



TELEVISION DAILY

presents



***TELEVISION
NETWORKS***

**O & O STATIONS
AFFILIATED OUTLETS
U. S. MAP OF NETWORK
EXECUTIVE PERSONNEL**

1959



DAYTIME TV SHOWS CAN SUCCEED ... But They Can't Be Built Overnight



By OLIVER TREYZ
President, ABC Television

OCTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

* * *

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our ex-

panded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

* * *

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

* * *

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.

ABC TELEVISION NETWORK

JAMES G. RIDDELL **Vice President in Charge of Western Division**

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



WILLIAM P. MULLEN **Vice President in Charge of Sales**

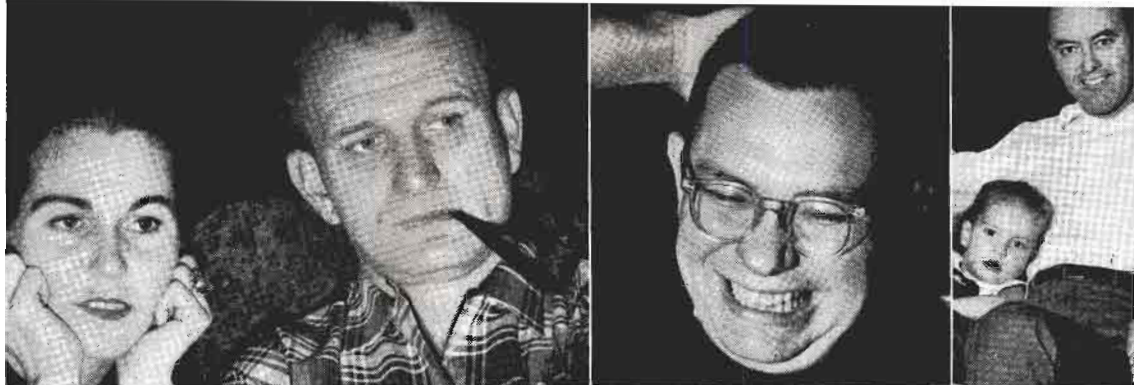


William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive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

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.





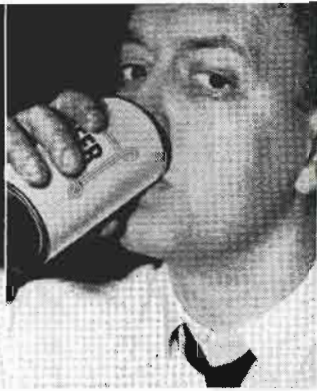
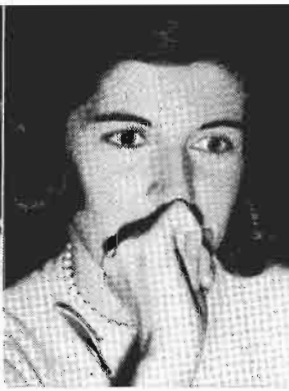
ABC Television has gained more homes



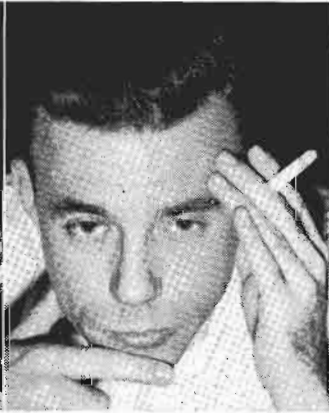
combined...wins top ratings most



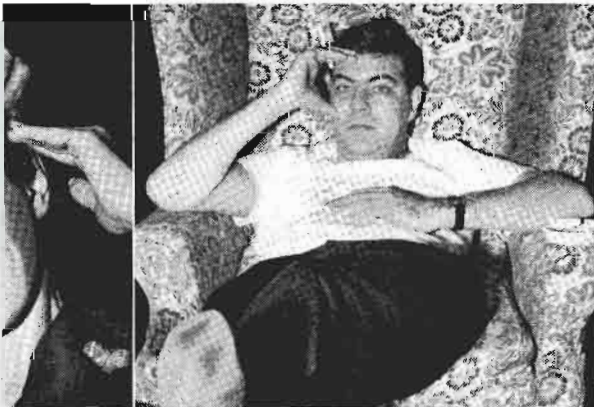
in the Top Ten. Clearly, America



by far than the two other networks



nights of the week...has most programs



has turned to ABC-TV. Have you?

ABC TELEVISION

A M E R I C A N BROADCASTING COMPANY, INC.

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

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

Telephone Number: *S*U*s*q*u*e*b*a*n*n*a* 7-5000

OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company
Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC

Oliver Treyz... Pres. TV Network
Julius Barnathan... Vice President
James W. Beach... Vice-President
Alfred Beckman... Vice-President
Slocum Chapin... Vice-President
Girard Chester... Vice-President
Donald Coyle... Vice-President
Sanford Cummings... Vice-President
John Daly... Vice-President
Edward DeGray... Vice-President
Theodore Fetter... Vice-President
Michael J. Foster... Vice-President
Henry T. Hede... Vice President
Robert H. Hinckley... Vice-President
Earl Hudson... Vice-President
Frank Marx... Vice-President
John H. Mitchell... Vice-President
Thomas Moore... Vice-President
William P. Mullen... Vice-President
Sterling C. Quinlan... Vice-President
James G. Riddell... Vice President
Stephen Riddleberger... Vice President
Selig Seligman... Vice-President
Joseph Stamler... Vice-President
William H. Trevarthen... Vice President
Thomas Velotta... Vice-President
Mortimer Weinbach... Vice-President

& General Counsel

Omar Elder... Secretary & Assistant General Counsel
Michael P. Boland... Assistant Treasurer
J. Russell Gavin... Assistant Treasurer

TELEVISION

Oliver Treyz... President of ABC-TV Network
Engineering

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

Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC
George Ast... Purchasing Agent

Michael P. Boland... Assistant Treasurer
Joseph Fitzpatrick... Internal Auditor
J. Russell Gavin... Assistant Treasurer
Edward Graessle... Manager of Treasury Affairs
Marie McWilliams... Director of Personnel
Joseph Spagnola... Dir. of Office & Studio Services

Legal

Mortimer Weinbach... Vice-President & General Counsel
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
Theodore H. Fetter... V.P. & Program Director
Giraud Chester... V.P. in Charge of Daytime Programs
Armund Grant... Dir. Daytime Progs.
John B. Green... Ntwk. Exec. Producer
Frederick P. Laffey... Business Manager & Budget Officer
Leonard Maskin... Admin. Mgr.
Daniel Melnick... Program Development Manager
William Seaman... Program Production Manager
William Whitehouse... Dir. of Sports

Services

Walter Trevarthen... V.-P. in Charge
Bernard Paulson... Mgr., Production Services
John Kneeshaw... Oprs. Mgr.
Ruth K. Blaine... Bus. Mgr.
James McNaughton... Executive Art Director
Frederick J. Schuhman... Studio Services Coordinator
Arthur Segal... Plant Svcs. Spv.

News, Special Events & Public Affairs

John Daly... Vice-President in Charge of News, Special Events & Public Affairs
Donald C. Coe... Dir. of Special Events and Ops.
Catharine Lynch... Librarian
Francis N. Littlejohn... Dir. of News & Public Affairs
Wiley Hance... Mgr. of Public Affairs

Press Information

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

Station Clearance

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

Continuity Acceptance

Grace Johnsen... Director

Advertising

Dean Linger... Dir. of Advertising

Sales

William P. Mullen..... V.P. in Charge
Donald W. Coyle..... V.P. & TV Gen. Sales Mgr.
Slocum Chapin..... V.P. in charge of Western
Division TV Net-sales
Henry T. Hede..... V.P. Admin. Sls. Mgr.
Charles Ayres..... Eastern Sales Mgr.
Harold Day..... Dir. of Daytime Sales

Owned & Operated Stations

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

Station Relations

Alfred R. Beckman..... V.P. in Charge
Ralph S. Hatcher..... Mgr., Station Rel.

Research and Sales Development

Julius Barnathan..... V.P. in Chg. TV Research
Bert Brillier..... Dir. of Sales Development
Robert P. Engelke..... Mgr. of Sales Development

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt..... President
Richard P. Morgan..... V.P. in Chge. Operations
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..... Film Director
Manuel Fingerhut..... Comptroller, WBKB
William Gillogly..... Dir. of Sales, TV Net.
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

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager
Joseph C. Cassel..... Comptroller
Harold Christian..... V. P., in Charge of
Merchandising & Research
Ralph Dawson..... Television Sales 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.

James C. Riddell..... Vice-President, Western Div.
J. Clifford Anderson..... Director of Labor Relations
Jack Brembeck..... Mgr., Adv., Pub., Promo.
Dorothy L. Brown..... Continuity Acceptance Editor,
Western Division
Milt Fishman..... Dir. Radio-TV News
Rowe S. Giesen..... Mgr. Prog. Svcs.
Theodore Grenier..... Chief Engineer, Western
Division

Earl Hudson..... V.P., Advisory, W.D.
Courtney McLeod..... Admin. Mgr., TV Progs.
Norma T. Olson..... Director TV Program
Operations
Daniel P. O'Reilly..... Dir. News Dept.
Austin Peterson..... Prog. Con. TV Netwk, W.D.
Frank G. Raiston, Jr..... Network Film Dept. Dir.
Peter G. Robinson..... Program Director, KABC-TV
Elton Rule..... Sales Manager, KABC-TV
Florence T. Schiro..... Personnel Director
Selig Seligman..... V.P. & Gen. Mgr. KABC-TV
John C. Wagner..... Controller, Western Division
Ernest Stern..... Dir. of Publicity
Western Division
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.
Sanford Cummings..... V.P. Net. Prog. Dept.
Mitchell L. Gamson..... ABC Coordinator-
Warner Bros. TV
Gene Gordon..... ABC-Disney Coord.
Chester Kulman..... Mgr. Film Dept., KABC-TV
Howard H. Lipstone..... Spv. Guest Relations
Robert Rowen..... Mgr. Purchasing Dept.
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
Noel Pazdral..... TV Sls. Opr. Mgr.
Lorraine Pedersen..... Continuity Acceptance Editor
David Sacks..... Sales Manager, KGO-TV
Henry Saroyan..... Comptroller & Purchasing Agent
Edward Smith..... Production Manager
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.

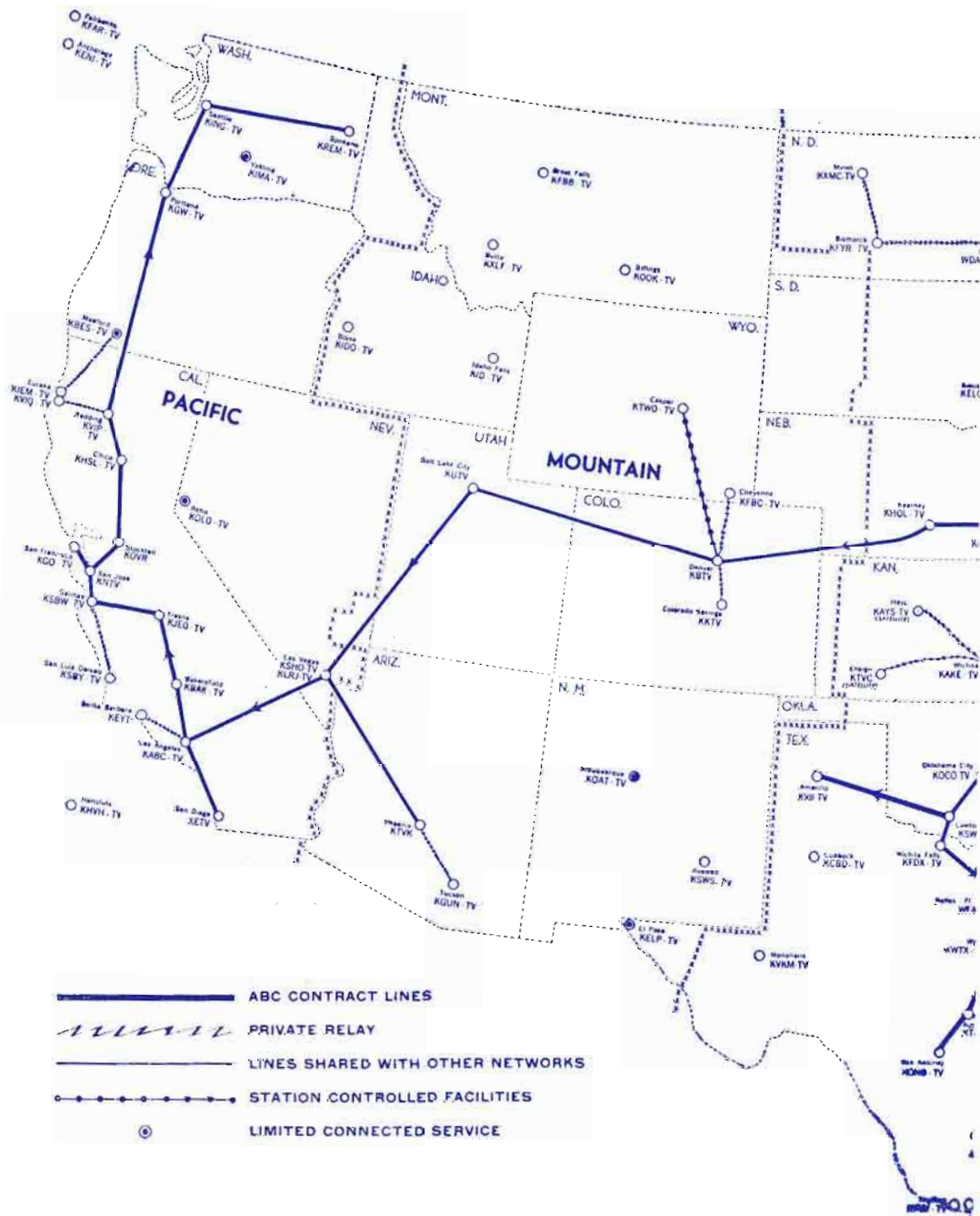
Joseph Stamler..... V.P. in Charge of WABC-TV
Gordon Kunz..... Production Manager of WABC-TV
James Szabo..... Sales Mgr.
Alvin Hollander, Jr..... Program Director
Takashi Kako..... Film Director
Lawrence Eisenberg..... Publicity Director
Libby Calamio..... Art Director

ABC-TV Station Affiliates Association

BOARD OF GOVERNORS

Chairman—Joseph Hladki..... KCRG-TV, Cedar
Rapids, Ia.
Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake
City, Utah
Secty.—Donald Davis..... KMBC-TV, Kansas
City, Mo.
Treas.—Howard Maschmeier..... WNHC, New
Haven, Conn.
Joseph Bernard..... KTVI-TV, St. Louis, Mo.
John Dilly..... WSJV, Elkhart, Indiana
Joseph Drilling..... KJEO-TV, Fresno, Calif.
John Gelder..... WCHS-TV, Charleston, W. Va.
D. A. Noel..... WHBQ-TV, Memphis, Tenn.

ABC TELEVIS



PROGRAMMING IS TV'S CORNERSTONE

... Talent, \$\$\$ Essential Ingredients

By LOUIS G. COWAN

President, CBS Television



PROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodtkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Aurthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be

consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.

CBS TELEVISION NETWORK

LOUIS G. COWAN, **President of the CBS Television Network Division**

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included \$64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.



HUBBELL ROBINSON, JR. **Executive Vice President in Charge of Network Programs**

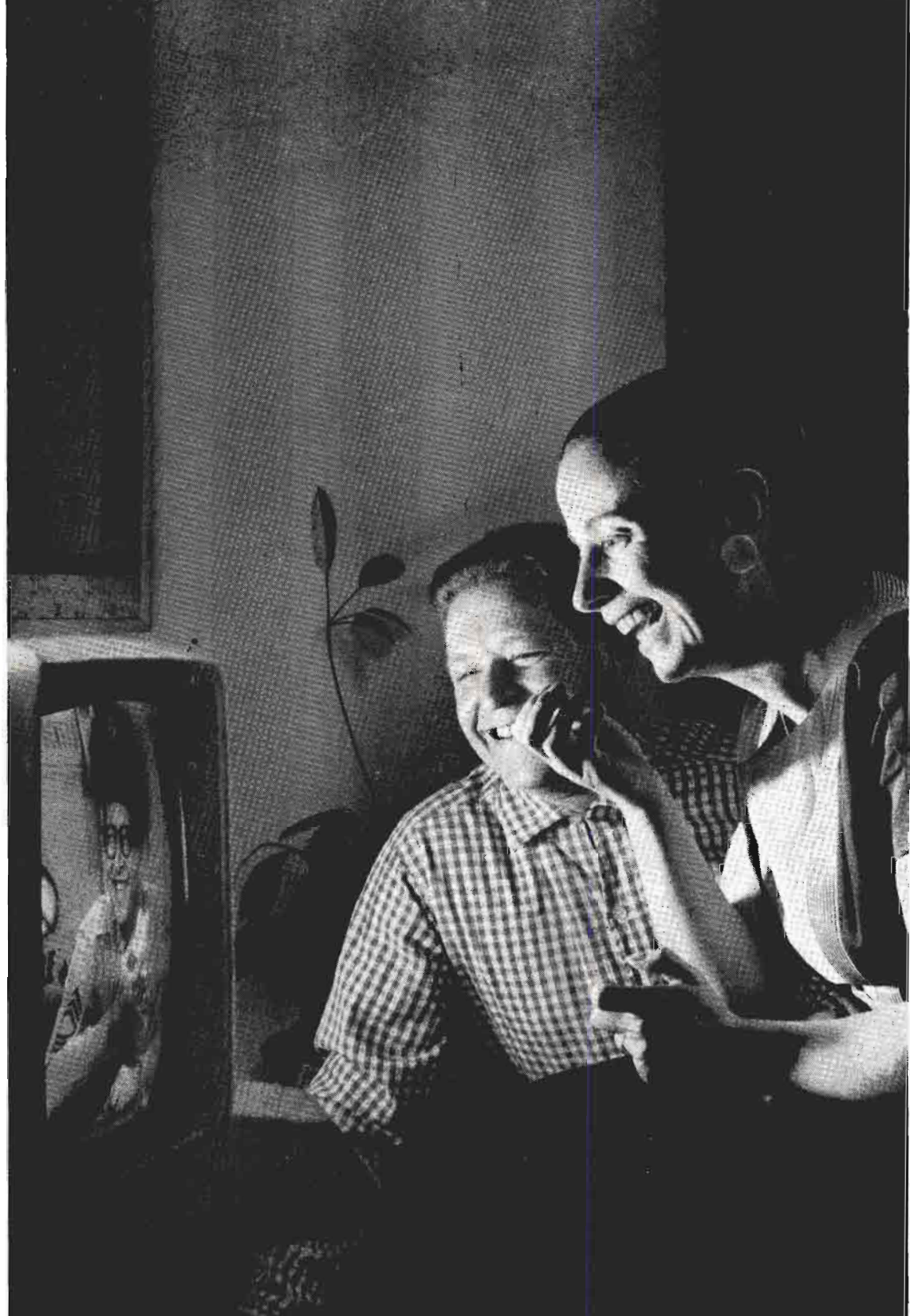
Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.



WILLIAM H. HYLAN **Vice President of Sales Administration**

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.





Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

During 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

The
novelty
of
television
has
worn
off . . .

Gordon Shadwick.....Manager of Film Service
Operations
George Lehmann.....Manager of Scenery
Construction

Advertising & Sales Promotion

William Golden.....Creative Director
George Bristol.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy.....Director of Program Promotion
Richard Golden.....Director of Sales Presentations
David Fuchs.....Mgr., Sales Presents.
Leonard Broom.....Promotion Mgr., N. Y.
Edward Side.....Production Manager

Press Information

Charles Steinberg.....Vice President
Information Services
Hank Warner.....Director, Press Information
Harry Feeney.....Manager of Trade &
Business News
Robert Blake.....Director—Hollywood
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 Affiliate 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 Business
Mgr. of Talent & Contract Properties
Philip Feldman.....V.P. & Bus. Mgr., Talent
& Contracts, Hollywood
Merritt H. Coleman.....Director of Business Affairs
David Klingner.....Budget Control Manager

Accounting

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

Executive Division, Hollywood

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
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 TELEVISION STATIONS DIVISION

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

WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

Frank Shakespeare, Jr.....General Manager
Norman E. Walt.....Sales Manager
Clarence Worden.....Assistant to General Manager
Dan Gallagher.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
John Horn.....Publicity Manager
WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

H. Leslie Atlas.....Vice-President, Central Division
KNXT, 1313 North Vine St.

Los Angeles 28, Calif.

Clark B. George.....General Manager
WCAU-TV, City Line &
Monument Aves., Phila., Pa

John Schneider.....General Manager

KMOX-TV, 12th & Cole Streets

St. Louis 4, Mo.

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

Bruce Bryant.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Arthur Elliott, Jr.....Eastern Sales Manager
Frank Elliott.....Director Sales Development
W. Thomas Dawson.....Director Sales Promotion

Branch Offices

John White.....Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser.....Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
Howard Marsh.....Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
Richard Loftus.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President
Leslie Harris.....Vice-President, Production
John Howell.....Vice President & Gen. Sls. Mgr.
Fred Mahlstedt.....Dir. Oper. & Prodn.
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
Murray Benson.....Dir. of Licensing
Robert Fuller.....Dir. of Publicity
Howard Kany.....Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge
Tom Means.....Director

Information Services

Charles Oppenheim.....Director
Howard Berk.....Dir. of Publicity, CBS Owned
TV Stations & CBS-TV Spot Sls.

Legal

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

Programming

Hal Hough.....Director

NETWORK TV OFFERS BARGAIN BUYS ... To The Small-Budget Advertiser

By WALTER D. SCOTT
Executive Vice President
NBC-TV Network



In this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as \$500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

* * *

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under \$1,000,000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen

in over 100 leading markets. Here are some of the schedules available to such an advertiser:

* * *

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

* * *

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs — specials, mystery, western, news or variety — any time of the day or night, on network television.

NBC TELEVISION NETWORK

ROBERT E. KINTNER President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also 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 in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.



DAVID C. ADAMS Senior Executive Vice President

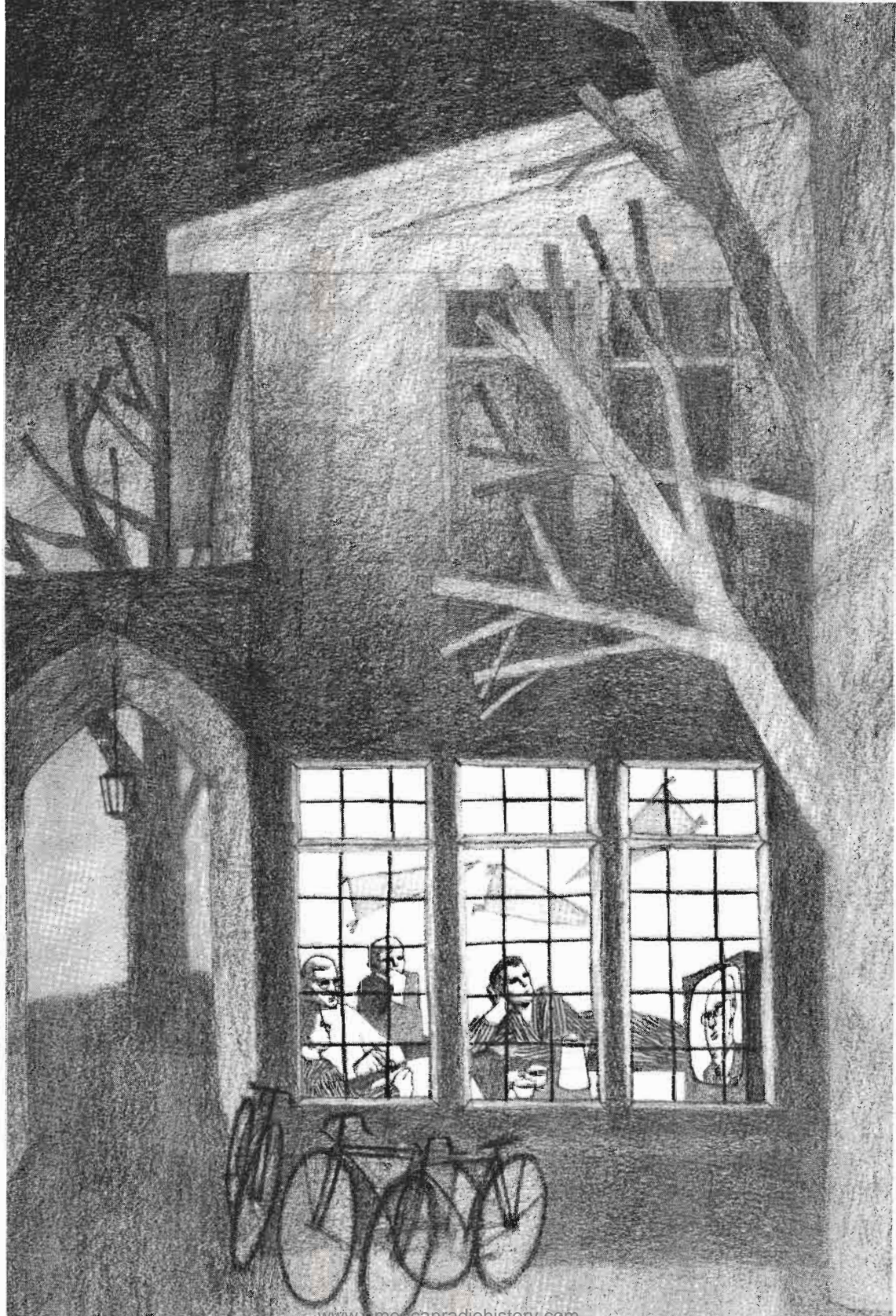
David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving 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.



WALTER D. SCOTT Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.







By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION
• BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR
THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTER-
NATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION
• STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

NATIONAL BROADCASTING COMPANY, INC.

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

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 265.

DEPARTMENTS EXECUTIVE

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

ADMINISTRATION

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

NBC OWNED STATIONS & NBC SPOT SALES

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

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Morton Gaffin.....Dir., New Bus. & Prom.
John W. Mulholland..Mgr. Central TV Spot Sales
David Scott.....Mgr., New England Spot Sales

NBC Owned Stations WRCA-TV, New York

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

WNBC, New Britain-Hartford

Peter B. Kenney.....V.P. & General Manager

WRC-TV, Washington

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

WNBQ, Chicago

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

WRCV-TV, Philadelphia

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

KRCA, Los Angeles

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

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
David Levy.....V.P., TV Network Programs
and Talent

TV NETWORK BUSINESS AFFAIRS

Norman Racusin.....Director, Business Affairs
John J. Heywood.....Director, Unit Manager

NEWS

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

SPORTS

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

TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs
Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....Dir. Nighttime Programs
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Mgr., Special Projects
Carl Lindemann, Jr.....Dir. Day Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
Albert McCleery.....Exec. Producer
Roger Muir.....Exec. Producer
James H. Nelson.....Prog. Services
George M. Rogers, Jr.....Mgr., Administ.
Participating Programs
Herbert Sussan.....Dir. Special Programs
David Tebet.....Gen. Program Exec.
Ernest V. Theiss.....Mgr. Night Prog. Admins.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales

Don Durgin.....V.P., TV Network Sales

Edward R. Hitz.....V.P., TV Sales, Central Div.

Thomas B. McFadden.....V.P., Gen. Sales Exec.

Charles R. Abry.....Gen. Sales Exec.

Raymond F. Eichman.....Dir. Sales Presentations
& Promotion

Harry T. Floyd.....Mgr., TV Sales, Western Div.

Stephen Flynn.....Dir., TV Sales Services

Walter W. Gross.....Mgr., TV Sales, Detroit

David Hedley.....Mgr., TV Sales Presentations

James Hergen.....Director, Partic. Program Sales

Arthur Johnson.....Mgr., Station Sales

Richard L. Linkroum.....Dir., Spec. Pgm. Sales

Robert McFadyen.....Dir., TV Sales Development

Hamilton Robinson.....Mgr., Office Services

Andrew Ross.....Art Dir., Sales Plann.

Dean Shaffner.....Dir., Sales Planning

Ira Wolff.....Mgr., Sales Prom.

FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation

Nicholas Gilles.....Director, Business Affairs

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., Radio Recording Sales

James Chenard.....Business Mgr.

Charles Bennis.....Mgr., Radio Recording

Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,
Art & Scenic Prod.

Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services

Peter Bonardi.....Mgr., Scenic Const. & Painting

John P. Seibert.....Business Mgr.

General Services

William S. Hedges.....V.P., General Services

Michael Clancy.....Supervisor, Protection

Edwin L. Dunham.....Mgr., Music Library & Svcs.

Mildred Joy.....Chief Librarian

Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.

Henry Moss.....Mgr., Film Services

Stanley Parlan.....Mgr., Film Coordination
& Preparations

Chas. L. Townsend.....Mgr., Film & Kine Oper.

Edward A. Whitney.....Mgr., Bcst. Routine

Charles Corcoran.....Mgr., Video Tape, Film, &
Kine Operations

TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.

Richard Aimone.....Mgr., Effects

Thomas H. Phelan.....Mgr., Maint. & Plant Fac.

Humbert Rodomsta.....Mgr., Scheduling & Adm.

John B. Rogers.....Mgr., Studio & Theatre Ops.

Courtney A. Snell.....Mgr., N. Y. Field Ops.

Thomas G. Tart.....Business Mgr.

Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning

Richard H. Edmondson.....Mgr., Tech. &
Ops. Planning

Robert MacKichan.....Mgr., Show Requirements
& Estimating

George McElrath.....Mgr., Broadcast Central

Peter Affe.....Mgr., Facilities
Planning & Utilization

John J. Weir.....Mgr., Broadcast & Operations

THE EARLY YEARS OF A FILM NETWORK

... Another National Program Service?

By CHARLES (Bud) BARRY
President, NTA Film Network



THERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely

grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

- a. Not enough independent stations in many markets.
- b. Not enough prime time available on stations already affiliated with our major competitors.
- c. Not enough programs.
- d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammelled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.

NTA TELEVISION NETWORK, INC.

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

Telephone: JUdson 2-7300

Chairman of the Board..... Ely A. Landau
President..... Charles C. Barry
Exec. Vice President..... Oliver A. Unger
Vice President..... Harold Goldman
Vice President..... Edythe Rein
Vice President..... David Melamed
Treasurer..... Eric Haight
Secretary..... H. I. Bucher
Controller..... Burton Lippman
Board of Directors..... Ely A. Landau,
Oliver A. Unger, Harold Goldman, Edythe Rein,
Harold Kovner, Charles C. Barry.
Director of Station Relations.... Anthony Azzato
Exec. Dir. Advertising, Promotion, Merchandising
Lester Krugman
Dir. of Network Operations.... Lynn Christenson
Director of Press..... Harry Albus
Dir. of Promotion, Sales Service.. Martin Roberts
Dir. of Merchandising..... Irving Lichtenstein
Creative Director, Advertising.... Ernest Fladell

BRANCH OFFICES

Chicago

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

Hollywood

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

SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

SHIRLEY TEMPLE SPRING SPECIALS

(8 weekends: April 5 through May 24, 1959)

SHIRLEY TEMPLE FALL FESTIVAL '59

(12 weekends: Oct. 4 through Dec. 20, 1959)





Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N.Y. JU 2-7300 **NTA TELEVISION NETWORK**

NTA TELEVISION

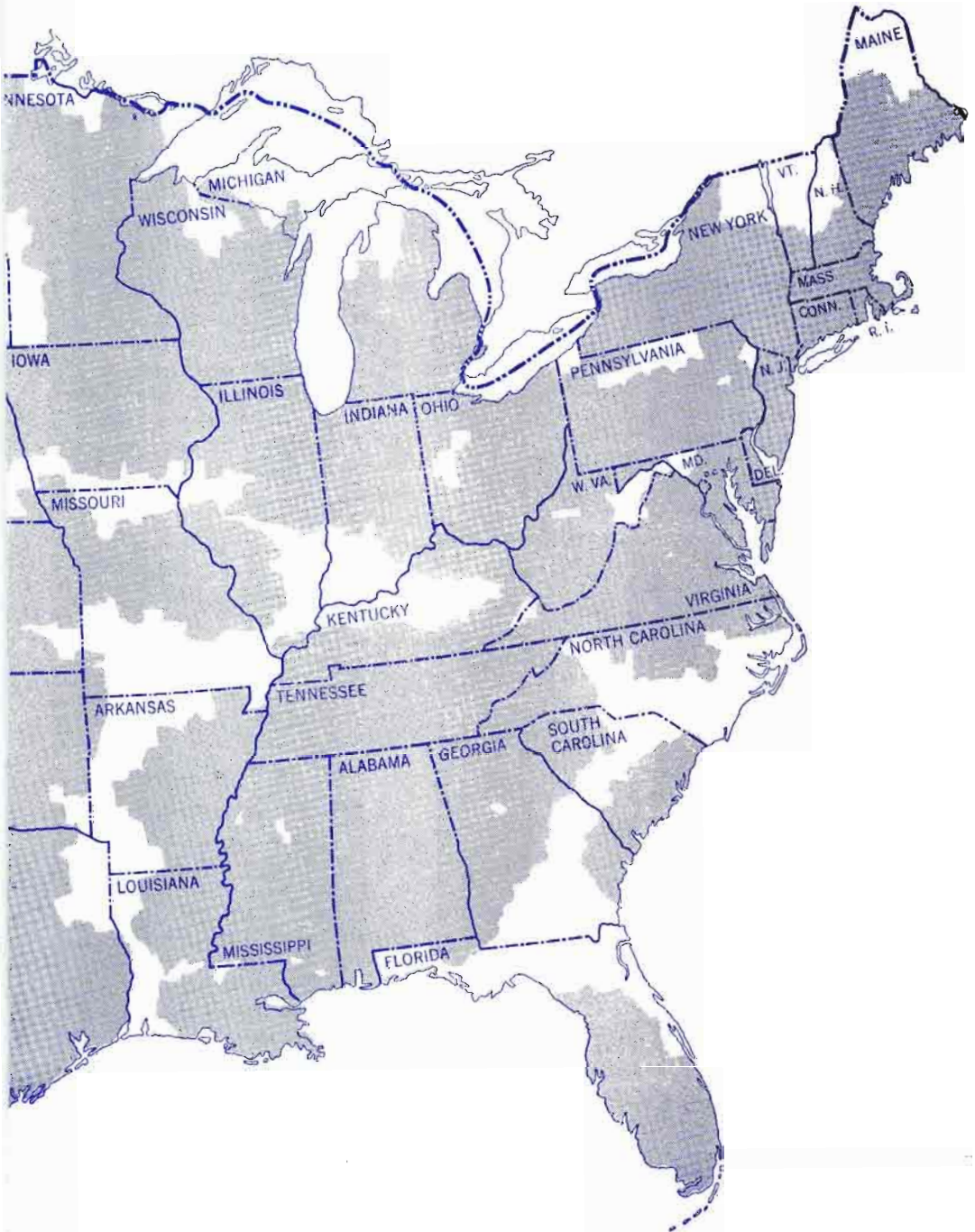


COVERAGE 1958-1959

130 Stations representing

98.5% TV Homes

NETWORK



TELEVISION FILM'S FOREIGN MARKET— ... A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.



THE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

* * *

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

* * *

To take care of the needs of this increasing world-wide activity, the production and distribution com-

panies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the upswing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

* * *

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

TELEVISION DAILY

presents

TV STATIONS

**KEY PERSONNEL
ADDRESSES & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES
STATISTICAL COVERAGE**

1959

TELEVISION STATIONS

Commercial Stations of U. S., Territories and Possessions

| Station | City—State | Page | Station | City—State | Page |
|---------|-----------------------------|------|---------|-------------------------|------|
| CKLW-TV | Detroit-Windsor, Mich./Ont. | 852 | KFDA-TV | Amarillo, Tex. | 885 |
| KABC-TV | Los Angeles, Calif. | 823 | KFDM-TV | Beaumont, Tex. | 886 |
| KAKE-TV | Wichita, Kan. | 846 | KFDX-TV | Wichita Falls, Tex. | 894 |
| KALB-TV | Alexandria, La. | 847 | KFEQ-TV | St. Joseph, Mo. | 858 |
| KARD-TV | Wichita, Kan. | 846 | KFJZ-TV | Fort Worth, Tex. | 889 |
| KARK-TV | Little Rock, Ark. | 819 | KFMB-TV | San Diego, Calif. | 824 |
| KATV | Little Rock, Ark. | 821 | KFRE-TV | Fresno, Calif. | 821 |
| KAVE-TV | Carlsbad, N. M. | 863 | KFSD-TV | San Diego, Calif. | 824 |
| KAYS-TV | Hays, Kan. | 845 | KFVS-TV | Cape Girardeau, Mo. | 857 |
| KBAK-TV | Bakersfield, Calif. | 821 | KFYR-TV | Bismarck, N. D. | 868 |
| KBES-TV | Medford, Ore. | 875 | KGBT-TV | Harlingen, Tex. | 889 |
| KBET-TV | Sacramento, Calif. | 823 | KGGM-TV | Albuquerque, N. M. | 863 |
| KBLR-TV | Goodland, Kan. | 845 | KGHL-TV | Billings, Mont. | 858 |
| KBMB-TV | Bismarck, N. D. | 868 | KGLD | Garden City, Kan. | 845 |
| KBOI-TV | Boise, Ida. | 839 | KGLO-TV | Mason City, Iowa | 844 |
| KBTV | Denver, Colo. | 827 | KGMB-TV | Honolulu, Hawaii | 837 |
| KBTX-TV | Bryan, Tex. | 886 | KGNC-TV | Amarillo, Tex. | 885 |
| KCBD-TV | Lubbock, Tex. | 891 | KGNS-TV | Laredo, Tex. | 891 |
| KCEN-TV | Temple, Tex. | 894 | KGO-TV | San Francisco, Calif. | 824 |
| KCIX-TV | Nampa, Ida. | 839 | KGUL-TV | Galveston-Houston, Tex. | 889 |
| KCKT | Great Bend, Kans. | 845 | KGUN | Tucson, Ariz. | 819 |
| KCMC-TV | Texarkana, Tex. | 894 | KGW-TV | Portland, Ore. | 875 |
| KCMO-TV | Kansas City, Mo. | 857 | KHAS-TV | Hastings, Neb. | 859 |
| KCMT | Alexandria, Minn. | 853 | KHJ-TV | Los Angeles, Calif. | 823 |
| KCOP-TV | Los Angeles, Calif. | 823 | KHOL-TV | Kearney, Neb. | 859 |
| KCOR-TV | San Antonio, Tex. | 893 | KHQ-TV | Spokane, Wash. | 898 |
| KCRA-TV | Sacramento, Calif. | 824 | KHQA-TV | Hannibal, Mo. | 857 |
| KCRG-TV | Cedar Rapids, Iowa | 844 | KHSL-TV | Chico, Calif. | 821 |
| KCSJ-TV | Pueblo, Colo. | 827 | KHVH-TV | Honolulu, Hawaii | 837 |
| KCTV | San Angelo, Tex. | 893 | KICA-TV | Clovis, N. M. | 863 |
| KDAL-TV | Duluth-Superior, Minn. | 853 | KID-TV | Idaho Falls, Ida. | 839 |
| KDIX-TV | Dickinson, N. D. | 868 | KIEM-TV | Eureka, Calif. | 821 |
| KDKA-TV | Pittsburgh, Pa. | 879 | KIMA-TV | Yakima, Wash. | 899 |
| KDUB-TV | Lubbock, Tex. | 891 | KING-TV | Seattle, Wash. | 898 |
| KEDY-TV | Big Spring, Tex. | 886 | KINY-TV | Juneau, Alaska | 818 |
| KELO-TV | Sioux Falls, S. D. | 882 | KIRO-TV | Seattle, Wash. | 898 |
| KELP-TV | El Paso, Tex. | 887 | KIVA | Yuma, Ariz. | 819 |
| KENI-TV | Anchorage, Alaska | 818 | KJEO | Fresno, Calif. | 821 |
| KENS-TV | San Antonio, Tex. | 893 | KKTV | Colorado Springs, Colo. | 825 |
| KERO-TV | Bakersfield, Calif. | 821 | KLAS-TV | Las Vegas, Nev. | 861 |
| KETV | Omaha, Neb. | 860 | KLFY-TV | Lafayette, La. | 847 |
| KEY-I | Santa Barbara, Calif. | 825 | KLIX-TV | Twin Falls, Ida. | 839 |
| KFAR-TV | Fairbanks, Alaska | 818 | KLOR-TV | Provo, Utah | 894 |
| KFBB-TV | Great Falls, Mont. | 859 | KLBJ-TV | Las Vegas, Nev. | 861 |
| KFBC-TV | Cheyenne, Wyo. | 901 | | | |

| Station | City—State | Page | Station | City—State | Page |
|---------|-----------------------------|------|---------|-------------------------------|------|
| KLTV | Tyler, Tex. | 894 | KREY-TV | Montrose, Colo. | 827 |
| KLZ-TV | Denver, Colo. | 825 | KRGV-TV | Weslaco, Tex. | 894 |
| KMBC-TV | Kansas City, Mo. | 857 | KRIS-TV | Corpus Christi, Tex. | 886 |
| KMID-TV | Midland, Tex. | 892 | KRLD-TV | Dallas, Tex. | 887 |
| KMJ-TV | Fresno, Calif. | 821 | KRNT-TV | Des Moines, Iowa | 844 |
| KMMT | Austin, Minn. | 853 | KROC-TV | Rochester, Minn. | 855 |
| KMOS-TV | Sedalia, Mo. | 858 | KROD-TV | El Paso, Tex. | 889 |
| KMOX-TV | St. Louis, Mo. | 858 | KRON-TV | San Francisco, Calif. | 824 |
| KMSO-TV | Missoula, Mont. | 859 | KRSD-TV | Rapid City, S. D. | 882 |
| KMSP-TV | Minneapolis-St. Paul, Minn. | 855 | KRTV | Great Falls, Mont. | 859 |
| KMTV | Omaha, Neb. | 860 | KSBW-TV | Salinas, Calif. | 824 |
| KMVI | Wailuku, Hawaii | 837 | KSBY-TV | San Luis Obispo, Calif. | 825 |
| KNAC-TV | Fort Smith, Ark. | 819 | KSD-TV | St. Louis, Mo. | 858 |
| KNOE-TV | Monroe, La. | 847 | KSHO-TV | Las Vegas, Nev. | 861 |
| KNOP-TV | North Platte, Neb. | 860 | KSL-TV | Salt Lake City, Utah | 894 |
| KNOX-TV | Grand Forks, N. D. | 869 | KSLA-TV | Shreveport, La. | 848 |
| KNTV | San Jose, Calif. | 825 | KSPR | Casper, Wyo. | 901 |
| KNXT | Los Angeles, Calif. | 823 | KSTP-TV | St. Paul-Minneapolis, Minn. | 855 |
| KOA-TV | Denver, Colo. | 827 | KSWO-TV | Lawton, Okla. | 874 |
| KOAM-TV | Pittsburg, Kan. | 846 | KSWB-TV | Roswell, N. M. | 863 |
| KOAT-TV | Albuquerque, N. M. | 863 | KSYP-TV | Wichita Falls, Tex. | 894 |
| KOB-TV | Albuquerque, N. M. | 863 | KTAG-TV | Lake Charles, La. | 847 |
| KOCO-TV | Enid, Okla. | 874 | KTBC-TV | Austin, Tex. | 886 |
| KODE-TV | Joplin, Mo. | 857 | KTBS-TV | Shreveport, La. | 848 |
| KOIN-TV | Portland, Ore. | 875 | KTEN | Ada, Okla. | 874 |
| KOLD-TV | Tucson, Ariz. | 819 | KTES | Nacogdoches, Tex. | 892 |
| KOLN-TV | Lincoln, Neb. | 859 | KTHV | Little Rock, Ark. | 819 |
| KOLO-TV | Reno, Nev. | 861 | KTIV | Sioux City, Iowa | 845 |
| KOMO-TV | Seattle, Wash. | 898 | KTLA | Los Angeles, Calif. | 823 |
| KOMU-TV | Columbia, Mo. | 857 | KTNT-TV | Tacoma-Seattle, Wash. | 899 |
| KONA-TV | Honolulu, Hawaii | 837 | KTRE-TV | Lufkin, Tex. | 892 |
| KONO-TV | San Antonio, Tex. | 893 | KTRK-TV | Houston, Tex. | 891 |
| KOOK-TV | Billings, Mont. | 859 | KTRX | Kennewick-Pasco, Wash. | 898 |
| KOOL-TV | Phoenix, Ariz. | 818 | KTSM-TV | El Paso, Tex. | 889 |
| KOSA-TV | Odessa, Tex. | 892 | KTTS-TV | Springfield, Mo. | 858 |
| KOTA-TV | Rapid City, S. D. | 882 | KTTV | Los Angeles, Calif. | 823 |
| KOTI-TV | Klamath Falls, Ore. | 875 | KTUL-TV | Tulsa, Okla. | 874 |
| KOTV | Tulsa, Okla. | 874 | KTVA | Anchorage, Alaska | 818 |
| KOVR-TV | Stockton, Calif. | 825 | KTVB | Boise, Ida. | 839 |
| KPAC-TV | Port Arthur, Tex. | 892 | KTVK-TV | Ensign, Kan. | 845 |
| KPAR-TV | Abilene, Tex. | 885 | KTVE | El Dorado, Ark. | 819 |
| KPHO-TV | Phoenix, Ariz. | 818 | KTVF | Fairbanks, Alaska | 818 |
| KPIX | San Francisco, Calif. | 824 | KTVH | Hutchinson, Kan. | 845 |
| KPLC-TV | Lake Charles, La. | 847 | KTVI | St. Louis, Mo. | 858 |
| KPLR-TV | St. Louis, Mo. | 858 | KTVK | Phoenix, Ariz. | 819 |
| KPRC-TV | Houston, Tex. | 889 | KTVO | Ottumwa, Iowa | 845 |
| KPTV | Portland, Ore. | 875 | KTVR | Denver, Colo. | 827 |
| KQTV | Fort Dodge, Iowa | 844 | KTVT | Salt Lake City, Utah | 895 |
| KRBC-TV | Abilene, Tex. | 885 | KTVU | San Francisco-Oakland, Calif. | 824 |
| KRCA | Los Angeles, Calif. | 823 | KTVW | Seattle, Wash. | 898 |
| KRCG-TV | Jefferson City, Mo. | 857 | KTWO-TV | Casper, Wyo. | 901 |
| KRDO-TV | Colorado Springs, Colo. | 825 | KUAM-TV | Agana, Guam | 902 |
| KREM-TV | Spokane, Wash. | 898 | KULR | Kalispell, Mont. | 859 |
| KREX-TV | Grand Junction, Colo. | 827 | KUTV | Salt Lake City, Utah | 895 |
| | | | KVAL-TV | Eugene, Ore. | 875 |
| | | | KVAR | Mesa, Ariz. | 818 |
| | | | KVII-TV | Amarillo, Tex. | 885 |

| Station | City—State | Page | Station | City—State | Page |
|---------|------------------------|------|---------|--------------------------|------|
| KVIP | — Redding, Calif. | 823 | WBTW | — Florence, S. C. | 882 |
| KVIQ-TV | — Eureka, Calif. | 821 | WBZ-TV | — Boston, Mass. | 851 |
| KVKM-TV | — Monahans, Tex. | 892 | WCAU-TV | — Philadelphia, Pa. | 879 |
| KVOA-TV | — Tucson, Ariz. | 819 | WCAX-TV | — Burlington, Vt. | 895 |
| KVOO-TV | — Tulsa, Okla. | 874 | WCBI-TV | — Columbus, Miss. | 855 |
| KVOS-TV | — Bellingham, Wash. | 898 | WCBS-TV | — New York, N. Y. | 865 |
| KVTV | — Sioux City, Iowa | 845 | WCCO-TV | — Minneapolis, Minn. | 853 |
| KWRB-TV | — Riverton, Wyo. | 901 | WCHS-TV | — Charleston, W. Va. | 899 |
| KWTV | — Oklahoma City, Okla. | 874 | WCIA | — Champaign, Ill. | 839 |
| KWTV-TV | — Waco, Tex. | 894 | WCKT | — Miami, Fla. | 832 |
| KWWL-TV | — Waterloo, Iowa | 845 | WCNY-TV | — Carthage, N. Y. | 864 |
| KXAB-TV | — Aberdeen, S. D. | 882 | WCOV-TV | — Montgomery, Ala. | 817 |
| KXGN-TV | — Glendive, Mont. | 859 | WCPO-TV | — Cincinnati, Ohio | 871 |
| KXII | — Ardmore, Okla. | 874 | WCSC-TV | — Charleston, S. C. | 881 |
| KXJB-TV | — Valley City, N. D. | 869 | WCSH-TV | — Portland, Me. | 849 |
| KXLF-TV | — Butte, Mont. | 859 | WCTV | — Thomasville, Ga. | 837 |
| KXLY-TV | — Spokane, Wash. | 898 | WCYB-TV | — Bristol, Va. | 895 |
| KXMC-TV | — Minot, N. D. | 869 | WDAF-TV | — Kansas City, Mo. | 857 |
| KYTV | — Springfield, Mo. | 858 | WDAM-TV | — Hattiesburg, Miss. | 855 |
| KYW-TV | — Cleveland, Ohio | 871 | WDAN-TV | — Danville, Ill. | 840 |
| KZTV | — Corpus Christi, Tex. | 887 | WDAU-TV | — Scranton, Pa. | 880 |
| WABC-TV | — New York, N. Y. | 864 | WDAY-TV | — Fargo, N. D. | 869 |
| WABI-TV | — Bangor, Me. | 849 | WDBJ-TV | — Roanoke, Va. | 897 |
| WAFB-TV | — Baton Rouge, La. | 847 | WDBO-TV | — Orlando, Fla. | 833 |
| WAGA-TV | — Atlanta, Ga. | 835 | WDEF-TV | — Chattanooga, Tenn. | 883 |
| WAGM-TV | — Presque Isle, Me. | 849 | WDMJ-TV | — Marquette, Mich. | 852 |
| WAIM-TV | — Anderson, S. C. | 881 | WDSM-TV | — Duluth-Superior, Minn. | 853 |
| WAKR-TV | — Akron, Ohio | 871 | WDSU-TV | — New Orleans, La. | 847 |
| WALA-TV | — Mobile, Ala. | 817 | WDXI-TV | — Jackson, Tenn. | 883 |
| WALB-TV | — Albany, Ga. | 835 | WEAR-TV | — Pensacola, Fla. | 833 |
| WANE-TV | — Fort Wayne, Ind. | 841 | WEAT-TV | — West Palm Beach, Fla. | 835 |
| WAPA-TV | — San Juan, P. R. | 902 | WEAU-TV | — Eau Claire, Wis. | 900 |
| WAPI-TV | — Birmingham, Ala. | 817 | WECT | — Wilmington, N. C. | 868 |
| WARD-TV | — Johnstown, Pa. | 877 | WEEK-TV | — Peoria, Ill. | 840 |
| WAST | — Albany, N. Y. | 864 | WEHT | — Evansville, Ind. | 841 |
| WATE-TV | — Knoxville, Tenn. | 883 | WESH-TV | — Daytona Beach, Fla. | 831 |
| WATR-TV | — New Haven, Conn. | 831 | WEWS | — Cleveland, Ohio | 871 |
| WAVE-TV | — Louisville, Ky. | 846 | WFAA-TV | — Dallas, Tex. | 887 |
| WAVY-TV | — Norfolk, Va. | 897 | WFAM-TV | — Lafayette, Ind. | 843 |
| WBAL-TV | — Baltimore, Md. | 850 | WFBC-TV | — Greenville, S. C. | 882 |
| WBAP-TV | — Fort Worth, Tex. | 889 | WFBG-TV | — Altoona, Pa. | 875 |
| WBAY-TV | — Green Bay, Wis. | 900 | WFBM-TV | — Indianapolis, Ind. | 843 |
| WBBM-TV | — Chicago, Ill. | 839 | WFGA-TV | — Jacksonville, Fla. | 832 |
| WBEN-TV | — Buffalo, N. Y. | 864 | WFIE-TV | — Evansville, Ind. | 841 |
| WBIR-TV | — Knoxville, Tenn. | 883 | WFIL-TV | — Philadelphia, Pa. | 877 |
| WBKB | — Chicago, Ill. | 840 | WFLA-TV | — Tampa, Fla. | 833 |
| WBNS-TV | — Columbus, Ohio | 872 | WFMJ-TV | — Youngstown, Ohio | 873 |
| WBOC-TV | — Salisbury, Md. | 850 | WFMY-TV | — Greensboro, N. C. | 868 |
| WBOY-TV | — Clarksburg, W. Va. | 899 | WFRV-TV | — Green Bay, Wis. | 900 |
| WBZ-TV | — Lock Haven, Pa. | 877 | WGAL-TV | — Lancaster, Pa. | 877 |
| WBRC-TV | — Birmingham, Ala. | 817 | WGAN-TV | — Portland, Me. | 849 |
| WBRE-TV | — Wilkes-Barre, Pa. | 880 | WGEM-TV | — Quincy, Ill. | 840 |
| WBRZ | — Baton Rouge, La. | 847 | WGN-TV | — Chicago, Ill. | 839 |
| WBTW | — Charlotte, N. C. | 867 | WGR-TV | — Buffalo, N. Y. | 864 |

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| WHAS-TV | — Louisville, Ky. | 846 | WITI-TV | — Milwaukee, Wis. | 901 |
| WHBF-TV | — Rock Island, Ill. | 841 | WITN | — Washington, N. C. | 868 |
| WHBQ-TV | — Memphis, Tenn. | 883 | WJAC-TV | — Johnstown, Pa. | 877 |
| WHCT | — Hartford, Conn. | 829 | WJAR-TV | — Providence, R. I. | 881 |
| WHDH-TV | — Boston, Mass. | 851 | WJBF-TV | — Augusta, Ga. | 835 |
| WHEC-TV | — Rochester, N. Y. | 865 | WJBK-TV | — Detroit, Mich. | 852 |
| WHEN-TV | — Syracuse, N. Y. | 867 | WJDM | — Panama City, Fla. | 833 |
| WHIO-TV | — Dayton, Ohio | 872 | WJHL-TV | — Johnson City, Tenn. | 883 |
| WHIS-TV | — Bluefield, W. Va. | 899 | WJIM-TV | — Lansing, Mich. | 852 |
| WHIZ-TV | — Zanesville, Ohio | 873 | WJMR-TV | — New Orleans, La. | 847 |
| WHO-TV | — Des Moines, Iowa | 844 | WJPB-TV | — Fairmont, W. Va. | 899 |
| WHP-TV | — Harrisburg, Pa. | 877 | WJRT | — Flint, Mich. | 852 |
| WHTN-TV | — Huntington, W. Va. | 899 | WJTV | — Jackson, Miss. | 855 |
| WHYN | — Springfield, Mass. | 851 | WJW-TV | — Cleveland, Ohio | 872 |
| WIBW-TV | — Topeka, Kan. | 846 | WJXT | — Jacksonville, Fla. | 832 |
| WICC-TV | — Bridgeport, Conn. | 829 | WJZ-TV | — Baltimore, Md. | 850 |
| WICS | — Springfield, Ill. | 841 | WKAQ-TV | — San Juan, P. R. | 902 |
| WICU-TV | — Erie, Pa. | 877 | WKBN-TV | — Youngstown, Ohio | 873 |
| WIIC | — Pittsburgh, Pa. | 880 | WKBT | — La Crosse, Wis. | 900 |
| WILX-TV | — Onondaga-Lansing, Mich. | 853 | WKBW-TV | — Buffalo, N. Y. | 864 |
| WIMA-TV | — Lima, Ohio | 873 | WKJG-TV | — Fort Wayne, Ind. | 841 |
| WINK-TV | — Fort Myers, Fla. | 831 | WKNX-TV | — Saginaw, Mich. | 853 |
| WINR-TV | — Binghamton, N. Y. | 864 | WKOW-TV | — Madison, Wis. | 900 |
| WIS-TV | — Columbia, S. C. | 881 | WKRC-TV | — Cincinnati, Ohio | 871 |
| WISC-TV | — Madison, Wis. | 900 | WKRG-TV | — Mobile, Ala. | 817 |
| WISE-TV | — Asheville, N. C. | 867 | WKST-TV | — New Castle, Pa. | 877 |
| WISH-TV | — Indianapolis, Ind. | 843 | WKTU | — Utica, N. Y. | 867 |
| WISN-TV | — Milwaukee, Wis. | 901 | WKY-TV | — Oklahoma City, Okla. | 874 |

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| Station | City—State | Page | Station | City—State | Page |
|---------|------------------------|------|---------|----------------------------------|------|
| WKYT | — Lexington, Ky. | 846 | WROC-TV | — Rochester, N. Y. | 865 |
| WKZO-TV | — Kalamazoo, Mich. | 852 | WRVA-TV | — Richmond, Va. | 897 |
| WLAC-TV | — Nashville, Tenn. | 885 | WSAU-TV | — Wausau, Wis. | 901 |
| WLBC-TV | — Muncie, Ind. | 843 | WSAV-TV | — Savannah, Ga. | 837 |
| WLBT | — Jackson, Miss. | 855 | WSAZ-TV | — Huntington, W. Va. | 899 |
| WLBS-TV | — Bangor, Me. | 849 | WSB-TV | — Atlanta, Ga. | 835 |
| WLEX-TV | — Lexington, Ky. | 846 | WSBA-TV | — York, Pa. | 881 |
| WLOF-TV | — Orlando, Fla. | 833 | WSBT-TV | — South Bend, Ind. | 843 |
| WLOS-TV | — Asheville, N. C. | 867 | WSEE | — Erie, Pa. | 875 |
| WLVA-TV | — Lynchburg, Va. | 897 | WSFA-TV | — Montgomery, Ala. | 817 |
| WLW-A | — Atlanta, Ga. | 835 | WSIL-TV | — Harrisburg, Ill. | 840 |
| WLW-C | — Columbus, Ohio | 872 | WSIX-TV | — Nashville, Tenn. | 885 |
| WLW-D | — Dayton, Ohio | 873 | WSJS-TV | — Winston-Salem, N. C. | 868 |
| WLW-I | — Indianapolis, Ind. | 843 | WSJV | — South Bend-Elkhart, Ind. | 843 |
| WLW-T | — Cincinnati, Ohio | 871 | WSLS-TV | — Roanoke, Va. | 897 |
| WLYH-TV | — Lebanon, Pa. | 877 | WSM-TV | — Nashville, Tenn. | 885 |
| WMAL-TV | — Washington, D. C. | 831 | WSOC-TV | — Charlotte, N. C. | 867 |
| WMAR-TV | — Baltimore, Md. | 850 | WSPA-TV | — Spartanburg, S. C. | 882 |
| WMAZ-TV | — Macon, Ga. | 837 | WSPD-TV | — Toledo, Ohio | 873 |
| WMBD-TV | — Peoria, Ill. | 840 | WSTV-TV | — Steubenville, Ohio | 873 |
| WMBV-TV | — Marinette, Wis. | 901 | WSUN-TV | — St. Petersburg, Fla. | 833 |
| WMCT | — Memphis, Tenn. | 883 | WSUR-TV | — Ponce, P. R. | 902 |
| WMSL-TV | — Decatur, Ala. | 817 | WSVA-TV | — Harrisburg, Va. | 897 |
| WMT-TV | — Cedar Rapids, Iowa | 844 | WSYR-TV | — Syracuse, N. Y. | 867 |
| WMTV | — Madison, Wis. | 900 | WTAE | — Pittsburgh, Pa. | 880 |
| WMTW-TV | — Poland Spring, Me. | 849 | WTAP-TV | — Parkersburg, W. Va. | 900 |
| WMUR-TV | — Manchester, N. H. | 861 | WTAR-TV | — Norfolk, Va. | 897 |
| WNAC-TV | — Boston, Mass. | 851 | WTCN-TV | — Minneapolis, Minn. | 855 |
| WNBC | — New Britain, Conn. | 829 | WTEN | — Albany, N. Y. | 864 |
| WNBFTV | — Binghamton, N. Y. | 864 | WTHI-TV | — Terre Haute, Ind. | 844 |
| WNBQ | — Chicago, Ill. | 839 | WTIC-TV | — Hartford, Conn. | 829 |
| WNCT | — Greenville, N. C. | 868 | WTMJ-TV | — Milwaukee, Wis. | 901 |
| WNDU-TV | — South Bend, Ind. | 843 | WTOC-TV | — Savannah, Ga. | 837 |
| WNEM-TV | — Bay City, Mich. | 851 | WTOK-TV | — Meridian, Miss. | 857 |
| WNEP-TV | — Scranton, Pa. | 880 | WTOL-TV | — Toledo, Ohio | 873 |
| WNEW-TV | — New York, N. Y. | 865 | WTOPTV | — Washington, D. C. | 831 |
| WNHC-TV | — New Haven, Conn. | 831 | WTOV-TV | — Norfolk, Va. | 897 |
| WNOK-TV | — Columbia, S. C. | 881 | WTPA | — Harrisburg, Pa. | 877 |
| WNTA-TV | — Newark, N. J. | 863 | WTRF-TV | — Wheeling, W. Va. | 900 |
| WOAI-TV | — San Antonio, Tex. | 893 | WTTG | — Washington, D. C. | 831 |
| WOAY-TV | — Oak Hill, W. Va. | 899 | WTTV | — Bloomington, Ind. | 841 |
| WOC-TV | — Davenport, Iowa | 844 | WTVC | — Chattanooga, Tenn. | 883 |
| WOI-TV | — Ames, Iowa | 844 | WTVB | — Durham, N. C. | 867 |
| WOOD-TV | — Grand Rapids, Mich. | 852 | WTVH | — Peoria, Ill. | 840 |
| WOR-TV | — New York, N. Y. | 865 | WTVJ | — Miami, Fla. | 832 |
| WORA-TV | — Mayaguez, P. R. | 902 | WTVK | — Knoxville, Tenn. | 883 |
| WOW-TV | — Omaha, Neb. | 860 | WTVM | — Columbus, Ga. | 837 |
| WOWL-TV | — Florence, Ala. | 817 | WTVN-TV | — Columbus, Ohio | 872 |
| WPBN-TV | — Traverse City, Mich. | 853 | WTVB | — Rockford, Ill. | 840 |
| WPIX | — New York, N. Y. | 865 | WTVR | — Decatur, Ill. | 840 |
| WPRO-TV | — Providence, R. I. | 881 | WTVR | — Richmond, Va. | 897 |
| WPSD-TV | — Paducah, Ky. | 846 | WTVT | — Tampa, Fla. | 833 |
| WPST-TV | — Miami, Fla. | 833 | WTVW | — Evansville, Ind. | 841 |
| WPTA | — Fort Wayne, Ind. | 843 | WTVY | — Dothan, Ala. | 817 |
| WPTV | — Palm Beach, Fla. | 833 | WTVV | — Tupelo, Miss. | 857 |
| WPTZ | — Plattsburgh, N. Y. | 865 | WUSN-TV | — Charleston, S. C. | 881 |
| WRAL-TV | — Raleigh, N. C. | 868 | WVEC-TV | — Hampton-Norfolk, Va. | 895 |
| WRBL-TV | — Columbus, Ga. | 835 | WVET-TV | — Rochester, N. Y. | 865 |
| WRC-TV | — Washington, D. C. | 831 | WVUE-TV | — New Orleans, La. | 848 |
| WRCATV | — New York, N. Y. | 865 | WWJ-TV | — Detroit, Mich. | 852 |
| WRCV-TV | — Philadelphia, Pa. | 879 | WWL-TV | — New Orleans, La. | 848 |
| WRDW-TV | — Augusta, Ga. | 835 | WWLP | — Springfield, Mass. | 851 |
| WREC-TV | — Memphis, Tenn. | 885 | WWOR | — Worcester, Mass. | 851 |
| WREX-TV | — Rockford, Ill. | 840 | WWTW | — Cadillac, Mich. | 852 |
| WRGB | — Schenectady, N. Y. | 867 | WXEX-TV | — Petersburg, Va. | 897 |
| WRGP-TV | — Chattanooga, Tenn. | 883 | WXIX | — Milwaukee, Wis. | 901 |
| WRIK-TV | — Ponce, P. R. | 902 | WXYZ-TV | — Detroit, Mich. | 852 |
| WRLP | — Greenfield, Mass. | 851 | XETV | — San Diego-Tijuana, Calif./Mex. | 824 |

Pop.: 3,345,000
Families: 864,000
Radio Homes: 819,000

Alabama

Stations in State: 106
TV Homes: 614,000
TV Stations: 11

WAPI-TV—Birmingham—1949

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

WBRC-TV—Birmingham—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WBRC, Inc.
Bus. Studio Address....Atop Red Mountain
Tel.: FA 2-4701.....CBS
Representative.....Katz
President.....Hulbert Taft, Jr.
Gen. Sta. Mgr.....B. T. Schlinkert
Commercial Manager.....Oliver V. Naylor
Film, Prog., Ch. Eng.....Keith E. Barze
Public., Prom. Dir.....Jim Creamer
Chief Engineer.....R. L. DuPriest

WMSL-TV—Decatur—1954

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

WTVY—Dothan—1955

Channel: 9 VHF..A.P.: 14.1 Kw..VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Cottonwood Rd.
Tel.: 5-2810.....CBS
Representative.....O'Connell
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

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.....CBS-NBC
Representative.....Forjoe-TV
Pres., Gen. Mgr.....Richard B. Biddle
Nat. Sales Mgr.....Bill Marpes

Comm. Mgr.....Jack Worley
Prog. Dir.....John Utley
Prom. Dir.....Bill Wynne
Pub. Dir.....Mrs. Pat Bradley
Film Mgr.....John Abbott
Chief Engineer.....Larry Rohling

WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Representative.....H-R
Pres., Gen. Sta. Mgr.....W. O. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Dick McMullen
Publicity Dir.....Chuck Thompson
Film Manager.....Joe Daniels
Chief Engineer.....Raymond Hurley

WKRQ-TV—Mobile—1955

Channel: 5 VHF...AP: 50 Kw....VP: 100
Owned-Operated By.....WKRQ-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....ABC-CBS-NTA
Newspaper Affiliation.....Press-Register
Representative.....Avery Knodel
President.....Kenneth R. Giddens
General Manager.....C. P. Persons, Jr.
Program Dir.....George Layne
Publicity Dir.....Sara Spottswood
Film Manager.....Bob Grimes
Chief Engineer.....J. L. Evans

WCOV-TV—Montgomery—1953

Channel: 20...AP: 117 Kw....VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: AM 5-3561.....ABC-CBS
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

Channel: 12 VHF..AP: 158 Kw..Vp: 316 Kw.
Owned and Operated By..WKY TV Sys. Inc.
Business Address.....10 East Delamo
Tel.: AM 5-1251.....NBC-ABC
Newspaper Affil.....Okla. Publishing Co.
Representative.....Katz
President.....E. K. Gaylord
General Manager.....Carter Hardwick
Nat. Sales Mgr.....W. H. Yeoman
Program Director.....Gene Jacobsen
Prom. Manager.....Burt Lydic
Film Manager.....Alice Mayfield
Chief Engineer.....Robert M. Hayward

Pop.: 221,000
Families: 64,000
Radio Homes: 63,000

Alaska

Stations in State: 13
TV Homes: 42,000
TV Stations: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.
Owned-Oper. By...Midnight Sun Bcstg. Co.
Business Address.....Box 1160
Tel.: 5-2201.....NBC-ABC-CBS
Reps.....Fletcher; Day
President.....Harry J. Hill
Sta., Gen. Mgr.....Alvin O. Bramstedt
Comm. Mgr.....William Stewart
Program Director.....Gerry Hinchee
Prom., Pub. Director.....Mrs. Marcia Hiber
Film Manager.....Mrs. Laura Hendricks
Chief Engineer.....Charles Gray

KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By...Northern Television, Inc.
Business Address.....4th & Denali Sts.
Representative.....Weed; Alaska Radio-TV
Pres., Gen. Sta. Mgr.....A. G. Hiebert
Prog. Dir.....Paul West
Prom., Pub. Dir.....Dorothy Rydall
Film Manager.....Sarah Van Housen
V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2 Kw...VP: 5.4 Kw.
Owned-Oper. By...Midnight Sun Bcstg. Co.
Business Address.....516 Second Ave.
Tel.: 2125.....CBS
Reps.....Fletcher; Day

President.....Harry C. Hill
General Manager.....Alvin C. Bramstedt
Station Manager.....Don Andon
Commercial Mgr.....Jack Barnhart
Prog. Dir.....Donna Modrow
Chief Engineer.....Charles Gray

KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper. By...Northern TV, Inc.
Business Address.....Box 590
Tel.: 3636.....CBS
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert
Station Manager.....Walt Welch
Commercial Mgr.....John Griffin
Program Director.....Vern Francis
Prom., Pub. Dir.....Joan Bovee
Film Manager.....Lawrence Roberts
Chief Engineer.....Garth Anderson

KINY-TV—Juneau—1956

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.....CBS
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

Pop.: 1,215,000
Families: 339,000
Radio Homes: 330,000

Arizona

Stations in State: 47
TV Homes: 267,000
TV Stations: 9

KVAR—Mesa—1953

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.....NBC
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Mgr.....Ray Smucker
Program Director.....Robert Vache
Publicity Dir.....Paul Hughes
Promotion Director.....Carol Ackerman
Film Director.....Betty Campbell
Chief Engineer.....John Beck

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...KOOL Radio-TV, Inc.
Business Address.....511 West Adams St.
Tel.: ALpine 3-3121.....CBS
Representative.....Hollingbery
Ch. of Bd.....Gene Autry
Pres., Gen. Mgr.....Tom Chauncey

V.P., Sta. Mgr.....Kenneth Morton
V.P., Sta. Prog. Dir.....Jack Murphy
Sales Mgr.....Kenneth Morton
Film Manager.....Helen Lane
Publicity Dir.....Homer Lane
Chief Engineer.....Nelson Nichols

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.....Independent
Representative.....Katz
General Manager.....Richard B. Rawls
Sta., Comm. Mgr.....Howard Stalnaker
Program Director.....Robert Martin
Prom., Pub. Dir.....Stephen Q. Shannon
Film Manager.....Thomas Sherlock
Chief Engineer.....George McClanathan
Owners of KCMO-TV, Kansas City, Mo.;
WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse,
N. Y.

(See Page 498)

KTVK—Phoenix—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By..... Arizona TV Co.
 Address..... 3435 No. 16th St.
 Tel.: AM 6-5691..... ABC
 Station Representative..... 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

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..... ABC
 Rep..... Headley-Reed; Clark Brown
 President..... Tom E. Foster
 General Manager..... Tolbert Foster
 Sta. Mgr., Prog. Mgr..... James Hays
 Comm. Mgr..... Ben L. Slack
 Prom. Public. Dir..... Charlotte Hutchinson
 Film Mgr..... Dan Dellinger
 Chief Engineer..... Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF... AP: 16.5 Kw... VP: 33 Kw.
 Owned-Oper. By..... Old Pueblo Bcstg. Co.
 Business Address..... 115 W. Drachman St.
 Tel.: MA 4-2511..... CBS
 Representative..... Hollingbery

Managing Dir..... Tom Chauncey
 General Manager..... E. S. Mittendorf
 Commercial Manager..... Bernie Perlin
 Program Director..... Budd Wiener
 Chief Eng..... Bob Shriner

KVOA-TV—Tucson—1953

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

KIVA—Yuma—1953

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.
 Owned-Oper. By..... Valley Telecasting Co.
 Business Address..... P. O. Bin 1671
 Tel.: ST 6-8311..... NBC-CBS-ABC
 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..... Patrick Carrick
 Film Director..... Aretta Crowell
 Chief Engineer..... Blake Ramsey

Pop.: 1,929,000
 Families: 548,000
 Radio Homes: 541,000

Arkansas

Stations in State: 81
 TV Homes: 362,000
 TV Stations: 6

KTVE—El Dorado—1955

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By..... Donald W. Reynolds
 Address..... Box 791
 Tel.: UN 2-3488..... ABC-NBC
 Station Representative..... O'Connell
 President..... Joe F. Rushton
 General Manager..... Bill Bigley
 Comm. Mgr..... W. C. Womack
 Prog..... John Turner
 Prom., Pub. Dir..... Fred Landry
 Film Manager..... John Turner
 Chief Engineer..... John Long

Prom. Director..... Charles Putnam
 Production Mgr..... Robert L. McCoy
 Chief Engineer..... Rubin L. Masters

KARK-TV—Little Rock—1954

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

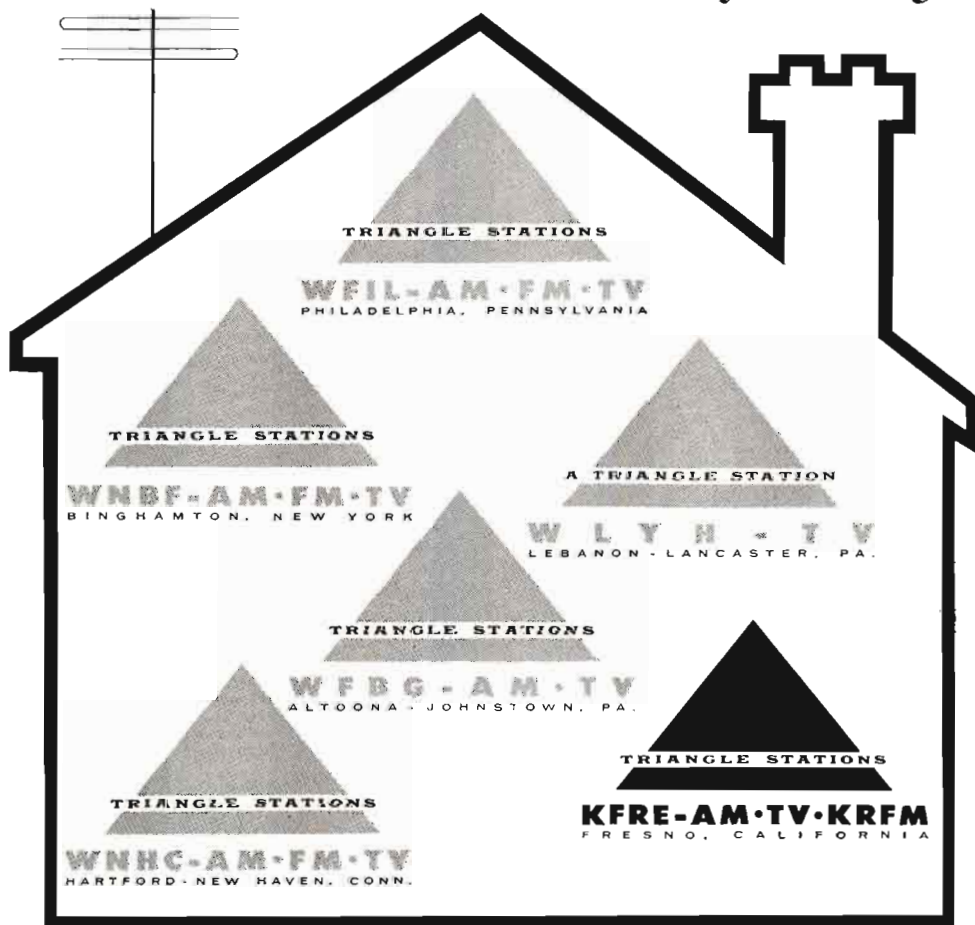
KNAC-TV—Fort Smith—1956

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned By..... Donald W. Reynolds
 Business Address..... 101 N. 4th St.
 Tel.: SU 3-3131..... ABC-CBS-CBC
 Newspaper Affil..... American-Times Record
 Representative..... Venard, Rintoul & McConnell
 President..... Jack Sobol
 V.P., Gen. Mgr..... Walter M. Windsor
 Sales Manager..... Rex Hayes
 Program Director..... Pat Porta

KTHV—Little Rock—1955

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By..... Arkansas TV Co.
 Address..... 8th & Izard Sts.
 Tel.: FR 4-3764..... CBS
 Newspaper Affil..... Arkansas Democrat
 Station Representative..... Branham
 President..... K. A. Engel

new member in the family



KFRE-AM-TV-KRFM, Fresno—serving the world's richest farm market—have joined the Triangle family. \$4 billion annual spendable income. 2.6 million consumers. Remember, there's no business like Fresno business. Call Blair-TV today for the facts on the newest Triangle Stations.

Source: Sales Management, 1958

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

ARKANSAS-CALIFORNIA

Gen. Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Prom. Dir.....John Ponders
Prog. Dir., Film Manager.....Jack Bomar
Chief Engineer.....Cecil Suitt

KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw..VP: 170 Kw.

Owned-Oper. By.....Central South Sales Co.
Address.....310½ W. 3rd St.
Tel.: FR 4-1691.....ABC
Representative.....Avery-Knodel, Inc.
President.....James C. Leake
General Manager.....John H. Fugate
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett

Pop.: 14,899,000
Families: 4,799,000
Radio Homes: 4,761,000

California

Stations in State: 183
TV Homes: 4,169,000
TV Stations: 36

KBAK-TV—Bakersfield—1953

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

Publicity Dir.....Fred Zehnder
Film Manager.....Jerry Youker
Chief Engineer.....Hurschell McKenzie

KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By...California-Oregon TV, Inc.
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Rep.....Blair Television Associates, Inc.
President.....William B. Smullin
VP-Manager.....Donald H. Telford
Comm. Mgr.....Robert Miller
Station Manager.....W. Edwin Smith
Pub. Dir.....Jack Mortimer
Prom. Dir.....Ben Randall
Chief Engineer.....Donald King

KERO-TV—Bakersfield—1953

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

KFRE-TV—Fresno—1956

Channel: 12 VHF...AP: 158...VP: 316 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6444.....CBS
Representative.....Blair-TV
Station Manager.....Ed J. Frech
Sales Manager.....John Barrett
Program Director.....Hal O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw..VP: 312 Kw.
Owned-Oper. By...Golden Empire Bcstg. Co.
Address.....180 E. 4th St.
Tel.: FI 2-0141.....ABC-CBS
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross
Program Dir.....Martin Jacobson
Prom. Public. Dir.....Don Miller
Film Manager.....Earl Ling
Chief Engineer.....R. B. Pope

KJEO—Fresno—1953

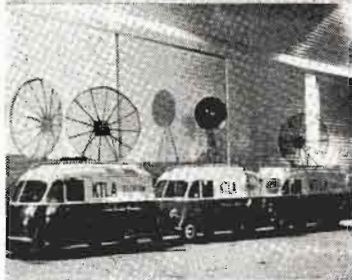
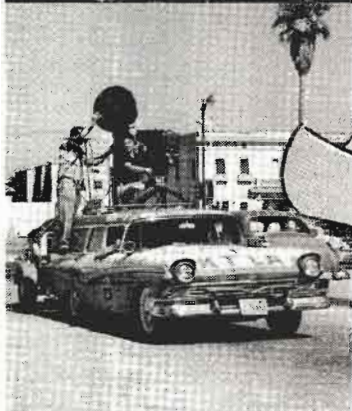
Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.
Owned:.....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
Tel.: BA 2-2411.....ABC
Representative.....H-R TV
President.....J. E. O'Neill
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Don Webster
Prom., Public. Dir.....Phil McPherson
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 84
Tel.: HI 3-3061.....ABC-NBC
Representative.....Hollingbery
Pres., Gen. Mgr.....Carroll R. Hauser
Comm. Prom. Dir.....Ralph Sacks

KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers
Address.....1117 "N" St.
Tel.: AM 8-6666.....NBC
Representative.....Katz



Declaration of an Independent

KTLA CHANNEL 5... in order to form the **STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA**, presents this powerful combination of personality and equipment...

CLETE ROBERTS— the globe-trotting reporter, winner of 3 Emmies and 6 Gold Mikes, with an international reputation for sharp and authoritative commentary.

BILL KENNEALLY— the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

TELECOPTER— the amazing airborne TV Station, bringing millions of viewers the sight and sound of the news while it happens.

A mobile ground fleet spear-headed by the "PROWL CAR"— covering news everywhere in the Southland.

JOIN THE INDEPENDENT STATION WHERE THE RIGHT COMBINATION GUARANTEES THE BEST NEWS AND THE BIGGEST SALES

*Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.*

KTLA

CHANNEL



President Eleanor McClatchy
 Station Mgr. John Edwards
 Nat'l Sls. & Ser. Mgr. W. Lefler
 Program Director. Joseph Tomes
 Comm. Manager. Orbie Sullivan
 Chief Engineer. J. B. Hancock

KCOP-TV—Los Angeles—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.....Independent
 Representative Pety
 V.P. & 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

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

KABC-TV—Los Angeles—1949

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

KHJ-TV—Los Angeles—1948

Channel: 9 VHF..AP: 81 Kw..VP: 162 Kw.
 Owned-Oper. By RKO Teleradio, Inc.
 Business-Studio Address. 1313 N. Vine St.
 Tel.: HO 2-2133.....Independent
 Representative H-R
 President Thomas F. O'Neil
 Vice Pres., Gen. Mgr. J. T. Reynolds
 Commercial Manager. Howard Wheeler
 Promotion Director. Bob Nelson
 Program Director. James D. Higson
 Film Manager. Bill White
 Publicity Director. Tony Arnone
 Chief Engineer Bob Bullock

KNXT—Los Angeles—1948

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
 Owned-Oper. By CBS Inc.

Business-Studio Address. 1313 N. Vine St.
 Tel.: OLive 1-2345.....CBS
 Representative CBS TV Spot Sales
 President Merle S. Jones
 General Manager Clark B. George
 Gen. Sales Mgr. R. D. Wood
 Program Director. Donald M. Hine
 Prom., Publicity Director. Austin Heywood
 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'wywood
 Tel.: HO 9-3181.....Independent
 Representative PGW
 V.P. in Charge. James A. Schulke
 Commercial Mgr. Richard Jolliffe
 Program Dir. Lee Cooley
 Promotion Dir. James J. Rue
 Publicity Dir. Dick Robbins
 Chief Engineer John Silva

KTTV—Los Angeles—1949

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

**XEM-TV—Mexicali-El Centro
1957**

(See Mexico Stations)

KVIP—Redding—1956

Channel: 7 VHF..AP: 158.5 Kw..VP: 316 Kw.
 Owned ByShasta Telecasting Corp.
 Business Address. 2770 Pioneer Drive
 Tel.: CH 1-1414.....ABC-NBC
 Representative Hollingbery
 Pres., Gen. Mgr. George C. Fleharty
 Commercial Manager. Ray Grant
 Program Director. Lee Arnold
 Chief Eng., Ass't Mgr. Russell K. Olsen

KBET-TV—Sacramento—1955

Channel: 10....AP: 158 Kw....VP: 316 Kw.
 Owned ByGreat Western Bcstg Corp.
 Address. 601 7th Ave.
 Tel.: GI 1-4041.....CBS
 Rep. H-R
 President J. H. Whitney
 Vice-Pres., Gen. Mgr. John H. Schacht
 Station Mgr. George Greaves
 Commercial Mgr. George J. Kapel
 Film Mgr. Nick Luppino
 Promotion Dir. Harvey Tepfer
 Chief Eng. Pete Onniaian

CALIFORNIA

KCRA-TV—Sacramento—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Tel.: Hickory 4-7300.....NBC
Representative.....Petry
Pres., Gen. Mgr.....Ewins C. Kelly
Sta. Mgr.....Robert E. Kelly
Film Mgr., Prog. Dir.....Tom Breen
Prom. Dir.....Ted F. Hardy
Chief Engineer.....W. Herbert Hartman

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....238 John St.
Tel.: HA 2-6422.....ABC-CBS-NBC
Representative.....H-R Television
Pres., Gen. Mgr.....John C. Cohan
Asst. Gen. Mgr.....W. M. Oates
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

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

KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Marietta Bcstg. Inc.
Business Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative.....Petry
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

XETV—San Diego—Tia Juana 1953

Channel: 6 VHF..AP: 117 Kw..VP: 318 Kw.
Owned By.....Radio Television S.A.
Business Address.....4229 Park Blvd.
Tel.: CY 8-7191.....ABC
Station Representative.....Blair
President.....Frank Fouce
V.P., Gen. Mgr.....Julian M. Kaufman

Business Mgr.....Lou Meiers
Sales Mgr.....Hank Guzik
Prog., Prom. Dir.....Harrison W. H. Eagles
Merch. Dir.....Bill Story
Film Manager.....Wayne Feree

KRON-TV—San Francisco—1949

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

KGO-TV—San Francisco—1949

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

KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Tel.: PR 6-5100.....CBS
Sta. Representative.....Katz
After July 1.....TVAR
Pres.....Donald H. McGannon
Exec. Director.....Philip G. Lasky
General Manager.....Louis S. Simon
Asst. Gen. Manager.....George Mathiesen
Commercial Manager.....L. P. Fraiberg
Pro. Dir., Film Mgr.....Ray A. Hubbard
Promotion Dir.....George Goldman
Publicity Dir.....Al Baccari
Chief Engineer.....Thomas T. Ely
Owners of: WBZ-TV, Boston; KYW-TV, Cleve-
land; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore,
Md.

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....S. F.-Oakland TV, Inc.
Address.....1 Jack London Sq., Oakland
Tel.: TE 4-2000.....Independent
Representative.....H-R Television
Gen. Mgr.....William D. Pabst

CALIFORNIA-COLORADO

Gen. Sales Mgr. Ward D. Ingram
 Prog. Dir. Kenneth B. Craig
 Prom. Director A. Richard Robertson
 Publicity Director Don Arlett
 Film Manager Stan Lichenstein
 Chief Engineer Robert Arne

KNTV—San Jose—1955

Channel: 11VHF . . . AP: 123 Kw. . . VP: 60 Kw.
 Owned-Oper. By . . . Standard Radio & TV Co.
 Address 645 Park Avenue
 Tel.: CY 7-5577 Independent
 Representative Weed
 President A. T. Gilliland
 Gen. Mgr. Roger Van Duzer
 Comm. Mgr., Prom. Dir. Fran Conrad
 Chief Engineer Bruce Joyner

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF . . . AP: 8.9 Kw. . . VP: 16 Kw.
 Owned-Oper. By . . . Salinas Valley Bcstg.
 Business Address Box 286
 Tel.: LI 3-0920 ABC-CBS-NBC
 Representative H.R.
 Pres., Gen. Mgr. John C. Cohan
 Commercial Manager Graham Moore
 Program Director Gaby Ferlisi
 Prom. Dir. Clarke Bradley

Station Manager Arthur V. Hapgood
 Film Manager Dick Williams
 Publicity Director Orval Brown
 Chief Engineer Charles Mitchell

KEY-T—Santa Barbara—1953

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

KOVR-TV—Stockton—1954

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

Pop.: 1,729,000
 Families: 523,000
 Radio Homes: 484,000

Colorado

Stations in State: 56
 TV Homes: 408,000
 TV Stations: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF . . . AP: 54 Kw. . . VP: 107½ Kw.
 Owned-Operated By TV Colorado, Inc.
 Address P. O. Box 1078
 Tel.: ME 4-2844 ABC-CBS
 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

KRDO-TV—Colorado Springs 1953

Channel: 13 VHF . . . AP: 5.65 Kw. . . VP: 11.31 Kw.
 Owned-Oper. By Pikes Peak Bcstg. Co.
 Business Address 399 South Eighth St.
 Tel.: ME 2-1515 NBC
 Representative Pearson
 President Harry W. Hoth
 Station Manager Jay E. Gardner
 Film Manager Hugh Sweeney
 Chief Engineer Herb Schubarth

KLZ-TV—Denver—1953

Channel: 7 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned By Time, Inc.
 Business Address 131 Speer Blvd.

Tel.: MA 3-4271 CBS
 Representative Katz
 Pres., Gen. Mgr. Hugh B. Terry
 Sta. Mgr., Sales Dir. Jack Tipton
 Program Director Paul Blue
 Promotion Director Jimm Seamey
 Publicity Director Ed McLaughlin
 Film Manager William Witt
 Chief Engineer Eugene Jenkins

Ap News
 Is Preferred

. . . by Stations — because it
 adds both profits and prestige.

Ap

Preferred

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

KTVR

Channel 2 DENVER, COLORADO



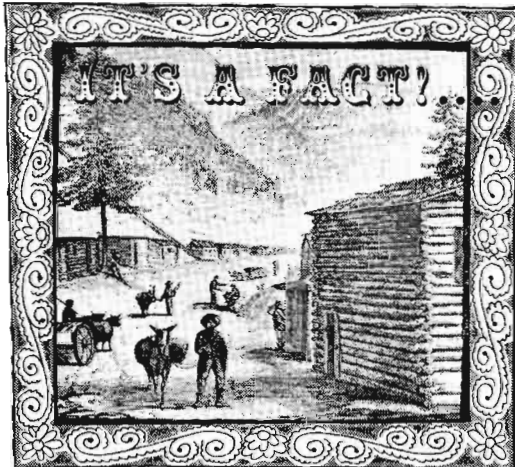
Station Representative
BLAIR TELEVISION ASSOCIATES

DAVID MENDELSON
General Manager
550 Lincoln Street

Denver, Colo. Keystone 4-8281

FOUNDERS CORP.

One of the Founders' group of stations, including
KPOA, Honolulu, and the Inter-Island Network; WTAC,
Flint, Michigan; and KTVR, Channel 2,
Denver, Colorado



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of \$2,803,077,000

MORE FACTS

FACT: One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!

FACT: When Channel 9 TV personalities promoted kids theatre party . . . Downtown Theatre jammed! Thousands turned away! Out-pulled competition's identical promotion . . . same day and same time . . . Two to one!

THE FACT IS...

The best buy in Denver is . . .

KBT Channel **9**
THE FAMILY STATION

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?



KBTV—Denver—1952

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

KOA-TV—Denver—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Business Address.....1625 California
 Tel.: MA 3-6211.....NFC
 Representative.....NBC Spot Sales
 Pres., Gen. Manager.....William Grant
 Station Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Heyward Siddons
 Prom., Pub. Dir.....Dean Faulkner
 Film Manager.....Sam Houston, Jr.
 Chief Engineer.....S. Davidson

KTVR—Denver—1951

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.
 Owned-Oper. By.....KTVR, Inc.
 Business Address.....550 Lincoln St.
 Tel.: KE 4-8281.....Independent

Representative Blair
 Exec. V.P., Gen. Mgr.....Hugh B. La Rue
 Gen. Mgr.....Dave Mendelsohn
 Commercial Manager.....Jim Brennan
 Program Director.....Doug Taylor
 Chief Engineer.....Robert C. Artman

**KREX-TV—Grand Junction
 1954**

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Business AddressBox 30
 Tel.: CH 2-5000.....ABC-CBS-NBC
 Station Representative.....Holman; McGuire
 President, General Mgr.Rex Howell
 Sta., Comm. Mgr.....Robbie Robinson
 Chief Engineer.....James Meyer

KREY-TV—Montrose—1956

Channel: 10 VHF...AP: 308 Kw...VP: 616 Kw.
 (Satellite of KREX-TV)

KCSJ-TV—Pueblo—1953

Channel: 5 VHF...AP: 6.8 Kw...VP: 13.6 Kw.
 Owned-Oper. By.....Star Broadcasting Co.
 Business Address2226 Television Lane
 Tel.: LI 4-5782.....NBC
 Station Representative.....Pearson; McGuire
 Executive Director.....Cliff Hendrix
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Chief Engineer.....Marion C. Cunningham



News Is Preferred ...

**... by Stations . . because it adds
 both profits and prestige.**

**Ap
 Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

NOW

WTIC-TV CHANNEL 3

MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



Pop.: 2,425,000
Families: 724,000
Radio Homes: 706,000

Connecticut

Stations in State: 30
TV Homes: 658,000
TV Stations: 9

WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
Owned By.....Conn.-N. Y. Bcsters.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
RepresentativeAdam Young
Comm. Mgr.....Manning Slater
Pgm. Dir.....Harry Downie
Film Ed.....Irving Magilnick
Chief Engineer.....Russell Adams

WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.
Owned-Oper. By.....Capitol Bcstg. Inc.
Business Address.....555 Asylum St.
Tel.: JAcKson 5-2611.....Independent
Station Representatives....Young; Nona Kirby
Pres., Gen. Mgr.....Edward D. Taddei
V.P., Prog. Dir.....David K Harris
Gen Sales Mgr.....Bruce Compton
Chief Engineer.....Anthony Guarino, Jr.

WTIC-TV—Hartford—1957

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

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

WNBC—New Britain—1952

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned..New Britain Bcstg. Co. (Subs. of NBC)
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Representative.....NBC Spot Sales
President.....P. A. Sugg
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Sales Dir.....Robert J. Reardon
Film Manager.....Phillip B. Hale
Program ManagerRobert W. Bray

SEE PAGE 41

FOR RADIO

MARKETS RANKED

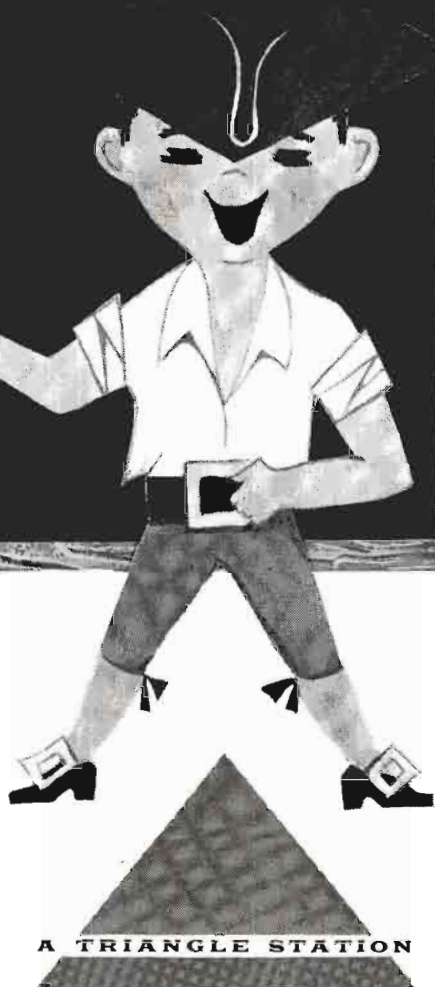
BY SPOT VOLUME



Nielsen and ARB agree WNHC-TV, Hartford-New Haven, is FIRST!* WNHC-TV, the only station covering a vast area of 831,000 TV homes... the entire state of Connecticut plus portions of Massachusetts and Long Island. WNHC-TV... your best buy.

*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958
 ARB, Hartford-New Haven, Dec. 1-7, 1958
 Television Magazine, January 1959



WNHC-TV
 HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

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

WNHC-TV—New Haven—1948

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By .Triangle Publications, Inc.
 Business Address1110 Chapel St.
 Tel.: SPruce 7-3611.....ABC
 News. Affil.....Phila. Inquirer & Daily News
 Station RepresentativeBlair
 General Manager.....Howard W. Mashmeier
 Sales Mgr.....John F. Cundiff
 Prog. Mgr.....Chester R. Cooper
 Chief Engineer.....Howard W. Wessenberg
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

WATR-TV—New Haven—1953

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

Pop.: 921,000
 Families: 274,000
 Radio Homes: 270,000

Dist. of Columbia

Stations in State: 6
 TV Homes: 247,000
 TV Stations: 5

WMAL-TV—Washington—1947

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100.....ABC
 Newspaper Affiliation.....The Evening Star
 RepresentativeH-R Television
 PresidentJohn W. Thompson, Jr.
 General Manager.....F. S. Houwink
 Commercial Manager.....Neal J. Edwards
 Program Director.....Theodore N. McDowell
 Prom. & Pub. Director.....E. Haywood Meeks
 Film Manager.....Robert Morgan
 Chief Engineer.....Allan Powley

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.
 Owned By.....Wash. Post Bcstg Div.
 Business Address.....40th & Brandywine Sts.
 Tel.: EM 2-9300.....CBS
 Newspaper Affiliation.....Wash. Post, Br. Div.
 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 Director.....Thomas B. Jones
 Film Manager.....William Hedgpeth
 Vice President for Engineering...Clyde Hunt

WRC-TV—Washington—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus. Address...4001 Nebraska Avenue, N.W.
 Tel.: EM 2-4000.....NBC
 Representative...NBC Television Spot Sales
 President.....Robert E. Kintner
 VP, Gen. Mgr.....Carleton D. Smith
 Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle
 Comm. Mgr.....Peter B. James
 Program Dir.....Wes Harris
 Adv. Prom. Mgr.....Ralph R. McCawley
 Pub. Mgr.....Edwin H. Peterson
 Dir. of Oper.....Lefferts A. McClelland

WTTG—Washington—1947

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business-Studio Address.....Hotel Raleigh
 Tel.: STerling 3-5300.....NTA
 Representative.....Weed and Co.
 PresidentBernard Goodwin
 Station Manager.....John E. McArdle
 Production Manager.....Edward Scherer
 Publicity Director.....Charles Heaton
 Chief Engineer.....Malcolm M. Burleson

Pop.: 4,241,000
 Families: 1,238,000
 Radio Homes: 1,208,000

Florida

Stations in State: 148
 TV Homes: 954,000
 TV Stations: 23

**WESH-TV—Daytona Beach
 1956**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....Telrad, Inc.
 Business AddressP.O. Box 1712
 Tel.: CL 3-6591.....Independent
 Rep.....Avery Knodel
 PresidentJohn H. Perry, Jr.
 General ManagerThomas S. Gilchrist, Jr.

Station Mgr.....Walter Strouse
 Program Dir.....John Whitmore
 Gen. Sls. Mgr.....Thomas B. Newsom
 Chief EngineerA. O. Peck

WINK-TV—Fort Myers—1954

Channel: 11 VHF..AP: 6 Kw..VP: 12 Kw.
 Owned By.....Ft. Myers Bcstg Co.
 Business Address.....Palm Beach Blvd.
 Tel.: ED 4-1131.....ABC-CBS

FLORIDA

Representative Walker-Rawalt
 President Edward McBride
 Gen., Sales Mgr. A. J. Bauer
 Technical Dir. Bob Bachman
 Program Dir. Frank Nodine
 Publicity Dir. Dixie Howell

WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 200 Kw.. VP: 316 Kw.
 Owned-Oper. Florida-Georgia TV Co., Inc.
 Address 1070 E. Adams St.
 Tel.: EL 6-3381 ABC-NBC
 Representative Peters, Griffin, Woodward
 President George H. Hodges
 Gen., Sta. Mgr. Jesse H. Cripe
 Comm. Mgr. Ralph Nimmons
 Program Dir. Rusty Bruton
 Prom., Pub. Dir. William G. Walker
 Film Manager Herb Gold
 Chief Engineer Harry Wingfield

WJXT—Jacksonville—1949

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

WTVJ—Miami—1949

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

WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By .. Biscayne Television Corp.
 Business Address P.O. Box 38 M
 Tel.: PL 1-6692 NBC
 Newspaper Affiliation Herald; News
 Representative NBC Spot Sales
 President Gen. Mgr. Niles Trammell
 Station Manager Charles Kelly
 Commercial Manager Robert L. Fidler
 Production Manager Gene Walz
 Promotion Director Jon Arden
 Adv., Pub. Dir. Symon Cowles
 Film Manager Frank Struzziari
 Chief Engineer M. C. Scott, Jr.

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

WTVJ SOUTH FLORIDA
 **CHANNEL 4**

Represented by: Peters, Griffin, Woodward, Inc.



WPST-TV—Miami—1957

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

WDBO-TV—Orlando—1954

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Cherry Bcstg.
 Business Address..... 30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491..... CBS
 Representative..... Blair-TV
 President..... William S. Cherry, Jr.
 General Manager..... Harold P. Danforth
 Sales Co-ordinator..... A. V. Carlson
 Prod. Dir..... Mark V. Barker, Jr.
 Prog. Dir., Film Buyer..... Walter E. Sickles
 Promotion Director..... Margaret Davis
 Publicity Director..... Kay Gabrielson
 Film Manager..... Harold P. Danforth, Jr.
 Chief Engineer..... J. E. Yarbrough

WLOF-TV—Orlando—1958

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

WPTV—Palm Beach—1954

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 100 Kw.
 Owned-Oper..... John H. Phipps Bcstg.
 Business Address..... 5 Coconut Row
 Tel.: TE 3-2471..... NBC
 Representative..... Blair TV Assoc.
 President..... John H. Phipps
 General Manager..... Herschel Graves
 Comm. Mgrs..... K. Kampion, R. L. Ray
 Station Mgr..... Chester E. Pike, Jr.
 Dir. of Oper..... Robert D. Murphy
 Film Mgr..... Robert E. Abel
 Chief Engineer..... Lewis Evenden

WJDM—Panama City—1953

Channel: 7 VHF.. AP: 5.36 Kw.. VP: 10.7 Kw.
 Owned-Operated By..... WJDM-TV
 Business Address..... Box 428
 Tel.: AD 4-2251..... NBC-ABC-CBS
 Representative..... Hollingsbery
 President..... Mel Wheeler

V.P., Natl. Sales Mgr..... Milt de Reyna
 General Manager..... Hugh Barclay
 Commercial Manager..... Byron Hayford
 Program Director..... William Becker
 Chief Engineer..... Claude Maenza

WEAR-TV—Pensacola—1953

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.
 Owned-Oper. By..... Gulfport Bcstg. Corp.
 Business Address..... Highway 90
 Tel.: GL 5-7311..... ABC-CBS
 Representative..... Hollingsbery
 President, Gen. Mgr..... Mel Wheeler
 Asst. Gen. Sales Mgr..... Milt de Reyna, Jr.
 Comm. Mgr..... Irv Welch
 Chief Engineer..... Gene Sudduth

**WSUN-TV—St. Petersburg
1953**

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

WCTV—Tallahassee—1955

(See Thomasville, Ga.)

WFLA-TV—Tampa—1955

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

WTVT—Tampa—1955

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... WKY Television
 Bus. Ad... 3213 Grand Central Ave., Box 1198
 Tel.: RE 6-1313..... CBS
 Representative..... Katz
 President..... E. K. Gaylord
 Manager..... Eugene B. Dodson
 Commercial Mgr..... John Haberlan
 Promotion Director..... Robert Edrington
 Film Mgr..... Jayne Boyd

White Columns The home of WSB Radio and WSB-TV



Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

Thirty-six years of programming in the public interest has earned for these stations an audience confidence and respect which means much to advertisers. It means a *pre-conditioned* acceptance of your programs. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

wsb radio / wsb-tv

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

FLORIDA-GEORGIA

Program Dir. Robert Doty
Chief Engineer William Witt

WEAT-TV—West Palm Beach 1955

Channel: 12 VHF . AP: 83 Kw . VP: 250 Kw.
Owned-Oper. By WEAT TV, Inc.

Business Address P.O. Box 70
Tel.: TE 3-9668 ABC
Representative Venard Rintoul McConnell
President Rex Rand
Gen. Mgr. Bertram Lebhear, Jr.
Gen. Sales Mgr. E. J. Hennessy
Production Director Jack Poole
Chief Engineer J. Ross McPherson

Pop.: 3,809,000
Families: 1,003,000
Radio Homes: 999,000

Georgia

Stations in State: 124
TV Homes: 744,000
TV Stations: 13

WAGA-TV—Atlanta—1949

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 CBS
Representative Katz
President George B. Storer
General Manager J. Robert Kerns
Commercial Manager William Flynn
Program Director Henry Davis
Promotion Director Louis O. Hertz, Jr.
Film Manager Douglas Johnson
Chief Engineer Hugo Bondv
Owners of: WJBK-TV, Detroit; WSPD-TV,
Toledo; WJW-TV, Cleveland.
(See Page 836)

WSB-TV—Atlanta—1948

Channel: 2 VHF . . AP: 50 Kw VP: 100 Kw
Owned-Oper. By The Atlanta Newspapers
Business Address . 1601 W. Peachtree St., N.E.
Tel.: TR 5-7221 NBC
Newspaper Affiliations . . Journal-Constitution
Representative Petty
Board Chairman James M. Cox, Jr.
Exec. Dir. J. Leonard Reinsch
General Manager Marcus Bartlett
Comm. Mgr. Don E. Heald
Prom., Pub. Dir. Walter Paschall
Film Director Jean Hendrix
Chief Engineer R. A. Holbrook

WALB-TV—Albany—1954

Channel: 10 VHF . AP: 56 Kw . . VP: 112 Kw.
Owned-Oper. By Herald Publishing Co.
Business Address Stuart Ave.
Tel.: HE 5-8388 ABC-CBS-NBC
Newspaper Affiliation Herald
Representative Venard, Rintoul & McConnell
President James H. Gray
Gen., Comm. Manager Raymond E. Carow
Program Director Harold Suit
Prom., Dir., Film Mgr. Reba Hill
Chief Engineer Bruce Singleton

WLW-A—Atlanta—1951

Channel: 11 VHF . AP: 160 Kw . . VP: 316 Kw.
Owned-Oper. By Crosley Bcstg. Corp.
Bus. Address 1611 W. Peachtree St. N.E.
Tel.: TR 2-1141 ABC

Representative Bomar-Lowrance; Moore
President R. E. Dunville
V.P.-General Manager H. A. LeBrun
V.P.-Business Manager J. P. Dwyer
Comm. Sales Manager James H. Burgess
Program Dir. Bob Hendrickson
Prom. Dir. Howard Rowe
Production Manager Jim Sharp
Chief Engineer Harvey Aderhold

WJBF-TV—Augusta—1953

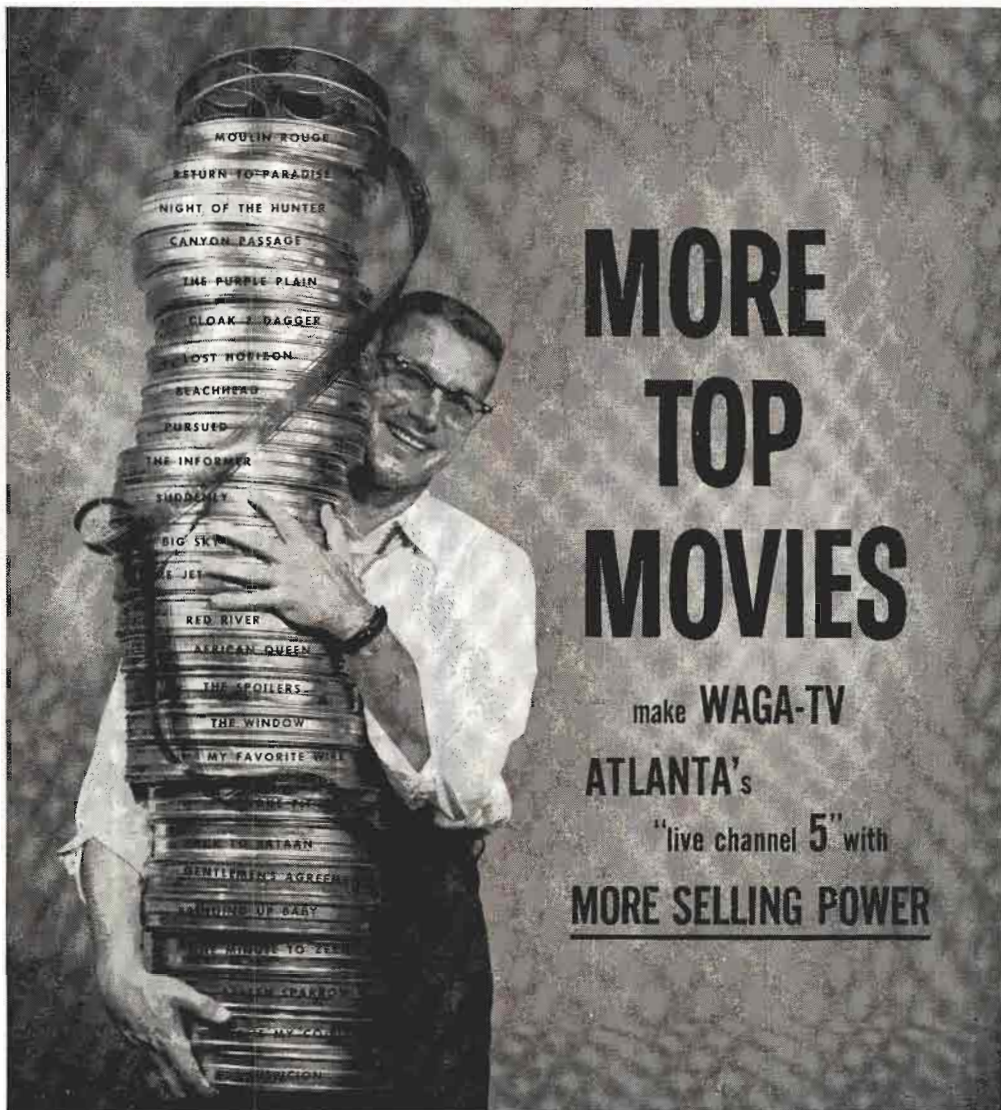
Channel 6: VHF . . AP: 50 Kw VP 100 Kw.
Owned-Oper. By . . Georgia-Carolina Bcstg. Co.
Business Address Television Park
Tel.: PA 2-6666 ABC-NBC
Representative Hollingbery
President Gen. Mgr. J. B. Fuqua
Commercial Mgr. George Oliviere
Program, Prom. Dir. John Radeck
Chief Engineer John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF . AP: 60 Kw . . VP: 102 Kw.
Owned-Oper. By . . Southeastern Newspapers
Business Address P.O. Box F, N. Augusta
Tel.: TA 4-5432 ABC-CBS-NTA
Newspaper Affiliation Chronicle, Herald
Representative Branham Company
President Pat H. Rice, Jr.
General Manager J. W. Hicks
Sta., Comm. Mgr. Lou Stratton
Program Dir. Richard A. Fennel
Prom., Pub. Dir. Don Shepherd
Film Manager Frank Allen
Chief Engineer Joseph P. Gill, Jr.

WRBL-TV—Columbus—1953

Channel: 4 VHF . . AP: 70 Kw VP: 100 Kw.
Owned-Oper. By Columbus Bcstg. Co.
Business Address 1350 13th Ave.
Tel.: FA 2-0602 CBS-ABC
Newspaper Affil. Ledger Enquirer
Representative Hollingbery
Gen. Manager J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer Ridley Bell
Commercial Manager George "Red" Jenkins
Program Director Robert H. Walton
Promotion Director Carrie Barry
Pub. Dir. Doug Wallace
Film Manager Fred Tomlin
Chief Engineer Joe A. Gamble



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make **WAGA-TV**
ATLANTA's
 "live channel 5" with
MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man *today*.

Storer Television

WAGA-TV
Atlanta

WJBK-TV
Detroit

WJW-TV
Cleveland

WSPD-TV
Toledo

WITI-TV
Milwaukee



WTVM—Columbus—1953

Channel: 28 UHF..AP: 121 Kw..VP: 234 Kw.
 Owned.....Martin Thea. of Georgia, Inc.
 Business Address.....1307 1st Ave.
 Tel.: FA 2-8828.....NBC-ABC
 Station Representative.....Young
 President.....E. D. Martin
 Gen. Mgr.....Guy Tiller
 Station Manager.....Frank Ragsdale
 Commercial Manager.....Ben Purvis
 Program Director.....Tom Hipps
 Promotion Director.....Jack Rathbun
 Film Manager.....Herman Ragland
 Chief Engineer.....Charles Parrott

WMAZ-TV—Macon—1953

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

WSAV-TV—Savannah—1956

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.....ABC-NBC
 Representative.....Blair
 Pres., Gen. Mgr., Sta. Mgr.....Harben Daniel
 Ex. V.P.....Charles Bell
 Operations Manager.....M. E. Thompson
 Commercial Manager.....H. M. Humpidge
 Program Director.....William E. Lucas
 Prom., Pub. Dir.....Mrs. Shirley Slater
 Film Manager.....Alyce Miller
 Chief Engineer.....Byron Strong

WTOC-TV—Savannah—1954

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

WCTV—Thomasville—1955

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....John H. Phipps Bcstg Co.
 Business Address..Box 3166, MSS, Tallahassee
 Tel.: 3-3666.....ABC-CBS-NBC
 Station Representative.....Blair; Cummings
 Owner.....John H. Phipps
 Mng. Dir.....L. Herschel Graves
 Station Manager.....Joseph E. Hosford
 Dir. Engineering.....Wm. A. Snowden

Pop.: 569,500
 Families: 143,300
 Radio Homes: 128,800

Hawaii

Stations in State: 15
 TV Homes: 104,700
 TV Stations: 7

KGMB-TV—Honolulu—1952

Channel: 9 VHF..AP: 79 Kw..VP: 132 Kw.
 Owned-Oper.....Hialand Deve. Corp.
 Business Address.....1534 Kapiolani Boulevard
 Tel.: 9-2011.....CBS
 Newspaper Affil.....Star Bulletin
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....J. Howard Worrall
 Gen. Sls. Mgr.....Charles Crockett
 Sta., Comm. Mgr.....Melvin B. Wright
 Program Director.....Dar Ried
 Prom., Pub. Dir.....Colleen Ng
 Chief Engineer.....Daniel O. Hunter

Pres., Gen. Mgr.....John D. Keating
 Sta., Gen. Sales Mgr.....Art Sprinkle
 Nat'l Sales Mgr.....Jim Spencer
 Film Manager.....Mary Stasack
 Chief Engineer.....Alvin Chang

KHVV-TV—Honolulu—1954

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.
 Owned-Oper. By.....Kaiser Hawaiian TV, Inc.
 Address.....1290 Ala Moana Blvd.
 Tel.: 5-3991.....ABC
 Representative.....Young-TV
 Gen. Mgr.....Richard C. Block
 Business Mgr.....Jay S. Clark
 Prom. Dir.....Paul Yamamoto
 Chief Engineer.....R. T. Miyahlra

KONA-TV—Honolulu—1952

Channel: 2 VHF..AP: 30 Kw..VP: 60 Kw.
 Owned-Oper. By.....Radio Honolulu, Ltd.
 Business Address.....1170 Auahi St.
 Tel.: 6-2366.....NBC
 Newspaper Affil.....Honolulu Advertiser
 Representative.....NBC Spot Sales

KMVI—Wailuku—1955

Channel: 12 VHF..AP: 15 W..VP: 30 Ww.
 Owned-Oper.....Maui Publishing Co., Ltd.
 Business Address.....Box 374
 Tel.: 33-981.....CBS
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Commercial Mgr.....Frank R. Kovacic

GEE!

THIS BEER REALLY TASTES LIKE BEER



He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put **GEE!** In Your Chicago Sales

WGN-TV

**CHANNEL 9
CHICAGO**



**441 N. MICHIGAN AVE.
CHICAGO 11, ILLINOIS**

838

Pop.: 666,090
Families: 201,000
TV Stations: 7

Idaho

Stations in State: 33
TV Homes: 145,000
Radio Homes: 194,000

KBOI-TV—Boise—1953

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

KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 166 Kw.
Owned-Oper. By... KTVB, Inc.
Address... 709 Idaho St.
Tel.: 2-4611... ABC-NBC
Representative... Blair
Pres. and Gen. Mgr.... Georgia M. Davidson
Commercial Mgr.... George Ganz, Jr.
Prog. Director... Del Lundbom
Prom. Mgr.... Evelyn Winters
Film Manager... William Harvey
Chief Engineer... Harold Toedtemeler

KID-TV—Idaho Falls—1952

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Idaho Radio Corp.
Business Address... Box 701

Tel.: JA 2-5100... CBS-NBC-ABC
Representative... Gill-Perna; Moore
President... A. W. Schwieder
Gen. Mgr.... C. N. Layne
Sta., Comm. Mgr.... Claude Cain
Program Dir.... Roy Southwick
Prom. Mgr.... Mel Richardson
Chief Engineer... Carroll Secrist

KCIX-TV—Nampa—1958

Channel: 6 VHF... AP: 41.7 Kw... VP: 83.2 Kw.
Owned-Oper. By... Hagadone Bcstg Co.
Address... 208 - 12th Ave., S.
Tel.: 6-6616... ABC-CBS-NBC
Representative... McGavren-Quinn
President... Roger L. Hagadone
Sales Manager... David F. Jolly
Program Dir.... Jesse B. Godfrey

KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By... So. Idaho Bcstg. & TV Co.
Address... Eastland Dr. & Elizabeth St.
Tel.: RE 3-5840... ABC-CBS-NBC
Representative... Gill-Perna; Moore
Vice President... Cecil L. Heffel
General Mgr.... Gordon Glasmann
Station Mgr.... Joe Gibney
Program Director... Dave Fox
Chief Engineer... C. W. Evans

Pop.: 10,175,000
Families: 3,095,000
Radio Homes: 3,035,000

Illinois

Stations in State: 94
TV Homes: 2,799,000
TV Stations: 25

WCIA—Champaign—1953

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Midwest Television, Inc.
Business Address... 509 S. Neil St.
Tel.: FL 6-8333... CBS-NBC
Representative... Hollingbery
President... August C. Meyer
V.P., Sales Manager... Guy Main
National Sales Dir.... Leonard Davis
Film Mgr.... John Ketterer
Production Manager... James Fielding
Chief Engineer... Bob Myers

WBBM-TV—Chicago—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... CBS, Inc.
Bus. Studio Address... 630 N. McClurg Ct.
Tel.: WH 4-6000... CBS
Representative... CBS TV Spot Sales
Vice-Pres., Gen. Mgr.... H. Leslie Atlas
Sales Manager... George Arkedis
Promotion Director... William Hohmann
Production Manager... Jack Wartlieb

Publicity Dir.... George Condon
Program Director... Frank Atlas
Film Manager... Patricia Danneman
Chief Engineer... J. I. Beloungy

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

WNBQ—Chicago—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By... National Bcstg. Co.

ILLINOIS

Business-Studio Address....Merchandise Mart
Tel.: SU 7-8300NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
V.P., General Manager.....Lloyd E. Yoder
Gen. Exec.....Robert W. Lemon
Dir. of Sales.....William B. Decker
Prom. Director.....John Keys
Program Dir.....Harry D. Triage
Publicity Director.....Chet Campbell
Chief Engineer.....Howard C. Luttgens

WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....190 N. State St.
Tel.: AN 3-0800.....ABC
Representative.....Blair-TV
General Manager.....Mathew Vieracker
Station Manager.....Sterling C. Quinlan
Commercial Manager.....Clarence Hieder
Film Dir.....Ralph Andrews
Prog. Dir.....Dan Schuffman
Prom., Pub. Dir.....Elliott Henry
Chief Engineer.....William P. Kusack

WDAN-TV—Danville—1953

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

WTVP—Decatur—1953

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

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....Television Bldg.
Tel.: Clearbrook 3-7922.....ABC
Representative.....Walker
Pres., Gen. Mgr.....Oscar L. Turner
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw..VP: 500 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Tel.: 9-3961.....NBC
Representative.....Headley-Reed
President.....Robert S. Kerr

V.P., Gen. Mgr.....Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Promotion Director.....Al Knapp
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.
Owned.....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
Tel.: 6-0711.....CBS
Representative..Peters, Griffin, Woodward, Inc.
President.....Charles C. Caley
V.P. & Mgr.....Robert O. Runnerstrom
Dir. of Sales.....Samuel F. Jackson
Reg. Sales Mgr.....Robert M. Riley, Jr.
Prom. Dir.....James J. Johnston
Prog. Dir.....Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.
Owned.....Hilltop Bcstg. Co.
Business Address.....621 Main St.
Tel.: 9-7211.....ABC
President.....Henry P. Slane
Gen. Mgr.....Harold V. Phillips
Controller.....Gerald W. Swank
Sales Manager.....David J. Schlink
Program, Film Mgr.....Robert Holben
Prom., Pub. Dir.....Andy Amyx
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953

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

WREX-TV—Rockford—1953

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

WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.

ILLINOIS-INDIANA

Owned-Oper. By.. Winnebago Television Corp.
 Business Address..... Meridian Rd.
 Tel.: 3-5413..... NBC
 Representative Headley-Reed
 President Harry Balaban
 Manager Harold Froelich
 Sales Manager..... Gene Denari
 Program Dir..... John W. Kelin
 Film Director..... Carl P. Siemler
 Owners of: WIC-TV, Springfield, Ill.

WHBF-TV—Rock Island—1950

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By..... Rock Island Bcstg. Co.
 Business Address... Telco Bldg., 231 18th St.
 Tel.: R.I. 6-5441..... ABC-CBS
 Newspaper Affil..... "The Argus"
 Representative Avery-Knodel, Hyett
 President Ben. H. Potter
 V.P., Sta., Gen. Manager... Leslie C. Johnson

Director of Sales..... Maurice Corken
 Program Director..... Forest W. Cooke
 Prom., Pub. Dir..... Fern Hawks
 Merchandising Mgr. H. E. Darton
 Film Manager..... Joseph Grear
 Chief Engineer..... Robert J. Sinnett

WICS—Springfield—1953

Channel: 20 UHF AP: 182.5 Kw. VP: 406 Kw.
 Owned-Oper. By..... Plains Television Corp.
 Business Address..... Leland Office Bldg.
 Tel.: 8-0465 NBC
 Representative Adam Young
 President Elmer Balaban
 General Manager..... Milton D. Friedland
 Comm. Manager..... Warren King
 Program Director..... H. J. Hoskins
 Promotion Dir..... William Means
 Film Manager..... William Shaw
 Chief Engineer Jerrold Merritt
 Owners of: WTOV-TV, Rockford, Ill.

Pop.: 4,639,000
 Families: 1,475,000
 Radio Homes: 1,421,000

Indiana

Stations in State: 61
 TV Homes: 1,315,000
 TV Stations: 18

WTTV—Bloomington—1949

Channel: 4 VHF... AP: 28.8 Kw... VP: 44.6
 Owned-Oper. By..... Sarkes Tarzian, Inc.
 Business Address..... 340 Bluff Rd.
 Tel.: ST 7-2211..... Independent
 Representative Meeker
 President Sarkes Tarzian
 Gen., Sta. Mgr..... Herb Nelson
 Commercial Manager..... Frank Willis
 Program Director..... Susan Sherman
 Prom., Pub. Dir..... Keith Wilson
 Film Manager..... Ed Justice
 Chief Engineer..... Carl Onken

WTVW—Evansville—1956

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

WEHT—Evansville—1953

Channel: 50 UHF. AP: 83.2 Kw. VP: 155 Kw.
 Owned-Oper. By WEHT, Inc.
 Business Address..... Box 395
 Tel.: HA 4-9215..... CBS
 Representative Young
 Pres., Gen. Mgr. Edwin G. Richter, Jr.
 Sales Mgr..... Howard D. Duncan
 Program Dir..... Ulysses A. Carlini
 Promotion Dir..... Mrs. Priscilla Finberg
 Chief Engineer Robert M. Cleveland

WANE-TV—Fort Wayne—1954

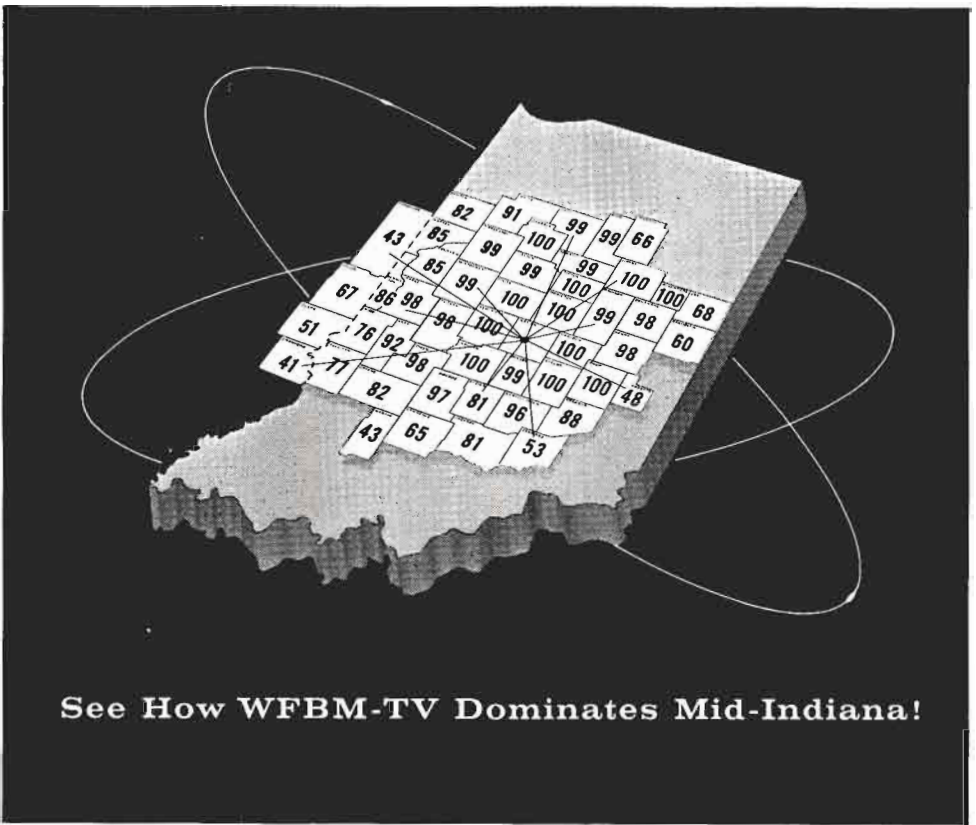
Channel: 15 UHF... AP: 222 Kw... VP: 445 Kw.
 Owned-Oper. By Indiana Broadcasting Corp.
 Business Address..... 2915 W. State Blvd.
 Tel.: A-9411 CBS
 Representative Petry
 President C. Wrede Petersmeyer
 Station Manager..... Reid G. Chapman
 Sales Dir..... John Keenan
 Program Director..... J. Larry Beauchamp
 Promotion Director..... Douglas Shull
 Film Manager James Goheen
 Chief Engineer..... Charles E. Wallace
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,
 Indianapolis; KGUL-TV, Houston, Tex.

WFIE-TV—Evansville—1953

Channel: 14 UHF AP: 104.8 Kw. VP: 200 Kw.
 Owned-Oper. By WFIE, Inc.
 Business Address..... 1115 Mount Auburn Rd.
 Tel.: HA 5-6201..... NBC
 Representative Raymer
 President Nathan Lord
 V.P., Gen. Mgr..... Berry Smith
 Comm. Manager..... Lee Browning
 Prog. Dir..... Chester T. Behrman
 Prom., Pub Director..... Ed Yalowitz
 Chief Engineer Paul Kelley

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF... AP: 144 Kw... VP: 263 Kw.
 Owned WKJG, Inc.
 Business Address..... 220 E. Jefferson St.
 Tel.: AN 2295..... NBC
 Station Rep..... H R Television Inc.
 President..... John F. Dille, Jr.
 Gen., Sta. Mgr..... Edward G. Thoms



First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

where else . . .

—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . .* and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

The Nation's 13th Television Market

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

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

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

Represented Nationally by the KATZ Agency



Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlock
 Promotion Director Wilson Schroeder
 Chief Engineer Eugene A. Chase

WPTA—Fort Wayne—1957

Channel: 21 UHF.. AP: 98 Kw.. VP: 178 Kw.
 Owned. Sarkes Tarzian, Inc.
 Business Address Butler Road
 Tel.: AN-7125 ABC
 Station Representative Young
 President Sarkes Tarzian
 Gen., Sta. Mgr. Ronald R. Ross
 Comm., Prom. Mgr. Richard D. Morgan
 Program Dir. Arthur Hook
 Publicity Director. Barbara Railsback
 Film Manager. Grant Hoatson
 Chief Engineer Fred Molchin

WFBM-TV—Indianapolis—1949

Channel: 6 AP: 50 Kw. VP: 100 Kw.
 Owned By Time, Inc.
 Bus. Studio Address 1330 N. Meridian St.
 Tel.: MEIrose 4-8521 NBC
 Representative Katz
 President W. C. Pullen, Jr.
 V.P., Gen. Mgr. Eldon Campbell
 Commercial Manager. Don Menke
 Nat. Sales Mgr. Hugh L. Kibbey
 Prog. Dir. William Fall
 Promotion Director John F. Hurlbut
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders

WISH-TV—Indianapolis—1954

Channel: 8 VHF AP: 158 Kw. VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MEIrose 4-6411 CBS-NTA
 Representative Bolling
 President C. Wrede Petersmeyer
 Gen., Sta. Manager. Robert B. McConnell
 Commercial Manager. Joseph E. Lake
 Program Director Steve Briggs
 Prom., Pub. Director Ray Reisinger
 Chief Engineer Stokes Gresham, Jr.
 Owners of: KOTV, Tulsa, Okla.; WANE-TV,
 Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

WLW-I—Indianapolis—1957

Channel: 13 VHF AP: 158 Kw. VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MEIrose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 President Robert E. Dunville
 General Manager. John B. Babcock
 Spec. Bcst. Serv. Dir. Bruce B. Cox
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Promotion Director Lyle Allen
 Film Manager. Ken Read
 Chief Engineer Norman Nixon

WFAM-TV—Lafayette—1953

Channel: 59 UHF AP: 51 Kw. VP: 102 Kw.

Owned Lafayette Bcstg., Inc.
 Business Address McCarty Lane
 Tel.: 2-7306 CBS-NBC
 Representative Rambeau
 President E. J. Bannon
 Gen., Sta. Mgr. Henry Rosenthal
 Comm. Mgr. Dick Pittenger
 Program Director Harry Bradley
 Film Manager Al Spafford
 Chief Engineer Richard Cochran

WLBC-TV—Muncie—1953

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

WNDU-TV—South Bend—1955

Channel: 16 UHF AP: 153.4 Kw. VP: 282 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111 NBC
 Station Representative Petry
 President Rev. Theodore M. Hesburgh, C.S.C.
 Gen., Sta. Mgr. Bernard C. Barth
 Comm. Manager Wm. Thomas Hamilton
 Prom., Pub. Dir. June Borkowski
 Film Manager H. Allen Hervey
 Chief Engineer Basil O'Hagan

WSBT-TV—South Bend—1952

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

**WSJV—South Bend-Elkhart
 1954**

Channel: 28 UHF AP: 148 Kw. VP: 268 Kw.
 Owned-Oper. By Truth Publishing Co.
 Business Address Box 28, South Bend
 Tel.: Central 2-2828 ABC
 Newspaper Affiliation Elkhart Truth
 Representatives H-R
 President John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Program Director Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Production Mgr. W. Forest Morrow
 Chief Engineer Lester E. Zellner

WTHI-TV—Terre Haute—1954

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
 Owned-Oper. By...Wabash Valley Bcstg. Co.
 Business Address...918 Ohio Street
 Tel.: CRawford 9481.....ABC-CBS-NBC-NTA

Representative Bolling
 President..... Anton Hulman, Jr.
 General Manager..... J. M. Higgins
 Program Director..... Ben Falber, Jr.
 Prom. Dir..... Charles Cogan
 Chief Engineer..... Don Pettit

| | | |
|----------------------|-------------|-----------------------|
| Pop.: 2,875,000 | Iowa | Stations in State: 65 |
| Families: 884,000 | | TV Homes: 776,000 |
| Radio Homes: 876,000 | | TV Stations: 12 |
| | | |

WOI-TV—Ames—1950

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By.....Iowa State College
 Address.....Service Bldg.
 Tel.: CE 2-3400.....A3C
 Representative..... H-R
 President..... Dr. James Hilton
 Gen. Manger..... Robert C. Mulhall
 Assoc. Gen. Manager..... James H. Davis
 Commercial Mgr..... Ted Toslebe
 Chief Engineer..... Keith Ketcham

WHO-TV—Des Moines—1954

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

KCRG-TV—Cedar Rapids—1953

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

KRNT-TV—Des Moines—1955

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

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF..AP: 70 Kw...VP: 100 Kw.
 Owned-Oper. By.....WMT-TV, Inc.
 Bus. Address.....Paramount Theatre Bldg.
 Tel.: EM 4-0171.....CBS
 Representative..... Katz
 President..... William B. Dolph
 Exec. V.P., Gen. Mgr..... William B. Quarton
 V.P., Sales..... Lew Van Nostrand
 V.P., Operations..... Douglas B. Grant
 Promotion Director..... Richard Pinney
 Film Mgr..... Belle Warren
 Chief Engineer..... George Hixenbaugh

KQTV—Fort Dodge—1953

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address...Warden Bldg.
 Tel.: 4-0351.....ABC-CBS-NBC
 Representative..... Pearson
 Pres., Gen. Mgr..... Edward Breen
 Exec. Vice Pres..... Gene P. Loffler
 Comm. Manager..... Rollie Camp
 Program Director..... Richard Johnson
 Film Manager..... Stanley McCurdy
 Chief Engineer..... David Sinclair

WOC-TV—Davenport—1949

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Central Bcstg. Co.
 Business Address...805 Brady St.
 Tel.: 3-3661.....NBC
 Representative.Peters, Griffin, Woodward, Inc.
 President..... Col. B. J. Palmer
 Resident Manager..... Ernest Sanders
 Sales Manager..... F. Pax Shaffer
 Film Editor..... Ken Wagner
 Program Director..... Raymond Guth
 Promotion Director..... Richard W. Upp
 Chief Engineer..... Paul Arvidson

KGLO-TV—Mason City—1954

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Lee Radio, Inc.
 Business Address...Second & Pennsylvania
 Tel.: 2800.....CBS
 Representative..... Weed
 President..... Lee P. Loomis
 Exec. V.P., Gen. Manager..... Herbert R. Ohrt
 Nat'l Sales Mgr..... Walther Rothschild
 Film, Comm. Manager..... Lloyd Loers
 Prod. Mgr., Prog. Director..... Douglas Sherwin
 Chief Engineer..... Roger Sawyer

IOWA-KANSAS

KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By...KTVO Television, Inc.
Business Address.....209 East 2nd St.
Tel.: MURray 2-4535.....ABC-CBS-NBC-NTA
Representative.....Hollingbery
Pres., Gen. Mgr.....James J. Conroy
Sta., Comm. Mgr.....Berg Allison
Program Director.....James Frost
Film Manager.....Glen Proeschold
Chief Engineer.....Lloyd Hansen

KTIV—Sioux City—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Tel.: 8-0545.....NBC
Newspaper Affil.....Journal-Tribune
Representative.....Hollingbery
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

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Peoples Bcstg. Corp.
Business Address.....7th & Douglas
Tel.: 2-2711.....CBS-ABC
Representative.....Katz
V.P., 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

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Insurance Bldg.
Tel.: AD 4-4404.....NBC
Representative.....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000
Families: 724,000
Radio Homes: 672,000

Kansas

Stations in State: 47
TV Homes: 571,000
TV Stations: 10

KTVC-TV—Ensign—1957

(Satellite of KAKE-TV, Wichita)

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

KGLD—Garden City—1958

Channel: 11 VHF..AP: 24.7 Kw...VP: 49.3 Kw.
(Satellite of KCKT, Great Bend)

Owned-Oper. By.....Central Kans. TV Co.
Business Address.....Box 182, Great Bend
Tel.: BRidge 6-4311.....NBC
Station Representative.....Bolling
Resident Manager.....O. Carmichael
Chief Engineer.....H. Haeefe

KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tri-State TV, Inc.
Business Address.....17th St. & B'way Ave.
Tel.: TW 9-2331.....CBS
Pres., Gen. Mgr.....Leslie Whittemore
Station Manager.....E. R. Jones
Sales Manager.....Jack Walkmeyer
Program Director.....B. McEvoy
Chief Engineer.....Paul Bateman

KCKT-TV—Great Bend—1954

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

KAYS-TV—Hays—1958

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

KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Tel.: MO 5-5503.....CBS
News. Affil.....Minneapolis Star & Tribune
Station Representative.....Blair
President.....Joyce A. Swan
General Mgr.....Howard O. Peterson

KANSAS-KENTUCKY

Commercial Manager.....Eugene F. Gray
 Prog. Dir., Film Mgr.....Robert D. Snyder
 Promotion Director.....Mrs. Dean Howing
 Chief Engineer.....Ken H. Cook

KOAM-TV—Pittsburg—1953

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

WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned.....Stauffer Publications, Inc.
 Business Address.....Box 119
 Tel.: CE 3-2377.....ABC-CBS-NBC
 Representative.....Avery-Knodel
 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

KAKE-TV—Wichita—1954

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

KARD-TV—Wichita—1955

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

Pop.: 3,209,000
 Families: 883,000
 Radio Homes: 865,000

Kentucky

Stations in State: 78
 TV Homes: 617,000
 TV Stations: 9

WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW...VP: 17.3 Kw.
 Owned.....WKYT, Inc.
 Business Address.....177 N. Upper St.
 Tel.: 2-2533.....CBS
 Representative.....Young
 President.....Hulbert Taft, Jr.
 Gen. Mgr., Film Buyer.....R. C. Wiegand
 Program Director.....Garry Brown
 Film Director.....Dave Fleischer
 Chief Engineer.....Robert Austin

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw...VP: 17.0 Kw.
 Owned-Oper. By.....WLEX-TV, Inc.
 Business Address.....P.O. Box 1457
 Tel.: 4-8747.....ABC-NBC
 Representatives.....Bolling; Dora-Clayton
 Exec. V.P., Gen. Mgr.....Earl Boyles
 Station Manager.....Harry C. Barfield
 Program Mgr.....Alex B. Macaulay
 Chief Engineer.....Jim Robertson

WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Tel.: JU 5-2201.....NBC-ABC
 Representative.....NBC Spot Sales
 President.....George W. Norton, Jr.

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

WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Tel.: JU 5-2211.....CBS
 Representative.....Harrington, Righter, Parsons
 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

Channel: 6 UHF..AP: 50 Kw...VP: 100 Kw.
 Owned.....Paducah Newspapers, Inc.
 Business Address.....100 Television Lane
 Tel.: 2-8214.....NBC-NTA
 Representative.....Pearson
 President.....Edwin J. Paxton, Sr.
 V.P., Mgr., Dir.....E. J. Paxton, Jr.
 General Mgr.....Sam Livingston
 Sales Mgr.....Charles M. Neel
 Prog. Dir.....Fitz Hooton
 Film Mgr.....Bill Watson
 Chief Engineer.....William Mobley

Pop.: 3,221,000
Families: 889,000
Radio Homes: 843,000

Louisiana

Stations in State: 79
TV Homes: 666,000
TV Stations: 14

KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.
Owned.....Lanford Telecast. Co., Inc.
Business Address.....605-11 Washington
Tel.: 52456.....ABC-CBS-NBC
Representative.....Weed
Pres., Film Buyer.....T. B. Lanford
General Manager.....Willard L. Cobb
Oper., Prog. Mgr.....Larry McHale
Chief Engineer.....Robert E. Miller

WAFB-TV—Baton Rouge—1953

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

WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 97.7 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Bus. Address.....1650 Highland Rd.; Box 2906
Tel.: DI 8-1491.....ABC-NBC-NTA
News. Affil.....State-Times Morning Advocate
Representative.....Hollingbery
Pres., Gen. Mgr.....Douglas L. Manship
Sales Manager.....Jules L. Mayeux
Program, Film Mgr.....John Ferguson
Promotion Director.....Edward F. Hessel, Jr.
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955

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

KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw
Owned-Oper. By.....Calcasieu Bcstg. Co.

Business Address.....320 Division St.
Tel.: HE 6-3631.....ABC-NBC
Representative.....Weed
President.....T. B. Lanford
Gen., Sta. Manager.....P. E. Mills, Jr.
Comm. Manager.....Art Reuben
Prom. Dir.....Adele Barnette
Prog. Director.....A. B. Craft, Jr.
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles—1953

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

KNOE-TV—Monroe—1953

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
Owned-Oper. By.....Noe Enterprises, Inc.
Business Address.....Box 1472
Tel.: FA 2-8155.....ABC-CBS-NTA
Station Representative.....H-R Representatives
Board Chairman.....James A. Noe
President.....James A. Noe, Jr.
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans—1948

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

WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....Jung Hotel
Tel.: EX 3131.....ABC

LOUISIANA

Representative Weed
 Pres. Chester F. Owens
 V.P., Mgr., Dir. Geo. A. Mayoral
 V.P., Secy.-Treas. Robert E. Jeffers
 General Mgr. Mort Silverman
 Station Mgr. Dick Kepler

Program Director Tom Abbott
 Dir. Engineering George Mayoral

WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Loyola University
 Address 1024 N. Rampart St.
 Tel.: EX 4444 CBS
 Representative Katz
 General Manager W. H. Summerville
 Sales Manager Lawrence M. Carino
 Program Director E. M. Hoerner
 Promotion Mgr. Hughes D. Drumm
 Chief Engineer J. D. Bloom, Jr.

KSLA-TV—Shreveport—1954

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

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 55 Kw..VP: 95 Kw.
 Owned-Oper. By New Orleans TV Corp.
 Business Address 1422 Cleveland Ave.
 Tel.: JAcKson 2-2481 ABC
 Representative Weed
 Pres., Gen. Mgr. Joseph A. Paretti
 Vice President Chester F. Owens
 Secy. Treas. Chalin O. Perez

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By KTBS, Inc.
 Address 312 E. Kings Hwy.
 Tel.: 7-3644 NBC-ABC
 Representative Edward Petry
 Pres., Gen. Mgr. E. Newton Wray
 Station Manager Patrick J. White
 Commercial Manager Joe B. Foster
 Program Director Don Moore
 Promotion Director Doug Duperrault
 Film Manager Marvin Perry
 Chief Engineer Claude R. Scott



CHANNEL 13

**AMERICA'S NEWEST
 MAJOR MARKET STATION**

Represented Nationally by
WEED TELEVISION CORP.

Pop.: 959,000
Families: 279,000
Radio Homes: 270,000

Maine

Stations in State: 23
TV Homes: 242,000
TV Stations: 7

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper. Community Telecasting Serv.
Business Address 55-57 State St.
Tel.: 6446 ABC-CBS
Reps. Hollingbery, Kettel-Carter
President Horace Hildreth
Exec. V.P. Leon P. Gorman, Jr.
V.P.-Operations Walter L. Dickson
Station Manager Richard B. Bronson
Comm. Mgr. Robert C. McCausland
Program Director Leon H. Nelson
Promotion Director Jeanice Bryant
Film Manager Ralph Libby

WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18:6 Kw...VP: 36.35 Kw.
Owned-Operated By WLBZ Television Inc.
Business Address 7 Main St.
Tel.: 2-4822 ABC
Sta. Rep. Weed
President William H. Rines
Station Manager Rudolph O. Marcoux
Program, Prod. Mgr. James Robinson
Film Manager Don Deakin
Chief Engineer John Wibby
(See Page 462)

WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By Mt. Washington TV Inc.
Business Address 477 Congress St., Portland
Tel.: PORTland Sp. 3-5665 ABC
Rep. Harrington, Righter & Parsons
Pres. & Gen. Mgr. John W. Guider
Sta., Comm. Mgr. Robert L. Maynard
Prog., Prom. Dir. Robert M. Joyce
Publicity Director Richard Gove
Film Dir. Brian Higgins
Chief Engineer Parker H. Vincent

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By Maine Radio & TV Co.

Business Office 157 High Street
Tel.: SP 2-0181 ABC-NBC
Representative Weed
President William H. Rines
Asst. to Pres. Elmore B. Lyford
Station Manager Jack S. Atwood
Comm. Manager Bruce McGorrell
Program Director Burnell Poole, Jr.
Promotion Director Linwood T. Pitman
Film Manager George Bowler
Chief Engineer Chas. Brown
(See Page 462)

WGAN-TV—Portland—1954

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 CBS
Newspaper Affil. Gannett Publ. Co.
Station Rep. Avery-Knodel; Foster & Creed
President Jean Gannett Williams
General Manager Creighton E. Gatchell
Prog. Dir. William G. Wadman
Comm. Manager Richard E. Bates
Sta. Manager Samuel G. Henderson
Prom., Pub. Dir. John M. Havey
Film Manager Earl Fenderson
Chief Engineer Roger W. Hodgkins

WAGM-TV—Presque Isle—1956

Channel: 8 VHF..AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By Aroostook Bcstg. Corp.
Business Address 489 Main St.
Tel.: 8-2461 ABC-NBC
Station Rep. Hollingbery; Kettel-Carten
President Horace A. Hildreth
Exec. V.P. Leon P. Gorman, Jr.
Station Manager Stanley A. Lyons
Commercial Manager Forrest J. Craig
Program Director Keith Fowles
Film Manager Mrs. L. Joyce Gilbert
Chief Engineer J. Richards

NATIONAL - REGIONAL SPOT TV ADVERTISERS

See Page 77
FOR TOP 100

Pop.: 3,030,000
 Families: 842,000
 Radio Homes: 795,000

Maryland

Stations in State: 35
 TV Homes: 731,000
 TV Stations: 6

WJZ-TV—Baltimore—1957

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By....Westinghouse Bcastg. Co.
 Business Address.....Television Hill
 Tel.: MO 4-7600.....ABC
 Sta. Representative.....Blair TV
 After July 1.....TvAR
 President.....Donald H. McGannon
 Gen., Sta. Mgr.....Larry H. Israel
 Sales Mgr.....Joseph P. Dougherty
 Pub. Dir.....Tommy Dukehart
 Ops. Mgr.....Jim Kilian
 Prog. Mgr.....Joel Chaseman
 Promotion Director..A. H. "Chris" Christensen
 Chief Engineer.....B. Wolfe
 Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh.

Station Manager.....Brent O. Guntz
 Asst. Sta. & Sales Mgr.....Willis K. Freiert
 Program Director.....James E. Kovach
 Promotion Mgr.....Kent Redgrave

WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Business Address.....2 W. Redwood St.
 Tel.: MU 5-5670.....CBS
 Newspaper Affiliation..Baltimore Sunpapers
 Representative.....Katz
 President.....William F. Schmick, Sr.
 Exec. V.P.....William F. Schmick, Jr.
 General Manager.....E. K. Jett
 Commercial Manager.....E. A. Lang
 Promotion Director.....Anthony Picha
 Chief Engineer.....Carlton G. Nopper

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Tel.: HO 7-3000.....NBC
 Newspaper Affil.....Baltimore News. Post
 Representative.....Edward Peiry
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner

WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw...VP: 15.8 Kw.
 Owned & Oper....Peninsula Broadcasting Co.
 Address.....Radio-Tv, Park
 Tel.: PI 9-6131.....ABC-CBS
 Sta. Rep.....Headley-Reed
 President.....John W. Downing
 Gen., Prom. Mgr.....Charles J. Truitt
 Commercial Manager.....H. Wendell Henry

WMAR-TV

SUNPAPERS
 TELEVISION
 Baltimore 3, Md.

IN MARYLAND
 MOST
 PEOPLE WATCH
 WMAR TV
 CHANNEL
 2

"MARYLAND'S
 PIONEER TELEVISION
 STATION"

Pop.: 5,125,000
Families: 1,559,000
Radio Homes: 1,529,000

Massachusetts

Stations in State: 58
TV Homes: 1,418,000
TV Stations: 12

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.
Owned-Oper By... Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Tel.: AL 4-5670.....NBC
Sta. Representative...Peters, Griffin, Woodward
After July 1.....TVAR
President.....Donald H. McGannon
General Mgr.....F. A. Tooke
Program Director.....H. B. Cahon
Promotion Director.....W. B. Colvin
Publicity Director.....Frances M. Corcoran
Film Manager.....R. Jenkins
Chief Engineer.....W. H. Hauser
Owners of: KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Baltimore.

WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw. VP: 64.8 Kw.
Owned.....WHDH, Inc.
Address.....6 St. James Ave.
Tel.: HANcock 6-5500.....ABC-CBS-NBC-NTA
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

WNAC-TV—Boston—1948

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By...RKO Teleradio Pictures
Business-Studio Address...21 Brookline Ave.
Tel.: CO 8-0800.....CBS
Representative.....H-R
President.....Norman Knight
Exec. V.P.....George Steffy
V.P., Sales.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Promotion Dir.....George Hallberg
Program Dir.....John D. Maloy
Publicity Dir.....Phyllis Doherty
Film Manager.....Guy Giampapa
Technical Director.....Harry Whittemore

WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)
Channel: 32 UHF. AP: 100 Kw. VP: 200 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 32, Northfield
Tel.: NOrthfield 336.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Pres., Gen. Mgr.....William L. Putnam
Commercial Manager.....Horace Nichols

WWLP—Springfield—1952

Channel: 22 VHF. AP: 107 Kw. VP: 219 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 2210
Tel.: State 5-5311.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Chairman.....Roger L. Putnam
Pres., Gen. Mgr.....William L. Putnam
Gen. Sales Mgr.....J. H. Ferguson, Jr.
Station Mgr.....John Fergie
Program Director.....Jerry Barnes
Promotion Mgr.....Frank Dougherty, Jr.
Film Buyer.....Wallace Sawyer
Chief Engineer.....Ralph Jay

WHYN—Springfield—1953

Channel: 40 UHF. AP: 125 Kw. VP: 250 Kw.
Owned-Oper. By...Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Tel.: RE 4-1126.....ABC-CBS-NTA
Representative.....Branham, Wheeler
President.....William Dwight
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program, Film Mgr.....Murray Tesser
Chief Engineer.....Harold Schumacker

WWOR—Worcester—1952

Channel: 14 UHF. AP: 18.2 Kw. VP: 9.6 Kw.
Owned By.....Springfield TV Bcstg Co.
Business Address...P. O. Box 2210, Springfield
Tel.: State 5-5311.....ABC-NBC
Representative...Hollingbery, Kettell-Carter
Pres. & Gen. Mgr.....William L. Putnam
Vice President.....George R. Townsend
Program Dir.....Jerry Barnes
Chief Engineer.....James MacMahon

Pop.: 8,099,000
Families: 2,329,000
Radio Homes: 2,289,000

Michigan

Stations in State: 95
TV Homes: 2,095,003
TV Stations: 19

WNEM-TV—Bay City— Saginaw—1954

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Operated By...Gerity Bcstg. Co.
Business Address...Wenonah Hotel

Tel.: TW 3-4504.....NBC-NTA
Representative.....Petry
President.....James Gerity, Jr.
V.P., Gen. Mgr.....Russell A. Gohring
Dir. Operations.....Tom Matthews
Production Director.....Hal Stone
Promotion Director.....Thomas Sumner

MICHIGAN

Film Manager.....Vince Collins
Chief Engineer.....Leo Heisel

WWTW—Cadillac—1954

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

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.
Owned-Oper..Western Ontario Brdcstg. Co.
Business Address.....3300 Guardian Bldg.
Tel.: WO 1-7200.....CBC
Rep.....All-Canada TV Ltd., Adam Young
Pres., Gen. Manager.....J. E. Campeanu
Oper. Mgr., Prog. Dir.....S. C. Ritchie
Comm. Mgr.....Norman Hawkins
Prom., Pub. Dir.....Arthur Gloster
Film Manager.....Arthur MacColl
Dir. of Engineering.....Stuart Clark

WJBK-TV—Detroit—1948

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

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.
Owned-Operated By...Evening News Assoc.
Business Address.....622 W. Lafayette
Tel.: WO 2-2000.....NBC
Newspaper Affiliation.....Detroit News
Representative.Peters, Griffin, Woodward, Inc.
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
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

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

Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Tel.: WO 3-8321.....ABC
Representative.....Blair-TV
V.P.....John F. Pival
Sales Manager.....Ralph Dawson
Merchandising Manager.....Harold Christian
Film Mgr.....Ken Sims
Prom., Publicity Director.....Bud Kirvan
Chief Engineer.....Charles Kocher

WJRT—Flint—1958

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

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Wood Bcstg., Inc.
Address.....120 College S E
Tel.: GLEndale 9-4125.....ABC-NBC-NTA
Representative.....Katz
Pres., Gen. Mgr.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Program Director.....John Shaw
Promotion Director.....Clark Grant
Publicity Director.....John Burpee
Film Manager.....Bob Smith
Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo—1950

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

WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 E. Saginaw
Tel.: IV 2-1333.....ABC-CBS-NBC
Representative.....Peters, Griffin, Woodward
President.....Harold Gross
Commercial Mgr.....Keith R. Oliver
Film Manager.....Phil Sherck
Prom., Pub.....Ned Ryan
Chief Engineer.....Carleton Musson

WDMJ-TV—Marquette—1956

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

MICHIGAN-MINNESOTA

Owned-Oper. By Lake Superior Bcstg Co.
 Business Address 249 W. Washington St.
 Newspaper Affiliation Mining Journal
 Tel.: CA 6-3524 CBS
 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

WILX-TV—Onondaga-Lansing 1959

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

WKNX-TV—Saginaw—1953

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

WPBN-TV—Traverse City 1954

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

Pop.: 3,325,000
 Families: 969,000
 Radio Homes: 946,000

Minnesota

Stations in State: 63
 TV Homes: 814,000
 TV Stations: 11

KCMT—Alexandria—1958

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

KMMT—Austin—1953

Channel 6 VHF AP: 6.17 Kw. VP: 12.3 Kw.
 Owned By Blackhawk Bcstg. Co.
 Business Address Hiway No. 105 S.
 Tel.: HE 3-8836 ABC-NTA
 Representative Avery-Knodel, Inc.
 General Manager Thomas L. Young
 Commercial Manager Don Jones
 Promotion Director Marge Nelson
 Film Manager Dick Lane
 Chief Engineer Leo Chenier

KDAL-TV—Duluth-Superior 1954

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

Owned-Oper. By Red River Bcstg. Co., Inc.
 Business Address Bradley Building
 Tel.: RA 2-2628 ABC-CBS
 Representative Avery-Knodel
 General Manager Odin S. Ramsland
 Sales Manager John Grandy
 Chief Engineer Robert Dettman

WDSM-TV—Duluth-Superior 1954

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

WCCO-TV—Minneapolis—1949

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

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MINNESOTA-MISSISSIPPI

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 President Robert B. Ridder
 Exec. V.P. F. Van Konynenburg
 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

KMSP-TV—Minneapolis-St. Paul 1955

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By United Television, Inc.
 Business Address 180 Foshay Tower
 Tel.: FE 9-8811 NTA
 Station Rep. NTA Spot Sales; H & R West
 Pres., Gen. Mgr. Donald Swartz
 Commercial Manager Richard Butterfield
 Nat. Sales Mgr. James W. Anderson
 Program Dir. Joseph Carney
 Publicity Director David Lee
 Chief Engineer Gordon Benson

WTCN-TV—Minneapolis—1953

Channel: 11 VHF . . . AP: 150 Kw. . . VP: 316 Kw.
 Owned-Operated By Twin State Bcstg. Inc.
 Business Address 2925 Dean Blvd.
 Tel.: Walnut 7-8881 ABC
 Representative Katz
 President Weston C. Pullen, Jr.
 Gen., Sta. Mgr. Phil Hoffman
 Commercial Manager James R. Hoel

Prog. Dir., Film Mgr. Ted Snider
 Asst. Mgr. John M. Baldwin
 Chief Engineer W. Fritze

KROC-TV—Rochester—1953

Channel: 10 VHF . . . AP: 120 Kw. . . VP: 240 Kw.
 Owned-Oper. By So. Minn. Bcstg. Co.
 Business Address 100 - 1st Ave. Bldg.
 Tel.: AT 2-8665 NBC
 Station Representative Meeker; Hyett
 President Mrs. Gregory P. Gentling
 General Manager G. David Gentling
 Station Manager Willard Lampman
 Comm. Mgr. Will Jackson
 Prom., Pub. Director Mrs. Gen Holmes
 Prog. Dir., Film Manager Don Perry
 Chief Engineer Robert W. Cross

KSTP-TV—St. Paul—Minneapolis—1948

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

Pop.: 2,259,000
 Families: 585,000
 Radio Homes: 569,000

Mississippi

Stations in State: 72
 TV Stations: 11
 TV Homes: 334,000

WCBI-TV—Columbus—1956

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

WDAM-TV—Hattiesburg

Channel: 9 VHF . . . AP: 33.1 Kw. . . VP: 55 Kw.
 Owned-Oper. By Lion Television Corp.
 Business Address Box 1649
 Tel.: JU 4-8441 ABC-NBC
 Representative Pearson
 President David A. Matison
 General Mgr. Marvin Reuben
 Comm. Mgr. Jerry P. Keith
 Program Director Dave L. Waite
 Promotion Director Max Goodman
 Film Manager Charles Shade
 Chief Engineer Clarence Vogel

WJTV—Jackson—1954

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

WLBT—Jackson—1953

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

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MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*

MISSISSIPPI-MISSOURI

Film Manager.....Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953

Channel: 11 VHF..AP: 156 Kw..VP: 316 Kw.
Owned-Oper. By.....Southern Television Corp.
Business Address.....Southern Bldg.
Tel.: 3-1441.....ABC-CBS-NBC
Representative.....Headly-Reed
President.....Robert F. Wright
Sales Manager.....W. B. Crooks
Prog., Prom. Dir.....Cecil Germany
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1957

Channel: 9 VHF..AP: 13.6 Kw..VP: 27.2 Kw.
Owned-Oper. By.....Tupelo Citiz. TV Co.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative.....Jack Masla
Pres., Gen. Mgr.....Frank K. Spain
Commercial Manager...Charles H. Hicks, Jr.
Program Director.....William B. Landers
Prom., Pub. Dir.....Perrin Purvis
Film Manager.....Gerald D. Stanford

Pop.: 4,531,070
Families: 1,359,000
Radio Homes: 1,321,000

Missouri

Stations in State: 77
TV Homes: 1,169,000
TV Stations: 17

**KFVS-TV—Cape Girardeau
1954**

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

KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63, South
Tel.: Gibson 2-1122.....ABC-NBC-NTA
Representative.....H.R.
Director of TV.....Edward G. Lambert
Station Manager.....Glenn C. Griswold
Commercial Manager.....John O. Conwell
Program Director.....Monte Gurwit
Promotion Director.....Jean Meredith
Film Manager.....Ron C. Hunt
Chief Engineer.....William J. Reagan

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address.....510 Main St., Quincy, Ill.
Tel.: BA 2-6200.....CBS
Representative.....Weed
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Program Dir.....Bob Eickmeyer
Promotion Director.....Dick Moore
Film Manager.....Jean Eager
Chief Engineer.....J. E. Gray

KRCG-TV—Jefferson City—1955

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

KODE-TV—Joplin—1954

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

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....CBS
Representative.....Katz
General Manager.....E. K. Hartenbower
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Film Manager.....T. R. Thompson
Chief Engineer.....Carl Troeglen
Owners of: KPHO, Phoenix, Ariz.; WOW-TV,
Omaha, Neb.; WHEN-TV, Syracuse, N. Y.
(See Page 498)

WDAF-TV—Kansas City—1949

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

KMBC-TV—Kansas City—1953

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

MISSOURI-MONTANA

Tel.: HA 1-2650.....ABC
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
Promotion Director..... Joe Redmond
Chief Engineer..... Henry Goldenberg

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.
Owned-Oper. By....Cook Paint & Varnish Co.
Business Address.....2100 W. Broadway
Tel.: TAYlor 6-1651.....ABC
Representative Pearson
Gen., Sta. Mgr..... John Garner
Commercial Manager..... Virgil L. Cobia
Prog., Prom. Dir..... Miss Le Chapman
Chief Engineer..... Bob Klein

KTTS-TV—Springfield—1953

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

KYTV—Springfield—1953

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

KFEQ-TV—St. Joseph—1953

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

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By....North Kingshighway, Inc.
Address.....4935 Lindell Blvd.
Tel.: FOrest 7-3300.....Independent
Representative.....Peters, Griffin, Woodward
President Harold Koplak
Exec. Vice President..... James L. Caddigan
Dir. of Sales..... James Goldsmith
Publicity-Promo..... M. E. Furey
Dir. of Engineering..... K. E. Hildebrand
(See Page 856)

KSD-TV—St. Louis—1947

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned-Oper. By....The Pulitzer Publishing Co.
Address.....1111 Olive St.
Tel.: MAin 1-111.....NBC
Newspaper Affiliation..St. Louis Post-Dispatch
Representative.....NBC Spot Sales
President Joseph Pulitzer, Jr.
Gen., Sta. Mgr..... Harold Grooms
Commercial Mgr..... Guy E. Yedell
Pub. Dir. Robert Hannon
Film Mgr. Keith Gunther
Promotion Director..... Fred J. Mueller
Chief Engineer..... J. E. Risk

KMOX-TV—St. Louis—1958

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

KTVI—St. Louis—1955

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Signal Hill Telecasting Corp.
Business Address.....5915 Berthold
Tel.: MI 7-3600.....ABC
Newspaper Affiliation.....Globe Democrat
Representative Blair-TV
President Harry Tenenbaum
V.P., Gen. Mgr..... Joseph Bernard
V.P., Sta. Mgr..... Paul E. Peltason
Commercial Manager..... Paul Litt
Prog. Dir..... Frederick S. Buschmeyer
Promotion Director..... Don B. Curran
Film Manager..... John Link
Chief Engineer..... Richard Trompeter

Pop.: 674,000
Families: 211,000
Radio Homes: 197,000

Montana

Stations in State: 32
TV Homes: 122,000
TV Stations: 10

KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Address.....214 N. 30th St.
Owned.....Midland Empire Bcstg. Co.

Tel.: 2-4676.....NBC
Station Representative.....Young
President.....P. N. Fortin
General Manager..... Jeff Klichli
Commercial Mgr..... Warren Marshall

MONTANA-NEBRASKA

Prog., Prom. Dir. Gertrude Nyberg
 Chief Engineer D. Jansma

KOOK-TV—Billings—1953

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

KXLF-TV—Butte—1953

Channel: 4 VHF..AP: 29.5 Kw..VP: 56.2 Kw.
 Owned-Oper. By Television Montana
 Business Address Box 1956
 Tel.: 2-9111 ABC-NBC-CBS
 Representative Gill Perna, Moore
 Pres., Gen. Mgr. E. B. Craney
 Station Manager Jim Manning
 Chief Engineer Lloyd Scott

KXGN-TV—Glendive—1957

Channel: 5 VHF..AP: 2.5 Kw..VP: 5 Kw.
 Owned by Glendive Bcstg. Corp.
 Address 122 S. Merrill Ave.
 Tel.: Empire 5-3377 ABC-CBS
 Representative Grant Webb
 Pres., Film Mgr. Lewis W. Moore
 Pres., Gen. Mgr. E. B. Craney
 General Manager Daniel C. Palen
 Program Director Shirley Henriksen

KFBB-TV—Great Falls—1953

Channel: 5 VHF..AP: 12.7 Kw..VP: 25.4 Kw.
 Owned-Oper. By Wilkins Broadcast Inc.

Business Address Box 1139
 Tel.: GL 3-4377 ABC-CBS-NBC
 Station Representative Gill-Perna
 Pres., Gen. Mgr. J. P. Wilkins
 Comm., Sta. Manager W. C. Blanchette
 Program Director Pen Brown
 Chief Engineer Anthony Lopuch

KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.
 Owned By Snyder & Assoc.
 Business Address Box 818
 Tel.: GL 2-2433 Independent
 Sta. Rep. Forjoe
 Pres., Gen., Sta. Mgr. Dan Snyder
 Program, Prom. Dir. Don Bradley

KULR—Kalispell—1957

Channel: 9 AP: 8.9 Kw. VP: 15.1 Kw.
 Owned By KGEZ-TV, Inc.
 Business Address Buffalo Hill
 Tel.: SK 6-5056 CBS-NBC
 Representative Donald Cooke
 President Frank Reardon
 Station Manager G. Norman Penwell
 Ch. Eng. Jess Waymire

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.
 Owned-Oper. By Mosby's Inc.
 Business Address 127 East Main St.
 Tel.: 9-4169 ABC-CBS-NBC
 Pres., Sta. Mgr. A. J. Mosby
 Comm. Mgr., Prog. Dir. Stanley Deck
 Prom., Pub. Dir. Laurel Eicholz
 Film Manager Linda Paoli
 Chief Engineer Amos Hargrave

Pop.: 1,519,000
 Families: 461,000
 Radio Homes: 450,000

Nebraska

Stations in State: 33
 TV Homes: 373,000
 TV Stations: 11

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By Nebraska TV Corp.
 Business Address Box 476
 Tel.: 3-1321 NBC
 Newspaper Affiliation Hastings Daily Tribune
 Representative Weed
 President Fred A. Seaton
 General Mgr. Duane L. Watts
 Operations Mgr. Bob Schnuelle
 Chief Engineer Duane Allison

Tel.: WY 5-5952 ABC-CBS
 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

Channel: 10 VHF..AP: 153 Kw..VP: 316 Kw.
 Owned By Cornhusker Radio & TV Corp.
 Address 40th and W Sts.
 Tel.: 6-2387 ABC-CBS-NTA
 Representative Avery-Knodel
 President John E. Fetzer
 Gen., Sta. Mgr. A. James Ebel

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
 Owned-Oper. By Bi-States Co.
 Business Address Holdrege, Nebr.

In the
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WOW-TV
Channel 6



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Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

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

Comm. Manager Lester C. Rau
Program Director Robert L. Johnson
Prom. Pub. Dir. Charles Wallick
Film Manager Eli Modenstein
Chief Engineer D. R. Taylor

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP. 13 Kw..VP: 25.9 Kw.
Owned By North Platte TV Inc.
Business Address Box 756
Tel.: 5474 NBC
President Russ Clarke
Gen. Sta. Mgr. Bob Riedy
Comm. Mgr. Howard Morgan, Jr.
Program. Prom. Dir. Bill Wood

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned Herald Corp.
Address 27th & Douglas Sts.
Tel.: HArney 7777 ABC-NTA
Newspaper Affil. World-Herald
Station Representative H-R Representatives
President Ben H. Cowdery
V.P., Gen. Mgr. Eugene S. Thomas
Commercial Manager Robert O. Parson
Program Director W. D. Donaldson
Prom., Pub. Dir. Robert F. Coats
Film Manager Dewey Nelsen
Chief Engineer J. S. Petrik

KMTV—Omaha—1949

Channel: 3.... AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By May Bcstg. Co.
Bus. Trans. Address 2615 Farnam St.
Tel.: HA 3333 NBC
Representative PeTRY
President Edward W. May
Gen. Sta. Mgr. Owen Saddler
Commercial Mgr. Arden E. Swisher
Program Director Lew Jeffrey
Promotion Director Amos Eastridge
Film Manager Ken Michaelsen
Pub. Dir. Burt Mann
Chief Engineer R. J. Schroeder

WOW-TV—Omaha—1949

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By Meredith WOW, Inc.
Business Address Insurance Bldg.
Tel.: WE 3400 CBS
Representative Blair TV
V.P., Gen. Manager Frank P. Fogarty
Asst. Gen. Manager Lyle DeMoss
Sales Mgr. Fred Ebener
Prog. Dir., Film Mgr. Bill McBride
Prom., Pub. Dir. Robert Seitzer
Dir. of Engineering Wm. J. Kotera
Chief Engineer Glenn Flynn
Owners of: KCMO-TV, Kansas City, Mo.;
KPHO, Phoenix, Ariz; WHEN-TV, Syracuse,
N. Y.

(See Page 498)

Pop.: 286,000
Families: 96,000
Radio Homes: 87,000

Nevada

Stations in State: 17
TV Homes: 88,000
TV Stations: 6

KLRJ-TV—Las Vegas—1955

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

KLAS-TV—Las Vegas—1953

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.....CBS
Newspaper Affiliation.....Sun
Representative.....Weed
President.....Herman M. Greenspun
General Manager.....Marian Y. Komar
Sales Mgr.....Alex Gold

Program Director.....Don Holladay
Chief Engineer.....Herschel C. McKenzie

KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper.....TV Co. of Amer., Inc.
Business Address.....El Rancho Hotel
Tel.: DU 2-8010.....ABC
Representative.....Forjoe
V.P., Gen. Mgr.....George Glavin
Commercial Mgr.....Hal Wilkerson
Oper. Mgr.....Lee Peer
Chief Engineer.....Al Mehner

KOLO-TV—Reno—1953

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.....ABC-CBS-NBC
Representative.....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Sta. Mgr.....Lee Hirschland
Prod. Dir.....Durward Yasmer
Pub. Dir.....Helen Busscher
Chief Engineer.....Tom Hughes

Pop.: 584,000
Families: 174,000
Radio Homes: 170,000

New Hampshire

Stations in State: 16
TV Homes: 155,000
TV Stations: 2

WMUR-TV—Manchester—1953

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

Representative.....Forjoe
President.....Francis P. Murphy
Comm. Manager.....Gordon Moore
Prog. Dir.....Warren S. Park
Chief Engineer.....Ralph U. Nadeau

**FOR RADIO STATION
PERSONNEL
SEE PAGE 516**

There's always
something
interesting and
exciting on
WNTA-TV
Channel 13

METROPOLITAN N.Y.

AN NTA OWNED AND OPERATED STATION

Pop.: 5,865,000
Families: 1,745,000
Radio Homes: 1,731,000

New Jersey

Stations in State: 26
TV Homes: 1,539,000
TV Stations: 5

WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....National Telefilm Assoc.
Business Address.....1020 Broad Street
Tel.: MI 2-6400.....NTA

V.P. Gen. Mgr.....Malcolm C. Klein
Sales Mgr.....Paul O'Brien
Business Mgr.....Joe Morris
Program Director.....Jack Lynn
Sales Prom. Dir.....Barbara Wilkens
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000
Families: 249,000
Radio Homes: 240,000

New Mexico

Stations in State: 49
TV Homes: 172,000
TV Stations: 7

KGGM-TV—Albuquerque—1953

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

KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw..VP: 10.7 Kw.
Owned-Oper. By...Voice of the Caverns, Inc.
Business Address.....P.O. Box 631
Tel.: TUXedo 5-4101.....CBS
Representative.....Branham
President.....Edward Talbot
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Neal Jones
Promotion Director.....Marjorie Winfield
Publicity Director.....Jerri Wright
Film Manager.....Harvey Kagen
Chief Engineer.....W. C. Carnahan

KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw..VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulane Dr.
Tel.: ALpine 5-8716.....ABC-NTA
Station Representative.....Bolling; Brown
President.....Clinton D. McKinnon
Gen., Sta. Mgr.....Max A. Sklower
Program Director.....Phil Eakins
Chief Engineer.....James Sharmon

KICA-TV—Clovis—1956

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

KOB-TV—Albuquerque—1948

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.....NBC
Representative.....Petry
Pres.....Stanley Hubbard
Gen., Sta. Mgr.....George S. Johnson
Commercial Manager...Robert D. Williams
Prog. Dir., Film Mgr.....Jerry Danziger
Prom., Pub. Dir.....Lowell Christison
Chief Engineer.....Jerry Danziger

KSWs-TV—Roswell—1953

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

Pop.: 17,125,000
Families: 5,359,000
Radio Homes: 5,285,000

New York

Stations in State: 125
TV Homes 4,829,000
TV Stations: 32

WTEN—Albany—1953

Channel: 10 UHF..AP: 72.5 Kw..VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager.....William J. Lewis
Program Dir.....Charles Pogan
Promotion Dir.....Harry L. Goldman
Chief Engineer.....Charles Heisler

WAST—Albany—1953

Channel: 35 UHF..AP: 380 Kw..VP: 85.2 Kw.
Owned-Operated By.....Van Curler Bcstg. Corp.
Business Address.....15 N. Pearl St.
Tel.: ALBany 5-5291.....ABC-NTA
Representatives Venard, Rintoul & McConnell
President.....S. H. Fabian
General Mgr.....William A. Riple
Commercial Mgr.....Dom Tovino
Prog. Dir., Film Mgr.....Fred D. Shavor
Chief Engineer.....Elmer C. Snow

WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw..VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: 4-4318.....ABC-CBS-NBC
Station Representative.....Everett-McKinney
General Manager.....David F. Milligan
Commercial Manager.....Bob Treuitt
Program Director.....Shirley Ricciardelli
Chief Engineer.....G. Ricciardelli

WBNF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw..VP: 166 Kw.
Owned Oper. By.....Triangle Publications, Inc.
Business Address.....One Henry St.
Tel.: 3-7311.....ABC-CBS
Newspaper Affiliation.....Phila. Inquirer
Representative.....Blair TV, Inc.
Vice President.....Roger W. Clipp
General Manager.....George R. Durham
Commercial Manager.....Edward M. Scala
Oper. Mgr.....Russ Baker
Merchandise Mgr.....Ruth Hider
Film Manager.....Betty Edwards
Chief Engineer.....Lamar Cox

WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 54 Kw..VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Statler-Hilton Hotel
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Evening News
Sta. Rep.....Harrington, Righter, Parsons
President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter

Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Hoeffner
Film Director.....Quintin P. Renner
Program Director.....Frederick W. Keller
Chief Engineer.....Ralph J. Kingsley

WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 42.7 Kw..VP: 70.8 Kw.
Owned-Operated By.....WKBW, Inc.
Business Address.....1420 Main St.
Tel.: GARfield 0770.....ABC
Sta. Rep.....Avery-Knodel
Pres., Gen. Mgr.....Dr. Clinton H. Churchill
Commercial Mgr.....Thomas E. Martin
Program Dir.....Labe B. Mell
Chief Engineer.....Floyd A. Timberlake

WGR-TV—Buffalo—1954

Channel: 2VHF..AP: 66 Kw..VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: Su 7115.....NBC
Representative.....Peters, Griffin, Woodward
President.....David C. Moore
Asst. Gen. Mgr.....William P. Dix, Jr.
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra
Owners of: WROC-TV, Rochester, N. Y.;
WNEP-TV, Scranton, Pa.; WSWA-TV, Harrison-
burg, Va.

WCNY-TV—Carthage—1954

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

WNTA-TV—Newark, N. J.

(See New Jersey listing)

WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw..VP: 110 Kw.
Owned By.....American Bcstg.-Para. Theas Inc.
Business Address.....7 W. 68th St.
Tel.: SU 7-5000.....ABC
Representative.....Blair TV
President.....Leonard Goldenson
Vice President.....Robert L. Stone
Sales Manager.....J. Stamler
Program Director.....A. L. Hollander, Jr.

Vir. Res. & Sls. Dev. Lawrence Pollock
 Publicity Director Lawrence Eisenberg
 Film Dir. T. Kako
 Chief Engineer G. Edward Hamilton

WNEW-TV—New York—1944

Channel: 5 VHF AP: 18.6 Kw. VP: 37.1 Kw.
 Owned-Oper. By Metropolitan Bcstg. Corp.
 Business Address 205 E. 67th St.
 Tel.: LE 5-1000 Independent
 Representative Weed
 President Bernard Goodwin
 V.P. Richard D. Buckley
 V.P., Sta. Mgr. Bennett H. Korn
 Prog., Pub. Dir. David Yarnell
 Adv., Prom. Dir. Kenneth Klein
 Film Manager Elizabeth Bain
 Chief Engineer William Kelly

WCBS-TV—New York—1941

Channel: 2 VHF AP: 21 Kw. VP: 42 Kw.
 Owned-Oper. Columbia Bcstg. System Inc.
 Business Address 485 Madison Ave.
 Tel.: PL 1-2345 CBS
 Representative CBS TV Spot Sales
 President (CBS Inc.) Frank Stanton
 Pres. (CBS TV Stations Div.) Merle S. Jones
 General Manager Frank Shakespeare
 Asst. General Mgr. Clarence Worden
 General Sales Mgr. Norman Walt
 Program Director Dan Gallagher
 Promotion Director Robert G. Patt
 Publicity Director Robert Fuller
 Film Dept. Manager William C. Lacey
 Dir. Tech. Operations Robert G. Thompson

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 Independent
 Station Representative H.R.
 President Thomas F. O'Neil
 V.P., Gen. Mgr. Robert J. Leder
 Dir. of Program Robert S. Smith
 Commercial Mgr. Bert Lambert
 Dir. Sls. Dev. Robert Hoffman
 Program Dir. Ivan Reiner
 Opera. Superv. Barney Boyle
 Public Rel. Marvin Camp
 Chief Engineer Harry Tilley

WPIX—New York—1948

Channel: 11 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By WPIX, Inc.
 Address 220 E. 42nd St.
 Tel.: MU 2-6500 NTA
 News. Affil. N. Y. Dly. News; Chicago Trib.
 Representative. Peters, Griffin, Woodward, Inc.
 V.P., Gen. Mgr. Fred M. Thrower
 V.P. in Chg. Sales J. A. Patterson
 V.P. Operations L. J. Pope
 Manager of Opra Alice E. Cook
 Promotion Manager F. X. Tuoti
 Live Program Manager W. D. Engels
 Film Manager W. Cooper
 Chief Engineer O. S. Freeman

WRCA-TV—New York—1941

Channel: 4 VHF AP: 12.9 Kw. VP: 30.2 Kw.
 Owned-Oper. By National Bcstg. Co.
 Business Address 30 Rockefeller Plaza
 Tel.: CI 7-8300 NBC
 Representative NBC Spot Sales Dept.
 General Manager William Davidson
 Marketing Dir. Max Buck
 Commercial Manager Jay Heitin
 Program Director George Heineman
 Sales Prom. Mgr. Michael Lannon
 Film Manager Al Odeal
 Chief Engineer John H. Riedel

WPTZ—Plattsburgh—1954

Channel: 5 VHF AP: 12 Kw. VP: 20 Kw.
 Owned-Oper. By Rollins Bcstg.-Tcstg. of N.Y.
 Business Address 357 Cornelia St.
 Tel.: 3070 ABC-NBC-NTA
 Station Representative Blair; McDermott
 President O. Wayne Rollins
 V.P., Gen. Mgr. George BarenBregge
 Commercial Manager Lincoln A. Mayo
 Prog. Dir. Al Cahill
 Publicity Director Dick Ford
 Chief Engineer Joseph Missick

WHEC-TV—Rochester—1953

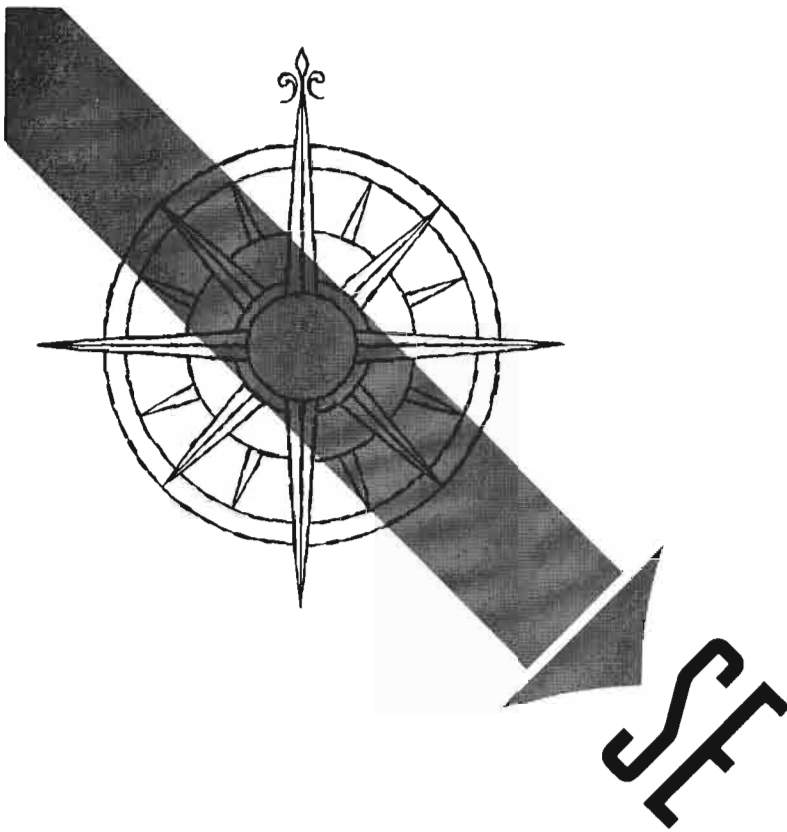
Channel: 10 VHF AP: 66 Kw. VP: 124 Kw.
 Owned-Oper. By WHEC, Inc.
 Business Address 191 East Ave.
 Tel.: BA 5-3050 ABC-CBS
 Newspaper Affili. Gannett Co.
 Representative Everett-McKinney
 President Paul Miller
 General Mgr. Lowell Mac Millan
 Comm. Manager LeMoine C. Wheeler
 Program. Film Mgr. William J. Adams
 Production Dir. Dorothy Cotton
 Technical Director Richard K. Blackburn

WROC-TV—Rochester—1949

Channel: 5 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Transcontinental TV Corp.
 Business Address 201 Humboldt St.
 Tel.: BU 8-8400 ABC-NBC
 Station Rep. PGW; McDermott
 President David C. Moore
 Gen. Mgr. Gunnar O. Wiig
 Ass't. Gen. Mgr. John W. Kennedy, Jr.
 Commercial Mgr. Armin N. Bender
 Program Director Charles Siverson
 Promotion Director L. Walton Smith
 Film Manager Eugene Zacher
 Chief Engineer Kenneth Gardner
 Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WSWA-TV, Harrisonburg, Va.

WVET-TV—Rochester—1953

Channel: 10 VHF AP: 62.5 Kw. VP: 123 Kw.
 Owned-Oper. By Veterans Bcstg. Co., Inc.
 Business Office 17 Clinton Ave. S.
 Tel.: HAmilton 6-4820 ABC-CBS-NTA
 Representative Bolling
 Pres., Gen. Mgr. Ervin F. Lyke
 Comm. Manager Arthur Murrellwright
 Program Director F. Chase Taylor
 Publicity Director Bill Schubert



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

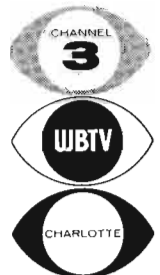
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

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

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

COMPARE THESE SOUTHEAST MARKETS!

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



JEFFERSON STANDARD
BROADCASTING COMPANY

NEW YORK-NORTH CAROLINA

Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jobs

WRGB—Schenectady—1939

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address...1400 Balltown Rd.
Tel.: FR 7-2281.....NBC
Representative.....NBC Spot Sales
President.....Robert Paxton
Gen. Mgr.....J. Milton Lang
Operations Mgr.....Merl L. Galusha
Marketing Mgr.....Robert F. Reid
Sales Manager.....George F. Spring
Program Dir.....Donn Chown
Promotion Mgr.....Arthur R. Garland
Film Mgr.....William Monroe
Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw..VP: 316 Kw.
Owned-Oper. By..Meredith Syracuse TV Corp.
Address.....101 Court St.
Tel.: GR 4-8511.....ABC-CBS-NTA
Representative.....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir., Film Mgr.....Gordon Alderman
Promotion Director.....Robert Peel
Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.;
KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.
(See Page 498)

WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....1030 James St.
Tel.: GRanite 4-3911.....NBC
News. Affil..Post & Standard, Herald-Journal
Representative....Harrington-Righter-Parsons
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.....Les Martin
Chief Engineer.....Albert Eicholzer

WKTV—Utica—1949

Channel: 13 VHF..AP: 159 Kw..VP: 316 Kw.
Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.
Business Address.....P.O. Box 386
Tel.: RE 3-0404.....ABC-CBS-NBC
Representative.....Donald Cooke, Inc.
President.....Gordon Gray
Exec. Vice Pres.....William T. MacNeilly
Gen., Comm. Mgr.....Michael C. Fusco
Program Director.....Jack Fredericks
Publicity Director.....Frank Grenewald
Promotion Director.....Steve Purcell
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000
Families: 1,224,000
Radio Homes: 1,198,000

North Carolina

Stations in State: 135
TV Homes: 905,000
TV Stations: 17

WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.
Owned-Operated By.....WISE-TV, Inc.
Address.....92 Haywood St.
Tel.: AL 3-5381.....NBC
Station Representative..Broadcast Time Sales
President.....Harold H. Thoms

WLOS-TV—Asheville—1954

Channel: 13 VHF..AP: 85 Kw..VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Tel.: AL 4-4321.....ABC-NTA
Station Representative.....PGW; Ayers
Pres., Gen. Mgr.....T. A. Eiland
Commercial Manager.....Saul Rosenzweig
Program Director.....Ashe Dawes
Prom., Pub. Dir.....Jack Winters
Film Mgr.....Bob Hensley
Chief Engineer.....George Sprague

WBTV—Charlotte—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1 Jefferson Pl.
Tel.: ED 3-8833.....CBS-NBC
Representative.....CBS TV Spot Sales
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

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....WSOC Bcstg. Co.
Business Address.....Box 2536
Tel.: FR 6-8401.....ABC-NBC
Station Representative.....H.R. Reys.; F.J.
Pres., Gen. Mgr..... Larry Walker
V.P., Gen. Sales Mgr.... C. George Henderson
Prog. Dir..... Robert Provence
Prom., Pub. Dir..... James W. Evans
Film Manager..... Hall Houpe
Chief Engineer..... L. L. Caudle, Jr.

WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.
Owned-Oper....Durham Bcstg. Enterprises, Inc.
Business Address.....1750 Newton Rd.
Tel.: 2-2111.....ABC-CBS
Representative.....Petry

NORTH CAROLINA-NORTH DAKOTA

General Mgr. Harmon L. Duncan
 Comm. Manager Mike Thompson
 Program Director Ernie Greup
 Prom., Pub. Dir. Ken Corbitt
 Film Mgr. Jack Preddy
 Chief Engineer Henry Cronin

WFMY-TV—Greensboro—1949

Channel: 2 VHF . AP: 100 Kw. . VP: 100 Kw.
 Owned-Oper. By . . . Greensboro News Co.
 Business Address . . . Phillips Ave. at White St.
 Tel.: BR 4-0114 ABC-CBS
 News. Affil. News, Record
 Representative . . . Harrington, Righter & Parsons
 President E. B. Jeffress
 General Manager C. O. Jeffress
 Station Manager Gaines Kelley
 Commercial Manager E. A. Hassett
 Prog., Pub. Dir. Gomer R. Lesch
 Promotion Director Judd A. Choler
 Film Manager Don Causey
 Chief Engineer Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By . . . Carolina Bcstg. System Inc.
 Business Address . . . S. Evans St. Ext.; Box 898
 Tel.: 6181 ABC-CBS-NTA
 Representative Hollingbery
 President Earl Westbrook
 General Manager A. Hartwell Campbell
 Oper. Mgr. Marion B. Tribley
 Comm. Manager John G. Clark, Jr.
 Program Director Bill Norwood
 Prom., Pub. Manager Dave Mosier
 Production Manager Mac Nicholson
 Film Mgr. Bill Carroll
 Chief Engineer Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Oper. By . . . Capitol Bcstg. Co., Inc.
 Business Address . . . 2619 Western Blvd.
 Tel.: VANCE 8-2511 ABC-NBC
 Representative H-R
 President A. J. Fletcher
 V.P., Gen. Mgr. Fred Fletcher
 Commercial Manager Fletcher Turner

Prog. Dir. George Hall
 Film Mgr. James Riddle
 Prom., Pub. Dir. David Witherspoon
 Chief Engineer Virgil Duncan

WITN—Washington—1955

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

WECT—Wilmington—1954

Channel: 6 VHF . AP: 62 Kw. . VP: 100 Kw.
 Owned-Oper. By . . . Atlantic Telecasting Corp.
 Business Address P.O. Box 1769
 Tel.: RO 3-4666 ABC-CBS-NBC
 Station Representative Weed; Ayers
 President Dan. D. Cameron
 General Mgr. Claud O'Shields
 Program Dir. Wayne Jackson
 Prom., Pub. Dir. Faith Buchanan
 Film Manager Roland Register
 Production Manager Jack Forehand
 Chief Engineer E. I. Herring, Jr.

WSJS-TV—Winston-Salem 1953

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

Pop.: 696,000
 Families: 189,000
 Radio Homes: 183,000

North Dakota

Stations in State: 19
 TV Homes: 128,000
 TV Stations: 9

KBMB-TV—Bismarck—1955

Channel: 12 VHF . AP: 45 Kw. . VP: 90 Kw.
 Owned-Oper. By . . . North Dakota Bcstg. Co.
 Business Address . . . 1811 - 15th St.
 Tel.: CA 3-9197 CBS
 Representative Weed
 Pres. John W. Boler
 Manager Howard Morris
 Commercial Mgr. F. E. Fitzsimmonds
 Chief Engineer Thomas Ahner

KFYR-TV—Bismarck—1953

Channel: 5 VHF . VP: 50 Kw. . VP: 100 Kw.

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

KDIX-TV—Dickinson—1956

Channel: 2 VHF . AP: 13 Kw. . VP: 26 Kw.
 Owned-Oper. By . . . Dickinson Radio Ass'n
 Business Address 119 2nd Ave. West

NORTH DAKOTA

Tel.: 5133 ABC-CBS
 Station Representative..... Holman: Hurley
 President..... Dr. P. J. Weir
 General Manager..... Orville F. Burda
 Commercial Manager..... Mal Hallock
 Program Director..... Lauren Haacke
 Promotion Director..... Ruth Adams
 Film Manager..... Carol Wanner
 Chief Engineer..... Benjamin Lockerd

General Mgr..... R. C. Lukkason
 Chief Engineer..... David L. Chumley

WDAY-TV—Fargo—1953

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

KXMC-TV—Minot—1953

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

**KNOX-TV—Grand Forks
 1955**

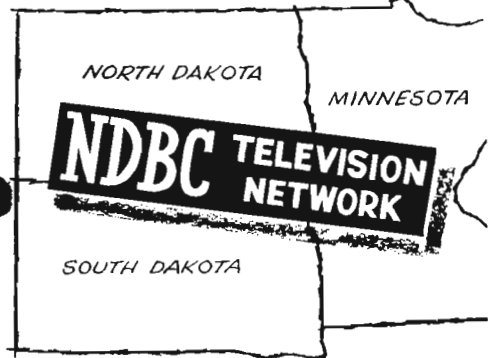
Channel: 10 VHF..AP: 14.1 Kw..VP: 28.2 Kw.
 Owned-Oper. By..... Community Radio Corp.
 Business Address..... Box 1110
 Tel.: 4-4611..... NBC
 Rep..... Rambeau, Vance, Hopple
 President..... Arthur Tweet

KXJB-TV—Valley City—1954

Channel: 4 VHF..AP: 57 Kw..VP: 100 Kw.
 Owned-Oper. By..... North Dakota Bcstg. Co.
 Bus. Ad..... 4000 W. Main, Fargo, N. D.
 Tel.: ADams 5-4461..... ABC-CBS
 Representative..... Weed
 Pres., Gen. Mgr..... John W. Boler
 Commercial Manager..... W. L. Hurley
 Program Director..... Constance Blackstead
 Prom., Pub. Dir..... Lois Bonk
 Film Manager..... Steve Winter
 Chief Engineer..... Robert Ridgeway

**LOOKING
 FOR
 TOP MARKETS...?**

**TAKE A LOOK AT KXJB-TV,
 Valley City — Fargo — Grand Forks**



KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets... North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.

But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact!

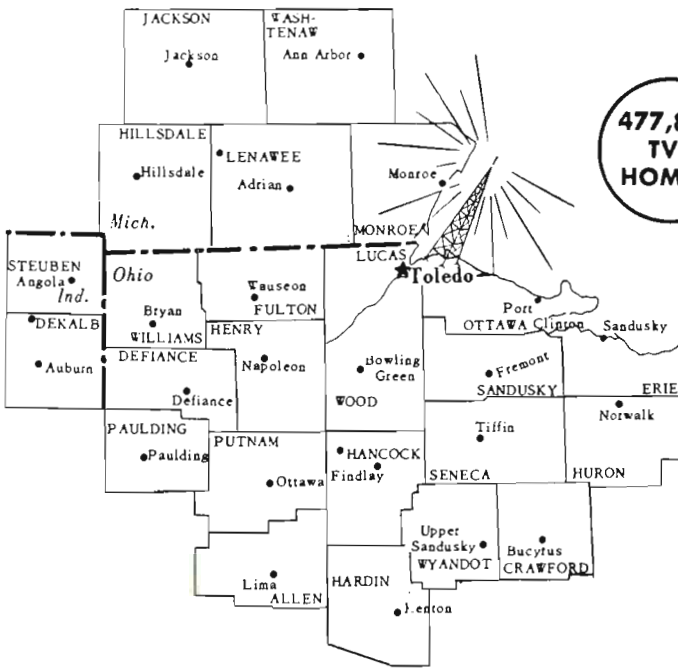
Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

KXJB-TV, Valley City-Fargo-Grand Forks; KBMB-TV, Bismarck-Mandan; KCJB-TV, Minot, KDIX-TV, Dickinson, KXAB-TV, Aberdeen* (*on the air October, 1958).

Station Representative:
 Weed Television Co.

Minneapolis Representative:
 Bill Hurley, 300 Roanoke Bldg.

"Billion Dollar Pocketbook"



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL

13

WSPD-TV



Represented Nationally by KATZ

TOLEDO, OHIO

Pop.: 9,749,000
Families: 2,925,000
Radio Homes: 2,845,000

Ohio

Stations in State: 88
TV Homes: 2,661,000
TV Stations: 28

WAKR-TV—Akron—1953

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

WCPO-TV—Cincinnati—1949

Channel: 9 VHF.. AP: 158 Kw.. VP: 309 Kw.
Owned-Oper. By.....Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Tel.: CA 1-0777.....ABC
Newspaper Affiliation.....Cincinnati Post
Representative.....Blair
V.P., General Mgr.....M. C. Watters
Asst. Gen. Mgr.....Glenn C. Miller
Prog. Director.....Colin G. Male
Pub. Director.....Vera Schulte
Film Manager.....Bernie Borden
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Tel.: GA 1-1331.....CBS
Newspaper Affil.....Times-Star
Representative.....Katz
Exec. V.P.....David G. Taft
Gen. Sales Mgr.....Roger B. Read
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.....Hugh D. LaCrosse

WLW-TV—Cincinnati—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....NBC

Rep.....WLW Sales, NBC Spot Sales
Chairman of the Board.....James D. Shouse
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. Ass't.....Howard Lepple

WEWS—Cleveland—1947

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.....ABC
Newspaper Affiliation.....E. W. Scripps Co.
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

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address.....815 Superior St., N.E.
Tel.: CH 1-0942.....NBC
Sta. Representative.....Peters, Griffin, Woodward
After July 1.....TvAR
President.....D. McGannon
General Mgr.....George H. Mathiesen
Sales Manager.....Albert Krivin
Program Manager.....Ralph Hanson
Adv't. Prom.....Robert Nashick
Chief Engineer.....Sidney V. Stadig
Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

OHIO

WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 182 Kw..VP: 302 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1830 Euclid Ave.
Tel.: TO 1-6080.....CBS
Representative.....Katz
President.....George B. Storer
Managing Director.....Ben Wickham
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
Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta.

WBNS-TV—Columbus—1949

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Tel.: CA 8-3538.....CBS
Station Representative.....Blair TV
Dir. of Television.....Richard A. Borel
Program Director.....John A. Haldi
Sales Director.....Robert D. Thomas
Promotion Director.....Jack Dorr
Sales Serv Mgr.....Robert M. Sprouse
Merchandising Dir.....Mel Grossman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Tel.: AM 3-5441.....NBC
Station Rep.....Crosley; NBC Spot Sls.
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Sales Manager.....Walter E. Bartlett
Program Director.....Bud Gillis
Prom., Pub. Dir.....Jack Kavanagh
Film Dir.....Juanita W. Mitchell
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati
Business Address...753 Harman Ave.; Box 718
Tel.: CA 8-5801.....ABC-NTA
Representative.....Katz
President.....Hulbert Taft, Jr.
General Manager.....J. W. McGough
Asst. Gen., Sales Mgr.....Chuck Dwyer
Prog. Dir.....Joseph A. Jenkins
Prom., Pub. Dir.....Harry Mohr
Film Manager.....Paul Lloyd
Chief Engineer.....Ray Owens

WHIO-TV—Dayton—1949

Channel 7 VHF..AP: 100 Kw..VP: 200 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.

buyers buy
PRODUCTS ADVERTISED ON
CHANNEL 8 • CBS
WJW-TV
CLEVELAND, OHIO
Represented nationally by The Katz Agency, Inc.

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



Storer Television

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

Business Address.....1414 Wilmington Ave.
Tel.: CL 4-5311.....CBS-NTA
Newsp. Affili......News, Journal Herald
Representative.....Hollingbery
President.....James M. Cox Jr.
General Manager.....Robert H. Moody
Commercial Manager.....Stanley G. Mouse
Prog., Prom. Director.....Charles Gay
Film Mgr......Bill Campbell
Publicity Dir......Naomi Montgomery
Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

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

WIMA-TV—Lima—1953

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

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 117 Kw..VP: 234 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
Tel.: Atlantic 2-6265.....ABC-CBS-NTA
Representative.....Avery-Knodel
President.....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Comm., Film Mgr......Joseph M. Troesch
Production Supvrs......Higgins, Arim
Prom., Pub. Dir......Robert Harris
Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948

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.....ABC-NBC
Representative.....Katz
President.....George B. Storer
Vice President.....Allen L. Haid
Managing Dir......Peter Storer
Commercial Manager.....Bill Ashworth
Chief Engineer.....Bill Stringfellow
Owners of WJBK-TV, Detroit; WAGA-TV, Atlanta; WJW-TV, Cleveland.

(See Page 870)

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
Owned By.....Community Bcstg. Co.
Business Address.....604 Jackson St.
Tel.: CH 3-3291.....CBS-NBC
Station Representative.....H-R
President.....Frazier Reams
Gen. Sta. Mgr......Thomas S. Bretherton
Comm. Mgr......R. B. Stone
Program, Film Mgr......Robert H. Kriehoff
Prom., Public. Dir......Steve Fayer

**WFMJ-TV—Youngstown
1953**

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.....NBC
Newspaper Affil....The Youngstown Vindicator
Representative.....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm......Mitchell F. Stanley
Program Director.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF..AP: 215 Kw..VP: 430 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Raymer
President, Gen. Mgr....W. P. Williamson, Jr.
Sta., Comm. Mgr......J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir......W. P. Williamson, III
Film Manager.....Jack Beatty
Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown—1957

(See New Castle, Pa.)

WHIZ-TV—Zanesville—1953

Channel: 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Bus. Address...Lind Arcade Bldg., N. 5th St.
Tel.: GL 2-5431.....NBC
Representative.....Pearson
President.....Clay Littick
Gen., Station Mgr......Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Film Manager.....Rolph Young
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,378,000
Families: 739,000
Radio Homes: 718,000

Oklahoma

Stations in State: 55
TV Homes: 676,000
TV Stations: 14

KTEN—Ada—1954

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

KXII—Ardmore—1956

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley Estate
Business Address.....114 N. Washington
Tel.: 946.....NBC
Newspaper Affil.....Daily Ardmoreite
Representative.....Pearson
General Mgr.....John Easley Riesen
Commercial Mgr.....Gordon E. Lack
Promotion Dir.....Barbara Winkler
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Cimarron TV Corp.
Address.....63rd & Portland
Tel.: VI 2-6633.....ABC
Representative.....Blair TV Assoc.
President.....L. E. Caster
General Mgr.....Charlie Keys
Program Dir.....N. B. Chase
Operation Dir.....Bill Bailey
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953

Channel: 7 VHF...AP: 5 Kw....VP: 10 Kw.
Owned By.....Oklahoma Quality Bcstg. Co.
Address.....Box 699
Tel.: EL 5-1380.....ABC
Representative.....Pearson
President.....R. H. Drewry
General Manager.....Emmett Keough
Commercial Mgr.....R. H. Scott
Prog. Dir.....Tom Reddell
Film Mgr.....Paul N. Goode
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address...Box 8788
Tel.: VI 3-6641.....CBS
Representative.....Petry
President.....Roy J. Turner
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden

Prog. Dir.....Carl Gadd
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affiliation.....Daily Oklahoman
Representative.....Katz
President.....E. K. Gaylord
Station Manager.....Norman P. Bagwell
Commercial Manager.....James R. Terrell
Program Director.....Joe Jerkins
Promotion Director.....Jack Sherry
Publicity Director.....Gene Allen
Oper. Mgr.....Kieth Mathers
Chief Engineer.....G. Lyons

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: CH 2-9233.....CBS
Representative.....Petry
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Commercial Manager.....Edward Pfeiffer
Prog., Film Mgr.....Dale E. Hart
Prom., Pub. Dir.....Robert Freeland
Chief Engineer.....LaVoy Hooker
Owners of: WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 9697
Tel.: HI 6-6184.....ABC-NTA
Representative.....Avery-Knodel
President.....James C. Leake
General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Bob Gordon
Prom., Pub. Director.....Chas. E. Larkins
Film Mgr.....John Rauser
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper...Central Plains Enterprises, Inc.
Business Address...3701 S. Peoria; Box 1349
Tel.: RI 2-5561.....NBC
Representative.....Blair TV
President.....Harold C. Stuart
Gen., Sta. Mgr.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Promotion Director.....Gordon Gerhardt
Publicity Director.....Ann Fellows
Film Manager.....Allen Cox
Chief Engineer.....J. M. Bushnell

Pop.: 1,879,000
Families: 596,000
Radio Homes: 587,000

Oregon

Stations in State: 71
TV Homes: 447,000
TV Stations: 9

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Tel.: DI 3-2551.....NBC
Rep.....Hollingbery, Art Moore
President.....Bob Booth
Gen., Sta. Manager.....S. W. McCreedy
Commercial Manager.....Glenn Nickell
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Arlene J. Richardson
Film Manager.....Walt Young
Chief Engineer.....William R. Riley

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.
Owned-Oper. By.....Calif.-Oreg. TV, Inc.
Business Address.....Box 732
Tel.: TU 4-8131.....ABC-CBS-NBC
Representative.....Blair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Rihartz
Program Director.....R. W. Green
Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953

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.....ABC-CBS-NBC
Newspaper Affil.....Grants Pass Courier
Representative.....Blair TV
Sta. Manager.....Jerold R. Poulos

KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....King Bcstg. Co.

Business Address.....1139 S. W. 13th Ave.
Tel.: CA 3-6364.....ABC
Representative.....Blair TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P. Broadcast Div.....Otto P. Brandt
V.P. Business Div.....Henry B. Owen
Station Manager.....Walter E. Wagstaff
Comm. Manager.....John Pindell
Program Director.....Tom Dargan
Prom., Pub. Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KOIN-TV—Portland—1953

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

KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Oregon TV, Inc.
Address.....735 S.W. 20th Pl.
Tel.: CA 2-9921.....NBC
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

Pop.: 11,788,000
Families: 3,829,000
Radio Homes: 3,746,000

Pennsylvania

Stations in State: 147
TV Homes: 3,409,000
TV Stations: 39

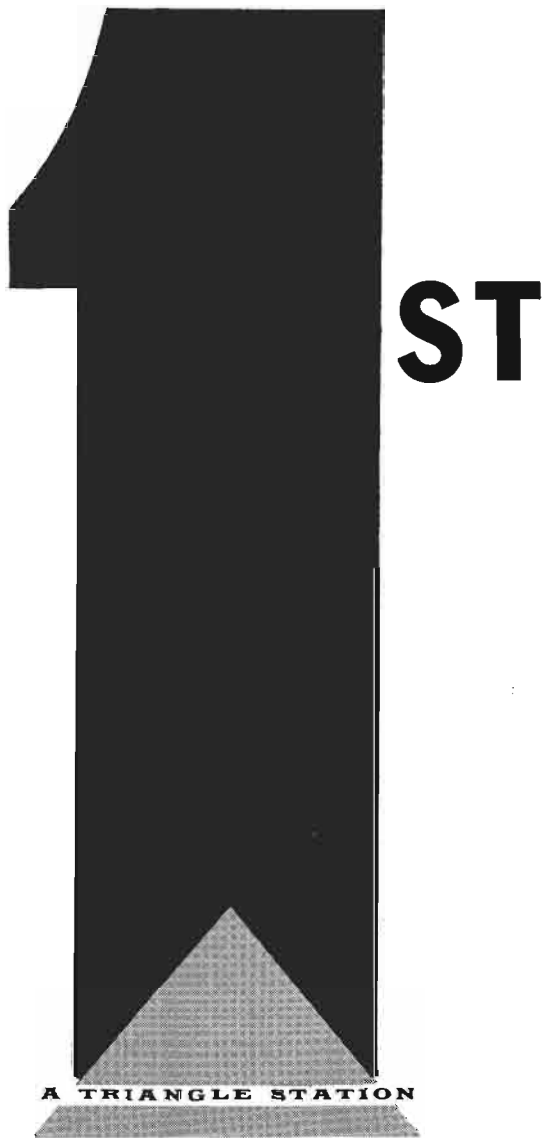
WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave
Tel.: Windsor 4-2031.....ABC-CBS-NTA
Newspaper Affiliation.....Phila. Inquirer
Representative.....Blair TV
General Mgr.....Frank Palmer
Station Manager.....Jack Snyder
Commercial Manager.....Robert E. Miller
Program Director.....William G. Mulvey
Promotion Director.....Ed Shea
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw..VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: 5-7575.....CBS
Newspaper Affiliation.....Times; News
Representative.....Young TV Corp.
President.....George J. Mead
Gen. Manager.....Cecil M. Sansbury
Promotion Director.....Liz Gorton



WFIL-TV . . . Delaware Valley's
FIRST station, month after month
after month. Before you buy, check
all Philadelphia ARB's for 1957,
1958 and 1959.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

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

PENNSYLVANIA

Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw..VP: 316 Kw.
Owned-Oper.....Dispatch, Inc.
Bus.-Trans. Address.....3514 State St.
Tel: Erie 4-5201.....NBC
Newspaper Affil.....Dispatch
Representative.....Petry
President.....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Program, Film Mgr.....Bruce Flaherty
Prom., Public. Dir.....William Babcock
Chief Engineer.....Mike Csop

WHP-TV—Harrisburg—1953

Channel: 55 UHF..AP: 502 Kw..VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel: CE 4-3211.....CBS
Representative.....Bolling
President.....E. J. Stackpole
General Mgr.....Mrs. A. K. Redmond
Comm. Prom. Dir.....Geo. Gottschalk, Jr.
Program Dir.....Joseph S. Harper
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953

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

WARD-TV—Johnstown—1953

Channel: 56 UHF..AP: 114 Kw..VP: 217 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel: 7-0761.....CBS
Representative.....Weed
President.....W. M. Thomas
General Manager.....George G. Gartland
Station Manager.....Howard Morris
Commercial Manager.....Joseph Cavanaugh
Program Director.....William Santoro
Film Manager.....John Kabo
Chief Engineer.....D. Kline

WJAC-TV—Johnstown—1949

Channel: 6 VHF..AP: 35.4 Kw..VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel: 7-8711.....ABC-NBC
Newspaper Affil.....The Tribune-Democrat
Representative.....Katz
President.....Walter W. Krebs
Gen., Sta. Mgr.....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

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

WLYH-TV—Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw..VP: 129 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill
Tel: CRestview 3-4551.....Independent
Representative.....Blair
Gen. Mgr.....Joe Zimmermann
Dir. Nat. Sales.....Edward H. Benedict
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV, New Haven, Conn.

WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw..VP: 21.9 Kw.
Owned.....Lock Haven Bcstg. Corp.
Business Address.....132½ E. Main St.
Tel: 4038.....ABC
Station Rep.....Devney
President.....Donald C. Welch
Gen., Sta. Mgr.....Harris Lipex
Prom. Dir., Film Mgr.....Lee Vernon
Program, Public. Dir.....Geo. Sperry, Jr.
Chief Engineer.....Albert Stratmoen

WKST-TV—New Castle—1953

Channel: 45 UHF..AP: 118 Kw..VP: 200 Kw.
Owned.....WKST, Inc.
Address.....First Federal Plaza
Tel: OL 4-5501.....ABC-NTA
Representative.....Everett-McKinney
Pres., Gen. Mgr.....S. W. Townsend
Commercial Mgr.....Robert C. Harnack
Program, Prom. Dir.....Fred Nebat

WFIL-TV—Philadelphia—1947

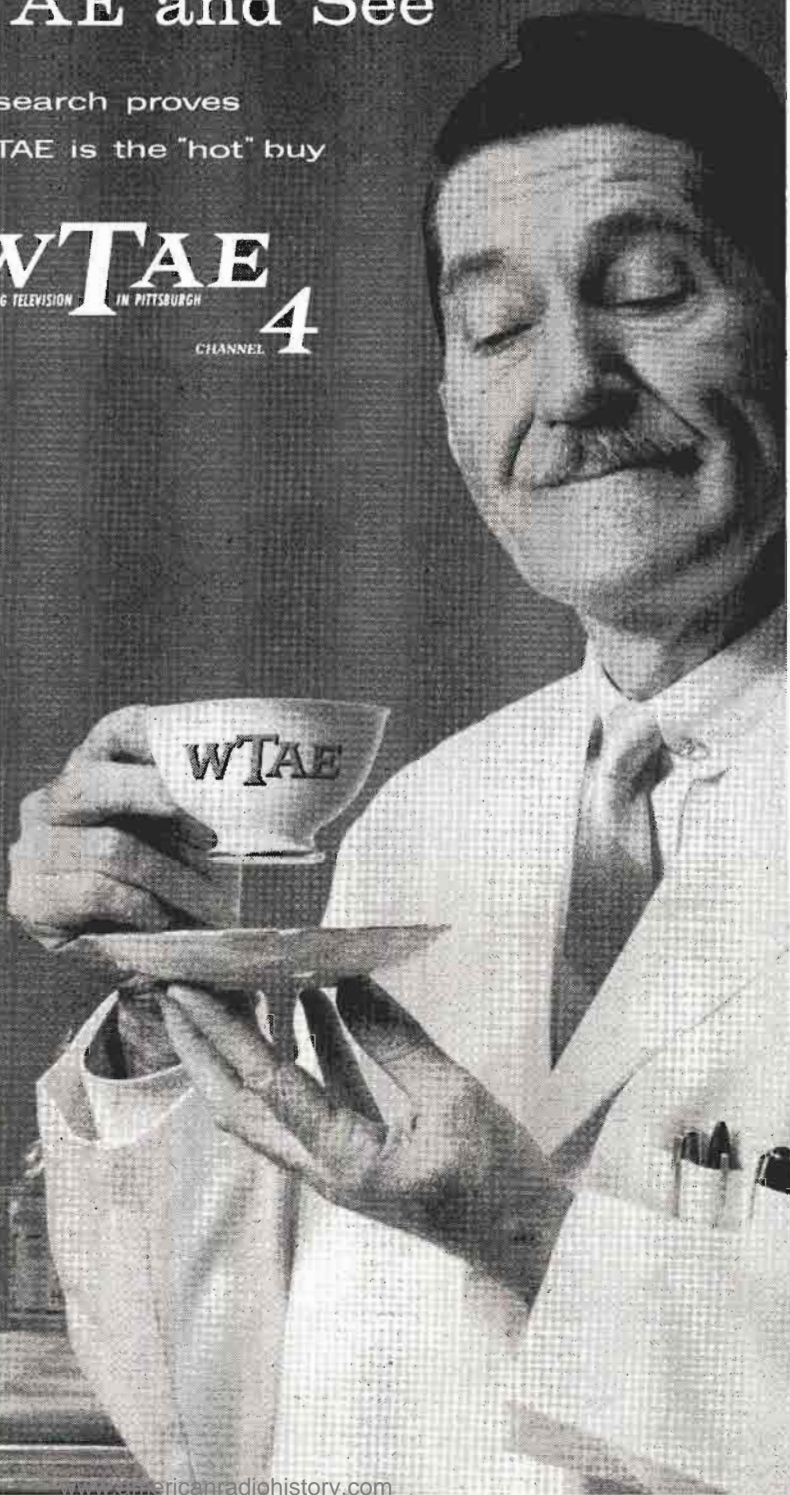
Channel: 6 VHF..AP: 37 Kw..VP: 74 Kw.
Owned-Oper. By.....Triangle Publications Inc.
Business Address.....48th & Market Sts.
Tel: EV 2-4700.....ABC
Newspaper Affiliation.....Philadelphia Inquirer
Representative.....Blair TV
General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
Gen. Sales Manager.....Kenneth W. Stowman
T.V. Sales Mgr.....Kenneth Curto
Program Director.....Lew Klein
Business Mgr.....John C. Harlan
Dir. Natl. Sales.....Edward H. Benedict
Chief Engineer.....Henry Rhea
Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

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CHANNEL **4**



WRCV-TV—Philadelphia—1941

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

WCAU-TV—Philadelphia—1948

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS TV Spot Sales
 Manag. Dir.....Donald W. Thornburgh
 General Mgr.....John A. Schneider
 Gen. Scles Mgr.....James Conley

Reg. Sales Mgr.....E. Gordon Walls
 Program Dir.....John Dolph, Jr.
 Dir. Prom. & Info.....Robert N. Pryor
 Film Mgr.....Allan Ludlum
 V.P. in chg. Engineering.....John G. Leitch

KDKA-TV—Pittsburgh—1949

Channel: 2....AP: 50 Kw....VP: 100 Kw.
 Owned-Oper. By..Westinghouse Brcdctng. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative..Peters, Griffin, Woodward
 After July 1.....TvAR
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 General Manager.....Jerome R. Reeves
 Comm. Manager.....John Stilli
 Program Director.....Cal Jones
 Promotion Director.....David N. Lewis
 Film Manager.....Richard Dreyfuss
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-
 land; KPIX, San Francisco; WJZ-TV, Baltimore,
 Md.

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 BUY
 KDKA-TV
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 PITTSBURGH
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First in ratings, talent, programming for 38 counties in Penn-
 sylvania, Ohio, West Virginia and Maryland. Gives you more
 audience, month after month, than any other TV station in the
 \$4.7 billion Pittsburgh market area.

ACID PROOF: ARB share-of-audience figures, from sign-
 on to sign-off, consistently give KDKA-TV an average of almost
twice that of the 2nd Pittsburgh station. For all the facts call
 John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Remember . . . no selling campaign is complete without the
 WBC stations.



Represented by P.G.W. PITTSBURGH
 WESTINGHOUSE BROADCASTING COMPANY, INC.

PENNSYLVANIA

WIIC—Pittsburgh—1957

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned WIIC, Inc.
 Address 341 Rising Main St.
 Tel.: WE 1-6900..... NBC
 Newspaper Affil..... Post Gazette
 Representative Blair TV
 President H. K. Brennen
 Gen. Mgr..... Robert A. Mortensen
 Commercial Mgr..... Roger D. Rice
 Operations, Prod..... Shelton Weaver
 Prom., Pub. Dir..... Caley E. Augustine
 Chief Engineer..... Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned By Television City, Inc.
 Business Address 400 Ardmore Blvd.
 Tel.: CHurchill 2-4300..... ABC-NTA
 Newspaper Affil..... Sun-Telegraph
 Station Representative Katz
 President Earl F. Reed
 General Manager Franklin G. Snyder
 Sales Mgr..... Alan Trench
 Program Director Dave Murray
 Prom. Dir..... Gregory Van Camp
 Film Mgr..... Howard Reser

WNEP-TV—Scranton—1954

Channel: 16 UHF.. AP: 102 Kw.. VP: 191 Kw.
 Owned-Oper. By.. Northeastern Pa. Bcstg. Inc.
 Business Address 333 Madison Ave.
 Tel.: DI 3-1245..... ABC

Representative Avery-Knodel
 President Mitchell Jenkins
 Gen., Sta. Mgr..... Thomas P. Shelburne
 Commercial Manager..... Malcolm W. Dale
 Prom., Pub. Dir..... Louise Tillie
 Film Manager..... Donald Shook
 Prog. Dir..... Hal Berg
 Ch. Eng..... Roswell J. Parker
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSWA-TV, Harrisonburg, Va.

WDAU-TV—Scranton—1953

Channel: 22 UHF.. AP: 544 Kw.. VP: 100 Kw.
 Owned-Oper. By Scranton Bcstrs., Inc.
 Business Address 1000 Wyoming Ave.
 Tel.: DI 2-7834..... CBS
 Representative H-R
 President Donald W. Thornburgh
 Vice-Pres., Gen. Mgr..... Vance L. Eckersley
 General Sales Mgr..... Francis H. Conway
 Station Manager..... Robert E. McDowell
 Prog. Dir., Film Mgr..... Mort Rosenthal
 Prom., Pub. Dir..... Doug Holcomb
 Chief Engineer..... K. R. Cooke

WBRE-TV—Wilkes-Barre—1953

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

FROM THE HEART
 OF PITTSBURGH
 TO THE ENTIRE
 TRI-STATE AREA!

WIIC

REPRESENTED BY BLAIR-TV

BASIC NBC AFFILIATE

CHANNEL

11

WRITE
 PHONE
 WIRE

WIIC Pittsburgh 14, Pa.

FAirfax 1-8700 TWX: PG 16



PA.-RHODE ISL.-SO. CAR.

Operations Manager.....F. D. Coslett
 Comm. Manager.....Ernest Lewis
 Promotion Dir.....Richard Paul
 Production Manager.....Fred Foerster
 Film Manager.....Robert Gibson
 Chief Engineer.....Charles Sakoski, Sr.

WSBA-TV—York—1952

Channel: 43 UHF..AP: 66 Kw..VP: 132 Kw.

Owned-Operated By..Susquehanna Bcstg. Co.
 Business Address.....S. Queen St. Extended
 Tel.: 2-5531.....ABC
 Representative.....Jack Masla
 President.....Louis J. Appell, Jr.
 Comm. Mgr.....Robert M. Stough
 Prog. Dir., Film Mgr.....Jim Curtis
 Publicity Director.....Sonia L. Strohmman
 Chief Engineer.....Arthur C. Hafer

Pop.: 881,000
 Families: 267,000
 Radio Homes: 249,000

Rhode Island

Stations in State: 13
 TV Homes: 243,000
 TV Stations: 3

WJAR-TV—Providence—1949

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Tel.: GA 1-8255.....ABC-NBC
 Representative.....Petry
 Vice President.....George O. Griffith
 Sta. Mgr.....J. S. Sinclair
 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

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By..Cherry & Webb Bcstg. Co.
 Address.....24 Mason St.
 Tel.: PL 1-9776.....CBS
 Representative.....Blair-TV
 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

Pop.: 2,510,000
 Families: 623,000
 Radio Homes: 605,000

South Carolina

Stations in State: 70
 TV Homes: 454,000
 TV Stations: 11

WAIM-TV—Anderson—1953

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

WUSN-TV—Charleston—1954

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.
 Owned-Oper. By...Southern Broadcasting Co.
 Address.....P. O. Box 879
 Tel.: TU 4-4141.....ABC-NBC
 Representative.....Bolling
 Pres., Gen. Mgr.....J. Drayton Hastie
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham
 Commercial Mgr.....Grange S. Cuthbert, Jr.
 Prod. Director.....Bob Edwards
 Chief Engineer.....Walter M. Nelson

WCSC-TV—Charleston—1953

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

WIS-TV—Columbia—1953

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

WNOK-TV—Columbia—1953

Channel: 67 NHF..AP: 47 Kw..VP: 93.5 Kw.

SOUTH CAROLINA-SOUTH DAKOTA

Owned-Oper. By.....Palmetto Radio Corp.
 Business Address....1811 Main St.; Box 5307
 Tel.: AL 2-7737.....CBS
 Representative.....Raymer
 V.P., Gen. Mgr.....H. Moody McElveen, Jr.
 Comm. Mgr.....David C. Phillips
 Prog. Dir., Film Mgr.....Graham M. Thomas
 Promotion Director.....Pat Conder
 Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

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

WFBC-TV—Greenville—1953

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

Owned-Oper. By.....WMRC, Inc.
 Business Address.....505 Rutherford St.
 Tel.: CE 9-1321.....NBC
 Newspaper Affiliation.....News-Piedmont
 Representative.....Weed
 President.....R. A. Jolley
 General Manager.....Kenneth Beachboard
 Commercial Manager.....Bob Glass
 Program Director.....Norvin C. Duncan
 Prom., Pub. Dir.....Edna Seaman
 Film Director.....Charles Howard
 Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg—1956

Channel: 7 VHF..AP: 144 Kw...VP: 257 Kw.
 Owned-Oper. By...Spartan Radiocasting Co.
 Business Address.....224 E. Main St.
 Tel.: 3-3621.....CBS
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Walter J. Brown
 Nat. Sales Mgr.....Roger Shaifer
 Commercial Manager.....Jack Sholar
 Prog. Dir., Film Mgr.....James B. Hobbs, Jr.
 Promotion Mgr.....William A. Adams
 Engineering Dir.....Harold Beckholt

Pop.: 732,000
 Families: 205,000
 Radio Homes: 198,000

South Dakota

Stations in State: 20
 TV Homes: 129,000
 TV Stations: 9

KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned-Operated By..N. Dak. Bcstg. Co. Inc.
 Bus. Address...4000 W. Main St., Fargo, N.D.
 Tel.: AD 5-4461.....ABC-NBC
 Representative.....Weed
 President.....John W. Boler
 Station Mgr.....Neal Edwards
 Commercial Manager.....M. J. O'Leary
 Prog., Prom. Dir.....Connie Blackstead
 Chief Engineer.....Henry Hausler

KOTA-TV—Rapid City—1955

Channel: 3 VHF..AP: 37.5 Kw..VP: 72.4 Kw.
 Owned-Oper. By....Duhamel Enterprises, Inc.
 Business Address.....524½ 6th St.; Box 1752
 Tel.: Fillmore 2-2000.....ABC-CBS
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Helen S. Duhamel
 Commercial Mgr.....William F. Turner

Prog. Dir., Film Mgr.....J. Norman Heffron
 Chief Engineer.....Robert Musfeldt

KRSD-TV—Rapid City—1958

Channel: 7...AP: 12.9 Kw...VP: 25.7 Kw.
 Owned.....Heart of Black Hills Stations
 Address.....1438 Mt. View Drive
 Representative.....Meeker
 General Mgr.....Eli Daniels

KELO-TV—Sioux Falls—1953

Channel: 11 VHF..AP: 123 Kw..VP: 220 Kw.
 Owned-Oper. By.....Midcontinent Bcstg. Co.
 Business Address.....8th St. & Phillips Ave.
 Tel.: 4-5841.....ABC-CBS-NBC
 Station Representative.....H.R.; Evans
 President.....Joseph L. Floyd
 Gen., Comm. Mgr.....Evans A. Nord
 Sta. Mgr., Prog. Dir.....Tom Sheeley
 Prom., Pub. Director.....Jack Townsend
 Chief Engineer.....Les Froke

Pop.: 3,695,000
Families: 1,009,000
Radio Homes: 976,000

Tennessee

Stations in State: 105
TV Homes: 738,000
TV Stations: 15

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga—1954

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

WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Mountain City TV, Inc.
Business Address.....1214 McCallie Ave.
Tel.: OX 8-1505.....NBC
Representative.....H-R
Pres., Gen. Mgr.....R. G. Patterson
Sta. Mgr., Prog. Dir.....Helen Patterson
Commercial Mgr.....George P. Moore
Film Mgr.....Jim Nabors
Chief Engineer.....B. B. Barne

WTVC—Chattanooga—1958

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

WDXI-TV—Jackson—1955

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

WJHL-TV—Johnson City 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.
Tel.: 6200.....ABC-CBS
Representative.....Pearson
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.
Sales Mgr.....J. Will Hall
Program Director.....Alfred Gregory
Prom., Pub. Director.....W. A. McDonald
Film Manager.....Vernita Wright
Chief Engineer.....Rowland Medler

WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper.WATE, Inc.
Business Address.....612 S. Gay St.
Tel.: 2-7111.....NBC
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—1955

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

WTVK—Knoxville—1953

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Business Address.....P. O. Box 1388
Tel.: 5-2113.....ABC
Representative.....Pearson
Pres., Gen., Sta., Comm. Mgr.....J. Engelbrecht
Commercial Mgr.....Guy L. Smith, III
Prog. Dir., Film Mgr.....Bill Eckstein
Sales Promotion.....Florence Woodford
Chief Engineer.....Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Tel.: BR 2-3441.....ABC
Representative.....H-R
President.....Thomas F. O'Neil
Gen. Mgr.....D. A. Noel
Prog., Pub. Dir.....Gene Roper
Promotion Director.....Anne Berkeley
Film Mgr.....Freddie Burns
Chief Engineer.....Welton Roy

WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.



\$7,700,000 Southwestern Bell Telephone Company building—Fort Worth



Exchange Park, 120 Acre Business center—Dallas



Multi million dollar Sears Shopping Center, largest in area—Fort Worth



Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than \$1 billion* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000** and retail sales have climbed from a little over \$1 billion** to almost \$2 bil-

lion** since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

*Source: Printers Ink Guide to marketing October 31, 1958

**Source: Sales Management



WBAP-TV CHANNEL 5

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

ROY BACUS
Manager

JACK ROGERS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

Owned-Operated.....Memphis Publish Co.
 Address.....P.O. Box 8325
 Tel.: BRoadway 2-0552.....NBC
 Newspaper Affil.....Commercial Appeal
 Representative.....Blair TV
 General Manager.....H. W. Slavick
 Station, Comm. Mgr.....Earl Moreland
 Chief Engineer.....E. C. Frase, Jr.

WREC-TV—Memphis—1956

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

WLAC-TV—Nashville—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.WLAC-TV Inc.
 Address.....159 Fourth Avenue North
 Tel.: CH 2-4331.....CBS
 Representative.....Katz
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Ass't to Mgr.....Ruth C. Talley
 Gen. Sls. Manager.....R. M. Reuschle
 Operations Mgr.....Roy A. Smith

Film Editor.....Donnie Gross
 Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953

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

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned...Nat'l Life & Accident Insurance Co.
 Address.....7th & Union
 Tel.: AL 4-5656.....NBC
 Representative.....Petry
 President.....John H. DeWitt, Jr.
 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.....Brad Crandall
 Chief Engineer.....Aaron Shelton

Pap.: 9,695,000
 Families: 2,789,000
 Radio Homes: 2,727,000

Texas

Stations in State: 238
 TV Homes: 2,149,000
 TV Stations: 49

**KPAR-TV—Abilene—
 Sweetwater—1956**

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

KRBC-TV—Abilene—1953

Channel: 9 VHF...AP: 13.8 Kw...VP: 27.5 Kw.
 Owned-Oper. By.....Abilene Radio & TV Co.
 Business Address.....4510 So. 14th St.
 Tel.: OW 2-4242.....NBC
 Representative.....Raymer
 President.....Dale Ackers
 Sta. Mgr.....George C. Breeding, Jr.
 Commercial Manager.....Dan C. Guthrie
 Program Director.....Normand Mann
 Chief Engineer.....Troy Mallon

KFDA-TV—Amarillo—1953

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned & Oper. By.....Amarillo Bcstg. Co., Inc.
 Address.....P. O. Box 1440
 Tel.: EV 3-2226.....CBS-NTA
 Representative.....Blair
 President.....Gene L. Cagle
 Gen., Sta., Film Mgr.....Ed Moore
 Operations Director.....Bill Spiller
 Promotion Director.....Claudette Leachman
 Merch. Dir.....Howard Roberson

KGNC-TV—Amarillo—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Globe News Publishing Co.
 Business Address.....2000 N. Polk St.
 Tel.: EVERgreen 3-3321.....NBC
 Newspaper Affiliation...News, Times, Globe
 Representative.....Katz
 President.....Parker Prouty
 General Manager.....Jack Liston
 Sta. Mgr.....Bob Watson
 Commercial Manager.....Bill Clarke
 Adv. Prom. Mgr.....Roberta Kelley
 Prod. Mgr.....Bud Purgley
 Chief Engineer.....W. H. Torrey

KVII-TV—Amarillo—1957

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

TEXAS

Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel.: FL 6-5241.....ABC
 Station Representative.....Bolling
 President.....Jack C. Vaughn
 V.P., Gen. Mgr.....Dick Watts
 Asst. Gen. Mgr.....Gordon R. Phillips
 Regional Sales Manager.....John Conboye
 Operations Manager.....Jerry Gardner

KTBC-TV—Austin—1952

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....The L-B-J Co.
 Address.....Box 1155
 Tel.: GR 2-2424.....ABC-CBS-NBC
 Representative.....Raymer
 Chairman of Bd.....Claudia T. Johnson
 Pres., Gen. Mgr.....J. C. Kellam
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Program Director.....Richard "Cactus" Pryor
 Publicity Dir.....Elmo Brown
 Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955

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

KEDY-TV—Big Spring—1956

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.
 Owned-Oper. By.....Texas Telecasting
 Address.....7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345 (Lubbock).....CBS
 Representative.....Branham
 President.....W. D. Rogers
 Vice President.....W. H. Shipley
 Natl. Sales Mgr.....John Henry
 Program Mgr.....Ray Trent
 Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957

Channel: 3 VHF...AP: 30.2 Kw...VP: 60.3 Kw.
 Owned.....Brazos Bcstg. Co.
 Business Address.....Box 3237
 Tel.: VI 6-777.....ABC-CBS
 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

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....Box 840
 Tel.: TU 3-6511.....ABC-NBC
 Representative.....Peters, Griffin, Woodward

KRLD-TV channel



the number 1 station

in the number 1 market!

N. C. S. #3 and
 Television Magazine "Tap 100" Survey

Low-band channel, with maximum power, telecasting from its
 tremendous tower (1,685 feet above average terrain)... reaches
 more than 650,000 TV Homes!

John W. Runyon, Chairman of the Board Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By KSIX-Television, Inc.
 Business Address Show Room Bldg.
 Tel.: TULip 4-1616 ABC-CBS
 Station Representative Branham
 Pres., Gen. Mgr. Vann M. Kennedy
 Commercial Manager William Lydle
 Prom., Pub. Dir. M. L. Kennedy
 Program Dir. Gene Looper

WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

WFAA-TV—Dallas—1949

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Operated By A. H. Belo Corp.
 Business Address 3000 Harry Hines Blvd.
 Tel.: RI 1-3315 ABC
 Newspaper Affiliation Morning News
 Representative Petry
 Managing Dir. Alex Keese
 Station Manager Mike Shapiro
 General Sales Manager Dick Drummy
 Program Director Bob King
 Prom., Pub. Dir. Rikki Boltz
 Film Manager Dunlap Clark
 Chief Engineer Jim W. Cooper

KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

KRLD-TV—Dallas—1949

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

KELP-TV—El Paso—1956

Channel: 13 VHF. AP: 15.8 Kw. VP: 26.6 Kw.
 Owned-Oper. By KELP TV Corp.
 Business Address 4530 Delta St.; Box 105
 Tel.: KE 3-5911 ABC
 Representative Young TV
 President Norman Alexander
 General Manager Harry Edelman
 Sta. Prog. Dir. Jerry Baker
 Promotion Director George Harkins
 Film Manager Harold Wooley
 Ch. Eng. Michael Gaglio



IMPACT!
56.1%

**BIGGEST SHARE OF AUDIENCE IN AMERICA
 IN MARKETS OF 3 OR MORE STATIONS***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (*ARB, November 1958)

EL PASO POPULATION NOW 5th IN TEXAS

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth:

| | | |
|------|----------------|---------|
| 5th | El Paso | 283,000 |
| 6th | Austin | 197,000 |
| 7th | Corpus Christi | 175,000 |
| 8th | Lubbock | 148,000 |
| 9th | Amarillo | 145,000 |
| 10th | Waco | 125,000 |

See your Branham man
 for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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 35 years. KPRC-TV, now over ten 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



KROD-TV—El Paso—1952

Channel: 4 VHF... AP: 31 Kw... VP: 62 Kw.
 Owned-Oper. By..... Roderick Bcstg. Co.
 Address..... 2201 Wyoming St.
 Tel.: KE 2-6551..... CBS-NTA
 Newspaper Affiliation..... Times
 Representative..... Branham
 President..... D. D. Roderick
 Gen., Sta. Mgr..... Val Lawrence
 Prog., Prom. Dir..... Bernie Bracher
 Film Manager..... Frank Jordan
 Chief Engineer..... Edward P. Talbott

KTSM-TV—El Paso—1953

Channel: 9 VHF... AP: 28 Kw... VP: 58 Kw
 Owned-Operated By..... Tri-State Bcstg. Co.
 Address..... 801 N. Oregon St.
 Tel.: KE 2-5423..... NBC
 Representative..... Hollingbery
 Pres., Gen. Mgr..... Karl O. Wyler, Sr.
 Exec. Ass't..... Karl O. Wyler, Jr.
 Commercial Manager..... Roy T. Chapman
 Prog. Dir., Film Mgr..... Jack R. Rye
 Promotion Director..... Mary Davis
 Publicity Director..... Conrey Bryson
 Chief Engineer..... Kenneth J. Walton

WBAP-TV—Fort Worth—1948

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

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..... NTA
 Representative..... Blair TV
 President..... Gene L. Cagle

Gen., Sta. Mgr..... Stan Wilson
 Comm. Mgr..... John Hopkins
 Prog. Dir..... Olin Terry
 Promotion Director..... Bill Camfield
 Publicity Director..... Janis Wisocki
 Film Mgr..... Arno W. Mueller, Jr.
 Chief Engineer..... Bill Kessell

**KGUL-TV—Galveston-Houston
1952**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... Gulf Television Corp.
 Business Address..... Prudential Bldg.
 Tel.: JA 9-4811..... CBS
 Representative..... CBS Television Spot Sales
 President..... C. Wrede Petersmeyer
 V.P., Gen. Mgr..... James C. Richdale, Jr.
 Comm. Manager..... Robert S. Wilson
 Program Director..... Thomas L. Thompson
 Prom., Pub. Dir..... Roland Brazier
 Film Manager..... Bud Johnson
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,
 Indianapolis; WANE-TV, Fort Wayne, Ind.

KGBT-TV—Harlingen—1953

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

KPRC-TV—Houston—1950

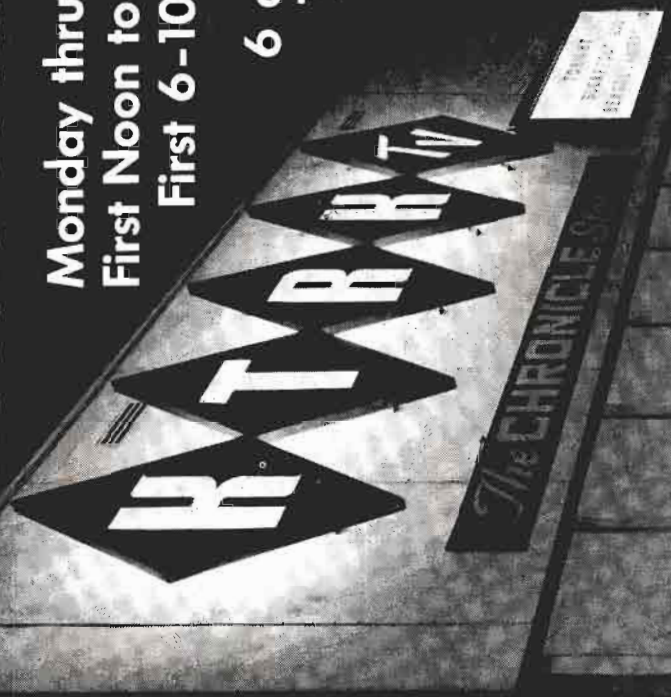
Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Houston Post Co.
 Bus. Address... 3014 Post Oak. Rd.; Box 1234
 Tel.: MA 3-9271..... NBC
 Newspaper Affiliation..... Post
 Representative..... Petry
 V.P., Gen. Mgr..... Jack Harris
 Commercial Manager..... Jack Healy
 Sta. Manager..... Jack McGrew
 Operations Director..... Paul Huhndorff
 Program Director..... Ridge Radney
 Publicity Dir..... Edna Forester
 Film Manager..... Earl Corridon
 Chief Engineer..... Paul Huhndorff

HOUSTON'S FAMILY STATION HOUSTON'S FIRST STATION

Monday thru Friday*
First Noon to 6 p. m.
First 6-10 p. m.

6 of Top 10
12 of Top 20
Shows in Town.

(*ARB November 1958)



KTRK-TV—Houston—1954

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

KGNS-TV—Laredo—1956

Channel: 8 VHF..AP: 1.15 Kw..VP: 2.27 Kw.
 Owned-Oper. By...International Broadcasters
 Business Address.....820 Convent St.
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA
 Station Rep.....Venard, Rintoul, McConnell
 President.....Donald W. Reynolds
 General Manager.....Roy J. Bowman
 Commercial Manager.....Jim Shelton
 Program Director.....Dave Leyendecker
 Prom., Pub. Dir.....Mrs. Amalia Samuels
 Film Manager.....Ernie Ramirez
 Chief Engineer.....W. Irven Simpson

KCBD-TV—Lubbock—1952

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Bryant Radio & TV Inc.
 Business Address.....5600 Ave. A; Box 1507
 Tel.: SH 4-1414.....ABC-NBC
 Representative.....Raymer
 Pres., Gen. Manager.....Joe H. Bryant
 Asst. Gen. Manager.....Robert L. Snyder
 National Sales Mgr.....Ray Poindexter
 Comm. Manager.....George L. Tarter
 Program Director.....Bill Taylor
 Promotion Director.....Joan Prigmore
 Film Manager.....J. M. Hollers
 Chief Engineer.....Frank Lee

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Texas Telecasting, Inc.
 Bus. Address...7400 College Ave.; Box 1475
 Tel.: SH 4-2345.....CBS-NTA
 Representative.....Branham
 Pres., Gen. Mgr.....W. D. (Dub) Rogers
 Vice President.....W. H. Shipley
 Gen. Sales Mgr.....R. S. "Bud" Nielsen
 National Sales Manager.....John Henry
 Prog. Dir., Film Mgr.....Ray Trent
 Prom. Mgr.....Ray Huffer
 Chief Engineer.....Rudy Starnes

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 (51,000 sq. mi.) than the state of New York!

REPRESENTED BY THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
 R. S. "Bud" Nielsen, General Sales Manager
 John Henry, National Sales Manager

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

80,000
TELEVISION
SETS IN THE
BOOMING
LUMBER RICH
LUFKIN-NACOGDOCHES
EAST TEXAS AREA
SERVED BY KTRE-TV

KTRE-TV—Lufkin—1955

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

KMID-TV—Midland—1953

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

KVKM-TV—Monahans—1958

Channel: 9 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1118
Tel.: WI 3-3231.....ABC
Sta. Rep.....Melville; Everett-McKinney
Pres., Gen. Mgr.....J. Ross Rucker
Station Mgr.....Hillman Taylor
Chief Engineer.....Rubin L. Masters

KTES—Nacogdoches—1958

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

KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Odessa Television Co.
Bus. Address...1211 N. Whitaker; Box 4186
Tel.: FE 7-8301.....CBS
Representative.....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
National Sales Manager.....George Collie
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur—1957

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address.....Box 1059
Tel.: YUkon 5-5557.....NBC
Representative.....Raymer
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Program, Film Mgr.....Doug Thompson
Ch. Eng.....Glenn Boatright

KCTV—San Angelo—1953

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.
 Owned-Oper. By..Westex Television Co., Inc.
 Business Address.....Box 1941
 Tel.: 7183CBS
 Rep....Melville, Venard, Rintoul & McConnell
 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.
 General Mgr.....Nathan Safir
 Commercial Mgr.....Ben Tamborello
 Station Mgr.....Emilio Nicolas
 Program Dir.....Sam Murray, Jr.
 Promotion Dir.....Raoul A. Cortez, Jr.
 Publicity Dir.....William Lamar
 Film Mgr.....Robert Carns
 Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio—1950

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Express Publ. Co.
 Business Address.....Ave. E & 4th St.
 Tel.: CA 5-7411.....CBS-NTA
 Representative.....Peters, Griffin, Woodward
 Newspaper Affil.....Express & News
 President.....Frank G. Huntress, Jr.
 General Manager.....Albert D. Johnson
 Station Mgr.....Wayne Kearl
 Prog. Dir., Film Mgr.....Ken James
 Prom., Pub. Dir.....Kenneth McClure
 Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

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

WOAI-TV—San Antonio—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By....Southland Industries, Inc.
 Address.....1031 Navarro St.
 Tel.: CA 7-4221.....NBC
 Representative.....Petry
 Board Chairman.....Hugh Half, Jr.
 Pres., Gen. Mgr.....James M. Gaines
 Manager.....Edward V. Cheviot

America's
 Newest
 TV

Market

Nearly 1/5
 of all Texans

now in

Texas Tall

*
 Tower Empire

*this 1,531 foot Tall Tower
 extends coverage to
 1,700,000 — including
 thousands of new families
 in the rich South Texas
 area you can reach at
 no increase in cost.

Contact
 Peters, Griffin,
 Woodward,
 Inc.
 For Details



SAN ANTONIO, TEXAS

TEXAS-UTAH

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

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Bell Publishing Co.
 Business Address.....17 S. 3rd St.
 Tel.: PR 3-6868.....NBC
 Newspaper Affiliation.....Telegram
 Representative.....Blair TV Assoc.
 President.....Frank W. Mayborn
 General Manager.....Burton Bishop
 Commercial Manager.....James E. Gordon
 Film Manager.....Bell Nelson
 Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Business Address.....Box 1290
 Tel.: 33-1133.....ABC-CBS
 Newspaper Affil.....Gazette & Daily News
 Rep.....V. R. McC; Ayers, Melville
 President.....Walter E. Hussman
 General Manager.....Richard M. Peters
 Sales Manager.....Jack Rollings
 Program Dir.....Les Eugene
 Promotion Director.....Cynthia LaFan
 Film Manager.....Lorretta Stroup

KLTV—Tyler—1954

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

KWTX-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.
 Owned-Operated By..KWTX Broadcasting Co.
 Address.....P.O. Box 7128 Triangle Station

Tel.: PL 6-4451.....ABC-CBS
 Representative.....Raymer
 President.....W. W. Naman
 Gen., Sta. Mgr.....M. N. Bostlick
 Commercial Manager.....Pete McNea
 Program Director.....Curtis Matties
 Promotion Dir.....Oma Owens
 Film Mgr.....George Wallace
 Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

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

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned.....Wichtex Radio & TV Corp.
 Address.....Box 2040
 Tel.: 692-4530.....ABC-NBC
 Representative.....Raymer
 President.....Darrold A. Cannon
 Vice President.....Howard H. Fry
 Commercial Mgr.....Bob H. Walker
 Chief Engineer.....John Adams

KSYD-TV—Wichita Falls—1953

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

Pop.: 861,000
 Families: 239,000
 Radio Homes: 232,000

Utah

Stations in State: 26
 TV Homes: 206,000
 TV Stations: 5

KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 3 Kw....VP: 6 Kw.
 Owned By.....Beehive Telecasting Corp.
 Business Address.....1980 Columbia Lane
 Tel.: FRanklin 3-2951.....Independent
 Sta. Rep.....Raymer Co.
 Pres., Gen. Mgr.....S. B. Nissley
 Program Director.....G. B. Rowan
 Prom. Mgr.....Vern Brimley, Jr.
 Film Mgr.....Gordon Forsyth

KSL-TV—Salt Lake City—1949

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.....CBS
 Representative.....CBS TV Spot Sales
 Exec. Vice President.....J. W. Wright
 Gen., Sta. Mgr.....D. Lennox Murdoch
 Gen. Sales Mgr.....Lloyd E. Cooney
 Program Director.....Wayne Richards
 Prom. & Pub. Dir.....Robert G. Murdock

UTAH-VERMONT-VIRGINIA

Film Editor.....Richard V. Thriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.
Owned By.....Intermountain Bcstg. TV Corp.
Business Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....NBC
Representative.....Katz
Newspaper Affiliation.....Time, Inc.
Pres. & Gen. Mgr.....G. Bennett Larson
Commercial Mgr.....Harold Woolley
Prom. & Pub. Director.....Edward T. Himstreet
Film. Program Dir.....Dan Raininger
Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.

Owned-Operated By.....KUTV, Inc.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2550.....ABC
Newspaper Affiliation.....Tribune; Ogden
Standard Examiner
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.....B. R. Carpenter

Pop.: 390,000
Families: 113,000
Radio Homes: 109,000

Vermont

Stations in State: 14
TV Homes: 96,000
TV Stations: 1

WCAX-TV—Burlington—1954

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

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

Pop.: 3,897,000
Families: 1,009,000
Radio Homes: 959,000

Virginia

Stations in State: 93
TV Homes: 787,000
TV Stations: 15

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.
Owned-Oper. By.....Appalachian Bcstg. Corp.
Business Address.....P.O. Box No. 1009
Tel.: North 9-4161.....ABC-NBC
Representative.....Weed
Pres., Gen. Mgr.....Robert H. Smith
V.P., Sales Mgr.....Fey Rogers
Program, Prom. Dir.....Art Countiss
Production Mgr.....James G. Evans
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk 1953

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Bus. Address..1930 Pembroke Ave., Hampton
Tel.: 6332.....NBC
Representative.....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
V.P., Sales Director.....Harrol A. Brauer, Jr.
Program Director.....Harold Harry Doggette
Prom. Dir.....Beverly W. Avery
Operations Mgr.....L. W. Kiewer
Film Manager.....Jerry Sandford
Chief Engineer.....William C. King, Jr.



**News
Is Preferred**

... by Listeners — because it is
dependable as well as interesting.

Ap

Preferred

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

WSVA-TV-AM

*Selling the
rich
SHENANDOAH
VALLEY...*

WSVA-TV is the *only* station that reaches - and sells the *entire* Shenandoah Valley.

TOTAL AREA:

24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS**)

**Community Antenna System **Added late Fall, 1958*

WSVA-TV'S reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV *brings RESULTS* for its advertisers.

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958 . . . 14,567 cards! (Every card was secured through the purchase of a *carton* of Dr. Pepper.)

WSVA-RADIO

A partial list of
National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

WSVA-TV

CHANNEL 3

RADIO 550 kc 5000 Watts NBC
FM . . . 100.7 mc

A TRANSCONTINENT STATION

Telephone: 4-4431 • Harrisonburg, Va.

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.
 Owned-Oper. By... Shenandoah Valley Bcstg.
 Tel.: 4-4431 ABC-CBS-NBC
 Representative..... Peters, Griffin, Woodward
 Pres., Gen. Mgr..... Hamilton Shea
 Commercial Mgr..... Richard H. Johnson
 Prog. Director..... Robert E. Lee
 Promotion Director..... Andy McCaskey
 Pub., Merch. Mgr..... H. L. Royster
 Film Manager..... Pat Aldhizer
 Chief Engineer..... Tom Jones
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

WLVA-TV—Lynchburg—1953

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

WTAR-TV—Norfolk—1950

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

WAVY-TV—Norfolk—1957

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.
 Owned..... Tidewater Teleradio, Inc.
 Address..... 709 Boush St.
 Tel.: MA 7-2345..... ABC-NBC-NTA
 Representative H-R
 Pres., Sta. Mgr..... J. Glen Taylor
 Exec. Vice President..... Carl J. Burkland
 Commercial Mgr..... Eugene Gaudette
 Prom., Pub. Dir..... Macey Schaffer
 Prog. Film Mgr..... Richard Fraser
 Chief Engineer..... William Manrov

WTOV-TV—Norfolk—1953

Channel: 27 UHF.. AP: 11.7 Kw.. VP: 19.6 Kw.
 Owned-Operated By..... Tim Britte, Inc.
 Address..... 1318 Spratley (Portsmouth, Va.)
 Representative McGillvra
 President..... Temus R. 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

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.

Owned-Oper. By... Petersburg Television Corp.
 Address 124 W. Tabb Street
 Tel.: RE 3-7876..... NBC
 Rep..... Select; McGavren-Quinn; Brown
 President..... Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr..... Irvin G. Abeloff
 Oper. Mgr..... Robert C. Currie, Jr.
 Comm. Mgr..... Lawrence Slon
 Program Director..... Robert Grossman
 Prom., Pub. Dir..... Thos. F. McCollum, Jr.
 Film Manager..... Vernon Winn
 Chief Engineer..... George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF.. AP: 156 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Richmond TV Corp.
 Business Address..... 5221 Midlothian Pike
 Tel.: BE 3-5461..... CBS
 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.

WTVR—Richmond—1947

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

WDBJ-TV—Roanoke—1955

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

WSLS-TV—Roanoke—1952

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By... Shenandoah Life Stations
 Address..... Radio-TV Center
 Tel.: DI 4-9226..... ABC-NBC
 Station Representative Blair
 President..... Blake T. Newton, Jr.
 Exec. Vice Pres..... James H. Moore
 Sta., Film Mgr..... Horace Fitzpatrick
 Commercial Manager..... A. S. Trevilian, Jr.
 Promotion Director..... C. R. Garrison
 Program Manager..... George W. Chermault Jr.
 Chief Engineer..... J. P. Brigs

Pop.: 2,872,000
Families: 886,000
Radio Homes: 866,000

Washington

Stations in State: 80
TV Homes: 716,000
TV Stations: 14

KVOS-TV—Bellingham—1953

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

KTRX—Kennewick-Pasco 1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.
Owned.....Columbia River TV Co.
Tel.: JU 2-3101.....Independent
Representative.....Forjoe-TV
Pres., Gen. Mgr.....Stuart Nathanson
Sls. Mgr.....Clyde Olsen
Prod. Mgr.....Eugene Normoyle
Ch. Eng.....Bernard Bailie

KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUtual 2-3555.....ABC-NBC
Representative.....Blair-TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P., Business Div.....Henry B. Owen
V.P., Station Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Program Director.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Dir. of Engineering.....James L. Middlebrooks
Chief Engineer.....Robert A. Ferguson

KIRO-TV—Seattle—1958

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

KOMO-TV—Seattle—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....NBC
Representative.....NBC Spot Sales
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren

Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Bob Ryan
Nat. Sls. Mgr.....Reg Miller
Aud. Prom. Mgr.....Margaret Frey
Sales Manager.....Bill Hubbach
Pub. Rel. Mgr.....Arthur Gerbel
Merchandising Manager.....F. W. Hagerty
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF...AP: 57 Kw...VP: 98.5 Kw.
Owned.....KTVW, Inc.
Business Address.....230 8th Ave. N.
Tel.: MA 4-3113.....Independent
Representative.....Hollingbery
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Promotion Dir.....Boyd Curtis
Film Manager.....Howard Perkin
Chief Engineer.....Virgil Manning

KHQ-TV—Spokane—1952

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

KREM-TV—Spokane—1954

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

KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 27 Kw...VP: 48 Kw.
Owned-Oper. By.....Northern Pacific TV Corp.
Address.....315 W. Sprague Ave.
Tel.: MAdison 4-4291.....CBS
Representative.....Avery-Knodel
President.....Norman Alexander
General Manager.....James Agostino
Station Manager.....Gene Roth
Promotion Director.....Al Stenholm
Publicity Director.....Bob Weitz
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

WASHINGTON-WEST VIRGINIA

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Business Address.....S. 11th & Grant Sts.
Tel: FU 3-2561.....NTA
Newspaper Affil.....Tacoma News Tribune
Representative.....Weed
Sta. Mgr., Prog. Dir.....Robert I. Guy
Commercial Manager....Edward Podolinsky
Pub. Dir.....Doris Curda
Chief Engineer.....Max Bice

KIMA-TV—Yakima—1953

Channel: 29 UHF.. AP: 115 Kw.. VP: 191 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address.....Box 702
Tel: GL 2-9111.....ABC-CBS-NBC
Station Representative.....Weed; Moore
President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Asst. General Mgr.....Jack Reber
Commercial Mgr.....H. R. Cary
Program Director.....James W. Nolan, Jr.
Promotion Director.....Ed Morrissey
Film Manager.....June Maginn
Chief Engineer.....M. E. Burrill

Pop.: 2,095,000
Families: 563,000
Radio Homes: 537,000

West Virginia

Stations in State: 48
TV Homes: 416,000
TV Stations: 11

WHIS-TV—Bluefield—1955

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

Tel: Fairmont 8000.....NBC
Station Rep.....Gill Perna
President.....J. Patrick Beacom
General Mgr.....Noma Fabre, Jr.
Commercial Mgr.....George Fowler
Sta. Program Dir.....Robert Frazier
Prom., Public. Dir.....Arthur Pearce
Film Mgr.....Robert Mitchell

WHTN-TV—Huntington—1955

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

WCHS-TV—Charleston—1954

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

WSAZ-TV—Huntington—1949

Channel: 3 VHF.. AP: 60 Kw.. VP: 100 Kw.
Owned-Operated By...WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
Tel: JA 9-4127.....NBC
Station Representative.....Katz
Pres., Gen. Mgr.....L. H. Rogers II
Comm. Mgr.....C. Tom Garten
Operations Mgr.....L. E. Kilpatrick
Program Director.....Avery Chenoweth
Promotion Director....George A. Greenwood
Publicity Director.....William F. Kelley
Film Manager.....David S. Bond
Chief Engineer.....John P. Clay

WBOY-TV—Clarksburg—1957

Channel: 12 VHF.. AP: 66.1 Kw.. VP: 275 Kw.
Owned.....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel: MA 4-7571.....ABC-CBS-NBC
Representative.....Avery-Knodel
President.....Jack N. Berkman
Gen., Sta. Mgr.....George H. Clinton
Commercial Manager....Russ Howard
Program Director.....Pete Lyman
Prom., Pub. Dir.....Carl Loose
Film Manager.....Larry Frye
Chief Engineer.....V. G. Brooks

WOAY-TV—Oak Hill—1954

Channel: 4 VHF.. AP: 68 Kw.. VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel: HO 9-3361.....ABC
Representative.....Pearson
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta. Mgr., Pub. Dir.....Robert Brown

WJPB-TV—Fairmont—1954

Channel: 35 UHF.. AP: 10 Kw.. VP: 19 Kw.
Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)
Address.....400 Quincy St.

WEST VIRGINIA-WISCONSIN

Comm. Mgr., Prom. Dir.....George Yazell
Program Director.....Doug Wilson
Film Manager.....Frank Harcher
Chief Engineer.....Curtis Horton

WTAP-TV—Parkersburg—1953

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

Pop.: 4,015,000
Families: 1,156,000
Radio Homes: 1,147,000

Wisconsin

Stations in State: 75
TV Homes: 1,004,000
TV Stations: 16

WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Tel.: TE 2-3474.....ABC-CBS-NBC
RepresentativeHollingbery
President.....W. C. Bridges
Gen. Sta. Manager.....Leo Howard
Comm. Program Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....CBS
RepresentativeWeed
General Manager.....Haydn R. Evans
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stangel

WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....NBC
RepresentativeHeadley-Reed
PresidentHeadley-Reed
General Manager.....Clayton Ewing
Commercial Manager.....Soren H. Munkhof
Program Director.....Jack Gennaro
Promotion Director.....Eldon Anspach
Publicity Director.....W. C. Porsow
Film Manager.....Joella Cohen
Chief Engineer.....Bill Campbell
Harry Hill

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By...WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....ABC-CBS-NBC
Newspaper Affiliation.....Tribune

WTRF-TV—Wheeling—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....WTRF-TV, Inc.
Business Address.....Ogden Bldg.
Tel.: CE 2-7777.....NBC
Newspaper Affil.....News Register
RepresentativeHollingbery
President.....Albert Dix
Comm. Mgr.....H. Needham Smith
Prog. Director.....Garry Vorhees
Promotion Director.....Kirk Jackson
Publicity Director.....Naomi Lyons
Production Manager.....James Knight
Film Manager.....William Ney
Continuity Dir.....Donald Murdock
Chief Engineer.....Howard Daubenmeyer

RepresentativeH-R
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....CBS
News. Affiliation..Superior Evening Telegram
Representative ...Peters, Griffin, Woodward
PresidentRalph M. Immell
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Tel.: AL 7-2261.....ABC
RepresentativeHeadley-Reed
PresidentStewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogam
Prom., Pub. Dir.....James Roy Miller
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline
Tel.: CE 3-5381.....NBC
RepresentativeWeed
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Film Mgr., Asst. Mgr.....Donald Harrer
Nat. Sales Mgr.....Walter Rothschild
Promotion Dir.....Wanda Monty

WMBV-TV—Marinette—1954

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper By..M & M Broadcasting Co., Inc.
 Address.....Radio-TV Park
 Tel.: RE 5-6631.....NBC
 Representative.....Hollingbery
 President.....Morgan Murphy
 General Mgr.....N. D. Mackin
 Commercial Mgr.....John Borgen
 Program Dir.....Pat Kehoe
 Prom., Public. Dir.....Yvonne Fronsee
 Film Mgr.....William Clark
 Chief Engineer.....Al S. Alexander

WISN-TV—Milwaukee—1954

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

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Journal Co.
 Business-Trans. Address.....333 W. State St.
 Tel.: BR 1-6000.....NBC
 Newspaper Affiliation.....Journal
 Representative.....Harrington, Righter &
 Parsons, Inc.
 General Manager.....George Comte
 Station Manager.....Robert J. Heiss
 Sales Manager.....Neale W. Bakke

Adm. Asst.....L. W. Herzog
 Program Manager.....Sprague Vonier
 Promotion Mgr.....Bruce Wallace
 Film Manager.....James Fitzgerald
 Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Business Address.....Box 641
 Tel.: FL 2-6600.....NTA
 Station Representative.....Blair
 General Manager.....Terry Lee
 Station Manager.....Dean McCarthy
 Commercial Manager.....Lee Dolnick
 Promotion Dir.....Lawrence Turet
 Chief Engineer.....Daniel Gellerup

WXIX—Milwaukee—1955

Channel: 18 UHF..AP: 141 Kw..VP: 257 Kw.
 Owned-Oper. By.....CBS, Inc.
 Business Address.....5445 N. 27th St.
 Tel.: UP 3-1919.....CBS
 Representative.....CBS TV Spot Sales
 General Mgr.....Frank J. Shakespeare, Jr.
 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

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.
 Owned-Oper. By.....Wisconsin Valley TV Corp.
 Address.....714-5th Street
 Tel.: 2-1021.....ABC-CBS-NBC
 Newspaper Affil.....Record-Herald
 Representative.....Meeker TV
 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.: 341,000
 Families: 100,000
 Radio Homes: 96,000

Wyoming

Stations in State: 22
 TV Homes: 54,000
 TV Stations: 5

KSPR-TV—Casper—1957

Channel: 6 VHF..AP: 6.76 Kw..VP: 13.43 Kw.
 Owned.....D. L. Hathaway
 Business Address.....3900 E. 2nd St.
 Tel.: 3-5777.....CBS
 Station Representative.....Walker-Rawalt
 Pres., Gen. Mgr.....D. L. Hathaway
 Sta. Mgr.....M. R. Nichols
 Local Comm. Mgr.....Richard Frech
 Film Manager.....M. R. Nichols

Station Representative.....Meeker
 President.....Burt Harris
 Gen., Sta. Mgr.....Lawrence Berger
 Program Director.....Rosemary Kress
 Promotion Director.....Pat Hansen
 Film Manager.....Chuck Palmer
 Chief Engineer.....Robert Lebsock

KFBC-TV—Cheyenne—1954

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

KTWO-TV—Casper—1957

Channel: 2 VHF..AP: 17.1 Kw..VP: 28.5 Kw.
 Owned-Operated By.....Rocky Mt. TeleStations
 Business Address.....143 N. Durbin
 Tel.: 3-3771.....ABC-NBC

WYO.-GUAM-P.R. ~~~~~

Commercial Mgr. C. P. Cahill
Promotion Manager..... Joyce Pratt
Program Director..... Dottie Collyer
Film Mgr..... Don Wich

KWRB-TV—Riverton—1957

Channel: 10.....AP 32 Kw.....VP: 64 Kw.

Owned..... M. & J. Ernst
Address..... 500 B'way, Thermopolis, Wyo.
Tel.: TH 800..... CBS
Representative..... Gill-Perna
Gen. Mgr., Ch. Eng..... Joseph P. Ernst
Sls. Mgr..... Hugh Graham
Prog. Mgr..... M. V. Ernst

TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF...AP: .075 Kw...VP: .15 Kw.
Owned-Oper. By..... Radio Guam, Inc.
Business Address..... Box 68
Tel.: 7963..... ABC-CBS-NBC
Representative..... Intercontinental Services

Pres., Gen. Mgr..... Harry M. Engel
Station Manager..... John P. Barton
Commercial Manager..... Marry Chappelle
Administrative Assistant..... Bob Green
Promotion Director..... Len Stein
Publicity Director..... Jo Schmidt
Film Manager..... Wes Whitfield
Chief Engineer..... James Long

PUERTO RICO

WORA-TV—Mayaguez—1955

Channel: 5 VHF...AP: .891 Kw...VP: 1.48 Kw.
Owned-Oper By..... Supreme Bcstg. Co., Inc.
Business Address... Darlington Bldg.; Box 43
Tel.: 1151..... ABC-CBS-NBC
Representative..... Inter Am. Pub., Inc.
President..... Alfredo R. de Arellano
Station Mgr..... R. M. Dupont
Program Director..... Mario Rivera Negron
Publicity Director..... Nelson Nin
Chief Engineer..... John Prather

Tel: 3-3800..... CBS
Rep..... Inter-American Publications Inc.
President..... Angel Ramos
General Mgr..... E. Vega
Comm. Manager..... Jorge Rivero
Station Mgr..... C. Garcia de Quevedo
Prog. Dir..... José Luis Torregrosa
Promotion Mgr..... Pete Matúna
Film Mgr..... Jose Mercado

WRIK-TV—Ponce—1958

Channel: 7.....AP: .71 Kw.....VP: 1.4 Kw.
Owned-Operated By... Ponce Television Corp.
Address..... Darlington Bldg.
Tel.: 2-0280..... ABC-CBS
Sta. Rep..... Inter-American Publ.
Pres., Ch. Eng..... George A. Mayoral
Gen., Sls. Mgr..... William Cortada
Prog. Dir., Film Mgr..... Augusto Montijo
Prom., Pub. Dir..... Armando L. Clavell

WAPA-TV—San Juan—1954

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

WSUR-TV—Ponce—1958

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

WKAQ-TV—San Juan—1954

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

TELEVISION STATIONS OF CANADA

Alberta

CHCT-TV—Calgary—1954

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

CFRN-TV—Edmonton—1954

Channel: 3 VHF... AP: 90 Kw... VP: 180 Kw.
Owned-Oper. By.... Sunwapta Bcstg. Co., Ltd.
Business Address..... 109 C.P.R. Bldg.
Tel.: 892572..... CBC
Sta. Reps... TV Reps.; Young Canadian; Oakes
Pres., Gen. Mgr..... G. R. A. Rice

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Phone 5525 East City Limits
P.O. Box 668 RED DEER, ALBERTA

Station Mgr..... S. S. Lancaster
Commercial Mgr..... Bruce D. Alloway
Program Director..... George Kidd
Prom., Pub. Dir..... John Riopel
Film Manager..... Keith Neale
Executive Eng..... F. O. A. Makepeace

CJLH-TV—Lethbridge—1955

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

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
Owned..... Monarch Bcstg. Co. Ltd.
Address..... Medicine Hat
Tel.: JA 7-2457..... CBC
Representative..... Weed; Stovin-Byles
President..... J. H. Yuill
Gen., Sta. Mgr..... R. J. Buss
Commercial Mgr..... Jack Oldham
Program Director..... Mervin Stone
Prom., Pub. Dir..... June Duncan
Film Manager..... Cliff Dacre
Chief Engineer..... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF AP: 2.875 Kw... VP: 5.75 Kw.
Owned..... CHCA TV Limited
Business Address..... Box 668
Tel.: 5525..... CBC
Representatives..... John N. Hunt; Forjoe
Pres., Mgr. Dir..... G. A. Bartley
Commercial Mgr..... Cam Harju
Program, Film Mgr..... Dave Nelma
Prom., Public. Dir..... Mrs. A. Sole
Chief Engineer..... T. Wadson

British Columbia

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: .08 Kw... VP: .17 Kw.
Owned-Oper. By..... Radio Sta. CJDC Ltd.
Bus. Address..... Second Ave. & 9th St.
Tel.: Sterling 2-3341..... Independent
Station Representative..... Cooke
Pres., Gen. Mgr..... H. L. Michaud
Station Manager..... Mike Lavern
Sales Manager..... R. W. Michaud
Chief Engineer..... Mel Lang

CANADIAN TV STATIONS

CFCR-TV—Kamloops—1957

Channel: 4 VHF...AP: 350 Wts...VP: 700 Wts.
Owned.....Twin Cities TV Ltd.
Business Address.....Radio-TV Bldg.
Tel.: 1021.....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....Ian G. Clark
Comm. Mgr., Prom. Dir.....Walter Harwood
Prog. Dir.....Jean Ross
Film Manager.....Harold Hamilton
Chief Engineer.....Fred Webber

CHBC-TV—Kelowna—1957

Channel: 2 VHF...AP: 1.6 Kw...VP: 3.7 Kw.
Owned.....Okanagan Valley TV Co.
Business Address.....342 Leon Ave.
Tel.: 4535.....CBC
Representative.....All-Canada TV, Weed
President.....Jim Browne
Gen., Sta. Mgr.....Roy G. Chapman
Comm. Mgr.....Dick Sharp
Prog. Dir., Film Mgr.....Russ Richardson
Prom., Pub. Dir.....Norm Williams
Chief Engineer.....Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF...AP: 48 Kw...VP: 90 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1200 W. Georgia St.
Tel.: Mutual 4-0246.....CBC
Television Director.....Hugh Palmer
Commercial Mgr.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Stanley Fox
Design Director.....Cliff Robinson

CHEK-TV—Victoria—1956

Channel: 6 VHF...AP: 900 Kw...VP: 1800 Kw.
Owned-Operated By.....CHEK-TV, Ltd.
Business Address.....1450 Douglas St.
Tel.: Granite 7-1821.....CBC
Station Representative

Forjoe; TV Reps.; Bcst. Reps.; Hunt
President.....David M. Armstrong
Gen., Comm. Mgr.....Russell L. Furse
Promotion Director.....Edward A. Bissland
Chief Engineer.....Norman Bergquist

Manitoba

CKX-TV—Brandon—1955

Channel: 5 VHF...AP: 9.65 Kw...VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address.....2940 Victoria Ave.
Tel.: Parkway 6-5393.....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....John B. Craig
Exec. Ass't, Sta. Mgr.....Eric Davies
Comm. Manager.....Archie Olson

Program Director.....Douglas A. Lee
Promotion Director.....Marvin Freeman
Chief Engineer.....A. M. Gomez

CBWT—Winnipeg—1954

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

New Brunswick

CKCW-TV—Moncton—1954

Channel: 2 VHF...AP: 16 Kw...VP: 25 Kw.
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business Address...Knights of Pythias Bldg.
Sta. Rep.....Stovin-Byles; Young Canadian
Tel.: EV 4-9601.....CBC
Pres., Gen. Mgr.....F. A. Lynds
Station Manager.....Murray Goldsborough
Commercial Manager.....W. Ritchie
Prog. Dir.....J. S. Irvine
Promotion Director.....Mrs. P. J. Beer
Film Manager.....Gwen MacDonald
Chief Engineer.....Keith MacConnell

CHSJ-TV—Saint John—1954

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

Newfoundland

CJON-TV—St. John's—1955

Channel: 6 VHF...AP: 11 Kw...VP: 21 Kw.
Owned-Oper...Newfoundland Bcstg. Co., Ltd.
Business Address.....Prince of Wales Street
Tel.: 7195.....ABC-CBS-NBC-CBC
Newspaper Affiliation...Nfld. Sunday Herald
Station Rep.....Stovin-Byles; Weed
President.....Geoff Stirling
V.P., Gen. Mgr.....Don Jamieson
Sta. Mgr., Prog. Dir.....Colin Jamieson
Commercial Mgr.....Jack Baird
Promotion Director.....Mrs. Judith Curtis
Publicity Director.....Charlie Lang
Film Manager.....Miss Emelie Davis
Chief Engineer.....Oscar Herlihey

CANADIAN TV STATIONS

Nova Scotia

CBHT—Halifax—1954

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned By... Canadian Bcstg. Corp.
 Address... 70 Bell Rd.
 Tel.: 2-8311... CBC
 Reg. Director... Capt. W. E. S. Briggs
 Director... G. F. Brickenden
 Comm. Representative... Donald G. LeBlanc
 Technical Director... J. Simonsen
 Program Director... Carl MacCaul
 Press & Info. Director... Bert Wilson
 Film Director... George Hames

CJCB-TV—Sydney—1954

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.
 Owned By... Cape Breton Bcstrs.
 Business Address... Mira Rd.
 Tel.: 3431... CBC
 Station Representative... All Canada; Weed
 Pres., Gen. Mgr... J. Marven Nathanson
 Promotion Director... J. C. McVicar
 Publicity Director... C. M. Quinton
 Program Mgr... Mrs. M. C. MacQuarrie
 Comm. Mgr... Effie Williams
 Film Mgr... R. H. Demers
 Chief Engineer... M. E. Bowles

Ontario

CKVR-TV—Barrie—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Ralph Snelgrove TV Ltd.
 Address... P. O. Box 69
 Tel.: Parkway 6-6467... CBC
 Station Rep... Mulvihill; Hunt; Young
 Pres., Gen. Manager... Ralph T. Snelgrove
 Operations Manager... Jack Matternly
 Comm. Mgr... Charles Tierney
 Production Director... Joe Clark
 Promotion Director... Ev. Smith

CHCH-TV—Hamilton—1954

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

CKWS-TV—Kingston—1954

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.
 Owned By... Frontenac Bcstg. Co. Ltd.
 Address... 170 Queen St.
 Tel.: LI 2-4977... CBC

Sales Rep... Weed, All-Canada TV
 President... W. R. Davies
 Gen. Mgr... H. C. Freeman
 Station Mgr... R. W. Hofstetter
 Commercial Mgr... J. Gibson
 Program Dir... Don Nairn
 Promotion Dir... Joy Villeneuve
 Film Mgr... Lois Scrutton
 Chief Engineer... Bert Cobb

CKCO-TV—Kitchener—1953

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.
 Owned By... Central Ontario TV. Ltd.
 Address... 864 King St. W.
 Tel.: 3-4335... CBC
 Station Representative... Hardy; Hunt; Weed
 President... Carl Pollock
 General Manager... Eugene E. Fitzgibbons
 Station Manager... W. D. McGregor
 Promotion Director... William Whiting
 Program Manager... Don Martz
 Chief Engineer... Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.
 Owned By... London Free Press Printing Co.
 Address... Commissioners Rd., Box 488
 Tel.: GE 4-2115... CBC
 Newspaper Affil... London Free Press
 President... Walter J. Blackburn
 Gen. Manager... Murray T. Brown
 Sta. Mgr., Prog. Dir... R. A. Reinhart
 Commercial Manager... W. C. Wingrove
 Prom., Pub. Dir... W. Thomas Daley
 Film Supervisor... Beatrice Nott
 Dir. of Engineering... G. Robitaille

CKGN-TV—North Bay—1955

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

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.
 Owned-Oper. By... Canadian Bcstg. Corp.
 Address... Lanark Ave.
 Tel.: PA 8-1771... CBC
 Station Manager... C. P. Wright
 Operations Mgr... Georges Huard
 Comm. Manager... Maurice Valinquette
 Chief Engineer... Maxted Gilbert

CBOT—Ottawa—1953

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.
 Owned By... Canadian Bcstg. Corp.

CANADIAN TV STATIONS

Address.....Lanark Ave.
Tel.: PA 8-1771.....CBC
Operations Mgr.....Georges Huard
Commercial Mgr.....Larry O'Neil
Program Dir.....Dennis Townsend
Technical Director.....J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF...AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By...Kawartha Bcstg. Co., Ltd.
Business Address.....R.R. No. 10
Tel.: RI 2-0451.....CBC
Reps.....All-Canada TV; Weed
President.....Sen. Rupert Davies
Comm. Prom. Dir.....Bob Kinsman
Station Mgr.....Keith Parker
Comm., Prom. Dir.....Bob Kinsman
Program Director.....Gordon Shale
Film Manager.....Don Harte-Maxwell
Publicity Dir.....Don Alexander
Chief Engineer.....Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.
Owned By.....Thunder Bay Electronics Ltd.
Business Address.....87 N. Hill St., Box 1137
Tel.: 4-2404.....CBC
Station Representative.....Weed; All-Canada
President.....H. F. Dougall
Gen., Sta. Mgr.....Ralph H. Parker

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.
Owned-Oper. By.....Hyland Radio-TV, Ltd.
Business Address.....119 East Street
Tel.: AL 3-3515.....ABC-CBC-CBS-NBC
Representatives.....All-Canada TV; Weed
President.....Mrs. J. G. Hyland
Gen., Sta. Mgr.....R. H. Ramsay
Commercial Mgr., Prog. Dir.....E. W. Plouffe
Promotion Director.....Paul Fockler
Film Manager.....Beverly Gay
Chief Engineer.....Dave Irwin

CKSO-TV—Sudbury—1952

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned By.....CKSO Radio, Ltd.
Business Address.....336 Ash St.
Tel.: OS 4-0711.....CBC
Representatives.....Weed; All Canada TV
President.....George M. Miller
Gen., Sta. Mgr.....W. J. Woodill
Comm. Mgr., Prom. Dir.....Ralph Connor
Program Director.....Richard Madsen
Film Manager.....Jim Boyd
Chief Engineer.....Wally Robert

CFCL-TV—Timmings—1956

Channel: 6 VHF...AP: 9.2 Kw...VP: 18.5 Kw.
Owned By.....J. Conrad Lavigne Enterprises
Business Address...Box 620, Mont Sacre Coeur
Tel.: 577.....CBC
Station Representative.....Mulvihill
President.....J. Conrad Lavigne

Gen. Mgr., Pub. Dir.....Rene Barrette
Commercial Manager.....Harry Charbonneau
Program Director.....Jean DeVilliers
Promotion Director.....Miss Jackie Green
Film Manager.....Mrs. Hazel Claremont
Technical Dir.....Roch Demers

CBLT—Toronto—1952

Channel: 6 VHF...AP: 53.5 Kw...VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Tel.: WA 3-5461.....ABC-CBC-CBS-NBC
Director.....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Sales Mgr.....John Malloy
Program Director.....Peter MacDonald
Supervisor of Design.....Leonard Crainford
Press and Information Rep.....W. C. Walls
Film Mgr.....O. C. Wilson

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955

Channel: 8 VHF...AP: 100 Kw...VP: 160 Kw.
Owned-Oper. By.....CKNX Ltd.
Address.....Carling Terrace
Tel.: 158.....CBC
Station Rep.....All-Canada; Young Canadian
Pres., Gen. Mgr.....W. T. Cruickshank
Comm. Mgr., Pub. Dir.....C. R. Hamilton
Program Director.....John Krug
Promotion Director.....Helen Fleury
Film Manager.....D. G. Hildebrand
Chief Engineer.....Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown—1956

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

Quebec

CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
Owned-Oper. By...Radio Saguenay Limited
Business Address.....P.O. Box 490
Tel.: LI 2-4551.....CBC
Sta. Rep.....Hardy; Hunt; Young Canadian
President.....Henri Lepage
Gen. Mgr., Prom. Dir.....Tom Burham
Sta., Comm. Mgr.....Paul J. Audette
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CANADIAN TV STATIONS

CKBL-TV—Matane—1958

Channel: 9 VHF.. AP: 95 Kw.. VP: 160 Kw.
Owned By:..... Radiodiffusion de Matane Lte.
Business Address.....144 St. Jerome Ave.
Network Affiliation..... CBC
Sta. Rep..... Young Canadian Ltd.
Pres., Gen. Mgr..... Rene Lapointe
V.P., Comm. Mgr..... Octave Lapointe
Chief Engineer..... Yvan Fortier

CBFT—Montreal—1952

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned By..... Canadian Bestg. Corp.
Business Address..... P.O. Box 6000
Tel.: UN 6-2571..... NBC
General Manager..... J. Alphonse Ouimet
Director..... Andre Ouimet
Program Director..... Fernand Guerard
Comm. Manager..... Maurice Valiquette
Film Mgr..... J. Lepailleur
Press & Information..... J. J. Trudeau
Chief Engineer..... Etienne Dubreuil

CBMT—Montreal—1954

Channel: 6 VHF.. AP: 26.2 Kw.. VP: 43.8 Kw.
Owned By..... Canadian Bestg. Corp.
Address..... 1425 Dorchester St. W.
Tel.: UN 6-2571..... CBC
Television Director..... Andre Ouimet
Comm. Manager..... Maurice Valiquette
Prog. Director..... D. E. McGill
Press and Information..... J. J. Trudeau
Tech. Dir..... C. Frenette

CFCM-TV—Quebec City—1957

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

CKMI-TV—Quebec City—1957

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

CJBR-TV—Rimouski—1954

Channel: 3 VHF.. AP: 34.55 Kw.. VP: 60.6 Kw.
Owned By..... Central Public Serv. Corp.

Address..... 6 St. Jean St.
Tel.: RA 3-2217..... CBC
Sales Rep..... Stovin-Byles; Weed
President..... Jacques Brilliant
Gen. Sta. Manager..... Andre Lecomte
Commercial Mgr..... L. P. Cliche
Program, Film Mgr..... Francois Raymond
Promotion Dir..... Jean Chabot
Publicity Dir..... Harry A. Willsie

CKRN-TV—Rouyn-Noranda 1958

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

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF.. AP: 312 Kw.. VP: 312 Kw.
Owned-Oper. By..... La Tribune, Ltd.
Business Address..... 221 Dufferin St.
Tel.: LO 9-2525..... CBC
Reps..... Hardy (Canada); Canadian Stations
Reps (N. Y.)
Newspaper Affil..... La Tribune
President..... Paul Desruisseaux
General Manager..... Alpee Gauthier
Sta., Comm. Mgr..... Jean-Louis Gauthier
Program Director..... Pierre Bruneau
Promotion Director..... Georges L'Ecuyer
Film Manager..... Guy Bachand
Chief Engineer..... Leo Guilbeau

CKTM-TV—Three Rivers—1958

Channel: 13 VHF.. AP: 1.5 Kw.. VP: 3.7 Kw.
Owned By..... TV St. Maurice, Inc.
Address..... P.O. Box 277
Tel.: 4-3556..... CBC
Representative..... Weed
Pres., Gen. Mgr..... Henri Oudet
Prog. & Film Buyer..... Claude Blain
Chief Engineer..... Ernest Brunelle

Saskatchewan

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF.. AP: 100 Kw.. VP: 53 Kw.
Owned By..... Rodio Station CHAB, Ltd.
Address..... 127 Main St., N.
Tel.: OX 2-6464..... CBC
President..... Jack Moffat
Commercial Mgr..... Joe Lawlor
Saion Mgr..... Sid Boyling
Program Dir..... Jay Leddy
Prom. Public Dir..... Terry McBurney

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CKBI-TV—Prince Albert—1958

Channel: 5 VHF..AP: 61 Kw..VP: 100 Kw.
Owned.....Central Bcstg. Co.
Address.....10th St. West
Tel.: RO 3-7421.....CBC
Representatives.....All Canada; Weed
Pres., Gen. Mgr.....E. A. Rawlinson
Commercial Mgr.....G. O. Johnson
Prog. Dir., Film Mgr.....J. J. Cannon
Promotion Dir.....Gerald Prest
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2 VHF..AP: 53.5..VP: 100 Kw.
Owned By.....Transcanada
Address.....Leader Post Building
Tel.: LA 3-6671.....CBC
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President.....Clifford Sifton
Gen., Sta. Mgr.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Film Mgr.....Larry Glover
Program Dir.....H. Van Wiebe
Promotion Director.....William Rees
Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF..AP: 154 Kw..VP: 325 K.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.

Tel.: CH 2-6611.....ABC-CBS-NBC
Sales Rep.....Adam Young TV Corp.; Oakes;
President.....A. A. Murphy
General Mgr.....G. Blair Nelson
Operations Mgr.....Walter Romanow
Sales Manager.....Will Klein
Prom. Director.....Geff Jamieson
Film Mgr.....Miss L. Semko
Chief Engineer.....Lyn Hoskin

CJFB-TV—Swift Current—1957

Channel: 5 VHF..AP: 6.6 Kw..VP: 13.3 Kw.
Owned...Swift Current Telecasting Co. Ltd.
Address.....825 Lehigh Ave.
Tel.: PProspect 3-8364.....CBC
Representative.....Forjoe-TV
Pres., Gen. Mgr.....William D. Forst
Sls. Mgr.....Walter S. Buffam
Prog. Dir.....Julie Forst
Chief Engineer.....George Merchant

CKOS-TV—Yorkton—1958

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

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