

Television

« 1956 »

TELEVISION forges ahead in this year of 1956 and **Television Year Book** keeps stride with another comprehensive volume of facts, figures and forecasts on the progress of this most important new industry.

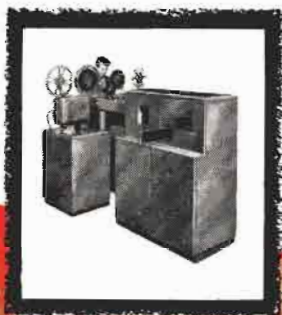
THE progress report on television since the post-war years is one of dramatic achievements. The number of stations have grown tremendously and the quality of programs and transmissions have exceeded all expectations.

THIS year's volume is replete with information on the advancements of the sight and sound medium. The impact of color, progress of closed circuit TV, and prospects of some form of pay-as-you-see TV are only a few of the subjects covered. In addition there is data on networks, advertising, agencies, VHF and UHF channels and many mighty informative articles.

WE are proud of this volume for it mirrors the work of individuals and organizations in the advancement of this electronic miracle. To all our contributors we are deeply grateful.

JACK ALICOATE
Editor-in-Chief

Speaking of chain reactions...



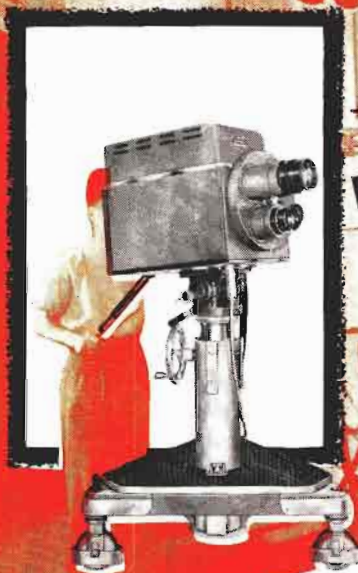
1 Excellent monochrome slides, opaques, and 16 mm film.



2 Superior color slides, opaques and 16 mm film, as well as monochrome.



3 Limited live color in addition to slides, opaques, and 16 mm film. Unlimited Live Color.



4 UNLIMITED LIVE COLOR

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

the vitascan

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment tailored to your exact needs!

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey

Use of TV by President Heralds New Era



"I'm going directly to the American people and tell them the full facts." With these words President Dwight D. Eisenhower announced his plan to use commercial television to inform the whole nation of the reasons for his decision to run for renomination. And with these words commercial television was accorded its rightful place as the only true medium for vital news in the twentieth century.

The right—and the duty—of every American citizen to hear immediately his elected officials speak their minds on important issues was performed more than ever before in the President's dramatic telecast of February 29, 1956. Sixty-five million people—more than voted in the last election—saw and heard the President on both radio and television. By watching his face for twenty minutes they were able to form their own decision on the essential problem—the President's health.



The impact of the President's preference for television as the medium to reach all the people at once will be felt strongly on the coming presidential election—and most likely on all future elections. He has announced that observation car barnstorming—at least for him—is as outmoded as the era of the big city "bosses." Television and radio will be the primary weapons of the campaign. The hitherto traditional and old-fashioned methods will be used only to supplement his appearances on television.

The President has long been an advocate of television. He was the first President to address the annual convention of the National Association of Radio and Television Broadcasters, and at that time expressed his high regard for the medium.

Shown here is a view of President Eisenhower at his news conference as he made public his "affirmative" decision to seek re-election.

*the best in Sunday evening
entertainment*

NBC-TV 9-10 P.M., E.S.T.

*Aluminum Company
of America*

presenting

**THE
ALCOA
HOUR**



*Fuller & Smith
& Ross, Inc.*

ADVERTISING

*Goodyear Tire
& Rubber Company, Inc.*

presenting

**THE
GOODYEAR
PLAYHOUSE**



*Young & Rubicam,
inc.*

ADVERTISING

Pay TV Starts Greatest Controversy of '55



By
EDWARD J. LOWE
Equipment Editor
Radio-Television Daily

A CLOUD no bigger than the palm of a man's hand appeared on the horizon of American television in 1955, a cloud that can conceivably transform our time-honored concept of broadcasting, and will certainly cause the most violent controversy in the industry's third of a century. That cloud is subscription television, or toll TV, the future of which the Federal Communications Commission has been considering since September 9. The advocates of this new system claim that it will make possible hitherto unreachable fields of culture and entertainment, side by side with the sponsored programs of today. Those opposed say that toll TV will destroy free television, and drive the medium out of range of those that rely on it most.



Three major forms have been advanced, but the underlying principle of all is to make a program available only to those willing and able to pay for it. The broadcaster would transmit his program in a coded, or scrambled, form. The ability to unscramble the signal would be available, for a fee, to those with the required electronic attachment on their set.

Phonevision, the product of the Zenith Radio Corporation, generally held to be the pioneer in the field, would attach to the set a device with five dials, each with seven numbers. Turning the dials to a previously assigned code number for a particular program would unscramble the signal. The viewer would get the numbers by punching out an insert on a card beside the listing for a specific show. The card would be a record of programs seen, which he would return to the company, and would then be billed.



The method of Skiatron, Inc., provides for the insertion of an IBM card with a printed electronic circuit. Pressing a button would simultaneously unscramble the picture and punch the card, making it also a record of shows seen.

The third system, Telemeter, proposed by a

subsidiary of Paramount Pictures, differs from the others in two important respects. First, two signals would be transmitted on one channel. An advertisement for the show would be received on existing sets, the show itself for those who wished to pay for it. Secondly, coins inserted before the show into an attached device would directly activate the unscrambler.



September 9 was the closing date for the submission of rebuttals to arguments already submitted to the FCC. The crux of the legal aspect of their problem is contained in Section 3 of the Federal Communications Act of 1934, which defines broadcasting as "the dissemination of radio communications intended to be received by the public." If the Commission finds that the recipients of toll TV are not "the public," but the paying public, then it is debatable if the Commission has the power to decide the issue. In that case the problem would be referred to Congress, and perhaps eventually to the Supreme Court. In addition, the Commission must decide which system is most desirable. In view of all these problems, and the fact that 1956 is an election year, no speedy action is expected. It may in fact take several years.

The controversy made many strange bedfellows. The motion picture exhibitors, organized as the Joint Committee on Toll TV, aligned themselves with their rivals for public favor, the broadcasting networks and the National Association of Radio and Television Broadcasters, who were in turn aligned with the American Federation of Radio and Television Artists. All came out unequivocally against toll TV, the NARTB stating that it is "completely repugnant to the historical concept of public ownership of the air waves." Those in favor are composed mainly of motion picture producers and sporting interests, in addition to the developers of the system.



The most effective action taken by either side during 1955 was in answer to the contention that toll TV will provide to the public many programs that sponsors are unable to afford, among which were cited recent Hollywood features. General Teleradio's purchase of \$25,000,000 worth of feature pictures, which the public will see without charge, effectively answered this argument, and showed the vitality of the sponsored medium.

Of one thing we can be sure—the controversy is not over, probably has not really started. Through its purchase of Hollywood features the young, free, medium has struck a strong blow for itself. We can be sure that 1956 will see much more of the same.

You have to see it to believe it!

FLASH-MATIC TUNING by **ZENITH**

*Shoot off annoying commercials
with a flash of magic light...
picture remains on screen while
commercial is silent so you can
tell when to turn on sound again.*

*The flash of light also turns
set on, off, changes channels—
you remain in your easy chair.*

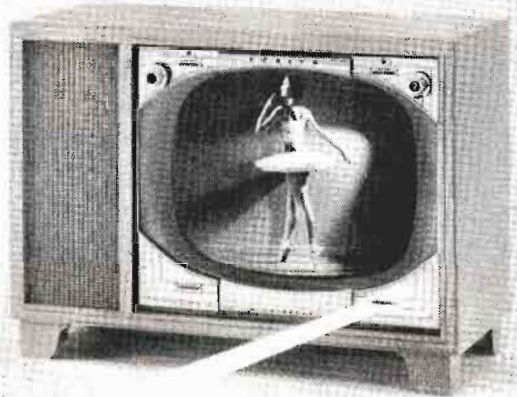
Just imagine! You can tune your Flash-Matic television set from across the room with a "magic" flash of light (no wires, no cords). Flash-Matic Tuning is a built-in part of several new 1956 Zenith television sets. See it at your Zenith dealer's. Only Zenith has it!

The Touraine. 24-inch screen, Flash-Matic Tuning, new Royal "X" Chassis, Cinébeam[®], Ciné-Lens, high fidelity sound system, removable protective glass. Also push-button tuning. In grained blond oak color (X2674EQ), \$325.* In mahogany color (X2674RQ), \$499.95*.

Zenith Quality... the best of everything
in everything Zenith makes.

Backed by 36 years of experience
in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois



COPR. 1955

*Manufacturer's suggested retail price.
Prices and specifications subject to change without notice.

1955 NETWORK NEWS SELECTIONS

The networks' evaluations of the top ten news stories follow:

— ABC —

- 1—President Eisenhower has a heart attack.
- 2—Salk Vaccine pronounced effective.
- 3—Big Four chiefs meet at Geneva for the first time in ten years.
- 4—Malenkov ousted as Russian Premier by Kruschchev; Bulganin succeeds.
- 5—Northeastern states hit twice by floods.
- 6—Reds free eleven Americans as Formosa crisis eases.
- 7—Princess Margaret declines marriage to Peter Townsend.
- 8—Churchill resigns as Prime Minister.
- 9—Juan Peron ousted as dictator of Argentina.
- 10—Ann Woodward kills her husband, owner of race horse Nashua.

— CBS RADIO —

- 1—President Eisenhower suffers heart attack.
- 2—Geneva Summit meeting.
- 3—Success of the Salk anti-polio vaccine.
- 4—The eastern floods.
- 5—Russia sells arms to Egypt.
- 6—Peron deposed in Argentina.
- 7—Princess Margaret rejects Peter Townsend.
- 8—Banner year for U. S. business.
- 9—AFL-CIO merger.
- 10—The Dodgers, at long last!

— CBS TV —

- 1—Eisenhower illness.
- 2—Salk vaccine.
- 3—Northeast-Northwest floods.
- 4—Meeting at the Summit.
- 5—Move towards implementation of de-segregation in south.
- 6—Margaret Rose-Peter Townsend story.

- 7—Ouster of Peron.
- 8—Earth Satellite launching plans announced.
- 9—Woodward shooting.
- 10—Brooklyn Dodgers finally win world series.

— NBC —

- 1—President Eisenhower's heart attack.
- 2—Geneva meeting of the Big Four.
- 3—The Salk polio immunization vaccine and test.
- 4—The Malenkov resignation and Kremlin shake-up.
- 5—The romance of Princess Margaret and Captain Townsend.
- 6—The hurricanes and floods in New England.
- 7—The Supreme Court's order ending segregation in the nation's schools.
- 8—Merger of the AFL and CIO.
- 9—Crash of a United Airlines plane near Denver in which 44 died.
- 10—Overthrow of Argentine dictator Juan Peron.

— MBS —

- 1—The illness of President Eisenhower.
- 2—The Big Four Conference and subsequent breakdown of Russian and American relations.
- 3—The Eastern hurricanes and floods.
- 4—The conflict and rise of nationalism in the Middle East and Africa.
- 5—The fall of Dictator Juan Peron.
- 6—The distribution of polio vaccine.
- 7—The AFL-CIO merger and the guaranteed annual wage.
- 8—The Woodward tragedy.
- 9—The plans for an Earth satellite.
- 10—The broken romance of Princess Margaret.



Consistently reliable service
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industry since 1920

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35mm EASTMAN COLOR
16mm BLACK & WHITE
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New York: 521 W. 57th St., JUDSON 6-1700

CETI



sy edelstein

GRADE A COVERAGE

(Prepared by CBS-TV Engineering)



VHF CHANNELS 2-6—GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	7	12	18	21
500 FT.	9	16	23	27
700 FT.	11	19	27	31
1000 FT.	13	23	32	37
2000 FT.	19	34	46	50
5000 FT.	32	55	70	77

VHF CHANNELS 7-13—GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	7	12.5	18.5	21	25	28
500 FT.	9	16.5	24	28	32	35
700 FT.	11	20	29	34	37	40
1000 FT.	13.5	25	36	40	43	46
2000 FT.	21	40	50	54	59	61
5000 FT.	32	62	76	82	88	91

UHF CHANNELS 14-83—GRADE A SERVICE CONTOURS (74db 5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power							
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW	
300 FT.	5	9	13	15	18	20	26	
500 FT.	6.5	11.5	17	20	23	25	32	
700 FT.	8	13.5	20	23	27	30	37	
1000 FT.	9	16.5	24	28	32	35	43	
2000 FT.	13	24	35	41	46	49	57	
5000 FT.	21	41	57	64	70	75	85	

**The standard of quality
wherever films are used**

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 250

**THE EASTMAN 16mm CONTINUOUS PROJECTOR,
MODEL 300**

THE EASTMAN TELEVISION RECORDING CAMERA

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

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

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

W. J. GERMAN, INC.

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

GRADE B COVERAGE

(Prepared by CBS-TV Engineering)



VHF CHANNELS 2-6—GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	22	35	46	50
500 FT.	28	43	52	57
700 FT.	33	47	58	63
1000 FT.	39	54	65	70
2000 FT.	52	69	81	86
5000 FT.	79	100	113	118

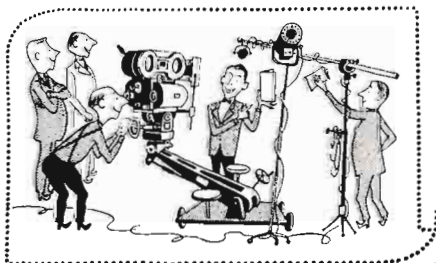
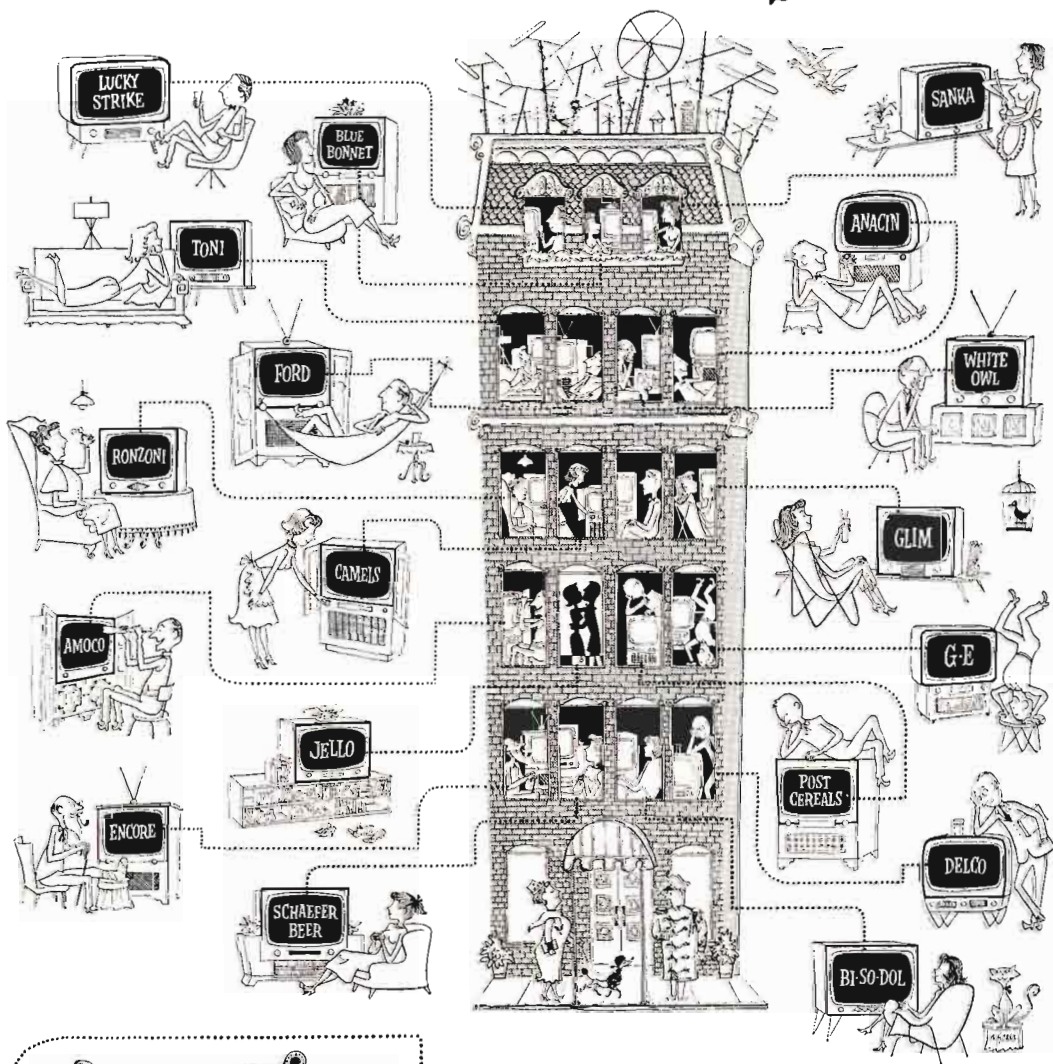
VHF CHANNELS 7-13—GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	17	28	37	40	43	45
500 FT.	22	35	43	46	49	52
700 FT.	27	40	48	50	54	57
1000 FT.	33	46	54	57	61	63
2000 FT.	47	61	70	74	77	80
5000 FT.	73	91	102	106	107	113

UHF CHANNELS 14-83—GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW
300 FT.	9	15	22	26	29	31	40
500 FT.	11.5	20	28	32	37	40	47
700 FT.	13.5	23	33	37	41	45	52
1000 FT.	16.5	28	39	43	47	50	59
2000 FT.	24	41	52	57	62	65	74
5000 FT.	41	64	79	85	90	95	105

Everyone's Eye is on TV Commercials filmed by **BLAKE!**



George Blake Enterprises Inc.

Producing films for Television and Industry
in our own air-conditioned studio
at 1600 Broadway in the heart of New York City.

TELEVISION OWNERSHIP

As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1956 revealed these percentage increases:*



Per Cent of Families in Each Group With Television Sets				
	April '55	July '55	Oct. '55	Jan. '56
UNITED STATES TOTAL	67%	68%	85%	86%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest.....	46	52	51	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2,500	53	56	57	63
2,500 to 50,000.....	50	53	56	62
50,000 to 500,000.....	74	75	77	80
500,000 and Over.....	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	48	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members.....	57%	58%	62%	66%
3 Members	73	73	74	77
4 & 5 Members.....	77	78	80	84
6 Members & Over.....	62	65	68	74
Age of Housewife:				
Under 35 Years.....	73%	75%	77%	81%
35 thru 44 Years.....	74	74	75	79
45 Years & Over.....	59	61	63	67
Presence of Children:				
5 Years & Under.....	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

HOW THEY WATCH AND LISTEN



Here in table form is how people in Videotown (actually New Brunswick, New Jersey) have watched television and listened to radio. This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in TV sales and set usage and the impact of television on family life in Videotown. Statistics pertain to television homes.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Wives										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
All People—Average										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

REPORT ALSO REVEALED:

- Reading and movie attendance are up.
- People backward about color at present prices.
- Radio listening remains high.

Represented Nationally
by Peters, Griffin,
Woodward, Inc.



WTVJ Miami . . .

NOW 7 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words" . . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

WTVJ Channel 4



BASIC AFFILIATE

MIAMI

Reports Over 22,000 Women In Radio-TV



By
JEAN GIBSON
Editorial Researcher,
Radio Annual,
Television Yearbook

WOMEN are as essential to the broadcasting industry today as the television camera or the studio clock.

The feminine set may have first entered broadcasting as secretaries at radio stations. Then they progressed to become traffic managers and continuity writers. Later, women became commentators on their own programs. Gradually, women in radio were joined by colleagues in television. Women in TV worked up, as in radio, often remaining behind the scenes to help produce or direct. Many women have made the grade in the management end of radio and television.



According to a July, 1955, Survey of Current Business, published by the Office of Business Economics, U. S. Dept. of Commerce, there were 76,000 people employed in radio and television in 1954. An FCC financial statement reports that in this same year, of this total, 29,412 people were employed in television. In other words, although television was barely seven years old, (say it actually got underway in 1947), a little over a third of the employees in the broadcasting industry were in this new media of communication.



Figures aren't available for the number of women employed in radio and television in 1954. But in 1950, the Census revealed that a total of 15,690 women were working in the broadcasting field. Of these 7,980 were clerical; 4,590 were professional, and 1,770 held jobs as salaried managers or officers. Since in 1950, there were 104 television stations and 2,144 radio stations on the air, each station averaged about 7 women employees. Assuming the fairer sex was sprinkled evenly among individual TV and radio stations, women in radio outnumbered their TV sisters by about 21 to 1. In round numbers, there may have been about 15,000 women in radio, and 725 or so in TV.

The story is different today. Television has grown steadily, leap-frogging into big business. The 104 stations in 1950 have jumped to approximately 450 on the air with many others pending FCC approval. If the figure of 7 women per TV station is used here, which is undoubtedly conservative, we find that there are now 3,150 women employed in TV. Women in radio currently lead by only 6 to 1.



This is not to say that opportunities in radio have lessened, however. Even though television has become a competitor to radio for the listening ear, radio is still enjoying growth. Many more stations are going on the air, and other stations are expanding. Radio Advertising Bureau has estimated that the total number of radio sets in the U. S. was 121 million as of July, 1955. Eighty million of these sets are in homes where women can and do listen to some 2,800 radio stations, where about 19,600 women have a part in the operations.

Taking radio and TV together, there are currently about 22,750 women employed in the broadcasting industry. They serve their industry as traffic managers, researchers, continuity writers, commentators, record librarians, secretaries, receptionists and managers, to name a few.



It was mentioned before that television was becoming big business. This holds true for the whole broadcasting industry. In 1954, the U. S. Department of Commerce reported that national income originating in TV and radio amounted to \$551,000,000. In contrast to this, automobiles and equipment, a subdivision of manufacturing, showed a total of \$6,472,000,000 that year. Utilities, both electric and gas, contributed \$5,709,000,000. (National Income Number of the Survey of Current Business, July, 1955.) But women in the broadcasting industry, as well as the men, can take satisfaction in having helped to keep our country prosperous. The huge income of other businesses would not be so impressive without the selling job that broadcasting does.

With the addition of television to broadcasting, and the expansion of radio, more jobs have opened for women, either "behind the mike" or "before the camera." Every indication points toward more women in broadcasting. Wherever women are, it is certain that the broadcasting industry is better for having the help of a feminine hand.

BMI *For Service in TV*

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

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

**Let BMI give you the
TV Music Story today**

Call or Write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

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816

Television Networks

**EXECUTIVE
PERSONNEL**

ARTICLES

MAPS

1956 TV's Greatest Political Role



By **JOHN DALY**

**ABC Vice President
in Charge of News,
Special Events, Sports
& Public Affairs**

THROUGHOUT the length and breadth of our land, on the farm and in the city, the attention of the country this Summer and Fall will focus on two separate weeks and one day that will make history.

Like Topsy, Television has "grewed and grewed," and our citizenry almost as a whole will witness the exciting, significant and dramatic political conventions and elections of 1956.

As a prelude to these events will come the various tests of strength by opposing candidates in state primary balloting. In August, with battle lines drawn, will follow the conventions of Democratic and Republican parties to select their standard bearers.



Thereafter in rapid succession will take place the campaigns by the nominees and the climactic Election Day on November 6.

Television, serving with older and more familiar media, will find itself cast in its greatest role to date. It can and will bring the public the facts, issues and candidates of the conventions and campaigns with the new dimension and greater impact inherent in its visual factor.

Radio with its swiftness and mobility will spread the news to every corner of the country. But television personal and penetrating will make it possible for everyone to be on the scene, to interpret and decide on the basis of first hand information. Honored and acknowledged for its influence and impact in 1952, television will be unrivaled in 1956.



The audience this year will probably include four out of every five TV-equipped homes, or a total of more than 28 million living rooms, almost double that of the 1952

TV audience. Wherever TV goes, it will profoundly influence those who watch. It will have vast influence on their votes and the outcome of the election.

There is little doubt that radio, newspapers, magazines and other means of reaching the people have been able to exert an influence over segments of the population. But never has one media, in the control of comparatively few, been able to affect so many throughout the breadth of the land in such proportions.

This challenge, I am sure, will be met with the highest of standards by television's trained personnel. In planning and execution, the men and women, who have added to the talents with which they served so effectively in the great tradition of radio convention and election coverage, are dedicated to objectivity, depth and breadth of reporting.



Unfettered by government controls as exist in many totalitarian countries, the television industry will be able to present all shades of opinion—an unbiased report of political developments when they happen, exactly as they take place.

ABC's team, of which I can speak personally, provides a typical example of the balance provided. Such veteran and capable newsmen as Erwin D. Canham, George Sokolsky, John W. Vandercock, Edward P. Morgan, Martin Agronsky, Paul Harvey, Quincy Howe, Bryson Rash, John MacVane, Gunnar Back, Don Goddard and Ted Malone will report for both ABC Radio and television at these conventions and on election night.



Each in his own way will contribute new chapters to the glowing history of journalism in the United States. The long line of traditions which have established the freedoms of press and speech in our country have prepared them well.

In future years, their achievements will likewise aid those faced with even greater responsibility in the continuance of democratic processes.

As our economy and size have expanded, so too have our skills in the field of reporting. Television is the beneficiary of this heritage, and we are determined that the newest medium shall be worthy of its great heritage.

A. B. C. TELEVISION NETWORK

☆☆☆
JOHN H. MITCHELL

Vice President in Charge of ABC Television Network



John H. Mitchell, vice president in charge of the American Broadcasting Company Television Network, was elected to the position on November 1, 1954. He joined ABC in February 1953 as vice president in charge of WBKB, ABC's owned television station in Chicago. In July 1953 he became vice president and general manager of WABC-TV, New York. Before joining the network, Mitchell was with Balaban & Katz Corporation which he joined in 1931. In 1939 he moved to South Bend, Indiana, in charge of Indiana theatres owned by Great States Theatres, Inc., a subsidiary of Balaban & Katz. In 1946, Mitchell was placed in charge of the Central Division of Great States Theatres, Inc., making his headquarters in Peoria, Illinois. Two years later he was transferred to Chicago in charge of the Balaban & Katz television station there, as general manager, which he left to join ABC. A native of Indianapolis, Mitchell now lives in Manhattan.

SLOCUM CHAPIN

Vice President in Charge of Sales for ABC-TV

Slocum Chapin, vice president in charge of sales for the ABC-TV network, joined WJZ (now WABC) in 1942 as Sales Manager. He had served in sales promotion for the World Broadcasting System, Inc., in sales with WOC, Davenport, Iowa, as Sales Manager of WKBN, Youngstown, Ohio, and as General Manager of WSTC, Stamford, Conn. In 1944 Mr. Chapin moved to the radio network sales department, and in 1948 was appointed Eastern Sales Manager for ABC-TV when that department was created in June, 1948. In May, 1951, he was named vice president in charge of owned and operated stations for ABC, which he held until named to his present post in 1954. Mr. Chapin is a native of Quincy, Mass., but was brought up in Vermont. He is married, and a graduate of Dartmouth College.



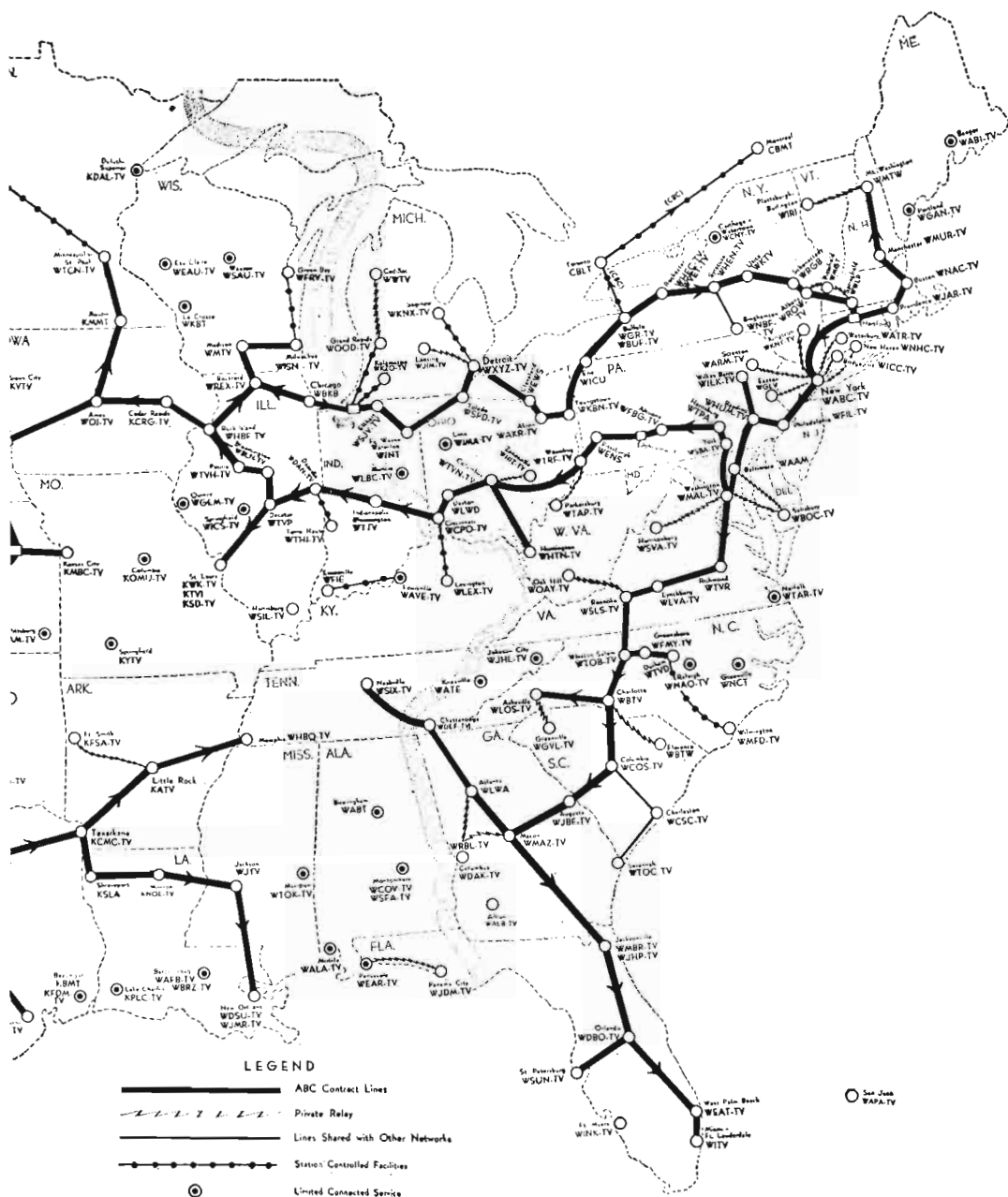
ROBERT F. LEWINE

Vice President in Charge of Programming and Talent for ABC-TV



Robert F. Lewine, vice president in charge of programming and talent for ABC television, was elected to the post in January, 1956. Mr. Lewine joined the American Broadcasting Company in February, 1953, as Eastern Program Director. He was named director of the ABC-TV Network's Program Department in Sept., 1954. Prior to joining ABC, he was the director of radio and TV for Hirshon-Garfield, Inc. Previously he had organized Rockhill Productions, was an independent motion picture producer and TV consultant, and the eastern representative for Dudley Pictures Corporation. From 1945 to 1947 he was associated with Cine-Television Studios, Inc., as production manager, and later as vice president in charge of operations. Mr. Lewine is a graduate of Swarthmore College, and served in the Navy during World War II.

CASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

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

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

Telephone Number: SUsquehanna 7-5000

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 Earl E. Anderson Vice-President
 Charles T. Ayres Vice-President
 Slocum Chapin Vice-President
 James H. Connolly Vice-President
 John Daly Vice-President
 Don Durgin Vice-President
 Robert H. Hinckley Vice-President
 Earl Hudson Vice-President
 Ernest Lee Jahncke, Jr. Vice-President
 & Ass't to President
 Frank Marx Vice-President
 John H. Mitchell Vice-President
 Michael J. Foster Vice-President
 Robert Lewine Vice-President
 Harold L. Morgan, Jr. Vice-President &
 Controller
 Sterling C. Quinlan Vice-President
 in charge of WBKB
 Thomas Velotta Vice-President
 Geraldine B. Zorbaugh Secretary &
 General Counsel
 Omar Elder Ass't. Secretary &
 Ass't. General Counsel

TELEVISION

John H. Mitchell Vice-President in Charge
 of Television Network

Engineering & General Services

Frank Marx Vice-President in Charge
 Clure Owen Administrative Assistant
 John Preston Director of Engineering Facilities
 & General Services
 Richard Bailey Traffic Coordinator
 Thomas F. Foy Purchasing Agent
 Joseph J. Spagnola Director of Office &
 Studio Services
 William Trevarthen Director of Eng. Ops.
 Richard Hamilton Supervisor of Communications
 Lawrence A. Ruddell Recording Director
 Reginald Willcocks Traffic Manager
 Merle Worster Eastern Engineering
 Operations Manager

Finance, Personnel

Harold L. Morgan, Jr. V.P. and Controller
 Marie McWilliams Director of Personnel
 Jason Rabinovitz Assistant Controller
 J. Russell Gavin Chief Accountant

Labor Relations

Mortimer Weinbach Vice-President &
 Director of Labor Relations

Legal & Business Affairs

Geraldine B. Zorbaugh Sec. and General Counsel

Omar Elder Asst. Sec. and Asst. Gen. Counsel
 James Stabile Vice-President &
 Director of Business Affairs Department

Program

Robert Lewine Vice-President in Charge of
 Programming and Talent
 Richard Depew Manager of TV Program
 Arthur Dopenner Administrative Manager
 Freelon Fowler Film Program Manager
 Charles Mortimer Mgr. Prog. Prod.
 A. Willard Mellor Mgr. TV Prog. Service

Services

Bernard Pallsin Director of Television Services
 Department
 Ruth K. Blainey Operations Manager
 Leonard Maskin Television Services Manager
 James McNaughton Executive Art Director
 Harold Sobolov Studio Supervisor
 Frederick J. Schuhman Studio Services
 Coordinator

News, Special Events, Sports & Public Affairs

John Daly Vice-President in Charge of News,
 Special Events, Sports & Public Affairs
 Thomas Velotta Vice-President &
 Administrative Officer of News, Special
 Events, Sports & Public Affairs
 Francis N. Littlejohn News and Public Affairs Dir.
 Donald G. Coe Dir. of Special Events and Ops.
 William A. Whitehouse Director of Radio
 & TV Sports

Advertising, Publicity, Promotion & Continuity Acceptance

Michael J. Foster V.P. in charge
 of Press Information, Advertising
 Hank Warner Dir. Press Information
 John Eckstein Director of Advertising, Promotion
 Adolph Seton Asst. Dir. Press Info. in
 Charge Exploitation
 Robert Grebe Trade News Editor
 Ruth Crawford Librarian
 Ellen Heagerty Supervisor of Audience Info.
 Willis B. Parsons Manager of Advertising

Station Clearance

Donald S. Shaw Jr. Director of Station Clearance
 Joseph Giaquinto Manager Station Clearance

Sales

Slocum Chapin Vice-President in Charge
 of Television Network Sales
 Charles R. Abry TV National Sales Manager
 William Gillogly Eastern TV Network Sales Mgr.
 Henry T. Hede Business Mgr.-TV Network
 Alice Stamatis Manager of Order Processing

Station Relations

Alfred R. Beckman..... Director of Station Relations for TV Network
Robert Curran..... Manager of Co-Operative Sales-TV

Research and Sales Development

Donald Coyle..... Director of Research & Sales Development
Bert Briller..... Mgr. of Sls. Development
Julius Barnathan..... Mgr. of Research

ABC Film Syndication, Inc.

10 E 44 Street, New York, N.Y.

George T. Shupert..... President
Richard P. Morgan..... Vice-President in Charge Business Affairs
Donald L. Kearney..... Vice-President in Charge of Sales
John B. Burns..... Vice-President & Director of National Sales
William L. Clark..... Vice-President & Director of Western Sales Division
Lee Francis..... Advertising & Promotion Manager
Joseph F. Greene..... Client Service Manager
Patric Rastall..... Midwest Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan..... Vice-President in Charge of WBKB
James W. Beach..... Director of Network TV
Elliott W. Henry, Jr..... Pub. and Prom. Dir.
William P. Kusack..... Manager of Engineering Department
Con O'Der..... Manager WBKB News & Special Events
Rex Harpin..... Director of Music for WBKB
Daniel Schuffman..... Program Manager WBKB
Clar Heider..... National Spot Sales Manager WBKB
Matthew Vieracker..... Treasurer—Central Division
Ralph Andrews..... Manager WBKB Film Dept.
Harold Wettersten..... Sales Manager TV Network Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager
Robert Baldrice..... Adv. and Prom. Mgr.
Joseph C. Cassel..... Contoller
Ralph Dawson..... Television Sales Manager
Charles Kocher..... Chief Engineer
John Lee..... Television Program Manager
Marty Mogoe..... Publicity Director
John Pival..... Vice-President for Television
James Riddell..... President & General Manager
Peter Strand..... Executive Producer

HOLLYWOOD

ABC Television Center

Hollywood 27, Calif.

Karl Hudson..... Vice-President, Western Division
J. Clifford Anderson..... Director of Labor Relations
Jack Brembeck..... Promotion Manager
Dorothy L. Brown..... Continuity Acceptance Editor, Western Division
Edwin C. Conklin..... News Editor, Western Div.
Vernon England..... Film Director, KABC TV
Kenneth B. Craig..... National & Regional TV Network Program Coordinator, Western Division

Sanford Cummings..... ABC Coordinator, Disney TV
Ralph G. Denechaud..... Adm. Ass't to Engineering Coordinator, Western Division Operations
Ernest Stern..... Director of Promotion-Publicity, Western Division
Richard Drummy..... Regional TV Network Sales Manager
Elton Rule..... Sales Manager, KABC-TV
Florence T. Schiro..... Personnel Director
Allen Elrod..... Sales Promotion Art Director
Selig Seligman..... General Manager of KABC-TV Business Coordinator
John C. Wagner..... Contoller, Western Division

HOLLYWOOD

Thomas Lufkin..... ABC-MGM-TV Coordinator
Courtney McLeod..... Traffic & Scheduling Spv. National & Regional TV & Radio Network
James Mandulay..... Production Manager KABC-TV
Allan E. Maynard..... Purchasing Agent & Building Maintenance Supervisor
Norma T. Olson..... Director TV Program Operations
Cameron Pierce..... Engineering Coordinator Western Division
J. English Smith..... ABC-Warner Bros. TV Coordinator
Hunt Stromberg, Jr..... Executive Producer KABC-TV
Robert P. Myers..... Pacific Coast Counsel ABC

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker..... Program Manager
Jon Barkhurst..... Prom. and Pub. Mgr.
James H. Connolly..... Vice-President in Charge of San Francisco Office
Lorraine Duchene..... Continuity Acceptance Editor
Vincent Francis..... Western Division Sales Manager TV Network
Harry Jacobs..... Chief Engineer & Building Maintenance Manager
Edith Kirby..... Traffic Manager
Robert Mitchell..... Film Editor
Victor Reed..... Manager of News & Special Events
Jeanne Riemann..... Sales Service Manager
David Sacks..... Sales Manager KGO & KGO-TV
Henry Saroyan..... Contoller & Purchasing Agent
Edward Smith..... Production Manager

WASHINGTON

1735 DeSales St., N.W.

Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge of Washington Office

WABC-TV, NEW YORK

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

Robert L. Stone..... General Manager of WABC-TV
Gordon Kunz..... Production Manager of WABC-TV
Grady Jensen..... Treasurer of WABC-TV
George Rice..... Program Manager
ABC-TV Stations Advisory Committee
Roger Clipp..... WFIL-TV—Philadelphia, Pa.
Otto Brandt..... KING-TV—Seattle, Wash.
E. K. Hartenbower..... KCMO-TV—Kansas City, Mo.
Harold Hough..... WBAP-TV—Fort Worth, Texas
William P. Robinson..... WLW-A—Atlanta, Ga.
Franklin Snyder..... WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

This
will be
our
second
leap year
in
a row



*Last year was leap year at ABC Television. Business leapt with the Disneyland and Mickey Mouse Club sell-outs. Bounded up when Hollywood came to TV on the MGM Parade and Warner Bros. shows. Shot higher with the new *adult* Western concept of*



“Wyatt Earp.” And wound up with plans for the new Afternoon Film Festival, the daytime show with the big-time, nighttime look.

Advice to advertisers and their agencies: if you want to get the jump on competition, hop to it – get on ABC-TV.

ABC TELEVISION NETWORK

TV "Greatest New Force In American Life"



By
**J. L. VAN
VOLKENBURG**
President
CBS Television

TELEVISION in 1956 gives every evidence of living up to its recent description by U. S. News and World Report as "the greatest new force in American life."

And I do not think it is presumptuous to suggest that advertisers, and we at CBS Television, as broadcasters, have together played a major role in developing this force and, by extension, the vitality of the American system of broadcasting.

We at CBS Television believe that three basic ingredients nourishing this "greatest new force in American life" are: advertising investment; audience interest; and creative activity - in a well-balanced mixture.



Advertising investment in television has grown from \$57.8 millions in 1949 to an estimated \$1 billion 49.5 millions in 1955. CBS Television leads the industry as the largest single advertising medium in the world, with an estimated gross billings in 1955 of better than \$190,000,000. And there is evidence to believe that in 1956 CBS Television will increase this leadership.

Audience interest in U. S. television is one of the truly amazing developments of modern times. The number of stations in the United States has grown from 48 in 1949, to 425 in September of 1955. According to the Bureau of the Census last June, there were more than 32 million television homes in this country, with the number growing daily. This is 67.2 of all the nation's households.



But of even greater significance than the numerical increase in stations and television homes is the fact that in America television has become a national habit, with the average family spending nearly five hours a day in

front of its television set. This is an incredible statistic. It means that they are devoting more time to watching television than they spend on anything else except working and sleeping. And what's more, there seems to be no indication that they intend to stop, since they are watching television today more than ever before.

At this stage, I am sure I don't have to convince anyone of television's impact. No advertising medium in the world can approach it. No advertising medium in the world so closely associates an advertiser's goods or services with entertainment and information which is absolutely free to the viewer beyond the investment in a television receiver. And part and parcel of our national habit of watching television programs is, I believe, the habit of also watching the sponsor's message.



The tremendous increase in set ownership, and the firmly rooted national habit of television watching is of course one of the key factors influencing advertising investment. But we at CBS Television have every reason to believe that behind it all is creative activity, our incessant preoccupation with the problem of providing the best in entertainment, information, and public service programming it is possible for money, talent and brains to create. That we have succeeded in doing so is quite evident: We are broadcasting the majority of the most popular programs day and night. A recent Trendex report gave CBS Television 9 out of the 10 top shows, and in the Nielsen rating CBS Television had 6 out of 10.



In short, we at CBS Television believe that our industry leadership has resulted from the fact that we have built the best program structure in the country, which in turn has earned loyal audiences, who in turn are buying our advertisers' goods and services.

All of us who participate in the advertising process play a crucial role in the economic health of the nation. For this health is contingent as much on the effectiveness of our activity as it is on any other single factor. The more expertly we employ our knowledge and skills in helping stimulate production and distribution of goods and services, the greater will be our contribution toward making a stronger America.

C. B. S. TELEVISION NETWORK



HUBBELL ROBINSON, JR.

Executive Vice President in Charge of Network Programs

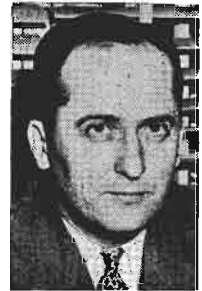


Hubbell Robinson, Jr. was named vice president and director of CBS Television network programs in 1951 when CBS was reorganized into separate network operations for television and radio. Robinson joined CBS in July, 1947 as vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam, for 16 years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. Born in Schenectady, N. Y. on Oct. 16, 1905, he was graduated from Brown University. Following his graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

SIG MICKELSON

Vice President in Charge of CBS News and Public Affairs

Sig Mickelson, was appointed Vice President in Charge of CBS News and Public Affairs in 1954, when the Radio and Television News and Public Affairs Departments were combined. He had served as Director of News and Public Affairs for television, prior to that. Mickelson's entire career has been devoted to journalism, first on newspapers and then in radio and television. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. In 1943, Mickelson joined CBS as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He was successively director of news and special events, director of public affairs and production manager there. In December, 1949, he transferred to New York to be CBS Director of Public Affairs. Two years later he headed News and Public Affairs for Television. Mickelson was graduated from Augustana College, S. Dak., in 1934 and later obtained his master's degree at the University of Minnesota.



WILLIAM H. HYLAN

Vice President in Charge of Network Sales

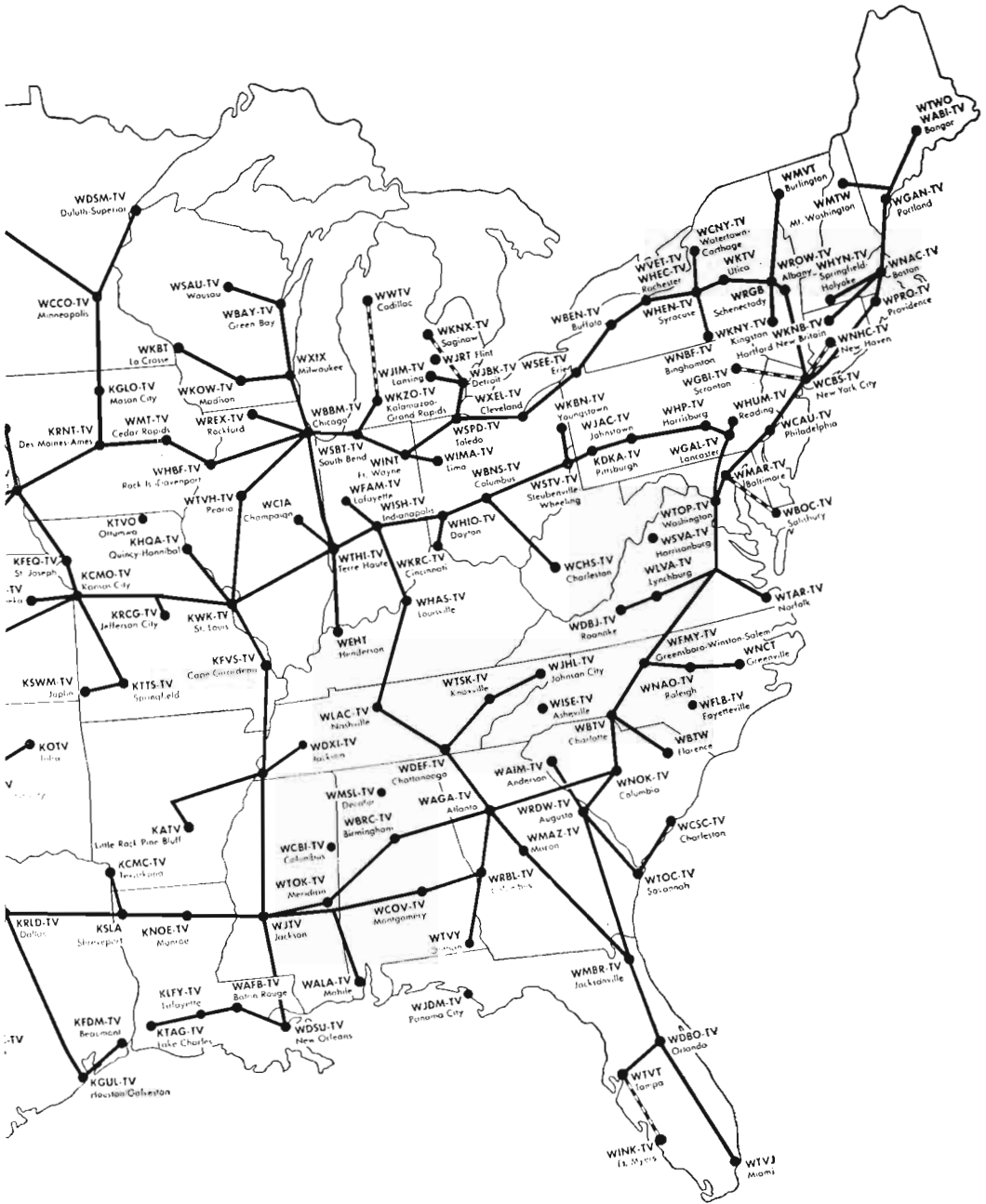


William H. Hylan, who has been associated with CBS for eighteen years, was named vice president in charge of network sales for CBS Television in 1952. Hylan entered military service with the army after four years as an account executive with CBS Radio Sales, from 1937 to 1941. In 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year he was appointed eastern sales manager. Hylan was born in New York City in 1905. He spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

CBS TELEVIS



ION NETWORK



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TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

CBS TELEVISION

A DIVISION OF CBS, INC.



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

Telephone: PLaza 1-2345

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

Telephone: JUDson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg..... President
 Harry G. Ommerle..... Vice-President in Charge
 of Network Programs, New York
 Alfred J. Scalpone..... Vice-President in Charge
 of Network Programs, Hollywood
 R. M. Weitman..... V.P. Prog. Devel.
 H. Leslie Atlass..... Vice-President in Charge
 of Central Division
 Edward L. Saxe..... V.P. in Charge of Operations
 Merle S. Jones..... Exec. V.P. in Charge of
 CBS Owned Television Stations and
 General Services
 William H. Hylan..... Vice-President in Charge
 of Network Sales
 Hubbell Robinson Jr..... Exec. V.P. in Charge
 of Network Programs
 W. Spencer Harrison..... Vice-President in Charge
 of Legal & Business Affairs
 Herbert V. Akerberg..... Vice-President in Charge
 of Station Relations
 William B. Lodge..... Vice-President in Charge
 of Engineering
 Howard S. Meighan..... Vice-President in Charge
 of Western Division
 Leslie Harris..... Vice-President & General
 Manager, CBS Television Film Sales, Inc.
 William J. Flynn..... Controllor

Network Sales

William H. Hylan..... Vice-President in Charge
 of Network Sales
 Thomas H. Dawson..... General Sales Manager
 George E. Klayer..... Eastern Sales Manager
 Sam K. Maxwell..... Midwestern Sales Manager
 Charles R. Sterritt..... Detroit Sales Manager
 William J. Fagan..... Business Manager
 T. D. Connolly..... Program Sales Manager
 Edward F. Lethen, Jr..... Manager of Network
 Sales Development
 Frank Smith..... Assistant Manager
 of Network Sales Development
 Robert F. Jamieson..... Sales Service Manager
 Terrence McGuirk..... Sales Manager, EMP
 George A. Kolpin..... Contract Manager

Network Programs

Hubbell Robinson, Jr..... Vice-President in Charge
 of Network Programs
 Harry G. Ommerle..... Vice-President in Charge
 of Network Programs, New York
 Alfred J. Scalpone..... Vice-President in Charge
 of Network Programs, Hollywood
 R. M. Weitman..... V.P. Prog. Devel.
 Harry S. Ackerman..... Executive Director
 of Special Projects
 Jack Rayel..... Dir. Net. Progs., L.A.
 Lester Gottlieb..... Dir., Day Prog.
 Marlo Lewis..... Executive Producer, Music &
 Variety Programs
 Gilbert A. Ralston..... Executive Producer
 Dramatic Programs
 Louis G. Cowan..... Prod., Prog. Develop.
 Robert D. Martin..... Talent & Casting Director
 New York
 Milo Frank..... Talent & Casting Director, Hollywood
 Richard Lewine..... Executive Producer
 E. Carlton Winckler..... Production Manager
 Charles Holden..... Production Manager, Hollywood
 John Hundley..... Manager, Program Service

Operations

Edward L. Saxe..... Vice-President in Charge
 of Operations
 Henry Grossman..... Director of Operations
 R. G. Thompson..... Director of Technical
 Operations
 H. C. Meier..... Manager of Network Operations
 Walter R. Pierson..... Manager of Production
 Operations
 Albert J. Raymond..... Mgr. of Theater and
 Stage Operations
 Anthony Boschetti..... Manager of Procurement
 Paul Wittlig..... Manager of New Effects
 Development
 Orville Sather..... Manager of Technical Operations
 Lawrence B. Gumbinner..... Traffic Manager
 M. Clay Adams..... Manager of Film Productions
 Operation
 Gordon Shadwick..... Manager of Film Service
 Operations
 George Lehmann..... Manager of Scenery
 Construction

Station Relations

Herbert V. Akerberg..... Vice-President in Charge
 of Station Relations
 Edward P. Shurick..... National Director

Robert Wood..... Assistant Director
Bert Lown..... Western Manager
Ed Scovill..... Midwest Manager
David R. Williams..... Eastern Manager
Donald Clancy..... Business Manager

Advertising & Sales Promotion

William Golden..... Creative Director
John P. Cowden..... Operations Director
Robert Strunsky..... Copy Chief
Alex Kennedy..... Director of Program Promotion
George Bristol..... Director of Sales Presentations
Thomas Means..... Director of CBS Owned
Television Stations Promotion Service
Edward Side..... Production Manager

Press Information

Charles J. Oppenheim..... Director
Larry Lowenstein..... Director—N.Y.
James J. Kane..... Director—Hollywood
Lee Beckwith..... Photo Editor
Robert F. Blake..... Manager of Special Projects
Arthur Danashon..... Copy Editor
Jack Goldstein..... Mgr., Exploitation, N. Y.
Harry Feeney..... Trade News Editor
Dorothy Leffler..... Director of Magazine Division
Arthur Perles..... Assistant to the Director, N. Y.
Henry Lewis..... Assistant to the Director, La.
Beryl Reubens..... Supervisor of News &
Public Affairs Publicity
Ted Wick..... Mgr. of Special Projects, L.A.
John Walsh, Asst. To Manager of Special Projects

Research

Oscar Katz..... Director
Rose Marie O'Reilly..... Manager of Ratings
Tore Hallonquist..... Manager of Program Analysis
Leonard DeNooyer..... Mgr., Coverage Div.
Jay Eliasberg..... Research Projects Supervisor

Engineering

William B. Lodge..... V.P., Engineering
A. B. Chamberlain..... Chief Engineer
H. A. Chinn..... Chief Audio-Video Engineer
J. D. Parker..... Chief Radio Engineer

Business Affairs

W. Spencer Harrison..... Vice-President
Charles Woodward..... Senior Attorney
Merritt H. Coleman..... Director of Business Affairs
Louis T. Stone..... Dir. of Talent Commitments
Philip Feldman..... Director of Business Affairs, L. A.
David Klingner..... Budget Control Manager

CBS Television Enterprises

Sydney Rubin..... Director

Accounting

William J. Flynn..... Comptroller
Norman C. Hadley..... Director, Accounting Ops.

Executive Division, Hollywood

Howard S. Meighan..... V.P., West. Div.
H. G. Theis..... Director of Operation, Hollywood
Lester H. Bowman..... Dir., Phys. Ops., L.A.
James Melick..... Director of Production Adm.

News & Public Affairs

Sig Mickelson..... Vice-President in Charge
of News and Public Affairs
John F. Day..... Director of News
Irving Gitlin..... Director of Public Affairs
Elmer Lower..... Director of Special Projects

Howard Kany..... Manager of Newsfilm
Jack Bush..... Manager of News Film Production
George Crothers..... Director of Educational &
Religious Broadcasts

Henry Wefing..... Executive Assistant to
Director News
James Burke..... Assignment Editor, CBS News
David Zellmer..... Executive Producer of TV News
Robert Skedgell..... Exec. Producer of Radio News
Judson Bailey..... Director of Sports
Helen Sioussat..... Director of Talks
Theodore F. Koop..... Director of News and
Public Affairs, Washington

CBS Television Spot Sales

Clark B. George..... General Sales Manager
Ben Margolis..... Business Manager
Robert F. Davis..... Research Manager
Walter Stein..... Ass't Research Manager
John A. Schneider..... Eastern Sales Manager
Frank Elliott Jr..... Director Sales Development
B. Colvig..... Director Sales Promotion

Branch Offices

Tom W. Judge..... Midwestern Sales Manager
410 N. Michigan Ave., Chicago
H. H. Holtshouser..... Atlanta Manager
800 Peachtree St., N.E., Atlanta, Ga.
Richard R. Loftus..... Detroit Manager
902 Fisher Bldg., Detroit 2, Mich.
John White..... San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin..... Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris..... Vice-President & General Manager
Wilbur S. Edwards..... General Sales Manager
Fred Mahlstedt..... Director of Operations
Eugene Moss..... Sales Promotion Manager
Walter Scanlon..... Merchandising Manager

Terrytoons Division

Paul Terry, Newell T. Schwin

CBS-OWNED

TELEVISION STATIONS

Craig Lawrence..... Director of Station
Administration

WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

Sam Cook Digges..... General Manager
Frank Shakespeare Jr..... Sales Manager
Clarence Worden..... Assistant to General Manager
Hal Hough..... Program Director
Robert Patt..... Promotion Manager
William C. Lacey..... Film Manager
Robert Fuller..... Publicity Manager

WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

H. Leslie Atlass..... Vice-President,
Central Division

KNXT, 1313 North Vine St.

Los Angeles 28, Calif.

James T. Aubrey, Jr..... General Manager

WXIX, 5445 North 27th St.

Milwaukee, Wis.

Edmund C. Bunker..... General Manager

Trial and Risk—A Network's Inherent Duty



By
**THOMAS A.
McAVITY**
Vice-President
in Charge of NBC-TV

HOW many people are using television as a major source of information and entertainment?

This question is far more vital to the future of television than any hassle over day-to-day ratings.

Television can claim success only if it attracts the entire public—the light, finicky viewers as well as the heavy, habit viewers.

And if we are to appeal to this entire audience, we must have fresh vital programming—the kind of programming no one can afford to miss.



But this implies a risk—the risk of new and untried formats, personalities, concepts. It also implies overall planning to insure a balanced viewing diet. For these reasons, fresh programming must be the responsibility of the network.

For only a network can afford the risk necessary to gamble on shows, talent and projects required for providing this type programming to all viewers and as a useful selling medium for every advertiser—big and small.

We must refresh and rebuild our programs from year to year, for we know that any known schedule of attractions begins to lose audience and our medium falls short.



The conventional so-called "hit" half-hour shows are great for many types of personalities and for story-telling. But this form can be limiting.

The form that television can do so well is the one-shot or the occasional show—"idea television." First of all, such a show can be

worked on longer than the regular series show. It also saves the artist from over-exposure and enables the artists from all fields to meet the challenge of television on an occasional basis.

This irregular "idea" television is spearheaded by our firm belief that a network is its programming, and sets the responsibility for influencing the minds of its viewers by offering something for everyone.

This means not only presenting a Sid Caesar, a Bob Hope, a Groucho Marx, a "Hit Parade," but also a "Richard III," a "Magic Flute," a Maurice Evans in "The Devil's Disciple," a "Caesar and Cleopatra," an "Assignment: Indio," a "Twisted Cross," a Wanda Landowska, plus a "Peter Pan" and a "Sleeping Beauty."



But television must have all forms. We should not choose between them. We want them all. In order to do this, we must fight anything that would restrict television, that would limit its usefulness for over 160,000,000 people. We must keep it so that it programs for everyone. And when we find a large segment of women who do not want soap operas in the daytime, then we must create a "Matinee Theatre" or a "Home."

We believe that the television industry must have significance in a time of world crisis. With the talent development projects and the searching programming that we and others have and must continuously enlarge, we believe we will find a great increase in the number of talented people available to us and from them an intelligent direction will come excellence in one-shots and specials as well as hits.



NBC, which pioneered in bringing excitement and expectancy through its Spectaculars, has been joined now by the other networks in 90-minute "specials."

NBC believes this seasoning of programming by means of great cultural events—based by a large amount of hit TV and guided by the network's policy of enlightenment through exposure will keep the network the rich national service it deserves to be and not merely a product of universal expediency.

N. B. C. TELEVISION NETWORK

DAVID SARNOFF Chairman of the Board of RCA



Elected president of RCA in 1930 at the age of 39, Brig. Gen. David Sarnoff, chairman of the board of RCA and director of NBC, was named commercial manager of RCA when it was formed in 1919. He had first entered the communications field at 15 as a messenger boy. As radio grew increasingly more important, he became Chief Inspector, Assistant Traffic Manager and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. When RCA was formed, it acquired the Marconi Company. During the following eleven years with RCA, he moved from commercial to general manager and then vice president and executive vice president. General Sarnoff was elected chairman of the board and chief executive officer of RCA in 1947. After the promotion of Sylvester L. Weaver, Jr. to Chairman of the Board of NBC, General Sarnoff continues as a member of the board of directors. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SYLVESTER L. WEAVER, JR. Chairman of the Board of NBC

Sylvester L. Weaver, Jr. was named Chairman of the Board of NBC in December, 1955, replacing Brig. Gen. David Sarnoff, who became a director. Weaver joined NBC in 1949 to head the television network. He was a veteran of 18 years in the broadcasting and advertising fields, including such positions as Vice President in Charge of Radio and Television for Young & Rubicam and Advertising Manager for the American Tobacco Company. In 1952, Weaver was made Vice President in Charge of Radio and Television for NBC and later that year was elected Vice Chairman of the Board. He was named President in 1953 and Chairman of the Board two years later. The concept of the Spectaculars, which began a regular series in the Fall of 1954, and the magazine concept of the Today, Home and Tonight shows, were first outlined by him. Weaver entered broadcasting as a writer, and later became program manager of the Don Lee network. He was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa.

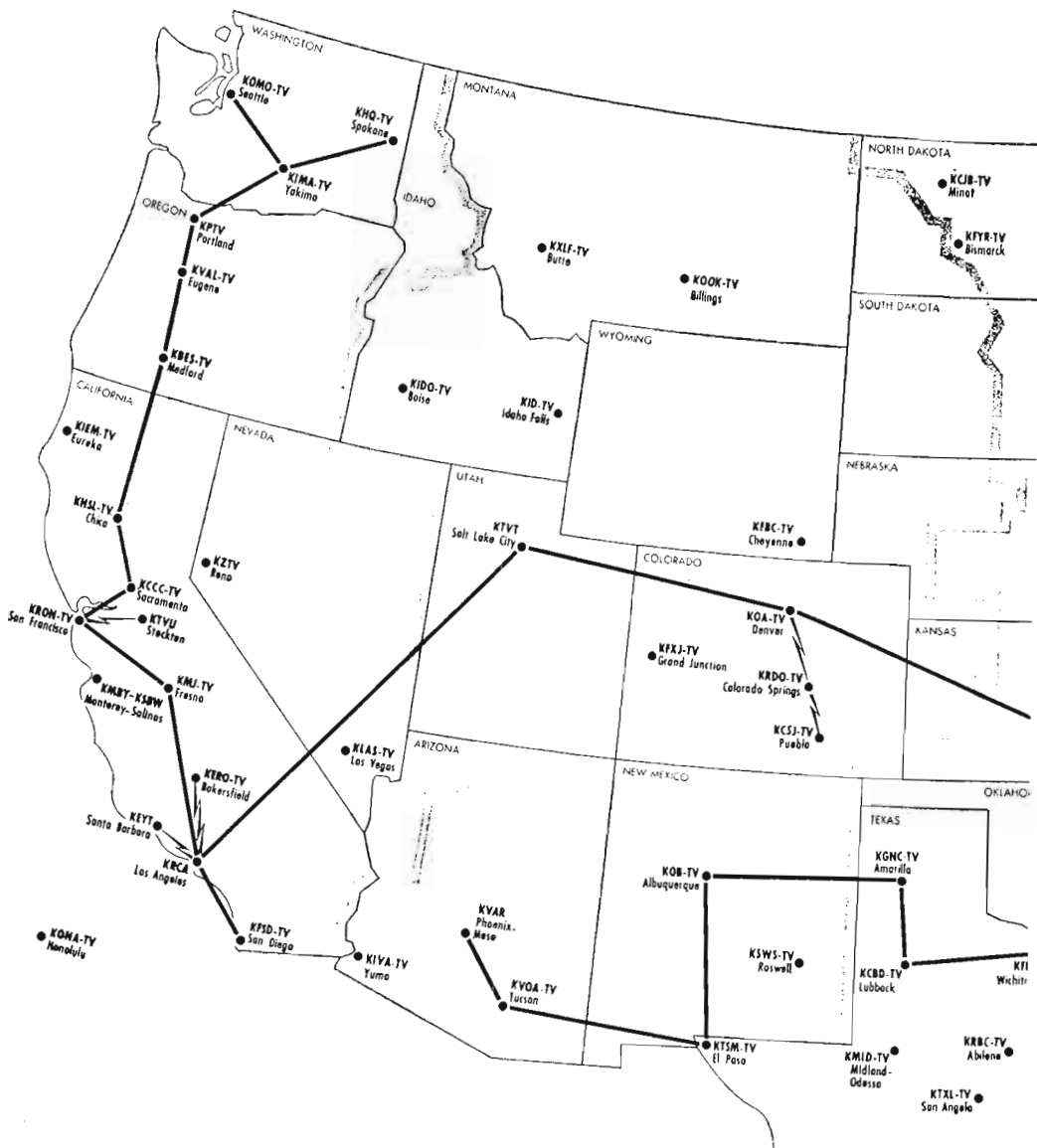


ROBERT W. SARNOFF President of NBC

Robert W. Sarnoff, who at 37 can look back on a career that already includes service in the newspaper and magazine media and almost eight years with NBC in executive positions in programming, production and sales, was elected President of NBC in December, 1955. Sarnoff joined NBC in 1948 as an account executive in the Sales Department. After serving in various capacities including programming, production and program sales, he was appointed director of Unit Productions in 1951, where he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II. For this he was awarded the Navy's Distinguished Public Service Award. Sarnoff was elected Vice President in 1951 and a year later was placed in charge of the NBC Film Division. He was named executive assistant to Sylvester L. Weaver, Jr. in 1953 and in the same year was elected to the Board of Directors and named Executive Vice President. In the early Spring of 1955, Sarnoff announced plans for a new radio programming service called "Monitor." This was followed in the Fall by "Weekday."



NATIONAL BROAD

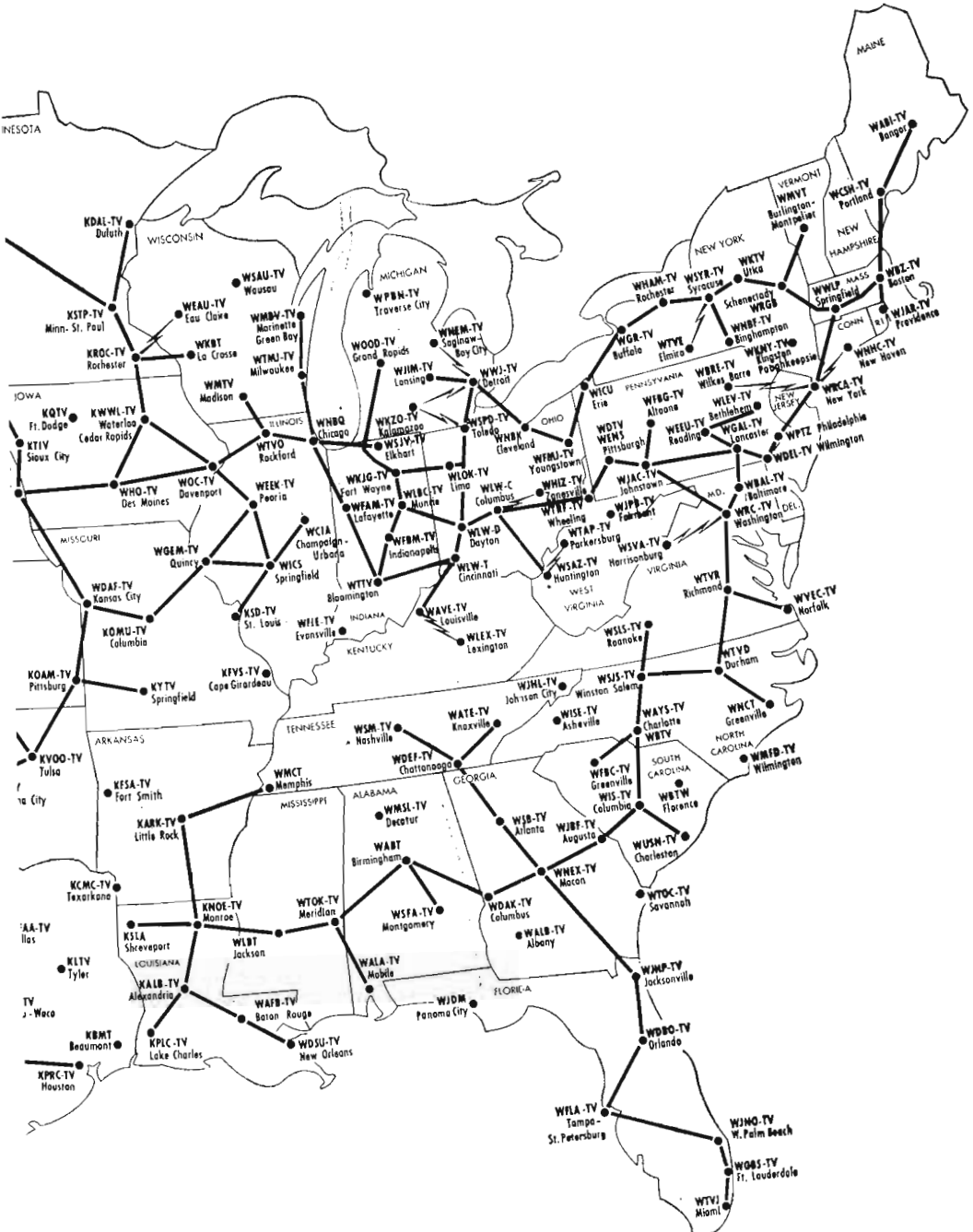


● Operating Station	— Inter-City Connection
	⚡ Off-the-Air Relay Pickup

* Nashville and Huntington do not require off-the-air pickup

NOTE -
Inter-city facilities are shown on a billing rather than physical routing basis - are for informative purposes only and subject to change without notice.

CASTING COMPANY





Say hello to the

AMERICAN
VISCOSE CORP.
AMERICAN
CHARACTER DOLL CO.
APEX ELECTRICAL
MANUFACTURING CO.
BIRGE CO., INC.
E. L. BRUCE
CALORIC STOVE CORP.
CONNECTICUT
CHEMICAL RESEARCH CORP.
CULLIGAN, INC.
DAYSTROM FURNITURE CORP., INC.
DETROIT STEEL PRODUCTS CO.
DORMEYER CORP.
EASTMAN KODAK CO.
EDISON CHEMICAL CO.
GENERAL DYNAMICS CORP.
GLASS CONTAINERS MANUFACTURERS
INSTITUTE
HOBART MANUFACTURING CO.
INTERNATIONAL MOLDED PLASTICS.
INTERNATIONAL SALT CO., INC.
THE KALART CO., INC.
THE LAU BLOWER CO.
LEE, LTD.
LETTUCE, INC.
LORENTZEN HARDWARE
MANUFACTURING CORP.
MAGLA PRODUCTS
THE MAYBELLINE CO.
MORTON SALT CO.
MOTOR WHEEL CORP.
OUTBOARD MARINE & MANUFACTURING CO.
PAULSBORO MANUFACTURING CO.
PIONEER RUBBER CO.
PITTSBURGH COKE & CHEMICAL CO.
POLK MILLER PRODUCTS CORP.
A. H. POND CO., INC.
THE RATH PACKING CO.
O. M. SCOTT & SONS CO.
STERN'S NURSERIES
UNION UNDERWEAR CO., INC.
THE WEATHER-PROOF CO.
WEBSTER-CHICAGO CORP.
WECO PRODUCTS CO.
WHIRLPOOL CORP.
WHITEHOUSE CO.
THE J. B. WILLIAMS CO.
WOMAN'S DAY, INC.

During the first nine months of 1955, 51 new advertisers entered network television.

44 of these new advertisers were on NBC
42 of them were on NBC *exclusively*

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period...*more advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network*, with its new programming patterns and sales plans; the *creative network*, with its Wide Wide World, Project 20 and the exciting and universally-imitated Spectaculars; the *follow-through network*, with its extensive merchandising support and extensive promotion.

Why not join up? *Exciting things are happening on* **NBC** television

new members!

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

ORGANIZATION UNDER THE CHAIRMAN AND PRESIDENT

Sylvester L. Weaver, Jr. Board Chairman
Robert W. Sarnoff President
Thomas A. McAvity Vice-President
In Charge of NBC-TV Network

ADMINISTRATIVE DIVISION

J. M. Clifford Administrative Vice-President

FINANCE AND SERVICES

Joseph V. Heffernan Financial Vice-President

Engineering Department

Andrew L. Hammerschmidt Vice-President &
Chief Eng.
William A. Clarke Administrative Ass't.
Edward R. Cullen Liaison Engineer
Joseph D'Agostino Liaison Engineer
Raymond F. Guy Dir. of Radio Frequency Eng.
George M. Nixon Manager of Engineering
Development
Chester A. Rackey Mgr. of Audio-Video Eng.
James Wood, Jr. Manager of Technical Services

Integrated Services Department

William S. Hedges Vice-President in Charge
of Integrated Services
Mildred Joy Chief Librarian
Robert F. McCaw Director, Facilities
Administration
William Burke Miller Night Executive Officer
Peter M. Tittle Guest Relations Manager

TELEVISION NETWORK SALES DIVISION

George H. Frey Vice-President in Charge
of Television Network Sales
Matthew J. Culligan Vice-President
National Sales Director

Sales Administration Department

Walter D. Scott Vice-President, National
Sales Manager
Michael H. Dann V.P., Program Sales
Stephen Flynn Manager of Television Sales
Traffic Operations
Hamilton Robinson Manager of Office Services

Treasurer

Joseph A. McDonald Treasurer
William A. Williams Assistant Treasurer

Public Relations Division

Kenneth W. Bilby Vice-President for
Public Relations

National Advertising and Promotion Department

John H. Porter Manager of National
Advertising & Promotion
Edwin Vane National Audience
Promotion Manager
John Graham Art Director
Donald Foley National Sales Promotion Manager

Press and Publicity Department

Sydney H. Eiges Vice-President in Charge
of Press & Publicity
Mike Horton Director of Information
Ellis Moore Director of Press Department
Alexander S. Rylander Director, Exploitation
Cornelius K. Sullivan Public Relations
Representative
Milton Brown Manager of Program Publicity
Kathryn Cole Manager of Information
William E. Anderson Manager of Business &
Trade Publicity
Sidney Desfor Manager, Photo Unit
Barbara McCusker Magazine Editor

Planning & Development Department

Hugh M. Beville V.P., Planning, Development
Dr. Thomas E. Coffin Manager of Research
Allen R. Cooper Manager of Markets & Media
James Cornell Manager of Audience
Measurement
Barry Rumpel Manager of Plans

Station Relations Division

Harry Bannister.....Vice-President for
Station Relations
Donald J. Mercer...Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Mort Werner.....Vice-President, National
Programs
Nat Wolff.....Director, Program Planning
Thomas O. Loeb.....Mgr. of TV Network
Programs
LeRoy Passman.....Manager of Program
Administration
Albert McCleery.....Executive Producer

Public Affairs Department

Davidson Taylor.....Vice-President in Charge
of Public Affairs
Benjamin K. Park.....Director, Public affairs
Thomas S. Gallery.....Manager of Sports
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service
Programs
Barry Wood.....Director of Special Events

Talent Department

James E. Denning.....Director, Talent &
Program Contract Administration
Charles J. Moos.....Manager, Talent &
Program Contract Administration
Martin J. Begley.....Casting Director

Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge
of Production & Business Affairs
Anthony M. Hennig.....Director of Production
Frederick Shawn.....Director of Production
Operations
Ernest W. Theiss.....Manager of Production
Operations
William V. Sargent...Divisional Business Mgr.
John J. Heywood.....Director, Business
Administration
Edward J. Stegeman...Director of Prog. Services

FILM DIVISION

Carl M. Stanton.....Vice-President in Charge
of Film Division
Edgar G. Sisson, Jr.....Director of Film Division
Robert A. Anderson.....Business Manager
Frederick A. Jacobi.....Manager of Publicity

WRCA-TV—New York

Thomas B. McFadden...Vice-President & General
Manager of WRCA, WRCA-FM and WRCA-TV
William N. Davidson...Asst. Gen. Manager of
WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News &
Special Events

Donald E. Bishop.....Director of Publicity
Max Buck.....Director of Advertising,
Promotion & Merchandising
Stephen Krantz.....Program Manager for
WRCA-TV
Arthur Hamilton.....Manager of Production
& Business Affairs
Jay Heiten.....Sales Manager of WRCA-TV

WBUF-TV—Buffalo

Charles Bevis.....General Manager

WNBQ—Chicago

Jules Herbubeaux.....General Manager &
Vice-President of WMAQ, WMAQ-FM, WNBQ

WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of
WRCV, WRCV-TV

KRCA—Hollywood

Thomas C. McCray...V.P. & Gen. Mgr. of KRCA

WRC-TV—Washington

Carleton D. Smith...Vice-President & General
Manager of WRC, WRC-FM, WRC-TV

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge
of NBC-owned stations & NBC Spot Sales
Charles C. Bevis, Jr.....General Executive
Charles H. Colledge...Director of Engineering &
Operations
Thomas S. O'Brien...Divisional Business Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell...Vice-President, Washington

Pacific Division

John K. West.....Vice-President for the
Pacific Division
Frederic W. Wile, Jr...Vice-President in Charge
of Network Programs
Lewis S. Frost.....Coordinator of Regional
Network Activities
Harold Kemp.....General Program Executive
John R. Kennedy.....Staff Engineer
Thomas W. Sarnoff.....Director of Production
& Business Affairs
Oscar C. Turner.....Personnel & Labor
Relations Manager
Sheldon B. Hickox, Jr...Director of Station
Relations, Pacific Division
Ralph F. Shawhan...Director of Press & Publicity

*NOTE: A full listing of the personnel
of NBC's O & O stations, as well as
the organization of the Washington
and Hollywood offices, will be found
on Page 278.*

UHF Death Total Now Numbers Fifty-Three



By
**HAROLD H.
THOMS**
Former Chairman
UHF Industry
Coordinating Committee

THE UHF-ICC, composed of 70 contributing UHF stations and permittees, was the outgrowth of an enthusiastic effort by UHF broadcasters throughout the country to organize for the purpose of making a vigorous presentation for a solution to the UHF problem in the hearings before the Senate Subcommittee then headed by Senator Potter. Its objective has been the revision of the existing geographic television assignment plan upon a basis which would eliminate the gross competitive disparities inherent in the two spectrum assignments made under that plan and thereby to remove the obstacles inherent in that plan to a nationwide competitive television system. The magnitude of the efforts of UHF broadcasters who came from all over the country to testify in those hearings is now well known history. No immediate results were then achieved but those efforts were continued throughout the remainder of 1954 before the Congress and the FCC and were renewed and redoubled by UHF broadcasters, individually and through the UHF-ICC throughout the year 1955.



In the past year, the UHF-ICC made several recommendations for remedial measures. These included deintermixture, confinement of TV stations to their own markets, private micro-relay facilities for TV broadcasters, refusal of antenna and power increases in Zone 1, revision of the present TV plan to provide for additional VHF assignments, on a case-to-case basis, at reduced separations and power, with use of directionals, a broad network investigation, and a liberal policy of extension of outstanding UHF permits. It is now an active participant in the pending TV rule making proceedings before the FCC.



Despite the tremendous efforts of UHF broadcasters, the year 1955 will go down as

a year when UHF broadcasting and the cause of nationwide competitive television service were dealt a bitter blow. It was in the past year that hope for early and effective governmental measures to solve the critical problem caused by the intermixture of VHF and UHF stations, were dashed to the ground as a result of governmental refusal to pass upon the outstanding proposals for selective deintermixture. UHF broadcasters had been led to believe that remedial measures were on the way and their disappointment was all the more bitter because many of them had kept their stations going at continuing heavy financial loss only by the hope that such measures would be forthcoming soon.



So far as UHF is concerned, the accounting for the year 1955 is a dismal one indeed: 21 more UHF stations ceased operations. The total of UHF deaths now stands at 53 at a cost to the public and investors of staggering sums of money. Although over 125 UHF permits have been outstanding during the course of the year 1955, only 4 commercial UHF stations were constructed during the year. 111 other UHF permits, which were granted since the lifting of the freeze, have been surrendered for cancellation. Grim evidence of the consequences of the present mixed up television situation was provided by the financial data released by the FCC during the course of the year. The UHF stations in operation sustained a loss of 10 million dollars; 104 UHF stations showed overall losses. Only 18 showed a profit. The losses of at least 31 stations were at the rate of more than \$10,000 a month. Despite such discouraging developments, at year's end, no remedial plan had been proposed by the FCC itself; but the FCC had invited and received an infinite number of proposals from interested parties all of which recognized the critical need for remedial action.



The year 1955 has therefore figuratively produced a scrambled television picture indeed. It is the fervent hope of UHF broadcasters throughout the country that 1956 will bring forth governmental action which will unscramble the picture by attacking the problem at the core, namely, by revision of the mixed up television allocation. The UHF-ICC will continue to dedicate itself to this end throughout 1956 and for as long as there may be surviving UHF operators with a will to continue the fight.

Television Stations In the United States

**ALPHABETICALLY
LISTED BY STATES — CITIES**

CALL LETTERS

PERSONNEL

FACILITIES

Index of The TELEVISION STATIONS of The United States



Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	887	KFDX-TV	— Wichita Falls, Tex.	949
KABC-TV	— Los Angeles, Calif.	855	KFEQ-TV	— St. Joseph, Mo.	895
KAKE-TV	— Wichita, Kans.	879	KFJZ-TV	— Fort Worth, Tex.	939
KALB-TV	— Alexandria, La.	880	KFMB-TV	— San Diego, Calif.	859
KARD-TV	— Wichita, Kans.	879	KFSA-TV	— Forth Smith, Ark.	851
KARK-TV	— Little Rock, Ark.	851	KFSD-TV	— San Diego, Calif.	857
KATV	— Pine Bluff, Ark.	851	KFVS-TV	— Cape Girardeau, Mo.	893
KBAK-TV	— Bakersfield, Calif.	853	KFXJ-TV	— Grand Junction, Colo.	862
KBES-TV	— Medford, Oreg.	919	KFYR-TV	— Bismarck, N. Dak.	910
KBET-TV	— Sacramento, Calif.	857	KGBT-TV	— Harlingen, Tex.	939
KBMB-TV	— Bismarck, N. Dak.	910	KGEO-TV	— Enid, Okla.	918
KBMT	— Beaumont, Tex.	935	KGGM-TV	— Albuquerque, N. Mex.	899
KBOI	— Boise, Idaho	870	KGLO-TV	— Mason City, Iowa	876
KBST-TV	— Big Spring, Tex.	935	KGMB-TV	— Honolulu, Hawaii	959
KBTW	— Denver, Colo.	861	KGNC-TV	— Amarillo, Tex.	935
KCBD-TV	— Lubbock, Tex.	941	KGO-TV	— San Francisco, Calif.	859
KCCC-TV	— Sacramento, Calif.	857	KGUL-TV	— Galveston-Houston, Tex.	939
KCEN-TV	— Temple, Tex.	946	KGVO-TV	— Missoula, Mont.	896
KCJB-TV	— Minot, N. Dak.	911	KHAD-TV	— Laredo, Tex.	940
KCKT-TV	— Great Bend, Kans.	877	KHBC-TV	— Hilo, Hawaii	959
KCMC-TV	— Texarkana, Tex.	946	KHJ-TV	— Los Angeles, Calif.	855
KCMO-TV	— Kansas City, Mo.	893	KHOL-TV	— Kearney, Nebr.	896
KCOP-TV	— Hollywood, Calif.	853	KHQ-TV	— Spokane, Wash.	953
KCOR-TV	— San Antonio, Tex.	945	KHQA-TV	— Hannibal, Mo.	893
KCRA-TV	— Sacramento, Calif.	857	KHSL-TV	— Chico, Calif.	853
KCRG-TV	— Cedar Rapids, Iowa	875	KID-TV	— Idaho Falls, Idaho	870
KCSJ-TV	— Pueblo, Colo.	862	KIDO	— TV Boise, Idaho	870
KDAL-TV	— Duluth-Superior, Minn.	890	KIEM-TV	— Eureka, Calif.	853
KDKA-TV	— Pittsburgh, Pa.	925	KIMA-TV	— Yakima, Wash.	954
KDLO-TV	— Florence, S. Dak.	930	KING-TV	— Seattle, Wash.	953
KDRO-TV	— Sedalia, Mo.	895	KIVA	— Yuma, Ariz.	851
KDUB-TV	— Lubbock, Tex.	940	KJEO-TV	— Fresno, Calif.	853
KEDD	— Wichita, Kans.	879	KKTV	— Colorado Springs, Colo.	861
KELO-TV	— Sioux Falls, S. Dak.	930	KLAS-TV	— Las Vegas, Nev.	898
KENI-TV	— Anchorage, Alaska	959	KLEW-TV	— Lewiston, Idaho	870
KENS-TV	— San Antonio, Tex.	945	KLFY-TV	— Lafayette, La.	880
KEPR-TV	— Pasco, Wash.	953	KLIX-TV	— Twin Falls, Idaho	870
KERO-TV	— Bakersfield, Calif.	853	KLOR	— Portland, Oreg.	919
KEYD-TV	— Minneapolis-St. Paul, Minn.	890	KLRJ-TV	— Henderson, Nev.	898
KEY-T	— Santa Barbara, Calif.	850	KLTV	— Tyler-Longview, Tex.	946
KFAR-TV	— Fairbanks, Alaska	959	KLZ-TV	— Denver, Colo.	862
KFBB	— Great Falls, Mont.	896	KMAU	— Wailuku, Hawaii	960
KFBC-TV	— Cheyenne, Wyo.	959	KMBC-TV	— Kansas City, Mo.	893
KFDA-TV	— Amarillo, Tex.	935	KMID-TV	— Midland, Tex.	942
KFDM-TV	— Beaumont, Tex.	935	KMJ-TV	— Fresno, Calif.	853



TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KMMT	— Austin, Minn.	890	KSWO-TV	— Lawton, Okla.	918
KMTV	— Omaha, Nebr.	897	KSWs-TV	— Roswell, N. Mex.	899
KMVI-TV	— Wailuku, Hawaii	960	KSyD-TV	— Wichita Falls, Tex.	949
KNOE-TV	— Monroe, La.	881	KTAG-TV	— Lake Charles, La.	880
KNOX-TV	— Grand Forks, N. Dak.	911	KTBC-TV	— Austin, Tex.	935
KNTV	— San Jose, Calif.	859	KTBS-TV	— Shreveport, La.	882
KNXT	— Los Angeles, Calif.	855	KTEN	— Ada, Okla.	918
KOA-TV	— Denver, Colo.	862	KTHV	— Little Rock, Ark.	851
KOAM-TV	— Pittsburg, Kans.	877	KTIV	— Sioux City, Iowa	877
KOAT-TV	— Albuquerque, N. Mex.	899	KTLA	— Los Angeles, Calif.	855
KOB-TV	— Albuquerque, N. Mex.	899	KTNT-TV	— Tacoma, Wash.	954
KOIN-TV	— Portland, Oreg.	919	KTRE-TV	— Lufkin, Tex.	941
KOLN-TV	— Lincoln, Nebr.	896	KTRK-TV	— Houston, Tex.	940
KOMO-TV	— Seattle, Wash.	953	KTSM-TV	— El Paso, Tex.	939
KOMU-TV	— Columbia, Mo.	893	KTTS-TV	— Springfield, Mo.	895
KONA	— Honolulu, Hawaii	960	KTTV	— Los Angeles, Calif.	855
KOOK-TV	— Billings, Mont.	896	KTVA	— Anchorage, Alaska	959
KOOL-TV	— Phoenix, Ariz.	850	KTVE	— Longview, Tex.	940
KOPO-TV	— Tucson, Ariz.	850	KTVF	— Fairbanks, Alaska	959
KOSA-TV	— Odessa, Tex.	942	KTVH	— Hutchinson, Kans.	877
KOTA-TV	— Rapid City, S. Dak.	930	KTVI	— St. Louis, Mo.	896
KOTV	— Tulsa, Okla.	919	KTVK	— Phoenix, Ariz.	850
KOVR	— Stockton, Calif.	860	KTVO	— Ottumwa, Iowa	876
KPAR-TV	— Sweetwater, Tex.	946	KTVR	— Denver, Colo.	861
KPHO-TV	— Phoenix, Ariz.	850	KTVT	— Salt Lake City, Utah	951
KPIC	— Roseburg, Oreg.	920	KTVU	— Stockton, Calif.	860
KPIX	— San Francisco, Calif.	859	KTVW	— Tacoma, Wash.	954
KPLC-TV	— Lake Charles, La.	880	KTVX	— Muskogee, Okla.	918
KPRC-TV	— Houston, Tex.	939	KTXL-TV	— San Angelo, Tex.	942
KPTV	— Portland, Oreg.	920	KULA-TV	— Honolulu, Hawaii	960
KQTV	— Fort Dodge, Iowa	876	KUTV	— Salt Lake City, Utah	951
KRBB	— El Dorado, Ark.	851	KVAL-TV	— Eugene, Oreg.	919
KRBC-TV	— Abilene, Tex.	935	KVAR	— Mesa, Ariz.	850
KRCA	— Hollywood, Calif.	855	KVDO-TV	— Corpus Christi, Tex.	936
KRCG-TV	— Jefferson City, Mo.	893	KVEC-TV	— San Luis Obispo, Calif.	859
KRDO-TV	— Colorado Springs, Colo.	861	KVOA-TV	— Tucson, Ariz.	851
KREM-TV	— Spokane, Wash.	953	KVOO-TV	— Tulsa, Okla.	919
KRGV-TV	— Weslaco, Tex.	949	KVOS-TV	— Bellingham, Wash.	953
KRLD-TV	— Dallas, Tex.	936	KVTV	— Sioux City, Iowa	877
KRNT-TV	— Des Moines, Iowa	875	KVVG	— Tulare, Calif.	860
KROC-TV	— Rochester, Minn.	891	KWK-TV	— St. Louis, Mo.	895
KROD-TV	— El Paso, Tex.	939	KWTV	— Oklahoma City, Okla.	918
KRON-TV	— San Francisco, Calif.	859	KWTX-TV	— Waco, Tex.	946
KSAN-TV	— San Francisco, Calif.	859	KWWL-TV	— Waterloo, Iowa	877
KSBB-TV	— Salinas-Montgomery, Calif.	857			
KSD-TV	— St. Louis, Mo.	895			
KSL-TV	— Salt Lake City, Utah	951			
KSLA	— Shreveport, La.	882			
KSTF	— Scottsbluff, Nebr.	897			
KSTP-TV	— St. Paul-Minneapolis, Minn.	891			
KSWM-TV	— Joplin, Mo.	893			



TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KXJB-TV	— Valley City, N. Dak.	911	WCCO-TV	— Minneapolis, Minn.	890
KXLF-TV	— Butte, Mont.	896	WCHS-TV	— Charleston, W. Va.	954
KXLY-TV	— Spokane, Wash.	954	WCIA	— Champaign, Ill.	870
KYTV	— Springfield, Mo.	895	WCMB-TV	— Harrisburg, Pa.	922
KYW-TV	— Cleveland, Ohio.	913	WCNY-TV	— Carthage, N. Y.	901
KZTV	— Reno, Nev.	898	WCOV-TV	— Montgomery, Ala.	850
WAAM-TV	— Baltimore, Md.	883	WCPO-TV	— Cincinnati, Ohio.	913
WABC-TV	— New York, N. Y.	903	WCSC-TV	— Charleston, S. C.	929
WABD	— New York, N. Y.	903	WCSH-TV	— Portland, Maine.	882
WABI-TV	— Bangor, Maine.	882	WCTV	— Tallahassee, Fla.	866
WABT	— Birmingham, Ala.	849	WDAF-TV	— Kansas City, Mo.	895
WAFB-TV	— Baton Rouge, La.	880	WDAK-TV	— Columbus, Ga.	869
WAGA-TV	— Atlanta, Ga.	868	WDAN-TV	— Danville, Ill.	871
WAIM-TV	— Anderson, S. C.	929	WDAY-TV	— Fargo, N. Dak.	911
WAKR-TV	— Akron, Ohio.	913	WDBJ-TV	— Roanoke, Va.	952
WALA-TV	— Mobile, Ala.	849	WDBO-TV	— Orlando, Fla.	866
WALB-TV	— Albany, Ga.	867	WDEF-TV	— Chattanooga, Tenn.	931
WAPA-TV	— San Juan, Puerto Rico.	960	WDSM-TV	— Duluth-Superior, Minn.	890
WARD-TV	— Johnstown, Pa.	922	WDSU-TV	— New Orleans, La.	881
WARM-TV	— Scranton, Pa.	925	WDXI-TV	— Jackson, Tenn.	931
WAST	— Hagaman, N. Y.	901	WEAR-TV	— Pensacola, Fla.	866
WATE-TV	— Knoxville, Tenn.	931	WEAT-TV	— West Palm Beach, Fla.	867
WATR-TV	— Waterbury, Conn.	863	WEAU-TV	— Eau Claire, Wis.	956
WATV	— Newark, N. J.	899	WEEK-TV	— Peoria, Ill.	871
WAVE-TV	— Louisville, Ky.	879	WEHT	— Henderson, Ky.	880
WBAL-TV	— Baltimore, Md.	883	WENS	— Pittsburgh, Pa.	925
WBAP-TV	— Fort Worth, Tex.	939	WEWS	— Cleveland, Ohio.	915
WBAY-TV	— Green Bay, Wis.	956	WFAA-TV	— Dallas, Tex.	936
WBBM-TV	— Chicago, Ill.	870	WFAM-TV	— Lafayette, Ind.	873
WBEN-TV	— Buffalo, N. Y.	901	WFBC-TV	— Greenville, S. C.	930
WBKB	— Chicago, Ill.	871	WFBG-TV	— Altoona, Pa.	920
WBLN	— Bloomington, Ill.	870	WFBM-TV	— Indianapolis, Ind.	873
WBNS-TV	— Columbus, Ohio.	915	WFIE	— Evansville, Ind.	873
WBOC-TV	— Salisbury, Md.	885	WFIL-TV	— Philadelphia, Pa.	923
WBRC-TV	— Birmingham, Ala.	849	WFLA-TV	— Tampa, Fla.	866
WBRE-TV	— Wilkes-Barre, Pa.	927	WFLB-TV	— Fayetteville, N. C.	907
WBZ	— Baton Rouge, La.	880	WFMJ-TV	— Youngstown, Ohio.	917
WBT	— Charlotte, N. C.	907	WFMV-TV	— Greensboro, N. C.	907
WBTW	— Florence, S. C.	930	WFRV-TV	— Green Bay, Wis.	956
WBUF-TV	— Buffalo, N. Y.	901	WGAL-TV	— Lancaster, Pa.	923
WBZ-TV	— Boston, Mass.	885	WGAN-TV	— Portland, Maine.	883
WCAU-TV	— Philadelphia, Pa.	923	WGBI-TV	— Scranton, Pa.	925
WCAX-TV	— Burlington, Vt.	951	WGBS-TV	— Ft. Lauderdale, Fla.	865
WCBS-TV	— New York, N. Y.	903			



TELEVISION STATION INDEX



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WGEM-TV	— Quincy, Ill.	872	WJIM-TV	— Lansing, Mich.	889
WGLV-TV	— Easton, Pa.	922	WJMR-TV	— New Orleans, La.	882
WGN-TV	— Chicago, Ill.	871	WJNO-TV	— Palm Beach, Fla.	865
WGR-TV	— Buffalo, N. Y.	901	WJTV	— Jackson, Miss.	891
WGTH-TV	— Hartford, Conn.	862	WJW-TV	— Cleveland, Ohio	915
WGVL	— Greenville, S. C.	930	WKAQ-TV	— San Juan, P. R.	960
WHAM-TV	— Rochester, N. Y.	904	WKBN-TV	— Youngstown, Ohio	917
WHAS-TV	— Louisville, Ky.	879	WKBT	— LaCrosse, Wis.	956
WHBF-TV	— Rock Island, Ill.	872	WKJG-TV	— Fort Wayne, Ind.	873
WHBQ-TV	— Memphis, Tenn.	931	WKNB-TV	— New Britain, Conn.	862
WHEC-TV	— Rochester, N. Y.	904	WKNX-TV	— Saginaw, Mich.	889
WHEN-TV	— Syracuse, N. Y.	904	WKNY-TV	— Kingston, N. Y.	903
WHIO-TV	— Dayton, Ohio	917	WKOW-TV	— Madison, Wis.	956
WHIS-TV	— Bluefield, W. Va.	954	WKRC-TV	— Cincinnati, Ohio	913
WHIZ-TV	— Zanesville, Ohio	918	WKRK-TV	— Mobile, Ala.	849
WHO-TV	— Des Moines, Iowa	875	WKTU	— Utica, N. Y.	905
WHP-TV	— Harrisburg, Pa.	922	WKY-TV	— Oklahoma City, Okla.	919
WHTN-TV	— Huntington, W. Va.	955	WKZO-TV	— Kalamazoo, Mich.	889
WHUM-TV	— Reading, Pa.	925	WLAC-TV	— Nashville, Tenn.	932
WHYN-TV	— Springfield-Holyoke, Mass.	886	WLBC-TV	— Muncie, Ind.	874
WIBW-TV	— Topeka, Kans.	879	WLBT	— Jackson, Miss.	891
WICA-TV	— Ashtabula, Ohio	913	WLEV-TV	— Bethlehem, Pa.	920
WICC-TV	— Bridgeport, Conn.	862	WLEX-TV	— Lexington, Ky.	880
WICS	— Springfield, Ill.	872	WLOS-TV	— Asheville, N. C.	907
WICU	— Erie, Pa.	922	WLVA-TV	— Lynchburg, Va.	951
WILK-TV	— Wilkes-Barre, Pa.	927	WLW-A	— Atlanta, Ga.	867
WIMA-TV	— Lima, Ohio	917	WLW-C	— Columbus, Ohio	915
WINK-TV	— Fort Meyers, Fla.	865	WLW-D	— Dayton, Ohio	915
WINT	— Waterloo, Ind.	874	WLW-T	— Cincinnati, Ohio	913
WIRI	— Plattsburg, N. Y.	904	WMAL-TV	— Washington, D. C.	864
WIS-TV	— Columbia, S. C.	929	WMAR-TV	— Baltimore, Md.	885
WISE-TV	— Asheville, N. C.	907	WMAZ-TV	— Macon, Ga.	869
WISH-TV	— Indianapolis, Ind.	873	WMBR-TV	— Jacksonville, Fla.	865
WISN-TV	— Milwaukee, Wis.	958	WMBV-TV	— Marinette, Wis.	958
WITN	— Washington, N. C.	909	WMCT	— Memphis, Tenn.	931
WITV	— Ft. Lauderdale, Fla.	865	WMFD-TV	— Wilmington, N. C.	909
WJAC-TV	— Johnstown, Pa.	923	WMGT-TV	— Adams, Mass.	885
WJAR-TV	— Providence, R. I.	929	WMSL-TV	— Decatur, Ala.	849
WJBF-TV	— Augusta, Ga.	868	WMT-TV	— Cedar Rapids, Iowa	875
WJBK-TV	— Detroit, Mich.	889	WMTV	— Madison, Wis.	958
WJDM	— Panama City, Fla.	866	WMTW	— Poland Spring, Maine	882
WJHL-TV	— Johnson City, Tenn.	931	WMUR-TV	— Manchester, N. H.	899
WJHP-TV	— Jacksonville, Fla.	865	WNAC-TV	— Boston, Mass.	885



TELEVISION STATION INDEX



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WNBQ	— Chicago, Ill.	871	WSM-TV	— Nashville, Tenn.	932
WNCT	— Greenville, N. C.	907	WSPD-TV	— Toledo, Ohio	917
WNDU-TV	— South Bend, Ind.	874	WSTV-TV	— Steubenville, Ohio	917
WNEM-TV	— Bay City-Saginaw, Mich.	887	WSUN-TV	— St. Petersburg, Fla.	866
WNHC-TV	— New Haven, Conn.	863	WSVA-TV	— Harrisburg, Va.	951
WNAO-TV	— Raleigh, N. C.	909	WSYR-TV	— Syracuse, N. Y.	905
WNOK-TV	— Columbia, S. C.	929	WTAP	— Parkersburg, W. Va.	955
WNOW-TV	— York, Pa.	927	WTAR-TV	— Norfolk, Va.	952
WOAI-TV	— San Antonio, Tex.	946	WTCN-TV	— Minneapolis, Minn.	890
WOAY-TV	— Oak Hill, W. Va.	955	WTHI	— Terre Haute, Ind.	874
WOC-TV	— Davenport, Iowa	875	WTMJ-TV	— Milwaukee, Wis.	958
WOI-TV	— Ames, Iowa	875	WTOB-TV	— Winston-Salem, N. C.	910
WOOD-TV	— Grand Rapids, Mich.	889	WTOC-TV	— Savannah, Ga.	869
WOR-TV	— New York, N. Y.	903	WTOK-TV	— Meridian, Miss.	891
WOW-TV	— Omaha, Nebr.	897	WTOM-TV	— Lansing, Mich.	889
WPAG-TV	— Ann Arbor, Mich.	887	WTOP-TV	— Washington, D. C.	864
WPBN-TV	— Traverse City, Mich.	889	WTOV-TV	— Norfolk, Va.	952
WPFH	— Wilmington, Del.	864	WTPA	— Harrisburg, Pa.	922
WPIX	— New York, N. Y.	903	WTRF-TV	— Wheeling, W. Va.	956
WPRO-TV	— Providence, R. I.	929	WTSK-TV	— Knoxville, Tenn.	931
WRBL-TV	— Columbus, Ga.	869	WTTG	— Washington, D. C.	864
WRC-TV	— Washington, D. C.	864	WTTV	— Bloomington, Ind.	873
WRCA-TV	— New York, N. Y.	904	WTVD	— Durham, N. C.	907
WRCV-TV	— Philadelphia, Pa.	925	WTVH-TV	— Peoria, Ill.	872
WRDW-TV	— Augusta, Ga.	869	WTWJ	— Miami, Fla.	865
WREC-TV	— Memphis, Tenn.	932	WTVN-TV	— Columbus, Ohio	915
WREX-TV	— Rockford, Ill.	872	WTVO	— Rockford, Ill.	872
WRGB	— Schenectady, N. Y.	904	WTVP	— Decatur, Ill.	871
WROM-TV	— Rome, Ga.	869	WTVR	— Richmond, Va.	952
WROW-TV	— Albany, N. Y.	901	WTVT	— Tampa, Fla.	866
WSAU-TV	— Wausau, Wis.	958	WTVU	— Scranton, Pa.	927
WSAV-TV	— Savannah, Ga.	869	WTVY	— Dothan, Ala.	849
WSAZ-TV	— Huntington, W. Va.	955	W-TWO	— Bangor, Maine	882
WSB-TV	— Atlanta, Ga.	868	WUSN-TV	— Charleston, S. C.	929
WSBA-TV	— York, Pa.	927	WVEC-TV	— Hampton-Norfolk, Va.	951
WSBT-TV	— South Bend, Ind.	874	WVET-TV	— Rochester, N. Y.	904
WSEE	— Erie, Pa.	922	WWJ-TV	— Detroit, Mich.	887
WSFA-TV	— Montgomery, Ala.	850	WWLP	— Springfield, Mass.	886
WSIL-TV	— Harrisburg, Ill.	871	WWTV	— Cadillac, Mich.	887
WSIX-TV	— Nashville, Tenn.	932	WXEX-TV	— Petersburg, Va.	952
WSJS-TV	— Winston-Salem, N. C.	909	WXIX	— Milwaukee, Wis.	958
WSJV	— Elkhart, Ind.	873	WXYZ-TV	— Detroit, Mich.	887

WABT—Birmingham—1949
ABC-CBS

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....P. O. Box 2553
Phone Number.....4-3506
Air Time.....18 hours daily
Newspaper Affiliation.....Birmingham News
News Service.....AP
Representative.....Blair-TV
Membership.....NARTB; TvB
Pres., Mgr. Dir.....Henry P. Johnston
Commercial Mgr.....Charles F. Grisham
VP in charge of Prgmng.....Ray A. Furr
Pub., Prom. Dir.....James Chenoweth
Dir. of News & Sp. Events.....Maury Farrell
Production.....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson
Consulting Engineer.....Gautney & Jones

WBRC-TV—Birmingham
1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Bus. Studio Address.....P. O. 5957
Phone Number.....4-4701
Air Time.....18 hours daily
News Service.....AP
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
V.P. & Mgr. Dir.....J. Robert Kerns
Commercial Mgr.....Oliver Naylor
Prog. Dir., Film Mgr.....M. D. Smith, III
Promotion, Pub. Dir.....Sterling Madding
Dir. of News; Sp. Events.....Davenport Smith
Chief Eng.....Robert L. Dupriest

WMSL-TV—Decatur—1954
NBC

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address.....701 Bank Street
Phone Number.....802
Air Time.....5 hours daily
News Service.....AP
Representative.....J. Wythe Walker
Pres., Gen. Mgr.....Frank Whitesent
Prog. Dir., Film Mgr.....John Utley
Dir. of News & Sp. Events.....Bob Gleason
Chief Engineer.....John Short
Consulting Engineer.....John Mullaney

WTVY—Dothan—1955
ABC-CBS

Channel: 9 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Box 1242
Representative.....Young TV; Clarke Brown
Executive V.P.....F. E. Busby

WALA-TV—Mobile—1953
ABC-CBS-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Phone.....3-3756
Air Time.....10 hours daily
News Service.....AP
Representative.....Headley Reed
Membership.....NARTB, TvB
President.....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
Gen. Manager.....W. B. Pape
Program Director.....Al Holman
Chief Engineer.....A. R. Bell
Consulting Engineer.....L. J. N. duTreil

WKRG-TV—Mobile—1955
CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100
Owned-Operated By.....WKRG-TV Inc.
Address.....162 Louis St.
Phone Number.....HE 2-5505
Air Time.....17½ hours
News Service.....AP
Representative.....Avery Knodel
Membership.....NARTB
President.....Kenneth R. Giddens
Gen. Mgr., Program Director..C. P. Persons, Jr.
Prom., Pub. Dir.....Sara J. Johnson
Production Manager.....Robert L. Johns
Chief Engineer.....James L. Evans

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ALABAMA**WBRC-TV**

CHANNEL—6

BIRMINGHAM

CBS**MAXIMUM POWER**
A STORER STATION

NAT. REPS. — THE KATZ AGENCY

WCOV-TV—Montgomery
1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Adrian Lane
Phone Number.....5-3561
Air Time.....12½ hours daily
News Service.....UP
Representative.....Paul H. Raymer
President.....O. P. Covington
Gen. Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prog., Prom. Dir.....Caldwell Stewart
Dir. of News.....Bob Underwood
Production Manager.....Phil Taylor
Chief Engineer.....W. D. Weatherly
Film Manager.....Bob House
Consulting Eng.....W. J. Holey

WSFA-TV—Montgomery
1954—NBC

Channel: 12...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Business Address.....10 East Deland
Phone Number.....5-1251
Air Time.....16 hours daily
Newspaper Affil.....Okla. Publishing Co.
News Service.....AP
Membership.....NARTB, TvB
Representative.....Katz
V.P., Sta. Mgr.....Hoyt Andres
Commercial Mgr.....J. C. Hughes
Prog. Dir., Film Mgr.....R. F. Doty
Prom., Publicity Dir.....R. L. Tuttle
News Director.....Frank McGee
Production Mgr.....Gene Jacobsen
Chief Engineer.....R. M. Hayward

ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,000—TV Homes 185,772
Stations in State 7

KVAR—Mesa—1953—NBC

Channel: 12 VHF...AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Phone.....Alpine 4-4161
Air Time.....14½ hours
Representative.....Raymer
Pres., Gen. Mgr.....Richard O. Lewis
Station Mgr.....Dwight Harkins
Commercial Mgr.....E. W. Harvey
Program Director.....Wm. Robb
Prom., Pub. Director.....Ted Edwards
Dir. of News & Sp. Events.....Bob Vache
Production Manager.....Charles Wallace
Film Director.....Betty Campbell
Chief Engineer.....A. C. Anderson

KOOL-TV—Phoenix—1953

Channel: 10 VHF...AP: 12.5 Kw...VP: 29.45 Kw.
Owned-Oper. By.....Maricopa Bcstrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....Alpine 3-3121
Representative.....Hollingbery
Membership.....NARTB
President.....Gene Autry
General Manager.....Charles H. Garland
Asst. Gen. Mgr.....Kenneth Morton
Dir. of News & Sp. Events.....Don Cordray
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

KPHO-TV—Phoenix—1949
CBS

Channel: 5 VHF...AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Meredith Engineering Co.
Business Address.....631 N. First Ave.
Phone Number.....Alpine 8-4511
Representative.....Katz
Membership.....NARTB, TvB
Air Time.....Full Time
General Manager.....Richard B. Rawls

Commercial Manager.....C. A. Larson
Program Director.....Robert Martin
Promotion Pub. Dir.....Dan Schwartz
Dir. of News & Sp. Events.....

Prod. Mgr.....Jack Murphy
Film Manager.....Fred Frederick
Chief Engineer.....George McClanathan
Consulting Engineer.....T. A. M. Craven

KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....Box 5068
Phone Number.....AMherst 6-5691
Air Time.....9½ hours
News Service.....UP
Station Representative.....Weed TV
President.....Ernest McFarland
General Manager.....Leon Nowell
Station Manager.....Roger Van Duzer
Comm. Manager.....Burton B. LaDow
Program Director.....Carl Kent
Dir. of News, Sp. Events.....Don Tuckerwood
Publicity Director.....Jim Silvius
Film Manager.....Wes Hallett
Chief Engineer.....Bob Latham

KOPO-TV—Tucson—1952
CBS

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Air Time.....12 hours daily
Representative.....Hollingbery
President.....H. C. Tovrea
General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director.....Paul Plunkett
Promotion Director.....Jack Martin
Dir. News & Sp. Events.....Chris Cole
Publicity Director.....Virginia Harper
Film Manager.....Reed Haythorne
Chief Engineer.....Paul Benewitz

KVOA-TV—Tucson—1953
ABC-NBC

Channel: 4 VHF... AP: 4.3 Kw... VP: 7.3 Kw.
Owned-Oper. By... Arizona Bcstg. Co.
Business Address... 209 West Elm St.
Phone Number... 3-2555
Air Time... 12 hours
Representative... Paul H. Raymer
President... Clinton D. McKinnon
Business Manager... Harper M. Phillips
Sales Manager... John C. Underwood
Program Director... James W. Hays
News Director... James H. Maize
Prod. Manager... L. D. Cable
Film Mcnager... William W. Cook
Chief Engineer... Raymond H. Holsclaw
Consulting Engineer... George C. Davis

KIVA—Yuma—1953
NBC-CBS

Channel: 11 VHF... AP: 2.5 Kw... VP: 5 Kw.
Owned-Oper. By... Valley Telecasting Co.
Business Address... Box 1708
Phone Number... State 6-8311
Air Time... 10 hours
News Service... AP
Membership... NARTB
President... Donald Ellsworth
General Manager... Ray C. Smucker
Station Manager... Leavenworth Wheeler
Prom., Pub. Director... Ruth Gilmore
Dir. of News, Sp. Events... Glenn Edwards
Consulting Engineer... John Mullaney
Program Director... Bob Garinger
Production Manager... Hayes Stuart
Film Manager... Aretta Crowell
Chief Eng... Roland Yount

ARKANSAS

Pop. Feb. 1, 1956 (Est.) 1,895,000—TV Homes 271,544
Stations in State 5

KRBB—El Dorado—1955
NBC

Channel: 10 vhf... AP: 24 Kw... VP: 12 Kw.
Owned-Oper. By... S. Arkansas TV Co., Inc.
Address... Garret Hotel
Phone Number... UN 2-3480
Station Representative... Pearson
President... Joe F. Rushton
General Manager... Bill Bigley
Prod. Manager... Vernon Williamson
Film Manager... A. Roberts
Chief Engineer... Carroll W. Blewster
Consulting Engineer... Robert M. Silliman

KFSA-TV—Fort Smith—1953
NBC-ABC-CBS

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address... 920 Rogers Ave.
Phone Number... SUNset 2-9126
Newspaper Affil... Southwest American
Representative... Pearson
Pres., Gen. Manager... D. W. Reynolds
Sta., Comm. Manager... Roland Hundley
Prog. Dir., Prod. Mgr... Pat Porta
Dir. of News & Sp. Events... Harry Freeman
Promotion Director... John Witt
Publicity Director... Bill Poe
Film Manager... Charles Putman
Chief Engineer... Robert W. Platt, Jr.
Consulting Engineer... T. A. M. Craven

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By Arkansas Radio & Equip. Co.
Address... 1001 Spring Street
Phone... FRanklin 6-2481
Representative... Petry
President... T. H. Barton
General Manager... T. K. Barton
Ass't Sta. Manager... Douglas J. Romine

Commercial Manager... Lee Bryant
Program Director... Dale Hart
Promotion, Pub. Director... Shirley Kennedy
Dir. News & Sp. Events... Bob Kemp
Prod. Manager... Fred Schautz
Film Manager... Ray North
Chief Engineer... L. C. "Champ" Smith
Consulting Engineer... Craven, Lohnes & Culver

KTHV—Little Rock—1955
CBS

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Operated By... Arkansas TV Co.
Address... 313 Main St.
Phone Number... FRanklin 4-2293
Newspaper Affil... Arkansas Democrat
Station Representative... Branham
President... K. A. Engel
Gen., Sta. Manager... B. G. Robertson
Comm. Manager... W. V. Hult
Program Director... Cecil Bland
Prom., Pub. Director... R. E. Brown
Dir. of News, Sp. Events... Bill Neel
Production Mcnager... Ernie Byrne
Film Manager... Jack Bomar
Chief Engineer... Cecil Suitt
Consulting Engineer... A. Earl Cullem, Jr.

KATV—Pine Bluff—1953
CBS-ABC

Channel: 7 VHF... AP: 80 Kw... VP: 170 Kw.
Owned-Oper. By... Central South Sales Co.
Business Address... 100 Williams Road
Phone Number... 3880
Representative... Avery-Knode1 Inc.
President... John T. Griffin
General Manager... John H. Fugate
Comm. Manager... Ben Holmes
Program Director... Don B. Curran
Prod., Film Manager... James Cowser
Dir. of News & Sp. Events... W. H. Hadley
Prom., Pub. Director... Joe Myers
Chief Engineer... A. R. Garrett
Consulting Engineer... Paul Godley Co.

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Afternoon and Night*

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O'NEILL BROADCASTING COMPANY
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KBAK-TV—Bakersfield 1953—ABC

Channel: 29 UHF. AP: 10.5 Kw. VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....Box 1448
Phone Number.....FA 4-6421
Air Time.....12 hours daily
News Service.....UP
Newspaper Affil.....San Francisco Chronicle
Representative.....Weed
Membership.....NARTB, TvB
President.....Harold P. See
Station Manager.....A. H. Constant
Chief Engineer.....James Garner
Consulting Engineer.....Robert Hammelt

KERO-TV—Bakersfield 1953—CBS-NBC

Channel: 10 VHF. AP: 15.1 Kw. VP: 30.2 Kw.
Owned-Oper. By.....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number.....FAirview 7-1441
Air Time.....16 hours
News Service.....UP
Representative.....Hollingbery
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Nat. Sales Mgr.....Edward Urner
Operations Director.....Kenneth Croes
Local Sales Manager.....John Barrett
Publicity Director.....Deloris Brigham
Production Manager.....Bruce Fleming
Film Manager.....John Ballinger
Chief Engineer.....Edwin Andrews
Consulting Engineer.....Robert Hammelt

KHSL-TV—Chico—1953 CBS-NBC-ABC

Channel: 12 VHF. AP: 38 Kw. VP: 63.1 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 E. 4th St.
Phone Number.....Flreside 2-0141
Air Time.....9 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Comm. Manager.....Jerry Pero
Prod. Mgr., Prog. Dir.....Martin Jacobsen
Prm., Pub. Director.....Ted Dooley
Film Manager.....Wm. Windsor
Chief Engineer.....Russell B. Pope
Consulting Engr.....Kear & Kennedy

KIEM-TV—Eureka—1953 CBS-NBC-ABC

Channel: 3 VHF. AP: 7.3 Kw. VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....P. O. Box 1021
Phone Number.....Hillside 3-3123
Air Time.....Full Time
News Service.....UP

Representative.....Hoag, Blair
Membership.....NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....Walter Riehartz
Promotion Director.....G. Fuller
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King
Consulting Engineers.....Lohnes & Culver

KJEO-TV—Fresno—1953 ABC-CBS

Channel: 47 UHF. AP: 240 Kw. VP: 440 Kw.
Owned-Oper. By.....O'Neill Bcstg. Co.
Business Address.....Box 1708
Phone Number.....7-8405
Air Time.....Full Time
News Service.....UP
Representative.....Branham
Membership.....NARTB
President.....J. E. O'Neill, Sr.
Vice Pres.....Joe Drilling, Charles Theodore
Comm. Manager.....W. O. Edholm
Dir. of News Sp. Events.....W. Anthony
Program Director, Prod. Mgr.....Jack Shepard
Prom., Publicity Director.....Francis Quinn
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953 NBC

Channel: 24 UHF. AP: 91.2 Kw. VP: 170 Kw.
Owned-Operated By.....McClatchy Bcstg. Co.
Address.....1559 Van Ness
Representative.....Raymer
Air Time.....14½ hours daily
News Service.....AP, UP
Membership.....NARTB, TvB
Film Buyer.....Perry Nelson
Commercial Manager.....Wilson Lefler
Program Manager.....Joe Tomes
Traffic Manager.....Marion Anderson
Production Manager.....Tom Flynn
Film Editor.....Bill Curtis
News & Special Events.....Dean Mell
Film Editor.....William Curtis
Chief Engineer.....James B. Hancock
Consulting Engineer.....G. C. Davis

KCOP-TV—Hollywood—1953

Channel: 13 VHF. AP: 83.2 Kw. VP: 170 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus. Studio Address.....1000 Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Air Time.....Full Time
News Service.....UP
Representative.....Weed
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Amos T. Baron
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Promotion Director.....Charles Vance
Film Mgr.....Mattie Tippit
Prod. Manager.....Dan Lindquist
Chief Engineer.....Marvin Wentworth



POWER TOWER

High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.

This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.

PENETRATING PERFORMANCE

High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "down-tilted" antenna.

RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.

In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.

From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.

Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.

for lasting impressions in the **SOUTHERN CALIFORNIA** market

KRCA-4 LOS ANGELES
represented by NBC spot sales

KRCA—Hollywood—1949

NBC

Channel: 4 VHF. AP: 23.5 Kw. VP: 47 Kw.
 Bus.-Studio Address.....Sunset & Vine St.
 Phone Number.....Hollywood 9-6161
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Membership.....NARTB
 Representative.....NBC Spot Sales
 President.....Sylvester Weaver
 Gen. Station Manager.....Thomas McCray
 Commercial Manager.....James Parks
 Program Director.....Dean Craig
 Promotion Director.....Jack Kenaston
 Director of News.....John Thompson
 Operations Manager.....James Damon
 Publicity Director.....Jack Kenaston
 Film Manager.....George Burke
 Chief Engineer.....John Knight

KABC-TV—Los Angeles

1949—ABC

Channel: 7 VHF. AP: 59. VP: 118 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....ABC TV Center
 Phone Number.....NO 3-3311
 Air Time.....Full Time
 News Service.....AP
 Membership.....NARTB
 Representative.....Petry
 Vice President.....Earl J. Hudson
 General Manager.....Amos T. Baron
 General Sales Manager.....Elton H. Rule
 Program Director.....Hunt Stromberg, Jr.
 Promotion Director.....Jack Brembeck
 Dir. of News & Special Events.....Ed Conklin
 Production Manager.....James Mandulay
 Publicity Director.....Stan Kramer
 Film Manager.....Russell Landers
 Chief Engineer.....Phillip G. Caldwell
 (SEE PAGE 856)

KNXT—Los Angeles—1948

CBS

Channel: 2 VHF. AP: 23.4 Kw. VP: 46.8 Kw.
 Owned-Oper. By.....CBS Inc.
 Business-Studio Address.....1313 N. Vine St.
 Phone Number.....Webster 8-3011
 Air Time.....19½ hours daily
 Representative.....CBS TV Spot Sales
 News Service.....AP, UP
 Membership.....NARTB, TvB
 President.....J. L. Van Volkenburg
 General Manager.....James T. Aubrey, Jr.
 Business Manager.....Larry Lazarus
 Gen. Sls. Manager.....R. D. Wood
 Executive Prod.....Robert Quinlan
 Oper. & Traf. Manager.....D. Rosenquest
 Program Director.....Donald M. Hine
 Prom., Publicity Director.....Dean D. Linger
 Director News & Sp. Events.....Sam Zelman
 Production Manager.....Bill Alcine
 Film Manager.....Bob Hurlbut
 Tech. Oper. Mgr.....H. W. Pangborn

KHJ-TV—Los Angeles—1948

Channel: 9. AP: 81 Kw. VP: 162 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address.....1313 N. Vine St.
 Phone Number.....Hollywood 2-2133
 Membership.....TvB
 Air Time.....11¼ hours daily
 Representative.....H-R
 News Service.....INS, UP
 President, General Teleradio. Thomas F. O'Neil
 Pres., (Don Lee, Div.).....Willet H. Brown
 General Manager.....John Reynolds
 Program Director.....James Higson
 Commercial Manager.....Howard Wheeler
 Promotion Director.....Robert M. Light
 Dir. News & Sp. Events.....Les Mawhinney
 Production Manager.....Pat Marrinam
 Publicity Director.....Bill Barron
 Chief Engineer.....Robert Arne

KTTV—Los Angeles—1949

Channel: 11 VHF. AP: 83 Kw. VP: 166 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....Hollywood 2-7111
 Air Time.....16 hours daily
 News Service.....AP
 Representative.....Blair-TV, Inc.
 Membership.....NARTB
 President.....Norman Chandler
 V.P., Gen. Mgr.....Richard A. Moore
 Sales Mgr.....John Vrba
 Local Sales Mgr.....L. H. Norins
 Program Dir.....Robert Breckner
 Promotion Dir.....Jack O'Mara
 Dir. of News, Spec. Events.....Bill Welsh
 Sales Service Mgr.....Val Conte
 Publicity Dir.....Reavis Winckler
 Film Manager.....Richard Woollen
 Chief Engineer.....Edward Benham

KTLA—Los Angeles—1947

Channel: 5. AP: 15 Kk. VP: 30 Kw.
 Owned-Oper.....Paramount TV Productions, Inc.
 Business Studio Address.....5451 Marathon St.
 Phone Number.....Hollywood 9-3181
 Air Time.....11 hours daily
 News Service.....UP
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Pres. Para. T-V Prods.....Paul Raibourn
 Gen. Mgr. & V-P, Paramount
 T-V Prods.....Klaus Landsberg
 Sales Manager.....Robert Mohr
 Production Coordinator.....J. Gordon Wright
 News Editor.....Gilbert Martyn
 Film Director.....Leland G. Muller
 Remote Engr. Op. Spvsr.....John D. Silva
 Studio Engr. Op. Spvsr.....Roy White
 Trans. Op. Spvsr.....William S. Barnard
 (SEE PAGE 858)

***ALL on the fastest moving
station in Los Angeles!***

MICKEY MOUSE CLUB

ANDY'S GANG

**WHAT'S THE NAME
OF THAT SONG?**

**AL JARVIS' MAKE
BELIEVE BALLROOM**

BUFFALO BILL, JR.

WILD BILL HICKOK

**SHEENA, QUEEN
OF THE JUNGLE**

GLAMOUR GIRL

JACK OWENS SHOW

CHUCKO'S CARTOONS

CISCO KID

SKY KING

PLUS . . .

ALL ABC NETWORK SHOWS

CHANNEL

7

KABC-TV

the station with *life*

KBET-TV—Sacramento
1955

Channel: 10... AP: 158 Kw... VP: 316 Kw.
Owned By.....Sacramento Telecasters, Inc.
Address.....716 California State Life Bldg.
Vice-Pres., Gen. Mgr.....John H. Schacht

KCCC-TV—Sacramento
1953—CBS-NBC-ABC

Channel: 40 UHF... AP: 114 Kw... VP: 200 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Representative.....Weed
President.....Harry McCart
Gen., Station Manager...Ashley L. Robinson
National Comm. Manager.....Al Richards
Local Comm. Manager.....Jack Kehoe
Prog. Dir., Prod. Mgr.....John Edwards
Prom., Publicity Director...Clarence Talbot
Dir. News & Special Events...Harvey Chester
Film Manager.....Cal Cape
Chief Engineer.....Paul Leake
Consulting Engineer.....Vandivere, Cohen,
& Wearm

KCRA-TV—Sacramento—1955
NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Representative.....Edward Petry
Pres., Gen. Mgr.....Ewing C. Kelly

KSBW-TV—Salinas-
Montgomery—1953
ABC-CBS-NBC

Channel: 8 VHF... AP: 5.9 Kw... VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....P. O. Box 1651
Representative.....Hollingbery Co.
Pres., Gen., Sta. Mgr.....John Cohan
Comm. Manager.....W. M. Oates
Prog., News, Sp. Ev. Dir.....N. Edmonson
Promotion Director.....J. S. Randall
Prod. Mgr., Pub. Dir.....O. C. Sullivan
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

KFSD-TV—San Diego—1953
NBC-ABC


Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Phone Number.....CYpress 8-7151
Air Time.....17 hours daily
Representative.....Katz
Membership.....NARTB
President.....James G. Rogers, Jr.
General Manager.....William E. Goetze
Studio Manager.....William Hollenbeck
Sales Manager.....Jay Grill
Executive Director.....Winter Horton
Prom. & Merchan. Mgr.....Harold K. Boone

San Diego's Sales Woman
of the year

LYNN TAYLOR

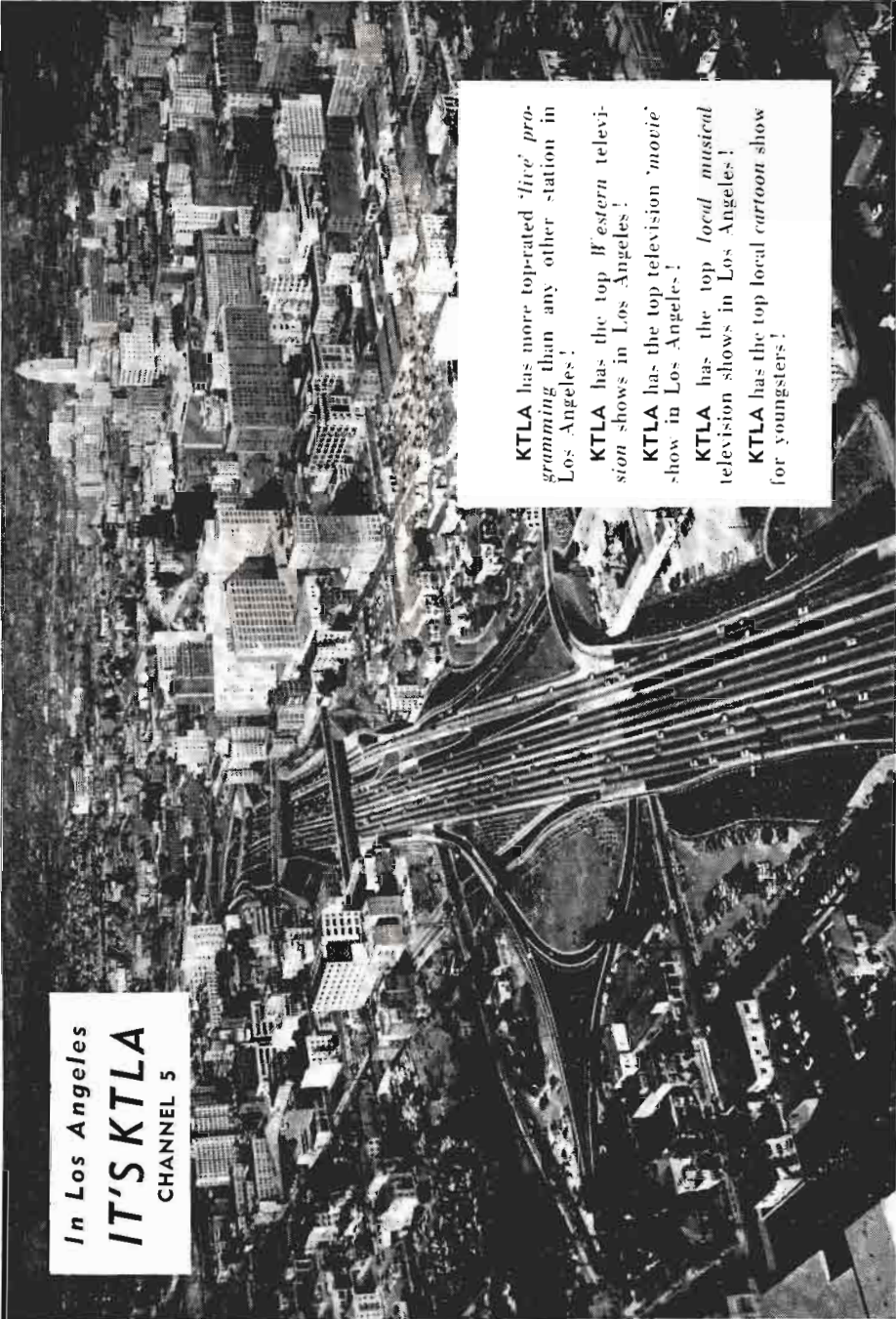
hostess of
"Pantry Playhouse"

where
movies are better than ever



NBC **KFSD-TV**

represented nationally by
THE KATZ AGENCY



In Los Angeles
IT'S KTLA
CHANNEL 5

KTLA has more top-rated 'live' programming than any other station in Los Angeles!

KTLA has the top Western television shows in Los Angeles!

KTLA has the top television 'movie' show in Los Angeles!

KTLA has the top local musical television shows in Los Angeles!

KTLA has the top local cartoon show for youngsters!

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

News Editor.....Lionel Van Deerlin
 Publicity Director.....L. Allard
 Chief Engineer.....LeRoy A. Bellwood
 Consulting Engineer...A. Earl Cullwood, Jr.

KFMB-TV—San Diego—1949
ABC-CBS

Channel: 8 VHF...AP: 316 Kw...VP: 158 Kw.
 Owned...Wrather-Alvarez Broadcasting, Inc.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Belmont 2-2114
 Air Time.....18 hours daily
 Representative.....Petry
 News Service.....AP, UP
 Membership.....NARTB, TvB
 President.....Jack D. Wrather
 Vice President.....Maria Helen Alvarez
 Gen. Sta. Manager.....George Whitney
 Comm. Manager.....Bill Fox
 Prog. Director.....Jim Harmon
 Dir. of News & Sp. Events.....Stuart A. Batt
 Production Manager.....George Stantis
 Prom., Pub. Rel.....Dan Bellus
 Film Manager.....Del Gay
 Chief Engineer.....Charles Abel
 Consulting Engineer.....G. C. Davis

KGO-TV—San Francisco
1949—ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper....Amer. Bcstg. Paramount Thtrs.
 Address.....277 Golden Gate Ave.
 Phone Number.....UN 3-0077
 Air Time.....13 hours
 Representative.....Petry
 News Service.....AP, INS, UP
 Membership.....TvB, NARTB
 President (ABC).....Robert E. Kintner
 V.P., Gen., Sta. Mgr.....James H. Connolly
 Station Mgr.....Vincent Francis
 Comm. Mgr.....David Sacks
 Dir. of Exploitation.....Jon W. Barkhurst
 Promotion Director.....Vic Reed
 Production Manager.....Edward Smith
 Program Director.....Russell Baker
 Publicity Director.....Gordon Grannis
 Film Manager.....Robert Mitchell
 Chief Engineer.....Harry Jacobs
 Construction Engineer.....Kear & Kennedy

KPIX—San Francisco—1948
CBS-DuM

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Bcstg., Inc.
 Address.....2655 Van Ness Ave.
 Phone Number.....PRospect 6-5100
 Air Time.....17½ hours daily
 News Service.....INS
 Representative.....Katz
 Membership.....NARTB
 General Station Manager.....Philip G. Lasky
 Asst. Gen. Manager.....George Mathiesen
 Commercial Manager.....Lou Simon
 Program Director.....William C. Dempsey
 Prom., Publicity Director.....Herb Bachman
 Chief Engineer.....Al Towne

KRON-TV—San Francisco
1949—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....901 Mission St.
 Phone Number.....GARfield 1-1100
 News Service.....AP
 Air Time.....18 hours daily
 Newspaper Affiliation.....Chronicle
 Representative.....Free and Peters
 Membership.....NARTB, TvB
 President.....Charles Thieriot
 Gen., Sta. Manager.....Harold P. See
 Comm., Film Mgr.....Norman Louvau
 Program Dir.....Douglas Ellison
 Prom. Director.....R. Irving
 Publicity Director.....Tom Mullahey
 Chief Engineer.....L. Berryhill
 Consulting Engineer.....Robert Hammett

KSAN-TV—San Francisco
1954

Channel: 32 UHF...AP: 10 Kw...VP: 20 Kw.
 Owned & Oper. By.....S. H. Patterson
 Address.....1355 Market Street
 Phone.....MARket 1-8171
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....McGillvra
 Gen., Station Mgr.....Norwood J. Patterson
 Comm. Mgr., Prom., Pub. Dir.....Allen Storm
 Program Director.....Dawn Patterson
 Dir. News & Special Events.....Frank Arthur
 Production Mgr.....Herm Falk
 Film Manager.....Rickie Dines
 Chief Engineer.....Roger Skelton
 Consulting Eng.....N. J. Patterson, Radio
 Engineering Co.

KNTV—San Jose—1955

Channel: 11 VHF...AP: 2.68 Kw...VP: 5.36 Kw.
 Owned-Operated By...Standard Radio & TV Co.
 Address.....645 Park Ave.
 Representative.....The Bolling Co.
 General Manager.....Douglas D. Kahle

KVEC-TV—San Luis Obispo
1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.
 Owned-Oper. By.....The Valley Electric Co.
 Business Address.....787 Higuera St.
 Phone Number.....San Luis Obispo 1100
 Air Time.....11 hours daily
 News Service.....AP
 Representative.....W. S. Grant Co.
 President.....Christina Jacobson
 General Manager.....Les Hacker
 Commercial Manager.....Si Darrah
 Program Director.....Robert S. Wilton
 Production Director.....Ted Warner
 News Director.....Gary Merker
 Publicity Director.....James Stookey
 Prom., Pub. Dir., Film Mgr.....Earl Muff
 Chief Engineer.....James Cochrane
 Consulting Eng.....Craven, Lohnes & Culver

KEY-T—Santa Barbara—1953
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By Santa Barbara Bcstg-TV Co.
Business Address.....730 Miramonte Drive
Phone Number.....Woodland 5-8533
Air Time.....Full Time
News Service.....UP
Representative.....Hollingbery
Membership.....NARTB, TvB
Pres., Gen. Sta. Mgr.....Colin M. Selph
Program Director.....Russell L. Furse
Dir. of News & Sp. Events.....Bill Huddy
Production Mgr.....Mary Ann Casey
Prom., Pub. Director.....Joe Costantino
Chief Engineer.....Lloyd M. Jones
Consulting Engineer.....Robert Hammett

KOVR—Stockton—1954
DuM

Channel: 13 VHF...AP: 138 Kw...VP: 73.5 Kw.
Owned & Oper. By...Television Diablo, Inc.
Address.....1 Nob Hill Circle
Phone Number.....EXbrook 7-0215
Representative.....Blair-TV
Pres., General Manager...Terry Hamilton Lee
Commercial Manager.....William Rambo
V.P., Programming.....Jay Watson
Prom., Publicity Director...Gordon Grannis
V.P., Sales.....F. G. King

Production Manager.....Bel Lange
Dir. of News & Sp. Events.....Dick Wheeler
Film Director.....Lloyd Hansen
Chief Engineer.....Stanton D. Bennett

KTVU—Stockton—1953—NBC

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.
Owned-Oper. By....San Joaquin Telecasters
Business Address.....2293 East Main
Phone.....HOward 5-7271
Newspaper Affiliation...Richmond Independent
Representative.....George P. Hollingbery
President.....Warren Brown, Jr.
Gen., Station Manager.....D. M. Greene
Program Director.....David Hume
Chief Engineer.....Bruce Joyner

KVVG—Tulare—1953

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By....UHF Telecasting Corp.
Business Address.....9126 Sunset Blvd.
Phone Number.....BR 2-9236
Representative.....Adam-Young
President.....M. B. Scott
Gen., Sta., Comm. Mgr.....E. David Beattie
Program Director.....Charles Scott
Promotion Director.....Dorothy Oldham
Dir. News & Sp. Events.....Bob Lee
Production Manager.....Barney Corwin
Film Manager.....Joe Ridgeway
Chief Engineer.....Hershell McKensie

CALIFORNIA'S LARGEST SINGLE STATION TV MARKET

The primary KEY-T coverage area includes Ventura, Santa Barbara and San Luis Obispo counties, plus the western portion of Kern County.

IN TOTAL AREA:

The KEY-T coverage area is larger than the combined states of Massachusetts, Connecticut and Rhode Island.

IN POPULATION:

The KEY-T coverage area is larger than the state of Delaware.

IN TOTAL RETAIL SALES:

Three of the counties—Ventura, Santa Barbara and Kern—rank in the top 200 of the 3,070 counties in the U.S.

The only TV station that completely and effectively covers this rich area is KEY-T... Channel 3.

REPRESENTED NATIONALLY BY HOLLINGBERY

ABC

CBS

NBC

KEYT

Channel

3

**KKTV—Colorado Springs
1952—ABC-CBS**

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....510 South Tejon St.
Phone.....MElrose 4-2844
Air Time.....12 hours daily
Membership.....NARTB
Representative.....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Local Sales.....W. B. Rogers
Program Director.....Cecil Seavy
Prom., Pub. Director.....Jack Canterbury
Dir. of News & Sp. Events...John Bartholemew
Prod. Dir., Film Manager.....Carl Pehlman
Chief Engineer.....Willis Shanks
Transmitter Engineer.....Cozey Strang

**KRDO-TV—Colorado Springs
1953—NBC**

Channel: 13 VHF..AP: 5.8 Kw..VP: 11.5 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Phone Number.....MElrose 2-1515
Air Time.....Full Time
Membership.....NARTB
News Service.....AP, UP
Representative.....Avery-Knodel

President, Gen. Sta. Mgr.....Harry Hoth
Comm. Manager.....Darold Wilkinson
Program Director.....Jack Finlayson
Promotion Director.....E. P. Kelly
Dir. of News & Sp. Events.....William Gear
Production Manager.....Robert Fitzmorris
Film Manager.....Glenn E. Lilly
Chief Engineer.....Herb Schubarth

KBTv—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
Phone.....TABor 5-6386
Air Time.....12 hours daily
News Service.....UP
Membership.....NARTB, TvB
Representative.....Free & Peters
President.....John C. Mullins
Station Manager.....Joseph Herold
National Sls. Mgr.....John Henry
Exec. Prod. Director.....Ray Gallagher
Prom. Director.....Bill Walker
Dir. of News & Pub. Relations..Bill Michelsen
Operations Manager.....Marshall Faber
Transmitter Supervisor.....Carl Bliesser
Consulting Engineer.....E. Earl Cullum, Jr.

KTVR—Denver—1952

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.

THE CLUBHOUSE GANG—MICKEY MOUSE CLUB—ANNIE OAKLEY—DOORWAY TO FAME

DENVER CHILDREN

RIN TIN TIN—DISNEYLAND—SUPERMAN

WATCH

*see your FREE AND PETERS Colonel for
choice availabilities in
and adjacent to
Denver's leading kid shows*

WESTERN PLAYHOUSE—SUPER CIRCUS

KBTv MORE THAN

THE LONE RANGER—SKY KING—RENFREW OF THE MOUNTIES

ANY OTHER

ASK ABOUT KBTv's M. A. P.
PLAN, THE GREATEST
FOOD MERCHANDISING
IDEA YET...

OWNED AND OPERATED BY

T. V. DENVER, INC.

JOHN C. MULLINS.

PRESIDENT

STATION



1089 BANNOCK

TABOR 5-6386

Phone Number.....KE 4-8281
 Air Time.....9½ hours daily
 Membership.....NARTB, TvB
 Representative.....Hoag-Blair
 President.....J. Elroy McCaw
 Gen., Sta., Comm. Mgr.....J. R. McKinley
 Prog. Dir., Film Manager.....Dale Morgan
 Pub., Prom., News & Sp. Evt.s. Dir.....C. R. Howard
 Oper. Manager.....B. Robinson
 Chief Engineer.....Tom Morrissey

KLZ-TV—Denver—1953
CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Alladin Radio & TV Inc.
 Business Address.....131 Speer Blvd.
 Phone Number.....Main 3-4271
 Air Time.....17 hours daily
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....Hugh B. Terry
 Station Manager.....Phil Hoffman
 Commercial Manager.....Jack Tipton
 Program Director.....Clayton Brace
 Promotion Director.....Harold Storm
 Production Manager.....Jerre Wyatt
 Publicity Director.....Bill Day
 Dir. of News & Sp. Events.....Sheldon Peterson
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins
 Consulting Engineer.....Jausky & Bailey

KOA-TV—Denver—1953
NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Metropolitan TV Co.
 Business Address.....1625 California
 Phone Number.....Main 3-6211
 Representative.....NBC Spot Sales
 Air Time.....16 hours daily
 News Service.....INS, UP
 Membership.....NARTB, TvB

Pres., Gen. Manager.....William Grant
 Com. Manager.....William F. MacCrystall
 Program Director.....C. Van Haeften
 Dir. of News & Sp. Events.....Ken White
 Consulting Eng.....Kear & Kennedy
 Pub., Prom. Manager.....Dick Harris
 Production Manager.....Heyward Siddons
 Production Supr.....Jim Butts

KFXJ-TV—Grand Junction
1954—ABC-NBC-CBS

Channel: 5 VHF..AP: .776 Kw..VP: 1.29 Kw.
 Owned-Oper. By.....Western Slope Bcstg. Co.
 Address.....P. O. Box 30
 Phone Number.....1300
 Air Time.....7½ hours daily
 News Service.....UP
 Representative.....Hal Holman
 Membership.....NARTB, TvB
 President, Gen. Manager.....Rex Howell
 Sta., Comm., Prod. Mgr.....J. L. Robinson
 Prog., Prom. Director.....Joan Balliger
 Dir. of News & Sp. Events.....Ray Kelley
 Film Manager.....John Scott
 Chief Engineer.....Cecil Whitechurch

KCSJ-TV—Pueblo—1953
NBC

Channel: 5 VHF..AP: 6.8 Kw..VP: 13.6 Kw.
 Owned-Oper. By.....Star Bcstg. Co.
 Business Address.....Television Lane
 Phone Number.....LI 4-5782
 News Service.....AP
 Air Time.....7½ hours daily
 Representative.....Avery-Knode
 Membership.....NARTB
 Sta. Co-or., Comm. Mgr.....Walter Dennis
 Prog. Dir., Prod., Film Mgr.....Jack Wells
 Dir. News & Sp. Events.....John Douglas
 Prom., Publicity Director.....Lee Ransome
 Chief Engineer.....Marion Cunningham
 Consulting Engineer.....Walter Stiles

CONNECTICUT

Pop. Feb. 1, 1956 (Est.) 2,235,000—TV Homes 609,033
 Stations in State 5

WICC-TV—Bridgeport—1953
ABC

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
 Owned.....Southern Conn. & L. I. TV Co.
 Business Address.....Box 9140
 Air Time.....Full Time
 Phone Number.....AMherst 8-1601
 News Service.....UP
 Representative.....Adam Young
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Comm. Mgr.....Manning Slater
 Promotion Manager.....Joan Fisher
 Film Ed.....Irving Maglnick
 Chief Engineer.....Alvin Andrus
 Consulting Engineer.....McIntosh

WGTH-TV—Hartford—1954
CBS

Channel: 18 UHF..AP: 98.4 Kw..VP: 214 Kw.

Owned.....General-Times Television
 Address.....555 Asylum Street
 Phone Number.....Jackson 7-9131
 Air Time.....15 hours daily
 Newspaper Affiliation.....Hartford Times
 News Service.....INS, UP
 Representative.....H-R
 President.....Thomas F. O'Neil
 General Manager.....Alex Campbell, Jr.
 Commercial Mgr.....George H. Morris
 Program Director.....John O. Downey
 Dir. News & Sp. Events.....Charles Norwood
 Prod. Manager.....John J. Bell
 Film Manager.....Daniel German
 Chief Engineer.....Rogers B. Holt

WKNB-TV—New Britain
1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
 Owned.....New Britain Bcstg. Co.



Address West Hartford 10
 Phone Number BALDWIN 3-3603
 Air Time 18 hours daily
 Representative Bolling
 News Service AP, INS
 President Julian Gross
 Ex. V.P. & Gen. Sta. Mgr. Peter B. Kenney
 National Sales Mgr. David Scott
 Local Sales Mgr. E. Needles
 Pub., Prom. Director Frank Wooding
 Film Manager Phillip B. Hale
 Prog., Prod. Director Robert W. Bray
 Dir. of News & Sp. Events Barry Barents
 Chief Engineer John Shipley
 Consulting Engineer George C. Davis

WNHC-TV—New Haven
 1948—CBS-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By Elm City Bcstg. Co.
 Business Address 1110 Chapel St.
 Phone Number SP 7-3611
 Air Time 18½ hours daily
 News Service AP, INS
 Representative Katz
 Membership NARTB, TvB
 President Patrick J. Goode
 Gen. Mgr.-Sec.-Treas. Aldo DeDominicis

Exec. V.P. Edward D. Taddei
 Sta. Mgr., Prog. Director Edward C. Obrist
 Vice-Pres. Sales J. Vincent Callanan
 Prom., Pub. Director James W. Evans
 Dir. of News & Sp. Events Rockwell Clark
 Production Mgr. Kenneth Wynne, Jr.
 Film Buyer W. G. Mulvey
 Vice-Pres. Engineering Vincent DeLaurentis

WATR-TV—Waterbury
 1953—ABC

Channel: 53...AP: 125 Kw...VP: 245 Kw.
 Owned-Operated By WATR, Inc.
 Business Address 440 Meadow St.
 Phone Number PL 5-1121
 Air Time 11 hours daily
 News Service UP
 Representative Burke Stuart
 Membership NARTB
 President Harold Thomas
 Gen., Sta., Commercial Mgr. Samuel Elman
 Prog. Dir., Film Manager Astrid Curtis
 Promotion Director Wally King
 Production Manager Gene Valentino
 Publicity Director Wallace F. Gordon
 Dir. News & Sp. Events Robert Gillespie
 Chief Engineer Andrew Toross
 Consulting Engineer Garo Ray

DELAWARE

Pop. Feb. 1, 1956 (Est.) 370,000—TV Homes 100,796
 Stations in State 1

CHANNEL
12
WPFH

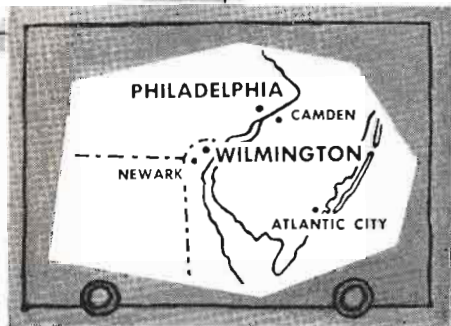
**The WPFH
 Area Market**

Total Population	5,640,208
Total Families	1,644,948
Buying Income	\$9,836,277,000
Total Retail Sales	\$6,365,340,000

**The
 NEW
 LOOK
 in TV**

**Serving the
 GREATER**

Delaware Valley Area



Represented by
MEEKER TV, Inc.

WPFH—Wilmington
1949—NBC-DuM

Channel: 12 VHF...AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Steinman Stations, Inc.
Business-Studio Address.....10th & West Sts.
Phone Number.....6-2567
Air Time.....18 hours daily

News ServiceUP
MembershipNARTB, TvB
RepresentativeMeeker
Station Manager.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick
Comm. Manager.....Barton K. Feroe
Program Dir. & Film Mgr.....Richard W. Getz
Technical Director.....J. E. Mathiot
Consulting Engineer.....James C. McNary

DISTRICT OF COLUMBIA

Pop. Feb. 1, 1956 (Est.) 875,000—TV Homes 240,760
Stations in State 4

WMAL-TV—Washington, D. C.
1947—ABC

Channel: 7 VHF...AP: 134.5 Kw...VP 252 Kw.
Owned-Oper. By **The Evening Star Bcstg. Co.**
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....11 hours daily
Newspaper Affiliation.....The Evening Star
MembershipNARTB, TvB
RepresentativeKatz
News ServiceAP
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director.....Charles Bishop
Prom. & Pub. Director.....E. Haywood Meeks
Dir. of News & Sp. Events.....Richard Randell
Production Manager.....Philip Milillo
Film Manager.....Robert Morgan
Chief Engineer.....Allan Powley
Consulting Engineer.....Jansky & Bailey

Business Manager.....John A. Lavan
Film Editor.....John Johnson
Chief Engineer.....John Rogers

WTOP-TV—Washington
1949—CBS

Channel: 9 VHF...AP: 175 Kw...VP: 316 Kw.
Owned-Operated By.....WTOP Inc.
Business Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....Full Time
Newspaper Affiliation.....Washington Post
News Service.....AP, UP
Representative.....CBS TV Spot Sales
President.....John S. Hayes
Vice-Pres., TV.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Dir. of News & Sp. Events.....Edward F. Ryan
Pub. & Prom. Director.....Robert M. Adams
Film Mgr., Prog. Dir.....Thomas B. Jones
Chief Engineer.....Lawrence A. Wilkinson

WRC-TV—Washington
1947—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Sheraton Park Hotel
Phone Number.....AD 4-5400
Air Time.....Full Time
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
MembershipNARTB, TvB
VP & General Mgr.....Carleton D. Smith
Director of Sales.....Joseph Goodfellow
Local Sales Mgr.....Charles de Lozier
Director of Programs.....James E. Kovach
Adv. & Prom. Manager.....J. K. Phillips
Director of Publicity.....Jay Royen
Dir. of News & Sp. Events.....Cassius Keller
Dir. of Operations.....Lefferts A. McClelland

WTTG—Washington—1947
DuM.

Channel: 5 VHF...AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STERling 3-5300
RepresentativeH-R
MembershipNARTB
President.....Bernard Goodwin
V.P., Gen. Manager.....Ted Cott
Station Manager.....L. G. Arries, Jr.
Sales Manager.....George Griesbauer
Dir. Sports & Spec. Events.....Weston J. Harris
Prom., Pub. Director.....Duncan Miller
Program Director.....Frances V. Guidice
Film Director.....Louis Lorenzetti
Chief Engineer.....Malcolm M. Burleson

WGBS-TV—Ft. Lauderdale 1953—NBC

Channel: 23 UHF... AP: 92 Kw... VP: 185.5 Kw.
Owned-Oper. By... Storer Bcstg. Co.
Business Address... 2425 Biscayne Blvd.
Phone Number... 82-1942
Air Time... 16 hours daily
Representative... Katz
President... George B. Storer
Managing Director... W. M. Koessler
Station Manager... Noran E. Kersta
Program Director... John J. Crosby
Promotion Dir... Robert Nashick
Sales Manager... Dick Sloan
Chief Engineer... William Needs
Consulting Eng... A. E. Cullum, Jr.

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF... AP: 112 Kw... VP: 204 Kw.
Owned-Oper. By... Gerico Investment Co.
Bus. Address... 5500 Hollandale Blvd.
Phone Number... Hollywood 3-1566
Air Time... 14 hours daily
Representative... Forjoe
President... Russell E. Lowell
Gen. Sls., Comm. Mgr... C. Edw. Little
Sta. Mgr., Prog. Dir... Steve Zinn
Dir. of News & Sp. Events... William Bayer
Publicity Director... Louise Richards
Film Manager... John Murphy, Jr.
Chief Engineer... Bill Latham
Consulting Engs... Craven, Lohnes & Culver

WINK-TV—Fort Meyers 1954—ABC-CBS

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.
Owned-Oper. By... Fort Meyers Bcstg. Co.
Business Address... 54 Palm Beach Blvd.
Phone Number... 4-1341
Representative... Weed
General Mgr... A. J. Bauer
Technical Dir... Bob Bachman
Program Dir... Frank Nodine

WJHP-TV—Jacksonville 1953—NBC-ABC

Channel: 36 UHF... AP: 136 Kw... VP: 276 Kw.
Owned-Oper. By... Jacksonville Journal Co.
Business Address... 4038 Phillips Hwy.
Phone Number... EX 8-9751
Air Time... 17 hours daily
Newspaper Affil... Jacksonville Journal
Representative... Perry
President... John H. Perry, Jr.
Gen. Mgr... T. S. Gilchrist, Jr.
Prod. & Film Mgr... Ted Booth
Commercial Manager... Bill Fraker
Program Director... George Booker
Publicity Director... Martha Thomas
Promotion Director... Charles Ost
Dir. of News & Sp. Events... Charles Schon

Chief Engineer... Charles Carter
Consulting Engineer... Frank McIntosh

WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF... AP: 100 Kw... VP: 50 Kw.
Owned-Oper. By... Washington Post
Business Address... 605 S. Main
Phone Number... EX 8-0501
Newspaper Affil... Washington Post
News Service... UP
Representative... CBS TV Spot Sales
Membership... NARTB, TvB
Pres. WMBR Div... Glenn Marshall, Jr.
V.P., Comm. Mgr... Charles Stone
Prom. Director... Roger Langston
Program Dir... Harry Kalkines
Dir. of News & Spec. Events... Bill Grove
Prod. Manager... Bob Booker
Film Manager... Jack Sears
Chief Engineer... Ernest Vordermark
Consulting Eng... Craven, Lohnes & Culver

WJNO-TV—Palm Beach 1954—NBC

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... WJNO-TV Inc.
Business Address... 5 Coconut Row
Phone Number... 3-2471
Air Time... 15 hours daily
Representative... Venard, Rintoul & McConnell
Membership... NARTB, TvB
President... George H. Buck, Sr.
General Manager... Theodore Eiland
Operations Manager... Daniel Durniak
Sales Manager... W. F. Housner
Film Manager... Frank Struzzieri
Chief Engineer... George W. DeBlieux
Consulting Engineer... George Davis

WTVJ—Miami—1949 ABC-CBS

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
Owned-Oper. By... WTVJ, Inc.
Address... 316 N. Miami Ave.
Phone Number... Miami 2-6262
Air Time... Full Time
News Service... INS, UP
Representative... Peters, Griffin, Woodward, Inc.
Membership... NARTB
President... Mitchell Wolfson
Exec. V.P., Gen. Mgr... Lee Ruwitch
V.P., Gen. Sales Manager... John S. Allen
Vice-Pres., Operations Mgr... John A. Shay
Legal Director... R. Wolfson
Program Director... Lee Waller
Pub. & Prom. Director... Burt Toppam
Production Mgr... Ashe Dawes
Business Film Mgr... Louis Wolfson
Nat. Sls. Mgr... Stan Gordoni
Local Sls. Mgr... Mary Ford
Dir. of News & Special Events... Ralph Reick
Chief Engineer... Earl W. Lewis
Cons. Eng... Jansky & Bailey

WDBO-TV—Orlando—1954
ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Orlando Bctg. Co., Inc.
Business Address..... 30 S. Ivanhoe Blvd.
Phone Number..... 5-0541
Air Time..... 16 hours daily
News Service..... AP
Representative..... Blair-TV
Membership..... NARTB
President, Gen. Mgr..... Harold P. Danforth, Sr.
Sales Co-ordinator..... A. V. Carlson
Promotion Director..... June Tuohy
Dir. of News & Sp. Events..... Philip Brook
Program Director..... Walter Sickles
Production Manager..... Mark V. Barker
Publicity Director..... Audrey Kinghorn
Film Manager..... Harold P. Danforth, Jr.
Chief Engineer..... J. E. Yarbrough
Consulting Engineer..... George C. Davis

WJDM—Panama City—1953
ABC-NBC-DuM

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.
Owned-Oper. By..... J. D. Manly
Business Address..... Box 428
Phone Number..... Adams 4-2251
Representative..... Hollingbery
General Manager..... Mel Wheeler
Program Director..... Jerry Williams
Chief Engineer..... Jim Smith

WEAR-TV—Pensacola
1953—ABC

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.
Owned-Oper. By..... Gulfport B'g. Corp.
Business Address..... Highway 90
Phone Number..... 3-8311
Air Time..... Full Time
News Service..... AP, UP
Representative..... Hollingbery
President, Gen. Mgr..... Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager..... Milt de Reyna, Jr.
Comm. Mgr..... Irv Welch
Prog. Dir., Film Manager..... Jerry Williams
Dir. of News & Sp. Events..... Dave Fulton
Prod. Manager..... Ray Carow
Publicity Director..... Jean Marie Stark
Chief Engineer..... Jim Smith
Consulting Eng..... Comm. Radio Equip. Co.

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF... AP: 12 Kw... VP: 25 Kw.
Owned-Oper. By..... City of Petersburg
Business Address..... Municipal Pier
Phone Number..... 5-4121
Representative..... Weed
Air Time..... Full Time
News Service..... UP

Membership..... NARTB
General Manager..... Charles L. Kelly
Commercial Manager..... Barney Kobres
Program, Film Director..... Robert E. Gilbert
Promotion Director..... Barbara Young
Chief Engineer..... Louis J. Link
Consulting Engineer..... James McNary

WCTV—Tallahassee—1955
ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... John H. Phipps
Address..... Box 989
Phone Number..... 3-3666
Air Time..... 10 hours daily
News Service..... AP
Representative..... Meeker; Cummings
General Manager..... L. Herschel Graves
Program Director..... Joe Hosford
Production Manager..... Jack Ridner
Film Manager..... Banny Rice
Chief Engineer..... W. A. Snowden

WTVT—Tampa—1955—CBS

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Tampa Television Co.
Address..... Box 1198
Phone Number..... 7-1113
Air Time..... 17 hours daily
News Service..... AP
Representative..... Avery Knodel
President..... Doyle E. Carlton
Gen., Sta., Comm. Mgr..... W. W. Tison
Program Director..... Monte Gurwit
Prom., Pub. Director..... E. L. Jay
Dir. of News & Sp. Events..... Wayne Fariss
Prod. Director..... Walter K. Rhoads
Film Manager..... Patrick Arnoux
Chief Engineer..... Daniel Smith
Consulting Engineer..... Kear & Kennedy

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF... AP: 220 Kw... VP: 316 Kw.
Owned-Oper. By..... Tribune Company
Address..... Box 1410
Phone Number..... 2-0131
Air Time..... 18 hours daily
Newspaper Affiliation..... Tampa Tribune
News Service..... AP
Representative..... Blair-TV
Membership..... NARTB, TvB
President..... J. C. Council
General Manager..... George W. Harvey
Commercial Mgr..... William B. Faber
Prog. Dir., Film Mgr..... Carl Bergquist
Prom., Pub. Director..... Tom Matthews
Production Manager..... L. George Geiger
Chief Engineer..... J. H. Mitchell
Consulting Engineer..... Page, Creutz,
Garrison & Waldschmitt

**WEAT-TV—West Palm Beach
1955—ABC**

Channel: 12 VHF..AP: 63 Kw..VP: 112 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....Pennsylvania Hotel
Phone Number.....3-9668
Air Time.....8½ hours daily
News Service.....AP

Representative.....H-R-TV
President.....Thomas F. O'Neil
General Manager.....J. R. Meachem
Program Dir.....R. W. Kirkpatrick
Prom., Pub. Director.....Charles W. Curtin
Operations Manager.....Mary O'Connell
Comm. Manager.....E. J. Hennessey
Dir. News, Prod. Director.....Jack Poole
Chief Engineer.....J. Ross McPherson

GEORGIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 652,636
Stations in State 12

**WALB-TV—Albany—1954
NBC-ABC-DuM**

Channel: 10 VHF..AP: 56.2 Kw..VP: 112 Kw.
Owned-Oper. By.....Herald Publishing Co.
Business Address.....138 Pine Ave.
Phone Number.....HEmlock 5-8386
Air Time.....10 hours daily
Representative...Venard, Rintoul & McConnell
General Manager.....T. R. Stillwagon
Program Director.....Jack Mayer
News Director.....Don Ferrandou
Chief Engineer.....John L. Rivard
Consulting Engineer.....Kear & Kennedy

**WLW-A—Atlanta—1951
ABC**

Channel: 11 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address.....1611 W. Peachtree St. N.E.
Phone Number.....VE 1141
Air Time.....17 hours daily
News Service.....UP
Representative.....Crosley National Sales
Membership.....TvB, NARTB
General Manager.....H. A. LeBrun
Business Manager.....J. P. Dwyer
Production Manager.....J. J. Sharp

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James H. Gray
President

T. R. Stillwagon
General Manager

Represented by
Venard, Rintoul & McConnell, Inc.

Commercial Manager.....B. I. Ochs
 Prom., Pub. Director.....Howard Rowe
 News, Prog. Director.....Bob Hendrickson
 Film Manager.....Dave Fisher
 Chief Engineer.....Harvey J. Aderhold

WAGA-TV—Atlanta—1949
CBS

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Operated By.....Storer Bcstg. Co., Inc.
 Bus.-Studio Address.1018 W. Peachtree, N.W.
 Phone Number.....Vernon 3553
 Air Time.....17 hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....George B. Storer, Sr.
 Managing Dir.....Glenn C. Jackson
 Program Dir., Film Mgr.....Don Naylor
 Prom., Pub. Director.....Charles E. Trainor
 Chief Engineer.....Hugo Bondy
 Consulting Engineer.....Earl Collum

WSB-TV—Atlanta—1948
NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw
 Owned-Oper. By...The Atlanta Newspapers
 Address.....10 Forsyth St., N. W.
 Phone Number.....EL 6711
 Air Time.....17 hours daily

Newspaper Affiliations..Atlanta Newsp., Inc.
 News Service.....AP, INS, UP
 Representative.....Petty
 Membership.....NARTB
 Executive Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Comm. Manager.....Marcus Bartlett
 Promotion Director.....Walter Paschall
 Dir. of News & Spec. Events.....Don Elliott
 Production Manager.....Mark Tolson
 Publicity Director.....Wayne Anderson
 Film Director.....Jean Hendrix
 Chief Engineer.....R. A. Holbrook

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6.....AP: 67 Kw.....VP: 100 Kw.
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.
 Business Address.....Box 490
 Phone Number.....7-7787
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....TvB
 President.....J. B. Fuqua
 Gen., Sta., Comm. Mgr...Donald M. Kelly, Jr.
 Program Director.....Ben Grear
 Prom. Dir., Ops. Mgr.....Thomas J. Hennesy
 Chief Engineer.....John Jopling
 Consulting Engineer...A. D. Ring Associates

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WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.
Owned-Oper. By...Southeastern Newspapers
Business Address...P. O. Box 932
Phone Number...7-5432
News Service...AP
Representative...Headley-Reed
Air Time...13 hours daily
President...Grover C. Maxwell, Sr.
Gen., Sta., Comm. Mgr...J. W. Hicks
Prog., Prom. Director...Stuart Spencer
Dir. of News & Sp. Events...Warren Hites
Production Manager...Lou Stratton
Film Manager...Frank Allen
Chief Engineer...Joseph P. Gill, Jr.
Consulting Engineer...George Davis

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF...AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By...Southeastern Bcstg. Co.
Business Address...Bankers Insurance Bldg.
Phone Number...2-7373
Air Time...14 hours daily
News Service...UP
Representative...Avery-Knodel
President, Ch. Eng...George Rankin, Jr.
General Manager...Wilton E. Cobb
Station Manager...Herb Johnson
Prom., Pub. Dir., Film Buyer...Ed Pendleton
Dir. of News...Herb Kassner
Production Manager...Bob Savage
Comm. Manager...Frank Crowther
Consulting Engineer...G. C. Davis

WDAK-TV—Columbus
1953—ABC-NBC

Channel: 28 UHF...AP: 234 Kw...VP: 116 Kw.
Owned-Oper. By...Television Columbus
Business Address...1307 1st Avenue
Phone Number...2-8828
Air Time...17 hours daily
News Service...AP
Representative...Headley Reed
Membership...NARTB
General Manager...Allen Woodall
Station Manager...E. F. McLeod
Comm. Manager...Joe V. Windsor
Prog. Dir., Prod. Manager...John Hughes
Dir. of News & Sp. Events...Bill Henry
Prom., Pub. Director...M. M. Byrne
Film Manager...Ronnie Otwell
Chief Engineer...Reeve Owen
Cons. Eng...Craven, Lohnes & Culver

WROM-TV—Rome—1953

Channel: 9 VHF...AP: 15.5 Kw...VP: 30.9 Kw.
Owned-Oper. By...WROM-TV, Inc.
Business Address...121 Broad St.
Phone Number...2-0833
Representative...Weed
President...Dean Covington
General Manager...Ed McKay
Commercial Manager...Charles Doss
Chief Engineer...T. H. Robertson

WSAV—Savannah—1956
NBC-ABC

Channel: 3 VHF...AP: 16.3 Kw...VP: 32.7 Kw.
Owned-Oper. By...WSAV, Inc.
Address...Liberty National Bank Bldg.
Representative...Hoag-Blair Co.
Pres., Gen. Mgr...Harben Daniel

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By...Columbus Bcstg. Co.
Business Address...1350 13th Ave.
Phone Number...2-0601
Air Time...14 hours daily
News Service...UP
Newspaper Affil...Enquirer, Ledger
Representative...Hollingbery
Pres., Gen. Manager...J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer...Ridley Bell
National Sls. Mgr...George Jenkins
Prod., Prog. Director...George A. Gingell
Prom., Pub. Director...Jim Graves
Dir. of News & Sp. Events...Boyd Hinton, Jr.
Production Manager...Ronnie Evans
Chief Engineer...Joe A. Gamble
Consulting Engineer...George C. Davis

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By...Savannah Bcstg. Co.
Business Address...516 Abercorn St.
Phone Number...2-0127
Air Time...14 hours daily
Station Representative...Avery-Knodel
Membership...NARTB
President & Gen. Mgr...William T. Knight, Jr.
Commercial Mgr...Ben B. Williams
Program Director...Dwight J. Bruce
Dir. News, Sp. Events...W. D. Randall
Production Manager...Ben H. Quick
Publicity Director...Joan Purcell
Film Manager...Tom Wells
Promotion Director...Frank S. Bryson, Jr.
Chief Engineer...Kyle Goodman
Consulting Engineer...George Davis

IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—TV Homes 100,074
Stations in State 4

KBOI—Boise—1953—CBS

Channel: 2 VHF... AP: 7 Kw... VP: 14 Kw.
Owned-Oper. By... Boise Valley Bcstrs. Inc.
Business Address... 311 North 10th
Phone Number... 2-2222
Representative. Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr... Westerman Whillock
Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.
Dir. of News & Sp. Events... Dave Johnson
Production Manager... Bill Gratton
Film Manager... Robert Howell
Chief Eng... J. A. Jontz, Jr.

Owned-Oper. By... Idaho Radio Corp.
Business Address... Box 761
Phone Number... 3
Air Time... 8 hours daily
Representative... Gill-Perna
Gen. Mgr... C. N. Layne
Comm. Manager... Claude Cain
Film Manager... Quincy Jensen
Commercial Mgr... Claude Cain
Dir. of News & Sp. Events... J. R. Gobble
Prog., Prom. Dir., Film Mgr... Roy Southwick
Chief Engineer... Carroll Secrist
Cons. Eng... Vandivere, Cohen & Wearn

KIDO-TV—Boise—1953 ABC-NBC

Channel: 7 VHF... AP: 26.5 Kw... VP: 53 Kw.
Owned-Oper. By... KIDO, Inc.
Address... Chamber of Commerce Bldg.
Phone Number... 2-4611
Representative... Hoag-Blair
President... George M. Davidson
General Manager... Walter E. Wagstaff
Commercial Mgr... Barry Tucker
Prog. Director... Jack Link
Film Manager... Vern Moore
Chief Engineer... Harold Toedemeier

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

KLIX-TV—Twin Falls 1955—ABC-CBS

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By... So. Idaho Bcstg. & TV Co.
Address... Box 432
Phone Number... 2820
Representative... Gill-Perna; Moore and Lund
Membership... NARTB
V.P. & Gen. Manager... Frank C. McIntyre
Commercial Manager... Dick Sogn
Program Director... Dave Fox
Dir. of News & Sp. Events... Paul Droubay
Film Manager... Vic Graybeal
Chief Engineer... C. W. Evans

KID-TV—Idaho Falls—1953 CBS-NBC-ABC

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

ILLINOIS

Pop. Feb. 1, 1956 (Est.) 9,192,000—TV Homes 2,488,616
Stations in State 16

WTVI—Belleville-St. Louis 1953—ABC-CBS

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953 ABC

Channel: 15 UHF... AP: 8.51 Kw... VP: 15.8 Kw.
Owned-Oper. By... WBLN Television Inc.
Business Address... Box 646
Phone Number... 4-3031
Air Time... 6 hours daily
News Service... AP
Representative... McGillvra
Pres., Gen. Manager... Worth S. Rough
Program Director... Glen E. Johnson
Dir. News & Sp. Events... George Spray
Chief Engineer... Burl A. Dixon

Business Address... 509 S. Neil St.
Phone Number... 6-8333
Air Time... 17 hours daily
News Service... UP
Representative... Hollingbery
Membership... NARTB, TvB
President... August C. Meyer
V.P., Sales Manager... Guy Main
Promotion Director... Leonard Davis
Production Manager... James Fielding
Publicity Director... William Moore
Film Director... John Ketterer
Chief Engineer... Bob Myers

WCIA—Champaign—1953 CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Midwest Television, Inc.

WBBM-TV—Chicago—1953 CBS

Channel: 2 VHF... AP: 12.7 Kw... VP: 25.4 Kw.
Owned-Oper. By... CBS, Inc.
Bus. Studio Address... 410 N. Michigan Ave.
Phone Number... Whitehall 4-6000
News Service... UP, INS, AP
Air Time... 18½ hours daily
Representative... CBS TV Spot Sales
Membership... NARTB, TvB

President..... J. L. Van Volkenburg
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas
 Commercial Mgr..... George Arkedis
 Program Director..... William Ryan
 Production Manager..... Don Dillion
 Publicity Director..... Charley Wiley
 Prom. Director..... C. W. Doebler
 Dir. of News & Sp. Events..... William Garry
 Film Manager..... Vann Cominos
 Chief Engineer..... Joseph Novy

WBKB—Chicago—1948—ABC

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By..... American Bcstg. Co.
 Business Address..... 20 N. Wacker Dr.
 Phone Number..... ANdover 3-0800
 Air Time..... 17 hours daily
 News Service..... AP, INS
 Representative..... Blair-TV
 V.P., Gen., Sta. Manager..... S. C. Quinlan
 Sales Manager..... Clair Heider
 Dir. of News & Spec. Events..... Cornelius O'Dea
 Prom. & Pub. Director..... Elliott Henry
 Film Director..... Ralph Andrews
 Program Director..... Dan Schuffman
 Production Manager..... Grover J. Allen
 Chief Engineer..... W. Kusack

**WGN-TV—Chicago—1948
 DuM**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By..... WGN, Inc.
 Business Address..... 441 N. Michigan Ave
 Phone Number..... Michigan 2-7600
 Air Time..... 15½ hours daily
 Newspaper Affiliation..... Chicago Tribune
 News Service..... AP, UP, INS
 Representative..... George P. Hollingbery
 Membership..... TvB
 President..... J. Howard Wood
 V.P., Gen., Sta. Mgr..... Frank P. Schreiber
 Program Director..... J. E. Faraghan
 Sales Director..... Ted Weber
 Dir. News & Sp. Events..... Spencer Allen
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hanlon
 Film Director..... Elizabeth Bain
 Chief Engineer..... Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By..... National Bcstg. Co.
 Business-Studio Address..... Merchandise Mart
 Phone Number..... SUperior 7-8300
 Air Time..... 18½ hours daily
 News Service..... AP, INS, UP
 Representative..... NBC Spot Sales
 Membership..... NARTB, TvB
 President..... Robert Sarnoff
 General Manager..... Jules Herbuveaux
 Asst. Gen. Mgr..... Henry T. Siogren
 Prom. Director..... Howard Coleman
 Comm. Manager..... John Keys
 Program Director..... George Heinemann
 Promotion Director..... John Keye
 Dir. of News & Sp. Events..... William Ray

Production Mgr..... Richard Johnson
 Publicity Director..... Chet Campbell
 Film Manager..... Isabelle Cooney
 Chief Engineer..... Howard C. Luttgene
 Consulting Engineer..... Raymond F. Guy

**WDAN-TV—Danville—1953
 ABC**

Channel: 24 UHF.. AP: 7.24 Kw.. VP: 13.2 Kw.
 Owned-Oper. By..... Northwestern Publishing Co.
 Business Address..... 1500 N. Washington Ave.
 Phone Number..... 1700
 Air Time..... 7 hours daily
 Newspaper Affiliation..... The Commercial News
 News Service..... AP
 Representative..... Everett-McKinney, Inc.
 Membership..... NARTB
 General Manager..... Robert J. Burow
 Commercial Manager..... John Eckert
 Program Director..... Honore Ronan
 Station Manager..... Max Shaffer
 Production Manager..... William Dorn
 Film Manager..... Robert Ashby
 Chief Engineer..... Orville Neely
 Consulting Eng..... Walter Kean

WTVP—Decatur—1953—ABC

Channel: 17 UHF.. AP: 93.3 Kw.. VP: 174 Kw.
 Owned-Oper. By..... Prairie Television Co.
 Business Address..... Box 108
 Phone Number..... 8-4304
 Air Time..... 9 hours daily
 Representative..... Bolling
 President..... W. L. Shellabarger
 Program Director..... Robert G. Wright
 Director of News..... Robert Shade
 Chief Engineer..... Hubert F. Abfalter

**WSIL-TV—Harrisburg
 1954—ABC**

Channel: 22 UHF.. AP: 14.12 Kw.. VP: 11.1 Kw.
 Owned-Oper. By..... Turner-Farrar Assn.
 Business Address..... 21½ W. Poplar St.
 Phone Number..... 373
 Air Time..... 8 hours daily
 News Service..... UP
 Representative..... Walker
 Pres., Gen. Mgr..... Oscar L. Turner
 Production Manager..... Bill Plater
 Chief Engineer..... Charles Gilliam
 Consulting Engineer..... Kear & Kennedy

**WEEK-TV—Peoria—1953
 NBC**

Channel: 43 UHF.. AP: 85 Kw.. VP: 175 Kw.
 Owned-Operated By..... West Central Bcstg. Co.
 Address..... 2907 Springfield Rd., E. Peoria
 Phone Number..... 6-5571
 Air Time..... 17 hours daily
 News Service..... UP
 Membership..... NARTB
 Representative..... Headley-Reed
 President..... Robert S. Kerr
 Gen., Sta. Manager..... Fred C. Mueller

Comm. Manager.....William J. Flynn
 Program Director.....Victor Fletcher
 Production Manager.....Dick Evans
 Prom., Pub. Dir.....F. R. Oakley
 Dir. of News & Sp. Events.....Bob Arthur
 Film Manager.....Robert Kroepel
 Chief Engineer.....Wayne Lovely
 Consulting Engineer.....Kear & Kennedy

WTVH-TV—Peoria—1953
ABC-CBS-DuM

Channel: 19 UHF...AP: 5.76 Kw...VP: 12.5 Kw.
 Owned-Oper. By.....Peoria Journal Star
 Business Address.....Peoria, Ill.
 Phone Number.....6-5561
 Representative.....Petry
 President.....Harry P. Slane
 General Mgr.....Edward G. Smith
 National Sales Mgr.....John Leslie
 Promotion Director.....Morton Cantor
 Program Director.....Robert G. Holben
 Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953
ABC-NBC

Channel: 10 VHF...AP: 25.4 Kw...VP: 50.2 Kw.
 Owned-Oper. By.....Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Phone Number.....BALwin 2-6840
 Air Time.....17 hours daily
 Newspaper Affiliation...Quincy Herald Whig
 News Service.....UP
 Representative.....Young TV Corp.
 President.....T. C. Oakley
 General Manager.....J. S. Bonansinga
 Commercial Mgr.....James E. Muse
 Program Director.....T. W. Austin
 Promotion Director.....William Vaughn
 Chief Engineer.....Frank E. Laughlin
 Consulting Eng.....Craven, Lohnes & Culver

WREX-TV—Rockford—1953
ABC-CBS

Channel: 13 VHF...AP: 22.9 Kw...VP: 47 Kw.
 Owned-Oper. By...Greater Rockford TV, Inc.
 Business Address...Auburn & Winnebago Rds.
 Phone Number.....8-1813
 News Service.....UP
 Air Time.....15 hours daily
 Newspaper Afil...Winnebago Newsp., Inc.
 Representative.....H-R Representatives
 Membership.....NARTB
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Comm. Manager.....A. J. Bilardello
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Dir. of News & Sp. Events.....Robert Clyde
 Production Manager.....Rod MacDonald
 Film Manager.....Gene Hines
 Chief Engineer.....Dick Peck
 Consulting Engineer.....Weldon & Carr

WTVO—Rockford—1953
NBC

Channel: 39 UHF...AP: 9.8 Kw...VP: 19.6 Kw.
 Owned-Oper. By...Winnebago Television Corp.
 Business Address.....Meridian Rd.
 Phone Number.....3-5413
 Representative.....Weed
 Manager.....Harold Froelich
 Production Mgr.....John W. Kelin
 Chief Engineer.....Herbert Eckstein
 Film Director.....Carl P. Stiemler

WHBF-TV—Rock Island
1950—ABC-CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Bus. Trans. Address.....Telco Bldg.
 Phone Number.....6-5441
 Air Time.....16½ hours daily
 Newspaper Affil....."The Argus"
 News Service.....UP
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB, TvB
 President.....Ben. H. Potter
 V.P., Sta., Gen. Manager...Leslie C. Johnson
 Asst. Mgr., Sls. Director...Maurice Corken
 Sales Manager.....Ted Arnold
 Prod., Prog. Director.....Forest W. Cooke
 Asst. Prog. Director.....Phil Nesbitt
 Dir. of News & Sp. Events...William Ellison
 Prom., Pub. Director.....Fern Hawks
 Film Manager.....Joseph Gear
 Chief Engineer.....Robert J. Sennett
 Consulting Engineer.....E. C. Page

WICS—Springfield—1953
ABC-NBC

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.
 Owned-Oper. By.....Plains Television Corp.
 Business Address.....523 E. Capitol Ave.
 Phone Number.....8-0465
 Air Time.....14½ hours daily
 News Service.....AP, INS
 Representative.....Adam Young
 Gen., Sta. Manager.....Milton D. Friedland
 Comm. Manager.....Warren King
 Program Director.....H. I. Hoskins
 Prom., Pub. Director.....Jim Henneberry
 Dir. of News & Sp. Events...G. B. Gordon
 Production Manager.....Robert Steffan
 Film Manager.....William Shaw
 Chief Engineer.....Bazil O' Hagan

WTTV—Bloomington—1949
ABC-CBS-NBC

Channel: 10 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Sarkes Tarzian, Inc.
Address..... 539 S. Walnut St.
Phone Number..... 2-1407
Air Time..... 17 hours daily
News Service..... AP, UP
Representative..... Robert Meeker Assoc.
Membership..... NARTB, TvB
President..... Sarkes Tarzian
General Manager..... Robert Lemon
Asst. Comm. Manager..... Norman Cissna
Program Manager..... Robert Petranoff
Prom., Pub. Dir..... Keith Wilson
Dir. of News & Sp. Events..... David Lewis
Production Mgr..... Jerry Danziger
Film Manager..... Warren Perney
Chief Engineer..... Carl Onken
Consulting Eng..... Kear & Kennedy

WSJV—Elkhart—1954
ABC

Channel: 52 UHF.. AP: 131 Kw... VP: 250 Kw.
Owned-Oper. By..... Truth Publishing Co.
Business Address..... Box 403
Phone Number..... 2-1518
Air Time..... 13 hours daily
Newspaper Affiliation..... Elkhart Truth
News Service..... AP
Representatives..... H-R
Membership..... NARTB
President..... John F. Dille Jr.
Gen., Sta., Comm. Mgr..... Paul C. Brines
Program Director..... Edwin J. Lasko
Promotion Director..... R. J. Gillespie
Dir. News & Sp. Events..... Phillip B. Haines
Production Manager..... W. Forrest
Publicity Director..... Shirley Tellander
Film Manager..... Arthur Whitaker
Chief Engineer..... Lester E. Zellner
Consulting Eng..... Craven, Lohnes, Culver

WFIE—Evansville—1953
NBC-ABC

Channel: 62 UHF.. AP: 36.5 Kw... VP: 69.2 Kw.
Owned-Oper. By..... Premier Television, Inc.
Business Address..... 1115 Mount Auburn Rd.
Phone Number..... HArrison 5-6201
Air Time..... 14 hours daily
News Service..... UP
Representative..... Venard, Rintoul & McConnell
Membership..... NARTB
President..... Jesse D. Fine
Gen., Station Mgr..... Ted Nelson
Comm. Manager..... Robert Dean
Program Director..... Charlie Carey
Prom., Pub. Director..... Jay Sondheim
Dir. of News & Sp. Events..... Fred Rollison
Production Manager..... Jack Reinhart
Film Manager..... William C. Francis
Chief Engineer..... Harvey H. Shellito
Consulting Engineer..... George Adair

WKJG-TV—Fort Wayne
1953—NBC

Channel: 33 UHF.. AP: 145 Kw... VP: 277 Kw.
Owned..... Northeastern Indiana Bcstg. Co.
Business Address..... 220 E. Jefferson St.
Phone Number..... Anthony 2295
Air Time..... 17 hours daily
News Service..... AP
Representative..... Paul H. Raymer
Membership..... NARTB, TvB
President..... Clarence L. Schust
General Manager..... Edward G. Thoms
Commercial Mgr..... Carleton B. Evans
Program Director..... Calo Mahlock
Promotion Director..... Wilson Schroeder
Chief Engineer..... Eugene A. Chase
Consulting Engineer..... George Gautney

WFBM-TV—Indianapolis
1949—NBC

Channel: 6..... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Cons. TV & Radio Bcstrs.
Bus. Studio Address..... 1330 N. Meridian St.
Phone Number..... MELrose 4-8521
Air Time..... 18 hours daily
News Service..... AP, INS
Representative..... Katz
Membership..... NARTB, TvB
President..... Harry M. Bitner, Jr.
Gen., Sta. Manager..... William F. Kiley
Prog. Dir..... William Fall
Comm. Manager..... Don Menke
Sales Service, Film Dir..... Hugh Kibbey
Prom., Pub. Director..... Bernard Carney
Dir. of News & Sp. Events..... Gilbert Forbes
Production Manager..... Earl C. Johnson
Chief Engineer..... Harold S. Holland
Consulting Engineer..... Kear & Kennedy

WISH-TV—Indianapolis
1954-CBS

Channel: 8 VHF.. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Universal Bcstg. Co., Inc.
Business Address..... 1440 North Meridian
Phone Number..... MELrose 4-6411
Air Time..... 18 hours daily
News Service..... AP, UP
Representative..... Bolling
Membership..... NARTB
President..... C. Bruce McConnell
Gen., Sta. Manager..... Robert B. McConnell
Commercial Mgr..... Robert F. Ohleyer
Program Director..... Steve Briggs
Prom., Pub. Director..... Jim Buck
Dir. of News & Sp. Events..... Vince Leonard
Production Manager..... S. T. Briggs
Chief Engineer..... Stokes Gresham, Jr.
Consulting Engineer..... George C. Davis

WFAM-TV—Lafayette
1953—ABC-CBS-NBC

Channel: 59 UHF.. AP: 10.5 Kw... VP: 20 Kw.
Owned-Oper. By..... WFAM, Inc.

Business Address.....McCarthy Lane
 Phone Number.....2-4300
 Air Time.....7½ hours daily
 News Service.....UP
 Representative.....Rambeau
 President.....O. E. Richardson
 Station Manager.....Herbert Nelson
 Production Manager.....James Potter
 Chief Engineer.....Richard Cochran
 Consulting Engineer.....Frank McIntosh

WLBC-TV—Muncie—1953 ABC-CBS-NBC-DuM

Channel: 49 UHF..AP: 6 Kw..VP: 112 Kw.
 Owned-Oper. By.....Tri-City Radio Corp.
 Business Address.....Box 271
 Phone Number.....4403
 Air Time.....11 hours daily
 News Service.....UP
 Representative.....Holman, Walker
 Membership.....NARTB, TvB
 Pres., Gen., Sta. Mgr.....Don Burton
 Com., Prom. Dir.....Bill Craig
 Program Director.....Lee Allerton
 Dir. of News & Sp. Events.....Fred Hinshaw
 Production Mgr.....George Marks
 Chief Engineer.....Maury Crain
 Consulting Eng.....George Davis

WNDU-TV—South Bend 1955—NBC

Channel: 46...AP: 92.5 Kw..VP: 185 Kw.
 Owned-Oper. By.....Michiana Telecasting
 Address.....Box 989
 Phone Number.....Central 3-7111
 Air Time.....19 hours daily
 News Service.....AP
 Station Representative.....Meeker
 Membership.....NARTB, TvB
 President..Rev. Theodore M. Hesburgh, C.S.C.
 Vice-Pres., Gen. Mgr.....Bernard C. Barth
 Comm. Manager.....Wm. Thomas Hamilton
 Pub., Prog. Director.....Edward J. Roth
 Promotion Director.....Robert F. Stolfi
 Dir. of News & Sp. Events.....Harold Harris
 Production Manager.....William A. Garden
 Film Manager.....John Knoepfle
 Chief Engineer.....George B. Smith
 Consulting Engineer.....Kear & Kennedy

WSBT-TV—South Bend 1952—CBS

Channel: 34 UHF..AP: 122 Kw..VP: 204 Kw.
 Owned-Operated By.....South Bend Tribune
 Address.....300 W. Jefferson Blvd.

Phone Number.....Central 3-3141
 Air Time.....17 hours daily
 Membership.....NARTB
 Newspaper Affil.....Tribune
 News Service.....UP, INS
 Representative.....Raymer
 Vice-President.....Franklin D. Schurz
 Gen. Mgr.....Neal B. Welch
 National Sales Mgr.....Richard W. Holloway
 Program Director.....Robert J. Drain
 Promotion Director.....Judd Choler
 Dir. of News & Sp. Events.....G. R. Houser
 Production Manager.....Justin Meacham
 Film Manager.....Walter A. Sweitzer, Jr.
 Chief Engineer.....Arthur R. O'Neil
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

WTHI—Terre Haute—1954 ABC-CBS

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....Wabash Valley Bcstg. Co.
 Business Address.....918 Ohio Street
 Phone Number.....Crawford 9481
 Air Time.....8½ hours daily
 Representative.....Bolling
 Membership.....NARTB
 President.....Anton Hulman, Jr.
 General Manager.....J. M. Higgins
 Dir. TV Oper.....Ben Falber, Jr.
 Comm. Manager.....Lou Froeb
 Technical Director.....Pat Murphy
 Dir. of News & Sp. Events.....Richard M. Forbes
 Film Supervisor.....Nancy Langan
 Chief Engineer.....Don Petit
 Consulting Engineer.....George Davis

WINT—Waterloo—1954 ABC-CBS

Channel: 15 UHF..AP: 126 Kw..VP: 237 Kw.
 Owned-Oper. By.....Tri-State Television Inc.
 Business Address.....2000 Lincoln Tower
 Phone Number.....Anthony 8475
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....H-R Television
 Membership.....NARTB
 President.....R. Morris Pierce
 Gen. Mgr.....Ben B. Baylor
 Prog. Dir.....Robert C. Currie, Jr.
 Promotion Director.....Ben K. West
 Dir. of News & Sp. Events.....Richard Hickox
 Production Manager.....Robert Grossman
 Film Manager.....Charles Bloomquist
 Chief Engineer.....Charles E. Wallace

WOI-TV—Ames—1950—ABC

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.
Owned-Oper. By... Iowa State College
Address... Ames, Ia.
Phone Number... CE 2-3400, Ext. 837
Air Time... 12 hours daily
News Service... AP, UP, INS
Representative... Weed
Membership... NARTB, TvB
President... Dr. James Hilton
Gen., Sta. Manager... Richard B. Hull
Comm. Manager... Robert Mulhall
Program Director... Chris Donaldson
Prom., Pub. Dir... Marguerite Theobald
Dir. of News & Sp. Events... Wallis Bishop
Production Manager... La Mar Smith
Film Manager... Warren Royer
Chief Engineer... Keith Ketcham
Consulting Engineer... Jansky & Bailey

KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF... AP: 16.5 Kw... VP: 33 Kw.
Owned-Oper. By... Cedar Rapids Television Co.
Business Address... 1st Ave & 1st St. S.W.
Phone Number... 4-4194
Air Time... 7½ hours daily
Representative... Venard, Rintoul & McConnell
General Manager... Wade S. Patterson
Program Director... Ralph D. Willey
Promotion Director... Edna Herbst
Chief Engineer... Carl Rollert
Consulting Engineers... Kear & Kennedy

WMT-TV—Cedar Rapids 1953—CBS

Channel: 2 VHF... AP: 70 Kw... VP: 100 Kw.
Owned-Oper. By... WMT-TV, Inc.
Bus. Address... Paramount Theatre Bldg.
Phone Number... Cedar Rapids 4-0177
Air Time... 15 hours daily
News Service... AP
Representative... Katz
Membership... NARTB, TvB
President... William B. Dolph
V.P., Gen. Manager... William B. Quarton
Sta. Oper. Manager... Douglas Grant
Sales Manager... Lew Van Nostrand
Promotion Manager... Don Kenney
Dir. TV Operations... Douglas Grant
Dir. of News... Dick Cheverton
Production Manager... Wayne Loui
Creative Supervisor... Hersh Weakley
Film Manager... Gene Bennett
Chief Engineer... George Hixenbaugh
Business Manager... Leo F. Cole
Consulting Engineer... Page, Creutz,
Garrison & Waldschmitt

WOC-TV—Davenport—1949 NBC

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Central Bcstg. Co.
Business Address... 805 Brady St.

Phone Number... 3-3661
Air Time... 17 hours daily
News Service... UP
Representative. Peters, Griffin, Woodward, Inc.
Membership... NARTB, TvB
President... Col. B. J. Palmer
Vice-Pres. & Treas... D. D. Palmer
Exec. Vice-Pres... Ralph Evans
Secretary... William D. Wagner
Vice-President... Paul Loyet
Resident Manager... Ernest Sanders
News Editor... Bob Frank
Publicity Editor... Paul Ives
Film Editor... Ken Wagner
Program Director... Raymond Guth
Asst. Mgr. & Prom. Mgr... Fred Reed
Chief Engineer... Paul Arvidson
Consulting Engineer... A. D. Ring Co.

WHO-TV—Des Moines 1954—NBC

Channel: 13 VHF... AP: 191 Kw... VP: 316 Kw.
Owned-Oper. By... Central Broadcasting Co.
Business Address... 1100 Walnut Ave.
Phone Number... ATlantic 8-6511
Air Time... 17 hours daily
News Service... AP, INS, UP
Representative. Peters, Griffin, Woodward, Inc.
Membership... NARTB, TvB
President... Col. B. J. Palmer
V.P., Treasurer... D. D. Palmer
Exec. V.P... Ralph Evans
V.P., Resident Manager... Paul A. Loyet
Sec. & Controller... William D. Wagner
Asst. Manager... W. W. Woods
Sales Manager... Harold W. Fulton
Regional Sales Manager... R. H. Harter
Local Sales Manager... W. A. Venell
Sports Director... James Zabel
Film Buyer, Prog. Director... Jack Kerrigan
Production Manager... Kenneth Gteller
News Bureau Mgr... Jack Shelley
Chief Engineer... Reed E. Snyder
Consulting Eng... A. D. Ring & Associated

KRNT-TV—Des Moines 1955—CBS

Channel: 8... AP: 199.5 Kw... VP: 316 Kw.
Owned-Operated By... KRNT-TV Co.
Address... Ninth & Pleasant St.
Phone Number... 3-2111
Air Time... 17¼ hours daily
Newspaper Affil... Register and Tribune
News Service... AP, UP
Representative... Katz
Membership... NARTB, TvB
President... Luther L. Hull
Station Manager... Robert W. Dillon
Commercial Manager... Paul M. Elliot
Program Director... Richard H. Covey
Promotion Director... Joe G. Hudgens
Director of News... Russ Van Dyke
Prod. Manager... Guy Koeningberger
Film Manager... Wayne Ackley
Chief Engineer... Charles F. Quentin
Consulting Eng... Craven, Lohnes & Culver



KQTV—Fort Dodge—1953 NBC

Channel: 21 UHF...AP: 170 Kw...VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address.....Warden Bldg.
 Phone Number.....4-0311
 Air Time.....8½ hours daily
 News Service.....UP
 Representative.....Pearson
 Pres., Gen., Station Mgr.....Edward Breen
 Comm. Manager.....Rollie Camp
 Program Director.....Drexel Peterson
 Dir. of News & Sp. Events.....Ken Petersen
 Production Manager.....Vern Gielow
 Film Manager.....Stanley McCurdy
 Promotion Director.....Ruth McTigue
 Chief Engineering.....David Sinclair
 Consulting Engineer.....Everett Dillard

KGLO-TV—Mason City—1954 CBS

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

Owned-Oper. By.....Lee Radio, Inc.
 Business Address....Second & Pennsylvania
 Phone Number.....2800
 Air Time.....12 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 President.....Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Film. Comm. Manager.....Lloyd Loers
 Prod. Mgr., Prog. Director...Douglas Sherwin
 Promotion, Pub. Dir.....Don Harrer
 Dir. of News & Special Events....Ken Kew
 Chief Engineer.....Roger Sawyer
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

KTVO—Ottumwa—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KBIZ, Inc.
 Address.....2513 N. Court St.
 Representative.....The Bolling Co.
 General Manager.....James J. Conroy

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

AP

FOR

RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KTIV—Sioux City—1954 NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... KTIV Television Corp.
Address..... Tenth & Grandview
Phone Number..... 8-0545
Air Time..... 17 hours daily
Newspaper Affil..... Journal-Tribune
News Service..... UP
Representative..... Hollingbery
Membership..... NARTB
Pres., Gen. Mgr..... Dietrich Dirks
Pub. Dir., Comm. Mgr..... Gene Flaherty
Dir. of News & Sp. Events..... Ken Wayman
Prog. Dir., Film Manager..... Max Schindler
Film Manager..... Dietrich Dirks
Chief Engineer..... Alvin Smith
Consulting Engineer..... George Davis

KTVV—Sioux City—1953 CBS-ABC

Channel: 9 VHF... AP: 144 Kw... VP: 288 Kw.
Owned-Oper. By..... Cowles Bcstg. Co.
Business Address..... 7th & Douglas
Phone Number..... 2-2711
Air Time..... 17 hours daily
Newspaper Affiliation..... Register & Tribune
News Service..... AP, UP
Representative..... Katz

Membership..... NARTB, TvB
President..... Gardner Cowles, Jr.
General Manager..... Robert R. Tincher
Station Manager..... Arthur J. Smith
Comm. Manager..... Donald D. Sullivan
Prog. Director..... Norman Bacon
Promotion Director..... Don Beedle
Production Manager..... George Hutchins
Film Manager..... Ben Roen
Chief Engs..... Jack Iverson, Charles Prohaska
Con. Eng..... Craven, Lohnes and Culver

KWWL-TV—Waterloo—1953 NBC-ABC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Black Hawk Bcstg. Co.
Business Address..... Hotel Russell Lamson
Phone Number..... ADams 4-4404
News Service..... UP
Air Time..... 17 hours daily
Representative..... Avery-Knode
Pres., Gen., Sta. Mgr..... Ralph J. McElroy
Commercial Mgr..... Don E. Inman
Director of News..... Ed Falk
Prom., Pub. Director..... Julia Manz
Production Manager..... Ted Hansen
Dir. of Programming..... Warren Mead
Film Manager..... Marge Given
Chief Engineer..... T. W. Kirksey
Consulting Engineer..... Frank McIntosh

KANSAS

Pop. Feb. 1, 1956 (Est.) 2,080,000—TV Homes 424,290
Stations in State 7

KCKT-TV—Great Bend—1954

Channel: 2 VHF... AP: 52 Kw... VP: 100 Kw.
Owned-Oper. By..... Central Kansas TV Co., Inc.
Business Address..... Box 182
Phone Number..... 7868
Air Time..... 6 hours daily
News Service..... UP
Representative..... Bolling
Membership..... NARTB, TvB
President..... E. C. Wedell
Vice Pres., Gen. Mgr..... Les Ware
Comm. Mgr., Pub. Dir..... Otis Cowan
Prog. Dir., Prod. Mgr..... Ben Butler
Chief Eng..... Kenneth H. Cook

KTVH—Hutchinson—1953 CBS-ABC-DuM

Channel: 12 VHF... AP: 120 Kw... VP: 240 Kw.
Owned-Oper. By..... Wichita-Hutchinson Co., Inc.
Business Address..... 1800 North Plum
Phone Number..... 5-5503
Representative..... H-R
Air Time..... 18½ hours daily
News Service..... AP









President..... W. D. P. Carey
Gen., Station Mgr..... Howard O. Peterson
Sales Manager..... E. W. Dullier
Prog. Dir., Dir. News, Sp. Events... Ray Huffer
Prom., Pub. Director..... William S. Ritchie
Film Manager..... Dick Cornish
Chief Engineer..... Robert B. Marye
Consulting Engineer..... A. Earl Cullum

KOAM-TV—Pittsburgh 1953—NBC-ABC

Channel: 7 VHF... AP: 138 Kw... VP: 245 Kw.
Owned-Oper..... Mid-Continent Telecasting, Inc.
Business Address..... Box 603
Phone Number..... 2508
Air Time..... 15½ hours daily
News Service..... UP
Newspaper Affil..... Joplin Globe, News
Membership..... NARTB
Representative..... Katz
President..... Lester E. Cox
Gen., Sta., Comm. Mgr..... R. E. Wade
Prog. Director..... Louis R. Martin
Chief Engineer..... Jack Lawrence
Consulting Engineer..... T. A. M. Craven



Facts and Figures on WIBW-TV's Market That You Won't Find Elsewhere!*

 Consumer spendable income—\$2.8 billion.
  CSI per household — \$5,726.
 Total retail sales—\$1.85 billion.
  TV homes — 449,358.
 Retail sales per household — \$3,755.
 Food sales—\$376 million.
  Drug sales—\$79 million.
 Gen. mer.—\$277 million.
  Eat & drink—\$115 million.
 Apparel store sales—\$94 million.
 Home furn. sales—\$88 million.
  Filling station sales—\$120 million.
 Automotive store sales—\$364 million.
 Building material, hdwe. sales—\$154 million.
  Gross farm income—\$385 million.
 Gross income per farm—\$7,192.
  Farm livestock income—\$238 million.
 Crops income—\$123 million.
 Total farms—53,605.

* Consumer Markets — 1955

WIBW-TV IS THE PREFERRED STATION FOR NEWS—SPORTS—WEATHER—FARM SERVICE!

News, Sports, Weather, Farm service—the Topeka AREA Audience prefers to view them on WIBW-TV! This was proved by the Whan TV Study of the Topeka AREA—a personalized depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by E. L. Whan of Kansas State College. A free copy of this valuable survey

with all facts and figures is waiting for you. Call your Capper man or Topeka.

Throughout the small towns and farms that make up Topeka AREA, WIBW-TV is the first viewing choice! (Whan Study) We now deliver 158,056† homes... 74.1% saturation... in a \$1,300,000,000 market.

†5/1 . . . excluding urbanized Kansas City and St. Joseph, Mo.



CBS
DU MONT
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

WIBW-TV—Topeka—1953

ABC-CBS

Channel: 13 VHF..AP: 53 Kw..VP: 88.5 Kw.
 Owned-Oper. By...Capper Publications, Inc.
 Business Address.....1035 Topeka Blvd.
 Phone Number.....3-2377
 Air Time.....17 hours daily
 Newspaper Affil.....Daily Capital
 News Service.....AP, UP
 Membership.....NARTB, TvB
 President.....Henry Blake
 General Manager.....Ben Ludy
 Television Manager.....Art Holbrook
 Program Director.....Jack Ostrode
 Prod. Manager.....Bob Ellis
 Film Manager.....Bill Barton
 Sales Manager.....Hilton Hodges
 Publicity Director.....Vic Boutwell
 Chief Engineer.....Gil Voiles
 Consulting Engineer.....Page, Creutz

KAKE-TV—Wichita—1953

CBS

Channel: 12 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By.....Hutchinson TV
 Business Address.....1800 N. Plum
 Phone Number.....MO 5-5503
 Air Time.....18.5 hours daily
 News Service.....AP
 Representative.....H.R.
 Membership.....NARTB
 Gen., Sta. Manager.....H. O. Petersen
 Gen. Sales Manager.....E. W. Dallier
 Prog. Director.....Ray Huffer
 Prom. Director.....Kenneth A. Keefer
 Prod. Manager.....Kenneth Carter
 Film Editor.....Richard Cornish

Chief Engineer.....Kenneth H. Cook
 Consulting Engineer.....A. Earl Collum

KARD-TV—Wichita—1950

NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Wichita TV Co.
 Address.....218 N. Broadway
 Phone Number.....AM 5-5633
 Air Time.....8½ hours daily
 News Service.....AP
 Representative.....Petry
 Membership.....NARTB
 President.....G. M. Brown
 Gen., Sta. Mgr., Pub., Prom. Dir.....W. Moyer
 Comm. Manager.....Dale McCoy, Sr.
 Program Director.....T. J. Maloney
 Dir. of News & Sp. Events.....Bob Mays
 Prod., Film Manager.....Jack Park
 Chief Engineer.....Robert B. Marye
 Consulting Engineer.....G. C. Davis

KEDD—Wichita—1953—NBC

Channel: 16 UHF..AP: 132 Kw..VP: 245 Kw.
 Owned-Oper. By.....KEDD, Inc.
 Business Address.....Box 1740
 Phone Number.....Temple 8-3321
 Air Time.....16¾ hours daily
 Newspaper Affiliation.....Wichita Beacon
 News Service.....UP
 Representative.....Adam Young
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Stanley H. Durwood
 Prog., Prom., Pub. Dir.....Nevin McCord
 Dir. of News & Sp. Events.....Martin Gray
 Chief Engineer.....John Ledbetter
 Consulting Engineer.....George Adair

KENTUCKY

Pop. Feb. 1, 1956 (Est.) 3,025,000—TV Homes 511,969
 Stations in State 4

WAVE-TV—Louisville

1948—ABC-NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Phone Number.....Wabash 2201
 Air Time.....17 hours daily
 News Service.....AP
 Membership.....NARTB, TvB
 Representative.....NBC Spot Sales
 President.....George W. Norton, Jr.
 Gen., Sta. Manager.....Nathan Lord
 Commercial Manager.....Ralph Jackson
 Prog., Film Dir.....George Patterson
 Production Manager.....Pat O'Hara
 Prom., Pub. Dir.....Charles Hill
 Dir. of News & Sp. Events.....Rodney Ford
 Chief Engineer.....Wilbur Hudson
 Consulting Engineer.....E. C. Ring

WHAS-TV—Louisville—1950

CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Phone.....Wabash 2211
 Representative...Harrington, Righter, Parsons
 News Service.....AP
 Newspaper Affil.....Courier-Journal, Times
 Air Time.....15 hours daily
 Membership.....NARTB, TvB
 President.....Barry Bingham
 V.P. & Director.....Victor A. Sholis
 Station Manager.....Neil D. Cline
 Comm. Manager.....Albert J. Gillen
 Program Director.....Ralph M. Hansen
 Prom., Pub. Director.....William F. Loader
 Production Mgr.....Robert Pilkington
 Film Manager.....Charles McDaniel
 Chief Engineer.....O. W. Townner



WEHT—Henderson—1953 CBS

Channel: 50 UHF. AP: 8.77 Kw. VP: 16:25 Kw.
Owned-Oper. By... Ohio Valley Television Co.
Business Address..... Box 395
Phone Number..... HEnderson 5-2634
Air Time..... 12 hours daily
Representative..... Meeker, Adam Young
President..... Herbert R. Levy
General Manager..... Cecil M. Sansbury

Asst. Mgr. Ops..... Roger Garrett
News Director..... Brod Seymour
Chief Engineer..... Robert Cleveland

WLEX-TV—Lexington 1955—NBC-ABC

Channel: 18 UHF... AP: 9.2 Kw... VP: 17 Kw.
Owned-Oper. By..... WLEX-TV, Inc.
Address..... 134 N. Limestone St.
Representative..... Forjoe-TV, Inc.
V.P., Gen. Mgr..... Earl L. Boyles

LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—TV Homes 551,390
Stations in State 11

KALB-TV—Alexandria 1954—NBC-CBS

Channel: 5 VHF. AP: 15.1 Kw. VP: 28.2 Kw.
Owned & Oper. By... Alexandria Bcstg. Co.
Business Address..... 6th & Washington St.
Phone Number..... 3-2543
Air Time..... 8½ hours daily
News Service..... AP, UP
Representative..... Weed
Membership..... NARTB
President..... T. B. Lanford
General Manager..... Willard L. Cobb
Comm. Manager..... Marvin Reuben
Prog. Dir., Prod. Manager..... Tommy Erwin
Prom., Pub. Director..... Vivian Close
Dir. News & Sp. Events..... Larry McHale
Film Manager..... Malcom Couvillion
Chief Engineer..... Jesse Sexton
Cons. Eng..... Comm. Radio Equip. Co.

Phone Number..... 8-1491
Air Time..... 17 hours daily
News. Affil... State Times; Morning Advocate
News Service..... AP, UP
Representative..... Hollingbery
Membership..... NARTB
President..... Douglas L. Mamship
General Manager..... Roy Dabodie
Sales Manager..... Guy Corley
Program Director..... John Ferguson
Promotion Director..... Jack Harrington
Production Manager..... Bob Reed
Chief Engineer..... Pat Weathersby
Consulting Engineer..... Page, Creutz,
Garrison & Weatherby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF. AP: 30.2 Kw. VP: 52.5 Kw.
Owned-Oper. By..... Camelia Bcstg. Co., Inc.
Address..... Box 398
Representative... Venard, Rintoul & McConnell,
Clarke Brown
General Manager..... James W. Lucas

WAFB-TV—Baton Rouge 1953—ABC-CBS-NBC

Channel: 28 UHF. AP: 108 Kw. VP: 216 Kw.
Owned... Modern Bcstg. Co. of Baton Rouge Inc.
Business Address..... 929 Government St.
Phone Number..... 4-8571
Air Time..... 14 hours daily
News Service..... UP
Membership..... NARTB, TvB
Representative..... Adam Young
President..... C. C. Barnard
V.P., Gen., Sta. Mgr..... Tom E. Gibbens
Comm. Manager..... Mervyn Rhys
Sales Manager..... Ron Litteral
Prog. Dir., Film Mgr..... Don Hallman
Prom., Pub. Dir..... Una Daigre
Director of News..... John Coburn
Dir. Special Events..... Bob Peters
Prod. Mgr., Chief Engineer..... Don Allan
Consulting Engineer..... George A. Gautney

KPLC-TV—Lake Charles 1954—NBC-ABC

Channel: 7 VHF. AP: 35.5 Kw. VP: 52.5 Kw.
Owned-Oper. By..... Calcasieu Bcstg. Co.
Business Address..... Box 1521
Phone Number..... HEmlock 6-3631
Air Time..... 9 hours daily
News Service..... AP
President..... T. B. Lanford
Gen., Sta. Manager..... David Wilson
Comm. Manager..... Pelham Mills, Jr.
Prom., Pub. Director..... Pauline Mahoney
Dir. News & Sp. Events... Karl Van Leuwen
Film Manager..... Donald Johnson
Prog. Director..... Fitz Hooton
Production Director..... Bob Lashbrook
Chief Engineer..... Ed Barton

WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF. AP: 56.2 Kw. VP: 100 Kw.
Owned-Operated By..... La. TV Bcstg. Co.
Address..... Box 1926

KTAG-TV—Lake Charles 1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 21 Kw.

Owned-Oper. By.....KTAG-TV, Inc.
 Business Address.....Box 173
 Phone Number.....HEmlock 9-9413
 Air Time.....7 hours daily
 Representative.....Adam Young; Brown
 News Service.....UP
 Membership.....NARTB
 President.....Warren Berwick
 General Manager.....W. F. Hesion
 Comm. Manager.....Harper Clark
 Prog. Director.....Nelda Barker
 Film Manager.....John Boudreau
 Consulting Engineer.....Gautney & Jones
 Chief Engineer.....Lawrence Vicknair

Sales & Prom. Mgr.....Jack Ansell, Jr.
 Program Director.....Harry Arthur
 Dir. News & Sp. Events.....Mac Ward
 Operations Mgr.....Pete McCausland
 Film Manager.....Lee Hunt
 Dir. Engineering.....Ray Boyd
 Consulting Eng.....Frank H. McIntosh

KNOE-TV—Monroe—1953
CBS-NBC-ABC

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
 Owned-Oper. By.....James A. Noe
 Business Address.....Box 1713
 Phone Number.....8155
 Air Time.....17 hours daily
 News Service.....AP
 Membership.....NARTB
 Representative.....H-R
 President.....James A. Noe
 Vice-Pres., Gen. Mgr.....Paul H. Goldman

WDSU-TV—New Orleans
1948—ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Phone Number.....TULane 4371
 Air Time.....119 hours weekly
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB, TvB
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 V.P., Comm. Manager.....A. Louis Read
 Program Director.....Herman Livericht
 V.P., Chg. Programming.....Tom Hicks
 Prom., Pub. Dir.....Marion Annenberg
 Prog. Operations Mgr.....Stanley Holiday
 Chief Engineer.....Lindsey Riddle
 Consulting Engineer.....E. C. Page

**KNOE-TV OPENS DOORS
 TO 280,000 HOMES**



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows From 3 Networks

Check the survey reports for the top shows on all three networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

Powerful Local Programming

Name your product and we have a strong local participation show to sell it. . . . News, weather, sports, music, variety, farm or cooking and homemaking.

*145,000 Homes Unduplicated Coverage

MARKET DATA			
Population	1,664,500	Restaurants, Drinks, etc.	\$ 53,985,000
Families	476,260	Drugs	\$ 35,906,000
Spendable Income	\$1,591,352,000	Building Materials, Hardware	\$ 96,324,000
Food Stores	\$ 238,625,000	TOTAL RETAIL SALES	\$1,063,415,000
General Merchandise Stores	\$ 154,806,000	Farms, number operated	143,429
Auto Stores	\$ 232,292,000	Population Living on Farms	583,600
Service Stations	\$ 55,368,000	Dwelling Units	148,070

KNOE-TV

**CHANNEL 8
 MONROE, LOUISIANA**

A James A. Noe Station
PAUL H. GOLDMAN Vice President and General Manager
CBS — NBC — ABC
H-R TELEVISION, INC. National Representatives

WJMR-TV—New Orleans
1953—ABC-DuM-CBS

Channel: 81 UHF.. AP: 25 Kw.. VP: 50 Kw.
Owned-Oper. By..... Supreme Bcstg. Co. Inc.
Business Address..... 1500 Canal St.
Phone Number..... Canal 0356
Representative..... Bolling
Vice-Pres., Gen. Mgr..... George A. Mayoral
Commercial Mgr..... Patrick J. Shannon
Program Director..... Aubrey Moore
Chief Engineer..... Jack Petrik

Phone Number..... 2-0697
Representative..... Paul H. Raymer
President..... Don George
Gen., Sta., Comm. Mgr..... Deane R. Flett
Program Director..... Henry J. Davis
Prom., Pub. Dir..... Carol Vinson
Dir. of News & Sp. Events..... Michael Hinn
Production Mgr..... John Renshaw
Film Manager..... Hugh Pickett
Chief Engineer..... Morris C. Barton
Con. Eng..... Vandivere, Cohen & Wearn

KSLA—Shreveport—1953
NBC-CBS-ABC-DuM

Channel: 12 VHF.. AP: 6.5 Kw.. VP: 13 Kw.
Owned-Oper. By..... Interim Television Corp.
Business Address..... Box 1861

KTBS-TV—Shreveport
1955—NBC-ABC

Channel: 3 VHF.. AP: 69.8 Kw.. VP: 100 Kw.
Owned-Oper. By..... KTBS, Inc.
Address..... 312 E. Kings Hwy.
Representative..... Edward Petry
Pres., Gen. Mgr..... E. Newton Wray

MAINE

Pop. Feb. 1, 1956 (Est.) 915,000—TV Homes 204,939
Stations in State 5

WABI-TV—Bangor—1953
ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 17.9 Kw.. VP: 30 Kw.
Owned-Oper..... Community Telecasting Serv.
Address..... 57 State St.
Phone Number..... 8255
Air Time..... 14 hours daily
News Service..... AP
Reps..... Hollingbery, Kettel-Carter
Membership..... NARTB
President..... Horace Hildreth
Gen., Station Mgr..... Leon P. Gorman, Jr
Comm. Mgr..... Milton C. Chapman
Nat. Sls. Mgr..... W. J. Mullen
Program Director..... Leon H. Nelson
Promotion Director..... Richard B. Bronson
Dir. News & Sp. Events..... Robert H. Patten
Film Manager..... Ralph Libby
Chief Engineer..... Walter L. Dickson
Consulting Engineer..... George Davis

WMTW—Poland Spring
1954—CBS-ABC-DuM

Channel: 8 VHF.. AP: 52.5 Kw.. VP: 105 Kw.
Owned-Oper. By..... Mt. Washington TV Inc.
Business Address..... Riccar Inn
Phone Number..... 51
Membership..... TvB
President..... John W. Gulder
Vice Pres. & Gen. Mgr..... John H. Norton Jr.
Program Director..... John T. Madigan
Production Director..... Lester J. Richards
Chief Engineer..... Parker H. Vincent

WCSH-TV—Portland—1953
NBC

Channel: 6 VHF.. AP: 70 Kw.. VP: 100 Kw.
Owned-Oper. By..... Maine Radio & TV Co.
Business Office..... 157 High Street
Phone Number..... Spruce 2-0181
Air Time..... 17 hours daily
News Service..... UP, INS
Representative..... Weed
Membership..... NARTB, TvB
President..... Adeline B. Rines
Gen. Manager..... William H. Rines
Station Manager..... Jack S. Atwood
Comm. Manager..... Bruce McGorrill
Program Director..... Burnell Poole, Jr.
Promotion Director..... Linwood T. Pitman
Dir. of News & Sp. Events..... Philip N. Johnson
Film Manager..... William Kerkos
Chief Engineer..... Chas. Brown
Consulting Engineer..... A. D. Ring & Co.

W-TWO—Bangor—1954—CBS

Channel: 2 VHF.. AP: 8 Kw.. VP: 14 Kw.
Owned-Oper..... Murray Carpenter & Assoc.
Business Address..... 7 Main St.
Phone Number..... 2-4822
Air Time..... 17 hours daily
News Service..... UP
Representative..... Venard, Rintoul & McConnell
Robt. Foster
President, Gen., Sta. Mgr..... Murray Carpenter
Natl. Comm. Manager..... Rudolf Marcoux
Local Comm. Manager..... Robert Walton
Prog. Dir., Prod. Mgr..... James Robinson
Film Manager..... Jan Phair
Chief Engineer..... William Clark
Consulting Engineer..... Page, Creutz,
Garrison & Waldschmitt

WGAN-TV—Portland—1954
ABC-CBS

Channel: 13 VHF... AP: 127... VP: 240 Kw.
Owned-Oper. By... Guy Gannett Bcstg. Services
Business Address... 390 Congress St.
Newspaper Affil... Gannett Publ. Co.
News Service... AP
Air Time... 12 hours daily
Membership... NARTB

Phone Number... 2-7423
Representative... Avery-Knodel
President... Jean Gannett Williams
V.P., Gen. Sta. Mgr... Creighton E. Gatchell
Comm. Manager... Richard E. Bates
Prog., Pub. Director... Samuel G. Henderson
Dir. News & Sp. Events... Nunzi Casavola
Production Mgr... Lloyd Knight
Film Manager... Earl Fenderson
Chief Engineer... Roger W. Hodgkins
Cons. Eng... Cravens, Lohens, & Culver

MARYLAND

Pop. Feb. 1, 1956 (Est) 2,643,000—TV Homes 685,470
Stations in State 4

WAAM-TV—Baltimore
1948—ABC

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Operated By... WAAM, Incorporated
Business Address... Television Hill
Phone Number... MOhawk 4-7600
Air Time... 16 hours daily
News Service... AP
Representative... Harrington, Righter and
Parsons, Inc.
Membership... NARTB, TvB
General Manager... Ken Carter
Asst. Gen. Mgr., Dir., Sls... Armand Grant
Prog., Film Manager... Herbert B. Cahan
Asst. Pgm. Mgr., Pub. Serv. Dir... Jim Kilian
Publicity Director... Tommy Dukehart
Chief Engineer... Glenn Lahman

Consulting Eng... Kear & Kennedy
Director of Eng... Ben Wolle

WBAL-TV—Baltimore—1948
NBC

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Operated By... Hearst Corporation
Business-Studio Address... 2610 N. Charles
Phone Number... Hopkins 7-3000
Air Time... 18¼ hours daily
Newspaper Affil... Baltimore News, Post &
Sun. American
News Service... INS, UP, AP
Representative... Edward Petry
Membership... NARTB
President... Charles B. McCabe
Vice-Pres. & Gen. Mgr... D. L. Provost

AMERICAN BROADCASTING CO. AFFILIATE

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TELEVISION

SERVICE IN

BALTIMORE

MARYLAND



316,000 WATTS

Represented Nationally by
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WAAM-13



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Vice-Pres. (Engineering).....John T. Wilner
 Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
 Prod. Manager.....John Frankenfield
 Program Director.....Sydney King
 Business Mgr.....Freeman W. Cardall
 Comm. Manager.....Willis K. Freiert
 News, Prom., Pub. Mgr., Thomas J. White, Jr.
 Chief Engineer.....William C. Bareham
 Consulting Engineer.....Earl Cullam

Comm., Prom., Pub. Mgr....Ernest A. Lang
 Program Director.....Robert B. Cochrane
 Chief Engineer.....Carlton G. Nopper
 Exec. V.P.....William F. Schmick, Jr.
 Prom. Co-ordinator.....Colin MacLachlan
 Dir. News & Sp. Events, Film Mgr., D. V. Stickle
 Production Manager.....Edwin B. Mick

WMAR-TV—Baltimore 1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Address.....Charles & Redwood Sts.
 Phone Number.....MULberry 5-5870
 Air Time.....17 hours daily
 News Service.....AP
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....William F. Schmick
 V.P., Dir. of TV. Sta. Mgr.....Ewell K. Jett

WBOC-TV—Salisbury—1954 ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw..VP: 15.8 Kw.
 Owned & Oper.....Peninsula Broadcasting Co.
 Address.....Radio-Tv. Park
 Phone.....6131
 Air Time.....7½ hours daily
 News Service.....AP
 Sta. Rep.....Burn-Smith Co.
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.....Charles J. Truitt
 Dir. of News & Sp. Events.....Phil Adams
 Prog. Dir.....John W. Downing Jr.
 Chief Engineer.....Jack W. Ward
 Consulting Eng.....A. D. Ring & Associates

MASSACHUSETTS

Pop. Feb. 1, 1956 (Est) 4,950,000—TV Homes 1,355,061
 Stations in State 6

WBZ-TV—Boston—1948 NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.
 Owned-Oper By...Westinghouse B'casting Co.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service..INS, UP Facsimile, Telenews UP
 Air Time.....18 hours daily
 Representative..Peters, Griffin, Woodward, Inc.
 Membership.....NARTB, TvB
 President.....Donald H. McGannon
 General Manager.....F. A. Tooke
 Sales Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Promotion Manager.....E. J. Muriaty
 Dir. of News & Sp. Events...F. E. Whitmarsh
 Asst. Prog. Mgr.....Iran Berlow
 Publicity Director.....J. Cullinane
 Film Buyer & Traffic Mgr.....R. Duffield
 Chief Engineer.....W. Hauser
 Engineer.....R. N. Harmon

News Service.....UP
 Membership.....NARTB
 President.....Leon Podolsky
 Station Manager.....John T. Parsons
 Commercial Manager.....Wm. P. Geary
 Program Director.....A. D. Vaber
 Prom., Pub., News Dir.....Larry Vaber
 Production Director.....Donald Selby
 Film Manager.....Dick Bolender
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....James C. McNary

WNAC-TV—Boston—1948 CBS-ABC-DuM

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address...21 Brookline Ave.
 Phone Number.....COMmonwealth 6-0800
 Air Time.....15 hours daily
 News Service.....INS, UP
 Representative.....H-R Reps, Inc.
 Membership.....TvB
 President.....Tom O'Neil
 Exec. V.P. & Gen. Mgr.....Norman Knight
 Comm. Mgr.....Tom Bateson
 Vice Pres.....George Steffy
 Promotion Dir.....George Hallberg
 Dir. of News & Spec. Events..Leland Bickford
 Production Mgr.....Tony Lang
 Publicity Dir.....Phyllis Doherty
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

WMGT-TV—Adams—1953 ABC

Channel: 74 UHF..AP: 150 Kw..VP: 300 Kw.
 Owned-Oper. By.....Greylock Bcstg. Co.
 Business Address.....8 Bank Row
 Phone Number.....Pittsfield 2-1553
 Air Time.....8 hours daily
 Representative.....Walker



WWLP—Springfield—1953
ABC-NBC

Channel: 22 UHF..AP: 103 Kw..VP: 206 Kw.
Owned-Oper. By.....Springfield Television
Bcstg. Corp.

Business Office.....17 Pearl St.
Phone Number.....STate 8-4521
Air Time18 hours daily
News ServiceAP, INS, UP
Station Reps.....Hollingbery, Kettell-Carter
PresidentRoger L. Putnam
General ManagerWilliam L. Putnam
Station ManagerHoward S. Keefe
Commercial Mgr.James H. Ferguson, Jr.
Program DirectorWallace I. Green
Dir., News & Spec. Events...Frederick Oginz
Production Manager...Wayne Henry Latham
Publicity Director.....Camillia T. Lemery
Film Manager.....Wallace Sawyer

Chief Engineer.....George R. Townsend
Consulting Engineer.....Frank MacIntosh

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

Channel: 55 UHF..AP: 91 Kw..VP: 182 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Phone Number.....Springfield 4-1126
Air Time.....16 hours
News ServiceUP
RepresentativeBranham, Weed
MembershipNARTB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Kendall Smith
Production Manager.....Paul Wiley
PublicityMichael Horn
Film Manager.....Robert Thomas
Chief Engineer.....Harold Schumacker
Consulting Engineer.....Kear & Kennedy

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WPAG-TV—Ann Arbor—1953 DuM

Channel: 20 UHF... AP: 10 Kw... VP: 20 Kw.
Owned-Oper. By... Washtenaw Bcstg. Co.
Business Address... Hutzel Bldg.
Phone Number... 2-5517
Air Time... 5½ hours daily
News Service... AP
Representative... Everett-McKinney
President... Arthur E. Greene
Vice-Pres., Gen. Mgr... Edward F. Baughn
Commercial Mgr... Kenneth MacDonald
Program Director... David Pringle
Chief Engineer... Donald N. Bowdish

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

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Northeastern Michigan Corp.
Business Address... 814 Adams St., Bay City
Phone Number... 36-505
Air Time... 17 hours daily
News Service... INS, AP
Membership... NARTB
Representative... Mich. Spot Sls., Headley-Reed
President... James Gerity, Jr.
Vice Pres., Gen. Mgr... O. W. Myers
Asst. Treas. & Mgr... D. Scott Hager
Comm. Mgr... John J. Keenan
Prog., News & Sp. Events Dir... Frank Benesh
Prom., Pub. Dir... Richard L. Bing
Production Manager... Jerry Burke
Film Manager... Tom Matthews
Chief Engineer... Robert L. Beurket

WWTW—Cadillac—1954 ABC-CBS

Channel: 13 VHF... AP: 54 Kw... VP: 104 Kw.
Owned-Oper. By... Sparton Bcstg. Co.
Business Address... 214 N. Mitchell St.
Phone Number... Prospect 5-3478
Representative... Weed
Membership... TvB
Air Time... 12 hours daily
News Service... AP
President... John J. Smith
General Manager... L. T. Matthews
Oper. Manager... Daryl Sebastian
Comm. Manager... John Cundiff
Prog. Dir., Film Mgr... Donald Cunningham
Prom., Pub. Director... Fred Lamb
Dir. of News & Sp. Events... Guy VanderJaqt
Production Manager... Dwight Wheeler
Chief Engineer... A. W. Daubendick

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF... AP: 180 Kw... VP: 325 Kw.
Owned-Oper... Western Ontario Brcdstng. Co.
Business Address... 825 Sandwich St.

Phone Number... WO 1-7200
News Service... INS, UP
Rep... All-Canada TV Ltd., Adam J. Young
Pres., Gen. Manager... J. E. Campeau
Dir. of Operations... S. C. Ritchie
Gen. Scales Mgr... E. W. Wardell
Nat'l. TV Sls. Mgr... W. N. Hawkins
Dir. of News & Sp. Events... Austin Grant
Publicity Director... Art Gloster
Film Manager... Arthur MacColl
Dir. of Engineering... W. J. Carter

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF... AP: 50.1 Kw... VP: 97.7 Kw.
Owned-Operated By... Evening News Assoc.
Business-Studio Address... 622 W. Lafayette
Phone Number... Woodward 2-2000
Air Time... 18 hours daily
News Service... UP, AP
Representative... Peters, Griffin, Woodward, Inc.
Membership... NARTB, TvB
President... Warren S. Booth
General Manager... Edwin K. Wheeler
Asst. General Manager... Don DeGroot
Business Manager... Henry C. Rogers
Prog. & Prod. Manager... James Schiavone
Sales Prom. Manager... Glenn Kyker
News Editor... James F. Clark
Public Affairs Manager... James Eberle
Sls. Development Mgr... Wendell Parmelee
Natl. Sls. Mgr... Ray W. Colie
Local Sls. Mgr... Douglas L. Sinn
Film Manager... Frank Picard
Gen. Eng. Manager... E. J. Love
Chief Studio Engr... Russell P. Williams
Garrison & Waldschmitt

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... American Broadcasting Co.
Business Address... 1700 Mutual Bldg.
Phone Number... Woodward 3-8321
Air Time... 16 hours daily
News Service... AP, INS
Representative... Blair-TV
Membership... NARTB
President, Gen. Mgr... James G. Riddell
Station Mgr... John F. Pival
Comm. Manager... Ralph Dawson
Program Director... John Lee
Promotion Director... Robert Baldrice
Dir. of News & Sp. Events... Dick Femmell
Production Manager... Peter Strand
Publicity Director... Marty Mogge
Chief Engineer... Charles Koche
Consulting Engineer... Kear & Kennedy

—1956—

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FOR

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(CHANNEL 2)

NUMBER ONE STATION

in

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DETROIT

BASIC CBS

100,000 WATTS

1,057 FOOT TOWER

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WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple St.
Phone Number.....Temple 3-7900
Air Time.....17 hours daily
News Service.....INS, AP
Membership.....NARTB, TvB
Representative.....Katz Agency
President.....George B. Storer Sr.
Managing Director.....Bill Michaels
District V.P.....William E. Rine
Local Sls. Mgr.....Keith T. McKenney
National Sls. Mgr.....Maurice E. McMurry
Prom., Merchandising Mgr.....W. S. Smith
News.....Jacques LeGoff
Prog. Oper. Mgr.....Ralph R. Rust
Publicity Director.....Dennis Roehl
Film Manager.....George Kenyon
Chief Engineer.....Paul Frincke
Consulting Engineer.....A. Earl Cullum

WOOD-TV—Grand Rapids 1949—ABC-NBC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
Phone Number.....GL 9-4125
Air Time.....18 hours daily
News Service.....AP, INS
Representative.....Katz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Dir. News & Spec. Events.
Program Director.....Frank G. Sisson
Promotion Director.....John Dragomier
Publicity Dir.....Sharon Schneider
Film, Prod. Mgr.....Robert H. Smith
Chief Engineer.....Louis Bergenroth
Consulting Engineer.....Kear & Kennedy

WKZO-TV—Kalamazoo 1950—ABC-CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....5-2101
Air Time.....17 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Comm. Manager.....Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....Robert Dye
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1954 ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Streets

Phone Number.....IV 2-1333
Air Time.....17 hours daily
News Service.....UP
Representative.....Petry
President.....Harold Gross
V.P., Station Manager.
Dir. News & Sp. Events...Howard K. Finch
Prog., Prom. Director.
Prod. Manager.....J. Kenneth Richards
Publicity Director.....Elmer Davis
Film Manager.....Phil Sherck
Chief Engineer.....Charles Brady
Consulting Engineer.....Kear & Kennedy

WTOM-TV—Lansing—1953 ABC

Channel: 54 UHF... AP: 10 Kw... VP: 20 Kw.
Owned-Oper. By.....Inland Bcstg. Co.
Business Address.....407 N. Washington Ave.
Phone Number.....2-1655
Air Time.....6 hours daily
News Service.....UP
Pres., Gen., Sta. Mgr.....Thomas B. Shull
Comm. Manager.....Roger Underhill
Prog. Dir., Dir. News & Sp. Ev...Edward Carson
Production Manager.....Kenneth Herman
Publicity Director.....Mary Preston
Film Manager.....Francis Wilson
Chief Engineer.....William Cruse

WKNX-TV—Saginaw—1953 ABC-CBS

Channel: 57 UHF... AP: 103.5 Kw... VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number.....3-4471
Air Time.....16 hours daily
News Service.....UP
Representative.....Gill-Perna
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director.....Thomas A. Taylor
Promotion Director.....Robert E. Douglas
Dir. of News & Sp. Events.....Britt Temby
Production Manager.....Ernest Whitmore
Film Manager.....William Sullivan
Chief Engineer.....Max W. Thomas
Consulting Engineers.....Page, Creutz,
Garrison & Waldschmidt

WPBN-TV—Traverse City 1954—NBC

Channel: 7 VHF... AP: 30.9 Kw... VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Phone Number.....2700
News Service.....AP
Membership.....TvB
President, Gen. Mgr.....Les Biederman
Station Mgr.....John Anerson
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....William H. Kiker

KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address.....405 North Main St.
Phone Number.....HE 3-8836
Air Time.....9 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
Gen., Sta. Mgr., Prog. Dir.....Gene P. Loffler
Comm. Manager.....Don Jones
Promotion Director.....Rex Stein
Dir. News & Sp. Events.....Christy Hansen
Prod. Manager.....Stan Stydnicki
Film Manager.....Dick Lane
Chief Engineer.....Phil Melone

KDAL-TV—Duluth-Superior 1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Phone Number.....RAndolph 2-4466
News Service.....AP
Representative.....Avery-Knodel
President, Gen. Mgr.....Dalton LeMasurier
V.P., Comm. Mgr.....Odin S. Ramsland
Sales Manager.....John Grandy
Program Director.....Earl Henton
V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior 1954—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Northwest Publications, Inc.
Business Address.....230 East Superior St.
Phone Number.....RA 7-6875
Representative Peters, Griffin, Woodward, Inc.
News Service.....AP
Membership.....NARTB
General Manager.....Rodney A. Quick
Commercial Mgr.....Thomas Gavin
Production Mgr.....Edwin M. Conrad
Program Director.....Lew Martin
News Director.....Bob Ball
Promotion Director.....Paul Andresen
Film Manager.....William Ashton
Mdse. Manager.....Martin Olson
Chief Engineer.....Jerry Baumann
Consulting Engineer.....John Sherman

WCCO-TV—Minneapolis 1949—CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552

Air Time.....17 hours daily
News Service.....AP, UP
Representative Peters, Griffin, Woodward, Inc.
Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Gen. Mgr.....F. Van Konynenburg
Sta. Mgr.....Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Dir. of News & Sp. Exents.....Rollie Johnson
Production Manager.....Charles D. Miller
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman
Mdse. Manager.....Don Gillies
Dir. of Research.....Charles Smith

WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By...Minnesota Television Public
Service Corp.
Business Address.....2925 Dean Blvd.
Phone Number.....Walnut 7-8881
Air Time.....8½ hours daily
News Service.....AP, UP
Representative.....Blair
Membership.....NARTB
President.....Robert Butler
General Manager.....Joseph L. Merkle
Station Mgr., Prog. Dir.....Donald Kratz
Comm. Manager.....David Cole
Prom., Pub. Director.....G. E. La Rocque
Dir of News & Sp. Events.....Paul Sevaroid
Production Manager.....Joseph Carney
Film Manager.....Eugene Wecker
Chief Engineer.....Mike Fleming
Consulting Engineer.....George P. Adair

KEYD-TV—Minneapolis- St. Paul—1954

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Family Bcstg. Corp.
Business Address.....Foshay Tower
Phone Number.....Fillmore 8811
Air Time.....8½ hours daily
News Service.....AP, UP
Membership.....NARTB
Representative.....H-R Reprs. Inc.
President.....Leslie C. Park
Managing Director.....Robert M. Purcell
V.P., Comm. Manager.....Lee L. Whiting
Prog. Director.....Robert Franzen
Prom., Pub. Director.....Richard J. Quas
Dir. News & Special Events...Harry Reasoner
Prod. Manager.....Robert Johnson
Film Manager.....Howard Reser
Chief Engineer.....Harvey Headen
Consulting Eng...McIntosh, Washington, D. C.

KROC-TV—Rochester—1953
NBC

Channel: 10 VHF.. AP: 53 Kw.. VP: 100 Kw.
Owned-Oper. By..... So. Minn. Bcstg. Co.
Business Address..... 100 - 1st Ave. Bldg.
Phone Number..... 3924
Air Time..... 17 hours daily
Representative..... Meeker TV, Inc.
President..... Mrs. Gregory P. Gentling
Gen., Comm. Mgr..... G. David Gentling
Station Manager..... Willard Lampman
Production Manager..... Donald Merz
Prom., Pub. Director..... Jerry Regnier
Dir. of News & Sp. Events..... Ray Thompson
Prog. Dir., Film Manager..... Don Perry
Chief Engineer..... Robert W. Cross
Consulting Engineer..... Jansky & Bailey

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

Channel: 5 VHF... AP: 60 Kw.... VP: 100 Kw.
Owned-Operated By..... KSTP, Inc.
Bus., Trans. Lo., 3415 University Ave., St. Paul
Phone Number..... Midway 5-2717
Air Time..... 17½ hours daily
News Service..... AP
Representative..... Edward Petry
Membership..... NARTB
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
Program Director..... Del Franklin
Prom., Pub. Director..... William Davey
News Director..... Julian Hoshal
Prod. Supervisor..... Kenn R. Barry
Film Director..... Ben Leighton
Chief Engineer..... Wm. S. Sadler
Consulting Engineer..... A. D. Ring & Assoc.

MISSISSIPPI

Pop. Feb. 1, 1956 (Est.) 2,210,000—TV Homes 249,246
Stations in State 3

WJTV—Jackson—1953
ABC-CBS

Channel: 12 VHF.. AP: 107 Kw.. VP: 214 Kw.
Owned-Oper. By.... Capitol Broadcasting Co.
Business Address..... Box 8187
Phone Number..... 2-6625
Air Time..... 14 hours daily
News Service..... AP
Station Representative..... Weed TV
President..... W. R. Newman
Gen., Film Manager..... L. M. Sepaugh
Station Manager..... Owens F. Alexander
Comm. Manager..... Bill Carlier
Program Director..... Ken Parks
Promotion Director..... Ken Jordan
Dir. of News & Sp. Events..... Bob Neblett
Production Manager..... Art Bradooch
Sports Director..... Lyman Hellums
Chief Engineer..... C. A. Perkins
Consulting Eng..... Comm. Radio Equip.

WLBT—Jackson—1953
NBC

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Lamar Life Bcstg. Co.
Business Address..... 715 S. Jefferson
Phone Number..... 2-2691
Air Time..... 16½ hours daily

News Service..... UP
Representative..... Hollingbery
Membership..... NARTB
President..... Wiley P. Harris
Gen., Station Mgr..... Fred L. Beard
Comm. Manager..... Frank Gentry
Program Director..... Maurice Thompson
Prom., Pub. Director..... Charles H. Allen
Dir. of News & Sp. Events..... Dick Sanders
Production Mgr..... George Land
Oper. & Prod. Manager..... George Land
Film Manager..... Cliff Bingham
Chief Engineer..... Bob Smathers
Consulting Eng..... A. Earl Cullum, Jr.

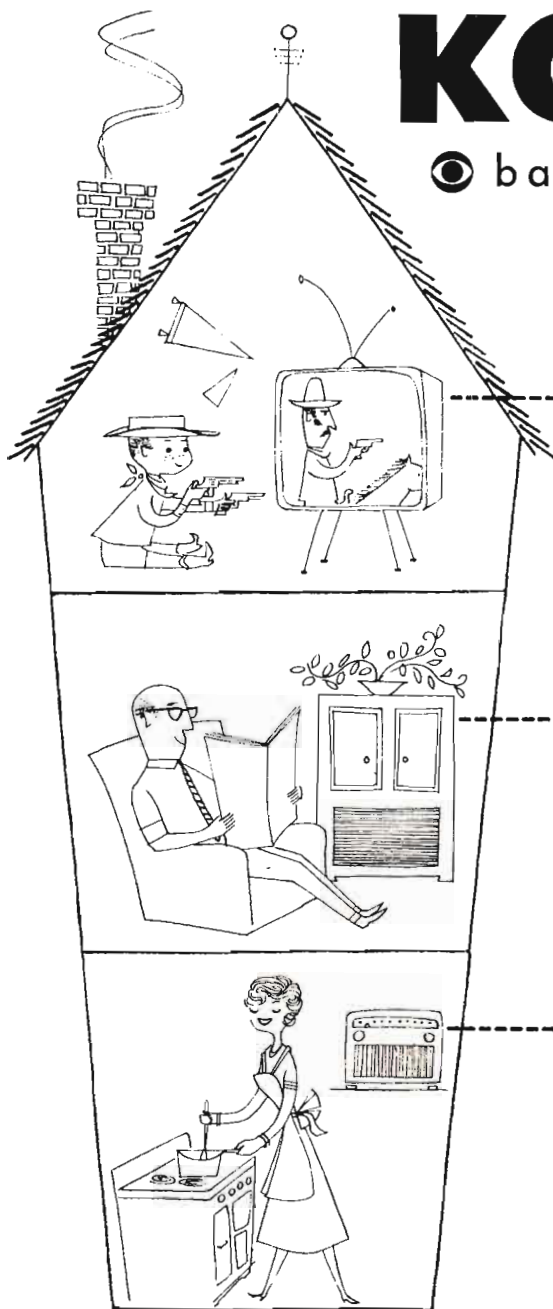
WTOK-TV—Meridian—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF.. AP: 15.5 Kw.. VP: 31.2 Kw.
Owned-Oper. By.... Southern Television Corp.
Business Address..... Box 1771
Phone Number..... 3-1441
Air Time..... 10 hours daily
News Service..... AP
Representative..... Headly-Reed
President..... Robert F. Wright
Commercial Manager..... W. B. Crooks
Traffic Manager..... Cecil Germany
Program Director..... George Shannon
Chief Engineer..... Joe Saxon

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10,000 by night at 810
on the dial.

FM

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City's only FINE MUSIC
station.

KFVS-TV—Cape Girardeau 1954-CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Phone Number.....5-5511
Air Time.....14 hours daily
News Service.....UP
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch
Manager of TV.....Robert O. Hirsch
Sales Manager.....John K. Ramsey
Program Director.....Donald T. McNeely

KOMU-TV—Columbia—1953 ABC-CBS-NBC

Channel: 8 VHF. AP: 24.35 Kw. VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Box 83
Phone Number.....2-1122
Air Time.....10 hours daily
News Service.....UP
Representative.....H.R.
Membership.....NARTB
Director of TV.....Edward C. Lambert
Station Mgr.....Claude F. Ratliff, Jr.
Sales Mgr.....John O. Conwell
Program Director.....Charles D. Sigsbee
Promotion Director.....Frank Tuttle
Dir. of News & Sp. Events.....Phi E. Berk
Production Mgr.....Lee Ellis
Chief Engineer.....Duane M. Weise

KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF. AP: 158. Kw. VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address.....W. C. U. Bldg., Quincy, Ill.
Phone Number.....BA 2-6200
Air Time.....18½ hours daily
News Service.....AP, UP
Membership.....NARTB
Representative.....Weed
President.....Lee P. Loomis
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Prog. Dir., Asst. Mgr.....Merritt Milligan
Promotion Director.....Dick Moore
Prod. Mgrs.....Tom Robey, Paul McClelland
Director of News.....Don Nicholson
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

KRCC-TV—Jefferson City 1955—CBS

Channel: 13 VHF. AP: 52.5 Kw. VP: 105 Kw.
Owned-Oper. By.....Jefferson TV Co.
Address.....Callaway Hills Farm
Phone Number.....6-6188
Air Time.....16 hours daily
News Service.....AP
Station Representative.....Hoag-Blair Co.

Membership.....NARTB, TvB
Pres., Gen., Sta. Mgr.....Betty G. Handy
Program Director.....A. Laney Lee
Film Manager.....Robert Blosser
Chief Engineer.....Edward Schuelein
Consulting Engineer.....Comm. Radio Equip. Co.

KSWM-TV—Joplin—1954 CBS

Channel: 12 VHF. AP: 37.5 Kw. VP: 58.9 Kw.
Owned-Oper. By.....Air Time, Inc.
Business Address.....1928 W. 13th St.
Phone Number.....MA 3-7260
Air Time.....13 hours daily
News Service.....UP
Rep.....Venard, Rintoul, & McConnell
Pres., Gen. Mgr., Pub. Dir.....Austin A. Harrison
Sta. Mgr., Prog., News Dir.....Ronald Robson
Comm. Manager.....D. T. Knight
Prom., Prod. Director.....William Harned

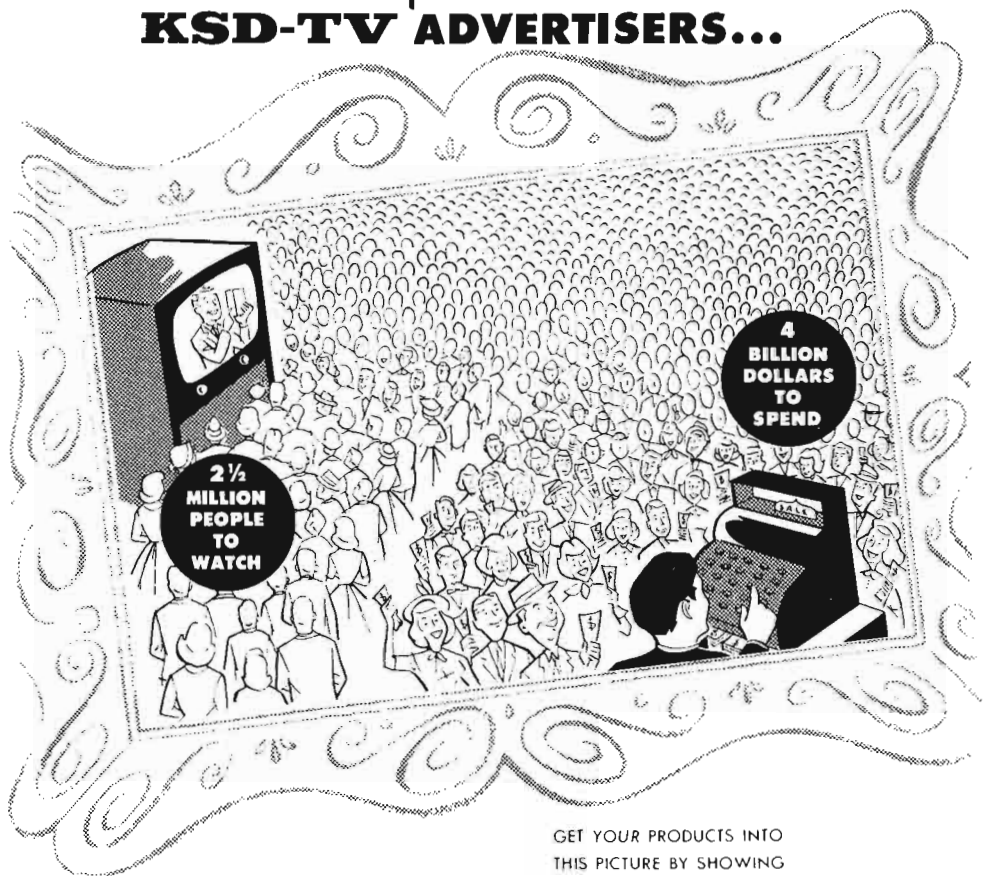
KCMO-TV—Kansas City 1953—ABC-DuM

Channel: 5 VHF. AP: 42.6 Kw. VP: 71.1 Kw.
Owned-Oper. By.....Meredith Engineering Co.
Business Address.....125 East 31st St.
Phone Number.....Jefferson 6789
Air Time.....16¼ hours daily
News Service.....AP
Representative.....Katz
Membership.....NARTB, TvB
President.....E. T. Meredith, Jr.
Director Radio, TV.....Payson Hall
General Manager.....E. K. Hartenbower
Asst. General Manager.....C. E. Breazlea
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Dir. of News & Sp. Events.....James Monroe
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen
Consulting Engineer.....A. D. Ring

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address.....222 W. 11th St.
Phone Number.....Harrison 1-2650
Air Time.....15 hours daily
Membership.....NARTB, TvB
News Service.....AP, UP, INS
Representative.....Peters, Griffin, Woodward, Inc.
1st V.P. & Comm. Mgr.....Donald Dwight Davis
V.P. & Gen. Mgr.....John T. Schilling
V.P. & Sales Man.....George J. Higgins
Station Director.....Mori Greiner
Director News.....Claude Dorsey
Dir. Special Events.....Jim Burke
Production Manager.....Lou Kemper
Publicity Director.....Don Davis
Program Director.....Ken Greenwood
Film Manager.....Margaret M. Maley
Chief Engineer.....Henry Goldenberg
Consulting Eng.....A. Earl Cullum, Jr.

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MAXIMUM POWER... 100,000 WATTS ON VHF CHANNEL 5

NBC NETWORK • National Advertising Representative: NBC SPOT SALES

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Kansas City Star Co.
Business Address... 18th & Grand Ave.
Phone Number... Harrison 1200
News Service... AP
Representative... Harrington, Righter, & Parsons
Air Time... 18 hours daily
Membership... NARTB, TvB
President... Roy A. Roberts
General Manager... H. Dean Fitzer
Station Mgr... William A. Bates
Comm. Manager... E. Manne Russo
Prog. Dir., Prod. Mgr... Jay Barrington
Dir. News & Sp. Events... Randall Jessee
Prom. Director... C. J. Hewerman
Film Manager... John Krivas
Chief Engineer... Joseph Flaherty
Consulting Engineer... George E. Gautney,
Gautney, Ray & Price

KDRO-TV—Sedalia—1954

Channel: 6 VHF... AP: 8.7 Kw... VP: 16.4 Kw.
Owned-Oper. By... KDRO-TV & Radio, Inc.
Business Address... 2100 W. Broadway
Phone Number... 4004
Air Time... 6 hours daily
News Service... AP
Membership... NARTB
Representative... Pearson
President... Milton J. Hinlein
General Manager... Herbert W. Brandes
Comm. Manager... Bill Lytle
Prog., News & Sp. Events Dir... Bob Younger
Prod., Film Manager... Jack Call
Chief Engineer... Bob Klein
Consulting Engineer... Commercial Radio

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF... AP: 190.55 Kw... VP: 316 Kw.
Owned-Oper. By... Independent Bcstg. Co.
Business Address... P. O. Box 1716
Phone Number... 2-7474
Air Time... 14 hours daily
News Service... AP, UP
Representative... Weed
Membership... NARTB
President... J. H. G. Cooper
General Manager... G. Pearson Ward
Comm. Manager... Bob Burke
Program Director... Kevin McAndrews
Dir. of News & Sp. Events... Bill Bowers
Film Manager... Ted Tucker
Chief Engineer... William F. Curry
Consulting Engineer... J. C. McNary

KYTV—Springfield—1953 ABC-NBC

Channel: 3 VHF... AP: 30.5 Kw... VP: 61 Kw.
Owned-Oper. By... Springfield Television Inc.
Business Address... 999 W. Sunshine
Phone Number... 6-2766

Air Time... 11 hours daily
News Service... AP
Membership... NARTB, TvB
President... Lester L. Cox
Co-Mgr., Comm. Mgr... Ralph L. Stufflebam
Co-Mgr., Prog. Dir... Carl Fox
Promotion Director... J. Robert Muie
Dir. of News & Sp. Events... Richard L. Hainline
Production Mgr... Gene Hudson
Film Manager... Fred L. Rains
Chief Engineer... E. Dennis White

KFEQ-TV—St. Joseph—1953 CBS

Channel: 2 VHF... AP: 26 Kw... VP: 52 Kw.
Owned-Oper. By... KFEQ, Inc.
Business Address... Howitt Bldg.
Phone Number... 3-0674
Air Time... 15 hours daily
News Service... AP
Representative... Headley-Reed
Pres., Gen., Sta. Mgr... Barton Pitts
Comm. Mgr., Prom. Dir... Glenn G. Griswold
Prog. Dir., Prod. Mgr... Walter Johnson
Director of News... Late Williams
Film Manager... Gene Milsteen
Chief Engineer... J. Wesley Koch
Cons. Eng... George C. Davis

KSD-TV—St. Louis—1947 ABC-CBS-NBC

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw.
Owned-Oper. By... The Pulitzer Publishing Co.
Address... 1111 Olive St.
Phone Number... MAin 1-1111
Air Time... 18 hours daily
Newspaper Affiliation... St. Louis Post-Dispatch
News Service... AP, INS
Representative... NBC Spot Sales
Membership... NARTB, TvB
President... Joseph Pulitzer, Jr.
Gen. Manager... George M. Burbach
Program Director... Harold Grams
Sales Manager... Guy E. Yeldell
Promotion Director... David Pasternak
Chief Engineer... J. E. Risk

KWK-TV—St. Louis—1954 ABC-CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... KWK, Inc.
Business Address... 1215 Cole Street
Phone Number... MAin 1-9100
Air Time... 18 hours daily
Newspaper Affil... St. Louis Globe Democrat
News Service... AP, UP
Representative... Katz
Pres., Gen. Manager... Robert T. Convey
Vice-Pres., Station Dir... Ray E. Dady
Vice-Pres., Comm. Dir... V. C. Carmichael
Sales Manager... James E. Goldsmith
Prog. Dir., Film Mgr... John W. Tinnea
Promotion, Publicity, Dir... Fred J. Mueller
News Editor... Jack Griffin
Production Manager... Ted Liss



Chief Engineer..... N. J. Zehr
 Consulting Eng..... E. Earl Cullum, Jr.

KTVI—St. Louis—1953 ABC-CBS

Channel: 36 UHF.. AP: 209 Kw.. VP: 417 Kw.
 Owned-Oper. By.. Signal Hill Telecasting Corp.
 Bus. Studio Address..... 5915 Berthold Ave.
 Phone Number..... Mission 7-3600

Air Time..... 7¼ hours daily
 Representative..... Weed TV
 News Service..... UP
 Membership..... NARTB
 General Manager..... Julius Schainblatt
 Operations Manager..... Judy Schainblatt
 Prog. Dir., Prod. Mgr..... Jack M. Murdock
 Prom., Pub. Director..... James F. Jae, Jr.
 Dir. of News & Sp. Events..... Bruce Hayward
 Film Manager..... Bill Cook
 Chief Engineer..... Richard J. Trompeter

MONTANA

Pop. Feb. 1, 1956 (Est.) 1,021,571—TV Homes 630,000
 Stations in State 4

KOOK-TV—Billings—1953 CBS-DuM-ABC-NBC

Channel: 2 VHF.. AP: 8.8 Kw.. VP: 17.5 Kw.
 Owned-Oper. By..... Montana Network
 Business Address..... P. O. Box 2557
 Phone Number..... 9-2382
 Membership..... NARTB
 Representative..... Headley-Reed
 President..... C. L. Crist
 Gen., Station Manager..... V. V. Clark
 Comm. Manager..... John Conner
 Prog., News Dir., Prod., Film Mgr..... Ed Peiss
 Prom., Pub. Director..... Conna G. May
 Chief Engineer..... Grant French
 Cons. Engineer..... Comm. Radio Equip. Co.

KFBB-TV—Great Falls 1954—ABC-NBC-CBS

Channel: 5 VHF.. AP: 12.6 Kw.. VP: 25.4 Kw.
 Owned-Oper. By..... Wilkins Broadcast Inc.
 Business Address..... Box 1139
 Phone Number..... 4-4377
 Air Time..... 7½ hours daily
 News Service..... UP
 Representative..... Hoag-Blair
 Pres., Gen. Mgr..... J. P. Wilkins
 Comm., Sta. Manager..... W. C. Blanchette
 Program Director..... Art Weber
 Film Manager..... Bette Dellacourt
 Prom. Dir., Prod. Mgr..... William E. Spahr
 Director of News..... Paul Radhersch
 Chief Engineer..... Anthony J. LoPuch
 Con. Engineer..... Weldon & Carr

KXLF-TV—Butte—1953 NBC

Channel: 6 VHF.. AP: 1 Kw.. VP: 2 Kw.
 Owned-Oper. Pacific Northwest Broadcasters
 Business Address..... 1681 George St.
 Phone Number..... 2-2696
 Air Time..... 8 hours daily
 Membership..... TvB
 Reprs. East..... Walker,
 West..... Pacific Northwest
 President..... E. B. Craney
 Station Manager..... Jim Manning
 Commercial Mgr..... J. Wythe Walker
 Chief Engineer..... Jack Provis
 Consulting Engineer..... George Adair

KGVO-TV—Missoula—1954 ABC-CBS

Channel: 13 VHF.. AP: 19 Kw.. VP: 38 Kw.
 Owned-Oper. By..... Mosby's Inc.
 Business Address..... 127 East Main St.
 Phone Number..... 9-7668
 Representative..... Gill-Perna
 Pres., Gen., Sta., Comm. Mgr..... A. J. Mosby
 Program Director..... Hugh Bader
 Promotion Director..... Robert Rollison
 Dir. of News & Sp. Events..... Don Weston
 Prod., Film Manager..... Jack Butler
 Publicity Director..... Maida Guenther
 Chief Engineer..... Robert H. Maki
 Consulting Engineer..... Archer Taylor

NEBRASKA

Pop. Feb. 1, 1956 (Est.) 1,375,000—TV Homes 286,446
 Stations in State 8

KHOL-TV—Kearney—1953 ABC-CBS

Channel: 13 VHF.. AP: 102 Kw.. VP: 204 Kw.
 Owned-Oper. By..... Bi-States Co.
 Business Address..... Holdrege, Nebr.
 Phone Number..... Holdrege 1012
 Representative..... Meeker
 President..... Wayne Brewster
 Station Manager..... Duane L. Watts
 Station Manager..... Jack Gilbert
 General Manager..... Harold Hamilton
 Production Manager..... Moe Milliken
 Prom., Pub. Director..... Violet Aspegren

Dir. of News & Sp. Events..... Art Eckdahl
 Film Director..... K. Cooper
 Chief Engineer..... Jack Lewis

KOLN-TV—Lincoln—1953 ABC-CBS

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By..... Cornhusker Radio & TV Corp.
 Address..... 40th and W Sts.
 Phone Number..... 6-2367
 Air Time..... 17 hours daily
 Representative..... Avery-Knodel
 Membership..... NARTB, TvB

President.....John E. Fetzer
 Gen. Sta. Mgr.....A. James Ebel
 Comm. Manager.....Thomas L. Young
 Program Director.....Bill Hemke
 Promotion Director.....Rollie Barron
 Dir. of News & Sp. Events.....Byron Krasne
 Production Manager.....Paul Schupbach
 Publicity Director.....Bill Morris
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor
 Con. Engineer.....Craven, Lohnes & Culver

KMTV—Omaha—1949
ABC-NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address.....2615 Farnam St.
 Phone Number.....HA 3333
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Edward Petry & Co.
 Membership.....NARTB
 President.....Edward W. May
 Exec. V.P., Gen. Mgr.....Owen Saddler
 Commercial Manager.....Arden Swisher
 Program Director.....Glenn Harris
 Promotion Dir.....Joe Baker
 Pub. Director.....Amos Eastridge
 Film Manager.....Joe Binko
 Dir of News and Spec. Events.....Floyd Kalber
 Production Director.....Lew Jeffrey
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Robert M. Silliman

WOW-TV—Omaha—1949
CBS

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Meredith WOW, Inc.
 Business Address.....Insurance Bldg.
 Phone Number.....WEBster 3400
 Air Time.....Approx. 18 hours daily
 News Service.....UP, INS, INS Facsimile
 Representative.....Blair TV
 Membership.....NARTB, TvB
 Chairman of Board.....Fred Bohlen
 President.....E. T. Meredith, Jr.
 V.P. & Treas.....Payson Hall
 V.P., Gen. Manager.....Frank P. Fogarty
 Asst. Gen. Manager.....Lyle DeMoss
 Sales Mgr.....Fred Ebener
 Program Director.....Bill McBride
 Promotion Dir.....Bob Seitzer
 Dir. of News & Spec. Events.....Ray Clark
 Production Mgr.....Robert Froemming
 Film Manager.....Bill McBride
 Dir. of Engineering.....Wm. J. Kotera
 Chief Engineer.....Glenn Flynn
 Consulting Engineer.....A. D. Ring & Assoc.

KSTF—Scottsbluff—1955
 (Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF..AP: 6.17 Kw..VP: 12.3 Kw.
 Owned-Oper. By.....Frontier Bcstg. Co.
 Address.....2923 E. Lincolnway, Cheyenne, Wyo.
 Representative.....George P. Hollingbery

WOW-TV
Channel 6
The



Affiliate

in

the rich

OMAHA

market!

A MEREDITH STATION

Frank P. Fogarty
 Vice President & General Manager

Fred Ebener
 Commercial Manager

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

NEVADA

Pop. Feb. 1, 1956 (Est.) 215,000—TV Homes 41,443
Stations in State 3

KLRJ-TV—Henderson 1955—NBC

Channel: 2 VHF.. AP: 12.2 Kw.. VP: 6.3 Kw.
Owned-Oper...Southwestern Publishing Co.
Business Address...737 North Main, Las Vegas
Representative Pearson
General Manager.....Bob Gardner
Production Manager.....Rick Williams
Chief Engineer.....Stanley Sulek

KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF.. AP: 14.7 Kw.. VP: 27.2 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Business Address.....Box 711
Phone Number.....DU 2-6138
Air Time.....13 hours daily
News ServiceINS, UP
RepresentativeWeed
MembershipNARTB
President.....Rube G. Jolley
Gen.. Natl. Sls. Manager.....Marion Komar

Operation Manager.....Ralph E. Smith
Local Sales.....Alex Gold
Prog., News Dir., Film Mgr.....James Hart
Prom., Pub. Director.....Kenneth O'Connell
Production Manager.....Ralph Hodges
Chief Engineer.....Ralph E. Smith

KZTV—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF.. AP: 5.6 Kw.. VP: 10.8 Kw.
Owned-Oper...Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Phone Number3-0721
Air Time.....10½ hours daily
News ServiceAP
Representative Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Prog., News & Sp. Events Dir....Ed Cardinal
Comm. Manager.....Richard Colon
Promotion Director.....Helen Busscher
Film Manager.....Lorcan Logan
Chief Engineer.....Tom Hughes
Consulting Engineer.....Robert L. Hammett

NEW HAMPSHIRE

Pop. Feb. 1, 1956 (Est.) 543,000—TV Homes 135,610
Stations in State 1

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Representative for current availabilities.**

**CHANNEL 9
MANCHESTER, N. H.**



WMUR-TV—Manchester 1954—ABC

Channel: 9 VHF.. AP: 67.6 Kw.. VP: 112 Kw.
Owned-Oper. By... Radio Voice of N. H. Inc.
Business Address..... 1819 Elm St.
Phone Number..... 3-8061
Air Time..... 10 hours daily
News Service..... UP
Representative..... Weed

Membership..... NARTB, TvB
President..... Francis P. Murphy
Sta., Gen. Manager..... Norman Gittleson
Comm. Manager..... Gordon Moore
Prog. Dir., Film Mgr..... William Gildersleeve
Prom., Pub. Director..... J. D. S. McShee
Dir. of News & Sp. Events... Thomas Power
Production Manager..... Thomas Sawyer
Chief Engineer..... Charles Halle
Consulting Engineer..... Gautney & Jones

NEW JERSEY

Pop. Feb. 1, 1956 (Est.) 5,345,000—TV Homes 1,547,810
Stations in State 1

WATV—Newark (New York City)—1948

Channel: 13 VHF.. AP: 185 Kw.. VP: 316 Kw.
Owned-Oper. By... Bremer Broadcasting Co.
Business Address..... 1020 Broad Street
Phone No..... BArcly 7-3260, PLaza 5-1331
Air Time..... 13 hours daily
News Service..... AP
Representative..... Forjoe-TV

President & Gen. Mgr.... Irving R. Rosenhaus
Vice-President..... Edmund S. Lennon
Vice-Pres. in Chg. Sales... Bertram Lebar, Jr.
Program Director..... George Green
Prom., Publicity Director..... Lou Frankel
Dir. of News & Sp. Events.
Prod. Mgr..... Herb Green
Film Manager..... Robert Paskow
Vice-Pres. Engineering..... Frank V. Bremer
(SEE PAGE 900)

NEW MEXICO

Pop. Feb. 1, 1956 (Est.) 800,000—TV Homes 103,051
Stations in State 4

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF.. AP: 7.64 Kw.. VP: 15.3 Kw.
Owned-Oper. By... New Mexico Bcstg. Co.
Bus. Address..... 1414 Coal Ave. S. W.
Phone Number..... 3-4543
Air Time..... 10½ hours daily
News Service..... AP
Representative..... Weed
President, Station Mgr..... A. R. Hebenstreit
Comm. Manager..... George B. Morgan
Prog., Prom., Pub. Dir..... Bob Van Driel
Production Mgr..... Ed Sanchez
Film Manager..... Jim Morley
Chief Engineer..... Leonard F. Dodds
Con. Engineer..... A. Earl Cullum, Jr.

KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.6 Kw.. VP: 11.3 Kw.
Owned-Oper. By... Albuquerque Bcstg. Co.
Bus. Studio Address... 1430 Coal Ave., S. W.
Phone Number..... 3-4411
News Service..... UP
Representative..... Branham
Membership..... NARTB, TvB
Pres., Gen. Mgr..... Wayne Coy
Comm. Manager..... Rolf S. Nielsen
Program Director..... Dorothy B. Smith
Prom., Pub. Director..... Dallas Wyant
Dir. of News & Sp. Events... George Morrison
Prod. Manager..... Al Jarrett
Film Manager..... Milford Williams
Chief Engineer..... George S. Johnson

KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF.. AP: 12.5 Kw.. VP: 25.1 Kw.
Owned-Oper. By... Alvarado Television Co.
Business Address..... 122 S.E. Tulane Dr.
Phone Number..... 5-8716
Air Time..... 11 hours daily
News Service..... UP
Membership..... NARTB
Representative..... Hollingbery
President..... A. M. Cadwell
Gen., Comm. Manager..... W. J. Stiles
Sta. Mgr., Prom., News Dir... William Wylder
Prog. Director..... Richard True
Prod. Manager..... William Bozarth
Film Manager..... Evelyn Wills
Chief Engineer..... Charles Stanton

KSWs-TV—Roswell—1953 ABC-NBC-CBS

Channel: 8 VHF.. AP: 57.5 Kw.. VP: 115 Kw.
Owned-Oper. By... John A. Barnett
Business Address..... 1723 W. Second St.
Phone Number..... 3737
News Service..... AP
Representative..... Meeker, Melville
Membership..... NARTB
Owner & Gen. Mgr..... John A. Barnett
Asst. Gen. Manager..... W. L. Shackelford
Director of Sales..... Paul B. McEvoy
Program Director..... Jack Shafer
Chief Engineer..... Ray Summersgill
Consulting Engineer..... George Gautney

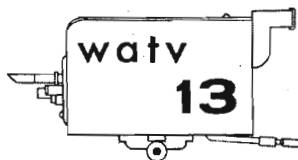
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- N. J. market.



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