Dir. of Oper.....Sherman Hildreth
 Owners of: WNBC, AM-TV-FM, New York; WRC,
 AM-TV-FM, Washington; WMAQ, Chicago;
 WNBQ, Chicago; WRCV, AM-TV, Philadelphia;
 KNBC, AM-FM, San Francisco; WAMP, Pitts-

burgh;KRCA, Los Angeles; WFMP, FM, Pitts-
 burgh.

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.
 Owned By.....Washington Post Co.
 Business Address.....40th & Brandywine Sts.
 Tel.: EM 2-9300.....CBS
 Newspaper Affiliation.....Wash. Post
 Station Representative.....TVAR
 President.....John S. Hayes
 Vice-Pres., Gen. Mgr.....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
 Owners of: WTOP-AM-FM; WJXT-TV, Jackson-
 ville, Fla.

WTTG—Washington—1947

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Metropolitan Bcstg.
 Business-Studio Address.....Hotel Raleigh
 Tel.: Sterling 3-5300.....Independent
 Station Representative.....Blair TV
 President.....John W. Kluge
 V.P., Gen. Mgr.....Donn Colee
 General Sales Mgr.....Lee Colee
 Business Manager.....Harold Christiansen
 Owners of: WNEW AM-FM-TV, New York; WHK,
 AM-FM, Cleveland, O.; WIP AM-FM, Philadel-
 phia, Pa.; WEUL AM, New York; WTVH TV,
 Peoria, Ill.; KOVR TV, Stockton, Calif.; WTVF
 TV, Decatur, Ill.

Pop.: 5,115,000

Families: 1,564,500

FLORIDA

TV Homes: 1,270,000

TV Stas. in State: 18

WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....Telrad, Inc.
 Address.....Box 1551
 Tel.: CL 3-6591.....NBC
 Newspaper Affil.....John H. Perry Newspapers

Rep.....Avery Knodel
 President.....John H. Perry, Jr.
 V.P., Gen. Mgr.....Thomas S. Gilchrist, Jr.
 Station Mgr.....Walter Strouse
 Program Dir.....Dan Joiner
 Comm. Mgr.....Thomas B. Newsom
 Promotion Director.....Betty Gilchrist
 Film Mgr.....Hank Johnson
 Chief Engineer.....B. Hayford

FLORIDA

WTVI—Fort Pierce—1960

Channel 19 UHF.. AP: 237 Kw... VP: 474 Kw.
 Owned By..... Atlantic Bcstg. Co.
 Address..... Signal Hill
 Tel.: HO 4-1500..... CBS
 Station Rep..... Bolling
 President..... Isadore J. Fine
 General Manager..... Theodore M. Nelson

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
 Station Rep..... Forjoe
 Gen., Sales Mgr..... A. J. Bauer
 Program Dir..... Frank Nodine
 Chief Engineer..... Bob Caughey

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
 Commercial Mgr..... Ralph W. Himmons
 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..... 1851 Southampton Road
 Tel.: EX 8-0501..... ABC-CBS
 Newspaper Affil... Wash. Post & Times Herald
 Station Representative..... TvAR
 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 By..... Biscayne Television Corp.
 Address..... Box 1177
 Tel.: PL 1-6692..... NBC
 Station Reps..... Harrington, Righter, Parsons
 President, Gen. Mgr..... Niles Trammell
 Station Manager..... Charles Kelly
 Commercial Manager..... Robert L. Fidler
 Program Director..... Gene Walz
 Publicity, Promotion Mgr..... Donald Fischer
 Film Manager..... Frank Struzzieri
 Chief Engineer..... Robert H. Paasch
 Owners of: WCKR, AM-FM, Miami.



BROADCAST KEY — home of WCKT-TV and WCKR-Radio

The next time you're in southeast Florida, come visit us at the nation's most beautiful television and radio station.

BISCAYNE TELEVISION CORPORATION

WCKT - Channel 7 • Miami • WCKR - Radio 610

WLBW-TV—Miami—1961

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....L. B. Wilson, Inc.
 Address.....2133 Northwest 11th Ave.
 Tel.: FR 3-4723.....ABC
 Station Representative.....H-R TV, Inc.
 President, Gen. Mgr.....C. H. Topmiller
 Vice President, Sales.....Thomas A. Welstead
 Program Director.....Lin Mason
 Adv., Promotion Director.....Mike Schaeffer
 Publicity Director.....Patricia Alter
 Film Manager.....John Murphy
 Chief Engineer.....William L. Latham
 Owners of: WCKY, Cincinnati.

WTVJ—Miami—1949

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.
 Owned-Oper. By...Wometco Enterprises, Inc.
 Address.....306 N. Miami Ave.
 Tel.: FR 4-6262.....CBS
 Representative, Peters, Griffin, Woodward, Inc.
 President.....Mitchell Wolfson
 General, Sta. Manager.....Lee Ruwitch
 Vice-Pres., Operations Mgr.....John A. Shay
 V.P., Commercial Manager.....William Brazzil
 Program Director.....Lee Waller
 Promotion Director.....Burt Toppan
 Merchandising Dir.....Harry Handley
 Film Manager.....Robert J. Ross

Chief Engineer.....Earl W. Lewis
 Owners of: WLOS, AM-TV-FM, Asheville; KVOS-TV, Bellingham, Wash.

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
 Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.
 Sales Director.....Leonard S. Davey, Jr.
 Sales Co-ordinator.....A. V. Carlson
 Prog. Dir., Film Buyer.....Walter E. Sickles
 Chief Engineer.....J. E. Yarbrough
 Owners of: WDBO, AM-FM.

WLOF-TV—Orlando—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Mid Florida TV Corp.
 Address.....639 W. Central Ave.
 Tel.: CHerry 1-6543.....ABC
 Station Representative.....Young TV Corp.
 President, Gen. Mgr.....Joseph L. Brechner
 Nat. Sales Mgr.....William T. Latham
 Commercial Manager.....William V. Miller
 Program Director.....Harry Richard
 Promotion Dir.....Paul Knepper
 Film Mgr.....Dennis Gregory
 Chief Engineer.....Dodd Daniel

ONLY THE  SUNSHINE COVERS SOUTH FLORIDA  BETTER THAN WTVJ

South Florida's Largest Daily Circulation

Represented Nationally by Peters, Griffin, Woodward, Inc.



A Wometco Enterprises Incorporated Station

**When You Can Have
The Best,
Why Be Satisfied
With Less?**

THE ASSOCIATED PRESS

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.
 Owner John H. Phipps
 Managing Dir. L. Herschel Graves
 General Mgr. Chester E. Pike, Jr.
 Sales Mgrs. R. L. Ray; Ken Kampion
 Operations Manager Tony Glenn
 Film Mgr. George P. Romilly
 Chief Engineer Lewis Evenden
 Owners of: WCTV, Tallahassee.

**WJHG-TV—Panama City
1954**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.
 Owned By Herald Pub. Co., Albany, Ga.
 Address 107 Harrison Ave., Panama City
 Tel.: PO 3-7651 NBC-ABC
 Newspaper Affil. Albany Herald
 Station Reps. Ayers; Venard, R. & Mc.
 President James H. Gray
 General, Comm. Mgr. Raymond E. Carow
 Station Mgr. Jack Sholar
 Program Director James Tighe
 Promotion, Publicity Director Jim Prater
 Film Manager Donnell Brookins
 Chief Engineer Perley Eppley

WEAR-TV—Pensacola—1954

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By Rollins Telecasting Inc.
 Business Address P.O. Box 431
 Tel.: GL 5-7311 ABC
 Station Rep. Blair TV
 President O. Wayne Rollins
 General Manager George B. Bregge
 Station Manager Milt De Reyna
 Commercial Manager Paul von Hagle
 Program Director Jack Kenny
 Chief Engineer H. Babb
 Owners of: WNJR, New York; WMAS, Wilmington;
 WRAP, Norfolk; WGEE, Indianapolis;
 WBEE, Chicago; WCHS-TV, Charleston; WPTZ-
 TV, Plattsburgh, N. Y.

**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
 Station Mgr. Fred P. Shawn
 Commercial Manager Earl W. Welde
 Program, Film Mgr. Harry Wagner
 Promotion Director Carl Fuchs
 Chief Engineer William J. Coddling
 Owners of: WSUN, AM.

WCTV—Tallahassee—1955

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. John H. Phipps Bcstg. Stations
 Address P. O. Box 3547
 Tel.: 385-2121 CBS
 Sta. Representative Blair; Cummings
 Owner John H. Phipps
 Managing Director L. Herschel Graves
 Program, Film Mgr. Jerry L. Williams
 Dir. of Engineering William A. Snowden
 Owners of: WPTV, W. Palm Beach.

WFLA-TV—Tampa—1955

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By Tribune Company
 Address Box 1410
 Tel.: 229-0131 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 Doug Duperrault
 Prog. Oper. Mgr. Carl Bergquist
 Production Manager L. George Gelger
 Chief Engineer J. H. Mitchell
 Owners of: WFLA-AM-FM.

WTVT—Tampa—1955

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By WKY Television System, Inc.
 Business Address ... 3213 Grand Central Ave.
 Tel.: RE 6-1313 CBS
 Newspaper Affil. Oklahoma Pub. Co.
 Station Representative Katz
 President E. K. Gaylord
 Station Manager Eugene B. Dodson
 Admin. Asst. Robert M. Olson
 Comm. Asst. Mgr. John M. Haberlan
 Program Dir. Crawford P. Rice
 Promotion Dir. Walter K. Rhoads
 Film Mgr. Jayne Boyd
 Production Mgr. Ken Smith
 Local Sales Mgr. Robert F. Doty
 Chief Engineer William Witt
 Owners of: WKY, AM-TV, Oklahoma City.

**WEAT-TV—West Palm Beach
1955**

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Oper. By Rand Bcstg. Co.
 Business Address Palm Beach Towers
 Tel.: TE 3-9668 ABC
 Sta. Representative Weed
 President Rex Rand
 Gen. Mgr. Bertram Lebhear, Jr.
 Station Mgr. Jack Poole
 Chief Engineer J. Ross McPherson



Only WSB delivers over 40%* of
BOTH radio and TV audiences in Atlanta!

*The Source, Atlanta

Audience ratings month after month confirm both WSB stations' leadership in Atlanta's million-plus market and almost every public service award list includes one or both of these stations. As a result your best advertising buy in Atlanta is WSB Radio, WSB-TV . . . they deliver more audience, serve the public interest, and offer you the area's finest broadcast facilities. Call in your Petry man for an analysis!



Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Pop.: 4,070,000
Families: 1,064,000

GEORGIA

TV Homes: 839,000
TV Stas. in State: 11

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-NBC
Newspaper Affiliation.....Albany Herald
Representative...Venard, Rintoul & McConnell
President.....James H. Gray
Sta., Gen., Comm. Mgr.....Raymond E. Carow
Program Director.....Reba Hill
Promotion, Publicity Dir.....James A. Prater
Film Mgr.....Olin Pollock
Chief Engineer.....Bruce Singleton
Owners of: WJHG-TV, Panama City, Florida.

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.....Petry
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
Owners of: WSOB AM-TV, Charlotte; WHIO AM-TV, Dayton; WSB AM.

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
Station Rep.....Storer Television Sales, Inc.
President.....George B. Storer
Managing Director.....Ken Bagwell
Commercial Manager.....Emmett A. Hassett
Program Dir., Opera. Dir.....Horace W. Ray
Promotion Director.....Ned Jay
Chief Engineer.....Hugo Bondv
Owners of: WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WJW-AM-FM-TV, Cleveland; WHN, New York, N. Y.; WGBS-AM-FM, Miami, FL, Miami, Fla.; WIGB-AM-FM, Philadelphia, Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

WLW-A—Atlanta—1951

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address...1611 W. Peachtree St. N.E.
Tel.: TR 3-1141.....ABC
Representative.....Bomar-Lowrance; Moore
President.....R. E. Dunville
V.P., General Manager.....James H. Burgess
V.P., Comptroller.....J. P. Dwyer
Sales Manager.....Peter S. Crawford
Program Director.....Neal Van Ells
Prom. Dir.....Howard Rowe

Production Manager.....Hal Lemmond
Film Manager.....Jacqueline Smith
Chief Engineer.....Harvey Aderhold
Owners of: WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis.

WJBF-TV—Augusta—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 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
Station Manager.....Thomas J. Hennessy
Program Dir.....Carroll Word
Promotion, Publicity Director...George Vickery
Nat. Adv. Mgr.....Asa Stallworth
Film Manager.....Gray Mayson
Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF...AP: 51.3 Kw...VP: 316 Kw.
Owned-Oper. By.....WPIT, Inc.
Business Address...Ga. & Observatory Ave.
Tel.: TA 4-5432.....CBS
Station Rep.....Avery-Knodel
President.....John J. Laux
General Manager.....Virgil Wolff
Managing Dir.....Robert E. Metcalfe
Commercial Mgr.....Lou Stratton
Operations Mgr.....Richard A. Fennel
Production, Promotion Mgr.....Jeff Evans
Film Editor.....Frank Allen
Merchandising Dir.....Wylene Freeman
Chief Engineer.....Joseph P. Gill, Jr.
Owners of: WPIT, Pittsburgh; WSOL, Tampa.

WRBL-TV—Columbus—1953

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
Tel.: FA 2-0602.....CBS
Newspaper Affil.....Ledger and Enquirer
Representative.....Hollingbery
President, Gen. Mgr.....J. W. Woodruff, Jr.
Station Mgr., Film Buyer.....Ridley Bell
Commercial Manager...George "Red" Jenkins
Operations Dir.....John Gibney
Promotion Dir.....Carrie Brooks
Production Dir.....Charles Autry
Local Sales Mgr.....Robert Walton
Director, Public Affairs.....George A. Gingell
Film Mgr.....Carl Long
Chief Engineer.....Joe A. Gamble
Owners of: WRBL-AM-FM.

WTVM—Columbus—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Martin Thea. of Georgia, Inc.
Business Address.....1307 1st Ave.
Tel.: FA 2-8828.....NBC-ABC

GEORGIA-HAWAII

Station Representative Young
 President E. D. Martin
 V.P., General Manager Frank Ragsdale
 Managing Dir., Prog. Dir. Ted C. Short
 Nat'l Sales Mgr. Ben Purvis
 Operations, Production Mgr. Jack Poole
 Chief Engineer Charley Parrott
 Owners of: WTVC, Chattanooga.

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 6-7311 ABC-CBS
 Representative Avery-Knodel
 President, Ch. Eng. George Rankin, Jr.
 General Manager Wilton E. Cobb
 Comm. Manager Frank Crowther

WSAV-TV—Savannah—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By WSAV, Inc.
 Address 1430 East Victory Drive
 Tel.: AD 6-0303 ABC-NBC

Representative Blair TV
 President, Gen. Mgr. Harben Daniel
 Operations Manager M. E. Thompson
 Comm. Adv. Mgr. Mack Humpidge
 Program Director William E. Lucas
 Production Dir. Steve Thomas
 Prom., Publicity Dir. Mrs. Barbara Hofer
 Film Manager Mrs. Alyce Strong
 Chief Engineer Byron Strong
 Owners of: WSAV, AM.

WTOC-TV—Savannah—1954

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 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.
 Comm., Sta., Adv. Mgr. Ben B. Williams
 Program Dir. Dwight J. Bruce
 Prom., Publicity Dir. Frank S. Bryson, Jr.
 Film Mgr. Thomas Wells
 Chief Engineer Kyle Goodman
 Owners of: WTOC AM-FM.

Pop.: 670,000	HAWAII	TV Homes: 140,000
Families: 206,000		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 Elizabeth P. Farrington
 Program Director Dar Reid
 Publicity Director Ron Hoss
 Film Manager Bette Warner
 Chief Engineer Ronald Miyahira
 Owners of: KGMB AM, Honolulu; KHBC AM-TV,
 Hilo; KMAU-TV, Wailuku.

KHVV-TV—Honolulu—1954

Channel: 4 VHF...AP: 25 Kw...VP: 12.5 Kw.
 Owned-Oper. By Kaiser Hawaiian TV, Inc.
 Address 1290 Ala Moana Blvd.
 Tel.: 5-3991 ABC
 Representative Young-TV
 V.P., Gen. Mgr. Richard Block
 Station Mgr. J. A. Serrao
 Publicity Dir. Robert Kendall
 Program Director Dan Kawakami
 Production Mgr. George Hooper
 Chief Engineer Dan O. Hunter
 Owners of: KHJK-TV, Hilo; K7ABC-TV, Lihue;
 K7GBB-TV, Honolua.

KONA-TV—Honolulu—1952

Channel: 2 VHF...AP: 30.2 Kw...VP: 60.3 Kw.
 Owned-Oper. By Radio Honolulu, Ltd.
 Business Address 1170 Auahi St.
 Tel.: 6-2366 NBC
 Newspaper Affil. Honolulu Advertiser
 Station Representative Hollingbery
 Pres., Gen. Mgr. John D. Keating
 Sta., Gen. Sales Mgr. Art Sprinkle
 Nat'l Sales Mgr. Jim Spencer
 Program Director Cecil Seavey
 Film Mgr., Prod. Dir. Dick Holmes
 Chief Engineer Alvin Chang
 Owners of: KALA, Wailuku, Maui; KALU, Hilo,
 Hawaii.

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
 Chief Engineer Spencer Shiraichi

Pop.: 685,000
Families: 203,500

IDAHO

TV Homes: 157,000
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.: 342-9331... CBS
Reps.... Peters, Griffin, Woodward; Moore
Pres., Gen. Mgr.... Westerman Whillock
Station. Comm. Mgr.... Earl Glade, Jr.
Film Manager... Robert Howell
Production Svprs.... Dena Howell
Promotion Director... Louise Davis
Local Sales Mgr.... Floyd Bain
Chief Eng.... J. A. Johntz, Jr.
Owners of: KBOI AM-FM.

KTVB—Boise—1953

Channel: 7 VHF... AP: 100 Kw... VP: 200 Kw.
Owned-Oper. By... KTVB, Inc.
Address... 709 Idaho St.
Tel.: 2-4611... ABC-NBC
Station Rep.... Bolling
Pres. and Gen. Mgr.... Georgia M. Davidson
Prog. Director... Del Lundbom
Prom. Mgr.... Evelyn Winters
Film Manager... William Harvey
Chief Engineer... Harold Toedtemeler

KID-TV—Idaho Falls—1953

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Idaho Radio Corp.
Address... 1275 E. 17th St.
Tel.: 522-5100... ABC-CBS

Sta. Reps.... Hollingbery; Art Moore
Exec. V.P., General Mgr.... J. Allen Jensen
Commercial Manager... Claude Cain
Program Director... Roy Southwick
Promotion Director... Barry ZeVan
Chief Engineer... Carroll Secrist
Owners of: KID-AM.

KIFI-TV—Idaho Falls—1961

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... E. Idaho Bcstg. & TV Co.
Address... P. O. Box 2148
Tel.: JA 3-1171... NBC
Newspaper Afil.... Post Register
Sta. Reps.... Meeker; Wellington, Jacobson
President, Gen. Mgr.... J. Brady
Program Dir., Oper. Mgr.... Norm Holve
Promotion Publicity Dir.... Bobbye Barker
Film Mgr.... L. Paoli
Local Sales Mgr.... Dale Dunn
Regional Sales Mgr.... Dewain Silvester
Chief Eng.... B. Nelson
Owners of: KIFI-AM.

KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By... Klix Corp.
Address... Eastland Dr. & Elizabeth St.
Tel.: RE 3-5840... ABC-CBS-NBC
Sta. Representative... Hollingbery
President... G. Hatch
General Mgr.... Gordon Glasmann
Chief Engineer... Don Cederstrom

Pop.: 10,275,000
Families: 3,161,000

ILLINOIS

TV Homes: 2,980,000
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
Station Rep.... Peters, Griffin, Woodward
President... August C. Meyer
V.P., Sales Manager... Guy Main
National Sales Dir.... Leonard Davis
Film Mgr.... John Ketterer
Production Manager... B. Helms
Chief Engineer... Bob Myers

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
Station Rep.... CBS TV Stations Nat'l Sales
V.P., General Mgr.... Clark B. George

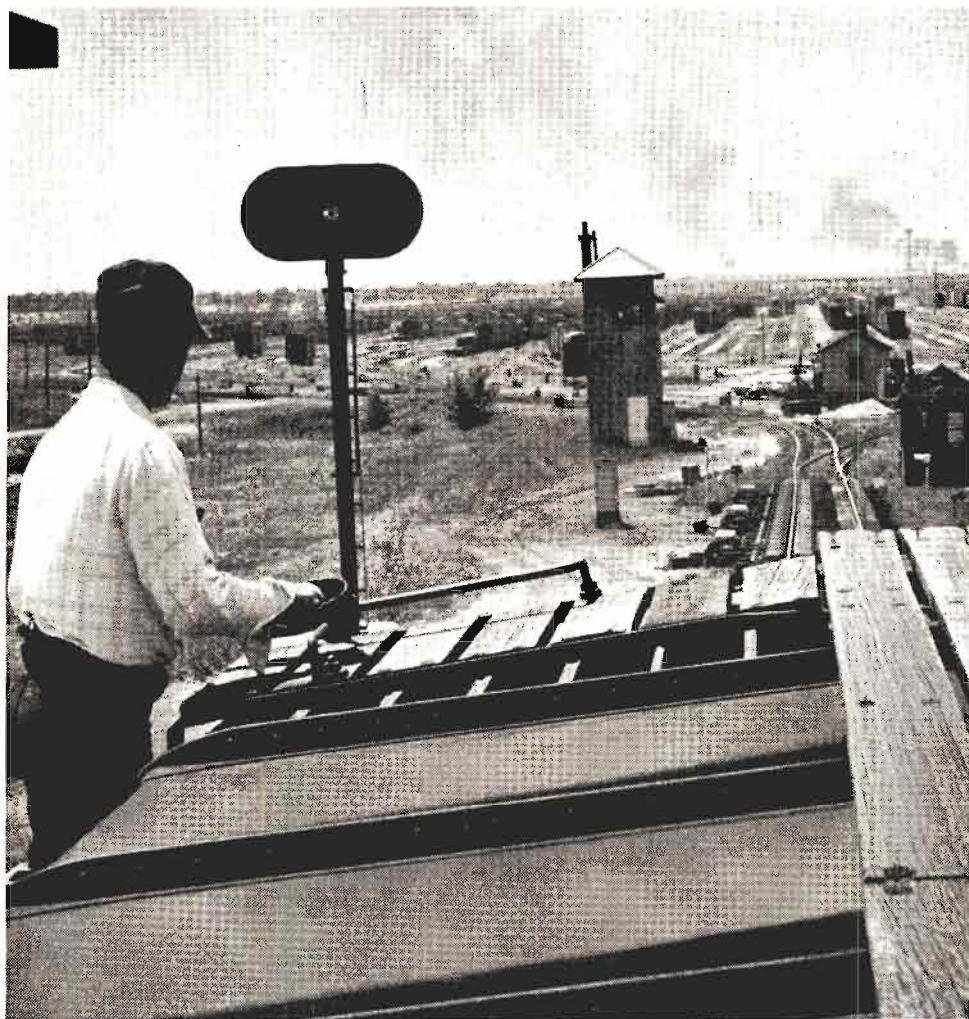
General Sls. Mgr.... Edward Kenefick
Program Dir.... Charles Hinds
Promotion Director... Virgil Mitchell
Sales Manager... James O'Rourke
Film Manager... Alice Neeker
Chief Engineer... L. A. Pierce
Owners of: WCBS-TV, New York; KNNT, Los Angeles; WCAU-TV, Philadelphia; KMOX-TV, St. Louis.

WBKB—Chicago—1948

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... American Bcstg.-Paramount Thtrs.
Business Address... 190 N. State St.
Tel.: AN 3-0800... ABC
Station Rep.... ABC-TV Nat'l Station Sales
Vice President... Sterling C. Quinlan
General Manager... Mathew Vieracker
Director of Sales... Robert F. Adams
Nat'l Spot Sales Mgr.... Clarence Heider
Film Dir.... Ralph Andrews
Prog. Dir.... Dan Schuffman
Prom. Adv. Public Dir.... Donald H. Peterson

In Chicago

... world's busiest rail center ... the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York plus St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!



In Chicago

WGN Television

offers better programming
through dedicated
community service!

WGN IS CHICAGO



Quality · Integrity · Responsibility · Performance

Chief Engineer.....William P. Kusack
 Owners of WABC-AM-FM-TV, New York; WXYZ-AM-FM-TV, Detroit; KQV, Pittsburgh; WLS, Chicago; KABC-AM-FM-TV, Los Angeles; KGO-AM-FM-TV, San Francisco; WBKB-TV, Chicago.

WGN-TV—Chicago—1924

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WGN, Inc.
 Business Address.....2501 Bradley Place
 Tel.: LAkeview 8-2311.....Independent
 Newspaper Affiliation.....Chicago Tribune
 Representative.....Petry
 President.....J. Howard Wood
 Exec. V.P., Gen. Mgr.....Ward L. Quaal
 Station Manager.....Ben Berenston
 Program Mgr.....Edward Warren
 Sales Prom., Research Mgr.....James Hanlon
 Public Relations Mgr.....Dan Calibraro
 Film Director.....Patty Nealin
 Chief Engineer.....Carl J. Meyers
 Owners of: KDAL-AM-TV, Duluth-Superior.

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
 General Sales Mgr.....Norman Cissna
 Local Sales Mgr.....Jack Hauser
 Station Mgr.....Robert Lemon
 Program Dir.....Harry D. Trigg
 Advertising Manager.....Chet Campbell
 Film Manager.....Stanley Brightwell
 Publicity Director.....Dan Anderson
 Chief Engineer.....W. C. Prather

WICD—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.
 Owned By.....Plains Television Corp.
 Business Address...1500 N. Washington Ave.
 Tel.: 446-200.....NBC
 Station Representative.....Young TV
 President.....Elmer Balaban
 General Manager.....Milton Friedland
 Station Manager.....J. Begue
 Program Director.....R. O'Neill
 Promotion Director.....James M. Henneberry
 Chief Engineer.....H. Eskew
 Owners of: WICS, Springfield, Ill.; WCHU, Cham-
 paign, Ill.; WHNB, Hartford, Conn.

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
 Owned By.....WTVP-Metropolitan Bcstg.
 Business Address.....Southside Dr.
 Tel.: 428-4304.....ABC
 Station Rep.....Blair TV
 President.....John Kluge
 General Manager.....John Bone

Commercial Mgr.....Donald Lindsey
 Program, Prom. Dir.....Jack Kussart
 Chief Engineer.....Hubert F. Abfalter
 Owners of: WNEW-FM-AM-TV, New York; WHK-AM-FM, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D. C.; KOVR-TV, Stockton, Calif.; WTVH, Peoria; KMBC-AM-FM-TV, Kansas City; WTVP-TV, Decatur, Ill.; WRUL-FM, New York.

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.: CLearbrook 3-7922.....ABC
 Representative.....Meeker
 President, Gen. Mgr.....O. L. Turner
 Comm., Program Mgr.....Fred Cline
 Prom., Publicity Dir.....Bill Platter
 Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

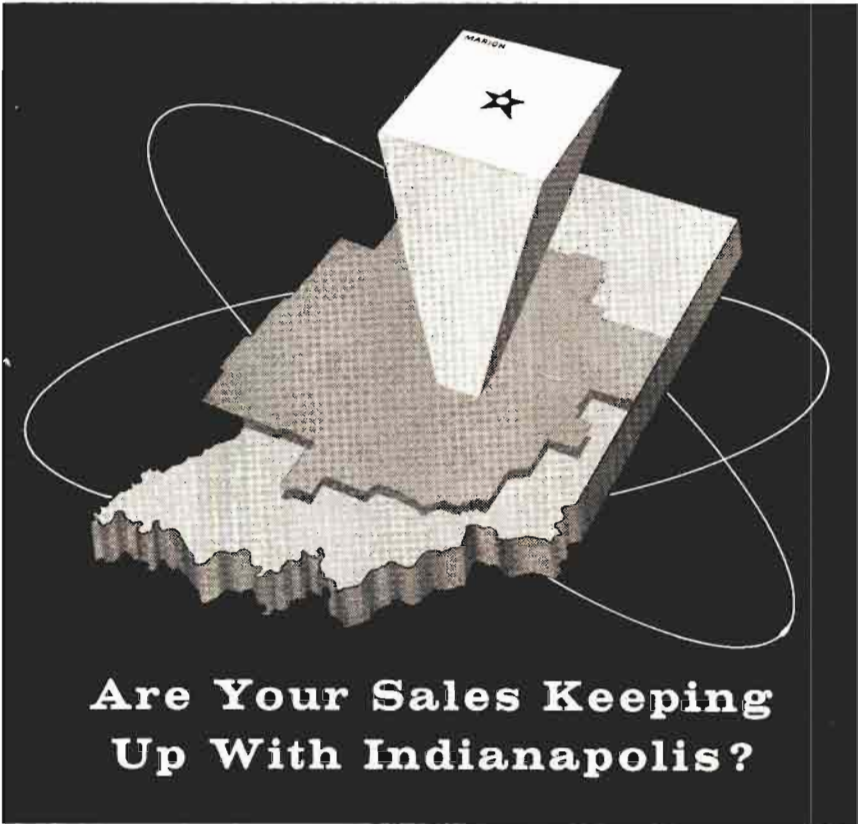
Channel: 43 UHF..AP: 186 Kw..VP: 371 Kw.
 Owned-Operated By...West Central Bcstg. Co.
 Address.....2907 Springfield Rd., E. Peoria
 Tel.: 699-3961.....NBC
 Station Rep.....Katz
 V.P., Gen. Mgr.....Fred C. Mueller
 Comm. Manager.....John Leslie
 Promotion Dir.....Richard Evans
 Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1958

Channel: 31 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned By.....Midwest Television Inc.
 Business Address...212 SW Jefferson Ave.
 Tel.: 676-0711.....CBS
 Representative.Peters, Griffin, Woodward, Inc.
 President.....August C. Meyer
 Exec. Vice President.....Guy F. Main
 General Mgr.....Harold C. Sundberg
 Local Sales Mgr.....George Mathews
 Operations Manager.....Gene C. Robinson
 Prom., Client Service Dir.....David L. Phillips
 Film Dir., Prog. Coord.....John I. Mason
 Chief Engineer.....George Pyle
 Owners of: WMBD AM-FM, Peoria; WCIA, Cham-
 paign, Ill.

WTVH—Peoria—1953

Channel: 19 UHF..AP: 186 Kw..VP: 479 Kw.
 Owned By.....Metropolitan Bcstg.
 Business Address.....621 Main St.
 Tel.: 676-8911.....ABC
 Sta. Representative.....Blair TV
 President.....John W. Kluge
 General Manager.....George Finnegan
 Commercial Manager.....Clyde Dutton
 Program Dir., Film Mgr.....Walter Baker
 Prom., Publicity Dir.....Gary Gresham
 Chief Engineer.....Wallace Wurz
 Owners of: WNEW-AM-TV, New York; WHK, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D. C.; KOVR-TV, Stockton, Calif.; KMBC-TV, Kansas City; WTVP-TV, Decatur, Ill.



Are Your Sales Keeping Up With Indianapolis?

Marion County—43% faster growth rate, 1950-1960, than the nation . . . plus WFBM-TV's unmatched area coverage in Mid-Indiana to double your sales potential!*

This vital central market economically controls many specific areas that are retail trading centers in their own right. In fact, these satellite markets total 15% richer and 30% bigger than the 18-county Metropolitan trading area itself. Where else will you find such a rich, fast-growing and widespread marketing area covered from one central point . . . with no overlapping penetration in the area by basic affiliates of the same network? *Only on WFBM-TV*, the only basic NBC coverage for 734,000 TV set owning fami-

* U. S. Census, 1960

America's 16th Television Market

lies. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TIME-LIFE
STATION

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
 Owners of: WGEM AM.

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
 News. Affil..... Winnebago Newspapers, Inc.
 Station Representative..... H-R TV, Inc.
 President..... Swan Hillman
 V.P., General Mgr..... Joe M. Baisch
 Commercial Mgr..... Rod MacDonald
 Program Director..... John Mazzie
 Promotion, Publicity Dir..... Jack Lightner
 Film Mgr..... Gene Hines
 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
 Station Representative..... Bolling
 President..... Harry Balaban

Manager..... Harold Froelich
 Chief Engineer..... H. H. Eckstein
 Owners of: WIL, St. Louis, Mo.; WRIT, Milwau-
 kee; KBON, Dallas, Tex.; WICS-TV, Springfield,
 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.: 786-5441..... ABC-CBS
 Newspaper Affil..... Rock Island Argus
 Station Rep..... Avery-Knodel
 President..... Ben. H. Potter
 V.P., General Mgr..... Leslie C. Johnson
 Director of Sales..... Maurice Corken
 Program Director..... Forest W. Cooke
 Prom., Adv. Mgr..... Heber E. Darton
 Publicity Dir..... Fern Hawks
 Film Manager..... Joseph Grear
 Chief Engineer..... Robert J. Sinnett
 Owners of: WHBF AM-FM.

WICS—Springfield—1953

Channel: 20 UHF.. AP: 155 Kw.. VP: 309 Kw.
 Owned-Oper. By..... Plains Television Corp.
 Address..... 523 E. Capitol Ave.
 Tel.: 528-0465..... NBC
 Representative..... Adam Young
 President..... Elmer Balaban
 V.P., General Mgr..... Milton D. Friedland
 Nat. Sales Co-ord..... Gene F. Meyers
 Program, Film Mgr..... H. J. Hoskins
 Prom., Publicity Mgr..... James Henneberry
 Dir. of Engineering..... Jerrold Merritt
 Owners of: WIL, St. Louis, Mo.; WRIT, Milwau-
 kee; KBON, Dallas, Tex.; WTVO-TV, Rockford,
 Ill.; WICD, Danville; WCHU, Champaign,
 WIUN, Hartford-New Britain.

Pop.: 4,798,000

Families: 1,479,500

INDIANA

TV Homes: 1,385,000

TV Stas. in State: 16

WTTV—Bloomington—1949

Channel: 4 VHF.. AP: 26.7 Kw.. VP: 47.9 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
 President..... Edwin G. Richter, Jr.
 General Manager..... William R. Hight

Promotion Director..... Jane Ann Koch
 Program Dir..... Roger Forster
 Chief Engineer..... Elmer Chancellor
 Owners of: WEOA, Evansville; KGUN-TV, Tucson.

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 5-1432..... NBC
 Station Representative..... Katz
 President..... Nathan Lord
 General Manager..... Lee Browning
 Commercial Manager..... Jack Berning
 Program, Film Mgr..... Chester T. Behrman
 Chief Engineer..... Paul Kelley

WTVW—Evansville—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Evansville TV, Inc.

INDIANA

Business Address 405 Carpenter St.
 Tel.: HA 2-1121 ABC
 Representative Hollingbery
 President Ferris E. Traylor
 Gen. Sta. Mgr. Dick Shively
 Commercial Mgr. James L. Ritter
 Nat. Sales Mgr. Bob Ossenberg
 Program Dir. Ulysses Carlini
 Prom., Publicity Dir. John A. MacGregor
 Chief Engineer John Schuta

Sales Manager Hugh L. Kibbey
 Prog. Dir. Warren Wright
 Promotion Manager K. C. Strange
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders
 Owners of: WOOD AM-TV, Grand Rapids; WTCN
 AM-TV, Minneapolis; KJZ AM-TV, Denver;
 WFBI AM-FM.
 (See Page 776 for Ad)

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.: AN 9411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 General Manager Reid G. Chapman
 Sales Dir. John Keenan
 Program Director J. Larry Beauchamp
 Film Manager Allen Govin
 Chief Engineer Walt Jones

WISH-TV—Indianapolis—1954

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MEIrose 4-6411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Manager Joseph E. Lake
 Program Dir. Dave Smith
 Prom., Pub. Director Ray Reisinger
 Chief Engineer C. E. Wallace
 Owners of: WISH-AM-FM; WANE-AM-FM, Fort
 Wayne, Ind.

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. Advertising Time Sales
 President John F. Dille, Jr.
 Gen., Sta. Mgr. Edward G. Thoms
 Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlock
 Chief Engineer Eugene A. Chase

WLW-I—Indianapolis—1957

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MEIrose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 Chairman of Board James D. Shouse
 President Robert E. Dunville
 V.P., General Manager John B. Babcock
 Spec. Bcst. Serv. Dir. Bruce B. Cox
 V.P., Sales (N. Y.) Peter Lasker
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Promotion, Publicity Dir. Charles Rogers
 Film Director Bob Reynolds
 Chief Engineer Norman Nixon
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-D, Dayton; WLW-C, Columbus; WLW-A,
 Atlanta.

WPTA—Fort Wayne—1957

Channel: 21 UHF.. AP: 55 Kw.. VP: 110 Kw.
 Owned Sarkes Tarzian, Inc.
 Address 3333 Butler Road
 Tel.: Anthony 7125 ABC
 Station Representative Young
 President Sarkes Tarzian
 General Manager Richard Morgan
 Local Sales Mgr. Ralph Latham
 Program Manager Olin F. Morris
 Promotion, Publicity Dir. Bill Holmes
 Film Manager Charles Smith
 Chief Engineer Jerry Bower
 Owners of: WTTS, Bloomington; WTTV TV-FM,
 Indianapolis; WFAM, Lafayette; WPTH-FM,
 Ft. Wayne; WPTA-TV, Roanoke, Ind.

WFAM-TV—Lafayette—1953

Channel: 18 UHF.. AP: 107 Kw.. VP: 218 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address McCarty Lane
 Tel.: GIBson 7-2113 ABC-CBS
 Station Rep. Young TV
 President Sarkes Tarzian
 General Mgr. Robert G. Holben
 Operations Mgr. Richard W. Stewart
 Eng. Supervisor Fred Molchin
 Chief Engineer Charles Anderson
 Owners of: WTTS, Bloomington; WTTV, Indian-
 apolis; WPTA, Ft. Wayne; WPTH FM, Ft.
 Wayne.

WFBI-TV—Indianapolis—1949

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

WLBC-TV—Muncie—1953

Channel: 49 UHF.. AP: 8.5 Kw.. VP: 17 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Address U.S. Highway #35
 Tel.: ATLAS 8-4403 ABC-CBS-NBC
 Representative Holman

Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr. Bill Craig
 Chief Engineer Pat Finnegan
 Owners of: WLBC; WMUN-FM, Muncie.

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
 General Manager. Wm. Thomas Hamilton
 Program Director. E. L. Doyle
 Promotion Director. David Williams
 Operations Mgr. P. E. Walton
 Asst. Gen. Mgr., Ch. Eng. Basil O'Hagen
 Owners of: WNDU-AM.

WSBT-TV—South Bend—1952

Channel: 22 UHF..AP: 137 Kw..VP: 265 Kw.
 Owned-Operated By. South Bend Tribune
 Address 300 W. Jefferson St.
 Tel.: CE 3-3141. CBS
 Newspaper Affil. Tribune
 Representative Raymer
 President. Franklin D. Schurz
 General Station Mgr. Arthur R. O'Neil
 Comm., Adv. Mgr. Wilbur R. Darch
 Promotion, Publicity Dir. N. J. Gassensmith
 Program Dir., Film Mgr. Walter A. Sweitzer
 Chief Engineer. Scott N. Hagenau
 Owners of: WSBT AM.

**WSJV—South Bend-Elkhart
 1954**

Channel: 28 UHF..AP: 116 Kw..VP: 231 Kw.
 Owned-Oper. By. Truth Publishing Co.
 Business Address. Box 28, South Bend
 Tel.: CEntal 2-2828. ABC
 Newspaper Affiliation. Elkhart Truth
 Station Representative. Adv. Time Sales
 President. John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Assistant Mgr. Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Prom. Dir. Marilyn Lee
 Program, Production Mgr. W. Forest Morrow
 Merchandising Dir. Ken Owens
 Film Director. Arthur Whitaker, Jr.
 Local Sales Manager. Don E. Fuller
 Chief Engineer. Woodrow Hawkins
 Owners of: WJOG AM-TV, Fort Wayne; WTRC-
 AM-FM, Elkhart, Ind.

WTHI-TV—Terre Haute—1954

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Wabash Valley Bcstg. Corp.
 Business Address. 918 Ohio Street
 Tel.: CRawford 9481. CBS-ABC
 Representative Bolling
 President. Anton Hulman, Jr.
 V.P., Gen. Mgr. J. M. Higgins
 Dir., Radio-TV Operations. Ben Falber, Jr.
 Chief Engineer. Russ Arnold
 Owners of: WTHI AM-TV.

Pop.: 2,790,000
 Families: 860,000

IOWA

TV Homes: 797,000
 TV Stas. in State: 12

WOI-TV—Ames—1950

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.
 Owned-Oper. By. Iowa State Univ.
 Address Service Bldg.
 Tel.: 231-2631 ABC
 Representative H.R.
 President. Dr. James Hilton
 Gen. Manager. Robert C. Mulhall
 Program Director. James H. Davis
 Publicity Director. Ron Scott
 Commercial Mgr. Ted Tostlebe
 Chief Engineer. Keith Ketchum

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 4-4194. ABC
 Newspaper Affiliation Cedar Rapids Gazette
 Station Representative. Adv. Time Sales
 President Joseph F. Hladky, Jr.
 General Manager. Redd Gardner
 Commercial Manager. Geo. C. Carpenter, III
 Prom., Pub. Dir. Edna A. Herbst
 Operation Mgr. Ralph D. Willey
 Film Director. David Kralik
 Owners of: KCRG AM.

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By. WMT-TV, Inc.
 Bus. Address. Paramount Theatre Bldg.
 Tel.: EM 4-0171. CBS
 Representative Katz
 President William B. Quarton
 V.P. Opera., Film Mgr. Douglas B. Grant
 V.P., Sales Lew Van Nostrand
 Promotion Director. Richard Pinney
 Chief Engineer. George Hixenbaugh
 Owners of: WEBC, Duluth, Minn.

WOC-TV—Davenport—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By. Tri-City Broadcasting Co.
 Business Address. 805 Brady St.
 Tel.: 323-3661 NBC
 Representative. Peters, Griffin, Woodward, Inc.
 President. David D. Palmer
 General Manager. Raymond E. Guth
 Comm. Mgr. F. Paxton Shaffer
 Film Director. Russel Wingo
 Program Director. Robert W. Gifford
 Promotion Director. Richard W. Upp
 Chief Engineer. Paul Arvidson
 Owners of: WOC-AM-FM.

IOWA-KANSAS

KRNT-TV—Des Moines—1955

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By...Cowles Mag. & Bcstg.
 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
 Chief Engineer...Charles F. Quentin

WHO-TV—Des Moines—1954

Channel: 13 VHF...AP: 158 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...D. D. Palmer
 V.P., General Manager...Paul A. Loyet
 Asst. Manager...Harold R. Heath
 Sales Manager...Robert H. Harter
 Program Director...Jack Kerrigan
 Prom. Manager...Donald Pearson
 Chief Engineer...Roy W. Pratt
 Owners of: WHO AM-FM; WOC FM-AM-TV, Dav-
 enport; KMA, Shenandoah.

KQTV—Fort Dodge—1953

Channel: 21 UHF...AP: 160 Kw...VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address...Television Square
 Tel.: 40351...NBC-ABC-CBS
 Sta. Representative...Pearson
 Pres., Gen. Mgr...Edward Breen
 Exec. Vice Pres...William Brown
 Reg. Sales Mgr...Rollie Camp
 Program Director...Richard Johnson
 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...CBS
 Station Representative...Adv. Time Sales
 President...Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Nat'l Sales Mgr...Walter Rothschild
 Commercial Mgr...Lloyd Loers
 Program Dir., Film Buyer...Douglas Sherwin

Production Mgr...Bart Curran
 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 Director...O. Bill Schelen
 Program Dir., Film Mgr...Glen Proeschold
 Chief Engineer...L. A. Wallace

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 Smlth

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
 V.P., General Mgr...Donald D. Sullivan
 Comm. Manager...Robert B. Donovan
 Prog. Director...Clark Pollock
 Film Manager...Carl Morris
 Chief Eng...Robert G. Engelhardt
 Owners of: WRFD, Worthington; WMMN, Fair-
 mont; WGAR, Cleveland; WNAX, Yankton;
 WTTM FM, Trenton.

KWWL-TV—Waterloo—1953

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Black Hawk Bcstg. Co.
 Business Address...Insurance Bldg.
 Tel.: AD 4-4404...NBC
 Representative...Avery-Knodel
 President...Ralph J. McElroy
 General Manager...L. C. Rau, Jr.
 Chief Engineer...Edward M. Tink

Pop.: 2,205,000
 Families: 699,000

KANSAS

TV Homes: 586,000
 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...CBS
 Station Representative...John E. Pearson
 President...Leigh Warner

Gen., Sta. Mgr...Wendell Elliott
 Chief Engineer...Kenneth Karr

KWHT-TV—Goodland—1958

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By...Standard Electronics Corp.
 Business Address...17th St. & B'way Ave.

Tel.: TW 9-2321.....CBS, ABC
Sta. Representative.....John E. Pearson
General Manager.....Jack Walkmeyer

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.....Chet Roberts
Gen., Sta. Mgr.....E. L. Kuhlman
Program Director.....Bonnie Perry
Prom., Pub. Dir.....Sid Hutchins
Film Manager.....Wayne Davis
Chief Engineer.....H. G. Haeefe

KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 60.3 Kw..VP: 112.6 Kw.
Owned By.....KAYS, Inc.
Business Address.....2300 Hall St.
Tel.: Market 4-2578.....ABC
Station Representative.....Hal Holman
President.....Ross Beach, Jr.
General Mgr.....Robert E. Schmidt
Commercial Manager.....Jack McEvoy
Program Director.....Harvey Zimmerman
Promotion Director.....Bernie Brown
Chief Engineer.....L. Legleiter
Owners of: KAYS; KLOE, Goodland, Kan.

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. Dale Larsen
Commercial Mgr.....William S. Ritchie
Promotion, Pub. Dir.....John S. Mileham
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.: MA 1-0400.....NBC-ABC
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
Commercial Manager.....Bob Kearns
Promotion Director.....Jerry Helley
Film Manager.....Gene McKenney
Program Director.....Rush Evans
Chief Engineer.....Paul Winders
Owners of: WIBW-AM-FM, Topeka, Kan.; KSEK,
Pittsburgh, Kan.; KSOK, Arkansas City, Kan.;
KGFJ, Shawnee, Okla.

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
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.....Independent
President.....G. M. Brown
V.P., Gen., Sta. Mgr.....W. Moyer
Chief Engineer.....Russell V. Goyette

Pop.: 3,055,000
Families: 841,000

KENTUCKY

TV Homes: 626,000
TV Stas. in State: 6

WLTV—Bowling Green—1961

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Argus Bcstg. Co.
Address.....Box 15
Tel.: 842-0338.....Independent
Sta. Reps....Venard, Rintoul & McConnell, Inc.
President.....George A. Brown, Jr.
General Manager.....J. M. Walters
Chief Engineer.....Ira McDaniel

WKYT—Lexington—1957

Channel: 27 UHF..AP: 97.7 Kw..VP: 195 Kw.
Owned.....Taft Bcstg. Co.

Business Address.....1087 New Circle Road
Tel.: 2-2533.....CBS-ABC
Representative.....Young
President.....Hulbert Taft, Jr.
General Manager.....Fred von Stade
Prom. Dir., Adv. Mgr.....Emajo Cocanougher
Film Director.....Dave Fleischer
Chief Engineer.....Bernard F. Gurewicz
Owners of: WTVN-AM-FM-TV, Columbus, O.;
WKRC-AM-FM-TV, Cincinnati, O.; WBRG-AM-
FM-TV, Birmingham, Ala.

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 160 Kw..VP: 300 Kw.
Owned-Oper. By.....WLEX-TV, Inc.

KENTUCKY-LOUISIANA

Business Address.....P.O. Box 1457
Tel.: 4-8747.....CBS-NBC
Station Rep......Raymer
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
Station Representative.....Katz
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir......George Patterson
Promotion Director.....W. Rudd
Chief Engineer.....Wilbur Hudson
Owners of: WAVE-AM.

WHAS-TV—Louisville—1950

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

Tel.: 585-2211.....CBS
Newspaper Affiliation.....Courier-Times
Representative.....Harrington, Righter, Parsons
President.....Barry Bingham
V.P. & Director.....Victor A. Sholls
Sales Director.....George Johnson
Program Director.....Sam Gifford
Prom., Publicity Dir......William Loader
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Townner
Owners of WHAS-AM.

WPSD-TV—Paducah—1957

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....Paducah Newspapers, Inc.
Address.....Box 1037
Tel.: 442-8214.....NBC
Newspaper Affil......Paducah Newspapers, Inc.
Station Representative.....Adv. Time Sales
President.....Frank Paxton
Managing Director.....Fred Paxton
General Mgr......Sam Livingston
Sales Mgr., Prom. Dir......Charles M. Neel
Prog. Dir......J. E. English III
Film Mgr......Bill Watson
Technical Dir......Ernest J. Pell
Chief Engineer.....John Adams

Pop: 3,375,000
 Families: 959,000

LOUISIANA

TV Homes: 754,500
 TV Stas. in State: 12

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
Local Sales Mgr......Jesse R. Sexton
Nat'l Sales Mgr......Art Reuben
Oper., Prog. Mgr......Larry McHale
Sales Serv. Mgr......Franklin Whitehead
Merchandising Mgr......Jim Nutter
Chief Engineer.....Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Modern Bcstg. Co., Inc.
Business Address.....P.O. Box 2671
Tel.: DI 4-8571.....CBS-ABC
Station Representative.....Blair
Board Chairman.....Dwight W. Martin
Pres., Gen. Mgr......Tom E. Gibbens
Comm. Mgr......Mervyn E. Rhys
Prog. Dir., Film Mgr......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.
Tel.: DI 8-1491.....ABC-NBC
News. Affil......State-Times Morning Advocate
Representative.....Hollingsbery
Pres., Gen. Mgr......Douglas L. Manship
Station Manager.....Aubrey L. Moore
Production Manager.....John T. Crowe
Sales Manager.....Jules L. Mayeux
Program, Film Mgr......John Ferguson
Promotion Dir......Wesley C. Brummett
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 3687
Tel.: CE 5-9494.....CBS-ABC
Station Rep......Bolling
President.....Paul H. DeClouet
General Manager.....Guy Corley
Asst. General Mgr......Jim Allen
Commercial Manager.....Thomas G. Pears
Production Director.....Mike Hudgens
Film Manager.....Beverly Masich
Program Director.....Toni Coons
Chief Engineer.....J. P. Robillard
Owners of: KEUN, Eunice, La.; KUPI, Ville Platte, La.; KPRA, Franklin, La.

KPLC-TV—Lake Charles—1954

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

Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....Box 1521
Tel.: HE 6-3631.....ABC-NBC
Representative.....Weed
President.....T. B. Lanford
General Manager.....P. E. Mills, Jr.
Comm. Manager.....Art Reuben
Promotion Director.....Jeb Swanson
Film Manager.....Donald Johnson
Program Director.....A. B. Craft
Chief Engineer.....Ed Barton
Owners of: KPIC-AM; KALB-AM-FM-TV, Alexandria, La.; KRMD-AM-FM, Shreveport, La.; WSLI-AM, Jackson, Miss.; WJTV-TV, Jackson, Miss.

KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw..VP: 21 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 Address.....KNOE Road
Tel.: FA 2-8155.....ABC-CBS
Station Representative.....H-R Representatives
Board Chair. & Owner.....James A. Noe, Sr.
President.....James A. Noe, Jr.
Exec. Vice-Pres., Gen. Mgr......Paul H. Goldman
V.P. Sales Mgr......Bob Powell
V.P., Sales Serv......Allen Jones
V.P. Operations Mgr......Ansel Smith
V.P. Program Dir......Harry Arthur
Publicity Director.....Guy Popham
V.P., Dir. of Public Affairs.....Jack Hill
Film Manager.....Buford Craft
V.P. Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Tel.: 524-4371.....NBC
Representative.....Blair
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr......A. Louis Read
Sales Manager.....Robert S. Schultis
Program, Promotion Director.....Stan Cohen
Chief Engineer.....Lindsey Riddle
Owners of: WDSU AM-FM; WAFB-TV, Baton Rouge.

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....New Orleans TV Corp.
Business Address.....1418 Cleveland Ave.
Tel.: Jackson 5-9011.....ABC-NBC
Pres., Gen. Mgr......Joseph A. Paretti
Comm. Mgr......B. B. Baylor

Program Dir......De Alton G. Neher
Chief Engineer.....George A. Mayoral

WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Loyola University
Address.....1024 N. Rampart St.
Tel.: 529-4444.....CBS
Representative.....Katz
President.....Very Rev. W. Patrick Donnelly
Acting General Mgr......J. Michael Early
Sales Manager.....Maurice A. Guilleman
Promotion Mgr......Phil Johnson
Chief Engineer.....J. D. Bloom
Owners of: WWL AM.

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....KSLA-TV, Inc.
Business Address.....Box 92
Tel.: 424-8101.....CBS
Newspaper Affil......Journal
Representative.....Harrington, Righter, Parsons
President.....Douglas F. Attaway
General Mgr......Winston B. Linam
Comm. Mgr......Deane R. Flett
Program Dir......John Renshaw
Promotion Dir......Bob Weimar
Chief Engineer.....Morris C. Barton

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Tel.: 868-3644.....ABC
Station Rep......Katz
Pres., Gen. Mgr......E. Newton Wray
Station Manager.....Patrick J. White
Commercial Manager.....Joe B. Foster
Promotion Director.....Wayne Guynes
Film Manager.....Marvin Perry
Production Manager.....Don Moore
Chief Engineer.....Claude R. Scott

**TELEVISION
 STATION INDEX
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Pop.: 980,000
Families: 283,000

MAINE

TV Homes: 260,000
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.: 8321 ABC-CBS
Reps..... Hollingbery, Kettell-Carter
President..... Horace Hildreth
Exec. V.P., Gen. Mgr..... Walter L. Dickson
Commercial Mgr..... Paul Quigg
Station Manager..... Richard B. Bronson
Program. Prom. Dir..... George Gonyar
Studio Director..... Michael Hurley
Film Manager..... Ralph Libby
Chief Engineer..... Edward Winchester
Owners of: WABI AM; WAGM AM-TV, Presque
Isle; WPOR, Portland.

WLBZ-TV—Bangor—1954

Channel: 2 VHF...AP: 25.7...VP: 51.3 Kw.
Owned-Operated By.... WLBZ Television Inc.
Business Address..... 7 Main St.
Tel.: 2-4822 NBC
Sta. Rep. Katz
President..... William H. Rines
General Mgr..... Jack Atwood
Station. Comm. Mgr..... Rudolph O. Marcoux
Film Mgr..... James Irvine
Chief Engineer..... John Wibby
Owners of: WCSH AM-TV, Portland; WLBZ-AM;
WRDO, Augusta.

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By..... Maine Radio & TV Co.
Address..... 579 Congress St.
Tel.: SP 2-0181..... NBC
Station Representative Katz
President..... William H. Rines
General Mgr..... Jack S. Atwood
Station Manager..... Donald R. Powers
Sales Manager..... Bruce C. McGorrill
Promotion Director..... Linwood T. Pitman
Nat'l Sales Mgr..... C. C. Bowlin
Film Manager..... George Bowler
Chief Engineer..... Chas. Brown
Owners of: WCSH, Portland, Me.

WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 50 Kw..VP: 316 Kw.
Owned-Oper. By... Guy Gannett Bcstg. Services
Business Address..... 390 Congress St.
Tel.: SP 2-4661..... CBS
Newspaper Affil..... Gannett Publ. Co.
Representative..... Blair TV Assocs.
President..... Jean Gannett Williams
General Manager..... Eugene W. Wilkin
Asst. General Mgr..... Donald S. Moeller
Commercial Manager..... John M. Havey
Program Director..... William G. Wadman
Promotion Director..... Manny Leitao
Film Manager..... Earle Fenderson
Chief Engineer..... Roger W. Hodgkins
Owners of: WGAN AM.

WMTW-TV—Portland 1954

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By.... Mt. Washington TV Inc.
Address..... Congress Bldg.
Tel., SP 3-5664..... ABC
Rep..... Harrington, Righter & Parsons
Pres. & Gen. Mgr..... John W. Guider
Station Mgr..... Robert M. Joyce
Asst. Gen. Mgr., Comm. Mgr. Robert L. Maynard
Program Dir..... Lee Nelson
Promotion Director..... Grayce Papps
Film Dir..... Brian Higgins
Chief Engineer..... Parker H. Vincent

WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By..... Aroostook Bcstg. Corp.
Address..... Box 729
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
Promotion. Pub. Dir..... William B. Stephenson
Film Manager..... Albert Chasse
Advertising Manager..... Alfred Knight
Chief Engineer..... J. Richards
Owners of: WAGM.

Pop.: 3,275,000
Families: 945,000

MARYLAND

TV Homes: 857,000
TV Stas. in State: 4

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
Station Mgr. Brent O. Gunts
Commercial Mgr..... Eugene McCurdy
Program Dir..... John Frankfield
Chief Engineer John Wilner

WJZ-TV—Baltimore—1948

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.... Westinghouse Bcstg. Co.
 Address, Television Hill
 Tel.: 664-7600, ABC
 Sta. Representative, TvAR
 President..... Donald H. McGannon
 General Manager..... Herbert B. Cahan
 Sales Manager..... Robert B. Bryan
 Prom. Mgr..... H. Taylor Vaden
 Program Manager..... Winthrop P. Baker
 Pub. Dir. Tommy Dukehart
 Acting Program Dir..... Richard Lusher
 Film Manager..... James Miller
 Chief Engineer..... Glen H. Lahman
 Owners of: KPIX, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KYW-TV, Cleveland, O.; KYW-FM,
 Cleveland, O.; KEX, Portland, Ore.; KDKA, Pitts-
 burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,
 Chicago, Ill.; WBZ-FM, Boston, Mass.; KDKA-
 FM, Pittsburgh, Pa.

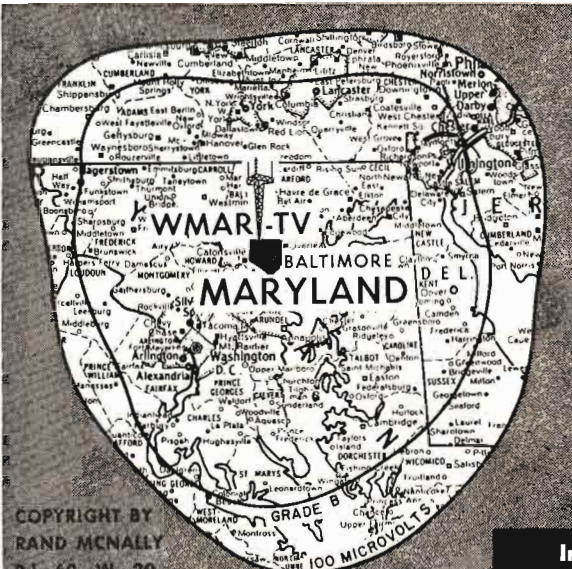
Address Charles & Redwood Sts.
 Tel.: MU 5-5670..... CBS
 Newspaper Affiliation... Baltimore Sunpapers
 Representative **Katz**
 President..... William F. Schmick, Jr.
 General, Station Mgr..... E. K. Jett
 Commercial, Adv. Mgr..... E. A. Lang
 Program Director..... Robert Cochrane
 Film Mgr..... David Stickle
 Prom., Publicity Dir..... Anthony Picha
 Chief Engineer..... Carlton G. Nopper
 Owners of: WBOC-AM-TV, Salisbury, Md.

WBOC-TV—Salisbury—1954

Channel: 16 UHF.. AP: 8.4 Kw.. VP: 15.9 Kw.
 Owned By..... WBOC, Inc.
 Address Radio-Tv, Park
 Tel.: PI 9-6131, ABC-CBS-NBC
 Newspaper Affil..... The Sunpapers
 Station Representative Bolling
 President..... William F. Schmick, Jr.
 V.P., General Manager..... Charles J. Truitt
 Commercial Manager..... Roy Maines
 Program Director..... John W. Downing, Jr.
 Chief Engineer..... Jack Ward

WMAR-TV—Baltimore—1947

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



WMAR-TV

CHANNEL 2

**Blankets the
 Nation's
 12th Market!**

**MEASURED
 COVERAGE**

100 KW—1049 FT.*

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WMAR-TV • CHANNEL 2

BALTIMORE, MARYLAND

*HEIGHT ABOVE MEAN SEA LEVEL

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION
 BALTIMORE 3, MD.

Represented Nationally by
 THE KATZ AGENCY, INC.



Pop.: 5,235,000
Families: 1,517,000

MASSACHUSETTS

TV Homes: 1,447,000
TV Stas. in State: 7

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.
Owned-Oper. By... Westinghouse Broadcasting Co.
Address... 122 East 42nd St., New York, N. Y.
Tel.: MU 7-0808..... NBC
Sta. Representative..... TVAR
President..... Donald H. McGannon
Station V.P..... W. C. Swartley
General Mgr..... J. E. Allen
Sales Manager..... K. T. MacDonald
Program Director..... George Moynihan
Prom. Adv. Mgr..... D. E. Winther
Publicity Director..... Joe Ryan
Film Manager..... R. Jenkins
Chief Engineer..... W. H. Hauser
Owners of: WBZ-WBZA-FM; KDKA AM-TV, Pitts-
burgh; WJZ-TV, Baltimore, Md.; KYW AM-FM-
TV, Cleveland, O.; KEX AM-FM, Portland, Ore.;
WOWO, Fort Wayne, Ind.; WIND, Chicago;
KPIX-TV, San Francisco, Calif.

WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw. VP: 64.6 Kw.
Owned By..... Herald Traveler Corp.
Address..... 50 Morrissey Blvd.
Tel.: AV 8-5000..... CBS
Newspaper Affil..... Herald, Traveler
Representative..... Blair-TV
President..... Robert B. Choate
V.P., Man. Dir..... William B. McGrath
V.P., Sales Dir..... Alexander M. Tanger
Dir. of TV..... Leslie G. Arries, Jr.
Dir. Sales Prom..... Robert B. Cheyne
Nat'l Sales Mgr..... William H. Fallon
Film Manager..... Joseph Levine
Chief Engineer..... Philip K. Baldwin
Owners of: WHDH AM-FM.

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..... ABC
Station Representative... RKO Nat'l Sales Div.
President..... William M. McCormick
Vice Pres..... Thomas Bateson
Program Dir..... John D. Maloy
Adv. Publicity Dir..... Phyllis Doherty
Chief Engineer..... Irving Robinson
Owners of: WNAC-AM-FM; KHJ-AM-FM-TV, Los
Angeles; KERC, San Francisco; WOR-AM-FM-
TV, New York; WHBQ-AM-TV, Memphis;
CKLW-AM-TV, Detroit; WGNS, Washington,
D. C.; WHCT, Hartford.

WRLP—Greenfield—1957

Channel: 32 UHF. AP: 100 Kw. VP: 200 Kw.
Owned By..... Springfield TV Bcstg. Corp.
Address..... P. O. Box 32
Tel.: Northfield 336..... Independent
Station Rep..... Hollingbery
President, Gen. Mgr..... William L. Putnam
V.P., Program Dir..... Jerry Barnes
V.P., Station Mgr..... John Fergie
Chief Engineer..... Ralph Jay

*America's
Great Advertisers
depend upon*

WHDH Television Market Facts

POPULATION
6,421,600

FAMILIES
1,875,600

RETAIL SALES
\$8,435,197,000

EBI
\$13,435,571,000

WHDH-TV CHANNEL 5 BOSTON

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 5-1201.....NBC
 Sta. Rep.....Hollingbery; Kettell-Carter
 Pres., Gen. Mgr.....William L. Putnam
 V.P., Commercial Mgr.....James Ferguson
 V.P., Program Dir.....Jerry Barnes
 Promotion Mgr.....Frank J. Doherty, Jr.
 Film Mgr.....Wallace Sawyer
 Advertising Manager.....Paul Brissette
 V.P., Chief Engineer.....George Townsend
 Owners of: WRLP-TV, Greenfield, Mass.; WWOR-TV, Worcester, Mass.

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
 Station Rep.....Advertising Time Sales
 President.....William Dwight
 Gen., Sta. Manager.....Charles N. DeRose
 Commercial, Adv. Mgr.....Zack Land
 Asst. to 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.: Swift 9-4800.....NBC
 Representative ..Hollingbery, Kettell-Carter
 Pres. & Gen. Mgr.....William L. Putnam
 Station Mgr.....Francis J. Doherty, Jr.
 Program Dir.....Jerry Barnes

Pop.: 8,000,000
 Families: 2,333,000

MICHIGAN

TV Homes: 2,199,000
 TV Stas. in State: 15

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.
 Station Manager.....D. Scott Hager
 Commercial Mgr.....Jack Berry
 Program, Film Mgr.....Vince Collins
 Promotion, Publicity Dir.....Virginia Hagerman
 Chief Engineer.....Leo Heisel
 Owners of: WABJ, Adrian.

WWTW—Cadillac—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 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
 Program Dir.....John Wheat
 Commercial Mgr.....L. A. Swanson
 Chief Engineer.....Ronald Baker

WTOM-TV—Cheboygan—1959

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Midwestern Bcstg. Co.
 Address.....P. O. Box 366
 Tel.: MA 7-5683.....ABC-NBC
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....Les Biederman
 Station Mgr.....Jerry Ferris
 Commercial Manager.....Robert E. Detwiler

Film Manager.....Ed Coddington
 Chief Engineer.....William Kiker
 Owners of: WTCM, Traverse City; WATT, Cadillac;
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
 lord; WPBN-TV, Traverse City.

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
 Owned By.....Western Ontario Bcstg. Co.
 Business Address.....3300 Guardian Bldg.
 Tel.: WO 1-7200.....CBC
 Station Rep.....Nat'l. Sales Div. RKO General
 General Manager.....Cam Ritchie
 General Sales Mgr.....Norman Hawkins
 National Sales Mgr.....Sidney Allen
 Operations Mgr.....S. C. Ritchie
 Dir. of Engineering.....Stewart Clark
 Owners of: CKLW-AM-FM; WNAC-AM-FM-TV,
 Boston; KHJ-AM-FM-TV, Los Angeles; KFRC,
 San Francisco; WOR-AM-FM-TV, New York;
 WHBQ-AM-TV, Memphis; WEMS, Washington,
 D. C.; WNCT, Hartford.

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
 Station Rep.....Storer Television Sales
 President.....George B. Storer, Jr.
 Station Manager.....Lawrence Carino
 Program Director.....Robert J. McBride
 Promotion Mgr.....Bill Smith
 Local Sales Mgr.....Charles W. Bergeson
 Regional TV Engineer.....Joe Haig
 Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-TV,
 Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV,
 Cleveland; WIN, New York, N. Y.; WGBS-AM-FM,
 Miami, Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

MICHIGAN

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.....James Schiavone
Asst. General Manager.....Don DeGroot
Station Manager.....Franklin G. Sisson
Business Manager.....Henry C. Rogers
Sales Manager.....Ray W. Colle
National Sales Mgr.....Peter S. Good
Prog. & Prod. Manager.....Ian Harrower
Promotion Manager.....Glenn Kyker
Sls. Development Mgr....Frank Stellenkamp
Engineering Manager.....E. J. Love
Owners of: WWJ-AM-FM-TV, Detroit.

WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....ABC-PT
Business Address.....20777 W. Ten Mile Rd.
Tel.: KENwood 4-7000.....ABC
Station Rep.....ABC-TV Nat'l Station Sales
President, Sta. Mgr.....John F. Pival
Promoion, Pub. Dir.....John Fisher
Nation Sales Mgr.....Kent Fredericks
Program Director.....Peter Strand
Research Director.....Jim Malla
Local Sales Service Mgr.....Jan Coil
Film Mgr.....Ken Sims
Chief Engineer.....Charles Kocher
Owners of: WABC AM-TV-FM, New York; KGO
AM-TV-FM, San Francisco; WXYZ AM-FM;
KABC AM-TV-FM, Los Angeles; WLS, Chicago;
KQV, Pittsburgh; WBKB-TV, Chicago.

WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Goodwill Station, Inc.
Business Address.....2302 Lapeer Road
Tel.: CE 9-6611.....ABC
Station Rep.....Harrington, Righter & Parsons
President.....Worth Kramer
V.P., General Mgr.....A. Donovan Faust
Sales Mgr.....Robert I. Mart
Program Director.....Franklin C. Mitchell
Promotion, Publicity Mgr.....Devere E. Logan
Film Mgr.....Francis Edwards
Chief Engineer.....C. Jones
Owners of: WJR AM-FM, Detroit; WSAZ-AM-TV,
Huntington, W. Va.

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF.. AP: 158 Kw... AP: 316 Kw.
Owned By.....Time-Life Bcstg., Inc.
Address.....120 College S E
Tel.: Glendale 9-4125.....ABC-NBC
Representative.....Katz
Pres., Gen. Mgr.....Willard Schroeder
Prom., Publicity Dir.....Clark Grant
Program Dir.....Peter Kizer
Film Mgr.....Bob Smith
Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....590 West Maple
Tel.: FI 5-2101.....ABC-CBS
Representative.....Avery Knodel, Inc.
President.....John E. Fetzer
Exec. V. P., General Mgr.....Carl E. Lee
Sales Manager.....Donald DeSmit, Jr.
Program Director.....Charles Lynch
Promotion Director.....W. J. Hunt
Film Manager.....Mel Haavind
Chief Engineer.....Arthur Covell
Owners of: WKZO, Kalamazoo; WJEF-AM-FM,
Grand Rapids; KOLN, Lincoln, Neb.; WWTV-
FM-TV, Cadillac, Mich.; KGIN, Grand Island,
Neb.

WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 E. Saginaw
Tel.: IV 2-1333.....CBS
Station Rep.....Blair TV
President, Gen. Mgr.....Harold F. Gross
Commercial Mgr.....Keith R. Oliver
Program Dir.....Jack Klein
Film, Traffic Mgr.....Phillip E. Sherck
Chief Engineer.....Carl Onken
Owners of: WJIM AM-FM.

WILX-TV—Lansing-Jackson 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
President.....Edward E. Wilson
General Mgr.....William J. Hart
Advertising Manager.....Roy Brown
Program Dir.....Stuart Hazard
Chief Engineer.....Donald Wright

WLUC-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....North Central Bcstg. Co.
Address.....P.O. Box 479
Tel.: GRANite 5-4161.....ABC-CBS-NBC
Station Representative.....Adam Young
President.....Morgan Murphy
General Mgr.....John H. Borgen
Program Director.....Bruce Turner
Promotion Dir.....Gloria Smith
Film Dir.....Barbara Lahde
Chief Engineer.....John Truitt
Owners of: WLUC, Green Bay; WEAU, Eau Claire;
WLUC, Marquette; WISC, Madison.

WKNX-TV—Saginaw—1953

Channel: 57 UHF..AP: 103 Kw...VP: 207 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
Vice Pres.....Alvin M. Bentley
Station Manager.....Howard H. Wolfe

MICHIGAN-MINNESOTA

Commercial Manager....Robert M. Chandler
 Program Director.....Frank Coopersmith
 Production Director.....Jack Newman
 Chief Engineer.....Max W. Thomas
 Owners of: WKXN AM.

WPBN-TV—Traverse City 1954

Channel: 7 VHF..AP: 67.5 Kw..VP: 135 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 Manager.....Soren Munkhof
 Film Mgr.....Robert Modjeska
 Commercial Mgr.....R. E. Detwiler
 Chief Engineer.....William H. Kiker
 Owners of: WTCM, Traverse City; WATT, Cadillac;
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
 lord; WTOM-TV, Cheboygan.

Pop.: 3,500,000

Families: 1,032,000

MINNESOTA

TV Homes: 907,000

TV Stas. in State: 10

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
 General Manager.....Glenn W. Flint
 Commercial Mgr.....Kenneth Schneider
 Prog. Dir.....Ken Bechtel
 Promotion, Publicity Dir.....Russell Cox
 Film Manager.....Douglas Froemming
 Chief Engineer.....Nile Hunt

Tel.: RA 7-8484.....ABC-NBC
 News. Affil.....Duluth Herald & News-Tribune
 Station Rep.....Peters, Griffin, Woodward
 President.....Robert B. Ridder
 General Manager.....Robert J. Rich
 Station Manager.....Tom Gavin
 Commercial Manager.....R. W. Pearson
 Program Dir.....Ed Conrad
 Promotion Director.....Martin Olson
 Chief Engineer.....George Carlson
 Owners of: WDSM-AM.

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 7-2965.....ABC
 Representative.....Avery-Knodel, Inc.
 President.....R. J. McElroy
 General Manager.....Ed Starr
 Station Manager.....Ross Miller
 Commercial Manager.....Don Jones
 Program Dir.....Stan Stydnicki
 Chief Engineer.....Tony Mulder

KEYC-TV—Mankato—1960

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....KEYC-Lee TV, Inc.
 Address.....Box XII
 Tel.: 7905.....CBS
 Station Representative.....Adv. Time Sales
 President.....Robtrt R. Ohrt
 Station Manager.....Bob Gardner
 Commercial Manager.....Hap Halligan
 Program Director.....Bob Cavanaugh
 Promotion Director.....Chuck Pasek
 Film Manager.....Eldon Redman
 Chief Engineer.....Donald Borchert
 Owners of: KGLO-AM-TV, Mason City, Iowa;
 WTAD, Quincy, Ill.; KHQA-TV, Quincy, Ill.;
 WMTV, Madison, Wisc.

KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KDAL, Inc.
 Business Address.....Bradley Building
 Tel.: RA 2-4466.....ABC-CBS
 Representative.....Avery-Knodel
 General Manager.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Chief Engineer.....Robert Dettman

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
 Chief Engineer.....John M. Sherman

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

KMSP-TV—Minneapolis—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....United Television, Inc.

MINNESOTA-MISSISSIPPI

Address.....120 80 9th St.
Tel.: FE 9-8811.....ABC
Sta. Rep.....Young TV
Pres., Gen. Mgr.....Donald Swartz
Commercial Manager.....Richard Butterfield
Program Dir.....Joseph Carney
Prom., Publicity Dir.....Robert Favaro
Film Manager.....Jack Garrick
Chief Engineer.....Chalmers Stromberg

WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Operated By...Twin State Bcstg., Inc.
Business Address.....2925 Dean Blvd.
Tel.: Walnut 7-8881.....Independent
Representative.....Katz
President.....Weston C. Pullen, Jr.
V.P., General Mgr.....Theodore C. Streiber
Station Mgr.....Arthur M. Swift
Sales Mgr.....Robert Fransen
Regional Sales Mgr.....Richard Jaliiffe
Prom., Adv. Dir.....Howard W. Coleman
Program Dir., Film Mgr.....S. M. Rosenman
Chief Engineer.....W. Fritze
Owners of: WFBM-AM-TV-FM, Indianapolis;
WOOD AM-TV, Grand Rapids; KJZ AM-TV,
Denver.

KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 150 Kw..VP: 316 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Tel.: AT 9-3924.....NBC
Reps...Venard, Rintoul, McConnell; Beckjorden
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Station, Comm. Mgr.....Willard Lampman
Prom., Pub. Director.....Carol Geerdes
Program Dir., Film Mgr.....Paul Wizkro
Chief Engineer.....Robert W. Cross
Owners of: KROC-AM.

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.: Ml 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

Pop.: 2,180,000
Families: 576,000

MISSISSIPPI

TV Homes: 397,500
TV Stas. in State: 7

WCBI-TV—Columbus—1956

Channel: 4 VHF..AP: 18 Kw..VP: 20 Kw.
Owned-Oper. By.....Birney Imes, Jr.
Business Address.....Highway 12 North
Tel.: FAirtax 8-5631.....ABC-CBS-NBC
Newspaper Affiliation...Commercial Dispatch
President.....Birney Imes, Jr.
Gen., Prom. Mgr.....P. B. Hinman
Commercial Mgr.....Bill Whitfield
Operations, Film Mgr.....Edward Prescott
Chief Engineer.....Tom McFerrin

WABG-TV—Greenwood—1959

Channel: 6 VHF..AP: 14.8 Kw..VP: 29.5 Kw.
Owned By.....Miss. Telecasting Co. Inc.
Address.....P. O. Box 414
Tel.: 453-4001.....CBS
Representative.....James S. Ayers
President, Gen. Mgr.....Cy N. Bahakel
Comm., Sta. Manager.....Don Neil
Program Dir.....Mrs. Erlene Leach
Promotion Director.....Calton Crowell
Film Manager.....Kenneth Woodard
Chief Engineer.....Floyd Coulter

WDAM-TV—Hattiesburg 1956

Channel: 7 VHF..AP: 25.7 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
Operations Mgr.....David L. Waite
Promotion Mgr.....Terry Emmons
Film Manager.....Wayne Milling
Chief Engineer.....Clarence Vogel

WJTV—Jackson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Capitol Broadcasting Co.
Business Address.....P. O. Box 8187
Tel.: 372-6311.....ABC-CBS-NBC
Newspaper Afilf.....Miss. Publishers Co.
Station Representative.....Katz
Exec. V.P., Gen. Mgr.....L. M. Sepaugh, Sr.
Station, Nat'l Sales Mgr...Owens F. Alexander

Production Director.....Ken Parks
 Prom., Adv. Dir.....Sandy McMillan
 Film Manager.....L. M. Sepaugh, Jr.
 Chief Engineer.....C. A. Perkins
 Owners of: WSLI, Jackson.

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.: FL 2-2691.....ABC-NBC
 Representative.....Hollingbery
 President.....P. K. Lutken
 Gen., Station Mgr.....Fred L. Beard
 Comm., Adv. Mgr.....Frank Gentry
 Program Director.....Maurice Thompson
 Promotion, Publicity Dir.....Michael Kelly
 Film Manager.....Bruce Nicholson
 Chief Engineer.....Floyd Kinard
 Owners of: WJDX AM-FM, Jackson.

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
 Station Representative.....Bolling
 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 Saxton

WTWV—Tupelo—1957

Channel: 9 VHF..AP: 14 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
 President.....Frank K. Spain
 General, Comm. Mgr.....Charles H. Hicks, Jr.
 Program Director.....William B. Landers
 Prom., Pub. Dir.....Perrin Purvis
 Opera. Superv.....J. A. Stenbridge
 Chief Engineer.....J. D. Green

Pop.: 4,500,000
 Families: 1,409,500

MISSOURI

TV Homes: 1,247,000
 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.....Bolling
 President.....Oscar C. Hirsch
 Station Mgr.....Robert O. Hirsch
 Program Dir.....Donald T. McNeely
 Owners of KFVS-AM.

KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.
 Owned-Oper. By.....Curators of Univ. of Mo.
 Address.....Columbia, Mo.
 Tel.: Gibson 2-1122.....ABC-NBC
 Station Rep.....Avery-Knodel
 Director of TV.....Edward C. Lambert
 Station, Film Manager.....Glenn G. Griswold
 Commercial Manager.....John O. Conwell
 Program Director.....Monte Gurwit
 Promotion Director.....Lois Todd
 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
 Station Rep.....Advertising Time Sales
 President.....Lee P. Loomis
 General, Nat'l Sales Mgr.....Walter J. Rothschild

Local Sales Mgr.....Ralph Drescher
 Program Dir.....Tom Robey
 Prom. Publicity Dir.....Robert Eickmeyer
 Film Manager.....Jean Eager
 Chief Engineer.....J. E. Gray
 Owners of: KGLO AM-TV, Mason City; WTAD
 AM-FM, Quincy; WMTV, Madison; KEYC-TV,
 Mankato.

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
 President.....William H. Weldon
 Gen., Film Mgr.....Robert Blosser
 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
 Station Representative.....Avery-Knodel
 President.....Jack N. Berkman
 V.P., General Manager.....D. T. Knight
 Commercial Mgr.....Bill Hirshey
 Program Dir.....Ron Robson
 Promotion Director.....William Harned
 Film Manager.....Douglas Carter
 Chief Engineer.....Jack Langford
 Owners of: WSTV AM-TV, Steubenville; KODE
 AM: WBOY, Clarksburg; WPIT, Pittsburgh;
 WSOJ, Tampa; WRDW-TV, Augusta; WRGP-
 TV, Chattanooga; WBOY-TV, Clarksburg.



3 STEPS TO A SELL-OUT IN KANSAS CITY:

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From America's tallest self-supported tower. K. C.'s first fine music station.

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
Owned By.....Meredith Bcstg. Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....CBS
Representative.....Katz
V.P., General Mgr.....E. K. Hartenbower
Station, Comm. Mgr.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Chief Engineer.....Karl Troeglen
Owners of: KRMG, Tulsa; WOW AM-TV-FM,
Omaha; WHEN AM-TV, Syracuse; KCMO AM-
FM; KPNO AM-TV, Phoenix.

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Metropolitan Bcstg.
Business Address.....11th & Central Streets
Tel.: HA 1-2650.....ABC
Representative.Peters, Griffin, Woodward, Inc.
President.....John Kluge
V.P., General Manager.....Albert P. Krivin
Commercial Manager.....Ed Dennis
Program Director.....Mori Greiner
Film Manager.....Mildred Harris
Prom., Adv. Director.....Kent Stuart
Chief Engineer.....Henry Goldenberg
Owners of: KMBC-TV; WNEW-AM-FM-TV, New
York City; WHK-AM-FM, Cleveland; WIP-AM-
FM, Philadelphia; WPTG-TV, Washington, D. C.;
KOUR-TV, Sacramento, Calif.; WTVH-TV,
Peoria, Ill.; WTVP-TV, Decatur, Ill.

WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Business Address.....Signal Hill
Tel.: PL 3-4567.....NBC
Station Rep.....Petry
President.....David C. Moore
General Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Asst. to Mgr.....Bob Worthington
Promotion Director.....Jud Woods
Chief Engineer.....James Schmidt
Owners of: WGR, AM-TV-FM, Buffalo; KFMB,
AM-TV-FM, San Diego; WDAF AM; WNER-TV,
Scranton; KERO-TV, Bakersfield.

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.2 Kw..VP: 16.4 Kw.
Owned By.....Jefferson TV Co.
Business Address.....2100 W. Broadway
Tel.: TAYlor 6-1651.....ABC-CBS
President.....William H. Weldon
Gen., Sta. Mgr.....John Garner
Chief Engineer.....Ed Schvelein
Owners of: KRCG-TV, Jefferson City, Mo.

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.....Wood
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
Owners of: KTTS AM-FM.

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

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KFEQ Bcstg. Co.
Business Address.....40th & Farson
Tel.: ADams 3-2528.....ABC-CBS
Station Rep.....Bolling
President.....Jesse D. Fine
V.P., Gen. Mgr.....Ted Nelson
Sales Manager.....Carlton Schirmer
Program Director.....Dick McDaniel
Chief Engineer.....Kenneth Lux
Owners of: KFEQ AM; KLIK, Jefferson City;
WTVI, Fort Pierce, Fla.

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
Station Rep.....CBS TV Stations Nat'l Sales
President.....Merle S. Jones
V.P., Gen. Mgr.....Gene Wilkey
Administrative Asst.....Norman Bacon
General Sales Mgr.....Charles McAbee
Program Dir.....Don Markley
Sales Prom. Mgr.....Judd Choler
Dir. Info. Services.....Fred S. Heywood
Film Mgr.....G. West
Dir., Public Affairs.....Parker Wheatley
Chief Engineer.....Harry Harvey
Owners of: WBBM AM-TV, Chicago; KNX AM-TV,
Los Angeles; KMOX AM-TV, St. Louis; WCAU
AM-TV, Philadelphia; KCBS AM, San Francisco;
WEEL AM, Boston.

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
General Manager.....Saul Rosenzweig
Station Manager.....Bob Davis
Commercial Mgr.....Arthur Prell
Program Director.....Eleanor Werner
Promotion, Pub. Dir.....Thomas Chapman
Film Manager.....Jim Anians
Chief Engineer.....Kenneth Hildenbrand

MISSOURI-MONTANA

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 1-1111...NBC
Newspaper Affiliation...St. Louis Post-Dispatch
Station Representative...Katz
President...Joseph Pulitzer, Jr.
General Manager...Harold Grams
Station Manager...Guy E. Yeldell
Sales Manager...Ray Karpowicz
Program, Film Mgr...Keith Gunther
Promotion Director...Fred J. Mueller
Publicity Dir...Robert Hannon
Chief Engineer...J. E. Risk
Owners of: KSD-AM.

KTVI—St. Louis—1957

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned...Signal Hill Telecasting Corp.
Business Address...5915 Berthold Ave.
Tel.: MI 7-3600...ABC
Station Representative...Blair TV
President...Harry Tenenbaum
V.P., Acting Gen. Mgr...Paul E. Peltason
V.P., Nat Sales Mgr...Shaun Murphy
Production Dir...Bill Leonard
Program Dir...Larry Cooper
Promotion Director...Charlie Cash
Operations Manager...Francis W. Hunt
Chief Engineer...Richard Trompeter

Pop.: 685,000

Families: 210,000

MONTANA

TV Homes: 142,000

TV Stas. in State: 8

KGHL-TV—Billings—1958

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned...Midland Empire Bcstg. Co.
Address...214 N. 30th St.
Tel.: 252-4676...ABC-NBC
Station Representative...Devney Organization
President...P. N. Fortin
General Manager...J. L. Robinson
Commercial Mgr...Robert McCann
Chief Engineer...D. Jansma

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.: 365-3377...CBS
President...Lewis W. Moore
General Mgr., Adv. Mgr...Jerry Robbins
Film Manager...Peter Seilor
Program Engineer...Jane Robbins
Chief Engineer...Donald J. Powers
Owners of: KXGN-AM.

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.: 252-5611...ABC, CBS
Station Representative...Hollingbery; Moore
President...Joseph S. Sample
General, Station Mgr...Cliff Ewing
Comm. Manager...John Conner
Program Director...Victor Miller
Promotion, Pub. Dir...Betty Kelly
Film Manager...James Thorpe
Chief Engineer...Grant French
Owners of: KOOK-AM; KNLF-AM-TV, Butte,
Mont.

KFBB-TV—Great Falls—1954

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
Station Representative...Hollingbery; Moore
Pres., Gen. Mgr...J. P. Wilkins
Comm. Sta. Manager...W. C. Blanchette
Chief Engineer...Anthony Lopuch
Owners of: KFBB-AM.

KXLF-TV—Butte—1953

Channel: 4 VHF...AP: 30 Kw...VP: 60 Kw.
Owned By...Garryowen Butte TV
Business Address...Box 1956
Tel.: 792-9111...ABC, CBS, NBC
Station Reps...Hollingbery; Moore
President...Joseph S. Sample
General, Station Mgr...Edmund L. Peiss
Program Director...Paul Simitzes
Film Manager...Don Manwiller
Commercial Manager...Jim Manning
Chief Engineer...Vern Totten

KRTV—Great Falls—1958

Channel: 3 VHF...AP: 0.3 Kw...VP: 0.6 Kw.
Owned By...Snyder & Assoc.
Business Address...Box 1453
Tel.: 453-2433...NBC
Station Reps...Avery-Knodel; Day-Wellington
President...Dan Snyder
General, Comm. Mgr...Paul Crain
Program, Prom. Dir...Don Bradley
Chief Engineer...Jesse Waymire

KBLH—Helena—1959

Channel: 12 VHF...AP: 486 Kw...VP: 973 Kw.
Owned By...Helena TV Inc.
Address...Box 797
Tel.: 442-6790...ABC-CBS-NBC
General Manager...Bruce Hamilton
Sales Manager...Joe Spaja
Operation Director...Dug Sutherland

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95.5 Kw...VP: 191 Kw.
 Owned-Oper. By.....Mosby's Inc.
 Address.....340 W. Main St.
 Tel.: 549-4169.....ABC-CBS-NBC
 Station Rep.....Bolling

Pres., Sta. Mgr.....A. J. Mosby
 Program Director.....Hugh E. Bader
 Promotion Director.....Fritzie Yonce
 Publicity Director.....S. John Schile
 Film Manager.....Raleigh McNeal
 Chief Engineer.....Charles E. Meyer

Pop.: 1,430,000
 Families: 442,000

NEBRASKA

TV Homes: 371,500
 TV Stas. in State: 8

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
 Newspaper Affil.....Hastings Tribune
 Representative.....Weed
 President.....Fred A. Seaton
 General Manager.....Duane L. Watts
 Production Manager.....Robert C. Buckley
 Program Director.....Mrs. Ardis Bequette
 Promotion Manager.....Nikki Wright
 Film Manager.....Paul R. Loebig
 Chief Engineer.....Duane Allison

President.....John E. Fetzer
 V.P., General Mgr.....A. James Ebel
 Comm., Adv. Mgr.....Duane Holman
 Program Dir.....Paul Jensen
 Promotion, Pub. Dir.....Pro Sherman
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor

**KDUH-TV—Hay Springs
 1958**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Black Hills Bcstg. Co.
 Address.....Highway 86 South
 Tel.: ME 8-2741.....ABC-CBS
 President.....Helen Duhamel
 General Sta. Mgr.....John Ludwig
 Program. Prom. Mgr.....Owen Lyon
 Film Mgr.....Tom Bauman
 Publicity Dir.....Art Christ
 Chief Engineer.....Ed Davenport

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.....Gill-Perna
 President.....York Hinman
 General, Sta. Mgr.....Bill Wood
 Commercial Mgr.....Wally Gunderson
 Program Dir.....Bob Van Neste
 Publicity Dir.....Diane Manley
 Advertising Mgr.....Bill Young
 Chief Engineer.....John Seide

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
 Representative.....Meeker
 President.....Wayne Brewster
 Station Manager.....Jack Gilbert
 General Sales Mgr.....Jack Yeager
 Program Director.....Marlon Milliken
 Pub. Director.....Tom Nuss
 Dir. of Eng.....D. Greely
 Owners of: KRNY, Kearney, Neb.; KHPL-TV,
 Hayes Center, Neb.; KHOL-FM.

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 Reps.....Harrington, Righter & Parsons
 President.....Ben H. Cowdery
 V.P., Gen. Mgr.....Eugene S. Thomas
 Program Director.....Ken James
 Prom., Pub. Dir.....Robert F. Coats
 Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus. Trans. Address.....2615 Farnam St.
 Tel.: 345-3333.....NBC
 Station Rep.....Petry
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Commercial Manager.....Leon Benschoter
 Program Director.....Lew Jeffrey
 Promotion Director.....Galen Lillethorup
 Film Manager.....Ken Michelsen
 V.P., Engineering.....R. J. Schroeder
 Owners of: KMA, Shenandoah.

KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned By.....Cornhusker TV Corp.
 Address.....40th and W Sts.
 Tel.: INGersoll 6-2367.....CBS
 Representative.....Avery-Knodel

Pop.: 1,025,000
Families: 282,000

NEW MEXICO

TV Homes: 209,000
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.: 243-2285.....CBS
Station Representative.....Adv. Time Sales
Pres., Gen., Sta. Mgr.....A. R. Hebenstreit
Comm., Film Mgr.....Ralph C. Rhoads
Prom., Publicity Dir.....James Laramore
Program Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds
Owners of: KGGM AM; KVSF, Santa Fe.

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. Tulane Dr.
Tel.: ALPINE 5-8716.....ABC
Station Rep.....Avery-Knodel, Inc.
President, Gen. Mgr.....Clinton D. McKinnon
Adv., Comm., Sta. Mgr.....Max A. Sklower
Prog., Prom., Publicity Dir.....Frank C. Idaspe
Chief Engineer.....James Sharman

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
Program Dir.....Jerry Danziger
Prom., Publicity Dir.....Paul Bain
Film Mgr.....Bill Williams
Chief Engineer.....Fern Bibeau
Owners of: KSTP, AM-TV, St. Paul; WGTO, Cypress Gardens.

KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5.8 Kw..VP: 11.7 Kw.
Owned-Oper. By...Voice of the Caverns, Inc.
Address.....Box 631
Tel.: 5-4101.....CBS
President.....Edward Talbott
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Don Husted
Film Manager.....Calvin Waters
Pub. Prom. Dir.....Marjorie Winfield
Chief Engineer.....Sanford Brown
Owners of: KAVE-AM.

KVER-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.
Owned By.....Marshall Enterprises, Inc.
Business Address.....1000 Sycamore St.
Tel.: 763-5511.....CBS-ABC
Station Representative.....Adv. Time Sales
President.....John H. Marshall, Sr.
Gen., Station Mgr.....John H. Marshall, Jr.
Commercial Manager.....Jim Self
Program Director.....Bud LeRoy
Promotion Director.....John Urban
Publicity Director.....Frank Childs
Film Manager.....Duffy Sasser
Chief Engineer.....M. S. O'Dell

KSWS-TV—Roswell—1953

Channel: 8 VHF..AP: 160 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
Chief Engineer.....William E. Kolb

Pop.: 17,225,000
Families: 5,225,000

NEW YORK

TV Homes: 4,836,000
TV Stas. in State: 21

WAST—Albany—1956

Channel: 13 VHF..AP: 76.5 Kw..VP: 152 Kw.
Owned-Operated By..Van Curler Bcstg. Corp.
Address.....Box 4035
Tel.: HO 5-5291.....ABC
Station Reps.....Peters, Griffin, Woodward, Inc.
President.....S. H. Fabian
General Mgr.....William A. Ripley
Asst. to Gen. Mgr.....E. David Rosen
Commercial Mgr.....Dom Tovino
Program Dir.....Fred Shavor
Promotion, Publicity Dir.....Michael S. Artist

Film Mgr.....Joel Levy
Chief Engineer.....Elmer C. Snow
Owners of: WAST-AM.

WTEN—Albany—1953

Channel: 10 VHF..AP: 72.5 Kw..VP: 145 Kw.
Owned-Oper. By...Capital Cities Bcstg. Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President.....Frank M. Smith

NEW YORK

General Station Mgr. Daniel B. Burke
Sales Manager William J. Lewis
Program Dir. Charles Pogan
Local Sales Manager Phil Beuth
Promotion Manager Marc Edwards
Chief Engineer Len Lavendol
Owners of: WROW, Albany, N. Y.; WPRO-TV,
AM-FM, Providence, R. I.; WTVB, Raleigh-Dur-
ham, N. C.; WKBW-AM-TV, Buffalo, N. Y.;
WPAT-AM-FM, Paterson, N. J.

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-NBC
Station Representative H-R Reprs.
General Manager Edward M. Scala
Program Director Donald Snyder
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 50 Front St.
Tel.: RAYmond 3-7311 ABC-CBS
Representative Blair TV, Inc.
Sales Manager George R. Dunham
Commercial Mgr. Keith Dare
Program Director Edward Giller
Promotion Director Ruth Hider
Chief Engineer Lamar Cox
Owners of: WFIL AM-TV-FM, Philadelphia;
WNHC AM-TV-FM, New Haven; WFBG AM-TV-
FM, Altoona; KFRE AM-TV, Fresno; KRFM,
Fresno; WLYH-TV, Lebanon.

WBEN-TV—Buffalo—1948

Channel: 4 VHF. AP: 54 Kw. VP: 100 Kw.
Owned-Oper. By WBEN, Inc.
Address 2077 Elmwood Ave.
Tel.: TR 6-0930 CBS
Newspaper Affiliation Evening News
Sta. Rep. Harrington, Righter, Parsons
President Alfred H. Kirchhofer
General Manager C. Robert Thompson
Sales Manager Nicholas J. Malter
Asst General Mgr. George R. Torge
Prom., Pub. Dir. Joseph A. Haeflner
Film Buyer, Prog. Dir. Frederick A. Keller
Program Director Frederick W. Keller
Technical Director R. Glenn Beerbower
Owners of: WBEN AM-FM.

WGR-TV—Buffalo—1954

Channel: 2 VHF. AP: 60.4 Kw. VP: 100 Kw.
Owned Transcontinent TV Corp.
Business Address 184 Barton St.
Tel.: TT 6-7115 NBC
Representative Edward Petry
President David C. Moore
General Manager Van Beuren W. De Vries
Program Dir. Paul Sciandra
Promotion, Publicity Dir. George Sperry
Owners of: WGR-AM; KFMB-AM-TV, San Diego,
Calif.; WDAF-AM-TV-FM, Kansas City, Mo.;
WNEP-TV, Scranton, Pa.; KERO-TV, Bakers-
field, Calif.; WROC-FM-TV, Rochester.

WKBW-TV—Buffalo—1958

Channel: 7 VHF. AP: 53.7 Kw. VP: 178 Kw.
Owned By Capital Cities Bcstg. Corp.
Business Address 1420 Main St.
Tel.: TT 3-0770 ABC
Sta. Rep. Blair TV
President Frank M. Smith
General Manager Robert K. King
Chief Engineer Floyd A. Timberlake
Owners of: WPAT-AM-FM, Paterson, N. J.; WPRO-
AM-FM-TV, Providence, R. I.; WROW, WTE-
TV, Albany, N. Y.; WKBW-AM-TV, Buffalo,
N. Y.; WTVB-TV, Durham, N. C.

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 2-2670 ABC-CBS
Newspaper Affil. Watertown Daily Times
Station Rep. Bolling
President John B. Johnson
General Manager James W. Higgins
Commercial Manager Alfred M. Tauroney
Director of Operations Glenn H. Hall
Prog., Director David M. Graves
Film Mgr. David N. Cummings
Prom., Pub. Dir. Earl R. Kelly
Dir. of Eng. Michael Yonkovig
Chief Engineer Donald Morehouse
Owners of: WWNY, Watertown; WMSA, Massena;
WMSA FM, Massena.

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
Station Rep. ABC-TV Nat'l Station Sales
V.P., General Mgr. Joseph Stamler
General Sales Mgr. James E. Szabo
Adv. Prom. Dir. Murry Salberg
Program Director Arthur E. Gross
Dir., Res. & Sls. Dev. Lawrence Pollock
Publicity Director Lester Dinoff
Film Dir. T. Kako
Chief Engineer H. H. Mellion
Owners of: WABC; KABC-AM-TV, Los Angeles;
KQV, Pittsburgh; KGO-AM-TV, San Francisco;
WLS, Chicago; WXYZ-AM-TV, Detroit; WBKB,
Chicago.

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
Station Rep. CBS TV Stations Nat'l Sales
President (CBS Inc.) Frank Stanton
Pres. (CBS TV Stations Div.) Merle S. Jones
V.P., Asst. to Pres. of CBS-TV
F. J. Shakespeare, Jr.
V. P. Station Div. Craig Lawrence
V.P., Gen. Mgr. Norman Walt, Jr.
General Sales Mgr. G. Gerald Danford

Program Director.....Dan Gallagher
 Adv. & Publicity Dir.....Leonard Traube
 Film Dept. Manager.....William C. Lacey
 Operations Mgr.....Marion Lonsberry
 Chief Engineer.....Philip Goetz

WNBC-TV—New York—1941

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Representative.....NBC Spot Sales Dept.
 President.....Robert Kintner
 V.P., General Mgr.. Theodore H. Walworth, Jr.
 Station Manager.....Peter Affie
 Commercial Manager.....Jay Heitlin
 Program Mgr.....Alvin H. Perlmutter
 Promotion Director.....Robert G. Patt
 Publicity Dir.....Al Slep
 Chief Engineer.....Thomas J. Buzalski
 Owners of: WNBC-AM-FM; WMAQ-AM-FM, Chi-
 cago; WNBQ, Chicago; WRC-AM-FM-TV, Wash-
 ington, D. C.; WRCV-AM-FM-TV, Philadelphia;
 KNBC-AM-FM, San Francisco; WJAS-AM-FM,
 Pittsburgh; KRCA-TV, Los Angeles.

WNEW-TV—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.
 Owned By.....Metropolitan Bcstg.
 Business Address.....205 E. 67th St.
 Tel.: LE 5-1000.....Independent
 Representative.....Petry
 President.....John W. Kluge
 Exec. V.P., Television.....Bennet H. Korn
 V.P., General Mgr.....John E. McArdle
 Commercial Manager.....Bernard Zeidman
 Publicity Director.....Phil Cowan
 Program Dir.....Jack Lynn
 Promotion Director.....Symon B. Cowles
 Chief Engineer.....William Kelly
 Owners of: WNEW AM-TV; WTTG-TV, Wash-
 ington, D. C.; WHK AM-FM, Cleveland; WIP
 AM-FM, Philadelphia; WTVH-TV, Peoria;
 WTVP-TV, Decatur; KOVE-TV, Stockton;
 WTK-AM-FM, Cleveland, O.; KMBC-AM-TV,
 Kansas City, Mo.

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 Rep.....Nat'l Sales Div., RKO General
 V.P., General Manager.....Robert J. Leder
 V.P., Comm. Mgr.....Burt Lambert
 V.P., Prom. & Research.....Martin Fliesler
 Promotion Director.....Robert Beusse
 Publicity Director.....Sid Bakal
 Film Manager.....Ivan Reiner
 VP., Program Dir.....Robert Smith
 Chief Engineer.....Orville Sather
 Owners of: WNAC AM-TV-FM, Boston; WGMS
 AM-FM, Washington, D. C.; WHBQ AM-TV-FM,
 Memphis; CKLW AM-TV-FM, Detroit; KFRC
 AM-FM, San Francisco; WOR AM-FM; KHJ AM-
 FM-TV, Los Angeles; WHCT, Hartford.

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.
 Exec. V.P., General Mgr.....Fred M. Thrower
 V.P. in Chg. Operations.....L. J. Pope
 V.P., Sales Mgr.....J. A. Patterson
 V.P. & Ch. Engineer.....Otis Freeman
 V.P. & Controller.....T. E. Mitchell
 Promotion Manager.....F. X. Tuoti
 Live Program Manager.....W. D. Engels
 Film Manager.....W. Cooper
 Sales, Business Mgr.....Jack F. A. Flynn
 Public Relations Director.....A. J. McCaffrey

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 TV
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....David F. Milligan
 Prog. Dir.....Al Cahill
 Chief Engineer.....Henry Cronin

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.
 Station Representative.....H-R Repp
 President.....Paul Miller
 General Station Mgr.....Lowell MacMillan
 Comm. Manager.....John Cody
 Program. Film Mgr.....William J. Adams
 Publicity Dir.....Dorothy Cotton
 Chief Engineer.....Howard B. Mouatt

WROC-TV—Rochester—1953

Channel: 5 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.
 Address.....17 Clinton Ave. S.
 Tel.: HAmilton 6-4820.....ABC-NBC
 Representative.....Bolting
 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
 Station Representative.....Katz
 Gen. Mgr.....J. Milton Lang

NEW YORK-NORTH CAROLINA

Operations Mgr. Merl L. Galusha
 Marketing Mgr. Robert F. Reid
 Sales Manager. George F. Spring
 Program Dir. A. G. Zink
 Promotion Mgr. Arthur R. Garland

WHEN-TV—Syracuse—1954

Channel: 8 VHF...AP: 190 Kw...VP: 316 Kw.
 Owned-Oper. By...Meredith Syracuse TV Corp.
 Address101 Court St.
 Tel.: GR 4-8511ABC-CBS
 Station RepresentativeKatz
 President.....E. T. Meredith, Jr.
 V.P., General Mgr.....Paul Adanti
 Comm. Manager.....Frederick R. Menzies
 Prog. Dir., Film Mgr.....Gordon Alderman
 Chief Engineer.....Albert Chismark
 Owners of: WOW, AM-TV, Omaha; KCMO, AM
 TV, Kansas City; KPHO, AM-TV, Phoenix
 KRMG, Tulsa.

WSYR-TV—Syracuse—1950

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

Business Address.....1030 James St.
 Tel.: GRanite 4-3911.....NBC-ABC
 News, Affil., Post & Standard, Herald-Journal
 RepresentativeHarrington-Righter-Parsons
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Comm. Manager.....William R. Alford, Jr.
 Chief Engineer.....Albert Etcholzer

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-NBC
 Sta. Representative.....H.R.
 President, Gen. Mgr.....Gordon Gray
 Program Dir.....Daniel German
 Comm. Mgrs.....R. Gessner, S. Storrier
 Promotion, Publicity Dir.....Dick Gessner
 Merchandising Dir.....Stephen Purcell
 Film Manager.....Frank Guzzetti
 Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,660,000

Families: 1,188,500

NORTH CAROLINA

TV Homes: 426,000

TV Stas. in State: 11

WISE-TV—Asheville—1953

Channel: 62 UHF...AP: 12 Kw...VP: 24 Kw.
 Owned By.....WCOG, Inc.
 Address.....75 Scenic Highway
 Tel.: 254-4663NBC
 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
 President.....Col. Mitchell Wolfson
 V. P. Gen., Sta. Mgr.....Theodore A. Eiland
 General Sales Mgr.....Fred Bernstein
 Regional Sales Mgr.....Ross M. Holmes
 Program, Film Mgr.....Mort Cohn
 Prom., Publicity Dir.....Don Shepherd
 Chief Engineer.....George Sprague
 Owners of: WLOS, AM-FM; WTVJ-TV, Miami;
 WFGA-TV, Jacksonville, Fla.; KVOS-TV, Bel-
 lingham, Wash.

WBTV—Charlotte—1949

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Oper. By...Jefferson Standard Bcstg. Co.
 Business Address.....1 Julian Price Place
 Tel.: ED 3-8833.....CBS-ABC
 Station RepresentativeTvAR
 President.....Joseph M. Bryan
 V.P., Gen. Mgr.....Charles H. Crutchfield

V.P., Managing Dir.....Wallace J. Jorgenson
 V.P.; Prom. Research...J. Robert Covington
 V.P., Engineering.....Thomas E. Howard
 General Sales Manager.....Thomas Cookerly
 Promotion Mgr.....John Dillon
 Program Operations Mgr...Robert L. Rierson
 Asst. Program, Film Mgr...J. Nathan Tucker
 Publicity Director.....Howard Wheeler
 Owners of: WBT; WBTW, Florence.

(See Page 750 for Ad)

WSOC-TV—Charlotte—1957

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Carolina Bcstg. Co.
 Business Address.....Box 2536
 Tel.: FR 6-8401.....ABC-NBC
 Newspaper Affiliation.....Cox Newspapers
 Station Representative.....H-R Reps.
 President.....J. Leonard Reinsch
 General, Sta. Mgr.....Larry Walker
 General Sales Mgr.....C. George Henderson
 Nat'l Sales Mgr.....W. M. Seruggs
 Program Dir.....Sterling W. Wright
 Prom., Adv., Publicity Dir.....Jon T. Caudle
 Film Manager.....Hall Houpe
 Chief Engineer.....L. L. Caudle, Jr.
 Owners of: WSOC-AM-FM; WSB-AM-TV, Atlanta,
 Ga.; WHIO-AM-FM-TV, Dayton, O.

WTVD—Durham—1954

Channel: 11 VHF...AP: 170 Kw...VP: 316 Kw.
 Owned-Oper.....Capital Cities Bcstg. Corp.
 Address.....1750 Newton Rd.
 Tel.: 682-2111.....ABC-CBS
 RepresentativePetry

NORTH CAROLINA-NORTH DAKOTA

President.....F. M. Smith
 Co. Gen. Mgr.....H. L. Duncan
Comm. Manager.....Mike Thompson
 Program Mgr.....Ernie Greup
 Prom., Publicity Dir.....C. Seabolt
 Chief Engineer.....Roy Fullen
 Owners of: WTEN-TV, WROW, both Albany,
 Buffalo, N. Y.

WFMY-TV—Greensboro—1949

Channel: 2 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Operated By...Greensboro News Co.
 Business Address...Phillips Ave. at White St.
 Tel.: BR 4-0114...ABC-CBS
 News. Affil.....News, Record
 Representative...Harrington, Righter & Parsons
 President.....C. O. Jeffress
 General Manager.....Gaines Kelley
 Commercial Mgr.....William M. Alexander
 Station Mgr.....Gaines Kelley
 Program Dir.....T. J. Markham
 Film Manager.....Donald M. Causey
 Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By...Roy H. Park Bcstg. Co.
 Address...Evans St. Extension
 Tel.: PL 2-6181...CBS
 Representative...Hollingbery
 President...Earl Westbrook
 General Manager...A. Hartwell Campbell
 Comm. Manager...John G. Clark, Jr.
 Promotion Director...Dave Mosier
 Program Director...Hank Tribley
 Film Manager...Mac Nicholsor
 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
 General, St. Mgr...Fred Fletcher
 Program Dir...Jesse Helms

Film Mgr.....James Riddle
 Prom., Pub. Dir.....David Witherspoon
 Chief Engineer.....Virgil Duncan
 Owners of: WRAL, AM-FM.

WITN—Washington—1955

Channel: 7 VHF...AP: 160 Kw...VP: 316 Kw.
 Owned-Oper. By...North Carolina TV, Inc.
 Business Address...P.O. Box 469
 Tel.: WH 6-3131...NBC
 Sta. Reps...Venard, Rintoul & McConnell; Ayers
 President, Gen. Mgr...W. R. Roberson, Jr.
 Exec. V.P...T. H. Patterson
 Sales Manager...G. Earle Broome
 Operations Director...Hal Wilson
 Sales Promotion Mgr...Helen S. O'Mary
 Production Mgr...Bob McCoy
 Chief Engineer...Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF...AP: 62.5 Kw...VP: 100 Kw.
 Owned-Oper. By...Atlantic Telecasting Corp.
 Address...205 W. Shipyard Blvd.
 Tel.: RO 3-4666...ABC-CBS-NBC
 Sta. Reps...Select Stations; Brown; Torbet, A. & C.
 President...Dan. D. Cameron
 General Manager...Claud O'Shields
 Program Dir...Wayne Jackson
 Film Manager...Daniel G. Brinson
 Publicity Dir...Ben McDonald
 Promotion Director...Betsy Everett
 Chief Engineer...Ed Herring

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF...AP: 45 Kw...VP: 90 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
 Station Rep...Peters, Griffin, Woodward
 President, Gen. Mgr...Harold Essex
 Asst. General Manager...Richard Barron
 V. President, Sales...Harry Shaw
 V.P., Operations Mgr...Phil Hedrick
 V.P., Program Mgr...John A. Comas
 Promotion Director...Charles Clapp
 Film Manager...Carl Wiegold

Pop.: 637,000
 Families: 173,000

NORTH DAKOTA

TV Homes: 132,000
 TV Stas. in State: 9

KFYR-TV—Bismarck—1953

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Meyer Bcstg. Co.
 Business Address...Broadway at Fourth
 Tel.: CA 3-0900...NBC
 Representative...Blair-TV Assoc.
 President, Gen. Mgr...William Ekberg
 Production Mgr...C. Wayne Turner
 Comm. Manager...A. L. Anderson
 Chief Engineer...Ivar Nelson
 Owners of: KFYR, AM; KMOT-TV, Minot; KUMY-
 TV, Williston.

KXMB-TV—Bismarck—1955

Channel: 12 VHF...AP: 195 Kw...VP: 316 Kw.
 Owned-Oper. By...North Dakota Bcstg. Co.
 Business Address...1811 - 15th St.
 Tel.: CA 3-9197...CBS-ABC
 President...John W. Boler
 General, Sta. Mgr...D. J. Blackstead
 Chief Engineer...Tomas Ahaer

NORTH DAKOTA-OHIO

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.: 224-5133.....ABC-CBS
 Station Reps.....Forioe; Hurley
 President.....Dr. P. J. Weir
 General Manager.....Stanley T. Deck
 Commercial Manager.....Bob Weiler
 Program Director.....Lauren Haacke
 Film Manager.....LeRoy Krank
 Chief Engineer.....Benjamin Lockerd

KXGO-TV—Fargo—1959

Channel: 11 VHF...AP: 14.4 Kw...VP: 28.8 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
 Operations Manager.....Constance Blackstead
 Commercial Mgr.....Jim McGuire
 Publicity, Pub. Relations Dir....Robert B. Weber
 Film Manager.....Steve Winter
 Chief Engineer.....Robert Ridgeway
 Owners of: KXGO, AM; KXJB-TV, Valley City;
 KBMB-TV, Bismarck; KXAB-TV, Aberdeen.

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.....NBC
 Newspaper Affiliation.....Forum
 Representative..Peters, Griffin, Woodward, Inc.
 Board Chairman.....E. C. Reineke
 President.....N. D. Black, Jr.
 Exec. V.P. & Gen. Mgr.....Tom Barnes
 Asst. Gen. Mgr.....Jack Dunn
 Sales.....Jack Lester
 Program Manager.....Ken Kennedy
 Promotion Mgr.....Roy Pedersen
 Film Director.....Buddy Nulph
 Technical Dir.....Julius Heland
 Owners of: WDAY-AM.

KNOX-TV—Grand Forks 1955

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

Owned-Oper. By.....Community TV Corp.
 Business Address.....State Mill Road
 Tel.: 77-44611.....ABC
 Station Rep.Meeker
 President.....H. F. Rice
 General Mgr.....R. C. Lukkason
 Operations Director.....Bill Hutton
 Production Director.....Lowell Johnson
 Film Mgr.....Johnny Ralston
 Advertising Mgr.....Jack French
 Chief Engineer.....David L. Chumley
 Owners of: KNOX-AM.

KXMC-TV—Minot—1953

Channel: 13 VHF...AP: 245 Kw...VP: 120 Kw.
 Owned-Oper. By.....KXMC-TV, Inc.
 Address.....KXMC-TV Bldg.
 Tel.: TE 8-2104.....ABC-CBS
 Station Reps.....Weed, Hurley
 President, Gen. Mgr.....Chester Reiten
 Commercial Mgr.....Henry Bewchler
 Program Dir.....Rod Romine
 Promotion Dir.....Lois Sibbey
 Chief Engineer.....Henry Haensler

KCND-TV—Pembina—1960

Channel: 12 VHF...AP: 10.5 Kw...VP: 23 Kw.
 Owned By.....Pembina Bcstg. Co.
 Address.....Box 523, Grand Forks, N. D.
 Tel.: 4-4611.....Independent
 Station Reps.....Meeker; Wayne Evans
 General, Sales Mgr....Robert C. Lukkason

KXJB-TV—Valley City—1954

Channel: 4 VHF...AP: 41.6 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
 Operations Director.....Constance Blackstead
 Commercial Mgr.....Jim McGuire
 Pub., Public Relations Dir....Robert B. Weber
 Film Manager.....Steve Winter
 Chief Engineer.....Robert Ridgeway
 Owners of: KXGO, AM-TV, Fargo; KBMB-TV, Bismarck; KXAB-TV, Aberdeen.

Pop.: 9,925,000
 Families: 2,998,500

OHIO

TV Homes: 2,850,000
 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.....McGavren TV
 President.....S. Bernard Berk
 General, Station Mgr.....Roger G. Berk
 Commercial, Adv. Mgr.....Kenneth M. Keegan
 Prog., Prom. Dir.....Robert I. Boston
 Film Manager.....Jack Lotz
 Chief Engineer.....Irwin L. Knopp
 Owners of: WAKR-AM-FM.

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.....Independent
 Newspaper Affil....Cincinnati Post Times Star
 Representative.....Blair
 President.....Jack R. Howard
 V.P., General Mgr.....M. C. Watters
 Asst. General Manager.....Robert Gordon
 Nat. Sales Mgr.....Marian Finney
 Operations 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.....ABC
 Station Representative.....Katz
 President.....Hubert Taft, Jr.
 V.P. of Operations.....L. H. Rogers II
 General Mgr.....Samuel T. Johnston
 Comm. Adv. Mgr.....George Rogers
 Program Operations Mgr.....Harry Mohr
 Promotion Manager.....Peggy Rogers
 Film Mgr.....John Hill
 Chief Engineer.....Ray Owen
 Owners of: WTVN, AM-TV-FM, Columbus; WKRC,
 AM-FM; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

WLW-TV—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
 President, General Mgr.....Robert E. Dunville
 V.P.-Television.....John T. Murphy
 V.P.-Treasurer.....John J. Heywood
 V.P.-Programming.....Al Bland
 V.P.-Pub. Relations.....Gil Kingsbury
 V.P.-Sales.....H. P. Lasker
 V.P.-Engineering.....R. J. Rockwell
 Sales Manager.....Dave Strubbe
 Sales Promotion Dir.....Jack Frazier
 Program Dir.....Abe Cowan
 Film Dir.....Tom Storey
 Publicity, Promotion Dir.....Marjorie Kemme
 Tech. Adm. Ass't.....Howard Lepple
 Owners of: WLW-AM; WJAW-C, Columbus, O.;
 WLW-A, Atlanta, Ga.; WLW-D, Dayton, O.;
 WLW-I, Indianapolis, Ind.

KYW-TV—Cleveland—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Business-Studio Address.....1403 E. Sixth St.
 Tel.: SU 1-4500.....NBC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 Vice President.....Frank Tooker

Station Manager.....George H. Mathiesen
 Commercial Manager.....Robert Schroeder
 Program, Film Manager.....Chet Collier
 Promotion, Adv. Manager.....Gene Godt
 Publicity Dir.....Charles Getz
 Chief Engineer.....Sidney V. Stadig
 Owners of: KPIN, San Francisco, Calif.; WQWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KDKA, Portland, Ore.; KDKA, Pitts-
 burgh, 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, Portland, Ore.

WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....1630 Euclid Ave.
 Tel.: TO 1-6080.....CBS
 Station Rep.....Storer TV Sales Inc.
 President.....George B. Storer, Jr.
 General Manager.....Joseph Drilling
 Program Director.....Ralph Hansen
 Chief Engineer.....Gil Anderson
 Owners of: WJBK, AM-FM-TV, Detroit; WSPD-
 AM-FM-TV, Toledo; WAGA-TV, Atlanta;
 WJIN, New York, N. Y.; WGBS-AM-FM, Miami,
 Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS,
 Los Angeles; WITI-TV, Milwaukee; WJW-AM-
 FM, Cleveland, O.

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
 V.P., General Mgr.....James C. Hanrahan
 Ass't Gen. Mgr.....Donald L. Perris
 Eng. V.P.....J. B. Epperson
 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.....James E. Bloyd

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.: 224-7121.....CBS
 Newspaper Affiliation.....Dispatch
 Station Representative.....Blair TV
 President.....H. Preston Wolfe
 Station Manager.....Richard A. Borel
 Program Director.....John A. Haldi
 Sales Director.....Robert D. Thomas
 Sales Promotion Manager.....Mel Grossman
 Operations Director.....Paul Yoakum
 Prom., Publicity Dir.....Jack Dorr
 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 Reps...Crosley; Bomar Lawrence
 President.....Robert E. Dunville
 General, Sta. Mgr.....Walter E. Bartlett
 Sales Mgr.....Richard E. Reed
 Program Director.....Mervin A. Durea
 Sales Service Director.....Larry Reinhart
 Promotion Publicity Director.....John Burpee
 Special Bcst Services Dir.....Bud Gillis
 Chief Engineer.....Charles Sloan
 Owners of: WLW-T-AM, Cincinnati, O.; WLW-A,
 Atlanta, Ga.; WLW-D, Dayton, O.; WLW-I, In-
 dianapolis, Ind.

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.
 V.P. of Operations.....L. H. Rogers, II
 General Mgr.....Robert C. Wiegand
 Sales Manager.....R. W. Ostrander
 Prog. Dir.....Joseph A. Jenkins
 Prom., Pub. Dir.....Shirley A. Dunham
 Film Manager.....Paul Lloyd
 Chief Engineer.....Ed Kopriver
 Owners of: WTVN, AM-FM; WKRC, AM-FM-TV,
 Cincinnati, O.; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

WHIO-TV—Dayton—1949

Channel 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address...1414 Wilmington Ave.
 Tel.: CL 4-5311.....CBS
 Newsp. Affil.....News, Journal Herald
 Representative.....Hollingsbery
 President.....James M. Cox Jr.
 General Manager.....Robert H. Moody
 Retail 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
 Station Reps...Crosley; NBC Spot Sales
 President.....R. E. Dunville
 V.P., General Manager.....George J. Gray
 Comm. Manager.....Dale A. Smith
 Program Dir.....Paul Law
 Prom., Pub. Director.....Dorothy A. Sanders
 Chief Engineer.....Robert Wehrmann
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-C, Columbus; WLW-I, Indianapolis; WLW-
 A, Atlanta.

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 117 Kw..VP: 219 Kw.
 Owned-Operated By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.

Tel.: CA 5-3010.....ABC-NBC
 Station Representative.....Meeker Co.
 President.....G. E. Hamilton
 General Manager.....Robert W. Mack
 Sta., Comm. Mgr.....J. L. Spring
 Program Director.....Sam Fitzsimmons
 Chief Engineer.....M. J. Lamb
 Owners of: WIMA AM-FM.

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address...Exchange Realty Bldg.
 Tel.: 282-6265.....ABC-CBS
 Representative.....Avery-Knodel
 Exec. Vice Pres., Gen. Mgr.....John J. Laux
 Asst. General, Comm. Mgr...Joseph M. Troesch
 Prom., Publicity Dir.....George H. Wilson
 Prog. Supervisors.....Clyde Higgins, Tom Arim
 Technical Dir.....Charles Shepherd
 Chief Engineer.....William Chesnes
 Owners of: WSTV, AM-FM; WBOY, AM-TV,
 Clarksburg; KODE, AM-TV, Joplin; WRGP-TV,
 Chattanooga, Tenn.

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Business-Studio Address...136 Huron St.
 Tel.: CH 8-6201.....ABC-NBC
 Station Rep.....Storer Television Sales
 President.....George B. Storer, Jr.
 Station Manager.....Keith T. McKenney
 Nat'l Sales Manager.....Robert Bailey
 Operations Manager.....Ralph R. Rust
 Promotion Director.....Patrick Kenney
 Film Manager.....Gene Williams
 Local Sales Manager...Richard Fitzgibbons
 Chief Engineer.....George Fulop
 Owners of: WJBK, AM-FM-TV, Detroit; WJW,
 AM-FM-TV, Cleveland; WAGA-TV, Atlanta;
 WHN, New York, N. Y.; WGBS-AM-FM, Miami,
 Fla.; WHG-AM-FM, Philadelphia, Pa.; KGBS,
 Los Angeles, WTTI-TV, Milwaukee; WSPD-AM,
 Toledo, O.

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. Brotherton
 Gen. Sales Mgr.....George J. Kapel
 Program Dir.....Robert Krieghoff
 Production Manager.....Tom Rose
 Prom. Dir.....Steve Fayer
 Film Mgr.....Arthur Michaud
 Chief Engineer.....Harold Holmes
 Owners of: WTOL-AM-FM.

**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

Station Rep. Bolling
 President William F. Maag Jr.
 Gen., Sta., Comm. Mitchell F. Stanley
 Program Director Jay A. Grier
 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, Jr.
 Station Mgr. Warren P. Williamson III
 Commercial Manager David V. Stewart
 Program Dir. Norman Berger
 Sales Promotion Dir. J. Harrison Hartley
 Publicity Director Gene Springer
 Film Manager Jack Beatty
 Chief Engineer B. T. Wilkens
 Owners of: WKBN, AM-FM.

WKST-TV—Youngstown—1957

Channel: 33 UHF... AP: 105 Kw... VP: 209 Kw.
 Owned By WKST-TV, Inc.
 Address 3800 Shady Run Road

Tel: STerling 8-2424 ABC
 Station Representative Young TV
 President Lazar Emanuel
 V.P., General Mgr. P. J. Richtscheidt
 Program, Promotion Dir. Charles DeVault
 Chief Engineer Ernest Retz
 Owners of: WKST; WEOK, Poughkeepsie, N. Y.;
 WACE, Springfield; WNTA, Newark, N. J.

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 2-6531 NBC
 Newspaper Affil. Zanesville Pub. Co.
 Representative Pearson
 President Clay Littick
 Gen., Station Mgr. Allan Land
 Comm., Adv. Mgr. Nate Milder
 Program Director Marty Howard
 Prom., Pub. Director Naomi Lorton
 Film Manager Ralph Young
 Chief Engineer William A. Hunt, Jr.
 Owners of: WTAP-TV, Parkersburg, W. Va.

Pop.: 2,380,000
 Families: 728,000

OKLAHOMA

TV Homes: 595,000
 TV Stas. in State: 10

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.: FE 2-4841 ABC-CBS-NBC
 Station Representative Weed; Brown
 Pres., Gen. Mgr. Bill Hoover
 V.P., Co-Ordinator Jack Hoover
 Program, Prom. Dir. Betty Burkhart
 Film Manager Bobby Lawson
 Chief Engineer Fred Smith

KXII—Ardmore—1956

Channel: 12 VHF... AP: 107 Kw... VP: 214 Kw.
 Owned-Oper. By Texoma Bcstrs., Inc.
 Address Box 1003, Sherman, Tex.
 Tel.: TW 2-8123 NBC
 Station Rep. Venard, Rintoul & McConnell
 General Mgr. C. H. Balding
 Commercial Manager Ulman McMullen
 Program Director Lee Lynch
 Film Manager Paul Smith
 Chief Engineer Russell Trevillian

KSWB—Elk City—1961

Channel: 8 VHF... AP: 13.2 Kw... VP: 26.3 Kw.
 Owned By Southwest Bcstg. Co.
 Address c/o KWOE, Clinton, Okla.
 Tel.: Clinton, Okla Independent
 President, Gen. Mgr. Lonnie J. Preston

Commercial Manager Harry Smith, Jr.
 Chief Engineer Art Vogt

KSWO-TV—Lawton—1953

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By Oklahoma Quality Bcstg. Co.
 Address 4 Mile East Hi Way 7
 Tel.: ELgin 5-7000 ABC
 Reps. Venard, Rintoul, McConnell; Brown
 President, Gen. Mgr. R. H. Drewry
 Station Mgr. Paul N. Goode
 Commercial Mgr. Al Hazelwood
 Program Director Harold Hunt
 Prom., Publicity Dir. Jeanette Sims
 Film Manager Jerry Hawkins
 Chief Engineer Jim Lockerd
 Owners of: KSWO, AM; KRHD, Duncan; KGWA,
 Enid; KMID-TV, Midland.

**KOCO-TV—Oklahoma City
 1954**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By Cimarron TV Corp.
 Address Box 7538
 Tel.: VI 2-6633 ABC
 Station Representative Blair TV
 V.P., General Mgr. Ben K. West
 Operations Manager Earl Hickerson
 Program Director J. B. Chase
 Film Manager Orville Mangus
 Sales Manager Alex Kolensky
 Chief Engineer Glenn Danely

OKLAHOMA-OREGON

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Address7401 N. Kelley
Tel.: VI 3-6641.....CBS
RepresentativePetry
PresidentRoy Turner
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 Address500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affil...Daily Oklahoman and Times
RepresentativeKatz
PresidentE. 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
Chief Engineer.....Bob Hayward
Owners of: WKY, AM; WTVT, Tampa.

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

Pop.: 1,825,000
Families: 596,000

OREGON

TV Homes: 475,000
TV Stas. in State: 9

KCBY-TV—Coos Bay—1960

Channel: 11 VHF..AP: 6.9 Kw..VP: 11.4 Kw.
Owned By.....Pacific Television Inc.
AddressP. O. Box 67
Tel.: 7-4209.....NBC
Stations Reps.....Hollingbery; Art Moore
President.....Robert P. Booth
General Manager.....S. W. McCready
Station Manager.....Harry Kirk
Chief Engineer.....Glynn McCready

KEZI-TV—Eugene—1960

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Liberty TV, Inc.
Address2225 Coburg Road
Tel.: DI 3-3301.....ABC
Sta. Reps...Meeker; Day-Wellington; Jacobson
President.....Donald A. McDonald
General Station Mgr.....Marvin A. Krenk
Commercial Manager.....Gene Adams

President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Prom., Pub. Dir.....Robert Freeland
Commercial Mgr.....Dale E. Hart
Prog. Dir., Film Mgr.....Art Elliott
Chief Engineer.....Lavoy Hooker
Owners of: WISH AM-TV, Indianapolis; WANE
AM-FM, Fort Wayne, Ind.; KHOU TV, Houston,
Tex.; KATV, Sacramento, Calif.

KTUL-TV—Tulsa—1954

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

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned By.....Central Plains Enterprises, Inc.
AddressBox 1349
Tel.: RI 2-5561.....NBC
Station Representative.....Edward Petry
President.....Harold C. Stuart
General Manager.....John Devine
Commercial Manager.....Tom Belcher
Program Dir.....Ray Klinge
Film Mgr.....Allen Cox
Promotion Director.....Gordon Gerhardt
Publicity Dir.....Ann Fellows
Chief Engineer.....John Bushnell

Program Director.....Ron Ogle
Promotion, Publicity Dir.....Robert Prescott
Film Manager.....Dave Woodward
Chief Engineer.....Leo Reetz

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business AddressP. O. Box 548
Tel.: DI 3-2551.....NBC
Rep.....Hollingbery, Art Moore
PresidentBob Booth
Gen., Sta. Manager.....S. W. McCready
Commercial Manager.....Glenn E. Nickell
Prog. Dir.....Martin Jacobsen
Promotion Dir.....Paul Becker
Film Manager.....William Farmer
Chief Engineer.....T. C. Marchner
Owners of: KCBY-TV, Coos Bay; KPIC-TV, Rose-
burg.

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF...AP: 6.76 Kw...VP: 13.5 Kw.
 Owned By.....Southern Oregon Bcstg.
 Business Address.....Box 732
 Tel.: TU 4-8131.....ABC-CBS-NBC
 Station Reps.....Young TV; Art Moore
 President.....William B. Smullin
 Station Mgr.....Richard Green
 Chief Engineer.....William Smith
 Owners of: WBES-TV, Medford; KIEM-TV, Eureka.

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
 Sta. Representatives.....Young TV; Moore
 President.....Earl Voorhies
 Commercial Mgr.....Bob Lindstrom
 Station Mgr.....Jerold R. Poulos
 Chief Engineer.....Del Cantrall
 Owners of: KIEM-TV, Eureka; KOTI-TV, Klamath Falls.

KGW-TV—Portland—1956

Channel: 8 VHF...AP: 191 Kw...VP: 316 Kw.
 Owned By.....Pioneer Bcstg. Co.
 Business Address.....1139 S. W. 13th Ave.
 Tel.: CA 3-6364.....NBC
 Representative.....Blair TV
 President.....Stimson Bullitt
 V.P. Broadcast Div.....Otto P. Brandt
 Station Manager.....Walter E. Wagstaff
 Commercial Manager.....John Pindell
 Program Director.....Tom Dargan
 Promotion, Publicity Dir.....Dick Wright
 Operations Manager.....Leroy Smith
 Chief Engineer.....Clare Hanawalt
 Owners of: KING-AM-FM-TV, Seattle; KGW-AM-TV, Portland, Ore.; KREM-AM-FM-TV, Spokane, Wash.

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
 Station Rep.....Harrington, Righter, Parsons
 President, General Mgr.....C. Howard Lane
 Station, Film Manager.....Ted Cooke
 National Sales Mgr.....John L. Palmer
 Program Director.....Luke Roberts
 Promotion, Publicity Dir.....Dick Kryder, Jr.
 Chief Engineer.....Louis S. Bookwalter
 Owners of: KOIN, AM-FM.

KPTV—Portland—1952

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

KPIC-TV—Roseburg—1956

Channel: 4 VHF...AP: 2.69 Kw...VP: 5.3 Kw.
 Owned By...Southwest Oreg. TV Bcstg. Corp.
 Address.....P. O. Box 1345
 Tel.: ORchard 2-1721.....NBC
 Station Rep.....Hollingbery
 President.....C. H. Fisher
 General Manager.....S. W. McCready
 Station Manager.....Aaron Boe
 Chief Engineer.....Dan Bridges

**STATE BROADCASTERS ASSOCIATIONS
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 LISTED ON PAGES 651-656**

1962 YEAR OF PREMIERES



NIGHTLY... ON THE LATE SHOW! WEEKLY IN PRIME TIME ON PREMIERE THEATRE!

From the nation's biggest and best TV film library . . . premiere films . . . favorite stars . . . a year-round cavalcade of Box Office Blockbusters. Dynamic sales opportunity for every advertiser. A sales building offer that can only be made by a Triangle Station—pioneer-leader in motion pictures for television.



WFBG-TV
ALTOONA-JOHNSTOWN, PA.
ABC-TV • CBS-TV • BLAIR-TV

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBZ-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLVH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
 Telephone: New York: 212-693-1000. www.americanradiohistory.com

Pop.: 11,500,000
Families: 3,318,000

PENNSYLVANIA

TV Homes: 3,088,000
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
President...Roger Clipp
General Manager...John Stilli, Jr.
Business Manager...Joseph DiGiorgio
Program Director...James Van de Velde
Prom., Publicity Dir...Joseph Burns
TV Sales Manager...John Brubaker
Production Director...Karl Friedline
Chief Engineer...Dick Kline
Owners of: WFIL-AM-FM-TV, Philadelphia;
WNEB-AM-FM-TV, Binghamton, N. Y.; WNHC-
AM-FM-TV, New Haven, Conn.; WLYH-TV,
Lebanon, Pa.; KFRE-AM-FM-TV, Fresno, Calif.;
WFBG-AM-TV-FM, Altoona.

WICU-TV—Erie—1949

Channel: 12 VHF...AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By...Gibraltar Ent. Inc.
Bus.-Trans. Address...3514 State St.
Tel.: GL 4-5201...ABC
Sta. Representative...Blair TV
President...Edward Lamb
General Manager...Arthur Ingram
Comm. Manager...Bob Lunquist
Film Dir...John Cook
Sales Dev. Mgr...Paul Whittingham
Chief Engineer...Mike Csop

WSEE—Erie—1954

Channel: 35 UHF...AP: 68.7 Kw...VP: 137.5 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address...1220 Peach Street
Tel.: Glendale 5-7575...CBS-NBC
Newspaper Affiliation...Times-News
Station Reps...Devney Organization
President...George J. Mead
General Station Mgr...Edward Zellefrow
Commercial Manager...Arthur Grazier, Sr.
Program, Promotion Mgr...Jean Caldwell
Advertising Manager...Gloria Austin
Film Manager...Frank Herrick
Chief Engineer...James Penna

WHP-TV—Harrisburg—1953

Channel: 21 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...Blair TV
President...E. J. Stackpole
General Manager...Cecil M. Sansbury

Commercial Manager...Jack Candioto
Prom., Pub., Prog. Dir...Brod Seymour
Local Sales Mgr...G. Gottschalk
Film Manager...Charles Baddorf
Chief Engineer...E. Daniel Leibensperger
Owners of: WHP-AM.

WTPA—Harrisburg—1953

Channel: 27 UHF...AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By...Newhouse Bcstg. Corp.
Business Address...3235 Hoffman St.
Tel.: CE 8-7171...ABC
Newspaper Affiliation...Patriot-News
Representative...Harrington, Righter, Parsons
President...E. R. Vadeboncoeur
V.P., Gen. Mgr...Donald D. Wear
Program Dir...Mac McCauley
Sales Mgr...Allen Solada
Promotion Dir...Joe Bolton, Jr.
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-ABC
Representative...Weed
President...W. M. Thomas
Station Mgr...William D. Conier
Program Director...C. Akers

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...Tribune Publishing
Sta. Rep...Harrington Righter Parsons
President...Walter W. Krebs
Exec. V.P., Gen. Mgr...Alvin D. Schrott
Comm. Manager...John H. Hepburn
Prog., Film Director...Frank P. Cummins
Chief Engineer...Theodore Campbell
Owners of: WJAC, AM-FM.

WLYH-TV—Lebanon—1957

Channel: 15 UHF...AP: 69.2 Kw...VP: 130 Kw.
Owned...Triangle Publications, Inc.
Address...Lebanon, Pa.
Tel.: Crestview 3-4551...ABC
Newspaper Affil. Phila. Inquirer, Phila. D. News
Sta. Representative...Blair TV
Gen. Mgr...Joe Zimmermann
Chief Engineer...Ross Kaufman
Owners of: WFIL-AM-FM-TV, Philadelphia;
WNEB-AM-FM-TV, Binghamton, N. Y.; WFBG-
AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,
New Haven, Conn.; KFRE-AM-FM-TV, Fresno,
Calif

(See Page 810 for Ad)

1962 YEAR OF PREMIERES



NIGHTLY...ON WORLD'S BEST MOVIES! WEEKLY IN PRIME TIME ON PREMIERE THEATRE!

From the nation's biggest and best TV film library . . . premiere films . . . favorite stars . . . a year-round cavalcade of Box Office Blockbusters. Dynamic sales opportunity for every advertiser. A sales building offer that can only be made by a Triangle Station—pioneer-leader in motion pictures for television.



A TRIANGLE STATION

WLYH-TV

LEBANON - LANCASTER, PA.

ABC-TV • Blair Television Associates, Inc.

Channel 15

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNSF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
www.americanradiohistory.com

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
 Asst. Gen. Mgr. Sales.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Program Director.....Paul Rodenhauer
 National Sales Mgr.....Robert Dreher
 Business Manager.....Harry J. Shaub, Jr.
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot

WCAU-TV—Philadelphia—1948

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: TE 9-7000.....CBS
 Station Rep.....CBS Stations Nat'l Sales
 General Mgr.....John A. Schneider
 General Sales Mgr.....Frank Beazley
 Program Dir.....John O. Downey
 Dir. Prom. & Info.....Robert N. Pryor
 Film Manager.....Howard Wegbreit
 Engineer Director.....John G. Leitch
 Owners of: WCBS-AM-FM-TV, New York; WCAU-AM-FM, Philadelphia; WBBM-AM-FM-TV, Chicago; WEEL, Boston, Mass.; KCBS-AM-FM, KMOX-AM-FM-TV, St. Louis, Mo.; KNX-AM-FM, Los Angeles; KNXT-TV, St. Louis, Mo.

WFIL-TV—Philadelphia—1947

Channel: 6 VHF...AP: 37 Kw...VP: 74 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Tel.: EV 2-4700.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative.....Blair TV
 V.P., General Mgr.....Roger W. Clipp
 Exec. Program Manager.....Thomas B. Jones
 Station Mgr.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Adv. Promotion Director.....Jack Hyland
 Program Director.....Lew Klein
 Business Mgr.....John C. Harlan
 Chief Engineer.....Henry Rhea
 Owners of: WNBC-AM-FM-TV, Binghamton, N. Y.; WFBG-FM-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLYB-TV, Lebanon, Pa.; KFERE-AM-TV, Fresno, Calif.; WFIL-AM-FM, Philadelphia; KRFM-FM, Fresno, Calif.

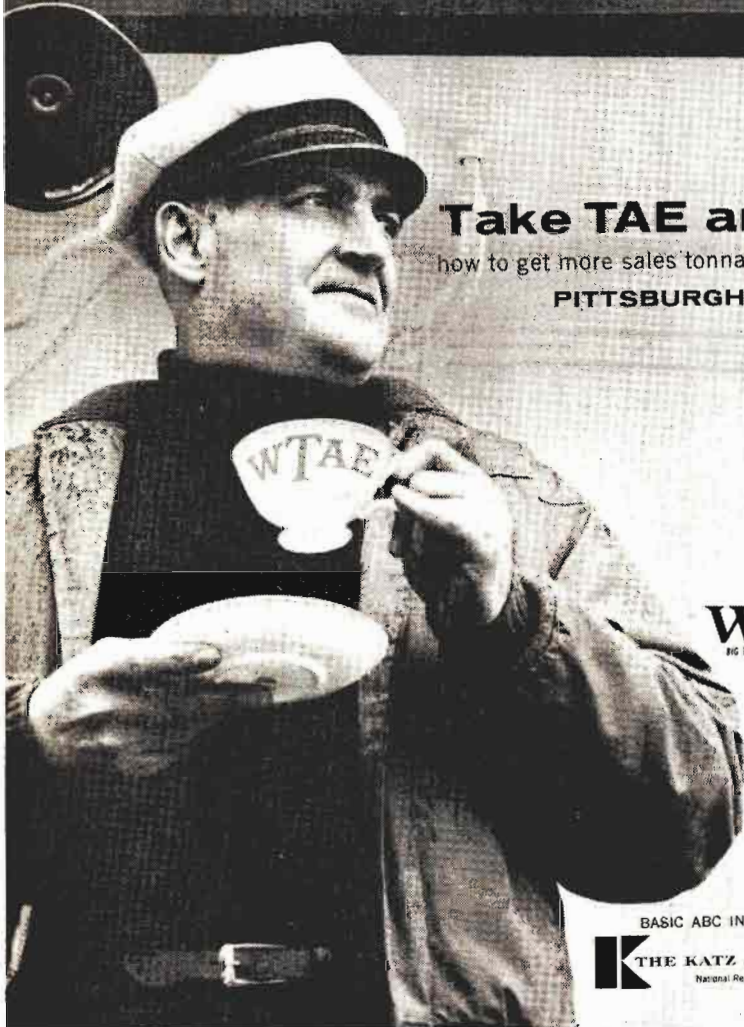
WPCA-TV—Philadelphia—1960

Channel: 17 UHF...AP: 6.46 Kw...VP: 12 Kw.
 Owned By..Young People's Church of the Air
 Address.....730 Chestnut St.
 Tel.: CHestnut Hill 8-3628.....Independent
 President.....Ruth D. Crawford
 Station Manager.....Donald Crawford

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CHANNEL **4**

BASIC ABC IN PITTSBURGH

K THE KATZ AGENCY, INC.
National Representatives

WRCV-TV—Philadelphia—1941

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Station Manager.....Arthur A. Watson
 Commercial Manager.....Frank Mangan
 Program Dir.....Frank Harms
 Prom., Adv. Mgr.....John P. Wiley
 Publicity Dir.....William M. Smith
 Film Co-ord.....Frank Hall
 Director of Operations.....George Lenfest
 Owners of: WNBQ, Chicago; WNBC-TV-AM-FM,
 New York; WRC-TV-AM-FM, Washington,
 D. C.; KRCA, Los Angeles; WRCV-AM-FM-TV,
 Philadelphia; WMAQ-AM-FM, Chicago; KNBC-
 AM-FM, San Francisco; WJAS-AM-FM, Pitts-
 burgh, Pa.

KDKA-TV—Pittsburgh—1949

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By..Westinghouse Brcstng. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Manager.....Jerome R. Reeves
 Comm. Manager.....Henry V. Greene, Jr.
 Promotion Director.....David N. Lewis
 Program Director.....Robert Novak

Film Manager.....Ralph Cunningham
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 Owners of: KPIX, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KYW-TV-AM-FM, Cleveland, O.;
 KEX, Portland, Ore.; KDKA, 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.

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
 Station Representative.....Katz
 President.....Earl F. Reed
 V.P., Gen. Mgr.....Franklin F. Snyder
 Exec. Vice Pres.....Leonard Kapner
 Commercial Mgr.....Alan Trench
 Program Manager.....Preston Stover
 Prom. Dir.....David Crantz
 Film Mgr.....Howard Reser
 Chief Engineer.....Louis P. Wagner, Jr.

WIIC—Pittsburgh—1957

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main Ave.

**NEVER
 1 OUT OF
 FIRST
 PLACE IN
 PITTSBURGH**

**KDKA
 RADIO
 ESTABLISHED 1920
 Represented by AM Radio Sales**

**KDKA-TV
 ESTABLISHED 1949
 Represented by TvAR**

PENNSYLVANIA-RHODE ISLAND

Tel.: FAirfax 1-8700.....NBC
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 Chairman of Board.....C. M. Schloss
 President.....H. K. Brennen
 General Manager.....Robert A. Mortensen
 V.P., Sales.....Roger D. Rice
 Operations, Production Mgr....Shelton Weaver
 Dir. Pub. Relations, Prom....Caley Augustine
 Film Manager.....Jack Price
 Chief Engineer.....Henry Kaiser

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.....Mrs. M. E. Megargee
 General Manager.....William P. Dix, Jr.
 Commercial Manager.....Francis H. Conway
 Program, Film Mgr.....George Cyr
 Promotion, Pub. Dir.....Doug Halcomb
 Chief Engineer.....K. R. Cooke

WNEP-TV—Scranton—1958

Channel: 16 UHF...AP: 8.5 Kw...VP: 17 Kw.
 Owned By.....N.E. Pa. Bcstg., Inc.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....ABC
 Sta. Representative.....Edward Petry
 President.....Mitchell Jenkins
 General, Station Mgr.....Thomas P. Shelburne

Commercial Manager.....Malcolm W. Dale
 Prom., Pub. Director.....Mrs. Dorothy Mugford
 Program Director.....Hal Berg
 Film Manager.....Donald Shook
 Chief Engineer.....Roswell J. Parker

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
 Station Representative.....Katz
 President.....Louis G. Baltimore
 V.P., General Manager.....David M. Baltimore
 Commercial Mgr.....Franklin Coslett
 Program Dir.....Adrian Riso
 Promotion, Pub. Dir.....Fred Foerster
 Film Mgr.....Bob Gibson
 Chief Engineer.....Charles Sakoski, Sr.

WSBA-TV—York—1952

Channel: 43 UHF...AP: 86 Kw...VP: 170 Kw.
 Owned-Oper. By.....Susquehanna Bcstg. Co.
 Address.....P. O. Box 1868
 Tel.: 25531.....ABC
 Representative.....Blair TV
 President.....Louis J. Appell, Jr.
 Station Mgr.....Robert M. Stough
 Commercial Mgr.....H. David Berlin
 Program, Promo. Director...John D. Eisenhower
 Chief Engineer.....Jack M. Schuster
 Owners of: WSBA, AM; WARM, Scranton; WHLO,
 Akron.

Pop.: 875,000
 Families: 258,000

RHODE ISLAND

TV Homes: 241,000
 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
 President, Gen. Mgr.....Joseph S. Sinclair
 Station Mgr.....David J. Shurtleff
 Program Dir.....Frederick R. Griffiths
 Sales Manager.....Edward Boghoslan
 Promotion Director.....Alfred Brassard
 Film Manager.....George Clark
 Chief Engineer.....Thomas Prior
 Owners of: WJAR.

WPRO-TV—Providence—1955

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Capital Cities Bcstg. Corp.
 Address.....24 Mason St.
 Tel.: PL 1-9776.....CBS
 Representative.....Blair-TV
 President.....Frank M. Smith
 General Manager.....Joseph P. Dougherty
 Commercial Manager.....Al J. Gillen
 Program Director.....Richard Dreyfuss
 Promotion Director.....Jack Kavanagh
 Publicity Director.....Marge Mahoney
 Film Manager.....Mario Suacina
 Chief Engineer.....John V. Ferri
 Owners of: WTEN-TV, WROW-AM-FM, both Al-
 bany, N. Y.; WTVD, Raleigh-Durham, N. C.;
 WPRO-AM-FM; WPAT-AM-FM, Paterson, N. J.;
 WKBW-AM-TV, Buffalo, N. Y.

Pop.: 2,400,000
Families: 607,000

SOUTH CAROLINA

TV Homes: 465,000
TV Stas. in State: 9

WAIM-TV—Anderson—1953

Channel: 40 UHF. AP: 153.7 Kw.. VP: 207.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....ABC-CBS
Station Reps.....Devney Org.; Dora-Clayton
Owner.....Wilton E. Hall
General Mgr.....Glenn P. Warnock

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, NBC
Representative.....Peters, Griffin, Woodward
President.....John M. Rivers
National, Commercial Mgr.. Virgil V. Evans, Jr.
Station Manager.....Roland Weeks
Program Director.....Charles Hall
Prom., Pub. Director.....Mrs. Lois Marshall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Rudy Hughes

WUSN-TV—Charleston—1954

Channel: 2 VHF. AP: 53 Kw.. VP: 100 Kw.
Owned By.....Reeves Bcstg. & Develop. Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....CBS-ABC
Station Reps.....Young TV; Ayers
President.....J. Drayton Hastie
General Manager.....Doug M. Bradham
Nat'l Sales, Asst. Gen. Mgr.....A. Cohen
Production Manager.....Ed Webb
Promotion Director.....Ella Rhame
Film Manager.....Gray Carroll
Engineering Director.....Walter M. Nelson
Owners of: KBAK-TV, Bakersfield, Calif.; WHTN-TV, Huntington, W. Va.

WCCA-TV—Columbia—1961

Channel: 25 UHF. AP: 96.2 Kw.. VP: 192.4 Kw.
Owned By.....First Carolina Corp.
Address.....5902 Shakespeare Road
Tel.: SU 2-2525.....ABC
Station Representative.....Weed Television
President, General Mgr.....Harold E. Anderson
Commercial Manager.....Gerald Quick
Operations Director.....Arie Landrum
Film Manager.....Guy Brooks
Chief Engineer.....Jim Luttrell
Owners of: WCCB-TV, Montgomery, Ala.

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 3-6431.....NBC
Representative.....Peters, Griffin, Woodward, Inc.
President.....B. Calhoun Hipp
Exec. Vice President.....G. Richard Shafto
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
Owners of: WIS, AM; WSFA-TV, Montgomery.

WNOK-TV—Columbia—1953

Channel: 19 UHF. AP: 122 Kw.. VP: 244 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St.
Tel.: AL 2-7737.....CBS
Representative.....Raymer
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....Dick Laughridge
Prog. Dir., Film Mgr.....Graham M. Thomas
Promotion Director.....Pat Conder
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

Channel: 8 VHF. AP: 191 Kw.. VP: 316 Kw.
Owned-Oper. By.....Jefferson Standard Bcstg. Co.
Address.....N. Irby St. Ext.
Tel.: 662-1565.....ABC-CBS
Station Rep.....Young Television Corp.
President.....Joseph M. Bryan
V.P., General Mgr.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Sales Manager.....John H. Brock
Program Director.....George B. Burnette
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars
Owners of: WBT, Charlotte.

WFBC-TV—Greenville—1953

Channel: 4 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....NBC
Newspaper Affiliation.....News-Piedmont
Station Rep.....Avery-Knodel
President.....R. A. Jolley
Exec. V.P., Station Mgr.....Wilson Wearn
General Sales Mgr.....R. Q. Glass, Jr.
Program Director.....Norvin C. Duncan
Prom., Pub. Dir.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison
Owners of: WBIR-AM-FM-TV, Knoxville, Tenn.

WSPA-TV—Spartanburg—1956

Channel: 7 VHF. AP: 144 Kw.. VP: 257 Kw.
Owned-Oper. By.....Spartan Radiocasting Co.
Business Address.....123 N. Converse St.
Tel.: 583-3621.....CBS
Representative.....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Commercial Manager.....Charles Warner
Prog. Operations Dir.....Charles Lineberger
Film Mgr.....Larry Wilson
Prom. Adv. Public Dir.....Bill Adams
Chief Engineer.....Bob Leach
Owners of: WSPA, AM-FM.

Pop.: 690,000
Families: 199,500

SOUTH DAKOTA

TV Homes: 142,500
TV Stas. in State: 6

KXAB-TV—Aberdeen—1958

Channel: 9 VHF... AP: 30 Kw... VP: 60 Kw.
Owned By... S. Dakota Television, Inc.
Address... Country Club Road
Tel.: 225-4350... ABC-NBC
Station Rep... Masla; Soderlund
President... John W. Boler
General, Comm. Manager... Neal Edwards
Program Dir... Dick Dunne
Promotion Director... Lila Brown
Chief Engineer... Comet Haroldson

KORN-TV—Mitchell—1960

Channel: 5 VHF... AP: 23.4 Kw... VP: 11.7 Kw.
Owned By... Mitchell Bcstg. Assoc. Inc.
Address... P. O. Box 736
Tel.: WYman 6-5621... NBC
President, Gen. Mgr... R. V. Eppel
Commercial Mgr... William Hoffman
Chief Engineer... J. Doherty

KOTA-TV—Rapid City—1955

Channel: 3 VHF... AP: 37.5 Kw... VP: 72.4 Kw.
Owned-Oper. By... Duhamel Enterprises, Inc.
Address... Duhamel Bldg.
Tel.: Fillmore 2-2000... ABC-CBS
Station Rep... Bolling; Wayne-Evans
Pres., Gen. Mgr... Helen S. Duhamel
Business, Comm. Mgr... William F. Turner
Program Director... William Goodhope
Operations Dir... Dan Lesmeister
Promotion Director... Sandra Keene
Chief Engineer... Elmer Nelson
Owners of: KOTA-AM; KDUH-TV, Hay Springs.

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 Road
Tel.: FI 2-6050... NBC
Station Rep... Masla
President, Ch. Eng... Eli Daniels
General Manager... Dan C. Palen
Program Director... Monte Loos
Promotion Director... Adeline Schmidt
Publicity Director... Audrey Weber

KELO-TV—Sioux Falls—1953

Channel: 11 VHF... AP: 123 Kw... VP: 220 Kw.
Owned-Oper. By... Midcontinent Bcstg. Co.
Business Address... Phillips Ave. & 13th St.
Tel.: EDison 8-9631... ABC-CBS-NBC
Station Representative... H.R.; Evans
President... Joseph L. Floyd
Exec. V.P., General Mgr... Evans A. Nord
Operations Mgr., Prog. Dir... Tom Sheeley
Chief Engineer... Les Froke
Owners of: KELO-AM; Sioux Falls; WL0L-AM-
FM, Minneapolis; WKOW-AM-TV, Madison;
KSO, Des Moines.

KSOO-TV—Sioux Falls—1960

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... KSOO-TV, Inc.
Address... 8th St. & Phillips Ave.
Tel.: EDison 4-5601... ABC-NBC
Station Reps... Avery-Knodel; H. S. Hyett
President... Morton Henkin
Exec. Vice President... Tom Barnes
General Sales Manager... Pat Patterson
Production Director... John Kurtz
Promotion, Publicity Director... Ed Thomas
Film Director... Ken Moore
Technical Director... M. Pierce

Pop.: 3,625,000
Families: 998,000

TENNESSEE

TV Homes: 767,500
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 7-3392... CBS
President... Carter M. Parham
Station Mgr... Otis H. Segler
Program Dir... Morris Quave
Promotion Dir... Joan Hamill
Film Mgr... J. L. Smith
Chief Engineer... Burford Young
Owners of: WDEF, AM.

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
General Manager... Harry D. Burke
V.P., Sales Manager... George P. Moore
Film Manager... Art Betchel
Promotion Dir... Reg Stagmaier
Chief Engineer... B. B. Barnes
Owners of: WBOY, AM-TV, Clarksburg; KODE,
AM-TV, Joplin; WSTV, AM-TV, Steubenville;
WSOL, Tampa; WPIT, Pittsburgh; WRDW,
Augusta.

WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned..... Martin Theatres of Georgia, Inc.
 Business Address..... Hotel Patten
 Tel.: AM 6-4151..... ABC
 Sta. Representative..... Young TV
 President..... E. D. Martin
 General Mgr..... R. R. Owen
 Commercial Manager..... Joe Windsor
 Program Director..... Tommy Reynolds
 Operations Director..... Leon Webb
 Owners of: WTVM-TV, Columbus, Ga.

WDXI-TV—Jackson—1955

Channel: 7 VHF... AP: 44 Kw... VP: 86.7 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
 Prog. Dir., Film Mgr..... James W. Hoppers
 Publicity Dir..... Marge Borg
 Chief Engineer..... James Thomas

**WJHL-TV—Johnson City-
 Kingsport—1953**

Channel: 11 VHF... AP: 156 Kw... VP: 316 Kw.
 Owned-Oper. By..... WJHL, Inc.
 Business Address..... 137-145 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..... Madge Rudolph
 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.: 524-4651..... NBC
 Representative... Harrington, Righter & Parsons
 President..... Cowan Rodgers, Jr.
 Exec. V.P., Gen. Mgr..... W. H. Linebaugh
 Comm. Manager..... J. T. McCloud
 Program Director..... J. H. Reese
 Promotion Director..... Harold L. Ernest, Jr.
 Chief Engineer..... Fred M. Andrews
 Owners of: WATE.

WBIR-TV—Knoxville—1956

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... WMRC, Inc.
 Business Address..... 1513 Hutchison Ave.
 Tel.: 525-8101..... CBS
 Newspaper Affil. Greenville News Piedmont
 Station Representative..... Avery-Knodel
 President..... R. A. Jolley, Sr.
 General. Sta. Mgr..... John P. Hart
 Commercial Manager..... Neal W. Branch

Prom., Pub. Dir. Alma Ward
 Prog. Dir., Film Mgr., Peter Fennelly
 Chief Engineer..... J. Rex Horton
 Owners of: WBIR-AM-FM, Knoxville; WFBC-AM-
 FM-TV, Greenville, S. C.

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.: 687-2312..... ABC
 Representative..... Pearson
 President, Gen. Mgr..... J. Engelbrecht
 Comm. Program Dir..... W. E. Eckstein
 Sales Promotion..... Florence Lawson
 Chief Engineer..... Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Oper. By..... RKO General, Inc.
 Address..... Hotel Chisca
 Tel.: BR 2-3441..... ABC
 Station Rep... Nat'l. Sales Div. RKO General
 President..... Thomas F. O'Neil
 Gen. Mgr..... D. A. Noel
 Local Sales Mgr..... Alex Bonner
 Nat. Sales Mgr..... Gordon Lawhead
 Program, Prom. Mgr..... Lance Russell
 Chief Engineer..... Roy Welton
 Owners of: WHBQ-AM; WNAC-AM-FM-TV, Bos-
 ton; KIJJ-AM-FM-TV, Los Angeles; KFRC, San
 Francisco; WOR-AM-FM-TV, New York; CKLW-
 AM-TV, Detroit-Windsor; WGMS, Washington,
 D. C.; WHCT, Hartford.

WMCT—Memphis—1948

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned-Operated..... WMC Bcstg. Co.
 Address..... 1960 Union Ave.
 Tel.: BRoadway 4-8515..... NBC
 Newspaper Affil..... Commercial Appeal
 Representative..... Blair TV
 President..... Mark Ferree
 General Manager..... H. W. Slavick
 Station, Comm. Mgr..... Earl Moreland
 Program, Film Mgr..... James Ferguson
 Prom., Publicity Dir..... Jack Agnew
 Chief Engineer..... E. C. Frase, Jr.
 Owners of: WMC, AM-FM.

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 E. Brakefield
 Program, Prom. Mgr..... Jack Michael
 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



C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations—every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment—that's the *one* modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

KPRC-TV
HOUSTON, TEXAS CHANNEL 2

"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

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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: 109 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSIX Inc.
 Address.....441 Murfreesboro Road
 Tel: AL 5-5431.....ABC
 Station Rep.....Peters, Griffin, Woodward
 President.....Louis R. Draughon
 Sta., Gen. Mgr.....E. S. Tanne
 Commercial Manager.....J. McMurry

Operations Director.....Robert L. Chaudoin
 Prom., Pub. Dir.....W. A. Jones
 Chief Engineer.....C. R. Duke
 Owners of: WSIX, AM-FM.

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....WSM, Inc.
 Address.....7th & Union
 Tel: AL 4-5656.....NBC
 Representative.....Petty
 President.....John H. DeWitt, Jr
 V.P., Gen. Mgr.....Irving Waugh
 Comm. Manager.....Hi Bramham
 Operations Mgr., Film Mgr.....Brad Crandall
 Prom. Dir.....Chuck Olson
 Chief Engineer.....Aaron Shelton

Pop.: 10,050,000
 Families: 2,972,000

TEXAS

TV Homes: 2,405,000
 TV Stas. in State: 46

**KPAR-TV—Abilene—
 Sweetwater—1956**

Channel: 12 VHF..AP: 72.5 Kw..VP: 145 Kw.
 Owned By.....Texas Key Bcstrs.
 Bus. Address. 7400 College Ave., Lubbock, Tex.
 Tel: SH 4-2345.....CBS-ABC
 Station Representative.....Adv. Time Sales
 President.....Jimmy Isaacs
 General Sales Manager. R. S. "Bud" Nielsen
 National Sales Manager.....John Henry
 Program Dir.....Ray Trent
 Film Dir.....Dick Knerr
 Chief Engineer.....Rudy Starnes
 Owners of: KDUB, AM-TV, Lubbock; KVER-TV,
 Clovis, N. M.; KEDY, TV, Big Spring.

KFDA-TV—Amarillo—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Texas State Network
 Address.....P. O. Box 1400
 Tel: EV 3-2228.....CBS
 Station Representative.....Blair TV
 President.....Gene L. Cagle
 Gen., Sta. Mgr.....John Tyler
 Program Manager.....Dick Hall
 Film Mgr.....Edmund G. Belter
 Promoion, Pub. Dir.....Ray Knight
 Chief Engineer.....Bill Smith
 Owners of: KFJZ-AM-FM, Fort Worth, Tex.;
 KRIO, McAllen, Tex.

KRBC-TV—Abilene—1953

Channel: 9 VHF..AP: 72.5 Kw..VP: 14.5 Kw.
 Owned-Oper. By.....Abilene Radio & TV Co.
 Business Address.....4510 So. 14th St.
 Tel: OW 2-4242.....NBC
 Station Rep.....Bolling
 President.....Dale Ackers
 Station Mgr.....William C. Terry
 Program Director.....Normand Mann
 Chief Engineer.....Troy Mallon

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
 Representative.....Katz
 President.....Parker Prouty
 General Manager.....Bob Watson
 Station, Comm. Mgr.....Bill Clarke
 Prom. Dir.....John Banasik
 Prod. Mgr.....Bud Pursley
 Chief Engineer.....W. H. Torrey

KVLF-TV—Alpine—1961

Channel: 12 VHF..AP: .15 Kw..VP: .17 Kw.
 Owned By.....Big Bend Broadcasters
 Address.....Box 779
 Tel: TE 7-2144.....ABC
 Station Representative.....Clyde Melville
 President, Gen. Mgr.....Gene Hendryx
 Commercial Manager.....Bob Gaines
 Program Director.....Phil W. Ebensberger
 Chief Engineer.....Fritz Weyeris
 Owners of: KVLF, Alpine.

KVII-TV—Amarillo—1957

Channel: 7 VHF..AP: 100 Kw..VP: 316 Kw.
 Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel: DR 3-1787.....ABC
 Station Representative.....Bolling
 President.....Cecil Trigg
 Gen. Mgr.....C. W. Keys
 Asst. Manager.....Bill Bailey
 Commercial Mgr.....Ross Newby
 Promotion Mgr.....Bill Harkins
 Chief Engineer.....C. L. Sweet
 Owners of: KOSA-TV, Odessa; KROD-TV, El Paso.

TEXAS

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
 Representative.....Raymer
 Pres., Gen. Mgr.....J. C. Kellam
 V.P., Station Relations.....Warren Woodward
 Vice President.....Paul Bolton
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Administrative Asst.....Elmo Brown
 Program Directors.....D. Love, C. Pryor
 Promotion Mgr.....Larry Carothers
 Chief Engineer.....Ben Hearn
 Owners of: KTBC, AM-FM.

KBMT-TV—Beaumont—1961

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Television Broadcasters, Inc.
 Address.....1420 Calder Ave.
 Tel: TE 3-7512.....ABC
 Station Representative.....Hollingbery
 President.....Randolph Reed
 General, Comm. Mgr.....John H. Fugate
 Program, Film Mgr.....A. R. McCausland
 Promotion, Pub. Dir.....J. Arthur Pugh
 Chief Engineer.....Vernon L. Dillaplain

KFDM-TV—Beaumont—1955

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Beaumont Bcstg. Corp.

Address.....2955 Freeway W., T.V. Center
 Tel: TW 2-6622.....CBS
 Representative.....Peters, Griffin, Woodward
 President.....D. A. Cannan
 General Manager.....C. B. Locke
 Comm., Film Mgr.....Mott M. Johnson
 Program Dir.....Bob McManus
 Promotion, Pub. Dir.....Bill Hammond
 Chief Engineer.....Harold W. Bartlett
 Owners of: KFDM-AM.

KEDY-TV—Big Spring—1956

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.
 Owned By.....Grayson Enterprises
 Address.....7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345 (Lubbock).....CBS-ABC
 Station Rep.....Advertising Time Sales
 President.....Sidney W. Grayson
 General Manager.....Nat Levine
 Station Mgr.....Jack Wallace
 Gen. Sales Mgr.....R. S. Nielsen
 Natl. Sales Mgr.....John Henry
 Program Director.....Ray Trent
 Film Director.....Dick Knerr
 Chief Engineer.....Rudy Starnes
 Owners of: KDUB, AM-TV, Lubbock; KFAR, Abilene.

KBTX-TV—Bryan—1957

Channel: 3 VHF...AP: 30.2 Kw...VP: 60.3 Kw.
 Owned.....Braos Bcstg. Co.
 Business Address.....Box 3237



KRLD-TV
 CHANNEL **4**
 TEXAS' BIG PICTURE

**NO. 1
 STATION IN
 THE
 SOUTHWEST'S
 NO. 1
 MARKET**

Leading in market coverage... in TV Homes delivered...
 in highest program ratings.

Low-band channel, with maximum power, tower stands
 1,685 feet above average terrain... reaches more than
 750,000 TV Homes.

Clyde W. Rembert, President

Represented Nationally by Advertising Time Sales, Inc.,
 formerly the Branham Company.

Tel.: VI 6-7777.....ABC-CBS
 Station Rep.....Venard, Rintoul, McConnell
 President, Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Program Director.....Earl R. Greathouse
 Promotion Director.....John Scogin
 Advertising Manager.....Boyce Oliver
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcastg. Co.
 Business Address.....409 S. Staples St.
 Tel.: TU 3-6511.....ABC-NBC
 Representative.....Peters, Griffin, Woodward
 Pres., Gen. Mgr.....T. Frank Smith
 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 4-1616.....ABC-CBS
 Station Rep.....Advertising Time Sales
 Pres., Sta., Gen. Mgr.....Vann M. Kennedy
 Commercial Manager.....Bob Payne
 Program Director.....Gene Looper
 Promotion Director.....Mary L. Kennedy
 Chief Engineer.....D. Taylor

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
 Station Rep.....Advertising Time Sales
 President.....Clyde Rembert
 V.P., Gen. Mgr.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Asst. Gen. Mgr.....Ves Box
 Prom., Pub. Director.....J. W. Axtell
 Program Dir.....Fritz Kuler
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt
 Owners of: KRLD, AM-FM.

WFAA-TV—Dallas—1949

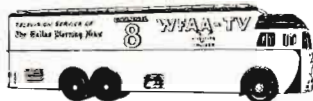
Channel: 8 VHF..AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Address.....Communications Center
 Tel.: RI 8-9631.....ABC
 Newspaper Affiliation.....Morning News
 Station Rep.....Petry
 President.....Joseph M. Dealey
 General, Sta. Mgr.....Ed Pfeiffer
 Asst. Mgr., Comm. Mgr.....Dick Drummy
 Prom., Pub. Dir.....Casey Cohlmla

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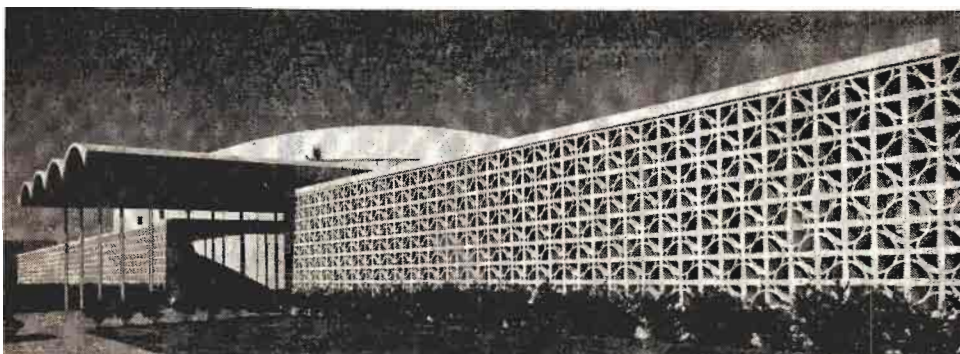
that can go anywhere! Has own power supply, 6 Marconi 4½" image Orthicon cameras and 2 Ampex Videotape machines.

- 3 LARGE STUDIOS
- FLOATING SOUND STAGE
- 9 MARCONI 4½" IMAGE ORTHICON CAMERAS
- 6 TRANSISTORIZED MULTI-CHANNEL AUDIO CONSOLES
- 5 AMPLEX VIDEOTAPE RECORDERS
- FILM PROJECTION SYSTEM DESIGNED ESPECIALLY FOR TV
- LATEST INTER-SYNC & INTER-SWITCH EQUIPMENT

You name it...
 WFAA-TV
 can produce it!

WFAA-TELEVISION channel 8

Serving the greater DALLAS-FORT WORTH market
 Television Service of The Dallas Morning News



The television station of tomorrow is in Houston today

From every angle--Rates, Ratings, Local Prestige--
KTRK-TV is the VITAL BUY in HOUSTON

KTRK-TV — Channel 13

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.



Production Manager.....Dick Gray
 Operations Manager.....Jim Pratt
 Film Manager.....Mary Gay Blackburn
 Chief Engineer.....Chris Irby
 Owners of: WFAA-AM-FM.

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.
 Tel.: KE 3-5911.....ABC
 Representative.....Young TV
 President.....Norman Alexander
 General Manager.....Gene Roth
 Program Dir.....Jerry Baker
 Film Mgr.....Dub Hartline
 Publicity Dir.....Otto Goessl
 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.....Bolling
 Chairman of Board.....Jack C. Vaughn
 President.....Cecil L. Trigg
 Sta. Mgr., Film Buyer.....Larry Daniels
 Nat. Sales Mgr.....George Collie
 Local Sales Mgr.....Sheldon Turner, Jr.
 Program Dir.....Bernie Bracher
 Promotion, Pub. Dir.....Jim Suggs
 Chief Engineer.....Frank Jordan
 Owners of: KROD, AM; KOSA-AM-TV, Odessa;
 KVII-TV, Amarillo.

KTSM-TV—El Paso—1953

Channel: 9 VHF AP: 90 Kw...VP: 45 Kw.
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 President, Gen. Mgr.....Karl O. Wyler, Sr.
 Exec. V.P., Comm. Mgr.....Karl O. Wyler, Jr.
 Asst. V.P., Program Dir.....Jack Rye
 Prom., Pub. Dir.....Judy Freeman
 Chief Engineer.....Kenneth J. Walton
 Owners of: KTSM, AM.

KTVT-TV—Fort Worth—1955

Channel: 11 VHF...AP: 107 Kw...VP: 210 Kw.
 Owned-Oper. By.....NAFI Telecasting, Inc.
 Address.....4801 West Freeway
 Tel.: PE 8-1951.....Independent
 Station Rep.....Blair
 President, Gen. Mgr.....John D. Hopkins
 Commercial Manager.....Bill Andrews
 Program, Film Mgr.....Arno W. Mueller
 Prom., Pub. Dir.....Bill Comfield
 Chief Engineer.....W. E. Kessel
 Owners of: KCOF-TV, Los Angeles; KPTV-TV,
 Portland, Ore.

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 Dir., Film Buyer.....Robert Gould
 Prom., Pub. Dir.....Phil W. Wygant
 Chief Engineer.....Rupert Bogan
 Owners of: WBAP, AM-FM.

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenito Bcstg. Co.
 Address.....P. O. Box 711
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....Venard, Rintoul, McConnell
 President, General Mgr.....McHenry Tichenor
 Commercial Mgr.....Joe Yowell
 Program 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.....P. O. Box 11
 Tel.: JA 9-4811.....CBS
 Representative.....H. R. Television
 President.....C. Wrede Petersmeyer
 General, Sta. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert O. Paxson
 Film Mgr., Prog. Dir.....C. Calvin Jones
 Prom. Dir.....Roland Brazier
 Publicity Dir.....James Everhart
 Chief Engineer.....Art Biggs
 Owners of: WISH-AM-TV, Indianapolis, Ind.;
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, 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
 Program Mgr.....Howard Finch
 Film Mgr.....M. B. Johnson
 Publicity Dir.....Lila Gordon
 Advertising Dir.....Paul Montague
 Chief Engineer.....Tom Hiner

TEXAS

KPRC-TV—Houston—1950

Channel: 2 VHF..AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By.....Houston Post Co.
Address.....Box 1234
Tel.: MA 3-9271.....NBC
Newspaper Affiliation.....Post
Representative.....Petry
President.....Mrs. Oveta Culp Hobby
V.P., Gen. Mgr......Jack Harris
Sta., Comm. Mgr......Jack McGrew
Production Mgr......Ridge Radney
Prom., Adv. Mgr......Kirt Harriss
Film Mgr......Earl Corridon
Publicity Dir......Ednah Forester
Chief Engineer.....Paul Huhndorfi
 (See Page 818 for Ad)

KGNS-TV—Laredo—1956

Channel: 8 VHF...AP: 4.5 Kw....VP: 9.6 Kw
Owned By.....Southwestern Operating Co
Business Address.....820 Convent Ave.
Tel.: RAndolph 3-3674.....ABC-CBS-NBC
Newspaper Affil......Southwestern Publishing
Station Rep......Venard, Rintoul & McConnell
President.....Donald W. Reynolds
General. Sta. Mgr......Roy Bowman
Prog., Prom. Dir......Pat Miller
Film Manager.....Ernie Ramirez
Chief Engineer.....Irvn Simpson
Owners of: KFSA-TV-AM, Ft. Smith; KOLO-TV-AM, Reno; KLRJ-TV, Las Vegas; KGNS, Laredo; KBRS, Springdale, Ark.; KOKL, Okmulgee, Okla.; KORK, Las Vegas; KFOY, Hot Springs.

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.
Tel.: SH 4-1414.....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
Film Mgr......Leon Feazell
Publicity Mgr......Joan Prigmore
Chief Engineer.....Frank Lee
Owners of: KCBD, AM.

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Grayson Enterprises
Bus. Address.....7400 College Ave.
Tel.: SH 4-2345.....CBS, ABC
Station Rep......Advertising Time Sales
President.....Sidney W. Grayson
General Manager.....Nat Levine
Gen. Sales Mgr......R. S. "Bud" Nielsen
National Sales Manager.....John Henry
Program Dir......Ray Trent
Film Director.....Dick Knerr
Chief Engineer.....Rudy Starnes
Owners of: KDUB, AM; KPAR, Abilene; KEDY, Big Spring.

1 BUY....

4 STATIONS

The West Texas Television Network serves the CBS signal to a 70 county area (62 of which are unduplicated by any W.T.T.N. stations),

"Sales Management," July 10, 1960

PEOPLE
1,140,500

RETAIL SALES
\$1,429,728,000

BUYING INCOME
\$2,043,234,000



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

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



west texas television network

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
 Director of Sales...Royce Christenson
 Film Mgr.....David Allen
 Program Dir.....Bill Carter
 Prom., Publicity Dir.....Pat Mathews
 Chief Engineer...Fred Clinton Hill
 Owners of: KTRE, AM.

KDCD-TV—Midland—1961

Channel: 18 UHF...AP: 760 Kw...VP: 470 Kw.
 Owned By...Midland Telecasting Co., Inc.
 Address...Box 5345
 Tel.: OX 4-4344...Independent
 President...Dalton H. Cobb
 General, Film Mgr.....Chet Darwin
 Commercial Manager...Paul Sanders
 Promotion Director...Vic Scarpelli
 Chief Engineer...Dick Deason

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...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: 10 Kw...VP: 5 Kw.
 Owned By...Tri-Cities Bcstg. Co.
 Address...Drawer K
 Tel.: WI 3-3231...ABC
 Sta. Rep...Melville; Masla
 General, Comm. Mgr...J. Ross Rucker
 Promotion Mgr...Pat Cullum
 Chief Engineer...Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF...AP: 9.12 Kw...VP: 16.6 Kw.
 Owned-Oper. By...G. P. Scoggins
 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-Oper. By...Southwest States, Inc.
 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
 Film Dir...George Duesler
 National Sales Manager...George Collie
 Chief Engineer...Bill Schock
 Owners of: KROD-TV, El Paso; KRNO, San Bernardino; KVII-TV, Amarillo.

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
 Station Rep...Bolling
 Pres., Gen. Mgr...Julius Gordon
 Sls. Mgr...Mack Newberry
 Operations Mgr...John Stegall
 Publicity Dir...Adeline Salter
 Chief Engineer...D. Daniels

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...Jerry Burns
 Film Manager...Charles Cathey
 Chief Engineer...Larry Charlesworth

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 Kears
 Technical Supervisor...Buford R. McMillan

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...Bob A. Roth
 Gen., Sta. Mgr...James M. Brown
 Program Director...Perry Dickey
 Prom., Pub. Dir...Katie Ferguson
 Film Manager...Sam Rocco
 Dir. of Engineering...George Ing
 Chief Engineer...Larry Beckmann

KWEX-TV—San Antonio—1955

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kw.
 Owned By...Spanish Inter. Bcstg. Corp.
 Business Address...111 Martinez St.
 Tel.: CApiTal 7-4141...Independent
 Station Representative...Devney Organization
 President...Frank Fouce
 General Manager...Emiko Nicolas
 Station Manager...Sam Murray
 Commercial Manager...Lupe Rodriguez

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

TEXAS-UTAH

Representative Petry
Board Chairman Hugh Hall, Jr.
Pres., Gen. Mgr. James M. Gaines
Manager Edward V. Cheviot
Prog. Director Robert Reed
Promotion Dir. Charles Larkins
Film Manager Faye Leavitt
Chief Engineer Charles Jeffers

KCEN-TV—Temple-Waco 1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned By Channel 6, Inc.
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
Film Mgr. John Schreiber
Promotion Director Drew Flora
Chief Engineer Curtis M. Casey

KTAL-TV—Texarkana- Shreveport—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned-Oper. By KCMC, Inc.
Address Summerhill Rd., Texarkana, Tex.
Tel.: 33-1133, Texarkana.....NBC
Newspaper Affil. Gazette & Daily News
Station Representative Blair TV
President Walter E. Hussman
General Manager Walter M. Windsor
Sales Director James S. Dugan
Program Director James T. Lynagh
Prom., Pub. Dir. Carl V. Tibbetts
Film Manager Tom Finley
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
Station Rep Bolling
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 4520 Bosque Blvd.
Tel.: PL 6-4451.....ABC-CBS
Station Rep. Venard, Rintoul & McConnell
President, Gen. Mgr. M. N. Bostick
Commercial Manager Pete McNee
Prom. Dir. Ralph G. Webb
Program Director Curtis B. Matties
Film Manager George Wallace
Chief Engineer Jesse H. Dove
Owners of: KWTX, Waco, Tex.; KNAL, Victoria,
 Tex.; KXII-TV, Sherman, Tex.; KBTX-TV,
 Bryan, Tex.

KRGV-TV—Weslaco—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw
Owned By Kenco Enterprises
Business Address 309 S. Missouri Ave.
Tel.: WO 8-3131.....ABC-NBC
Representative Paul H. Raymer
President, Gen. Mgr. Stoddard P. Johnston
V.P., Station Mgr. Charles L. Brooks
Sales Manager T. Marshall Weaver
Prom., Pub. Dir. Hank Page
Operations Director Fred Noble
Chief Engineer Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF...AP: 70 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
V.P., Prom., Pub. Dir. D. A. Cannan, Jr.
Chief Engineer John Adams

KSYD-TV—Wichita Falls—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned-Oper. By KSYD-TV Co., Inc.
Address Box 2130
Tel.: 322-6957.....CBS
Representative Blair TV
Pres., Gen. Mgr. Syd Grayson
Station, Prog. Mgr. Stuart W. Klein
Commercial Manager Bob Cain
Promotion Director Mrs. Mary K. Norwood
Chief Engineer Herb Wiley
Owners of: KDUB-AM-TV, Lubbock, Tex.; KPAR-
 TV, Abilene, Tex.; KEDY-TV, Big Spring, Tex.

Pop.: 940,000
 Families: 268,500

UTAH

TV Homes: 240,000
 TV Stas. in State: 4

KVOG-TV—Ogden—1959

Channel: 9 VHF...AP: 12.5 Kw...VP: 25 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. A. G. Webb
Program Dir. Lucille Webb
Chief Engineer Alvin Phillips

UTAH-VERMONT-VIRGINIA

KCPX-TV—Salt Lake City 1946

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.
Owned By....Columbia Pict. Electronics Corp.
Business Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....ABC
Representative.....Katz
General Manager.....Douglas Elleson
Promotion Director.....Betsy Vaught
Chief Engineer.....Wally Lambourne
Owners of: KCPX, AM-FM.

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
Newspaper Affil.....Desert News-Telegram
Station Rep.....Blair TV

President.....Arch L. Madsen
V.P. Gen. Mgr.....D. Lennox Murdock
Gen. Sales Mgr.....Lloyd E. Cooney
Program Film Mgr.....Duane C. Hill
Chief Engineer.....Vincent E. Clayton
Owners of: KSL, AM-FM.

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 24.5 Kw..VP: 45.7 Kw.
Owned-Operated By.....KUTV, Inc.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2505.....NBC
News Affil...Trib.; Ogden Standard-Examiner
Representative.....Avery-Knodel
General Sta. Mgr.....Brent H. Kirk
Nat. Sales Mgr.....Robert Smith
Program, Pub. Director.....Keith Nicholson
Film Manager.....Jack Ivers
Chief Engineer.....B. R. Carpenter

Pop.: 393,000
Families: 111,500

VERMONT

TV Homes: 100,500
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.
Tel.: UN 2-5761.....CBS

Station Representative.....Avery-Knodel
Pres., Gen. Mgr.....S. T. Martin
Pub., Prom. Dir.....Charles S. Lewis
V.P., Advertising Mgr.....John A. Dobson
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney
Owners of: WCAX.

Pop.: 4,125,000
Families: 1,101,000

VIRGINIA

TV Homes 894,000
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
Station Reps.....Meeker; Ayers
Pres., Gen. Mgr.....Robert H. Smith
Comm., Adv. Mgr.....J. Fey Rogers
Program Dir.....Art Countiss
Production Mgr.....James G. Evans
Chief Engineer.....Russell V. Robinson

President, Gen. Mgr.Hamilton Shea
Asst. Gen. Mgr.....Warren L. Braun
General Sales Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
P.om., Nat'l Sales Mgr.....Tony Winn
Production Mgr.....Jim MacNeil
Chief Engineer.....Tom Jones

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.....Hollingbery
Pres., Gen. Mgr.....Philip P. Allen
Comm. Adv. Mgr.....Thomas L. Turner
Prog., Film Mgr.....Warren Uttal
Publicity Director.....Thomas Waller
Chief Engineer.....John T. Orth
Owners of: WLVA.

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.: 434-3111.....ABC-CBS-NBC
Newspaper Affil.....Wash. Eve. Star
Station Rep.....Venard, Rintoul & McConnell

VIRGINIA

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., Gen. Mgr..... J. Glen Taylor
 V.P., Comm. Mgr..... Edward J. Hennessy
 Prom., Pub. Dir..... Richard Paul
 Program Mgr..... Van Cantfort
 Chief Engineer..... Andrew Jackson
 Owners of: WAVY, AM.

WTAR-TV—Norfolk—1950

Channel: 3 VHF.. AP: 50 Kw.. AP: 100 Kw.
 Owned-Operated By... WTAR Radio-TV 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 Dir., Film Mgr.... Harold Solding
 Prom., Pub. Dir..... James W. Evans
 Chief Engineer..... Richard Lindell

WVEC-TV—Norfolk-Hampton 1953

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Peninsula Bcstg. Corp.
 Address..... 110 Third St., Norfolk
 Tel.: MA 7-7605..... ABC
 Station Rep..... Katz
 Pres., Gen. Manager..... Thomas P. Chisman
 V.P., Sales Director..... Harrol A. Brauer, Jr.
 V.P., Operations Mgr..... L. W. Kliever
 V.P., Chief Engineer..... William C. King, Jr.
 Commercial Mgr..... C. L. Coker
 Promotion Dir..... H. L. Foiles

WYAH-TV—Norfolk- Portsmouth—1960

Channel: 27 UHF.. AP: 8.7 Kw.. VP: 17.4 Kw.
 Owned By..... The Christian Bcstg. Network
 Address..... 1318 Spratley St., Portsmouth
 Tel.: 393-6001..... Independent
 President, Gen. Mgr..... M. G. Robertson
 Program, Film Mgr..... Neil Eskelin
 Promotion Director..... Wilbur Presson
 Chief Engineer..... Harvie Waff

WXEX-TV—Petersburg—1955

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By... Petersburg Television Corp.
 Address..... 124 W. Tabb Street
 Tel.: RE 3-7876..... NBC
 Station Reps..... Select; Brown
 President..... Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr..... Irvin G. Abeloff

Comm. Mgr..... Lawrence Slon
 Program Dir..... Robert I. Grossman
 Film Manager..... Robert Kennedy
 Promotion Director..... Neil Kuvin
 Chief Engineer..... George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Richmond TV Corp.
 Business Address..... 5710 Midlothian Pike
 Tel.: BE 3-5461..... ABC
 Reps..... Harrington, Righter, Parsons
 President..... William R. Preston
 General, Sta. Mgr..... Barron Howard
 Commercial Mgr..... James D. Clark, Jr.
 Program Film Dir..... Samuel S. Carey
 Prom., Pub. Dir..... John L. Stone, Jr.
 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.: ELgin 5-8611..... CBS
 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
 Owners of: WMBG, AM, Richmond; WCOD, FM,
 Richmond.

WDBJ-TV—Roanoke—1955

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By..... Times-World Corp.
 Address..... 2001 Colonial Ave.
 Tel.: 343-8031..... CBS
 Newspaper Affiliation... Times; World-News
 Representative.. Peters, Griffin, Woodward, Inc.
 President..... M. W. Armistead, III
 V.P., Broadcasting..... Ray P. Jordan
 V.P., General Mgr..... John Harkrader
 General Sales Mgr..... Bloke Brown
 Asst. Mgr., Film Buyer..... Paul E. Reynolds
 Program Mgr..... Charles A. Ballou
 Sales Prom., Mer. Mgr. Frank C. Martin, Jr.
 Promotion Manager..... R. A. DuVall
 Operations Mgr..... Wendell H. Siler
 Chief Engineer..... J. E. Newman
 Owners of: WDBJ, AM-FM.

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..... NBC
 Station Rep..... Avery-Knodel
 President..... James H. Moore
 V.P., Manager..... Horace S. Fitzpatrick
 Program Dir..... Melvin Linkous
 Commercial Manager..... A. S. Trevilian, Jr.
 Promotion Director..... C. R. Garrison
 Engineering Manager..... J. P. Briggs
 Owners of: WSLS-AM-FM.

Pop.: 2,950,000
Families: 937,000

WASHINGTON

TV Homes: 798,000
TV Stas. in State: 12

KVOS-TV—Bellingham—1953

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....Wometco Enterprises
Business Address.....1151 Ellis St.
Tel.: REgent 4-4410.....CBS
Station Reps.....Sumner-Byles; Stovin-Byles
President.....Mitchell Wolfson
General, Sta. Mgr.....David Mintz
Merchandising Director.....Doug Davis
Operations Director.....R. H. Anderson
Promotion Director.....Marian Boylan
Public Affairs Dir.....Al Swift
Advertising Manager.....Fred Elsethagen
Chief Engineer.....John Price
Owners of: WTVJ, Miami, Fla.; WLOS, Asheville;
WFGA, Jacksonville, Fla.

KBAS-TV—Ephrata—1957

Channel: 16 UHF...AP: 12 Kw...VP: 20 Kw.
Owned & Operated By.....Cascade Bstg. Co.
Address.....Box 306, Moses Lake
Tel.: RO 5-7843.....CBS-NBC
Station Rep.....Young
President.....T. C. Bostic
General Manager.....Jack Reber
Station Manager.....James Schroeder
Chief Engineer.....Howard Hammond

KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUTual 2-3555.....NBC
Representative.....Blair-TV
President.....Stimson Bullitt
V.P., Business Div.....Henry B. Owen
V.P., Broadcast Div.....Otto P. Brandt
Commercial Manager.....James D. Neidigh
Program, Film Mgr.....Lee Schulman
Prom., Pub. Director.....Eric Bremner
Merchandising Manager.....G. W. Parker
Sales Service Mgr.....Del Loder
Chief Engineer.....Robert A. Ferguson
Owners of: KGW AM-TV, Portland, Ore.; KING-
AM-FM; KREM-AM-FM-TV, Spokane, Wash.

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
Station Manager.....William A. Exline
Nat'l Sales Manager.....Al Stephenson
Local Sales Manager.....King Mitchell
Program Director.....Robert D. Gordon
Prom., Pub. Dir.....Mrs. Frances Pierce
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
General Sales Mgr.....Maitland Jordan
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Eddi Hanna
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF...AP: 60 Kw...VP: 100 Kw.
Owned.....J. E. McCaw
Business Address.....5534 N. 35 St., Tacoma
Tel.: SKyline 2-3544, Tacoma.....Independent
Station Rep.....Clarke Brown
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Chief Engineer.....Ken Williams

KHQ-TV—Spokane—1952

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....S. 4202 Regal St.
Tel.: KEystone 4-0511.....NBC
Representative.....Katz
Pres., Gen. Mgr.....R. O. Dunning
Commercial Mgr.....J. Birney Blair
Program, Film Mgr.....John Fahey
Promotion, Publicity Dir.....Irving Smith
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 4-0423.....ABC
Representative.....Petry
President.....Stimson Bullitt
General, Station Mgr.....Robert Temple
Program Dir.....Walt Schaar
Film Manager.....Hughie Tanner
Chief Engineer.....Edward P. Antosyn
Owners of: KREM, AM-FM.

KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 28 Kw...VP: 47.9 Kw.
Owned By.....Spokane Television
Address.....315 W. Sprague Ave.
Tel.: MADison 4-4291.....CBS
Representative.....H-R
President.....Norman Alexander

WASHINGTON-WEST VIRGINIA

General Manager.....James Agostino
 Commercial Mgr.....Robert V. Weitze
 Program, Film Mgr.....David L. Riggs
 Prom., Pub. Dir.....Jack Lantry
Chief Engineer.....**Dave Green**
 Owners of: KFLP-TV-AM, El Paso; KXLY-AM-FM, Spokane, Wash.

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.: FP 3-2561.....CBS
 Newspaper Affil.....Tacoma News Tribune
Representative.....**Weed**
 President.....George F. Russell
 General Manager.....Max H. Bice
 Nat'l Sales Manager.....Herchel Cary
 General Sales Mgr.....R. Keith Miller
 Program, Film Mgr.....Dell Spencer
 Promotion Director.....Leonard Higgins
 Chief Engineer.....Dick F. Engh
 Owners of: KTNT-AM-FM.

KIMA-TV—Yakima—1953

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

Owned-Oper. By.....Cascade Bcstg. Co., Inc.
 Business Address.....Box 702
 Tel.: GL 2-9111.....CBS-NBC
 Station Rep.....Young TV; Art Moore
 President.....Thomas C. Bostic
 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
 Owners of: KIMA, AM; KEPR, AM-TV, Pasco;
 KWIQ, Moses Lake; KLEW-TV, Lewiston;
 KBAS-TV, Ephrata.

KNDO—Yakima—1959

Channel: 23 UHF..AP: 11.6 Kw..VP: 19.9 Kw.
 Owned By.....Columbia Empire Bcstg. Corp.
 Address.....23 S. First St.
 Tel.: CH 8-2300.....ABC
 Station Rep.....Weed TV Corp.
 President, Gen. Mgr.....Hugh Davis
 Commercial Manager.....Leo Lyon
 Prom., Pub. Dir.....Merne Ullom
 Film Manager.....Marge Whitman
 Chief Engineer.....Warren Brown

Pop.: 1,850,000

Families: 495,000

WEST VIRGINIA

TV Homes: 390,000

TV Stas. in State: 9

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
 Station Reps.....Select Station Reps.; Brown
 President, Gen. Mgr.....H. I. Shott
 Sta., Comm. Mgr.....John C. Shott
 Prog. Dir.....Orland C. Young
 Promotion Director.....Kay Wilson
 Film Manager.....Cecil Surratt
 Chief Engineer.....Kenneth Dick
 Owners of: WHIS, AM.

WCHS-TV—Charleston—1954

Channel: 8 VHF..AP: 93.3 Kw..VP: 158 Kw.
 Owned By.....Rollins Bcstg.
 Address.....1111 Virginia Street East
 Tel.: DI 6-5358.....ABC
 Station Representative.....Blair TV
 President.....O. Wayne Rollins
 General, Sta. Mgr.....Claude Wheeler
 Program, Film Director.....D. Martin
 Prom., Pub. Dir.....H M. Brawley
 Chief Eng.....G. Brick
 Owners of: WCHS-AM; WGEE-AM, Indian, Ind.;
 WEAR-TV, Pensacola, Fla.; WPTZ-TV, Platts-
 burgh, N. Y.; WAMS, Wilmington, Del.; WRAP,
 WRAP, Norfolk, Va.; WNJR, Newark, N. J.;
 WBEE, Harvey, Ill.

WBOY-TV—Clarksburg—1957

Channel: 12 VHF..AP: 137 Kw..VP: 235 Kw.
 Owned.....WSTV, Inc.
 Business Address.....912 W. Pike St.
 Tel.: MA 4-7571.....CBS-NBC
 Station Rep.....Avery Knodel
 President.....Jack N. Berkman
 General Mgr.....Roger Garrett
 Managing Dir.....Robert O. Runnerstrom
 Commercial Manager.....Frank Balsley
 Program Director.....Robert Toothman
 Publicity, Promotion Dir.....James Valentine
 Film Manager.....Bob Miley
 Chief Engineer.....Harry Brown
 Owners of: KODE, AM-TV, Joplin; WSOL, Tampa;
 WPTT, AM, Pittsburgh; WRGP, Chattanooga;
 WRDW-TV, Augusta, Ga.

WJPB-TV—Fairmont—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....WJPB-TV, Inc.
 Address.....400 Quincy St.
 Tel.: 363-0700.....ABC
 Newspaper Affiliation.....Mannington Times
 Station Rep.....Gill Perna
 Station Manager.....Numa Fabre, Jr.
 Commercial Manager.....Eugene Adam
 Program Dir.....N. C. Pelligrin
 Promotion Director.....Eugene LaRosa
 Film Mgr.....B. Ralphnyder

Publicity Dir. Ray Herst
 Chief Engineer James McEwen
 Owners of: WBUT-AM-FM, Butler, Pa.; WVVW,
 Grafton, W. Va.

WHTN-TV—Huntington—1955

Channel: 13 VHF .AP: 200 Kw. .VP: 316 Kw.
 Owned-Oper. By Reeves Broadcasting
 Address 625 Fourth Avenue
 Tel.: JA 5-7661 CBS
 V.P., Gen. Mgr. O W. Meyers
 Comm. Manager George Miller
 Chief Engineer Charles Harper

WSAZ-TV—Huntington—1949

Channel: 3 VHF .AP: 60 Kw. .VP: 100 Kw.
 Owned By WJR, The Goodwill Station
 Address 201 Ninth St.
 Tel.: JA 9-4127 NBC
 Station Representative Katz
 President Worth Kramer
 V.P., Gen. Mgr. C. Tom Garten
 Station Manager J. L. Sinclair
 Program Director Maxwell Roth
 Prom., Mer. Dir. Jack M. Williams
 Film Manager David S. Bond
 Chief Engineer John P. Clay
 Owners of: WSAZ, AM.

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 CBS

Representative Pearson
 Pres., Gen. Mgr. Robert R. Thomas, Jr.
 Comm Sta. Mgr. Robert R. Brown
 Pub., Film Mgr. A. Nechesnoff
 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
 Managing Dir. Allan Land
 General Mgr. Gene P. Loffler
 Prog. Dir., Film Mgr. Ronald W. Maines
 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.
 Address 1329 Market St.
 Tel.: 232-7777 NBC-ABC
 Newspaper Affil. Dix Newspapers
 Representative Hollingbery
 President Albert V. Dix
 Exec. V.P., Gen. Mgr. Robert W. Ferguson
 Operations Manager George Diab
 Prog. Director Garry Vorhees
 Prom., Pub. Dir. James Knight
 Film Manager William Ney
 Chief Engineer Howard Daubenmeyer

Pop.: 4,025,000

Families: 1,192,000

WISCONSIN

TV Homes: 1,086,000

TV Stas. in State: 13

WEAU-TV—Eau Claire—1953

Channel: 13 VHF .AP: 155 Kw. .VP: 310 Kw.
 Owned-Oper. By Central Bcstg. Co.
 Business Address 2415 So. Hastings Way
 Tel.: TE 2-3745 ABC-NBC
 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
 Station Rep. H-R TV Reps
 General Manager Haydn R. Evans
 Nat. Sales Mgr. Earl H. Huth
 Program Dir. Greg McLirone
 Promotion Dir. Lyle Lahey
 Film Mgr. Don Bergner
 Chief Engineer Wallace E. Stangel
 Owners of: WBAY, AM-FM.

WFRV-TV—Green Bay—1955

Channel: 5 VHF .AP: 50 Kw. .VP: 100 Kw.
 Owned By Valley Telecasting Co.
 Bus. Address Mason & Roosevelt Streets
 Tel.: HE 7-5411 NBC
 Station Representative Katz
 President George W. Norton, Jr.
 General. Film Mgr. E. Berry Smith
 Program Director Eldon Anspach
 Commercial Manager Roger Micheln
 Prom., Pub. Dir. J. W. Vickery
 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 306 Cherry St.
 Station Rep. Young TV Corp.
 President Morgan Murphy
 General Mgr. Raymond W. Grandle
 Program Director Robert Brice
 Publicity Director Jim Stasko
 Chief Engineer Marshall Williamson

WISCONSIN

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
Station Representative..... Avery-Knodel
Pres., Gen. Mgr..... Howard Dahl
Comm. Mgr..... Robert Z. Morrison, Jr.
Program Director..... Ray Skaran
Promotional Director..... Leonard Anderson
Chief Engineer..... Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF.. AP: 28.8 Kw.. VP: 56.2 Kw.
Owned-Oper. By..... TV Wisconsin, Inc.
Bus. Address..... 4801 W. Beltline Hwy.
Tel.: CE 3-9791..... CBS
News. Affiliation.. Superior Evening Telegram
Representative .. Peters, Griffin, Woodward
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: 200 Kw.
Owned-Oper.. Midcontinent Bcstg. Co. of Wisc.
Business Address.. 215 West Washington Ave.
Tel.: AL 7-2261..... ABC
Station Representative..... Young TV Corp.
Exec. Vice Pres., Gen. Mgr. Tony Moe
General Sales Mgr. Ben F. Hovel
Prog., Operations Dir. Blake Kellogg
Film Mgr..... Bill Harman
Promotion Director..... James Roy Miller
Publicity Director..... Nancy Lee White
Chief Engineer..... Cloren Smith
Owners of: WKOW, AM.

WMTV—Madison—1953

Channel: 33 UHF.. AP: 156 Kw.. VP: 209 Kw.
Owned-Oper. By..... Forward TV, Inc.
Business Address..... West Beltline Highway
Tel.: CE 3-5381..... NBC
President..... Herbert R. Ohrt
General Mgr..... Merritt Mulligan
Asst. Mgr..... Donald Harrer
Film Mgr..... George Plenderleith
Program Dir..... Jack Crowley
Promotion Mgr..... Wanda Montz
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..... CBS
Newspaper Affiliation .. Sentinel
Representative .. Petry
V.P., General Mgr..... Richard C. Goodnow
Sales Mgr..... Richard D. Foerster
Film Manager..... Jerry Loebe

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.
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
Sales Mgr..... W. L. Snyder
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..... ABC
Station Rep..... Storer T.V. Sales
President..... George B. Storer, Jr.
General Manager..... Roger W. LeGrand
General Sales Mgr..... William J. Flynn
Mgr. of Operations..... Dean McCarthy
Promotion Director..... Donn Shelton
Film Manager..... Alan L. Haashalter
Chief Engineer..... Robert Truscott
Owners of: WJBK AM-FM-TV, Detroit; WSPD-
AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-
AM-FM-TV, Cleveland; WGBS-AM-FM, Miami,
Fla.; WIBG-AM-FM, Phila., Pa.; KGBS, Los
Angeles; WHN, New York City.

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
Station Representative..... Gill-Perna
President, Gen. Mgr..... Gene Posner
Station Mgr..... Lawrence Turet
Promotion Mgr..... Connie Kaye
Film Manager..... Allan Winstrom
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. Frchette
Gen. Comm. Mgr..... Richard D. Dudley
General Sales Mgr..... James W. Frey
Prom., Pub. Dir..... Tom Bolger
Program Director..... Norbert Kellnhauser
Film Manager..... Dan Ziebell
Chief Engineer..... Roland W. Richard

Pop.: 340,000
Families: 102,000

WYOMING

TV Homes: 78,000
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.: 237-3711...ABC-NBC-CBS
Station Representative...Meeker
President...Burt Harris
Gen., Sta. Mgr...Lawrence Berger
Program, Prom. Dir...Paul Wickre
Film Manager...Chuck Beach
Chief Engineer...Leo Chenier

KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By...Frontier Bcstg. Co.
Business Address...2923 East Lincolnway
Tel.: 634-4461...ABC-CBS-NBC

Newspaper Affiliation...Eagle, Tribune
Representative...Hollingbery
President...Robert S. McCracken
General Mgr., Ch. Eng...William C. Grove
Commercial Mgr...Doug Reeves
Prog., Pub. Mgr...William D McCracken
Operations Director...Marvin Conn
Film Mgr...Don Wich
Owners of: KFBC-AM, KSTF, Scottsbluff.

KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 24.2 Kw...VP: 57.5 Kw.
Owned...M. & J. Ernst
Address...500 B'way, Thermopolis, Wyo.
Tel.: UN 4-2351...ABC-CBS
Representative...Gill-Perna
Gen. Mgr., Ch. Eng...Joseph P. Ernst

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TV Stations in Territories and Possessions

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF..AP: 250 Kw..VP: 500 Kw.
 Owned-Oper. By.....Radio Guam, Inc.
 Address.....P. O. Box 368
 Tel.: 7963.....ABC-CBS-NBC

Representative.....Intercontinental Services
 Pres., Gen. Mgr.....Harry M. Engel
 Station Manager.....Robert A. Jordan
 Sales Manager.....Mary C. Chappelle
 Chief Engineer.....David Stroberg
 Owners of: KUAM, AM.

PUERTO RICO

WKBM-TV—Caguas—1960

Channel: 11 VHF..AP: 1.34 Kw..VP: 2.67 Kw.
 Owned By.....American Colonial Brcstg.
 Address.....P. O. Box 4189, San Juan
 Tel.: 3-0580.....Independent
 Owner & Gen. Mgr.....R. P. Perry
 Comm. Manager.....Felix Munoz
 Program Dir.....Nilsa Gonzales
 Chief Engineer.....E. Rivera

WORA-TV—Mayaguez—1955

Channel: 5 VHF..AP: 17.8 Kw..VP: 29.5 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co., Inc.
 Address.....Box 43
 Tel.: 1151.....ABC-NBC
 Station Rep.....Inter. American Public.
 Pres., Gen. Mgr.....Alfredo R. de Arellano, Jr.
 Comm., Station Mgr.....R. M. Dupont
 Film Mgr.....Rafael Lopez Sosa
 Chief Engineer.....Rafael Cruz Rivera
 Owners of: WKYN, Rio Piedras.

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.....H. Modesti
 Sales Mgr.....Helena Martinez
 Program Director.....F. R. Baez
 Chief Engineer.....James Sims

WKAQ-TV—San Juan—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....El Mundo Enterprises
 Bus. Address...Box 5096, Puerto de Tierra Sta.
 Tel.: 723-3800.....CBS
 Newspaper Affiliation.....El Mundo
 Rep.....Inter-American Publications Inc.
 President.....Mrs. A. Ramos
 General Manager.....H. McFadden
 Promotion Mgr.....E. Tamayo
 Commercial Manager.....Rafael Ruiz
 Programming Manager.....Jose L. Torregrosa
 Chief Engineer.....Robert Beurket
 Owners of: WKAQ-AM-FM.

WRIK-TV—Ponce—1958

Channel: 7 VHF..AP: 30 Kw..VP: 60 Kw.
 Owned-Operated By...Ponce Television Corp.
 Address.....Darlington Bldg.
 Tel.: 2-0280.....Independent
 Sta. Rep.....Inter-American Publ.
 President.....George A. Mayoral
 Gen., Sls. Mgr.....William Cortada
 Program, Film Mgr.....Luis Martinez
 Chief Engineer.....J. A. Prather

WSUR-TV—Ponce—1958

Channel: 9 VHF..AP: 1.3 Kw..VP: 2.7 Kw.
 Owned.....American Colonial Bcstg. Corp.
 Bus. Ad....1000 Ponce de Leon Ave., Santurce
 Tel.: 2-1278.....Independent
 President, Gen. Mgr.....Ralph P. Perry
 Chief Engineer.....E. Nunez

VIRGIN ISLANDS

WBNB-TV—Charlotte Amalie 1961

Channel: 10 VHF..AP: 1.26 Kw..VP: 2.5 Kw.
 Owned By.....Island Teleradio Service Inc.

Address.....Box 1947, St. Thomas
 Tel.: 1050.....ABC-CBS-NBC
 Station Rep.....Caribbean Networks Inc.
 President.....Robert Moss

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Television Stations of Canada

ALBERTA

CFCN-TV—Calgary—1960

Channel: 4 VHF . . . AP: 27.5 Kw. . . . VP: 55 Kw.
 Owned By CFCN Television Ltd.
 Address Broadcast House
 Tel.: CH 9-9101 CTV
 Station Reps. Television Reps. Ltd., Young
 President James A. Love

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 CBC
 Sales Rep. All-Canada TV, Weed
 President F. R. Shaw
 General Mgr. A. M. Cairns
 Commercial Mgr. J. Norman Inkster
 Operations Mgr. Ron Chase
 Prom., Publicity Mgr. Ian Grant

Film Manager Gordon Warner
 Chief Engineer Lee Crawley

CBXT—Edmonton—1961

Channel: 5 VHF . . . AP: 159 Kw. . . . VP: 318 Kw.
 Owned By CBC
 Address Box 290
 Tel.: 460-2321 CBC
 Station Manager Ralph Horley
 Commercial Rep. Chris Barr
 Program Director Barry McCorquodale
 Technical Director Peter Burgess
 Technical Supervisor R. Collier

CFRN-TV—Edmonton—1954

Channel: 3 VHF . . . AP: 90.4 Kw. . . . VP: 180.3 Kw.
 Owned-Oper. By . . . Sunwapta Bcstg. Co., Ltd.
 Business Address 102 C.P.R. Bldg.
 Tel.: HU 9-2572 CTV
 Sta. Reps. . . TV Reps.; Young Canadian; Oakes

TELEVISION STATIONS OF CANADA

Pres., Gen. Mgr...... G. R. A. Rice
Station Mgr...... S. S. Lancaster
Commercial Manager..... B. D. Alloway
Program Director..... George Kidd
Film Manager..... Keith Neale
Prom., Pub. Dir...... Ross Langmaid
Advertising Manager..... D. H. Field
Chief Engineer..... Ted Wadson
 Owners of: CFRN-AM-TV.

CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By..... Lethbridge TV, Ltd.
Address..... P. O. Box 1120
Tel.: FA 7-1521..... CBC
Representatives..... All-Canada TV; Weed
President, Mgr. Dir...... N. Botterill
Commercial Mgr...... L. Crittenden
Promotion Director..... Gladys Palmer
Technical Dir...... V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
Owned..... Monarch Bcstg. Co. Ltd.
Address..... Box 760
Tel.: LI 8-3533..... CBC
Sta. Rep...... Weed; All-Canada
General Manager..... R. J. Buss
Program Director..... Dale Nelson
Film Manager..... Cliff Dacre
Advertising Manager..... Jon Thibert
Chief Engineer..... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 13 Kw... VP: 26 Kw.
Owned..... CHCA TV Limited
Business Address..... Box 668
Tel.: 346-5525..... CBC
Sta. Reps...... Stovin-Byles; ForJoe; Scharf
President, Gen. Mgr...... G. A. Bartley
Asst. Mgr...... Mrs. A. Sole
Commercial Mgr...... Doug Clarke
Program, Prom. Dir...... Hugh Edmunds
Advertising Manager..... Gordon Johns
Chief Engineer..... Mel Lang

BRITISH COLUMBIA

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 106 Kw... VP: 212 Kw.
Owned-Oper. By..... Radio Sta. CJDC Ltd.
Bus. Address..... Second Ave. & 9th St.
Tel.: STerling 2-3341..... CBC
Station Representative..... Cooke
Pres., Gen. Mgr...... H. L. Michaud
Chief Engineer..... R. Messner

CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 1 Kw... VP: 5 Kw.
Owned..... Twin Cities TV Ltd.
Business Address..... 387 4th Ave.
Tel.: 372-8827..... CBC
Station Reps...... All-Canada; Weed
Pres., Gen. Mgr...... Ian G. Clark
Operations, Prog. Dir...... Jean C. Ross
Commercial Manager..... Neil Manderson
Promotion Manager..... Shirley Page
Publicity Director..... Blain Fairman
Film Manager..... Bill Reith
Advertising Manager..... Walter Harwood
Chief Engineer..... Kurt Reichennek

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
Adv., Comm. Mgr...... Dick Sharp
Program, Film Mgr...... Russ Richardson
Prom., Pub. Dir...... Norm Williams
Chief Engineer..... Tom Wyatt

CKPG-TV—Princeton—1961

Channel: 3 VHF... AP: 114 W... VP: 210 W.
Owned By..... CKPG Television Ltd.
Address..... Princeton, B. C.
Tel.: Princeton..... Independent
Station Reps...... All-Canada; Weed
President..... Robert T. Harkins
Sales Manager..... J. W. Barlee

CBUT—Vancouver—1953

Channel: 2 VHF... AP: 25.4 Kw... VP: 47.6 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 701 Hornby St.
Tel.: MUTual 4-0246..... CBC
Program Dir...... W. Inglis
Film Dir...... Stanley Fox
Technical Supervisor..... R. C. McDonald
Nat'l Sales Mgr...... W. F. Cooke

CHAN-TV—Vancouver—1960

Channel: 8 VHF... AP: 94 Kw... VP: 180 Kw.
Owned By..... Vantel Bcstg. Co., Ltd.
Address..... Box 4700
Tel.: CY 9-7272..... CTV
Station Reps...... All-Canada; Weed
President..... Arthur Jones
Manager..... J. R. Peters
Chief Engineer..... E. Rose

CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... CHEK-TV, Ltd.
Address..... 3693 Epsom Drive

TELEVISION STATIONS OF CANADA

Tel: Granite 7-1821.....CBC
 President, Gen. Mgr. David M. Armstrong
 Station Mgr. Richard L. McDaniel
 Commercial, Film Mgr. Douglas Taylor
 Prom., Publicity Dir. Bob Willet
 Chief Engineer Norman Bergquist

LABRADOR

A Dependency of Newfoundland

CFLA-TV—Goose Bay—1956

Channel: 8 VHF..AP: 174 Kw..VP: 438 Kw.
 Owned-Operated By.....U. S. Armed Forces
 Address.....U.S.A.F. Side, Goose Airport
 Tel.: TWilght 6-3203.....CBC
 C.B.C. Management Rep.....J. C. Puddester
 Technical Rep.....J. Tanton
 Chief Engineer.....M/Sgt. Nels Hallin

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

CBWFT—Winnipeg—1960

Channel: 6 VHF..AP: 1.72 Kw..VP: 2.87 Kw.
 Address.....541 Portage Ave.
 Tel.: SPruce 4-2541.....CBC
 Director, Prairie Provinces.....J. Finlay
 Program Director.....Leo Bemillard
 Public Relations Officer.....J. Lusher
 Regional Engineer.....R. D. Calhoon

CBWT—Winnipeg—1954

Channel: 3 VHF..AP: 34.7 Kw..VP: 57.8 Kw.
 Owned By.....Canadian Bcstg. Corp.
 Address.....Box 160
 President.....J. A. Ouimet (Ottawa)
 Tel.: SP 4-2571.....CBC
 Dir. of Prairie Region.....J. Finlay
 Program Director.....D. D. MacPharson
 Sup. Info. Services.....C. E. L'Ami
 Public Rel. Officer.....J. D. Lusher
 Film Director.....Grace Brown
 Regional Engineer.....R. D. Cahoon

CJAY-TV—Winnipeg—1960

Channel: 7 VHF..AP: 180 Kw..VP: 325 Kw.
 Owned By.....Channel Seven TV Ltd.
 Address.....Polo Park, Zone 10
 Tel.: SP 5-0371.....CTV
 Station Rep.....Stovin-Byles
 President.....R. S. Misener
 General Manager.....Jack M. Davidson
 Commercial Manager.....G. O. Johnson
 Program Director.....Stewart MacPherson
 Chief Engineer.....A. G. Cobb

NEW BRUNSWICK

CBAFT-TV—Moncton—1961

Channel: 11 VHF..AP: 810.06 Kk..VP: 5.03 Kw.
 Owned-Oper. By.....CBC
 Address.....232 St. George St.
 Tel.: EV 4-3366.....CBC
 Station Mgr.....Paul E. Carrier
 Commercial Rep.....Bernard Richard
 Technical Director.....Ives J. Bruchesi

CKCW-TV—Moncton—1954

Channel: 2 VHF..AP: 15 Kw..VP: 25 Kw.
 Owned-Oper. By.....Moncton Bcstg., Ltd.
 Address.....Halifax St.
 Tel.: 38-9-9601.....CBC
 Sta. Rep.....Stovin-Byles; Young Canadian
 Pres., Mgr. Dir.....F. A. Lynds
 General, Sta. Mgr.....Murray Goldsborough
 Prog. Dir.....J. S. Irvine
 Promotion Director.....Murray Turner
 Film Manager.....Gwen MacDonald
 Chief Engineer.....Keith McConnell
 Owners of: CKCW; CKCD-TV, Harrison Br., Que.;
 CKAM-TV, Campbellton, N. B.

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
 Gen. Mgr.....George A. Cromwell
 Chief Engineer.....Jack Bishop

NEWFOUNDLAND

CBYT—Corner Brook—1959

Channel: 5 VHF..AP: .0985 Kw..VP: .197 Kw.
 Owned-Oper. By.....CBC
 Address.....Box 810
 Tel.: NE 4-3431.....CBC
 Station Manager.....C. V. Hierlihy
 Sales Manager.....C. Brown
 Engineer.....J. Parrott

TELEVISION STATIONS OF CANADA

CFSN-TV—Stephenville—1957

Channel: 8 VHF.. AP: .174 Kw.. VP: .490 Kw.
 Owned-Oper..... U. S. Armed Forces
 Address E. Harmon Air Force Base
 Tel.: Base Exchange..... CBC
 Dir. Newfoundland Regions..... W. F. Galgay
 CBC Representative..... A. W. Barrett

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 Dir..... Miss Betty Piercey
 Film Mgr..... Nels Squires
 Adv. Mgr..... Charlie Pope
 Chief Engineer..... Oscar Herlihey

NOVA SCOTIA

CBHT—Halifax—1954

Channel: 3 VHF.. AP: 33.8 Kw.. VP: 56 Kw.
 Owned By..... Canadian Bcstg. Corp.
 Address Box 175
 Tel.: 422-8311..... CBC
 Program Director..... Carl MacCaul
 Film Dir..... G. W. Hames
 Technical Director..... M. Corkum

CJCH-TV—Halifax—1960

Channel: 5 VHF.. AP: 23.8 Kw.. VP: 47.6 Kw.
 Owned By..... CJCH, Ltd.
 Address 2885 Robie St.
 Tel.: Halifax..... CTV
 Sta. Reps. ... Young Canadian; Mulvihill, Scharf
 President..... Finlay MacDonald
 General, Station Mgr..... Bruce McLeod
 Commercial Manager..... Ian R. Laidlaw
 Program Director..... Larry Knoke
 Prom., Pub. Dir..... Mrs. Abbie Lane
 Film Manager..... David Ferras
 Operations Manager..... Dennis Benwell
 Chief Engineer..... John Jay

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 6-6466..... 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, Prom. Mgr..... 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..... 237 Water St.
 Tel.: Wellington 2-5180..... Independent
 Station Reps..... Stovin-Byles; Weed
 President..... E. L. Bushnell
 General, Station Mgr..... D. W. G. Martz
 Program, Film Mgr..... W. Ellison
 Chief Engineer..... W. Still
 Owners of: CJSS-AM-FM.

CHCH-TV—Hamilton—1954

Channel: 11 VHF.. AP: 202 Kw.. VP: 325 Kw.
 Owned By..... Niagara Television Ltd.
 Address..... 163 Jackson St. W.
 Tel.: JA 2-1101..... Independent
 Sta. Rep. All Canada; Young-Canadian
 President, Gen. Mgr..... Kenneth D. Soble
 Asst. Mgr..... S. I. Bibby
 Commercial Mgr..... Harold G. Burley
 Prog. Manager..... J. S. Purvis
 Production Mgr..... Jack O. Burghardt

CBWAT—Kenora—1959

Channel: 8 VHF.. AP: .247 Kw.. VP: .493 Kw.
 Owned By..... CBC
 Address..... Box 160
 Tel.: Kenora..... CBC
 Dir. of Prairie Region..... J. Finlay
 Prairie Regional Prog. Dir..... D. Cameron
 Director of TV..... W. G. Carpentier
 Sup. Info. Services..... C. E. L'Ami
 Public Relations Officer..... J. D. Lusher
 Regional Engineer..... R. D. Cahoon

TELEVISION STATIONS OF CANADA

CKWS-TV—Kingston—1954

Channel: 11 VHF . AP: 154 Kw. . VP: 250 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 Dir. Gord Shale
 Promotion Dir. Mrs. Joy Villeneuve
 Chief Engineer Gord Backus

CKCO-TV—Kitchener—1954

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.
 Owned By Central Ontario TV, Ltd.
 Address 864 King St. W.
 Tel.: SH 3-4335 CBC
 Station Rep. Hardy; Hunt; Scharf
 President Carl Pollock
 General Manager W. D. McGregor
 Program Dir. Bruce Lawson
 Film Supervisor Lorne Cole
 Promotion Director 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
 Station Reps. All-Canada; Weed
 President W. J. Blackburn
 General Mgr. M. T. Brown
 Commercial Mgr. W. Cliff Wingrove
 Station, Program Dir. R. A. Reinhart
 Film Manager Kevin L. Knight
 Prom., Pub. Dir. W. T. Daley
 Chief Engineer G. Robitaille
 Owners of: CFPL, AM-FM.

CFCH-TV—North Bay—1955

Channel: 10 VHF . AP: 25.75 Kw. . VP: 51.5 Kw.
 Owned By Tel Ad Co., Ltd.
 Address P. O. Box 1000
 Tel.: GR 2-9000 CBC
 Newspaper Affil. Thompson Dailies
 Sta. Rep. Young Canadian; Stovin-Byles
 President Mrs. P. A. Campbell
 Station Mgr. Harvey Freeman
 Commercial Mgr. Jim Gibson
 Program Dir. Dave Mee
 Prom., Pub. Dir. Edward F. Vitunski
 Film Manager Betty Knevel
 Chief Engineer Gord Ballantyne

CBOFT—Ottawa—1955

Channel: 9 VHF . AP: .17 Kw. . VP: .31 Kw.
 Owned-Oper. By Canadian Bcstg. Corp.
 Address Box 1045
 Tel.: CE 6-7331 CBC
 Manager of TV Opera Georges Huard
 Technical Dir. J. H. Book
 Program Director Pierre Normandin

CBOT—Ottawa—1953

Channel: 4 VHF . AP: 26.7 Kw. . VP: 50.1 Kw.
 Owned By Canadian Bcstg. Corp.
 Address Box 3220
 Tel.: PA 8-1771 CBC
 Operations Mgr. Georges Huard
 Program Director Pierre Normandin
 Film Director Douglas Murphy
 Technical Director J. H. Book

CJOH-TV—Ottawa—1961

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.
 Owned By Bushnell TV Co., Ltd.
 Address 1500 Merivale Road
 Tel.: PA 9-5161 CTV
 Station Rep. Stovin-Byles; Young Canadian
 President E. L. Bushnell
 General, Station Mgr. S. W. Griffiths
 Commercial Manager W. O. Morrison
 Program Director Peter Francis
 Promotion Director Bruce Sutton
 Pub., Advertising Mgr. W. E. Jolliffe
 Film Manager Eric Tomlinson
 Chief Engineer A. G. Day

CHOV-TV—Pembroke—1961

Channel: 5 VHF . AP: 9.5 Kw. . VP: 19.1 Kw.
 Owned By E. G. Archibald
 Address 319 Pembroke St. E.
 Tel.: REgent 2-3657 Independent
 President E. G. Archibald

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
 Reps. All-Canada TV; Weed
 President Sen. Rupert Davies
 General Mgr. Donald Lawrie
 Station Mgr. Keith Parker
 Commercial Mgr. Robert Kinsman
 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: 54.5 Kw. . VP: 100 Kw.
 Owned By Thunder Bay Electronics Ltd.
 Business Address 87 N. Hill St.
 Tel.: 4-9685 CBC
 Station Rep. TV Reps.; Stovin-Byles; Weed
 President Mrs. C. H. Dougall
 Station Mgr. G. N. Conger
 Commercial Mgr. Jack Masters
 Promotion Director Don Seath
 Chief Engineer G. Buetow

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

TELEVISION STATIONS OF CANADA

Tel.: AL 3-3516.....CBC
 Representatives All-Canada TV; Weed
 President Mrs. J. G. Hyland
 Gen., Sta. Mgr. R. H. Ramsay
 Comm., Film Mgr. E. W. Plouffe
 Prog., Prom. Director..... Frank Gardi
 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
 Chairman of Board.....George M. Miller
 President.....W. J. Woodill
 General, Sta. Mgr.....Ralph Connor
 Commercial Mgr.....Ian Laidlaw
 Program, Prom. Mgr.....Wayne Cullum
 Chief Engineer.....Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Radiocon Associates
 Business Address..Box 620, Mont Sacre Coeur
 Tel.: AM 4-4211.....CBC
 Station Representative Mulvihill
 President.....J. Conrad Lavigne
 General Mgr.....Rene Barrette
 Commercial Manager....Harry Charbonneau
 Program Director.....Jean DeVilliers
 Promotion Director.....Isabella Appleby
 Film Manager.....Mrs. Hazel Claremont
 Chief Engineer.....Rudy Fauteux
 Owners of: CFCL AM.

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
 Station Manager.....John Lant
 Film Manager.....J. Patterson
 Technical Director.....L. Horton

CFTO-TV—Toronto—1961

Channel: 9 VHF...AP: 162 Kw...VP: 325 Kw.
 Owned By.....Baton Bcstg., Ltd.
 Address.....Box 9, Agincourt
 Tel.: EM 2-2811.....CTV
 Newspaper Affiliation.....The Telegram
 Station Representative.....Stovin-Byles, Ltd.
 President.....John Bassett
 General Manager.....W. O. Crampton
 Commercial Manager.....E. J. Delaney
 Program Director.....Murray Chercover
 Promotion Director.....Kevin Holen
 Research Director.....Bill Byram
 Chief Engineer.....Hugh Potter

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
 President.....W. T. Cruickshank
 General, Station Mgr.....G. W. Cruickshank
 Comm. Mgr.....C. R. Hamilton
 Operations Director.....B. St. George
 Promotion Director.....R. Bitton
 Film Manager.....H. Swatridge
 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.
 President.....Mrs. K. Rogers
 Tel.: 7347.....CBC
 Representatives.....All-Canada TV; Weed
 General, Comm., Film Mgr.....R. F. Large
 Promotion Mgr.....M. E. Large
 Chief Engineer.....J. G. Jay

QUEBEC

CHAU-TV—Carleton—1959

Channel: 5 VHF...AP: 52 Kw...VP: 100 Kw.
 Owned By...T. V. De La Baie Des Chaleurs Inc.
 Address.....New Carlisle
 Tel.: 248 & 249.....CBC
 Station Rep.....Hardy; Scharf; Weed
 President.....J. Leo Hachey
 General Mgr.....Dr. C. H. Houde
 Comm., Promotion Mgr.....Pierre Stein
 Program Director.....Yves Tardif
 Chief Engineer.....Marcel Chabot

CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
 Owned-Oper. By...Radio Saguenay Limited
 Address.....175 Sir Wilfrid Laurier St.
 Tel.: LI 2-4551.....CBC
 Station Reps.....Hardy; Young Canadian
 President.....Henri Lepage
 Gen. Mgr., Prom. Dir.....Tom Burham
 Sta., Comm. Mgr.....Paul J. Audette
 Film Manager.....Eugene Michaud

TELEVISION STATIONS OF CANADA

Program Dir. Claude Colbert
 Publicity Director. Maurice Petit
 Chief Engineer. Gerard Lemieux
 Owners of: CKRS, AM.

CKBL-TV—Matane—1958

Channel: 9 VHF. AP: 170 Kw. VP: 280 Kw.
 Owned By Radiodiffusion de Matane Ltd.
 Business Address. 4 Rue St. Sacrament
 Tel.: 1100-1-2 CBC
 Sta. Rep. Young Canadian Ltd.
 Pres., Gen. Mgr. Rene Lapointe
 Comm. Mgr. Octave Lapointe
 Station Mgr. Yvan Fortier
 Program Dir. Roger Bergeron
 Film Mgr. Jules Chouinard
 Promotion Dir. G. Lavoie
 Chief Engineer. J. O. Thibeau
 Owners of: CKBL, AM.

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 Guérard
 Film Mgr. Gilles Fleury
 Technical Dir. G. Fontaine
 Owners of: CBFT, Moncton; CBOFT, Ottawa;
 CBWFT, Winnipeg.

CBMT—Montreal—1954

Channel: 6 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned By Canadian Bcstg. Corp.
 Address Box 6000
 Tel.: UN 6-2571 CBC
 Station Rep. CBC Comm. Services
 Program Dir. Kenneth Davey
 Publicity Dir. W. M. Davies
 Technical Director. Guy Fontaine

CFCF-TV—Montreal—1961

Channel: 12 VHF. AP: 160 Kw. VP: 325 Kw.
 Owned By Canadian Marconi Co.
 Address 405 Ogilvy Ave.
 Tel.: CR 3-6311 CTV
 Station Reps. All-Canada; Weed
 President S. M. Finlayson
 General Manager. R. E. Misener
 Commercial Manager. Robert Johnston
 Program Manager. S. B. Hayward
 Prom., Pub. Supv. Mrs. Babs Pitt
 Film Manager. John Krug
 Operations Manager. Kevin Knight
 Chief Engineer. J. Creighton Doublas
 Owners of: CFCF-AM-FM.

CFTM-TV—Montreal—1961

Channel: 10 VHF. AP: 162.5 Kw. VP: 325 Kw.
 Owned By Tele-Metropole Corp.
 Address 1405-1425 Rue de Maisonneuve St.
 Tel.: LA 5-9251 Independent
 Station Reps. Forjoe; Stovin-Byles
 President, Gen. Mgr. J. A. DeSeve
 Executive V.P. Andre Ouimet

V.P., Comm. Mgr. Paul L'Anglais
 Station Manager. Roland Giguere
 Program Director. Robert L'Herbier
 Prom., Pub. Dir. Jean Marion
 Film Director. Maurice Bastien
 Production Director. J. Paul Ladouceur
 Chief Engineer. Maurice Doucet

CFCM-TV—Quebec City—1954

Channel: 4 VHF. AP: 50.5 Kw. VP: 100 Kw.
 Owned By Television De Quebec
 Address 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: 683-4985 CBC
 Sales Rep. Weed; Hardy; Scharf
 President Gaston Pratte
 Executive Director. A. C. Picard
 General Manager. J. A. Pouliot
 Asst. Gen., Comm. Mgr. Arthur P. Fitzgibbons
 Program Manager. Jacques Filteau
 Prom., Pub. Dir. J. P. Riopel
 Film Manager. George Lovett
 Chief Engineer. Gerard Fortin
 Owners of: CFCM, AM; CKMI-TV, Quebec.

CKMI-TV—Quebec City—1957

Channel: 5 VHF. AP: 6.77 Kw. VP: 13.85 Kw.
 Owned TV de Quebec (Canada) Ltd.
 Add. 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: 683-4985 CBC
 Station Rep. Weed; Hardy; Scharf
 President Gaston Pratte
 Executive Director. A. C. Picard
 General Manager. Jean A. Pouliot
 Asst. Gen., Comm. Mgr. Arthur P. Fitzgibbons
 Program Director. George Lovett
 Prom., Pub. Dir. J. R. Riopel
 Chief Engineer. Gerard Fortin
 Owners of: CFCM-TV, Quebec.

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
 P.R. Officer Harry A. Willsie
 Commercial Manager. Roma Pelletier
 Program Mgr. Francois Raymond
 Promotion Director. Claude Turcotte
 Film Mgr. Denis Malenfant
 Chief Engineer. Marcel Vallee

CKRN-TV—Rouyn—1958

Channel: 4 VHF. AP: 57.5 Kw. VP: 115 Kw.
 Owned Northern Radio-Radio Nord, Inc.
 Business Address. Box 70, Rouyn
 Tel.: RO 2-7741 CBC
 Station Reps. Weed; Scharf; Hardy
 Pres., Gen. Mgr. David A. Gourd
 Station, Operations Mgr. Franco Capellari
 Program Director. Ernest Chartrand
 Chief Engineer. Julien Trepanier
 Owners of: CKRN-AM; CKVD, Val d'Or, P. Q.;
 CHAD, Amos, P. Q.; CKLS, La Sarre, P. Q.

TELEVISION STATIONS OF CANADA

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF...AP: 186 Kw...VP: 316 Kw.
Owned-Oper. By.....La Tribune, Ltd.
Business Address.....221 Dufferin St.
Tel.: 9-2525.....CBC
Newspaper Affil.....La Tribune
President.....Paul Desvuisseaux
General Manager.....J. Paul Hogue
Managing Director.....Jean-Louis Gauthier
Program Director.....Paul Bruneau
Film Manager.....Guy Bachard
Chief Engineer.....Leo Guilbeau
Owners of: CHLT-AM-FM.

CKTM-TV—Three Rivers—1958

Channel: 13 VHF...AP: 42.25 Kw...VP: 84.5 Kw.
Owned By.....TV St. Maurice, Inc.
Address.....P.O. Box 277
Tel.: FR 5-7311.....CBC
Station Reps.....Stovin-Byles; Weed
President, Gen. Mgr.....Henri Audet
Asst. Mgr., Ch. Eng.....Robert Bunneau
Comm., Program Mgr.....Jacques Brunelle
Program. Dir.....Claude Blain
Film Mgr.....Albert Aubichon

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 Moffat
Commercial Mgr.....Joe Lawlor
Program Director.....Terry McBurney
Chief Engineer.....Merv Pickford
Owners of: CHAB, AM.

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.....Ian Robertson
Prog. Dir., Film Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2. VHF...AP: 53.5 Kw. VP: 100 Kw.
Owned By.....Transcanada
Address.....Box 2000
Tel.: LA 3-6671.....CBC
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President.....Michael Sifton
General Mgr.....H. A. Crittenden
Asst. Mgr., Film Dir.....Lloyd Westmoreland
Commercial Mgr.....Don Tunnicliffe
Program Dir.....H. Van Wiebe
Technical Dir.....Lorne McBride
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
Station Reps.....Young Canadian; Oakes
President.....W. A. Murphy
V.P., General Mgr.....G. Blair Nelson
Sales Manager.....Will Klein
Station Mgr.....Walter Romakow
Program Dir.....Greg Barnsley
Promotion Mgr.....Mrs. Jean Korchin
Film Mgr.....Jim Salkin
Chief Engineer.....Lyn Hoskin
Owners of: CFQC, AM.

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.....J. Coulter

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
Reps.....Stovin-Byles Ltd.; Devney Org.
Pres., Prom. Mgr.....Norman Roebuck
General Mgr.....Ronald Leigh Skinner
Commercial Mgr.....Harold Olson
Program Dir.....Kristin Olson
Chief Engineer.....G. S. Skinner