

ATTORNEYS IN RADIO & TV

Stevens, David S.
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

Stirling, E. Tillman
710 14th St. NW, Wash. 5, D. C. EX 3-4600

Stollenwerck, Frank
National Press Bldg., Wash. 4, D. C. NA 8-7846

Stout, Clair L.
Munsey Bldg., Wash. 4, D. C. ST 3-1000

Stuart, Harold C.
412 Cafritz Bldg., Wash., D. C. ME 8-6989

Sutton, George O.
National Press Bldg., Wash. 4, D. C. NA 8-7949

Taylor, Telford
400 Madison Ave., N. Y., N. Y. MU 8-8990

Thomson, William
National Press Bldg., Wash. 4, D. C. NA 8-0055

Timberg, Sigmund
815 15th St. NW, Wash. 5, D. C. EX 3-1074

Vieth, Duane
1229 19th St. NW, Wash. 6, D. C. EX 3-7300

Wagner, W. Dean
400 Hill Bldg., Wash. 6, D. C. DI 7-1380

Walker, Paul A.
1513 Franklin Dr., Norman, Okla. JE 4-4824

Walker, Ralph L.
Ring Bldg., Wash. 6, D. C. RE 7-2566

Wall, Thomas H.
Munsey Bldg., Wash. 4, D. C. ST 3-1000

Walton, Frederick H., Jr.
Bowen Bldg., Wash. 5, D. C. RE 7-6363

Wayland, Charles V.
Perpetual Bldg., Wash. 4, D. C. RE 7-1450

Weaver, Henry B., Jr.
1225 19th St. NW, Wash. 6, D. C. EX 3-8476

Weinbach, Mortimer
7 W. 66th St., N. Y. 23, N. Y. SU 7-5000

Welch, Vincent B.
710 14th St. NW, Wash. 5, D. C. EX 3-4600

Werner, Jack
Wyatt Bldg., Wash. 5, D. C. RE 7-5102

Werner, Robert L.
30 Rockefeller Plaza, N. Y. 20, N. Y. CO 5-5900

Wheeler, Burton K.
Southern Bldg., Wash. 5, D. C. DI 7-7117

Wheeler, Edward K.
Southern Bldg., Wash. 5, D. C. DI 7-7117

Wilkinson, Ernest L.
744 Jackson Pl. NW, Wash. 6, D. C. NA 8-1114

Wilkinson, Glen A.
744 Jackson Pl. NW, Wash. 6, D. C. NA 8-1114

Wilkinson, Vernon L.
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

Willis, John W.
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

Wilner, Morton H.
Wyatt Bldg., Wash. 5, D. C. ME 8-6900

Zwicky, Warren C.
Perpetual Bldg., Wash. 4, D. C. ME 8-6632

Wilson, Thomas W.
Munsey Bldg., Wash. 4, D. C. ST 3-1000

Wollenberg, J. Roger
1735 DeSales St. NW, Wash. 6, D. C. DI 7-2724

Woods, Warren
Perpetual Bldg., 1111 E St. NW,
Wash. 4, D. C. NA 8-2530

Wozencraft, Frank W.
Southern Bldg., Wash. 5, D. C. EX 3-5363

Zias, Joseph E.
1317 F St. NW, Wash. 4, D. C. ST 3-4004

Zorbaugh, Geraldine B.
485 Madison Ave., N. Y. 22, N. Y. PL 1-2345

Motion Picture Theatres With Television Equipment

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
CALIFORNIA	Fresno	2,169	Fresno	
	Huntington Park	1,468	Huntington Park	
	Los Angeles		1,757	Downtown
			2,213	Orpheum
			1,363	Ritz
	San Francisco		2,646	Paramount
			399	Telenews
			2,096	Paramount
	COLORADO	Denver	2,096	Paramount
	DIST. OF COL.	Washington	3,452	Capitol
FLORIDA	Miami	1,838	Keith's	
		2,000	Carib	
		1,234	Capitol	
ILLINOIS	Chicago	1,299	Crown	
		3,931	Marbro	
		2,649	State Lake	
		606	Loop	
		3,414	Tivoli	
		4,320	Uptown	

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THEATRES WITH TV EQUIPMENT

(Continued from Preceding Page)

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
INDIANA	Indianapolis	3,313	Indiana	
LOUISIANA	New Orleans	3,400	Saenger	
MARYLAND	Baltimore	2,048	Century	
		1,320	Metropolitan	
		2,843	Stanley	
		1,860	State	
MASS.	Boston	1,500	Pilgrim	
		3,583	State	
MICHIGAN	Detroit	2,500	Eastown	
MINNESOTA	St. Paul	2,362	Paramount	
MISSOURI	St. Louis	3,166	State	
NEBRASKA	Omaha	2,978	Orpheum	
NEW JERSEY	Asbury Park	1,558	St. James	
	Camden	2,213	Stanley	
NEW YORK	Albany	1,550	Palace	
	Binghamton	2,284	Capitol	
	Buffalo	2,091	Centre	
	N.Y.C.—Bronx	2,353	Fordham	
	N.Y.C.—Brooklyn	4,060	Fox	
			2,146	Marine
		N.Y.C.—Manhattan	450	Guild Newsreel
		2,282	Victoria	
N.Y.C.	Flushing	2,146	Prospect	
NO. CAROLINA	Charlotte	1,405	Carolina	
OHIO	Cincinnati	3,037	Albee	
		3,009	Allen	
		3,465	Hippodrome	
		3,446	State	
		2,665	Keith's	
		2,455	Rivoli	
PENNSYLVANIA	Chester	2,272	Stanley	
	Erie	2,584	Warner	
	Philadelphia	2,947	Stanley	
	Pittsburgh	2,016	J. P. Harris	
		3,486	Penn	
	3,719	Stanley		
UTAH	Salt Lake City	1,759	Utah	
VIRGINIA	Richmond	1,396	Byrd	
		1,393	National	
WASHINGTON	Seattle	2,559	Orpheum	
WISCONSIN	Milwaukee	2,436	Riverside	
		2,431	Warner	

Revenues, Expenses And Income For Radio Networks And Other Stations

Item	1958-1959 (\$ millions)		Percent Increase or (decrease)
	1959	1958	1959
<i>Total Broadcast Revenues</i>			
4 Nationwide Networks, including owned and operated stations*	\$ 60.4	\$ 64.5	(6.4)
Other Radio Stations†	499.6	457.2	9.3
Total	\$560.9	\$521.7	7.3
<i>Total Broadcast Expenses</i>			
4 Nationwide Networks, including owned and operated stations*	\$ 64.9	\$ 69.4	(6.5)
Other Radio Stations†	452.7	415.3	9.0
Total	\$517.6	\$484.7	6.8
<i>Broadcast Income (before Federal income tax)</i>			
4 Nationwide Networks, including owned and operated stations*	(\$ 4.5)	(\$ 4.9)	—
Other Radio Stations†	46.9	41.9	11.9
Total	\$ 42.4	\$ 37.0	14.6

(*) 1958 and 1959 data cover the operations of the four nationwide networks and their 19 owned and operated stations.
 (†) Includes 3,271 AM, AM-FM and independent FM stations in 1958 and 3,509 in 1959.

Broadcast Expenses Of Four AM Networks And 3,361 Other Radio Stations

Type of Expense	— 1959 — (\$ thousands)			Total
	4 Nationwide Networks	19 Networks owned and operated stations	3,361 other AM stations	
Technical	\$3,612	\$4,913	\$60,661	\$69,186
Program	24,235	11,015	133,662	168,912
Selling	5,434	4,397	84,428	94,259
General and Administrative...	6,650	4,627	168,109	179,386
Total Broadcast Expense...	\$39,931	\$24,952	\$446,860	\$511,743

—Source: FCC



The Many Worlds Of Music

From the composers of today flow the music that reflects our life and our time. Many of the composers who make significant contributions to *the music of our time* license their performing rights through BMI. In many different ways, BMI fosters and supports the many worlds of contemporary music.

Musical America, in its issue of August, 1960, wrote:

“Broadcast Music...is a business with a conscience, fully aware of the pressing need to make dollars work for contemporary composers and music...In a scant 20 years since its founding, BMI has taken a mature and responsible stand on the side of contemporary and, most important, American musical thought. It has realized that only through realistic support of our writers, through money, performances, and recordings, can the composer of today find an opportunity to flourish and work for America's culture and stature in the world of art.”

**BROADCAST
MUSIC·INC**

589 FIFTH AVENUE
NEW YORK 17, NEW YORK



Volume Reports Heighten Spot Television's Future

By NORMAN CASH
President, Television Bureau of Advertising



IN AN ERA of unprecedented expansion for the television advertising medium, no story is more dramatic than the one of spot TV. In 1960, four of every ten dollars spent by national advertisers went into the medium.

Recognition of spot TV's full extent and impact has come about only in recent years. In the early years of telecasting, its role was little-known or defined, except by the many advertisers who used it. Then, even as today (though not to as great an extent), the glamor of network TV overshadowed this medium.

Although network TV advertising expenditures have always been well-defined, no comparable spot television figures were available until 1955, when the N. C. Rorabaugh Company began compiling similar information through the efforts of TvB.

Five years have passed since the first annual spot report was published. A look at the reports over the years clearly shows the exciting growth of spot TV.

Gross time dollars, for example, have soared from \$397.6-million to \$616.7-million, an increase of 55.1%. The number one advertiser in spot for 1956, spent \$17.5-million; in 1960, the same company spent \$55.1-million. In 1956, 81 advertisers spent more than a million; the figure in 1960 was 125.

Whereas 267 stations were involved in the first N. C. Rorabaugh report, more than 330 provided the information to make the 1960 reports possible. Without this valued support by stations, the reports could never have come into being.

In category after category, we see the ever-increasing use of spot TV. Auto advertising more than doubled in the five years; packaged soaps and detergents rose from \$13.3-million to nearly \$34-million; toys jumped from \$1.2-million in 1956, to \$5.2-

million in 1960.

Major companies, of course, used the medium with great success. But so did lesser-known companies, names which soon became established in the consumer's mind, through spot TV. Lestoil, for one, launched a whole new product line. Alberto-Culver, Duncan Hines cake mixes, Cocoa Marsh, Lanvin, Chevron gasoline, are but a few which moved ahead through spot TV. Anheuser Busch started a whole new marketing concept because of the medium.

With the inherent advantages of sight, sound and motion available in all TV, spot delivers infinitely varying kinds and varying amounts of advertising pressure anywhere, as the advertiser needs.

Because its advantages remain unchanged, spot TV will unquestionably move from a successful past to an even greater future. Its power—selective selling, seasonal pushes, saturation campaigns, pre-testing, offsetting competition, bolstering weak markets, launching new products, localizing appeals, stimulating dealer support and complementing network TV—make it a needed force for the aggressive advertiser.

In themselves, the spot reports have become a valuable tool for the advertising salesman. Established to provide information on individual advertisers so that companies could assess the activities of competitors and to make analyses and trends, the reports have contributed to many other sales.

In effect, the added knowledge available through bringing to light the activities of many companies, has been another force in the growth of spot TV. Each and every station which has provided necessary information for the reports has made possible the growth of the medium. With the needed information at hand and the power of the medium itself, the future will be secure.

*The Standard of Quality
Wherever Films Are Used*

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

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

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

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

W. J. GERMAN, INC.

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

348 Network TV Advertisers

— EST. GROSS TIME EXPEND. FOR 1960 —

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
243.	Academy of Mot. Pict. A & S.	\$ 143,517	134.	Congoleum Nairn, Inc.	613,929
*226.	Adams Corp.	180,265	92.	Consolidated Cigar Corp.	1,290,070
138.	Adolph's, Ltd.	606,506	194.	Consolidated Foods Corp.	270,943
*246.	Airequipt Mfg. Co., Inc.	138,991	141.	Continental Baking Co., Inc.	593,837
22.	Alberto-Culver Co.	8,822,038	*274.	Continental Oil Co.	111,430
284.	Aluminum, Ltd.	82,175	*211.	Continental Wax Corp.	219,147
50.	Aluminum Co. of America	3,492,926	279.	Coopers, Inc.	96,336
285.	Amer. Character Doll Corp.	80,104	52.	Corn Products Co.	3,312,356
39.	American Chic Co.	4,612,913	143.	Coty, Inc.	981,650
190.	American Cyanamid Co.	280,976	99.	Cowles Magazines, Inc.	1,188,633
128.	American Dairy Ass'n.	689,839	174.	Cracker Jack Co.	391,135
389.	American Express Co.	77,638	253.	Curtis Publishing Co.	132,976
81.	American Gas Ass'n.	1,178,363	275.	Democratic Nat'l. Committee	109,074
2.	Amer. Home Prods. Corp.	33,376,057	295.	Democratic Ply.-Cook County	72,950
256.	American Luggage Works, Inc.	129,565	81.	Dow Chemical Co.	1,613,613
202.	Amer. Mach. & Foundry Co.	219,105	296.	Dow Corning Corp.	72,430
177.	American Marietta Co.	380,884	48.	Drackett Co.	3,577,524
165.	American Motors Corp.	426,297	225.	Drug Research Corp.	185,910
*280.	Amer. Photo. Equip. Co.	94,351	28.	DuPont, deNemours, E. I., and Co., Inc.	7,558,622
*332.	American Red Ball Trans. Co.	36,570	*100.	Dumas Milner Corp.	1,174,728
73.	American Tel. & Tel. Co.	1,904,364	255.	Dusharme Products, Inc.	131,780
19.	American Tobacco Co.	9,701,965	*346.	Eagle Pencil Co.	26,481
248.	Amity Leather Prods. Co.	137,595	35.	Eastman Kodak Co.	5,271,794
131.	Anheuser-Busch, Inc.	646,573	261.	Eleanor Roosevelt Institute for Cancer Research	118,265
45.	Armour and Co.	3,988,370	129.	Electric Antilite Co.	675,878
43.	Armstrong Cork Co.	4,181,031	*297.	Electric Storage Bat. Co.	70,240
229.	Arnold Schwinn & Co.	174,000	153.	Elgin National Watch Co.	536,419
257.	Atlantic Refining Co.	128,448	118.	Equitable Life Assurance Society of the U. S.	835,763
156.	Atlantis Sales Corp.	500,447	163.	Eversharp, Inc.	432,891
167.	Avco Corp.	422,380	181.	Ex-Lax, Inc.	321,760
373.	Ballantine, P. & Sons	111,732	180.	F and F Laboratories, Inc.	363,347
132.	Bayuk Cigars, Inc.	5,705,471	199.	Factor, Max & Co.	258,128
38.	Beech Nut Life Savers, Inc.	1,819,117	95.	Falstaff Brewing Corp.	1,236,529
61.	Beecham Products, Inc.	2,796,388	*142.	Field Enterprises Educational Corp.	587,898
111.	Bell & Howell Co.	1,009,017	*316.	Filbert, J. H., Inc.	45,740
196.	Benrus Watch Co., Inc.	264,875	77.	Firestone Tire & Rubber	1,789,210
223.	Berkshire Knitting Mills	192,205	205.	Florida Citrus Commission	239,331
*271.	Better Vision Inst., Inc.	113,971	213.	F.T.D. Ass'n., Inc.	221,581
*249.	Binney & Smith Co.	137,458	14.	Ford Motor Co.	11,159,933
90.	Bishop, Hazel, Inc.	1,305,408	69.	General Cigar Co., Inc.	2,307,464
233.	Bissell, Inc.	160,816	31.	General Electric Co.	5,745,718
36.	Block Drug Co., Inc.	5,212,390	6.	General Foods Corp.	18,623,648
*313.	Blue Bell, Inc.	47,820	9.	General Mills, Inc.	14,651,707
130.	Bon Ami Co.	655,388	4.	General Motors Corp.	22,985,033
135.	Borden Co.	613,920	147.	General Nutrition Corp.	566,401
258.	Botany Industries, Inc.	121,299	267.	General Tel. & Electronics	115,296
291.	Boyer Internat'l. Labs., Inc.	75,960	119.	General Time Corp.	832,269
88.	Breck, John H., Inc.	1,322,555	303.	Genesee Brewing Co., Inc.	58,170
240.	Bridgeport Brass Co.	152,204	308.	Gerber Products Co.	759,149
110.	Brillo Mfg. Co., Inc.	1,025,496	122.	Gibson Greeting Cards, Inc.	51,783
16.	Bristol Myers Co.	10,747,288	294.	Gilbert, A. C., Co.	73,610
10.	Brown & Williamson Tob.	12,533,149	12.	Gillette Co.	12,075,302
182.	Brunswick Corp.	322,104	211.	Glidden Co.	117,323
310.	Burgermeister Brewing Corp.	50,791	101.	Gold Seal Co.	1,151,020
206.	Burlington Industries Inc.	236,835	83.	Goodrich, B. F., Co.	1,598,158
157.	Caiff, Packing Corp.	488,109	76.	Goodyear Tire & Rubber	1,819,908
34.	Campbell Soup Co.	5,501,706	136.	Greyhound Corp.	613,536
89.	Canada Dry Corp.	1,311,430	288.	Grocery Store Prods. Co.	77,780
145.	Canadian Breweries, Ltd.	570,799	317.	Gulf Guaranty Land & Title	45,565
36.	Carnation Co.	3,009,147	87.	Gulf Oil Corp.	1,331,609
29.	Carter Products, Inc.	6,471,175	200.	Hagan Chemicals & Controls	255,317
*311.	Chanel, Inc.	48,592	*238.	Haggar Co.	153,280
97.	Chemstrand Corp.	1,190,550	103.	Hallmark Cards, Inc.	1,115,218
*236.	Chemway Corp.	158,930	*311.	Hambro Automotive Corp.	28,811
78.	Chesebrough-Ponds, Inc.	1,786,119	169.	Hamm, Theodore, Brewing Co.	412,908
337.	Chicago Printed String Co.	32,454	333.	Hanes, P. H., Knitting Co.	36,000
311.	Chicago Show Printing Co.	30,420	139.	Hartz Mountain Products	605,576
23.	Chrysler Corp.	8,638,204	57.	Heinz, H. J., Co.	2,910,051
328.	Chun King Assoc. Enterprise	37,874	51.	Helene Curtis Indus., Inc.	3,350,042
306.	Citizens for Kennedy	55,475	112.	Hills Brothers Coffee, Inc.	979,556
125.	Citizens for Kennedy & Johnson	708,829	151.	Hollywood Brads, Inc.	512,610
299.	Clark, J. R., Co.	66,290	137.	Hoover Co.	-612,005
132.	Cluett, Peabody & Co., Inc.	615,229	319.	Hygrade Food Prods. Corp.	45,119
148.	Coca Cola Co.	561,080	329.	Ideal Toy Corp.	37,790
*322.	Coleman Co., Inc., The	12,790			
5.	Colgate-Palmolive Co.	22,511,280			
209.	Coliforms, Inc.	232,000			
251.	Columbus Coated Fabrics	133,735			
*302.	Commonwealth Products, Inc.	60,000			

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348 NETWORK TV ADVERTISERS

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
338.	Independent Citizens for Nixon & Lodge.....	32,297	191.	Philis & Reading Corp.....	280,318
186.	Independent Televisian Com.....	315,130	218.	Phileo Corp.....	201,586
217.	Insurance Co. of N. Amer.....	138,391	13.	Philip Morris, Inc.....	11,215,118
119.	International Parts Corp.....	552,183	201.	Phillips Petroleum Co.....	211,056
211.	International Shoe Co.....	228,377	166.	Phillips-Van Heusen Corp.....	125,521
335.	Jantzen, Inc.....	35,920	37.	Pillsbury Co.....	1,927,310
318.	Jaymar-Ruby, Inc.....	25,179	85.	Pittsburgh Plate Glass.....	1,371,266
171.	Jergens Andrew Co.....	397,221	*101.	Plogah, Inc.....	1,121,788
278.	Johns-Manville Corp.....	100,497	63.	Polaroid Corp.....	2,755,186
305.	Johnson, Howard D., Co.....	55,496	152.	Polk Miller Prods. Corp.....	511,151
41.	Johnson & Johnson.....	1,297,630	212.	Pond, A. H., Co., Inc.....	116,170
25.	Johnson, S. C., & Son, Inc.....	8,103,717	1.	Procter & Gamble Co.....	16,106,679
10.	Kaiser Industries Corp.....	1,118,010	*113.	Procter-Silex Corp.....	950,698
173.	Kayser Roth Corp.....	391,705	16.	Prudential Insur. Co. of Amer.....	3,766,861
18.	Kellogg Co.....	9,900,196	70.	Purex Corp., Ltd.....	2,279,952
150.	Kemper Insurance Group.....	551,526	55.	Quaker Oats Co.....	3,022,571
159.	Kendall Co.....	476,111	17.	Radio Corp. of America.....	3,755,367
19.	Kimberly-Clark Corp.....	3,521,286	307.	Rainbow Crafts, Inc.....	51,000
331.	Kiwi Polish Co., Pty., Ltd.....	37,768	30.	Ralston Purina Co.....	6,067,010
311.	Knapp-Monarch Co.....	47,160	252.	Reader's Digest Ass'n, Inc.....	133,599
266.	Knox, Charles B., Gelatine Co.....	116,325	168.	Realemon-Puritan Co.....	121,303
339.	Kurlash Co., Inc., The.....	31,960	315.	Reardon Co.....	26,910
269.	Lanolin Plus, Inc.....	111,270	318.	Reddi-Wip Inc.....	15,186
198.	Lanvin Parfums, Inc.....	260,563	315.	Remco Industries, Inc.....	16,000
320.	Lavry's Foods, Inc.....	45,000	71.	Renault, Inc.....	1,898,117
98.	Leeming, Thos., & Co., Inc.....	1,188,960	292.	Renuzit Home Prods. Co.....	75,700
181.	Lehn & Fink Prods. Corp.....	358,316	195.	Republican Nat'l Comm.....	265,178
*276.	Lenox Inc.....	106,810	*286.	Restonic Corp.....	80,087
3.	Lever Brothers Co.....	28,613,110	183.	Retail Clerks Internat'l Ass'n.....	325,935
260.	Lewis Howe Co.....	119,770	12.	Revlon, Inc.....	1,219,880
161.	Libbey-Owens-Ford Glass.....	429,160	106.	Rexall Drug & Chem. Co.....	1,111,560
15.	Liggett & Myers Tobacco.....	10,991,621	60.	Reynolds Metals Co.....	2,818,160
293.	Lincoln Nat'l Life Ins. Co.....	73,815	7.	Reynolds, R. J., Tob. Co.....	15,891,116
330.	Lionel Corp.....	37,790	67.	Richardson Merrell, Inc.....	2,371,527
*321.	Little Crow Milling Co.....	42,000	301.	Rock of Ages Corp.....	56,781
96.	Longines-Wittnauer Watch.....	1,192,020	176.	Sandura Co.....	386,729
26.	Lorillard, P., Co.....	7,755,281	216.	Savings & Loan Found, Inc.....	212,129
110.	Ludens, Inc.....	601,020	*326.	Schaper Mfg. Co., Inc.....	10,000
121.	M & R Dietetic Labs., Inc.....	727,151	61.	Schlitz, Jos., Brewing Co.....	2,625,530
*327.	M&O-Meal Co.....	39,705	11.	Scott Paper Co.....	1,020,918
228.	Manhattan Shirt Co.....	177,853	235.	Seavill Mfg. Co., Inc.....	160,191
105.	Mars, Inc.....	1,120,670	212.	Scripto, Inc.....	226,120
79.	Massey-Ferguson, Ltd.....	1,667,179	*277.	Sealright Oswego Falls Cor.....	100,501
93.	Mattel, Inc.....	1,272,690	268.	Sealy, Inc.....	111,716
*232.	McCall Corp.....	162,165	59.	Sears, Roebuck & Co.....	2,827,765
80.	Mennen Co.....	1,621,120	107.	Seven-Up Co.....	1,090,850
102.	Mentholatum Co.....	1,118,771	221.	Shattuck, Frank G., Co.....	1,899,785
20.	Miles Laboratories, Inc.....	6,839,116	193.	Shell Oil Co.....	27,1028
170.	Miller Brewing Co.....	108,910	211.	Shulton, Inc.....	139,578
*312.	Miller Brothers Hat Co., Inc.....	48,018	222.	Shuyder Bros., Inc.....	192,580
298.	Minn. Mining & Mfg. Co.....	70,176	68.	Simoniz Co.....	2,331,275
162.	Minute Mail Corp.....	113,309	197.	Sinclair Oil Corp.....	262,690
116.	Mogen David Wine Corp.....	938,889	91.	Singer Mfg. Co.....	1,215,351
270.	Mohaseo Industries, Inc.....	114,075	*331.	Smith-Corona Marchant, Inc.....	35,956
250.	Monsanto Chemical Co.....	135,720	261.	Smith, Kline & French Labs.....	116,675
51.	Mutual Benefit Health and Accident Ass'n.....	3,036,136	*325.	South & North, Cal. Renault Dealers.....	41,710
17.	National Biscuit Co.....	10,317,922	310.	Spalding, A. G., & Bros.....	31,000
188.	National Brewing Co.....	300,682	120.	Spidel Corp.....	830,108
21.	Nat'l Dairy Prods. Corp.....	8,529,811	62.	Sperry Rand Corp.....	2,783,181
155.	Nat'l Grape Co-Op. Ass'n.....	511,220	178.	Staley, A. E., Mfg. Co.....	373,180
265.	Nat'l Nixon-Lodge Clubs.....	116,550	58.	Standard Brands, Inc.....	2,887,410
219.	Nat'l Presto Industries.....	201,361	281.	Standard Oil Co. of Calif.....	91,007
116.	Nat'l Repub. Congress. Comm.....	568,150	161.	Standard Oil Co. of Ind.....	418,079
290.	Nat'l Repub. Senatorial Comm.....	77,205	121.	Standard Oil Co. of N. J.....	786,155
82.	Nestle Co., Inc.....	1,611,156	*172.	Standard Triumph Motor Co.....	395,582
*312.	N. E. Mutual Life Inc. Co.....	30,223	*287.	Stanley-Warner Corp.....	77,850
126.	N. Amer. Philips Co., Inc.....	707,302	111.	State Farm Mutual Automobile Insurance Co.....	918,953
179.	N. Amer. Van Lines, Inc.....	367,170	300.	Steel Co.'s Coordinating Comm.....	65,010
*313.	North Woods Coffee Co.....	30,000	8.	Sterling Drug Co.....	15,358,919
262.	Northam Warren Corp.....	117,870	*230.	Stewart-Warner Corp.....	167,476
189.	Norwich Pharmaceutical Co.....	298,788	123.	Stokely-Van Camp, Inc.....	728,127
72.	Noxema Chemical Co.....	1,906,269	301.	Stroh Brewery Co.....	63,228
272.	Ocean Spray Cranberries.....	113,510	108.	Studebaker-Packard Corp.....	1,064,219
393.	Ohio Oil Co.....	42,686	75.	Sunbeam Corp.....	1,825,112
227.	Old London Foods, Inc.....	179,850	111.	Sunshine Biscuits, Inc.....	573,701
71.	Old Matheson Chem.....	2,190,183	66.	Sweets Co. of Amer., Inc.....	2,181,559
221.	Onboard Marine Corp.....	191,033	86.	Swift and Co.....	1,366,220
192.	Palbst Brewing Co.....	276,799	207.	Technical Tape Corp.....	236,818
185.	Palm Beach Co.....	316,130	11.	Texaco, Inc.....	12,161,822
187.	Pan Amer. Coffee Bureau.....	314,731	*220.	Top Value Enterprises Inc.....	200,275
65.	Pet Milk Co.....	2,529,401			
*282.	Peter Pan Foundations, Inc.....	90,630			
117.	Peter Paul, Inc.....	879,219			

Source: TVB-ENA-BAR.® New to network Television.

Television's Boom Abroad Aided By U. S. Know-How

By MERLE S. JONES
President, CBS Television Stations Division



AS television reached maturity in America during the past 12 years, informing, educating and entertaining the populace and even influencing the nation's political mood, so it is now developing around the world with much the same force. Absorbed as we are in American broadcasting, events make it imperative that we look more closely at international television.

Television began to hit its stride in many countries outside the United States several years ago, finding enthusiastic audiences among all levels of society, whether in crude villages of Africa and Asia or in the cosmopolitan centers of Western Europe. In the past two years the number of television sets and stations abroad has soared at a fantastic rate to the point where it is now estimated that by 1962 there will be more off-shore sets in use than in the U. S.

Mutual cooperation between American broadcasters and those of countries who are in the process of developing television systems can only result in maximum benefits to both. For this reason the Columbia Broadcasting System takes pride in its contribution to the growth of international TV.

For many years international television representatives have come to CBS seeking help in technical, administrative and production problems as well as in a host of other areas. During 1960 more than 150 representatives from 45 different countries visited the CBS Television Stations Division offices in New York. During January 1961 alone we met with 30 representatives from such countries as Lebanon, Japan and England.

Because of the growing number of inquiries from abroad during the past few years, the CBS Television Stations Division has established formal procedures for giving help to broadcasters abroad. Over the past ten months, for example, CBS negotiated

agreements with organizations in four countries — West Germany, Italy, Argentina and Peru — by which CBS experience is being used to help establish television systems and to provide consultation and facilities for existing TV networks and stations.

The West German agreement provides help for the group which is planning that country's all-UHF commercial television network which, when it is completed and authorized, will compete with the existing state-operated television network.

The CBS-RAI agreement in Italy calls for a mutual exchange of technical information, equipment, personnel and eventually programs and talent. The agreement anticipates growing exchange of programming material by both Italy and America. An example of such exchange took place in 1960 when RAI provided the CBS Television Network with exclusive coverage of the Olympics.

In Argentina, CBS and Latin American interests formed PROARTEL (Producciones Argentinas de Television) last June to create and produce programming for telecasts in Buenos Aires. A similar facility was established in Peru by CBS last year.

Not only are American broadcasters providing consultation and technical information abroad, but sales of American television programs overseas have also experienced a phenomenal rise. During 1960, CBS Films Inc., the subsidiary responsible for distributing CBS program product abroad, increased its international sales by 30 per cent over 1959 and by 250 per cent over 1957. Sales were made in such widely separated places as Brazil, Hong Kong, Haiti and the United Arab Republic. Each week CBS Films provides more than 1,100 half-hour programs, dubbed into more than a dozen languages, to 40 countries outside the United States.

Radio Time Sales — National, Regional And Local Sales Figures In Key Areas

— 1959 —

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors‡</i>
Akron, O.	4	\$ 417,766	\$1,507,190
Albany-Schenectady	7	1,345,431	1,126,874
Albuquerque	8	286,171	1,005,886
Allentown-Bethlehem	8	311,448	1,143,463
Amarillo, Tex.	6	249,398	596,277
Atlanta, Ga.	15	1,849,545	2,587,726
Austin, Tex.	4	218,624	571,247
Bakersfield, Cal.	8	196,019	541,108
Baltimore	14	1,952,264	3,620,307
Birmingham	11	817,660	1,358,490
Boston	17	4,687,096	5,119,990
Bridgeport, Conn.	3	390,829	692,509
Buffalo	10	2,209,204	2,260,300
Canton, O.	5	397,161	535,007
Cedar Rapids, Ia.	3	811,240	482,163
Charleston, W. Va.	6	215,039	667,005
Charlotte	7	872,689	737,785
Chattanooga	8	184,931	1,101,728
Chicago	23	11,976,097	10,169,291
Cincinnati	8	2,874,872	2,028,357
Cleveland	9	3,124,807	3,027,130
Columbia, S. C.	7	238,887	683,085
Columbus, O.	6	1,533,700	1,868,667
Dallas	11	1,709,803	2,920,503
Davenport, Rock Island.	5	365,764	652,879
Dayton	5	755,813	1,733,998
Denver	17	1,269,711	2,871,816
Des Moines, Ia.	6	1,500,390	1,009,511
Detroit	10	6,196,002	5,380,676
Duluth-Superior	8	269,052	648,279
El Paso	7	212,803	687,869
Erie, Pa.	5	197,279	473,092

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors†</i>
Evansville, Ind.	5	215,349	519,206
Flint, Mich.	6	316,883	861,666
Fort Wayne, Ind.	4	587,143	973,615
Fort Worth	7	755,833	1,541,374
Fresno, Cal.	8	647,931	1,105,717
Grand Rapids, Mich.	6	593,993	898,796
Greensboro, High Pt.	7	205,347	719,420
Greenville, S. C.	7	210,297	712,746
Harrisburg, Pa.	5	359,202	560,008
Hartford, Conn.	5	1,754,084	579,087
Honolulu	8	571,341	1,380,750
Houston, Tex.	11	1,932,679	2,634,605
Huntington, Ashland	5	190,077	452,886
Indianapolis	6	1,595,457	2,175,611
Jackson, Miss.	6	391,742	485,719
Jacksonville, Fla.	10	666,225	1,001,194
Kalamazoo	3	337,897	545,617
Kansas City, Mo.	9	2,044,554	2,737,754
Knoxville, Tenn.	9	417,313	999,818
Lancaster, Pa.	6	254,642	512,285
Little Rock	8	416,117	600,002
Los Angeles-Long Beach.	29	8,174,782	12,519,338
Louisville, Ky.	9	1,523,325	1,706,976
Macon, Ga.	7	211,879	523,939
Madison, Wisc.	3	253,145	624,779
Memphis, Tenn.	10	1,050,310	1,707,573
Miami, Fla.	13	1,745,521	2,764,881
Milwaukee	8	1,998,781	2,439,083
Minneapolis-St. Paul	11	2,625,052	3,174,000
Montgomery, Ala.	6	304,143	412,546
Nashville, Tenn.	8	969,749	1,646,958
New Haven, Conn.	3	479,331	747,336
New Orleans, La.	10	1,230,172	1,630,866
New York	29	26,597,178	11,510,626
Newport News-Hampton	3	249,318	391,815
Norfolk, Portsmouth	7	480,592	1,363,102
Oklahoma City	8	706,497	1,385,828
Omaha, Neb.	7	1,021,452	1,532,202
Orlando, Fla.	8	205,227	871,070

(Continued on Next Page)

RADIO TIME SALES

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors‡</i>
Peoria, Ill.	5	406,388	812,883
Philadelphia	20	5,240,245	6,365,432
Phoenix, Ariz.	12	446,373	1,764,389
Pittsburgh, Pa.	20	2,700,424	4,118,707
Portland, Me.	4	242,338	418,234
Portland, Oreg.	16	1,349,015	1,805,374
Providence, R. I.	11	1,076,868	1,376,030
Raleigh, N. C.	5	616,858	432,330
Richmond, Va.	8	813,419	1,031,040
Rochester, N. Y.	6	1,092,912	977,154
Sacramento, Cal.	5	788,940	1,155,140
St. Louis, Mo.	13	3,791,141	3,825,150
Salt Lake City, Utah.	9	416,308	1,309,742
San Antonio, Tex.	8	1,130,893	1,531,641
Ontario, Cali.	20	420,354	1,429,390
San Diego, Cal.	9	983,959	1,547,173
San Francisco-Oakland	18	4,834,062	4,907,539
San Jose, Cal.	6	182,605	956,270
Scranton, Pa.	6	276,095	659,513
Seattle, Wash.	17	1,364,457	2,587,738
Shreveport, La.	8	590,304	625,419
South Bend, Ind.	3	259,003	418,541
Spokane, Wash.	8	618,970	1,048,136
Springfield-Holyoke	9	224,394	864,136
Springfield, Mo.	4	193,868	520,636
Stockton, Cal.	5	270,381	681,157
Syracuse, N. Y.	7	926,532	1,334,295
Tampa-St. Petersburg, Fla.	13	884,636	1,600,484
Toledo, O.	4	813,612	966,783
Topeka, Kan.	4	421,693	608,732
Tulsa, Okla.	6	614,715	1,064,001
Utica-Rome, N. Y.	7	205,961	592,837
Washington, D. C.	17	3,322,733	4,481,831
Wheeling, W. Va.	4	459,561	516,536
Wichita Falls, Tex.	3	259,068	365,942
Wichita, Kan.	6	519,180	1,046,013
Wilmington, Del.	4	189,097	778,608
Worcester, Mass.	4	543,099	631,533
Youngstown, O.	5	518,846	817,021

(*) Stations with less than \$25,000 time sales report only total revenues and total expenses, and account for over 99% of the broadcast revenues of the 3,350 reporting stations.

(†) Before commissions to agencies, representatives and others.

Source: FCC.

1961

**TELEVISION
NETWORKS**



**EXECUTIVE PERSONNEL
BIOGRAPHIES
U. S. MAP OF NETWORK
OWNED & OPERATED
& AFFILIATED STATIONS**



The Public Is Boss ... In Our Programming Efforts

By OLIVER TREYZ
President, ABC Television Network

NEVER has it been a secret that we at ABC-TV have always considered the public's desires first in our programming efforts. The rapid and solid growth of ABC-TV has proved the soundness of this philosophy.

Ratings are, of course, a vital indication of public acceptance. But there are many more personal indices.

For instance, not too long ago KAKE-TV, our primary affiliate in Wichita, Kansas, celebrated its fifth anniversary with a cake baking contest. Viewers were invited to submit cakes decorated with pictures of ABC-TV personalities. Out of 5,000 entries, half were decorated with likenesses of Lawrence Welk—very appetizing proof, which I personally sampled, that Mr. Welk is well-liked in Wichita.

One major way we "feel the public pulse" is through the managers of our more than 200 affiliates. These men are leaders in their communities, in close touch with the people who control the TV dials.

We hold regular meetings with our affiliates and communicate constantly with them throughout the year. They are quick to tell us how their viewers—who of course also are ABC-TV viewers—react to our programs.

Letters and phone calls direct to the network from the public are other important "pulse feelers." Most letters come from viewers who feel moved to express thanks or give us constructive criticism.

A recent letter from New Britain, Conn. said "Wednesday evening on ABC to me is the best of the week. You can set the dial and forget it for the entire evening."

From letters I have seen, many viewers

all over the country feel the same way about every evening on ABC-TV. A letter that made both the network and the sponsor happy came from Cincinnati. After calling "Leave It to Beaver" "one of the best family situations on TV today," the viewer said, "We even enjoy the commercials."

Sometimes we receive a stack of letters, all mailed within a few days of each other. Then we know that someone has started either a "for" or an "against" campaign. We do not believe that these letters are truly indicative of a program's appeal. Other things are: Tourists ferreting out "Dino's" in Hollywood and the "Boom Boom Room" in Miami Beach reflect the popularity of "77 Sunset Strip" and "SurfSide 6".

The influence of "SurfSide 6" on Florida viewers has, I understand, been so effective that boat builders in that area are experiencing a minor boom in constructing \$15,000 houseboats similar to the one used in the show.

Travel—whether it be across town in New York City or anywhere in the country—provides word of mouth reaction to programming.

A Manhattan taxi driver talks about John Russell in "Lawman". A man in the next chair laughs with the Chicago barber about last night's "Flintstones." Your seat-mate on a cross-country flight mentions "Winston Churchill—The Valiant Years".

These personal experiences turn rating points into people; individuals who laugh, thrill, enjoy and are stimulated by television. They are not cold cyphers, impersonal digits. They are people, the people for whom we at ABC-TV work.

ABC Television Network

JAMES C. HAGERTY

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

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



ALFRED R. SCHNEIDER

ABC-TV Vice President in Charge of Administration



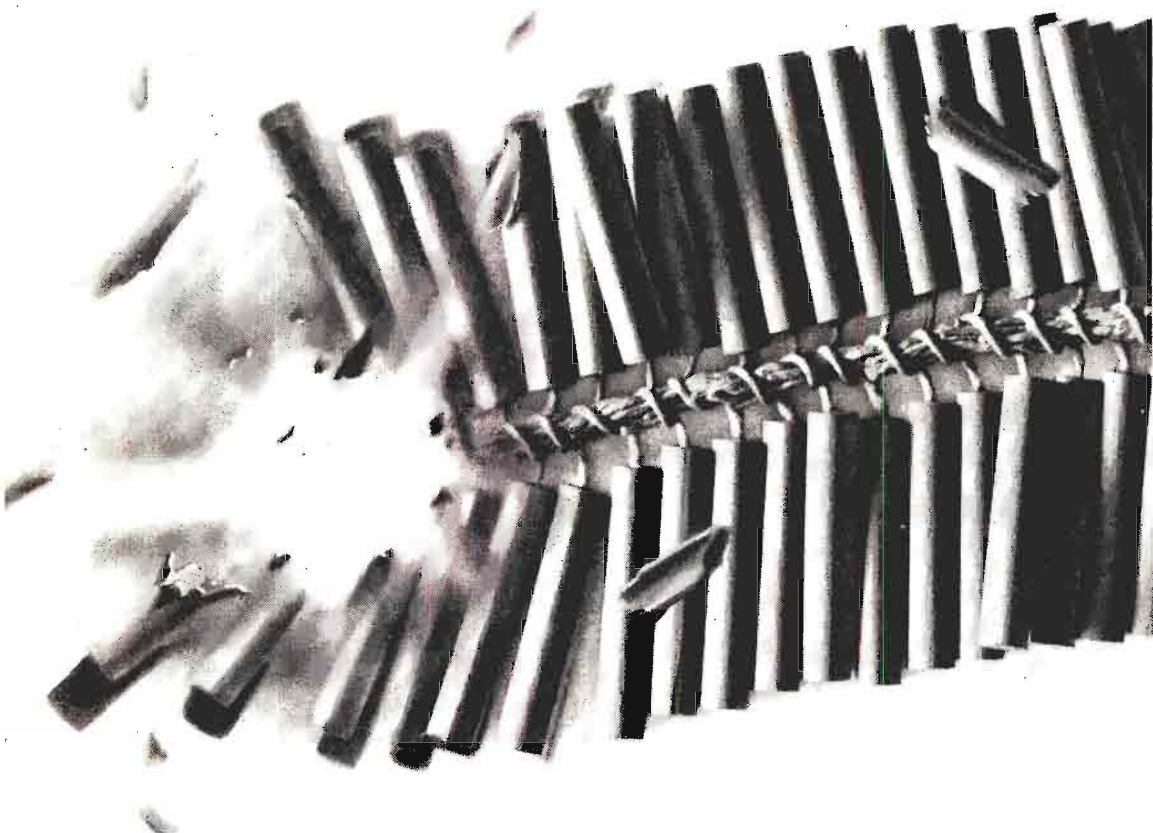
Former Assistant to the President of the CBS Television Network, Mr. Schneider joined ABC-TV in his current position on January 18, 1960. From 1952 to 1954, Mr. Schneider was a member of the American Broadcasting-Paramount Theatres, Inc. legal department and Assistant Director, Business Affairs for the ABC Television Network. In 1955 he went to CBS as Assistant to the Director of Business Affairs and was promoted to Executive Assistant to the CBS-TV President in 1958. Mr. Schneider was graduated from Hamilton College and from the Harvard Law School.

JULIUS BARNATHAN

Vice President for Affiliated Stations

Appointed Vice President for Affiliated Stations July 15, 1959. Mr. Barnathan has been with ABC-TV since 1954 when he was Supervisor of Ratings. In 1956 he was named Manager of TV Research and in 1957, Director of Research. In March of 1959 he was promoted to Vice President in Charge of Media Research and Statistical Analysis for Kenyon & Eckhardt. He is a graduate of Brooklyn College and holds a Master's Degree in mathematical statistics from Columbia University. During World War II, he served with the U.S. Naval Air Corps.





There is nothing harder to stop than a trend.

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one who starts the Trend trending.

Who?

You.

The Dial Twister. Recently known as The Trend Maker.

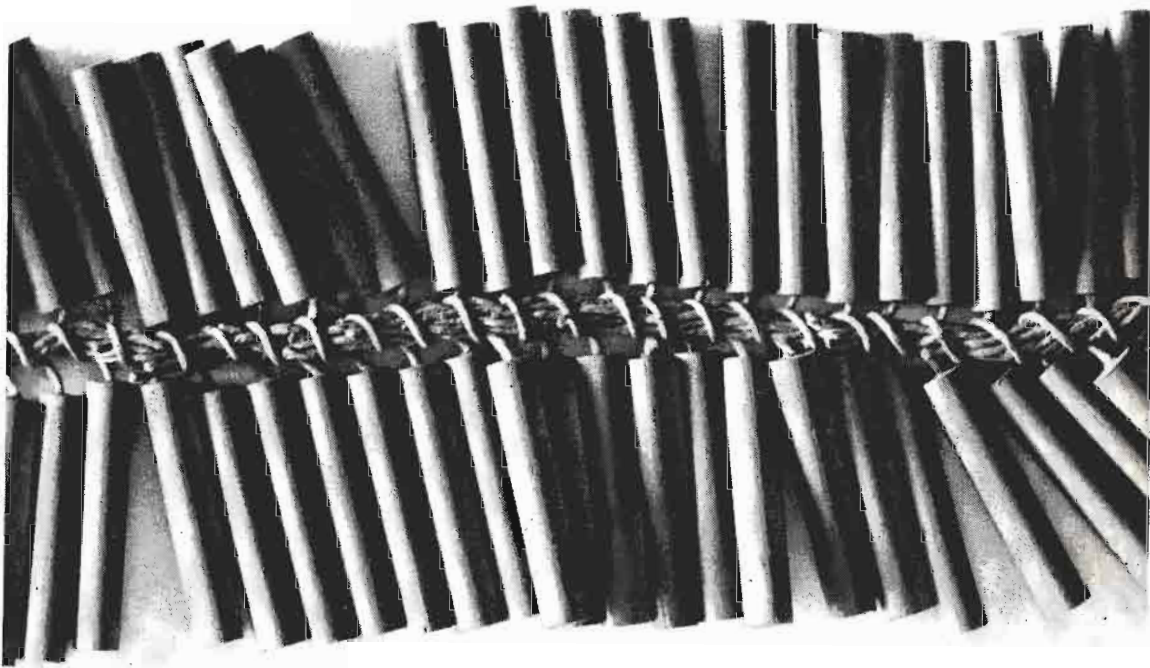
You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there . . . where we now have 5 of the 10 most popular shows. Not since 1958 has Net Y, and not since 1955 has Net Z, had so high a Share of Audience as ABC-TV has today.

You (along with millions of other Dial Twisters) have made ABC the network most homes watch most of the time. You, all of you, are part of The Trend.

This pleasing result came from your computing of certain facts fed into you. Take such bold facts as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, *The Flintstones*, *My 3 Sons*, *SurfSide 6*, *The Roaring 20's*. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you are in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC feeds you such responsible Public Interest documentaries as the Bell & Howell *Close-Up!* series, *Expedition* and the exciting 26-part series, *Winston Churchill: The Valiant Years*. (Music background by Richard Rodgers.)

When you are in a mood to compute Sports facts, we feed you the most Sports hours of any network: NCAA Football, American League Football, Fight



(except The Dial Twister responsible for that trend.)

of the Week. All Star Golf. Championship College Basketball. (No end to The Trend!)

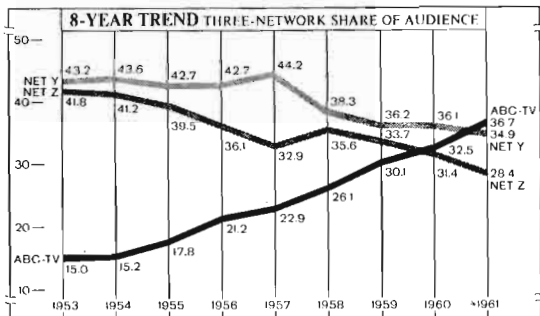
And in Specials: How quickly you will compute such extra-special Specials as *David the Outlaw*, two-part Biblical epic starring Jeff Chandler and Israel and other forthcoming ABC Specials.

Obviously, no human computer can be told what to watch and compute in this land of many million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth (The Trend) in Client Acceptance to it. ABC's billings in 1960 were up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public . . . or whether you are a Dial Twister dialing-in for Television's best . . . the trend to ABC-TV now makes it your first choice.



*Source: Nielsen 24-Market Reports, 4 weeks ending Jan. 22, 1961 vs. Multi-Network Area Reports for similar periods previous years. Average Audience. Mon-Sat. 7:30-11 PM. Sunday 6:30-11 PM.

ABC TELEVISION

American Broadcasting Company, Inc.

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

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

Telephone Number: *SUSquehanna* 7-5000

OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company

Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC

Martin Brown... Treas. of AB-PT & V.P. Asst. Treas. of ABC

Oliver Treyz... Pres. TV Network

Robert R. Pauley... Vice-President in Charge. AM Network

Charles Ayres... Vice-President

Julius Barnathan... Vice President

James W. Beach... Vice-President

Alfred Beckman... Vice-President

Bert Briller... Vice President

Slocum Chapin... Vice-President

Girard Chester... Vice-President

Robert Coe... Vice President

Donald Coyle... Vice-President

Sanford Cummings... Vice-President

Omar Elder... Vice-President

Theodore Fetter... Vice-President

Michael J. Foster... Vice-President

Richard Freund... Vice President

Henry T. Hede... Vice President

Ben Hoberman... Vice President

Frank Marx... Vice-President

Daniel Melnick... Vice-President

Thomas Moore... Vice-President

William P. Mullen... Vice-President

Sterling C. Quinlan... Vice-President

James G. Riddell... Vice President

Stephen Riddleberger... Vice President

Elton Rule... Vice President

David Sacks... Vice President

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Joseph Stamler... Vice-President

Thomas Velotta... Vice-President

Mortimer Weinbach... Vice-President & General Counsel

Michael P. Boland... V.P. & Asst. Treasurer

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Engineering

Frank Marx... Vice-President in Charge

G. Edward Hamilton... Dir. of Eng. Oprs.

Richard Hamilton... Supervisor of Communications

George Milne... Dir. of Traffic & Comm.

Clure Owen... Administrative Assistant

John Preston... Director of Engineering Facilities

Lawrence A. Ruddell... Recording Director

Reginald Willcocks... Traffic Manager

Merle Worster... Eastern Engineering Ops. Mgr.

Production Services

John Kneeshaw... Oprs. Mgr.

Ruth K. Blainey... Bus. Mgr.

David Eschilbacher... Studio Svcs. Mgr.

Frederick J. Schuhman... Dir. of Prod. Serv.

Arthur Segal... Scenic Svcs. Mgr.

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Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC

Martin Brown... Treas. of ABC-PT & Asst. Treas. of ABC

George Ast... Purchasing Agent

Michael P. Boland... V.P. & Asst. Treas.

Joseph Fitzpatrick... Internal Auditor

Edward Graessle... Manager of Treasury Affairs

Marie McWilliams... Director of Personnel

Joseph Spagnola... Dir. of Office & Studio Services

Charles Smith... Chief Accountant

Sam Barr... Mgr. of Data Processing

Grace Johnson... Dir. of Continuity Accept.

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Mortimer Weinbach... Vice-President & General Counsel

Richard L. Freund... V.P. in charge of Labor Relations

TV Network Legal

Omar Elder.....V.P. & General Counsel
Robert Kaufman.....Asst. General Counsel

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Thomas W. Moore.....Vice-President
in Charge of Programming
Theodore H. Fetter.....V.P. & Program Director
Giraud Chester.....V.P. in Charge of
Daytime Programs
Daniel Melnick.....V.P. in chg. Pgs. Deve.
Theodore Lyman.....Mgr. Anncg. Div.
Armund Grant.....Dir. Daytime Progs.
Charles H. Barris.....Mgr. TV Daytime Prog.
John B. Green.....Ntwk. Exec. Producer
Frederick P. Laffey...Bus. Mgr. & Budget Off.
Leonard Maskin.....Admin. Mgr.
William Seaman.....Dir. of Program Service
William Whitehouse.....Dir. of Sports
Julian Bercovici.....Exec. Producer
Robert Rafelson.....Mgr. Prog. Devel.
George Patrick.....Mgr. Daytime Prog. Serv.

News, Special Events & Public Affairs

James C. Hagerty.....V.P. in Chg.
Thomas Velotta.....V.P. for Special Projects
Donald G. Coe...Dir. of Special Events and Ops.
Wiley Hance.....Mgr. of Public Affairs
John Madigan.....Dir. of News & Pub. Aff.
Lewis W. Schollenberger...Dir. Sp. Ev. & News
Frank Latourette.....Nat'l News Editor
Jules Bergman.....Science Editor

Press Information

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

Continuity Acceptance

Grace Johnsen.....Director

Advertising

Dean Linger.....Dir. of Advertising

Sales

Edgar J. Scherick.....V.P. in Charge
Slocum Chapin.....V.P. in charge of Western
Division TV Net-sales
Henry T. Hede.....V.P. Admin. Sls. Mgr.
Charles Ayres.....V.P. in Chg. Eastern Sls.
Edward Bleier.....V.P. in Chg. Daytime Sales

Owned & Operated Stations

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

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

Julius Barnathan.....V.P. for Affili. Stations
Robert Coe.....V.P. in Chg. TV Sta. Rel.
Ralph S. Hatcher.....Mgr., Station Rel.
Donald S. Shaw Jr., Director of Station Clearance
Joseph Giaquinto...Manager Station Clearance

Research and Sales Development

Frederick Pierce.....Mgr., Research
Bert Briller.....V.P. in Chg. TV Sales Develop.
Henry Levinson.....Mgr. of Sales Development

International Division

Donald W. Coyle.....V.P. in Chg.
James T. Larkin.....Mgr., Sta. Devel.
Wally McGough.....Dir. Sta. Rel.
Stephen Mann.....Sales Mgr.
Irwin Klein.....Business Mgr.

ABC Film Syndication, Inc.

1501 Broadway

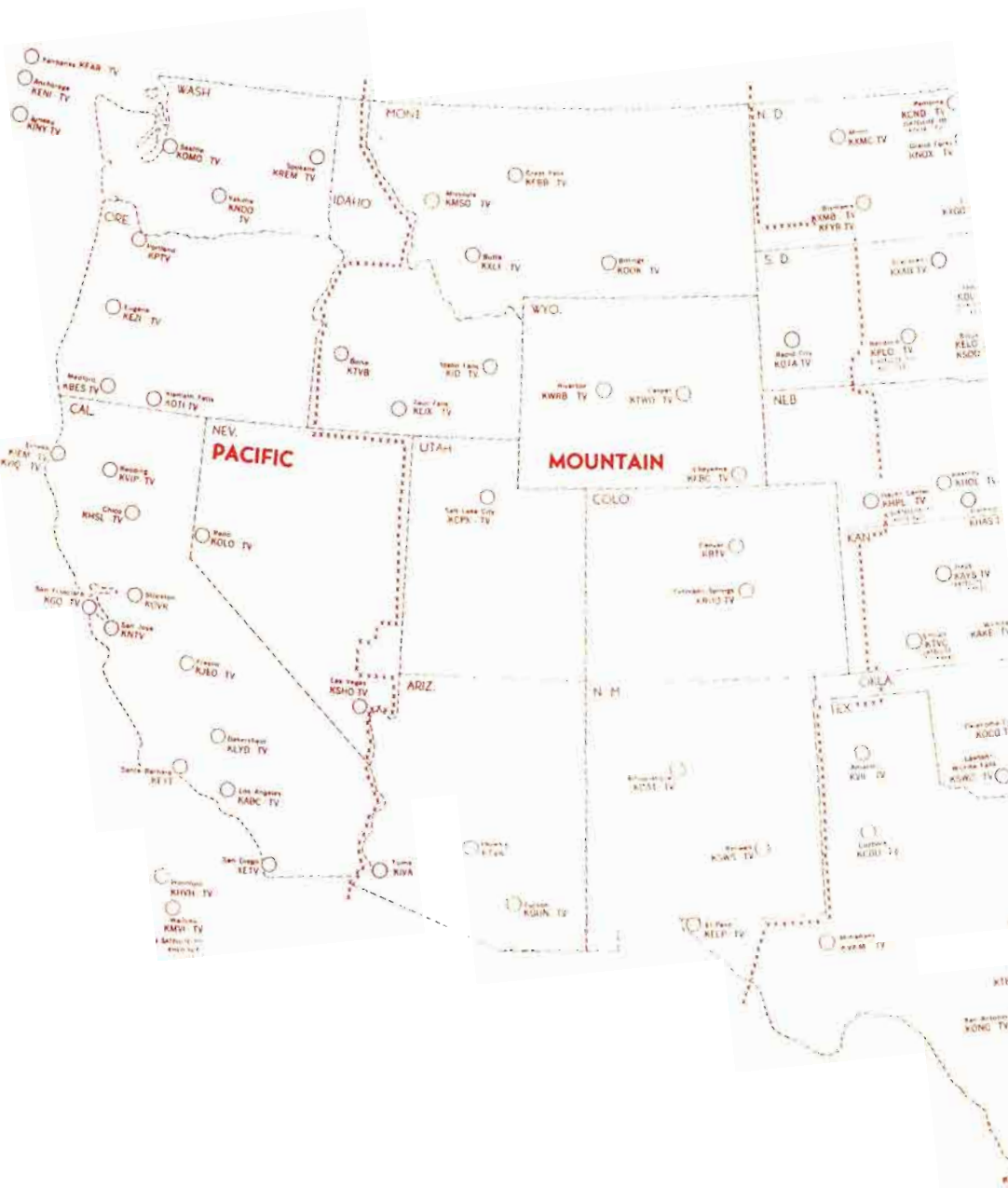
Henry G. Plitt.....President
Howard Anderson...V.P. Superv. Sales, Chicago
William L. Clark.....Vice-President &
Director of Western Sales Division
Harold Klein.....V.P., Business Affairs
Gilbert Cohen.....Film Supervisor
Raymond Fox.....Comptroller
Irving Paley.....Advertising & Prom. Manager

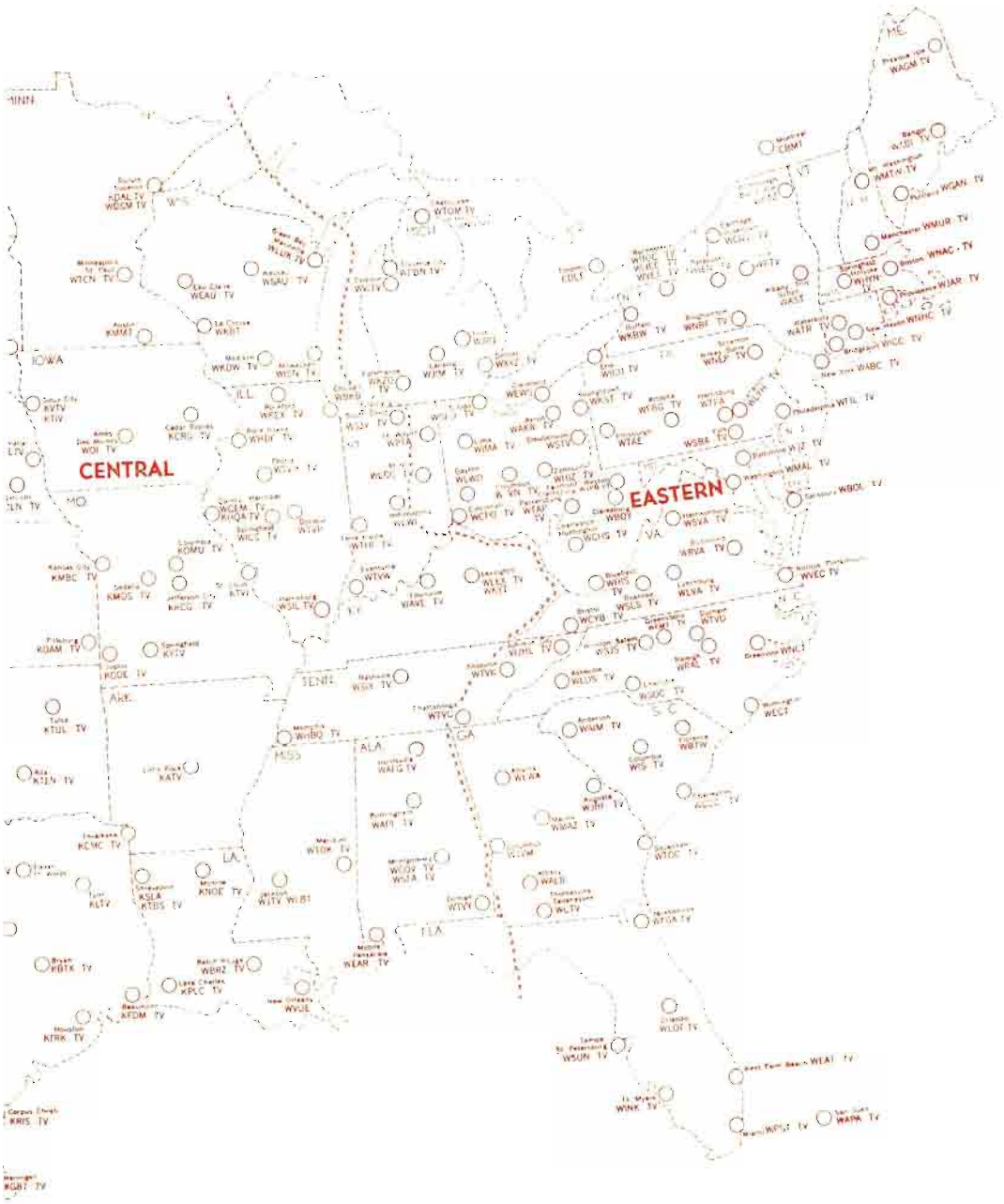
CHICAGO (WBKB)

360 N. Michigan Ave., Chicago Ill.

Sterling C. Quinlan.....Vice-President in
Charge of WBKB
William C. Gillogy.....Vice-President in Chg.
TV Net Sales Dev.
James Asher.....Dir. Pub. & Prom.
Ralph Andrews.....Film Director
Manuel Fingerhut.....Comptroller, WBKB
William Gillogy.....Dir. of Sales, TV Net.
John Grace.....Mgr. Sls. Serv. TV Networks
William P. Kusack...Manager of Engineering
Dept.
Rex Maupin.....Dir. of Music for WBKB &
ABC C. D.
Con O'Dea.....Superv. WBKB News &
Special Events
Daniel Schuffman...Program Manager, WBKB
Matthew Vieracker...General Manager, WBKB

(Continued on Page 722)





(Continued from Page 719)

DETROIT (WXYZ)
 20777 West Ten Mile Rd.
 Detroit 41, Mich.

John Pival..... President, Gen. Mgr.
 Elizabeth Ashton..... Traffic Manager
 Harold Christian..... V. P., in Charge of
 Merchandising & Research
 Ralph Dawson..... Mgr. Tape Comm. Dept.
 Kent Fredericks..... Local Sales Mgr.
 James Conroy..... Mgr. of Prod. Svcs.
 James Galvin..... Promotion Mgr.
 Jan Coil..... Sales Service Mgr.
 Kenneth Sims..... Film Director
 Richard Femmel..... News Director
 Charles Kocher..... Chief Engineer
 John Reynolds..... Controller
 Peter Strand..... Program Mgr.

HOLLYWOOD (KABC-TV)
 ABC Television Center
 Hollywood 27, Calif.

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

Mitchell L. Gamson ABC Coordinator-
 Warner Bros. TV
 Gene Gordon ABC-Disney Coord.
 Howard H. Lipstone Mgr. Film Dept.
 KABC-TV
 Norman Sloan Business Mgr. KABC-TV

SAN FRANCISCO (KGO)
 277 Golden Gate Ave.
 San Francisco, Calif.

George Rice..... Program Manager
 George Rodman..... Dir. Publicity, Adv. Promo.
 Harry Jacobs..... Chief Engineer & Building
 Maintenance Manager
 Edith Kirby..... Traffic Manager
 Robert Mitchell..... Mgr., Film Dept.
 Noel Pazdral..... Mgr., KGO TV Sales Serv.
 Lorraine Pedersen . Continuity Acceptance Editor
 David Sacks..... V.P. Gen. Mgr. KGO-TV
 Henry Saroyan . Comptroller & Purchasing Agent
 Russ Coughlan..... Sales Mgr. KGO-TV
 Calvin Thomas..... Prod. Mgr. KGO-TV

WASHINGTON (WMAL-TV)
 4461 Connecticut Ave., N.W.
 Washington, D. C.

Alfred Beckman V.P. in Chg.
 Edgar Shelton Vice-President

WABC-TV, NEW YORK

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

Joseph Stamler . V.P. & Gen. Mgr. of WABC-TV
 Arthur Dorfner Business Mgr.
 James Szabo Sales Mgr.
 A. L. Hollander, Jr. Program Director
 Takashi Kako Film Director
 Gordon Kunz Production Manager of WABC-TV
 Lester Dinoff Publicity Director
 Libby Calamia Art Director

ABC-TV Station Affiliates Association
BOARD OF GOVERNORS

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

TV Must Aim To Cover Broadest Possible Spectrum Of Themes

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



THE things for which the current President of the United States will be remembered are many. My colleagues of the CBS Television Network and I will always be reminded of two particular events in which he figured so largely. The first of these events came prior to his election, when CBS News cameras and microphones brought to the nation and the world, over the combined lines of all the radio and television networks, the first of the series of Presidential campaign debates. Dr. Frank Stanton, joined by the broadcasting industry and the press, had sought for many years to secure Congressional sanction for these face-to-face confrontations.

The second Presidential event of particular interest in our memory was the first live telecast of a Presidential press conference, where once again the cameras of the CBS Television Network provided the pictorial coverage for the entire U. S. television industry on a pool basis.

To have these two events in the space of a single television season is a magnificent commentary on the importance and vitality of our medium, particularly when combined with our greatest entertainment year, a time when the audience for sponsored entertainment, as well as informational programs, was reaching a new high, and when the number of sponsors was also greater than ever.

Television is a public medium. It provides

information and entertainment, not necessarily in separate shows. Coverage of the Olympic Games, for example, was informational programming with tremendous entertainment appeal; entertainment such as "Leonard Bernstein and the New York Philharmonic" or the Armstrong Circle Theatre's presentation of "Eichmann: Engineer of Death" or Red Skelton's United Nations program certainly offered informational or public service rewards as well. As a public medium, the aim must always be to cover the broadest possible spectrum of themes and interests.

One of the things which we must recognize, as a public medium, is that the public is dynamic. Its tastes are not fossilized into hard, rigid, unchanging matrices. Nor, by the same token, are its tastes committed to any doctrine of constant change. It is many different publics and many overlapping publics.

It is interested neither in standing still nor in shifting too fast. It is always a challenge to those who program for it. And as the pace and vigor of our national growth continue in a healthy society, the pace and vigor of the television industry must also increase. This promises for us a future which will be very largely what we make it.

What with the use of transmitting and relay stations airborne all the way up to the stratosphere, it is certainly proper to say that for television the sky's the limit.



IN

television there's only
one place to be —
if you really want to be IN.
For the last 135 national
Nielsen reports
one network has been first
in evening audiences*
133 times
— and OUT only twice.
(Each of the other
networks has been IN once
and OUT 134 times!)
Obviously any advertiser
who is not on the
CBS Television Network
is way

OUT



CBS Television Network

JAMES T. AUBREY, JR.

PRESIDENT, CBS TELEVISION NETWORK

James T. Aubrey, Jr. was named President of the CBS Television Network on December 8, 1959. He had been Executive Vice President of the CBS Television Network since June 1, 1959. Mr. Aubrey, 42 years old, rejoined CBS as Vice President—Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958. He had been with the ABC Television Network as Vice President in Charge of Programming and Talent since December, 1956. Previously, he had been with the CBS Television Network as Manager of Network Programs, Hollywood, since June, 1956. Mr. Aubrey was General Manager of KNXT, CBS-owned television station in Los Angeles, and the Columbia Pacific Network from October, 1952, until June, 1956. Prior to that he was Sales Manager of KNXT and account executive for KNXT and KNXT-Radio. He was also associated with Street & Smith Publications and Conde Nast Publications following World War II. During the war he served with the U. S. Air Force, being separated with the rank of Major. A graduate of Princeton University, cum laude, Mr. Aubrey is married to motion picture and television actress Phyllis Thaxter. They have two children, Susan 14 and James 7. Their home is in New York City.



OSCAR KATZ

VICE PRESIDENT, NETWORK PROGRAMS, CBS TELEVISION NETWORK



Oscar Katz was named Vice President, Network Programs, for the CBS Television Network on August 10, 1959. Mr. Katz had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November, 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July, 1951, Mr. Katz was named Director of Research for the CBS TV Network in Charge of Daytime Programs. Over the last four years, Mr. Katz has been responsible for many important program developments and program experimentation. He is a member of the Market Research Council and the Friars and The Players Clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B.S. degree from the College of the City of New York.

WILLIAM H. HYLAN

CBS TELEVISION NETWORK VICE PRESIDENT, SALES ADMINISTRATION

William H. Hylan has been CBS Television Network Vice President of Sales Administration since February, 1957. In this capacity, he directs all phases of network sales and services. Mr. Hylan previously had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as Assistant to the Director of Station Administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951, Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named Assistant Sales Manager and, in January, 1952, he was appointed Eastern Sales Manager. He was elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and is a graduate of Yale University. He saw service with the Counter-Intelligence Corps OSS. He is married and has three children, a boy and two girls. His home is in Green Farms, Connecticut.



CBS Television

A Division Of CBS, Inc.

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 206.

CBS TELEVISION DIVISION OFFICERS

James T. Aubrey, Jr. President
Oscar Katz Vice President in Charge
of Network Programs
Michael Dann Vice President in Charge
of Network Programs, New York
Lawrence White V.P., Daytime Pgms.
Guy della Cioppa Vice President,
Programs, Hollywood
Hunt Stromberg Vice President,
Program Development, Hollywood
Joseph H. Ream Vice Pres., Program Practices
Edward L. Saxe V.P. in Charge of Operations
William H. Hylan V.P. of Sales Administration
Thomas H. Dawson V.P.—Network Sales
John Karol V.P., Special Prog. Netwk. Sales
William B. Lodge Vice-President of Engineering
and Affiliate Relations
Carl Ward Vice Pres., Affiliate Relations
W. Spencer Harrison Vice-President and
Business Mgr. of Talent & Contract Properties
Merritt Coleman V.P. & Business Mgr., Talent
& Contract Properties, Hollywood
John P. Cowden Vice Pres., Information Serv.
Charles S. Steinberg Vice President,
Public Information
Thomas K. Fisher Vice President and
General Attorney
William MacPhail Vice President, Sports
James Geer Controller

Network Sales

William H. Hylan V.P., Sales Administration
Thomas H. Dawson V.P., Network Sales
John Karol Vice President,
Special Proj. Netwk. Sales
Sam K. Maxwell, Jr. Gen. Sales Mgr.,
Network Sales
Joseph Curl Daytime Sales Mgr.
Roland Blair Mid-Western Sales Manager

Robert Swats Detroit Sales Manager
Robert Livingston Pacific Coast Sales Mgr.
William J. Fagan Business Manager
Theodore Shaker Program Sales Mgr.
Alfred Harding Mgr., Public Opinion
Program Sales
George Zurich Sales Service Manager
George A. Kolpin Contract Manager

Affiliate Relations

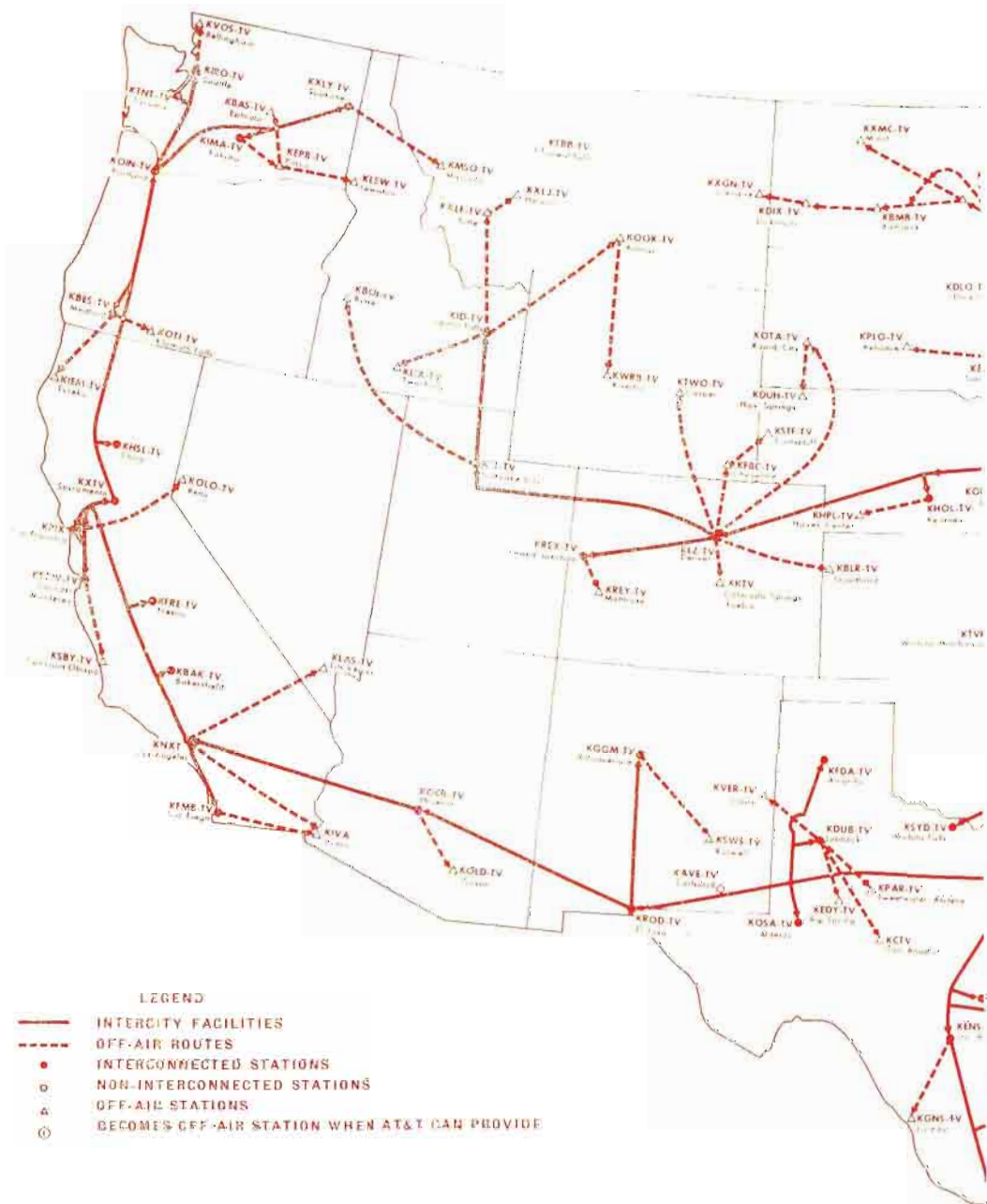
Carl Ward Vice-President in Charge
Gordon Hayes National Mgr.
Donald Clancy Administrative Manager
Robert Wood Mgr., Contracts & Records
Bert Lown Western Manager
Ed Scovill Midwest Manager
David R. Williams Eastern Manager

Network Programs

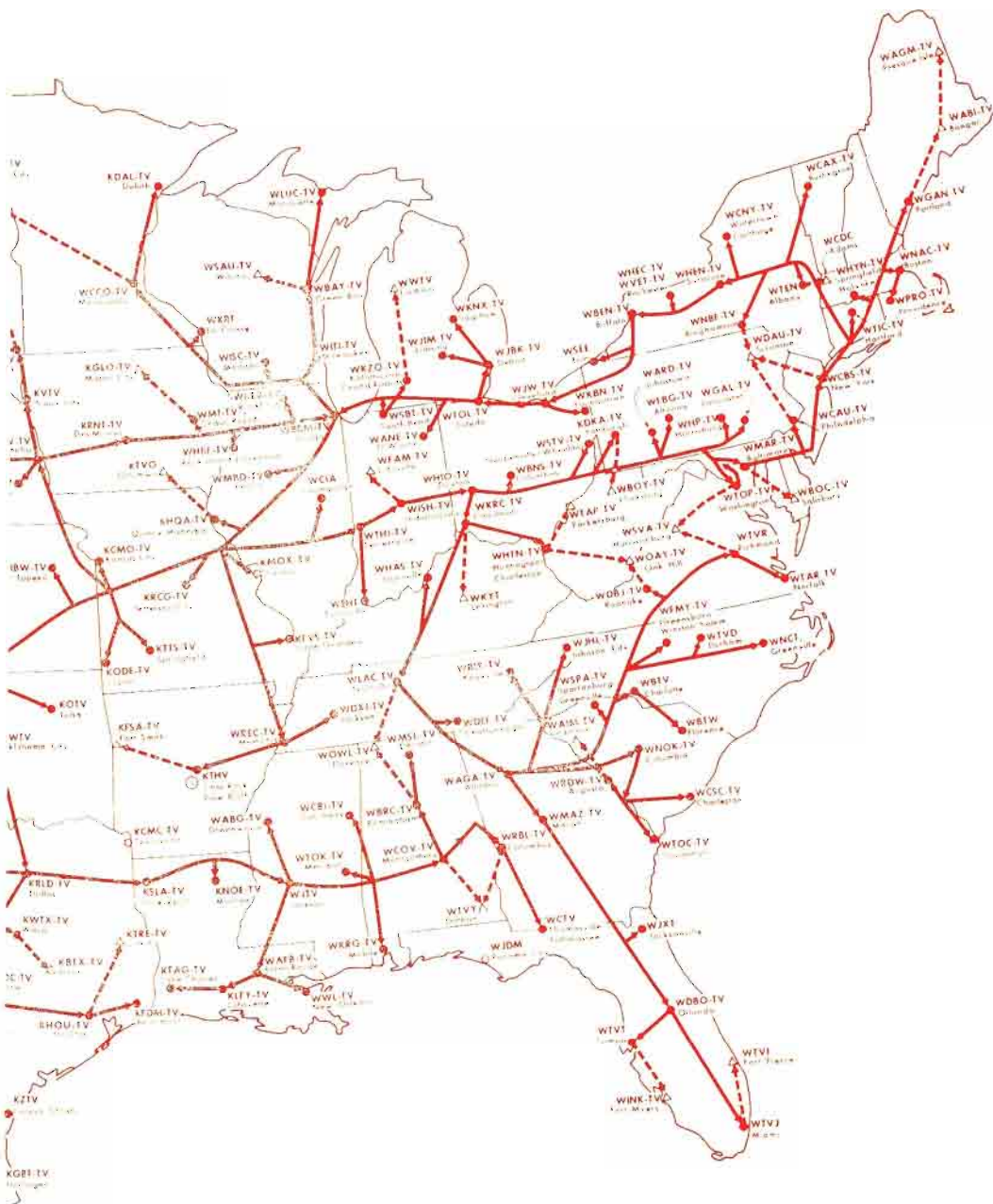
Oscar Katz Vice Pres. in Chg. Netwk. Programs
Michael Dann Vice-President in Charge
of Network Programs, N. Y.
Guy della Cioppa Vice-President,
Netwk. Pgs., Hollywood
Larry White V.P., Daytime Pgms.
Bruce Lansbury Dir., Daytime Pgms., H'lywd.
Richard Lewine Director, Special Projects
Robert Milford Director, Netwk. Progs., N. Y.
Jerry Leider Director, Special Programs
Sal Iannucci Director, Business Affairs

Operations

Edward L. Saxe Vice President, Operations
John H. P. Davis Dir., Financial Services
Robert Bridges Director, Planning
Joseph A. Flaherty Mgr., Technical Facilities
Planning
Walter R. Pierson Mgr., Plant Facilities Planning
Hugh T. Graham Dir., Live Operations
James Heslen Dir., Live Opera., West Coast
Robert J. Hennessy Dir., Design & Prod. Opera.
Edwin Gale Mgr., Design & Prod. Opera.
Hollywood
E. Carlton Winckler Dir., Prod. Management
Gordon Shadwick Dir., Recording Opera.
Morton Granas Mgr., Recording & Distrib.
Opera., Hollywood
Robert Sammon Dir., Studio Operations
Gilbert Wyland Mgr., Studio Opera., Hollywood
Harold C. Meier Dir., Broadcast Opera.
(Continued on Page 730)



Network



(Continued from Page 727)

Information Services

John Cowden Vice President
Richard Heffner Director, Special Projects

Advertising & Sales Promotion

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

Press Information

Charles Steinberg V.P., Public Information
Leonard Spinrad Exec. Editor
Hank Warner Director, Press Information
Ernest Stern Director, Hollywood
Harry Feeny Manager of Trade &
Business News

Dorothy Leffler Manager of Magazine Division
James Kane Mgr., Affiliate Press Relations
Research

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

Engineering

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

Business Affairs

W. Spencer Harrison Vice-President and Business
Mgr. of Talent & Contract Properties
Merritt Coleman V.P. & Bus. Mgr., Talent
& Contracts, Hollywood
Sal Iannucci Director of Business Affairs
David Klinger Budget Control Manager

Accounting

James Geer Comptroller

CBS News

Richard Salant President
Blair Clark Vice Pres. & Gen. Mgr.
Jack Bush Manager of News Film Production
Pamela Hott Director, Religious Programs
Robert Wussler Special Projects Coord.
James Burke Assignment Editor, CBS News
David Zellmer Executive Producer of TV News
Robert Skedgell Exec. Producer of Radio News
Howard K. Smith Gen. Mgr., Wash. Bureau
Theodore F. Koop Director of News and
Public Affairs, Washington

CBS Sports

William MacPhail Vice President
Jack Dolph Asst. Director

**CBS TELEVISION
STATIONS DIVISION**

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

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

Frank Shakespeare, Jr. General Manager
Norman E. Walt Sales Manager
Clarence Worden Assistant to General Manager
Dan Gallagher Program Director
Leonard Traube Dir., Info., Service & Adv.
William C. Lacey Film Manager

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

Clark George Vice President & Gen'l Mgr
**KNXT, 1313 North Vine St.
Los Angeles 28, Calif.**

Robert Wood Vice President, Gen'l Mgr
**WCAU-TV, City Line &
Monument Aves.; Phila., Pa**

John Schneider Vice President, Gen'l Mgr.
**KMOX-TV, 12th & Cole Streets
St. Louis 4, Mo.**

Gene Wilkey Vice President, Gen'l Mgr.
CBS Television Spot Sales

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

Branch Offices

Richard Loftus Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
John Logan Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
Robert Perel San Francisco Manager
Palace Hotel, San Francisco
Sam Hill Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges Adm. Vice-President
Robert Lewine Vice-President, Production
Fred Mahlstedt Dir. Oper. & Prod.
Eugene Moss Sales Promotion Manager
Walter Scanlon Merchandising Manager
Murray Benson Dir. of Licensing
Robert Fuller Dir. of Publicity
David Sontag Mgr., Programs
Howard Kany Dir. of Intern. Bus. Rel.

Terrytoons

William Weiss Vice President
Tom Judge General Sales Mgr.

Advertising & Sales Promotion

Tom Means Director

Information Services

Howard Berk Director

Legal

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

Programming

Hal Hough Director

Station Services

Harvey Struthers Vice President

Research

Robert Davis Director

Diversity Is Key To NBC's Programming Philosophy

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



THE key to NBC's programming philosophy and, in fact, the key to the continued success of this country's free system of broadcasting is found in one word.

The word is diversity.

To us, diversity means avoiding the easy temptation of concentrating on a single narrow segment of mass-appeal material by cultivating and expanding the unique advantages of NBC: Our role as the only full-coverage network (from 6 a.m. to 1 a.m.); our leadership in the presentation of news and public affairs programs; our pre-eminence in technical innovations, such as transoceanic cable film; our unique programming forms, such as "The Dave Garroway Today Show" and "The Jack Paar Show"; our standard as the color network; our number one position in daytime program popularity; our primacy in sports coverage; our presentation of network television's only courses for college credit; and our unmatched roster of Specials.

In an address to our affiliates, Robert W. Sarnoff, Chairman of the Board, stated NBC's position:

"In my view, a network's function is to provide a full range of programming in keeping with its undertaking to serve a national audience made up of many different publics. Only by doing so can it attract — over the course of its schedule — audiences from all segments of the public, to develop an audience as big as the total public itself.

"The largest part of a network's schedule must be devoted to entertainment, and primarily entertainment of broad appeal. Within this field, it should provide not only different types of programs by such categories as adventure, variety, comedy, drama, mystery, and the like — but programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication.

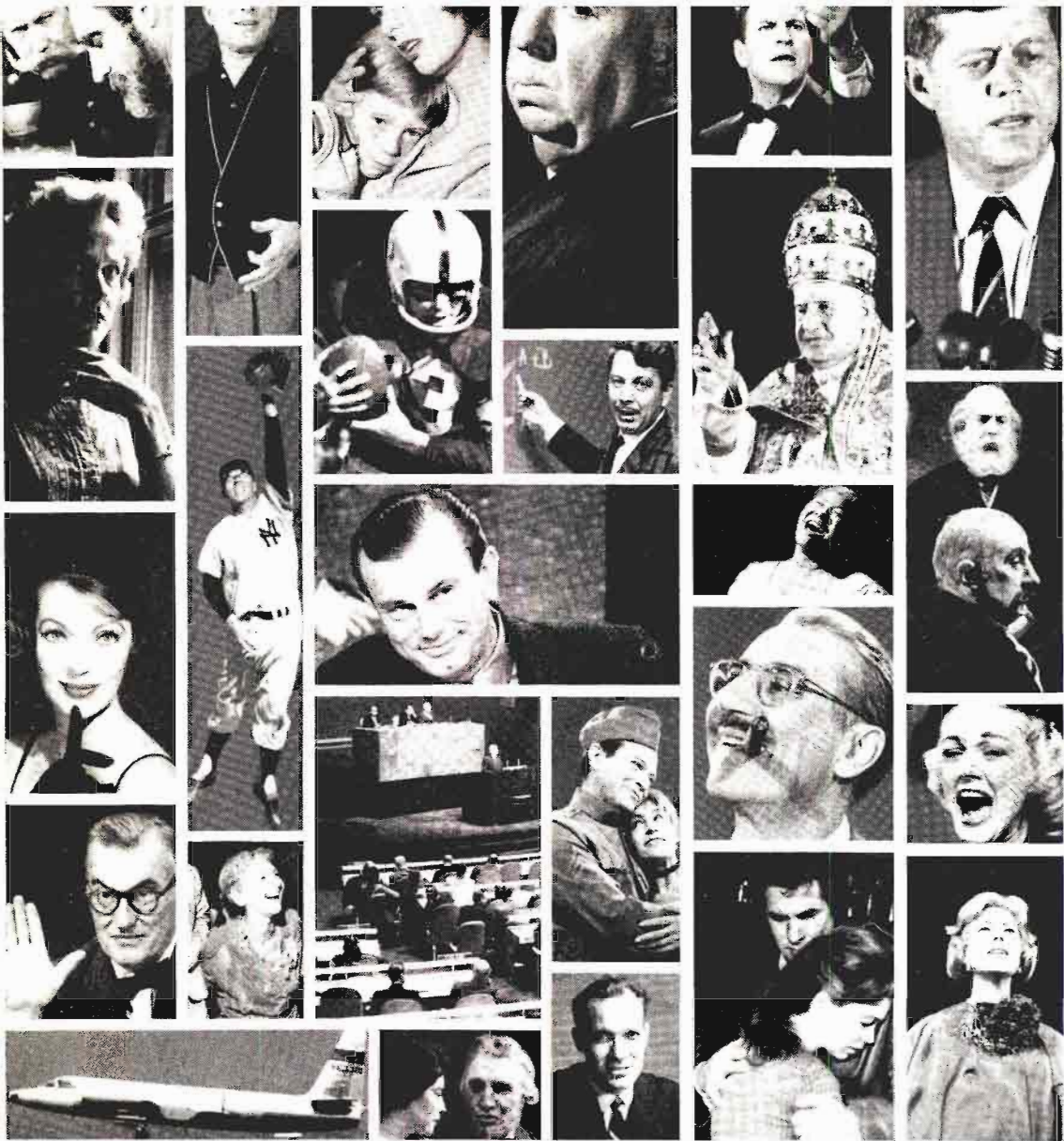
"A network worthy of the name must also rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised—whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth and perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the arts and humanities to millions.

"Finally, a network owes it to the public, its affiliates and its advertisers to keep moving ahead, not only in the quality and range of its programming, but in the technical development of television."

The following chart, which breaks down a typical week's programming on NBC-TV into 15 different categories, shows how NBC meets its obligations to its audience:

TYPE PROGRAM	HOURS PER WEEK	SHARE OF TOTAL
Sports	7¼	7.7%
News - Information	9¾	10.4%
Educational	5	5.3%
Children's	3½	3.8%
Suspense Drama	1½	1.6%
General Drama	10½	11.3%
Western	6½	6.9%
Musical Variety	3	3.3%
Situation Comedy	4	4.3%
Specials	2	2.1%
Action - Adventure	4½	4.9%
Discussion	13¾	14.8%
Audience Participation	11	11.7%
General Variety	3	3.3%
Panel	8	8.6%
	93¼	100.0%

It is through this diversity that NBC seeks to come even closer to the ideal we have always tried to serve — the presentation of a balanced schedule which meets the widely ranging interests of the American people and which utilizes to the fullest the vast potential of television itself.





A network worthy of the name must rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised—whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth or perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the world of the arts and humanities to millions.



Within the entertainment field, it should provide a broad range of programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication. For the National Broadcasting Company, I pledge to you there will be no turning aside from the course we have always followed: the course of trading the medium up, and enlarging its scope and stature as a full service to the total audience.

From an Address by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, 1960 Television Affiliates Meeting.



NBC Television Network

WALTER D. SCOTT

EXECUTIVE VICE PRESIDENT, TELEVISION NETWORK

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



DON DURGIN

VICE PRESIDENT, NETWORK SALES



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

DAVID LEVY

VICE PRESIDENT, PROGRAMS AND TALENT

David Levy, vice president, programs and talent, television network, was vice president and associate director of the radio and television department of Young & Rubicam, Inc., before he joined NBC in April, 1959. With more than 20 years of experience in creative programming, Mr. Levy is spearheading the network's expansion in the areas of talent and creativity. At Young & Rubicam, he wrote, directed and supervised many of the agency's radio shows, and in 1947 entered television, becoming the agency's first television supervisor. He became vice president in charge of talent and new programs in August, 1950, and in April, 1958, was named associate director of the radio and television department. He also served on the agency's plans board for several years. Mr. Levy is also a successful author of television plays and short stories. He was graduated from the University of Pennsylvania's Wharton School of Finance and Commerce.



National Broadcasting Company, Inc.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: *NATBROADCAST NEW YORK*

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 223.

DEPARTMENTS

EXECUTIVE

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

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Hugh F. Del Regno.....Dir., Business Affairs

NBC Spot Sales

Richard H. Close.....Vice Pres., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison...Mgr., Western TV Spot Sales
Byron E. Goodell...Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr. TV Spot Sales, Detroit
Francis Mangan...Mgr., Central TV Spot Sales
Wilbur Fromm.....Dir., New Bus. & Prom.
Frederick Lyons, Jr.....Dir., Radio Spot Sales
Frank De Rosa.....Mgr., Cent. Radio Spt. Sls.
William B. Buschgen...Mgr., Detroit Off. Radio
Spot Sales
Lewis P. Johnson.....Mgr., Eastern
Radio Spot Sales
Edward H. Macaulay.....Mgr., Western
Radio Spot Sales
Dave Scott...Mgr., New England, Radio Spot Sls.

NBC Owned Stations

WNBC-TV, New York

Theodore H. Walworth, Jr.....General Mgr.

WRC-TV, Washington

Joseph Goodfellow.....V.P. & General Manager

WNBQ, Chicago

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

WRCV-TV, Philadelphia

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

KRCA, Los Angeles

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

KNBC—AM-FM, San Francisco

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

WJAS - AM-FM, Pittsburgh

Stephen Rooney.....General Mgr.

NEWS

William McAndrew.....Exec. Vice Pres., News
Julian Goodman.....V.P., News & Public Affairs
Stanley G. Rotkewicz...Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
Leslie C. Vaughan.....Manager, Administration
Irving Gitlin.....Exec. Prod. Creat. Proj.
Arthur Hepner.....Co-ord. NBC Info. Serv.

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

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

(Continued on next page)

David Levy.....VP., Programs & Talent
Don Durgin.....Vice President, Sales
James A. Stabile.....Vice Pres., Staff
Thomas W. Sarnoff.....Vice Pres. Admin.,
West Coast

TV NETWORK BUSINESS AFFAIRS

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

SPORTS

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

TELEVISION NETWORK PROGRAMS

David Levy.....V.P., Pgms. & Talent
Robert Aaron.....Dir., Daytime Pgms.
Edwin S. Friendly, Jr.....V.P., Pgm. Admin.
Lester Gottlieb.....V.P., Special Pgms.
Eugene Burr.....Vice Pres., Program Deve.
Joseph P. Cunneff.....Dir. Nighttime Programs
Ross Donaldson.....Dir. Creative Services
Donald B. Hyatt.....Director, Special Projects
David Tebet.....V.P., Talent Relations
Ernest V. Theiss.....Mgr., Admins.

Music

Samuel Chotzinoff.....Gen. Music Director

NBC-TV NETWORK SALES

Don Durgin.....V.P. in Chg. of Sales
Thomas B. McFadden.....V.P., National Sales
Joseph Iaricci.....Dir., Sales Admin.
Stephen Flynn.....Dir. Sta. Clear. & Traffic
Max Buck.....V.P., Eastern Sales
Charles R. Abry.....General Sales Exec.
John H. Dodge.....General Sales Exec.
Fred Horton.....General Sales Exec.
James Hergen.....Dir., Daytime Pgm. Sales
William Storke.....Dir., Partic. Pgm. Sales
John M. Otter.....Dir., Sp. Pgm. Sales
Dean Shaffner.....Dir., Sales Planning
Nicholas Gordon.....Dir., Sales Devel.
Arthur Johnson.....Mgr., Sta. Line-up Sales
Angus Robinson.....Dir., Central Sales
Walter W. Gross.....Mgr., TV Sales, Detroit
Harry T. Floyd.....Mgr., TV Sales, L. A.
Walter Tolleson.....Mgr., TV Sales, San Francisco

OPERATIONS and ENGINEERING

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

PARTICIPATING PROGRAMS

George M. Rogers, Jr.....Mgr., Admin. Part. Pgms.
William Storke.....Dir., Sales Partic. Pgms.

PRODUCTION SERVICES

Bernard Paulson.....Dir. Prod. Services
Robert MacKichan.....Mgr., Design & Art
Curtis Blank.....Mgr., Scenic Services
Anthony Block.....Sched. Superv., Studio-Thea.
Facilities
Howard Eitelbach.....Mgr., Studio-Thea. Facil.

Telesales and Unit Mgrs.

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

Color Coordination

Norman H. Grant.....Director, Color Coord.

Television Network Operations

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

STATION RELATIONS

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

Expenses For Broadcasting By Three TV Networks And 519 Other Stations

————— 1959 —————

<i>Type of Expense</i>	<i>Networks</i>	<i>17 Networks and owned and operated stations*</i>	<i>502 other TV stations</i>	<i>Total 3 nets and 519 TV stations</i>
		<i>(\$ Thousands)</i>		
Technical	\$ 39,977	\$14,104	\$73,762	\$127,843
Program	316,097	40,835	188,975	545,907
Selling	20,589	8,598	53,726	82,913
General and administrative....	29,872	18,171	136,963	185,006
Total Broadcast Expenses...	\$406,535	\$81,708	\$453,426	\$941,669

(* Includes data for two network owned and operated UHF stations that were sold prior to Dec. 31, 1959.

Profit Or Loss Reported By TV Nets For Full And Part Year Operation

————— 1959 —————

	<i>Pre-Freeze All VHF</i>	<i>Post Freeze</i>		<i>Total</i>
		<i>VHF</i>	<i>UHF</i>	
A. Stations in operation on December 31, 1959:				
Full year operation:				
Profit	98	237	35	370
Loss	9	83	34	126
*Data not available.....	—	5	1	6
Subtotal	107	325	70	502
Part year operation:				
Profit	—	—	1	1
Loss	—	8	5	13
*Data not available.....	—	1	1	2
Subtotal	—	9	7	16
B. Stations in operation during 1959 but ceasing operations prior to December 31, 1959	—	3	4	7
C. Total stations operating all or part of 1959	107	337	81	525

(* These are satellite stations whose financial data are included with their parent station. Source: FCC

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1961

**TELEVISION
STATIONS**



STATION INDEX
ALPHABETICAL LISTING
BY STATES AND CITIES
EXECUTIVE PERSONNEL

Television Homes By State Population, Families And Stations

January 1, 1961 *

State	Population	Families	T _V Homes	T _V Stations
ALABAMA	3,282,000	875,000	663,000	11
ALASKA	230,500	60,500	40,000	5
ARIZONA	1,318,000	384,500	323,500	9
ARKANSAS	1,791,500	505,500	338,500	5
CALIFORNIA	15,895,500	5,186,000	4,737,000	30
COLORADO	1,924,000	540,000	446,000	9
CONNECTICUT	2,566,000	754,500	718,000	6
DELAWARE	452,000	133,000	120,000	—
DISTRICT OF COLUMBIA	754,000	219,000	207,000	4
FLORIDA	5,034,000	1,537,500	1,258,000	18
GEORGIA	4,070,000	1,064,500	840,000	11
HAWAII	630,000	193,000	130,000	4
IDAHO	671,500	199,500	154,000	6
ILLINOIS	10,151,000	3,120,000	2,950,000	16
INDIANA	4,704,500	1,448,000	1,360,000	16
IOWA	2,770,000	853,500	792,000	11
KANSAS	2,192,000	695,500	583,500	9
KENTUCKY	3,043,000	837,000	624,000	5
LOUISIANA	3,280,500	927,500	740,500	12
MAINE	975,000	281,500	259,000	6
MARYLAND	3,128,000	896,000	819,000	4
MASSACHUSETTS	5,187,000	1,501,000	1,435,000	7
MICHIGAN	7,897,000	2,302,000	2,179,000	15
MINNESOTA	3,439,000	1,012,000	893,000	9
MISSISSIPPI	2,184,000	577,000	398,500	7
MISSOURI	4,340,500	1,356,000	1,217,000	16
MONTANA	678,500	208,000	142,000	8
NEBRASKA	1,415,000	436,000	369,500	9
NEVADA	290,500	94,500	77,000	4
NEW HAMPSHIRE	609,000	184,000	172,500	1
NEW JERSEY	6,140,000	1,802,000	1,705,500	1
NEW MEXICO	962,000	260,500	195,000	6
NEW YORK	16,912,000	5,119,000	4,835,500	21
NORTH CAROLINA	4,582,500	1,163,000	916,000	11
NORTH DAKOTA	634,500	172,000	132,000	8
OHIO	9,800,000	2,957,000	2,820,000	21
OKLAHOMA	2,329,000	711,500	587,000	9
OREGON	1,780,500	581,500	466,000	8
PENNSYLVANIA	11,383,000	3,279,000	3,058,000	19
RHODE ISLAND	855,000	251,500	240,000	2
SOUTH CAROLINA	2,390,500	604,500	464,500	8
SOUTH DAKOTA	684,000	197,500	142,000	6
TENNESSEE	3,573,500	982,000	762,500	14
TEXAS	9,669,000	2,845,500	2,325,000	43
UTAH	902,000	255,000	232,000	5
VERMONT	391,500	111,000	100,000	1
VIRGINIA	3,956,000	1,045,000	864,000	11
WASHINGTON	2,877,000	919,000	789,500	12
WEST VIRGINIA	1,867,500	500,000	393,000	9
WISCONSIN	3,943,000	1,164,500	1,068,000	13
WYOMING	332,000	99,500	77,500	4
Total	180,768,000	53,402,500	47,159,500	505

* From Census Bureau and other sources.

Television Stations

COMMERCIAL STATIONS OF U. S. TERRITORIES AND POSSESSIONS

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	780	KGBT-TV	— Harlingen, Tex.	815
KABC-TV	— Los Angeles, Calif.	753	KGGM-TV	— Albuquerque, N. M.	788
KAKE-TV	— Wichita, Kan.	774	KGHL-TV	— Billings, Mont.	785
KALB-TV	— Alexandria, La.	775	KGLO-TV	— Mason City, Iowa	773
KARD-TV	— Wichita, Kan.	774	KGMB-TV	— Honolulu, Hawaii	765
KARK-TV	— Little Rock, Ark.	751	KGNC-TV	— Amarillo, Tex.	811
KATV-TV	— Little Rock, Ark.	751	KGNS-TV	— Laredo, Tex.	817
KAVE-TV	— Carlsbad, N. M.	789	KGO-TV	— San Francisco, Calif.	754
KAYS-TV	— Hays, Kan.	774	KGUN-TV	— Tucson, Ariz.	750
KBAK-TV	— Bakersfield, Calif.	751	KGW-TV	— Portland, Oreg.	799
KBAS-TV	— Ephrata, Wash.	822	KHAS-TV	— Hastings, Neb.	786
KBES-TV	— Medford, Oreg.	799	KHJ-TV	— Los Angeles, Calif.	753
KBLR-TV	— Goodland, Kan.	773	KHOL-TV	— Kearney, Neb.	786
KBOI-TV	— Boise, Ida.	765	KHOU-TV	— Houston, Tex.	815
KBTW-TV	— Denver, Colo.	756	KHQ-TV	— Spokane, Wash.	822
KBTX-TV	— Bryan, Tex.	813	KHQA-TV	— Hannibal, Mo.	784
KCBD-TV	— Lubbock, Tex.	817	KHSL-TV	— Chico, Calif.	751
KCBY-TV	— Coos Bay, Oreg.	799	KHVH-TV	— Honolulu, Hawaii	765
KCDA-TV	— Douglas, Ariz.	749	KID-TV	— Idaho Falls, Ida.	765
KCEN-TV	— Temple-Waco, Tex.	819	KIEM-TV	— Eureka, Calif.	751
KCIX-TV	— Nampa, Ida.	767	KIFI-TV	— Idaho Falls, Ida.	765
KCKT-TV	— Great Bend, Kan.	773	KIMA-TV	— Yakima, Wash.	823
KCMC-TV	— Texarkana, Tex.	819	KING-TV	— Seattle, Wash.	822
KCMO-TV	— Kansas City, Mo.	784	KINY-TV	— Juneau, Alaska	749
KCMT-TV	— Alexandria, Minn.	782	KIRO-TV	— Seattle, Wash.	822
KCOP-TV	— Hollywood, Calif.	753	KIVA	— Yuma, Ariz.	750
KCPX-TV	— Salt Lake City, Utah	820	KJEO	— Fresno, Calif.	753
KCRA-TV	— Sacramento, Calif.	754	KKTV	— Colorado Springs, Colo.	755
KCRG-TV	— Cedar Rapids, Iowa	772	KLAS-TV	— Las Vegas, Nev.	787
KCSJ-TV	— Pueblo, Colo.	757	KLFY-TV	— Lafayette, La.	775
KCTV-TV	— San Angelo, Tex.	818	KLIX-TV	— Twin Falls, Ida.	767
KDAL-TV	— Duluth-Superior, Minn.	782	KLOR-TV	— Provo, Utah	819
KDIX-TV	— Dickinson, N. D.	794	KLRJ-TV	— Las Vegas, Nev.	787
KDKA-TV	— Pittsburgh, Pa.	805	KLTV	— Tyler, Tex.	819
KDUB-TV	— Lubbock, Tex.	817	KLZ-TV	— Denver, Colo.	756
KDUH-TV	— Hay Springs, Neb.	786	KMBC-TV	— Kansas City, Mo.	784
KEDY-TV	— Big Spring, Tex.	811	KMID-TV	— Midland, Tex.	818
KELO-TV	— Sioux Falls, S. D.	808	KMJ-TV	— Fresno, Calif.	753
KELP-TV	— El Paso, Tex.	815	KMMT	— Austin, Minn.	782
KENI-TV	— Anchorage, Alaska	749	KMOS-TV	— Sedalia, Mo.	785
KENS-TV	— San Antonio, Tex.	818	KMOX-TV	— St. Louis, Mo.	785
KERO-TV	— Bakersfield, Calif.	751	KMSO-TV	— Missoula, Mont.	786
KETV	— Omaha, Neb.	787	KMSP-TV	— Minneapolis, Minn.	782
KEYT-TV	— Santa Barbara, Calif.	755	KMTV	— Omaha, Neb.	787
KFAR-TV	— Fairbanks, Alaska	749	KMVI	— Wailuku, Hawaii	765
KFBB-TV	— Great Falls, Mont.	786	KNDO	— Yakima, Wash.	823
KFBC-TV	— Cheyenne, Wyo.	826	KNOE-TV	— Monroe, La.	775
KFDA-TV	— Amarillo, Tex.	811	KNOP-TV	— North Platte, Neb.	787
KFDM-TV	— Beaumont, Tex.	811	KNOX-TV	— Grand Forks, N. D.	794
KFDX-TV	— Wichita Falls, Tex.	819	KNTV	— San Jose, Calif.	755
KFEQ-TV	— St. Joseph, Mo.	785	KNXT	— Los Angeles, Calif.	753
KFMB-TV	— San Diego, Calif.	754	KOA-TV	— Denver, Colo.	756
KFRE-TV	— Fresno, Calif.	753	KOAM-TV	— Pittsburg, Kan.	774
KFSA-TV	— Fort Smith, Ark.	751	KOAT-TV	— Albuquerque, N. M.	788
KFSD-TV	— San Diego, Calif.	754	KOB-TV	— Albuquerque, N. M.	788
KFVS-TV	— Cape Girardeau, Mo.	784	KOCO-TV	— Enid, Okla.	798
KFYR-TV	— Bismarck, N. D.	794	KODE-TV	— Joplin, Mo.	784

Station	City—State	Page
KOIN-TV	— Portland, Oreg.	799
KOLD-TV	— Tucson, Ariz.	750
KOLN-TV	— Lincoln, Neb.	787
KOLO-TV	— Reno, Nev.	788
KOMO-TV	— Seattle, Wash.	822
KOMU-TV	— Columbia, Mo.	784
KONA-TV	— Honolulu, Hawaii	765
KONO-TV	— San Antonio, Tex.	818
KOOK-TV	— Billings, Mont.	786
KOOL-TV	— Phoenix, Ariz.	750
KORN-TV	— Mitchell, S. D.	807
KOSA-TV	— Odessa, Tex.	818
KOTA-TV	— Rapid City, S. D.	808
KOTI-TV	— Klamath Falls, Oreg.	799
KOTV	— Tulsa, Okla.	798
KOVR-TV	— Stockton, Calif.	755
KPAC-TV	— Port Arthur, Tex.	818
KPAR-TV	— Abilene-Sweetwater, Tex.	811
KPHO-TV	— Phoenix, Ariz.	750
KPIC-TV	— Roseburg, Oreg.	799
KPIX	— San Francisco, Calif.	754
KPLC-TV	— Lake Charles, La.	775
KPLR-TV	— St. Louis, Mo.	785
KPRC-TV	— Houston, Tex.	815
KPTV	— Portland, Oreg.	799
KQTV	— Fort Dodge, Iowa	773
KRBC-TV	— Abilene, Tex.	811
KRCA	— Los Angeles, Calif.	753
KRCG-TV	— Jefferson City, Mo.	784
KRDO-TV	— Colorado Springs, Colo.	756
KREM-TV	— Spokane, Wash.	822
KREX-TV	— Grand Junction, Colo.	757
KREY-TV	— Montrose, Colo.	757

Station	City—State	Page
KRGV-TV	— Weslaco, Tex.	819
KRIS-TV	— Corpus Christi, Tex.	813
KRLD-TV	— Dallas, Tex.	813
KRNT-TV	— Des Moines, Iowa	772
KROC-TV	— Rochester, Minn.	782
KROD-TV	— El Paso, Tex.	815
KRON-TV	— San Francisco, Calif.	755
KRSD-TV	— Rapid City, S. D.	808
KRTV	— Great Falls, Mont.	786
KSBW-TV	— Salinas, Calif.	754
KSBY-TV	— San Luis Obispo, Calif.	755
KSD-TV	— St. Louis, Mo.	785
KSHO-TV	— Las Vegas, Nev.	787
KSL-TV	— Salt Lake City, Utah	820
KSLA-TV	— Shreveport, La.	776
KSOO-TV	— Sioux Falls, S. D.	808
KSTP-TV	— St. Paul-Minneapolis, Minn.	782
KSWO-TV	— Lawton, Okla.	798
KSWB-TV	— Rosewell, N. M.	789
KSYD-TV	— Wichita Falls, Tex.	819
KTAG-TV	— Lake Charles, La.	775
KTBC-TV	— Austin, Tex.	811
KTBS-TV	— Shreveport, La.	776
KTEN	— Ada, Okla.	798
KTES	— Nacogdoches, Tex.	818
KTHV	— Little Rock, Ark.	751
KTIV	— Sioux City, Iowa	773
KTLA	— Los Angeles, Calif.	753
KTNT-TV	— Tacoma-Seattle, Wash.	823
KTRE-TV	— Lufkin, Tex.	817
KTRK-TV	— Houston, Tex.	817
KTSM-TV	— El Paso, Tex.	815
KTTS-TV	— Springfield, Mo.	785

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Station	City—State	Page	Station	City—State	Page
KTTV	— Los Angeles, Calif.	754	KWRB-TV	— Riverton, Wyo.	826
KTUL-TV	— Tulsa, Okla.	738	KWTV	— Oklahoma City, Okla.	798
KTVA	— Anchorage, Alaska	749	KWTX-TV	— Waco, Tex.	819
KTVB	— Boise, Idaho	765	KWWL-TV	— Waterloo, Iowa	773
KTVC-TV	— Ensign, Kan.	773	KXAB-TV	— Aberdeen, S. D.	807
KTVE	— El Dorado, Ark.	750	KXGN-TV	— Glendive, Mont.	736
KTVF	— Fairbanks, Alaska	749	KXGO-TV	— Fargo, N. D.	794
KTVH	— Hutchinson, Kan.	774	KXII	— Ardmore, Okla.	798
KTVI	— St. Louis, Mo.	785	KXJB-TV	— Valley City, N. D.	795
KTVK	— Phoenix, Ariz.	750	KXLF-TV	— Butte, Mont.	786
KTVO	— Ottumwa, Iowa	773	KXLJ	— Helena, Mont.	786
KTVR-TV	— Denver, Colo.	757	KXLY-TV	— Spokane, Wash.	822
KTVT-TV	— Fort Worth, Tex.	815	KXMB-TV	— Bismarck, N. D.	794
KTVU	— San Francisco-Oakland, Calif.	755	KXMC-TV	— Minot, N. D.	755
KTVW	— Seattle, Wash.	822	KXTV	— Sacramento, Calif.	754
KTWO-TV	— Casper, Wyo.	826	KYTV	— Springfield, Mo.	785
KTWX-TV	— Sheridan, Wyo.	826	KYW-TV	— Cleveland, Ohio	755
KUAL-TV	— San Antonio, Tex.	818	KZTV	— Corpus Christi, Tex.	813
KUAM-TV	— Agana, Guam	827	WABC-TV	— New York, N. Y.	790
KUTV	— Salt Lake City, Utah	820	WABG-TV	— Greenwood, Miss.	733
KVAL-TV	— Eugene, Oreg.	799	WABI-TV	— Bangor, Me.	776
KVAR	— Phoenix, Ariz.	750	WAFB-TV	— Baton Rouge, La.	775
KVER-TV	— Clovis, N. M.	739	WAFG-TV	— Huntsville, Ala.	748
KVII-TV	— Amarillo, Tex.	811	WAGA-TV	— Atlanta, Ga.	761
KVIP	— Redding, Calif.	754	WAGM-TV	— Presque Isle, Me.	777
KVIQ-TV	— Eureka, Calif.	751	WAIM-TV	— Anderson, S. C.	806
KVKM-TV	— Monahans, Tex.	818	WAKR-TV	— Akron, Ohio	795
KVOA-TV	— Tucson, Ariz.	750	WALA-TV	— Mobile, Ala.	748
KVOG-TV	— Ogden, Utah	819	WALB-TV	— Albany, Ga.	763
KVOO-TV	— Tulsa, Okla.	798	WANE-TV	— Fort Wayne, Ind.	769
KVOS-TV	— Bellingham, Wash.	822	WAPA-TV	— San Juan, P. R.	827
KVTV	— Sioux City, Iowa	773	WAPI-TV	— Birmingham, Ala.	748

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Station	City—State	Page	Station	City—State	Page
WARD-TV	— Johnstown, Pa.	801	WGAL-TV	— Lancaster, Pa.	803
WAST	— Albany, N. Y.	789	WGAN-TV	— Portland, Me.	777
WATE-TV	— Knoxville, Tenn.	809	WGEM-TV	— Quincy, Ill.	768
WATR-TV	— New Haven, Conn.	759	WGN-TV	— Chicago, Ill.	767
WAVE-TV	— Louisville, Ky.	774	WGR-TV	— Buffalo, N. Y.	790
WAVY-TV	— Norfolk, Va.	820	WHAS-TV	— Louisville, Ky.	775
WBAL-TV	— Baltimore, Md.	778	WHBF-TV	— Rock Island, Ill.	769
WBAP-TV	— Fort Worth, Tex.	815	WHBQ-TV	— Memphis, Tenn.	809
WBAY-TV	— Green Bay, Wisc.	824	WHCT	— Hartford, Conn.	759
WBBM-TV	— Chicago, Ill.	767	WHDH-TV	— Boston, Mass.	779
WBEN-TV	— Buffalo, N. Y.	789	WHEC-TV	— Rochester, N. Y.	791
WBIR-TV	— Knoxville, Tenn.	809	WHEN-TV	— Syracuse, N. Y.	791
WBKB	— Chicago, Ill.	767	WHIO-TV	— Dayton, Ohio	796
WBNS-TV	— Columbus, Ohio	796	WHIS-TV	— Bluefield, W. Va.	823
WBOC-TV	— Salisbury, Md.	779	WHIZ-TV	— Zanesville, Ohio	797
WBOY-TV	— Clarksburg, W. Va.	823	WHNB-TV	— New Britain, Conn.	759
WBRC-TV	— Birmingham, Ala.	748	WHO-TV	— Des Moines, Iowa	772
WBRE-TV	— Wilkes-Barre, Pa.	806	WHP-TV	— Harrisburg, Pa.	801
WBRZ	— Baton Rouge, La.	775	WHTN-TV	— Huntington, W. Va.	824
WBTW	— Charlotte, N. C.	793	WHYN	— Springfield, Mass.	779
WBTW	— Florence, S. C.	807	WIBW-TV	— Topeka, Kan.	774
WBZ-TV	— Boston, Mass.	779	WICC-TV	— Bridgeport, Conn.	759
WCAU-TV	— Philadelphia, Pa.	803	WICD	— Danville, Ill.	767
WCAX-TV	— Burlington, Vt.	820	WICS	— Springfield, Ill.	769
WCBI-TV	— Columbus, Miss.	783	WICU-TV	— Erie, Pa.	801
WCBS-TV	— New York, N. Y.	790	WIIC	— Pittsburgh, Pa.	805
WCCO-TV	— Minneapolis, Minn.	782	WILX-TV	— Onondaga-Laasing, Mich.	781
WCHS-TV	— Charleston, W. Va.	823	WIMA-TV	— Lima, Ohio	796
WCIA	— Champaign, Ill.	767	WINK-TV	— Fort Myers, Fla.	760
WCKT	— Miami, Fla.	761	WINR-TV	— Binghamton, N. Y.	789
WCNY-TV	— Carthage, N. Y.	790	WIS-TV	— Columbia, S. C.	807
WCOV-TV	— Montgomery, Ala.	748	WISC-TV	— Madison, Wisc.	825
WCPQ-TV	— Cincinnati, Ohio	795	WISE-TV	— Asheville, N. C.	793
WCSC-TV	— Charleston, S. C.	807	WISH-TV	— Indianapolis, Ind.	771
WCSS-TV	— Portland, Me.	776	WISN-TV	— Milwaukee, Wisc.	825
WCTV	— Tallahassee, Fla.	763	WITI-TV	— Milwaukee, Wisc.	825
WCYB-TV	— Bristol, Va.	820	WITN	— Washington, N. C.	794
WDAF-TV	— Kansas City, Mo.	784	WJAC-TV	— Johnstown, Pa.	801
WDAM-TV	— Hattiesburg, Miss.	783	WJAR-TV	— Providence, R. I.	806
WDAU-TV	— Scranton, Pa.	805	WJBF-TV	— Augusta, Ga.	764
WDAY-TV	— Fargo, N. D.	794	WJBK-TV	— Detroit, Mich.	780
WDBJ-TV	— Roanoke, Va.	821	WJHG-TV	— Panama City, Fla.	761
WDBO-TV	— Orlando, Fla.	761	WJHL-TV	— Johnson City-Kingsport, Tenn.	809
WDEF-TV	— Chattanooga, Tenn.	808	WJIM-TV	— Lansing, Mich.	781
WDSM-TV	— Duluth-Superior, Minn.	782	WJPB-TV	— Fairmont, W. Va.	823
WDSU-TV	— New Orleans, La.	776	WJRT	— Flint, Mich.	781
WDXI-TV	— Jackson, Tenn.	808	WJTV	— Jackson, Miss.	783
WEAR-TV	— Pensacola, Fla.	763	WJW-TV	— Cleveland, Ohio	796
WEAT-TV	— West Palm Beach, Fla.	763	WJXT	— Jacksonville, Fla.	761
WEAU-TV	— Eau Claire, Wisc.	824	WJZ-TV	— Baltimore, Md.	778
WECT	— Wilmington, N. C.	794	WKAQ-TV	— San Juan, P. R.	827
WEEK-TV	— Peoria, Ill.	768	WKBM-TV	— Caguas, P. R.	827
WEHT	— Evansville, Ind.	769	WKBN-TV	— Youngstown, Ohio	797
WESH-TV	— Daytona Beach, Fla.	760	WKBT	— La Crosse, Wisc.	825
WEWS	— Cleveland, Ohio	796	WKBW-TV	— Buffalo, N. Y.	790
WFAA-TV	— Dallas, Tex.	813	WKJG-TV	— Fort Wayne, Ind.	771
WFAM-TV	— Lafayette, Ind.	771	WKNX-TV	— Saginaw, Mich.	781
WFBC-TV	— Greenville, S. C.	807	WKOW-TV	— Madison, Wisc.	825
WFBG-TV	— Altoona, Pa.	801	WKRC-TV	— Cincinnati, Ohio	795
WFBM-TV	— Indianapolis, Ind.	771	WKRQ-TV	— Mobile, Ala.	748
WFGA-TV	— Jacksonville, Fla.	761	WKST-TV	— Youngstown, Ohio	797
WFIE-TV	— Evansville, Ind.	769	WKTV	— Utica, N. Y.	791
WFIL-TV	— Philadelphia, Pa.	803	WKY-TV	— Oklahoma City, Okla.	798
WFLA-TV	— Tampa, Fla.	763	WKYT	— Lexington, Ky.	774
WFMJ-TV	— Youngstown, Ohio	797	WKZO-TV	— Kalamazoo, Mich.	781
WFMV-TV	— Greensboro, N. C.	793	WLAC-TV	— Nashville, Tenn.	809
WFRV-TV	— Green Bay, Wisc.	824	WLBC-TV	— Munice, Ind.	771

Station	City—State	Page	Station	City—State	Page
WLBT	— Jackson, Miss.	783	WSAZ-TV	— Huntington, W. Va.	824
WLBZ-TV	— Bangor, Me.	776	WSB-TV	— Atlanta, Ga.	763
WLEX-TV	— Lexington, Ky.	774	WSBA-TV	— York, Pa.	806
WLOF-TV	— Orlando, Fla.	761	WSBT-TV	— South Bend, Ind.	771
WLOS-TV	— Asheville, N. C.	793	WSEE	— Erie, Pa.	801
WLUC-TV	— Marquette, Mich.	781	WSFA-TV	— Montgomery, Ala.	749
WLUK-TV	— Green Bay, Wisc.	824	WSIL-TV	— Harrisburg, Ill.	768
WLVA-TV	— Lynchburg, Va.	820	WSIX-TV	— Nashville, Tenn.	809
WLW-A	— Atlanta, Ga.	764	WSJS-TV	— Winston-Salem, N. C.	794
WLW-C	— Columbus, Ohio	796	WSJV	— South Bend-Elkhart, Ind.	772
WLWD	— Dayton, Ohio	796	WSLA-TV	— Selma, Ala.	749
WLW-I	— Indianapolis, Ind.	771	WSLS-TV	— Roanoke, Va.	821
WLW-T	— Cincinnati, Ohio	795	WSM-TV	— Nashville, Tenn.	809
WLYH-TV	— Lebanon, Pa.	801	WSOC-TV	— Charlotte, N. C.	793
WMAL-TV	— Washington, D. C.	760	WSPA-TV	— Spartanburg, S. C.	807
WMAR-TV	— Baltimore, Md.	778	WSPD-TV	— Toledo, Ohio	797
WMAZ-TV	— Macon, Ga.	764	WSTV-TV	— Steubenville, Ohio	797
WMBD-TV	— Peoria, Ill.	768	WSUN-TV	— St. Petersburg, Fla.	763
WMCT	— Memphis, Tenn.	809	WSUR-TV	— Ponce, P. R.	827
WMSL-TV	— Decatur, Ala.	748	WSVA-TV	— Harrisonburg, Va.	820
WMT-TV	— Cedar Rapids, Iowa	772	WSYR-TV	— Syracuse, N. Y.	791
WMTV	— Madison, Wisc.	825	WTAE	— Pittsburgh, Pa.	805
WMTW-TV	— Portland, Me.	777	WTAP-TV	— Parkersburg, W. Va.	824
WMUR-TV	— Manchester, N. H.	788	WTAR-TV	— Norfolk, Va.	821
WNAC-TV	— Boston, Mass.	779	WTCN-TV	— Minneapolis, Minn.	782
WNBC-TV	— New York, N. Y.	790	WTEN	— Albany, N. Y.	789
WNBF-TV	— Binghamton, N. Y.	789	WTHI-TV	— Terre Haute, Ind.	772
WNBQ	— Chicago, Ill.	767	WTIC-TV	— Hartford, Conn.	759
WNCT	— Greenville, N. C.	793	WTMJ-TV	— Milwaukee, Wisc.	825
WNDU-TV	— South Bend, Ind.	771	WTOC-TV	— Savannah, Ga.	764
WNEM-TV	— Bay City-Saginaw, Mich.	780	WTOK-TV	— Meridian, Miss.	783
WNEP-TV	— Scranton, Pa.	806	WTOL-TV	— Toledo, Ohio	797
WNEW-TV	— New York, N. Y.	790	WTOM-TV	— Sheboygan, Mich.	780
WNHC-TV	— New Haven, Conn.	759	WTOP-TV	— Washington, D. C.	760
WNOK-TV	— Columbia, S. C.	807	WTPA	— Harrisburg, Pa.	801
WNTA-TV	— Newark, N. J.	788	WTRF-TV	— Wheeling, W. Va.	824
WOAI-TV	— San Antonio, Tex.	818	WTTG	— Washington, D. C.	760
WOAY-TV	— Oak Hill, W. Va.	824	WTTV	— Bloomington, Ind.	769
WOC-TV	— Davenport, Iowa	772	WTVG	— Chattanooga, Tenn.	808
WOI-TV	— Ames, Iowa	772	WTVD	— Durham, N. C.	793
WOOD-TV	— Grand Rapids, Mich.	781	WTVH	— Peoria, Ill.	763
WOR-TV	— New York, N. Y.	790	WTVI	— Fort Pierce, Fla.	760
WORA-TV	— Mayaguez, P. R.	827	WTVJ	— Miami, Fla.	761
WOW-TV	— Omaha, Neb.	787	WTVK	— Knoxville, Tenn.	809
WOWL-TV	— Florence, Ala.	748	WTVM	— Columbus, Ga.	764
WPBN-TV	— Travers ³ City, Mich.	781	WTVN-TV	— Columbus, Ohio	796
WPIX	— New York, N. Y.	790	WTVQ	— Rockford, Ill.	769
WPRO-TV	— Providence, R. I.	806	WTVR	— Decatur, Ill.	768
WPSD-TV	— Paducah, Ky.	775	WTVR	— Richmond, Va.	821
WPST-TV	— Miami, Fla.	761	WTVT	— Tampa, Fla.	763
WPTA	— Fort Wayn ³ , Ind.	771	WTVW	— Evansville, Ind.	769
WPTV	— Palm Beach, Fla.	761	WTVY	— Dothan, Ala.	748
WPTZ-TV	— Plattsburgh, N. Y.	791	WTVV	— Tupelo, Miss.	783
WRAL-TV	— Raleigh, N. C.	793	WUSN-TV	— Charleston, S. C.	807
WRBL-TV	— Columbus, Ga.	764	WVEC-TV	— Norfolk-Hampton, Va.	821
WRC-TV	— Washington, D. C.	760	WVET-TV	— Rochester, N. Y.	791
WRCV-TV	— Philadelphia, Pa.	803	WVUE-TV	— New Orleans, La.	776
WRDW-TV	— Augusta, Ga.	764	WWJ-TV	— Detroit, Mich.	780
WREC-TV	— Memphis, Tenn.	809	WWL-TV	— New Orleans, La.	776
WREX-TV	— Rockford, Ill.	768	WWLP	— Springfield, Mass.	779
WRGB	— Schenectady, N. Y.	791	WWOR	— Worcester, Mass.	779
WRGP-TV	— Chattanooga, Tenn.	808	WWTW	— Cadillac, Mich.	780
WRIK-TV	— Ponce, P. R.	827	WXEX-TV	— Petersburg, Va.	821
WRLP	— Greenfield, Mass.	779	WXIX-TV	— Milwaukee, Wisc.	825
WRVA-TV	— Richmond, Va.	821	WXTV	— Youngstown, Ohio	797
WSAU-TV	— Wausau, Wisc.	825	WXYZ-TV	— Detroit, Mich.	780
WSAV-TV	— Savannah, Ga.	764	XETV	— San Diego, Calif.	754

Pop.: 3,282,000
Families: 875,000

Alabama

Television Homes: 663,000
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Birmingham

WAPI-TV—Birmingham—1949

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

WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Taft Bcstg. Co.
Address... P.O. Box 6007
Tel.: FA 2-4701... CBS
Representative... Katz
President... Hulbert Taft, Jr.
Gen. Sta. Mgr.... R. T. Schlinkert
Commercial Manager... Oliver V. Naylor
Program Mgr.... Keith E. Barze
Promotion Dir.... Eric N. Harris, Jr.
Chief Engineer... Hardy D. Carl
Owners of: WKRC, AM-TV-FM, Cincinnati; WTVN,
AM-TV-FM, Columbus; WBIR, AM-TV-FM,
Knoxville; WBRC, AM-FM; WKYT, Lexington.

WMSL-TV—Decatur—1954

Channel: 23 UHF... AP: 102 Kw... VP: 189 W.
Owned By... Tenn. Valley Radio & TV Corp.
Address... 701 Banks St.
Tel.: EL 3-0361... ABC-CBS-NBC
Station Reps.... Masla; Clarke, Brown
Pres., Program Dir.... Frank Whisenant
Commercial Manager... Bob Gleason
Program, Prom. Mgr.... Alice A. Whisenant
Film Manager... Mort Hargrove
Chief Engineer... Kenneth Casey
Owners of: WMSL-AM.

WTVY—Dothan—1955

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

WOWL-TV—Florence—1957

Channel: 15 UHF... AP: 11.7 Kw... VP: 20.8 Kw.
Owned... TV Muscle Shoals, Inc.
Business Address... P. O. Box 600
Tel.: AT 2-7711... CBS-NBC-ABC
President... Richard B. Biddle

V.P.... W. A. Maples
Gen. Mgr.... Jack Worley
Comm. Mgr., Local Adv.... M. Davis
Program Director... E. Foote
Prom., Publicity Director... Lola Fell
Film Manager... Henry Jones
Nat. Adv. Mgr.... Dick Biddle
Chief Engineer... Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 17.2 Kw... 9.64 Kw.
Owned By... Rocket City TV Inc.
Address... 1000 Monte Sano Bldg.
Tel.: JE 9-1783... ABC
Station Reps.... Howard; Ochs
President... James Cleary
General Manager... John A. Higdon
Prom. Dir.... Mrs. Thomas Baar
Film Mgr.... Robert E. Smith
Chief Engineer... Victor Bankowski

WALA-TV—Mobile—1953

Channel: 10 VHF... AP: 190 Kw... VP: 316 Kw.
Owned-Oper. By... Pape TV Co., Inc.
Address... 210 Government St.
Tel.: HE 2-2756... NBC
Sta. Reps.... Bolling; Clarke Brown
President... W. O. Pape
General Mgr.... W. B. Pape
Chief Engineer... R. Hurley

WKRG-TV—Mobile—1955

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

WCOV-TV—Montgomery—1953

Channel: 20 UHF... AP: 200 Kw... VP: 100 Kw.
Owned-Oper. By... Capitol Bcstg. Co.
Business Address... P. O. Box 2505
Tel.: AM 5-3561... ABC-CBS
Sta. Representative... Venard, Rintoul, McConnell
President... O. P. Covington
General Manager... Hugh M. Smith
Commercial Manager... Morris South
Prom., Publicity Director... Martha Hall
Film Manager... Bob House
Chief Engineer... W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned By.....Broadcasting Co. of South
 Business Address.....10 East Delano
 Tel.: AM 5-1251.....NBC-ABC
 Sta. Rep.....Peters, Griffith, Woodward
 President.....B. Calhoun Hipp
 Exec. V.P.....G. Richard Shafto
 Manag. Dir.....Carter C. Hardwick
 Admin. Asst.....Frank Ridolphi
 Nat. Sales Mgr.....Jack Long
 Production Mgr.....Sam Spivey
 Program Director.....Gene Jacobsen
 Commercial Mgr.....Bob Villar
 Prom. Mgr.....Charlotte Chilton

Film Mgrs.....Alice Mayfield, Gene Jacobsen
 Chief Engineer.....Richard Payne
 Owners of: WIS, AM-TV, Columbia.

WSLA-TV—Selma—1960

Channels: 8 VHF. AP: 1.5 Kw. Vp: 3 Kw.
 Owned By.....Selma Television, Inc.
 Address.....Box 305
 Tel.: TR 2-0455.....Independent
 Sta. Representative.....Radio Reps. Inc.
 President.....W. J. Brennan
 General Mgr.....C. C. Brennan
 Commercial Mgr.....F. Robinson, Jr.
 Program, Prom. Director.....B. Wills
 Advertising Mgr.....John Frasier
 Film Mgr., Engineer.....J. Williams

Pop.: 230,500
 Families: 60,500

Alaska

Television Homes: 40,000
 TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF. AP: 2.63 Kw. VP: 5.37 Kw.
 Owned-Oper. By.....All-Alaska Bcstg., Inc.
 Business Address.....Box 1160
 Tel.: 5-2201.....NBC-ABC
 Station Reps.....Fletcher; Wellington
 President, Gen. Mgr.....Alvin O. Bramstedt
 Comm. Adv. Mgr.....William Stewart
 Program Dir.....Gerry Hinchee
 Prom., Publicity Dir.....Marcia Hiber
 Film Mgr.....Bob Fegues
 Chief Engineer.....Charles Gray
 Owners of: KENI, KFAR, AM-TV, Fairbanks;
 KTKN, Ketchikan.

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

KTVF—Fairbanks—1955

Channel: 11 VHF. AP: 5.5 Kw. VP: 11 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Business Address.....3rd & Lacey St.
 Tel.: GL 2-3636.....CBS
 Station Reps.....Weed; Alaska Radio-TV
 President.....A. G. Hiebert
 Station, Comm. Mgr.....John Griffin
 Program Dir.....Ann Adam
 Promotion Mgr.....Martha Kent
 Film Mgr.....Sue Yoder
 Chief Engineer.....Garth Anderson
 Owners of: KTVA, TV-FM, Anchorage.

KTVA—Anchorage—1953

Channel: 11 VHF. AP: 1.61 Kw. VP: 3.22 Kw.
 Owned-Oper. By.....Northern Television, Inc.
 Business Address.....P.O. Box 2200
 Tel.: 5-4321.....CBS
 Representative.....Weed; Alaska Radio-TV
 Pres., Gen., Sta. Mgr.....A. G. Hiebert
 V.P., Tech. Dir.....Jack Walden

KINY-TV—Juneau—1956

Channel: 8 VHF. AP: .13 Kw. VP: .26 Kw.
 Owned-Oper. By.....Juneau Broadcasters, Inc.
 Address.....231 So. Franklin St.
 Tel.: JU 6-1830.....CBS
 Sta. Representative.....Weed; Wagner
 Pres., Gen. Mgr.....J. W. McKinley
 Program Director.....Richard Peter

KFAR-TV—Fairbanks—1955

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

Pop.: 1,318,000
 Families: 384,500

Arizona

Television Homes: 323,500
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Phoenix

KCDA—Douglas—1960

Channel: 3 VHF. AP: 410 Kw. VP: 691 Kw.
 Owned By.....Electron Corp.
 Address.....Gadson Hotel
 Tel.: AD 5-3424.....Independent

President.....Mort Zimmerman
 General Manager.....William B. Miller
 Commercial Manager.....Daniel C. Park
 Program, Prod. Mgr.....David B. Miller
 Chief Engineer.....Norman Robb

ARIZONA-ARKANSAS

KOOL-TV—Phoenix—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... KOOL Radio-TV, Inc.
 Business Address..... 511 West Adams St.
 Tel.: ALpine 3-3121..... CBS
 Representative Hollingbery
 Ch. of Bd..... Gene Autry
 Pres., Gen. Mgr..... Tom Chauncey
 V.P., Asst. Gen. Mgr..... Homer Lane
 V.P., Station Mgr..... Kenneth Morton
 Program Director..... Robert Davies
 Promotion Dir..... Tom Calhoun
 Film Manager..... William Hancharik
 Chief Engineer..... Albin Hillstrom
 Owners of: KOOL, AM-FM.

KPHO-TV—Phoenix—1949

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Meredith Broadcasting Co.
 Business Address..... 631 N. 1st Ave.
 Tel.: ALpine 8-4511..... Independent
 Representative Katz
 V.P., General Manager..... Dick Rawls
 Sta., Comm. Mgr..... Howard Stalnaker
 Program Director..... Robert Martin
 Promotion Manager..... Betty Latty
 Publicity Dir..... Stephen Q. Shannon
 Film Manager..... Thomas Sherlock
 Dir. of Engineering..... George McClanathan
 Owners of: KPHO-AM.

KTVK—Phoenix—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By..... Arizona TV Co.
 Address..... 3435 No. 16th St.
 Tel.: AM 6-5691..... ABC
 Station Representative..... Blair TV
 President..... Ernest W. McFarland
 General Manager..... Leon Nowell
 Sta., Comm. Manager..... Burton B. LaDow
 Program Director..... Don Tuckwood
 Chief Engineer..... George McLouth

KVAR—Phoenix—1953

Channel: 12 VHF.. AP: 15.8 Kw.. VP: 316 Kw.
 Owned-Oper. By..... KTAR Broadcasting Co.
 Address..... 1101 No. Central Ave.
 Tel.: AL 4-4161..... NBC
 Representative Avery-Knodel
 Pres., Gen. Mgr..... Richard O. Lewis
 Commercial Mgr..... Ray C. Smucker
 Program Director..... Robert Vache

Promotion Director..... Ray Thompson
 Film Director..... Betty Campbell
 Chief Engineer..... John Beck
 Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,
 FM, Phoenix.

KGUN—Tucson—1956

Channel: 9 VHF.. AP: 31.6 Kw.. VP: 63.1 Kw.
 Owned-Oper. By..... WEHT, Inc.
 Address..... P. O. Box 5147
 Tel.: MA 3-3633..... ABC
 Station Reps..... Young; Clarke Brown
 Pres., Gen. Mgr..... Ed. Richter
 Sta. Mgr., Prog. Mgr..... James Hays
 Comm. Mgr..... Ben L. Slack
 Chief Engineer..... Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF.. AP: 15 Kw.. VP: 30 Kw.
 Owned-Oper. By..... Old Pueblo Bcstg. Co.
 Business Address..... 115 W. Drachman St.
 Tel.: MA 4-2511..... CBS
 Representative Hollingbery
 President..... Tom Chauncey
 V.P., General Manager..... E. S. Mittendorf
 Asst. Gen. Mgr..... Paul Plunkett
 Commercial Manager..... Bernie Perlin
 Program Dir..... William Spies
 Prom., Publicity Dir..... Pat Reed
 Chief Engineer..... Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF.. AP: 36 Kw.. VP: 18 Kw.
 Owned-Oper. By..... Alvarado TV Co. Inc.
 Business Address..... 209 West Elm St.
 Tel.: MAin 3-2555..... NBC
 Station Rep..... Avery-Knodel
 President..... Clinton D. McKinnon
 Station Manager..... Fred L. Vance
 Operations Manager..... Gordon E. Hamilton
 Prom., Public. Dir..... Jim Owen
 Film Manager..... E. D. Wood
 Chief Engineer..... Raymond H. Holsclaw

KIVA—Yuma—1953

Channel: 11 VHF.. AP: 15.8 Kw.. VP: 31.6 Kw.
 Owned-Oper. By..... Valey Telecasting Inc.
 Business Address..... P. O. Bin 1671
 Tel.: ST 6-8311..... NBC-CBS-ABC
 President..... Harry C. Butcher
 Gen. Mgr., Film Dir..... R. O. Van Duzer
 Commercial Manager..... Patrick Carrick
 Chief Engineer..... Leavenworth Wheeler

Pop.: 1,791,500
 Families: 505,500

Arkansas

Television Homes: 338,500
 TV Stas. in State: 5

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Little Rock

KTVE—El Dorado—1955

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By..... KTVE, Inc.
 Address..... P. O. Box 791
 Tel.: UN 2-3488..... ABC-NBC
 Station Representative..... Bolling

President..... Ervin F. Lyke
 V.P., Gen. Mgr..... John B. Soell
 Operations Mgr..... John Turner
 Promotion Dir..... Jim Iverson
 Film Mgr..... Herschel C. Mays
 Chief Engineer..... John Long

KFSA-TV—Fort Smith—1956

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

KARK-TV—Little Rock—1954

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.. Arkansas Radio & Equip. Co.
 Business Address..... 10th & Spring Streets
 Tel.: FRanklin 6-2481..... NBC
 Representative..... Petry
 President..... T. K. Barton
 Exec. Vice Pres..... Douglas J. Romine
 Commercial Mgr..... H. Lee Bryant
 Program Dir..... Fred Schmutz

Promo. Director..... Shirley R. Kennedy
 Chief Engineer..... Champ Smith

KATV—Little Rock—1953

Channel: 7 VHF.. AP: 86.3 Kw.. VP: 170 Kw.
 Owned-Oper. By..... Central South Sales Co.
 Address..... 310½ W. 3rd St.
 Tel.: FR 4-1691..... ABC
 Representative..... Avery-Knodel, Inc.
 President..... James C. Leake
 General Manager..... R. Doubleday
 Sales Prom. Mgr..... R. E. Draughon
 Chief Engineer..... A. R. Garrett

KTHV—Little Rock—1955

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

Pop.: 15,895,500
 Families: 5,186,000

California

Television Homes: 4,737,000
 TV Stas. in State: 30

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Fresno, Los Angeles, Sacramento, San Diego,
 San Francisco, Stockton

KBAK-TV—Bakersfield—1953

Channel: 29 UHF.. AP: 10.5 Kw.. VP: 19 Kw.
 Owned-Oper. By..... Reeves Bcstg. Corp.
 Address..... P. O. Box 1448
 Tel.: EX 9-1761..... CBS
 Representative..... Weed
 President..... J. Drayton Hastie
 V.P., General Mgr..... Edward R. Tabor
 Asst. Gen. Mgr., Natl. Sales Mgr..... J. Barrett
 Sales Manager..... Charles F. Malloy
 Film Manager..... Dick Koch
 Chief Engineer..... James Garner

KHSL-TV—Chico—1953

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

KERO-TV—Bakersfield—1953

Channel: 10 VHF.. AP: 55 Kw.. VP: 110 Kw.
 Owned-Oper. By..... Transcontinent TV Corp.
 Business Address..... 1420 Truxtun Ave.
 Tel.: FA 7-1441..... ABC-NBC
 Representative..... Petry
 President..... David C. Moore
 General Mgr..... George Whitney
 Station Mgr..... Arthur M. Mortensen
 Commercial Mgr..... Roland T. Kay
 Program Mgr., Film Dir..... Kenneth R. Croes
 Chief Engineer..... Ray Martin
 Owners of: WBR, Buffalo; WNEP, Scranton;
 KFMB, San Diego; WDAF, Kansas City.

KIEM-TV—Eureka—1953

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

KVIQ-TV—Eureka—1958

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned..... Calif. Northwest Bcstg. Co.
 Address..... Box 1019
 Tel.: HI 3-3061..... ABC-NBC

Why We SWITCHED from VHF to UHF

To give *you* the best possible coverage of the rich San Joaquin Valley.

FCC-sponsored engineering study proves UHF signal is stronger and clearer than VHF in the Fresno area. New RCA custom-designed transmitter and antenna provide the clearest, strongest picture ever seen in the Valley.

Now, KFRE-TV delivers the most effective coverage of the San Joaquin Valley's more than 800,000 people — earning in excess of \$1.5 billion yearly.

Blanket America's Richest Agricultural Market.
Buy KFRE-TV.

Sources: Television Allocations Study Organization,
"Engineering Aspects of Television Allocations,"
March 16, 1959 / Sales Management 1960



KFRE-TV
FRESNO, CALIFORNIA
CBS-TV Channel 30 BLAIR-TV

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

Station Rep. Hollingbery
 President. Carl R. McConnell
 General Mgr. Geo. C. Fleharty
 Station Mgr. Ted Dooley
 Commercial Mgr. Sam Horel
 Promotion Mgr. Edmund Bennett
 Film Manager. John Perry
 Chief Engineer. Amos Hargrave

KFRE-TV—Fresno—1956

Channel: 30 UHF AP: 696 Kw. VP: 1392 Kw.
 Owned By. Triangle Publications
 Business Address. 733 L St.
 Tel.: AM 8-6444. CBS
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative Blair-TV
 General Mgr. Leslie H. Peard, Jr.
 Station Manager. George Carroll
 Director of Sales. Robert F. Klein
 General Sales Mgr. Jay Sondheim
 Merchandising, Promotion Dir. Harry White
 Film Manager. Fred Carbine
 Chief Engineer. Keith L. Mealey
 Owners of: WFIL, AM-TV-FM, Philadelphia;
 WNEF, AM-TV-FM, Binghamton; WFBG, AM-
 TV, Atlanta; WNIC, AM-TV-FM, New Haven;
 KFRE, AM-TV-FM, Fresno; WLYH-TV, Lebanon.

KJEO—Fresno—1953

Channel 47 UHF AP: 222 Kw. VP: 444 Kw.
 Owned: O'Neill Broadcasting Co.
 Address Shaw at Cedar Sts.
 Tel.: BA 2-2411. ABC
 Representative H-R TV
 President. J. E. O'Neill
 V.P., General Manager. Joseph C. Drilling
 Comm. Manager. W. O. Edholm
 Chief Engineer. Jack McElwain

KMJ-TV—Fresno—1953

Channel: 24 UHF AP: 240 Kw. VP: 447 Kw.
 Owned-Oper. By. McClatchy Newspapers
 Address. 1544 Van Ness Ave.
 Tel.: AM 8-6666. NBC
 Representative Katz
 President Eleanor McClatchy
 Station Mgr. John Edwards
 Comm. Prom. Mgr. Wilson Lefler
 Chief Engineer. J. B. Hancock

KCOP—Hollywood—1948

Channel: 13 VHF AP: 83.2 Kw. VP: 170 Kw.
 Owned-Oper. By. KCOP Television, Inc.
 Address. 915 N. La Brea Ave.
 Tel.: OLdfield 6 3050. Independent
 Representative Petry
 V.P. & Gen. Mgr. Alvin G. Flanagan
 General Sales Mgr. Amos T. Baron
 Sales Prom Dir. Hal Biard
 Program. Film Mgr. Mary Warren
 Publicity Dir. Jerry Ross
 Chief Engineer Al Browdy

KABC-TV—Los Angeles—1949

Channel: 7 VHF AP: 82 Kw. VP: 165 kw.
 Owned-Oper. By ABC
 Business Address. TV Center
 Tel.: NO 3-3311. ABC
 Representative Katz
 V.P., General, Sta. Mgr. Elton H. Rule
 Gen., Sales Mgr. Richard A. O'Leary
 Prom., Pub. Dir. Jack Brembeck
 Film Manager. Howard Lipstone
 Chief Engineer Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9 VHF AP: 81 Kw. VP: 162 Kw.
 Owned-Oper. By RKO General Inc.
 Business-Studio Address. 1313 N. Vine St.
 Tel.: HO 2-2133. Independent
 Representative H-R
 President. Thomas F. O'Neil
 V.P., Div. Dir. Robert J. Leder
 V.P., Gen. Mgr. Malcolm Klein
 Nat. Sales Mgr. Dick Jack
 Promotion Director. Richard L. Sinclair
 Program Dir. Hal Phillips
 Film Manager. Bill White
 Publicity Director. Tony Arnone
 Chief Engineer. Bob Bullock
 Owners of: WOR, AM-TV, New York; WNAC-AM-
 TV, Boston; KFRC, San Francisco; WHBQ,
 AM-TV, Memphis; CELW, AM-TV, Detroit;
 Windsor; WGMS, Washington, D. C.; WHCT,
 Hartford; KIL, AM-TV.

KNXT—Los Angeles—1951

Channel: 2 VHF AP: 23.4 Kw. VP: 46.8 kw.
 Owned-Oper. By. CBS Inc.
 Business-Studio Address. 6121 Sunset Blvd.
 Tel.: HO 9-1212. CBS
 Representative CBS TV Spot Sales
 General Manager. Robt. D. Wood
 Gen. Sales Mgr. Ray L. Beindorf
 Program Director. Leon Drew
 Prom., Publicity Director. Austin Heywood
 Film Manager. Bill Alcine
 Engineer in Chg. Edwin Miller

KRCA—Los Angeles—1949

Channel: 4 VHF AP: 23.5 Kw. VP: 47 Kw.
 Owned NBC
 Bus.-Studio Address. Sunset & Vine St.
 Tel.: TH 5-7000. NBC
 Representative NBC Spot Sales
 V.P., General Manager. Thomas McCray
 Commercial Manager. James Parks
 Operations Mgr. Bob Henry
 Adv., Prom. Mgr. Frank Hovore
 Prog. Dir. Jack Kenaston
 Publicity Super. Dolores Finlay
 Chief Engineer. John Knight

KTLA—Los Angeles—1947

Channel: 5 VHF AP: 25.1 Kw. VP: 50.1 Kw.
 Owned-Oper. Paramount TV Production, Inc.
 Studio Address. 5800 Sunset Blvd., H'wyood
 Tel.: HO 9-3181. Independent
 Representative PGW
 President. Paul Raiboutn
 Director of Bus. Affairs. Joe Cramer

CALIFORNIA

General Sls. Manager..... Richard Jolliffe
Film Mgr., Program Dir..... Robert Quinlan
Adv., Promotion Dir..... Robert Nashick
Publicity Dir..... Robert Reagan
Chief Engineer..... John Silva

KTTV—Los Angeles—1949

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

KVIP—Redding—1956

Channel: 7 VHF.. AP: 57.5 Kw.. VP: 115 Kw.
Owned By..... Shasta Telecasting Corp.
Business Address..... 2770 Pioneer Drive
Tel.: CH 1-1414..... ABC-NBC
Representative..... Hollingbery
Pres., Gen. Mgr..... George C. Fleharty
Commercial Manager..... Ray Grant
Chief Eng., Ass't Mgr..... Russell K. Olsen

KCRA-TV—Sacramento—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Operated By..... KCRA, Inc.
Address..... 310 10th St.
Tel.: Hickory 4-7300..... NBC
Representative..... Petry
President, Sta. Mgr..... Robert E. Kelly
General Mgr..... Jon S. Kelly
Asst. Gen. Mgr..... Howard J. Smiley
Program Mgr..... David B. Hume
Chief Engineer..... W. Herbert Hartman
Owners of: KCRA, AM-FM.

KXTV—Sacramento—1955

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned By..... Great Western Bcstg Corp.
Address..... 601 7th Ave.
Tel.: GI 1-4041..... CBS
Rep..... H-R
President..... C. Wrede Petersmeyer
V.P., General Mgr..... Robert Wilson
General Sales Mgr..... James Osborn
Program Director..... Dean Borba
Promotion Mgr..... M. S. Bachman
Chief Engineer..... Don Ferguson
Owners of: WISH-AM-TV, Indianapolis, Ind.;
WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,
Okla.; KHOU-TV, Houston, Tex.

KSBW-TV—Salinas—1953

Channel: 8 VHF.. AP: 120 Kw.. VP: 240 Kw.
Owned By..... Salinas Valley Bcstg. Corp.
Address..... 238 John St.
Tel.: HA 2-6422..... CBS-NBC
Representative..... H-R Television

Pres., Gen. Mgr..... John C. Cohan
Comm. Mgr..... Graham H. Moore
Prom., Adv. Public Mgr..... Clarke Bradley
Chief Engineer..... B. Hargan

KFMB-TV—San Diego—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned..... Transcontinent TV Corp.
Business Address..... 1405 Fifth Ave.
Tel.: BE 2-2114..... CBS
Representative..... Petry
President..... David C. Moore
V.P., Gen. Mgr..... George Whitney
Station, Comm. Mgr..... Bill Fox
Prog. Mgr..... George Stantis
Prom., Adv. Public, Dir..... Irving Stevens
Film Manager..... Del Gay
Chief Engineer..... Charles Abel
Owners of: KFMB, AM; WGR-AM-TV, Buffalo,
N. Y.; WDAF-AM-TV, Kansas City, Mo.; WNEP-
TV, Scranton; KERO-TV, Bakersfield, Calif.

KFSD-TV—San Diego—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... KFSD, Inc.
Address..... Highway 94 at 47th St.
Tel.: CO 2-2421..... NBC
Representative..... Katz
President..... James G. Rogers
V.P., General Manager..... William E. Goetze
Commercial Mgr..... Jay Grill
Program, Film Mgr..... Burke Ormsby
Prom., Adv. Pub. Dir..... Kenneth N. McClure
Prod. Dir..... W. H. Stevens
Chief Engineer..... LeRoy A. Bellwood
Owners of: KFSD-FM-TV.

XETV—San Diego—1953

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned By..... Radio Television S.A.
Address..... 7th & Ash, TV Hghts.
Tel.: Belmont 4-8431..... ABC
Station Representative..... Blair
President..... Frank Fouce
V.P., Gen. Mgr..... Julian M. Kaufman
Business Mgr..... Lou Meiers
Chief Engineer..... Phil Fernandez

KGO-TV—San Francisco—1949

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

KPIX—San Francisco—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Westinghouse Bcstg., Inc.
Address..... 2655 Van Ness Ave.

CALIFORNIA-COLORADO

Tel.: PR 6-5100
 Sta. Representative CBS
 President Donald H. McGannon
 Vice President Philip G. Lasky
 General Manager Louis S. Simon
 Commercial Mgr. William H. Hunsfeld, Jr.
 Film Mgr. Ray A. Hubbard
 Sales Prom., Adv. Mgr. A. H. Christensen
 Publicity Mgr. A. M. Baccari, Jr.
 Chief Engineer Thomas T. Ely
 Owners of: 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.;
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,
 Cleveland, O.; KEX-FM, Portland, Ore.

KRON-TV—San Francisco—1949

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By The Chronicle Pub. Co.
 Business Studio Address 929 Mission St.
 Tel.: GA 1-1100 NBC
 Newspaper Affiliation Chronicle
 Representative Peters, Griffin, Woodward Inc.
 President Charles de Young Thieriot
 Gen. Manager Harold P. See
 Station Manager A. H. Constant
 Commercial Mgr. William A. Morrison
 Program Dir. Douglas Elleson
 Promotion Dir. A. Richard Robertson
 Film Buyer Jim Bentley
 Publicity Dir. Roland Irving
 Chief Engineer J. L. Berryhill

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned S. F.-Oakland TV, Inc.
 Address 1 Jack London Sq., Oakland
 Tel.: TE 4-2000 Independent
 Representative H-R Television
 President Ward D. Ingram
 Gen. Mgr. William D. Pabst
 Nat. Sales Mgr. Frank King
 Prom. Director Joseph P. Costantino, Jr.
 Publicity Director Don Arlett
 Production Mgr. Walt Harris
 Chief Engineer Robert Arne

KNTV—San Jose—1955

Channel: 11VHF... AP: 123 Kw... VP: 60 Kw.

Owned-Oper. By Standard Radio & TV Co.
 Address 645 Park Avenue
 Tel.: CY 7-5577 ABC
 Sta. Representative Young TV
 President A. T. Gilliland
 Operations Mgr. Frederic A. Naglestad
 Sales Manager Fran Conrad
 Program Director Jack Launer
 Promotion Dir. Margaret Norton
 Chief Engineer Robert A. Latham

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF... AP: 8.9 Kw... VP: 16 Kw.
 Owned-Oper. By ... Salinas Valley Bcstg. Corp.
 Business Address Box 286
 Tel.: LI 3-0920 ABC-CBS-NEC
 Representative H-R
 President John C. Cohan
 Prom. Dir. Don Theobald
 Station Manager Arthur V. Hapgood
 Film Manager Caryl Coleman
 Dir. Tech. Oper. Bill Hargan
 Owners of: KSBW, AM-TV-FM, Salinas.

KEYT—Santa Barbara—1953

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.
 Owned Key TV, Inc.
 Business Address 730 Miramonte Dr.
 Tel.: WO 5-8533 ABC-CBS-NBC
 Station Rep. Young
 Program. Film Mgr. Mary Ann Casey
 President William F. Luton
 V.P., Station Mgr. Robert C. Burris
 Adv., Publicity Dir. Ruth S. Nace
 Chief Engineer Paul Williams

KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By Metropolitan Bcstg.
 Address 908 15th St.
 Tel.: HI 6-6124 ABC
 Representative Blair
 President John W. Kluge
 Gen. Mgr. Glover DeLaney
 Program Film Mgr. Bel Lange
 Prom., Publicity Dir. Robert Linskey
 Chief Engineer Richard J. Anderson
 Owners of: WNEW, AM-TV, New York; WHK,
 Cleveland; WIP, Philadelphia; WRUL, New
 York; WTTG-TV, Washington, D. C.; WTVH-
 TV, Peoria.

Pop.: 1,924,000
 Families: 540,000

Colorado

Television Homes: 4,737,000
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Denver

KKTV—Colorado Springs—1952

Channel: 11 VHF... AP: 117 Kw... VP: 234 Kw.
 Owned-Operated By TV Colorado, Inc.
 Address 512 S. Tejon St.
 Tel.: ME 4-2844 CBS

Representative Bolling
 President, Gen. Mgr. James D. Russell
 V.P. Commercial Manager Robert D. Ellis
 Program Dir. Carl Pehlman
 Prom., Pub. Director Hal Kennedy
 Chief Engineer Chet Wallack

COLORADO

**KRDO-TV—Colorado Springs
1953**

Channel: 13 VHF AP: 112.5 Kw. VP: 225 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Tel.: ME 2-1515.....ABC
 Sta. Representative.....Branham
 President, Gen. Mgr.....Harry W. Hoth, Jr.
 Station Manager.....Jay E. Gardner
 Business Mgr.....Darold A. Wilkinson
 Chief Engineer.....Herb Schubarth
 Owners of: KRDO.

KBTB—Denver—1952

Channel: 9 VHF AP: 141 Kw. VP: 282Kw.
 Owned-Operated By.....TV Denver, Inc.
 Address.....1089 Bannock St.
 Tel.: AM 6-3601.....ABC
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....John C. Mullins
 Gen. Station Manager.....Joseph Herold
 Commercial Mgr.....Gil Lee
 Prog. Mgr.....Mann Reed
 Adv., Pub., Prom. Dir.....W. Kowalski
 Film Mgr.....Don Mumford
 Chief Engineer.....Jim Butts

KLZ-TV—Denver—1953

Channel: 7 VHF AP: 158 Kw. VP: 316 Kw.
 Owned By.....Aladdin Bcstg. Corp.
 Business Address.....131 Speer Blvd.
 Tel.: MA 3-4271.....CBS
 Representative.....Katz
 Pres., Gen. Mgr.....Hugh B. Terry
 Asst. to Pres.....Clayton H. Brace
 Comm. Sta. Mgr.....Jack Tipton
 Program Director.....Paul Blue
 Prom., Publicity Dir.....Jimm Seaney
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins
 Owners of: WFBM, AM-TV-FM, Indianapolis;
 WOOD, AM-TV, Grand Rapids; WTCN, AM-TV,
 Minneapolis.

KOA-TV—Denver—1953

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Business Address.....1044 Lincoln
 Tel.: Cherry 4-4141.....NBC
 Representative.....NBC Spot Sales
 Pres., Gen. Manager.....William Grant
 Station Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Si Palmer
 Prom., Pub. Dir.....Dean Faulkner
 Chief Engineer.....Sid Davidson

KBTB
CHANNEL
9

When You Go West (young time buyer)
Go The Best
KBTB Channel 9 Denver, Colorado

John C. Mullins, President
Joe Herold, Station Manager

1089 Bannock Street
Represented By Peters, Griffin, Woodward, Inc.

KTVR-TV—Denver—1952

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Business Address550 Lincoln St.
 Tel.: KE 4-8281.....Independent
 Sta. Representative.....Adam Young
 President.....J. Elroy McCaw
 General Manager.....James T. Brennan
 Commercial Mgr.....Harold N. Michaels
 Program Dir.....Warren Huskie
 Publicity Dir.....Len Bermon
 Film Manager.....Thomas J. Donnegan
 Chief Engineer.....Lester J. Dunn
 Owners of: WINS, New York; KTVW, Tacoma.

KREY-TV—Montrose—1956

Channel: 10 VHF... AP: 154 Kw... VP: 309 Kw.
 Owned-Oper. By.....Black Canon Bcstg Co.
 Address.....P. O. Box 120
 Tel.: CH 9-3011.....ABC-NBC-CBS
 President, Gen. Mgr.....Rex Howell
 Chief Eng., Sta. Mgr.....C. Q. Anderson
 Promotion Director.....Frank Bell

**KREX-TV—Grand Junction
 1954**

Channel 5 VHF... AP: 6.46 Kw... VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Business AddressBox 30
 Tel.: CH 2-5000.....CBS-NBC
 Station Representative.....Holman
 President, General Mgr.....Rex Howell
 Station Comm. Mgr.....Bob McMahan
 Production Dir.....Joe Cope
 Advertising Mgr.....Roy Adamson
 Chief Engineer.....James Meyer

KCSJ-TV—Pueblo—1952

Channel: 5 VHF... AP: 150 Kw... VP: 100 Kw.
 Owned-Oper. By.....Star Broadcasting Co.
 Business Address2226 Television Lane
 Tel.: LI 4-5782.....NBC
 Station Representative.....Meeker Co.
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Commercial Mgr.....Ken King
 Program Dir.....Elva Lee Gilmer
 Publicity Dir.....Jack Hughes
 Advertising Mgr.....Al Griffith
 Chief Engineer.....Ken Renfrow

K T V R

Channel 2 Denver, Colorado

Station Representative
ADAM YOUNG, INC.

JAMES T. BRENNAN
General Manager

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN THE SILVERSMITH'S CRAFT IS REPRESENTED BY THIS RECREATION OF A RICHLY ORNAMENTED, LATE NINETEENTH CENTURY VINTAGE PUNCH SET, MANUFACTURED BY THE INTERNATIONAL SILVER COMPANY OF MERIDEN, CONNECTICUT.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH, YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC  **TV 3** HARTFORD, CONNECTICUT
***ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN**

Pop.: 2,566,000
Families: 754,500

Connecticut

Television Homes: 718,000
TV Stas. in State: 6

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Hartford

WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
Owned By.....Bridgeport Bcstg. Co.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
Representative.....Adam Young
President, Gen. Mgr.....K. M. Cooper
Comm. Mgr.....Ray Colonari
Pgm. Dir.....Harry Downie
Chief Engineer.....Russell Adams

WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.
Owned-Oper. By.....Hartford Phovision Co.
Business Address.....555 Asylum St.
Tel.: JACKSON 5-2611.....Independent
Station Representatives.....Young; Nona Kirby
Program Director.....Ralph Kanna

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JACKSON 5-0801.....CBS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
Publicity Director.....Paul E. Lucas
Dir. of Engineering.....Harold Dorschug
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor
Owners of: WTIC, AM-FM.

WHNB-TV—New Britain— 1953

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned By.....Connecticut TV, Inc.
Address.....1422 New Britain Ave.
Tel.: ADAMS 3-8551.....NBC
Representative.....NBC Spot Sales
President.....Herbert Scheffel
General, Sta. Mgr.....Robert W. Bray
Commercial Mgr.....Jack Fox
Program Dir.....Philip Corvo
Prom., Publicity Dir.....Howard Wry
Film Manager.....Phillip B. Hale
Chief Engineer.....Thomas Doody
Owners of: WICS, AM-TV, Springfield; WHGU,
Champaign.

WNHC-TV—New Haven—1948

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address.....135 College St.

Tel.: SPRUCE 7-3611.....ABC
News, Affil.....Phila. Inquirer & Daily News
Station Representative.....Blair TV
President.....Walter H. Annenberg
V.P., General Mgr.....Roger W. Clipp
Sta. Mgr., Gen. Sales.....John F. Cundiff
Prom., Adv., Publicity.....Peter F. Gallagher
Film Mgr.....Leonard S. Sanna
Program Dir.....James E. Kovach
Chief Engineer.....Howard W. Wessenberg
Owners of: WFIL, AM-TV-FM, Philadelphia;
WNEF, AM-TV-FM, Binghamton; WFRG, AM-
TV-FM, Altoona; KFRE, AM-TV; KRFM,
Fresno; WLYH, Lebanon; WNHC, AM-FM.

WATR-TV—New Haven—1953

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

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



Pop.: 754,000
Families: 219,000

Dist. of Columbia

Television Homes: 207,000
TV Stas. in D. C.: 4

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Washington

WMAL-TV—Washington—1947

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Tel.: KE 7-1100.....ABC
Newspaper Affiliation.....The Evening Star
Representative.....H-R Television
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director.....Theodore N. McDowell
Prom. & Pub. Director.....E. Haywood Meeks
Film Manager.....Robert B. Morgan
Chief Engineer.....Allan Powley
Owners of: WMAL, AM-FM; WSVA, AM-TV-FM.
Harrisonburg.

WRC-TV—Washington—1947

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus. Address.....4001 Nebraska Avenue, N.W.
Tel.: EM 2-4000.....NBC
Representative.....NBC Television Spot Sales
President (NBC).....Robert E. Kintner
V.P., General Mgr.....Joseph Goodfellow
Station Mgr.....Peter B. Kenney
Director of Sales.....Thomas Paro
Program Dir.....Wes Harris
Production Mgr.....F. S. Buschmeyer
Adv. Prom. Mgr.....Ralph R. McCawley
Co-ordinator, Press.....Robert C. Diefenbach
Dir. of Oper.....Lefferts A. McClelland
Owners of: WNBC, AM-TV-FM, New York; WRC,
AM-TV-FM, Washington; WMAQ, Chicago;

WNBQ, Chicago; WRCV, AM-TV, Philadelphia;
KNBC, AM-FM, San Francisco; WAMP, Pitts-
burgh; KRCA, Los Angeles; WFMP, FM, Pitts-
burgh.

WTOP-TV—Washington—1949

Channel: 9 VHF... AP: 174 Kw... VP: 316 Kw.
Owned By.....Wash. Post Bcstg Div.
Business Address.....40th & Brandywine Sts.
Tel.: EM 2-9300.....CBS
Newspaper Affiliation.....Wash. Post
Representative.....CBS TV Spot Sales
President.....John S. Hayes
Vice-Pres., Gen. Mgr.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Pub. & Prom. Director.....Robert M. Adams
Program Director.....Jim Silman
Film Manager.....William Hedgpeth
Vice President for Engineering.....Clyde Hunt
Chief Engineer.....Donald Cooper

WTTC—Washington—1947

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Metropolitan Bcstg.
Business-Studio Address.....Hotel Raleigh
Tel.: Sterling 3-5300.....Independent
Representative.....P. G. & W.
President.....John W. Kluge
V.P., Gen. Mgr.....John E. McArdle
Adv., Promotion Dir.....S. Pappas
Business Manager.....Harold Christiansen
Owners of: WNEW, AM-FM-TV, New York; WTK,
AM-FM, Cleveland, O.; WTP, AM-FM, Philadel-
phia, Pa.; WBU, AM, New York; WTVH, TV,
Peoria, Ill.; KOVR, TV, Stockton, Calif.; WTVP
TV, Decatur, Ill.

Pop.: 5,034,000
Families: 1,537,500

Florida

Television Homes: 1,258,000
TV Stas. in State: 18

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Jacksonville, Miami, St. Petersburg, Tampa

WESH-TV—Daytona Beach 1956

Channel: 2 VHF... AP: 60 Kw... VP: 100 Kw.
Owned-Oper. By.....Telrad, Inc.
Business Address.....P.O. Box 1712
Tel.: CL 3-6591.....NBC
Rep.....Avery Knodel
President.....John H. Perry, Jr.
V.P., Gen. Mgr.....Thomas S. Gilchrist, Jr.
Station Mgr.....Walter Strouse
Program Dir.....Dan Joiner
Comm. Mgr.....Thomas B. Newsom
Film Mgr.....Hank Johnson
Chief Engineer.....B. Hayford

WTVI—Fort Pierce—1960

Channel 19 UHF... AP: 237 Kw... VP: 474 Kw.
Owned By.....Gene T. Dyer
Address.....Signal Hill
Tel.: HO 4-1500.....CBS
Station Rep.....Forjoe
Owner.....Gene T. Dyer
General Manager.....Herbert E. Buck, Jr.
Station Manager.....Lester Combs
Chief Engineer.....Joseph C. Strelauski

WINK-TV—Fort Myers—1954

Channel: 11 VHF... AP: 35 Kw... VP: 65 Kw.
Owned By.....Ft. Myers Bcstg Co.
Business Address.....Palm Beach Blvd.

Tel.: ED 4-1131.....ABC-CBS
 Station Rep.....Forjoe
 Gen., Sales Mgr.....A. J. Bauer
 Program Dir.....Frank Nodine
 Chief Engineer.....Bob Bachman

WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned.....Florida-Georgia TV Co., Inc.
 Address.....1070 E. Adams St.
 Tel.: EL 6-3381.....ABC-NBC
 Representative.....Peters, Griffin, Woodward
 President.....Alexander Brest
 Gen. Sta. Film Mgr.....Jesse H. Cripe
 Commercial Mgr.....Ralph W. Himmons
 Program Dir.....Rusty Bruton
 Publicity Promo. Dir.....Andy Amyx
 Chief Engineer.....Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 69.2 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Washington Post
 Business Address.....1851 Southampton Road
 Tel.: EX 8-0501.....CBS
 Newspaper Affil... Wash. Post & Times Herald
 Representative.....CBS TV Spot Sales
 President.....Glenn Marshall, Jr.
 Commercial Manager.....David Booher
 Prog. Dir., Film Mgr... Leonard L. Mosby, Jr.
 Prom., Pub. Dir.....Tom Mahaffey
 Chief Engineer.....Ernest Vordermark

WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....Biscayne Television Corp.
 Business Address.....P. O. Box M, Miami 33
 Tel.: PL 1-6692.....NBC
 Representative.....NBC Spot Sales
 President, Gen. Mgr.....Niles Trammell
 Station Manager.....Charles Kelly
 Commercial Manager.....Robert L. Fidler
 Production Mgr.....Gene Walz
 Publicity, Promotion Mgr.....Donald Fischer
 Film Manager.....Frank Struzziari
 Chief Engineer.....Robert H. Paasch
 Owners of: WCKR, AM-FM, Miami.

WTVJ—Miami—1949

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Wometco Enterprises, Inc.
 Address.....306 N. Miami Ave.
 Tel.: FR 4-6262.....CBS
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....Mitchell Wolfson
 General Manager.....Lee Ruwitch
 Vice-Pres., Operations Mgr.....John A. Shay
 V.P. Sales.....William Brazzil
 National Sales Mgr.....Joseph A. Flahive
 Program Director.....Lee Waller
 Promotion Director.....Burt Toppan
 Film Manager.....Robert J. Ross
 Chief Engineer.....Earl W. Lewis
 Owners of: WLOS, AM-TV-FM, Asheville.

WPST-TV—Miami—1957

Channel: 10 VHF.. AP: 195 Kw.. VP: 316 Kw.
 Owned.....Public Service TV, Inc.

Business Address.....2075 Biscayne Blvd.
 Tel.: FR 1-6501.....ABC
 Representative.....Petry
 President.....G. T. Baker
 General, Sta. Mgr.....Walter Koessler
 Nat. Sales Mgr.....Bob Hanna
 Program Dir.....Eleanor Larsen
 Film Mgr.....John Murphy
 Chief Engineer.....William R. Needs

WDBO-TV—Orlando—1954

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Cherry Bcstg.
 Business Address.....30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491.....CBS
 Representative.....Blair-TV
 Chairman of Board.....William S. Cherry, Jr.
 Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.
 Sales Co-ordinator.....A. V. Carlson
 Prog. Dir.....Walter E. Sickles
 Dir. Sales Deve.....Leonard S. Davey, Jr.
 Chief Engineer.....J. E. Yarbrough
 Owners of: WDBO, AM-FM.

WLOF-TV—Orlando—1958

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned.....Mid Florida TV Corp.
 Address.....639 W. Central Ave.
 Tel.: GArden 4-8537.....ABC
 Rep.....Bolling
 President, Gen. Mgr.....Joseph L. Brechner
 Nat. Sales Mgr.....William T. Latham
 Program Dir.....Harold F. Stone
 Promotion Dir.....Paul Knepper
 Film Mgr.....Dennis Gregory
 Chief Engineer.....Dodd Daniel

WPTV—Palm Beach—1954

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 100 Kw.
 Owned-Oper.....John H. Phipps Bcstg.
 Business Address.....5 Cocoonut Row
 Tel.: TE 3-2471.....NBC
 Representative.....Blair TV Assoc.
 Owner.....John H. Phipps
 Managing Dir.....L. Herschel Graves
 General Mgr.....Chesler E. Pike, Jr.
 Sales Mgrs.....R. L. Ray; Ken Kampion
 Operations Dir.....Clark W. Davis
 Film Mgr.....George P. Romilly
 Chief Engineer.....Lewis Evenden
 Owners of: WCTV, Tallahassee.

**WJHG-TV—Panama City—
 1953**

Channel: 7 VHF.. AP: 5.36 Kw.. VP: 10.7 Kw.
 Owned-Operated By.....Gray TV Network
 Address.....Box 2349
 Tel.: AD 4-2251.....NBC-ABC-CBS
 Station Rep.....Ayers
 General Mgr.....Raymond E. Corow
 Station Mgr.....Jack Sholar
 Production Mgr.....Roger Mansfield
 Program, Prom., Publicity.....James Tighe
 Film Mgr.....Earl Hadaway
 Chief Engineer.....Pearly Eppley

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WSB radio/WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate.

WEAR-TV—Pensacola—1953

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By... Rollins Telecasting Inc.
 Business Address... P.O. Box 431
 Tel.: GL 5-7311... ABC
 Station Rep... Blair TV
 General Manager... Milt de Reyna, Jr.
 Chief Engineer... H. Babb

**WSUN-TV—St. Petersburg
1953**

Channel: 38 UHF... AP: 107 Kw... VP: 200 Kw.
 Owned-Operated By... City of St. Petersburg
 Business Address... Municipal Pier
 Tel.: 5-4121... ABC
 Representative... Venard, Rintoul & McConnell
 Station Mgr... Fred P. Shawn
 Commercial Manager... Earl W. Welde
 Program. Film Mgr... Harry Wagner
 Promotion Director... Chad Mason
 Chief Engineer... William J. Coddling
 Owners of: WSUN, AM.

WCTV—Tallahassee—1955

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper... John H. Phipps Bcstg. Stations
 Address... P. O. Box 3547
 Tel.: Tall 3-3666... CBS
 Sta. Representative... Blair; Cummings
 Owner... John H. Phipps
 Managing Director... L. Herschel Graves
 Nat. Sales Mgr... William L. Wood
 Program, Film Mgr... Jerry L. Williams
 Dir. of Engineering... William A. Snowden
 Owners of: WPTV, W. Palm Beach.

WFLA-TV—Tampa—1955

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Tribune Company
 Address... Box 1410

Tel.: 2-0131... NBC
 Newspaper Affiliation... Tribune-Times
Representative... Blair-TV
 President... J. C. Council
 V.P., General Manager... George W. Harvey
 Sales Mgr... William B. Faber
 Prog. Dir., Film Mgr... J. E. Faraghan
 Promotion Director... Doug Duperrault
 Prog. Oper. Mgr... Carl Bergquist
 Production Manager... L. George Gelger
 Chief Engineer... J. H. Mitchell

WTVT—Tampa—1955

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

**WEAT-TV—West Palm Beach
1955**

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

Pop.: 4,070,000
 Families: 1,064,500

Georgia

Television Homes: 840,000
 TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Atlanta

WALB-TV—Albany—1954

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Herald Publishing Co.
 Business Address... Stuart Ave.
 Tel.: HE 5-8386... ABC-NBC
 Newspaper Affiliation... Albany Herald
 Representative... Venard, Rintoul & McConnell
 President... James H. Gray
 Sta., Gen., Comm. Mgr... Raymond E. Carrow
 Program Director... Reba Hill
 Prom., Pub. Dir... Pat Bethune
 Film Mgr... Olin Pollock
 Chief Engineer... Bruce Singleton
 Owners of: WJHG-TV, Panama City, Florida.

WSB-TV—Atlanta—1948

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... The Atlanta Newspapers
 Business Address... 1601 W. Peachtree St., N.E.
 Tel.: TR 5-7221... NBC
 Newspaper Affiliations... Journal-Constitution
Representative... Petry
 Exec. Dir... J. Leonard Reinsch
 General Manager... Marcus Bartlett
 Comm. Mgr... Don E. Heald
 Promotion Dir... Holt Gewinner, Jr.
 Film Director... Jean Hendrix
 Chief Engineer... R. A. Holbrook
 Owners of: WSOC AM-TV, Charlotte; WHIO AM-TV, Dayton; WSB AM.

WAGA-TV—Atlanta—1949

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By... Storer Bcstg. Co., Inc.
 Business Address... 1018 W. Peachtree St.
 Tel.: TRinity 5-5551... CBS
 Station Rep... Storer Television Sales, Inc.
 President... George B. Storer
 General Manager... Ken Bagwell
 Commercial Manager... Emmett A. Hassett
 Program Dir., Opera. Dir... Horace W. Ray
 Promotion Director... Ned Jay
 Production Mgr... Stuart Armstrong
 Chief Engineer... Hugo Bondv
 Owners of: WJBK-AM-FM-TV, Detroit; WSPD-AM-
 FM-TV, Toledo; WJW-AM-FM-TV, Cleveland;
 WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-
 FM, Miami, Fla.; WGTB-AM-FM, Philadelphia,
 Pa.; KGBS, Los Angeles; WTTT-TV, Milwaukee.

WLW-A—Atlanta—1951

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Crosley Bcstg. Corp.
 Bus. Address... 1611 W. Peachtree St. N.E.
 Tel.: TR 2-1141... ABC
 Representative... Bomar-Lowrance; Moore
 President... R. E. Dunville
 General Manager... James H. Burgess
 Commercial Mgr... J. P. Dwyer
 Program Dir... Bob Hendrickson
 Prom. Dir... Howard Rowe
 Production Manager... Jim Sharp
 Publicity Dir... John Bent
 Chief Engineer... Harvey Aderhold
 Owners of: WLW-T, Cincinnati; WLW-C, Colum-
 bus; WLW-D, Dayton; WLW-I, Indianapolis.

WJBF-TV—Augusta—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Georgia-Carolina Bcstg. Co.
 Business Address... Television Park
 Tel.: PA 2-6666... ABC-NBC
 Representative... Hollingbery
 President, Gen. Mgr... J. B. Fuqua
 Station Manager... Thomas J. Hennesy
 Program Dir... Carroll Word
 Promotion Mgr... H. R. Lapham
 Publicity Dir... John Radeck
 Nat. Adv. Mgr... Asa Stallworth
 Film Manager... Gray Mayson
 Chief Engineer... John Jopling

WRDW-TV—Augusta—1954

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

WRBL-TV—Columbus—1953

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

WTVM—Columbus—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned... Martin Thea. of Georgia, Inc.
 Business Address... 1307 1st Ave.
 Tel.: FA 2-8828... NBC-ABC
 Station Representative... Young
 President... E. D. Martin
 General Manager... Frank Ragsdale
 Commercial Mgr... Ben Purvis
 Operations Dir... Ted Short
 Chief Engineer... Charley Parrott
 Owners of: WTVC, Chathamoga.

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

WSAV-TV—Savannah—1956

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... WSAV, Inc.
 Address... 1430 East Victory Drive
 Tel.: AD 6-0303... ABC-NBC
 Representative... Blair TV
 President, Gen. Mgr... Harben Daniel
 Operations Manager... M. E. Thompson
 Comm. Adv. Mgr... Mack Humpidge
 Program Director... William E. Lucas
 Production Dir... Steve Thomas
 Prom., Publicity Dir... Laura Peebles
 Film Manager... Alyce Miller
 Chief Engineer... Byron Strong
 Owners of: WSAV, AM.

WTOC-TV—Savannah—1954

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Savannah Bcstg. Co.
 Business Address... 516 Abercorn St.
 Tel.: AD 2-0127... CBS-ABC
 Station Representative... Avery-Knodel
 President & Gen. Mgr... William T. Knight, Jr.
 Comm., Sta., Adv. Mgr... Ben B. Williams
 Program Dir... Dwight J. Bruce
 Prom., Publicity Dir... Frank S. Bryson
 Film Mgr... Thomas Wells
 Chief Engineer... Kyle Goodman
 Owners of: WTOC-AM-FM.

Pop.: 630,000
Families: 193,000

Hawaii

Television Homes: 130,000
TV Stas. in State: 4

KGMB-TV—Honolulu—1952

Channel: 9 VHF... AP: 79 Kw... VP: 132 Kw.
Owned-Oper. Hawaiian Broadcasting Sys. Ltd.
Business Address... 1534 Kapiolani Boulevard
Tel.: 9-2011... CBS
Newspaper Affil. Star Bulletin
Representative Peters, Griffin, Woodward
President Elizabeth P. Farrington
V.P., General Mgr. M. Franklyn Warren
Station Mgr. Robert W. Sevey
Prom., Publicity Dir. Colleen L. Ng
Operations Mgr. Jack Annon
Film Mgr. Bettie Werner
Chief Engineer Ronald Miyahira
Owners of: KGMB AM, Honolulu; KHBC AM-TV,
Hilo; KMAC-TV, Wailuku.

KHVH-TV—Honolulu—1954

Channel: 4 VHF... AP: 25 Kw... VP: 12.5 Kw.
Owned-Oper. By Kaiser Hawaiian TV, Inc.
Address... 1290 Ala Moana Blvd.
Tel.: 5-3991... ABC
Representative Young-TV
V.P., Gen. Mgr. Richard Block
Station Mgr. J. A. Serrao
Publicity Dir. Robert Kendall
Program Director Dan Kawakami
Production Mgr. George Hooper

Chief Engineer Dan O. Hunter
Owners of: KHJK-TV, Hilo; K7IBC-TV, Lihue;
K7GBB-TV, Hanalei.

KONA-TV—Honolulu—1952

Channel: 2 VHF... AP: 30.2 Kw... VP: 60.3 Kw.
Owned-Oper. By Radio Honolulu, Ltd.
Business Address... 1170 Auahi St.
Tel.: 6-2366... NBC
Newspaper Affil. Honolulu Advertiser
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
Film Mgr., Pub. Dir. Paul Yamamoto
Promotion Dir. J. B. Turner
Chief Engineer Alvin Chang

KMVI—Wailuku—1955

Channel: 12 VHF... AP: 15 Kw... VP: 30 Kw.
Owned-Oper. Maui Publishing Co., Ltd.
Business Address... Box 374
Tel.: 33-981... ABC
Newspaper Affiliation Maui News
Sta. Reps. Clark; Oakes, Dickens
President J. Walter Cameron
General Manager Ezra J. Crane
Station Manager Richard E. Mawson
Chief Engineer Spencer Shirachi

Pop.: 671,500
Families: 199,500

Idaho

Television Homes: 154,000
TV Stas. in State: 6

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... ABC-CBS
Representative Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr. Westerman Whillock
Station, Comm. Mgr. Earl Glade, Jr.
Film Manager Robert Howell
Program Dir. Dena Howell
Promotion Dir. Sharon Henry
Publicity Dir. Louise Davis
Chief Eng. J. A. Johtnz, Jr.
Owners of: KBOI AM-FM.

KTVB—Boise—1953

Channel: 7 VHF... AP: 100 Kw... VP: 200 Kw.
Owned-Oper. By KTVB, Inc.
Address... 709 Idaho St.
Tel.: 2-4611... ABC-NBC
Station Rep. Bolling
Pres. and Gen. Mgr. Georgia M. Davidson
Nat. Sales Mgr. Robert Krueger
Commercial Mgr. George Ganz, Jr.
Prog. Director Del Lundbom

Prom. Mgr. Evelyn Winters
Film Manager William Harvey
Chief Engineer Harold Toedtemeier

KID-TV—Idaho Falls—1953

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By Idaho Radio Corp.
Address... Ammon Road
Tel.: JA 2-5100... CBS-NBC-ABC
Sta. Reps. Hollingbery; Art Moore
President A. W. Schwieder
General. Sta. Mgr. C. N. Layne
Comm., Adv. Mgr. Claude Cain
Chief Engineer Carroll Secrist

KIFI-TV—Idaho Falls—1961

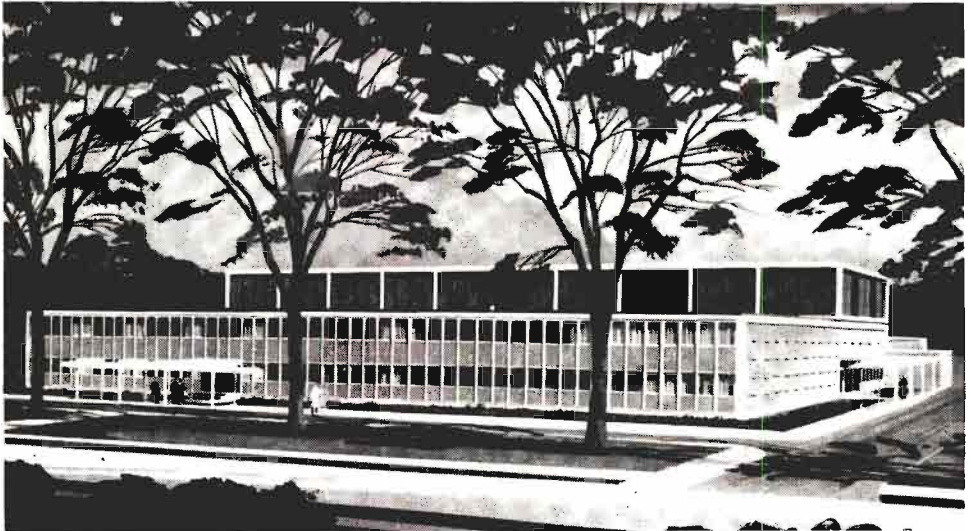
Channel: 8 VHF... AP: 316 Kw... VP: 158 Kw.
Owned By E. Idaho Bcstg. & TV Co.
Address... P. O. Box 2148
Tel.: JA 3-1171... NBC
Sta. Reps. Meeker; Wellington, Jacobson
President, Gen. Mgr. J. Brady
Program Dir., Oper. Mgr. A. Wiener
Promotion Dir. L. Hocking
Film Mgr. L. Paoli
Chief Eng. B. Nelson

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KCIX-TV—Nampa—1958

Channel: 6 VHF..AP: 41.7 Kw..VP: 83.2 Kw.
 Owned-Oper. By.....Hagadone Bcstg Co.
 Address315 N. 8th St.
 Tel.: 4-8311.....Independent
 RepresentativeWeed
 President.....Roger L. Hagadone
 Chief Engineer.....G. Rose

KLIX-TV—Twin Falls—1955

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

Pop.: 10,151,000
 Families: 3,120,000

Illinois

Television Homes: 2,950,000
 TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Chicago, Peoria

WCIA—Champaign—1953

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

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

WGN-TV—Chicago—1948

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

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
 Nat. Sales Mgr.....George Diefenderfer
 Local Sales Mgr.....Norman Cissna
 Station Mgr.....Robert Lemon
 Operations Dir.....Alfred Lewis
 Program Dir.....Harry D. Trigg
 Adv. & Prom. Mgr.....John M. Keys
 Film Manager.....Stanley Brightwell
 Publicity Director.....Chet Campbell
 Chief Engineer.....W. C. Prather

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
 V.P., General Mgr.....Clark B. George
 General Sls. Mgr.....Edward Kenefick
 Program Dir.....Charles Hinds
 Prom., Adv. Dir.....Virgil Mitchell
 Film Mgr.....Paula Schwarz
 Chief Engineer.....L. A. Pierce
 Owners of: WCBS-TV, New York; KNXT, Los Angeles; WEAU-TV, Philadelphia; KMOX-TV, St. Louis.

WICD—Danville—1953

Channel: 24 UHF..AP: 9.5 Kw..VP: 19 Kw.
 Owned By.....Plains Television Corp.
 Business Address.....1500 N. Washington Ave.
 Tel.: Hickory 2-1700.....NBC
 Station Representative.....Young TV
 General Manager.....Milton Friedland
 Station Manager.....J. Beque
 Program Director.....R. O'Neill
 Chief Engineer.....H. Eskew

WTVP—Decatur—1953

Channel: 17 UHF.. AP: 93.3 Kw.. VP: 174 Kw.
 Owned-Oper. By.....Prairie Television Co.
 Business Address.....Southside Dr.
 Tel.: 428-4304.....ABC
 Station Rep.....Blair TV
 President.....John Kluge
 V.P. & Gen. Mgr.....Bob King
 Operations Mgr.....Peter Kouris
 Commercial Mgr.....Donald Lindsey
 Program, Prom. Dir.....Jack Kussart
 Chief Engineer.....Hubert F. Abfalter
 Owners of: WNEW AM-TV, New York; WJH,
 Cleveland; WIP, Philadelphia; WTTG-TV, Wash-
 ington, D. C.; KOVR-TV, Sacramento; WTVH,
 Peoria.

WSIL-TV—Harrisburg—1953

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Turner-Farrar Assn.
 Address.....21½ W. Poplar St.
 Tel.: Clearbrook 3-7922.....ABC
 Representative.....Meeker
 President, Gen. Mgr.....O. L. Turner
 Comm., Program Mgr.....Fred Cline
 Prom., Publicity Dir.....Bill Platter
 Film Mgr.....John Van Hoy
 Adv. Mgr.....C. O. Farrar
 Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF.. AP: 186 Kw.. VP: 371 Kw.
 Owned-Operated By..West Central Bcstg. Co.
 Address.....2907 Springfield Rd., E. Peoria

Tel.: 699-3961.....NBC
 Station Rep.....Bolling
 V.P., Gen. Mgr.....Fred C. Mueller
 Comm. Manager.....John Leslie
 Program, Film Mgr.....Victor Fletcher
 Promotion Dir.....William Adams
 Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF.. AP: 581 Kw.. VP: 1000 Kw.
 Owned By.....Midwest Television Inc.
 Business Address.....212 SW Jefferson Ave.
 Tel.: 676-0711.....CBS
 Representative, Peters, Griffin, Woodward, Inc.
 President.....August C. Meyer
 General Mgr.....Harold C. Sundberg
 Commercial Mr.....George Mathews
 Station Mgr.....Mark Wodlinger
 Program Dir.....John Mason
 Film Mgr.....John Ketterer
 Promotion Mgr.....Betty Wright
 Chief Engineer.....George Pyle
 Owners of: WMBD AM-FM; WCLM, Champaign.

WTVH—Peoria—1953

Channel: 19 UHF.. AP: 186 Kw.. VP: 479 Kw.
 Owned By.....Metropolitan Bcstg.
 Business Address.....621 Main St.
 Tel.: 9-7211.....ABC
 Sta. Representative.....Blair TV
 President.....John W. Kluge
 V.P., Gen. Mgr.....Donn Colee
 Sales Mgr.....Lee Colee
 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 Heidebreder
 Chief Engineer.....Frank E. Laughlin
 Owners of: WGEM AM.

WREX-TV—Rockford—1953

Channel: 13 VHF.. AP: 115 Kw.. VP: 229 Kw.
 Owned-Oper. By...Greater Rockford TV, Inc.
 Business Address...Auburn & Winnebago Rds.
 Tel.: Woodland 8-1813.....ABC-CBS
 Newspaper Affil...Rockford Newspapers, Inc.
 Station Representative.....H-R TV, Inc.
 President.....Swan Hillman
 V.P., General Mgr.....Joe M. Baisch
 Production Mgr.....Rod MacDonald
 Program Director.....John Mazzie
 Promotion Dir.....Jack Lightner
 Film Mgr.....Gene Hines
 Adv. Mgr.....A. J. Bilardello
 Chief Engineer.....Dick Peck

In Decatur-Springfield

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delivers the big Central
 Illinois market with full
METROPOLITAN
EFFECTIVENESS

WTVP 

A METROPOLITAN BROADCASTING STATION
 Sold nationally by Blair Television Assoc.

WTVO—Rockford—1953

Channel: 39 UHF.. AP: 98 Kw.. VP: 195 Kw.
 Owned-Oper. By.. Winnebago Television Corp.
 Business Address.. Meridian Rd.
 Tel.: Woodland 3-5413.....NBC
 Station Representative .. Bolling
 President .. Harry Balaban
 Manager .. Harold Froelich
 Sales Manager..... Gene Denari
 Program Dir..... R. J. Smith
 Chief Engineer..... H. H. Eckstein
 Owners of: WLL, St. Louis, Mo.; WRIT, Milwaukee;
 KBOX, Dallas, Tex.; WICS-TV, Springfield,
 Ill.

WHBF-TV—Rock Island—1950

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By..... Rock Island Bcstg. Co.
 Business Address.. Telco Bldg., 231 18th St.
 Tel.: 786-5441 .. ABC-CBS
 Newspaper Afil..... "The Argus"
 Representative .. Avery-Knodel, Hyett
 President..... Ben. H. Potter
 V.P., Sta., Gen. Manager... Leslie C. Johnson

Director of Sales..... Maurice Corken
 Program Director..... Forest W. Cooke
 Prom., Adv. Mgr..... Heber E. Darton
 Publicity Dir..... Fern Hawks
 Film Manager..... Joseph Grear
 Chief Engineer..... Robert J. Sinnott
 Owners of: WHBF AM-FM.

WICS—Springfield—1953

Channel: 20 UHF.. AP: 155 Kw.. VP: 309 Kw.
 Owned-Oper. By..... Plains Television Corp.
 Address .. 523 E. Capitol Ave.
 Tel.: Lakeside 8-0465..... NBC
 Representative .. Adam Young
 President .. Elmer Balaban
 General Manager..... Milton D. Friedland
 Nat. Sales Co-ord..... Gene F. Meyers
 Comm. Manager..... Warren King
 Program, Film Mgr..... H. J. Hoskins
 Prom., Publicity Mgr..... James Henneberry
 Dir. of Engineering..... Jerrold Merritt
 Owners of: WLL, St. Louis, Mo.; WRIT, Milwaukee;
 KBOX, Dallas, Tex.; WTVO-TV, Rockford,
 Ill.; WICD, Danville; WCHU, Champaign.

Pop.: 4,704,500
 Families: 1,448,000

Indiana

Television Homes: 1,360,000
 TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Elkhart, Evansville, Fort Wayne, Indianapolis,
 South Bend

WTTV—Bloomington—1949

Channel: 4 VHF.. AP: 26.7 Kw.. VP: 47.9 Kw.
 Owned-Oper. By..... Sarkes Tarzian, Inc.
 Business Address .. 3490 Bluff Rd.
 Tel.: ST 7-2211..... Independent
 Sta. Representative .. Young TV
 President .. Sarkes Tarzian
 General Comm. Mgr..... Robert G. Holben
 Program, Prom., Adv. Mgr..... Arthur R. Hook
 Chief Engineer..... Fred J. Molchin

General Sta. Mgr..... Berry Smith
 Comm. Manager..... Lee Browning
 Program, Film Mgr..... Chester T. Behrman
 Chief Engineer .. Paul Kelley

WTVW—Evansville—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By .. Evansville TV, Inc.
 Business Address .. 405 Carpenter St.
 Tel.: H. 2-1121..... ABC
 Representative .. Hollingbery
 President..... Ferris E. Traylor
 Gen. Sta. Mgr..... Dick Shively
 Commercial Mgr..... James L. Ritter
 Nat. Sales Mgr..... Bob Ossenberg
 Program Dir..... Ulysses Carlini
 Prom., Publicity Dir..... John A. MacGregor
 Film Manager..... S. J. Rusche
 Chief Engineer..... John Schuta

WEHT—Evansville—1953

Channel: 50 UHF.. AP: 107 Kw.. VP: 200 Kw.
 Owned-Oper. By .. WEHT, Inc.
 Business Address .. Box 395
 Tel.: HA 4-9215..... CBS
 Representative .. Young
 President..... Edwin G. Richter, Jr.
 General Mgr..... Howard D. Duncan, Jr.
 Commercial Mgr..... William R. High
 Program Dir..... Roger Forster
 Chief Engineer .. Robert M. Cleveland
 Owners of: WEOA, Evansville.

WANE-TV—Fort Wayne—1954

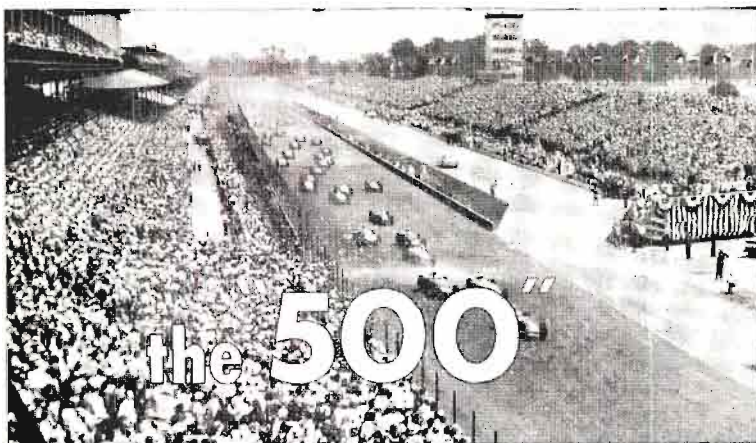
Channel: 15 UHF.. AP: 222 Kw.. VP: 445 Kw.
 Owned-Oper. By .. Indiana Broadcasting Corp.
 Business Address .. 2915 W. State Blvd.
 Tel.: AN 9411..... CBS
 Sta. Representative .. H-R
 President .. C. Wrede Petersmeyer
 General Manager..... Reid G. Chapman
 Sales Dir..... John Keenan
 Program Director.....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

WFIE-TV—Evansville—1953

Channel: 14 UHF.. AP: 104.8 Kw.. VP: 200 Kw.
 Owned-Oper. By .. WFIE, Inc.
 Business Address .. 1115 Mount Auburn Rd.
 Tel.: HA 5-1432 .. NBC
 Representative .. Raymer
 President .. Nathan Lord

WFBM-TV

First in Mid-Indiana . . . first in news . . . first in special events



Manpower • Mobility • Equipment!

Wherever news and special events call for broadcast action, you'll find WFBM-TV on the air first with "eye-witness" film reports. No other stations in Indiana can match the manpower of our 17-man News-Information Center . . . the mobility of our fleet of news cruisers and remote transmitter . . . our photo developing equipment for putting film on the air within minutes after it hits the lab . . . our two television tape machines (color equipped) that can record any remote transmission for an "exclusive" drop-in at any point in our day's programming.



The Nation's **15th TV Market**

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



Represented Nationally by The KATZ Agency

11TH YEAR
OF LEADERSHIP

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.....Branham
 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: 110 Kw.. VP: 55 Kw.
 Owned.....Sarkes Tarzian, Inc.
 Business Address.....Butler Road
 Tel.: ANTHONY 7125.....ABC
 Station Representative.....Young
 President.....Sarkes Tarzian
 Acting Gen. Mgr.....Richard Morgan
 Commercial Mgr.....Ralph Latham
 Program Dir.....Robert Reed
 Prom., Adv. Publicity Dir.....Larry Frerk
 Film Manager.....Charles Smith
 Chief Engineer.....Jerry Bower
 Owners of: WPTS, Bloomington; WTTY TV-FM,
 Indianapolis; WFAM, Lafayette; WPTH-FM,
 Ft. Wayne.

WFBM-TV—Indianapolis—1949

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned By.....Twin State Bcstg. 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
 Publicity Dir.....Phil Smith
 Film Mgr.....William E. Fagan
 Chief Engineer.....Robert Flanders
 Owners of: WOOD AM-TV, Grand Rapids; WTCN
 AM-TV, Minneapolis; KLZ AM-TV, Denver;
 WFBM AM-FM.

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 Dir.....Dave Smith
 Prom., Pub. Director.....Ray Reisinger
 Chief Engineer.....Stokes Gresham, Jr.
 Owners of: WISH-FM-TV; WANE-AM-TV, Fort
 Wayne, Ind.

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. Bcst. Serv. Dir.....Bruce B. Cox
 Sales Manager.....Bob Lamb
 Sales Service Dir.....Scott Cedar Holm
 Program Mgr.....Chuck Brodhead
 Prom., Merch. Dir.....Terry Simpson
 Film Director.....Patty O'Neill Mennel
 Chief Engineer.....Norman Nixon
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-D, Dayton; WLW-C, Columbus; WLW-A,
 Atlanta.

WFAM-TV—Lafayette—1953

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

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 Film Mgr.....E. L. Doyle
 Prom., Adv. Mgr.....Walter Purcell
 Operations Mgr.....P. E. Walton
 Chief Engineer.....Bazil O'Hagen

WSBT-TV—South Bend—1952

Channel: 22 UHF.. AP: 137 Kw.. VP: 265 Kw.
 Owned-Operated By.....South Bend Tribune
 Address.....300 W. Jefferson St.
 Tel.: CE 3-3141.....CBS
 Newspaper Affil.....Tribune
 Representative.....Raymer
 President.....Franklin D. Schurz
 Sta. Gen. Mgr.....Neal B. Welch
 National Sales Mgr.....Wilbur R. Darch
 Prom., Adv. Public. Dir.....N. J. Gassensmith
 Film Manager.....Walter A. Sweitzer
 Chief Engineer.....Arthur R. O'Neill
 Owners of: WSBT AM.

INDIANA-IOWA

**WSJV—South Bend-Elkhart
1954**

Channel: 28 UHF... AP: 102 Kw... VP: 204 Kw.
Owned-Oper. By... Truth Publishing Co.
Business Address... Box 28, South Bend
Tel.: Central 2-2828... ABC
Newspaper Affiliation... Elkhart Truth
Station Rep... Branham
President... John F. Dille Jr.
V.P., Gen. Mgr... Paul C. Brines
Program, Film Buyer... Edwin J. Lasko
Nat. Sales Mgr... Vince Doyle
Prom. Dir... Marilyn Lee
Production Mgr... W. Forest Morrow

Chief Engineer... Woodrow Hawkins
Owners of: WKJG AM-TV, Fort Wayne.

WTHI-TV—Terre Haute—1954

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

Pop.: 2,770,000
Families: 853,500

Iowa

Television Homes: 792,000
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Cedar Rapids, Des Moines, Waterloo

WOI-TV—Ames—1950

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.
Owned-Oper. By... Iowa State Univ.
Address... Service Bldg.
Tel.: CE 2-3400... ABC
Representative... H.R.
President... Dr. James Hilton
Gen. Manager... Robert C. Mulhall
Assoc. Gen. Manager... James H. Davis
Prom., Publicity Dir... Ron Scott
Merchandising Mgr... Janis Marvin
Commercial Mgr... Ted Tostlebe
Chief Engineer... Keith Ketcham

WOC-TV—Davenport—1949

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Tri-City Broadcasting Co.
Business Address... 805 Brady St.
Tel.: 3-3661... NBC
Representative... Peters, Griffin, Woodward, Inc.
President... Col. B. J. Palmer
Resident Manager... Ernest Sanders
V.P., Treas... D. D. Palmer
Exec. V.P... Ralph Evans
Comm. Mgr... F. Paxon Shaffer
Film Editor... Ken Wagner
Program Director... Raymond Guth
Promotion Director... Richard W. Upp
Chief Engineer... Paul Arvidson
Owners of: WOC-AM-FM.

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF... AP: 156 Kw... VP: 316 Kw.
Owned-Oper. By... Cedar Rapids TV Co.
Business Address... 104½ First St., S.W.
Tel.: EM 4-4194... ABC
Newspaper Affiliation... Cedar Rapids Gazette
Representative... Branham
President... Joseph F. Hladky, Jr.
General Manager... Redd Gardner
Commercial Manager... Geo. C. Carpenter, III
Prom., Pub. Dir... Edna A. Herbst
Operation Mgr... Ralph D. Willey
Film Director... Gerald McEowen
Owners of: KCRG-AM.

KRNT-TV—Des Moines—1955

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Operated By... Cowles Mag. & Bcstg.
Address... Ninth & Pleasant St.
Tel.: CH 3-4141... CBS
Representative... Katz
General Manager... Robert W. Dillon
Commercial Manager... Paul M. Elliott
Program Dir... Joe G. Hudgens
Sls. Mgr... Bill Hippee
Chief Engineer... Charles F. Quentin

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... WMT-TV, Inc.
Bus. Address... Paramount Theatre Bldg.
Tel.: EM 4-6171... CBS
Representative... Katz
President, Gen. Mgr... William B. Quarton
V.P. Opera., Film Mgr... Douglas B. Grant
V.P., Sales... Lew Van Nostrand
Prom., Publicity Dir... Richard Pinney
Chief Engineer... George Hixenbaugh

WHO-TV—Des Moines—1954

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

Prom. Manager.....Donald Pearson
 Film Editor.....Robert P. Kress
 Chief Engineer.....Roy W. Pratt
 Owners of: WHO AM-TV; WOC AM-TV, Davenport; KMA, Shenandoah; KMTV, Omaha.

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.....William Brown
 Reg. Sales Mgr.....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.....CBS
 Representative.....Branham
 President.....Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Nat'l Sales Mgr.....Walter Rothschild
 Film, Comm. Manager.....Lloyd Loers
 Program Dir.....Douglas Sherwin
 Production Mgr.....Bart Curran
 Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By...KTVO Television, Inc.
 Address.....211 East 2nd St.
 Tel.: MUrray 2-4535.....ABC-CBS-NBC
 Representative.....Hollingbery
 Pres., Gen. Mgr.....James J. Conroy
 Commercial Mgr.....L. William King
 Promotion Dir.....Al Cunningham
 Program Director.....James Frost

Film Manager.....Glen Proeschold
 Chief Engineer.....Antonius Mulder

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
 President.....Herbert E. Evans
 General Manager.....Donald D. Sullivan
 Comm. Manager.....Robert B. Donovan
 Prog. Director.....Clark Pollock
 Promotion Director.....Gordon Fountain
 Sales Serv. Dir.....Gene Cuddebach
 Film Manager.....Carl Morris
 Chief Eng.....Robert G. Engelhardt
 Owners of: WRFD, Worthington; WMMN, Fairmont; WGAR, Cleveland; WNAX, Yankton; WTTM FM, Trenton.

KWWL-TV—Waterloo—1953

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

Pop.: 2,192,000
 Families: 695,500

Kansas

Television Homes: 583,500
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Wichita

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—1958

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.....John E. Pearson
 Station Manager.....Jack Walkmeyer
 Program Dir.....Herb Stegman
 Chief Engineer.....Darel Graves

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

KANSAS-KENTUCKY

President Chet Roberts
 Gen., Sta. Mgr. E. L. Kuhlman
 Program Director Bonnie Perry
 Prom., Pub. Dir. A. Becker
 Film Manager Wayne Davis
 Chief Engineer H. G. Haelele

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

KAYS-TV—Hays—1958

Channel: 7 VHF . AP: 67.2 Kw. . VP: 112 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
 Chief Engineer L. Legleiter

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

KTVH—Hutchinson—1953

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

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
 Station Rep. Peters, Griffin, Woodward
 President G. M. Brown
 V.P., Gen., Sta. Mgr. W. Moyer
 Comm. Manager Donald Sborra
 Chief Engineer Russell V. Goyette

KOAM-TV—Pittsburg—1953

Channel: 7 VHF . AP: 138 Kw. . VP: 245 Kw.
 Owned-Oper. Mid-Continent Telecasting, Inc.
 Business Address Box 659
 Tel.: 4-0233 NBC-ABC
 Representative Katz

Pop.: 3,043,000 Families: 837,000	Kentucky	Television Homes: 805,000 TV Stas. in State: 5
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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.
 Vice President of Operations L. H. Rogers II
 General Manager Fred von Stade
 Sales Manager Ray Balsom
 Program Director Gary Brown
 Film Director Dave Fleischer
 Chief Engineer Robert Austin

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

WAVE-TV—Louisville—1948

Channel: 3 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Operated By WAVE, Inc.
 Address 725 S. Floyd
 Tel.: JU 5-2201 NBC
 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. W. Rudd
 Chief Engineer Wilbur Hudson

WLEX-TV—Lexington—1955

Channel: 18 UHF . AP: 160 Kw. . VP: 300 Kw.
 Owned-Oper. By WLEX-TV, Inc.
 Business Address P.O. Box 1457

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. Sholis
 Sales Director.....George Johnson
 Program Director.....Sam Gifford
 Prom., Publicity Dir.....William Loader
 Film Manager.....Charles McDaniel
 Dir. Engineering.....O. W. Towner

WPSD-TV—Paducah—1957

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned.....Paducah Newspapers, Inc.
 Business Address.....100 Television Lane
 Tel.: 442-8214.....NBC
 Newspaper Affili.....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.....J. E. English III
 Film Mgr.....Bill Watson
 Technical Dir.....Ernest J. Pell
 Chief Engineer.....John Adams

Pop.: 3,280,500
 Families: 927,500

Louisiana

Television Homes: 740,500
 TV Stas. in State: 12

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: New Orleans

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
 Chief Engineer.....Robert E. Miller

KLFY-TV—Lafayette—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Camellia Bcstg. Co. Inc.
 Address.....P. O. Box 3687
 Tel.: CE 5-9494.....CBS-ABC-NBC
 Station Rep.....Bolling
 President.....Paul H. DeClouet
 General Manager.....Guy Corley
 Prom. Dir.....Toni Coons
 Chief Engineer.....J. P. Robillard

WAFB-TV—Baton Rouge—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Modern Bcstg. Co., Inc.
 Business Address.....P.O. Box 2671
 Tel.: DI 4-8571.....CBS-ABC
 Station Representative.....Blair
 Board Chairman.....Dwight W. Martin
 Pres., Gen. Mgr.....Tom E. Gibbens
 Comm. Mgr.....Mervyn E. Rhys
 Program Director.....Don G. Hallmann
 Prom., Pub. Dir.....Grace McElveen
 Chief Engineer.....Donald K. Allan

KPLC-TV—Lake Charles—1954

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Business Address.....320 Division St.
 Tel.: HE 6-3631.....ABC-NBC
 Representative.....Weed
 President.....T. B. Lanford
 Gen., Sta. Manager.....P. E. Mills, Jr.
 Comm. Manager.....Art Reuben
 Prom. Dir.....B. LaPorte
 Program Director.....S. Hyde
 Chief Engineer.....Ed Barton

WBRZ—Baton Rouge—1955

Channel: 2 VHF...AP: 56.2 Kw...VP: 100 Kw.
 Owned-Operated By.....La. TV Bcstg. Co.
 Bus. Address.....1650 Highland Rd.
 Tel.: DI 8-1491.....ABC-NBC
 News. Affil...State-Times Morning Advocate
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Douglas L. Manship
 Sales Manager.....Jules L. Mayeux
 Program Mgr.....John Ferguson
 Film, Production Mgr.....Aubrey L. Moore
 Promotion Dir.....Wesley C. Brummett
 Chief Engineer.....Pat Weathersby

KTAG-TV—Lake Charles—1953

Channel: 25 UHF...AP: 11 Kw...VP: 21 Kw.
 Owned-Oper. By.....KTAG-TV Associates
 Business Address.....645 15th St.
 Tel.: HE 9-9413.....CBS
 Representative.....Pearson
 President.....Warren Berwick
 Vice Pres.....Kevin Reilly
 Station Mgr.....Harper Clark
 Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953

Channel: 8 VHF...AP: 115 Kw...VP: 230 Kw.
 Owned-Oper. By.....Noe Enterprises, Inc.
 Business Address.....KNOE Drive
 Tel.: FA 2-8155.....ABC-CBS
 Station Representative...H.R. Representatives

LOUISIANA-MAINE

Board Chair. & Owner.....James A. Noe, Sr.
 President.....James A. Noe, Jr.
 Exec. Vice-Pres., Gen. Mgr.....Paul H. Goldman
 V.P. Sales Mgr.....Bob Powell
 V.P., Sales Serv.....Allen Jones
 V.P. Operations Mgr.....Ansel Smith
 V.P. Dir. Engineering.....Ray Boyd
 V.P. Program Dir.....Harry Arthur
 Promotion Dir.....Guy Popham
 Film Manager.....Buford Craft

WDSU-TV—New Orleans—1948

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

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....New Orleans TV Corp.
 Business Address.....1418 Cleveland Ave.
 Tel.: Jackson 5-9011.....ABC-NBC
 Representative.....Weed
 Pres., Gen. Mgr.....Joseph A. Parette
 Comm. Mgr.....John H. Bone
 Program Dir.....De Alton G. Neher
 Chief Engineer.....George A. Mayoral

WWL-TV—New Orleans—1957

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

Owned.....Loyola University
 Address.....1024 N. Rampart St.
 Tel.: EX 4444.....CBS
 Representative.....Katz
 President.....Very Rev. W. Patrick Donnelly
 General Manager.....Lawrence M. Carino
 Sales Manager.....Maurice A. Guillerman
 Program Director.....Robert I. Guy
 Promotion Mgr.....Phil Johnson
 Chief Engineer.....J. D. Bloom
 Owners of: WWL-AM.

KSLA-TV—Shreveport—1954

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

KTBS-TV—Shreveport—1955

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

Pop.: 975,000
 Families: 281,500

Maine

Television Homes: 259,000
 TV Stas. in State: 6

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Portland

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, Kettell-Carter
 President.....Horace Hildreth
 Exec. V.P., Gen. Mgr.....Walter L. Dickson
 Commercial Mgr.....Paul Quigg
 Station Manager.....Richard B. Bronson
 Program, Prom. Dir.....George Gonyar
 Studio Dir.....John Thibodeau
 Film Manager.....Ralph Libby
 Chief Engineer.....Edward Winchester
 Owners of: WABI-AM; WAGM AM-TV, Presque Isle; WFOR, Portland.

WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 25.7..VP: 51.3 Kw.

Owned-Operated By.....WLBZ Television Inc.
 Business Address.....7 Main St.
 Tel.: 2-4822.....ABC-NBC
 Sta. Rep.....Weed
 President.....William H. Rines
 General Mgr.....Jack Atwood
 Station, Comm. Mgr.....Rudolph O. Marcoux
 Program Dir.....James A. Robinson, Jr.
 Prom., Publicity Dir.....Dave Hart
 Film Mgr.....James Irvine
 Chief Engineer.....John Wilby
 Owners of: WCSH AM-TV, Portland; WLBZ-AM; WRDO, Augusta.

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By.....Maine Radio & TV Co.
 Address.....157 High Street
 Tel.: SP 2-0181.....NBC

Representative **Weed**
President William H. Rines
General Mgr. Jack S. Atwood
Station Manager Donald R. Powers
Nat. Sales Mgr. Bruce C. McGorrill
Program Director Burnell Poole, Jr.
Promotion Director Linwood T. Pitman
Sales Manager Bruce G. McGorrill
Film Manager George Bowler
Chief Engineer Chas. Brown

WGAN-TV—Portland—1954

Channel: 13 VHF . AP: 146 Kw. . VP: 292 Kw.
 Owned-Oper. By . . . Guy Gannett Bcstg. Services
 Business Address 390 Congress St.
 Tel.: SP 2-4661 **CBS**
 Newspaper Affil. Gannett Publ. Co.
 Station Rep. Avery-Knodel; Foster & Creed
 President Jean Gannett Williams
 V.P., General Manager . . . Creighton E. Gatchell
 Comm. Manager Richard E. Bates
 V.P., Sta. Mgr. Samuel G. Henderson, Jr.
 Promotion, Publicity Mgr. . . . John M. Havey
 Film Mgr., Program Dir. . . William G. Wadman
 V.P., Chief Engineer Roger W. Hodgkins
 Owners of: WGAN AM.

WMTW-TV—Portland
1954

Channel: 8 VHF . AP: 52.5 Kw. . VP: 105 Kw.
 Owned-Oper. By . . . Mt. Washington TV Inc.
 Business Address 477 Congress St.
 Tel.: SP 3-5665 **ABC**
 Rep. Harrington, Righter & Parsons
 Pres. & Gen. Mgr. John W. Guider
 Station Mgr. Robert M. Joyce
 Commercial Mgr. Clinton S. Mason
 Program Dir. Lee Nelson
 Promotion Mgr. Richard Gove
 Film Dir. Brian Higgins
 Chief Engineer Parker H. Vincent

WAGM-TV—Presque Isle—1956

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

Nothing
Outshouts
Quality and
Integrity



Pop.: 3,128,000
Families: 869,000

Maryland

Television Homes: 819,000
TV Stas. in State: 4

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Baltimore

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Tel.: HO 7-3000.....NBC
Representative.....Edward Petry
President.....Richard Berlin
Station Mgr.....Brent O. Gunts
Commercial Mgr.....Willis K. Freiert
Program Dir.....John Frankenfield
Chief Engineer.....John Wilner

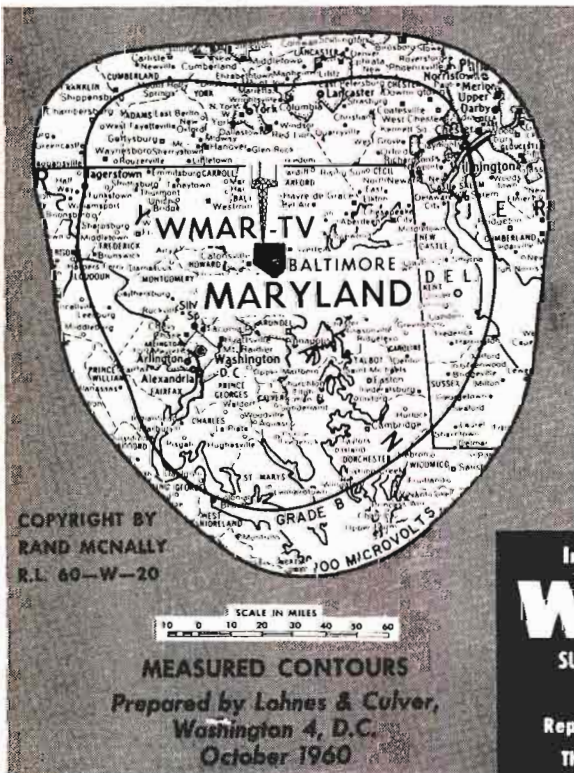
WJZ-TV—Baltimore—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business Address.....3725 Malden Ave.
Tel.: MO 4-7600.....ABC
Sta. Representative.....TvAR
President.....Donald H. McGannon
Business Mgr.....R. Earl Higgins
Station Mgr.....John L. McClay
Sales Manager.....Bob Newsham
Prom. Mgr.....H. Taylor Vaden
Pub. Dir.....Tommy Dukehart

Prog. Mgr.....William T. Wagner
Chief Engineer.....B. Wolle
Owners of: KPIN, San Francisco, Calif.; WOWO,
Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
field, Mass.; WBZ-TV, Boston, Mass.; KYW,
Cleveland, O.; KYW-TV, Cleveland, O.; KYW-AM,
Cleveland, O.; KEX, Portland, Ore.; KDKA, Pitts-
burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,
Chicago, Ill.; WBZ-FM, Boston, Mass.; KDKA-
FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.;
KEX-FM, Portland, Ore.

WMAR-TV—Baltimore—1947

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



WMAR-TV

CHANNEL 2

Blankets the
Nation's
12th Market!

MEASURED
COVERAGE

100 KW—1049 FT.*

THE SUNPAPERS TELEVISION

WMAR-TV • CHANNEL 2

BALTIMORE, MARYLAND

*HEIGHT ABOVE MEAN SEA LEVEL

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION

BALTIMORE 3, MD.

Represented Nationally by

THE KATZ AGENCY, INC.



MARYLAND-MASSACHUSETTS

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

Station Representative Bolling
President..... John W. Downing, Sr.
Gen., Comm. Prom. Mgr..... Charles J. Truitt
Program, Film Mgr..... John W. Downing, Jr.
Chief Engineer..... Jack Ward

Pop.: 5,187,000
Families: 1,501,000

Massachusetts

Television Homes: 1,435,000
TV Stas. in State: 7

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Boston

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.
Owned-Oper By... Westinghouse B'casting Co.
Address... 122 East 42nd St., New York, N. Y.
Tel.: MU 7-0808..... NBC
Sta. Representative..... TVAR
President Donald H. McGannon
Station V.P..... W. C. Swartley
General Mgr..... J. E. Allen
Sales Manager..... K. T. MacDonald
Program Director..... H. B. Cahan
Prom. Adv. Mgr..... D. E. Winther
Publicity Director..... Joe Ryan
Film Manager..... R. G. Duffield
Chief Engineer W. H. Hauser
Owners of: WBZ-WBZA-FM; KDKA AM-TV, Pitts-
burgh; WJZ-TV, Baltimore, Md.; KVV AM-FM-
TV, Cleveland, O.; KEX AM-FM, Portland, Ore.;
WOWO, Fort Wayne, Ind.; WIND, Chicago;
KPXN-TV, San Francisco, Calif.

WHDH-TV—Boston—1957

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

WNAC-TV—Boston—1948

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... RKO General
Business-Studio Address... 21 Brookline Ave.
Tel.: CO 6-0800..... ABC
Representative H-R
President..... William M. McCormick
Vice Pres..... Thomas Bateson
Nat. Sales Mgr..... James Gates
Program Dir..... John D. Maloy
Adv. Publicity Dir..... Phyllis Doherty
Chief Engineer..... Irving Robinson
Owners of: WNAC-AM-FM; KHJ-AM-FM-TV, Los
Angeles; KFRC, San Francisco; WOR-AM-FM-
TV, New York; WHBQ-AM-TV, Memphis;
CKLW-AM-TV, Detroit; WGNS, Washington,
D. C.; WHCT, Hartford.

WRLP—Greenfield—1957

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

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
Station Rep..... Branham
President..... William Dwight
Gen., Sta. Manager..... Charles N. DeRose
Commercial, Adv. Mgr..... Zack Land
Asst. to Mgr., Program Mgr.... Murray Tesser
Film Manager..... Gerald Loughman
Chief Engineer..... Harold Schumacker

WWOR—Worcester—1953

Channel: 14 UHF.. AP: 9.5 Kw.. VP: 18.5 Kw.
Owned By..... Springfield TV Bcstg Co.
Business Address... P. O. Box 2210, Springfield
Tel.: SWift 9-4800..... NBC
Representative ... Hollingbery, Kettell-Carter
Pres. & Gen. Mgr..... William L. Putnam
Station Mgr..... Francis J. Doherty, Jr.
Program Dir..... Jerry Barnes

Pop.: 7,897,000
Families: 2,302,000

Michigan

Television Homes: 2,179,000
TV Stas. in State: 15

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Bay City, Detroit, Flint, Grand Rapids, Jackson,
Kalamazoo, Lansing

WNEM-TV—Bay City— Saginaw—1954

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Gerity Bcstg. Co.
Business Address...5700 Becker Rd., Saginaw
Tel.: PL 5-8191; Saginaw.....NBC
Newspaper Affiliation...Bay City Valley Farmer
Representative.....Petry
President, Gen. Mgr.....James Gerity, Jr.
Station Mgr.....Thomas Matthews
Commercial Mgr.....Jack Berry
Program, Film Mgr.....Vince Collins
Promotion Dir.....Virginia Hagerman
Production Dir.....Cecil Ruffin
Chief Engineer.....Leo Heisel
Owners of: WABJ, Adrian.

WWTW—Cadillac—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Fetzer TV, Inc.
Business Address.....417 N. Mitchell St.
Tel.: PR 5-3478.....ABC-CBS
Sta. Representative.....Avery-Knodel
President.....John E. Fetzer
Gen. Mgr.....Gene Ellerman
Asst. Gen. Mgr.....Daryl Sebastian
Program Dir.....John Wheat
Commercial Mgr.....L. A. Swanson
Chief Engineer.....Ronald Baker

WTOM-TV—Cheboygan—1959

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned By.....Midwestern Bcstg. Co.
Address.....P. O. Box 366
Tel.: MA 7-5683.....ABC-NBC
Station Rep.....Venard, Rintoul & McConnell
President, Gen. Mgr.....Les Biederman
Station Mgr.....Jerry Ferris
Commercial Manager.....Robert E. Detwiler
Program Director.....James Peyton
Film Manager.....Ed Coddington
Chief Engineer.....William Kiker
Owners of: WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
lord; WBBN-TV, Traverse City.

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned By.....RKO General Inc.
Business Address.....3300 Guardian Bldg.
Tel.: WO 1-7200.....CBC
Station Rep.....Eastman
Pres., Gen. Manager.....J. E. Campeau
General Sales Mgr.....Norman Hawkins
National Sales Mgr.....Sidney Allen
Operations Mgr.....S. C. Ritchie
Prom., Pub. Dir.....Arthur Gloster

Program Manager.....Thomas J. Sutton
Dir. of Engineering.....Stewart Clark
Owners of: CKLW-AM-FM; WNAC-AM-FM-TV,
Boston; KID-AM-FM-TV, Los Angeles; KERC,
San Francisco; WOR-AM-FM-TV, New York;
WHBQ-AM-TV, Memphis; WEMS, Washington,
D. C.; WNCT, Hartford.

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg Co.
Business Address.....7441 Second Blvd.
Tel.: TR 3-7400.....CBS
Station Rep.....Storer Television Sales
President.....George B. Storer
V.P., Managing Dir.....Bill Michaels
General Sales Mgr.....K. T. McKenney
Program Mgr.....John Grubbs
Promotion Mgr.....Bill Smith
Merchandising Mgr.....Ray Vanderslice
Commercial Mgr.....B. S. Buchanan
Chief Engineer.....Don Hein
Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-
TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-
TV, Cleveland; WWA-AM-FM, Wheeling, W.
Va.; WGBS-AM-FM, Miami, Fla.; WJBG-AM-FM,
Philadelphia, Pa.; KGBS, Los Angeles; WTTT-TV,
Milwaukee.

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
Local Sales Mgr.....Ray W. Colle
National Sales Mgr.....John A. Wales
Prog. & Prod. Manager.....Ian Harrower
Sales Prom. Manager.....Glenn Kyker
Sls. Development Mgr....Frank Steltenkamp
Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....20777 W. Ten Mile Rd.
Tel.: KENwood 4-7000.....ABC
Representative.....Blair-TV
President, Sta. Mgr.....John F. Pival
V.P., Merch. Dir.....Harold S. Christian
Business Mgr.....H. Earl Moore
National Sales Mgr.....Thomas J. O'Dea
Program Director.....Peter Strand
Mgr. Commercial Taping Dept...Ralph Dawson
Promotion Mgr.....James Galvin
Film Mgr.....Ken Sims

Chief Engineer..... Charles Kocher
 Owners of: WABC AM-TV-FM, New York; KGO
 AM-TV-FM, San Francisco; WXYZ AM-FM;
 KABC AM-TV-FM, Los Angeles; WLS, Chicago;
 KQV, Pittsburgh; WBKB-TV, Chicago.

WJRT—Flint—1958

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

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
 Prom., Publicity Dir..... Clark Grant
 Program Dir..... Peter Kizer
 Film Mgr..... Bob Smith
 Chief Engineer..... Charles Robison

WKZO-TV—Kalamazoo—1950

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

WJIM-TV—Lansing—1950

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

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
 Tel.: GRanite 5-4161..... ABC-CBS-NBC
 Sta. Representative..... Hollingbery
 General Mgr..... John H. Borgen
 Program Dir..... Dan Giovannini
 Promotion Dir..... Gloria Smith
 Film Dir..... Barbara Lahde
 Chief Engineer..... John Truitt
 Owners of: WLUC, Green Bay; WEAU, Eau Claire;
 WLAC, Marquette; WISC, Madison.

**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
 President..... Edward E. Wilson
 General Mgr..... William J. Hart
 Commercial Mgr..... Roy Brown
 Program Dir..... Stuart Hazard
 Promotion Dir..... Joan Thallman
 Chief Engineer..... Donald Wright

WKNX-TV—Saginaw—1953

Channel: 57 UHF.. AP: 103 Kw.. VP: 207 Kw.
 Owned-Operated By..... Lake Huron Bcstg. Co.
 Address..... 221 S. Wash. Ave.
 Tel.: PL 3-4471..... CBS
 Representative..... Gill-Perna, Inc.
 President, Gen. Mgr..... William J. Edwards
 Vice Pres..... Alvin M. Bentley
 Station Manager..... Howard H. Wolfe
 Commercial Manager..... Robert M. Chandler
 Program Director..... Frank Coopersmith
 Production Director..... Jack Newman
 Chief Engineer..... Max W. Thomas
 Owners of: WKNX AM.

**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..... Harry Travis
 Film Mgr..... Robert Modjeska
 Commercial Mgr..... R. E. Detwiler
 Chief Engineer..... William H. Kiker
 Owners of: WTCM, Traverse City; WATT, Cadillac;
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
 lord; WTOM-TV, Cheboygan.

Pop.: 3,439,000
Families: 1,012,000

Minnesota

Television Homes: 893,500
TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Duluth, Minneapolis, St. Paul

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
Commercial Mgr..... Kenneth Schneider
Prog. Dir..... Ken Bechtel
Promotion Dir..... Russell Cox
Film Manager..... Douglas Floemming
Chief Engineer..... Nile Hunt

KMMT—Austin—1953

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned By..... Minn.-la. TV Co.
Business Address..... Hiway No. 105 S.
Tel.: HE 3-8836..... ABC
Representative..... Avery-Knodel, Inc.
President..... R. J. McElroy
V.P., General Mgr..... Thomas L. Young
Commercial Manager..... Don Jones
Program Dir..... Stan Stydnicki
Promotion Director..... Marilyn Daly
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..... KDAL, Inc.
Business Address..... Bradley Building
Tel.: RA 2-2628..... CBS
Representative..... Avery-Knodel
General Manager..... Odin S. Ramsland
Sales Manager..... John Grandy
Chief Engineer..... Robert Dettman

WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Northwest Publications, Inc.
Bus. Address..... 230 E. Superior St., Duluth
Tel.: RA 7-8484..... ABC-NBC
News, Affil..... Duluth Herald & News-Tribune
Station Rep..... Peters, Griffin, Woodward
President..... Robert H. Ridder
General Manager..... Robert J. Rich
Station Manager..... Tom Gavin
Commercial Manager..... R. W. Pearson
Program Dir..... Ed Conrad
Merch., Prom. Dir..... 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
Chief Engineer..... John M. Sherman

KMSP-TV—Minneapolis—1953

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
Commercial Manager..... Richard Butterfield
Program Dir..... Joseph Carney
Prom., Publicity Dir..... R. W. Favro
Film Manager..... Jack Garrick
Chief Engineer..... Gordon Benson

WTCN-TV—Minneapolis—1953

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

KROC-TV—Rochester—1953

Channel: 10 VHF.. AP: 108 Kw.. VP: 316 Kw.
Owned-Oper. By..... So. Minn. Bcstg. Co.
Business Address..... 100 - 1st Ave. Bldg.
Tel.: AT 9-3924..... NBC
Reps..... Venard, Rintoul, McConnell; Beckjorden
President..... Mrs. Gregory P. Gentling
General Manager..... G. David Gentling
Station, Comm. Mgr..... Willard Lampman
Prom., Pub. Director..... Carol Geerdes
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

Pop.: 2,184,000
Families: 577,000

Mississippi

Television Homes: 398,500
TV Stas. in State: 7

WCBI-TV—Columbus—1956

Channel: 4 VHF...AP: 18 Kw...VP: 20 Kw.
Owned-Oper. By.....Bernie Imes, Jr.
Business Address.....Highway 12 North
Tel.: FAirfax 8-5631.....ABC-CBS-NBC
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
Operations, Film Mgr.....Edward Prescott
Chief Engineer.....Tom McFerrin

WABG-TV—Greenwood—1959

Channel: 6 VHF...AP: 14.2 Kw...VP: 28.3 Kw.
Owned By.....Miss. Telecasting Co. Inc.
Address.....P. O. Box 414
Tel.: GL 3-4001.....CBS
Station Rep.....Everett McKinney
President, Gen. Mgr.....Cy N. Bahakel
Comm., Sta. Manager.....Don Neil
Program Dir.....Mrs. Erlene Leach
Film Manager.....Kenneth Woodard
Chief Engineer.....Floyd Coulter

WDAM-TV—Hattiesburg 1956

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
Operations Mgr.....David L. Waite
Production Mgr.....Charles I. Shade
Promotion Mgr.....Terry Emmons
Film Manager.....Wayne Milling
Publicity Dir.....Ray Curtis
Chief Engineer.....Clarence Vogel

WJTV—Jackson—1954

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

WTOK-TV—Meridian—1953

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

WTWV—Tupelo—1957

Channel: 9 VHF...AP: 14 Kw...VP: 27.2 Kw.
Owned-Oper. By.....WTWV, Inc.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative.....Jack Masla
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
Chief Engineer.....J. D. Green

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TV STATION
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Pop.: 4,340,500
Families: 1,356,000

Missouri

Television Homes: 1,217,000
TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Kansas City, St. Louis

KFVS-TV—Cape Girardeau 1954

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... Hirsch Broadcasting Co.
Business Address..... 324 Broadway
Tel.: ED 5-5511..... CBS
Station Representative..... Bolling
President..... Oscar C. Hirsch
Station Mgr..... Robert O. Hirsch
Program Dir..... Donald T. McNeely

KOMU-TV—Columbia—1953

Channel: 8 VHF.. AP: 126 Kw.. VP: 251 Kw.
Owned-Oper. By..... Curators of Univ. of Mo.
Business Address..... Highway 63, South
Tel.: Gibson 2-1122..... ABC-NBC
Station Rep..... Avery-Knodel
President..... Elmer Ellis
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
General Mgr..... Walter J. Rothschild
Asst. Mgr..... Wayne W. Cribb
Local Sales Mgr..... Ralph Drescher
Program Dir..... Tom Robey
Prom. Publicity Dir..... Richard Moore
Film Manager..... Jean Eager
Chief Engineer..... J. E. Gray
Owners of: KGLO AM-FM-TV, Mason City; WTAD
AM-FM, Quincy; WMTV, Madison; KEYC-TV,
Mankato.

KRCG-TV—Jefferson City—1955

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

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
President..... Jack N. Berkman
Gen. Film Mgr..... D. T. Knight
Commercial Mgr..... Bill Hirshey
Program Dir..... Ron Robson
Prom., Pub. Dir..... William Harned
Chief Engineer..... Jack Langford
Owners of: WSTV AM-TV-FM, Steubenville; KODE
AM: WBOY, Clarksburg; WPTT, Pittsburgh;
WSOL, Tampa; KMLB, Monroe; WRDW-TV,
Augusta; WRGP-TV, Chattanooga; WBOY-TV,
Clarksburg.

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
V.P., General Mgr..... E. K. Hartenbower
Station, Comm. Mgr..... S. B. Tremble
Program Dir..... Kenneth W. Heady
Prom., Pub. Director..... F. C. Strawn
Chief Engineer..... Karl Troeglen
Owners of: KRMG, Tulsa; WOW AM-TV-FM,
Omaha; WHEN AM-TV, Syracuse; KCMO AM-
FM: KPNQ AM-TV, Phoenix.

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 Manager..... Mildred Harris
Promotion Director..... Kent Stuart
Chief Engineer..... Henry Goldenberg

WDAF-TV—Kansas City—1949

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

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
 Owners of: KTTS AM-FM.

KYTV—Springfield—1953

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

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....KFEQ Bcstg. Co.
 Business Address.....40th & Faraon
 Tel.: ADams 3-2528.....ABC-CBS
 Station Rep.....Bolling
 President.....Jesse D. Fine
 V.P., Gen. Mgr.....Ted Nelson
 Sales Manager.....Carlton Schirmer
 Prog. Dir., Film Mgr.....Gene Milsteen
 Chief Engineer.....Kenneth Lux
 Owners of: KFEQ AM; KLIK, Jefferson City.

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

Program Dir.....Don Markley
 Sales Prom. Mgr.....Judd Choler
 Dir. Info. Services.....Fred S. Heywood
 Film Mgr.....G. West
 Chief Engineer.....Harry Harvey
 Owners of: WBBM AM-TV, Chicago; KNX AM-TV,
 Los Angeles; KMON AM-TV, St. Louis; WCAU
 AM-TV, Philadelphia; KCBS AM, San Francisco;
 WEEI AM, Boston.

KPLR-TV—St. Louis—1959

Channel: 11 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned By.....220 TV, Inc.
 Address.....4935 Lindell Blvd.
 Tel.: Forest 7-7211.....Independent
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....Harold Koplak
 Station Mgr.....Russ Raycroft
 Commercial Mgr.....James Goldsmith
 Program Dir.....Fran W. Hunt
 Prom., Adv., Publicity Dir.....M. L. Plessner
 Film Manager.....Jim Anians
 Production Mgr.....Mrs. Eleonor Werner
 Chief Engineer.....Kenneth Hildenbrand

KSD-TV—St. Louis—1947

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

KTVI—St. Louis—1957

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned.....Signal Hill Telecasting Corp.
 Business Address.....5915 Berthold
 Tel.: MI 7-3600.....ABC
 Newspaper Affiliation.....Globe Democrat
 President.....Harry Tenenbaum
 V.P., Gen. Mgr.....Joseph Bernard
 Nat. Sales Mgr.....Shaun Murphy
 Operations Mgr.....Ralph Hodges
 Production Dir.....Bill Leonard
 Program Dir.....Larry Cooper
 Promotion Director.....Don B. Curran
 Film Manager.....William T. Cook
 Chief Engineer.....Richard Trompeter

Pop.: 678,500
 Families: 208,000

Montana

Television Homes: 142,000
 TV Stas. in State: 8

KGHL-TV—Billings—1958

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned.....Midland Empire Bcstg. Co.
 Address.....214 N. 30th St.
 Tel.: AL 2-4676.....NBC

Station Representative.....Devney O'Connell
 President.....P. N. Fortin
 General Manager.....J. L. Robinson
 Commercial Mgr.....Robert McCann
 Prog. Prom. Dir.....Gertrude C. Kiichli
 Chief Engineer.....D. Jansma

MONTANA-NEBRASKA

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..... Independent
 Station Representative..... Hollingbery; Moore
 President., Gen. Mgr..... Joseph S. Sample
 Station Manager..... E. Peiss
 Comm. Manager..... John Conner
 Chief Engineer..... Grant French

KXLF-TV—Butte—1953

Channel: 4 VHF.. AP: 29.5 Kw.. VP: 60 Kw.
 Owned-Oper. By..... J. S. Sample
 Business Address..... Box 1956
 Tel.: 2-9111..... Independent
 Sta. Rep..... Hollingbery
 President, Film Mgr..... L. W. 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, Film Mgr..... Lewis W. Moore
 Station, Gen. Mgr..... Daniel C. Palen
 Commercial Director..... Bart Rockwell
 Program Director..... Adeline Schmidt
 Chief Engineer..... Donald J. Powers
 Owners of: KXGN-AM.

KFBB-TV—Great Falls—1954

Channel: 5 VHF.. AP: 12.7 Kw.. VP: 25.4 Kw.
 Owned-Oper. By..... KFBB Bcstg.

Business Address..... Box 1139
 Tel.: GL 3-4377..... ABC-CBS
 Station Representative..... Hollingbery; Moore
 Pres., Gen. Mgr..... J. P. Wilkins
 Comm., Sta. Manager..... W. C. Blanchette
 Program Director..... Joe Wilkins, Jr.
 Chief Engineer..... Anthony Lopuch
 Owners of: KFBB-AM.

KRTV—Great Falls—1958

Channel: 3 VHF.. AP: 0.3 Kw.. VP: 0.6 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..... Helena TV Inc.
 Address..... Cherry St.
 Tel.: HI 2-6621..... ABC-CBS-NBC
 Station Reps..... Hollingbery; Moore
 President, Gen. Mgr..... E. B. Craney
 Chief Engineer..... Donald H. Hoffman

KMSO-TV—Missoula—1954

Channel: 13 VHF.. AP: 95.5 Kw.. VP: 191 Kw.
 Owned-Oper. By..... Mosby's Inc.
 Address..... 340 W. Main St.
 Tel.: 9-4169..... ABC-CBS-NBC
 Station Rep..... Bolling
 Pres., Sta. Mgr..... A. J. Mosby
 Program, Adv. Prom. Mgr..... V. Thomson
 Chief Engineer..... T. DeCouteau

Pop.: 1,415,000
 Families: 436,000

Nebraska

Television Homes: 369,500
 TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Omaha

KHAS-TV—Hastings—1956

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

KDUH-TV—Hay Springs 1958

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned By..... Black Hills Bcstg. Co.
 Address..... Highway 86 South
 Tel.: ME 8-2741..... ABC-CBS

President..... Helen Duhamel
 Comm., Sta. Mgr..... John Ludwig
 Business Manager..... William Turner
 Program, Prom. Mgr..... Owen Lyon
 Film Mgr..... Tom Bauman
 Publicity Dir..... Art Christ
 Chief Engineer..... Ed Davenport

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
 General Sales Mgr..... Jack Yeager
 Pub. Director..... Tom Nuss
 Dir. of Eng..... D. Greely

KOLN-TV—Lincoln—1953

Channel: 10 VHF.. AP: 158 Kw... VP: 316 Kw.
 Owned By.....Cornhusker TV Corp.
 Address.....40th and W Sts.
 Tel.: INgersoll 6-2367.....CBS
 Representative.....Avery Knodel
 President.....John E. Fetzer
 V.P., General Mgr.....A. James Ebel
 Comm., Adv. Mgr.....Duane Holman
 Program Dir.....Paul Jensen
 Promotion Mgr.....Mary Dee Patterson
 Publicity Dir.....Ramona Deitemeyer
 Film Manager.....Ell Modenstein
 Chief Engineer.....D. R. Taylor

KNOP-TV—North Platte—1958

Channel: 2 VHF... AP: 15 Kw... VP: 25.9 Kw.
 Owned By.....North Platte TV Inc.
 Business Address.....Box 756
 Tel.: LENnox 2-2222.....NBC
 Sta. Representative.....Gill-Perna
 President.....York Hinman
 General, Sta. Mgr.....Bill Wood
 Commercial Mgr.....Wally Gunderson
 Program Dir.....Bob Van Neste
 Publicity Dir.....Diane Manley
 Advertising Mgr.....Bill Young
 Chief Engineer.....John Seide

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
 Program Director.....Ken James
 Prom., Pub. Dir.....Robert F. Coats
 Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By.....May Bcastg. Co.
 Bus. Trans. Address.....2615 Farnam St.
 Tel.: 345-3333.....NBC
 Station Rep.....Petry
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Director of Operations.....Leon Benschoter
 Sales Manager.....Arden E. Swisher
 Program Director.....Lew Jeffrey
 Promotion Director.....Galen Lillethorup
 Film Manager.....Ken Michelsen
 Merchandising Mgr.....Amos Eastridge
 Chief Engineer.....W. E. Schwentser
 Owners of: KMA, Shenandoah.

WOW-TV—Omaha—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By.....Meredith Pub. Co.
 Address.....1716 Locust St.
 Tel.: 346-3400.....CBS
 Representative.....Blair TV
 V.P., Gen. Manager.....Frank P. Fogarty
 Station Mgr.....C. Alfred Larson
 Sales Mgr.....Fred Ebener
 Prog. Dir., Film Mgr.....Bill McBride
 Prom., Pub. Dir.....Robert Seitzer
 Dir. of Engineering.....Wm. J. Kotera
 Chief Engineer.....Glenn Flynn
 Owners of: KCMO AM-TV-FM, Kansas City; KPHO
 AM-TV, Phoenix; KRMG, Tulsa; WHEN AM-TV,
 Syracuse.

Pop.: 290,500
 Families: 94,500

Nevada

Television Homes: 77,000
 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
 Program Director.....Andre Beggerly
 Film Director.....Eric A. Bock
 Chief Engineer.....Hurschel C. McKenzie

Station Rep.....Bolling
 President.....Donald W. Reynolds
 Vice President.....William D. Stiles
 Station Manager.....Mark Smith
 Nat'l Sls. Mgr.....Allen W. Dunn
 Managing Director.....A. E. Cahlan
 Chief Engineer.....C. D. Femelat

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, Gen. Mgr.....Alex Gold
 Comm., Prom., Adv. Mgr.....Walter Shull
 Program, Publicity Dir.....Ted McKinstry
 Chief Engineer.....Jim Leach

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

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
 Station Rep...Bolling

President...Donald W. Reynolds
 General Sta. Mgr...Lee D. Hirshland
 Commercial Mgr...Frank P. Wood
 Program Dir...Jere Laird
 Prom. Mgr...Helen Busscher
 Film Mgr...Hugh Sangster
 Chief Engineer...H. Smith

Pop.: 609,000
 Families: 184,000

New Hampshire

Television Homes: 172,500
 TV Stas. in State: 1

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Mt. Washington

WMUR-TV—Manchester—1954

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
 Sation Rep...Weed TV Corp.

President...Richard Eaton
 General Sta. Mgr...David O'Shea
 Commercial Mgr...Jack Conway
 Prog. Dir...Ray Harris
 Owners of: WINX, Rockville; WOOK, Washington,
 D. C.; WSID, Baltimore; WARK, Hagerstown;
 WIRS, Cleveland; WANT, Richmond.

Pop.: 6,140,000
 Families: 1,802,000

New Jersey

Television Homes: 1,705,500
 TV Stas. in State: 1

WNTA-TV—Newark—1948

Channel: 13 VHF...AP: 89 Kw...VP: 178 Kw.
 Owned-Oper. By...National Telefilm Assoc.
 Business Address...1020 Broad Street
 Tel.: Mitchell 2-6400...NTA
 Sta. Representative...Young TV

V.P. & General Mgr...Henry White
 General Sales Mgr...D. J. Quinn
 Director of Admin...J. Morris
 Director of Operations...L. Christenson
 Chief Engineer...Henry L. Dabrowski
 Owners of: WNTA AM-FM.

Pop.: 962,000
 Families: 260,500

New Mexico

Television Homes: 195,000
 TV Stas. in State: 6

KGGM-TV—Albuquerque—1953

Channel: 13 VHF...AP: 44.6 Kw...VP: 89.1 Kw.
 Owned-Oper. By...New Mexico Bcstg. Co.
 Bus. Address...1414 Coal Ave. S. W.
 Tel.: TR 3-2285...CBS
 Representative...Bramham
 Pres., Gen., Sta. Mgr...A. R. Hebenstreit
 Commercial Mgr...Ralph C. Rhoads
 Prom., Publicity Dir...James Laramore
 Program, Publicity Dir...Robert Van Driel
 Film Manager...Ed Sanchez
 Chief Engineer...Leonard F. Dodds
 Owners of: KGGM AM; KUSE, Santa Fe.

President, Gen. Mgr...Clinton D. McKinnon
 Adv., Comm. Sta. Mgr...Max A. Sklower
 Prog., Prom., Publicity Dir...Frank C. Idaspe
 Film Manager...Mrs. Evelene Wills
 Chief Engineer...James Sharman

KOB-TV—Albuquerque—1948

Channel: 4 VHF...AP: 13.5 Kw...VP: 27 Kw.
 Owned-Oper. By...KSTP, Inc.
 Bus.-Studio Address...1430 Coal Ave., S. W.
 Tel.: CH 3-4411...NBC
 Representative...Petry
 Pres...Stanley Hubbard
 General Manager...George S. Johnson
 Commercial Manager...Robert D. Williams
 Program Dir...Jerry Danziger
 Prom., Publicity Dir...Paul Bain
 Film Mgr...Bill Williams
 Chief Engineer...Fern Bibeau
 Owners of: KSTP, AM-TV, St. Paul; WGTO, Cy-
 press Gardens.

KOAT-TV—Albuquerque—1953

Channel: 7 VHF...AP: 43.5 Kw...VP: 87.1 Kw.
 Owned-Oper. By...Alvarado TV Co.
 Business Address...122 S.E. Tulane Dr.
 Tel.: ALpine 5-8716...ABC
 Station Rep...Avery-Knodel, Inc.

KAVE-TV—Carlsbad—1956

Channel: 6 VHF AP: 5.8 Kw. VP: 11.7 Kw.
 Owned-Oper. By Voice of the Caverns, Inc.
 Address Box 631
 Tel.: TUXedo 5-4101..... CBS-ABC
 Station Rep. Bolling
 Gen., Comm. Mgr. Tom Wiseheart
 Prog., Prom. Director. Glenda Hargis
 Publicity Director. Marjorie Winfield
 Chief Engineer. Sanford Brown

KVER-TV—Clovis—1956

Channel: 12 VHF AP: 16.2 Kw. VP: 30.2 Kw.
 Owned-Oper. By KICA, Inc.
 Business Address 1000 Sycamore St.
 Tel.: PO 3-5511..... CBS
 Station Representative Branham

President. W. D. Rogers
 General, Sta. Mgr. Jim Wilkes
 Commercial Mgr. Bob Cyphers
 Program Dir. Ken Pepper
 Promotion Mgr. James Cahill
 Chief Engineer. M. S. O'Dell

KSWS-TV—Roswell—1953

Channel: 8 VHF AP: 160 Kw. VP: 316 Kw.
 Owned-Oper. By John A. Barnett
 Business Address 1717 W. Second St.
 Tel.: MA 2-6450..... ABC-CBS-NBC
 Representative Meeker, Melville
 Owner & Gen. Mgr. John A. Barnett
 Asst. Gen. Manager. W. L. Shackelford
 Director of Sales Paul B. McEvoy
 Ch. Eng. J. L. Reilly

Pop.: 16,912,000
 Families: 5,119,000

New York

Television Homes: 4,835,500
 TV Stas. in State: 21

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Albany, Buffalo, New York, Schenectady, Syracuse, Troy

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

General Manager. Edward M. Scala
 Program Director. Shirley Ricciardelli
 Chief Engineer. G. Ricciardelli

WBNF-TV—Binghamton—1949

Channel: 12 VHF AP: 83 Kw. VP: 166 Kw.
 Owned Oper. By Triangle Publications, Inc.
 Business Address 50 Front St.
 Tel.: RAYmond 3-7311..... ABC-CBS
 Newspaper Affil. Phila. Inquirer; Phila. D. News
 Representative Blair TV, Inc.
 Vice President. Roger W. Clipp
 General Manager. George R. Dunham
 Commercial Mgr. Keith Dare
 Program Dir. Thomas B. Jones
 Prom. Supervisor. Ed Gimzek
 Chief Engineer. Lamar Cox
 Owners of: WFIL AM-TV-FM, Philadelphia;
 WNHC AM-TV-FM, New Haven; WFBG AM-TV-
 FM, Altoona; KFRE AM-FM-TV, Fresno; WBNF
 AM-FM; WLYH-TV, Lebanon.

WTEN—Albany—1953

Channel: 10 VHF AP: 72.5 Kw. VP: 145 Kw.
 Owned-Oper. By Capital Cities Bcstg. Corp.
 Business Address Box 10
 Tel.: 3-2225
 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
 Chief Engineer. Len Lavendol
 Owners of: WROW, Albany, N. Y.; WPRO-TV,
 AM, Providence, R. I.; WTVD, Raleigh-Durham,
 N. C.

WBEN-TV—Buffalo—1948

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By WBEN, Inc.
 Address 2077 Elmwood Ave.
 Tel.: TR 6-0930..... CBS
 Newspaper Affiliation. Evening News
 Sta. Rep. Harrington, Righter, Parsons
 President. Alfred H. Kirchhofer
 General Manager. C. Robert Thompson
 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
 Owners of: WBEN AM-FM.

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

NEW YORK

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..... Edward Petry
President..... David C. Moore
V.P., Gen. Mgr..... VanBeuren W. De Vries
Comm., Sta. Mgr..... Edwin W. Pfeiffer
Program Dir..... Paul Sciandra
Promotion Mgr..... George Sperry
Chief Engineer..... Ray Smith
Owners of: WGR-AM; KFMB-AM-TV, San Diego,
Calif.; WDAF-AM-TV, Kansas City, Mo.; WNEP-
TV, Scranton, Pa.; KERO-TV, Bakersfield, Calif.

WKBW-TV—Buffalo—1958

Channel: 7 VHF... AP: 53.7 Kw... VP: 100 Kw.
Owned-Operated By..... WKBW-TV, Inc.
Business Address..... 1420 Main St.
Tel.: TT 3-0770..... ABC
Sta. Rep..... Avery-Knodel
Pres., Gen. Mgr..... Dr. Clinton H. Churchill
Station Manager..... John H. Norton, Jr.
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
Station Rep..... Bolling
President..... John B. Johnson
General Manager..... James W. Higgins
Commercial Manager..... Alfred M. Tauroney
Prog., Director..... David M. Graves
Film Mgr..... David N. Cummings
Dir. of Eng..... Michael Yonkovig
Chief Engineer..... Donald Morehouse
Owners of: WWCNY, Watertown; WMSA, Massena;
WMSH FM, Massena.

WABC-TV—New York—1948

Channel: 7 VHF... AP: 55 Kw... VP: 110 Kw.
Owned By..... American Bcstg.-Para. Theas Inc.
Business Address..... 7 W. 66th St.
Tel.: SU 7-5000..... ABC
Representative..... Blair TV
V.P., General Mgr..... Joseph Stamler
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..... Lester Dinoff
Film Dir..... T. Kako
Chief Engineer..... H. H. Mellion

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
V.P., Gen. Mgr..... Theodore H. Walworth, Jr.
General Sales Mgr..... Norman Walt Jr.
Program Director..... Dan Gallagher
Adv. & Publicity Dir..... Leonard Traube
Film Dept. Manager..... William C. Lacey
Operations Mgr..... Marion Lonsberry
Chief Engineer..... Philip Goetz

WNBC-TV—New York—1941

Channel: 4 VHF... AP: 15 Kw... VP: 30 Kw.
Owned-Oper. By..... National Bcstg. Co.
Business Address..... 30 Rockefeller Plaza
Tel.: CI 7-8300..... NBC
Representative..... NBC Spot Sales Dept.
V.P., General Mgr..... William Davidson
Commercial Manager..... Jay Heitin
Program Mgr..... Alvin H. Perlmutter
Prom., Adv. Mgr..... Robert G. Patt
Publicity Dir..... Al Slep
Chief Engineer..... Thomas J. Buzalski

WNEW-TV—New York—1944

Channel: 5 VHF... AP: 18.6 Kw... VP: 37.1 Kw.
Owned By..... Metropolitan Bcstg.
Business Address..... 205 E. 67th St.
Tel.: LE 5-1000..... Independent
Representative..... Petry
President..... John W. Kluge
V.P., General Mgr..... Bennet H. Korn
Program Dir..... Jack Lynn
Adv., Prom. Dir..... Symon B. Cowles
Chief Engineer..... William Kelly
Owners of: WNEW AM-FM; WTTG AM-TV, Wash-
ington, D. C.; WHB AM-FM, Cleveland; WIP
AM-FM, Philadelphia; WTVH-TV, Peoria;
WTVP-TV, Decatur; KOVR-TV, Stockton;
WHUL, New York.

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'Neil
V.P., General Manager..... Robert J. Leder
V.P., Gen. Sales Mgr..... Bert Lambert
V.P., Dir. Adv. & Pub..... Martin Fliesler
VP., Program Dir..... Robert Smith
Chief Engineer..... Orville Sather
Owners of: WNAC AM-TV-FM, Boston; WGMS
AM-FM, Washington, D. C.; WHBQ AM-TV-FM,
Memphis; CKLW AM-TV-FM, Detroit; KFRC
AM-FM, San Francisco; WOR AM-FM; KIJ AM-
FM-TV, Los Angeles; WOR AM-FM; WHCT,
Hartford.

WPIX—New York—1948

Channel: 11 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... WPIX, Inc.
Address..... 220 E. 42nd St.
Tel.: MU 2-6500..... Independent
News. Affil... N. Y. Dly. News; Chicago Trib.

Representative. Peters, Griffin, Woodward, Inc.
V.P., Gen. Mgr...... Fred M. Thrower
V.P. in Chg. Operations..... L. J. Pope
V.P., Sales Mgr...... J. A. Patterson
V.P. & Chg. Engineer..... Otis Freeman
V.P. & Controller..... T. E. Mitchell
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
Public Rel. Dir...... A. McCaffery

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...... David F. Milligan
Commercial Manager..... Lincoln A. Mayo
Prog. Dir...... Al. Cahill
Film Manager..... Ray Werlinger
Advertising Mgr...... Tim Crow
Publicity Dir...... Bill Hunter
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.
Station Rep...... Bolling
President..... Paul Miller
V.P., General Mgr...... Lowell MacMillan
Comm. Manager..... John Cody
Program, Film Mgr...... William J. Adams
Publicity Dir...... Dorothy Cotton
Chief Engineer..... Howard B. Movatt

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 Jobes

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...... A. G. Zink
Promotion Mgr...... Arthur R. Garland

WHEN-TV—Syracuse—1954

Channel: 8 VHF... **AP:** 190 Kw... **VP:** 316 Kw.
Owned-Oper. By..... Meredith Syracuse TV Corp
Address..... 101 Court S
Tel.: GR 4-8511..... CB
Representative..... Kat
President..... E. T. Meredith, Jr
V.P., General Mgr...... Paul Adan
Comm. Manager..... Frederick R. Menzie
Prog. Dir., Film Mgr...... Gordon Aldermcf
Prom., Adv., Publicity Dir...... Robert Pee
Chief Engineer..... Albert Chismar
Owners of: WOW, AM-TV, Omaha; KCMO, AM
 TV, Kansas City; KPHO, AM-TV, Phoenix
 KRMG, Tulsa.

WSYR-TV—Syracuse—1950

Channel: 3 VHF... **AP:** 50 Kw... **VP:** 100 Kw.
Owned-Oper. By..... Newhouse Bcstg. Co.
Business Address..... 1030 James St.
Tel.: GRanite 4-3911..... NBC-ABC
News, Affili.... Post & Standard, Herald-Journal
Representative..... ~~Harvey H. Fichtenbaum~~
Pres., Gen. Mgr...... E. H. Vadenonco
Comm. Manager..... William R. Alford, Jr.
Prom., Pub. Director..... Louis Switzer
Chief Engineer..... Albert Eicholzer

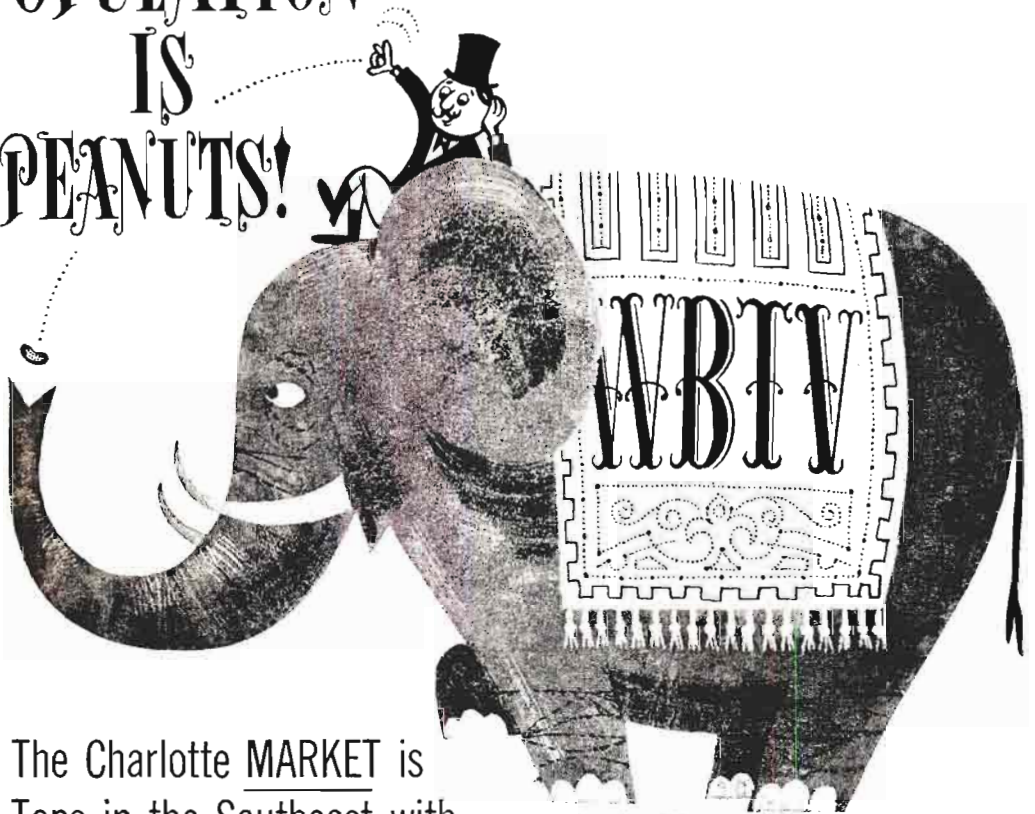
WKTV—Utica—1949

Channel: 2 VHF... **AP:** 17.35 Kw... **VP:** 34.7 Kw.
Owned-Oper. By..... Mid-N.Y. Bcstg. Corp.
Business Address..... P.O. Box 386
Tel.: RE 3-0404..... ABC-NBC
Sta. Representative..... H-R
President, Gen. Mgr...... Gordon Gray
Program Dir...... Daniel German
Comm. Mgrs...... R. Gessner, S. Storrier
Prom., Publicity Dir...... Craig Israel
Merchandising Dir...... Stephen Purcell
Film Manager..... Frank Guzzetti
Chief Engineer..... De Forest T. Layton, Jr.
Owners of: WKAL, AM, Rome.

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



THE CITY POPULATION IS PEANUTS!



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

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

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

Compare these SE Markets!

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



Pop.: 4,582,500
Families: 1,163,000

North Carolina

Television Homes: 916,000
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Asheville, Charlotte

WISE-TV—Asheville—1953

Channel: 62 UHF... AP: 14.2 Kw... VP: 26.2 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
President... Col. Mitchell Wolfson
V. P. Gen. Sta. Mgr... Theodore A. Eiland
V. P. Sales Mgr... Saul Rosenzweig
Program, Film Mgr... Mort Cohn
Prom., Publicity Dir... Don Shepherd
Chief Engineer... George Sprague
Owners of: WLOS, AM-FM.

WBTV—Charlotte—1949

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.
Owned-Oper. By... Jefferson Standard Bcstg. Co.
Business Address... 1 Julian Price Place
Tel.: ED 3-8833... CBS-ABC
Representative... CBS TV Spot Sales
President... Joseph M. Bryan
V.P., Gen. Mgr... Charles H. Crutchfield
V.P., Managing Dir... Wallace J. Jorgenson
V.P.; Prom. Research... J. Robert Covington
Nat. Sales Mgr... Thomas Cookerly
Promotion Mgr... John Dillon
Program Operations Mgr... Robert L. Rierson
Asst. Program, Film Mgr... J. Nathan Tucker
Publicity Dir... Robert Page
Chief Engineer... Thomas E. Howard
Owners of: WBT; WBTW. Florence.

WSOC-TV—Charlotte—1957

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned... Carolina Bcstg. Co.
Business Address... Box 2536
Tel.: FR 8-8401... ABC-NBC
Newspaper Affiliation... Cox Newspapers
Station Representative... H-R Reprs.
President... J. Leonard Roinsch
General, Sta. Mgr... Larry Walker
Commercial Mgr... C. George Henderson
Program Dir... Sterling W. Wright
Prom., Adv., Publicity Dir... Jon T. Caudle
Film Manager... Hall Houpe
Chief Engineer... L. L. Caudle, Jr.

WTVD—Durham—1954

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.
Owned-Oper... Capital Cities Bcstg. Corp.
Address... 1750 Newton Rd.
Tel.: 682-2111... ABC-CBS
Representative... Petry
President... F. M. Smith
Co. Gen. Mgr... H. L. Duncan
Comm. Manager... Mike Thompson
Program Mgr... Ernie Greup
Prom., Publicity Dir... C. Seabolt
Chief Engineer... Roy Fullen
Owners of: WTEN-TV, WROW, both Albany,
N. Y.; WPRO-TV, AM-FM, Providence, R. I.

WFMY-TV—Greensboro—1949

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

WNCT—Greenville—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-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 Tribley
Comm. Manager... John G. Clark, Jr.
Prom., Pub. Manager... Dave Mosier
Film Mgr... Bill Carroll
Chief Engineer... Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Capitol Bcstg. Co., Inc.
Business Address... 2619 Western Blvd.
Tel.: VANCE 8-2511... ABC-NBC
Representative... H-R
President... A. J. Fletcher
General, St. Mgr... Fred Fletcher
Commercial Manager... Fletcher Turner
Program Dir... Jesse Helms
Film Mgr... James Riddle
Prom., Pub. Dir... David Witherspoon
Chief Engineer... Virgil Duncan
Owners of: WRAL, AM-FM.

NORTH CAROLINA-NORTH DAKOTA

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 Reps... Bolling; Ayers
 Pres., Gen. Sta. Mgr... W. R. Roberson, Jr.
 Exec. V.P... T. H. Patterson
 Commercial Mgr... G. Earle Broome
 Program, Film Mgr... Hal Wilson
 Sales, Prom. Mgr... Verla K. Clark
 Production Mgr... Bob McCoy
 Chief Engineer... Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF... AP: 62.5 Kw... VP: 100 Kw.
 Owned-Oper. By... Atlantic Telecasting Corp.
 Address... 205 W. Shipyard Blvd.
 Tel.: RO 3-4666... ABC-CBS-NBC
 Station Representative... Weed; Ayers
 President... Dan. D. Cameron

General Station Mgr... Claud O'Shields
 Program Dir... Wayne Jackson
 Film Manager... Daniel G. Brinsom
 Publicity Dir... Ben McDonald
 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 Aff... Journal & Twin City Sentinel
 Station Reps... Peters, Griffin, Woodward
 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
 Film Manager... Carl Wiegold

Pop.: 634,500
 Families: 172,000

North Dakota

Television Homes: 132,000
 TV Stas. in State: 8

KFYR-TV—Bismarck—1953

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

KXMB-TV—Bismarck—1955

Channel: 12 VHF... AP: 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... D. J. Blackstead
 Chief Engineer... Tomas Ahner

KDIX-TV—Dickinson—1956

Channel: 2 VHF... AP: 13 Kw... VP: 26 Kw.
 Owned-Oper. By... Dickinson Radio Ass'n
 Business Address... 119 2nd Ave. West
 Tel.: 224-5133... ABC-CBS
 Station Reps... Forjoe; 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... Jim McGuire
 Program, Publicity Dir... Connie Blackstead
 Film Mgr... Bill Gerlach
 Prom. Adv. Mgr... William Brouse
 Chief Engineer... Robert Ridgeway
 Owners of: KXGO, AM; KNAB-TV, Valley City;
 KBMS-TV, Bismarck; KNAB-TV, Aberdeen.

WDAY-TV— Fargo—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... WDAY, Inc.
 Business Address... 207 N. 5th St.
 Tel.: AD 2-3371... NBC
 Newspaper Affiliation... Forum
 Representative... Peters, Griffin, Woodward, Inc.
 President... N. D. Black, Jr.
 Exec. V.P. & Gen. Mgr... Tom Barnes
 Asst. Gen. Mgr... Jack Dunn
 Sales... Jack Lester
 Program Manager... Ken Kennedy
 Promotion Mgr... Roy Pedersen
 Technical Dir... Julius Hetland

KNOX-TV—Grand Forks 1955

Channel: 10 VHF... AP: 14.1 Kw... VP: 28.2 Kw.
 Owned-Oper. By... Community TV Corp.
 Business Address... State Mill Road

Tel.: 4-4611 NBC
 Station Rep. Meeker
 President H. F. Rice
 General Mgr. R. C. Lukkason
 Commercial Mgr. Diane Ensrud
 Promotion Dir. Ara Burwell
 Film Mgr. Johnny Ralston
 Advertising Mgr. Jack French
 Chief Engineer. David L. Chumley
 Owners of: KNOX-AM.

KXMC-TV—Minot—1953

Channel: 13 VHF.. AP: 245 Kw.. VP: 120 Kw.
 Owned-Oper. By KXMC-TV, Inc.
 Address KXMC-TV Bldg.
 Tel.: TE 8-2104 ABC-CBS
 Station Reps. Weed, Hurley
 President, Gen. Mgr. Chester Reiten
 Commercial Mgr. Henry Bewchler

Program Dir. Rod Romine
 Promotion Dir. Lois Sibbey
 Film Mgr. Jerome Romine
 Chief Engineer. Henry Haensler

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 Mgr. Jim McGuire
 Program, Publicity Dir. Constance Blackstead
 Prom., Adv. Mgr. William Brouse
 Film Mgr. Bill Gerlach
 Chief Engineer. Robert Ridgeway
 Owners of: KXGO, AM-TV, Fargo; KBMB-TV, Bis-
 marck; KNAB-TV, Aberdeen.

Pop.: 9,800,000
 Families: 2,957,000

Ohio

Television Homes: 2,820,000
 TV Stas. in State: 21

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Cincinnati, Cleveland, Columbus, Dayton, Steubenville,
 Toledo, Youngstown

WAKR-TV—Akron—1953

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

V.P. of Operations L. H. Rogers II
 General Mgr. Samuel T. Johnston
 Commercial Mgr. Charles Dwyer
 Program Operations Mgr. Harry Mohr
 Promotion Mgr. Don Hardin
 Film Mgr. John Hill
 Chief Engineer. Hugh D. LaCrosse
 Owners of: WTVN, AM-TV-FM, Columbus; WKRC,
 AM-FM; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

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
 General Mgr. Sam T. Johnston
 V.P.-Television John T. Murphy
 V.P.-Programming Al Bland
 V.P.-Pub. Relations Gil Kingsbury
 V.P.-Sales H. P. Lasker
 V.P.-Engineering R. J. Rockwell
 Sales Mgr. Steve Crane
 Sales Promotion Dir. Jack Frazier
 Program Dir. Abe Cowan
 Film Dir. Tom Storey
 Publicity, Adv. Dir. Marge Kemme
 Tech. Adm. Ass't. Howard Lepple
 Owners of: WLW-AM; WLW-C, Columbus, O.;
 WLW-A, Atlanta, Ga.; WLW-D, Dayton, O.;
 WLW-I, Indianapolis, Ind.

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
 Operations Mgr. Earl Corbett
 Program Dir. John Clark
 Prom. Dir. Vera Schulte
 Film Manager. Bernie Borden
 Chief Engineer. Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By Taft Broadcasting Co.
 Address 1906 Highland Ave.
 Tel.: GA 1-1750 CBS
 Representative Kalz
 President Hulbert Taft, Jr.

KYW-TV—Cleveland—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By Westinghouse Bcstg. Co.
 Business-Studio Address 1403 E. Sixth St.

OHIO

Tel.: CH 1-0942. NBC
 Sta. Representative. TVAR
 President. Donald H. McGannon
 General Mgr. George H. Mathiesen
 Sales Manager. Albert Krivin
 Program Manager. Chet Collier
 Adv't Prom. Gene Godt
 Film Manager. Dick McKinney
 Publicity Dir. Charles Getz
 Chief Engineer. Sidney V. Stadig
 Owners of: KPIN, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KEN, Portland, Ore.; KDKA, Pitts-
 burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM,
 Boston, Mass.; KDKA-FM, Pittsburgh, Pa.;
 KYW-FM, Cleveland, O.; KEN-FM, Portland, Ore.

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
 Station Rep. Storer TV Sales Inc.
 President. George B. Storer
 V. P. & Managing Director. Ben Wickham
 Prog. Dir., Film Mgr. Ralph Hansen
 Chief Engineer. Joseph B. Haigh
 Owners of: WJBE, AM-FM-TV, Detroit; WSPD-
 AM-FM-TV, Toledo; WAGA-TV, Atlanta;
 WVVU-AM-FM, Wheeling, W. Va.; WGBS-AM-
 FM, Miami, Fla.; WBIG-AM-FM, Philadelphia,
 Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

WEWS—Cleveland—1947

Channel: 5 VHF. AP: 60.3 Kw. VP: 93.3 Kw.
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Address. 3001 Euclid Ave.
 Tel.: HE 2-1500. ABC
 Newspaper Affiliation. E. W. Scripps Co.
 Representative. Blair TV
 President. Jack R. Howard
 V.P., General Mgr. James C. Hanrahan
 Ass't Gen. Mgr. Donald L. Perris
 Eng. V.P. J. B. Epperson
 Pub. Dir. Robert K. Doerr
 Pub. Service Dir. John J. Moffitt
 Nat'l Adv. Mgr. Jay S. Kerekes
 Film Director. John J. Richards
 Ohio Sales Mgr. Peter Hlinka
 Operations Dir. Ernest E. Sindelar
 Prod. Supervisor. James E. Kirkey
 Prog. Supervisor. Earl W. Keyes
 Chief Engineer. James E. Bloyd

WBNS-TV—Columbus—1949

Channel: 10 VHF. AP: 191 Kw. VP: 316 Kw.
 Owned By. Dispatch Printing Co.
 Business Address. 33 N. High St.
 Tel.: 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, Sta. Mgr. Walter E. Bartlett
 Sales Mgr. Richard E. Reed
 Program Director. Bud Gillis
 Comm. Operations Dir. Larry Reinhart
 Promotion Dir. Mervin A. Durea
 Chief Engineer. Charles Sloan
 Owners of: WLW-FM, Cincinnati, O.; WLW-A,
 Atlanta, Ga.; WLW-D, Dayton, O.; WLW-I, In-
 dianapolis, Ind.

WTVN-TV—Columbus—1949

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. Taft Broadcasting Co.
 Business Address. 753 Harmon Ave.
 Tel.: CA 8-5801. ABC
 Representative. Katz
 President. Hulbert Taft, Jr.
 V.P. of Operations. L. H. Rogers, II
 General Mgr. Robert C. Wiegand
 Commercial Mgr. R. W. Ostrander
 Prog. Dir. Joseph A. Jenkins
 Prom., Pub. Dir. Shirley A. Dunham
 Film Manager. Paul Lloyd
 Chief Engineer. Ray Owen
 Owners of: WTVN, AM-FM; WKRC, AM-FM-TV,
 Cincinnati, O.; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

WHIO-TV—Dayton—1949

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By. Miami Valley Bcstg. Corp.
 Business Address. 1414 Wilmington Ave.
 Tel.: CL 4-5311. CBS
 Newsp. Affili. News, Journal Herald
 Representative. Hollingsbery
 President. James M. Cox Jr.
 General Manager. Robert H. Moody
 Retail Manager. Stanley G. Mouse
 Prog., Prom. Director. Charles Gay
 Chief Engineer. Ernest L. Adams

WLW-D—Dayton—1949

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. Crosley Bcstg. Corp.
 Business-Studio Address. 4595 S. Dixie Hwy.
 Tel.: AX 3-2101. ABC-NBC
 Station Reps. Crosley; NBC Spot Sales
 President. R. E. Dunville
 Station Mgr. George J. Gray
 Comm. Manager. Dale A. Smith
 Program Dir. Paul Law
 Prom., Pub. Director. Dorothy A. Sanders
 Chief Engineer. Robert Wehrmann
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-C, Columbus; WLW-I, Indianapolis; WLW-
 A, Atlanta.

WIMA-TV—Lima—1953

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

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

WSTV-TV—Steubenville—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....Exchange Realty Bldg.
 Tel.: Atlantic 2-6265.....ABC-CBS
 Representative.....Avery-Knodel
 Exec. Vice Pres., Gen. Mgr.....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
 Film Mgr.....Joseph M. Troesch
 Technical Dir.....Charles Shepherd
 Chief Engineer.....William Chesnes
 Owners of: WSTV, AM-FM; WBOY, AM-TV,
 Clarksburg; KODE, AM-TV, Joplin; KMLB, AM-
 FM, Monroe.

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
 Station Rep.....Storer Television Sales
 President.....George B. Storer, Sr.
 Managing Director.....Joseph Evans
 Commercial Mgr.....Floyd E. Beaton
 Program, Film Mgr.....Ralph R. Rust
 Prom., Publicity Dir.....Patrick Kenney
 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.;
 KGBS, 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
 Station Rep.....Bolling
 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, Jr.
 Station Mgr.....Warren P. Williamson III
 Program Dir.....Norman Berger
 Promotion Dir.....J. Harrison Hartley
 Publicity Dir.....Richard G. Newcomer
 Advertising Mgr.....David Stewart
 Film Manager.....Jack Beatty
 Chief Engineer.....B. T. Wilkens
 Owners of: WKBN, AM-FM.

WKST-TV—Youngstown—1957

Channel: 33 UHF...AP: 105 Kw...VP: 209 Kw.
 Owned By.....WKST, 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
 Chief Engineer.....Ernest Rety

WXTV—Youngstown—1960

Channel: 45 UHF...AP: 12 Kw...VP: 20 Kw.
 Owned By.....WXTV
 Address.....803 East Indianola Ave.
 Tel.: ST 8-8766.....Independent
 Station Rep.....Pearson
 President.....Sanford A. Schafitz
 Commercial Mgr.....Joel Leonard
 Promotion Dir.....Florence Bush
 Advertising Mgr.....Albert DeJulio
 Chief Engineer.....Edward Lazor

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.: 2,329,000
Families: 711,500

Oklahoma

Television Homes: 587,000
TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Oklahoma City, Tulsa

KTEN—Ada—1954

Channel: 10 VHF.. AP: 141 Kw... VP: 252 Kw.
Owned-Oper. By... Eastern Okla. TV Co., Inc.
Business Address..... P. O. Box 10
Tel.: FE 2-4841..... ABC-CBS-NBC
Pres., Gen. Mgr..... Bill Hoover
Co-Ordinator..... Jack Hoover
Chief Engineer..... Fred Smith

KXII—Ardmore—1956

Channel: 12 VHF.. AP: 107 Kw... VP: 214 Kw.
Owned-Oper. By..... Texoma Bcstrs., Inc.
Business Address..... 114 N. Washington
Tel.: 946..... NBC-ABC-CBS
Station Rep..... Venard, Rintoul & McConnell
General Mgr..... C. L. Hinkle
Chief Engineer..... R. Trebillian

KOCO-TV—Enid—1954

Channel: 5 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned By..... Cimarron TV Corp.
Address..... Box 7641 Lakeside Sta., Okla. City
Tel.: VI 2-6633, Okla. City..... ABC
Representative..... Blair TV Assoc.
President..... P. R. Banta
General, Sta. Mgr..... Ben K. West
Program Dir..... J. B. Chase
Operations Mgr..... Earl Hickerson
Sales Mgr..... Alex Kolensky
Chief Engineer..... Glenn Danley

KSWO-TV—Lawton—1953

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By..... Oklahoma Quality Bcstg. Co.
Address..... 4 Mile East Hi Way 7
Tel.: ELgin 5-7000..... ABC
Reps..... Venard, Rintoul, McConnell; Brown
President, Gen. Mgr..... R. H. Drewry
Station Mgr..... Paul N. Goode
Commercial Mgr..... Al Hazelwood
Program Dir..... Ches McRee
Prom., Publicity Dir..... Ronnie Stone
Film Mgr..... Lou Schilling
Chief Engineer..... Jim Lockard
Owners of: KSWO, AM; KRHD, Duncan; KGWA,
Enid; KMD-TV, Midland.

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..... Pety
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 Affil... Daily Oklahoman and Times
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..... Bob Hayward
Owners of: WKY, AM; WTFT, Tampa.

KOTV—Tulsa—1949

Channel: 6 VHF.. AP: 60 Kw... VP: 100 Kw.
Owned-Oper. By..... KOTV, Inc.
Business Address..... 302 S. Frankfort St.
Tel.: LU 2-9233..... CBS
President..... C. Wrede Petersmeyer
Gen., Sta. Mgr..... George Stevens
Prom., Pub. Dir..... Robert Freeland
Commercial Mgr..... Dale E. Hart
Prog. Dir., Film Mgr..... Sid Lasher
Chief Engineer..... George Jacobs
Owners of: WISH, AM-TV, Indianapolis; WANE
AM-FM, Fort Wayne, Ind.; KHOU-TV, Houston,
Tex.; KNTV, 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
Chief Engineer..... R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF.. AP: 60 Kw... VP: 100 Kw.
Owned By..... Central Plains Enterprises, Inc.
Business Address..... 3701 S. Peoria
Tel.: RI 2-5561..... NBC
Representative..... Blair TV
President..... Harold C. Stuart
General Manager..... C. B. Akers
Comm., Sta. Mgr..... John Devine
Program Dir..... Ray Klinge
Film Mgr..... Allen Cox
Promotion Director..... Gordon Gerhardt
Publicity Dir..... Ann Fellows
Chief Engineer..... John Barth

Pop.: 1,780,500
Families: 581,500

Oregon

Television Homes: 466,000
TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Portland

KCBY-TV—Coos Bay—1960

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

KVAL-TV—Eugene—1954

Channel: 13 VHF... AP: 33 Kw... VP: 56 Kw.
Owned-Oper. By... Eugene Television, Inc.
Business Address... P. O. Box 548
Tel.: DI 3-2551... NBC
Rep... Hollingbery, Art Moore
President... Bob Booth
Gen., Sta. Manager... S. W. McCreedy
Comm. Adv. Mgr... Glenn E. Nickell
Prog. Dir... Martin Jacobsen
Promotion Dir... Eleanor Ruedemann
Film Manager... Walt Young
Chief Engineer... T. C. Marchner
Owners of: KCBY-TV, Coos Bay; KPIC-TV, Roseburg.

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF... AP: 6.76 Kw... VP: 14.6 Kw.
Owned-Oper. By... Calif.-Oreg. TV, Inc.
Business Address... Box 732
Tel.: TU 4-8131... ABC-CBS
Station Reps... Young TV; Art Moore
President... William B. Smullin
Station Mgr... Richard Green
Program Dir... James Bosley
Chief Engineer... William Smith
Owners of: KREM-TV, Medford; KIEM-TV, Eureka.

KBES-TV—Medford—1953

Channel: 5 VHF... AP: 5 Kw... VP: 29 Kw.
Owned-Oper. By... Calif.-Ore. TV Inc.
Business Address... Box 1189
Tel.: SP 3-4581... ABC-CBS-NBC
Sta. Representatives... Young TV; Moore
President... William B. Smullin
Commercial Mgr... Bob Lindstrom
Station Mgr... Jerold R. Poulos
Publicity Dir... Tony Townley
Chief Engineer... Del Cottrell
Owners of: KIEM-TV, Eureka; KOTI-TV, Klamath Falls.

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... D. S. 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
Gen. Sales Mgr... John Pindell
Sales Serv. Mgr... Dean Woodring
Film Mgr., Program Dir... Tom Dargan
Prom., Pub. Dir... Robert Franklin
Director of Public Service... G. Chandler
Chief Engineer... Clare Hanawalt
Owners of: KING-AM, Seattle.

KOIN-TV—Portland—1953

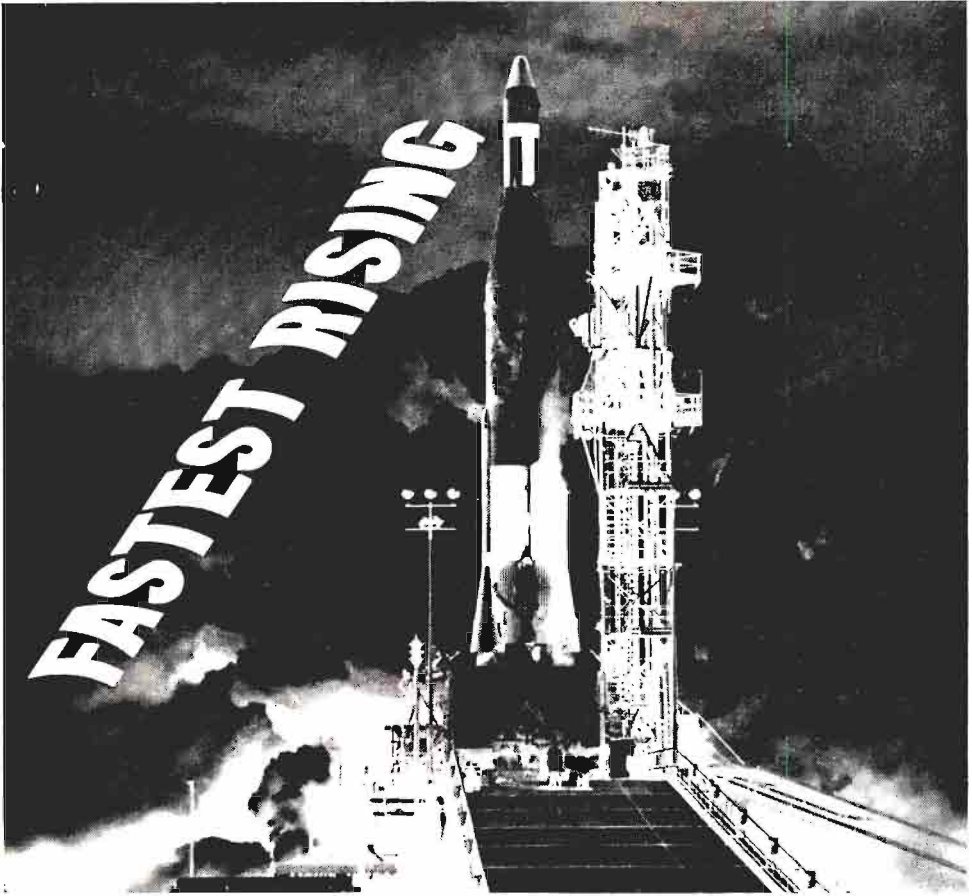
Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By... Mt. Hood Radio & TV Bcstg. Corp.
Business Address... 140 S.W. Columbia St.
Tel.: CA 8-3333... CBS
Newspaper Affil... Oregonian
Rep... CBS Spot Sales
President, Mang. Dir... C. Howard Lane
National Sales Mgr... John L. Palmer
Program, Film Mgr...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

KPTV—Portland—1952

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

KPIC-TV—Roseburg—1956

Channel: 4 VHF... AP: 2.69 Kw... VP: 5.3 Kw.
Owned By... Southwest Oreg. TV Bcstg. Corp.
Address... P. O. Box 670
Tel.: ORChard 2-1721... NBC
Station Reps... Hollingbery; Art Moore
President... C. H. Fisher
General Manager... S. W. McCreedy
Station Manager... Aaron Boe
Chief Engineer... Dan Bridges



From August to November 1960, WFBG-TV's average homes reached per quarter hour[†] shot up an astounding 47.6%! That's nearly six times the rate of increase of the area's other station. With the cream of ABC-TV and CBS-TV programs, WFBG-TV is climbing to new highs in audience and SELL-ABILITY. Blast off your sales campaign on WFBG-TV. Call Blair-TV.

[†]9 AM-12 Midnight, Sunday-Saturday

Source: ARB, Johnstown-Altoona, August & November 1960



WFBG-TV
ALTOONA-JOHNSTOWN, PA.
Channel 10
ABC-TV • CBS-TV • BLAIR-TV

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