

TELEVISION

TELEVISION  
NETWORKS



U. S. A. NETWORK MAPS  
EXECUTIVE PERSONNEL  
OWNED AND OPERATED  
STATIONS  
EXECUTIVE BIOGRAPHIES

YEARBOOK

1958

# Television Has Made America The World's Largest Living Room



By  
**OLIVER E. TREYZ**  
President  
ABC Television  
Network

**T**ELEVISION has assumed the role of adviser, shopping guide and court-jester to King Consumer. The King is a man of many parts. He demands a varied, imaginative diet to sustain him. And each day his palate becomes more educated.

He makes his will known to us through ratings, but even the most carefully compounded statistics can be deceptive. Necessary and useful tools though they are, ratings at best are partial guides to a total picture. If ratings take on a life of their own and parade as the whole truth when actually they are only clues to the mystery of success or failure, then there is chaos and confusion.



As IQ scores tell us relatively little about the personal dynamics of an individual, so ratings leave much to be said about the dynamics of a *particular* television property as an effective agent to stimulate King Consumer to go out and buy a *particular* item. In a recent article in *Variety*, Walter Guild (of Guild, Bascom and Bonfigli) reminds us that circulation and sales effectiveness are sometimes separate entities. He points to medium-rated shows like *Bold Journey* (for Ralston-Purina, in its third year) and *You Asked For it* (for Skippy Peanut Butter, celebrating its 7th year) that have boosted sales figures consistently throughout their network lives. Judged by performance, in dollars and cents, *Bold Journey* and *You Asked For It* are winners.



We feel that understanding King Consumer's needs is the rule at ABC-TV. We insist on translating audience statistics into human terms, realizing that there is *meaning* behind numbers just as, in this Mardi-Gras business of ours, we must not forget to look behind the mask.

Ratings do not give us the final insight into King Consumer—so we must take a closer look at the television universe. At the start of 1958 there are 42,400,000 television homes in the United States. The figure is increasing by over 7,000 sets each day! We must realize that we are dealing with the most complex, heterogeneous group of human beings ever to assemble for one purpose—to be entertained and informed.

The audience that confronts us breaks down into innumerable gradations of tastes, preferences, prejudices and taboos. Not only must we appeal to the family unit in the world's largest living room, but we provide specialized shows like *Wednesday Night Fights* for the sports-minded and the *Voice of Firestone* for the music-minded.

Television is an old hand at working miracles. Not the least of these has been TV's ability to reconcile *mass* with *class*. TV can move soap and cigarettes from retail store counters, and cars off showroom floors—and more importantly, move the minds of men. Research shows us that the higher-income families, and the younger, *buying* families are television's greatest fans. Examine these *daily* television viewing figures:

- The *average* home spent 5:39
- The highest income homes spent 7:04
- The lowest income homes spent 4:09
- The youngest family units spent 6:50
- The older family units spent 4:56

Here we have a set of numbers that unveil some useful truths. Where there is more money, there is more leisure, and more leisure means more time spent with television. Where there are young families, families in their acquisitive years (when baby needs new shoes and mom a new washing machine) there is more televiewing in the family circle. These are some of the reasons why TV is so effective a salesman: TV reaches everybody, the *mass*—but it reaches the higher-income and large-family groups *more often*.



ABC-TV has always taken the time to look behind the ratings at the human beings who make the numbers *live*. That an ever-expanding national audience has accepted us, and made us welcome, seems to endorse our formula for keeping King Consumer from calling his fiddlers three. He's chosen television for his Number 1 performer!

---

# ABC TELEVISION NETWORK

---

## **JAMES G. RIDDELL**

**Executive Vice President of American Broadcasting Company**

James G. Riddell was elected executive vice president of American Broadcasting Company in March, 1958, and will assume his new post July 1. In this capacity he will be in charge of the radio and television networks and the owned and operated stations, with their respective heads reporting to him. Riddell, a native of Glasgow, Scotland, came to the United States at an early age and entered broadcasting in 1931 at WXYZ, Detroit. After successive promotions he was named general manager of WXYZ when the station was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. He was instrumental in launching WXYZ-TV, which pioneered in daytime operations. Riddell is married and is the father of two daughters.



---

## **WILLIAM P. MULLEN**

**Vice President in Charge of Sales**



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

---

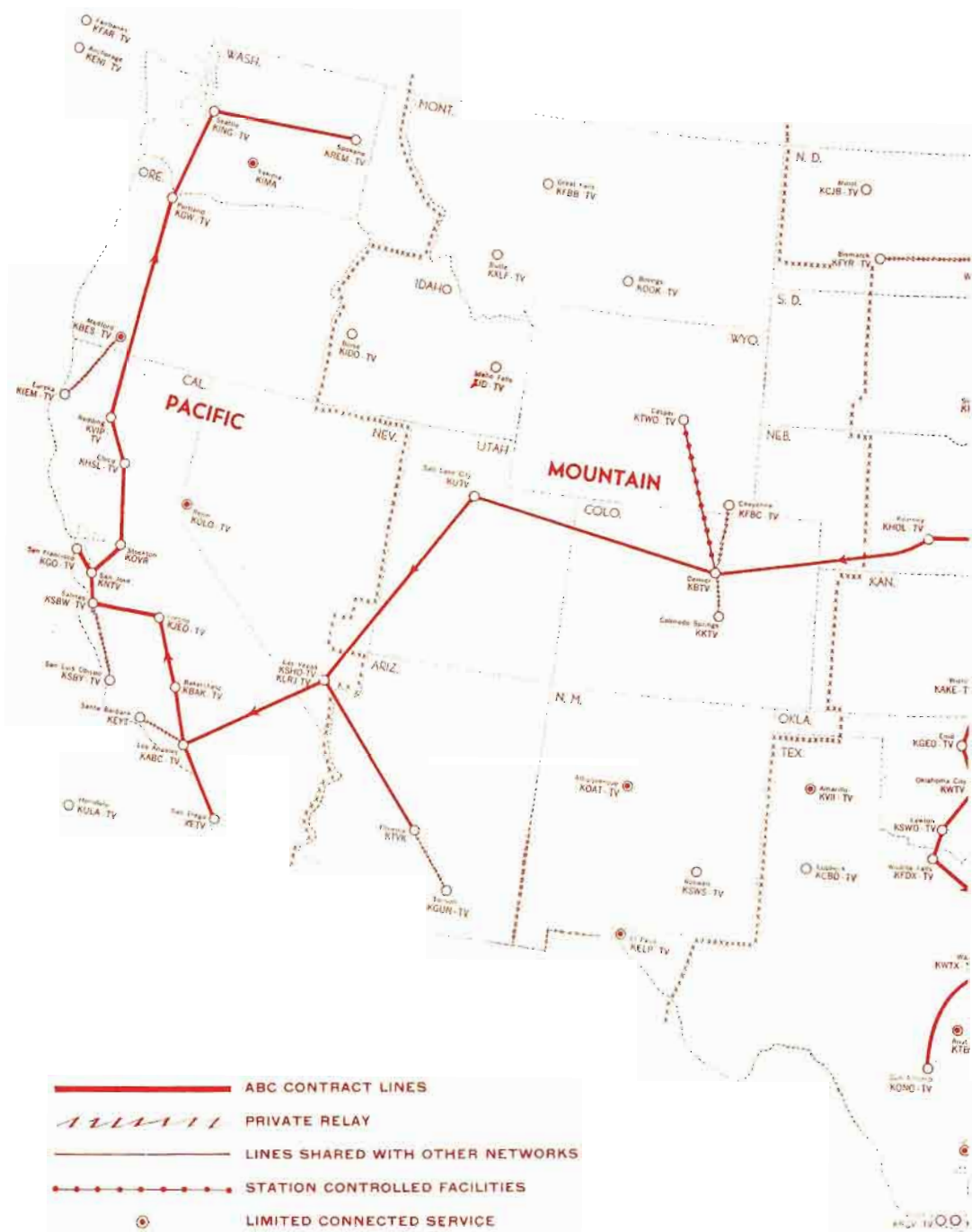
## **THOMAS W. MOORE**

**Vice President in Charge of Programming and Talent**

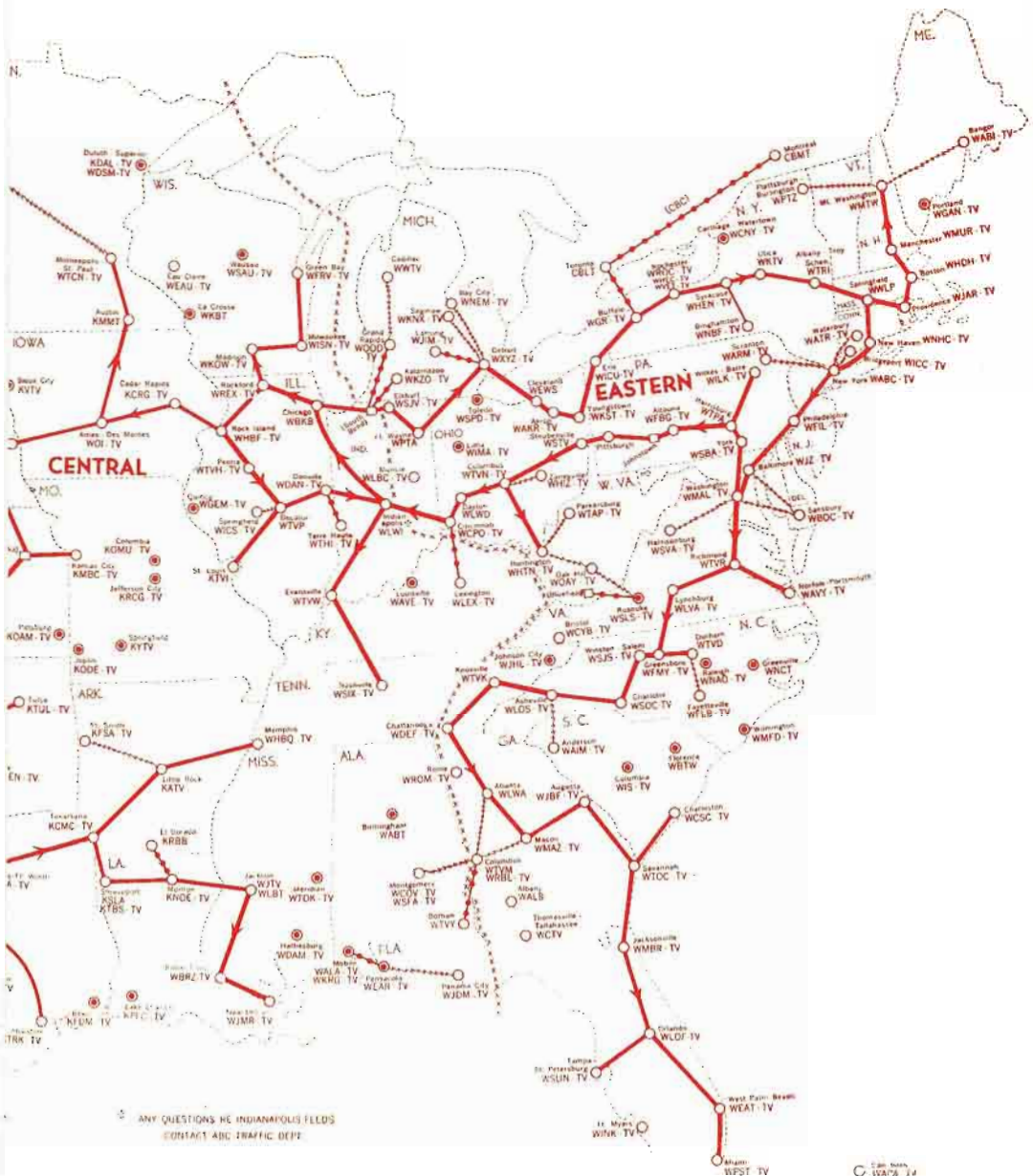
Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive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



# ABC TELEVISION



# ION NETWORK



# AMERICAN BROADCASTING COMPANY, INC.

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

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

Telephone Number: SUsquehanna 7-5000

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & Acting President of American Broadcasting Company  
 Eugene Accas... Vice-President  
 James W. Beach... Vice-President  
 Alfred Beckman... Vice-President  
 Slocum Chapin... Vice-President  
 Donald Coyle... Vice-President  
 John Daly... Vice-President  
 Michael J. Foster... Vice-President  
 Robert H. Hinckley... Vice-President  
 Earl Hudson... Vice-President  
 Frank Marx... Vice-President  
 John H. Mitchell... Vice-President  
 Thomas Moore... Vice-President  
 Sterling C. Quinlan... Vice-President  
 Selig Seligman... Vice-President  
 Simon B. Siegel... Financial V.P. of AB-PT and Owned & Operated Station Coordinator  
 Robert L. Stone... Vice-President  
 Thomas Velotta... Vice-President  
 Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Assistant General Counsel  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC  
 Michael P. Boland... Assistant Treasurer  
 J. Russell Gavin... Assistant Treasurer

## TELEVISION

James G. Riddell... Executive V.P., ABC  
 Oliver Treyz... President of ABC-TV Network

## Engineering

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

## Finance, Personnel & General Services

Slocum Chapin... V.P. in Chge. Client Relations Owned & Operated Station Coordinator  
 Michael P. Boland... Assistant Treasurer  
 Joseph Fitzpatrick... Internal Auditor  
 J. Russell Gavin... Assistant Treasurer  
 Edward Graessle... Manager of Treasury Affairs  
 Marie McWilliams... Director of Personnel  
 Leslie Harris... Coord. of Nat. Spot Sales OGO TV Stations  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC

Edmund Samuels... Purchasing Agent  
 Joseph Spagnola... Dir. of Office & Studio Services

## Legal

Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Ass't. General Counsel  
 Richard L. Freund... Dir. of Labor Relations

## Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent  
 Ruth K. Blainey... Operations Manager  
 Thomas P. DeVito... Program Service Mgr.  
 Theodore H. Fetter... Program Director  
 Armand Grant... Exec. Producer for Daytime Programs  
 John B. Green... Mgr., Program Dept.  
 Frederick P. Laffey... Business Manager & Budget Officer  
 Daniel Melnick... Program Development Manager  
 William Seaman... Program Production Manager

## Services

Bernard Paulson... Mgr., Production Services  
 John Kneeshaw... Plant Services Supr.  
 Leonard Maskin... Business Manager  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator

## News, Special Events, Sports & Public Affairs

John Daly... Vice-President in Charge of News, Special Events, Sport & Public Affairs  
 Donald G. Coe... Dir. of Special Events and Ops.  
 Catharine Lynch... Librarian  
 Francis N. Littlejohn... Dir. of News & Public Affairs  
 Wiley Hance... Mgr. of Public Affairs  
 William A. Whitehouse... Director of Radio & TV Sports

## Press Information

Michael J. Foster... Vice-President in Charge  
 Hank Warner... Director of Press Information  
 Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

## Station Clearance

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

## Continuity Acceptance

Grace Johnson... Director

## Advertising

Dean Linger... Dir. of Advertising

## Sales

Slocum Chapin... V.P. in Chge. Client Relations  
 William P. Mullen... V.P. in Charge  
 Henry T. Hede... Administration Manager  
 Alice Stamatis... Dir. of Sales Service  
 Eugene C. Wyatt... Eastern Sales Mgr.

### Station Relations

Alfred R. Beckman..... V.P. in Charge  
Ralph S. Hatcher..... Mgr., Station Rel.  
**Research and Sales Development**  
Donald Coyle..... V.P., Research  
& Sales Development  
Eugene Accas..... V.P. in Chge. Sales Dev.  
Julius Barnathan..... Dir. of Research  
Bert Briller..... Dir. of Sales Development  
Robert P. Engelke..... Mgr. of Sales Development

### ABC Film Syndication, Inc.

1501 Broadway

George T. Shupert..... President  
Richard P. Morgan..... V.P. in Chge. Operations  
Philip Williams..... V.P. in Chge. Synd. 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..... Asst. to V.P., Synd. Sales  
Raymond Fox..... Comptroller

### CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan..... Vice-President in  
Charge of WBKB  
James W. Beach..... Vice-President and  
Director of Network TV  
Grover Allen..... Exec. Producer  
Ralph Andrews..... Manager, WBKB Film Dept.  
Manuel Fingerhut..... Comptroller, WBKB  
Elliott W. Henry, Jr..... Pub. and Prom. Dir.  
William P. Kusack..... Manager of Engineering  
Dept.  
Rex Maupin..... Dir. of Music for WBKB &  
ABC C. D.  
Con O'Dea..... Manager, WBKB News &  
Special Events  
Daniel Schuffman..... Program Manager, WBKB  
Matthew Vieracker..... General Manager, WBKB  
Harold Wettersten..... Sales Manager, TV Network  
Central Division

### DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

James Riddell..... President & General Manager  
Elizabeth Ashton..... Traffic Manager  
Joseph C. Cassel..... Comptroller  
Harold Christian..... V. P., in Charge of  
Merchandising & Research  
Ralph Dawson..... Television Sales Manager  
Page Heldenbrand..... Promotion Manager  
Charles Kocher..... Chief Engineer  
John Lee..... Television Studio Manager  
John Pival..... Vice-President for Television  
Peter Strand..... TV Executive Producer  
Hal Gordon..... Musical Director

### HOLLYWOOD

ABC Television Center  
Hollywood 27, Calif.

Earl Hudson..... Vice-President, Western Division  
J. Clifford Anderson..... Director of Labor Relations  
Jack Brembeck..... Promotion Manager  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Thomas Lufkin..... TV Network Program  
Service Mgr., Western Division  
Theodore Grenier..... Chief Engineer, Western  
Division

Allen E. Maynard..... Supr. of Gen. Services  
Courtney McLeod..... Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division

Robert P. Myers..... Pacific Coast Counsel, ABC  
Norma T. Olson..... Director TV Program  
Operations

Daniel P. O'Reilly..... News Director  
Frank G. Ralston, Jr..... Network Film Director  
Peter G. Robinson..... Program Director, KABC-TV  
Elton Rule..... Sales Manager, KABC-TV  
Florence T. Schiro..... Personnel Director  
Selig Seligman..... V.P. of KABC-TV  
John C. Wagner..... Controller, Western Division  
Ernest Stern..... Dir. of Publicity  
Western Division

Robert Adams..... Exec. Producer  
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.  
Sanford Cummings..... Mgr. of TV Net. Prog. Dept.  
Mitchell L. Gamson..... ABC Coordinator-  
Warner Bros. TV  
Elizabeth Hartlane..... Guest Relations Supr.  
Howard H. Lipstone..... Film Director  
Norman Sloane..... Sales Serv. Mgr. &  
Office Mgr., KABC-TV

### SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell..... V. P. in Charge of  
San Francisco Office  
George Rice..... Program Manager  
Vincent Francis..... Western Division Sales Manager  
TV Network  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
Robert Mitchell..... Film Editor  
Lorraine Pedersen..... Continuity Acceptance Editor  
David Sacks..... Sales Manager, KGO-TV  
Henry Saroyan..... Comptroller & Purchasing Agent  
Edward Smith..... Production Manager  
Chandler R. Meloy..... TV Sales Oper. Mgr.  
Yale Roe..... Nat. Spot Sales Mgr.

### WASHINGTON

4461 Connecticut Ave., 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..... V.P. in Charge of WABC-TV  
Gordon Kunz..... Production Manager of WABC-TV  
Joseph Stampler..... Sales Mgr.  
Alvin Hollander, Jr..... Program Director  
Takashi Kako..... Film Director  
Lawrence Eisenberg..... Publicity Director  
Rosario Calabrese..... Art Director  
**ABC-TV Station Affiliates Association**  
Frederick Houwink (Chrmn.)..... WMAL,  
Washington, D. C.

Harry LaBrun (V. Chrmn.)..... WLWA, Atlanta, Ga.  
Joseph Hladky (Sec'y)..... KCRG-TV, Cedar Rapids,  
Ia.

Joseph Drilling (Treas.)..... KJEO-TV, Fresno, Calif.

### BOARD OF GOVERNORS

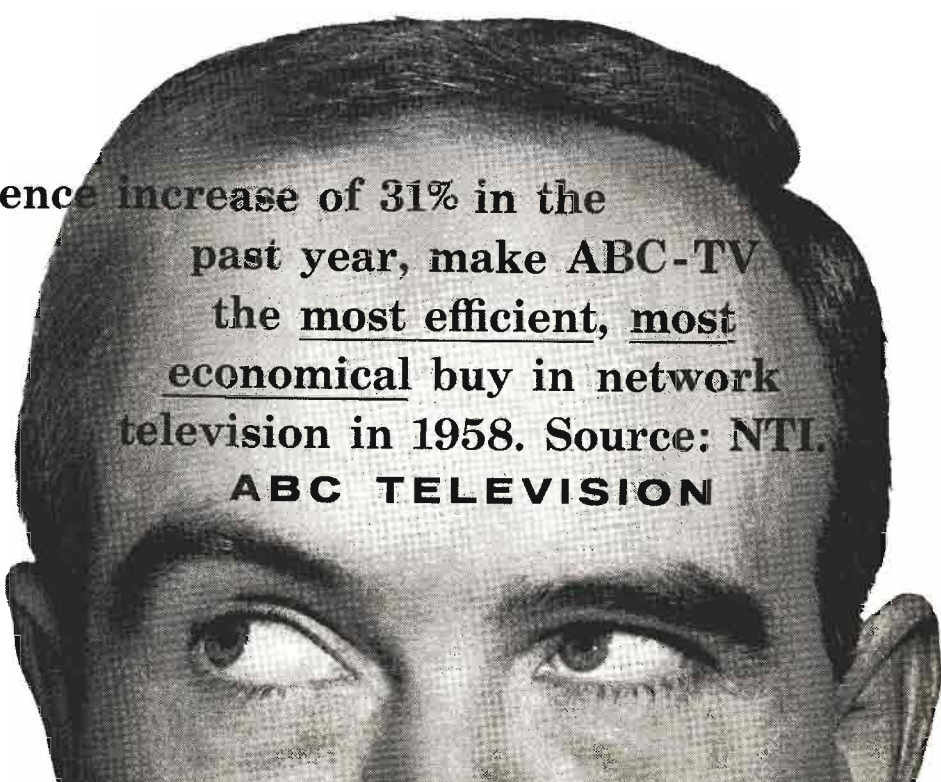
Joseph Bernard..... KTVI, St. Louis, Mo.  
Donald Davis..... KMBC-TV, Kansas City, Mo.  
Joseph Herold..... KB-TV, Denver, Colo.  
William Walbridge..... KTRK-TV, Houston, Texas  
J. W. McGough..... WTRN-TV, Columbus, Ohio

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

**COMMIT  
THIS  
ONE FACT  
TO  
MEMORY:**

**15 new primary markets, plus an average**





audience increase of 31% in the  
past year, make ABC-TV  
the most efficient, most  
economical buy in network  
television in 1958. Source: NTI.  
**ABC TELEVISION**

# TV: Ten Years Old — And Still The Most Powerful Mass Medium



By  
**MERLE S. JONES**  
President  
CBS-TV Stations  
Division

**A**FTER ten years of explosive growth, television today is solidly entrenched as the nation's most popular and most powerful medium of mass communications.

This simple fact ought to lay to rest forever the predictions of those "doubting Thomases" who for years have etched a deep groove with their warning, "Wait until the novelty of television wears off, then see how popular the medium will be!"

After ten years, the novelty of television has worn off, and today the medium stands as the favorite dispenser of entertainment and information in 41,800,000 American homes and the focus of the average family's attention for a record-breaking five hours and 27 minutes a day. In fact, last year the total volume of nighttime network viewing increased more than it had in any of the past five years.



These are not the sudden-growth statistics of a product newly introduced on the market. These are the statistics of a communications medium settled in its tenth year of operation. And because television continues to hold this unparalleled fascination for the American people, each of the three nation-wide television networks today delivers larger average nighttime audiences than any of them ever did before. The network which delivers the largest of these audiences is CBS Television, which currently reaches an average of almost 10 million homes per average minute and which in 1957 broadcast the two most popular programs in television history: "Cinderella," seen by 75 million people; and the premiere of "The Lucille Ball-Desi Arnaz Show," watched by 60 million.

As the nation's foremost medium of communications, television has also taken over within the space of one decade, the primary responsibility to provide the clearest, most complete picture of the news developments throughout the world which so profoundly affect the well-being of every American today. At a time when the struggle between free and communist nations has grown so dangerous and so pervasive that it enters into every aspect of daily life, the need for a well-informed, interested and enlightened

public opinion is more acute than ever before in history.



One small measure of how well television is discharging its responsibility in this area can be seen from the fact that last year CBS Television's weekday "Douglas Edwards With The News" program became the world's single most popular news vehicle—attaining a circulation larger than that of any newspaper, magazine or other news broadcast, daily or weekly.

Last year too, CBS News not only anticipated this unparalleled need for public enlightenment but it also responded to that need through the presentation of such notable television series as "Face The Nation," "See It Now," "Air Power," "Twentieth Century," "Conquest," and its many outstanding special news programs.

In the coming months, CBS Television's news and public affairs broadcasts will play an increasingly important role in the network's overall program schedule.



Also sparking the network's schedule this year are a generous number of special "one-time" entertainment programs of unusual diversity, interest and quality.

Basic to the success of all these special programs, of course, is the overwhelming popularity of CBS Television's regularly scheduled entertainment series which week in and week out continue to command a most loyal following in television. In the last analysis, it has been the outstanding appeal of television's programs, both regular and special, which accounts for the medium's continually increasing popularity as it enters its second decade. People are finding more to watch on their home screens. They are watching more network programs than ever before, and most of all, they are watching the programs on CBS Television.

# CBS TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam 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. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following 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.



## WILLIAM B. LODGE

### Vice President of Station Relations and Engineering



William B. Lodge, vice president of station relations and engineering, was appointed to his present post in February, 1957. Previously he had held the title of vice president in charge of engineering since 1951, having joined CBS in 1931 as an engineer. Earlier, in 1929 and 1930, he had engaged in vacuum tube research at the Bell Telephone Laboratories. From 1936 to 1942, Lodge was engineer-in-charge of the Radio Frequency Division of the CBS General Engineering Department. From 1942 to 1944 he was associate director of the Airborne Instruments Laboratory operated by Columbia University for the U. S. Office of Scientific Research and Development. Lodge was appointed director of general engineering for Columbia Broadcasting System in 1944, and in 1948 became vice president in charge of general engineering. A native of Whitmarsh, Pa., he is a Fellow of the IRE, a Fellow and former member of the Board of Governors of the SMPE, a member of the AFCCE, and a member of the Board of Directors of NAB.

## WILLIAM H. HYLAN

### Vice President of Sales Administration

Associated with CBS for 20 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He 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, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.



# CBS TELEVISION



# ON NETWORK



# 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

Louis G. Cowan..... President  
Hubbell Robinson Jr..... Exec. V.P. 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.  
Oscar Katz... V.P. in Chg. of Daytime Programs  
H. Leslie Atlass... Vice-President in Charge of Central Division  
Edward L. Saxe... V.P. in Charge of Operations General Services  
William H. Hylan... V.-P. of Sales Administration  
Thomas Dawson... Vice-President—Network Sales  
Herbert V. Akerberg... Vice-President in Charge of Station Relations  
Edmund C. Bunker... Vice-President and Director of Station Relations  
William B. Lodge... Vice-President of Engineering and Station Relations  
Howard S. Meighan... Vice-President in Charge of Western Division  
Leslie Harris... Vice-President & General Manager, CBS Television Film Sales, Inc.  
W. Spencer Harrison... Vice-President and Business Mgr. of Talent & Contract Properties  
Craig Lawrence... Vice President in Charge of CBS Television-Owned Stations  
Thos. K. Fisher... Vice-President and General Attorney  
William J. Flynn... Controller

### Network Sales

Thomas H. Dawson... Vice-President—Network Sales  
George E. Klayer... Network Sales Manager  
Sam K. Maxwell... Eastern Sales Manager  
Roland Blair... Mid-Western Sales Manager  
Charles R. Sterritt... Detroit Sales Manager  
William J. Fagan... Business Manager  
Robert Hoag... Program Sales Mgr.  
Edward F. Lethen, Jr... Manager of Network Sales Development

Newell T. Schwin... Mgr., Special Projects  
George Zurich... Sales Service Manager  
Terrence McGuirk... Sales Manager, EMP  
George A. Kolpin... Contract Manager

### Station Relations

Herbert V. Akerberg... Vice-President in Charge of Station Relations  
Edmund C. Bunker... Vice-President & Director  
Carl Ward... National Manager  
Robert Wood... Mgr., Contracts & Records  
Bert Lown... Western Manager  
Ed Scovill... Midwest Manager  
David R. Williams... Eastern Manager  
Donald Clancy... Business Manager  
Robert F. Jamieson... Mgr. of Station Contracts

### Network Programs

Hubbell Robinson, Jr... Executive 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.  
Oscar Katz... Vice President in Charge of Daytime Programs  
Lester Gottlieb... General Executive  
Marlo Lewis... Executive Producer, Music & Variety Programs  
Gilbert A. Ralston... Director, Network Programs, N. Y.  
Robert D. Martin... Talent & Casting Director New York  
Milo Frank... Talent & Casting Director, Hollywood  
Bert Berman... Dir. of Daytime Pgm. Development  
Edwin Friendly... Dir. of Daytime Programs  
Richard Lewine... Executive Producer  
E. Carlton Winckler... Production Manager  
Michael Burke... Director of Network Programs, England

### Operations

Edward L. Saxe... Vice-President in Charge of Operations  
Henry Grossman... Dir. of Facilities  
R. G. Thompson... Director of Technical Operations  
H. C. Meier... Manager of Network Operations  
Walter R. Pierson... Dir. Production Facilities Planning  
Albert J. Raymond... Mgr. of Theater and Stage Operations  
Anthony Boschetti... Manager of Procurement

Paul Wittlig.....Manager of 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

### 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 of  
Information Services  
Larry Lowenstein.....Director—N.Y.  
James J. Kane.....Director—Hollywood  
Robert F. Blake....Manager of Special Projects  
Harry Feeney.....Manager of Trade &  
Business News  
Dorothy Leffler....Director of Magazine Division

### Research

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

### Engineering

William B. Lodge.....V.P., Engineering  
and Station Relations  
A. B. Chamberlain.....Dir. of Engineering  
H. A. Chinn.....Chief Engineer  
J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison..Vice-President and Busi-  
ness Mgr. of Talent & Contract Properties  
Philip Feldman.....V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Charles Woodward.....Senior Attorney  
Merritt H. Coleman..Director of Business Affairs  
Louis T. Stone....Dir. of Talent Commitments  
David Klinger.....Budget Control Manager

### CBS Television Enterprises

Sydney Rubin.....Director  
Murray Benson.....Sales Manager

### 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  
William MacPhail.....Director of Sports  
Theodore F. Koop.....Director of News and  
Public Affairs, Washington

### CBS-OWNED TELEVISION STATIONS

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

### WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager  
Norman E. Walt.....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.

Clark B. George.....General Manager

### WXIX, 5445 North 27th St. Milwaukee, Wis.

Frank Shakespeare, Jr.....General Manager  
WHCT, Asylum Street  
Hartford, Conn.

Harvey Struthers.....General Manager

### KMOX-TV, 9th & Sidney Sts. St. Louis 4, Mo.

Gene Wilkey.....General Manager  
CBS Television Spot Sales

John A. Schneider.....General Manager  
Ben Margolis.....Business Manager  
Robert F. Davis.....Research Manager  
Walter Stein.....Ass't Research Manager  
Bruce Bryant.....Eastern Sales Manager  
Frank Elliott Jr....Director Sales Development  
W. Thomas Dawson...Director Sales Promotion

### Branch Offices

Arthur C. Elliot.....Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
H. H. Holtshouser.....Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.  
Richard R. Loftus.....Detroit Manager  
932 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  
John Howell.....General Sales Manager  
Fred Mahlstedt.....Dir. Oper. & Prodn.  
Eugene Moss.....Sales Promotion Manager  
Walter Scanlon.....Merchandising Manager  
John C. Sebastian.....Publicity Director

### Terrytoons Division

Paul Terry, William Weiss

# The Question in TV Programming Is — Where Do We Go From Here?



By  
**ROBERT F. LEWINE**  
Vice President  
Television Network  
Programs, National  
Broadcasting Co.

**I**N the area of television programming, two facts stand out today: First, though there has always been a seller's market in top talent, there is a greater shortage of big name talent now than ever before. Second, the entertainment business has failed to develop box office names fast enough to meet this challenge.

As a result of this situation, we are faced with the serious problem: Where do we go from here?

Several factors are responsible for today's shortage of talent. One is the increased competition on television today. The networks are now finding that they must compete not only with each other but with individual stations whose programming is now bolstered by TV films and Hollywood features of steadily improving quality. With such a wide choice of entertainment the viewing public has become more selective, choosing programs and personalities with greater care than ever before. This has helped kill off many a marquee name.

Then there is the plight of those show-business names not primarily associated with TV but who appear as extra-special guest attractions. Even these entertainers, except for a few of the very top stage and screen stars, have found that after making their highly publicized television debuts and after continued guest appearances, that honeymoons don't last forever.

This growing shortage of talent has had a definite effect on our over-all program operation. The top performers of today usually insist on controlling their own shows, either by owning the package or by having the fullest say in what type of program they appear in. As a result, the network and the packagers have to come up with shows that will keep the stars happy.

The need for building special vehicles for top stars has given greater emphasis to the big talent agencies. To satisfy the particular needs of the talent they represent, they have developed strong programming operations of their own to produce these packages, geared precisely to the capabilities and the preferences of their talent.

I would like to add at this time that the programming these agencies produce is a reliable and saleable product, for these agencies have acquired a high degree of know-how in this field. Moreover, if the show gets into trouble, they move in quickly to put things right. Also, let's not overlook the important sales effort these agencies put behind their packages. They often come to the network with a program and a client all ready to sign for it.

Finally, the shortage of big names increases the fees those few can pick up for guest appearances. As a result, many of these artists refuse to undertake a regular series with all the confinement and risk this means when they can earn handsome fees with just a few guest appearances on big-budget shows. Therefore, we find fewer top names than usual associated with regular series while you find an increase in the number of regularly scheduled variety shows whose formats offer a ready market for guest shots.

Television has not stood idly by in the face of this challenge. It has met the problem head on and has attempted to build its own fresh, big-name entertainers. We haven't done too badly either, considering the great obstacles to developing home-grown talent, including the reluctance of advertisers to risk large outlays on new performers.

Today we are helping to meet the talent shortage by developing programs that depend more on format than on top talent. We also keep in mind talent development needs in casting shows. And we try to develop new performers by exposing them as much as possible on our programs.

The challenges that face our industry today do not discourage me. Rather, they put new emphasis on creativity and originality and this will help make new stars and improved programs.



# NBC TELEVISION NETWORK

## **ROBERT E. KINTNER** **Executive Vice President, Television Network**

Robert E. Kintner was elected to his present post of executive vice president, TV network, in February, 1958, having been executive VP, TV network programs and sales since February, 1957. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.



## **DAVID C. ADAMS** **Executive Vice President, Corporate Relations**



David C. Adams was appointed to his present post as executive vice president, corporate relations in September, 1956. He was elected a staff vice president in March, 1954. Adams joined NBC in December, 1947 as assistant general counsel after six years of government service with the Federal Communications Commission. He served successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC. He and his wife live with their two sons in Croton-on-Hudson, N. Y.

## **WALTER D. SCOTT** **Vice President, Television Network Sales for NBC**

Walter D. Scott was placed in charge of sales for the NBC Television Network in January, 1958. Previously he was vice president and national sales manager. Scott joined the NBC Sales Department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager of NBC-TV in December, 1955. Before coming to NBC Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of The Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 277.

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff.....President  
Joseph V. Heffernan.....Staff Vice President

### ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration  
**California National Productions, Inc.**  
(Wholly-owned Subsidiary)  
Earl Rettig.....President  
(For other personnel, see Film Producers section)

### PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.  
THornwald 5-7000  
John K. West.....Vice-Pres., Pacific Division  
\* \* \*  
Alan W. Livingston...V.P., TV Network Program  
Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs  
Richard Graham.....Vice President, Law

### CORPORATE RELATIONS

David Adams.....Exec. V.P., Corporate Rel.

### WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.  
ADams 4-5400—District 7-1260  
Frank M. Russell...Vice President, Washington

### NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....V.P., NBC Owned Stations &  
NBC Spot Sales  
Donald E. Bishop.....Dir. Community Services  
Thomas S. O'Brien.....Dir., Business Affairs  
Anthony C. Krayer.....Business Manager

### NBC Spot Sales

Thomas B. McFadden...V.P., NBC Spot Sales  
Richard H. Close.....Dir., Represented Stations  
Edwin T. Jameson...Dir., TV Spot Sales  
Walter B. Davison..Mgr., Western TV Spot Sales

John W. Mulholland.....Mgr., TV Spot Sales,  
Central Office  
John J. Ryan.....Mgr., Eastern TV Spot Sales  
Loren Surles.....Mgr., New Business  
John C. Treacy.....Mgr., TV Spot Sales, Detroit  
Morton Gaffin.....Mgr., New Bus. & Prom.

### NBC Owned Stations

**WRCA-TV, New York**  
William N. Davidson.....General Manager  
**WBUF-TV, Buffalo**  
Charles C. Bevis, Jr.....General Manager  
**WNBC, New Britain-Hartford**  
Peter B. Kenney.....V.P. & General Manager  
**WRC-TV, Washington**  
Carleton D. Smith.....V.P. & General Manager  
**WNBQ, Chicago**  
Jules Herbeuveaux.....V.P. & General Manager  
**WRCV-TV, Philadelphia**  
Lloyd E. Yoder.....V.P. & General Manager  
**KRCA, Los Angeles**  
Thomas C. McCray.....V.P. & General Manager

### TELEVISION NETWORK

Robert E. Kintner.....Exec. V.P., TV Network  
Howard L. Letts.....V.P., Business Affairs,  
TV Network

### NEWS DEPARTMENT

William McAndrew.....Vice President, News  
Joseph O. Meyers.....Director, News  
Leonard Allen.....Mgr., TV News Assignments  
Rex R. Goad.....Manager, News  
Arthur H. Wakelee...Mgr., Spec. News Projects  
Eugene E. Juster.....Manager, News Film  
Leslie C. Vaughan...Manager, Administration

### SPORTS DEPARTMENT

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

### PUBLIC AFFAIRS

Edward Stanley.....Director

### TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs  
Alan W. Livingston...V.P., TV Net.  
Programs, Pacific Division  
Jess Oppenheimer...Mgr., Creative Pgm. Unit  
Kirk H. Logie.....Mgr., Pgms., Central Div.

## Special Projects

Donald B. Hyatt.....Acting Director,  
Special Projects Programs  
John W. Kiermaier.....Manager, Administration  
James H. Nelson.....Manager, Program Services

## Television Daytime Programs

Carl Lindemann, Jr.....Dir., Daytime Programs  
Robert F. Aaron.....Mgr., Daytime Pgm. Adm.  
Sidney Piermont.....Manager, Program Talent  
Frederick L. Wilson.....Mgr., Daytime Pgm. Ops.

## Special Programs

Thomas O. Loeb.....Director Special Programs  
David Tebet.....Manager, Special Programs

## Participating Programs

William V. Sargent.....Dir., Participating Pgms.  
Richard Jackson.....Mgr., Participating Pgms.

## Program Submissions

William Hammerstein.....Dir., Pgm. Submissions  
Ross Donaldson.....Mgr., Pgm. Submissions

## TV Nighttime Programs

Alan D. Courtney.....Dir., Nighttime Programs  
Julian Bercovici.....Mgr., Nighttime Pgm. Ops.  
Joseph P. Cunneff.....Mgr., Nighttime Pgm. Ops.  
Ernest V. Theiss.....Mgr., Nighttime Pgm. Adm.

## Music

Samuel Chotzinoff.....Gen. Music Director

## TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales  
Don Durgin.....V.P., National Sales Manager  
Charles R. Abry.....Manager, Eastern Sales  
Harry T. Floyd.....Mgr., TV Sales, Western Div.  
Walter W. Gross.....Mgr., TV Sales, Detroit  
Edward R. Hitz.....V.P., TV Sales, Central Div.  
Gerald A. Vernon.....Dir., Sales Services  
Ernest Fladell.....Mgr., Sales Promotion  
Richard L. Linkroum.....Dir., Spec. Pgm. Sales  
Morris Rittenberg.....Mgr., Spec. Pgm. Sales  
Dean Shaffner.....Dir., Sales Planning  
Stephen Flynn.....Dir., TV Sales, Traffic Ops.  
David Hedley.....Mgr., TV Sales Presentations  
Robert McFadyen.....Mgr., TV Sales Development  
Hamilton Robinson.....Mgr., Office Services

## FACILITIES OPERATIONS

Charles H. Colledge.....V.P., Facilities Ops.

## Station Facilities Operations

Sherman Hildreth.....Dir., Station Fac. Ops.

## Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.  
Paul Gallant.....Mgr., Radio Technical Ops.  
Henry P. Hayes.....Mgr., Reference Recording Sales

## Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prodn.  
Richard Aimone.....Mgr., Special Effects  
Edward J. Bennett.....Mgr., Design & Art  
Curtis Blank.....Mgr., Prodn. Services  
Peter Bonardi.....Mgr., Scenic Const. & Painting

## General Services

William S. Hedges.....V.P., General Services  
Edwin L. Dunham.....Mgr., Music Library & Svcs.  
Mildred Joy.....Chief Librarian

## Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.  
Frank M. Lepore.....Mgr., Film Services  
Stanley Parlan.....Mgr., Film Coordination  
& Preparations

## TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.  
Frederick C. Knopfke.....Mgr., Sound Effects  
Thomas H. Phelan.....Mgr., Maint. & Plant Fac.  
Humbert Rodomista.....Mgr., Scheduling & Adm.  
John B. Rogers.....Mgr., Studio & Theatre Ops.  
Courtney A. Snell.....Mgr., N. Y. Field Ops.  
Van Woodward.....Mgr., Staff Script Writers

## Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning  
Reid R. Davis.....Mgr., Color Control  
Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning  
Robert MacKichan.....Mgr., Show Requirements  
& Estimating  
George McElrath.....Mgr., Broadcast Central  
Vincent Mitchell.....Mgr., Facilities  
Planning & Utilization  
Henry Moss.....Mgr., Methods & Standards

## Business Affairs

Nicholas C. Gilles.....Director  
Donald Carswell.....Mgr., Oper. Reports & Analysis  
Malcolm MacGregor.....Mgr., Budgets & Cost  
Control  
Daniel W. Sullivan.....Mgr., Rates & Services  
Analysis  
James Chenard.....Bus. Mgr., Radio Net. Fac. Ops.  
Arthur Garbade.....Bus. Mgr., TV Net. Film Ops.  
Thomas Tart.....Bus. Mgr., TV Net. Live Ops.  
John P. Seibert.....Bus. Mgr., TV Net.  
Design, Art & Scenic Prodn.

# NBC TELEVI



# ON NETWORK





Kalish



puppets  
or  
products—  
everything springs  
to life  
in  
living color  
on the  
NBC  
television  
network

## NTA Film Network Is Indication That Growth Is Keyword to Future



By **RAYMOND E. NELSON**  
Vice President and  
General Manager  
NTA Film Network  
Inc.

**I**T is difficult to go into the past history of something with which you have been intimately associated without finding yourself falling into "and then I wrote—" sort of format. Nevertheless, the NTA Film Network, which a relatively short time ago was somewhat of a revolutionary idea, is now a recognized broadcasting entity with not only a future but what is probably more important, both a past and a present, since the Network has progressed from theoretical into actual status.

We did not pretend that the film network, as such, was an original thought. Film networking had been discussed, some brief attempts to get one off the ground had come a resounding cropper, but the fact remained that no such thing as an operating film network had ever been achieved.

We felt that there was a two-fold need for the NTA Film Network, a need on the part of broadcasters and advertisers. We do not quarrel with the principles of wired network operation and, indeed, are exploring coaxial cable facilities ourselves. We did, however, feel that there was a need for a method of networking which provided for a change in either the method or the amount of station compensation, and an abolition of the "must buy" premise which forced network minded TV advertisers to buy markets that they did not necessarily need, accompanied by the financial lost motion of servicing those markets.

When we contemplated the station field, we knew that the time scarcity problem would be our number one obstacle. To put together enough television coverage to interest a national advertiser was a complex problem, since in a great many markets there were too few stations to service the then existing networks without getting into the clearance problems of another. We saw, however, two distinct opportunities; one would involve upgrading the time of the independent station, which had been denied the strength of group programming of its wired network competitors, and in hypoing audiences tuned to marginal time periods on wired network outlets. We saw in this two-fold opportunity a first step towards filling the broadcaster-advertiser need. Even the strongest stations had weak

time periods that could be upgraded, and we reasoned that, to the advertiser, audience would be audience regardless of station or time; that if we could deliver sufficient viewer tonnage at a reasonable cost we could more than adequately serve him.

Which brings us to the matter of history. By dint of thousands of miles of travel and extended consultations with stations, we were able to come up with a network that offered both flexibility and potential. To the advertiser who wanted to take advantage of the network's full lineup of 134 stations, we were able to offer potential coverage to over 95 per cent of the country's TV homes. To the advertiser who wanted less, we could tailor-make a station lineup that would directly serve his sales problems and be restricted purely and simply to the areas he wished to reach.

In market after market, the Network's *Premiere Performance* program has consistently received excellent ratings, showing dominance over such network shows as *Jackie Gleason*, *Laurence Welk*, *Disneyland*, *Steve Allen*, *Your Hit Parade*, *Playhouse 90* and others.

And so our brief past has been, we believe, a significant one, not only to ourselves and the stations we serve but to America's advertisers, for whom we have created what is to all intents and purposes a new advertising medium, or at the very least a valuable extension of a relatively circumspect one already in existence. Our first year has been a challenging one, and to us a very rewarding one.

We believe that our future is bright. The NTA Film Network, which was once a train in the blue-print stage, now is definitely on the track. We believe that it has a long and prosperous journey ahead. Based on a busy past and rushed present, we believe that we can expect an accelerated future.



# NTA FILM NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

President..... Ely A. Landau  
Exec. V.P..... Oliver A. Unger  
Vice President..... Harold Goldman  
Vice President..... Edythe Rein  
V.P. & Gen. Mgr..... Raymond E. Nelson  
V.P., Station Relations..... Robert A. Schmid  
Board of Directors..... Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Spyros Skouras, Joseph H. Mos-  
kowitz, Donald Henderson, William C. Michel,  
Otto Koegel  
Director of Sales..... William B. Koblenzer  
Dir. Station Relations..... Anthony Azzato  
Dir. Promotion..... Martin Roberts  
Dir. Advertising..... Kermit Kahn  
Dir. Publicity..... George Crandall

## BRANCH OFFICES

### Chicago

Jonny Graff  
612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

### Hollywood, Calif.

Berne Tabakin  
8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222

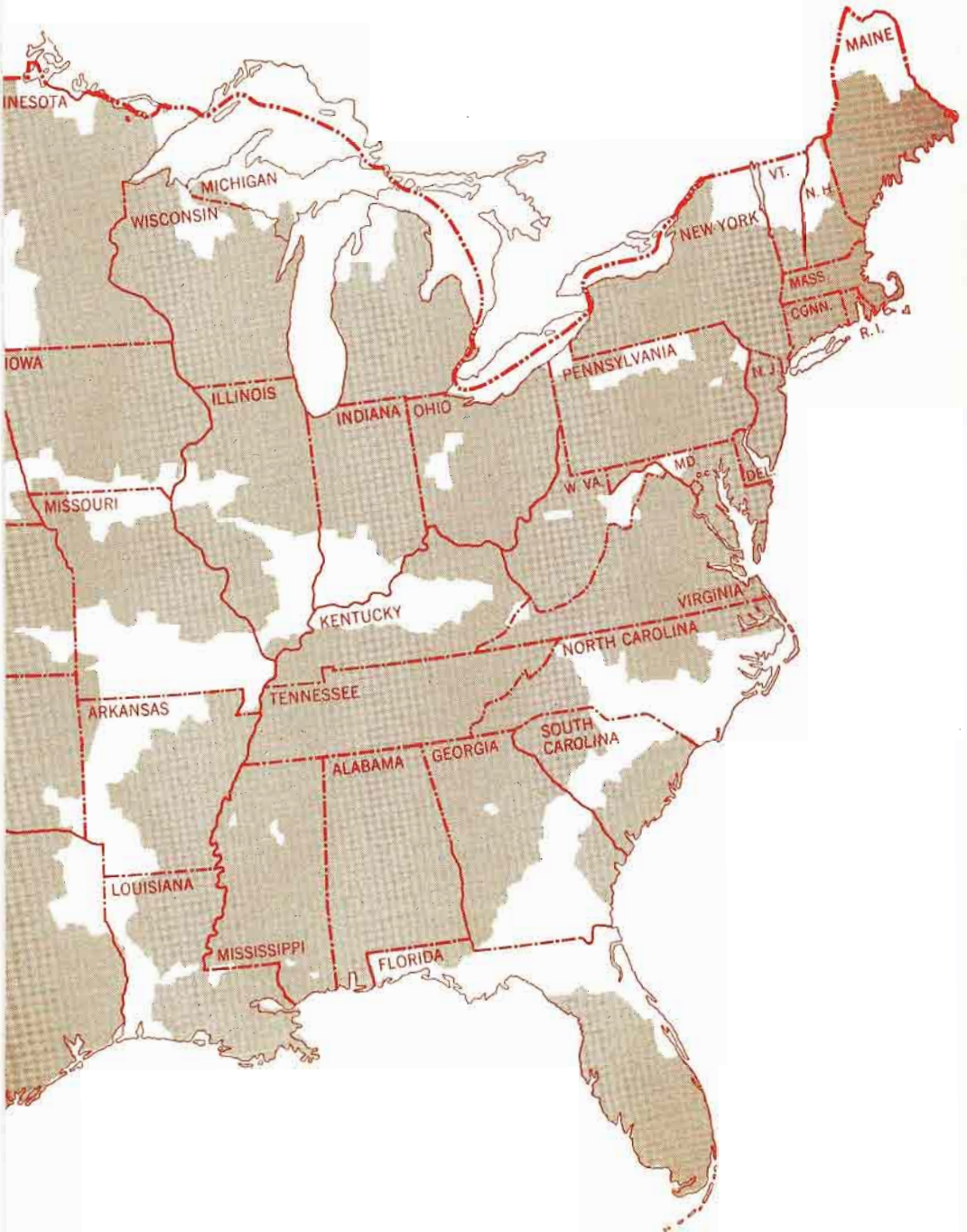
# NTA FILM



Maximum coverage 1957

134 stations

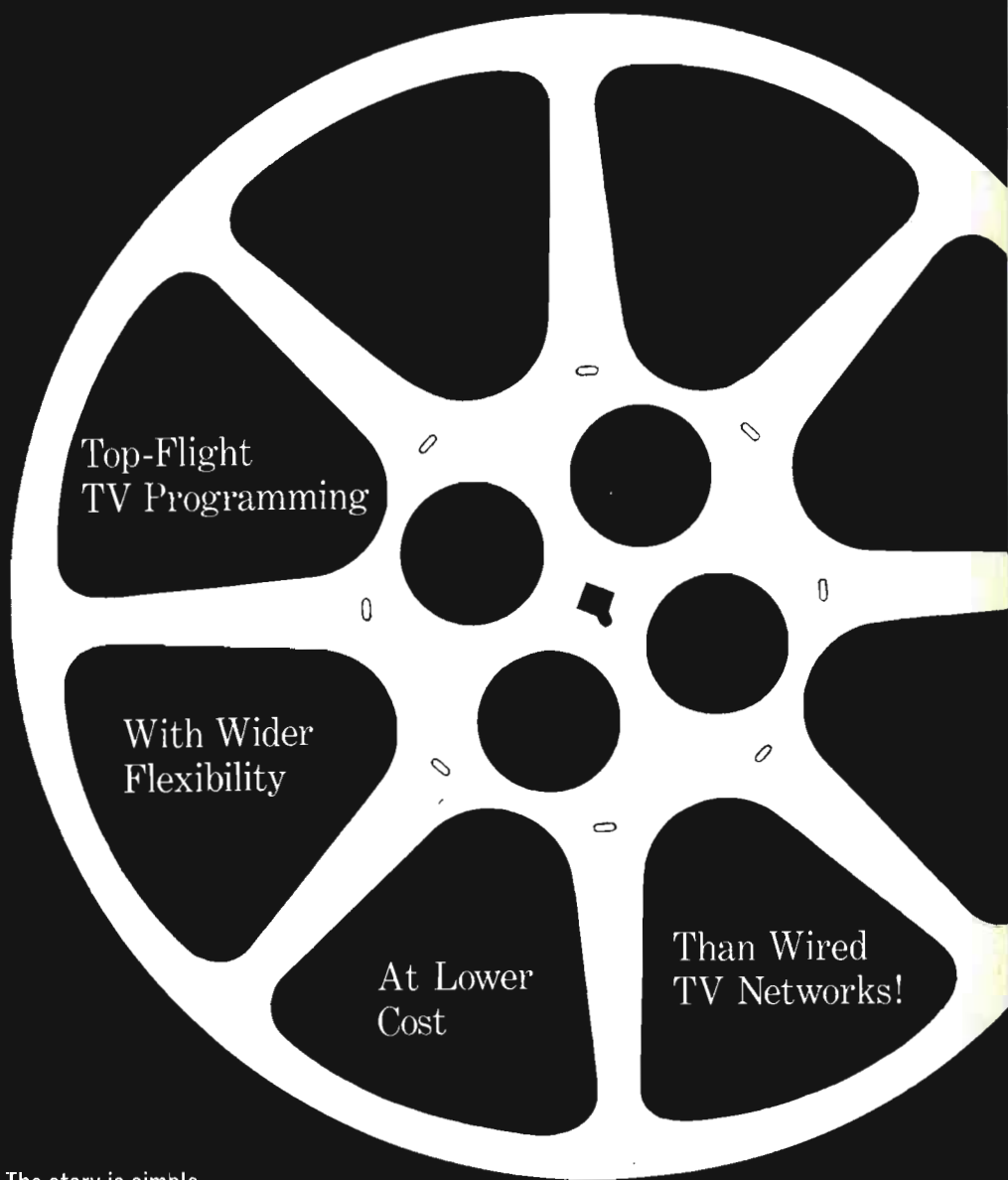
# NETWORK



# Unreeling for you...the story of the NTA Film Network



*America's dynamic new*



Top-Flight  
TV Programming

With Wider  
Flexibility

At Lower  
Cost

Than Wired  
TV Networks!

The story is simple.  
Above are the elements.  
Below is the place they can work for you.

The result: many TV stations, advertisers, and the  
agencies are discovering a profitable moral in . . .



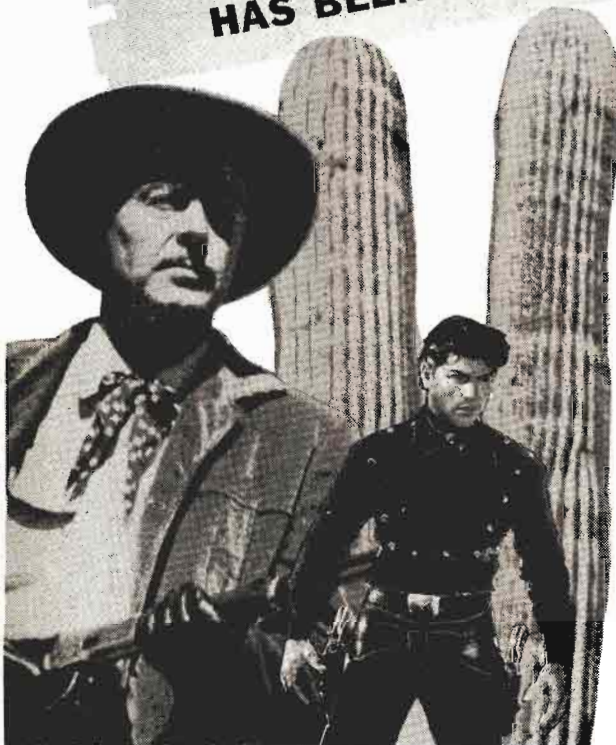
**FILM NETWORK, INC.**

THE COLISEUM TOWER, 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y. JUDSON 2-7300

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# 26 MEN

HAS BEEN MARKET TESTED!



## ✓ By AUDIENCES

Best in time period in:

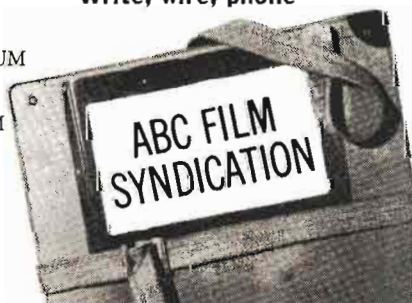
	Rating	Share of Audience
Cincinnati	20.1	46.5
Knoxville	30.3	52.7
Charlotte	34.4	61.9
San Diego	20.3	32.6
Rochester	26.0	67.2
New Orleans	24.0	77.2

Source: ARB Nov.

## ✓ By ADVERTISERS

- A & P SUPERMARKETS • STANDARD OIL OF TEXAS • HOOD DAIRY • KROGER COMPANY
- NATIONAL BOHEMIAN • GENERAL PETROLEUM
- COCA COLA • ADMIRAL • BARDAHL
- QUAKER OATS • SINCLAIR OIL • BRYLCREEM
- WHITE OWL CIGARS • FRIGIDAIRE
- FRITOS • CARLING'S

Write, wire, phone



*Some choice markets still available.*

1501 Broadway, New York, LA 4-5050

# TELEVISION

## TV STATIONS

ALPHABETICAL LISTING  
BY STATES - CITIES

STATE STATISTICS  
(POPULATION, FAMILIES,  
RADIO HOMES, TV HOMES,  
NUMBER OF STATIONS)

KEY PERSONNEL

# YEARBOOK

# 1958

# TELEVISION STATIONS

## Commercial Stations of the U.S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich./Ont.	821	KFBC-TV	— Cheyenne, Wyo.	880
KABC-TV	— Los Angeles, Calif.	791	KFDA-TV	— Amarillo, Tex.	859
KAKE-TV	— Wichita, Kan.	814	KFDM-TV	— Beaumont, Tex.	861
KALB-TV	— Alexandria, La.	815	KFDX-TV	— Wichita Falls, Tex.	871
KARD-TV	— Wichita, Kan.	814	KFEQ-TV	— St. Joseph, Mo.	825
KARK-TV	— Little Rock, Ark.	789	KFJZ-TV	— Fort Worth, Tex.	865
KATV	— Pine Bluff, Ark.	789	KFMB-TV	— San Diego, Calif.	792
KAVE-TV	— Carlsbad, N. M.	830	KFRE-TV	— Fresno, Calif.	790
KBAK-TV	— Bakersfield, Calif.	790	KFSA-TV	— Fort Smith, Ark.	789
KBAS-TV	— Ephrata, Wash.	874	KFSD-TV	— San Diego, Calif.	792
KBES-TV	— Medford, Ore.	845	KFVS-TV	— Cape Girardeau, Mo.	824
KBET-TV	— Sacramento, Calif.	791	KFXJ	— Montrose, Colo.	795
KBMB-TV	— Bismarck, N. D.	838	KFYR-TV	— Bismarck, N. D.	838
KBOI-TV	— Boise, Idaho	805	KGAT-TV	— Harlingen, Tex.	865
KBTV	— Denver, Colo.	794	KGEZ-TV	— Kalispell, Mont.	826
KBTX-TV	— Bryan, Tex.	861	KGGM-TV	— Albuquerque, N. M.	829
KCBD-TV	— Lubbock, Tex.	867	KGHL-TV	— Billings, Mont.	826
KCEN-TV	— Temple, Tex.	869	KGLO-TV	— Mason City, Iowa	812
KCJB-TV	— Minot, N. D.	839	KGMB-TV	— Honolulu, Hawaii	881
KCKT	— Great Bend, Kans.	813	KGNC-TV	— Amarillo, Tex.	861
KCMC-TV	— Texarkana, Tex.	869	KGO-TV	— San Francisco, Calif.	792
KCMO-TV	— Kansas City, Mo.	825	KGUL-TV	— Galveston-Houston, Tex.	865
KCOP-TV	— Hollywood, Calif.	790	KGUN	— Tucson, Ariz.	788
KCOR-TV	— San Antonio, Tex.	869	KGW-TV	— Portland, Ore.	845
KCRA-TV	— Sacramento, Calif.	792	KHAD-TV	— Laredo, Tex.	867
KCRG-TV	— Cedar Rapids, Iowa	812	KHAS-TV	— Hastings, Neb.	827
KCSJ-TV	— Pueblo, Colo.	795	KHBC-TV	— Hilo, Hawaii	881
KCTV	— San Angelo, Tex.	868	KHJ-TV	— Los Angeles, Calif.	791
KDAL-TV	— Duluth-Superior, Minn.	822	KHOL-TV	— Kearney, Neb.	827
KDIX-TV	— Dickinson, N. D.	839	KHPL-TV	— Hayes Center, Neb.	827
KDKA-TV	— Pittsburgh, Pa.	853	KHQ-TV	— Spokane, Wash.	875
KDLO-TV	— Florence, S. D.	857	KHQA-TV	— Hannibal, Mo.	824
KDRO-TV	— Sedalia, Mo.	825	KHSL-TV	— Chico, Calif.	790
KDUB-TV	— Lubbock, Tex.	867	KHUM-TV	— Eureka, Calif.	790
KDUH-TV	— Hay Springs, Neb.	827	KICA-TV	— Clovis, N. M.	830
KEDY-TV	— Big Spring, Tex.	861	KID-TV	— Idaho Falls, Idaho	805
KELO-TV	— Sioux Falls, S. D.	857	KIDO-TV	— Boise, Idaho	805
KELP-TV	— El Paso, Tex.	863	KIEM-TV	— Eureka, Calif.	790
KENI-TV	— Anchorage, Alaska	880	KIMA-TV	— Yakima, Wash.	875
KENS-TV	— San Antonio, Tex.	869	KING-TV	— Seattle, Wash.	874
KEPR-TV	— Pasco, Wash.	874	KINY-TV	— Juneau, Alaska	880
KERO-TV	— Bakersfield, Calif.	790	KIRO-TV	— Seattle, Wash.	874
KETV	— Omaha, Neb.	828	KIVA	— Yuma, Ariz.	789
KEY-T	— Santa Barbara, Calif.	793	KJEO	— Fresno, Calif.	790
KFAR-TV	— Fairbanks, Alaska	880	KKTV	— Colorado Springs, Colo.	793
KFBB-TV	— Great Falls, Mont.	826			





# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KLAS-TV	— Las Vegas, Nev.	828	KPTV	— Portland, Ore.	845
KLEW-TV	— Lewiston, Idaho	805	KQTV	— Fort Dodge, Iowa	812
KLFY-TV	— Lafayette, La.	816	KRBB	— El Dorado, Ark.	789
KLIX-TV	— Twin Falls, Idaho	805	KRBC-TV	— Abilene, Tex.	859
KLRI-TV	— Las Vegas, Nev.	828	KRCA	— Los Angeles, Calif.	791
KLTV	— Tyler, Tex.	869	KRCG	— Jefferson City, Mo.	824
KLZ-TV	— Denver, Colo.	793	KRDO-TV	— Colorado Springs, Colo.	793
KMAU-TV	— Wailuku, Hawaii	881	KREM-TV	— Spokane, Wash.	875
KMBC-TV	— Kansas City, Mo.	825	KREX-TV	— Grand Junction, Colo.	794
KMGH-TV	— Minneapolis, Minn.	823	KRGV-TV	— Weslaco, Tex.	871
KMID-TV	— Midland, Tex.	868	KRIS-TV	— Corpus Christi, Tex.	861
KMJ-TV	— Fresno, Calif.	790	KRLD-TV	— Dallas, Tex.	863
KMMT	— Austin, Minn.	822	KRNT-TV	— Des Moines, Iowa	812
KMOT	— Minot, N. D.	839	KROC-TV	— Rochester, Minn.	823
KMOX-TV	— St. Louis, Mo.	825	KROD-TV	— El Paso, Tex.	863
KMSO-TV	— Missoula, Mont.	826	KRON-TV	— San Francisco, Calif.	792
KMTV	— Omaha, Neb.	828	KRSB-TV	— Rapid City, S. D.	857
KMVI	— Wailuku, Hawaii	881	KSAN-TV	— San Francisco, Calif.	792
KNAC-TV	— Fort Smith, Ark.	789	KSBW-TV	— Salinas, Calif.	792
KNOE-TV	— Monroe, La.	816	KSBY-TV	— San Luis Obispo, Calif.	793
KNOX-TV	— Grand Forks, N. D.	839	KSD-TV	— St. Louis, Mo.	825
KNTV	— San Jose, Calif.	793	KSHO-TV	— Las Vegas, Nev.	828
KNXT	— Los Angeles, Calif.	791	KSL-TV	— Salt Lake City, Utah	871
KOA-TV	— Denver, Colo.	794	KSLA	— Shreveport, La.	817
KOAM-TV	— Pittsburgh, Kan.	813	KSPR-TV	— Casper, Wyo.	879
KOAT-TV	— Albuquerque, N. M.	829	KSTF	— Scottsbluff, Neb.	828
KOB-TV	— Albuquerque, N. M.	830	KSTP-TV	— St. Paul—Minneapolis, Minn.	823
KOCO-TV	— Enid, Okla.	844	KSVO-TV	— Ardmore, Okla.	843
KODE-TV	— Joplin, Mo.	824	KSWO-TV	— Lawton, Okla.	844
KOIN-TV	— Portland, Ore.	845	KSWB-TV	— Roswell, N. M.	830
KOLD-TV	— Tucson, Ariz.	788	KSYD-TV	— Wichita Falls, Tex.	871
KOLN-TV	— Lincoln, Neb.	827	KTAG-TV	— Lake Charles, La.	816
KOLO-TV	— Reno, Nev.	828	KTBC-TV	— Austin, Tex.	861
KOMO-TV	— Seattle, Wash.	874	KTBS-TV	— Shreveport, La.	817
KOMU-TV	— Columbia, Mo.	824	KTEN	— Ada, Okla.	843
KONA-TV	— Honolulu, Hawaii	881	KTHV	— Little Rock, Ark.	789
KONO-TV	— San Antonio, Tex.	869	KTIV	— Sioux City, Iowa	813
KOOK-TV	— Billings, Mont.	826	KTLA	— Los Angeles, Calif.	791
KOOL-TV	— Phoenix, Ariz.	788	KTNT-TV	— Tacoma, Wash.	875
KOSA-TV	— Odessa, Tex.	868	KTRE-TV	— Lufkin, Tex.	868
KOTA-TV	— Rapid City, S. D.	857	KTRK-TV	— Houston, Tex.	865
KOTI-TV	— Klamath Falls, Ore.	845	KTRX	— Kennewick—Pasco, Wash.	874
KOTV	— Tulsa, Okla.	844	KTSM-TV	— El Paso, Tex.	863
KOVR-TV	— Stockton, Calif.	793	KTTS-TV	— Springfield, Mo.	825
KPAC-TV	— Port Arthur, Tex.	868	KTTV	— Los Angeles, Calif.	791
KPAR-TV	— Abilene—Sweetwater, Tex.	859	KTUL-TV	— Tulsa, Okla.	844
KPHO-TV	— Phoenix, Ariz.	788	KTVA	— Anchorage, Alaska	880
KPIC	— Roseburg, Ore.	845	KTVC	— Ensign, Kan.	813
KPIX	— San Francisco, Calif.	792	KTVF	— Fairbanks, Alaska	880
KPLC-TV	— Lake Charles, La.	816	KTVH	— Hutchinson, Kan.	813
KPLO	— Reliance, S. D.	857	KTVI	— St. Louis, Mo.	826
KPRC-TV	— Houston, Tex.	865	KTVK	— Phoenix, Ariz.	788



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KTVO	— Ottumwa, Iowa	813	WBBM-TV	— Chicago, Ill.	806
KTVR	— Denver, Colo.	794	WBEN-TV	— Buffalo, N. Y.	832
KTVT	— Salt Lake City, Utah	871	WBIR-TV	— Knoxville, Tenn.	858
KTVU	— San Francisco-Oakland, Calif.	793	WBKB	— Chicago, Ill.	806
KTVW	— Seattle-Tacoma, Wash.	875	WBLN	— Bloomington, Ill.	805
KTWO-TV	— Casper, Wyo.	879	WBNS-TV	— Columbus, Ohio	841
KUAM-TV	— Agana, Guam	882	WBOC-TV	— Salisbury, Md.	820
KULA-TV	— Honolulu, Hawaii	881	WBOY-TV	— Clarksburg, W. Va.	876
KUMV-TV	— Williston, N. D.	838	WBPZ-TV	— Lock Haven, Pa.	849
KUTV	— Salt Lake City, Utah	871	WBRC-TV	— Birmingham, Ala.	787
KVAL-TV	— Eugene, Ore.	844	WBRE-TV	— Wilkes-Barre, Pa.	855
KVAR	— Mesa, Ariz.	788	WBRZ	— Baton Rouge, La.	816
KVII	— Amarillo, Tex.	861	WBTW	— Charlotte, N. C.	837
KVIP	— Redding, Calif.	791	WBTW	— Florence, S. C.	856
KVOA-TV	— Tucson, Ariz.	788	WBUF	— Buffalo, N. Y.	832
KVOO-TV	— Tulsa, Okla.	844	WBZ-TV	— Boston, Mass.	820
KVOS-TV	— Bellingham, Wash.	874	WCAU-TV	— Philadelphia, Pa.	853
KVTV	— Sioux City, Iowa	813	WCAX-TV	— Burlington, Vt.	871
KWRB-TV	— Riverton, Wyo.	880	WCBI-TV	— Columbus, Miss.	823
KWTV	— Oklahoma City, Okla.	844	WCBS-TV	— New York, N. Y.	833
KWTX-TV	— Waco, Tex.	869	WCCO-TV	— Minneapolis, Minn.	823
KWWL-TV	— Waterloo, Iowa	813	WCDB	— Hagaman, N. Y.	833
KXAB-TV	— Aberdeen, S. D.	857	WCDC	— Adams, Mass.	820
KXGN-TV	— Glendive, Mont.	826	WCHS-TV	— Charleston, W. Va.	876
KXJB-TV	— Valley City, N. D.	839	WCIA	— Champaign, Ill.	805
KXLF-TV	— Butte, Mont.	826	WCKT	— Miami, Fla.	800
KXLJ-TV	— Helena, Mont.	826	WCMB-TV	— Harrisburg, Pa.	847
KXLY-TV	— Spokane, Wash.	875	WCNY-TV	— Carthage, N. Y.	833
KYTV	— Springfield, Mo.	825	WCOV-TV	— Montgomery, Ala.	787
KYW-TV	— Cleveland, Ohio	840	WCPO-TV	— Cincinnati, Ohio	839
KZTV	— Corpus Christi, Tex.	861	WCSC-TV	— Charleston, S. C.	856
WABC-TV	— New York, N. Y.	833	WCSH-TV	— Portland, Me.	817
WABD	— New York, N. Y.	833	WCTV	— Thomasville, Ga.	805
WABI-TV	— Bangor, Maine	817	WCYB-TV	— Bristol, Va.	872
WABT	— Birmingham, Ala.	787	WDAF-TV	— Kansas City, Mo.	825
WAFB-TV	— Baton Rouge, La.	815	WDAM-TV	— Hattiesburg, Mass.	823
WAGA-TV	— Atlanta, Ga.	803	WDAN-TV	— Danville, Ill.	806
WAGM-TV	— Presque Isle, Maine	819	WDAU-TV	— Scranton, Pa.	853
WAIM-TV	— Anderson, S. C.	855	WDAY-TV	— Fargo, N. D.	839
WAKR-TV	— Akron, Ohio	839	WDBJ-TV	— Roanoke, Va.	874
WALA-TV	— Mobile, Ala.	787	WDBO-TV	— Orlando, Fla.	801
WALB-TV	— Albany, Ga.	804	WDEF-TV	— Chattanooga, Tenn.	857
WANE-TV	— Fort Wayne, Ind.	809	WDMJ-TV	— Marquette, Mich.	822
WAPA-TV	— San Juan, P. R.	881	WDSM-TV	— Duluth-Superior, Minn.	822
WARD-TV	— Johnstown, Pa.	849	WDSU-TV	— New Orleans, La.	816
WATE-TV	— Knoxville, Tenn.	858	WDXI-TV	— Jackson, Tenn.	857
WATR-TV	— Waterbury, Conn.	797	WEAR-TV	— Pensacola, Fla.	801
WATV	— Newark, N. J.	829	WEAT-TV	— West Palm Beach, Fla.	803
WAVE-TV	— Louisville, Ky.	815	WEAU-TV	— Eau Claire, Wis.	877
WAVY-TV	— Norfolk, Va.	873	WECT	— Wilmington, N. C.	837
WBAL-TV	— Baltimore, Md.	820	WEEK-TV	— Peoria, Ill.	807
WBAP-TV	— Fort Worth, Tex.	863	WEEQ-TV	— La Salle, Ill.	806
WBAY-TV	— Green Bay, Wis.	877	WEHT	— Evansville, Ind.	809



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WESH-TV	Daytona Beach, Fla.	799	WJAR-TV	Providence, R. I.	855
WEWS	Cleveland, Ohio	840	WJBF-TV	Augusta, Ga.	804
WFAA-TV	Dallas, Tex.	861	WJBK-TV	Detroit, Mich.	821
WFAM-TV	Lafayette, Ind.	810	WJDM	Panama City, Fla.	801
WFBC-TV	Greenville, S. C.	856	WJHL-TV	Johnson City, Tenn.	858
WFBG-TV	Altoona, Pa.	845	WJIM-TV	Lansing, Mich.	822
WFBM-TV	Indianapolis, Ind.	809	WJMR-TV	New Orleans, La.	816
WFGA-TV	Jacksonville, Fla.	799	WJTV	Jackson, Miss.	823
WFIE-TV	Evansville, Ind.	809	WJW-TV	Cleveland, Ohio	841
WFIL-TV	Philadelphia, Pa.	851	WJZ-TV	Baltimore, Md.	819
WFLA-TV	Tampa, Fla.	801	WKAQ-TV	San Juan, P. R.	881
WFLB-TV	Fayetteville, N. C.	837	WKBN-TV	Youngstown, Ohio	843
WFMJ-TV	Youngstown, Ohio	843	WKBT	La Crosse, Wis.	877
WFMY-TV	Greensboro, N. C.	837	WKJG-TV	Fort Wayne, Ind.	809
WFRV-TV	Green Bay, Wis.	877	WKNX-TV	Saginaw, Mich.	822
WGAL-TV	Lancaster, Pa.	849	WKOW-TV	Madison, Wis.	877
WGAN-TV	Portland, Me.	817	WKRC-TV	Cincinnati, Ohio	839
WGEM-TV	Quincy, Ill.	807	WKRQ-TV	Mobile, Ala.	787
WGN-TV	Chicago, Ill.	806	WKST-TV	New Castle, Pa.	849
WGR-TV	Buffalo, N. Y.	833	WKTU	Utica, N. Y.	835
WHAS-TV	Louisville, Ky.	815	WKXP	Lexington, Ky.	815
WHBF-TV	Rock Island, Ill.	807	WKY-TV	Oklahoma City, Okla.	844
WHBQ-TV	Memphis, Tenn.	858	WKZO-TV	Kalamazoo, Mich.	822
WHCT	Hartford, Conn.	797	WLAC-TV	Nashville, Tenn.	858
WHDH-TV	Boston, Mass.	820	WLBC-TV	Muncie, Ind.	810
WHEC-TV	Rochester, N. Y.	834	WLBR-TV	Lebanon, Pa.	849
WHEN-TV	Syracuse, N. Y.	834	WLBT	Jackson, Miss.	824
WHIO-TV	Dayton, Ohio	841	WLEX-TV	Lexington, Ky.	815
WHIS-TV	Bluefield, W. Va.	875	WLOF-TV	Orlando, Fla.	801
WHIZ-TV	Zanesville, Ohio	843	WLOS-TV	Asheville, N. C.	835
WHO-TV	Des Moines, Iowa	812	WLVA-TV	Lynchburg, Va.	872
WHP-TV	Harrisburg, Pa.	847	WLW-A	Atlanta, Ga.	804
WHTN-TV	Huntington, W. Va.	876	WLW-C	Columbus, Ohio	841
WHYN-TV	Springfield-Holyoke, Mass.	820	WLW-D	Dayton, Ohio	841
WIBW-TV	Topeka, Kan.	813	WLW-I	Indianapolis, Ind.	810
WICC-TV	Bridgeport, Conn.	797	WLW-T	Cincinnati, Ohio	840
WICS	Springfield, Ill.	807	WMAL-TV	Washington, D. C.	798
WICU-TV	Erie, Pa.	847	WMAR-TV	Baltimore, Md.	819
WIIC	Pittsburgh, Pa.	853	WMAZ-TV	Macon, Ga.	804
WILK-TV	Wilkes-Barre, Pa.	855	WMBD-TV	Peoria, Ill.	807
WIMA-TV	Lima, Ohio	841	WMBR-TV	Jacksonville, Fla.	800
WINK-TV	Fort Meyers, Fla.	799	WMBV-TV	Marinette, Wis.	879
WINR-TV	Binghamton, N. Y.	830	WMCT	Memphis, Tenn.	858
WIS-TV	Columbia, S. C.	856	WMSL-TV	Decatur, Ala.	787
WISC-TV	Madison, Wis.	877	WMT-TV	Cedar Rapids, Iowa	812
WISE-TV	Asheville, N. C.	835	WMTV	Madison, Wis.	877
WISH-TV	Indianapolis, Ind.	810	WMTW	Poland Spring, Me.	817
WISN-TV	Milwaukee, Wis.	879	WMUR-TV	Manchester, N. H.	829
WITI-TV	Milwaukee, Wis.	879	WNAC-TV	Boston, Mass.	820
WITN	Washington, N. C.	837	WNBC	New Britain, Conn.	797
WITV	Ft. Lauderdale, Fla.	799	WNBK-TV	Binghamton, N. Y.	832
WJAC-TV	Johnstown, Pa.	849	WNBQ	Chicago, Ill.	806



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WNCT	— Greenville, N. C.	837	WSM-TV	— Nashville, Tenn.	859
WNDU-TV	— South Bend, Ind.	810	WSOC-TV	— Charlotte, N. C.	837
WNEM-TV	— Bay City-Saginaw, Mich.	821	WSPA-TV	— Spartanburg, S. C.	856
WNEP-TV	— Scranton, Pa.	853	WSPD-TV	— Toledo, Ohio	843
WNHC-TV	— New Haven, Conn.	797	WSTV-TV	— Steubenville, Ohio	841
WNOK-TV	— Columbia, S. C.	856	WSUN-TV	— St. Petersburg, Fla.	801
WNOW-TV	— York, Pa.	855	WSUR-TV	— Ponce, P. R.	882
WOAI-TV	— San Antonio, Tex.	869	WSVA-TV	— Harrisonburg, Va.	872
WOAY-TV	— Oak Hill, W. Va.	876	WSYE-TV	— Elmira, N. Y.	833
WOC-TV	— Davenport, Iowa	812	WSYR-TV	— Syracuse, N. Y.	835
WOI-TV	— Ames, Iowa	812	WTAP-TV	— Parkersburg, W. Va.	876
WOOD-TV	— Grand Rapids, Mich.	821	WTAR-TV	— Norfolk, Va.	872
WOR-TV	— New York, N. Y.	834	WTCN-TV	— Minneapolis, Minn.	823
WORA-TV	— Mayaguez, P. R.	881	WTEN	— Albany, N. Y.	830
WOW-TV	— Omaha, Neb.	828	WTHI-TV	— Terre Haute, Ind.	810
WOWL-TV	— Florence, Ala.	787	WTIC-TV	— Hartford, Conn.	797
WPAG-TV	— Ann Arbor, Mich.	821	WTMJ-TV	— Milwaukee, Wis.	879
WPBN-TV	— Traverse City, Mich.	822	WTOC-TV	— Savannah, Ga.	805
WPIX	— New York, N. Y.	834	WTOK-TV	— Meridian, Miss.	824
WPRO-TV	— Providence, R. I.	855	WTOP-TV	— Washington, D. C.	798
WPSD-TV	— Paducah, Ky.	815	WTOV-TV	— Norfolk, Va.	873
WPST-TV	— Miami, Fla.	800	WTPA	— Harrisburg, Pa.	847
WPTA	— Fort Wayne, Ind.	809	WTRF-TV	— Wheeling, W. Va.	877
WPTV	— Palm Beach, Fla.	801	WTRI	— Albany, N. Y.	830
WPTZ	— Plattsburgh, N. Y.	834	WTTG	— Washington, D. C.	798
WRAL-TV	— Raleigh, N. C.	837	WTTV	— Bloomington, Ind.	809
WRBL-TV	— Columbus, Ga.	804	WTVC	— Chattanooga, Tenn.	857
WRC-TV	— Washington, D. C.	798	WTVD	— Durham, N. C.	837
WRCA-TV	— New York, N. Y.	834	WTVH	— Peoria, Ill.	807
WRCV-TV	— Philadelphia, Pa.	851	WTVJ	— Miami, Fla.	800
WRDW-TV	— Augusta, Ga.	804	WTVK	— Knoxville, Tenn.	858
WREC-TV	— Memphis, Tenn.	858	WTVM	— Columbus, Ga.	804
WREX-TV	— Rockford, Ill.	807	WTVN-TV	— Columbus, Ohio	841
WRGB	— Schenectady, N. Y.	834	WTVO	— Rockford, Ill.	807
WRGP-TV	— Chattanooga, Tenn.	857	WTVP	— Decatur, Ill.	806
WRIK-TV	— Ponce, P. R.	882	WTVR	— Richmond, Va.	874
WRLP	— Greenfield, Mass.	820	WTVT	— Tampa, Fla.	803
WROC-TV	— Rochester, N. Y.	834	WTVW	— Evansville, Ind.	809
WRVA-TV	— Richmond, Va.	873	WTVY	— Dotham, Ala.	787
WSAU-TV	— Wausau, Wis.	879	W-TWO	— Bangor, Me.	817
WSAV-TV	— Savannah, Ga.	804	WTWV	— Tupelo, Miss.	824
WSAZ-TV	— Huntington, W. Va.	876	WUSN-TV	— Charleston, S. C.	856
WSB-TV	— Atlanta, Ga.	803	WVEC-TV	— Hampton-Norfolk, Va.	872
WSBA-TV	— York, Pa.	855	WVET-TV	— Rochester, N. Y.	834
WSBT-TV	— South Bend, Ind.	810	WVUE	— Wilmington, Del.	797
WSEE	— Erie, Pa.	845	WWJ-TV	— Detroit, Mich.	821
WSFA-TV	— Montgomery, Ala.	788	WWL-TV	— New Orleans, La.	816
WSIL-TV	— Harrisburg, Ill.	806	WWLP	— Springfield, Mass.	820
WSIX-TV	— Nashville, Tenn.	859	WWTV	— Cadillac, Mich.	821
WSJS-TV	— Winston-Salem, N. C.	838	WXEX-TV	— Petersburg, Va.	873
WSJV	— South Bend-Elkhart, Ind.	810	WXIX	— Milwaukee, Wis.	879
WSLS-TV	— Roanoke, Va.	874	WXYZ-TV	— Detroit, Mich.	821

# Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—7,  
Sta. CP's—3; Radio Homes—796,000; TV Homes—492,000

## WABT—Birmingham—1949 ABC-NBC

Channel: 13 VHF.. AP: 178 Kw... VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Newspaper Affiliation.....Birmingham News  
Tel.: FA 2-3506.....News Service: AP  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....NAB; TvB  
Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Thomas M. Percer  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....WBRC, Inc.  
Bus. Studio Address.....Atop Red Mountain  
Tel.: FA 2-4701.....News Service: AP  
Representative.....Katz  
Membership.....NAB, TvB  
President.....Hulbert Taft, Jr.  
Gen. Mgr.....R. T. Schlinkert  
Sales Mgr.....Oliver Naylor  
Program Director.....Keith E. Barze  
Prom. Dir.....Jerry Thompson  
News Dir.....Jim Atkins  
Film Mgr.....Robert Herron  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954 NBC-CBS

Channel: 23 UHF.. AP: 8.52 Kw... VP: 15.8  
Owned-Oper. By.....Tenn. Valley Radio & TV Co.  
Address.....Mutual Savings Life Bldg.  
Tel.: 802.....News Service: AP  
Rep.....Masla  
President.....Frank Whisenant  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 CBS

Channel: 9VHF.. A.P.: 14.1 Kw... VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.....5-2810  
Representative.....Young TV; Clarke Brown  
President.....Charles Woods  
VP., Gen., Sta. Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Daryl D. Griffin  
Prom., Pub. Dir.....Warren L. Jones, Jr.  
Film Manager.....Jerry Davis  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957 CBS-NBC

Channel: 15 UHF.. AP: 600 Kw... VP: 20.9 Kw.  
Owned.....TV Muscle Shoals, Inc.  
Business Address.....840 Cypress Mill Rd.  
Tel.....AT 2-7711  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Richard B. Biddle  
Nat. Sales Mgr.....Bill Mapes  
Comm. Mgr.....Jack Worley  
Prog. Dir.....John Utley  
Prom. Dir.....Bill Wynne  
Pub. Dir.....Dick Biddle  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953 NBC

Channel: 10VHF.. AP: 191 Kw... VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....News Service: AP  
Representative.....H-R  
Membership.....NAB, TvB  
V.P., Gen. Mgr.....W. B. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Jack Prater  
Chief Engineer.....Raymond Hurley

## WKRQ-TV—Mobile—1955 CBS

Channel: 5 VHF... AP: 50 Kw... VP: 100  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....News Service: AP  
Representative.....Avery Knodel  
Membership.....NAB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
Program Dir.....George Layne  
Publicity Dir.....Betty Thorburn  
Chief Engineer.....James L. Evans

## WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20... AP: 117 Kw... VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....News Service: UP  
Representative.....Adam Young; Ayers  
President.....O. P. Covington  
Gen., Sta. Manager.....Hugh Smith  
Commercial Manager.....Morris South  
Prod., Prog. Dir.....Caldwell Stewart  
Prom., Publicity Director.....Martha Hall  
Film Manager.....Bob House  
Chief Engineer.....W. D. Weatherly

**WSFA-TV—Montgomery**  
1954—NBC-ABC

Channel: 12 VHF.. AP: 158 Kw.. Vp: 316 Kw.  
Business Address..... 10 East Delano  
Tel.: AM 5-1251. News Services: AP, INS, UP  
Newspaper Affil..... Okla. Publishing Co.  
Membership..... NAB, TvB  
Representative..... Katz

President..... E. K. Gaylord  
Exec. VP..... P. A. Sugg  
Sta. Mgr..... Eugene B. Dodson  
Comm. Mgr..... Carter Hardwick  
Prod. Mgr..... Pascal Spivey  
News Dir..... Crawford Rice  
Sales Prom. Dir..... M. H. Yeoman  
Pub. Dir..... Rose Arnold  
Film Mgr..... Gene R. Jacobsen  
Chief Engineer..... Robert M. Hayward

Arizona

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—8,  
Sta. CP's—1; Radio Homes—316,000; TV Homes—198,000

**KVAR—Mesa—1953—NBC**

Channel: 12 VHF.. AP: 15.8 Kw.. VP: 31.6 Kw.  
Owned-Oper. By..... KTAR Broadcasting Co.  
Address..... 1101 No. Central Ave., Phoenix  
Tel.: AL 4-4161..... News Service: AP  
Representative..... Avery-Knodel  
Pres., Gen. Mgr..... Richard O. Lewis  
Commercial Mgr..... E. W. Harvey  
Program Director..... Robert Vache  
Publicity Dir..... Carol Ackerman  
Film Director..... Betty Campbell  
Chief Engineer..... John Beck

Address..... 3435 No. 16th St.  
Tel.: AM 6-5691..... News Service: AP  
Station Representative..... Weed TV  
General Manager..... Leon Nowell  
Sta., Comm. Manager..... Burton B. LaDow  
Program Director..... Don Tuckwood  
Prod. Mgr..... Lloyd Steinkamp  
Chief Engineer..... George McLouth

**KGUN—Tucson—1956**  
ABC

Channel: 9 VHF.. AP: 31.6 Kw.. VP: 63.1 Kw.  
Owned-Oper. By..... Tucson Television Co.  
Business Address..... 2175 North 6th Ave.  
Tel.: MA 3-3633..... News Service: UP  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... Tolbert Foster  
Sta. Mgr., Prog. Mgr..... James Hays  
Comm. Mgr..... Ben L. Slack  
Film Mgr..... Dan Dellinger  
Chief Engineer..... James Cochrane

**KOOL-TV—Phoenix—1953**  
CBS

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... KOOL Radio-TV, Inc.  
Business Address..... 511 West Adams St.  
Representative..... Hollingbery  
Membership..... NAB  
Pres., Gen. Mgr..... Tom Chauncey  
V.P., Sta. Mgr..... Kenneth Morton  
Film Manager..... Helen Lane  
Program Dir..... Jack Murphy  
Publicity Dir..... Homer Lane  
Chief Engineer..... Nelson Nichols

**KOLD-TV—Tucson—1953**  
CBS

Channel: 13 VHF.. AP: 16.5 Kw.. VP: 33 Kw.  
Owned-Oper. By..... Old Pueblo Bcstg. Co.  
Business Address..... 115 W. Drachman St.  
Tel.:..... MA 4-2511  
Representative..... Hollingbery  
Managing Dir..... Tom Chauncey  
General Manager..... E. S. Mitterdori  
Commercial Manager..... Bernie Perlin  
Program Director..... Budd Wiener  
Chief Eng..... Bob Shriner

**KPHO-TV—Phoenix—1949**

Channel: 5 VHF.. AP: 100 Kw.. VP: 17.5 Kw.  
Owned-Oper. By..... Meredith Publishing Co.  
Business Address..... 17th & Locust St.  
Tel.: AT 8-8511..... News Services: UP, INS  
Representative..... Katz  
Membership..... NAB, TvB  
President..... Fred Bohlen  
General Manager..... Richard B. Rawls  
Ass't. Sta., Comm. Mgr..... Howard Stalaker  
Program Director..... Robert Martin  
Prom., Pub. Dir..... Stephen Q. Shannon  
Film Manager..... Thomas Sherlock  
Chief Engineer..... George McClanathan

**KVOA-TV—Tucson—1953**  
NBC

Channel: 4 VHF.. AP: 2.69... VP: 5.37 Kw  
Owned-Oper. By..... Arizona Bcstg. Co.  
Business Address..... 209 West Elm St.  
Tel.:..... ME 3-2555  
Representative..... The Branham Co.  
Pres., Gen. Mgr..... Clinton D. McKinnon  
Commercial Manager..... W. R. Duvey DuBois  
Program Director..... Henry Hubbard  
Chief Engineer..... Raymond H. Holsclaw

**KTVK—Phoenix—1955—ABC**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By..... Arizona TV Co.

(See Page 811)

**KIVA—Yuma—1953**  
**NBC-CBS-ABC**

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.  
Owned-Oper. By... Valley Telecasting Co.  
Business Address... P. O. Bin 1671  
Tel.: ST 6-8311... News Service: AP  
Membership... NAB

President... Harry C. Butcher  
General Manager... Ray C. Smucker  
Sta., Prom. Mgr. ... Leavenworth Wheeler  
Publicity Director... Jean Van Cleaf  
Program Director... Russ Siner  
Commercial Manager... Len Burkland  
Film Director... Aretta Crowell  
Chief Engineer... Blake Ramsey

**Arkansas**

Pop. March 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—3,  
Sta. CP's—3; Radio Homes—516,000; TV Homes—278,000

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF... AP: 12.3 Kw... VP: 24.5 Kw.  
Owned-Oper. By... S. Arkansas TV Co., Inc.  
Address... Box 791  
Tel.: UN 2-3488... News Service: AP  
Station Representative... O'Connell  
President... Joe F. Rushton  
General Manager... Bill Bigley  
Comm. Mgr. ... W. C. Womack  
Prog. Dir. ... John Turner  
Prom. Dir. ... Pat Molsbee  
Chief Engineer... Larry Self

**KARK - TV—Little Rock**  
**1954—NBC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Arkansas Radio &  
Equipment Co.  
Business Address... 10th & Spring Streets  
News Service... UP  
Representative... Pety  
Membership... NAB, TvB  
President... T. H. Barton  
Exec. VP... T. K. Barton  
Sta. Mgr., VP... Douglas Romine  
Prog. Dir., Film Mgr. ... Fred Schmutz  
Promotion Dir. ... Shirley P. Kennedy  
Chief Engineer... Champ Smith

**KFSA-TV—Fort Smith—1953**  
**NBC-ABC**

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.  
Owned-Oper. By Southwestern Radio & TV Co.  
Business Address... 920 Rogers Ave.  
Newspaper Affil. ... Southwest American  
Tel.: SU 2-9125... News Service: UP  
Representative... Pearson  
Membership... NAB  
President... D. W. Reynolds  
Gen. Mgr., Sta. Mgr. ... William Slates  
Comm Mgr., Prom. Mgr. ... John D. Whitt  
Prog., Pub. Dir. ... Pat Porta  
Film Manager... Charles Putman  
Chief Engineer... Robert W. Platt, Jr.

**KTHV—Little Rock—1955**  
**CBS**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Arkansas TV Co.  
Address... 8th & Izard Sts.  
Newspaper Affil. ... Arkansas Democrat  
Tel.: FR 4-3764... News Services: AP, UP  
Station Representative... Branham  
Membership... NAB, TvB  
President... K. A. Engel  
Gen., Sta. Manager... B. G. Robertson  
Comm. Manager... W. V. Hutt  
Prom. Dir. ... John Pounders  
Prog. Dir., Film Manager... Jack Bomar  
Chief Engineer... Cecil Suitt

**KNAC - TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF... AP: 14.4 Kw... VP: 28.8 Kw.  
Owned-Oper. By... American TV Co., Inc.  
Business Address... 200 Kelly Bldg.  
Tel.: SU 3-3131... News Service: AP  
Representative... H-R  
Membership... NAB  
President... Jack Sobol  
Gen., Sta. Mgr. ... Glenn W. White  
Prom. Dir. ... Joy A. Mercurio  
Chief Engineer... Rubin L. Masters

**KATV—Pine Bluff—1953**  
**ABC**

Channel: 7 VHF... AP: 91.2 Kw... VP: 170 Kw.  
Owned-Oper. By... Central South Sales Co.  
Address... 100 William Rd.  
Tel.: JE 4-2051... News Service: AP, UP  
Representative... Avery-Knodel, Inc.  
Membership... NAB, TvB  
President... James C. Leake  
General Manager... John H. Fugate  
Prom., Pub. Director... Joe Myers  
Chief Engineer... A. R. Garrett

**KBAK-TV—Bakersfield**  
**1953—CBS-ABC**

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....Box 1448  
Tel.: EX 9-1761.....News Service: UP  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
Membership.....NAB, TvB  
President.....Harold P. See  
Program Director.....Jim Hayden  
Gen. Manager, Vice President..A. H. Constant  
Chief Engineer.....James Garner

**KERO-TV—Bakersfield**  
**1953—NBC-ABC**

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned-Oper. By..Wrather-Alvarez Bcstg. Co.  
Business Address.....1420 Truxton Ave.  
Tel.: FA 7-1441.....News Service: UP  
Representative.....Petry  
Membership.....NAB, TvB  
Sales Mgr.....Roland T. Kay  
Program Manager.....Kenneth R. Cross  
Publicity Director.....Joe Henning  
Production Manager.....Bruce Fleming  
Film Manager.....K. R. Croes  
Chief Engineer.....Edwin Andress

**KHSL-TV—Chico—1953**  
**ABC-CBS**

Channel: 12 VHF..AP: 156 Kw..VP: 316 Kw.  
Owned-Oper. By...Golden Empire Bcstg. Co.  
Address.....180 E. 4th St.  
Tel.: FI 2-0141.....News Service: UP  
Representative.....Avery-Knodel  
Membership.....NAB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Nat'l Sales Mgr.....George Ross  
Program Dir.....Martin Jacobsen  
Pub. Dir.....Doug Sundby

**KHUM-TV—Eureka—1958**

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.  
Owned.....Calif. Northwest Bcstg. Co.  
Address.....Box 1015  
Tel.: HI 2-5744.....News Service: AP  
Representative.....Hollingbery  
President.....Carroll R. Hauze:  
V.P., Gen. Mgr.....Geo. Fleharty  
Chief Engineer.....Otto Becker

**KIEM-TV—Eureka—1953**  
**CBS-ABC-NBC**

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By...California-Oregon TV, Inc.  
Business Address.....P. O. Box 1021  
Phone Number.....Hillside 3-3123

News Service.....UP  
Rep.....Blair Television Associates, Inc.  
Membership.....NAB  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
Comm. Mgr.....Robert Miller  
Sta. Mgr.-Prog. Dir.....W. Edwln Smith  
Pub. Dir.....Jack Mortimer  
Prom. Dir.....Ben Randall  
Chief Engineer.....Donald King

**KFRE-TV—Fresno—1956**  
**CBS**

Channel: VHF...AP: 158...VP: 316 Kw.  
Owned By.....California Island Bcstg. Co.  
Business Address...733 L St., Fresno, Calif.  
Tel.: AM 8-6444.....News Service: UP  
Representative.....Blair-TV  
President.....Paul R. Bartlett  
Station Manager.....Ed J. Frech  
National Sales.....Bob Klein  
Prog., Prom., Pub. Dir.....Hal C. O'Donnell  
Film Manager.....Fred Carbine  
Chief Engineer.....Keith L. Mealey

**KJEO—Fresno—1953**  
**ABC**

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
Owned:.....O'Neill Broadcasting Co.  
Business Address.....P. O. Box 1708  
Tel.: BA 2-2411.....News Service: AP  
Representative.....Branham  
V.P., General Manager.....Joseph C. Drilling  
Comm. Manager.....W. O. Edholm  
Production Manager.....Don Webster  
Promotion Director.....Phil McPherson  
Chief Engineer.....Jack McElwain

**KMJ-TV—Fresno—1953**  
**NBC**

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
Owned-Operated By...McClatchy Bcstg. Co.  
Address.....1117 "N" St.  
Representative.....Raymer  
Membership.....NAB, TvB  
Station Mgr.....John Edwards  
Nat'l Sls. & Ser. Mgr.....W. Letler  
Comm. Manager.....Orbie Sullivan

**KCOP-TV—Hollywood—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
Owned-Oper. By.....KCOP-TV, Inc.  
Bus.-Studio Address.....1000 Cahuenga Blvd.  
Tel.: HO 2-7311.....News Service: UP  
Representative.....Petry  
Gen. Mgr.....Alvin G. Flanagan  
Commercial Manager.....Amos T. Baron  
Sales Prom Dir.....Hal Biard  
Program Dir.....Mary Warren  
Publicity Dir.....Jerry Ross  
Chief Engineer.....Al Browdy



## KRCA—Los Angeles—1949 NBC

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.  
Owned .....RCA  
Bus.-Studio Address.....Sunset & Vine St.  
Tel.: TH 5-7000...News Services, AP, INS, UP  
Membership .....NAB  
Representative.....NBC Spot Sales  
President .....Robert Sarnoff  
V.P., General Manager.....Thomas McCray  
Commercial Manager.....James Parks  
Exec. Prod.....Jim Patterson  
Pub. Dir.....Bob Pelgram  
Prom., Dir.....Jack Kenaston  
Operations Manager.....James Damon  
Film Manager.....George Burke  
Chief Engineer.....John Knight

## KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF..AP: 82 Kw. VP: 165 kw.  
Owned-Oper. By .....ABC  
Business Address Prospect & Talmadge Streets  
Tel.: NO 3-3311..News Services: AP, INS, UP  
Representative .....Katz  
Membership .....NAB  
V.P., Gen. Mgr.....Selig J. Seligman  
Gen. Sales Mgr.....Elton Rule  
Program Director .....Peter Robinson  
Prom., Pub. Dir.....Jack Brembeck  
Prod. Mgr.....Jim Mandulay  
Film Manager.....Howard Lipstone  
Chief Engineer .....Theodore Grenier

## KHJ-TV—Los Angeles—1948

Channel: 9....AP: 81 Kw.....VP: 162 Kw.  
Owned-Oper. By .....RKO Teleradio, Inc.  
Business-Studio Address.....1313 N. Vine St.  
Membership .....TvB  
Representative .....H-R  
Tel.: HO 2-2133.....News Services: INS, UP  
President, General Teleradio.Thomas F. O'Neil  
Pres., (Don Lee, Div.).....Willet H. Brown  
General Manager.....John Reynolds  
Prog. Dir., Film Mgr.....James Higson  
Commercial Manager.....Howard Wheeler  
Promotion Director.....Bob Nelson  
Production Manager.....Pat Marrinan  
Chief Engineer.....Robert Arne

## 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.  
Representative.....CBS TV Spot Sales  
Tel.: WE 8-3000.....News Services: AP, UP  
Membership .....NAB, TvB  
President .....Merle S. Jones  
General Manager .....Clark B. George  
Business Manager.....Larry Lazarus  
Gen. Sls. Manager.....R. D. Wood  
Executive Prod.....Don Cook

Oper. & Traf. Manager ....Henry J. Schaefer  
Program Director.....Donald M. Hine  
Prom., Publicity Director....Austin Heywood  
Production Manager.....Alberta Hackett  
Film Manager.....Bill Alcine  
Tech. Oper. Mgr.....H. W. Pangborn

## KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. ....Paramount TV Production, Inc.  
Studio Address...5800 Sunset Blvd., H'wood  
Tel.: HO 9-3181.....News Service: INS  
Representative .....PGW  
Membership .....NAB, TvB  
V.P., Gen. Mgr.....Lewise Arnold  
Ass't Gen. Mgr.....Henry Flynn  
Commercial Mgr.....Lela Regan  
Program Dir.....Ray Lukshis  
Promotion Dir.....James J. Rue  
Film Manager .....Jerry Rogers  
Publicity Dir.....Dick Robbins

## KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.  
Owned-Oper. By .....Times-Mirror Co.  
Business Address .....5746 Sunset Blvd.  
Newspaper Afil. ....L.A. Times, Mirror  
Tel.: HO 2-7111.....News Service: AP  
Representative .....Blair TV  
Membership .....NAB, TvB  
Pres., Gen. Mgr.....Richard A. Moore  
V.P.-Sales .....John R. Vrba  
V.P.-Programming .....Robert Breckner  
Dir. & Merch. & Prom. ....Jack O'Mara  
Publicity Director .....Reavis Winckler  
Film Manager .....Richard Woollen  
Chief Engineer .....Edward Benham

## KVIP—Redding—1956 NBC-ABC

Channel: 7 VHF..AP: 58.5 Kw..VP: 316 Kw.  
Owned By .....Shasta Telecasting Corp.  
Business Address.....2770 Pioneer Drive  
Tel.: CH 1-1414.....News Service: AP  
Representative .....Hollingbery  
Pres., Gen. Mgr.....George C. Fleharty  
Commercial Manager .....John Dadiw  
Program Director.....Lee Arnold  
Chief Eng., Ass't Mgr.....Russell K. Olsen

## KBET-TV—Sacramento 1955—CBS

Channel: 10....AP: 158 Kw.....VP: 316 Kw.  
Owned By.....Sacramento Telecasters, Inc.  
Address.....601 7th Ave.  
Tel.: GI 1-4041.....News Service: AP  
Rep. ....H-R  
Membership .....NAB  
President .....William P. Wright  
Vice-Pres., Gen. Mgr.....John H. Schacht  
Station Mgr.....George Greaves  
Commercial Mgr.....George J. Kapel  
Film Mgr.....Nick Luppino  
Promotion Dir.....Harvey Tepier  
Chief Eng.....Pete Onnigian

## KCRA-TV—Sacramento—1955 NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....KCRA, Inc.  
Address.....310 10th St.  
Tel.: GI 1-4631.....News Service: UP  
Representative.....Petry  
Membership.....NAB  
Pres., Gen. Mgr.....Ewing C. Kelly  
Sta. Mgr.....Robert E. Kelly  
Comm. Mgr.....Jon S Kelly  
Film Mgr., Prog. Dir.....Tom Breen  
Prom. Dir.....Ted F. Hardy  
Pub. Dir.....Nona Hall  
Chief Engineer.....W. Herbert Hartman

## KSBW-TV—Salinas—1935 ABC-CBS-NBC

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....238 John St.  
Tel.: HA 2-6422.....News Service: AP  
Representative.....H-R Television  
Membership.....NAB, TvB  
Pres., Gen. Mgr.....John C. Cohan  
Comm. Mgr.....Graham H. Moore  
Prog. Dir.....Gary Ferlisi  
Prom. Dir.....Clark Bradley  
Dir. of Tech. Oper.....Bill Hargan  
Chief Engineer.....Wes Chaney

## KFSD-TV—San Diego—1953 NBC

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....3642 Enterprise St.  
Tel.....CY 8-7151  
Representative.....Katz  
Membership.....NAB  
President.....James G. Rogers, Jr.  
V.P., General Manager.....William E. Goetze  
V.P., Dir. Sales.....Jay Grill  
Merchandising Mgr.....Harold K. Boone  
Adv., Prom. Dir.....Bill Sunday  
Publicity Director.....Grant Recksieck  
Film Manager.....Fran Stecker  
Chief Engineer.....LeRoy A. Bellwood

## KFMB-TV—San Diego—1949 CBS

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned...Wrather-Alvarez Broadcasting, Inc.  
Business Address.....1405 Fifth Ave.  
Tel.: BE 2-2114.....News Services: AP, UP  
Representative.....Petry  
Membership.....NAB, TvB  
President.....Jack D. Wrather  
V.P., Gen. Mgr.....George Whitney  
Station Mgr.....Bill Fox  
Prog. Mgr.....George Stantis  
Prom., Pub. Rel.....Dan Bellus  
Film Manager.....Del Gay  
Chief Engineer.....Charles Abel

## 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.....929 Mission St.  
Tel.: GA 1-1100.....News Service: AP  
Newspaper Affiliation.....Chronicle  
Representative..Peters, Griffin, Woodward Inc.  
Membership.....NAB, TvB  
President.....Charles Thieriot  
Gen. Manager.....Harold P. See  
Sales Mgr.....Norman Louvau  
Program Dir.....Douglas Elleson  
Promotion Dir.....Roland Irving  
Sls. Prom., Mdsq. Dir.....Dick Block  
Film Buyer.....Jim Bentley  
Chief Engineer.....J. L. Berryhill

## KGO-TV—San Francisco 1949—ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper....Amer. Bcstg. Paramount Thrs.  
Address.....277 Golden Gate Ave.  
Tel.: UN 3-0077.....News Services: AP, INS  
Representative.....Blair  
Membership.....TvB, NAB  
President (ABC).....Leonard Goldenson  
V.P., Gen., Sta. Mgr.....John H. Mitchell  
Sales Mgr.....David Sacks  
Nat'l Spot Sls. Mgr.....Yale Roe  
Pub., Promotion Director...George T. Rodman  
Production Manager.....Edward Smith  
Program Director.....George Rice  
Film Manager.....Robert Mitchell  
Chief Engineer.....Harry Jacobs

## KPIX—San Francisco—1948 CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
Tel.: PR 6-5100.....News Services: INS, UP  
Representative.....Katz  
Membership.....NAB, TvB  
Pres.....Donald H. McGannon  
General Manager.....Philip G. Lasky  
Asst. Gen. Manager.....George Mathiesen  
Commercial Manager.....Lou Simon  
Program Director,  
Film Mgr.....William C. Dempsey  
Promotion Dir.....George Goldman  
Publicity Dir.....Al Baccari  
Film Mgr.....William C. Dempsey  
Chief Engineer.....Thomas T. Ely

## KSAN-TV—San Francisco 1954

Channel: 32 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned & Oper. By.....S. H. Patterson

Address ..... 1111 Market Street  
 Tel.: ..... MA 1-8171  
 Representative ..... Stars National  
 Exec. Director ..... Norwood Patterson  
 Gen., Comm. Mgr. .... Richard P. Bott

Tel.: LI 3-0920 ..... News Service: AP  
 Representative ..... H-R  
 Membership ..... NAB, TvB  
 Pres., Gen. Mgr. .... John C. Cohan  
 Resident Mgr. .... Rowena Kohnzey  
 Commercial Manager ..... Graham Moore  
 Program Director ..... Joe Ridgeway  
 Prom. Dir. .... Clarke Bradley  
 Chief Engineer ..... Charles Mitchell

**KTVU—San Francisco-Oakland  
 1958**

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

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned ..... S. F.-Oakland TV, Inc.  
 Address ..... 1 Washington St., Oakland  
 Tel.: TE 4-2000 ..... News Service: AP  
 Representative ..... H-R Television  
 Membership ..... NAB  
 President ..... Ward D. Ingram  
 Gen. Mgr. .... William D. Pabst  
 Prog. Dir. .... Kenneth B. Craig  
 Prod. Mgr. .... Walt Harris  
 Chief Engineer ..... Robert Arne

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.  
 Owned ..... Key TV, Inc.  
 Business Address ..... 730 Miramonte Dr.  
 Tel.: WO 5-8533 ..... News Service: UP  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... Richard C. Bell  
 Comm. Mgr. .... Bob Burris  
 Prom. Dir. .... Joe Constantino  
 Prog. Dir. .... Mary Ann Casey  
 Film Mgr. .... James Foulon  
 Chief Engineer ..... Paul Williams

**KNTV—San Jose—1955**

**KOVR-TV—Stockton—1954  
 ABC**

Channel: 11VHF... AP: 123 Kw... VP: 60 Kw.  
 Owned-Oper. By ..... Standard Radio & TV Co.  
 Address ..... 645 Park Avenue  
 Tel.: CY 7-5577 ..... News Service: INS  
 Membership ..... NAB, TvB  
 Representative ..... Weed  
 Pres., Gen. Mgr. .... A. T. Gilliland  
 Sta. Mgr. .... Roger Van Duzer  
 Comm. Mgr., Prom. Dir. .... Fran Conrad  
 Film Manager ..... Terry Simerly  
 Chief Engineer ..... Bruce Joyner

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... The Gannett Co.  
 Address ..... 25 East Miner Ave.  
 Tel.: HO 6-6981 ..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Holingbery Co.  
 Gen. Mgr. .... Ned Smith  
 Operations Mgr. .... Bel Lange  
 Prom., Pub. Dir. .... Henry Freitas  
 Film Manager ..... John Kearns  
 Chief Engineer ..... Richard J. Anderson

**KSBY-TV—San Luis Obispo  
 1953—ABC-CBS-NBC**

Channel: 6 VHF... AP: 8.9 Kw... VP: 16 Kw.  
 Owned-Oper. By ..... Salinas Valley Bcstg.  
 Business Address ..... Box 286

Colorado

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—9,  
 Sta. CP's—0; Radio Homes—473,000; TV Homes—310,000

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

Owned-Oper. By ..... Pikes Peak Bcstg. Co.  
 Business Address ..... 399 South Eighth St.  
 Tel.: ME 2-1515 ..... News Services: AP, UP  
 Membership ..... NAB, TvB  
 Representative ..... Pearson  
 President, Gen. Comm. Mgr. .... Harry Hoth  
 Program Dir. .... Jay Cook  
 Film Manager ..... Joe Calahan  
 Chief Engineer ..... Herb Schubarth

Channel: 11 VHF... AP: 54 Kw... VP: 107½ Kw.  
 Owned-Operated By ..... TV Colorado, Inc.  
 Address ..... P. O. Box 1078  
 Tel.: ME 4-2844 ..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Bolling  
 President, Gen., Station Mgr. .... James D. Russell  
 Commercial Manager ..... Robert D. Ellis  
 Program Dir. .... Carl Pehlman  
 Prom., Pub. Director ..... Jack East  
 Film Mgr. .... Jerry Mahanke  
 Chief Engineer ..... H. Strang

**KLZ-TV—Denver—1953  
 CBS**

**KRDO-TV—Colorado Springs  
 1953—NBC**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By ..... Time, Inc.  
 Oper. By ..... TLF Broadcasters  
 Business Address ..... 131 Speer Blvd.  
 Tel.: MA 3-4271 ..... News Services: INS, UP  
 Representative ..... Katz  
 Membership ..... NAB, TvB

Channel: 13 VHF... AP: 5.65 Kw... VP: 11.31 Kw.

Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . John Connors  
 Publicity Director . . . . . Al Shepard  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

Pres., Gen. Manager . . . . . William Grant  
 Station Mgr. . . . . Ralph Radetsky  
 Gen. Sales Mgr. . . . . Richard Harris  
 Program Director . . . . . Heywood Siddons  
 Promotion Dir. . . . . Dean Faulkner

### KBTV—Denver—1952—ABC

Channel: 9 VHF . AP: 141 Kw . VP: 282Kw.  
 Owned-Operated By . . . . . TV Denver, Inc.  
 Address . . . . . 1089 Bannock St.  
 Tel.: TA 5-6386 . . . . . News Service: UP  
 Membership . . . . . NAB, TvB  
 Representative. Peters, Griffin, Woodward, Inc.  
 President . . . . . John C. Mullins  
 Station Manager . . . . . Joseph Herold  
 Nat. Sls. Mgr. . . . . Robert L. Brown  
 Prog. Mgr. . . . . Mann Reed  
 Prom. Director . . . . . James Barker  
 Film Mgr. . . . . Don Mumford  
 Chief Engineer . . . . . Jim Butts

### KOA-TV—Denver—1953 NBC

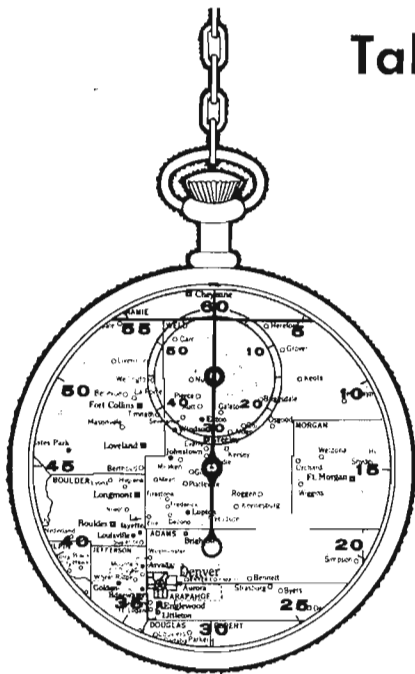
Channel: 4 VHF . AP: 50 Kw . VP: 100 Kw.  
 Owned-Oper. By . . . . . KOA, Inc.  
 Business Address . . . . . 1625 California  
 Tel. . . . . MA 3-6211  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, TvB

### KTVR—Denver—1951

Channel: 2 VHF . AP: 100 Kw . VP: 50. Kw.  
 Owned-Oper. By . . . . . KTVR, Inc.  
 Business Address . . . . . 550 Lincoln St.  
 Telephone . . . . . KEystone 4-8281  
 Membership . . . . . NAB  
 Representative . . . . . Blair  
 Exec. V.P., Gen. Mgr. . . . . Hugh B. La Rue  
 Asst. Gen. Mgr. . . . . Jack Miller  
 Commercial Manager . . . . . George Kirkpatrick  
 Sales Mgr. . . . . Ralph Davison, Jr.  
 Program Director . . . . . Dick McDaniel  
 Production Director . . . . . Ray Gallagher  
 Chief Engineer . . . . . Robert C. Artman

### KREX-TV—Grand Junction 1954—ABC-CBS-NBC

Channel 5 VHF . AP: 6.46 Kw . VP: 12.9 Kw.  
 Owned-Oper. By  
 Western Slope Broadcasting Co., Inc.  
 Business Address . . . . . Box 30  
 Tel.: CH 2-5000 . . . . . News Service: UP  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB



## Take a Minute and Sell The Denver Market

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

**KBTV** Denver's Family Station **channel 9**

DENVER, COLORADO

JOHN C. MULLINS, president JOSEPH HEROLD, station manager





**2nd HIGHEST INDEPENDENT  
IN THE NATION**

*in less than two months!*

*In the ARB survey  
November, 1957, WTIC-TV had been  
casting less than  
months, this station  
already achieved  
second highest share  
audience in the nation  
an independent TV  
tion operating in a market  
where all major networks  
are represented.*

**WTIC-TV**  
HARTFORD, CONNECTICUT



**3**

## Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—2,  
Sta. CP's—7; Radio Homes—680,000; TV Homes—608,000

### WICC-TV—Bridgeport—1952 ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.  
Owned.....Bridgeport Broadcasting Co.  
Business Address.....Box 9140  
Tel.: .....AM 8-1601  
Representative.....Adam Young  
Pres., Gen., Sta. Mgr.....Philip Merryman  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

### WHCT—Hartford—1954—CBS

Channel: 18 UHF..AP: 186 Kw...VP: 197 Kw.  
Owned.....CBS  
Address.....555 Asylum Street  
Tel.: JA 5-2611.....News Service: AP  
Representative.....CBS Spot Sales  
Membership.....NAB, TvB  
President.....Merle Jones  
General Manager.....Harvey Struthers  
Gen. Sales Mgr.....Lamont Thompson  
Program Director.....John O. Downey  
Dir. Oper.....Harold Dorschug  
Prom. Mgr.....Joseph Dowling

### WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.  
Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
Tel.: JA 5-0801.....News Services: AP, INS  
Representative..Harrington, Righter & Parsons  
President.....Paul W. Morency  
VP & Gen. Mgr.....Walter C. Johnson  
V.P., Sales.....Irwin C. Cowper  
VP, Prog.....Leonard J. Patricelli  
Prom. Dir.....Eugene J. Muriaty  
VP, Pub. Rel.....Berard L. Mullins  
Chief Engineer.....Herman D. Taylor

### WNBC—New Britain 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw...VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....West Hartford 10  
Tel.: BA 3-3603.....News Service: AP, UP  
Representative.....NBC Spot Sales  
Membership.....NAB, TvB  
President.....Thomas B. McFadden  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Mgr. Sls. Dev.....Gustave Nathan  
Film Manager.....Phillip B. Hale  
Program Manager.....Robert W. Bray  
Oper. Mgr., Chief Eng.....John Shipley  
Prom., Pub. Dir.....F. A. Wooding

### WNHC-TV—New Haven 1948—ABC

Channel: 8VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By..Triangle Publications, Inc.  
Business Address.....1110 Chapel St.  
News Service.....INS, AP  
Representative.....Katz  
Membership.....NAB, TvB  
Gen. Mgr.....D. Taddei  
Sales Mgr.....John F. Cundiff  
Prog. Mgr.....Chester R. Cooper  
Chief Engineer.....Howard W. Wessenberg

### WATR-TV—Waterbury 1953—ABC

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.  
Owned-Operated By.....WATR, Inc.  
Business Address.....440 Meadow St.  
Tel.: PL 5-1121.....News Service: UP  
Representative.....Burke Stuart  
President.....Harold Thomas  
Gen., Sta., Commercial Mgr.....Samuel Elman  
Prog. Dir., Film Manager.....Astrid Curtis  
Promotion Director.....Joseph Tasker  
Chief Engineer.....Andrew Toross

## Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—1,  
Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

### WVUE—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw...VP: 316 Kw.  
Owned-Oper. By.....Storer Broadcasting Co.  
Studio Address.....2809 Baynard Blvd.  
Tel.: .....OL 6-8171  
Representative.....Katz

Managing Dir.....J. Robert Kerns  
Commercial Mgr.....Glenn B. Lau  
Sales Mgr.....Lewis P. Johnson  
Station Mgr.....James S. McMurry  
Production Manager.....Marvin Fisher  
Promotion Manager.....Roy M. Schwartz  
Chief Engineer.....William J. Jackson  
(See Page 849)

**WMAL-TV—Washington  
1947—ABC**

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

**WRC-TV—Washington  
1947—NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....National Bcstg. Co., Inc.  
Business Address.....4001 Nebraska Avenue  
Tel.: EM 2-4000...News Service: AP, UP, INS  
Representative...NBC Television Spot Sales  
Membership .....NAB, TvB  
President.....Robert W. Sarnoff  
VP, Gen. Mgr.....Carleton D. Smith  
Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle  
Comm. Mgr.....Peter B. James  
Program Dir.....Wes Harris  
Prom. Mgr.....Ralph R. McCawley

Pub. Mgr.....Edwin H. Peterson  
Chief Engineer.....John Rogers  
Dir. of Oper.....Leifferts A. McClelland

**WTOP-TV—Washington  
1949—CBS**

Channel: 9 VHF...AP: 174 Kw...VP: 316 Kw.  
Owned-Oper. By .....Washington Post  
Business Address.....40th & Brandywine Sts.  
Tel.: EM 2-9300...News Service: UP  
Newspaper Affiliation...Wash. Post, Br. Div.  
Membership .....NAB, TvB  
Representative.....CBS TV Spot Sales  
President, Br. Div.....John S. Hayes  
Vice-Pres., TV.....George F. Hartford  
Comm. Mgr.....Robert A. J. Bordley  
Pub. & Prom. Director.....Robert M. Adams  
Program Dir.....Thomas Bones  
Film Mgr.....William Hedgepeth  
Vice President for Engineering...Clyde Hunt

**WTTG—Washington—1947**

Channel: 5 VHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.....DuMont Bcstg. Corp.  
Business-Studio Address.....Hotel Raleigh  
Tel.: ST 3-5300...News Service: UP  
Representative .....Weed and Co.  
Membership .....NAB  
President .....Bernard Goodwin  
Gen. Manager.....James Bonfils  
Program Dir.....William S. Dodson  
Prom., Pub. Director.....Charles Heaton  
Film Director.....Esther Larkin  
Chief Engineer.....Malcolm M. Burleson

To Broadcasters

**AP**

Means

**Added Profits  
Added Prestige**

**The Associated Press**

**50 Rockefeller Plaza  
New York 20, N. Y.**



# Florida

Pop. March 1 (Est.)—4,090,000; Families—1,173,000; Lic. Stations—16.  
Sta. CP's—7; Radio Homes—1,142,000; TV Homes—896,000

## WESH-TV—Daytona Beach 1956

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By.....Telrad, Inc.  
Business Address.....P.O. Box 1712  
Tel.: CL 3-6591.....News Service: UP  
Rep. ....Avery Knodel  
President.....John H. Perry, Jr.  
General Manager.....Thomas S. Gilchrist, Jr.  
Station Mgr.....Walter Stousse  
Program Dir.....James B. Smith  
Gen. Sls. Mgr.....Thomas B. Newsom  
Chief Engineer.....A. O. Peck

## WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF...AP: 312 Kw...VP: 536 Kw.  
Owned-Oper. By.....Gerico Investment Co.  
Bus. Address.....228 N.E. 3rd St.  
Tel.: .....3-1566  
Representative.....Forjoe  
Pres., Gen. Mgr.....M. W. Loewi  
Sta. Mgr.....C. Azevedo  
Program Dir.....Jean Scurman  
Nat. Sls. Mgr.....Lee Phillips  
Publicity Director.....Eleanor Walker  
Film Manager.....Henry Johnson  
Chief Engineer.....Bill Latham

## WINK-TV—Fort Meyers 1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned By.....United Garage & Service Corp.  
Business Address.....Palm Beach Blvd.  
Tel.: ED 4-1331.....News Service: AP  
Membership.....NAB  
President.....Edward McBride  
Gen., Sales Mgr.....A. J. Bauer  
Technical Dir.....Bob Bachman  
Program Dir.....Frank Nodine  
Publicity Dir.....Dixie Howell  
Film Mgr.....Bill McHan

## WFGA-TV—Jacksonville 1957—NBC

Channel: 12 VHF...AP: 200 Kw...VP: 316 Kw.  
Owned.....Florida-Georgia TV Co., Inc.  
Address.....1070 E. Adams St.  
Tel.: EL 6-3381.....News Service: AP  
Representative.....Peters, Griffin, Woodward  
Membership.....NAB  
President.....George H. Hodges  
General Manager.....Jesse H. Cripe  
Comm. Mgr.....Ralph Nimmons  
Program Dir.....Rusty Bruton  
Promotion Dir.....Wm. G. Walker  
Film Manager.....James Reidenbach  
Chief Engineer.....Harry Wingfield

- WJHP AM/FM/TV Jacksonville
- WCOA Pensacola
- WDLP Panama City
- WTMC Ocala
- WESH-TV Daytona Beach

The **PERRY STATIONS**

— in fabulous Florida

## WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By..... Washington Post  
Business Address..... 605 S. Main  
Tel.: EX 8-0501..... News Service: UP  
Newspaper Affil..... Washington Post  
Representative..... CBS TV Spot Sales  
Membership..... NAB, TvB  
Pres. WMBR Div..... Glenn Marshall, Jr.  
V.P., Gen. Mgr. .... Charles Stone  
Prom. Dir. .... Ken McClure  
Comm. Mgr. .... Dave Bocher  
Program Dir. .... Harry Kalkines  
Prod. Manager ..... Leonard Mosby  
Film Manager..... Jack Sears  
Chief Engineer..... Ernest Vordermark

## WCKT—Miami—1956—NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By .. Biscayne Television Corp.  
Business Address... Box M, Little River Sta.  
Tel.: PL 1-6692..... News Services: AP, INS  
Representative ..... NBC Spot Sales  
Membership ..... NAB  
President Gen. Mgr. .... Niles Trammell  
Station Manager ..... James M. Le Gate  
Commercial Manager ..... Robert L. Fidler  
Operations Manager ..... Charles L. Kelly  
Production Manager..... Gene Walz

Pub. Promotion Director..... Jon Arden  
Film Editor ..... Frank L. Struzziari  
Chief Engineer ..... M. C. Scott, Jr.  
News Dir..... Gene Strul

## WPST-TV—Miami—1957 ABC

Channel: 10 VHF...AP: 195 Kw...VP: 316 Kw.  
Owned..... Public Service TV, Inc.  
Business Address..... 21st & Biscayne Blvd.  
Tel.: FR 1-6501..... News Service: UP  
Representative ..... Petry  
Membership ..... NAB  
President..... G. T. Baker  
Gen. Mgr..... Walter Koessler  
Nat. Sales Mgr..... Bob Hanna  
Prod. Mgr..... Jack Barry  
Prom., Pub. Dir..... Nat Tashman  
Film Mgr..... John Murphy  
Chief Engineer..... William R. Needs

## WTVJ—Miami—1949 CBS

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By..... WTVJ, Inc.  
Address..... 316 N. Miami Ave.  
Tel.: FR 4-6262..... News Service: UP  
Representative. Peters, Griffin, Woodward, Inc.  
Membership ..... NAB, TvB

**FIRST** IN RADIO & TELEVISION IN CENTRAL FLORIDA

**WDBO STATIONS**

SERVING THE SUN EMPIRE  
SINCE 1924 - ORLANDO, FLORIDA



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

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

**WDBO-TV—Orlando—1954**  
**ABC-CBS**

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

**WEAR-TV—Pensacola**  
**1953—ABC-CBS**

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

**WLOF-TV—Orlando—1958**  
**ABC**

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

**WSUN-TV—St. Petersburg**  
**1953—ABC**

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

**WPTV—Palm Beach**  
**1954—NBC-CBS**

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

**WCTV—Tallahassee—1955**  
**ABC-CBS-NBC**

(See Thomasville, Ga.)

**WFLA-TV—Tampa—1955**  
**NBC**

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

**WJDM—Panama City—1953**  
**NBC-ABC-CBS**

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

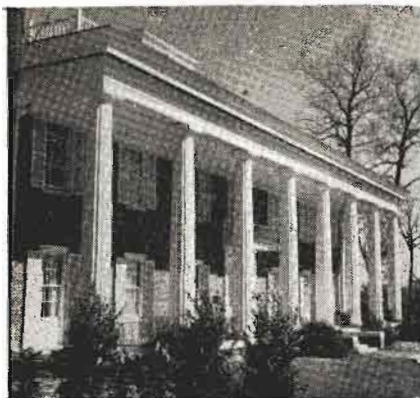
# FIRST

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

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

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

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



your FIRST buys

**WSB RADIO**

**WSB-TV**

Atlanta's first stations

*"White Columns" is the home of WSB-TV and WSB Radio*



**WTVT—Tampa—1955—CBS**

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WKY Television  
Address .....3213 Grand Central  
Tel.: RE 6-1313.....News Services: AP, UP  
Representative .....Katz  
Membership .....NAB, TvB  
Exec. V.P., Gen. Mgr.....P. A. Sugg  
Commercial Mgr. ....John Haberman  
Promotion Dir.....Ned Jay  
Film Mgr.....Jayne Boyd  
Business Manager .....Norman Bagwell  
Operations Mgr.....Robert Olson  
Program Dir.....Robert Doty  
Chief Engineer .....William Witt

**WEAT-TV—West Palm Beach  
1955—ABC**

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

**Georgia**

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

**WAGA-TV—Atlanta—1949  
CBS**

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

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

**WSB-TV—Atlanta—1949  
NBC**

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

**tops** IN ATLANTA

**waga-tv**



- TALLEST TOWER • WIDEST COVERAGE
- BEST RECEPTION • GREATEST AUDIENCE

FOR FULL MARKET FACTS ON **waga-land**  
CONTACT YOUR STORER OR KATZ REPRESENTATIVE

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

### **WALB-TV—Albany—1954** **ABC-NBC**

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

### **WLW-A—Atlanta—1951** **ABC**

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

### **WJBF-TV—Augusta—1953** **NBC-ABC**

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

### **WRDW-TV—Augusta—1954** **CBS**

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

### **WRBL-TV—Columbus** **1953—CBS-ABC**

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

### **WTVM—Columbus—1953** **NBC-ABC**

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

### **WMAZ-TV—Macon—1953** **CBS-ABC-NBC**

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

### **WSAV-TV—Savannah—1956** **ABC-NBC**

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



**WTOC-TV—Savannah**  
1954—CBS-ABC

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

**WCTV—Thomasville—1955**  
ABC-CBS-NBC

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

**Idaho**

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

**KBOI-TV—Boise—1953—CBS**

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

**Owned-Oper. By..... Idaho Radio Corp.**

Business Address.....Box 701  
Tel. ....JA 2-5101  
Representative.....Gill-Perna; Moore  
President.....A. W. Schwieder  
Gen. Mgr.....C. N. Layne  
Comm. Manager.....Claude Cain  
Film Manager.....Quincy Jensen  
Program Dir.....Roy Southwick  
Prom. Mgr.....Mel Richardson  
Prom., Pub. Dir.....John Wrigley  
Chief Engineer.....Carroll Secrist

**KIDO-TV—Boise—1953**  
ABC-NBC

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

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

**KLIX-TV—Twin Falls**  
1955—ABC-CBS-NBC

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

**KID-TV—Idaho Falls—1952**  
CBS-NBC-ABC

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

**Illinois**

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

**KTVI—Belleville-St. Louis**  
1953—ABC

(See St. Louis, Mo. Listing)

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

**WBLN—Bloomington—1953**

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

**WCIA—Champaign—1953**  
CBS-NBC

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

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

## **WBBM-TV—Chicago—1953** CBS

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

## **WBKB—Chicago—1948—ABC**

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

## **WGN-TV—Chicago—1948**

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

## **WNBQ—Chicago—1949—NBC**

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

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

## **WDAN-TV—Danville—1953** ABC

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

## **WTVP—Decatur—1953—ABC**

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

## **WSIL-TV—Harrisburg** 1953—ABC-NBC

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

## **WEEQ-TV—La Salle—1957** NBC

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





### WEEK-TV—Peoria—1953 NBC

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

### WREX-TV—Rockford—1953 ABC-CBS

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

### WMBD-TV—Peoria—1957 CBS

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

### WTVO—Rockford—1953 NBC-ABC

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

### WTVH—Peoria—1953—ABC

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

### WHBF-TV—Rock Island 1950—CBS

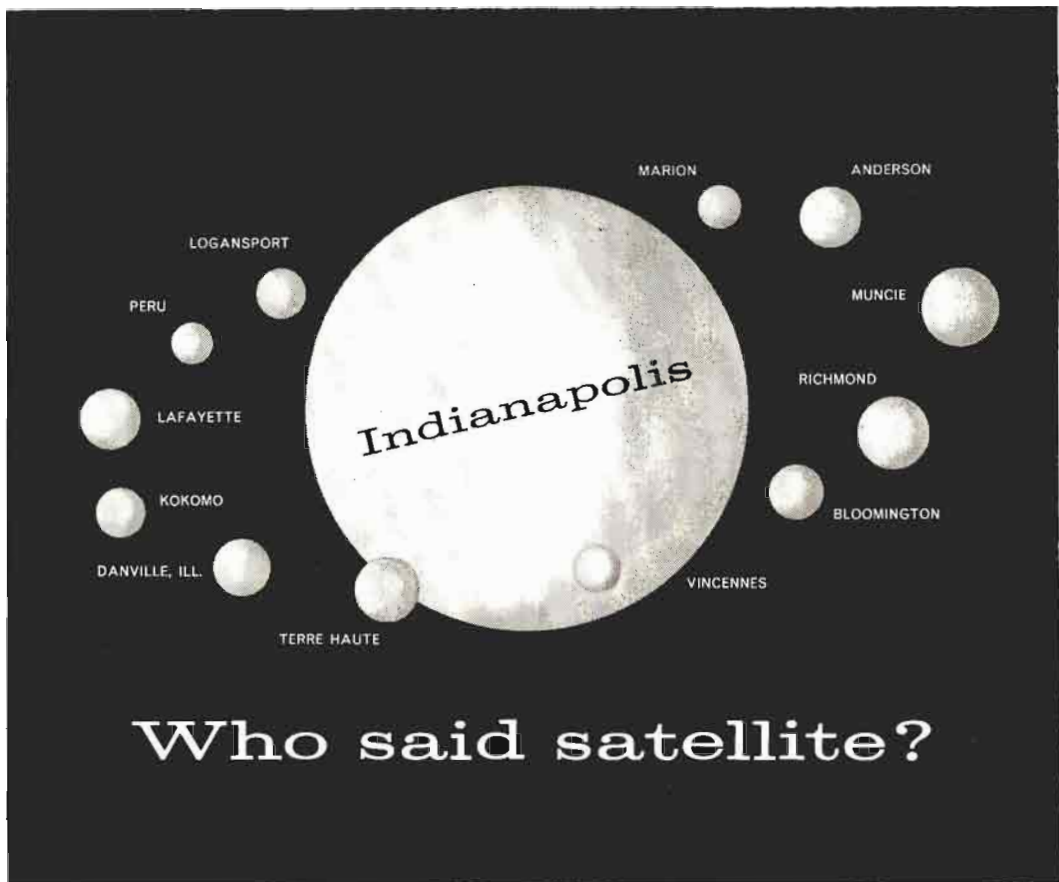
Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
 Owned-Oper. By... Rock Island Bcstg. Co.  
 Bus. Trans. Address... Telco Bldg.  
 Tel.: RI 6-5441... News Services: UP, AP  
 Newspaper Affil... "The Argus"  
 Representative... Avery-Knodel, Hyett  
 Membership... NAB  
 President... Ben. H. Potter  
 V.P.,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

### WGEM-TV—Quincy—1953 ABC-NBC

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

### WICS—Springfield—1953 NBC-ABC

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



## Who said satellite?

**Where else** can you find a *universe* like this—a big, rich central market with so many important satellite trading centers?

—where *satellite* markets total 33% richer and 50% bigger than the metropolitan trading zone itself?

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

**Only here**—in Indianapolis on WFBM-TV—can you buy more honest market penetration, consumer influence, for *fewer* dollars expended than anywhere else. It will pay you *well* to use us everytime!

*The Nation's 14th Television Market*

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

### Indianapolis

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

### 12 Satellites

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

Represented Nationally by the  
**KATZ Agency**



# Indiana

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

## WTTV—Bloomington—1949 ABC

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

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

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

## WFIE-TV—Evansville—1953 NBC

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

## WTVW—Evansville—1956 ABC

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

## WANE-TV—Fort Wayne 1954—CBS

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

## WKJG-TV—Fort Wayne 1953—NBC

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

## WPTA—Fort Wayne—1957 ABC

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

## WFBM-TV—Indianapolis 1949—NBC

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



### WISH-TV—Indianapolis 1954-CBS

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

### WLW-I—Indianapolis—1957 ABC

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

### WFAM-TV—Lafayette 1953—CBS-NBC

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

### WLBC-TV—Muncie—1953 ABC-CBS-NBC

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

### WNDU-TV—South Bend 1955—NBC

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

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

### WSBT-TV—South Bend 1952—CBS

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

### WSJV—South Bend-Elkhart 1954—ABC

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

### WTHI-TV—Terre Haute 1954—CBS

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

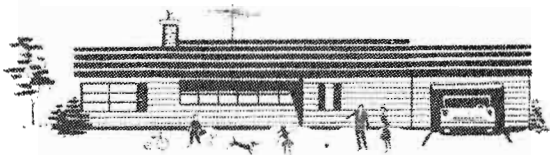
*They buy as a family . . .*



*because they were sold as a family . . .*



*by their local Meredith station!*



ANSAS CITY  
YRACUSE  
HOENIX  
MAHA  
ULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co. — Blair-TV  
John Blair & Co.

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

# Iowa

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

## WOI-TV—Ames—1950—ABC

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

## KCRG-TV—Cedar Rapids 1953—ABC

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

## WMT-TV—Cedar Rapids 1953—CBS

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

## WOC-TV—Davenport—1949 NBC

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

## WHO-TV—Des Moines 1954—NBC

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

## KRNT-TV—Des Moines 1955—CBS

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

## KQTV—Fort Dodge—1953 NBC—CBS

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

## KGLO-TV—Mason City—1954 CBS

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



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

**KTVO—Ottumwa—1955**  
CBS-NBC

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

**KTIV—Sioux City—1954**  
NBC

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

**KVTV—Sioux City—1953**  
CBS-ABC

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

**KWWL-TV—Waterloo—1953**  
NBC-ABC

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

**Kansas**

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

**KTVC—Ensign—1957**  
ABC-CBS

(Satellite of KAKE-TV, Wichita)

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

**KCKT—Great Bend—1954**  
NBC

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

**KTVH—Hutchinson—1953**  
CBS

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

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

**KOAM-TV—Pittsburgh**  
1953—NBC-ABC

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

**WIBW-TV—Topeka—1953**  
ABC-CBS

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



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

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

**KAKE-TV—Wichita—1953**  
 NBC

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

**KARD-TV—Wichita—1950**  
 NBC

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

To Broadcasters

**AP**

Means

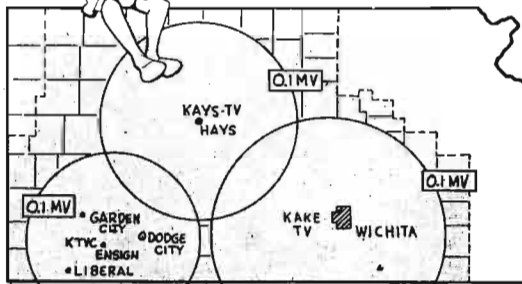
**Added Profits**  
**Added Prestige**

The Associated Press  
 50 Rockefeller Plaza  
 New York 20, N. Y.

**THE kakeMAN COVERS**  
*almost ALL OF KANSAS*



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



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

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

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

**abc kake-tv**

*Channel 10*  
 WICHITA, KANSAS  
 Represented by KATZ



# Kentucky

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

## WKXP—Lexington—1957

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

## WLEX-TV—Lexington 1955—ABC-CBS-NBC

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

## WAVE-TV—Louisville 1948—NBC-ABC

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

# Louisiana

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

## KALB-TV—Alexandria 1954—NBC-CBS-ABC

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

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

## WHAS-TV—Louisville—1950 CBS

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

## WPSD-TV—Paducah—1957 ABC-NBC

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

## WAFB-TV—Baton Rouge 1953—CBS

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



### WBRZ—Baton Rouge—1954 ABC-NBC

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

### KNOE-TV—Monroe—1953 CBS-NBC-ABC

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

### KLFY-TV—Lafayette—1955 CBS

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

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

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

### KPLC-TV—Lake Charles 1954—NBC-ABC

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

### WJMR-TV—New Orleans 1953—ABC

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

### KTAG-TV—Lake Charles 1953—CBS

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

### WWL-TV—New Orleans—1957 CBS

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



**KSLA—Shreveport—1953**  
**CBS**

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

**KTBS-TV—Shreveport**  
**1955—NBC-ABC**

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

**Maine**

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

**WABI-TV—Bangor—1953**  
**ABC-NBC**

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

**W-TWO—Bangor—1954—CBS**

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

**WMTW—Poland Spring**  
**1954—CBS-ABC**

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.  
Owned-Oper. By...Mt. Washington TV Inc.  
Business Address .....Poland Spring  
Telephone .....51  
Representatives.....Harrington, Righter &  
Parsons  
Membership .....NAB

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

**WCSH-TV—Portland—1953**  
**ABC-NBC**

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

**WGAN-TV—Portland—1954**  
**CBS**

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

# in Baltimore WJZ-TV dominates

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

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

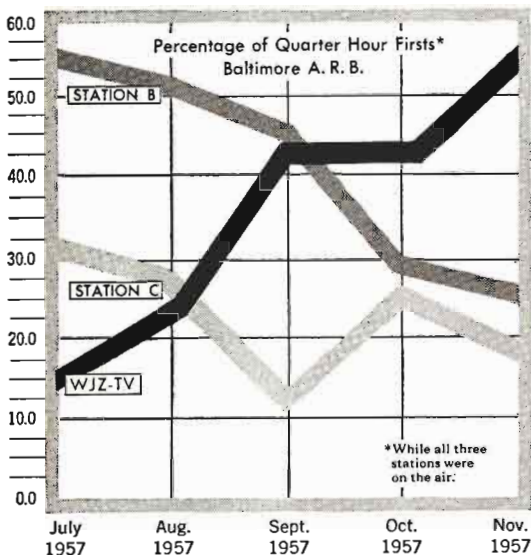
WJZ-TV	(ABC)	233 firsts
Station B	(CBS)	155 "
Station C	(NBC)	75 "

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

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

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

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



WESTINGHOUSE  
**WJZ**  
BALTIMORE



**TV**  
Represented by Blair-TV





# WAGM-TV—Presque Isle 1956—NBC

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

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

# Maryland

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

# WJZ-TV—Baltimore 1948—ABC

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

# WMAR-TV—Baltimore 1947—CBS

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

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

**WMAR-TV**  
SUNPAPERS  
TELEVISION  
Baltimore 3, Md.

**CBS**  
TELEVISION

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

"MARYLAND'S  
PIONEER TELEVISION  
STATION"



**WBAL-TV—Baltimore—1948**  
**NBC**

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

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

**WBOC-TV—Salisbury—1954**  
**ABC-CBS**

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

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

**WCDC—Adams—1953**

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

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

**WBZ-TV—Boston—1948**  
**NBC**

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

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

**WRLP—Greenfield—1957**

(Satellite of WWLP, Springfield)

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

**WWLP—Springfield—1952**  
**ABC-NBC**

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

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

**WHDH-TV—Boston—1957**  
**ABC**

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

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

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

**WNAC-TV—Boston—1948**  
**CBS**

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

# Michigan

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

## WPAG-TV—Ann Arbor—1953

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

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

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

## WWTW—Cadillac—1953 ABC-CBS

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

## CKLW-TV—Detroit-Windsor 1954—CBC

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

## WJBK-TV—Detroit—1948 CBS

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

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

## WWJ-TV—Detroit—1947 NBC

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

## WXYZ-TV—Detroit—1948 ABC

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

## WOOD-TV—Grand Rapids 1949—NBC-ABC

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



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

**WKZO-TV—Kalamazoo**  
 1950—ABC-CBS

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

**WJIM-TV—Lansing—1950**  
 ABC-CBS-NBC

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

**WDMJ-TV—Marquette**  
 1956—CBS

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

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

**WKNX-TV—Saginaw—1953**  
 CBS-ABC

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

**WPBN-TV—Traverse City**  
 1954—NBC

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

**Minnesota**

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

**KMMT—Austin—1953—ABC**

Channel 6 VHF...AP: 6.17 Kw...VP: 12.3 Kw.  
 Business Office.....Minnesota-Iowa TV Co.  
 Business Address.....Hiway No. 105 S.  
 Representative.....Avery-Knodel, Inc.  
 Gen. Mgr., Prog.

Dir., Film Buyer.....Gene P. Loffler  
 Nat. Sls. Mgr.....James S. Dugan  
 Sls. Dir.....Don E. Inman  
 Chief Engineer.....Leo Chenier

**KDAL-TV—Duluth-Superior**  
 1954—NBC-ABC

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

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

**WDSM-TV—Duluth-Superior**  
 1952—NBC-ABC

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





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

### KMGM-TV—Minneapolis 1955

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

### WCCO-TV—Minneapolis 1949—CBS

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

### WTCN-TV—Minneapolis 1953—ABC

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

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

### KROC-TV—Rochester—1953 NBC

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

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

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

## Mississippi

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

### WCBI-TV—Columbus—1956 CBS-NBC

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

### WDAM-TV—Hattiesburg ABC-NBC

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

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

### WJTV—Jackson—1954 ABC-CBS-NBC

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



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

**WLBT—Jackson—1953**  
**ABC-NBC**

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

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

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

**WTWV—Tupelo—1956—NBC**

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

**Missouri**

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

**KFVS-TV—Cape Girardeau**  
**1954-CBS**

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

**KOMU-TV—Columbia—1953**  
**ABC-NBC**

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

**KHQA-TV—Hannibal—1953**  
**CBS**

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

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

**KRCG—Jefferson City—1955**  
**CBS-ABC**

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

**KODE-TV—Joplin—1954**  
**ABC-CBS**

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

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

### KCMO-TV—Kansas City 1953—CBS

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

(See Page 811)

### WDAF-TV—Kansas City 1949—NBC

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

### KMBC-TV—Kansas City 1953—ABC

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

### KDRO-TV—Sedalia—1954

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

### KTTS-TV—Springfield 1953—CBS

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

### KYTV—Springfield—1953 NBC

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

### KFEQ-TV—St. Joseph—1953 ABC-CBS

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

### KSD-TV—St. Louis—1947 NBC

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

### KMOX-TV—St. Louis—1954 CBS

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



# MISSOURI-MONTANA



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

## KTVI—St. Louis—1957 ABC

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

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

## Montana

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

## KGHL-TV—Billings—1958 NBC

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

## KOOK-TV—Billings—1953 CBS-ABC-NBC

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

## KXLF-TV—Butte—1953 ABC-NBC

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

## KXGN-TV—Glendive—1957

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

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

## KFBB-TV—Great Falls 1954—ABC-NBC-CBS

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

## KXLJ-TV—Helena

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

## KGEZ-TV—Kalispell—1957 CBS-NBC

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

## KMSO-TV—Missoula—1954 ABC-CBS-NBC

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

# Nebraska

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

## KHAS-TV—Hastings—1956 NBC

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

## KHPL-TV—Hayes Center 1956

(Satellite of KHOL-TV, Kearny)

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

## KDUH-TV—Hay Springs 1958

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

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

## KHOL-TV—Kearney—1953 ABC-CBS

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

## KOLN-TV—Lincoln—1953 CBS

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

In the  
rich  
**OMAHA**  
market—  
*it's*

**WOW-TV**  
*Channel 6*



A MEREDITH STATION  
affiliated with  
Better Homes and Gardens and  
Successful Farming Magazines

Frank P. Fogarty  
Vice President & General Manager

Fred Ebener  
Sales Manager

Represented by BLAIR-TV, Inc.



**KETV—Omaha—1957—ABC**

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

**KMTV—Omaha—1949  
ABC-NBC**

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

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

**WOW-TV—Omaha—1949  
CBS**

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

**KSTF—Scottsbluff—1955**

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

**Nevada**

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

**KLRJ-TV—Las Vegas—1955  
ABC-NBC**

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

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

**KSHO-TV—Las Vegas—1956  
ABC**

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

**KOLO-TV—Reno—1953  
ABC-CBS-NBC**

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

**KLAS-TV—Las Vegas—1955  
CBS**

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

# New Hampshire

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

## WMUR-TV—Manchester 1954—ABC-CBS-NBC

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

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

Business Address.....1819 Elm St.

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

Representative ..... Forjoe

Membership ..... NAB, TvB

President.....Francis P. Murphy

V.P., Gen. Manager ..... Norman Gittleson

Comm. Manager.....Gordon Moore

Prom. Mgr.....Wm. Gildersleeve

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

Chief Engineer.....Charles Halle

# WMUR-TV

MANCHESTER  
NEW HAMPSHIRE

First station outside  
of New York

# "BINGO AT HOME"

Sensational Live  
Monday thru Friday—7:00-8:00 PM  
Wednesday—7:00 to 7:30 P.M.

### RATES

5 — Minute Announcements per week...	\$350
3 — Minute Announcements per week...	225
1 — Minute Announcement per week...	100

CALL YOUR NEAREST FORJOE OFFICE  
FOR AVAILABILITIES  
OR



GORDON MOORE  
in MANCHESTER  
National 3-8061



# New Jersey

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

## WATV—Newark (New York City)—1948

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

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

Business Address.....1020 Broad Street

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

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

# New Mexico

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

## KGGM-TV—Albuquerque 1953—CBS

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

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

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

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

Membership ..... NAB

Representative ..... Branham

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

Comm. Manager ..... Ralph C. Rhoads

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

## KOAT-TV—Albuquerque 1953-ABC

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

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



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

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

### KOB-TV—Albuquerque 1948—NBC

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

### KICA-TV—Clovis—1956 CBS

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

### KAVE-TV—Carlsbad—1956 CBS-NBC-ABC

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

### KSWs-TV—Roswell—1953 NBC-ABC-CBS

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

## New York

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

### WTEN—Albany—1953—CBS

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

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

### WTRI—Albany—1953—ABC

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

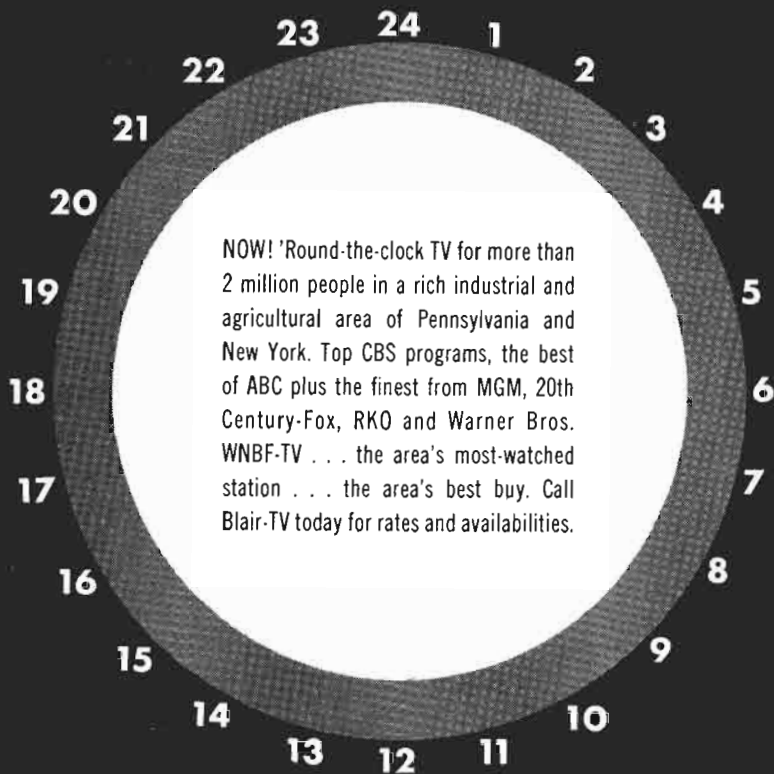
### WINR-TV—Binghamton

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



**ONLY  
STATION  
IN AMERICA**

**WITH  
7-DAY  
24-HOUR TV**



NOW! 'Round-the-clock TV for more than 2 million people in a rich industrial and agricultural area of Pennsylvania and New York. Top CBS programs, the best of ABC plus the finest from MGM, 20th Century-Fox, RKO and Warner Bros. WNBC-TV . . . the area's most-watched station . . . the area's best buy. Call Blair-TV today for rates and availabilities.

A TRIANGLE STATION

**WNBC-TV**  
BINGHAMTON NEW YORK



Channel 12 • ABC-TV

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



**Here's all you  
need to know-**



The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where 3½ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that "TV dollars count for more on Channel 4".

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department or HARRINGTON, RIGHTER & PARSONS, Inc.

**WBEN-TV**

**channel 4  
CBS in Buffalo**

*The Pioneer Station  
of Western New York*



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

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

(See Page 831)

**WBEN-TV—Buffalo  
1948—CBS**

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

**WBUF—Buffalo—1953—NBC**

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



### WGR-TV—Buffalo—1954 ABC

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

### WCNY-TV—Carthage—1954 ABC-CBS

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

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

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

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

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

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

### WABC-TV—New York—1948 ABC

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

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

### WABD—New York—1944

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

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

### WCBS-TV—New York—1941 CBS

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

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



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

## WGR-TV ABC CHANNEL 2 BUFFALO

**WOR-TV—New York—1949**

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

**WPIX—New York—1948**

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

**WRCA-TV—New York—1941****NBC**

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

**WPTZ—Plattsburgh—1954****NBC**

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

**WHEC-TV—Rochester—1953****CBS-ABC**

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

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

**WROC-TV—Rochester—1949****NBC-ABC**

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

**WVET-TV—Rochester—1953****CBS-ABC**

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

**WRGE—Schenectady—1939****CBS-ABC**

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

**WHEN-TV—Syracuse—1948****ABC-CBS**

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



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

**WSYR-TV—Syracuse—1950**  
NBC

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

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

**WKTV—Utica—1949**  
ABC-CBS-NBC

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

**North Carolina**

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

**WISE-TV—Asheville—1953**  
NBC-CBS

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

**WLOS-TV—Asheville—1954**  
ABC-CBS

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

To Broadcasters

**AP**

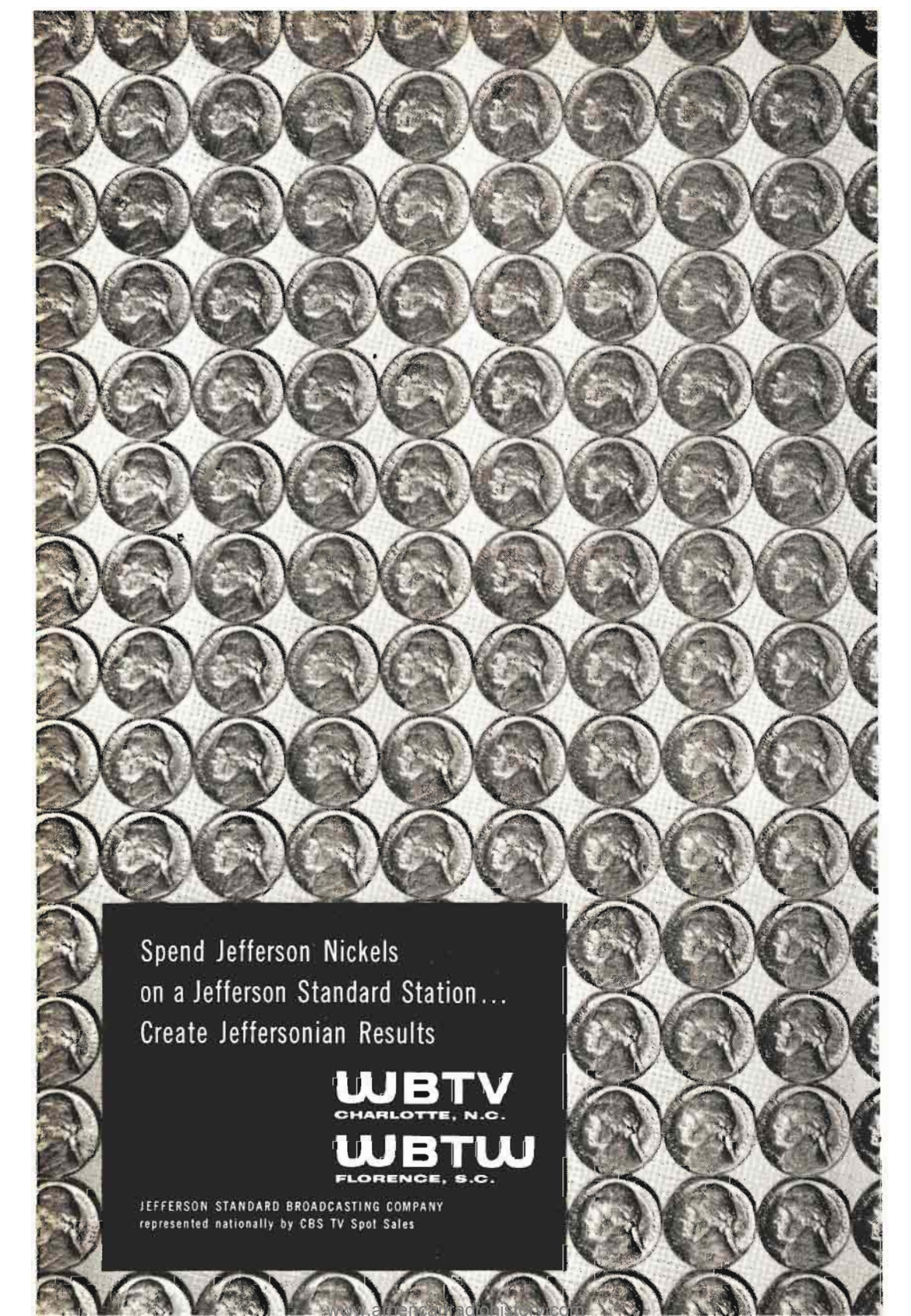
Means

**Added Profits**

**Added Prestige**

**The Associated Press**

**50 Rockefeller Plaza  
New York 20, N. Y.**



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

**WBTV**  
CHARLOTTE, N.C.

**WBTV**  
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY  
represented nationally by CBS TV Spot Sales



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

**WBTV—Charlotte—1949**  
**CBS-NBC**

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

**WSOC-TV—Charlotte—1957**  
**NBC-ABC**

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

**WTVD—Durham—1954**  
**ABC-CBS**

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

**WFLB-TV—Fayetteville**  
**1955—CBS-NBC-ABC**

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

**WFMY-TV—Greensboro**  
**1948**

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

**WNCT—Greenville—1953**  
**ABC-CBS**

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

**WRAL-TV—Raleigh—1956**  
**NBC**

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

**WITN—Washington—1955**  
**NBC**

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

**WECT—Wilmington—1954**  
**ABC-NBC-CBS**

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

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

**WSJS-TV—Winston-Salem**  
**1953—NBC**

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

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

**North Dakota**

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

**KBMB-TV—Bismarck—1955**  
**CBS**

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

**KUMV-TV—Williston—1957**

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

**KFYP-TV—Bismarck—1953**  
**NBC-ABC**

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

**NORTH DAKOTA HAS MONEY AND TV HOMES**

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

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

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

... plus radio

KSJB, Jamestown  
 KCJB, Minot

*... serving the top of the nation*

**Station Representatives:**

**Weed Television**

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

**Retail Sales in North Dakota\***  
**1st 13 Cities**

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

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

State Total .....

\$723,000,000

\* 1957 Retail Sales Tax Figures





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

**KDIX-TV—Dickinson—1956**  
**CBS**

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

**WDAY-TV— Fargo—1953**  
**NBC-ABC**

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

**KNOX-TV—Grand Forks**  
**1955—NBC**

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

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

**KCJB-TV—Minot—1953**  
**ABC-CBS**

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

**KMOT—Minot—1957**

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

**KXJB-TV—Valley City**  
**1954—CBS**

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

**Ohio**

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

**WAKR-TV—Akron—1953**  
**ABC**

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

**WCPO-TV—Cincinnati**  
**1949—ABC**

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

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

**WKRC-TV—Cincinnati**  
**1949—CBS**

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



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

**WLW-T—Cincinnati—1948**  
**NBC**

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

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

**WEWS—Cleveland—1947**  
**ABC**

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

**KYW-TV—Cleveland—1948**  
**NBC**

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

**WJW-TV in Cleveland**



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

6th MARKET  
 IN  
 TV ADVERTISING

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

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

**1,250,000**  
**TELEVISION**  
**FAMILIES**



**WJW-TV**

Represented Nationally by the  
 Katz Agency

\*SRDS DATA



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

**WJW-TV—Cleveland—1949**  
**CBS**

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

**WBNS-TV—Columbus—1949**  
**CBS**

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

**WLW-C—Columbus—1949**  
**NBC**

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

**WTVN-TV—Columbus—1949**  
**ABC**

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

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

**WHIO-TV—Dayton—1949**  
**CBS**

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

**WLW-D—Dayton—1948**  
**NBC-ABC**

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

**WIMA-TV—Lima—1953**  
**NBC-ABC-CBS**

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

**WSTV-TV—Steubenville**  
**1953—CBS-ABC**

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

# WSPD-TV's "Billion Dollar Market"

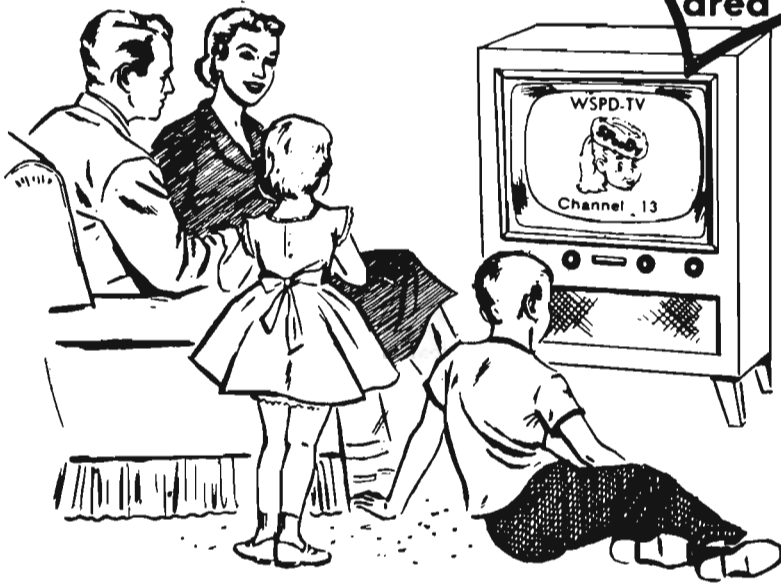


Where you get the most  
in a **Single station market**  
with top **Programming**  
and **Low Dollar cost**

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



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



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

STORER BROADCASTING COMPANY • Represented Nationally by THE KATZ AGENCY.



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

**WSPD-TV—Toledo—1948**  
**CBS**

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

**WFMJ-TV—Youngstown**  
**1953—NBC**

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

**WKBN-TV—Youngstown**  
**CBS**

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

**WKST-TV—Youngstown**  
**1952—ABC**

(See New Castle, Pa.)

**WHIZ-TV—Zanesville—1953**  
**ABC-CBS-NBC**

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

**Oklahoma**

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

**KTEN—Ada—1954**  
**ABC-CBS-NBC**

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

**KSVO-TV—Ardmore—1956**  
**NBC**

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



**KOCO-TV—Enid—1954—ABC**

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

**KSWO-TV—Lawton—1953**

**ABC**

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

**KWTV—Oklahoma City—1953**

**CBS-ABC**

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

**WKY-TV—Oklahoma City**

**1949—NBC**

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

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

**KOTV—Tulsa—1949—CBS**

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

**KTUL-TV—Tulsa—1954**

**ABC**

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

**KVOO-TV—Tulsa—1954**

**NBC**

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

**Oregon**

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

**KVAL-TV—Eugene—1954**

**NBC**

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

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



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

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

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

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

**KOIN-TV—Portland—1953**  
CBS

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

**KBES-TV—Medford—1953**  
CBS-ABC-NBC

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

**KPTV—Portland—1952**  
NBC

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

**KGW-TV—Portland—1956**  
ABC

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

**KPIC—Roseburg—1956**  
NBC

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

**Pennsylvania**

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

**WFBC-TV—Altoona—1952**  
ABC-CBS

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

(See Page 846)

**WSEE—Erie—1954—CBS**

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



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

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

**A TRIANGLE STATION**

**WFBG-TV**

ALTOONA—JOHNSTOWN, Pa.

Channel 10

ABC-TV • CBS-TV

Represented by BLAIR-TV

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





### WICU-TV—Erie—1949 ABC-NBC

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

### WCMB-TV—Harrisburg 1954

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

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

### WHP-TV—Harrisburg—1953 CBS

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

### WTPA—Harrisburg—1953 ABC

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

# ERIE? NOT JUST A MARKET . . .

# A \$3 BILLION INTERNATIONAL GOLD MINE

19 U. S. AND 8 CANADIAN COUNTIES!!

#### THE NEW ERIE MARKET

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

Source: Sales Management Survey of  
 Buying Power, 1957

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



AN EDWARD LAMB ENTERPRISE



(\*Dried apples with dumping and ham slice)



# Pennsylvania Dutch Favorites

## 'WONDERFUL GOOD' ALL DAY

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

## 'WONDERFUL GOOD' ALL NIGHT

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

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



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



**Channel 15**

Blair Television Associates, Inc.

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



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

**WARD-TV—Johnstown**  
1953—ABC-CBS

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

**WJAC-TV—Johnstown**  
1949—NBC-ABC

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

**WGAL-TV—Lancaster—1949**  
CBS-NBC

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

**WLBR-TV—Lebanon—1957**  
ABC

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

**WBPZ-TV—Lock Haven**  
1957

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

**WKST-TV—New Castle—1953**  
ABC

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

**WVUE—Philadelphia**  
(See Wilmington, Del.)

1,797,492\*  
TV HOMES IN THE  
WILMINGTON-PHILADELPHIA  
AREA ARE WITHIN *VUE* OF

WVUE 12  
TV  
CHANNEL  
WILMINGTON · PHILADELPHIA

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



# WFIL-TV MEANS FIRST

## FIRST in DELAWARE VALLEY

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

## FIRST in AMERICA

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

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

Call BLAIR-TV today!...



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



**WFIL-TV—Philadelphia**  
1947—ABC

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

**WRCV-TV—Philadelphia**  
1941—NBC

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

**FOR COMPLETE INFORMATION**

**ON TELEVISION NETWORKS —**

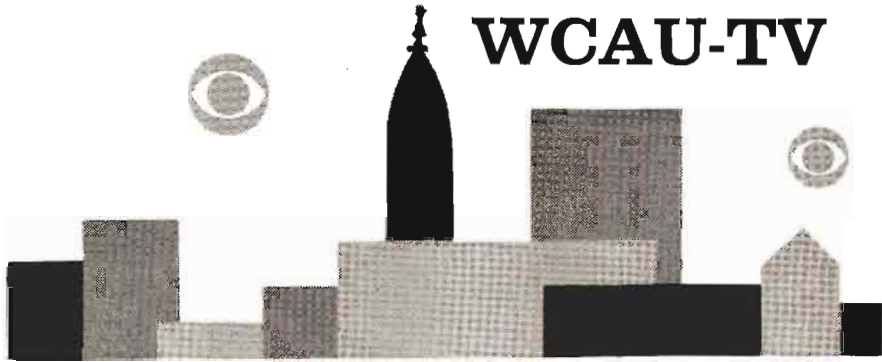
**MAPS, PERSONNEL, AFFILIATES,**

**BIOGRAPHIES —**

**TURN TO PAGE 751**

**the  
eyes  
of  
Philadelphia  
are on**

**WCAU-TV**



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

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

**WCAU-TV**

**means *business*  
in Philadelphia**

Represented nationally by CBS-TV Spot Sales



### WCAU-TV—Philadelphia 1948—CBS

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

### KDKA-TV—Pittsburgh—1949 CBS

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

Chief Engineer.....Raymond Rodgers

### WIIC—Pittsburgh—1957—NBC

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

### WNEP-TV—Scranton—1954 ABC

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

### WDAU-TV—Scranton—1953 CBS

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

# Channel 2 is No. 1 in Pittsburgh!

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

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

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



## KDKA 2 TV



## PITTSBURGH

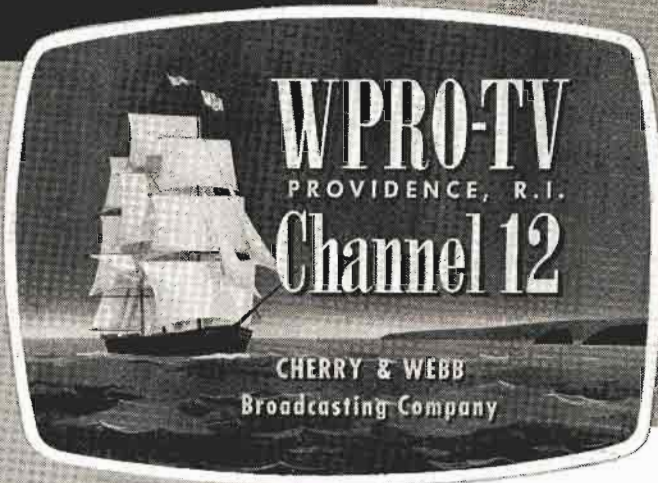
Represented by PGW



WESTINGHOUSE BROADCASTING COMPANY, INC.

**THE  
TRADEMARK  
OF  
LEADERSHIP**

Represented  
by  
**BLAIR-TV**



**IN SOUTHEASTERN  
NEW ENGLAND'S**

**3-CITY  
MARKET**

**Providence  
Fall River  
New Bedford**



# South Dakota

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

## KXAB-TV—Aberdeen—1958 NBC-ABC

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

## KDLO-TV—Florence—1955 CBS-NBC-ABC

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

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

## KOTA-TV—Rapid City—1955 ABC-CBS-NBC

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

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

## KRSD-TV—Rapid City—1958 NBC

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

## KPLO—Reliance—1957

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

## KELO-TV—Sioux Falls—1953 ABC-CBS-NBC

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

# Tennessee

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

## WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

## WDEF-TV—Chattanooga 1954—CBS

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

## WRGP-TV—Chattanooga 1956—NBC

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

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

## WTVC—Chattanooga—1958

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

## WDXI-TV—Jackson—1955 ABC-CBS

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

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

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

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

**WATE-TV—Knoxville**  
**1953—NBC**

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

**WBIR-TV—Knoxville—1956**  
**CBS**

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

**WTVK—Knoxville—1953**  
**ABC**

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

**WHBQ-TV—Memphis—1953**  
**ABC**

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

**WMCT—Memphis—1953**  
**NBC**

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

**WREC-TV—Memphis—1956**  
**CBS**

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

**WLAC-TV—Nashville**  
**1954—CBS**

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



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

**WBRE-TV—Wilkes-Barre**  
**1953—NBC**

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

**WILK-TV—Wilkes-Barre**  
**1953—ABC**

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

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

**WNOV-TV—York—1953**

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

**WSBA-TV—York—1952**  
**ABC**

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

**Rhode Island**

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

**WJAR-TV—Providence**  
**1949—ABC-NBC**

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

**WPRO-TV—Providence—**  
**1955—CBS**

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

**South Carolina**

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

**WAIM-TV—Anderson**  
**1953—ABC-CBS**

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

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



### WCSC-TV—Charleston 1953—CBS

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

### WUSN-TV—Charleston 1954—NBC-ABC

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

### WIS-TV—Columbia—1953 NBC-ABC

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

### WNOK-TV—Columbia—1953 CBS

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

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

### WBTW—Florence—1954 ABC-CBS-NBC

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

### WFBC-TV—Greenville 1953—NBC

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

### WSPA-TV—Spartanburg 1956—CBS

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



**WSIX-TV—Nashville—1953**  
ABC

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

**WSM-TV—Nashville—1950**  
NBC

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

**Texas**

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

**KPAR-TV—Abilene—  
Sweetwater—1956—CBS**

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

**KRBC-TV—Abilene—1953**  
NBC

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

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

**KFDA-TV—Amarillo—1953**  
CBS-ABC

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

To Broadcasters

**AP**

Means

**Added Profits  
Added Prestige**

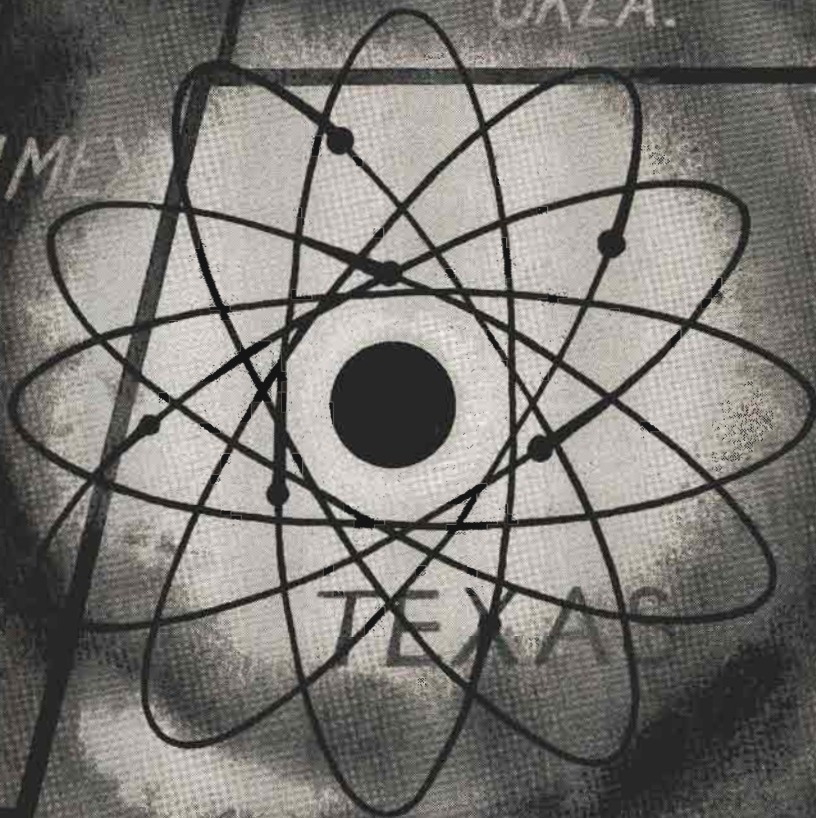
**The Associated Press**

50 Rockefeller Plaza  
New York 20, N. Y.

KANS.  
**NO PLACE  
TO HIDE!**

OKLA.

NMEX



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

**KGNC-TV**

**Channel 4**

**AMARILLO**



### KGNC-TV—Amarillo—1953 NBC-ABC

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

### KVII—Amarillo—1957—ABC

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

### KTBC-TV—Austin—1952 ABC-CBS-NBC

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

### KFDM-TV—Beaumont—1955 ABC-CBS

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

### KEDY-TV—Big Spring—1955 CBS

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

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

### KBTX-TV—Bryan—1957 ABC-CBS

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

### KRIS-TV—Corpus Christi 1956—ABC-NBC

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

### KZTV—Corpus Christi—1956 CBS

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

### WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

### WFAA-TV—Dallas—1949 ABC

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

# THE PACE IS... PROGRESS

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

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

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

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

*Rates and packages on request.*

## WBAP

3900 Barnett • Fort Worth, Texas

## WBAP-TV — Channel 5

Basic NBC for North Texas

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

## AM • FM • TV

1900 N. Akard • Dallas, Texas







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

### KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

### KRLD-TV—Dallas—1949 CBS

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

### KELP-TV—El Paso—1956 ABC

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

### KROD-TV—El Paso—1952 CBS

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

### KTSM-TV—El Paso—1953 NBC

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

### WBAP-TV—Fort Worth 1948—NBC

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

# KRLD-TV channel



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

METROPOLITAN DALLAS TELEPULSE — OCT., 1957

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

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

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

**We're first, but ...**

**WHO**

**WANTS**

**TO**

**ARGUE**

**ABOUT**

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

**PER**

**CENT**

**?**

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

**KFJZ-TV**

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

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

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

Ask **BLAIR-TV**

or Joe Evans, National Sales Manager



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

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

(See Page 866)

### KFJZ-TV—Fort Worth—1955

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

### KGUL-TV—Galveston-Houston 1952—CBS

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

### KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By .....KGBT-TV  
 Business Address.....Box 711  
 Tel.: GA 3-4880.....News Services: AP, UP  
 Representative .....H-R Reps.  
 Membership .....NAB  
 President .....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Comm. Manager.....Harry Mooradian  
 Chief Engineer.....Al Beck

### KPRC-TV—Houston—1950 NBC

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

### KTRK-TV—Houston—1954 ABC

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

To Broadcasters

# AP

Means

## Added Profits

## Added Prestige

The Associated Press

50 Rockefeller Plaza  
New York 20, N. Y.

# First in Houston

## radio and television

### KPRC and KPRC-TV Dominate the Houston Market

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

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



### FIRST IN THE SOUTH'S FIRST MARKET



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



# KHAD-TV—Laredo—1956 ABC-CBS-NBC

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

# KCBD-TV—Lubbock—1952 ABC-NBC

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

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

# KDUB-TV—Lubbock—1952 CBS

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

# AP Means Added Profits Added Prestige

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



**K/DUB  
stations**

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

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

REPRESENTED BY THE BRANHAM COMPANY

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



ARE YOU  
ON THE  
DOTTED  
LINE  
WITH  
9 ?

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

# KTRE-TV

LUFKIN, TEXAS  
CHANNEL 9

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

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

SOUTHWEST  
REPRESENTATIVE  
Clyde Melville  
Company of  
Dallas

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

## KTRE-TV—Lufkin—1955 NBC

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

## KMID-TV—Midland—1953 NBC-ABC

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

## KOSA-TV—Odessa—1956 CBS

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

## KPAC-TV—Port Arthur 1957—NBC-ABC

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

## KCTV—San Angelo—1953 CBS

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



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

### KCOR-TV—San Antonio—1955

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

### KENS-TV—San Antonio 1949—CBS

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

### KONO-TV—San Antonio—1957

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

### WOAI-TV—San Antonio 1949—NBC

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

### KCEN-TV—Temple—1953 NBC

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

### KCMC-TV—Texarkana—1953 CBS-ABC

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

### KLTV—Tyler—1954 NBC-ABC-CBS

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

### KWTX-TV—Waco—1955 CBS-ABC

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

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

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

## CLASS "A" RATINGS AT CLASS "C" RATES

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

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

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

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

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

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

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

The only CBS affiliate between  
Dallas and Oklahoma City.

# KSYD-TV

Channel 6      100,00 watts      Wichita Falls, Texas

Represented by

**Blair-Television Assoc., Inc.**

[www.americanradiohistory.com](http://www.americanradiohistory.com)





### KRGV-TV—Weslaco—1954 NBC

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

### KFDX-TV—Wichita Falls 1953—ABC-NBC

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

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

### KSYD-TV—Wichita Falls 1953—CBS

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

## Utah

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

### KSL-TV—Salt Lake City 1948—CBS

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

### KTVT—Salt Lake City—1948 NBC

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

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

### KUTV—Salt Lake City—1954 ABC

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

## Vermont

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

### WCAX-TV—Burlington 1954—CBS

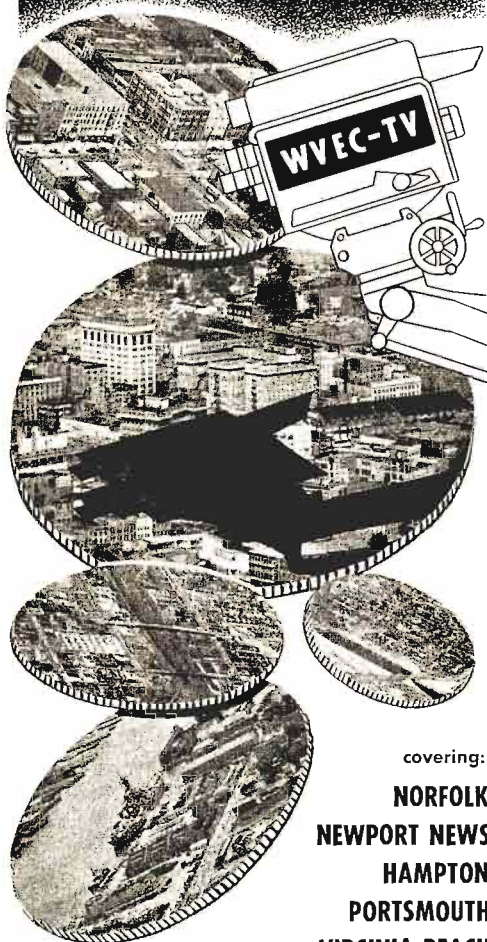
Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By.....Mt. Mansfield TV, Inc.  
Address.....135 Main Street  
Tel.: UN 2-5671.....News Service: UP

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

# Virginia

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

## WVEC-TV covers the *RICH* Tidewater Market



covering:  
**NORFOLK**  
**NEWPORT NEWS**  
**HAMPTON**  
**PORTSMOUTH**  
**VIRGINIA BEACH**

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

REPRESENTED BY AVERY KNODEL

## WCYB-TV—Bristol—1956 ABC-NBC

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

## WVEC-TV—Hampton-Norfolk 1953—NBC

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

## WSVA-TV—Harrisonburg 1953—ABC-NBC-CBS

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

## WLVA-TV—Lynchburg 1953—ABC

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

## WTAR-TV—Norfolk—1950 CBS

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



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

**WAVY-TV—Norfolk—1957**  
**ABC**

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

**WTOV-TV—Norfolk—1955**

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

**WXEX-TV—Petersburg**  
**1955—NBC**

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

**WRVA-TV—Richmond**  
**1956—CBS**

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



**MORE**

\* **tidewater,**  
**virginia**



**VIEWERS**



**WATCH**

**WAVY-TV**   
 CHANNEL

**FROM 3 to 10 p.m.**

**Monday through**

**Friday**

**than any other**

**tv station**

**in the area**

\* SERVING NORFOLK, PORTSMOUTH, NEWPORT NEWS  
 AND 42 COUNTIES IN VIRGINIA AND NORTH CAROLINA

nov 13-19, 1957, arb



**WTVR—Richmond—1947**  
**ABC**

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

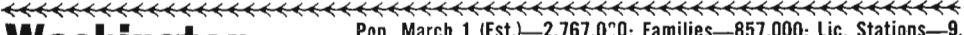
President...M. W. Armistead, III  
V.P., Managing Director...Ray P. Jordan  
Asst V.P., Comm. Mgr...John Harkrader  
TV Sales Manager...Blake Brown  
Prog. Dir., Film Buyer...Paul E. Reynolds  
Prog. Mgr...Charles A. Ballou  
Prom. Director...Boone Boggs  
Technical Director...J. Edward Newman

**WSLS-TV—Roanoke—1952**  
**NBC-ABC**

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

**WDBJ-TV—Roanoke—1955**  
**CBS**

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



**Washington**

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



**KVOS-TV—Bellingham**  
**1953—CBS**

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

**KING-TV—Seattle—1948**  
**ABC**

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

**KBAS-TV—Ephrata—1957**

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

**KIRO-TV—Seattle—1958**  
**CBS**

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

**KTRX—Kennewick-Pasco**  
**1958**

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

**KOMO-TV—Seattle—1953**  
**NBC**

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

**KEPR-TV—Pasco—1954**  
**ABC-CBS-NBC**

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



# WASHINGTON-WEST VIRGINIA



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

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

## KTVW—Seattle-Tacoma 1953

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

## KXLY-TV—Spokane—1953 CBS

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

## KHQ-TV—Spokane—1952 NBC

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

## KTNT-TV—Tacoma—1953 CBS

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

## KREM-TV—Spokane—1954 ABC

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

## KIMA-TV—Yakima—1953 ABC-CBS-NBC

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

## West Virginia

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

## WHIS-TV—Bluefield—1955 NBC-ABC

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

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



**WCHS-TV—Charleston—1954**  
CBS

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

**WHTN-TV—Huntington**  
1955—ABC-CBS

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

**WBOY-TV—Clarksburg—1957**  
ABC-NBC

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

**WSAZ-TV—Huntington**  
1949—NBC

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

*Dominating  
America's  
23rd Market!*  
**CHARLESTON  
HUNTINGTON  
W. VA.**  
with  
**M-G-M**  
MOVIES  
**WCHS-TV**

**WOAY-TV—Oak Hill—1954**  
ABC

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

**WTAP-TV—Parkersburg**  
1953—ABC-CBS-NBC

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



WTRF-TV—Wheeling—1953  
NBC

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

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

Wisconsin

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

WEAU-TV—Eau Claire—1953  
ABC-NBC-CBS

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

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

WBAY-TV—Green Bay—1953  
CBS

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

WISC-TV—Madison—1956  
CBS

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

WFRV-TV—Green Bay—1955  
ABC-CBS

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

WKOW-TV—Madison—1953  
ABC

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

WKBT—La Crosse—1954  
CBS-NBC-ABC

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

WMTV—Madison—1953  
NBC

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

**HEARST IS HUSTLING  
IN MILWAUKEE  
with  
SPARKLING NEW RADIO FORMAT  
"MAESTROS AND MUSICIANS"**

**on**

**WISN**

**and**

**EXCITING -- EXPANDING  
TELEVISION**

**on**

**WISN-TV**

**ABC Networks**

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





WMBV-TV—Marinette—1954  
NBC

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

WISN-TV—Milwaukee  
1954—ABC

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

WTMJ-TV—Milwaukee  
1947—NBC

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

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

WITI-TV—Milwaukee—1956

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

WXIX—Milwaukee—1953  
CBS

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

WSAU-TV—Wausau—1954  
ABC-CBS-NBC

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

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

Wyoming

KSPR-TV—Casper—1957  
CBS

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

KTWO-TV—Casper—1957  
ABC-NBC

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



Film Mgr. .... Hanley Cohn  
Chief Engineer. .... Robert Lebsock

**KFBC-TV—Cheyenne—1954**  
**CBS-ABC-NBC**

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

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

**KWRB-TV—Riverton—1957**  
**CBS**

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

**TELEVISION STATIONS**  
**in TERRITORIES and POSSESSIONS**



**KENI-TV—Anchorage**  
**1953—NBC-ABC**

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

**KTVA—Anchorage—1953**  
**CBS**

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

**KFAR-TV—Fairbanks—1955**  
**ABC-NBC**

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

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

**KTVF—Fairbanks—1955**  
**CBS**

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

**KINY-TV—Juneau—1956**  
**CBS**

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



**HAWAII**

**KHBC-TV—Hilo—1955**

**CBS**

(Satellite of KGMB-TV, Honolulu)

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

**KGMB-TV—Honolulu—1952**

**CBS**

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

**KONA-TV—Honolulu—1952**

**NBC**

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

**KULA-TV—Honolulu—1954**

**ABC**

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

**KMAU-TV—Wailuku—1955**

**CBS**

(Satellite of KGMB-TV, Honolulu)

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

**KMVI—Wailuku—1955**

(Separately owned and managed satellite of KONA, Wailuku)

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

**PUERTO RICO**

**WORA-TV—Mayaguez  
1955—ABC-CBS-NBC**

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

**WAPA-TV—San Juan—1954  
NBC-ABC**

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

**WKAQ-TV—San Juan—1954  
CBS**

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



To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

The Associated Press  
50 Rockefeller Plaza  
New York 20, N. Y.

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

**WRIK-TV—Ponce—1958**  
**CBS-ABC**

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

**WSUR-TV—Ponce—1958**

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

**GUAM**

**KUAM-TV—Agana—1956**  
**ABC-CBS-NBC**

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