

In **ATLANTA**

you know where you're going

with **WAGA-TV**

with **WAGA-TV** You're Capturing

- A million population in Atlanta alone
- A billion dollar market
- 58 counties surrounding Atlanta
- The Heart of the South

*For Bigger Sales Tap the Bigger Audiences
on the Big Movies on*

WAGA-TV

a **STORER** station

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National Sales Offices:

625 Madison Ave., N. Y. 22

230 N. Michigan Ave., Chicago 1

GEORGIA-HAWAII

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

WRBL-TV—Columbus—1953

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

WTVM—Columbus—1953

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

WMAZ-TV—Macon—1953

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

WSAV-TV—Savannah—1956

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

WTOC-TV—Savannah—1954

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

WCTV—Thomasville—1955

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

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

HAWAII

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

KGMB-TV—Honolulu—1952

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

KONA-TV—Honolulu—1952

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

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

KHVH-TV—Honolulu—1954

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

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



WGN -Television—
world's most
colorful station

HAWAII-IDAHO-ILLINOIS

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

KMVI—Wailuku—1955

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

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

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

IDAHO

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

KBOI-TV—Boise—1953

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

KTVB—Boise—1953

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

KID-TV—Idaho Falls—1953

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

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

ILLINOIS

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

WCIA—Champaign—1953

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

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

WGN-TV—Chicago—1948

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

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

ILLINOIS

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

WBBM-TV—Chicago—1953

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

WBKB—Chicago—1948

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

WNBQ—Chicago—1948

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

WDAN-TV—Danville—1953

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

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

WTVP—Decatur—1953

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

WSIL-TV—Harrisburg—1953

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

WEEK-TV—Peoria—1953

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

WMBD-TV—Peoria—1957

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

WTVH—Peoria—1953

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

WGEM-TV—Quincy—1953

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

WREX-TV—Rockford—1953

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

WTVO—Rockford—1953

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

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

WHBF-TV—Rock Island—1950

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

WICS—Springfield—1953

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

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

INDIANA

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

WTTV—Bloomington—1949

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

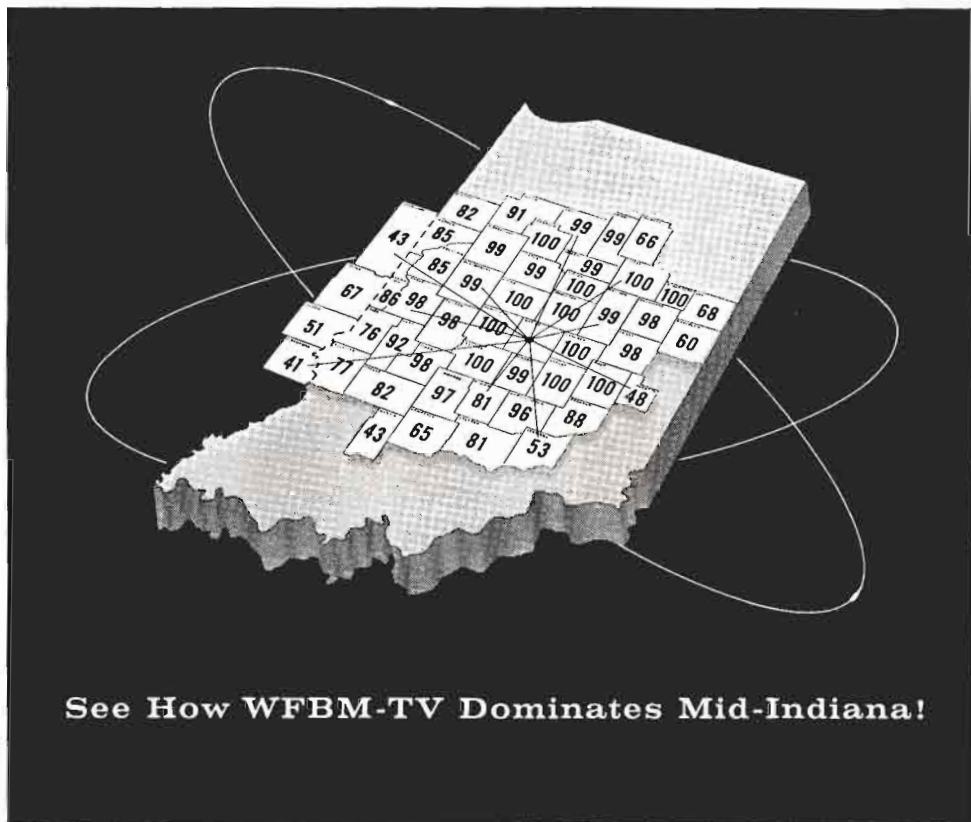
WEHT—Evansville—1953

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

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

WFIE-TV—Evansville—1953

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



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

where else . . .

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

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

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

The Nation's 13th Television Market

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

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

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

Represented Nationally by the KATZ Agency



WTWV—Evansville—1956

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

WANE-TV—Fort Wayne—1954

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

WKJG-TV—Fort Wayne—1953

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

WPTA—Fort Wayne—1957

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

WFBM-TV—Indianapolis—1949

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

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

WISH-TV—Indianapolis—1954

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

WLW-I—Indianapolis—1957

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

WFAM-TV—Lafayette—1953

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

WLBC-TV—Muncie—1953

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

WNDU-TV—South Bend—1955

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

INDIANA-IOWA 

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

WSBT-TV—South Bend—1952

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

**WSJV—South Bend-Elkhart
 1954**

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

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

WTHI-TV—Terre Haute—1954

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

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

WOI-TV—Ames—1950

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

KCRG-TV—Cedar Rapids—1953

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

WMT-TV—Cedar Rapids—1953

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

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

WOC-TV—Davenport—1949

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

KRNT-TV—Des Moines—1955

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

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

WHO-TV—Des Moines—1954

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

KQTV—Fort Dodge—1953

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

KGLO-TV—Mason City—1954

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

KTVO—Ottumwa—1955

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

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

KTIV—Sioux City—1954

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

KVTV—Sioux City—1953

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

KWWL-TV—Waterloo—1953

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

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

KANSAS

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

KTVC-TV—Ensign—1957

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

KBLR-TV—Goodland—1959

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

KANSAS-KENTUCKY

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

KCKT-TV—Great Bend—1954

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

KAYS-TV—Hays—1958

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

KTVH—Hutchinson—1953

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

KOAM-TV—Pittsburg—1953

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

WIBW-TV—Topeka—1953

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

KAKE-TV—Wichita—1954

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

KARD-TV—Wichita—1955

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

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

KENTUCKY

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

WKYT—Lexington—1957

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

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

WLEX-TV—Lexington—1955

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

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Paducah

KENTUCKY-LOUISIANA

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

WAVE-TV—Louisville—1948

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

WHAS-TV—Louisville—1950

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

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

WPSD-TV—Paducah—1957

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

Pop.: 3,340,000
 Families: 891,000
 Radio Homes: 846,000

LOUISIANA

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

KALB-TV—Alexandria—1954

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

WAFB-TV—Baton Rouge—1953

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

WBRZ—Baton Rouge—1955

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

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

KLFY-TV—Lafayette—1955

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

KPLC-TV—Lake Charles—1954

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

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: New Orleans



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

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

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

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

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

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

 **WWL-TV**
NEW ORLEANS

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

KTAG-TV—Lake Charles—1953

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

KNOE-TV—Monroe—1953

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

WWL-TV—New Orleans—1957

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

WVUE-TV—New Orleans—1959

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

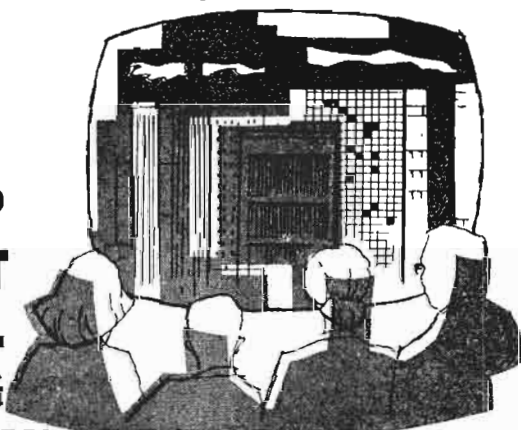
WJMR-TV—New Orleans—1953

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

the **NEW**
WVUE

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

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



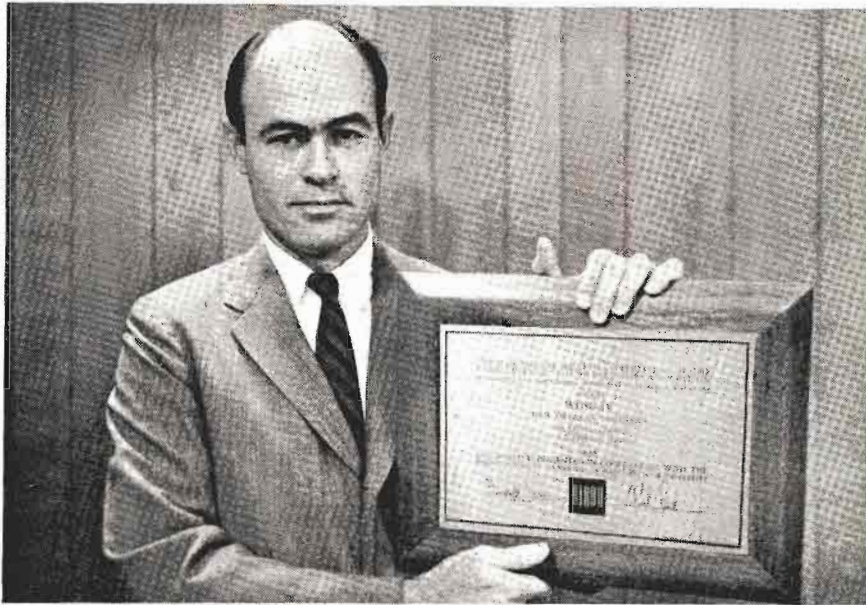
To Better Serve the **NEW ORLEANS** *Market*



Channel 13

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

WDSU-TV Wins National Award for Editorials



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

Editorials cited for integrity, good taste, courage

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

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

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

In New Orleans

WDSU-TV

www.americanradio.com gives you the picture

LOUISIANA-MAINE

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

WDSU-TV—New Orleans—1948

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

KSLA-TV—Shreveport—1954

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

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

KTBS-TV—Shreveport—1955

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

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

MAINE

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

WABI-TV—Bangor—1953

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

WLBY-TV—Bangor—1954

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

**WMTW-TV—Poland Spring
 1954**

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

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

WCSH-TV—Portland—1953

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

WGAN-TV—Portland—1954

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

MAINE-MARYLAND

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

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

WAGM-TV—Presque Isle—1956

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

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

MARYLAND

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

WJZ-TV—Baltimore—1957

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

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

OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO, FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO, ILL.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Baltimore



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

In
 Maryland
 Most
 People
 Watch
WMAR-TV
 Channel 2

SUNPAPERS
 TELEVISION



100 MICROVOLTS

MARYLAND-MASSACHUSETTS

WBAL-TV—Baltimore—1948

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

WMAR-TV—Baltimore—1947

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

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

WBOC-TV—Salisbury—1954

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

Pop.: 5,315,000
 Families: 1,568,000
 Radio Homes: 1,655,000

MASSACHUSETTS

TV Homes: 1,441,000
 AM Stas. in State: 57
 TV Stas. in State: 6

WBZ-TV—Boston—1948

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

WHDH-TV—Boston—1957

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

WNAC-TV—Boston—1948

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

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

WWLP—Springfield—1953

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

WHYN—Springfield—1953

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

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Boston

MASSACHUSETTS-MICHIGAN

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

WWOR—Worcester—1953

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

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

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

MICHIGAN

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

WNEM-TV—Bay City- Saginaw—1954

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

WWTW—Cadillac—1953

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

WTOM-TV—Cheboygan—1959

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

CKLW-TV—Detroit-Windsor 1954

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

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

WJBK-TV—Detroit—1948

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

WWJ-TV—Detroit—1947

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

WXYZ-TV—Detroit—1958

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

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

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

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

WJRT—Flint—1958

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

WLUC-TV—Marquette—1956

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

WOOD-TV—Grand Rapids—1949

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

**WILX-TV—Onondaga-Lansing
 1959**

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

WKZO-TV—Kalamazoo—1950

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

WKNX-TV—Saginaw—1953

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

**WPBN-TV—Traverse City
 1954**

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

WJIM-TV—Lansing—1950

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

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

MINNESOTA

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

KCMT—Alexandria—1958

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

KMMT—Austin—1953

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

KDAL-TV—Duluth-Superior 1954

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

WDSM-TV—Duluth-Superior 1954

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

WCCO-TV—Minneapolis—1949

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

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

KMSP-TV—Minneapolis-St. Paul—1955

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

WTCN-TV—Minneapolis—1953

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

KROC-TV—Rochester—1953

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

KSTP-TV—St. Paul- Minneapolis—1948

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

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

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

MISSISSIPPI

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

WCBI-TV—Columbus—1956

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

WDAM-TV—Hattiesburg 1958

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

WJTV—Jackson—1954

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

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

WLBT—Jackson—1953

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

WTOK-TV—Meridian—1953

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

WTWV—Tupelo—1957

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

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

MISSOURI

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

KFVS-TV—Cape Girardeau 1954

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

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

KOMU-TV—Columbia—1953

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

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

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2 *video tape units*

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

KHQA-TV—Hannibal—1953

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

KRCG-TV—Jefferson City—1955

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

KODE-TV—Joplin—1954

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

KCMO-TV—Kansas City—1953

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

KMBC-TV—Kansas City—1953

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

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

WDAF-TV—Kansas City—1949

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

KMOS-TV—Sedalia—1954

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

KTTS-TV—Springfield—1953

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

KYTV—Springfield—1953

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

KPLR-TV—St. Louis—1959

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

MISSOURI-MONTANA

KFEQ-TV—St. Joseph—1953

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

KMOX-TV—St. Louis—1958

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

KSD-TV—St. Louis—1947

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

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

KTVI—St. Louis—1957

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

Pop.: 740,000	MONTANA	TV Homes: 136,000
Families: 214,000		AM Stas. in State: 34
Radio Homes: 206,000		TV Stas. in State: 9

KGHL-TV—Billings—1958

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

KOOK-TV—Billings—1953

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

KXLF-TV—Butte—1953

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

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

KXGN-TV—Glendive—1957

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

KFBB-TV—Great Falls—1953

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

MONTANA-NEBRASKA

KRTV—Great Falls—1958

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

KXLJ—Helena—1959

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

Chief Engineer.....Donald H. Hoffman

KULR—Kalispell—1957

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

KMSO-TV—Missoula—1954

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

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

NEBRASKA

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

KHAS-TV—Hastings—1956

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

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

KHOL-TV—Kearney—1953

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

KNOP-TV—North Platte—1958

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

KOLN-TV—Lincoln—1943

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

KETV—Omaha—1957

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

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WOW-TV Channel 6



A MEREDITH STATION affiliated with Better Homes and Gardens and Successful Farming Magazines Frank P. Fogarty Vice President & General Manager Fred Ebener Sales Manager Represented by BLAIR-TV, Inc.

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

KMTV—Omaha—1949

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

WOW-TV—Omaha—1949

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

FOR TV NETWORK PERSONNEL SEE PAGE 747 FOR REGIONAL NETS AND GROUP OWNED STATIONS SEE PAGE 673

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

NEVADA

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

KLAS-TV—Las Vegas—1953

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

KLRJ-TV—Las Vegas—1955

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

KSHO-TV—Las Vegas—1956

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

KOLO-TV—Reno—1953

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

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

NEW HAMPSHIRE

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

WMUR-TV—Manchester—1953

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

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

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5. David Susskind
6. Alexander King
7. Bishop Sheen

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A Subsidiary of National Theaters & Television, Inc.

LEADER IN QUALITY TELEVISION

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

NEW JERSEY

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

WNTA-TV—Newark—1958

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

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

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

NEW MEXICO

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

KGGM-TV—Albuquerque—1953

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

KAVE-TV—Carlsbad—1956

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

KOAT-TV—Albuquerque—1953

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

KVER-TV—Clovis—1956

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

KOB-TV—Albuquerque—1948

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

KSWs-TV—Roswell—1953

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

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

NEW YORK

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

WAST—Albany—1953

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

WTEN—Albany—1953

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

WINR-TV—Binghamton—1957

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

WNBF-TV—Binghamton—1949

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

WBEN-TV—Buffalo—1948

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

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

WGR-TV—Buffalo—1954

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

WKBW-TV—Buffalo—1958

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

WCNY-TV—Carthage—1954

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

WABC-TV—New York—1948

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

WCBS-TV—New York—1941

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

WNEW-TV—New York—1944

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

WOR-TV—New York—1949

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

WPIX—New York—1948

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

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

WRCA-TV—New York—1941

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

WPTZ-TV—Plattsburgh—1954

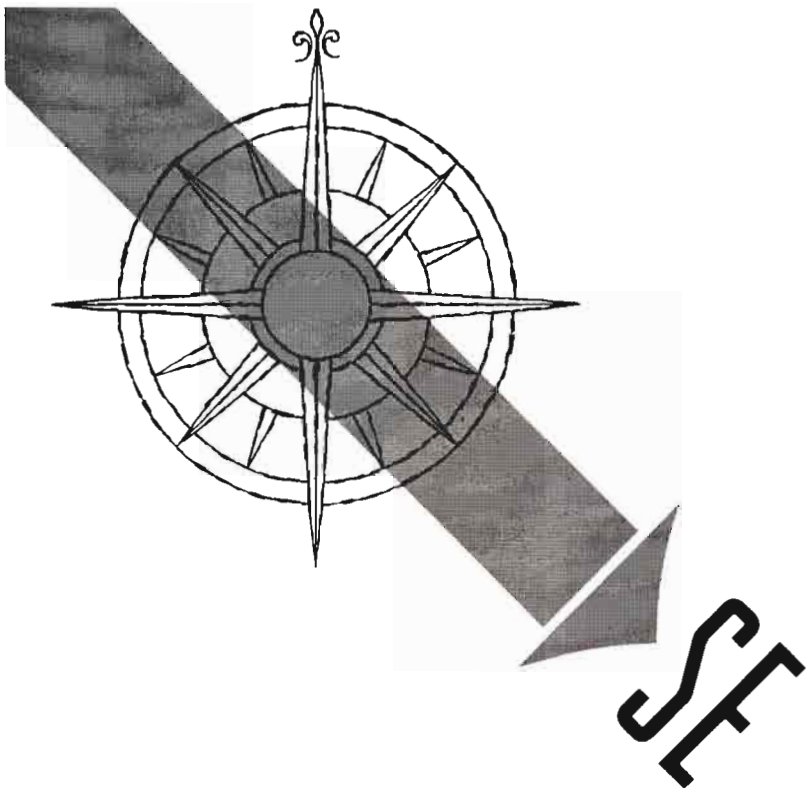
Channel: 5 VHF..AP: 12 Kw..VP: 20 Kw.
 Owned-Oper. By.....Rollins Telecasting Inc.
 Business Address.....357 Cornelia St.
 Tel.: JO. 1-5555.....ABC-NBC
 Station Representative.....Blair; McDermott
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....George BarenBregge
 Commercial Manager.....Lincoln A.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

WHEC-TV—Rochester—1953

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

WROC-TV—Rochester—1949

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



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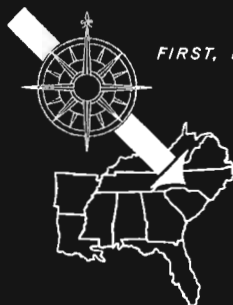
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

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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



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IN THE
SOUTHEAST*



JEFFERSON STANDARD
BROADCASTING COMPANY

NEW YORK-NORTH CAROLINA

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

WVET-TV—Rochester—1953

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

WRGB—Schenectady—1939

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

WHEN-TV—Syracuse—1948

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

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

WSYR-TV—Syracuse—1950

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

WKTV—Utica—1949

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

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

NORTH CAROLINA

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

WISE-TV—Asheville—1953

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

WLOS-TV—Asheville—1954

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

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

WBTV—Charlotte—1949

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

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Asheville, Charlotte

NORTH CAROLINA

WSOC-TV—Charlotte—1957

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

WTVD—Durham—1954

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

WFMY-TV—Greensboro—1949

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

WNCT—Greenville—1953

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

WRAL-TV—Raleigh—1956

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

WITN—Washington—1955

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

WECT—Wilmington—1954

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

WSJS-TV—Winston-Salem 1953

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

FOR

TV STATION INDEX

SEE PAGE 778

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

NORTH DAKOTA

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

KBMB-TV—Bismarck—1955

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

KFYR-TV—Bismarck—1953

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

KDIX-TV—Dickinson—1956

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

KXGO-TV— Fargo—1959

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

WDAY-TV— Fargo—1953

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

KNOX-TV—Grand Forks 1955

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

KXMC-TV—Minot—1953

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

KXJB-TV—Valley City—1954

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

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

OHIO

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

WAKR-TV—Akron—1953

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

WCPO-TV—Cincinnati—1949

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

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

WKRC-TV—Cincinnati—1949

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

BROADCAST ADVERTISERS REPORTS (BAR)

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

buyers buy

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CHANNEL 8 • CBS
WJW-TV
 CLEVELAND, OHIO

Represented nationally by The Katz Agency, Inc.

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



Storer Television

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

WLW-T—Cincinnati—1948

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

WJW-TV—Cleveland—1954

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

KYW-TV—Cleveland—1948

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

WEWS—Cleveland—1947

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

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

WBNS-TV—Columbus—1949

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

WLW-C—Columbus—1949

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

WTVN-TV—Columbus—1949

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

WHIO-TV—Dayton—1949

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

OHIO

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

WLW-D—Dayton—1949

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

WIMA-TV—Lima—1953

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

WSTV-TV—Steubenville—1953

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

WSPD-TV—Toledo—1948

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

WTOL-TV—Toledo—1958

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

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

WFMJ-TV—Youngstown 1953

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

WKBN-TV—Youngstown—1953

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

WKST-TV—Youngstown—1957

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

WHIZ-TV—Zanesville—1953

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

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

OKLAHOMA

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

KTEN—Ada—1954

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

KXII—Ardmore—1956

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

KOCO-TV—Enid—1954

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

KSWO-TV—Lawton—1953

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

KWTV—Oklahoma City—1953

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

WKY-TV—Oklahoma City—1949

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

KOTV—Tulsa—1949

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

KTUL-TV—Tulsa—1954

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

KVOO-TV—Tulsa—1954

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

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

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

OREGON

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

KVAL-TV—Eugene—1954

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

KOTI-TV—Klamath Falls—1956

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

KBES-TV—Medford—1953

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

KHTV—Portland—1959

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

KGW-TV—Portland—1956

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

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

KOIN-TV—Portland—1953

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

KPTV—Portland—1952

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

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Portland

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

PENNSYLVANIA

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

WFBG-TV—Altoona—1953

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

WICU-TV—Erie—1949

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

WSEE—Erie—1954

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

WHP-TV—Harrisburg—1953

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

WTPA—Harrisburg—1953

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

WARD-TV—Johnstown—1953

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

WJAC-TV—Johnstown—1949

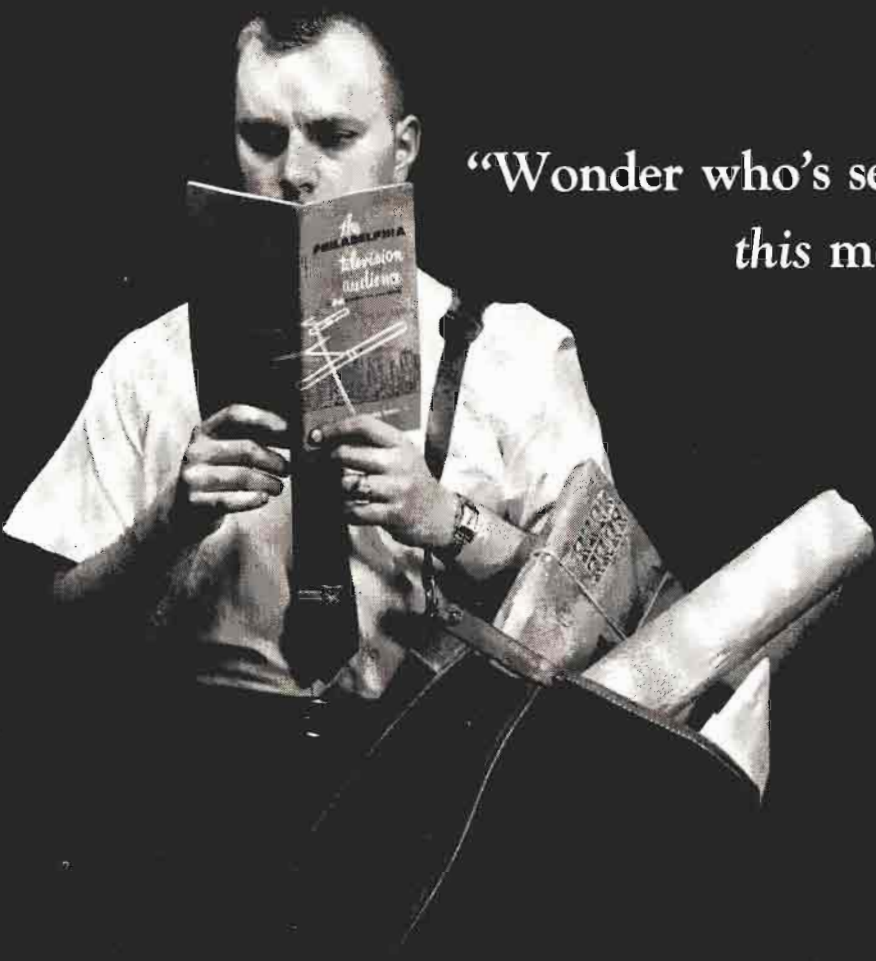
Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil.....The Tribune-Democrat
Sta. Rep.....Harrington Righter Parsons
President.....Walter W. Krebs
General Mgr.....Alvin D. Schrott
Comm. Manager.....John H.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

WGAL-TV—Lancaster—1949

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

WLYH-TV—Lebanon—1957

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



“Wonder who’s second
this month?”

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

*ARB, Philadelphia, January 1960



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

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

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

WBPZ-TV—Lock Haven—1958

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

WCAU-TV—Philadelphia—1948

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

WFIL-TV—Philadelphia—1947

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

WRCV-TV—Philadelphia—1941

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

WIIC—Pittsburgh—1957


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

WTAE—Pittsburgh—1958

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

FOR
 FM STATIONS
 IN OPERATION
 SEE PAGE 703

FOR
 FCC ALLOCATIONS
 SEE PAGE 717

PENNSYLVANIA 

KDKA-TV—Pittsburgh—1949

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

WDAU-TV—Scranton—1953

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

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

WNEP-TV—Scranton—1954

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

WBRE-TV—Wilkes-Barre—1953

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

WSBA-TV—York—1952

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



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

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

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



*This is
 Pittsburgh
 where...*

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

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



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

KDKA-TV
© Pittsburgh

REPRESENTED BY TVAR
 WESTINGHOUSE BROADCASTING COMPANY, INC.

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

RHODE ISLAND

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

WJAR-TV—Providence—1949

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

WPRO-TV—Providence—1955

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

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Providence

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

SOUTH CAROLINA

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

WAIM-TV—Anderson—1953

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

Sec'y, Ass't Gen. Mgr..... Doug M. Bradham
Comm. Mgr..... A. Cohen
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
Nat. Sls. Mgr..... V. V. Evans
Station Manager..... Roland Weeks
Commercial Manager..... Ralph Thornley
Program Director..... Charles Hall
Prom., Pub. Director..... Mrs. Lois Marshall
Film Manager..... Annie Laurie Quarterman
Nat. Adv. Mgr..... Charles S. Cady
Chief Engineer..... Rudy Hughes

WTMA—Charleston—1959

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

WUSN-TV—Charleston—1954

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

WIS-TV—Columbia—1953

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

WNOK-TV—Columbia—1953

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

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Greenville, Spartanburg

SOUTH CAROLINA-SOUTH DAKOTA

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

WBTW—Florence—1954

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

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
Comm., Adv. Mgr. Robert Q. Glass, Jr.
Program Director. Norvin C. Duncan
Prom., Pub. Dir. Edna Seaman
Film Director. Charles Howard
Chief Engineer. W. E. Garrison

WSPA-TV—Spartanburg—1956

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

Pop.: 793,000
Families: 212,000
Radio Homes: 204,000

SOUTH DAKOTA

TV Homes: 140,000
AM Stas. in State: 20
TV Stas. in State: 4

KXAB-TV—Aberdeen—1958

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

KOTA-TV—Rapid City—1955

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

KRSD-TV—Rapid City—1958

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

KELO-TV—Sioux Falls—1953

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

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

TENNESSEE

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

WDEF-TV—Chattanooga—1954

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

WRGP-TV—Chattanooga—1956

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

WTVC—Chattanooga—1958

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

WDXI-TV—Jackson—1955

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

WJHL-TV—Johnson City 1953

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

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

WATE-TV—Knoxville—1953

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

WBIR-TV—Knoxville—1955

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

WTVK—Knoxville—1953

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

WHBQ-TV—Memphis—1953

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

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

IF YOU HAVE A QUALITY PRODUCT WHICH
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WBAP

Write WBAP Research Department for the complete market analysis

AM / FM / TV

FORT WORTH—3900 BARNETT • DALLAS—1900 NORTH AKARD

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

WMCT—Memphis—1948

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

WREC-TV—Memphis—1956

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

WLAC-TV—Nashville—1954

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

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

WSIX-TV—Nashville—1953

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

WSM-TV—Nashville—1950

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

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

TEXAS

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

**KPAR-TV—Abilene—
Sweetwater—1956**

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

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 1400
 Tel.: EV 3-2226..... CBS
 Representative..... Blair
 President..... Gene L. Cagle
 General, Comm. Mgr..... Ed Moore
 Operations Director..... Bill Spiller
 Promotion Director..... Beverly Murr
 Film Mgr..... Dick Knerr
 Publicity Dir..... Bill E. Cook
 Chief Engineer..... Bill Smith

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

KGNC-TV—Amarillo—1953

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

KVII-TV—Amarillo—1957

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

KTBC-TV—Austin—1952

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

KFDM-TV—Beaumont—1955

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

KEDY-TV—Big Spring—1956

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

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

KBTX-TV—Bryan—1957

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

KRIS-TV—Corpus Christi—1956

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

KZTV—Corpus Christi—1956

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

WFAA-TV—Dallas—1949

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

KRLD-TV—Dallas—1949

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

KELP-TV—El Paso—1956

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

KROD-TV—El Paso—1952

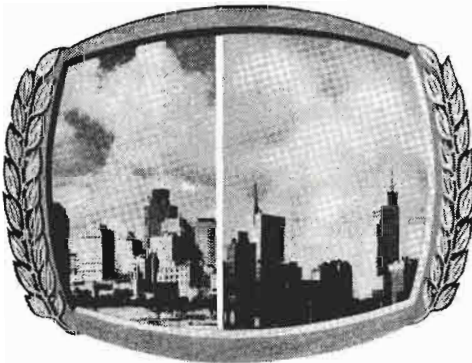
Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Southwest States, Inc.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS
 Sta. Rep.....Branham Co.
 President.....Dorrance D. Roderick
 V.P., Gen. Mgr.....Val Lawrence
 Program Dir.....Bernie Bracher
 Prom. Dir.....Mary Davis
 Film Manager.....Frank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

KTSM-TV—El Paso—1953

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

KFJZ-TV—Fort Worth—1955

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



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

must buy for any budget. Ask a Branham man.

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

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

KRLD-TV channel



Clyde W. Rembert, President

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

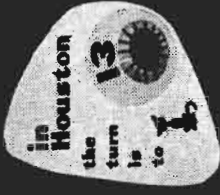
13 covers **31** counties

546,340
TV HOMES

**COMPLETE
COVERAGE**

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

in the Gulf Coast.



CHANNEL 13



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

WBAP-TV—Fort Worth—1948

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

KGBT-TV—Harlingen—1953

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

KHOU-TV—Houston—1953

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

KTRK-TV—Houston—1954

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

KPROD-TV
EL PASO, TEXAS

4

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

88.5

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



SHARE OF AUDIENCE
 IN A COMPETITIVE
 3-STATION MARKET*

IMPACT!
52.6%

*Makes
you feel
like a king
every day!*



KPRC - TV

HOUSTON, TEXAS

*the best faces
watch KPRC-TV
Channel*

2



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

Courtesy of KING'S MEN

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

KPRC-TV—Houston—1950

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

KGNS-TV—Laredo—1956

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

KCBD-TV—Lubbock—1952

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

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

KDUB-TV—Lubbock—1952

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

KTRE-TV—Lufkin—1955

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

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

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

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



West Texas Television Network

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

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

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

TEXAS

KMID-TV—Midland—1953

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

KVKM-TV—Monahans—1958

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

KTES—Nacogdoches—1958

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

KOSA-TV—Odessa—1956

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

KPAC-TV—Port Arthur—1957

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

KCTV—San Angelo—1953

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

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

KCOR-TV—San Antonio—1955

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

KENS-TV—San Antonio—1950

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

KONO-TV—San Antonio—1957

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

WOAI-TV—San Antonio—1949

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

KCEN-TV—Temple—1953

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

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

KCMC-TV—Texarkana—1953

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

KLTV—Tyler—1954

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

KWTX-TV—Waco—1955

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

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

KRGV-TV—Weslaco—1954

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

KFDX-TV—Wichita Falls—1953

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

KSYD-TV—Wichita Falls—1956

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

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

UTAH

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

KVOG-TV—Ogden—1959

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

KLOR-TV—Provo—1958

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

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

**KCPX-TV—Salt Lake City
 1946**

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

UTAH-VERMONT-VIRGINIA

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

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

KUTV—Salt Lake City—1954

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

KSL-TV—Salt Lake City—1949

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

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

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

WCAX-TV—Burlington—1954

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

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

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

WCYB-TV—Bristol—1956

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

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

WSVA-TV—Harrisonburg—1953

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

WVEC-TV—Hampton-Norfolk 1953

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

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

WLVA-TV—Lynchburg—1953

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

WAVY-TV—Norfolk—1957

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

WTAR-TV—Norfolk—1950

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

WTOV-TV—Norfolk—1953

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

WXEX-TV—Petersburg—1955

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

WRVA-TV—Richmond—1956

Channel: 12 VHF..AP: 156 Kw..VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address.....5221 Midlothian Pike
Tel.: BE 3-5461.....CBS
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
Commercial Mgr.....William Kemple
Advertising Mgr.....Walter A. Bowry, Jr.
Prog. Director.....John Shand
Prom., Pub. Dir.....W. J. Filer
Film Manager.....Conrad G. Rianhard
Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955

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

WSLS-TV—Roanoke—1952

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

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

WASHINGTON

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

KVOS-TV—Bellingham—1953

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

KING-TV—Seattle—1948

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

KIRO-TV—Seattle—1958

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

KOMO-TV—Seattle—1953

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

KTVW—Seattle—1953

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

KHQ-TV—Spokane—1952

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

KREM-TV—Spokane—1955

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

KXLY-TV—Spokane—1953

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

KTNT-TV—Tacoma-Seattle 1953

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

WASHINGTON-WEST VIRGINIA

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

KNBS—Walla Walla—1959

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

KIMA-TV—Yakima—1953

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

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

KNDO—Yakima—1959

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

Pop.: 2,125,000	<h1 style="margin: 0;">WEST VIRGINIA</h1>	TV Homes: 431,000
Families: 572,000		AM Stas. in State: 50
Radio Homes: 546,000		TV Stas. in State: 9

WHIS-TV—Bluefield—1955

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

WCHS-TV—Charleston—1954

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

WBOY-TV—Clarksburg—1957

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

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


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WEST VIRGINIA 

WJPB-TV—Fairmont—1954

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

WHTN-TV—Huntington—1955

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

WSAZ-TV—Huntington—1949

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

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

WOAY-TV—Oak Hill—1954

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

WTAP-TV—Parkersburg—1953

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

WTRF-TV—Wheeling—1953

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

WJPB-TV
 Channel



ABC—CBS

Fairmont—Weston—Clarksburg

King Size Television

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

5 WJPB-TV

J. PATRICK BEACOM
 President and General Manager

FOR

RADIO-TV DAILY

ALL-AMERICAN

TV SELECTIONS

SEE PAGE 75

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

WISCONSIN

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

WEAU-TV—Eau Claire—1953

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

WBAY-TV—Green Bay—1953

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

WFRV-TV—Green Bay—1955

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

WLUK-TV—Green Bay—1954

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

WKBT—La Crosse—1954

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

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

WISC-TV—Madison—1956

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

WKOW-TV—Madison—1953

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

WMTV—Madison—1953

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

WISN-TV—Milwaukee—1954

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

WTMJ-TV—Milwaukee—1947

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

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Green Bay, Madison, Marinette, Milwaukee

WISCONSIN-WYOMING

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

WITI-TV—Milwaukee—1956

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

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

WXIX-TV—Milwaukee—1959

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

WSAU-TV—Wausau—1954

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

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

WYOMING

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

KTWO-TV—Casper—1957

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

KFBC-TV—Cheyenne—1954

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

KWRB-TV—Riverton—1957

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

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DAY OUT

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TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

GUAM

KUAM-TV—Agana—1956

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

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

PUERTO RICO

WORA-TV—Mayaguez—1955

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

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

WAPA-TV—San Juan—1954

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

WRIK-TV—Ponce—1958

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

WKAQ-TV—San Juan—1954

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

WSUR-TV—Ponce—1958

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

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

CANADIAN TV STATIONS

Listed Alphabetically By Call Letters

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CBMT	Montreal, Que.	870	CJDC-TV	Dawson Creek, B. C.	867
CBOFT	Ottawa, Ont.	869	CJFB-TV	Swift Current, Sask.	871
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CFRN-TV	Edmonton, Alta.	866	CKMI-TV	Quebec City, Que.	870
CHAB-TV	Moose Jaw, Sask.	871	CKNX-TV	Wingham, Ont.	870
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CHCA-TV	Red Deer, Alta.	867	CKRS-TV	Jonquiere, Que.	870
CHCH-TV	Hamilton, Ont.	868	CKSO-TV	Sudbury, Ont.	869
CHCT-TV	Calgary, Alta.	866	CKTM-TV	Three Rivers, Que.	871
CHEK-TV	Victoria, B. C.	867	CKVR-TV	Barrie, Ont.	868
CHEX-TV	Peterborough, Ont.	869	CKWS-TV	Kingston, Ont.	868
CHLT-TV	Sherbrooke, Que.	871	CKX-TV	Brandon, Manit.	867

TELEVISION STATIONS OF CANADA

ALBERTA

CHCT-TV—Calgary—1954

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

CFRN-TV—Edmonton—1954

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

CANADIAN TV STATIONS

CJLH-TV—Lethbridge—1955

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

CHAT-TV—Medicine Hat—1957

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

CHCA-TV—Red Deer—1957

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

BRITISH COLUMBIA

CJDC-TV—Dawson Creek—1959

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

CFCR-TV—Kamloops—1957

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

CHBC-TV—Kelowna—1957

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

CBUT—Vancouver—1953

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

CHEK-TV—Victoria—1956

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

MANITOBA

CKX-TV—Brandon—1955

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

CBWT—Winnipeg—1954

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

CANADIAN TV STATIONS

NEW BRUNSWICK

CKCW-TV—Moncton—1954

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

CHSJ-TV—Saint John—1954

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

NEWFOUNDLAND

CJON-TV—St. John's—1955

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

NOVA SCOTIA

CBHT—Halifax—1954

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

CJCB-TV—Sydney—1954

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

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

ONTARIO

CKVR-TV—Barrie—1955

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

CJSS-TV—Cornwall—1959

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

CHCH-TV—Hamilton—1954

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

CKWS-TV—Kingston—1954

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

CANADIAN TV STATIONS

CKCO-TV—Kitchener—1954

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

CFPL-TV—London—1953

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

CKGN-TV—North Bay—1955

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

CBOFT—Ottawa—1955

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

CBOT—Ottawa—1953

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

CHEX-TV—Peterborough—1955

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

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

CFCJ-TV—Port Arthur—1954

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

CJIC-TV—Sault Ste. Marie—1954

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

CKSO-TV—Sudbury—1953

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

CFCL-TV—Timmins—1956

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

CANADIAN TV STATIONS

CBLT—Toronto—1952

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

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX-TV—Wingham—1955

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

PRINCE EDWARD ISLAND

CFCY-TV—Charlottetown—1956

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

QUEBEC

CKRS-TV—Jonquiere—1955

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

CKBL-TV—Matane—1958

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

CBFT—Montreal—1952

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

CBMT—Montreal—1954

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

CFCM-TV—Quebec City—1954

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

CKMI-TV—Quebec City—1957

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

CJBR-TV—Rimouski—1954

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

CANADIAN TV STATIONS

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

CKRN-TV—Rouyn-Noranda 1958

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

CHLT-TV—Sherbrooke—1956

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

CKTM-TV—Three Rivers—1958

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

SASKATCHEWAN

CHAB-TV—Moose Jaw—1959

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

CKBI-TV—Prince Albert—1958

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

CKCK-TV—Regina—1954

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

CFQC-TV—Saskatoon—1954

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

CJFB-TV—Swift Current—1957

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

CKOS-TV—Yorkton—1958

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

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United States World Trade Fair
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PUBLIC SERVICE IN TV

... Truth Objectively Presented

By RODNEY C. CHALK

Director, Radio-TV Division of BIS



LAST year, after what was probably the biggest and most publicized soul-searching experience in the history of radio-television, the words "public service" were rediscovered, dusted off and even put on a pedestal for solemn worship.

But what the headlines didn't spell out was that public service programming has been going on, especially on the local radio and television level, for a long time. And it is the local TV station's public affairs and news director who has needed program material more than anyone else.

It's been the function of the BIS Radio-TV Division to fill these needs with a variety of free program material—all of which can be credited to and accepted as public service programming.

Probably the most useful single service the BIS provides is the TV newsbriefs. These are free film clips sent to local TV news directors and newscasters at the rate of 2-3 per week for inclusion in newscasts or news-in-depth shows. They are features rather than hot news. This is a supplementary service that in no way intends to compete with the news services of TV reels or networks. As a matter of fact, we at BIS bend over backwards arranging for commercial news services to do their own coverage of British stories whenever they want to—and offer them any of the stories we release.

If you don't know who we are or what we do, seeing the phrase "an agency of the British Government"

after our name might make you feel inclined to raise a sceptical eyebrow and ask "what are they trying to sell me?"

The simple answer is facts based on truth, objectively presented — about some of the vital problems of our complex world. And for those of us who are privileged to live in democracies, it's a demanding world from which none of us can afford to retire to the rumpus room.

To illustrate how we try to do it: during the tense moments of the controversial Cyprus emergency we released a 15 minute TV documentary.

The film was called "Cyprus—Three Points of View;" it was independently produced by an American and then offered to us for distribution. Naturally, it presented the official British arguments, but for one-third of the film only. Equal time was given to Archbishop Makarios, whose speech was as free and unhampered as ever, and to Dr. Kutchuk, who spoke on behalf of the Turkish minority in Cyprus.

Other TV series are available, together with more than 100 individual documentary TV films covering just about everything from Wimbledon to Whitehall.

Besides programs distributed from New York, there are twelve Information Officers at British Consulates throughout the country who are ready and willing to help the broadcaster get the coverage, information or guest he wants for his show.

As always all your questions are welcome and so are your criticisms.



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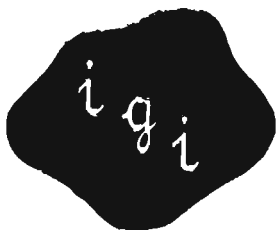
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Copy Chief.....David M. Hausdorff
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Creative Dir.....Morris M. Winer
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Vice President.....Edward Thomas
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Dir. of Sales & Prod.....R. M. Bradshaw
Office Manager.....Eleanor Fogelson

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510 Madison Ave., New York 22, N. Y.
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Promotion & Publicity.....Mervyn Framer
Business Affairs.....Henry Schmerzler
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Productions: Lady Luck, For Love or Money, Futures Unlimited, Two on a Match, Contact.

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(See TV Prod.-Dist.)

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Phone: Circle 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 1-8101
8 S. Michigan Ave., Chicago, Ill.
Phone: SState 2-6288

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V.P. Dir. of Sales.....Jack Sobel
V.P., W. Coast Oper.....Hillard Elkins
Dir. Prog. Development.....Hank Colman
West. Sls. Mgr.....Bill Weems
East. Sls. Mgr.....Arthur Price
Mid West TV Sls. Mgr.....Alan Hartman
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Phone: Andrew 7-9092

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General Manager..... N. T. Gallucci
Sales Manager..... Lou Gallucci
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Assoc. Producer..... Jack Sheehan
Assoc. Director..... Lloyd Hurd
Assoc. Director..... Dick Felker
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Mus. Dir..... Jack Wonnell
Talent Director..... Lee Raleigh
Script Director..... Bill Browne
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Vice-President..... George Gobel
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Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

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Vice Pres., Sales..... Everett F. Goodman
Office Manager..... William Baron
Radio Director..... Frank Gehrecke
TV Director..... Stuart Wilson
Services: 1 & 5 minute radio features, jingles for stations & advertisers, open-end spots & kid shows for TV.
Productions: Your Money & You, Candid Mike, Young Hollywood, Pardon My Blooper, Dear Shirley, Cal Tinney Time, Have Fun With Your Boat, Personal Finances Show.

MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19
Phone: PLaza 1-3555

Executives..... Geo. Spota, Arthur Willi, Billie Biederman
Services Offered: Personal management of TV personalities and packaging.

PROGRAM PRODUCERS

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
PartnerMark Goodson
Vice Pres., Sales.....Bud Austin
V.P., Bus. Affairs.....Howard F. Todman
Executive Producer.....Gil Fates
Vice Pres., West Coast.....Harris Kadleman

Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and filmed TV programs for national, regional and spot sales.

Productions: Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth, Split Personality, Play Your Hunch, The Rebel, Philip Marlowe, Jefferson Drum.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUDson 6-5577

President.....Herbert M. Moss
Exec. Vice Pres.....Robert M. Volkell
Vice Pres., Prod.....Fred Hertz
Vice Pres., Sales.....Leonard Lawson

Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc

Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

PAUL HANCE PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.
(See AM-TV Comm. Prod.)

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,
New York 17, N. Y.
Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley
Services Offered: Television and radio packages, production and writing services. Program consultants.

Production: Make Up Your Mind.

HERTS-LION PRODUCTIONS

845 N. Seward St., Hollywood, Calif.
Phone: HO 4-7225

PresidentKenneth Herts
Vice President.....Leo Guild
TreasurerSid Felson

Services Offered: Producers of TV series for network & syndication, & motion pictures.

Productions: What Are the Odds, 13 Demon Street.

SANDY HOWARD PRODUCTIONS

8782 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLYmpia 7-2430

PresidentSandy Howard

MASQUERADE PARTY

NBC-TV — COLOR

9:30 P.M., E.S.T., Friday

LIVE FROM NEW YORK

KEEP TALKING!

ABC-TV

10:30 P.M., E.S.T., Tuesday

LIVE FROM NEW YORK

WOLF PRODUCTIONS — WOLF ENTERPRISES

420 Madison Ave., New York, N. Y.

PLaza 5-2050

PROGRAM PRODUCERS

V.P. Chg. Production.....Harvey Bernhard
V.P., Sales. Prom.....Jack T. Mulcahy
Services Offered: TV film & motion picture production.
Productions: Congressional Investigation, Police Station.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

OwnerBernard Howard

H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered: Producers of complete films to order, package shows, full-length feature films, mood & bridge music library svc. for TV & 16mm productions, sound effect records.

IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.
Phone: Circle 5-1612

Owners.....Jackie Gleason, Jack Philbin
Services Offered: Producers of TV packages and ideas.

IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 2-9200

Producers, Owners.....Irving Mansfield, Peter Arnell
Services Offered: TV & Radio Programs; Production, Package.
Productions: Dick Clark's World of Talent, Take A Good Look.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
SecretaryGeorge Blake

THE JAFFE AGENCY, INC.

8555 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLympia 7-2711
New York Phone: Circle 6-5740

PresidentPhilip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

200 W. 57th St., New York 19, N. Y.
Phone: Circle 5-2400

PresidentHenry Jaffe
Vice President.....Norman Lessing
Secretary-Treasurer.....Marvin B. Meyer
Services Offered: Creation & production of live & film TV Shows.

FEN-KER-ADA*

"THE REBEL"

ABC-TV — SUNDAY — 9 P.M.

*FENADY-KERSHNER-ADAMS

PROGRAM PRODUCERS

Productions: The Chevy Show, Dinah Shore Chevy Show, Bell Telephone Hour.

JEWELL RADIO AND TELEVISION PRODUCTIONS

612 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor.....James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOLLYWOOD 7-3111

Manager.....Michael Baird
Director.....Lewis Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODWARD 3-0617

Exec-in-Charge.....W. Ralph Jewell
Services Offered: Produce industrial, educational & TV films; radio & TV programs, commercial spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

Productions: The Silver Eagle-Mounty, Pressure, Carnival of Youth, Starmaker Theater.

J & L PRODUCTIONS, INC.

122 Edgewood Dr., Florham Pk., N. J.
Phone: WYman 2-3939

President.....Ted Johnson
Vice President.....Gary Lesters
Commercial Manager.....Martin Greene

Services Offered: Production & packaging of Radio & TV spot commercials & full programs; consultants for agencies, independent packagers, Radio & TV stations & private industry.

JIMMY PRODUCTION CO.

Biltmore Hotel, New York 17, N. Y.
(See Brass Dolphin, Inc.)

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8618

President.....Bob Keeshan
Vice President.....Marvin Josephson
Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228

Director.....Maxine Keith
Office Manager.....Eric L. Stone
Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-0890

Pres., Exec. Prod.....James Sonny Kendis
Services Offered: TV-Radio programming; musical advisors to the industry.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-Pres.....C. O. Langlois, Jr.
Secretary.....W. O'Keefe
Vice Pres., Sales.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations. Program syndication.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.
Phone: RANDolph 6-4086

Pres.....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.

JERRY LAYTON

1040 Park Ave., New York, N. Y.
Services Offered: Live & film production. TV.

Productions: "?", ABC Films; "True Story," NBC-TV Live; "Colonel Flack,"—CBS Films; "Brothers Brannigan," CBS Films.

BUZZ KULIK

Producer-Director

PROGRAM PRODUCERS

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: RAndolph 6-0905
1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311

PresidentLes Lear
Vice-PresidentJack Chase
Vice-PresidentHank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St.
New York, N. Y.
Phone: PLaza 7-6533
Services Offered: TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607
Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

245 W. 55th St., New York 19, N. Y.
Phone: JUDson 6-8920

PresidentBarnett Glassman
SecretaryHerbert Friedman
Services Offered: Producers of live and filmed TV packages.

Productions: Smoke Below, owners of Jack London library-TV series Captain David Grief.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUNkirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

Productions: C. P. MacGregor Show, Heart-beat Theatre.

MADISON PRODUCTIONS, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2780

PresidentGerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet

Services Offered: Package & produce Radio & TV Shows, live & film commercials.

Productions: The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.
Phone: HOLLYwood 4-0818

Producers.....Sam R. Sebby, Maryon Hall
Services Offered: Live public svc. & commercial TV productions.

MARK VII, LTD.

(See TV Prod.-Dist.)

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MURray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y. office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....T. J. McManus

Branch Offices

258 Park Sq. Bldg., Boston 16, Mass.
9370 Santa Monica Blvd., Beverly Hills, Calif.
1371 Peachtree St., N.E., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
721 Olive St., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
Offices also in Rome, Munich, Mexico City.
Services Offered — Distribution of syndicated TV film programs and feature films.
Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse,

PROGRAM PRODUCERS

Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner Alexander McQueen
Services Offered: "Nothing But The Truth"

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Treasurer Aaron Michelson
Manager Marcia Dick
Services Offered: U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, Speedy-Q, E.M.I. mood music & Standard jingles. Sound effect libraries.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chg. of TV-Radio. Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President Morton Jacobson
Services Offered: Syndicated radio shows.
Productions: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MUZAK CORPORATION

(See Transcription-Recording)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
(See TV Prod.-Dist.)

NTA TELESTUDIOS, LTD.

1481 Broadway, New York 36, N. Y.
Phone: LO 3-1122

President George K. Gould
Vice-President Alfred Markim
Services Offered: Complete videotape & kinescope facilities & services for commercial & program production.
Productions: Kelloggs, Noxema, Newport, Reynolds Aluminum, Thom McAn, Sealtest, Westelox.

THE NATIONAL RESEARCH BUREAU, INC.

115 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Editorial Dir. Milton Paule
Copy Dir. Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

NATIONAL TIME SALES

(Subsidiary of Pan American Bestg. Co.)
122 E. 42nd St., New York, N. Y.
Phone: MU 2-4500

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY New York
Executive Director Oliver W. Nicoll
Associate Director Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4500

Exec. V.P. Eugene Bernald
Program Director Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PATRICIAN PRODUCTIONS, INC.

14 E. 60th St., New York 22, N. Y.
Phone: PLaza 2-4477

President Patricia B. Kurland
Exec. Dir. John F. Struthers, Jr.
V.P., Sales Leonard J. Ostrow
Prod. & Casting Clarice G. Levin
Services Offered: Package producers of live & transcribed radio shows and live & film TV shows.
Productions: The Woman's Touch, Nitecap.

PROGRAM PRODUCERS

PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.

Phone: MU 8-4831

Owner Philip J. Perlman
Radio-TV Dept. Roy Baxter
Services Offered: Producers & packagers
of radio & TV live & film programs.

PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.

Phone: JU 6-7633

President David Cooper
Vice President Lillian Jones

Services Offered: A creative, editorial, and
production service for TV, theatrical and
commercial motion pictures.

Productions: The Lonely Years, High Ad-
venture, Arthur Godfrey Special.

JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill

Phone: ANdover 3-1422

New York Address: 35 West 53rd St.

Phone: LE 5-8580

President Jules Power
General Manager Daniel Wilson

Services Offered: Production of live local
and network television programs and com-
mercials.

Production: Time For Fun.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.

Phone: CR 4-5488

Owner Harold Jovien
Associate Bill Putney
Associate Mildred Houser

Services Offered: Representation of artist
and programs for TV, radio, records, clubs.
Also directors, producers for TV.

Productions: Peter Potter's Juke Box Jury,
Ralph Story Show, Harry Babbitt Show, Jeri
Southern Show, Dick Whittinghill Show,
Mildred Younger Show, The Hawthorne
Show.

PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 7-1881

President Paul F. Adler
Services Offered: Semi-animated film, spot
and institutional films.

PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38

Phone: BArelay 7-6563

Board Chairman Hyman L. Federman
President Guthrie E. Janssen
Vice President Justin J. Bayer
Secretary-Treasurer Philip R. Leeds

Services Offered: Voiced program service
of news & public affairs.

PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.

Phone: JUdson 6-7040

President S. F. Rubin

Services Offered: Producers of live and
film programs.

Productions: Big Story, Treasury Men in
Action, Man Behind the Badge, Playhouse 15,
Police Call, Seven Against Crime, Decoy,
Deadline.

RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.

Phone: LEExington 2-1717

President William Cayton
Vice President Fred Ladd

Secretary D. R. Roberts

Services Offered: Packaging & production
of TV film series, industrials, TV cartoons &
commercials.

Productions: Jingle, Cartoon Classics.

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.

Phone: SOrange 3-1044

New York Phone: PLaza 5-0868

Executive Producer W. H. Bertenshaw
Secy., Bus. Mgr. Betty Janeway
TV Director David Holm

Services Offered: Producers of local and
syndicated radio and TV programs & pack-
agers of bus., med., indust., agric., science,
educational & musical program drops & fea-
tures.

Productions: Report From U. S. Rubber,
The World of Fashion, It's a Funny World,
Radio USA, Music USA, Prod. of all sports,
music & special events for WHBI radio,
Farm & Home Show, Fun With Pop.

RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.

Phone: PL 7-3913

Pres. & Sales Mgr. Morton D. Catok
V.P. & Prog. Dir. Eugene Aretsky
General Mgr. Norman Alt

Services Offered: Program production,
both transcribed and live; specialize in pack-
aging transcribed sports shows and filming
of TV sports serials. Scripts created. Radio,
TV sports celebrity endorsements packaged.

Productions: Radio: Woman's World; St.
Nicks Fights. TV: What's New?; This Fab-
bled World; Story Behind the Painting;
Nightline Story Teller; Sportscope.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

PROGRAM PRODUCERS

THE REBEL CO.

Fen-Ker-Ada
(Goodson-Todman Enter.)
9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CO 4-7357

PresidentMark Goodson
V.P.'s.....William S. Todman, Harris
Katleman
Treas.Howard Todman
Producer.....Andrew J. Fenady
DirectorIrving Kershner
Services Offered: TV production.
Production: The Rebel.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.
Phone: CI 6-7300

PresidentLloyd Marx
Vice-PresidentTed Mack
Services Offered: Producers of "The Original Amateur Hour."

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

PresidentR. S. Robbins
Vice President.....Edward E. Finch
Services Offered: Radio and Television merchandise prizes.

HUBBELL ROBINSON PRODUCTIONS, INC.

48 E. 57th St., New York, N. Y.
Phone: PLaza 1-4055

Pres.Hubbell Robinson
Vice President.....Thomas H. Ryan
Branch Office

Revue International Studios, Universal City,
Calif.

Phone: TR 1-1211

Services Offered: Packers & producers of TV shows.

Productions: Ford Star Time, Thriller.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

PresidentJanet Taylor
Services Offered: Complete packages, radio, TV and film.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: Rlverside 9-3647

Bd. Chairman.....Maurice Roffman
PresidentRichard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion.
Productions: Co-producing Arnold's New Life.

R-TV ENTERPRISES

225 W. 86th St., New York City 24
Phone: SUsquahanna 7-2161

PresidentAmy W. Muentz
Executive Producer.....Jules Evan Baker
Prom. Consultant.....Alan J. Levine
Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

SANDE & GREENE, INC.

8400 Sunset Blvd., Los Angeles 46, Calif.
(See Commercial Producers)

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

President.....James L. Saphier
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

OwnerAllen Savage
ManagerJames Burke
Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packers & producers of radio programs.
Productions: Adequate Wiring in the Home, Home Selector Guide.

BERNARD L. SCHUBERT, INC.

505 Park Ave., New York 22, N. Y.
Phone: Murray Hill 8-0940

TreasurerLeonard Bogdanoff
Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616

PresidentWalter Schwimmer
Vice-Pres. in Chg. of Sales.....Bernie Crost
V.P. in Chg. of Prog.....Arthur Pickens, Jr.
Assistant Program Director.....Nat Watson
Sales Manager.....John Rohrs
Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test, Top Pro Golf, Championship Tennis.

SCREEN GEMS, INC.

(See TV Film Prod.-Dist.)

SESAC, INC.

The Coliseum Tower,
10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 6-3450

PresidentPaul Heinecke

PROGRAM PRODUCERS

Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Station Relations Dir.....W. F. Myers
Pub. & Prom.....Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.
Phone: MURray Hill 5-9010

PresidentFletcher Smith
Vice President.....Arthur J. Davis
Secretary-TreasurerPeter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large animation staff.

THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158

ProducerGeraldine Souvaie
Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MURray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary-Treasurer.....Thomas J. Shilling
V.P., Video Tape Op.....Anthony M. Hennig
Vice Pres., Sales.....Jack D. Bozarth
V.P., Engineering.....Charles A. Voso

Services Offered: Technical facilities include Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits.

SPORTS PROGRAMS, INC.

11 W. 42nd St., N. Y. C. 36
Phone: LONgacre 4-1491

President.....Edgar J. Scherick
Exec. Producer.....Jack Lubell
Services Offered: Producers of sports programming for TV.

Productions: Football & basketball series.

STAR INTERNATIONAL, INC.

649 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 2-6027

PresidentPeter Frank
Services Offered: Big Sound radio production package.

WILBUR STARK

25 West 54th St., New York, N. Y.

Services Offered: Live and filmed TV product.

MIKE STOKEY ENTERPRISES

4202 Benedict Canyon Drive, Sherman Oaks, Calif.

Phone: STate 4-0458

PresidentMike Stokey
Producers.....Arnold Kane, David Fein
New York Office
515 Madison Ave.
Phone: PLaza 8-2072

ManagerFrank Barone
Services Offered: Package producers of live and filmed TV shows.

Productions: Pantomime Quiz, Author!-Author!

TALENT ASSOCIATES LTD.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1030

PresidentAlfred Levy
Exec. Vice Pres.....David Susskind
V.P.'s.....Robt. Costello, Albert Selden.

TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.
Phone: COLumbus 5-4111

PresidentStephen F. Temmer
Services Offered: Packaged radio shows; foreign language radio shows.

Production: Rendezvous in Vienna.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23
Phone: TRafalgar 7-2372

President.....William R. Riddle
Services Offered: Package producer of features, commercial and training films.

PROGRAM PRODUCERS

TRAND ASSOCIATES, INC.

13 E. 53rd St., New York, N. Y.
Phone: PL 9-5250

President.....Dudley C. Andrews, Jr.
Dir. of Sta. Opera.....Lucio Sorre
Dir. of Prog. Sls.....Morton Catok
Dir. of Pub. & Prom.....Larry Penzell
Prod. Dir.....John Savage
Services Offered: Packagers of radio & TV programs.
Productions: Ladies First, At Home with Virginia Graham, Teen Talk.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio
Phone: Baldwin 2-3773

President.....J. P. Williams
Vice President.....Alexander Buchan
General Manager.....Gerhard Joseph
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 2-9184

President.....George Trendle
V. Pres. & Gen. Mgr.H. Allen Campbell
Secretary.....George W. Trendle, Jr.
Services Offered: Radio-TV production,
Productions: The Green Hornet, Under Secret Orders and others.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066
New York Address: 570 Fifth Ave.
Phone: Circle 5-3111

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice President.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Production Manager.....R. D. Buchanan
Services Offered: Animated jingles covering 75 weather changes. "Watch the Birdie" (360) animated quiz clips. "Ad-i-mation" 10" animated film clips.
Productions: "Colonel Bleep" cartoon stories & animated questions.

VAVIN, INC.

(See TV Prod.-Dist.)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: Circle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered: Sound effects records, transcriptions, background music for TV and radio.

VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-6960

President & Sales Mgr.....Vic Lindeman, Jr.
Producer-writerAlan Sands
Station Relations.....Peggy Seager
Services Offered: Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.
Productions: Top Ten Dance Party.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President.....Bill Murphy
Vice-President.....Charlotte Morgan
Radio-TV Dir.....Helen McCausland
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.
Productions: Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe
Services Offered: Package producers, program production, TV programs, live and film.

JACK M. WARNER PRODUCTIONS, INC.

846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-9061
New York Address: 640 Fifth Ave.
Phone: Circle 5-6165

President & Treasurer.....Samuel Schneider
Vice President.....Jack M. Warner
Sec. & Asst. Treas.....David M. Richman
Services Offered: Producers of motion pictures for theatrical release, films for industry & TV. Packaging of TV series & special film projects.

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

Partner.....Edward Wolf
Partner.....Herbert Wolf
Producers.....Jack Rubin, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV, live program productions.
Productions: Masquerade Party, Keep Talking.

THE WORLD OF FASHION

38 E. 57th St., N. Y. C. 22
Phone: PLaza 5-0868

President.....Alfred Davidson, Jr.
Executive Producer.....W. H. Bertenshaw
Services Offered: Interviews, reviews, previews, & news about fashion.
Production: The World of Fashion.

PROGRAM PRODUCERS

ZIV UNITED ARTISTS TV CO.

488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Synd. Sales Manager.....Len Firestone
Manager, Natl. Sales.....James Shaw
Regional Sales Mgr.....Edward J. Broman
Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Men Into Space, Sports Album, Bat Masterson, Rough Riders, Bold Venture, Mackenzie's Raiders, Sea Hunt, Target, Dial 999, New Adventures of Martin Kane, Harbor Command, West Point, Men of Annapolis, The Man & The Challenge, This Man

Dawson, Lock Up, Tombstone Territory, Dr. Christian, Adventures at Scott Island.

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 1-1323

President.....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions..Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore

New York Office

488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

MAURICE H. ZOUARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered: Live package radio & TV programs.

Production: Poem for A Day.

**FOR 320 NETWORK TV ADVERTISERS
SEE PAGE 739**

**FOR AGENTS AND MANAGERS
SEE PAGE 731**

**FOR ATTORNEYS SPECIALIZING
IN RADIO AND TELEVISION
SEE PAGE 726**

INDIE DOCUMENTARIES

... Appeal To Local Advertisers

By FRED M. THROWER

General Manager, WPIX, New York



SINCE the recent Congressional hearings on the state of this industry, there has been a marked emphasis on programming classified as "Public Affairs" programming . . . i.e., a program which performs a service to the viewer, which educates and informs, as well as entertains. In the past, this field has been left almost exclusively to the networks.

Two years ago, New York's independent WPIX-11 embarked on an experiment . . . the production and syndication of an hour-long documentary, "The Russian Revolution." This special "telementary" brought viewers the actual eye-witness films of the events leading up to and including the Bolshevik Revolution. It laid bare the deceptions of Communism and gave historical evidence as to how a handful of zealots used the distressed plight of the Russian people to erect an anarchy more tyrannical than that which was overthrown. "The Russian Revolution" was premiered in prime evening time (9:00 PM on a Tuesday night in New York) and well out-rated each of the three network flagship stations. Such success went far beyond our expectations . . . and proved that a vast commercial market existed for such productions. We became and remain . . . the only independent television station producing "documentary spectacles" for independent station consumption.

"The Russian Revolution," has been sold to 68 TV stations in the United States and Canada. "Cold War-Berlin Crisis"—our second docu-

mentary—has been sold in over 70 markets (12 major markets bought the production sight unseen within 24 hours after the initial announcement of its availability). "The Secret Life of Adolf Hitler," the third in the series of station documentaries, is currently in syndication to 20 stations.

These WPIX-produced documentaries are unique. They are the only real "spectaculars" available to local advertisers. As "spectaculars," they offer the same values on a local level to local advertisers, as spectaculars on a network offer to network advertisers.

Sponsors of these documentaries across the country are among the finest local advertisers . . . banks, newspapers, utility companies, real estate companies, automotive companies, etc. Many are "repeaters," sponsoring each WPIX special as it becomes available. Certainly this is proof that the documentaries produced and syndicated by WPIX-11 appeal strongly to important local advertisers who are looking for a TV "spectacular" of their own in their market. Co-incidentally, local stations use the WPIX programs for the same purpose . . . that is, to bring added prestige to the station telecasting these presentations.

One of the basic purposes of these documentaries is to recreate for the audience a most influential period in history.

Our staff is now hard at work on documentary number four . . . "Woman Behind a Dictator," the story of Evita Peron.

MODERN RADIO NEEDS MODERN SERVICES

Keep Ahead With —

RADIO HUCKSTERS

New and exciting customized jingles for every local business and sales event

RADIO FEATURETTES

70 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche brings a new star to your staff

CREATIVE PRODUCTION SERVICES

For that extra professional touch

AIRLIFTS

Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town

MUSI-CALL LETTERS

Sparkling and brilliant custom built Station I.D.'s for tailored identity and exclusivity

MUSIC LIBRARIES

Tailored to your Station's requirements. Over 20 years in the making

TALENT MANAGEMENT SERVICE

That knows its way up Ad Avenue

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work — monaural or stereo

INQUIRE TODAY about all you need for Modern Radio . . . all at

LANG-WORTH

1755 Broadway, New York, N. Y.

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presents

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**PERSONNEL AND
SERVICES OFFERED
BY TRANSCRIPTION AND
RECORDING COMPANIES**

1960

TRANSCRIPTION AND RECORDING COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

Office Manager.....Ed Pigeon
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO & TELEVISION LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....J. Stuart MacKay
General Manager.....Reo. C. Thompson
Secretary-Treasurer.....Eric M. Williams
Mgr., Radio Sls. Time Div.....Robert A. Tait
Mgr., Prog. Div.....Dana S. Murray
Mgr., TV Time Sls. Div.....Ross A. McCreath
Mgr., Best. Svc. Div.....Peter N. Harricks
Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

ALLIED RECORD DISTRIBUTING CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-5811
N. Y. Phone: COrtlandt 7-4975

President.....D. K. Broadhead
Vice Pres. of Mfg.....Sam Salzman
V.P., Adm., Finance.....John F. Wegner
V.P., Sales, Pub. Rel.....Ned R. Herzstam
Allied Record Div.—American Sound Corp.
233 Main St., Belleville 9, N. J.
Phone: PLYmouth 9-0700

Services Offered — Transcriptions, phonograph records, pressing, processing, mastering, milling and tape duplication. International distribution of independent labels. Merchandising, counseling on A & R, administration, accounting and collecting.

AMP-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LOngaere 3-4222

President.....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.
Phone: FL 3-6767

Owner.....Bill L. Godden
Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE

(Div. of Muzak Corp.)

229 Park Ave. S., New York 3, N. Y.
Phone: OREGon 4-7400

Sales Mgr.....Edward Hochhauser, Jr.
Services Offered: A transcription library exclusively comprising radio music, jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

President.....Herbert Rosen
Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AURA RECORDING, INC.

136 W. 52nd St., N. Y. C. 19
Phone: JU 2-8105

President.....Herbert Kaplan
Vice President.....Benjamin Stern
Secretary.....Allan Mirchin
Treasurer.....Heinz Kubicka
Services Offered: Recording facilities for advertising agencies and record companies; studios, mixing rooms, cutting and mastering channels.

BELL SOUND STUDIOS, INC.

237 W. 54th St., New York 19, N. Y.
Phone: JU 2-4812

President.....Allen Weintraub
Vice-Pres.....Daniel Cronin
Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Radio Sales.....Paul S. MacDonald
Recording Engineer.....Mel Lovell
Promotion Director.....Walter Shean
Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.

TRANSCRIPTION-RECORDING

Phone: HOLLYWOOD 2-6252

151 West 46th St., New York 36, N. Y.

N. Y. Phone: JUDSON 2-8040

President Glenn Wallich
V.P., Mfg. & Eng. James Bayless
V.P., Adm., Finance. D. C. Bonbright
Director. George R. Jones
Nat'l Sales Manager. Herbert I. Sachs

Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITOL TRANSCRIPTIONS SERVICE, INC.

620 Eleventh St., N.W., Washington 1, D. C.

Phone: EXECUTIVE 3-1246

President. H. Edward Behre
V.P. C. Edward Behre
Secy.-Treas. Doris Erickson

Services Offered: Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, subsonic control tones; live music sessions; remotes; Conference & Convention reporting; message repeater cartridge specialists.

COAST SOUND SERVICE, INC. (Subsidiary of Trans Artists Productions, Inc.)

1223 N. Highland Ave., Hollywood, Calif.

Phone: HOLLYWOOD 9-7394

N. Y. Phone: PLaza 1-4353

President Charles Knight
Vice President. Gerald J. Rappoport
Secretary Samuel Singer
Directors. Reuben Timmins, Hubert A. Rappoport

Services Offered: Fully equipped sound studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable sound equipment, equipment leasing.

COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-7300

President Goddard Lieberman
Exec. V.P. Herbert Greenspon
V.P., Gen. Mgr. Columbia LP

Record Club. Norman Adler
Controller. William G. Wilkins
V.P. Chg. of Admin. Albert B. Earl
V.P., Business Affairs. Alfred Lorber

Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

COLUMBIA TRANSCRIPTIONS (A Service of Columbia Records)

Director Calvin Roberts
National Sales Mgr. Floyd Glinert
Los Angeles Mgr. Michael Coolidge

Services Offered: All facilities pertaining to record production from script, casting,

THE BEST IN RECORDED ENTERTAINMENT MONAURAL & STEREO



There are two
first names in
sound and sales...



Allied Record Manufacturing Co.

Providing a quality product and dependable service at a competitive price. Service in sound that includes:

Transcriptions • Phonograph Records
Pressing • Processing • Mastering
Milling • Tape Duplication



Allied Record Distributing Co.

International distribution of independent labels. Service in sales that includes:
Merchandising • Distribution • Counseling
on A & R • Administration • Accounting
Collections • Inventory Control

ALLIED RECORD MANUFACTURING CO.

1041 North Las Palmas Ave., Hollywood 38
233 Main St., Belleville, N. J.

Telephone: Hollywood — HOLlywood 9-5811
New York — COrtland 7-4975

Teletype LA 845 FAX VCH • Cable address ALLRECH

TRANSCRIPTION-RECORDING

direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17
Phone: MUrray Hill 7-4466

(See Program Producers)

President.....John C. Gilmore
Exec. V.P.....William M. Carpenter
Services Offered: Radio & TV Merchandising-Promotion Plan.

CUE RECORDINGS, INC.

117 W. 46th St., N. Y. C. 36
Phone: PLaza 7-3641

President.....Sholom Rubinstein
Vice President.....Mel Kaiser
Secretary-Treasurer.....Bernard Rubinstein
Services Offered: Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22
Phone: MU 8-3950

President.....Phil Davis
V.P., Mus. Dir.....Earl Paul
Secy.-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Copy Dir.....E. C. Redding
Exec. Secy.....Renee Strum
Sales Dir., Acct. Exec.....Gerard D. Gilard
Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.
(See Commercial Producers)

DECCA RECORDS, INC.

145 Park Ave., New York 22, N. Y.
Phone: PLaza 2-1600

National Sales Mgr.....Claude Brennan
Sales Prom. Mgr.....Louis J. Sebok
Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring
Services Offered: Steinway piano, Ampex tape machines, Scully lathe, synchronous motor, Fairchild pie-syne generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

DISNEYLAND RECORDS

(Also Buena Vista Records)

477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880

500 S. Buena Vista St., Burbank, Calif.
Nat. Sales Mgr.....Philip Sammeth