

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1955

ALABAMA

ALABAMA MARKET INDICATORS

Total Population, July 1, 1954.....	3,121,000
Total Families, 1950.....	729,765
Total Urban Population, 1950.....	1,340,937
Total Rural Nonfarm Population, 1950.....	760,313
Total Farm Population, 1950.....	960,493
Employed in Nonagricultural Establishments, March 1955.....	669,300
Employed in Agriculture, 1950.....	250,707
Employed in Mining, March 1955.....	14,900
Employed in Manufacturing, March 1955.....	230,700
Employed in Construction, March 1955.....	30,500
Employed in Transportation & Public Utilities, March 1955.....	47,300
Employed in Wholesale & Retail Trade, March 1955.....	136,900
Employed in Finance, Insurance & Real Estate, March 1955.....	23,200
Employed in Service and Miscellaneous, March 1955.....	59,100
Employed in Government Service, March 1955.....	126,700
Retail Sales, 1954.....	\$ 2,088,651,000
Bank Assets, Jan. 1, 1955.....	\$ 1,692,350,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,555,617,000
Major Income Sources, 1953: Agriculture 9.4%; Government 22%; Manufacturing Payrolls 21.5%; Trade and Service 24.5%.	
Total Income Payments, 1953.....	\$ 3,248,000,000
Per Capita Income, 1953.....	1,043
Total Internal Revenue Collections, 1954.....	\$ 374,080,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 58.98
Cash Receipts from Farm Marketings, 1954.....	\$ 377,277,000
Government Payments to Farmers, 1954.....	\$ 5,499,000
Value of Mineral Production, 1951.....	\$ 164,280,000
New Public Construction in 1952.....	\$ 169,000,000
Motor Vehicle Registration, 1954.....	915,398
Number of Telephones, Jan. 1, 1955.....	546,400
Number of Electrical Connections, Jan. 1, 1955.....	830,538
Number of Gas Utilities Connections, 1953.....	251,800

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ALABAMA MARKET DATA BY COUNTIES

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS)	
					1954 TV Sets	1954 TV %
Autauga.....	18,186	\$ 5,650	\$ 2,406	\$ 181		
Baldwin.....	40,997	30,737	8,792	949	2,790	24%
Barbour.....	28,892	10,680	3,267	305		
Bibb.....	17,987	6,624	1,659	130	2,600	62%
Blount.....	28,975	11,272	3,201	232	2,860	39%
Bullock.....	16,054	4,137	1,245	146	600	17%
Butler.....	29,228	13,712	3,728	324		
Calhoun.....	79,539	69,219	20,266	2,074	10,360	46%
Chambers.....	39,528	11,363	3,907	625	3,920	38%
Cherokee.....	17,634	4,891	1,256	98	1,480	36%
Chilton.....	26,922	10,601	2,884	331	2,310	33%
Choctaw.....	19,152	4,706	1,029	54	480	11%
Clarke.....	26,548	19,591	2,723	443	790	12%
Clay.....	13,929	5,262	1,648	202	1,060	33%
Cleburne.....	11,904	4,498	1,518	88	1,040	36%
Coffee.....	30,720	12,502	3,806	377		
Colbert.....	39,561	31,612	9,165	1,021	1,060	10%
Conecuh.....	21,776	6,686	1,996	144	620	13%
Coosa.....	11,766	3,126	1,244	104	920	33%
Covington.....	40,373	21,788	6,370	798		
Crenshaw.....	18,981	7,554	1,988	140		
Cullman.....	49,046	21,973	6,653	580	5,710	46%
Dale.....	20,828	7,979	3,326	346		
Dallas.....	56,270	35,154	8,612	1,133	3,260	22%
De Kalb.....	45,048	18,123	4,755	394	2,330	20%
Elmore.....	31,649	13,819	4,623	427	1,750	23%
Escambia.....	31,443	26,227	6,415	633	990	13%
Etowah.....	93,892	74,917	19,804	2,060	13,520	48%
Fayette.....	19,388	8,541	2,089	172	910	19%
Franklin.....	25,705	14,071	3,947	382	1,430	22%
Geneva.....	25,899	13,842	2,930	375		
Greene.....	16,482	6,542	1,391	157	660	17%
Hale.....	20,832	7,003	1,900	209	790	17%
Henry.....	18,674	6,629	1,402	204		
Houston.....	46,522	43,346	9,485	1,110		
Jackson.....	38,998	15,744	3,244	382	920	10%
Jefferson.....	558,928	583,146	142,449	14,706	110,120	65%
Lamar.....	16,441	4,731	1,330	136	720	19%
Lauderdale.....	54,179	39,143	9,080	1,054	1,550	10%
Lawrence.....	27,128	6,527	2,371	281	1,630	25%
Lee.....	45,073	25,361	7,280	971	1,340	12%
Limestone.....	35,766	18,026	4,984	482	2,210	25%
Lowndes.....	18,018	5,011	1,082	32		
Macon.....	30,561	9,056	3,183	227	1,170	17%
Madison.....	72,903	56,028	11,678	1,255	4,060	20%
Marengo.....	29,494	13,881	3,121	340	1,030	15%
Marion.....	27,264	11,400	3,121	273	1,550	22%
Marshall.....	45,090	34,132	7,029	927	2,650	22%
Mobile.....	231,105	221,964	58,690	10,212	26,940	37%
Monroe.....	25,732	13,611	3,543	245		
Montgomery.....	138,965	144,659	31,230	3,891	8,840	21%
Morgan.....	56,924	44,126	12,166	925	4,420	29%
Perry.....	20,439	7,589	1,789	204	710	17%
Pickens.....	24,349	9,975	2,483	276	970	18%
Pike.....	30,608	14,694	4,170	525		
Randolph.....	22,513	8,917	2,606	186	1,880	35%

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS)	
					1954 TV Sets	1954 TV %
Russell.....	40,364	11,218	3,724	319	1,770	17%
St. Clair.....	26,687	10,775	3,971	369	2,550	38%
Shelby.....	30,362	12,274	5,544	328	4,730	61%
Sumter.....	23,610	7,925	1,426	134	780	15%
Talladega.....	63,639	38,445	12,276	1,126	10,830	65%
Tallapoosa.....	35,074	18,547	5,504	766	2,020	22%
Tuscaloosa.....	94,092	61,830	17,308	2,259	7,090	30%
Walker.....	63,769	29,424	11,037	714	8,810	54%
Washington.....	15,612	4,440	1,586	30	400	11%
Wilcox.....	23,476	5,893	1,508	80		
Winston.....	18,250	5,772	1,431	168	2,070	46%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDALUSIA

(Covington County)

WAIQ (TV)*

(Target Date, Fall, 1955)

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 54-1741.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw.

EQUIPPED TO COLORCAST network programs.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

EXECUTIVES: Raymond D. Hurlbert, pres.

BIRMINGHAM

(Jefferson County)

WABT (TV)

LICENSEE: The Television Corp. Address: P. O. Box 2553. Postal Zone: 2. Phone: 4-3506.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 178 kw. Operating Pow.: Visual 302 kw, Aural 178 kw. Transmitter: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 505 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 29, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WAPI. Fm, WAFM (FM).

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Gautney & Jones.

SERVICES: Two studios (40x60 ft. and 12 1/2x17 ft.). Five DuMont camera chains. One rear screen projector. One RCA film camera. Two Eastman 16mm film projectors. Two Selectoslide slide projectors. One DuMont flying spot scanner. One Microcord film processing unit. One mobile unit. News service, AP.

PRINCIPAL STOCKHOLDERS: Birmingham News Co. (Birmingham News) is owner. It also owns WHBS-AM-FM Huntsville, Ala. (Huntsville Times). Ruth L. Hanson, chmn. of bd. (10.67%), Henry P. Johnston, exec. vp. (5.3)% of Birmingham News Co.

EXECUTIVES: Henry P. Johnston, pres. Ray Furr, vp. in charge programming & film buy. Fred Shawn, asst. to pres. J. V. Sanderson, ch. eng. Charles F. Grisham, com. mgr. James B. Chenoweth, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; Class AA station break \$160; Class AA ID \$80. Full and share screen. Frequency discounts from 4.9% for 13 times up to 34.9% for 312 times.

MARKET INFORMATION: Total (Including Fringe Area): Population 2,708,200; Families in area 721,900; No. of Sets 321,380; Retail Sales \$1,911,493,000; Income per Family \$3,800; Income per Capita \$1,014.

EXECUTIVES: Raymond D. Hurlbert, pres.

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BIRMINGHAM (Cont.)

WBRC-TV

LICENSEE: Storer Bcstg. Co. Address: Atop Red Mountain. Postal Zone: 9. Phone: 4-4701.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft. Above ground 560 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1949. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, CBS, DTN. Station, Am WBRC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer: A. Earl Cullum Jr.

SERVICES: Two studios (28x48 ft. and 21x30 ft.). Four RCA camera chains. One Bodde rear screen projector. One Auricon film camera. Two RCA film projectors. One RCA Teloprojector. Two View-lex slide projectors. One RCA mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	M. D. Smith III, prog. dir. & film buy.
J. Robert Kerns, gen. mgr.	Robert L. DuPriest, ch. eng.
Oliver Naylor, com. mgr.	Sterling Madding, prom. mgr.
Peter Storer, nat. sls. mgr.	Davenport Smith, news ed.

RATE INFORMATION: Class AA one hour (live) \$860, Class A \$760, (film) \$750, \$650; minute spot (live or film) \$185, \$150; ID \$92, \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,012,000	614,600	2,653,000
Families in Area	559,200	120,000	679,200
No. of Sets	272,000	49,386	321,386
Retail Sales	\$1,498,998,000		\$1,498,998,000
Income per Family	\$2,200		\$2,200
Income per Capita	\$1,200		\$1,200

WJLN-TV†

(Target Date, Not Set)

LICENSEE: Johnston Bcstg. Co. Address: P. O. Box 5767. Phone: 54-3466.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw.

AFFILIATIONS: Stations, Am, WJLD. Fm, WJLN-FM.

PRINCIPAL STOCKHOLDERS: George Johnston (40%) and George Johnston Jr. (60%).

EXECUTIVES:

George Johnston Jr., pres.	James Connolly, gen. mgr.
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†WJLN-TV has suspended construction but has not returned its CP.

DECATUR
(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Corp. Address: Box 411. Phone: 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.52 kw. Operating Pow.: Visual 15.8 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft. Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours: 2-11 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WMSL.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.

SERVICES: One studio (21x30 ft.). One RCA camera chain. One RCA film camera. One RCA film projector. One RCA slide projector. One RCA scanner. One 3.8 opaque slide projector. News Service, AP. Library, MPTV.

PRINCIPAL STOCKHOLDERS: Frank Whisenant, pres. & gen. mgr. (69%) and 36 others.

EXECUTIVES:

Frank Whisenant, pres., gen. mgr. & film buy.	Alice A. Whisenant, prog. dir.
James E. King, com. mgr.	Charles Birdwell, ch. eng.
	Bob Gleason, news ed.

RATE INFORMATION: Class A one hour (live) \$170, (film) \$150; minute spot (live) \$40, (film) \$35; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	88,700	163,400	516,200
No. of uhf Sets	28,436		

DOTHAN
(Houston County)

WTVY (TV)

LICENSEE: WTVY Inc. Address: Cottonwood Road.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft. Above ground 457 ft.

OPERATION: Began Feb. 12, 1955.

REPRESENTATIVES: Sales, Adam Young Tv Corp. Washington Attorney: Miller & Schroeder. Consulting Engineer: Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Charles Woods, pres. (13.22%), J. T. Thrower, vp. (10.6%), Dr. Paul Flowers, treas. (13.22%) and others. H. L. Holman Jr., vp (3.97%), has \$500 stock interest in WOZK Ozark, Ala.

EXECUTIVES:

Mel Wheeler, vp. & gen. mgr.	F. E. Busby, sta. mgr.
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MOBILE
(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Address: 210 Government St. Phone: Hemlock 3-3756.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft. Above ground 573 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 14, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WALA.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, L. J. N. duTreil & Assoc.

SERVICES: Two studios (20x40 ft. and 50x20 ft.). Two RCA camera chains. One Master Vu-Graph rear screen projector. One RCA film camera. Two RCA film projectors. Two slide projectors. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: W. O. Pape, pres. (99.6%), H. K. Martin, exec. vp. (.2%) and W. B. Pape, secy. (.2%).

EXECUTIVES:

W. O. Pape, pres. & gen. mgr.	Alvin R. Bell, ch. eng.
H. K. Martin, exec. vp.	Chuck Thompson, prom. mgr.
Al Holman, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 3¾% for 26 times up to 18¾% for 260 times. Rate Card No. 3.

WKAB-TV†

LICENSEE: Pursley Bcstg. Service Inc. Address: P. O. Box 1306. Phone: 7-6345.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 140 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 250 ft. Above ground 303 ft.

OPERATION: Began 1952. Hours, 3-11 p.m.

AFFILIATIONS: Tv Networks, CBS, DTN. Station Am, WKAB.

REPRESENTATIVES: Sales, Forjoe Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George P. Adair.

SERVICES: Two studios. One GE Synchronite camera chain. One GE film camera. Two GE film projectors. One GE slide projector.

PRINCIPAL STOCKHOLDERS: Louise P. Pursley, chmn. of bd. (85%), Claude L. Pursley, secy.-treas. (13.33%) and Robert H. Moore, pres. (1.66%).

EXECUTIVES:

Louise P. Pursley, chmn. of bd.	C. L. Pursley, sec.-treas.
Robert H. Moore, pres.	

†WKAB-TV has suspended operation but has not surrendered its CP.

MOBILE (Cont.)

WKRГ-TV

(Target Date, Sept. 5, 1955)

LICENSEE: WKRГ-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-8142.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 250 ft. Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WKRГ. Fm, WKRГ-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Everett L. Dillard.

PRINCIPAL STOCKHOLDERS: Kenneth R. Giddens, pres. (20%), Shirley Rester Konrad (10%), T. J. Rester Jr. (10%), Alfred F. Delchamps, chmn. of bd. (4.44%), Joe H. Little, vp. (6.66%) and others. Spring Hill College, Mobile, owns 6.67% common stock and 100% preferred.

EXECUTIVES:

Kenneth R. Giddens, pres.

Andrew C. Smith, treas.

Joseph H. Little, vp.

William H. Armbrecht Jr., sec.

C. P. Persons Jr., gen. mgr.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Bcstg. Co. Address: P. O. Box 2111. Phone: 5-3561.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 200 kw, Aural 117 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft. Above ground 460 ft.

OPERATION: Began April 22, 1953. Hours, 1-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, DTN. Station, Am, WCOV.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, W. J. Holey.

SERVICES: Two studios (25x50 ft. and 15x20 ft.). Two RCA camera chains. One TSP rear screen projector. One RCA film camera. Two RCA film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Oscar Covington, pres., and family (62%), Hugh M. Smith, gen. mgr. (9%), and others.

EXECUTIVES:

Oscar P. Covington, pres.

W. E. Weatherly, ch. eng.

Hugh M. Smith, gen. mgr. & film buy.

Ben Harigel, prom. mgr.

Morris South, loc. s'ls. mgr.

Bob Underwood, news ed.

Caldwell Stewart, prog. dir.

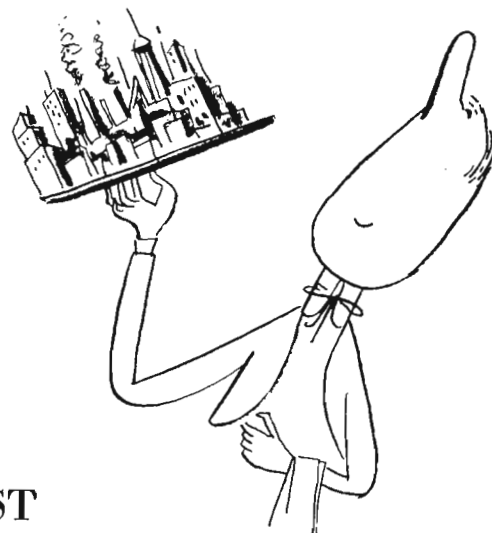
RATE INFORMATION: Class A one hour (live) on request, (film) \$200; (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population 764,600; Families in Area 196,800; No. of Sets 63,800; Retail Sales \$446,893,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WKRГ TV

SERVING
ALABAMA
MOBILE
AND THE
GULF COAST



truly the
KOLOSSUS
'ROUND
the **GULF**



CHANNEL 5

KEN GIDDENS, Pres.

C. P. PERSONS JR., Gen. Mgr.

phone HEmlock 2-5505

Represented by **AVERY-KNODEL, INC.**

MONTGOMERY (Cont.)

WSFA-TV

LICENSEE: WKY Radiophone Co. Address: 10 East Delano St. Postal Zone: 6. Phone: 5-1251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft. Above ground 823 ft.

OPERATION: Began Dec. 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WSFA.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorneys, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (40x47 ft. and 12x15 ft.). Four RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Oklahoma Pub. Co. (Daily Oklahoman, Oklahoma City Times, Farmers Stockman—Oklahoma City) (100%). It also owns WKY-AM-TV Oklahoma City, Okla. E. K. Gaylord, pres., Oklahoma Pub. Co.

EXECUTIVES:

E. K. Gaylord, pres. Robert F. Doty, prog. dir. & film buy.
P. A. Sugg, exec. vp. Robert M. Hayward, ch. eng.
Hoyt Andres, vp. & sta. mgr. Robert L. Tuttle, prom. mgr.
John C. Hughes, com. mgr. Frank McGee, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications SRA standards. Frequency discounts from 5% for 13 times up to 27 1/2% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	586,700	823,400
Families in Area	152,500	211,300
No. of Sets	91,000	
Retail Sales	\$351,823,000	\$478,572,000
Income per Family	\$3,826	\$4,559
Income per Capita	\$994	\$1,170

MUNFORD

(Jefferson County)

WTIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 54-2741.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft. Above ground 578 ft.

EQUIPPED TO COLORCAST local live programs, local films, local slides.

OPERATION: Began Jan. 7, 1955. Hours, 6-9 p.m.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

EXECUTIVES:

Raymond D. Hurlbert, pres. & prog. coor.
James L. Evans, ch. eng.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

LICENSEE: Deep South Broadcasting Co. Address: P. O. Box 1447, Montgomery, Ala.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Standard Electronics. Antenna Make: GE. Height, Above average terrain 360 ft. Above ground 387 ft.

AFFILIATION: Stations, Am, WBAM Montgomery.

REPRESENTATIVES: Washington Attorney, Charles S. Rhyne; Consulting Engineer, William E. Bennis Jr.

PRINCIPAL STOCKHOLDERS: Wm. J. Brennan, pres. (45%), William E. Bennis Jr., treas., and wife (50%). Mr. Bennis owns 10% of WVOK Birmingham, Ala. Licensee also owns WBAM Montgomery, Ala.

EXECUTIVES:

William J. Brennan, pres. William E. Bennis Jr., treas.
Cyril G. Brennan, vp.

ARIZONA MARKET INDICATORS

Total Population, July 1, 1954.....	993,000
Total Families, 1950.....	181,985
Total Urban Population, 1950.....	416,000
Total Rural Nonfarm Population, 1950.....	256,673
Total Farm Population, 1950.....	76,914
Employed in Nonagricultural Establishments, March 1955.....	209,800
Employed in Agriculture, 1950.....	35,196
Employed in Mining, March 1955.....	13,700
Employed in Manufacturing, March 1955.....	29,500
Employed in Construction, March 1955.....	15,700
Employed in Transportation & Public Utilities, March 1955.....	20,000
Employed in Wholesale & Retail Trade, March 1955.....	52,200
Employed in Finance, Insurance & Real Estate, March 1955.....	8,300
Employed in Service and Miscellaneous, March 1955.....	27,500
Employed in Government Service, March 1955.....	42,900
Retail Sales, 1954.....	\$ 1,005,655,000
Bank Assets, Jan. 1, 1955.....	\$ 755,823,000
Bank Deposits, Jan. 1, 1955.....	\$ 694,203,000
Major Income Sources, 1954: Agriculture 15.6%; Government 19.4%; Manufacturing Payrolls 7.6%; Trade and Service 25.6%.	
Total Income Payments, 1953.....	\$ 1,370,000,000
Per Capita Income, 1953.....	\$ 1,473
Total Internal Revenue Collections, 1954.....	\$ 160,430,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 80.97
Cash Receipts from Farm Marketing, 1954.....	\$ 364,786,000
Government Payments to Farmers, 1954.....	\$ 2,076,000
Value of Mineral Production, 1951.....	\$ 243,886,000
New Public Construction in 1952.....	\$ 80,300,000
Motor Vehicle Registration, 1954.....	379,704
Number of Telephones, Jan. 1, 1955.....	235,000
Number of Electrical Connections, Jan. 1, 1955.....	257,499
Number of Gas Utilities Connections, 1953.....	177,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ARIZONA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Apache	27,767	\$ 8,680	\$1,377	\$ 171
Cochise	31,488	36,055	9,717	1,151
Coconino	23,910	28,972	4,724	681
Gila	24,158	20,073	5,180	776
Graham	12,985	13,818	2,423	341
Greenlee	12,805	10,104	3,324	234
Maricopa	331,770	499,840	105,313	17,676	79,780	67%
Mohave	8,510	9,011	1,905	188
Navajo	29,446	27,103	5,186	977
Pima	141,216	210,857	49,355	10,095	16,730	31%
Pinal	43,191	48,207	15,572	1,888	6,240	47%
Santa Cruz	9,344	14,699	2,939	797
Yavapai	24,991	25,593	5,866	880
Yuma	28,006	52,733	11,941	1,545	3,110	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Bcstg. Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 15.8 kw. Operating Pow.: Visual 31.6 kw, Aural 15.8 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 1,550 ft. Above ground 97 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 2, 1953. Hours, noon-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KTAR.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: Two studios (40x80 ft. and 30x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. Two RCA and two Holmes film projectors. One DuMont flying spot slide projector. One DuMont scanner.

PRINCIPAL STOCKHOLDERS: KTAR Bcstg. Co. is owned by John J. Louis, chmn. of bd., and family (68.23%); Richard O. Lewis, pres. & gen. mgr. (17.47%). Licensee owns KYUM Yuma and KYCA Prescott.

EXECUTIVES:

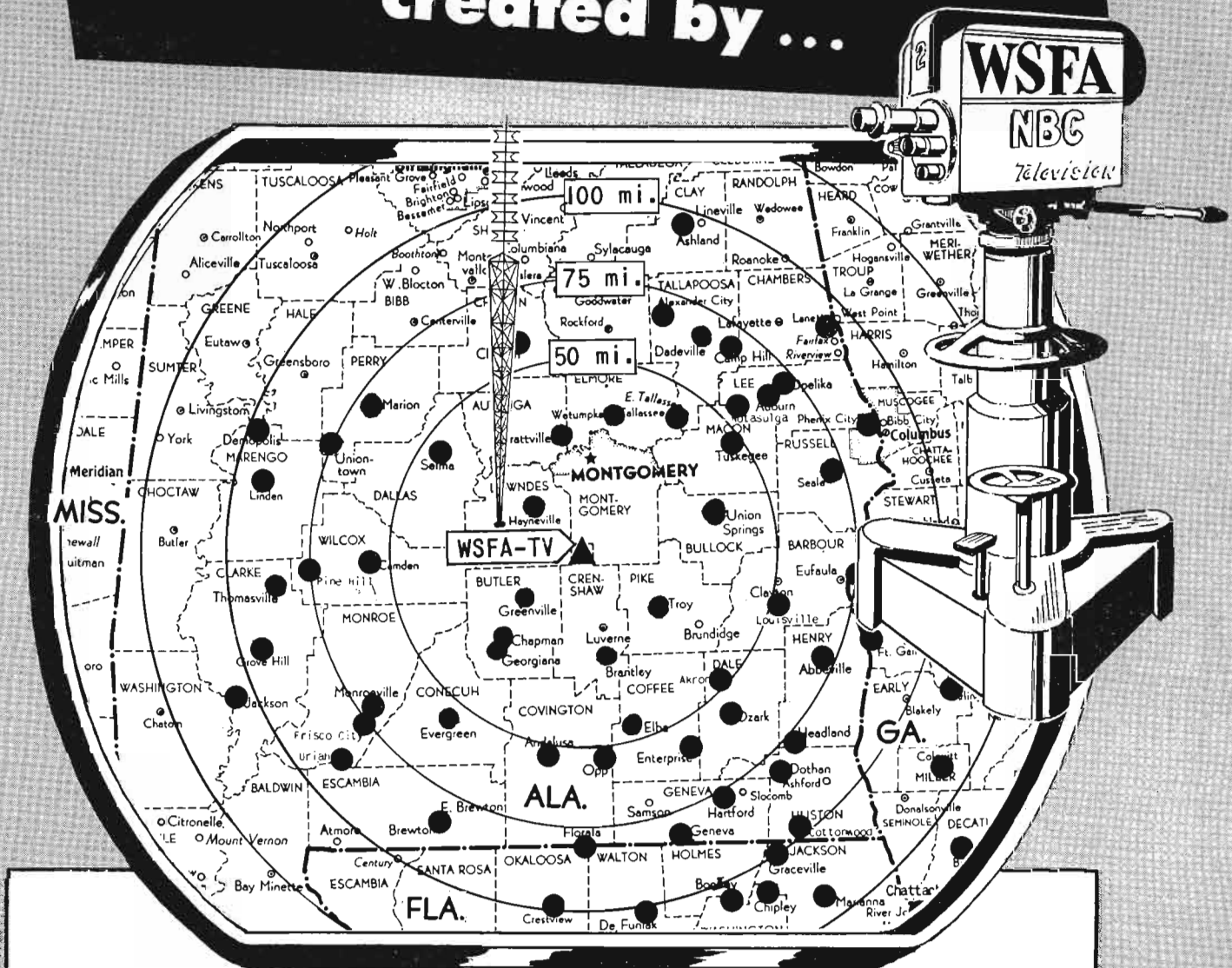
Richard O. Lewis, pres. & gen. mgr. A. C. Anderson, ch. eng.
Dwight Harkins, sta. mgr. & film buy. Ted Edwards, prom. mgr.
E. W. Harvey, com. mgr. Robert Vache, news ed.
Bill Robb, prog. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen.

MARKET INFORMATION: Population, 480,000; Families in Area, 140,000; No. of Sets, 120,610; Retail Sales, \$550,000,000; Income per Capita, \$1,473.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

the NEW MARKET Southeast Alabama created by ...



"THE OLD ORDER CHANGETH . . . Giving way to the NEW." Southeast Alabama . . . Once a group of many small markets . . . requiring a myriad of media to reach . . . Now consolidated via powerful 316,000 Watts on Channel 12 WSFA-TV, Montgomery's Best . . . Alabama's newest and Finest Television Station. Your sales message is seen more . . . means more on WSFA-TV.



WSFA-TV Market Data

Population	1,118,643
Total Retail Sales	\$667,339,000.00
Consumer Spendable Income	\$963,398,000.00

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman, WKY, WKY-TV, WSFA, & WSFA-TV
Represented by THE KATZ AGENCY, INC.



CAPTAIN GALLANT
of the Foreign Legion
 starring **BUSTER CRABBE**
 introducing **CULLEN "CUFFY" CRABBE**

Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

ARIZONA

PHOENIX
 (Maricopa County)

KOOL-TV

LICENSEE: Maricopa Bcstrs. Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 32 kw, Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 1,620 ft.; Above ground 173 ft.

EQUIPPED TO COLORCAST: Network programs.
OPERATION: Began Oct. 24, 1953. Hours, 8:30 a.m.-midnight.
AFFILIATION: Tv Network, CBS. Stations, Am, KOOL.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
SERVICES: Two studios (25x60 ft. and 19x24 ft.). Two DuMont camera chains. One Bodde rear screen projector. Two DuMont film cameras. Two DuMont film projectors. Two DuMont scanners. One DuMont opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gene Autry, pres. (56.38%), Tom Chauncey, vp. (19.19%), Tom and Ann Kerney (19.47%). Mr. Autry also owns 48% of KOPO-AM-TV Tucson, 51% of KMPC Los Angeles, Calif., and 12 1/2% of Phoenix Republic and Gazette. Mr. Chauncey owns 20% of KOPO-AM-TV Tucson. Mr. Kerney owns 12 1/2% of Phoenix newspapers.

EXECUTIVES:
 Gene Autry, pres. Douglas Carruth, prog. dir.
 Tom Chauncey, gen. mgr. Clifford Miller, ch. eng.
 Kenneth Morton, asst. gen. mgr. Erma Carron, film buy.
 Robert C. Garland, natl. com. mgr. Don Cordray, news ed.
 William J. Connelly, loc. com. mgr.

RATE INFORMATION: Class A one hour (live) on request, (film) \$500; minute spot (live) on request, (film) \$96; ID \$48. ID Length 10 sec. Specifications 3/4x1/4; 6-8 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Population, 475,000; Families in area, approx. 158,333; No. of Sets, 122,510; Retail Sales, \$508,816.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. 1st Ave. Phone: Alpine 8-4511.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.24 kw. Operating Pow.: Visual 14.4 kw, Aural 7.24 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 497 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 4, 1949. Hours, 7:30 a.m.-1 a.m.
AFFILIATION: Station, Am, KPHO.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Three studios (35x50 ft., 20x30 ft. and 18x25 ft.). One outdoor set (20x50 ft.). Five camera chains, various make. One TSC rear screen projector. Two slide projectors. One Houston-Fearless film processing unit. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Meredith Pub. Co. (Better Homes & Gardens and Successful Farming.) Also owns WOW-AM-TV Omaha, Neb., KCMO-AM-FM-TV Kansas City, Mo., and WHEN-AM-TV Syracuse, N.Y.

EXECUTIVES:
 Richard B. Rawls, gen. mgr. George McClanathan, ch. eng.
 C. A. Larson, com. mgr. Dan Schwartz, prom. mgr.
 Robert Martin, prog. dir., film buy. Jack Murphy, news ed.

RATE INFORMATION: Class A one hour (live) \$450; minute spot (live) \$90; ID \$45. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7B.

MARKET INFORMATION:

	Grade A (FCC Contour)
Population	475,000
Families in area	145,000
No. of Sets (April 1)	120,000
Retail Sales	\$515,290,000
Income per Family	\$4,681

KTVK (TV)

LICENSEE: Arizona Television Co. Address: 3435 N. 16th St. Phone Amherst 6-5691.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,670 ft.; Above ground 228 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Feb. 28, 1955. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (45x70 ft. and 35x40 ft.). Three RCA camera chains. One Gray rear screen projector. One RCA film camera, one color film camera. Two film projectors. Two Spindler & Sauppe slide projectors. One Gray opaque projector. One RCA mobile unit. News Service, UP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PHOENIX (Cont.)

KTVK (Cont.)

PRINCIPAL STOCKHOLDERS: Ernest W. McFarland (40%), Ralph Watkins (20%), Leon Nowell (20%), Henry Larson (5%), Edward Cooper (10%), Lo Wright (2.5%), and Bassett Wright (2.5%).

EXECUTIVES:

Ernest W. McFarland, pres.
Ralph Watkins, gen. mgr.
Roger Van Duzer, sta. mgr.
Burton B. LaDow, com. mgr.

Ray Gallagher, prog. dir.
Robert Lataham, ch. eng.
Ray Gallagher, film buy.
Art Brock, news ed.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; ID \$30. Full and share screen. Frequency discounts.

KVAR (TV) (MESA)

LICENSEE: KTAR Bcstg. Co. Address 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161 (For full listing see Mesa, Ariz.)

TUCSON (Pima County)

KDWI-TV

(Target Date, Unknown)

LICENSEE: Tucson Television Co. Address: 1151 S. Warren St.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 190 ft.; Above ground 337.3 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: D. W. Ingram and Kathleen Ingram.

KOPO-TV

LICENSEE: Old Pueblo Bcstg. Co. Address: 115 W. Drachman St. Phone: 4-2511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, Stations, Am, KOPO.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, E. C. Page.

SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuMont camera chains. One Bodde rear screen projector. One DuMont film camera. Two Holmes film projectors. One DuMont scanner. One mobile unit. Library, World.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), Tom Chauncey, vp. (20%), and others. Mr. Autry also owns 56.38% of KOOL-AM-TV Phoenix, 51% of KMPC Los Angeles, Calif., and 12 1/2% of Phoenix Republic and Gazette. Mr. Chauncey owns 19.19% of KOOL-AM-TV.

EXECUTIVES:

Gene Autry, pres.
Tom Chauncey, mgng. dir.
E. S. Mittendorf, gen. mgr.
Paul Plunkett, com. mgr.

Cliff Stillinger, prog. dir. & film buy.
Paul Bennewitz, ch. eng.
Jack Martin, asst. to gen. mgr.
Virginia Harper, prom. mgr.
Chris Cole, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. glass. Full and share screen. Frequency discounts up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	28,800	240,400
Families in area	8,120	73,190
No. of Sets	1,100	42,180
Retail Sales	\$36,571,000	\$248,200,000
Income per Family	\$4,100	
Income per Capita	\$1,492	

KVOA-TV

LICENSEE: Arizona Bcstg. Co. Address: P. O. Box 2911. Postal Zone: 8. Phone: 3-2555.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 30 ft.; Above ground 263 ft.

OPERATION: Began Sept. 27, 1953. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC, Stations, Am, KVOA.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: One studio (25x27 ft.). Two RCA camera chains. One Bodde rear screen projector. Two RCA 16mm film projectors. One Gray 2x2 in. slide projector. Library, Studio TELEscriptions.

PRINCIPAL STOCKHOLDERS: Clinton D. McKinnon, pres. (20%); Bernard Weinberg, vp (20%); Frank J. Oxarat, vp (20%); Arthur A. Desser, sec. (20%); Harold B. Garfield, treas. (20%). Mr. McKinnon is publisher of weekly San Diego North Shores Sentinel and Coronado Journal, both Calif.

EXECUTIVES:

R. B. Williams, gen. mgr.
Harper M. Phillips, bus. mgr.
John C. Underwood Jr., sls. mgr. & film buy.

Ben L. Slack Jr., prog. dir.
Raymond H. Holsclaw, ch. eng.
Frank R. Barreca, news ed.

RATE INFORMATION: Class A one hour (live) \$285, (film) \$225; minute spot (live) \$50, (film) \$45; ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	213,600	10,100	223,600
Families in Area	65,070	2,500	67,570
No. of Sets	38,605	1,000	39,605
Retail Sales	\$212,000,000	\$10,000,000	\$222,000,000

YUMA (Yuma County)

KIVA (TV)

LICENSEE: Valley Telecasting Co. Address: P. O. Box 1708. Phone: State 6-8311.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw, Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 485 ft.

OPERATION: Began Oct., 1953. Hours, 2:30 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, CBS, DTN, NBC.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.

SERVICES: One studio (27x56 ft.). Two DuMont camera chains. One DuMont film camera. Two DeVry film projectors. One 2x2 Monochrome scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: Donald Ellsworth, pres. (17.88%), Howard Roberts (17.88%), A. S. Reber (17.88%), Wm. S. Porter (17.88%), and others.

EXECUTIVES:

Donald Ellsworth, pres.
Ray C. Smucker, gen. mgr. & film buy.
Richard Newland, com. mgr.
Bob Garinger, prog. dir.

Roland Yount, ch. eng.
Ruth Gilmore, prom. mgr.
Glenn Edwards, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

ARKANSAS

ARKANSAS MARKET INDICATORS

Total Population, July 1, 1954.....	1,910,000
Total Families, 1950.....	477,200
Total Urban Population, 1950.....	630,591
Total Rural Nonfarm Population, 1950.....	477,093
Total Farm Population, 1950.....	801,827
Employed in Nonagricultural Establishments, March 1955.....	309,900
Employed in Agriculture, 1950.....	215,270
Employed in Mining, March 1955.....	6,400
Employed in Manufacturing, March 1955.....	81,400
Employed in Construction, March 1955.....	17,600
Employed in Transportation & Public Utilities, March 1955.....	28,200
Employed in Wholesale & Retail Trade, March 1955.....	72,400
Employed in Finance, Insurance & Real Estate, March 1955.....	8,900
Employed in Service and Miscellaneous, March 1955.....	36,000
Employed in Government Service, March 1955.....	58,400
Retail Sales, 1954.....	\$ 1,339,040,000
Bank Assets, Jan. 1, 1955.....	\$ 1,070,150,000
Bank Deposits, Jan. 1, 1955.....	\$ 985,129,000
Major Income Sources, 1953: Agriculture 19.5%; Government 19.6%; Manufacturing Payrolls 12.7%; Trade and Service 25.8%	
Total Income Payments, 1953.....	\$ 1,793,000,000
Per Capita Income, 1953.....	\$ 939
Total Internal Revenue Collections, 1954.....	\$ 156,120,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 52.99
Cash Receipts from Farm Marketing, 1954.....	\$ 540,961,000
Government Payments to Farmers, 1954.....	\$ 5,421,000
Value of Mineral Production, 1951.....	\$ 118,694,000
New Public Construction in 1952.....	\$ 166,500,000
Motor Vehicle Registration, 1954.....	545,019
Number of Telephones, Jan. 1, 1955.....	298,000
Number of Electrical Connections, Jan. 1, 1955.....	531,092
Number of Gas Utilities Connections, 1953.....	209,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ARKANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Arkansas	23,665	27,233	5,172	764	1,360	20%
Ashley	25,660	14,409	3,920	398	1,140	17%
Baxter	11,683	7,271	1,572	199
Benton	38,076	34,402	6,719	762
Boone	16,280	14,252	2,535	320
Bradley	15,987	10,061	1,850	204
Calhoun	7,132	2,060	500	22
Carroll	13,244	7,945	1,846	349
Chicot	22,306	11,633	3,021	336	1,040	17%
Clark	22,998	15,131	3,319	430
Clay	26,674	11,724	2,649	287	1,920	26%
Cleburne	11,487	3,559	804	108
Cleveland	8,956	1,803	604	46
Columbia	28,770	17,095	3,256	624
Conway	18,137	9,062	1,831	246	480	11%
Craighead	50,613	35,932	6,891	1,101	8,260	59%
Crawford	22,727	8,766	2,490	350
Crittenden	47,184	33,187	7,394	499	6,610	52%
Cross	24,757	14,225	2,763	401	2,270	36%
Dallas	12,416	6,697	2,253	230
Desha	25,155	14,227	3,709	300
Drew	17,959	7,738	2,790	193
Faulkner	25,289	14,647	2,510	360	730	11%
Franklin	12,358	6,053	1,139	148
Fulton	9,187	2,196	498	56	960	37%
Garland	47,102	54,419	11,191	2,314
Grant	9,024	3,225	848	74
Greene	29,149	17,957	3,886	391	2,020	25%
Hempstead	25,080	14,549	3,016	342
Hot Springs	22,181	13,334	3,738	387
Howard	13,342	6,787	1,615	243
Independence	23,488	15,349	2,923	306	1,540	24%
Izard	9,953	2,058	474	110
Jackson	25,912	18,075	3,691	473	1,710	24%
Jefferson	76,075	54,474	12,987	1,148
Johnson	16,138	7,391	2,181	164
Lafayette	13,203	6,187	1,576	157
Lawrence	21,303	9,230	1,824	229	2,090	37%
Lee	24,322	10,924	2,509	365	1,920	31%
Lincoln	17,079	4,099	1,193	154
Little River	11,690	4,756	1,692	187	1,030	38%
Logan	20,260	9,953	1,601	216
Lonoke	27,278	16,502	3,946	459	1,440	20%
Madison	11,734	2,639	550	80
Marion	8,609	2,156	606	39
Miller	32,614	36,830	7,084	717	3,890	37%
Mississippi	82,375	53,912	11,927	1,377	14,010	65%
Monroe	19,540	11,559	3,369	306	1,120	22%
Montgomery	6,680	1,468	330	45
Nevada	14,781	6,526	1,520	163
Newton	8,685	643	369	20
Ouachita	33,051	27,703	7,470	794
Perry	5,978	1,288	324	24
Phillips	46,254	30,427	8,170	884	4,770	37%
Pike	10,032	3,947	762	124
Poinsett	39,311	24,188	5,018	697	3,600	36%
Polk	14,182	8,307	2,284	255
Pope	23,291	12,599	2,879	361
Prairie	13,768	5,497	1,408	144	720	20%
Pulaski	196,685	227,848	43,783	7,650	10,570	17%
Randolph	15,982	6,354	1,296	172	1,590	37%
St. Francis	36,841	18,679	4,706	382	2,920	31%
Saline	23,816	14,676	3,743	277
Scott	10,057	3,911	613	122
Searcy	10,424	3,095	710	126
Sebastian	64,202	83,543	14,337	2,343	6,930	35%
Sevier	12,293	6,394	1,420	217
Sharp	8,999	1,496	343	46
Stone	7,662	1,928	503	57
Union	49,686	46,884	9,897	1,748	1,780	12%
Van Buren	9,687	2,948	715	85	290	11%
Washington	49,979	51,807	9,322	1,147	2,950	19%
White	38,040	20,161	3,711	618
Woodruff	18,957	9,276	1,995	327	920	21%
Yell	14,057	9,794	1,417	269

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

EL DORADO
(Union County)

KRBB (TV)

(Target Date, Fall, 1955)

LICENSEE: South Arkansas Television Co. Inc. Address: Box 791.
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Transmitter: RCA. Antenna Make: RCA; Height: Above average terrain 630 ft.; Above ground 637 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Hours, noon-11 p.m.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Consulting Engineer, Robert M. Silliman & Assoc.
 SERVICES: Two studios (60x40 ft. and 15x30 ft.), Two DuMont camera chains. News Service, AP.
 PRINCIPAL STOCKHOLDERS: Dr. Joe F. Rushton, pres. (33 1/3%), W. C. Blewster, vp. (33-1/3%) and William M. Bigley, secy-treas. & gen. mgr. (33-1/3%). Dr. Rushton is 35% owner of KVMA Magnolia, Mr. Blewster is 3 1/4% owner and Mr. Bigley, gen. mgr. and 16% owner of KVMA.
 EXECUTIVES: Dr. Joe F. Rushton, pres. W. Carroll Blewster, ch. eng. Bill Bigley, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$200; minute spot (live) \$40; ID \$20. ID Length 7 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Total (Including Fringe Area)	
	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	127,680	206,320
Families in area	36,010	56,960
Retail Sales	\$137,188,000	\$207,797,000
Income per Family	\$3,915	\$3,648
Income per Capita	\$1,120	\$1,007
		\$987

FORT SMITH
(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: Sunset 2-9126.
 FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE; Height: Above average terrain 270 ft. Above ground 349 ft.
 OPERATION: Began July 19, 1953. Hours, 11:30 a.m.-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KFSA. Fm, KFSA-FM.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, T. A. M. Craven.
 SERVICES: Two studios (28x32 ft. and 50x70 ft.). Two GE camera chains. Two Eastman film projectors. Two Selectroslide Jr. slide projectors. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Southwestern Pub. Co. (Donald W. Reynolds). Also owns KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Southwest Pub. Co. owns or controls Fort Smith Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal.
 EXECUTIVES: Donald W. Reynolds, pres. Roland Hundley, com. mgr. Weldon Stamps, gen. mgr., Pat Porta, prog. dir. & news ed. film buy. & prom. mgr. Robert W. Platt Jr., ch. eng.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$150; minute spot (live) \$30, (film) \$20; ID \$15. ID Length 10 sec. Full screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area) Population 230,000; Families in area 55,460; No. of Sets 36,604; Retail Sales (area) \$150,592,000.

KNAC-TV

(Target Date, Unknown)

LICENSEE: American Television Co. Inc. Address: 15 Court St.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft. Above ground 448 ft.
 AFFILIATION: Stations, Am, KWHN.
 REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
 PRINCIPAL STOCKHOLDERS: H. S. Nakdimen, pres. (33 1/3%), Dick Allis, vp. (33-1/3%) and Edgar E. Bethell, secy. (33-1/3%).
 EXECUTIVES: H. S. Nakdimen, pres. Edgar E. Bethell, sec.-treas. Richard Allis, vp.

JONESBORO
(Craighead County)

KBTM-TV

(Target Date, Summer 1956)

LICENSEE: Regional Bcstg. Co. Address: KBTM Bldg. Phone: Webster 5-5597.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 7.08 kw. Height: Above average terrain 200 ft.; Above ground 212 ft.
 AFFILIATION: Stations, Am, KBTM. Fm, KBTM-FM.
 REPRESENTATIVES: Sales, Burn-Smith Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.
 PRINCIPAL STOCKHOLDERS: Harold E. King and wife.
 EXECUTIVES: Harold E. King, pres. Norman Bowman, ch. eng. William J. Hart, gen. mgr. Marion Bohne, film buy. James Barnes, com. mgr. Mary Walton, prom. mgr. Edward Welch, prog. dir. Clarence Adams, news ed.
 RATE INFORMATION: Class A one hour (live) \$160, (film) \$160; minute spot (live) \$20, (film) \$20; ID \$12. ID Length 5 sec.
 MARKET INFORMATION: Families in area, 153,140; Grade A (FCC Contour), 100,000; Grade B, 53,140.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LITTLE ROCK (Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 1001 Spring St. Phone: Franklin 6-2481.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 58 kw, Aural 29 kw. Transmitter: RCA. Antenna Make: RCA; Height: Above average terrain 1650 ft.; Above ground 1084 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 24, 1954. Hours, 6:45 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Stations, Am, KARK.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (56x63 ft. and 25x36 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. Manual film processing unit. News Services, AP, AP Photofax. Library, NBC News Review.

PRINCIPAL STOCKHOLDERS: T. H. Barton, pres. (72.68%) and son, T. K. Barton, vp. & gen. mgr. (18.16%).

EXECUTIVES:

T. H. Barton, pres.	Dale Hart, prog. dir. & film buy.
T. K. Barton, vp. & gen. mgr.	Champ Smith, ch. eng.
Doug Romine, asst. gen. mgr.	Shirley R. Kennedy, prom. dir.
H. Lee Bryant, com. mgr.	Bob Kemp, news ed.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$350; minute spot (live) \$80, (film) \$70; ID \$35. ID Length 10 sec. Specifications 2x2 in. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	494,650	149,850	816,600
Families in area	144,030	41,635	233,700
No. of Sets	77,363	11,207	101,067
Retail Sales	\$429,780,000	\$91,238,000	\$642,430,000
Income per Family	\$4,314	\$3,278	\$3,448
Income per Capita	\$1,021	\$ 782	\$ 890

KATV (TV) (PINE BLUFF)

LICENSEE: Central-South Sales Co. Address: 100 Williams Rd. Phone: 3880. (For full listing see Pine Bluff, Ark.)

KTHV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: Arkansas Television Co. Address: 720 Izard St.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1760 ft.; Above ground 1175 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Station, Am, KTHS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x50 ft. each). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned 32% by Arkansas Democrat and 42% by KTHS Little Rock. Principal owners of KTHS identified with Shreveport (La.) Times (KWKH). K. A. Engel, pres. (10%).

EXECUTIVES:

K. A. Engel, pres.	Cecil Suitt, ch. eng.
B. G. Robertson, gen. mgr.	Bill Neel, news ed.

MARKET INFORMATION: Population (FCC Contour) 531,778 (Grade A); 710,235 (Grade B).

PINE BLUFF (Jefferson County)

KATV (TV)

LICENSEE: Central-South Sales Co. Address: 100 Williams Road. Phone: 3880.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Construction Permit: Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.; Above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS.

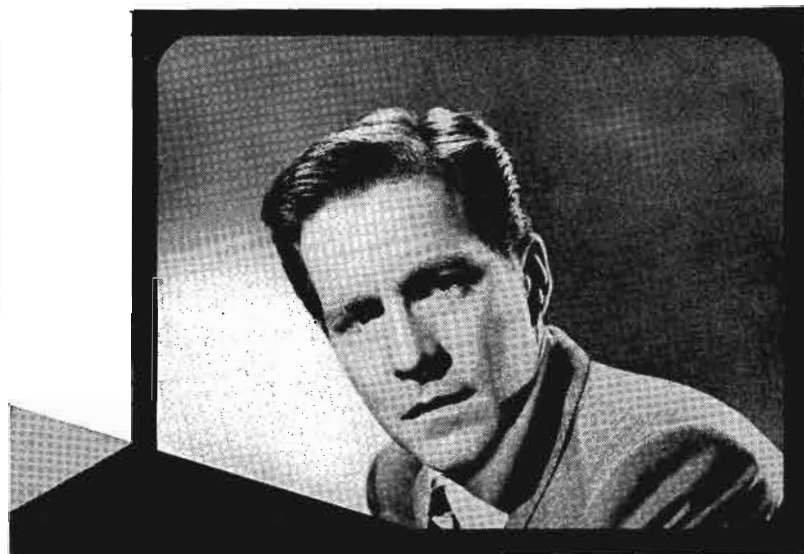
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul Godley Co.

SERVICES: Two studios (60x60 ft. and 40x35 ft.). Five GE camera chains. Three GE film cameras. Four Eastman 16mm film projectors. Three Spindler & Sauppe slide projectors. One Bausch & Lomb opaque projector. One Houston-Fearless film processing unit. One GE mobile unit in Dodge panel truck. News Services, AP, UP, UP Facsimile. Library, Sesac, Standard, World.

PRINCIPAL STOCKHOLDERS: John T. Griffin (45%), James C. Leake (45%) and Bryan Mathes (10%). Owners are also principal stockholders of KFPW Fort Smith, KTUL Tulsa, Okla., KOMA Oklahoma City, KTVX (TV) Muskogee, Okla., and 50% owners of KWTW (TV) Oklahoma City.

EXECUTIVES:

John T. Griffin, pres.	Don Curran, prog. dir. & film buy.
James C. Leake, exec. vp.	A. R. Garrett, ch. eng.
John H. Fugate, gen. mgr.	Joe Myers, prom. mgr.
Bruce B. Compton, com. mgr.	Bill Hadley, news ed.



Another winner!

from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you *know* how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

PINE BLUFF (Cont.)

KATV (Cont.)

RATE INFORMATION: Class AA one hour (live) on request, (film) \$450; minute spot (live) on request, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

Table with columns: Population, Families in area, No. of Sets, Retail Sales, Average Income per Family, Average Income per Capita. Rows for Grade A (FCC Contour), Grade B (FCC Contour), and Total (including Fringe Area).

TEXARKANA

(Miller County)

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address: Summerhill Road. Phone: 32-8201. (For full listing see Texarkana, Tex.)

CALIFORNIA MARKET INDICATORS

Table of California Market Indicators including Total Population, Total Families, Total Urban/Rural Population, Retail Sales, Bank Assets, Major Income Sources, etc.

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

CALIFORNIA MARKET DATA BY COUNTIES

Table of California Market Data by Counties listing Population, Retail Sales, Food Sales, Drug Sales, TV Sets, and TV % for various counties like Alameda, Alpine, Amador, etc.

Table of California Market Data by Counties listing Population, Retail Sales, Food Sales, Drug Sales, TV Sets, and TV % for various counties like Modoc, Mono, Monterey, Napa, Nevada, etc.

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BAKERSFIELD

(Kern County)

KBAK-TV

LICENSEE: Bakersfield Bcstg. Co. Address: 29 Woody Rd. Phone: Fairview 4-6421. FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw.

OPERATION: Began Aug. 10, 1953. Hours, noon-midnight. AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KBAK. REPRESENTATIVES: Sales, Weed Television; Washington Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Owned 97 2/3% by Chronicle Publishing Co. (San Francisco Chronicle-KRON-TV).

RATE INFORMATION: Class A one hour (live) \$282, (film) \$235; minute spot (live) \$47, (film) \$47; ID \$23.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

Table of Market Information for Bakersfield listing Population, Families in Area, No. of Sets, Retail Sales, Income per Family, and Income per Capita for Grade A and Grade B.

KERO-TV

LICENSEE: Kern County Bcstrs. Inc. Address: 1420 Truxton Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 17.4 kw. Operating Pow.: Visual 30.9 kw, Aural 17.4 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,746 ft.; Above ground 137 ft.

EQUIPPED TO COLORCAST network programs. OPERATION: Began Sept. 26, 1953. Hours, 11 a.m.-11:30 p.m. AFFILIATION: Tv Networks, CBS, NBC. Station, Am, KERO.

PRINCIPAL STOCKHOLDERS: Gene DeYoung, pres. & gen. mgr. (51%), Gordon L. Harlan (29%) and others.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION: Grade A (FCC Contour): Population 470,300; Families in area 151,709; No. of Sets 103,000; Retail Sales \$531,744,000.

BERKELEY

(Contra Costa County)

KQED (TV)* (SAN FRANCISCO)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 165 Post St., San Francisco. Postal Zone: 8. Phone: Yukon 6-5910.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 354 ft.

OPERATION: Began June 10, 1954. Hours, 5-6 p.m.; 7:30-9 p.m. except Tues., Sat. and Sun.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgenson; Consulting Engineer, R. A. Isberg.

SERVICES: Two studios (50x55 ft. and 30x20 ft.). Four DuMont camera chains. One RCA film camera chain. One RCA film projector. One Selectroslide. One mobile unit.

EXECUTIVES:

Vaughn D. Seidel, pres.

James Day, gen. mgr.

Jonathan C. Rice, prog. dir.

Larry M. Reed, ch. eng.

Robert Katz, film sup.

Bevins Austin, prom. mgr.

MARKET INFORMATION: (Total Including Fringe Area): Families in Area, 995,300.

CHICO

(Butte County)

KHSL-TV

LICENSEE: Golden Empire Bcstg. Co. Address: 180 E. 1st St. Phone: Fireside 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 237 ft.

OPERATION: Began Aug. 29, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KHSL.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Andrew G. Haley; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (30x60 ft. and 20x30 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. Two Spindler & Saupe slide projectors. Slide processing. News Service, UP. Library MPTV, NTA.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung, pres., and family (100%). Licensee also owns KVCV Redding.

EXECUTIVES:

Mrs. Hugh McClung, pres.

M. F. Woodling, gen. mgr. & film buy.

Jestine A. Pero, com. mgr.

Martin Jacobsen, prog. dir.

Russell B. Pope, ch. eng.

Stan Cooper, prom. mgr.

Ed Parker, news ed.

RATE INFORMATION: Class A one hour (live) \$135; minute spot (live) \$33.50; 1D Length 10 sec.

MARKET INFORMATION: Combined Grade A & B (FCC Contour): Population, 270,250; Families in area, 84,400; No. of Sets, 60,801; Retail Sales, \$392,943,300; Income per Family, \$1,271.

CORONA

(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Bcstg. Co. Address: Pico Blvd. at the Ocean, Santa Monica, Calif. Phone: Exbrook 4-6761.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw. Transmitter: RCA. Antenna Make: RCA; Height: Above average terrain 2,910 ft.; Above ground 191 ft.

PRINCIPAL STOCKHOLDERS: Families of J. D. Funk, pres., and Robert E. McClure, vp., own 100% of stock. Same families control the Santa Monica Pub. Co. (Evening Outlook) and KOWL Santa Monica.

EUREKA

(Humboldt County)

KIEM-TV

LICENSEE: California-Oregon Tv Inc. Address: Foot of Bay St. Phone: Hillside 3-3123

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 7.5 kw. Operating Pow.: Visual 14.1 kw, Aural 7.5 kw. Transmitter: GE. Antenna Make: GE; Height: Above average terrain 1,650 ft.; Above ground 249 ft.

OPERATION: Began Oct. 25, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KIEM; Fm, KRED (FM).

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (40x65 ft.). One Selectroslide slide projector. Two GPL Scanners.

PRINCIPAL STOCKHOLDERS: William B. Smullin, 100%. Mr. Smullin also owns 50% of KBES-TV Medford, Ore., and 50% of KUIN and KGPO (FM) Grants Pass, Ore., and 25% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

William B. Smullin, pres. & film buy.

Donald H. Telford, vp. & mgr.

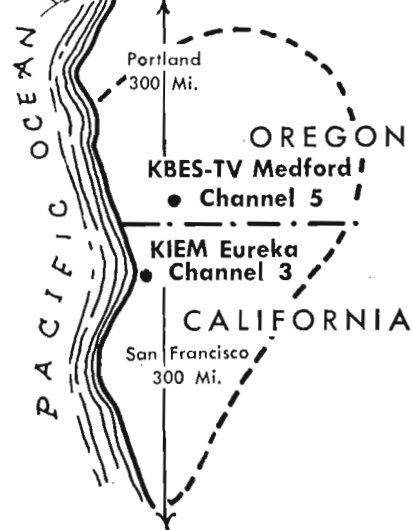
Walter Richartz, prog. dir.

Donald R. King, ch. eng.

Newton L. Steward, news ed.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

The **CALIF.-ORE. TV TWINS**



the Smullin TV Stations

KIEM CHANNEL 3
Eureka, Calif.
KBES CHANNEL 5
Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets
one billing

MARKET FACTS

POPULATION	316,413
FAMILIES	104,684
RETAIL SALES	\$420,528,000
CONSUMER SPENDABLE INCOME	\$467,743,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."



for CALIF.-ORE. TV TWINS
call DON TELFORD Mgr.
TWX Eureka 16

or ask **HOAG-BLAIR** national representatives

EUREKA (Cont.)

KIEM-TV (Cont.)

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec.
MARKET INFORMATION: Total, including Fringe Area: Population, 125,000; Families in area, 41,000; No. of Sets, 20,600; Retail Sales, \$165,000,000; Income per Family, \$6,251.

FRESNO
(Fresno County)

KBID-TV†

LICENSEE: John H. Poole Bcstg. Co. Address: 6540 Sunset Blvd., Hollywood. Postal Zone: 28. Phone: Hollywood 3-3205.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,230 ft.; Above ground 167 ft.
OPERATION: Began Feb. 13, 1954.
AFFILIATIONS: Station, Am, KBIF.
REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jay E. Tapp.
SERVICES: Two studios (one 36x50 ft. and 36x31 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector.
PRINCIPAL STOCKHOLDER: John H. Poole (100%), also owns KBIG Avalon, and KBIC-TV Los Angeles.
EXECUTIVES: John H. Poole, pres.
 † KBID-TV has suspended operation but has not returned its CP. Plans resumption of service when market economics warrant.

KJEO (TV)

LICENSEE: O'Neill Bcstg. Co. Address: P. O. Box 1708. Phone: 7-8405.
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 91.2 kw. Operating Pow.: Visual 178 kw, Aural 91.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,790 ft.; Above ground 138 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, The Branham Co.
SERVICES: Two studios (35x45 ft. and 40x60 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Selectroslide slide projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: J. E. O'Neill (100%).

EXECUTIVES:

J. E. O'Neill, pres. Jack McElwain, ch. eng.
 Charles Theodora, vp. Jack Shepard, prog. dir.
 Joe Drilling, vp. & film buy. Bill Anthony, news ed.
 W. O. Edholm, com. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Total (Including Fringe Area): Population, 692,300; Families in Area, 210,600; No. of Sets (Jan. 1), 156,035; Retail Sales, \$825,822,000.

KMJ-TV

LICENSEE: McClatchy Bcstg Co. Address: 1559 Van Ness Ave. Postal Zone: 22. Phone: 3-6277.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 170 kw, Aural 91.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,329.75 ft.; Above ground 241 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 30, 1953. Hours, 10 a.m.-11:15 p.m.

AFFILIATION: Tv network, NBC. Stations, Am, KMJ. Fm, KMJ-FM.

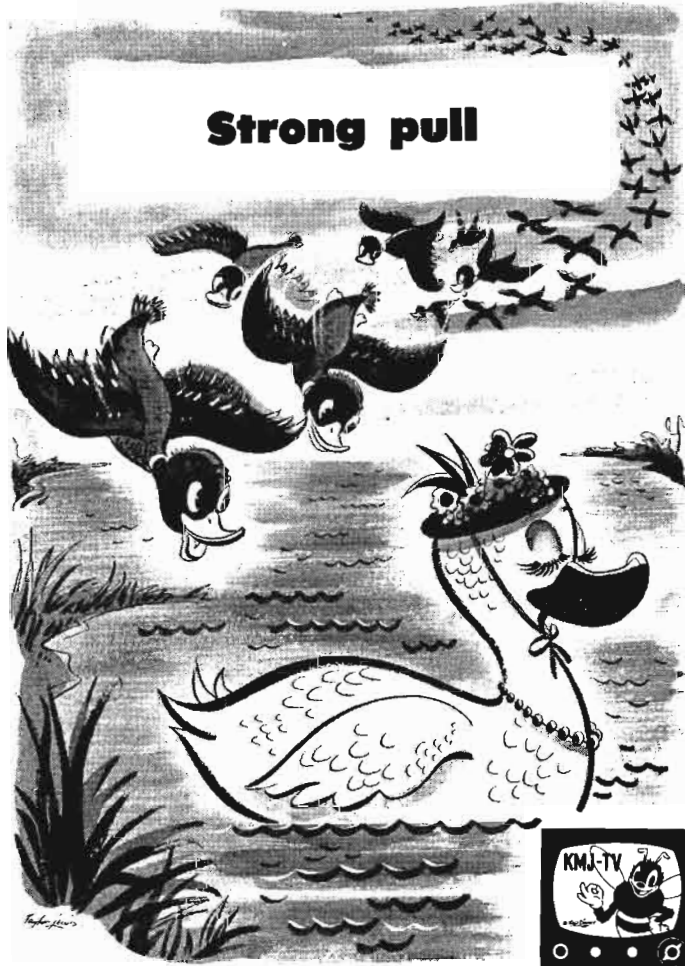
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

SERVICES: One studio (30x50 ft.). Four RCA cameras (two studio, two field). Two RCA film cameras. Four RCA film projectors. Two Spindler & Sauppe slide projectors, one Telejector, one Telop. One Telop II opaque projector. One negative film processing unit. News Services, AP, UP. Library, Associated Transcriptions.

PRINCIPAL STOCKHOLDER: Owned by Miss Eleanor McClatchy and family. Licensee also owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Reno, Nev. Note: Purchase of KBOX Modesto pending FCC approval. Same interests publish Sacramento Bee, Modesto Bee and Fresno Bee.

EXECUTIVES:

Eleanor McClatchy, pres. James B. Hancock, ch. eng.
 Perry Nelson, gen. mgr. & film buy. Tom Flynn, prod. mgr.
 Wilson Lefler, com. mgr. Dean Mell, news ed.
 Joseph Tomes, prog. mgr.



... keeps viewers tuned to

KMJ-TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

**the San Joaquin Valley's
FIRST TV station in ...**

- POWER** now 447,000 watts.
- RECEPTION** Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.
- RATINGS** KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, March '55).
- COLOR** KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

FRESNO (Cont.)

KMJ-TV (Cont.)

RATE INFORMATION: Class A one hour (live) \$575, (film) \$500; minute spot (live) \$115, (film) \$100; ID \$50. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 5.

MARKET INFORMATION: (Total including fringe area): Population, 710,526; Families in Area, 213,131; No. of Sets, 158,000; Retail Sales, \$773,888,000.

LOS ANGELES (Los Angeles County)

KABC-TV

LICENSEE: American Bcstg.-Paramount Theatres Inc. Address: 4151 Prospect Ave., Hollywood. Postal Zone: 27. Phone: Normandy 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.9 kw. Operating Pow.: Visual 129 kw, Aural 64.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,970 ft.; Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 11:30-1:30 a.m.

AFFILIATION: Tv Network, ABC. Stations, Am, KABC. Fm, KABC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: Five studios. Fifteen RCA camera chains. Two Bodde rear screen projectors. Six RCA film cameras. Six film projectors (two Eastman 16mm, two RCA 16mm, two RCA 35mm). Four slide projectors. One mobile unit. News Service, AP. Library, Chappell, Harmonic, Lang-Worth, Mood Music, Paxton.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Earl J. Hudson, vp. chg. Western Division	Cameron G. Pierce, ch. eng. Vic England, film buy.
Selig J. Seligman, gen. mgr.	Jack Brembeck, prom. mgr.
Elton H. Rule, com. mgr.	Ed Conklin, news ed.
Hunt Stromberg Jr., exec. prod.	

RATE INFORMATION: Class A one hour (live) \$1,750, (film) \$1,750; minute spot (live) \$400, (film) \$400; ID \$220. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 2½% for 13 times up to 20% for 260 times. Rate Card No. 6 (eff. Sept. 15).

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	5,210,000	6,200,000
Families in Area	162,812	193,750
No. of Sets	2,085,000	2,500,000
Retail Sales	\$3,308,000,000
Income per Family	\$5,683
Income per Capita	\$1,972

KBIC-TV†

LICENSEE: John Poole Bcstg. Co. Address: 6540 Sunset Blvd., Hollywood. Postal Zone: 28. Phone: Hollywood 3-3205.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Operating Pow.: Visual 106 kw, Aural 55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,930 ft.; Above ground 146 ft.

OPERATION: †See footnote.

AFFILIATION: Station, Am KBIG, Avalon, Calif.

REPRESENTATIVE: Washington Attorney, McKenna & Wilkinson.

SERVICES: Transmits film & slide only.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon, KBIF and KBID-TV Fresno.

EXECUTIVES:

John H. Poole, own.	Malcolm Morrett, ch. eng.
---------------------	---------------------------

MARKET INFORMATION: (Total including fringe area): Population, 6,500,000; Families in Area, 2,250,000; Retail Sales, more than \$8,000,000,000; Income per Family, \$5,784; Income per Capita, \$1,875.

†KBIC-TV is now in limited testing. Target date for commercial operation unknown.

KCOP (TV)

LICENSEE: The Copley Press Inc. Address: 1000 N. Cahuenga Blvd. Postal Zone: 38. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Operating Pow.: Visual 31.4 kw, Aural 15.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 203 ft.

OPERATION: Began Sept. 17, 1948. Hours, 2:30 p.m.-12:00 a.m. (Mon.-Fri.) 9-1 a.m. (Sat.-Sun.)

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Krieger & Jorgensen.

SERVICES: Three studios (40x60 ft., 35x80 ft. and 20x30 ft.). Ten RCA camera chains. One rear screen projector. Two RCA film cameras. Three RCA film projectors (two 16mm, one 35mm). Two slide projectors. Three mobile units. News Service, UP.

PRINCIPAL STOCKHOLDER: Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern Calif. Associated Newspapers the following, all in California: Alhambra Post-Advocate, Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard and 60% of San Pedro News-Pilot.

EXECUTIVES:

Jack Heintz, vp. & gen. mgr.	Amos T. Baron, sls. mgr.
Alvin Flanagan, asst. gen. mgr. prog. dir., film buy. & news ed.	Marv Wentworth, ch. eng.

RATE INFORMATION: Class A one hour \$1,250, (film) \$1,250; minute spot \$250, (film) \$250; ID \$120. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22½% for 312 times. Rate Card No. 2.

KHJ-TV

LICENSEE: General Teleradio Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 2-2133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81 kw. Operating Pow.: Visual 162 kw, Aural 81 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,960 ft.; Above ground 199 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1948. Hours, 1 p.m.-1 a.m.

AFFILIATIONS: Tv Network, DTN. Stations, Am, KHJ. Fm, KHJ-FM.

REPRESENTATIVES: Sales, H-R Television Inc.

SERVICES: Four studios (2 audience studios 60x105 ft. ea. and two 40x60 ft. and 20x26 ft.). Nine RCA camera chains. Rear screen projectors. Two film cameras (RCA and GE). Four film projectors (two RCA, two Eastman 16mm). Four Spindler & Sauppe 35mm slide projectors. Two opaque projectors. One four-camera mobile unit. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDER: See WOR-TV New York.

EXECUTIVES:

Thomas F. O'Neil, pres. (General Teleradio)	John T. Reynolds, gen. mgr. KHJ-TV
Willett H. Brown, pres. (Don Lee Div.)	Howard Wheeler, com. mgr.
Ward D. Ingram, gen. mgr. (Don Lee Div.)	James Higson, prog. dir. & film buy.
	Robert Arne, ch. eng.
	Robert Light, prom. mgr.
	Les Mawhinney, news ed.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$220, (film) \$220; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts from 2½% for 13 times up to 25% for 312 times. Rate Card No. 3.

KNXT (TV)

LICENSEE: Columbia Bcstg. System Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 9-1212.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 3,140 ft.; Above ground 466 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 6, 1948. Hours, 7-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, KNX. Fm, KNX-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

SERVICES: Four audience studios (av. capacity 300). Four non-audience studios (two 100x100 ft., one 30x60 ft., one 30x40 ft.). Thirty-five RCA camera chains. Seventeen studio film cameras, 12 RCA film cameras, 19 field film cameras. Seven 35mm (b&w and color) film projectors, seven 16mm (b&w and color) film projectors. Two (2x2 in.) slide projectors. Two scanners, 16mm and 35mm. Three opaque projectors (4x5 in.). One mobile unit. News Services, AP, City News Service, UP.

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

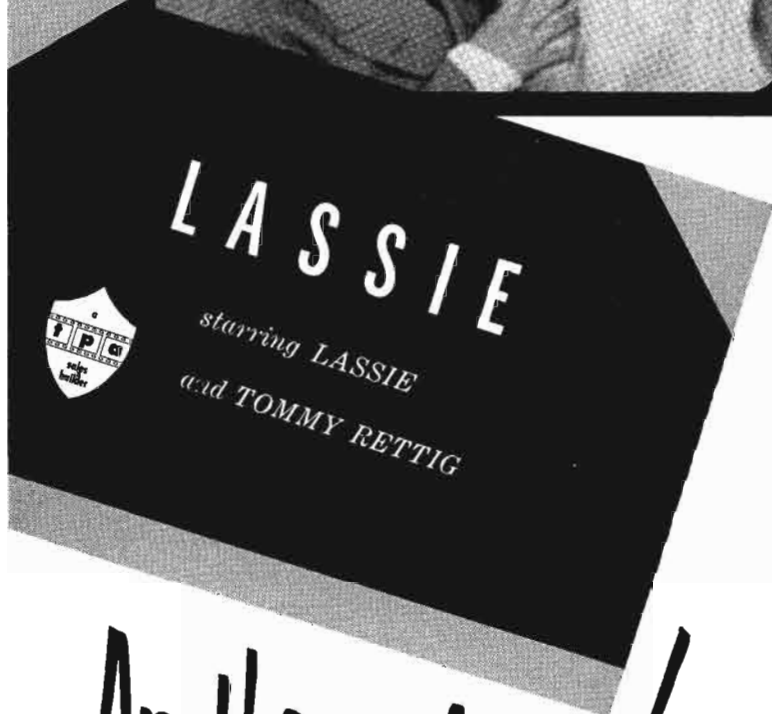
J. L. Van Volkenburg, pres. CBS Television	Donald M. Hine, prog. dir. & film buy.
James T. Aubrey Jr., gen. mgr.	Les Bowman, ch. eng.
Robert D. Wood, gen. sls. mgr.	Dean D. Linger, prom. mgr.
	Sam Zelman, news ed.

RATE INFORMATION: Class A one hour (live) \$3,200. Minute spot (film) Class AA \$600, minute spot (film) Class A \$400; ID Class AA \$300, ID Class A \$200. ID Length 10 sec. Frequency discounts from 2½% (Classes AA, A) for 26 weeks up to 5% (Classes AA, A) for 52 weeks, also discounts in other classifications. Rate Card No. 4.

MARKET INFORMATION: (Total including fringe area): Population, 7,209,200; Families in Area, 2,442,300; No. of Sets, 2,167,800; Retail Sales, \$8,966,036,000; Income per Family, \$5,119; Income per Capita, \$1,647.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LOS ANGELES (Cont.)



Another winner!

from the portfolio of **TPA** Sales Builders

This is the show BBD&O grabbed for Campbell Soup—even before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old—with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops—all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

KRCA (TV)

LICENSEE: National Bcstg. Co. Address: 1500 N. Vine St. Postal Zone: 28. Phone: Hollywood 9-6161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Operating Pow.: Visual 42.7 kw, Aural 21.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,200 ft.; Above ground 490 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 16, 1949. Hours, 6:45-1:00 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Two studios (60x120 ft.). Six RCA camera chains. Six film cameras. Six film projectors (three 35mm, three 16mm). Three Spindler & Sauppe Selectroslide slide projectors. Complete film processing facilities. Mobile unit. News Services, AP, INS, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., pres., NBC	Dean Craig, exec. prod.
Robert W. Sarnoff, exec. vp., NBC	John Knight, ch. eng.
John K. West, vp. in chg. of Western Div.	George Burke, film buy.
Thomas C. McCray, gen. mgr.	John C. Kenaston, prom. mgr.
James Parks, com. mgr.	Roy Neal, news ed.

RATE INFORMATION: Class AA one hour \$3600; one minute and 20 sec. station break \$650; ID \$300. Class A one hour (live) \$3200, (film) \$3200; one minute and 20 sec. station break \$375; ID \$160. ID Length 10 sec. Frequency discounts. Rate Card No. 10.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Address: 5800 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 9-3181.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Composite. Antenna Make: GE. Height: Above average terrain 2,990 ft.; Above ground 240 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 22, 1947. Hours: 1:30-11:30 p.m. (Mon.-Fri.), 10 a.m.-midnight (Sat.-Sun.)

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Arnold, Fortas & Porter.

SERVICES: Four studios (one commercial, one rehearsal, two audience). Eleven RCA camera chains. (Rear screen projector available.) Four DuMont film cameras. Four film projectors, two 16mm, two 35mm. One slide projector. Four scanners, one DuMont, two monochrome, one color. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc. Paramount Pictures owns 27/3 of Allen B. DuMont Labs. Inc. (WABD [TV] New York, WTTG [TV] Washington).

EXECUTIVES:

Paul Raibourn, pres. (New York)	Roy A. White, studio eng. sup.
Klaus Landsberg, vp. & gen. mgr.	Leland G. Muller, film dir.
J. Gordon Wright, prod. coor.	Abe Greenberg, publicity dir.
Robert Mohr, sls. mgr.	Gilbert Martyn, news ed.
John D. Silva, remote eng. sup.	

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,250; minute spot (live) \$275, (film) \$250; ID \$115. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 to 25 times up to 20% for 208 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	5,900,900	1,103,900	2,357,800
Families in Area	1,989,400	368,400	7,004,800
No. of Sets (includes multiple set homes)	2,085,000	224,000	2,309,000
Retail Sales	\$7,120,294,000	\$1,123,830,000	\$8,244,124,000

KTTV (TV)

LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 2-7111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Operating Pow.: Visual 42.7 kw, aural 21.4 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 2,940 ft.; Above ground 237 ft.

OPERATION: Began Jan. 1, 1949. Hours, 9:45-2a.m.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Hanson, Lovett & Dale; Consulting Engineer, Craven, Lohnes & Culver.

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LET'S FACE IT!

LIVE PROGRAMMING SELLS

and

IN THE \$8,000,000,000 LOS ANGELES MARKET . . .

62%

OF
ALL
LOCAL
LIVE
TELEVISION
PROGRAMMING

WHICH
RATES
5 or BETTER
(ARB)

IS
ON

KTLA

5800 Sunset Boulevard



80%

OF
ALL
LOCAL
LIVE
TELEVISION
PROGRAMMING

WHICH
RATES
10 or BETTER
(ARB)

IS
ON

CHANNEL 5

Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

LOS ANGELES (Cont.)

KTTV (TV) (Cont.)

SERVICES: Four sound stages (80x100x24 ft., 120x116x54 ft., 81x95x40 ft. and 70x95x40 ft.), two studios (45x58x20 ft. and 24x45x9 ft.). Sixteen RCA cameras. Two rear screen projectors. Three RCA film cameras. Five film projectors, two Eastman 16mm, one RCA 16mm, two RCA 35 mm. Three slide projectors, two Spindler & Sauppe, one SVE. One Baloptican opaque projector. Two RCA mobile units, one jeep unit for field originations. News Service, AP.

PRINCIPAL STOCKHOLDERS: Times-Mirror Co. (100%), publisher of Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, chmn. of bd.	Edward Benham, ch. eng.
Richard A. Moore, pres. & gen mgr.	Richard Woollen, film buy.
John R. Vrba, vp. chg. sls.	Jack O'Mara, prom. & merc. mgr.
Les Norins, loc. sls. mgr.	
Robert Breckner, vp. chg. programming	

RATE INFORMATION: Class A one hour (live) \$1,750. Minute spot (live) \$460. ID \$230. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 7.

MARKET INFORMATION: (Total including fringe area): Population, 6,463,000; Families in Area, 2,202,800; No. of Sets, 2,107,168; Retail Sales, \$7,644,668,030.

MODESTO
(Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Bcstg. Co. Address: P. O. Box 593. Phone: 3-0737.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 300 ft.; Above ground 328 ft.

AFFILIATION: Stations, Am, KTRB. Fm, KTRB-FM.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., pres-treas. (80%) and Margie W. Cleary, secy. (20%).

EXECUTIVES: William H. Bates Jr., pres. & treas.

MONTEREY
(Monterey County)

KSBW-TV (SALINAS)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St., Salinas, Calif. Phone: 2-6422. (For full listing see Salinas.)

SACRAMENTO
(Sacramento County)

KBET-TV

LICENSEE: Sacramento Telecasters Inc. Address: 601 7th Ave. Postal Zone: 18. Phone: Hudson 1-4041.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 20, 1955. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

SERVICES: Three studios (30x60 ft., 30x40 ft. and 30x70 ft.). Three GE camera chains. Two film cameras. Four GE film projectors. Two 16mm color scanners. Two color slide scanners. Composite 16mm film processing unit.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



*** 10 will get you 350,000!**

**K
B
E
T-V**

*** 350,000 TV HOMES
in the CENTRAL CALIFORNIA VALLEY!**

Sacramento's only VHF station leads by more than 2 1/2 to 1 over its closest night time competitor. Here is a guaranteed twenty-two county coverage area with an annual income of more than \$2 3/4 billion dollars to spend. Your best BET in television...

Channel 10 Sacramento

**H-R
Television Inc.**

*** Television Mag. June 1, 1955**

ARB Calif. Central Survey... April 1955



SACRAMENTO (Cont.)

KBET-TV (Cont.)

PRINCIPAL STOCKHOLDERS: W. C. Wright and sons (20.55%); John H. Schacht, vp. (15.48%); A. R. Galloway Jr. and sons (6.87%); Charles C., James J., Russell R. Inks (10.98%); Robert A., Clarence, and William R. Breuner (10.97%).

EXECUTIVES:

William P. Wright, pres. Peter K. Onnigian, ch. eng.
 John H. Schacht, vp. & gen. mgr. Ralph Herbert, prom. mgr.
 George Kapel, com. mgr. Hank Thornley, news ed.
 Vince Williams, prog. dir.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,006,975	508,786	2,515,765
Families in Area	338,393	174,558	718,131
No. of Sets	218,563	99,856	459,603
Retail Sales	\$1,601,121,000	\$677,688,000	\$3,699,613,600
Income per Family	\$6,737
Income per Capita	\$2,137

KCCC-TV

LICENSEE: Capital City Tv Corp. Address: Senator Hotel. Postal Zone 14. Phone: Gilbert 3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93 kw. Operating Pow.: Visual 186 kw, Aural 93 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Four studios (40x60 ft., 30x40 ft., 100x40 ft. and Empire Rm., Senator Hotel). Two RCA camera chains. One rear screen projector. Two film cameras. Two film projectors. Two slide projectors. One opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harry W. McCart, pres. (50%) and Ashley L. Robison, secy.-treas. (50%).

EXECUTIVES:

Harry McCart, pres. John I. Edwards, exec. vp. chg. opr.
 Ashley L. Robison, exec. vp. & William Furnell, prod. dir.
 gen. mgr. Paul Leake, ch. eng.
 A. J. Richards, exec. vp. chg. sls. Harvey Chester, news & sp. events dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$90, (film) \$90; ID \$40. ID Length 8 sec. Full screen. Frequency discounts 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	460,000	358,200	818,200
Families in Area	165,000	93,000	258,000
No. of Sets	135,000	45,000	180,000
Retail Sales	\$740,000,000	\$382,993,000	\$1,022,993,000
Income per Family	\$5,640	\$5,210
Income per Capita	\$2,003

KCRA-TV

(Target Date, Sept., 1955)

LICENSEE: KCRA Inc. Address: 310 10th St. Postal Zone: 14. Phone: Hudson 1-4631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 495 ft.; Above ground 553 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

**SMASH
TV
DRAMA**

**that touches
the heart**

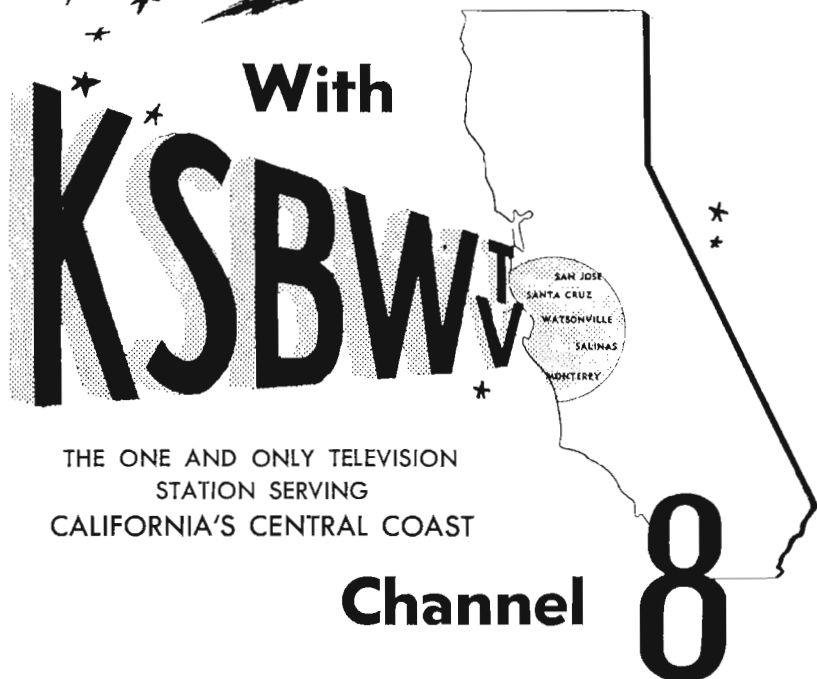


**Big news of ZIV's NEW
TRAFFIC STOPPING
TV series**

**See
pages
434-435**



YOUR SALES SOAR



THE ONE AND ONLY TELEVISION
STATION SERVING
CALIFORNIA'S CENTRAL COAST

Television's Finest Schedule
18 of the Top 20
Network Programs

CBS

NBC

ABC

PLUS

- ★ General Teleradio Movies
- ★ Little Rascals
- ★ Looney Tunes
- ★ A-P News Photos

EQUALS

California's Best Television Advertising BUY

See H-R Television, Inc.

KSBW-TV
8
SALINAS-MONTEREY
ABC, CBS, NBC

CALIFORNIA

SACRAMENTO (Cont.)

KCRA-TV (Cont.)

OPERATION Hours, noon-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KCRA. Fm KCRA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (40x80 ft.). Three RCA camera chains. Two RCA film cameras, b&w and color. Two RCA film projectors. Two RCA slide projectors. One Telop opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Ewing C. Kelly, pres. & gen. mgr. (50%), C. Vernon Hansen, vp. (16 $\frac{2}{3}$ %), Gerald Hansen, secy.-treas. (16 $\frac{2}{3}$ %) and Kenneth W. Hansen (16 $\frac{2}{3}$ %).

EXECUTIVES:

Ewing C. Kelly, pres. & gen. mgr.
Frank M. Devaney, sta. mgr. & film buy.
W. Herbert Hartman, ch. eng.
Howard J. Smiley, prom. mgr. & pub. rel. dir.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,362,000; Families in Area, 412,000; No. of Tv Sets, 285,000; Retail Sales, \$1,485,900,000; Income per Family, \$4,773; Income per Capita, \$1,508.

SALINAS

(Monterey County)

KSBW-TV (MONTEREY)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St. Phone: Salinas 2-6422.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 10 kw, Aural 5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,630 ft.; Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KSBW.

REPRESENTATIVES: Sales, H-R Television; Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

SERVICES: One studio (40x64 ft.). Two RCA camera chains. Three film cameras, one Bell & Howell 16mm, one Bolex 16mm, one Auricon 16mm. Two RCA film projectors. Two slide projectors, Gray and Spindler & Sauppe. News Service, AP.

PRINCIPAL STOCKHOLDERS: John C. Cohan, pres & gen. mgr. (25%), William M. Oates, secy.-treas. (25%) and others.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr.
William M. Oates, sec.-treas. & asst. gen. mgr.
Fran Conrad, sta. mgr. & film buy.
Graham Moore, com. mgr.
Orbie Sullivan, opr. mgr.
Bill Hargan, ch. eng.
Joe Thompson, prom. mgr.
Neal Edmondson, news ed.

RATE INFORMATION: Class A one hour (live) \$350; minute spot (live) \$97.50, (film) \$75; ID \$50. ID Length 10 sec. Frequency discounts from 5% for 23 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	474,933	1,421,000
No. of Sets	110,879	365,267
Retail Sales		\$1,599,050,000
Income per Family	\$6,297
Income per Capita	\$1,985

SAN DIEGO

(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Bcstg. Inc. Address: 1405 Fifth Ave. Postal Zone: 1. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1949. Hours, 6:30 a.m.-11:45 p.m.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

**MORE POWER FOR
MORE COVERAGE IN
America's **MORE** Market...**

with 316,000 watts* on Channel-8,
KFMB-TV, SAN DIEGO

*directional

San Diego County alone
has grown **52%*****
**IN POPULATION
SINCE 1950**

San Diego County alone
has grown **51%*****
**IN RETAIL SALES
SINCE 1950**

A Market GREATER than:★
Atlanta, Georgia,
New Orleans, La.,
Portland, Oregon,
Dallas, Texas,
Denver, Colo., or
Seattle, Wash.

The Nation's **15th**★
Market in Bldg. Materials
●
***KFMB-TV's Coverage is
where the West grows fastest***

★ Consumer Markets, 1955

★ ★ San Diego Chamber of Commerce

**CALL YOUR
PETRY MAN**

KFMB  TV

WRATHER-ALVAREZ BROADCASTING, INC.

SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

SAN DIEGO (Cont.)

KFMB-TV (Cont.)

AFFILIATION: Tv Networks, ABC, CBS, Station, Am, KFMB.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.
SERVICES: Two studios (70x30 ft. and 40x20 ft.). Four DuMont camera chains. One TSC rear screen projector. Two GE film cameras. Two Eastman film projectors. Two slide projectors, Gray and Spindler & Sauppe. One Federal scanner. One Baloptican opaque projector. Two Houston-Fearless film processing units. One mobile unit. Newsreel truck. News Services, AP, U.P. Library, Capitol.
PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., pres. (38.89%); Maria Helen Alvarez, vp. (38.89%); Edward Petry & Co., (22.22%). Mr. Wrather holds grant for WJDW (TV) Boston, Mass.

EXECUTIVES:
 J. D. Wrather Jr., pres. Charles F. Able, ch. eng.
 George Whitney, gen. mgr. George G. Jacobs, tech. dir.
 Bill Fox, com. mgr. Dan Bellus, prom. mgr.
 James M. Harmon, prog. dir. & film buy.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 25 times up to 15% for 312 times. Rate Card No. 9.

KFSD-TV

LICENSEE: KFSD Inc. Address: 3642 Enterprise St. Postal Zone: 10. Phone: Cypress 8-7151.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Operating Pow.: Visual 63 kw, Aural 36 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 252 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 13, 1953. Hours, 7-12:30 a.m.
AFFILIATION: Tv Network, NBC, Stations, Am, KFSD, Fm, KFSD-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln, Peterson & McDaniel; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (35x45 ft. and 35x35 ft.). Three RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray slide projector, one Gray Telop opaque projector. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Fox, Wells & Co. (Stamford, Conn.) (95.5%), voted by James G. Rogers, pres. Fox, Wells also owns 26.75% of WWOR-TV Worcester, Mass., and about 28% of Olympic Radio & Television Inc. (set manufacturers).

EXECUTIVES:
 James G. Rogers, pres. LeRoy Bellwood, ch. eng.
 William E. Goetze, gen. mgr. Harold Boone, prom. mgr.
 Jay Grill, com. mgr. Lionel Van Deerlin, news ed.
 William Hollenbeck, prog. dir. & film buyer.
RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	769,200*	131,600	988,100
Families in Area	256,400	72,966	329,366
No. of Sets	229,000	56,333	285,333
Retail Sales	\$706,372,000*	\$255,914,000	\$962,286,000
Income per Family	\$3,554	\$3,554	\$3,554*
Income per Capita	\$1,650	\$1,650	\$1,650*

* Based on San Diego Chamber of Commerce figures.

XETV (TV) (TIJUANA, MEXICO)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S.A. Address: 4229 Park Blvd., San Diego. Postal Zone: 3. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Not Set)

LICENSEE: Bay Television. Address: 414 N. Camden Drive, Beverly Hills, Calif.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 370 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Attorneys, Prichard & Brenner, Beverly Hills.

PRINCIPAL STOCKHOLDERS: Dr. and Mrs. Leonard Averett.

KGO-TV

LICENSEE: American Bcstg.-Paramount Theaters Inc. Address: 277 Golden Gate Ave. Postal Zone 2. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 517 ft.

OPERATION: Began May, 1949. Hours, 11:25 a.m.-midnight, Mon.-Fri. 9 a.m.-midnight, Sat. & Sun.

AFFILIATION: Tv Network, ABC, Stations, Am, KGO.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios (52x80 ft. and two 36x44 ft.). Ten RCA camera chains. Two rear screen projectors. Four RCA film cameras. Four RCA film projectors. Two Spindler & Sauppe slide projectors. One GE Baloptican projector. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York

EXECUTIVES:
 Leonard H. Goldenson, pres. AB-PT Harry Jacobs, ch. eng.
 Robert E. Kintner, pres. (ABC Div.) Robert Mitchell, film buy.
 James H. Connolly, vp. & gen. mgr. Jon W. Barkhurst, prom. mgr.
 David M. Sacks, gen. sls. mgr. Ed Smith, prod. dir.
 Russell Baker, prog. dir.

RATE INFORMATION: Class AA one hour (film) \$1,350; minute spot (film) \$270; ID \$135. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,707,700	1,322,100	4,490,400
Families in Area	890,160	412,860	1,442,640
No. of Sets	723,000	335,000	1,087,000
Retail Sales	\$2,988,263,000	\$1,533,860,000	\$4,982,184,000

KPIX (TV)

LICENSEE: Westinghouse Bcstg. Co. Inc. (Cal.). Address: 2655 Van Ness Ave. Postal Zone: 9. Phone: Prospect 6-5100.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter GE. Antenna Make: GE. Height: Above average terrain 1,140 ft.; Above ground 529 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1948. Hours, 7-1 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency.

SERVICES: Three studios (40x70 ft., 30x40 ft. and 15x25 ft.). Seven RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two Spindler & Sauppe slide projectors. One Gray Telop opaque projector. One mobile unit. News Service, INS.

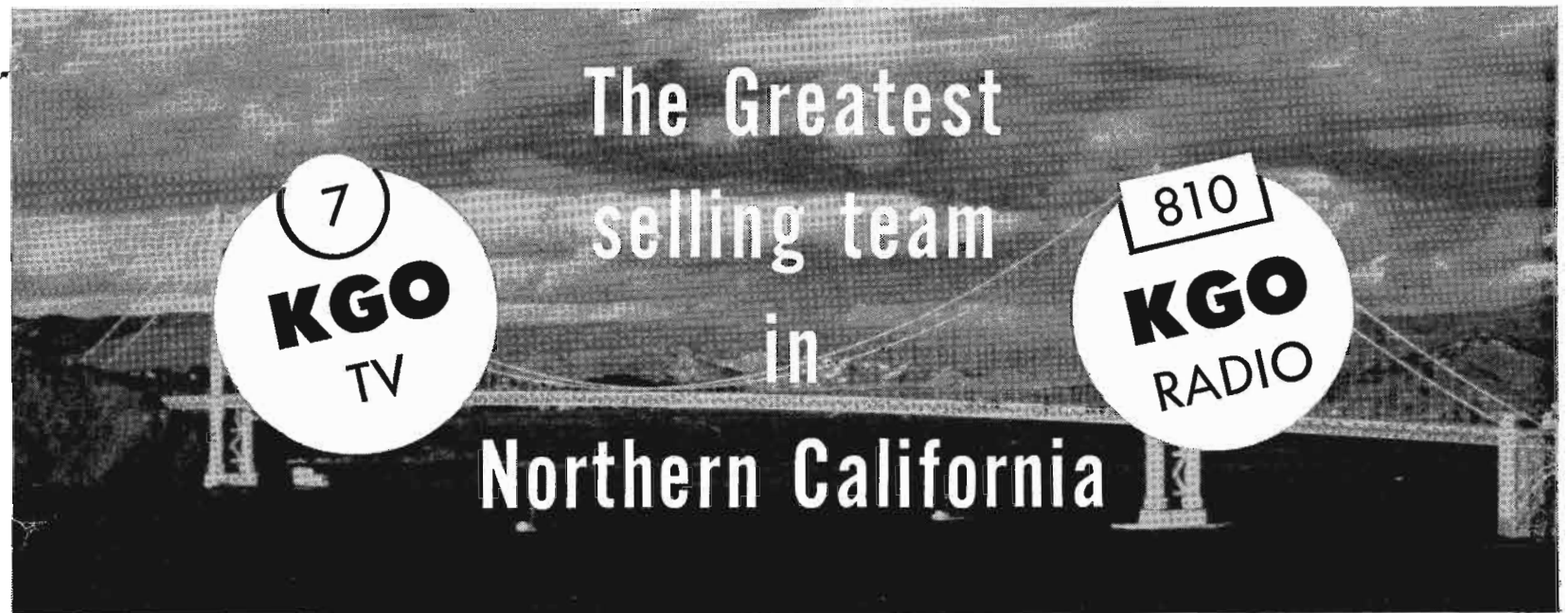
PRINCIPAL STOCKHOLDERS: See WPTZ (TV) Philadelphia.

EXECUTIVES:
 Chris J. Witting, pres. (New York) A. E. Towne, ch. eng.
 Philip G. Lasky, gen. mgr. Herbert Bachman, publicity & sls. prom. mgr.
 Lou Simon, com. mgr.
 William C. Dempsey, prog. mgr. & film buy.

RATE INFORMATION: Class AA one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$260, (film) \$260; ID \$130. ID Length 8 sec. Specifications, film—16mm, slide—2x2, Telop—4x5. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,473,800	1,687,700	4,454,500
Families in Area	805,760	517,550	-----
No. of Sets	700,301	379,109	1,079,450
Retail Sales	\$3,067,682,000	\$2,130,294,000	\$5,581,138,000



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in
Northern California



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covers Northern California with the
talent it takes to SELL!**



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BAKER

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LET'S FACE IT! You need talent with the power to sell. Personal endorsement by Northern California's most honored talent, and maximum Radio and TV power are selling for KGO advertisers in the rich, booming, highly-competitive Northern California market.

Ask your nearest Petry representative for a schedule to put this great team to work selling for you.

*Owned and operated by
American Broadcasting-
Paramount Theaters, Inc.*

**KGO AND KGO-TV
SAN FRANCISCO**

SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Publishing Co. Address: 901 Mission St. Postal Zone: 19. Phone: Garfield 1-1112.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,310 ft.; Above ground 200 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Nov. 15, 1949. Hours, 6:30-12:30 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Free & Peters Inc.; Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

SERVICES: Three studios (40x58 ft., 40x89 ft. and 12x18 ft.). Eight RCA camera chains. One Bode rear screen projector (2 screens). Two RCA film cameras, three Videcon film cameras. Two Eastman film projectors. Two RCA slide projectors. One mobile unit.

PRINCIPAL STOCKHOLDER: Licensee publishes San Francisco Chronicle. Also owns 97 1/3% of KBAK-TV Bakersfield, Calif.

EXECUTIVES:

Charles Thieriot, vp. & gen. mgr.	Douglas Elleson, prog. dir.
Harold P. See, sta. mgr.	J. L. Berryhill, ch. eng.
Norman Louvau, com. mgr. & film buy.	Roland D. Irving, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$1,300, (film) \$1,300; minute spot (live) \$270, (film) \$270; 1D \$135. 1D Length 8 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,840,700	1,000,400	4,219,500
Families in Area	947,400	318,600	1,382,400
No. of Sets	790,200	220,500	1,079,500
Retail Sales	\$3,514,443,000	\$1,193,488,000	\$5,109,861,000
Income per Family	\$6,186	\$5,249	\$5,892
Income per Capita	\$2,063	\$1,670	\$1,930

KSAN-TV

LICENSEE: S. H. Patterson. Address: 1355 Market St. Postal Zone 3. Phone: Market 1-8171.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 16.66 kw, Aural 8.75 kw. Antenna Height: Above average terrain 1,091 ft.; Above ground 372 ft.

OPERATION: Began March 15, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Station, Am, KSAN.

REPRESENTATIVES: Sales, Stars National Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: One studio (15x30 ft). Four DuMont camera chains. One GE film camera. Two Holmes film projectors. Two Spindler & Sauppe slide projectors. One GE opaque projector. One mobile unit. Complete 16mm sound remote equipment.

PRINCIPAL STOCKHOLDER: S. H. Patterson, sole owner.

EXECUTIVES:

S. H. Patterson, own.	Hal Simpson, ch. eng.
Norwood J. Patterson, gen. mgr. & com. mgr.	Sue Polsky, film buy.
Gloria Dawn Patterson, prog. dir.	Lucile Lando, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$18, (film) \$18; 1D \$10. 1D Length 10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 206 times. Rate Card No. 1B.

KQED (TV)* (BERKELEY)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 165 Post St., San Francisco. Postal Zone: 8. (For full listing see Berkeley, Calif.)

SAN JOSE

(Santa Clara County)

KNTV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: Standard Radio & Television Co. Address: 645 Park Ave. Postal Zone: 10. Phone: Cypress 7-5577.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,770 ft.; Above ground 291 ft.

OPERATION: Hours, 4-10 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair.

SERVICES: Two studios (20x40 ft. and 40x40 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. (Film processing unit available.) One mobile unit.

PRINCIPAL STOCKHOLDER: Wholly owned by Sunlite Bakery. A. T. Gilliland, pres. (100%).

EXECUTIVES:

A. T. Gilliland, pres.
H. Y. Maynard, mgr.
Harry Bartolomei, ch. eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	710,370	830,400	1,540,770
Families in Area	221,990	259,500	481,490
No. of Sets	210,890	220,575	431,465
Retail Sales	\$700,740,000	\$735,777,000	\$1,436,517,000
Income per Family	\$5,206	\$6,536
Income per Capita	\$1,676	\$2,138

.... For Complete Data on

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YEARBOOK - MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
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48 STATES FOR THAT MATTER.

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The eyes and ears of more than
1,000,000 homes in Northern California
are focused on Miss KRON-TV

STATION SHARES OF AUDIENCE

Monday through Friday

	MORNING 9 AM - 12 N	AFTERNOON 12 N - 6 PM
KRON-TV	49.7%	40.3%
Station B	45.7	32.4
Station C	4.6	27.2
Others	#	0.1

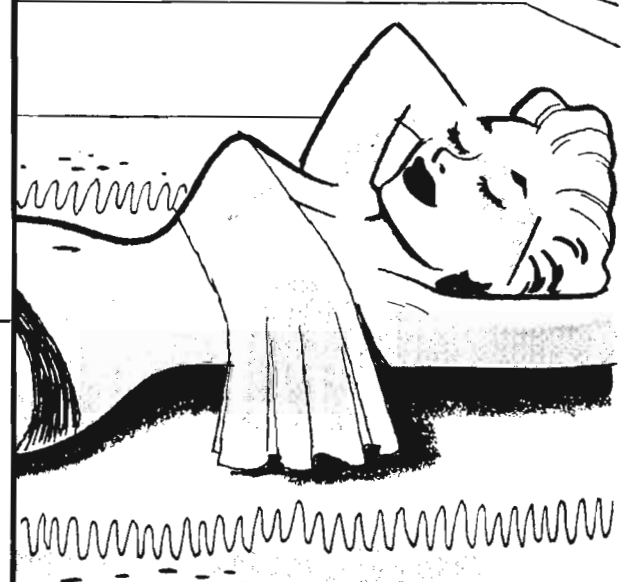
Sunday through Saturday

	NIGHT 6 PM - MID	TOTAL DAY 6 AM - MID
KRON-TV	47.8%	44.6%
Station B	32.7	33.7
Station C	19.3	21.6
Others	0.2	0.1

Nielsen Station Index TV Report April 1955

San Francisco
KRON-TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**



Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"

SAN LUIS OBISPO
(San Luis Obispo County)

KVEC-TV

LICENSEE: Valley Electric Co. Address: 787 Higuera St. Phone: 1100.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.9 kw. Operating Pow.: Visual 16 kw, Aural 8.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS, DTN. Station, Am, KVEC.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (30x40 ft. and 40x70 ft.). One DuMont camera chain. One Beil & Howell film camera, one Auricon Sound film camera. Two 16mm Holmes film projectors. One DuMont slide projector. One DuMont scanner. One opaque projector. One Ford Coach mobile unit. News Service, AP. Library, Standard Radio.

PRINCIPAL STOCKHOLDERS: Christina M. Jacobson, pres. (66 2/3%); Leslie H. Hacker (33 1/3%).

EXECUTIVES:

Christina M. Jacobson, pres.	James D. Cochrane, ch. eng.
Les Hacker, gen. mgr. & film buy.	Earl Muff, prom. mgr.
Si Darrah, com. mgr.	Gary Merker, news ed.
Robert S. Wilton, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	469,700	229,531	699,231
Families in Area	146,200	87,064	233,264
No. of Sets	53,053	32,318	85,371
Retail Sales	\$320,093,000	\$213,396,000	\$533,489,000

SANTA BARBARA
(Santa Barbara County)

KEYT (TV)

LICENSEE: Santa Barbara Bcstg. & Television Corp. Address: 730 Miramonte Drive. Phone: Woodland 5-8533.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,010 ft.; Above ground 201 ft.

OPERATION: Began July 26, 1953. Hours, noon-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Seymour F. Johnson and Robert L. Hammett.

SERVICES: One studio (52x52ft.). Two RCA camera chains. Two RCA film cameras. Two Eastman film projectors. Two Spindler & Sauppe slide projectors. Composite film processing unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Harry C. Butcher, chmn of bd., (13.2%); Colin M. Selph, pres. & gen. mgr. (16.9%); Charles H. Jackson Jr., (26.2%); Ronald Colman, (9.2%). Mr. Butcher owns KIST Santa Barbara.

EXECUTIVES:

Colin M. Selph, pres. & gen. mgr.	Lloyd Jones, eng. dir.
James G. Hoyt, comp.	Mary Ann Casey, prog. sup.
R. Hill Carruth, reg. sls. mgr.	Joseph Costantino Jr., prom. mgr.
Russell L. Furse, prog. opr. dir.	William P. Huddy, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	563,909	1,358,593	1,922,502
Families in Area	155,500	421,159	576,659
No. of Sets	135,500	328,692	464,192

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

STOCKTON

(San Joaquin County)

KOVR (TV)

LICENSEE: Television Diablo Inc. Address: 225 E. Miner Ave. Postal Zone: 2. Phone: Howard 6-6981.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,240 ft.; Above ground 399 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1954. Hours, 4:00 p.m.-midnight.

AFFILIATION: Tv Network, DTN. Station, Fm, KSBK(FM).

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (65x40 ft. and 50x40 ft.). Five RCA camera chains. Two RCA film cameras. Two Eastman Kodak 16mm film projectors. Two Spindler & Sauppe slide projectors. One GE Balop opaque projector. One 16mm film processing unit. One mobile unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: H. L. Hoffman, chmn of bd., (63%). Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers.

EXECUTIVES:

H. Leslie Hoffman, chmn. of bd.	Jay Watson, prog. dir.
Terry H. Lee, exec. vp., gen. mgr. & film buy.	& asst. gen. mgr.
William L. Rambo, com. mgr.	Stanton D. Bennett, ch. eng.
	R. J. Anderson, asst. ch. eng.
	Gordon E. Grannis, prom. mgr.
	Mel Riddle, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$160 (film) \$150; ID \$75. ID Length 8 sec. Specifications 2x2 in. slide. Full and share screen. Frequency discounts from 5.3% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,382,669	4,000,000
Families in Area	1,403,300	1,403,300
No. of Sets	1,078,200	1,078,200

KTVU (TV)†

LICENSEE: San Joaquin Telecasters. Address: 2293 E. Main St. Phone: Howard 5-7271.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,630 ft.; Above ground 120 ft.

OPERATION: Began Dec. 15, 1953.

REPRESENTATIVES: Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Owned principally by Browen Industries, which owns Fontana (Calif.) Herald News, and Richmond (Calif.) Independent, and weekly La Mesa (Calif.) Scout.

EXECUTIVES:

Warren Brown Jr., pres.

† KTVU (TV) has suspended operation, but has not returned its CP.

TULARE

(Tulare County)

KVVG (TV)

LICENSEE: U.H.F. Telecasting Corp. Address: 1385 E. Tulare St. Phone: 6-3481.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 148 kw. Operating Pow.: Visual 282 kw, Aural 148 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 147 ft.

OPERATION: Began June 1, 1953. Hours, 4-11:30 p.m.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Consulting Engineer, Konor Oakley.

SERVICES: Two RCA camera chains. One GE film camera. GE and Eastman film projectors. One Gray slide projector. One GE opaque projector.

PRINCIPAL STOCKHOLDERS: M. B. Scott, pres. (50%), and J. Justman (50%). Mr. Scott owns KOPP Ogden, Utah.

EXECUTIVES:

Milton B. Scott, pres.	H. MacKenzie, ch. eng.
Wally Sherwin, gen. mgr.	M. Milne, prom. mgr.
E. David Beattie, vp., com. mgr.	

RATE INFORMATION: Class A one hour (live) \$325; minute spot (live) \$65, (film) \$65; ID \$32.50. ID Length 10 sec. Frequency discounts. Rate Card No. 3.

VISALIA

(Tulare County)

KAKI (TV)

(Target Date, Not Known)

LICENSEE: Sequoia Telecasting Co. Address: 400 E. Tulare St., Tulare, Calif.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.6 kw. Transmitter: DuMont. Antenna Make: DuMont. Height: Above average terrain 310 ft.; Above ground 319 ft.

REPRESENTATIVES: Consulting Engineer, James R. Bird.

PRINCIPAL STOCKHOLDER: Irvin V. Willat (100%).

COLORADO MARKET INDICATORS

Total Population, July 1, 1954.....	1,456,000
Total Families, 1950.....	338,205
Total Urban Population, 1950.....	831,318
Total Rural Nonfarm Population, 1950.....	295,590
Total Farm Population, 1950.....	198,191
Employed in Nonagricultural Establishments, March 1955.....	397,200
Employed in Agriculture, 1950.....	71,808
Employed in Mining, March 1955.....	13,600
Employed in Manufacturing, March 1955.....	62,000
Employed in Construction, March 1955.....	22,000
Employed in Transportation & Public Utilities, March 1955.....	41,700
Employed in Wholesale & Retail Trade, March 1955...	105,500
Employed in Finance, Insurance & Real Estate, March 1955.....	18,100
Employed in Service and Miscellaneous, March 1955...	50,600
Employed in Government Service, March 1955.....	83,700
Retail Sales, 1954.....	\$ 1,670,834,000
Bank Assets, Jan. 1, 1955.....	\$ 1,671,805,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,553,163,000
Major Income Sources, 1953: Agriculture 7.6%; Government 21.7%; Manufacturing Payrolls 11.5%; Trade and Service 28.1%.	
Total Income Payments, 1953.....	\$ 2,367,000,000
Per Capita Income, 1953.....	\$ 1,675
Total Internal Revenue Collections, 1954.....	\$ 654,545,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 75.55
Cash Receipts from Farm Marketing, 1954.....	\$ 426,866,000
Government Payments to Farmers, 1954.....	\$ 11,215,000
Value of Mineral Production, 1951.....	\$ 179,435,000
Total New Construction in 1952.....	\$ 408,900,000
New Private Construction in 1952.....	\$ 258,500,000
New Public Construction in 1952.....	\$ 150,400,000
Motor Vehicle Registration, 1954.....	682,325
Number of Telephones, Jan. 1, 1955.....	536,800
Number of Electrical Connections, Jan. 1, 1955.....	488,020
Number of Gas Utilities Connections, 1953.....	253,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

COLORADO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Adams	40,234	\$32,141	\$ 7,249	\$ 1,080	10,810	78%
Alamosa	10,531	14,010	2,811	424
Arapahoe	52,125	65,357	22,446	2,977	11,050	57%
Archuleta	3,030	2,058	372	249
Baca	7,964	6,806	1,587	247
Bent	8,775	5,368	1,432	184
Boulder	48,296	58,779	14,474	1,975	7,350	44%
Chaffee	7,168	8,537	2,279	205	280	12%
Cheyenne	3,453	2,927	537	91
Clear Creek	3,289	4,041	934	168	170	14%
Conejos	10,171	4,273	1,051	146
Costilla	6,067	1,594	362	92
Crowley	5,222	3,928	878	147	360	26%
Custer	1,573	798	231	46	70	12%
Delta	17,365	13,039	3,067	374
Denver	415,786	699,934	130,473	28,580	97,220	62%
Dolores	1,966	1,282	416	59
Douglas	3,507	2,623	685	122	140	12%
Eagle	4,488	3,025	907	125	160	15%
El Paso	74,523	103,673	22,841	4,973	9,900	33%
Fremont	18,366	15,211	3,693	524	700	12%
Garfield	11,625	12,777	2,902	536
Gilpin	850	561	229	50	30	15%
Grand	3,963	5,790	709	381	150	15%
Gunnison	5,716	6,099	1,577	197
Hinsdale	263	136	54	37
Huerfano	10,549	6,714	1,785	177
Jackson	1,976	1,862	528	114	110	15%
Jefferson	55,687	53,370	15,202	2,511	15,990	73%
Kiowa	3,003	2,307	543	88
Kit Carson	8,600	9,581	1,517	397
Lake	6,150	7,464	1,936	321	220	12%
La Plata	14,880	17,714	3,818	535
Larimer	43,554	51,180	11,395	1,809	7,920	52%
Las Animas	25,902	17,619	5,285	440
Lincoln	5,909	7,962	1,231	351	240	13%
Logan	17,187	25,289	4,325	563	1,280	25%
Mesa	38,974	46,933	10,585	1,454
Mineral	698	451	159	35
Moffat	5,946	9,036	2,114	340
Montezuma	9,991	10,447	2,414	466
Montrose	15,220	15,068	3,256	429
Morgan	18,074	25,739	4,478	732	1,280	24%
Otero	25,275	22,904	5,377	704	2,110	26%
Ouray	2,103	1,198	346	144
Park	1,870	1,615	280	95	50	12%
Phillips	4,924	7,379	1,232	283	380	25%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Pitkin	1,646	1,617	424	78
Prowers	14,836	17,777	2,582	816
Pueblo	90,188	102,410	23,430	2,442	14,050	48%
Rio Blanco	4,719	5,489	1,590	345
Rio Grande	12,832	11,215	2,370	427
Routt	8,940	6,537	1,428	303
Saguache	5,664	3,871	630	157
San Juan	1,471	684	197	71
San Miguel	2,693	1,668	690	118
Sedgwick	5,095	6,247	1,232	243	380	25%
Summit	1,135	739	236	61	60	15%
Teller	2,754	2,411	663	122	70	12%
Washington	7,520	7,964	2,037	259	600	25%
Weld	67,504	71,801	13,700	1,769	10,910	54%
Yuma	10,827	11,364	2,018	458	880	25%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

COLORADO SPRINGS

(El Paso County)

KKTV (TV)

LICENSEE: TV Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,760 ft.; Above ground 223 ft.

OPERATION: Began Dec. 7, 1952. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KVOR.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (60x30 ft.). Two DuMont camera chains. One composite rear screen projector. One RCA film camera. Two RCA film projectors. One dual Gray slide projector. One composite film processing unit. One composite mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Colorado Bcstg. Co., licensee of KGHF Pueblo (50%), and James D. and Betty Z. Russell (50%).

EXECUTIVES:

James D. Russell, pres. & gen. mgr. H. Cozine Strang, transmitter sup.
 Robert D. Ellis, vp. & natl. sls. mgr. Willis C. Shanks, studio sup.
 William Rodgers Jr., com. mgr. Carl Pehlman, film ed.
 Cecil Seavey, prog. dir. John Bartholomew, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$47.50, (film) \$40; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	285,000	25,000	320,400
Families in Area	95,000	8,000	105,000
No. of Sets	55,000	2,204	57,204
Retail Sales	\$314,337,000	\$3,000,000	\$317,337,000

KRDO-TV

LICENSEE: Pikes Peak Bcstg. Co. Address: 399 S. 8th St. Phone: Melrose 2-1515.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.8 kw. Operating Pow.: Visual 11.5 kw, Aural 5.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —630 ft.; Above ground 465 ft.

OPERATION: Began Sept. 30, 1953. Hours, 10 a.m.-11 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KRDO.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

SERVICES: Two studios (50x75 ft. and 20x30 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray Teloprojector slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son (50.11%), William J. Gregory (39.22%).

EXECUTIVES:

Harry W. Hoth Jr., pres. gen. mgr. Herbert Schubarth, ch. eng.
 & film buy. William Gear, news ed.
 Jack Finlayson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$162.50, (film) \$125; minute spot (live) \$32, (film) \$25; ID \$25. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION: (Grade A FCC Contour): Population, 90,000; Families in Area, 40,000; No. of Sets, 25,000; (Grade B) No. of Sets, 15,000; (Grade A) Retail Sales, \$79,804,000.

DENVER
(Denver County)

KBTV (TV)

LICENSEE: TV Denver Inc. Address: 1089 Bannock St. Postal Zone: 4. Phone: Tabor 5-6386.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 141 kw. Operating Pow.: Visual 282 kw, Aural 141 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 273 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1952. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (60x60 ft. and 40x60 ft.). Four RCA camera chains. One Translux rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray Telejectors and one Projectal slide projector. One mobile unit. News Services, INS, UP. Library, Francis, Day & Hunter (mood music).

PRINCIPAL STOCKHOLDERS: John C. Mullins, pres. (50%) and Frank R. Leu, vp. (50%).

EXECUTIVES:

John C. Mullins, pres.	Russell Elias, studio sup.
Joseph Herold, gen. mgr.	Carl Bliesner, transmitter sup.
James F. Brown, natl. sls. mgr.	W. L. Murray, film mgr.
Robert Brown, loc. sls. mgr.	Bill Walker, prom. mgr.
Sam Worsham, prog. dir.	Bill Michelsen, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full screen. Frequency discounts from 2.75% for 26 times up to 17.5% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,121,600; Families in Area, 341,270; No. of Sets, 289,251; Retail Sales, \$1,451,810,000; Income per Family, \$5,000.

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: 550 Lincoln St. Postal Zone: 7. Phone: Keystone 4-8281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 201 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 18, 1952. Hours, 3:45-10:30 p.m.

AFFILIATION: Tv Network, DTN.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Three studios (35x45 ft., 29x32 ft. and 175x125 ft., with 2,000 seating capacity.) Two RCA two-camera field chains. One TSC rear screen projector. Two RCA film camera chains. Four film projectors, two RCA 16mm, one Holmes 16mm, one RCA remote. Two slide projectors, one Spindler & Sæppe 2x2 in., one Multiscope 2 1/4 x 3 1/4 in. One mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Gotham Broadcasting Co., licensee of WINS New York. J. Elroy McCaw (75%), John D. Keating (25%). For other McCaw-Keating interests, see KTVW (TV) Tacoma, Wash.

EXECUTIVE:

J. Elroy McCaw, pres.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$350; minute spot (live) \$90, (film) \$75; ID \$37.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 2.

MARKET INFORMATION:	Grade A	Grade B	Total
	(FCC Contour)	(FCC Contour)	(Including Fringe Area)
Population	858,200	196,800	1,055,000
Families in Area	269,200	60,600	329,800
No. of Sets	299,762
Retail Sales	\$1,039,802,000	\$235,912,000	\$1,275,714,000
Income per Family	\$4,756	\$4,705	\$4,733.35
Income per Capita	\$1,430	\$1,427	\$1,429.55

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**\$100,000
Facilities
Expansion**

**TOP
Adjacencies
to New Local
Programs & Power
Packed ABC
Network Shows**

**NOW
2-Hours More Daily
SIGN ON
at
12 NOON**

**Syndicated
Film Shows
give you
Class A
1-minute
availabilities**

**NEW
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Film
Facilities**

*"The Prettiest
Picture
in Denver"*

KBTV
CHANNEL **9** DENVER
1089 BANNOCK

**John C. Mullins
President**
**Joe Herold
General Manager**
National Representative
Free & Peters

NOW it's Your Move!

DENVER (Cont.)

KLZ-TV

LICENSEE: Aladdin Bcstg. Corp. Address: 131 Speer Blvd. Postal Zone: 3. Phone: Main 3-4271.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, KLZ-AM. Fm, KLZ-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Two studios (48x48 ft.). Four RCA camera chains. One Bodde double head rear screen projector. Two RCA film projectors. Two slide projectors, Gray and Super Projectal. One Super Projectal opaque projector. One mobile unit. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDER: Time Inc., which also owns 50% of KOB-AM-TV Albuquerque, N.M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah. Time Inc. also publishes Time, Life and Fortune magazines.

EXECUTIVES:

Hugh B. Terry, pres. & gen. mgr. Gene Jenkins, ch. eng.
Phil Hoffman, sta. mgr. Harold Storm, prom. mgr.
Jack Tipton, com. mgr. Sheldon Peterson, news ed.
Clayton Brace, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,000,000; Families in Area, 338,900; No. of Sets, 289,251; Retail Sales, \$1,289,249,000; Income per Family (consumer spendable income), \$4,655.

KOA-TV

LICENSEE: Metropolitan Television Inc. Address: 1625 California St. Postal Zone: 2. Phone: Main 3-6211.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 383 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 24, 1953. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KOA. Fm, KOA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney; McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (34x48 ft. and 23x42 ft.). Four RCA camera chains. One Trans Lux rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray Teleoproject slide projector. One Gray Telop opaque projector. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Class A stockholders are William Grant, pres., 11.1%; Thomas Campbell, 7.5%; Quigg Newton, 7.1%; Hendrie & Bolthoff Co., 28.9%; and 12 others. Class B stockholders are Bob Hope, 79.3%; James L. Saphier, 9.3% and three others. Both groups have varying holdings of Class C stock.

EXECUTIVES:

William Grant, pres. J. A. Slusser, tech. opr. mgr.
Don Searle, vp. & gen. mgr. James Butts, tv eng. opr. sup.
William F. MacCrystall, tv. sls. mgr. C. Van Haaften, film buy.
Jud Woods, pub. aff. dir. Dick Harris, prom. mgr.
Ralph Radetsky, prog. opr. mgr. Charles Crosswhite, news ed.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Frequency discounts 2 1/2% for 13 times up to 17 1/2% for 312 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,003,000; Families in Area, 314,490; No. of Sets, 289,251 (April 1); Retail Sales, \$1,285,071,000; Income per Family, \$5,712.

KRMA-TV*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: School District No. 1, City and County of Denver and State of Colo. Address: 414 14 St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 210 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair.

EXECUTIVES:

Dr. Kenneth E. Oberholtzer, supt. of schools.

BROADCASTING • TELECASTING

GRAND JUNCTION

(Mesa County)

KFXJ-TV

LICENSEE: Western Slope Bcstg. Co. Address: P. O. Box 30. Phone: 1300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.29 kw, Aural .776 kw. Operating Pow.: Visual 1.29 kw, Aural .776 kw. Transmitter: Gates. Antenna Make: GE. Height: Above average terrain —10 ft.; Above ground 343 ft.

OPERATION: Began May 30, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFXJ.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (28x30 ft. and 24x36 ft.). Two RCA camera chains. One RCA film camera, one Bolex 16mm silent film camera. Two RCA film projectors. One RCA slide projector. Complete dark room film facilities. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Rex Howell and family, (100%). Mr. Howell also owns 51% of KGLN Glenwood Springs, Colo.

EXECUTIVES:

Rex Howell, pres. & gen. mgr. Cecil Whitchurch, ch. eng.
E. Anson Thomas, com. mgr. Roy Adamson, prom. mgr.
J. L. Robinson, prog. dir. Ray Kelley, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$120; minute spot (live) \$30, (film) \$24; ID \$12. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	81,325	13,295	94,620
Families in Area	25,295	3,890	29,185
No. of Sets	8,475	2,500	10,975
Retail Sales	\$78,022,800	\$12,141,056	\$90,163,856
Income per Family	\$4,557
Income per Capita	\$1,326

PUEBLO

(Pueblo County)

KCSJ-TV

LICENSEE: Star Bcstg. Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 470 ft.

OPERATION: Began July 13, 1953. Hours, 9:15 a.m.-11 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KCSJ.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Bernard Koteen; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (40x48 ft. and 21 1/2x17 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras, one GE film camera, one Auricon Cinevoice camera. Two RCA 16mm film projectors. Two Gray slide projectors. One Tressel opaque projector. Morse film processing unit. One White Bus mobile unit. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDER: Bankers Life & Casualty Co., licensee of KGA Spokane, Wash.

EXECUTIVES:

Ray J. Williams, pres. & gen. mgr. Marion Cunningham, ch. eng.
Russell Truesdell, sta. mgr. opr. Cliff Hendrix, prod. dir.
dir. & film buy. Robert Billman, news ed.
John Henry, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$45.50, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications, slide & film. Full screen. Frequency discounts from 5% for 26 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	120,500	137,500	375,500
Families in Area	35,100	44,200	108,700
No. of Sets	21,500	20,875	52,649
Retail Sales	\$121,420,000	\$137,850,000	\$369,950,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1954.....	2,219,000
Total Families, 1950.....	512,280
Total Urban Population, 1950.....	1,558,642
Total Rural Nonfarm Population, 1950.....	385,982
Total Farm Population, 1950.....	62,656
Employed in Nonagricultural Establishments, March 1955.....	847,100
Employed in Agriculture, 1950.....	24,131
Employed in Mining, March 1955.... (See Footnote 1, Foreword)	
Employed in Manufacturing, March 1955.....	416,000
Employed in Construction, March 1955.....	37,600
Employed in Transportation & Public Utilities, March 1955.....	42,000
Employed in Wholesale & Retail Trade, March 1955....	144,900
Employed in Finance, Insurance & Real Estate, March 1955.....	45,400
Employed in Service and Miscellaneous, March 1955....	83,900
Employed in Government Service, March 1955.....	77,200
Retail Sales, 1954.....	\$ 2,656,950,000
Bank Assets, Jan. 1, 1955.....	\$ 4,137,276,000
Bank Deposits, Jan. 1, 1955.....	\$ 3,741,730,000
Major Income Sources: 1953 Agriculture 1.1%; Government 9.8%; Manufacturing Payrolls 40.5%; Trade and Service 21.9%.	
Total Income Payments, 1953.....	\$ 4,744,000,000
Per Capita Income, 1953.....	\$ 2,194
Total Internal Revenue Collections, 1954.....	\$ 1,214,677,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 77.00
Cash Receipts from Farm Marketing, 1954.....	\$ 171,983,000
Government Payments to Farmers, 1954.....	\$ 398,000
Value of Mineral Production, 1951.....	\$ 6,247,000
New Public Construction in 1952.....	\$ 106,600,000
Motor Vehicle Registration, 1954.....	867,256
Number of Telephones, Jan. 1, 1955.....	966,200
Number of Electrical Connections, Jan. 1, 1955.....	749,098
Number of Gas Utilities Connections, 1953.....	372,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction uncensored.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets		(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	1954	
Fairfield.....	504,342	\$699,390	\$201,657	\$ 21,055	119,990	75%	
Hartford.....	539,661	791,631	200,357	25,456	124,110	73%	
Litchfield.....	98,872	119,739	34,923	3,741	22,670	72%	
Middlesex.....	67,332	88,612	24,320	2,851	16,820	82%	
New Haven.....	545,784	677,275	183,974	20,971	148,310	87%	
New London.....	144,821	116,470	48,582	4,572	26,140	58%	
Tolland.....	44,709	31,086	9,781	548	7,930	60%	
Windham.....	61,759	82,747	20,019	1,542	13,240	67%	

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BRIDGEPORT

(Fairfield County)

WCTB (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 492 ft.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Address: Booth Hill Road, Trumbull, Conn. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 470 ft.

OPERATION: Began March 29, 1953. Hours, 5-11:15 p.m.

AFFILIATION: Tv Network, ABC. Station, Am, WICC.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20x30 ft. and 16x8 ft.). Two DuMont camera chains. One DuMont film camera. Two GPL 16mm film projectors. Two Federal 35mm scanners. One film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Bridgeport Bcstg. Co. (licensee of WICC) Bridgeport (63.4%). Philip Merryman is 27.3% owner of Bridgeport Bcstg. Co.

EXECUTIVES:

Philip Merryman, pres. & gen. mgr.	Alvin Andrus, ch. eng.
Manning Slater, com. mgr. & prom. mgr.	William Whalen, news ed.
Irving Magilnick, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$100, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets, 58,150.

HARTFORD

(Hartford County)

WEDH (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Operating Pow.: Visual 12 kw, Aural 6.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 780 ft.; Above ground 99 ft.

WGTH-TV

LICENSEE: General-Times Television Corp. Address: 555 Asylum St. Postal Zone: 4. Phone: Jackson 7-9131.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 291 ft.

OPERATION: Began Sept. 25, 1954. Hours, 5 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WGTH.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Irwin Robinson.

SERVICES: One studio (20x40 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: General Teleradio Inc. (55%); Hartford Times-Gannett (45%). Sale to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres.	Rogers Holt, ch. eng.
Fred W. Wagenvoort, gen. mgr.	Daniel German, film buy.
William T. Keller, com. mgr.	Charles Norwood, news ed.
John O. Downey, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8-10 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,210,000	744,000	1,954,000
Families in Area	349,800	216,500	566,300
Retail Sales	\$1,472,000	\$839,000	\$2,311,000

WKNB-TV (New Britain)

LICENSEE: New Britain Bcstg. Co. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551. (For full listing see New Britain, Conn.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 14. For full list of abbreviations and sources of county and state market data see Foreword.

The Pioneer Salesman

Population — 3,607,600

No. of Families — 1,045,800

Retail Sales — \$4,127,897,000

Drug Sales — \$119,797,000

Food Sales — \$1,146,520,000

Conn. Fam. Income — \$6,786

Only VHF in Connecticut

TV Families — 934,448

AUDIENCE LEADER

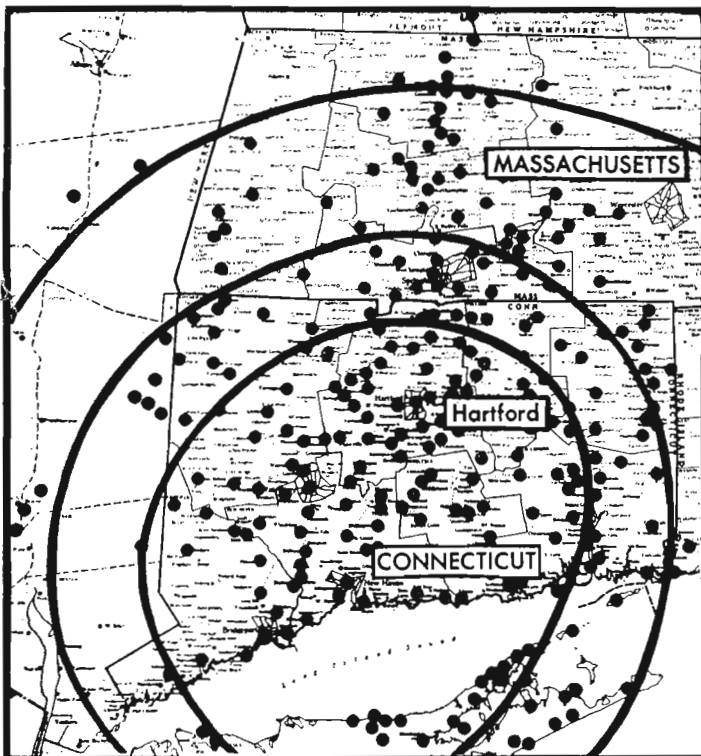
Every audience survey of the Hartford-New Haven area shows WNHC-TV to be far and away the most looked at Television Station in the State.

Over 100 newspapers in 3 states carry the daily and weekly listings of WNHC-TV programs. These are just a few more facts that verify the unparalleled dominance WNHC-TV enjoys in the New England Television Market.

SOURCE: 1955 Sales Management; CBS—Nielsen Survey Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Contour map accepted by FCC December 1954.

of Southern New England

SINCE JUNE 1948



WNHC

Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

represented by the katz agency, inc.

NEW BRITAIN
(Hartford County)

WKNB-TV

LICENSEE: New Britain Bcstg. Co. Address: 1422 New Britain Ave., West Hartford, Conn. Postal Zone: 10. Phone: (Hartford) Adams 3-8551.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 545 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 11, 1953. Hours, 6:55-12:40 a.m.
AFFILIATION: Tv Network, CBS. Station, Am WKNB.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
SERVICES: Two studios (40x60 ft. and 25x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Spindler & Sauppe slide projectors, one Gray slide projector. News Services, AP, Telenews.
PRINCIPAL STOCKHOLDERS: Julian Gross, pres. and wife, (53%) and others. Sale to NBC pending FCC approval.
EXECUTIVES:
 Julian Gross, pres. Barry Barents, prog. dir.
 Peter B. Kenney, exec. vp. & gen. mgr. John P. Shipley, ch. eng.
 David Scott, natl. sls. mgr. Philip Hale, film buy.
 Erwin Needles, loc. sls. mgr. Frank Wooding, prom. mgr.
 Kenneth Houseman, news ed.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. transparent slide. Share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 3.

NEW HAVEN
(New Haven County)

WELI-TV

(Target Date, Not Set)

LICENSEE: Conn. Radio Foundation Inc. Address: 221 Orange St. Postal Zone: 10. Phone: University 5-1133.
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 334 ft.
AFFILIATION: Station Am, WELI.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Richard W. Davis, pres., 24.19%; William Horowitz, vp., 21.36%; Rudy Frank, vp., 3.88%; Edwin Scheitzer, vp., 7.12% and others.
EXECUTIVES:
 Richard W. Davis, pres.

WNHC-TV

LICENSEE: The Elm City Bcstg. Corp. Address: 1110 Chapel St. Postal Zone: 10. Phone: Spruce 7-3611.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 330 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June, 1948. Hours, 6:45-1:15 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WNHC. Fm, WNHC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
SERVICES: Two studios (42x28 ft. and 16x14 ft.). Four DuMont camera chains. One TSC rear screen projector. Two DuMont film cameras, one RCA 3-V film camera, one Auricon 16mm sound camera, two Bell & Howell 16mm cameras. One RCA film projector, three GE 16mm film projectors, one GPL 16mm film projector. One Super Projectal slide and opaque projector, two Telejector slide projectors. One Houston-fearless 16mm Reversal processing unit. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Patrick J. Goode, pres. and family, (41.67%); Aldo DeDominicis, secy.-treas., (41.67%), and others. Messrs. Goode and DeDominicis own controlling interest in WHAY New Britain.
EXECUTIVES:
 Patrick J. Goode, pres. J. Vincent Callanan, vp.-sls.
 Aldo DeDominicis, gen. mgr. & sec.-treas. Vincent DeLaurentis, vp.-eng.
 Edward D. Taddei, exec. vp. William G. Mulvey, film buy.
 Edward C. Obrist, sta. mgr. & prog. dir. James W. Evans, merc. & publicity dir.
 Rockwell Clark, news ed.
RATE INFORMATION: Class A one hour (live) \$800; minute spot (live) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEW LONDON
(New London County)

WNLC-TV

(Target Date, Late 1955)

LICENSEE: The Thames Bcstg. Corp. Address: 281 State St. Phone: Gibson 2-4365.
FACILITIES: Ch. 26, Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: RCA. Antenna Make: Stainless. Height: Above average terrain 700 ft.; Above ground 468 ft.
AFFILIATION: Station, Am, WNLC.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family (100%).
EXECUTIVES:
 Gerald J. Morey, pres. & gen. mgr. Leo Keegan, com. mgr.

NORWICH

(New London County)

WCTN (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.
FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Operating Pow.: Visual 12 kw, Aural 6.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 520 ft.
REPRESENTATIVES: Consulting Engineer, Craven, Lohnes & Culver.

STAMFORD

(Fairfield County)

WSTF (TV)

(Target Date, Unknown)

LICENSEE: Stamford-Norwalk Television Corp. Address: c/o Wendell Lund, 627 Washington Loan & Trust Bldg., Washington, D. C. Postal Zone: 4. Phone: District 7-4377.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 240 ft.; Above ground 374 ft.
REPRESENTATIVES: Attorney, Vincent M. Gaughen; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, pres. (42.5%), attorney and chmn. of bd., Detroit Edison Co.; Vincent M. Gaughan, vp. (15%), attorney; and Wendell Lund, sec.-treas. (42.5%), attorney (Washington).
EXECUTIVES:
 Prentiss M. Brown, pres. Wendell Lund, sec.
 Vincent Gaughan, vp.

MARKET INFORMATION:	Stamford	Norwalk	Total (Including Fringe Area)
Population (1950)	74,293	49,460	123,753
Dwelling Units (1950)	21,291	14,630	35,921
Retail Sales (1948)	\$82,618,000	\$50,838,000	\$133,456,000

WATERBURY

(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Address: 440 Meadow St. Postal Zone: 10. Phone: Plaza 5-1121.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 850 ft.
OPERATION: Began Sept. 6, 1953. Hours, 1-11:30 p.m.
AFFILIATION: Tv Network, ABC. Station, Am, WATR.
REPRESENTATIVES: Sales, Burke Stuart Co. Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo W. Ray.
SERVICES: One studio (15x20 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Harold and Lillian Thomas, (99.5%). The Thomas' have interests in WNAB Bridgeport and WTOR Torrington, both Conn.
EXECUTIVES:
 Harold Thomas, pres. Andrew Toross, ch. eng.
 Samuel R. Elman, gen. mgr. & com. mgr. Gene Valentino, prom. mgr.
 Astrid Curtiss, prog. dir. Robert Gillespie, news ed.
 film buy.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

DELAWARE MARKET INDICATORS

Total Population, July 1, 1954.....	367,000
Total Families, 1950.....	79,730
Total Urban Population, 1950.....	199,122
Total Rural Nonfarm Population, 1950.....	84,738
Total Farm Population, 1950.....	34,225
Employed in Agriculture, 1950.....	11,200
Employed in Manufacturing, March 1955.....	54,700
Employed in Government Service, March 1955.....	14,100
Retail Sales, 1954.....	\$ 517,264,000
Bank Assets, Jan. 1, 1955.....	\$ 751,406,000
Bank Deposits, Jan. 1, 1955.....	\$ 666,894,000
Major Income Sources, 1953: Agriculture 3.9%; Government 10.6%; Manufacturing Payrolls 35.1%; Trade and Service 19.4%.	
Total Income Payments, 1953.....	\$ 825,000,000
Per Capita Income, 1953.....	\$ 2,304
Total Internal Revenue Collections, 1954.....	\$ 844,896,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 78.11
Cash Receipts from Farm Marketing, 1954.....	\$ 93,708,000
Government Payments to Farmers, 1954.....	\$ 390,000
Value of Mineral Production, 1951.....	\$ 584,000
New Public Construction in 1952.....	\$ 43,500,000
Motor Vehicle Registration, 1954.....	139,726
Number of Telephones, Jan. 1, 1955.....	153,000
Number of Electrical Connections, Jan. 1, 1955.....	117,607
Number of Gas Utilities Connections, 1953.....	54,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) 1954	(CBS) TV % 1954
Kent	37,870	\$ 64,638	\$ 10,153	\$ 1,338	9,950	78%
New Castle	218,879	321,655	70,430	7,819	53,230	78%
Sussex	61,336	130,971	17,500	1,847	11,930	58%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

WILMINGTON
(New Castle County)

WPFH (TV)

LICENSEE: WPFH Bcstg. Co. Address: 1003 West St. Phone: 6-2567.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 316 kw, Aural 190 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 478 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June, 1949. Hours, 3 p.m.-1 a.m.

AFFILIATION: Tv Network, DTN. Stations, Am, WIBG Philadelphia. Fm, WIBG-FM.

REPRESENTATIVES: Sales, Meeker Tv Inc.

PRINCIPAL STOCKHOLDER: Paul F. Harron, pres. (100%). Mr. Harron owns 79% of WIBG-AM-FM Philadelphia.

EXECUTIVES:
Paul F. Harron, pres.
Robert R. Nelson, sta. mgr. & film buy.
Luther Piersal, ch. eng.
William Conran, prom. mgr.
Robert Davenport, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,000; minute spot (live) \$200; 15 sec. \$100. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 7.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET INDICATORS
(See Footnotes 2 and 6, Foreword)

Total Population, July 1, 1954.....	861,000
Total Families, 1950.....	198,180
Total Urban Population, 1950.....	802,178
Employed in Nonagricultural Establishments, March 1955.....	490,400

BROADCASTING • TELECASTING

Employed in Agriculture, 1950.....	680
Employed in Mining, March 1955..... (See Footnote 3, Foreword)	22,000
Employed in Manufacturing, March 1955.....	16,000
Employed in Construction, March 1955.....	17,600
Employed in Transportation & Public Utilities, March 1955.....	29,000
Employed in Wholesale & Retail Trade, March 1955.....	90,200
Employed in Finance, Insurance & Real Estate, March 1955.....	22,700
Employed in Service and Miscellaneous, March 1955.....	64,600
Employed in Government Service, March 1955.....	250,300
Retail Sales, 1954.....	\$ 1,381,435,000
Bank Assets, Jan. 1, 1955.....	\$ 1,441,494,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,335,688,000
Major Income Sources, 1953: Government 48.3%; Manufacturing Payrolls 3.1%; Trade and Service 27.2%.	
Total Income Payments, 1953.....	\$ 2,507,000,000
Total Internal Revenue Collection, 1954 ²	\$ 1,883,037,000
Per Capita Income, 1953.....	\$ 2,109
Value of Mineral Production, 1951.....	\$ 82,000
Total New Construction in 1952.....	\$ 93,800,000
New Private Construction in 1952.....	\$ 60,500,000
New Public Construction in 1952.....	\$ 33,300,000
Motor Vehicle Registration, 1954.....	195,563
Number of Telephones, Jan. 1, 1955.....	537,500
Number of Electrical Connections, Jan. 1, 1955 ¹	962,086
Number of Gas Utilities Connections, 1953.....	181,700

¹ Includes Maryland. ² Includes Maryland. For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

DISTRICT OF COLUMBIA MARKET DATA

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) 1954	(CBS) TV % 1954
Washington	802,178	\$1,381,435	\$277,919	\$ 60,956	197,710	80%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

WASHINGTON

WETV (TV)

(Target Date, Not Set)

LICENSEE: Washington Metropolitan Television Corp. Address: Hotel Harrington, 11th & E Sts., N.W. Postal Zone: 4. Phone: Executive 3-8676.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 410 ft.

AFFILIATION: Stations, Am, WGMS. Fm, WGMS-FM.

REPRESENTATIVES: Washington Attorney, William P. Bernton; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Owned 100% by The Good Music Station Inc. (WGMS-AM-FM Washington). M. Robert Rogers, pres., and Pierson Underwood, chmn. of bd., are each 40% owners of WGMS.

EXECUTIVES:
M. Robert Rogers, pres. & gen. mgr. Nicholas J. Chaconas, ch. eng.

WMAL-TV

LICENSEE: The Evening Star Bcstg. Co. Address: 4461 Connecticut Ave., N.W. Postal Zone: 8. Phone: Kellogg 7-1100.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. (Full power target date, Aug. 15, 1955.) Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 515 ft.; Above ground 400 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1947. Hours, noon-12:15 a.m.


AFFILIATION: Tv Network, ABC. Stations, Am, WMAL. Fm, WMAL-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hogan & Hartson.

SERVICES: Three studios (40x70ft., 30x50 ft. and 40x70 ft., latter with elevated stage 30x24 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Two RCA film projectors. Two Kodaslide 35mm slide projectors. One mobile unit. News Service, AP.



THE HALLS OF IVY
starring
MR. & MRS. RONALD COLMAN



Another winner!

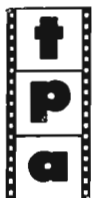
from the portfolio of **TPA** Sales Builders

This is the prize-winner International Harvester selected for its television debut (via Leo Burnett) in what the trade papers called "One of the largest national deals ever made."

HALLS OF IVY is a show to which superlatives naturally gravitate. As a radio program it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a new TV series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting. It has received the loudest plaudits from the top agencies and advertisers in the country.

HALLS OF IVY is unquestionably the most delightful, the most distinguished, the most desired program in television.

For details on availabilities, get in touch with TPA for the most satisfying buy you've ever made.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

DISTRICT OF COLUMBIA

WMAL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co. (Washington Evening Star).

EXECUTIVES:

John W. Thompson Jr., pres.
 F. S. Houwink, gen. mgr.
 Neal J. Edwards, com. mgr.
 Charles D. Bishop, prog. dir. & film buy.

Allan Powley, ch. eng.
 Haywood Meeks, prom. mgr.
 Richard Rendell, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 8 sec. Specifications film or slide. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

WOOK-TV

(Target Date, Oct. 15, 1955)

LICENSEE: United Bcstg. Co. Address: 5321 First Place, N.E. Phone: Republic 7-8000.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.; Above ground 337 ft.

AFFILIATION: Stations, Am, WOOK. Fm, WFAN (FM).

REPRESENTATIVES: Sales, United Bcstg. Co., 441 Lexington Ave., New York; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Owned by Richard Eaton, who also owns WSID-AM-FM-TV Baltimore, WARK Hagerstown, WINX Rockville, all Md., WJMO Cleveland, Ohio, and WANT Richmond, Va.

EXECUTIVES:

Richard Eaton, pres., gen. mgr.,
 film buy. & news ed.
 James Panagos, com. mgr.

Clifton D. Holland, prog. dir.
 Tex Gathings, prom. mgr.

RATE INFORMATION: One hour \$120; minute spot \$26. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times.

WRC-TV

LICENSEE: National Broadcasting Co. Inc. Address: Sheraton Park Hotel. Postal Zone: 8. Phone: Adams 4-5400.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 27, 1947. Hours, 6:45-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WRC. Fm, WRC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zachry & Reindel.

SERVICES: Two studios (76x52 ft. and 21x11 ft.). Two NBC composite camera chains. One Bodde rear screen projector. Three film projectors, one RCA, one Eastman, one Acme 35mm. One slide projector. One Gray Telop opaque projector. One mobile unit, RCA equipped. News Services, AP, INS, UP, Washington City News Service.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver, pres. NBC
 Robert W. Sarnoff, exec. vp. NBC
 Carleton D. Smith, vp. & gen. mgr.
 Joseph Goodfellow, sls. dir.
 Charles de Lozier, sls. mgr.
 James E. Kovach, prog. dir.

John Rogers, eng. in chg.
 William Grayson, radio & tv prog. mgr. & film buy.
 L. A. McClelland, opr. dir.
 Joan C. King, prom. mgr.
 Cassius Keller, news ed.

RATE INFORMATION: Class AA one hour \$1,250; twenty second breaks \$350; ID \$165. ID Length 10 sec. Full and share screen. Frequency discounts except for AA announcements. Rate Card No. 11.

MARKET INFORMATION:

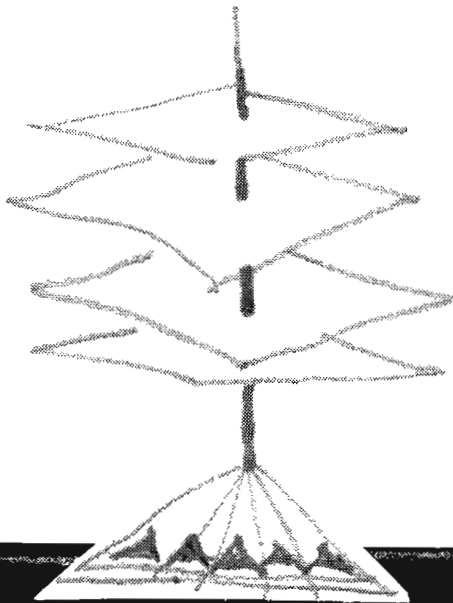
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,703,500	3,381,200	5,084,700
Households in Area	493,660	763,440	1,257,100
No. of Sets	240,000	501,000	741,000
Retail Sales	\$2,116,546,000	\$179,242,000	\$2,295,788,000
Consumer Spendable Income per Household	\$7,106	\$5,200	\$5,800

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Capital Gains

...four ways to make them

in Washington, D.C.



Alert advertisers know that it takes vital, persuasive personalities to increase product sales in the nation's capital. They know, too, that enthusiastic, ready-made audiences are a must. And they've found that WRC and WRC-TV provide that special kind of service.

The ladies, bless 'em, take their purchasing leads from Inga Rundvold — the charming young lady who conducts the women's features on WRC-TV's "Afternoon Show" weekdays from 2:00 to 3:00.

Al Ross, the easy-going, talented proprietor of WRC Radio's record show . . . "Your Timekeeper" . . . captivates young and old alike with his musical selections and informal chatter, weekday mornings from 6:15 to 9:30 and from 6:15 to 8:00 on Saturday.

Then there's versatile Willard Scott, a genial young gent who lightly mc's the popular disc jockey sessions "Twilight Tunes" on WRC Radio — 5:35-6:00 p.m. and 7:45-8:00 p.m.

Ray Haney and the top-rated "Little Rascals" captivate the small fry from 9:00 to 9:15 a.m., weekdays; Wednesdays from 7:00 to 7:30 p.m. Saturday from 3:00 to 4:30 p.m. Ray holds the youngsters enthralled with his "Trading Post."

Top WRC, WRC-TV personalities all, and every one a top salesman for advertisers who are making the biggest sales gains in Washington, D.C.

WRC AM-FM WRC-TV



IN WASHINGTON

represented by NBC SPOT SALES

WTOP-TV

LICENSEE: WTOP Inc. Address: 4001 Brandywine St., N.W. Postal Zone: 16. Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operating Pow.: Visual 316 kw, Aural 174 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 373 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan., 1949. Hours, 6:55-1 a.m. (Mon.-Sat.), 8:15-12:20 a.m. (Sun.).

AFFILIATION: Tv Network, CBS. Stations, Am, WTOP. Fm, WTOP-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Covington & Burling; Consulting Engineer: George C. Davis.

SERVICES: Three studios (45x65 ft., 45x65 ft. and 35x40 ft.). Eight RCA camera chains. One Trans Lux rear screen projector, one TSC rear screen projector. Three RCA film cameras. Three RCA film projectors. Four RCA slide projectors. One Gray Telop opaque projector. One mobile unit. News Services, AP, CBS Newfilm, INS, UP. Library, CBS Newfilm.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald, which also owns WMBR-AM-FM-TV Jacksonville, Fla.

EXECUTIVES:

John S. Hayes, pres. L. A. Wilkinson, ch. eng.
George F. Hartford, gen. mgr. Robert M. Adams, prom. mgr.
Robert A. J. Bordley, com. mgr. W. L. Hedgpeth, sales prom. mgr.
Thomas B. Jones, prog. dir. & Theodore F. Koop, news dir.
film buy.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$300., (film) \$300; ID \$125. ID Length 10 sec. shared, 8 sec. full screen. Specifications on request. Full and share screen. Frequency discounts from 2 1/2% for 3-5 days up to 5% for 6-7 days. Rate Card No. 6.

MARKET INFORMATION: Population, 2,590,900; Families in area, 724,300; Number of tv sets, 681,600; Retail sales, \$2,799,854,000; Income per family, \$6,270.

WTTG (TV)

LICENSEE: Allen B. DuMont Laboratories Inc. Address: Raleigh Hotel, 12th & Pennsylvania Ave., N.W. Postal Zone: 4. Phone: Sterling 3-5300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.32 kw. Operating Pow.: Visual 14.1 kw, Aural 8.32 kw. Transmitter: DuMont. Antenna Make: DuMont. Height: Above average terrain 580 ft.; Above ground 465 ft.

OPERATION: Began Jan. 1, 1947. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, DTN.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Research Div., Allen B. DuMont Laboratories Inc.

SERVICES: Two studios (30x60 ft. and 30x40 ft.). Eight DuMont camera chains. One Bodde two-screen rear screen projector. Two DuMont film cameras. Two DuMont 16mm film projectors. Two slide projectors. Two DuMont scanners. One DuMont mobile unit. News Service, UP Movietone. Library, Associated.

PRINCIPAL STOCKHOLDERS: See WABD (TV) New York.

EXECUTIVES:

Allen B. DuMont, pres. John Rule, film ed.
Leslie G. Arries Jr., gen. mgr. Duncan Miller, publicity &
F. V. Guidice, prog. mgr. prom. mgr.
M. M. Bureson, ch. eng. Matthew Warren, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 26 times. Rate Card No. 9.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,300,000	405,000	3,705,000
Families in Area	785,000	105,000	890,000
No. of Sets	680,000	680,000
Retail Sales	\$3,160,108,000	\$290,485,000	\$3,450,593,000
Income per Family	\$7,340	\$6,349
Income per Capita	\$2,310	\$2,310

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FLORIDA MARKET INDICATORS

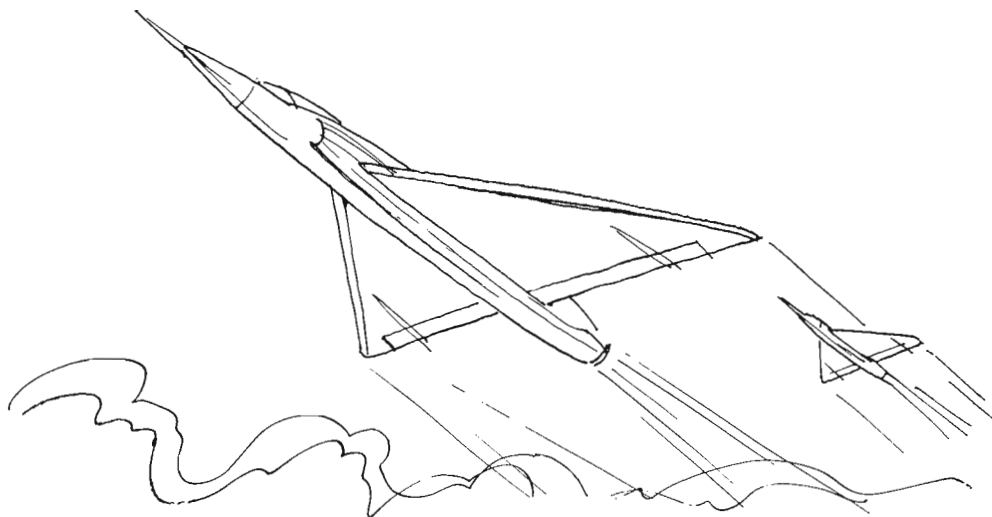
Total Population, July 1, 1954.....	3,524,000
Total Families, 1950.....	721,460
Total Urban Population, 1950.....	1,813,890
Total Rural Nonfarm Population, 1950.....	724,609
Total Farm Population, 1950.....	232,806
Employed in Nonagricultural Establishments, March 1955.....	908,600
Employed in Agriculture, 1950.....	123,194
Employed in Mining, March 1955.....	7,100
Employed in Manufacturing, March 1955.....	136,600
Employed in Construction, March 1955.....	78,400
Employed in Transportation & Public Utilities, March 1955.....	77,800
Employed in Wholesale & Retail Trade, March 1955.....	276,100
Employed in Finance, Insurance & Real Estate, March 1955.....	44,400
Employed in Service and Miscellaneous, March 1955.....	143,400
Employed in Government Service, March 1955.....	144,800
Retail Sales, 1954.....	\$ 3,561,210,000
Bank Assets, Jan. 1, 1955.....	\$ 3,173,944,000
Bank Deposits Jan. 1, 1955.....	\$ 2,955,024,800
Major Income Sources, 1953: Agriculture 6.8%; Government 20.7%; Manufacturing Payrolls 8.1%; Trade and Service 32.4%.	
Total Income Payments, 1953.....	\$ 4,586,000,000
Per Capita Income, 1953.....	1,368
Total Internal Revenue Collections, 1954.....	\$ 679,258,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 57.53
Cash Receipts from Farm Marketing, 1954.....	\$ 546,863,000
Government Payments to Farmers, 1954.....	\$ 3,504,000
Value of Mineral Production, 1951.....	\$ 78,548,000
Total New Construction in 1952.....	\$ 817,400,000
New Private Construction in 1952.....	\$ 580,300,000
New Public Construction in 1952.....	\$ 237,100,000
Motor Vehicle Registration, 1954.....	1,407,697
Number of Telephones, Jan. 1, 1955.....	1,029,700
Number of Electrical Connections, Jan. 1, 1955.....	1,191,617
Number of Gas Utilities Connections, 1953.....	181,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS)	(CBS)
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954		
Aluchua	57,026	\$ 53,510	\$ 14,014	\$ 1,647	\$ 3,600	22%			
Baker	6,313	2,868	844	75	790	61%			
Bay	42,689	48,506	13,325	1,596	1,710	11%			
Bradford	11,457	7,748	2,528	130	2,010	61%			
Brevard	23,653	23,762	7,620	734	1,110	13%			
Broward	83,933	186,565	42,178	7,182	26,310	72%			
Calhoun	7,922	3,980	1,256	108					
Charlotte	4,286	3,765	1,177	128	180	12%			
Citrus	6,111	4,630	1,496	226	260	16%			
Clay	14,323	8,468	3,022	343	1,890	44%			
Collier	6,488	4,489	1,121	138	280	12%			
Columbia	18,216	14,671	3,775	362	1,010	20%			
Dade	495,084	955,923	193,077	47,134	130,330	65%			
De Soto	9,242	6,773	2,162	310					
Dixie	3,928	2,080	559	49	110	16%			
Duval	304,029	388,881	94,996	14,733	60,720	61%			
Escambia	112,706	114,096	28,770	3,565	7,950	22%			
Flagler	3,367	2,619	658	47	110	11%			
Franklin	5,814	2,483	1,156	129					
Gadsden	36,457	20,837	4,953	499					
Gilchrist	3,499	1,879	456	67	120	20%			
Glades	2,199	1,359	322	70	60	10%			
Gulf	7,460	5,962	1,606	236					
Hamilton	8,981	3,740	1,167	121	530	24%			
Hardee	10,073	7,971	2,133	223					
Hendry	6,051	6,835	1,249	93	200	12%			
Hernando	6,693	5,486	1,489	176	300	16%			
Highlands	13,636	12,049	4,153	418	480	10%			
Hillsborough	249,894	304,384	71,932	10,433	28,380	33%			
Holmes	13,988	3,733	996	137					
Indian River	11,872	13,065	4,005	543	420	10%			
Jackson	34,645	18,501	4,010	481					
Jefferson	10,413	4,388	1,573	116	620	24%			
Lafayette	3,440	1,401	447		120	20%			
Lake	36,340	32,077	9,142	1,316	3,360	27%			
Lee	23,404	33,448	8,323	1,251	1,060	12%			
Leon	51,590	49,752	11,703	1,638					
Levy	10,367	5,348	1,752	154	450	16%			
Liberty	3,182	1,188	344						
Madison	14,197	5,361	1,949	185	770	23%			
Manatee	34,704	36,745	10,206	1,417	3,970	32%			
Marion	38,187	42,030	9,631	1,205	2,940	25%			
Martin	7,807	7,452	2,662	295	280	10%			
Monroe	29,957	26,089	8,123	1,009	1,220	12%			
Nassau	12,811	10,143	2,911	243	2,200	61%			
Okaloosa	27,533	16,310	4,687	695	810	10%			
Okeechobee	3,454	2,769	816	70	90	10%			
Orange	144,950	167,640	37,953	6,434	4,730	11%			
Osceola	11,406	10,172	3,461	310	590	14%			
Palm Beach	114,688	187,913	40,354	6,161	9,790	23%			
Pasco	20,529	14,602	5,301	450	1,080	15%			
Pinellas	159,249	249,396	44,826	7,933	10,270	15%			
Polk	123,997	118,709	34,753	4,270					
Putnam	23,615	21,896	5,828	465	3,300	44%			
St. Johns	24,998	24,583	8,209	1,068	3,530	44%			
St. Lucie	20,180	28,796	7,378	435	790	11%			
Santa Rosa	18,554	7,462	2,982	140	550	11%			
Sarasota	28,827	55,355	14,237	1,872					

**when you
want
action . . .**



**. . . in a
\$9 billion
market . . .**



Highest per family income in the country.
Highest retail sales per family in the country.
Second highest in population growth in metropolitan areas.

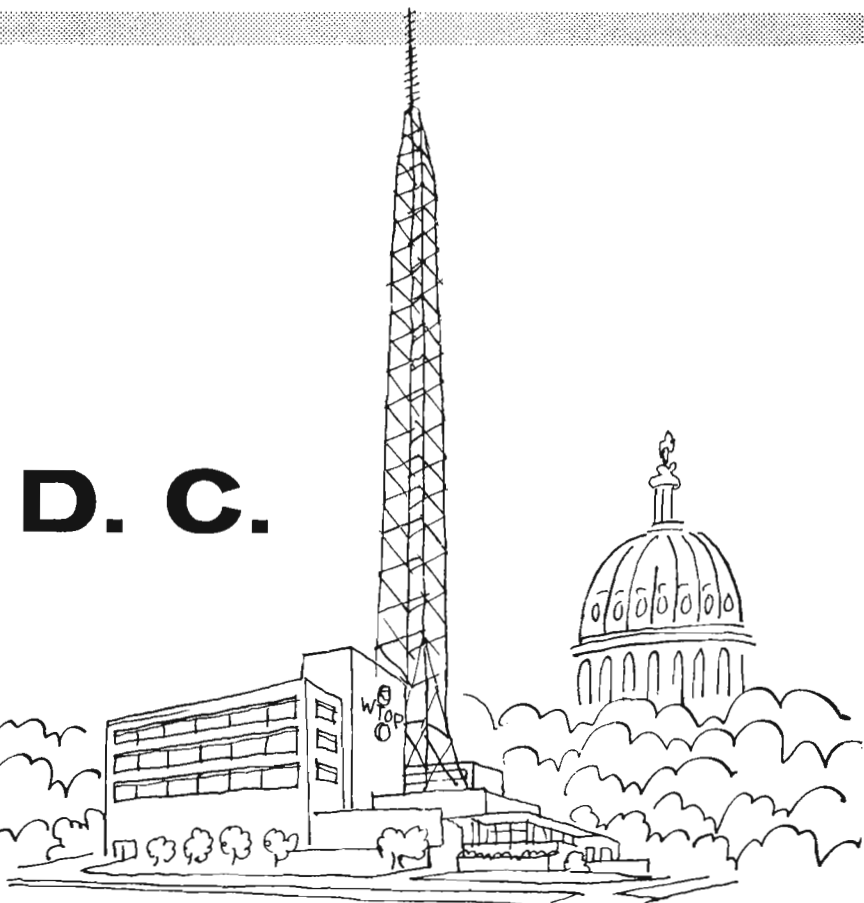
**. . . you want
WTOP-TV in
Washington, D. C.**

WTOP-TV

at Broadcast House



Represented by CBS-TV Spot Sales



FLORIDA MARKET DATA BY COUNTIES (Cont.)

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS)	(CBS)
					1954 TV Sets	1954 TV %
Seminole	26,883	22,400	6,202	660	1,190	14%
Sumter	11,330	5,975	1,907	192	480	15%
Suwannee	16,986	10,271	2,781	288	880	20%
Taylor	10,416	9,726	2,612	260	700	24%
Union	8,906	2,065	917	76	670	61%
Volusia	74,229	94,733	25,343	3,972	3,030	11%
Wakulla	5,258	1,223	592	33
Walton	14,725	8,397	2,149	232	440	11%
Washington	11,888	3,777	1,251	139

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CLEARWATER
(Hillsborough County)

WPGT (TV)

(Target Date, Not Set)

LICENSEE: Pioneer Gulf Television Bcstrs. Address: P. O. Box 1146.
 FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 53.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 344 ft.
 REPRESENTATIVE: Consulting Engineer, W. J. Holey.
 PRINCIPAL OWNERSHIP: W. Frank Hobbs (100%).
 EXECUTIVES: W. Frank Hobbs, pres.

DAYTONA BEACH
(Volusia County)

WESH-TV

(Target Date, Sept. 3, 1955)

LICENSEE: Telrad Inc. Address: 444 N. Beach St. Phone: 6491.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 1.26 kw, Aural .759 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 349 ft.
 EQUIPPED TO COLORCAST network programs.
 AFFILIATION: Station, Am, WMFJ.
 REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Abe L. Stein; Consulting Engineer, Lynne C. Smeby.
 SERVICES: Two RCA camera chains. RCA film camera.
 PRINCIPAL STOCKHOLDERS: W. Wright Esch (40%); A. B. Esch (40%); Louis Ossinsky Sr. (20%).
 EXECUTIVES: W. Wright Esch, pres.
 RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$20. Frequency discounts.

FORT LAUDERDALE
(Broward County)

WITV (TV) (Miami)

LICENSEE: Gerico Investment Co. Address: P. O. Box 1020. Phone: Hollywood 3-1566.
 FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 112 kw. Operating Pow.: Visual 43 kw, Aural 21.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 752 ft.
 OPERATION: Began Nov. 26, 1953. Hours, 11 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, DTN.
 REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Craven, Lohnes & Culver.
 SERVICES: Two studios (24x35 ft. and 40x60 ft.). Two RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One Gray opaque projector. One three-camera mobile unit. News Service, UP, Library, Standard.
 PRINCIPAL STOCKHOLDERS: Russell E. Lowell, pres. (17.4%); Mortimer W. Loewi (15.73%); George W. English, secy. (21.1%) and others. Mr. English and other stockholders of WITV (TV) control WBRD Fort Lauderdale, Fla.
 EXECUTIVES: Russell E. Lowell, pres. William Latham, ch. eng.
 Walter Koessler, gen. mgr. Robert Hanna, prom. mgr.
 William Van der Busch, sls. mgr. William Bayer, news ed.
 J. Arthur Stober, sta. mgr., prog. dir., & film buy.
 RATE INFORMATION: Class A one hour (live) \$480, (film) \$400; minute spot (live) \$60, (film) \$50; ID \$20. ID Length 8 sec. Specifications 16mm film, 2x2 in. slide. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.
 MARKET INFORMATION: Total (Including Fringe Area): Families in Area, 327,600; No. of Sets, 224,000; Retail Sales, \$1,356,382,000; Income per Family, \$5,853; Income per Capita, \$1,827.

FORT MYERS
(Lee County)

WINK-TV

LICENSEE: Fort Myers Bcstg. Co. Address Box 1072. Phone: Edison 4-1331.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Tower Make: Stainless. Height: Above average terrain 320 ft.; Above ground 343 ft.
 OPERATION: Began March 18, 1954. Hours, 2-11 p.m.
 AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WINK Radio.
 REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell P. May.
 SERVICES: One studio (24x30 ft.). One RCA camera chain, Zoomar lens. One RCA film camera. Two RCA film projectors. One Super Projectal slide and opaque projector. Complete art department. News Service, AP, Library, Studio.
 PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland (100%). Arthur B. McBride Jr. and Edward J. McBride own 50% each of United Garage.
 EXECUTIVES: Edward McBride, pres. Bob Bachman, ch. eng.
 A. J. Bauer, gen. mgr. & film buy. Dixie Howell, prom. mgr.
 Ken Parke, com. mgr. Vernon Lundquist, news ed.
 Frank Nodine, prog. dir.
 RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$25; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.
 MARKET INFORMATION: Total (Including Fringe Area): Population, 115,500; Families in Area, 33,005; No. of Sets, 16,502; Retail Sales, \$115,941,000.

FORT PIERCE
(Saint Lucie County)

WTVI (TV)

(Target Date, Unknown)

LICENSEE: Gene T. Dyer. Address: R.F.D. 4, Riviera Beach, Fla.
 FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.; Above ground 294 ft.
 REPRESENTATIVES: Washington Attorney, Andrew G. Haley; Consulting Engineer, W. J. Holey.
 PRINCIPAL STOCKHOLDER: Gene T. Dyer (100%).

JACKSONVILLE
(Duval County)

WJHP-TV

LICENSEE: Jacksonville Journal Co. Address: 4038 Phillips Highway. Phone: Exbrook 8-9751.
 FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Operating Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 472 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WJHP. Fm, WJHP-FM.
 REPRESENTATIVES: Sales, John H. Perry Assoc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Frank H. McIntosh.
 SERVICES: One studio (4,000 sq. ft.). Three camera chains, two GE, one Dage. One TSC rear screen projector. One GE film camera. Two Eastman 16mm film projectors. One Selectroslide 2x2 in. slide projector. News Service, UP, Library, Lang-Worth.
 PRINCIPAL STOCKHOLDERS: John H. Perry estate (55.56%); John H. Perry Jr. (11.47%); Farwell W. Perry (7.5%), and other Perry companies. Perry stations are WCOA Pensacola, WTMC Ocala, WDLP Panama City, and 40% of WNDB-AM-FM Daytona Beach, all Fla. Perry newspapers are Jacksonville Journal, Pensacola Journal and News, Panama City News-Herald, Ocala Star-Banner, Palm Beach News, Deland Sun-News and 40% of Daytona Beach Journal and News, as well as a number of weekly newspapers in Florida. Perry also owns Frankfort (Ky). State Journal and Western Newspaper Union, a newspaper syndicate.
 EXECUTIVES: John H. Perry Jr., pres. Beecher Hayford, tech. dir.
 T. S. Gilchrist Jr., gen. mgr. Charles Carter Jr., ch. tv eng.
 Bill Fraker, com. mgr. Martha Thomas, prom. mgr.
 George Booker, prog. dir. & film buy. R. N. Dow Jr., news ed.
 RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$83, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts up to 20% for 312 times. Rate Card No. 3.
 MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	408,800	90,300	508,130
Families in Area	113,900	24,200	140,520
No. of Sets	91,000	16,950	109,645
Retail Sales	\$407,492	\$65,968	\$480,000
Income per Family	\$4,136	\$3,400	\$3,768
Income per Capita	\$1,066	\$ 871	\$ 968

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WMBR-TV

LICENSEE: Washington Post Co. Address: 605 S. Main St. Postal Zone: 7. Phone: Exbrook 8-0501.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 473 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct., 1949. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WMBR. Fm, WMBR-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Covington & Burling.

SERVICES: Two studios (40x60 ft. and 24x20 ft.). Three GE camera chains. Composite rear screen projector. Two GE film cameras. Two Eastman film projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald. See WTOP-TV Washington, D.C.

EXECUTIVES:

Philip L. Graham, pres.
John S. Hayes, vp.

Glenn Marshall Jr., pres., WMBR Div
Charles M. Stone, vp. chg. tv
Harry Kalkines, prog. dir. & film buy.

Ernest Vordermark, ch. eng.
Charles Sears, ch. trans. eng.
Josef Rizk, ch. studio eng.
Roger Langston, prom. mgr.
Bill Grove, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$180, (film) \$180; 1D \$80. Frequency discounts from 5% for 13 weeks up to 20% for 52 weeks. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	886,100	3,482,500
Families in Area	242,500	960,400
No. of Sets	148,996	434,551
Retail Sales	\$783,338,000	\$2,816,029,000
Income per Family	\$3,392	\$3,161
Income per Capita	\$ 853	\$ 814

WOBS-TV

(Target Date, Not Set)

LICENSEE: Southern Radio and Equipment Co. Address: 1036 Mary St. Phone: Exbrook 8-3411.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 11 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 446 ft.

OPERATION: Hours, 4-10 p.m.

AFFILIATION: Station, Am, WOBS.

REPRESENTATIVES: Sales, Stars National Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

SERVICES: One studio (25x60 ft.). Two GPL camera chains. One GPL film camera. Two GPL film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDER: Carmen Macri, 81% owner. Mr. Macri is also 40% owner of WABR Winter Park, Fla.

EXECUTIVES:

Jim Macri, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (film) \$150.

MIAMI
(Dade County)

WGBS-TV

LICENSEE: Storer Bcstg. Co. Address: 316 N. E. 21st St. Phone: 2-1759.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93.3. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 994 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 5, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WGBS. Fm, WGBS-FM.

BROADCASTING • TELECASTING

THE FINEST FACILITIES

WJHP TV

Channel 36

276,000 watts

Jacksonville, Florida

Affiliated

NBC, ABC, DuMont
Jacksonville Journal

Represented by

JOHN H. PERRY ASSOCIATES



Keyed to Produce Low-Cost Sales!

MIAMI (Cont.)

WGBS-TV (Cont.)

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x40 ft. and 30x50 ft.). Four camera chains, two RCA, two GPL. Two RCA film cameras. Two GE film projectors. Two Gale-Dorothea slide projectors. One RCA slide scanner. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, UP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WWVA-AM-FM Wheeling. Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach Sun). Storer Broadcasting Co. owns Empire Coil Co., New Rochelle, N. Y., electronics parts manufacturer.

EXECUTIVES:

George B. Storer, pres. William R. Needs, ch. eng.
Frank Riordan, mgng. dir. Glenn Boundy Jr., opr. mgr.
Eleanor Larsen, natl. sls. correspondent Robert Nashick, prom. mgr.
John L. Crosby Jr., prog. dir. Robert Marshall, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 905,500; Families in Area, 283,900; Retail Sales, \$1,258,116,000.

WITV (TV) (Fort Lauderdale)

LICENSEE: Gerico Investment Co. Address: Box 1020, Fort Lauderdale, Fla. Phone: Hollywood 3-1566 (For full listing see Fort Lauderdale).

WMFL (TV)

(Target Date, Not Set)

LICENSEE: Miami-Biscayne Television Co. Address: Biscayne Terrace Hotel. Phone: 82-6641.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST local films.

AFFILIATION: Station, Am, WINZ.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, pres. (20%); Irving Kipnis, secy. (50%); Edward Mercer, treas. (10%) and Rex Rand (20%). Mr. Rand is president and principal stockholder; Mr. Klein a minority owner of WINZ Hollywood, Fla.

EXECUTIVES:

Rex Rand, pres. & gen. mgr. Don Hillman, prog. dir.
B. E. Neary, com. mgr. J. Brown, ch. eng.

WTHS-TV*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Dade County Board of Public Instruction. Address: 275 N.W. 2nd St. Postal Zone: 36. Phone: 2-7281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 9.55 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 290 ft.; Above ground 300 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.

EXECUTIVES: Vernon Bronson, Dir., Radio & Television Education, Dade County Public Schools.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 316 N. Miami Ave. Postal Zone: 31. Phone: Franklin 4-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 990 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 21, 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Four studios (one 68x100 ft. with theatre seats for audience-participation, one 40x20 ft., one rehearsal studio 25x60 ft. with observation facilities and projection booth; one voice studio.) Seven camera chains, two RCA, two GE, three DuMont. Two Trans-Lux rear screen projectors. Four film cameras. Four film projectors, two Eastman 16mm, two GE 16mm. Two GE slide-or-opaque projectors (3/4x4 in.). Three film processing units, one Metalmaster, two Bridgeomatic. One mobile unit, GE equipment in Linn special truck. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. Mitchell Wolfson, pres., and Sidney Meyer, vp. and their families are associated in South Florida motion picture exhibition. Same interests have 40% ownership of Piedmont Electronics & Fixture Corp., which holds a favorable initial decision for ch. 9 Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, pres. Stan Gordon, natl. sls. mgr.
Lee Ruwitch, exec. vp. & gen. mgr. Mary Ford, loc. sls. mgr.
John S. Allen, vp. & gen. sls. mgr. Lee Waller, prog. opr. dir.
Jack Shay, vp. chg. opr. Ash Dawes, prod. mgr.
Richard Wolfson, legal dir. Lynn Morrow, merc. dir.
Louis Wolfson, bus. mgr. & film buy. Burt Toppan, pub. dir. & prom. mgr.
Earl W. Lewis, ch. eng. Ralph Renick, news ed.

RATE INFORMATION: Class A one hour (live) rates on request, (film) \$900; 20 sec. spot (film) \$225; ID 1/2 announcement rate. ID Length 8 sec. Specifications 3 1/2 x 4 in. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,006,300	178,900	1,185,200
Families in Area	311,500	52,100	363,600
No. of Sets	289,600	28,400	318,000
Retail Sales	\$1,330,401,000	\$146,889,000	\$1,477,290,000
Income per Family	\$5,789	\$5,368	
Income per Capita	\$1,784	\$1,452	

ORLANDO
(Orange County)

WDBO-TV

LICENSEE: Orlando Bestg. Co. Inc. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0541.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE, RCA. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WDBO. Fm, WDBO-FM.

REPRESENTATIVES: Sales, Blair-TV Inc.; Washington Attorney, George O. Sutton; Consulting Engineer: George C. Davis.

SERVICES: One studio (40x60 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film projectors. One Gray Telojector (2x2 in.) slide projector. News Service, AP.

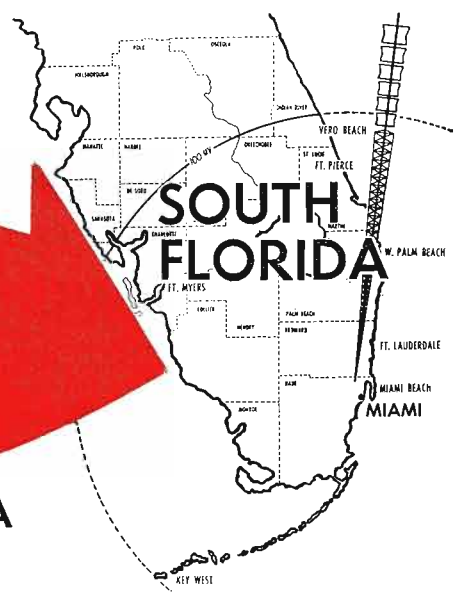
PRINCIPAL STOCKHOLDERS: Harold P. Danforth, pres. & gen. mgr. (18.4%); James E. Yarbrough, (18.4%); J. Thomas Gurney, secy. (16%) and others.

EXECUTIVES:

Harold P. Danforth, pres., James E. Yarbrough, ch. eng.
gen. mgr. & com. mgr. Phil Brook, news ed.
Walter E. Sickles, prog. dir.
& film buy.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times. Rate Card No. 2.

MARKET INFORMATION: (Grade B FCC Contour): Population, 567,200; No. of Sets, 100,000; Retail Sales, \$580,060,300; Income per Family, \$4,477.



14 SOUTH FLORIDA COUNTIES

POPULATION
1,170,200
378,100 FAMILIES

TOTAL EFFECTIVE
BUYING INCOME
\$1,885,859,000.

TOTAL RETAIL SALES
\$1,464,225,000.

RETAIL SALES BY CLASS OF OUTLET

FOOD	\$313,095,000.
GEN. MERCH.	112,819,000.
FURNITURE	93,205,000.
AUTOMOTIVE	255,004,000.
DRUG	64,694,000.

FLORIDA'S FIRST TELEVISION STATION
THE ONE STATION GIVING COMPLETE COVERAGE OF THIS FABULOUS MARKET. Preferred by 90% of the viewing audience (ARB. Jan. 1955)



WTVJ

Channel 4

MIAMI



Basic Affiliate

Represented Nationally
by Free & Peters, Inc.

POWER — Maximum 100,000 watts . . . **TOWER** — 1,000 ft. tall — Highest in Florida . . . **EXPERIENCE** — Six years "on the air" know-how . . . **COLOR** — Telecasting color since Sept. 1954 . . . **MERCHANDISING** — WTVJ's Award-winning Merchandising Dept. is ready to serve you . . . **NETWORK ORIGINATIONS** — WTVJ has originated over 70 shows for the Networks.

SELL

**the FABULOUS NORTHWEST
FLORIDA COAST**

WITH VHF AREA STATIONS

WEAR-TV WJDM-TV

PENSACOLA

PANAMA CITY

3 channel 7

***both stations
under same management
joint or separate billings
as you prefer***

MARKET INFORMATION

	WEAR-TV	WJDM-TV	Total
Population	810,196	220,500	1,030,696
Families	202,295	63,150	265,445
Retail Sales	\$457,932,000	\$120,240,000	\$578,172,000
Consumer Spendable Income	\$801,188,000	\$158,250,000	\$959,438,000

P.S. Within WEAR-TV's primary area are two major military installations (1) Pensacola Naval Air Station; (2) Eglin Field. Permanent military population of both is 35,000 with \$131,000,000 payroll.

WEAR-TV WJDM-TV

CBS • ABC • DuMont NBC • CBS • ABC • DuMont

Represented Nationally by **Geo. P. Hollingbery Co.**
Mel Wheeler Gen. Mgr.

FLORIDA

PALM BEACH
(Palm Beach County)

WJNO-TV (West Palm Beach)

LICENSEE: WJNO-TV Inc. Address: 5 Coconut Row. Phone: 3-2471 (For full listing see West Palm Beach).

PANAMA CITY
(Bay County)

WJDM (TV)

LICENSEE: J. D. Manly. Address: P. O. Box 428. Phone: Adams 4-2251.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 487 ft.

OPERATION: Began Dec. 1, 1953.

AFFILIATION: Tv Networks ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (19x22 ft.). One Dage Videcon live camera. One RCA film camera. Two RCA film projectors. One RCA Dual Disc slide projector.

PRINCIPAL STOCKHOLDER: J. D. Manly (100%).

EXECUTIVES:

Mel Wheeler, gen. mgr.

Milt de Reyna, asst. gen. mgr.
& natl. sls. mgr.

Harry C. Babb Jr., sta. mgr.

Jerry Williams, prog. dir. & film buy.
Jim Smith, ch. eng.

PENSACOLA
(Escambia County)

WEAR-TV

LICENSEE: Gulfport Bcstg. Co. Address: P. O. Box 1188. Phone: Hemlock 3-8311.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 613 ft.

OPERATION: Began Jan. 14, 1954. Hours, 11 a.m.-11 p.m.

AFFILIATION: Tv Network, ABC, CBS, DTN. Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 50x38 ft. and one 19x22 ft.). One outdoor studio (100x110 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA film projectors. One RCA dual disc slide projector. Complete slide, 16mm SOF and silent production facilities. One mobile unit with microwave unit. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: C. W. Smith, pres. (51%); Mel Wheeler, exec. vp.-secy.-treas. (25%), and others. Mr. Wheeler is also gen. mgr. of WJDM (TV) Panama City, Fla.

EXECUTIVES:

Mel Wheeler, pres. & gen. mgr.

Milt de Reyna, asst. gen. mgr.
& natl. sls. mgr.

Irv Welch, com. mgr.

Jerry Williams, prog. dir. & film buy.
Jim Smith, ch. eng.

Contact any

George Hollingbery office

for full details on the

Fabulous Northwest Florida

coast served by

WEAR-TV, Pensacola and

WJDM-TV, Panama City.

PENSACOLA (Cont.)

WPFA-TV

LICENSEE: Charles W. Lamar Jr. Address: N. "O" and Loletta Sts. Phone: Hemlock 3-1141.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 353 ft.

OPERATION: Began Oct. 9, 1953.

AFFILIATION: Station, Am, WPFA.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDER: Charles W. Lamar Jr. Mr. Lamar also owns 41.88% of KTAG-TV Lake Charles, and 11.2% of WAFB-AM-FM-TV Baton Rouge, both La.

SERVICES: Two studios (40x60 ft. and 40x40 ft.). One GE camera chain. One GE film camera. One GPL film projector. One Selectroslide Jr. slide projector.

EXECUTIVES:

Charles W. Lamar Jr., ch. own.
George Blanford, gen. mgr.

ST. PETERSBURG (Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg, Florida. Address: Municipal Pier. Phone: 5-4121.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Operating Pow.: Visual 245 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 492 ft.

OPERATION: Began May 31, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WSUN.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, James C. McNary.

SERVICES: One studio. Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA scanner. One Telop opaque projector. News Service, UP. Library, World.

PRINCIPALS: Mayor Samuel G. Johnson and City Manager Ross E. Windom.

EXECUTIVES:

Charles L. Kelly, gen. mgr. Louis J. Link, ch. eng.
Bernard L. Kobres, sfs. dir. Barbara Young, prom. coor.
Vera New, com. mgr. William Bowes, news ed.
Robert Gilbert, prog. dir. & film buy.

RATE INFORMATION: Class AA one hour \$325, Class A \$260; minute spot Class AA \$65, Class A \$55; 1D Class AA \$32.50, Class A \$27. 1D Length 10 sec. Specifications 22x20mm. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 828,700; Families in Area, 273,810; No. of Sets, 173,474; Retail Sales, \$757,123,000; Income per Family, \$3,677.88; Income per Capita, \$1,279.76.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

SELL

the **FABULOUS NORTHWEST
FLORIDA COAST**

WITH VHF AREA STATIONS

WEAR^{TV} WJDM^{TV}

PENSACOLA

PANAMA CITY

3 channel 7

*both stations
under same management
joint or separate billings
as you prefer*

MARKET INFORMATION

	WEAR-TV	WJDM-TV	Total
Population	810,196	220,500	1,030,696
Families	202,295	63,150	265,445
Retail Sales	\$457,932,000	\$120,240,000	\$578,172,000
Consumer Spendable Income	\$801,188,000	\$158,250,000	\$959,438,000

P.S. Within **WEAR-TV's** primary area are two major military installations (1) Pensacola Naval Air Station; (2) Eglin Field. Permanent military population of both is 35,000 with \$131,000,000 payroll.

WEAR^{TV} WJDM^{TV}

CBS • ABC • DuMont NBC • CBS • ABC • DuMont

Represented Nationally by Geo. P. Hollingbery Co.

Mel Wheeler Gen. Mgr.

TAMPA

(Hillsborough County)

WFLA-TV

LICENSEE: The Tribune Co. Address: 905 Jackson. Postal Zone: 1. Phone: 2-0131.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 209 kw. Operating Pow.: Visual 302 kw, Aural 209 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft.; Above ground 1,055 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 14, 1955. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WFLA. Fm, WFLA-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (50x70, 32x40 and 18x24 ft.). Outdoor studio (75x78 ft.). Four RCA camera chains. RCA film cameras. Two 70 DL's; one Cine Special; one Auricon. Complete still equipment. Two RCA 16mm film projectors. Two RCA 35mm slide projectors. One Telop opaque projector. One Automatic reversal plant film processing unit. One mobile unit. News Services, AP Photo.

PRINCIPAL STOCKHOLDERS: Owned principally by members of David Tennant Bryan family, which also is majority owner of Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

EXECUTIVES:

J. C. Council, pres. L. George Geiger, prod. mgr.
 George W. Harvey, gen. mgr. Joe Mitchell, ch. eng.
 William B. Faber, com. mgr. Tom Matthews, prom. mgr.
 Carl P. Bergquist, prog. mgr. Sam Latimer, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 15% for 156 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,092,190; Families in Area, 339,180; No. of Sets, 161,589; Retail Sales, \$1,124,143,610.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WTVT (TV)

LICENSEE: Tampa Television Co. Address: 1113 Memorial Hwy. Postal Zone: 9. Phone: 7-1113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 828 ft.

EQUIPPED TO COLORCAST network programs, local live and film programs, local slides.

OPERATION: Began April 1, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (25x45 ft.). Four RCA camera chains. One rear screen projector. Two film cameras, one RCA b&w, one RCA color. Four RCA film projectors, two b&w, two color. One Gray Teloprojector slide projector. One Gray Telop opaque projector. One Calumet film processing unit. News Services, AP, CBS News Film. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Doyle E. Carlton, pres. (15%); W. Walter Tison, vp. & gen. mgr. (20%); David E. Ward, sec.-treas. (10%); T. J. Bell (10%); H. H. Baskin (10%); B. G. Brumby Jr. (10%); L. Maxcy (10%); and others. Mr. Tison is licensee of WALT Tampa.

EXECUTIVES:

Doyle E. Carlton, pres. Daniel H. Smith, ch. eng.
 W. Walter Tison, gen. mgr. Patrick Arnoux, film buy.
 & com. mgr. Edwin L. Jay, prom. mgr.
 Monte Gurwit, prod. mgr. Wayne Fariss, news ed.
 & asst. mgr.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	542,100	997,000	1,120,000
Families in Area	311,600
No. of Sets	185,000
Retail Sales	\$1,028,956,000
Income per Family	\$3,939

WFLA TV

● MARKET

WFLA-TV serves the Tampa-St. Petersburg Metropolitan market—America's 37th Retail Market and 5th in retail sales in the Southeast.*

● COVERAGE

WFLA-TV, with maximum power and highest tower in Florida, covers a big, busy, heavily populated 26 county area—more than one-third of the state.

● AUDIENCE

Since January, 1955, number of sets in area has increased to 182,079—a gain of 70 per cent in six months.**

● PROGRAMING

WFLA-TV combines complete NBC programing with strong, audience-building local features.

*SR&DS 1955 Consumer Markets **RETMA



UNDUPLICATED NBC BASIC COVERAGE

WFLA-TV is the only TV station in Florida delivering UNDUPLICATED NBC Basic coverage within a 100-mile radius.

WFLA-TV



NBC BASIC (Interconnected)
 TAMPA-ST. PETERSBURG
 BLAIR-TV, Inc. National Representatives

WEST PALM BEACH
(Palm Beach County)

WEAT-TV

LICENSEE: WEAT-TV Inc. Address: P. O. Box 70. Phone: 3-9668.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 33.9 kw. Operating Pow.: Visual 63.1 kw, Aural 33.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 320 ft.; Above ground 352 ft.

OPERATION: Began Jan. 1, 1955. Hours, 4-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WEAT.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (25x31 ft.). Two GE camera chains. One GPL film chain. One DeVry film projector. One Gray Teloprojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by General Teleradio Inc. See WOR-TV New York.

EXECUTIVES:
Tom O'Neil, pres. Jack Rathbun, prog. dir.
Edward J. Hennessy, gen. sls. mgr. J. Ross McPherson, ch. eng.
C. C. Levis, loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; 1D \$20. 1D Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	157,000	224,485	473,078
Families in Area	52,000	70,152	147,837
No. of Sets	74,500	176,000	231,000

WIRK-TV

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-1711.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Operating Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 248 ft.

OPERATION: Began Sept., 1953. Hours, 2-11 p.m.

AFFILIATION: Station, Am, WIRK.

REPRESENTATIVES: Sales, Donald Cooke Inc.

SERVICES: One studio (25x45 ft.). Two RCA camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr., pres. & gen. mgr. (17%); Arthur M. Shandloff, treas. (17%); E. H. Sills, vp. (17%); J. J. Weed (10%) and Ken-Sell Inc., licensee of WIRK (17%). Messrs. Field and Shandloff own Ken-Sell Inc.

EXECUTIVES:
Joseph S. Field Jr., pres. & gen. mgr. Peg McEachron, prom. mgr.
Shirlee Barish, prog. dir. & film buy. Bill Gordon, news ed.
Earl Heglund, ch. eng.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$25, (film) \$25; 1D \$15. 1D Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population 146,000; Families in Area, 23,000; No. of Sets, 47,609; Retail Sales, \$168,110,000; Income per Family, \$4,449.

WJNO-TV (Palm Beach)

LICENSEE: WJNO-TV Inc. Address: 5 Cocoanut Row. Phone: Palm Beach 3-2471.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 549 ft.; Above ground 544 ft.

OPERATION: Began Aug. 22, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, NBC. Station, Am, WJNO.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., James S. Ayers Co., Southeast. Washington Attorney, Cohn & Marks; Consulting Engineer: George C. Davis.

PULSE JUNE, 1955, SHOWS....

NUMBER 1
PALM BEACHES STATION
by 3 to 1

NUMBER 2
PALM BEACH - BROWARD
COUNTY STATION IN
FIVE STATION MARKET
by 2 to 1

CHANNEL 5 PALM BEACH
WJNO-TV
100,000 WATTS
PRIMARY NBC plus CBS

SOUTH FLORIDA'S ONLY VHF PRIMARY **NBC STATION**

VENARD, RINTOUL, McCONNELL, Inc., NATIONAL REPRESENTATIVES
JAMES S. AYERS, ATLANTA-CHARLOTTE, REGIONAL REPRESENTATIVES

WEST PALM BEACH (Cont.)

WJNO-TV (Cont.)

SERVICES: Two indoor studios (37x48x20 ft. and 18x48x16 ft.). One outdoor studio (35x44 ft.). Theatre with revolving stage, 500 seating capacity. Two RCA camera chains. One RCA film camera. Two RCA film projectors, two RCA portable 16mm film projectors. One Telojector slide projector. One Gray opaque projector. One Bell & Howell 16mm positive film processing unit. News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Theodore Granik, chmn. of bd. (22.42%); William H. Cook, exec. vp. and son (22.42%); WJNO Inc. (50%).

EXECUTIVES:

George H. Buck, pres. Daniel F. Durniak, sta. mgr.
 W. H. Cook, exec. vp. George W. DeBlieux, ch. eng.
 Theodore Eiland, gen. mgr. Charles Curtin, prom. mgr.
 W. F. Housner, com. mgr. Robert Ray, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	321,565	172,395	493,960
Families in Area	106,470	56,198	162,668
No. of Sets	262,500
Retail Sales	\$430,761,000	\$295,473,000	\$726,234,000
Income per Family	\$4,387	\$4,822	\$4,115

GEORGIA

GEORGIA MARKET INDICATORS

Total Population, July 1, 1954.....	3,660,000
Total Families, 1950.....	824,095
Total Urban Population, 1950.....	1,559,447
Total Rural Nonfarm Population, 1950.....	922,696
Total Farm Population, 1950.....	962,435
Employed in Nonagricultural Establishments, March 1955.....	915,200
Employed in Agriculture, 1950.....	265,865
Employed in Mining, March 1955.....	4,500
Employed in Manufacturing, March 1955.....	320,600
Employed in Construction, March 1955.....	52,400
Employed in Transportation & Public Utilities, March 1955.....	68,200
Employed in Wholesale & Retail Trade, March 1955...	201,900
Employed in Finance, Insurance & Real Estate, March 1955.....	32,900
Employed in Service and Miscellaneous, March 1955...	86,100
Employed in Government Service, March 1955.....	148,600
Retail Sales, 1954.....	\$ 2,724,994,000
Bank Assets, Jan. 1, 1955.....	\$ 2,405,754,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,198,876,000
Major Income Sources, 1953: Agriculture 9.3%; Government 20.4%; Manufacturing Payrolls 20.5%; Trade and Service 26.9%.	
Total Income Payments, 1953.....	\$ 4,245,000,000
Per Capita Income, 1953.....	\$ 1,184
Total Internal Revenue Collections, 1954.....	\$ 660,699,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 52.53
Cash Receipts from Farm Marketing, 1954.....	\$ 566,353,000
Government Payments to Farmers, 1954.....	\$ 6,640,000
Value of Mineral Production, 1951.....	\$ 47,555,000
Total New Construction in 1952.....	\$ 552,000,000
New Private Construction in 1952.....	\$ 367,100,000
New Public Construction in 1952.....	\$ 184,900,000
Motor Vehicle Registration, 1954.....	1,133,528
Number of Telephones, Jan. 1, 1955.....	767,000
Number of Electrical Connections, Jan. 1, 1955.....	1,009,085
Number of Gas Utilities Connections, 1953.....	300,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

GEORGIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Appling	14,003	\$ 5,015	\$ 1,543	\$ 208	430	13%
Atkinson	7,362	2,039	1,094	80	270	16%
Bacon	8,940	4,816	1,282	223	770	35%
Baker	5,952	869	468	25		
Baldwin	29,706	11,787	3,130	459	1,410	28%
Banks	6,935	632	286		540	36%
Barrow	13,115	8,265	1,984	272	1,520	41%
Bartow	27,370	18,210	4,042	418	4,600	63%
Ben Hill	14,879	12,710	3,232	348	670	16%
Berrien	13,966	6,221	1,335	175	540	16%
Bibb	114,079	111,926	26,823	3,318	11,950	34%
Bleckley	9,218	4,269	1,216	99	600	26%
Brantley	6,387	1,622	518	63	200	13%
Brooks	18,169	7,208	2,529	263	780	19%
Bryan	5,965	2,757	1,017	51		
Bulloch	24,740	14,415	2,997	443		
Burke	23,458	7,646	2,205	257		
Butts	9,079	4,101	1,155	91	1,630	71%
Calhoun	8,578	2,436	649	124		
Camden	7,322	5,914	2,021	159	950	45%
Candler	8,063	4,837	1,012	177		
Carroll	34,112	18,590	4,098	560	4,860	52%
Catoosa	15,146	4,540	1,754	29	2,620	61%
Charlton	4,821	2,959	1,029	58	500	45%
Chatham	151,481	166,022	41,658	5,037	7,790	17%
Chattahoochee	12,149	230	112		240	16%
Chattooga	21,197	11,059	2,564	322	2,310	41%
Cherokee	20,750	13,289	2,742	216	2,190	40%
Clarke	36,550	39,748	8,813	1,053	4,000	38%
Clay	5,844	2,384	529	51	290	22%
Clayton	22,872	7,173	2,300	207	5,400	73%
Clinch	6,007	2,483	933	58	530	35%
Cobb	61,830	55,421	12,920	1,809	13,780	71%
Coffee	23,961	16,012	3,725	650	1,010	17%
Colquitt	33,999	24,762	7,135	803		
Columbia	9,525	2,392	1,292	75	480	21%
Cook	12,201	5,630	1,703	234		
Coweta	27,786	16,947	4,704	580	5,500	72%
Crawford	6,080	1,624	561	29	350	32%
Crisp	17,663	14,868	3,078	311	1,470	30%
Dade	7,364	2,246	1,050		680	40%
Dawson	3,712	677	176		230	39%
Decatur	23,620	11,993	3,210	301		
De Kalb	136,395	76,863	27,482	8,448	36,240	79%
Dodge	17,865	7,143	2,102	243	1,120	26%
Dooly	14,159	5,089	1,436	203	1,020	30%
Daugherty	43,617	57,004	11,794	1,609		
Douglas	12,173	5,997	1,470	138	1,660	52%
Early	17,413	7,604	2,103	222		
Echols	2,494	279	63		180	35%
Effingham	9,133	3,106	877	106		
Elbert	18,585	9,730	2,448	440	1,680	35%
Emanuel	19,789	9,517	2,107	222		
Evans	6,653	4,957	1,041	67		
Fannin	15,192	6,998	1,551	96	1,220	32%
Fayette	7,978	2,994	965	57	1,390	73%
Floyd	62,899	54,374	12,068	1,561	9,040	52%
Forsyth	11,005	7,656	1,129	40	1,130	39%
Franklin	14,446	7,138	1,307	122	1,300	36%
Fulton	473,572	756,408	127,895	19,645	107,930	75%
Gilmer	9,963	4,523	623	150	980	39%
Glascok	3,579	634	196	22	130	21%
Glynn	29,046	29,563	8,015	1,213	4,000	45%
Gordon	18,922	8,838	2,457	320	3,050	61%
Grady	18,928	8,845	2,419	350		
Greene	12,843	6,410	1,853	278	1,240	39%
Gwinnett	32,320	17,265	3,648	473	3,640	41%
Habersham	16,553	9,786	2,502	275	1,410	32%
Hall	40,113	42,498	6,740	890	6,840	61%
Hancock	11,052	4,449	1,232	52	650	27%
Haralson	14,663	7,908	1,693	164	2,460	63%
Harris	11,265	3,112	1,522	102	1,320	47%
Hart	14,495	5,064	1,194	88	1,300	36%
Heard	6,975	1,368	263	28	730	52%
Henry	15,857	5,754	1,513	111	2,730	70%
Houston	20,964	11,387	3,770	558	2,500	36%
Irwin	11,973	3,915	1,629	59	420	16%
Jackson	18,997	9,626	2,456	226	1,970	41%
Jasper	7,473	3,478	589	87	590	37%
Jeff Davis	9,299	3,832	1,342	208	380	16%
Jefferson	18,855	7,848	1,745	378	910	20%
Jenkins	10,264	4,761	1,423	222		
Johnson	9,893	2,876	863	155	420	16%
Jones	7,538	1,398	579		430	27%
Lamar	10,242	4,714	1,720	168	1,780	71%
Lanier	5,151	2,130	554	61	250	19%
Laurens	33,123	18,217	4,127	516	2,050	27%
Lee	6,674	938	380	54	390	30%
Liberty	8,444	4,825	1,492	64		
Lincoln	6,462	3,076	1,260	56	470	39%
Long	3,598	1,316	459	54	120	13%
Lowndes	35,211	38,476	8,623	1,174	2,180	19%
Lumpkin	6,574	2,323	548	31	590	39%
McDuffie	11,443	6,447	1,970	150	650	21%
McIntosh	6,008	2,284	974	57		
Macon	14,213	6,418	1,953	189	1,050	31%
Madison	12,238	2,270	794	53	1,080	36%
Marion	6,521	1,757	782	50	310	22%
Meriwether	21,055	8,019	2,563	328	3,800	73%
Miller	9,023	3,207	671	147		
Mitchell	22,528	11,414	2,958	328		
Monroe	10,523	5,121	1,885	161	1,850	71%
Montgomery	7,901	1,702	504	83		
Morgan	11,899	5,364	1,731	171	1,070	37%
Murray	10,676	2,934	607	59	1,590	61%
Muscogee	118,028	125,467	29,784	3,130	5,600	16%
Newton	20,185	12,578	3,860	347	3,740	71%
Oconee	7,009	1,102	697		590	37%
Oglethorpe	9,958	1,848	999	45	900	39%
Paulding	11,752	3,319	873	59	1,890	63%

How much is a Zillion?

750_{KC} + 2^{CHANNEL} = 1zillion*
SET HOMES

*That's all there is in the great Atlanta area
— there ain't no more!

Maybe you don't want all the listeners and viewers in the great Atlanta area (there are still some such privileged sponsors—and we love them, too).

But if you do want them *all*—if you are the average hard-headed, competitive, free-enterprise type—take another look at this zillion thing.

In this area you get your zillion only in a combination of:



50,000 watts on 750 kc



Channel 2, maximum power on a 1068-ft. tower

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

GEORGIA MARKET DATA BY COUNTIES (Cont.)

County	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	(CBS)	(CBS)
	Population	Retail Sales	Food Sales	Drug Sales	1954	TV %
Peach	11,705	8,250	2,352	249	990	32%
Pickens	8,855	5,476	631	87	900	39%
Pierce	11,112	4,471	1,455	148	340	13%
Pike	8,459	1,524	589	26	1,280	71%
Polk	30,976	18,601	5,575	637	5,210	64%
Pulaski	8,808	5,800	1,229	171	570	26%
Putnam	7,731	3,905	944	151	430	27%
Quitman	3,015	477	245	...	180	22%
Rabun	7,424	3,690	793	137	540	32%
Randolph	13,804	6,275	1,837	215	750	23%
Richmond	108,876	136,646	29,811	3,690	6,330	16%
Rockdale	8,464	4,232	1,016	47	1,540	70%
Schley	4,036	1,133	302	43	150	22%
Screven	18,000	5,023	1,620	161
Seminole	7,904	5,038	1,322	135
Spaulding	31,045	25,946	6,915	838	6,230	70%
Stephens	16,647	12,660	3,110	435	1,500	32%
Stewart	9,194	3,412	1,110	117	480	22%
Sumter	24,208	16,678	4,675	524	1,970	30%
Talbot	7,687	1,828	480	52	850	47%
Taliaferro	4,515	1,075	404	25	310	39%
Tattnall	15,939	6,190	1,738	309
Taylor	9,113	3,623	1,015	97	740	32%
Telfair	13,221	6,402	1,993	300	500	16%
Terrell	14,314	7,097	2,065	167	1,020	30%
Thomas	33,932	23,146	6,327	945
Tift	22,645	19,491	5,396	590	1,060	17%
Toombs	17,382	15,829	3,780	523
Towns	4,803	1,198	346	29	290	32%
Treutlen	6,522	2,239	656	56
Troup	49,841	43,897	12,462	1,248	7,640	54%
Turner	10,479	5,061	1,479	175	470	18%
Twiggs	8,308	1,384	581	62	270	16%
Union	7,318	2,349	564	66	540	32%
Upson	25,078	17,851	6,439	542	3,140	48%
Walker	38,198	21,211	5,362	930	4,800	43%
Walton	20,230	11,613	3,510	321	3,640	70%
Ware	30,289	26,977	6,132	875	2,870	35%
Warren	8,779	3,108	718	77	440	21%
Washington	21,012	8,021	2,193	284	860	17%
Wayne	14,248	11,333	2,604	396	440	12%
Webster	4,081	407	186	24	180	22%
Wheeler	6,712	1,574	592	49	210	16%
White	5,951	2,048	633	34	450	32%
Whitfield	34,432	27,693	8,023	851	6,190	61%
Wilcox	10,167	2,526	1,104	130	650	26%
Wilkes	12,388	6,688	1,739	282	1,210	39%
Wilkinson	9,781	3,147	1,219	97	380	16%
Worth	19,357	5,755	2,395	193	810	18%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBANY

(Dougherty County)

WALB-TV

LICENSEE: Herald Pub. Co. Address: Stuart Ave. at Greenwood Drive. Phone: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 410 ft.

OPERATION: Began April 1954. Hours, 1 p.m.-12:15 a.m. (Mon.-Fri.), 1 p.m.-12:30 a.m. (Sat.), 1 p.m.-midnight (Sun.).

AFFILIATION: Tv Networks ABC, DTN, NBC. Station, Am, WALB.

REPRESENTATIVES: Sales, Burns-Smith Co.; James S. Ayers (Southeast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: Two 16mm film projectors. One projection chain. One slide projector, 2x2 in. tape or metal. One Telojector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James H. Gray, pres. (79%). Licensee publishes Albany Herald.

EXECUTIVES:

James H. Gray, pres. Don Ferrandou, news dir.
T. R. Stillwagon, gen. mgr. John L. Rivard, ch. eng.
Jack Mayer, prog. dir.

ATLANTA

(Fulton County)

WAGA-TV

LICENSEE: Storer Bcstg. Co. Address: 1018 W. Peachtree St., N.W. Phone: Vernon 3553.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Tower Make: Blaw-Knox, Stainless. Height: Above average terrain 1,070 ft.; Above ground 1,100 ft.

OPERATION: Began March 8, 1949. Hours, 7 a.m.-11:30 p.m. (Mon.-Fri.), 8:45 a.m.-11:30 p.m. (Sat.), 10 a.m.-11:35 p.m. (Sun.).

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WAGA. Fm, WAGA-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x50 ft. and 20x20 ft.). Four RCA camera chains. One Bessler-Moster VuGraph rear screen projector. Two RCA film cameras. Two RCA film projectors. Three slide projectors. One DuMont scanner. News Services, AP, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Peter Storer, natl. sls. mgr.
Glenn C. Jackson, mgng. dir. Hugo Bondy, ch. eng.
Jack Collins, tv. mgr. Van B. Darby, prom. mgr.
Don Naylor, prog. dir. & film buy. Dale Clark, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$150, (film) \$150; ID \$75. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

WLWA (TV)

LICENSEE: Crosley Bcstg. of Atlanta Inc. Address: 1611 W. Peachtree St., N.E. Phone: Vernon 1141.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: Standard Electronics. Antenna Make: GE. Height: Above average terrain 545 ft.; Above ground 598 ft. Construction Permit: Height: Above average terrain 1,330 ft.; Above ground 1,326 ft.

OPERATION: Began Sept. 30, 1951. Hours, 8:45 a.m.-1 a.m.

AFFILIATION: Tv Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Crosley Bcstg. Sales Office; Washington Attorney, Hogan & Hartson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x65 ft. and 40x30 ft.). Seven RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Projectal slide projectors. One GE opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

Harry A. LeBrun, gen. mgr. Bob Hendrickson, prog. dir., film buy. & news ed.
J. P. Dwyer, bus. mgr. George Durant, prom. dir.
Bernard I. Ochs, natl. sls. mgr. Frank Ennis, traffic mgr.
Guy Tiller, com. mgr. James Sharp, prod. mgr.
Harvey J. Aderhold, ch. eng. Bob Hensley, film dir.
Wilbur L. Fattig, asst. ch. eng.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute spot (live) \$112, (film) \$112; ID \$56. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

Population	Grade A	Grade B	Total
	(FCC Contour)	(FCC Contour)	(Including Fringe Area)
	864,857	1,110,038	1,135,956

WQXI-TV†

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Drive, N.E. Postal Zone: 36. Phone: Cherokee 2195.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 447 ft.

OPERATION: Began Dec. 18, 1954.

AFFILIATION: Station, Am, WQXI.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

SERVICES: One studio (30x75 ft.). Two GPL camera chains. One GPL film camera. One GPL 16mm film projector. One Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mr. Rounsaville also owns WCIN and WQXN-TV Cincinnati, O.; WMBM Miami Beach, Fla.; WLOU and WQXL-TV Louisville, Ky.; WBAC Cleveland, Tenn.; WWOK Charlotte, N.C.; 51% of WBEJ Elizabethton, Tenn., and holds option to buy WAKE Greenville, S.C.

EXECUTIVES:

Robert W. Rounsaville, pres. John Fulton, gen. mgr.

† WQXI-TV has suspended operation but has not returned its CP.

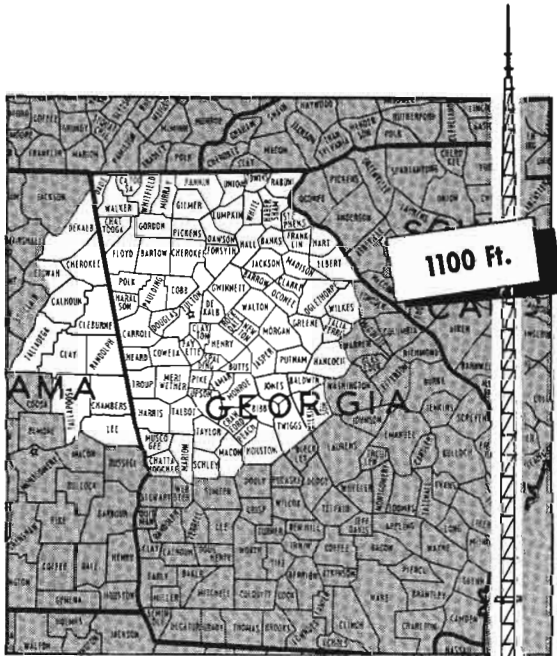
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ATLANTA POPULATION 808,853

RETAIL SALES \$888,692,000

WAGA-TV REACHES AN ADDITIONAL 1,986,900

WITH RETAIL SALES OF \$1,202,594,000



THIS IS WAGA-LAND

WAGA-TV's 1100-foot tower 2049 feet above sea level covers in its 0.1 milivolt contour 81 counties in Georgia and 11 in Alabama. Mail count adds additional counties in Tennessee, the Carolinas, and Georgia. The grade "A" curve is 39 miles; grade "B", 71 miles and the 0.1 milivolt contour extends a full 80 miles.

Atlanta's standard metropolitan area population has jumped 20% in the past five years. It now ranks as the 21st market in the nation. But to this market, WAGA-TV adds nearly two million more people and more than a billion dollars in retail sales. Here are market data of the area covered by WAGA-TV, based on its 0.1 milivolt contour:

Population	2,795,753
Disposable Income . . .	\$3,314,323,000
Retail Sales	\$2,091,286,000

Pulse shows 86.1% television ownership in Metropolitan Atlanta. In the area beyond, it's a rare sight to find a home without TV.

Only WAGA-TV, with its new 1100-foot tower, 2049 feet above sea level, and its full 100,000 watts on Channel 5—plus CBS-TV and outstanding local shows—can cover this market completely.

Get the facts on *Waga-land* from your representative.



waga-tv

100,000
watts
channel
5

CBS-TV in Atlanta

Represented Nationally by the
KATZ AGENCY, Inc.
STORER BROADCASTING COMPANY SALES OFFICES:
New York—118 E. 57th St.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Harker, Nat'l Sales Director; Bob Wood, Nat'l Sales Manager

AUDIENCE DOMINANCE

Every Survey Confirms It

HOOPER—April 1954 **38** of top 50 programs

PULSE—June 1954 **32** of top 50 programs

PULSE—Nov. 1954 **30** of top 50 programs

PULSE—June 1955 **32** of top 50 programs

ALSO—

FIRST in Coverage

Top FCC Power on VHF Low Band

FIRST in Advertisers

By Far The TOP BILLING

Station in all Categories

*One of the Nation's
Great Area Stations*



NOW
OVER 150,000
TV HOMES

NBC-ABC

100,000 WATTS



AUGUSTA, GEORGIA

Represented by **HOLLINGBERY**

GEORGIA

ATLANTA (Cont.)

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., N.W. Phone: Elgin 6711.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,059 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 29, 1948. Hours, 6:55-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSB. Fm, WSB-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Inc.; Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: Two studios (50x70 ft. and 36x50 ft.). Six RCA camera chains. One Bodde rear screen projector. Two RCA film cameras, one b&w, one color. Four RCA 16mm film projectors, two b&w, two color. Two slide projectors, one b&w, one color. One Telop opaque projector. One RCA mobile unit, three field cameras, Zoomar lens, color microwave equipment. News Services, AP, UP. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee publishes Atlanta Constitution and Journal (Cox). For other Cox interests see WHIO-TV Dayton, Ohio.

EXECUTIVES:

J. Leonard Reinsch, mgng. dir. (Cox stations)
John M. Outler Jr., gen. mgr.
Marcus Bartlett, com. mgr. & prog. dir.
R. A. Holbrook, ch. eng.
Jean Hendrix, film buy.
Don Elliott, news ed.
Walter Paschal, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

AUGUSTA (Richmond County)

WJBF (TV)

LICENSEE: Georgia-Carolina Bstg. Co. Address: 1305 Georgia Ave. Phone: 7-7787.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 67.6 kw. Operating Pow.: Visual 100 kw, Aural 67.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 651 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov., 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios, one 60x40 ft. Two GPL camera chains. One Bodde rear screen projector. Two film cameras, one RCA, one GPL. Three film projectors, two GPL, one RCA. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: J. B. Fuqua, pres. (59%); Martin Theatres of Georgia Inc. (35%); D. M. Kelly Jr., vp. (6%). Martin Theatres of Georgia also owns 75% of WDAK-TV Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, pres. & film buy.
D. M. Kelly, gen. mgr.
Thomas J. Hennesy, prog. dir.
John P. Jopling, ch. eng.
Steve Mauderson, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade B (FCC Contour): Population, 1,208,000; Families in Area, 307,200; No. of Sets, 162,000; Retail Sales, \$942,000,000.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: P. O. Box 932. Phone: 7-5432.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 51.3 kw. Operating Pow.: Visual 102 kw, Aural 51.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 498 ft.

OPERATION: Began Feb. 14, 1954. Hours, 11 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WRDW.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x40 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector slide projector. (Film processing available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Grover C. Maxwell Sr., pres. (20%); Harry W. Jernigan Sr., vp. (20%); Judge F. Frederick Kennedy, vp. (20%); Allen M. Woodall, exec. vp. (20%) and W. R. Ringson, secy.-treas. (20%). Mr. Woodall owns 50% of WDAK Columbus, Ga. (which owns 25% of WDAK-TV), and 20% of WMOG Brunswick, Ga. W. R. Ringson owns 20% of WHAN Charleston, S.C.

EXECUTIVES:

Grover C. Maxwell Sr., pres.
J. W. Hicks, gen. mgr.
William H. Mackenzie, prog. dir.
Joseph P. Gill, ch. eng.
Al Day, prom. mgr.
Warren Hites, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	347,000	600,000	907,000
Families in Area	94,000	162,000	271,000
No. of Sets	64,600	80,000	144,600

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MACON (Cont.)

WMAZ-TV (Cont.)

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Consulting Engineer, George C. Davis.
SERVICES: Two studios (30x30 ft. and 15x20 ft.) and outside patio. Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector, one Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr., pres. (71.4%); Wilton E. Cobb, secy.-treas. (22.6%); and others.

EXECUTIVES:

George P. Rankin Jr., pres. & ch. eng. J. D. Lawhon, tech. dir.
 Wilton E. Cobb, gen. mgr. Ed. Pendleton, film buy. & prom. mgr.
 Frank Crowther, com. mgr. Herb Kassner, news ed.
 Herb Johnson, opr. dir.

RATE INFORMATION: Class A one hour (live) \$331.25, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 10 sec. Full screen and share screen. Frequency discounts from 10% for 26 times up 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	429,450	226,250	695,700
Families in Area	108,975	66,325	175,300
No. of Sets			95,680
Retail Sales	\$252,228,000	\$136,392,000	\$388,620,000
Income per Family	\$3,715.47	\$3,233.64	\$3,533.18
Income per Capita	\$ 942.84	\$ 805.52	\$ 890.35

WOKA† (TV)

LICENSEE: Macon Television Co. Address: 2411 Pio Nono Ave. Phone: 3-9355.
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 17 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 437 ft.
OPERATION: Began Aug. 21, 1953. Hours, 9:45 a.m.-midnight.
AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz.

SERVICES: One studio. One camera chain. One film camera. Two RCA film projectors. One Gray Teloprojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: E. K. Cargill, pres. (25%) and J. C. Barnes Sr., vp. (75%).

EXECUTIVES:

J. C. Barnes Sr., pres. E. K. Cargill, gen. mgr.

† WOKA (TV) has suspended operation but has not turned in its CP.

ROME
(Floyd County)

WROM-TV

LICENSEE: WROM-TV Inc. Address: 121 Broad St. Phone: 2-0833.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 87 ft.

OPERATION: Began June 15, 1953. Hours, 6 a.m.-midnight.

AFFILIATION: Station, Am, WROM.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Atlanta Attorney, Ben Akerman.

SERVICES: Two studios. Two GPL camera chains. One GPL film camera. One GPL film projector. One LaBelle slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington, pres. (33 1/3%); Charles E. Doss, vp. (23 1/3%); Edward N. McKay, secy. (33 1/3%) and Mrs. Mary W. Jesse (10%).

EXECUTIVES:

Dean Covington, pres. T. H. Robertson, ch. eng.
 Ed McKay, mgr., film buy. Ivan Hoge, news ed.
 & prom. mgr. Bob Martin, farm dir.
 Chas. Doss, com. mgr. & prog. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$15. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 1.

SAVANNAH
(Chatham County)

WSAV-TV

(Target Date, Fall 1955)

LICENSEE: WSAV Inc. Liberty National Bank Bldg. Phone: 3-0234.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 363 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WSAV. Fm, WSAV-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Two studios (20x40 ft. and 20x15 ft.). Three RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One RCA Flying Spot scanner.

PRINCIPAL STOCKHOLDERS: Harben Daniel, pres., and wife (52.45%); William K. Jenkins (19%); estate of Arthur Lucas (19%); and others. William K. Jenkins and estate of Arthur Lucas each own 16 2/3% of WLAG LaGrange, Ga.

EXECUTIVES:

Harben Daniel, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	291,300	422,466	773,537
Families in Area	62,700	111,420	193,389
No. of Sets	37,620	66,852	89,233
Retail Sales	\$200,173,000	\$303,702,000	\$437,884,000
Income per Family			\$4,612
Income per Capita			\$1,358

WTOC-TV

LICENSEE: Savannah Bcstg. Co. Address: 516 Abercorn St. Phone: 2-0127.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 110 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 501 ft.

OPERATION: Began Feb. 14, 1954. Hours, 9:30 a.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WTOC. Fm, WTOC-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: Two studios (60x40 ft. and 14x16 ft.). Two GE camera chains. Kliegl Brothers rear screen projector. One film camera. Two GPL film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. and family.

EXECUTIVES:

W. T. Knight Jr., pres. Dwight J. Bruce, prog. dir. & film buy.
 F. Schley Knight, vp. for tv
 Ben Williams, com. mgr. Kyle E. Goodman, ch. eng.

RATE INFORMATION: Class A one hour (live) \$200; minute spot (live) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

THOMASVILLE
(Thomas County)

WCTV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: John H. Phipps. Address: P. O. Box 989, Tallahassee, Fla. Phone: 2-1270.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 690 ft.; Above ground 669 ft.

OPERATION: Hours, 5 p.m.-midnight.

AFFILIATION: Station, Am, WKTG.

SERVICES: Two studios (30x40 ft. and 20x30 ft.). Three GE camera chains. Two film cameras, GE and DuMont. Four film projectors, two GE and two Holmes. One GE slide projector. One film processing unit.

PRINCIPAL STOCKHOLDER: John H. Phipps also owns WTAL Tallahassee, and WTYS Marianna, both Fla.

EXECUTIVES:

John H. Phipps, own. William A. Snowden, ch. eng.
 L. Herschel Graves, gen. mgr.

MARKET INFORMATION: Population, 634,900; Families in Area, 165,852.

IDAHO

IDAHO MARKET INDICATORS

Total Population, July 1, 1954.....	615,000
Total Families, 1950.....	148,710
Total Urban Population, 1950.....	252,549
Total Rural Nonfarm Population, 1950.....	171,128
Total Farm Population, 1950.....	164,960
Employed in Nonagricultural Establishments, March 1955.....	125,200
Employed in Agriculture, 1950.....	55,241
Employed in Mining, March 1955.....	4,600
Employed in Manufacturing, March 1955.....	20,300
Employed in Construction, March 1955.....	5,700
Employed in Transportation & Public Utilities, March 1955.....	15,000
Employed in Wholesale & Retail Trade, March 1955...	33,500
Employed in Finance, Insurance & Real Estate, March 1955.....	4,200
Employed in Service and Miscellaneous, March 1955...	16,000
Employed in Government Service, March 1955.....	25,900
Retail Sales, 1954.....	\$ 709,782,000
Bank Assets, Jan. 1, 1955.....	\$ 568,917,000
Bank Deposits, Jan. 1, 1955.....	\$ 532,483,000
Major Income Sources, 1953: Agriculture 17.9%; Government 17.1%; Manufacturing Payrolls 11.2%; Trade and Service 25.1%.	

IDAHO MARKET INDICATORS (Cont.)

Total Income Payments, 1953.....	\$	851,000,000
Per Capita Income, 1953.....	\$	1,411
Total Internal Revenue Collections, 1954.....	\$	102,145,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$	77.11
Cash Receipts from Farm Marketing, 1954.....	\$	322,417,000
Government Payments to Farmers, 1954.....	\$	5,865,000
Value of Mineral Production, 1951.....	\$	82,795,000
Total New Construction in 1952.....	\$	141,300,000
New Private Construction in 1952.....	\$	71,700,000
New Public Construction in 1952.....	\$	69,600,000
Motor Vehicle Registration, 1954.....		314,823
Number of Telephones, Jan. 1, 1955.....		164,000
Number of Electrical Connections, Jan. 1, 1955.....		209,975
Number of Gas Utilities Connections, 1953.....		500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population	Retail Sales		Food Sales		Drug Sales		TV Sets	TV %
		1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954 %		
Ada	70,649	\$97,195	\$17,624	\$ 2,514	9,010	36%			
Adams	3,347	2,463	945	79					
Bannock	41,745	51,067	11,986	1,492	1,440	11%			
Bear Lake	6,834	7,437	1,239	239	190	11%			
Benewah	6,173	5,553	1,454	40					
Bingham	23,271	23,000	4,898	610					
Blaine	5,384	6,480	1,433	155					
Boise	1,776	1,124	405		70	11%			
Bonner	14,853	13,132	3,390	310	1,850	41%			
Booneville	30,210	54,429	9,211	1,056					
Boundary	5,908	6,576	1,780	78	660	41%			
Butte	2,722	2,069	467	32					
Camas	1,079	999	170	40					
Canyon	53,597	64,994	13,093	1,738	3,050	18%			
Caribou	5,576	9,257	1,464	54	230	11%			
Cassia	14,629	19,594	3,338	454					
Clark	918	774	167						
Clearwater	8,217	5,990	1,325	277	330	15%			
Custer	3,318	2,662	777	73					
Elmore	6,887	7,841	879	74	370	16%			
Franklin	9,867	9,886	1,834	267	290	11%			
Fremont	9,351	9,314	1,845	283					
Gem	8,730	7,272	1,823	74	270	11%			
Gooding	11,101	14,786	3,167	359					
Idaho	11,423	11,087	1,913	213					
Jefferson	10,495	8,019	1,878	287					
Jekome	12,080	14,995	3,232	348					
Kootenai	24,947	26,095	7,640	703	3,300	40%			
Laath	20,971	19,388	4,395	604					
Lemhi	6,278	5,910	1,726	116					
Lewis	4,208	4,291	647	165					
Lincoln	4,256	3,311	756	74					
Madison	9,156	12,116	1,989	288					
Minidoka	9,785	8,907	1,797	218					
Nez Perce	22,658	41,579	6,985	1,003					
Oneida	4,387	4,585	823	76	110	11%			
Owyhee	6,307	5,264	1,556	87	290	17%			
Payette	11,921	11,083	2,718	269	390	10%			
Power	3,988	4,636	817	39	90	11%			
Shoshone	22,806	24,000	7,794	708	1,020	14%			
Teton	3,204	2,551	527	83					
Twin Falls	40,979	59,470	8,987	1,360					
Valley	4,270	5,277	1,398	97					
Washington	8,576	13,324	1,702	198	290	11%			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BOISE
(Ada County)

KROI-TV

LICENSEE: Boise Valley Bcstrs. Inc. Address: 311 N. 10th St. Phone: 3-2511.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter DuM. Antenna Make: RCA. Height: Above average terrain 2,540 ft.; Above ground 149 ft.
OPERATION: Began Nov. 26, 1953. Hours, 2-11:15 p.m.
AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KBOI.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Haley, Doty & Wollenberg.
SERVICES: Two studios (30x30 ft. and 40x50 ft.). Two camera chains, RCA and DuMont. One Bolex 16mm film camera. Two film projectors. DuMont flying spot scanner. DuMont 3 1/2x5 in. opaque projector. News Services, CBS, UP, Library, World.
PRINCIPAL STOCKHOLDERS: H. Westerman Whillock, pres., and wife (13%); Willis C. Moffatt, vp. (9%); Earl Glade Jr., secy.-treas. (4.2%); Fred M. Taylor and wife (10%); Stanley E. King (12.5%); Edwin E. Snow (4.2%); Robert W. Howell (10.3%) and others.
EXECUTIVES:
 Westerman Whillock, pres. & gen. mgr. James A. Johntz Jr., ch. eng.
 Earl Glade Jr., sta. mgr. & film buy. Katherine Lick, prom. mgr.
 Bill Gratton, prod. mgr. Dave Johnson, news ed.
RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) 30; ID \$15. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A		Grade B		Total (Including Fringe Area)
	(FCC Contour)	(FCC Contour)	(FCC Contour)	(FCC Contour)	
Population	173,000	52,800			324,400
Families in Area	53,100	15,400			99,400
No. of Sets	31,500	11,025			47,750
Retail Sales	\$189,961,000	\$70,739,000			\$447,983,000
Income per Family	\$4,462	\$4,886			\$4,587
Income per Capita	\$1,357	\$1,412			\$1,411

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: 2-4611.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 80 ft.; Above ground 368 ft.
OPERATION: Began July 12, 1953. Hours, 2:15 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KIDO.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (35x50 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One slide projector. News Service, International Telenews. Library, Snader.
PRINCIPAL STOCKHOLDERS: Mrs. Georgia M. Davidson, pres. (88.5%) and Walter E. Wagstaff, vp. (11.5%).
EXECUTIVES:
 Mrs. Georgia M. Davidson, pres. Jack J. Link, prog. dir.
 Walter E. Wagstaff, vp. & gen. mgr. Harold W. Toedtemeier, ch. eng.
 Barry Tucker, com. mgr. Vern Moore, news ed.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$35; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A		Grade B		Total (Including Fringe Area)
	(FCC Contour)	(FCC Contour)	(FCC Contour)	(FCC Contour)	
Population	176,500	24,135			206,635
Families in Area	56,450	6,050			66,585
No. of Sets	35,870	3,935			46,100
Retail Sales	\$210,600,000	\$34,300,000			\$262,800,000
Income per Family					\$4,989
Income per Capita					\$1,587

IDAHO FALLS
(Bonnieville County)

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: Idaho Falls 3.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE and RCA. Antenna Make: RCA. Height: Above average terrain 1,600 ft.; Above ground 201 ft.
OPERATION: Began Dec. 20, 1953. Hours, 3:30-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KID.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: One studio (22x38 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera chain. Two RCA 16mm projectors. Two Bell & Howell audition slide projectors, one Gray Teloprojector slide projector. One Gray Telop opaque projector.
PRINCIPAL STOCKHOLDERS: A. W. Schweider, pres. (7.3%); Guy A. Poulsen, vp. (6.7%); Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City) (25.9%); Zion Securities Corp. Salt Lake City (17.4%); and others. Radio Service Corp. also owns KSUB Cedar City, Utah.
EXECUTIVES:
 A. W. Schwieder, pres. Roy Southwick, prog. dir. & film buy.
 C. N. Layne, gen. mgr. Claude Cain, com. mgr. Carroll Secrist, ch. eng.

RATE INFORMATION: Class A one hour (live) \$210, (film) \$175; minute spot (live) \$39, (film) \$30; ID \$12.50. ID Length 8 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A		Grade B		Total (Including Fringe Area)
	(FCC Contour)	(FCC Contour)	(FCC Contour)	(FCC Contour)	
Population	150,000	100,000			260,000
Families in Area	35,000	25,000			71,000
No. of Sets	20,000	16,219			37,400
Retail Sales	\$205,000,000	\$101,560,000			\$319,000,000

LEWISTON

(Nez Perce County)

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

(Target Date, Unknown)

LICENSEE: Lewiston Television Co. Address: 1411 4th Avenue Bldg., Seattle, Wash.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 149 ft.
REPRESENTATIVES: Washington Attorney, Prince, Taylor, Crampton & Goodson; Consulting Engineer, Frank H. McIntosh.
PRINCIPAL STOCKHOLDER: Cascade Broadcasting Co. See KIMA-AM-TV Yakima, Wash.
EXECUTIVES:
 Thomas C. Bostic, pres. Frank E. Mitchell, sec.-treas.
 J. Barry Watkinson, vp.

POCATELLO
(Bannock County)

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701, Idaho Falls. Phone: Idaho Falls 3. (For full listing see Idaho Falls.)

TWIN FALLS
(Twin Falls County)

KLIX-TV

LICENSEE: Southern Idaho Bcstg. and Television Co. Address: Elizabeth Blvd. & Eastland Drive. Phone: 2820.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 250 ft.

OPERATION: Began May 1, 1955. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, Station, Am, KLIX.

REPRESENTATIVES: Washington Attorney, John H. Midlen; Consulting Engineer, Grant R. Wrathall.

SERVICES: One studio (40x60x20 ft.). One RCA camera chain. Two RCA film camera chains. Two RCA 16mm film projectors. One Gray Teloprojector slide projector. News Service, AP. Library, Capitol, MacGregor.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co. (50%) and Frank C. Carman and Grant R. Wrathall and others (50%). J. Robb Brady Trust Co. publishes Idaho Falls Post-Register and owns 50% of KIFI Idaho Falls, 25% of KWIK Pocatello, both Idaho. Messrs. Carman and Wrathall and associates also own 50% of KIFI Idaho Falls, 12.5% of KWIK Pocatello, 100% of KUTA and 50% of KUTV (TV) Salt Lake City and 66 2/3% of KOPR Butte, Mont. Mr. Carman and other associates owns 75% of KGEM Boise, Idaho. J. Robb Brady Trust Co. has option to buy Messrs. Carman and Wrathall's interest in KIFI and KWIK; Standard Examiner Publishing Co. (Ogden, Utah) and Kearns-Tribune Corp. (Salt Lake City Tribune) hold options to buy Carman-Wrathall interests in KLIX, KUTA, KUTV, KOPR and KGEM.

EXECUTIVES:

Frank C. Carman, pres. C. W. Evans, ch. eng.
Frank C. McIntyre, vp., gen. mgr., Betty Johnson, prom. mgr.
natl. sls. mgr. & film buy. Juneau Shinn, news ed.
Paul Droubay, prog. dir.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$26.50, (film) \$24; 1D \$12. 1D Length 8 sec. and 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	72,100	25,850	110,800
Families in Area	21,600	7,200	32,300
Retail Sales	\$92,645,000	\$31,097,000	\$135,860,000
Income per Family	\$4,470	\$4,632	\$4,770
Income per Capita	\$1,269	\$1,286	\$1,318

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ILLINOIS MARKET INDICATORS

Total Population, July 1, 1954.....	9,165,000
Total Families, 1950.....	2,287,955
Total Urban Population, 1950.....	6,759,271
Total Rural Nonfarm Population, 1950.....	1,189,709
Total Farm Population, 1950.....	763,196
Employed in Nonagricultural Establishments, March 1955.....	3,257,300
Employed in Agriculture, 1950.....	251,123
Employed in Mining, March 1955.....	30,200
Employed in Manufacturing, March 1955.....	1,226,200
Employed in Construction, March 1955.....	145,500
Employed in Transportation & Public Utilities, March 1955.....	289,700
Employed in Wholesale & Retail Trade, March 1955.....	687,600
Employed in Finance, Insurance & Real Estate, March 1955.....	167,500
Employed in Service and Miscellaneous, March 1955.....	366,200
Employed in Government Service, March 1955.....	344,400
Retail Sales, 1954.....	\$ 11,000,279,000
Bank Assets, Jan. 1, 1955.....	\$ 16,370,171,000
Bank Deposits, Jan. 1, 1955.....	\$ 15,165,165,000
Major Income Sources, 1953: Agriculture 4.0%; Government 11.7%; Manufacturing Payrolls 30.7%; Trade and Service 25.9%.	
Total Income Payments, 1953.....	\$ 18,800,000,000
Per Capita Income, 1953.....	\$ 2,088
Total Internal Revenue Collections, 1954.....	\$ 5,547,327,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 80.37

Cash Receipts from Farm Marketing, 1954.....	\$ 1,956,148,000
Government Payments to Farmers, 1954.....	7,682,000
Value of Mineral Production, 1951.....	\$ 489,934,000
Total New Construction in 1952.....	\$ 1,772,600,000
New Private Construction in 1952.....	\$ 1,368,500,000
New Public Construction in 1952.....	\$ 404,100,000
Motor Vehicle Registration, 1954.....	3,087,792
Number of Telephones, Jan. 1, 1955.....	3,485,000
Number of Electrical Connections, Jan. 1, 1955.....	2,895,722
Number of Gas Utilities Connections, 1953.....	1,855,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ILLINOIS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	64,690	\$72,532	\$15,990	\$ 2,067	6,370	29%
Alexander	20,316	19,727	3,989	486	1,210	17%
Bond	14,157	13,444	738	168	2,540	54%
Boone	17,070	18,459	823	353	2,050	38%
Brown	7,132	8,088	435	69	620	27%
Bureau	37,711	39,167	1,344	553	4,950	41%
Calhoun	6,898	4,610	453	61	900	53%
Carroll	18,976	22,671	608	147	4,860	76%
Cass	15,097	15,040	965	402	1,690	36%
Champaign	106,100	124,910	13,115	4,257	4,460	14%
Christian	38,816	45,518	1,988	894	3,690	29%
Clark	17,362	16,341	451	258	2,000	35%
Clay	17,445	13,784	1,545	250	1,010	18%
Clinton	22,594	17,032	951	175	3,790	55%
Coles	40,328	49,533	10,012	1,040	3,330	25%
Cook	4,508,792	6,288,587	1,344,797	190,660	1,208,970	82%
Crawford	21,137	20,652	4,747	420	2,580	35%
Cumberland	10,496	5,026	1,245	90	1,160	35%
De Kalb	40,781	54,506	11,282	1,610	7,320	56%
De Witt	16,894	19,481	4,180	379	590	11%
Douglas	16,706	19,350	4,838	361	1,400	26%
Du Page	154,599	182,679	56,441	5,967	44,930	85%
Edgar	23,407	25,266	5,433	803	2,060	26%
Edwardsville	9,056	8,634	1,363	102	570	19%
Effingham	21,675	27,275	4,839	377	2,610	39%
Fayette	24,582	18,850	3,571	344	2,950	40%
Ford	15,901	18,967	4,105	412	1,660	32%
Franklin	48,685	33,202	9,867	784	3,900	24%
Fulton	43,716	39,848	10,767	957	5,180	35%
Gallatin	9,818	6,761	1,446	98	70	7%
Greene	18,852	16,376	4,734	357	3,240	52%
Grundy	19,217	20,660	5,486	340	3,930	62%
Hamilton	12,256	6,377	1,426	188	188	1%
Hancock	25,790	22,203	5,063	412	3,720	43%
Hardin	7,530	3,243	1,099	91	70	1%
Henderson	8,416	6,005	1,364	58	1,160	43%
Henry	46,492	54,529	11,927	1,245	11,440	73%
Iroquois	32,348	35,914	7,558	586	3,400	33%
Jackson	38,124	34,980	7,772	740	4,500	37%
Jasper	12,266	7,028	1,497	49	1,370	35%
Jefferson	35,892	31,850	6,173	605	3,900	33%
Jersey	15,264	12,763	3,042	363	2,540	53%
Jo Daviess	21,459	19,444	4,496	378	2,720	40%
Johnson	8,729	4,829	1,175	70	70	1%
Kane	150,388	223,093	54,159	6,456	36,730	78%
Kankakee	73,524	96,905	19,286	2,401	14,370	71%
Kendall	12,115	13,066	3,688	217	2,420	62%
Knox	54,366	70,625	15,403	1,952	12,440	68%
Lake	179,097	210,208	55,473	5,622	48,130	84%
La Salle	100,610	130,025	33,761	3,324	8,190	26%
Lawrence	20,539	18,141	4,269	425	1,230	18%
Lee	36,451	36,415	8,484	801	4,870	48%
Livingston	37,809	38,346	7,923	678	2,400	21%
Logan	30,671	30,359	6,320	530	1,930	22%
McDonough	28,199	35,739	7,476	689	2,480	26%
McHenry	50,656	74,582	16,838	1,916	11,160	64%
McLean	76,577	102,559	20,453	2,809	5,390	22%
Macon	98,853	140,338	30,397	3,126	9,720	28%
Macoupin	44,210	38,377	10,367	798	6,750	46%
Madison	182,307	193,411	55,785	5,109	45,000	74%
Marion	41,700	44,704	9,667	1,187	5,870	44%
Marshall	13,025	12,471	3,268	194	670	16%
Mason	15,326	18,533	4,003	452	1,140	22%
Massac	13,594	13,811	3,223	485	485	1%
Menard	6,639	6,785	1,533	130	680	22%
Mercer	17,374	16,761	3,561	302	3,470	63%
Monroe	13,282	13,071	2,463	149	2,600	62%
Montgomery	32,460	30,779	7,346	530	3,760	34%
Morgan	35,568	41,770	7,757	873	3,640	36%
Moultrie	13,171	10,783	2,102	149	840	20%
Ogle	33,429	37,800	9,921	801	4,160	38%
Peoria	174,347	226,310	52,468	6,284	25,030	44%
Perry	21,684	18,724	4,948	476	2,590	37%
Piatt	13,970	12,158	2,789	278	440	10%
Pike	22,155	16,900	4,578	278	2,480	34%
Pope	5,779	2,076	435	30	30	0%
Pulaski	13,639	5,746	1,716	173	750	17%
Putnam	4,746	2,680	617	25	210	16%
Randolph	31,673	27,420	6,816	529	5,430	62%
Richland	16,889	17,222	3,662	370	1,100	19%
Rock Island	133,558	161,108	39,709	4,906	34,900	80%
St. Clair	205,995	209,584	56,593	4,965	50,650	75%
Saline	33,420	28,356	6,284	633	1,980	18%
Sangamon	131,484	178,677	36,944	5,983	8,090	18%
Schuyler	9,613	6,739	1,772	101	890	27%
Scott	7,245	6,628	1,545	98	820	34%
Shelby	24,434	18,275	4,460	380	1,580	20%
Stark	8,721	6,787	1,729	139	1,120	40%
Stephenson	41,595	52,209	11,589	976	5,400	40%
Tazewell	76,165	66,367	18,101	913	13,520	52%
Union	20,500	13,461	3,281	303	950	17%
Vermilion	87,079	101,955	22,437	3,571	5,610	20%
Wabash	14,651	15,520	3,503	286	910	19%
Warren	21,981	24,761	4,624	420	4,530	63%
Washington	14,460	11,021	2,223	117	2,540	54%
Wayne	20,933	18,792	3,723	269	1,220	18%
White	20,935	18,531	4,017	437	437	1%
Whiteside	49,336	56,713	13,307	1,424	12,500	77%
Will	134,336	167,043	45,765	4,728	33,670	80%
Williamson	48,621	36,658	9,881	877	3,820	23%
Winnebago	152,385	223,545	53,440	6,019	25,890	50%
Woodford	21,335	22,711	4,722	279	1,080	16%

BLOOMINGTON

(McLean County)

WBLN-TV

LICENSEE: WBLN Television Inc. Address: P. O. Box 646. Phone: 4331.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 443 ft.

OPERATION: Began Dec. 6, 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.

SERVICES: One studio (20x30 ft.). One GE camera chain. Two film cameras, GE, GPL. Two GPL 16mm projectors. Two 2x2 in. slide projectors, one GE 2 1/4x3 1/4 in. slide projector. One GE opaque projector.

PRINCIPAL STOCKHOLDER: Worth S. Rough (100%).

EXECUTIVES:
Cecil W. Roberts, pres.
Ralph Jerrell Henry, gen. mgr. & film buy.
John Spahr, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts.

CHAMPAIGN

(Champaign County)

WCIA (TV)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 981 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul F. Godley Jr.

SERVICES: One studio (30x45 ft.). Two RCA camera chains. One TSC rear screen projector. One Auricon sound film camera, three silent film cameras (two Bell & Howell, one Bolex). Two Spindler and Sauppe slide projectors. Two RCA film projectors. Complete film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: August C. Meyer and Wife (51%); Illinois Bcstg. Co., licensee of WSOY-AM-FM Decatur (20%); and others. Interlocking ownership with Champaign News-Gazette (WDWS) and Lindsay-Schaub Newspapers Inc.

EXECUTIVES:
August C. Meyer, pres.
Guy F. Main, sls. mgr.
James F. Fielding, prod. mgr.
Robert Myers, ch. eng.
John Ketterer, film buy.
Leonard N. Davis, natl. sls. mgr.
Fred Sorenson, news ed.

RATE INFORMATION: Class A one hour (live) \$560, (film) \$500; minute spot (live) \$117.50, (film) \$110; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	501,697	1,272,575	1,774,282
Families in Area	155,798	402,787	558,585
No. of Sets	83,000	224,000	307,000
Retail Sales	\$614,775,000	\$1,437,024,000	\$2,051,799,000

CHICAGO

(Cook County)

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Postal Zone: 11. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 683 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1946. Hours, 6:30-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WBBM. Fm, WBBM-FM.

SALES REPRESENTATIVES: Sales, CBS Television Spot Sales.

SERVICES: One theater staging area (3,500 sq. ft.). Three studios (14x23, 19x19 and 30x50 ft.). Nine RCA field camera chains and six RCA studio camera chains. Two rear screen projectors, Trans-Lux and Bodde. Four RCA film cameras. Seven RCA film projectors, four 16mm and three 35mm. Four LaBelle slide projectors. One mobile unit. News Services, AP, INS, UP, Library, Associated, SESAC, World.

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS	Lester A. Weinrott, exec. prod.
J. L. Van Volkenburg, pres., CBS-TV	Luther A. Pierce Jr., ch. eng.
H. L. Atlass, vp. & gen. mgr.	Vann Cominos, film buy.
E. H. Shomo, asst. gen. mgr.	Tom Dawson, prom. mgr.
C. W. Doebler, exec. asst.	Gene McClure, sls. service mgr.
George Arkedis, sls. mgr.	William G. Garry, news dir.
William Ryan, prod. dir.	

RATE INFORMATION: Class A one hour (live) \$3,300, (film) \$3,300; minute spot (film) \$650; ID \$325. ID Length 10 sec. Share screen. Frequency discounts from 7 1/2% for 26 weeks up to 15% for 52 weeks. Rate Card No. 4.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 20 N. Wacker Dr. Postal Zone: 6. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 629 ft.; Above ground 658 ft.

OPERATION: Began Sept. 1948. Hours, 8:55 a.m.-1:30 a.m.

AFFILIATION: Tv Network ABC. Fm, WENR-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Horace N. Stovin & Co. (Canada); Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: Five studios (one 38x45 ft., one 28x51 ft., one 32x72 ft., one 26x31 ft. and one 25x16 ft.). Twenty-two RCA and three GE I.O. camera chains. Three Icoscope RCA film cameras. Four 16mm TP6A and two RCA 35mm film projectors. Four Selectroslide projectors. Two RCA 16mm Kinescope recorder film processing units. One mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDER: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres.	William P. Kusack, ch. eng.
Robert E. Kintner, pres. (ABC Div.)	Ralph Andrews, film buy.
Sterling C. Quinlan, vp & gen. mgr. & sls. mgr.	Con O'Dea, news dir.
Daniel Schuffman, prog. dir.	Elliott W. Henry Jr., adv., prom. and publicity dir.

RATE INFORMATION: Class AA one hour \$2200. Class A one hour \$2000. Class A 20-second spots \$400; ID \$175. Frequency discounts from 2 1/2% for 13 times up to 20% for 208 times. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 9,030,530. No. of Sets (as of July 4) 2,255,000.

CHICAGO (Cont.)

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Postal Zone: 11. Phone: Superior 7-0100.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 120 kw, Aural 60 kw. Transmitter: GE, RCA. Antenna Make: RCA. Height: Above average terrain 585 ft.; Above ground 610 ft. (CP: 870 ft., Target Date 10/1/55.)

EQUIPPED TO COLORCAST Oct. 1, 1955. (Target Date.)

OPERATION: Began April 5, 1948. Hours, 9:30-1 a.m.

AFFILIATION: Tv Network, DTN. Station, Am, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: Seven studios (60x100 ft., 65x45 ft., 43x68 ft., 31x25 ft., 34x51 ft., 32x60 ft. and 12x16 ft.). Twenty-six RCA camera chains. Two rear screen projectors, Bodde and Transvision. Four film cameras, two RCA, two GE. Four film projectors, one RCA 16mm, one GE 16mm, two GE 35mm. Two Bausch & Lomb slide projectors. Two Bausch & Lomb opaque projectors. Two Houston-Fearless film processing units. Four remote cameras. Four mobile units. News Services, AP, INS, UP. Library, RCA Thesaurus, Standard.

PRINCIPAL STOCKHOLDER: Owned by Tribune Co. (Chicago Tribune). See also WPIX (TV) New York.

EXECUTIVES:

Frank P. Schreiber, gen. mgr.

Ted Weber, com. mgr.

Jay Faraghan, prog. dir.

Carl J. Meyers, ch. eng.

Elizabeth Bain, film buy.

Charles Wilson, prom. mgr.

Spencer Allen, news ed.

George F. Petterson, fac. dir.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,250; minute spot (live) \$310, (film) \$310; ID \$155. ID Length 10 sec. Share Screen. Frequency discounts from 2 1/2%, on time for 2 times per week up to 15% for 7 times per week. Rate Card No. 14.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,570,400; Families in Area, 2,352,700; Retail Sales, \$10,028,275,000; Income per Family, \$5,499; Income per Capita, \$1,680.

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave., Cicero, Ill. Phone: Townhall 3-6305.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 627 ft.

AFFILIATION: Station, Am, WHFC. Fm, WEHS (FM).

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, pres. (75%), member of Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, and Stickney Life, and Community Reporter (Chicago); and sister Rose M. Hoffman, sec. (25%).

EXECUTIVES:

Richard W. Hoffman, pres.

Rose M. Hoffman, sec.

WIND-TV

(Target Date, Fall 1955)

LICENSEE: WIND Inc. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: above average terrain 570 ft.; Above ground 602 ft.

AFFILIATION: Station, Am, WIND.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph L. Atlas, pres. (11.1%); H. Leslie Atlas Jr. with Frank and Harriet Jane Atlas (29.7%); John S. Knight (Chicago Daily News) (27.7%); Helen A. Wrigley and family (26.4%); John T. Carey (5.5%). Mr. Knight also owns WQAM-AM-FM Miami, Fla. (Miami Herald), 45% of WAKR-AM-FM-TV Akron, Ohio (Akron Beacon-Journal), Detroit Free Press, and Charlotte (N. C.) Observer.

EXECUTIVES:

Ralph L. Atlas, pres. & gen. mgr.

H. Leslie Atlas Jr., prog. dir.

John T. Carey, com. mgr.

Kenneth D. Shirk, ch. eng.

WNBQ (TV)

LICENSEE: National Bcstg. Co. Inc. Address: Merchandise Mart. Postal Zone: 54. Phone: Superior 7-8300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 706 ft.; Above ground 744 ft.

CHICAGO'S TOP TELEVISION STATION—WGN-TV, CHANNEL 9!

✓ Chicago Television's Top Teenage Program—"Bandstand Matinee"

✓ Chicago Television's Highest Rated Feature Film Programs

✓ Exclusive Telecasts of All Cubs and White Sox Games—(1,000th Telecast in May)

✓ Highest Rated Half Hour Film Programs on Weeknight TV

✓ Chicago Television's Top Morning Children's Program—"Romper Room"

✓ Only Chicago Station Placing in Billboard's National Promotion Competition

WGN-TV—THE TOP STATION FOR YOUR ADVERTISING IN CHICAGO!!!

441 N. Michigan Avenue
Chicago 11, Illinois

WGN, Inc. Eastern Advertising Solicitation Office
220 East 42nd Street—New York 17

Representatives: George P. Hollingbery Company

WGN-TV
Chicago 9

CHICAGO (Cont.)

WNBQ (TV) (Cont.)

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Oct. 8, 1948. Hours, 6:40-1:30 a.m.
AFFILIATION: Tv Network, NBC. Stations, Am, WMAQ. Fm, WMAQ-FM.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zachry & Reindel.
SERVICES: Seventeen RCA camera chains. Four RCA monochrome film cameras, one RCA color camera. Seven RCA film projectors, three 16mm, three 35 mm, one 16mm for color. Three Rotojector slide projectors. One gray Telop opaque projector. One mobile unit. News Services, AP, INS, UP, City News Bureau. Library, Snader, RCA Thesaurus.
PRINCIPAL STOCKHOLDER: See WRCA-TV New York.

EXECUTIVES:

Sylvester Weaver, pres., NBC	Isabelle Cooney, film buy.
Jules Herbuveaux, gen. mgr.	Howard C. Luttgens, ch. eng.
Henry T. Sjogren, asst. gen. mgr.	Howard W. Coleman, adv., prom. & merc. mgr.
Floyde Beaton, com. mgr.	William Ray, news ed.
John M. Keys, sls. dir.	John F. Whalley, opr. dir.
George Heinemann, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$2,500, (film) \$2,500; minute spot (live) \$400, (film) \$400; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 50% for 676 times. Rate Card No. 8A.

MARKET INFORMATION: (Total Including Fringe Area): Population, 7,406,700; Families in Area, 2,245,400; No. of Sets, 2,255,000; Retail Sales, \$9,206,611,000; Income per Family (estimate for metropolitan area only), \$6,656; Income per Capita (estimate for metropolitan area only), \$2,073.

WOPT (TV)

(Target Date, Not Set)

LICENSEE: WOPA-Inc. Address: 408 S. Oak Park Ave., Oak Park, Ill. Phone: Village 8-5760.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 682 ft.

AFFILIATION: Stations, Am, WOPA. Fm, WOPA-FM.

REPRESENTATIVES: Washington Attorney, A. Harry Becker; Consulting Engineer, Vandiver, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, pres. (25%); Richard Goodman, vp. (55%); and Mason Loundy, sec.-treas. (20%). Same interests own KXEL Waterloo, Iowa.

EXECUTIVES: Egmont Sonderling, pres.

WTTW (TV)*

(Target Date, Fall, 1955)

(*Non-Commercial Educational)

LICENSEE: Chicago Educational Television Assn. Address: 38 S. Dearborn St. Postal Zone: 3. Phone: Financial 6-5230.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 589.5 ft.; Above ground 617 ft.

OPERATION: Hours, 4-10 p.m. (Mon.-Fri.).

SERVICES: Two studios (25x40 ft. and 40x50 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. Two Selectroslide slide projectors. One DuMont scanner. One GE opaque projector.

EXECUTIVES:

Edward L. Ryerson, pres.	Colby Lewis, prod. mgr.
John W. Taylor, exec. dir.	Norma Barts, film buy.
James Robertson, prog. mgr.	Joan Kohn, prom. mgr.
Duane M. Weise, ch. eng.	

DANVILLE (Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.24 kw. Operating Pow.: Visual 13.2 kw, Aural 7.24 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began Dec. 13, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Network, ABC. Station, Am, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: One studio (30x30 ft.). Three camera chains, two Dage, one RCA. One Dage film camera. Two Holmes 16mm film projectors. One Spindler & Sauppe slide projector. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee publishes Danville Commercial News (Gannett). For other Gannett interests see WHEC-TV Rochester, N. Y.

EXECUTIVES:

Robert J. Burow, gen. mgr.	Orville P. Neely, ch. eng.
Max Shaffer, mgr.	Bill Dorn, film buy.
John D. Eckert, com. mgr.	Kay Shake, prom. mgr.
Honore Ronan, prog. dir.	William Houpt, news ed.

RATE INFORMATION: Class A one hour (live) \$165, (film) \$150; minute spot (live) \$35, (film) \$25; ID \$12. ID Length 8 sec. audio. Specifications 2x2 in. (35mm). Share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 300,000; Families in Area, 90,000; No. of Sets, 50,000; Retail Sales, \$68,862,038.

BROADCASTING • TELECASTING

DECATUR (Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: Southside Drive. Phone: 8-4304.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 602 ft.

OPERATION: Began Aug. 16, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Walter F. Kean.

SERVICES: One studio (53x36 ft.). Two RCA camera chains. One RCA film camera chain. Two slide projectors. Two RCA 16mm sound film projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger, pres.-treas., and brother (70%); and others.

EXECUTIVES:

W. L. Shellabarger, pres. & gen. mgr.	Robert G. Wright, prog. dir.
Shaun F. Murphy, com. mgr., sta. mgr. & film buy.	Hubert F. Abfalter, ch. eng.
	Dean Bafford, prom. mgr.
	Bob Shade, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 803,315; Families in Area, 257,475; No. of Sets, 168,000; Retail Sales, \$918,988,900; Income per Family, \$4,840; Income per Capita, \$1,551.

EVANSTON (Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Bstg. Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 233 ft.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, pres.-treas. (50%) and Howard S. Martin, vp.-sec. (50%). Mr. Pfaff owns 33 1/3% of WNMP Evanston.

EXECUTIVES:

Angus D. Pfaff, pres. & treas.	Howard S. Martin, vp & sec.
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HARRISBURG (Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 1/2 W. Poplar St. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.72 kw. Operating Pow.: Visual 7.41 kw, Aural 3.72 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 3:30-11:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, The Walker Representation Co. Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x27 ft.). One RCA studio chain. One GE two-camera remote installation. One rear screen projector. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One GE mobile unit.

PRINCIPAL STOCKHOLDERS: Oscar L. Turner and family (70%); Charles O. Farrar (25%); Harry R. Horning (5%). Same group operates chain of theaters in Illinois.

EXECUTIVES:

Oscar L. Turner, pres.	Jim Bolen, prog. dir.
O. L. Turner, gen. mgr. & film buy.	Charles Gilliam, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 5 sec. Share screen. Frequency discounts from 3.33% for 13 times up to 16.66% for 260 times. Rate Card No. 2.

PEORIA (Peoria County)

WEEK-TV

LICENSEE: West Central Bstg. Co. Address: 2907 Springfield Rd., E. Peoria. Phone: 6-5571.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 29, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network NBC. Station, Am, WEEK.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PEORIA (Cont.)

WEEK-TV (Cont.)

REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Frank H. McIntosh.
SERVICES: One studio (80x50 ft.). One GE camera chain. Two GE film cameras. Two GE film projectors. One GE slide projector. One Baloptican opaque projector. News Service, UP. Library, Lang-Worth.
PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr, pres. (50.611%); D. A. McGee, vp.-treas. (15.525%); T. M. Kerr, sec. (11.141%); and others. Kerr-McGee interests also own 50% of KVOO-TV Tulsa, Okla.
EXECUTIVES:
 Robert S. Kerr, pres. Wayne Lovely, ch. eng.
 Fred C. Mueller, gen. mgr. F. R. Oakley, prom. mgr.
 Wm. J. Flynn, com. mgr. Bob Arthur, news ed.
 Victor Fletcher, prog. dir.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 3/4x3 in. outside, 3x4 in. proj. area. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): 1950 Population, 1,156,182; 1950 Families in Area, 280,350; 1955 No. of Sets, 232,437; 1950 Retail Sales, \$1,018,121,000; 1950 Income per Family, \$4,298.

WTVH (TV)

LICENSEE: Hilltop Bcstg. Co. Address: 410 Fayette St. Phone: 6-5561.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Operating Pow.: Visual 22 kw, Aural 15 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 290 ft.; Above ground 240 ft.
OPERATION: Began Oct. 12, 1953.
AFFILIATION: Tv Networks ABC, CBS.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George Davis.
SERVICES: One studio (25x30 ft.). Two RCA and three Dage camera chains. One 16mm film camera. Two RCA 16mm film projectors. Two slide projectors. Two opaque projectors. News Service, AP. Library, Associated.
PRINCIPAL STOCKHOLDER: Licensee is owned by Peoria Journal Star Co., Publisher of Peoria Star and Journal.
EXECUTIVES:
 Henry P. Slane, pres. John Leslie, loc. sls. mgr.
 Edward G. Smith, gen. mgr. Don Roper, prog. dir. & film buy.
 Ralph L. Jawer, asst. gen. mgr. Wallace Wurz, ch. eng.
 & sls. mgr. Robert G. Holben, prod. mgr.

QUINCY
(Adams County)

WGEM-TV

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.2 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 673 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 4, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, NBC. Stations, Am, WGEM. Fm, WGEM-FM.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Two studios (21x49 ft. and 6x7 ft.). Two DuMont camera chains. Two Cinecon and two DeVry film projectors. One DuMont scanner. One DuMont opaque projector. News Service, UP. Library, World.
PRINCIPAL STOCKHOLDER: Quincy Newspapers Inc. (94.7%), publisher of Quincy Herald Whig. Affiliated with KGLO-AM-FM Mason City, Iowa.
EXECUTIVES:
 T. C. Oakley, pres. T. W. Austin, prog. dir. & film buy.
 Joseph S. Bonansinga, gen. mgr. Frank E. Laughlin, ch. eng.
 James E. Muse, com. mgr. William Vaughn, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	168,750	362,612
Families in Area	55,720	117,609
Retail Sales	\$171,077,250	\$368,692,750

KHQA-TV (HANNIBAL, MO)

LICENSEE: Lee Bcstg. Inc. Address: 510 Maine St., Quincy, Ill. Phone: Baldwin 2-6200 (For full listing see Hannibal, Mo.).

ROCKFORD
(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: Auburn at Winnebago Roads. Phone: 8-1813.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 649 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 1, 1953. Hours, 9:30 a.m.-1 a.m.
 Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATION: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
SERVICES: Two studios (38x64 ft. and 20x30 ft.). One outdoor studio. Three DuMont camera chains. Two DuMont 16mm film projectors. Two DuMont 35mm slide projectors. One DuMont flying spot scanner. News Service, UP.
PRINCIPAL STOCKHOLDERS: L. E. Caster, pres. (7.14%); Stanley Guyer, vp. (6%); Rockford Bcstrs. Inc. (WROK-Rockford Star and Register-Republic) (10%); Swan Hillman, treas. (7.14%); Bruce R. Gran, theaters, (32.57%); and others.
EXECUTIVES:
 L. E. Caster, pres. Dick Peck, ch. eng.
 J. M. Baisch, gen. mgr. Donna Mazzie, film buy.
 Al Bilardello, com. mgr. Chuck Olson, prom. mgr.
 Jack Mazzie, prog. dir. Bob Clyde, news ed.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 7 1/2 full; or 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 2.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	341,666	369,201	1,142,647
Families in Area	107,317	111,185	339,815
No. of Sets	72,441	81,451	244,024
Retail Sales	\$398,269,000	\$436,879,000	\$1,349,334,000
Income per Family	\$4,349	\$3,065	\$3,281
Income per Capita	\$1,652	\$1,557	\$1,579

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: North Meridian Road. Phone: 3-5413.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 9.8 kw. Operating Pow.: Visual 19.5 kw, Aural 9.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.
OPERATION: Began April 27, 1953. Hours, 3 p.m.-midnight.
AFFILIATION: Tv Networks, DTN, NBC.
REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (35x60 ft. and 16x20 ft.). Two RCA camera chains. One RCA film camera. Two GPL film projectors. One Tressel Projectall slide projector. News Services, INS, UP. Library, Telenews.
PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp., theaters (50%) and Irwin and H. W. Dubinsky, theaters (50%). H. & E. Balaban Corp. also owns 34% of WICS (TV) Springfield, Ill.
EXECUTIVES:
 Harold Froelich, gen. mgr. Carl P. Stemler, film dir.
 John W. Kelin Jr., prog. dir. Bob Thompson, prom. mgr.
 Herbert H. Eckstein, ch. eng. Ted Beinart, news ed.
RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Rate Card No. 3.
MARKET INFORMATION: (Primary Coverage): Population, 465,801; Families in Area, 134,300; Retail Sales, \$450,631,000; Income per Family, \$5,029; Income per Capita, \$1,472.

ROCK ISLAND
(Rock Island County)




WHBF-TV

LICENSEE: Rock Island Bcstg. Co. Address: 231 18th St. Phone: 6-5441.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM., GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 493 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1950. Hours, 7 a.m.-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WHBF. Fm, WHBF-FM.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, E. C. Page.
SERVICES: Two studios (30x80 ft. and 18x28 ft.). Three DuMont camera chains. One Trans-Lux rear screen projector. One DuMont film camera. Two DuMont film projectors. One DuMont Multiscanner projector (dual opaques, 4x5 in. and single slides 2x2 in.). One DuMont 2x2 in. scanner. 16mm film processing unit. Field camera service. News Services, UP. Library, Lang-Worth, RCA Thesaurus, World.
PRINCIPAL STOCKHOLDERS: Ben H. Potter and family (75%) and Leslie C. Johnson (25%). Potter family owns Rock Island Argus.
EXECUTIVES:
 Ben H. Potter, pres. Forest W. Cooke, prog. dir. & sustaining film buy.
 Leslie C. Johnson, vp. & gen. mgr. Robert J. Sineff, ch. eng.
 Maurice Corken, asst. gen. mgr., Fern Hawks, prom. mgr.
 com. mgr. & com. film buy. William Ellison, news ed.
RATE INFORMATION: Class AA one hour (live) \$760, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$70. ID Length 8 sec. Specifications 2x2. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	354,200	345,800	1,299,300
Families in Area	115,400	106,700	403,700
Retail Sales	\$535,484,000	\$384,133,000	\$1,747,267,000
Income per Family	\$4,970	\$4,794	\$4,686
Income per Capita	\$1,554	\$1,468	\$1,449

IT TAKES 3 TV STATIONS

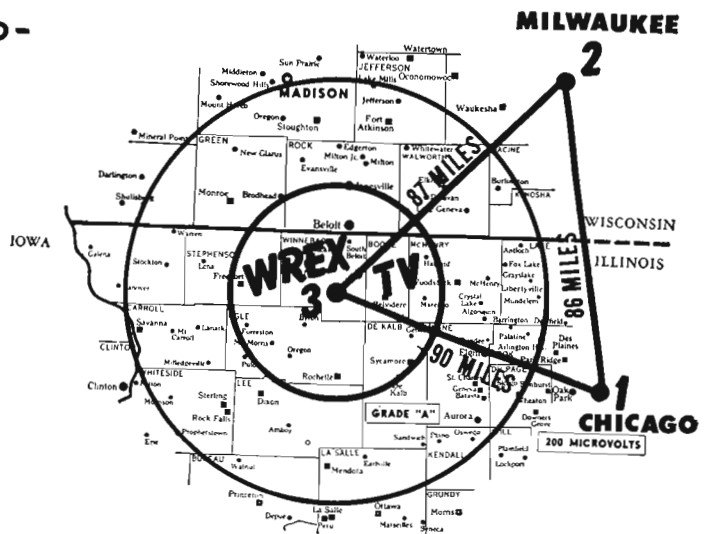
to *Completely Sell* this densely populated, rich, midwest area.....

POPULATION PER SQUARE MILE	
	18.0 TO 44.9
	45.0 TO 89.9
	90.0 AND OVER

Dept. of Commerce Map

You need **WREX-TV** for **POSITIVE** coverage of **SOUTHERN WISCONSIN** and **NORTHERN ILLINOIS**

As one of the **BIG 3** midwestern television markets (Chicago-Milwaukee-ROCKFORD), **WREX-TV** assures you of complete coverage of this **Multi-Billion Dollar** market area.



Affiliated with
CBS and ABC

WREX-TV
rockford, illinois

Channel 13



J·M·Baisch · Gen Mgr.

represented by

HR television, inc.

SPRINGFIELD
(Sangamon County)

WICS (TV)

LICENSEE: Plains Television Corp. Address: 523 E. Capitol Ave. Phone: 8-0465.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Operating Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 430 ft.
OPERATION: Began Sept. 17, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WCVS.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.
SERVICES: Two studios (30x40 ft. and 60x120 ft.). Two RCA camera chains. One RCA film camera. One RCA film projector. One Gray Telojector slide projector. One camera remote mobile unit. News Services, AP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc. (33 1/3%); H. & E. Balaban Corp. (33 1/3%); WCBS Inc., licensee of WCVS Springfield, (33 1/3%). Transcontinental Properties (Herbert Scheffel, pres; Alfred G. Burger, exec. vp.) also owns WFTV (TV) Duluth, Minn. H. & E. Balaban Corp. also owns 50% of WTVO (TV) Rockford.
EXECUTIVES:
 Milton D. Friedland, gen. mgr. Basil O'Hagan, ch. eng.
 Warren King, com. mgr. James Henneberry, prom. mgr.
 H. J. Hoskins, prog. dir. & film buy. Dick O'Neill, news ed.
RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 5%. Rate Card No. 2.
MARKET INFORMATION: Total (Including Fringe Area): Population, 510,578; Families in Area, 165,241; Retail Sales, \$595,717,000; Effective Buying Income, \$785,390,300.

URBANA

(Champaign County)

WILL-TV*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of Illinois. Address: 1010 S. Wright St. Phone: 7-6611.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 177 ft.
OPERATION: Hours, 7 a.m.-9 p.m.
AFFILIATION: Station, Am, WILL. Fm, WILL-FM.
REPRESENTATIVES: Consulting Engineer, Jansky & Bailey.
SERVICES: Three GPL camera chains. Six film cameras, three Bell & Howell, three Mowrer. Three film projectors, GE, GPL and Bell & Howell. One Gray Telop projector. One GPL film processing unit. News Service, AP.
EXECUTIVES:
 David D. Henry, pres. Richard L. Rider, prog. dir.
 Frank E. Schooley, gen. mgr. John R. Brugger, ch. eng.

INDIANA

INDIANA MARKET INDICATORS

Total Population, July 1, 1954.....	4,209,000
Total Families, 1950.....	1,039,105
Total Urban Population, 1950.....	2,357,196
Total Rural Nonfarm Population, 1950.....	909,874
Total Farm Population, 1950.....	667,154
Employed in Nonagricultural Establishments, March 1955.....	1,334,000
Employed in Agriculture, 1950.....	175,645
Employed in Mining, March 1955.....	10,400
Employed in Manufacturing, March 1955.....	599,900
Employed in Construction, March 1955.....	57,100
Employed in Transportation & Public Utilities, March 1955.....	97,000
Employed in Wholesale & Retail Trade, March 1955....	272,300
Employed in Finance, Insurance & Real Estate, March 1955.....	44,700
Employed in Service and Miscellaneous, March 1955....	97,600
Employed in Government Service, March 1955.....	155,000
Retail Sales, 1954.....	\$ 4,634,271,000
Bank Assets, Jan. 1, 1955.....	\$ 4,381,171,000
Bank Deposits, Jan. 1, 1955.....	\$ 4,079,982,000
Major Income Sources, 1953: Agriculture 7.2%; Government 12.2%; Manufacturing Payrolls 37.5%; Trade and Service 22.3%.	
Total Income Payments, 1953.....	\$ 7,584,000,000
Per Capita Income, 1953.....	\$ 1,834
Total Internal Revenue Collections, 1954.....	\$ 1,513,092,000

Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 81.73
Cash Receipts from Farm Marketing, 1954.....	\$ 1,136,251,000
Government Payments to Farmers, 1954.....	\$ 6,120,000
Value of Mineral Production, 1951.....	\$ 174,388,000
Total New Construction in 1952.....	\$ 792,500,000
New Private Construction in 1952.....	\$ 608,800,000
New Public Construction in 1952.....	\$ 183,700,000
Motor Vehicle Registration, 1954.....	1,682,430
Number of Telephones, Jan. 1, 1955.....	1,362,700
Number of Electrical Connections, Jan. 1, 1955.....	1,410,315
Number of Gas Utilities Connections, 1953.....	635,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

INDIANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		TV Sets		TV %	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954		
Adams	22,393	\$ 22,884	\$ 5,171	\$ 443	1,700	25%					
Allen	183,722	265,778	57,331	8,166	13,870	23%					
Bartholomew	36,108	36,875	9,127	936	10,220	75%					
Benton	11,462	12,825	2,628	346	2,280	65%					
Blackford	14,026	16,048	3,765	486	1,130	25%					
Boone	23,993	30,762	5,765	857	5,810	70%					
Brown	6,209	2,345	892	47	830	55%					
Carroll	16,010	14,241	3,451	233	2,970	55%					
Cass	38,730	48,643	8,529	1,526	5,760	48%					
Clark	48,330	36,877	11,167	876	12,930	76%					
Clay	23,918	18,252	5,320	555	2,740	34%					
Clinton	29,734	32,517	6,877	829	6,960	70%					
Crawford	9,289	4,751	1,065	95	1,180	42%					
Daviess	26,762	24,835	5,295	556	4,770	57%					
Dearborn	25,141	25,661	7,410	579	4,640	58%					
Decatur	18,218	18,210	3,754	378	3,360	59%					
De Kalb	26,023	25,153	6,580	554	2,680	31%					
Delaware	90,252	102,193	23,000	3,302	21,830	71%					
Dubois	23,785	23,276	4,232	519	2,350	34%					
Elkhart	84,512	113,398	25,007	3,602	13,610	48%					
Fayette	23,391	28,257	6,852	884	3,860	51%					
Floyd	43,955	47,009	11,704	1,164	13,050	87%					
Fountain	17,836	17,265	3,764	482	2,380	39%					
Franklin	16,034	9,985	2,377	99	2,300	51%					
Fulton	16,565	20,455	3,752	470	2,970	54%					
Gibson	30,720	32,453	7,262	526	2,720	27%					
Grant	62,156	65,446	15,024	2,102	12,460	62%					
Greene	27,886	21,497	6,005	632	4,620	50%					
Hamilton	28,491	28,101	5,736	666	6,700	70%					
Hancock	20,332	19,055	4,926	422	4,970	70%					
Harrison	17,858	10,976	2,187	146	2,240	42%					
Hendricks	24,594	16,867	3,579	728	6,560	80%					
Henry	45,505	45,800	13,429	1,229	8,750	60%					
Howard	54,498	62,221	13,853	1,857	12,090	66%					
Huntington	31,400	35,084	8,232	916	1,250	12%					
Jackson	28,237	29,440	6,536	491	4,990	55%					
Jasper	17,031	17,955	4,129	310	3,440	65%					
Jay	23,157	21,363	5,105	499	1,910	25%					
Jefferson	21,613	19,685	4,338	685	3,760	59%					
Jennings	15,250	10,332	2,601	173	2,420	59%					
Johnson	26,183	25,365	6,237	848	6,950	80%					
Knox	43,415	49,455	10,624	1,270	9,120	65%					
Kosciusko	33,002	37,368	8,720	853	5,560	50%					
La Grange	15,347	11,358	2,761	244	2,160	48%					
Lake	368,152	491,354	124,450	12,729	111,910	96%					
La Porte	76,808	91,403	23,845	2,292	19,740	79%					
Lawrence	34,346	31,510	7,514	908	6,160	57%					
Madison	103,911	116,541	27,722	4,007	28,560	81%					
Marion	551,777	829,504	175,207	36,240	156,590	83%					
Marshall	26,468	26,263	6,806	691	5,170	53%					
Martin	10,678	6,151	1,848	209	1,620	49%					
Miami	28,201	28,254	6,890	674	2,730	29%					
Monroe	50,080	43,111	10,357	1,696	8,310	58%					
Montgomery	29,122	32,753	7,501	835	7,190	73%					
Morgan	23,726	21,992	6,015	484	6,320	80%					
Newton	11,066	12,614	2,570	403	2,340	65%					
Noble	25,075	31,142	6,259	632	3,980	49%					
Ohio	4,223	2,678	470	45	770	59%					
Orange	16,879	11,782	3,253	473	2,180	42%					
Owen	11,763	7,503	2,040	222	1,860	49%					
Parke	15,674	11,661	2,796	342	1,910	39%					
Perry	17,367	13,558	3,551	340	2,180	42%					
Pike	14,995	11,463	3,015	90	2,670	58%					
Porter	40,076	40,911	10,396	1,102	10,830	82%					
Posey	19,818	16,287	3,709	248	1,770	25%					
Pulaski	12,493	13,528	2,790	262	2,150	53%					
Putnam	22,950	23,497	4,586	590	2,280	33%					
Randolph	27,141	33,523	5,928	767	5,980	65%					
Ripley	18,763	19,520	4,496	507	3,540	59%					
Rush	19,799	20,066	3,642	385	3,680	59%					
St. Joseph	205,058	268,214	61,314	7,813	39,250	58%					
Scott	11,519	12,111	3,392	170	2,320	58%					
Shelby	28,026	29,946	6,502	730	6,040	69%					
Spencer	16,174	11,381	2,233	304	1,560	34%					
Starke	15,282	17,931	3,727	158	4,030	79%					
Steuben	17,087	23,001	4,876	518	1,770	31%					
Sullivan	23,667	19,274	5,256	400	3,910	49%					
Switzerland	7,599	3,905	1,017	95	1,300	59%					
Tippecanoe	74,473	90,817	20,281	3,583	9,170	40%					
Tipton	15,566	11,830	2,955	323	3,430	70%					
Union	6,412	6,309	1,532	177	970	51%					
Vanderburgh	160,422	199,246	43,968	7,190	15,750	29%					
Vermillion	19,723	18,140	4,900	481	2,800	39%					
Vigo	105,160	127,968	28,630	3,947	24,790	69%					
Wabash	29,047	30,779	6,705	982	2,760	29%					
Warren	8,535	4,497	1,246	92	1,090	39%					
Warrick	21,527	17,917	4,516	300	2,340	33%					
Washington	16,520	17,811	2,197	228	3,020	58%					
Wayne	68,566	89,156	18,564	2,657	14,500	65%					
Wells	19,564	19,593	4,471	343	780	12%					
White	18,042	16,935	3,548	686	3,280	54%					
Whitley	18,828	20,605	4,349	433	3,070	48%					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDERSON
(Madison County)

WCBC-TV

(Target Date, Unknown)

LICENSEE: Great Commission Schools Inc. Address: P. O. Box 727. Phone: 3-5321.
FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Height: Above average terrain 340 ft.; Above ground 370 ft.

AFFILIATION: Station, Am, WCBC.

REPRESENTATIVES: Washington Attorney, Morris Hall; Consulting Engineer, A. R. Bitter.

SERVICES: Two studios (40x60 ft. ea., convertible to auditorium 40x120 ft.). Two Fleetwood camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Paul E. Billheimer, pres., and wife (80%) and Edwin Messerschmidt (20%).

EXECUTIVES:

Paul E. Billheimer, pres. Vernal Layton, ch. eng.
Gordon Beck, gen. mgr.

BLOOMINGTON

(Monroe County)

WTTV (TV) (INDIANAPOLIS)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Drive. Phone: Bus. Ofc. (Indianapolis), Melrose 5-8656; Studio (Bloomington) 2-3391.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 973 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 11, 1949. Hours, 6:45-12:30 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Abe L. Stein; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (25x50 and 15x20 ft.). Five camera chains, four RCA and one Sarkes Tarzian. One TSC rear screen projector. Two film cameras, Oricon and Bolox. Four film projectors, two RCA, two DeVry. Three slide projectors, one Super Projectall, two Telojectors. One mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian and family (100%). Firm also manufactures radio-tv station equipment, receiver parts.

EXECUTIVES:

Sarkes Tarzian, pres. Warren Perney, film buy.
Robert Lemon, gen. mgr. Jerry Danziger, prod. mgr.
Norman Cissna, asst. mgr. & Keith Wilson, prom. mgr.
sls. dir. David Lewis, news ed.
Robert Petronoff, prog. dir. Sue Bartlett, traffic dir.
Carl Onken, ch. eng.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	987,700	1,937,600	2,524,450
Families in Area	310,685	607,165	748,915
No. of Sets	326,209	541,771	653,534
Retail Sales	\$1,203,219,000	\$2,156,703,000	\$2,329,081,000
Income per Family	\$5,776	\$5,303	\$4,644
Income per Capita	\$1,817	\$1,662	\$1,378

ELKHART

(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSEE: Truth Publishing Co. Inc. Address: 416 S. Second St. Phone: 2-1518.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw. Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began March 20, 1954. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WTRC. Fm, WTRC-FM.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (6x6 ft. and 60x40 ft.). Two RCA camera chains. One TSC rear screen projector. Three film cameras, Auricon, Bell & Howell, Bolox. Two RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One film processing unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: John F. Dille Jr., pres. (35.5%); Walter R. Beardsley, vp. (49.5%); Carl D. Greenleaf, vp. (14.43%).

pay less to sell the SOUTH BEND MARKET—

Indiana's 1st — America's 5th Richest*



Class "A" time rate comparison
of South Bend area stations
Effective August, 1955

Time	WSJV	Station B	Station C
1 hour	\$300.00	\$500.00	\$400.00
½ hour	\$180.00	\$300.00	\$240.00
5 min.	\$ 90.00	\$125.00	\$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is \$6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion-dollar market—with broader coverage at substantially lower rates than any TV station in the area.

Your Growth Network Station
Serving
South Bend — Elkhart
Northern Indiana — Southern Michigan

JOHN F. DILLE, Jr., President
PAUL C. BRINES, General Manager

Represented by
H-R TELEVISION

WSJV-TV

ABC — Elkhart — Channel 52

ELKHART (Cont.)

WSJV (TV) (Cont.)

EXECUTIVES:

John F. Dille Jr., pres. & gen. mgr. Lester W. Zellmer, ch. eng.
 Paul C. Brines, dir. of bdcstg. Joseph Gillespie, prom. mgr.
 John J. Keenan, com. mgr. Robert Wright, news ed.
 Edwin J. Lasko, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 808,450; Families in Area, 251,985; No. of Sets, 208,411; Retail Sales, \$917,742,500; Income per Family, \$5,064.

EVANSVILLE
(Vanderburgh County)

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville. Postal Zone: 4. Phone: 5-2634. (For full listing see Henderson, Ky.)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mount Auburn Road. Phone: 5-6201.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw. Operating Pow.: Visual 69.2 kw, Aural 36.3 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 515 ft.

OPERATION: Began Nov. 15, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George P. Adair.

SERVICES: Two studios (33x56 ft. and 30x40 ft.). Three camera chains, two RCA, one Dage. One TSC rear screen projector. One Eastman film camera. Two GPL film projectors. Two slide projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Grand-Carlton Corp. (theaters). Jesse D., Isadore J. and Oscar K. Fine own Grand-Carlton Corp.

EXECUTIVES:

Jesse D. Fine, pres. Harvey Shellito, ch. eng.
 Ted Nelson, gen. mgr., natl. com. mgr. & film buy. Fred Rollison, news ed.
 Charles J. Carey, prog. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 40% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	450,700	680,000	791,600
No. of Sets	73,600	94,950

FORT WAYNE
(Allen County)

WANE-TV

(Target Date, Sept. 1, 1955)

LICENSEE: Radio Fort Wayne Inc. Address: Fort Wayne Bank Bldg. Phone: Anthony 6212.

FACILITIES: Ch. 69. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 786 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WANE.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Universal Bcstg. Co., C. Bruce McConnell, pres. Universal is licensee of WISH-AM-TV Indianapolis and owns WHBU Anderson.

EXECUTIVES:

C. Bruce McConnell, pres. Stokes Gresham Jr., ch. eng.
 Robert B. McConnell, gen. mgr.

WINT (TV) (WATERLOO)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Phone: Anthony 8475. (For full listing see Waterloo.)

WKJG-TV

LICENSEE: Northeastern Indiana Bcstg. Co. Address: 220 E. Jefferson St. Postal Zone: 2. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw. Operating Pow.: Visual 269 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 770 ft.; Above ground 793 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, DTN, NBC. Stations, Am, WKJG. Fm, WKJG-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George E. Gautney.

SERVICES: One studio (35x50 ft.). One GE camera chain. One rear screen projector. One GE film camera. Two GE film projectors. Two slide projectors, one 2x2 in., one 3x4 in. One mobile unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust, pres. (28.52%); H. Leslie Popp, vp.-treas. (28.52%); Edward G. Thoms, vp.-sec. (18.76%) and Walter L. Thoms (18.76%) and others.

EXECUTIVES:

Clarence L. Schust, pres. Calo Mahlock, prog. dir.
 Edward G. Thoms, gen. mgr. Eugene A. Chase, ch. eng.
 Carleton B. Evans, com. mgr. Wilson Schroeder, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$350; minute spot (live) \$80, (film) \$70; ID \$35. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	645,600	720,000
Families in Area	200,987	226,000
No. of Sets	132,547	148,934
Retail Sales	\$710,233,000	\$882,254,000
Income per Family	\$6,008
Income per Capita	\$1,887

INDIANAPOLIS
(Marion County)

WFBM-TV

LICENSEE: Consolidated Television & Radio Bcstrs. Inc. Address: 1330 N. Meridian St. Postal Zone: 2. Phone: Melrose 4-8521.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 1,019 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 30, 1949. Hours, 7-12:15 a.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WFBM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplowitz; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (60x40 ft. and 40x30 ft.). Ten camera chains. Two DuMont film cameras. Two DuMont film projectors. One DuMont dual opaque (3x4 in.) projector. One scanner. Shadow box (6x8 in. cards). One mobile bus unit. News Services, AP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: Owned principally by Harry M. Bitner and family. Also owns WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis, WFDF Flint, Mich.

EXECUTIVES:

Harry M. Bitner Jr., pres. Harold Holland, ch. eng.
 William F. Kiley, gen. mgr. Hugh Kibbey, film buy.
 Don Menke, com. mgr. Bernie Carney, prom. mgr.
 Bill Fall, prog. dir. Gilbert Forbes, news ed.

RATE INFORMATION: Class AA one hour (live) \$960, (film) \$960; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Indianapolis	Indianapolis Met. Area (Marion Co.)	WFBM-TV O.I. MV Service Area
Population	453,500	599,900	2,226,700
Families in Area	144,320	188,830	695,840
No. of Sets	170,000	665,000
Retail Sales	\$780,093,000	\$835,152,000	\$2,478,295,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



OVER HALF THE AUTOMOTIVE SALES IN INDIANA

*are made to the people served by WFBM-TV**

***NO OTHER INDIANA TV STATION DELIVERS SO MUCH**

Automotive sales state-wide: \$894,041,000
Automotive sales WFBM-TV-wide: \$500,663,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul



AN
open door
 to the Nation's
 Test Market!
WLBC-TV

Muncie . . . sometimes called Mid-
 dletown, U.S.A. . . . has been the
 nation's recognized test market for
 years. Reach this rich Muncie area
 market via WLBC-TV.

- ★ 110,000 UHF sets (June, 1955)
- ★ 65% tuned to Channel 49
- ★ \$225 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

INDIANAPOLIS (Cont.)

WISH-TV

LICENSEE: Universal Bcstg. Co. Inc. Address: 1440 N. Meridian St. Postal Zone: 2. Phone: Melrose 4-6411.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 997 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began July 1, 1954. Hours, 6:45-12:15 a.m.
 AFFILIATION: Tv Network, CBS. Station, Am, WISH.
 REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
 SERVICES: One studio (48x25 ft.). One auditorium (with 150 seats, stage 26x26 ft.). Four RCA camera chains. One RCA film camera. Two RCA film projectors. One Super Projectall slide projector. One Bridgmatic film processing unit. News Service, AP. Library, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, pres. (50.71%); Earl H. Schmidt, sec. (7%); Frank E. McKinney, treas. (10%); and others. Licensee also owns WHBU Anderson and WANE-AM-TV Fort Wayne.
 EXECUTIVES:
 C. Bruce McConnell, pres. Steven T. Briggs, prog. dir.
 Robert B. McConnell, vp., gen. mgr. Stokes Gresham, ch. eng. & film buy.
 James A. Buck, prom. mgr.
 Robert F. Ohleyer, com. mgr. Vince Leonard, news ed.
 RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WTTV (TV) (BLOOMINGTON)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Drive, Bloomington, Ind. Phone: 2-3391. (For full listing see Bloomington.)

LAFAYETTE
 (Tippecanoe County)

WFAM-TV

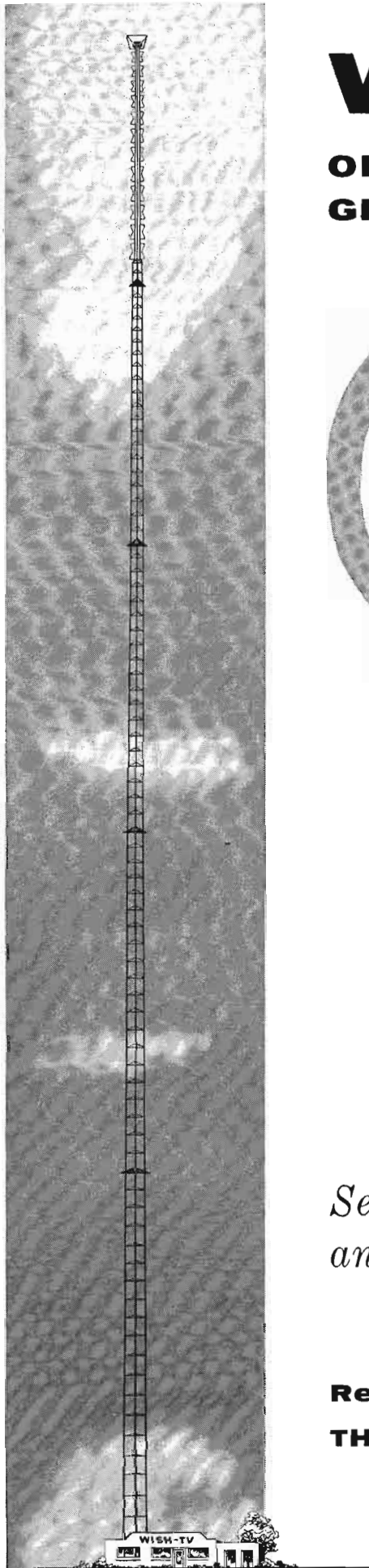
LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.
 FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 100 kw. Operating Pow.: Visual 170 kw, Aural 100 kw. Transmitter: RCA. Tower Make: Ideco. Height: Above average terrain 630 ft.; Above ground 637 ft.
 OPERATION: Began June 15, 1953. Hours, 4 p.m.-midnight.
 AFFILIATION: Tv Networks, CBS, DTN, NBC. Station, Am, WASK.
 REPRESENTATIVES: Sales, William G. Rambeau Co.; Attorney, Charles Vaughan (Lafayette); Consulting Engineer, Frank H. McIntosh.
 SERVICES: Two studios (60x40 ft. and 10x12 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Telop Projectall slide projector.
 PRINCIPAL STOCKHOLDER: O. E. Richardson (100%).
 EXECUTIVES:
 O. E. Richardson, pres. James R. Potter, prog. dir.
 Herb Nelson, gen. mgr., com. mgr., film buy. & prom. mgr. Richard Cochran, ch. eng.
 Hi Shumway, news ed.
 RATE INFORMATION: Class A one hour (live) \$300, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.
 MARKET INFORMATION: Total (Including Fringe Area): Population, 671,530; Families in Area, 208,000; No. of Sets, 66,250; Retail Sales, \$460,000,000; Income per Family, \$5,200; Income per Capita, \$1,798.

MUNCIE
 (Delaware County)

WLBC-TV

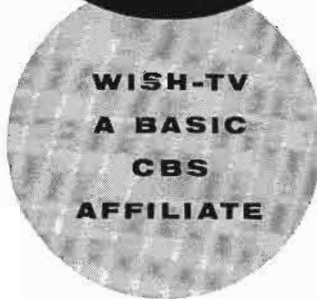
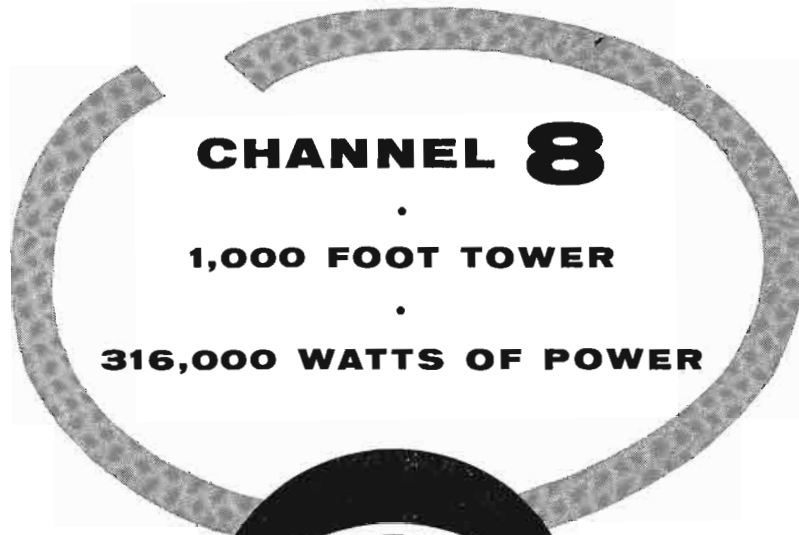
LICENSEE: Tri City Radio Corp. Address: P. O. Box 271. Phone: 4403.
 FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 7.59 kw. Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 542 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began May 8, 1953. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WLBC. Fm, WMUN (FM).
 REPRESENTATIVES: Sales, Hal Holman Co., Chicago; The Walker Representation Co. Inc., New York; Washington Attorney, John H. Midlen; Consulting Engineer, George C. Davis.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



WISH-TV

**ONE OF THE NATION'S
GREATEST TELEVISION STATIONS**



*Serving the great Indianapolis
and Indiana trading area*

**Represented by
THE BOLLING COMPANY**



MUNCIE (Cont.)

WLBC-TV (Cont.)

SERVICES: One studio (50x24 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Super-Projectall slide and opaque projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Donald A. Burton, pres.-treas., and wife (52.5%); William F. Craig, vp. (46.5%); and others.

EXECUTIVES:
 Don Burton, pres., treas. & gen. mgr. Maury Crain, ch. eng.
 Bill Craig, com. mgr. & film buy. George Marks, prom. mgr.
 Lee Allerton, prog. dir. Fred Hinshaw, news ed.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$225; minute spot (live) \$50, (film) \$50; ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 2.

MARKET INFORMATION: (Total for WLBC-TV Market Area): Population, 473,300; Families in Area, 149,300; No. of Uhf Sets, 110,700; Retail Sales, \$482,615,000; Income per Family, \$4,848; Income per Capita, \$1,526.

NOTRE DAME
(St. Joseph County)

WNDU-TV (SOUTH BEND)

LICENSEE: Michiana Telecasting Corp. Address: Notre Dame, Ind. Phone: Central 4-9011.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 49.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 15, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, WNDU.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Dempsey & Kopolovitz; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x60 ft.). Three RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two Spindler & Sauppe slide projectors. One mobile unit. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Wholly owned by University of Notre Dame du Lac, Rev. Theodore M. Hesburgh, pres.

EXECUTIVES:
 Rev. Theo. M. Hesburgh, C.S.C., pres. Wm. Thomas Hamilton, com. mgr.
 Edward J. Roth Jr., prog. dir.
 Bernard C. Barth, vp., gen. mgr. & film buy. William A. Garden, prod. dir.
 Geo. B. Smith, ch. eng.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications 12 word copy, 2 sec. sration ID-video & audio. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 660,000; Families in Area, 201,000; No. of Sets, 154,770; Retail Sales, \$763,472,000; Income per Family, \$6,916; Income per Capita, \$2,136.

PRINCETON
(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer W. Broadway.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 461 ft.

OPERATION: Began Dec. 6, 1952.

AFFILIATION: Station, Am, WRAY.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Leon L. Sclawy; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: M. R. Lankford, (licensee of WRAY-AM), pres. (67.9%), and others. Mr. Lankford also owns WCBQ Sarasota, Fla., and WDQN DuQuoin, Ill.

EXECUTIVES:
 M. R. Lankford, pres. & gen. mgr. Gordon Lack, news ed.
 Ray J. Lankford, sec.-treas.

† WRAY-TV has suspended operation but has not returned its CP.

SOUTH BEND
(St. Joseph County)

WNDU-TV (NOTRE DAME)

LICENSEE: Michiana Telecasting Corp. Address: Notre Dame, Ind. Phone: Central 4-9011. (For full listing see Notre Dame.)

WSBT-TV

LICENSEE: South Bend Tribune. Address: 225 W. Colfax Ave. Postal Zone: 26. Phone: Central 3-3141.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 21, 1952. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co., Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30x40 ft.). Four RCA camera chains. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe 2x2 in. slide projectors. One Calumet film processing unit. One mobile unit. News Services, INS, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: South Bend Tribune Publishing Co. (South Bend Tribune) is owned by the estate of F. A. Miller, deceased (52.37%); and others.

EXECUTIVES:
 Neal B. Welch, gen. mgr. Walter A. Sweitzer Jr., film buy.
 Richard H. Holloway, natl. sls. mgr. Judd Choler, prom. mgr.
 Robert J. Drain, prog. dir. Robert H. Houser, news ed.
 Arthur R. O'Neil, ch. eng.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WSJV (TV) (ELKHART)

LICENSEE: Truth Publishing Co. Address: 416 S. Second St. Phone: 2-1518. (For full listing see Elkhart.)

TERRE HAUTE
(Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Bstg. Corp. Address: 918 Ohio St. Phone: Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 22, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WTHI. Fm, WTHI-FM.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George C. Davis.

SERVICES: One studio (2,500 sq. ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston-Fearless film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., pres. (81.65%); J. R. Clautier, vp. & treas. (13.35%) and Henry P. Smith (5%).

EXECUTIVES:
 Anton Hulman, pres. Nancy Langan, film dir.
 Joseph M. Higgins, gen. mgr. Richard M. Forbes, prom. & publ. dir.
 Ben Falber Jr., tv opr. dir.
 Pat Murphy, prog. mgr. Howard Caldwell, news dir.
 Don E. Petit, ch. eng.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts. Rate Card No. 1B.

MARKET INFORMATION: Population, 715,635; Families in Area, 227,461; No. of Sets, 154,000; Retail Sales, \$714,500.

WATERLOO
(DeKalb County)

WINT (TV) (FORT WAYNE)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Postal Zone: 2. Phone: Anthony 8475.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 126 kw. Operating Pow.: Visual 240 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 830 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Andrew D. Ring.

SERVICES: One studio (25x35 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray Teloprojector slide projector. One Gray Telop opaque projector. News Service, UP. Library, Capital.

PRINCIPAL STOCKHOLDERS: R. Morris Pierce, pres. (10.87%); Ralph Rehor, vp. (6.52%); Frederick Wolf, treas. (10.87%); E. J. Sklenicka, sec. (4.35%); J. J. Smid (8.69%); John F. Patt (14.5%), and others. Mr. Patt is president of WJR Detroit and WJRT (TV) Flint, both Mich.

EXECUTIVES:
 R. Morris Pierce, pres. Charles E. Wallace, ch. eng.
 Ben. B. Baylor Jr., vp. & gen. mgr. Ben K. West, prom. mgr.
 Robert C. Currie Jr., prog. dir. & film buy. Richard T. Hilcock, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 21/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 722,500; Families in Area, 228,600; No. of Sets (Jan. 31), 134,320; Retail Sales, \$768,150,000; Income per Family, \$6,487; Income per Capita, \$1,887.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

IOWA MARKET INDICATORS

Total Population, July 1, 1954.....	2,638,000
Total Families, 1950.....	686,785
Total Urban Population, 1950.....	1,250,938
Total Rural Nonfarm Population, 1950.....	487,485
Total Farm Population, 1950.....	782,650
Employed in Nonagricultural Establishments, March 1955.....	617,000
Employed in Agriculture, 1950.....	285,267
Employed in Mining, March 1955.....	2,800
Employed in Manufacturing, March 1955.....	164,800
Employed in Construction, March 1955.....	25,800
Employed in Transportation & Public Utilities, March 1955.....	55,600
Employed in Wholesale & Retail Trade, March 1955.....	168,600
Employed in Finance, Insurance & Real Estate, March 1955.....	26,500
Employed in Service and Miscellaneous, March 1955.....	69,800
Employed in Government Service, March 1955.....	103,300
Retail Sales, 1954.....	\$ 3,045,802,000
Bank Assets, Jan. 1, 1955.....	\$ 2,930,426,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,707,189,000
Major Income Sources, 1953: Agriculture 21.9%; Government 14.6%; Manufacturing Payrolls 17.1%; Trade and Service 23.8%.	
Total Income Payments, 1953.....	\$ 3,954,000,000
Per Capita Income, 1953.....	\$ 1,518
Total Internal Revenue Collections, 1954.....	\$ 521,087,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 74.83
Cash Receipts from Farm Marketing, 1954.....	\$ 2,347,221,000
Government Payments to Farmers, 1954.....	\$ 9,538,000
Value of Mineral Production, 1951.....	\$ 47,706,000
Total New Construction in 1952.....	\$ 455,800,000
New Private Construction in 1952.....	\$ 347,300,000
New Public Construction in 1952.....	\$ 108,500,000
Motor Vehicle Registration, 1954.....	1,143,540
Number of Telephones, Jan. 1, 1955.....	917,500
Number of Electrical Connections, Jan. 1, 1955.....	902,927
Number of Gas Utilities Connections, 1953.....	322,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Adair	12,292	\$ 9,504	\$ 1,593	\$ 225	1,920	48%
Adams	8,753	7,018	732	99	1,340	48%
Allamakee	16,351	16,685	3,130	206	560	12%
Appanoosa	19,683	14,337	3,210	375	1,390	22%
Audubon	11,579	13,513	2,075	188	1,820	52%
Benton	22,656	22,612	4,438	356	2,840	39%
Black Hawk	100,448	133,316	25,649	3,447	11,680	35%
Boone	28,139	23,256	4,554	571	5,120	60%
Bremer	18,884	21,930	3,723	265	1,280	22%
Buchanan	21,927	17,848	3,166	243	2,440	40%
Buena Vista	21,113	27,738	5,126	531	1,710	24%
Butler	17,394	18,890	2,752	265	1,270	23%
Calhoun	16,925	15,946	3,128	386	1,370	25%
Carroll	23,065	31,102	4,727	478	3,360	51%
Cass	18,532	24,222	4,215	568	3,810	60%
Cedar	16,910	19,040	2,875	318	4,000	74%
Cerro Gordo	46,053	71,915	14,064	1,613	5,750	39%
Cherokee	19,052	20,401	3,253	507	1,220	23%
Chickasaw	15,228	16,835	3,826	290	630	14%
Clarke	9,369	8,543	2,278	175	620	20%
Clay	18,103	29,182	5,292	546	970	17%
Clayton	22,522	20,183	3,619	386	780	11%
Clinton	49,664	63,414	13,185	1,247	11,990	75%
Crawford	19,741	19,066	3,834	387	2,960	52%
Dallas	23,661	26,128	5,750	642	4,820	62%
Davis	9,959	5,645	1,490	190	650	21%
Decatur	12,601	9,072	2,351	252	760	20%
Delaware	17,794	13,915	2,768	320	2,810	54%
Des Moines	42,056	56,135	13,107	1,849	9,620	67%
Dickinson	12,756	15,231	2,684	343	680	17%
Dubuque	71,337	92,220	18,552	1,479	8,050	40%
Emmett	14,102	15,390	3,069	388	770	18%
Fayette	28,294	23,967	4,663	430	1,300	15%
Floyd	21,505	21,366	4,722	527	880	13%
Franklin	16,268	16,323	2,822	227	2,810	54%
Fremont	12,323	9,772	2,077	217	2,590	70%
Greene	15,544	15,960	2,964	336	2,890	59%
Grundy	13,722	13,339	2,184	318	2,070	47%
Guthrie	15,197	12,143	2,168	246	2,850	62%
Hamilton	19,660	20,699	3,991	489	4,420	69%
Hancock	15,077	13,453	2,703	264	1,540	34%
Hardin	22,218	30,735	5,372	534	5,110	68%
Harrison	19,560	17,001	3,229	488	3,690	64%
Henry	18,708	18,842	3,578	466	1,950	35%
Howard	13,105	13,437	2,443	183	550	14%
Humboldt	13,117	14,168	2,687	227	980	24%
Iowa	10,697	13,545	2,310	286	760	23%
Jackson	15,835	17,246	2,884	297	1,570	32%
Jasper	18,622	19,088	3,652	433	4,330	76%
Jefferson	32,305	34,009	8,637	814	6,050	59%
Johnson	15,696	14,486	3,123	337	1,730	34%
Jones	45,756	47,904	8,843	1,557	5,460	42%
Keokuk	19,401	21,990	3,620	431	3,160	54%
Kossuth	16,797	16,923	2,445	284	1,790	32%
Lee	26,241	26,420	4,746	522	1,430	19%
Linn	43,102	45,425	10,425	1,546	2,160	16%
Linn	104,274	165,963	28,662	5,546	19,670	56%
Louisia	11,101	13,545	2,086	298	2,520	74%
Lucas	12,069	12,140	2,677	243	780	20%
Lyon	14,697	13,588	2,095	251	1,380	32%

County	Population 1950	Retail Sales			(CBS) TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Madison	13,131	11,921	2,106	293	2,410	56%
Mahaska	24,672	26,771	4,305	702	2,250	28%
Marion	25,930	12,839	5,199	521	4,540	59%
Marshall	35,611	45,872	9,442	995	6,320	56%
Mills	14,064	11,049	1,954	258	2,590	70%
Mitchell	13,945	16,696	2,686	171	590	14%
Monona	16,303	14,723	2,777	335	3,150	63%
Monroe	11,814	8,149	2,091	163	710	21%
Montgomery	15,685	18,918	3,373	453	3,710	70%
Muscataine	32,148	40,129	7,370	626	7,880	74%
O'Brien	18,970	22,417	3,864	381	1,010	17%
Osceola	10,181	10,073	1,735	87	510	17%
Page	23,921	34,673	4,346	765	5,130	70%
Palo Alto	15,891	15,002	2,575	330	810	18%
Plymouth	23,252	26,633	4,757	528	2,180	32%
Pocahontas	15,496	15,017	2,966	385	1,100	24%
Polk	226,010	337,275	63,838	10,266	56,140	73%
Pottawattome	69,682	69,097	16,167	1,978	13,870	63%
Poweshiek	19,344	20,070	4,201	424	1,620	28%
Ringgold	9,528	6,687	944	169	1,540	48%
Sac	17,518	18,980	3,485	370	1,270	23%
Scott	100,698	142,830	25,930	3,976	27,030	83%
Shelby	15,942	17,924	2,198	331	2,810	61%
Sioux	26,381	25,906	4,806	569	2,300	31%
Story	44,294	44,649	10,745	1,236	8,420	64%
Tama	21,688	23,675	3,752	308	3,300	47%
Taylor	12,420	7,892	1,558	165	1,920	48%
Union	15,651	15,821	3,211	433	2,470	48%
Van Buren	11,007	7,938	1,502	118	1,260	34%
Wapella	47,397	49,038	11,027	1,609	2,100	14%
Warren	17,758	12,723	2,942	209	3,090	56%
Washington	19,557	24,764	3,471	562	2,040	42%
Wayne	11,737	8,769	1,899	246	750	19%
Webster	44,241	59,329	10,324	1,092	9,210	66%
Winnebago	13,450	16,311	2,647	333	1,400	35%
Winneshiek	21,639	18,345	3,469	331	950	15%
Woodbury	103,917	145,990	27,345	4,612	21,380	62%
Worth	11,068	9,020	2,056	155	1,160	35%
Wright	19,652	21,158	4,460	546	3,440	54%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AMES

(Story County)

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Ames. Phone: 2500, Ext. 831.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 21, 1950. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WOI. Fm, WOI-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Cohn & Marks; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (46x79 ft. and 30x35 ft.). Six camera chains, two RCA, four DuMont. One Trans-Lux rear screen projector. Four film cameras, two RCA, two GE. Four film projectors, two RCA, two GE. One Gray Teloprojector slide projector. One GE (3/4x4 in.) opaque projector. One GPL rapid processor film processing unit. One International Metro Truck mobile unit. News Services, AP, INS, UP. Library, SESAC, World, Standard.

EXECUTIVES:

James H. Hilton, pres. Chris Donaldson, prog. dir.
 Richard B. Hull, gen. mgr. Keith Ketcham, ch. eng.
 Merritt C. Ludwig, asst. to gen. mgr. Marguerite Theobald, prom. mgr.
 Robert C. Mulhall, com. mgr. & George Halsey, news dir.
 film buy.

RATE INFORMATION: Class A one hour (live) \$500; minute spot (live) \$100; 1D \$50. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

	Total (Including Fringe Area)	
	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	85,000	500,000
Families in Area	26,000	150,000
No. of Sets	-----	315,000
Retail Sales	-----	\$1,500,000,000
Income per Family	-----	\$4,545
Income per Capita	-----	\$2,054

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

CEDAR RAPIDS
(Linn County)

KCRG-TV

LICENSEE: Cedar Rapids Television Co. Address: First Ave. at First St., S. E. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,060 ft.; Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 15, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KCRG.

SALES REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio. Two RCA camera chains. One RCA film camera. Two Eastman 16mm film projectors. One Gray Telojector slide projector. News Services, AP, INS. Library, Official.

PRINCIPAL STOCKHOLDERS: Owned by Gazette Co. (Cedar Rapids Gazette).

EXECUTIVES:

Joseph F. Hladky Jr., exec. vp.	Carl R. Rollert, ch. eng.
Wade S. Patterson, gen. mgr. & com. mgr.	Edna A. Herbst, prom. & publicity dir.
Ralph D. Willey, prog. dir. & film buy.	Richard D. Yoakam, news ed.

RATE INFORMATION: Class A one hour (live) \$385, (film) \$325; minute spot (live) \$85, (film) \$65; ID \$32.50. ID Length 8 sec. full, 10 sec. shared. Upper right corner preferred for shared IDs. Specifications 15x20mm safe viewing area. Full and share screen. Frequency discount from 5% for 13 times up to 25% for 156 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	776,713	904,907	1,173,895
Families in Area	250,552	291,905	378,674
No. of Sets	288,660
Retail Sales	\$952,667,000	\$1,094,389,000	\$1,391,427,000

WMT-TV

LICENSEE: WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: 4-0171.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 702 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WMT.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt

SERVICES: One studio (40x60 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Telojector slide projector. One composite film processing unit. News Services, AP, INS, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations Inc. (Mrs. Helen S. Mark chmn. of bd.) (51%); William B. Dolph, pres. (29%) and William B. Quarton, vp. (20%). Interlocking ownership with KULA-AM-TV Honolulu, KJBS San Francisco, and KGIL San Fernando, both Calif.

EXECUTIVES:

William B. Dolph, pres.	George Hixenbaugh, ch. eng.
William B. Quarton, gen. mgr.	Bob Kenney, prom. mgr.
Lew Van Nostrand, gen. sls. mgr.	Dick Cheverton, news dir.
Doug Grant, tv opr. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. full screen, 8 sec. share screen. Full and share screen. Frequency discounts from 5% for 26 anncs. 13 pgms., up to 25% for 260 anncs., 156 pgms. Rate Card No. 3.

MARKET INFORMATION:

	Primary Area	Grade B (FCC Contour)	0.1 MV Contour (Not Including Fringe Area)
Population	813,500	882,400	1,254,100
Families in Area	255,020	267,030	385,630
No. of Sets	187,460	195,860	266,100
Retail Sales	\$952,567,000	\$1,058,590,000	\$1,456,574,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



... shines his
brightest in Ziv's
New Traffic Stopping TV series

see pages 434-435





TALK TO THE MAN ON THE STREET

Lady time buyers command the most attention with this method, which requires total recall, and you meet such interesting people. Obvious hazard: You meet few farmers on Madison Avenue.



RUB SHOULDERS WITH PEOPLE IN ALL WALKS

Excellent for Brooks-Brothers type, especially if he can talk Common Man's Language. Drawbacks: All walks lead to Grand Central, where few Iowans commute; dandruff.

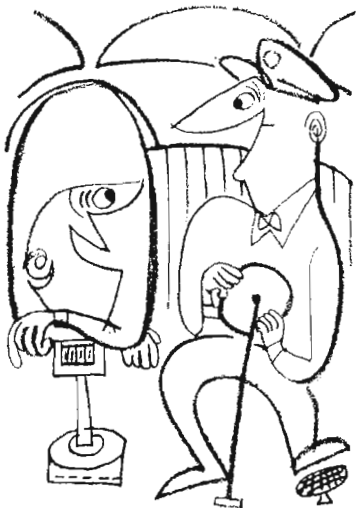


ASK THE LITTLE WOMAN

Fairly limited application; incidence of Ex-Eastern Iowa wives among advertising fraternity low (higher in California). Good, though, far as it goes. Station loyalties long-lived.

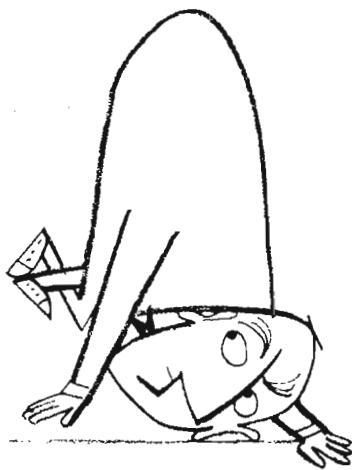
GUIDE TO SURVEYS

for independent time buyers who do their own sampling



ASK A CAB DRIVER

(No good for rainy weather. No cabs.) Take Route 30 west for 987 miles—hang the expense! We know where you can get your bent ear straightened on arrival (and your straight elbow bent).



EAR-to-GROUND METHOD

Good for listening to Indians on warpath but can lead to complications. *Acute otitis media* may result from exposure to rich Iowa soil. You want corn growing out of your ear?



LET-PULSE-DO-IT-AFTER-ALL METHOD

Pulse reports that WMT-TV (mail address Cedar Rapids, channel 2, CBS, national rep Katz), with the top 15 once-a-week shows, and the top 10 multi-weekly shows, has more audience in its 26 county primary area than all other stations combined during 87% of the telecasting week.

DAVENPORT
(Scott County)

WOC-TV

LICENSEE: Central Bcstg. Co. Address: 805 Brady St. Phone: 3-3661.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 625 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 31, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WOC. Fm, WOC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (18x35 ft. and 30x50 ft.). Four RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. Two Selectroslide slide projectors; one Multiscope slide and opaque projector. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, D. D. Palmer, principal stockholders, also own WHO-AM-TV Des Moines. Licensee owns 25% interest in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, pres.	Fred A. Reed, asst. res. mgr.
D. D. Palmer, vp. & treas.	Mark Wodlinger, res. sls. mgr. & film buy.
Ralph Evans, exec. vp.	Raymond E. Guth, prog. dir. & film buy.
Paul A. Loyet, vp.	Paul Arvidson, ch. eng.
Wm. D. Wagner, sec.	Robert Frank, news ed.
Ernest C. Sanders, res. mgr. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (film) \$160; ID \$80. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,550,000	853,100	2,403,100
Families in Area	477,910	268,200	746,110
No. of Sets	295,196	88,506	383,702
Retail Sales	\$1,859,761,000	\$1,268,642,000	\$3,128,403,000
Income per Family	\$5,139
Income per Capita	\$1,586

DES MOINES
(Polk County)

KGTV (TV)†

LICENSEE: Rib Mountain Television Inc. Address: Bus ofc.: 223 Insurance Exchange Bldg. Phone: 8-6751.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw.

Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 492 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co. and Bulmer & Johnson Inc. Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Charles B. Person.

SERVICES: One studio (25x50 ft.). Three RCA camera chains. One RCA film camera. One film projector. One Tressel Projectall slide projector. One RCA mobile unit with two camera field chains. News Service, INS.

PRINCIPAL STOCKHOLDERS: Morgan Murphy-Walter C. Bridges. For other holdings see WEAU-TV Eau Claire, Wis.

EXECUTIVES:

W. C. Bridges, pres. Leo Howard, gen. mgr., com. mgr. & film buy.
† KGTV (TV) has suspended operation but has not returned its CP.

KRNT-TV

LICENSEE: KRNT-TV Co. Address: 9th & Pleasant Sts. Postal Zone: 14. Phone: 3-2111

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 610 ft. Above ground 709 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1955. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, KRNT. Fm, KRNT-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (32x55 ft. and 32x64 ft.). Four cameras. One RCA ree screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector slide projector. One silent film, 100-ft. capacity, film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Cowles Broadcasting Co. Murphy Broadcasting Co. (Kingsley H. Murphy) holds option to buy 40% interest. Cowles also owns KVTM (TV) Sioux City, Iowa; WNAX Yankton, S.D., and 47% of WCCO-AM-TV Minneapolis (through Minneapolis Star & Tribune Co. Minneapolis Star & Tribune Co. also holds 80% of Wichita-Hutchinson Co. whose purchase of KTVH (TV) Hutchinson, Kan., is pending FCC approval. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine.

EXECUTIVES:

Luther L. Hill, pres.	Joe G. Hudgens, asst. prog. dir. & prom. dir.
Robert W. Dillon, gen. mgr.	Charles F. Quentin, ch. eng.
Paul M. Elliott, com. mgr.	Bob Johnson, prom. mgr.
Richard H. Covey, prog. dir. & film buy.	Russ Van Dyke, news dir.
	Guy Koenigsberger, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 745,500. Families in Area, 235,200; Retail Sales, \$857,270,000; Income per Family \$4,222.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data, see Foreword.

SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



WOC-TV Sells . . . because it offers the advertiser:

- 39 Iowa-Illinois counties with a population of 1,558,000*
- 39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955)
- 39 Iowa-Illinois counties with an annual Effective Buying Income of \$2,455,303,000*
- 39 Iowa-Illinois counties that spend \$1,800,717,000* a year in retail outlets.

WOC-TV Sells . . . because it offers the advertiser:

- Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6
- Basic NBC programming plus market-WISE local programming
- A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV Sells . . . because its 6 years of telecasting experience make it the channel that is watched throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

The QUINT CITIES STATION

BETTENDORF AND DAVENPORT IN IOWA, ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

CENTRAL BROADCASTING CO.
Davenport, Iowa

Col. B. J. Palmer, president
Ernest C. Sanders, resident manager

Exclusive National Representatives **Free & Peters, Inc.**



DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Bcstg Co. Address: 1100 Walnut St. Postal Zone: 7. Phone: 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 743 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 15, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WHO. Fm, WHO-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (50x90 ft. and 35x75 ft.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray slide projector. One Gray Telop opaque projector. One RCA Truck mobile unit. News Services, AP, INS, UP. Library, Capitol, RCA Thesaurus, Music Hall Varieties, Lantz Cartoons.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, D. D. Palmer, are principal stockholders, also own WOC-AM-TV Davenport. Central Bcstg. Co. has 25% ownership in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, pres.	Harold W. Fulton, sls. mgr.
Dr. D. D. Palmer, vp. & treas.	Jack Kerrigan, prog. dir. & film buy.
Ralph Evans, exec. vp.	Reed E. Snyder, ch. eng.
Paul A. Loyet, vp. & res. mgr.	Kenneth Gfeller, prod. mgr.
William D. Wagner, sec. & controller	Jack Shelley, news bur. mgr.
W. W. Woods, asst. mgr.	John Schweiker, sls. prom. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 881,780; Families in Area, 282,540; No. of Sets (June 1, 1955), 218,968; Retail Sales, \$1,036,721,000; Effective Buying Income per Family, \$4,933; Effective Buying Income per Capita, \$1,580.

FORT DODGE
(Webster County)

KQTV (TV)

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: Walnut 3761.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 630 ft.; Above ground 650 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1953. Hours, 2-10 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KVFD.

REPRESENTATIVES: Sales, John E. Pearson Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Everett L. Dillard.

SERVICES: One studio (40x40 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Projectall slide and opaque projector. One film processing unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Mr. and Mrs. Edward Breen are principal stockholders.

EXECUTIVES:

Edward Breen, pres. & gen. mgr.	Dave Sinclair, ch. eng.
Max Landes, com. mgr.	Bob Brown, prom. mgr.
Verne Gielow, asst. mgr. & film buy.	Drexel Peterson, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$22.50, (film) \$22.50; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	129,100	214,000	343,100
Families in Area	39,080	63,720	102,800
No. of Sets	28,243	25,706	53,949
Retail Sales	\$147,000,000	\$246,500,000	\$393,500,000
Income per Family			\$5,350
Income per Capita			\$1,603

MASON CITY
(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio Inc. Address: Second & Pennsylvania. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KGLO. Fm, KGLO-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x60 ft.). Two Du Mont camera chains. One TSC rear screen projector. One Multiscanner. News Services, AP, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis (9%) and more than 50 stockholders. Affiliated in ownership with WTAD Quincy, Ill., WIBA Madison, Wis., KHQA-TV Hannibal, Mo., and WKBT (TV) La Crosse, Wis. Lee newspapers are Mason City (Iowa) Globe-Gazette, Hannibal (Mo.) Courier-Post, La Crosse (Wis.) Tribune, Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, pres.	Douglas Sherwin, prog. dir.
Herbert R. Ohrt, vp. & gen. mgr.	Roger Sawyer, ch. eng.
Lloyd D. Loehrs, com. mgr. & film buy.	Donald Harrer, prom. mgr.
	Ken Kew, sports & news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	379,000	580,700
Families in Area	109,300	165,740
No. of Sets	99,209	148,652
Retail Sales	\$431,658,000	\$674,758,000

OTTUMWA
(Wapello County)

KTVO (TV) (KIRKSVILLE, MO.)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa. Phone: Murray 2-4535. (For full listing see Kirksville, Mo.)

SIOUX CITY
(Woodbury County)

KTIV (TV)

LICENSEE: KTIV Television Co. Address: 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Tower Construction. Height: Above average terrain 770 ft.; Above ground 633 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 10, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KSCJ.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. One opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Perkins Bros. Co. (KSCJ-Sioux City Journal and Journal-Tribune) (50%); Dietrich Dirks and associates (50%).

EXECUTIVES:

Dietrich Dirks, pres. & gen. mgr.	Bill Lucas, prog. dir. & film buy.
Eugene Flaherty, vp. & prom. mgr.	Al Smith, ch. eng.
L. L. McCurnin, com. mgr.	Ken Wayman, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

KVTV (TV)

LICENSEE: Cowles Bcstg. Co. Address: 614 Pierce St. Postal Zone: 1. Phone: 2-2711

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 288 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 29, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

The facts behind WHO-TV!

WE could write a book about the facts behind WHO-TV—
but from an advertising view-point, it boils down to this.

As of March, 1954, the Iowa Radio-Television Audience Survey showed that 56 out of every 100 Iowa families owned television sets. Today we estimate that WHO-TV's coverage area in Central Iowa has well over 300,000 television sets—viewed by 566,300 city people, 545,100 rural people.

Ask your Free & Peters Colonel for all the WHO-TV facts.



WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives



SIoux CITY (Cont.)

KVTV (TV) (Cont.)

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (45x25x12 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera chain. Two RCA film projectors. Two Selectroslide slide projectors. One GE opaque projector. News Services, AP, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: For other Cowles interests see KRNT-TV Des Moines

EXECUTIVES:

Luther L. Hill, pres. Norman Bacon, prog. dir. & film buy
 Robert R. Tinker, vp. & gen. mgr. Jack Iverson, trans. sup.
 Art Smith, res. mgr. & news ed. Charles Prohaska, studio sup.
 Donald D. Sullivan, com. mgr. Don Beedle, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	292,800	130,400	665,300
Families in Area	89,000	39,500	204,500
No. of Sets	72,831	24,752	152,835
Retail Sales	\$335,794,000	\$142,256,000	\$793,000,000
Income per Family	\$4,278	\$4,648	\$4,522
Income per Capita	\$1,321	\$1,407	\$1,425

WATERLOO
(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Bcstg. Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 191 kw, Aural 95 kw. Antenna Height: Above average terrain 550 ft.; Above ground 576 ft. [CP for 1040 ft. above average terrain.]

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KWWL.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Roberts & McInnis Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, pres. (38.9%); Donald M. Graham, vp. (2.4%); Glenn B. Beers, secy. (1.2%); E. Horslund, treas. (3.6%); Robert Buckmaster (7.9%); and others.

EXECUTIVES:

Ralph J. McElroy, pres. & gen. mgr. T. W. Kirksey, eng. dir.
 Donald E. Inman, sls. dir. Virgil Clark, prom. dir.

RATE INFORMATION: Class A one hour \$400, minute spot \$80; ID \$40.

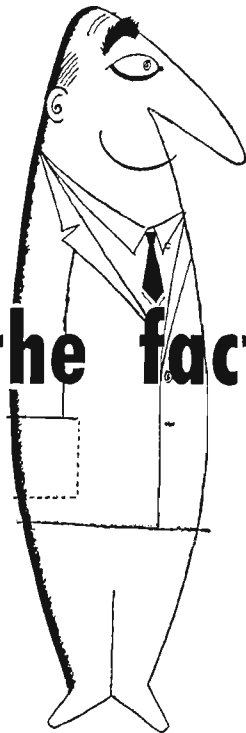
KANSAS

KANSAS MARKET INDICATORS

Total Population, July 1, 1954.....	2,016,000
Total Families, 1950.....	507,661
Total Urban Population, 1950.....	993,221
Total Rural Nonfarm Population, 1950.....	468,341
Total Farm Population, 1950.....	443,731
Employed in Nonagricultural Establishments, March 1955.....	541,201
Employed in Agriculture, 1950.....	162,771
Employed in Mining, March 1955.....	18,401
Employed in Manufacturing, March 1955.....	130,401
Employed in Construction, March 1955.....	35,801
Employed in Transportation & Public Utilities, March 1955.....	62,701
Employed in Wholesale & Retail Trade, March 1955.....	153,901
Employed in Finance, Insurance & Real Estate, March 1955.....	19,101
Employed in Service and Miscellaneous, March 1955.....	56,301
Employed in Government Service, March 1955.....	91,601
Retail Sales, 1954.....	\$ 2,149,427,000
Bank Assets, Jan. 1, 1955.....	\$ 2,212,123,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,054,435,000
Major Income Sources, 1953: Agriculture 8.5%; Government 17.3%; Manufacturing Payrolls 18.6%; Trade and Service 25.0%.	
Total Income Payments, 1953.....	\$ 3,110,000,000
Per Capita Income, 1953.....	\$ 1,551
Total Internal Revenue Collections, 1954.....	\$ 485,274,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 81.8
Cash Receipts from Farm Marketing, 1954.....	\$ 952,547,000
Government Payments to Farmers, 1954.....	\$ 8,638,000
Value of Mineral Production, 1951.....	\$ 400,087,000
New Public Construction in 1952.....	\$ 181,200,000
Motor Vehicle Registration, 1954.....	1,001,600
Number of Telephones, Jan. 1, 1955.....	701,900
Number of Electrical Connections, Jan. 1, 1955.....	701,840
Number of Gas Utilities Connections, 1953.....	440,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction uncensored.

Let's face the facts



KVTV is ^{1st} in Sioux City

^{1st} ON THE AIR . . . Full programming March 29, 1953.

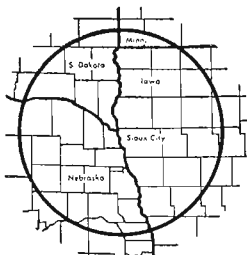
^{1st} IN AUDIENCE . . . KVTV rated a 77% share of audience from 6 p.m. to Midnight, plus the top 20 shows. KVTV leads better than 3 to 1 (Recent Telepulse).

^{1st} IN PROGRAMMING . . . CBS, ABC plus ALL the top-rated syndicated shows.

^{1st} IN LOCAL ACCEPTANCE . . . A better than 4 to 1 choice of leading local advertisers during 1955.

which all leads to the most important fact . . .

When you buy Sioux City . . . buy KVTV.
 The Station That's ^{1st} by a
 Country Mile!



Sioux City Market—distribution center for the vast farm-rich 5-state Upper Missouri Valley

Population	665,300
Families	204,500
Set Count	152,835
Effective Buying Income	\$991 million
Retail Sales	\$793 million
	(38th/capita in the nation)

ask your Katz man . . .



Sioux City, Iowa

Serving Iowa's 2nd largest market.








A Cowles station.

Under the same management as WNAX-570, Yankton, South Dakota.

Don D. Sullivan, Advertising Director.



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

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

* Consumer Markets — 1955

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

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

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

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

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



CBS
DU MONT
ABC

TOPEKA, KANSAS

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

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Allen	18,187	\$17,629	\$ 3,550	\$ 409	860	14%
Anderson	10,267	7,508	1,373	225	480	14%
Atchison	21,496	18,431	4,369	617	3,480	51%
Barber	8,521	8,014	1,667	273	560	20%
Barton	29,909	54,104	10,859	1,461	2,850	28%
Bourbon	19,153	16,598	4,019	445	1,650	24%
Brown	14,651	14,103	2,438	426	2,700	52%
Butler	31,001	39,509	8,909	1,124	3,340	29%
Chase	4,831	2,992	610	95	250	18%
Chautauqua	7,376	5,760	1,185	200	380	16%
Cherokee	25,144	15,174	5,387	492	850	10%
Cheyenne	5,668	5,990	1,272	170
Clark	3,946	3,774	609	53
Clay	11,697	11,180	2,129	257	440	11%
Cloud	16,104	15,839	3,151	400
Coffey	10,408	7,351	1,308	185	450	14%
Comanche	3,888	3,005	500	138	260	20%
Cowley	36,905	44,260	10,045	1,126	2,070	17%
Crawford	40,231	40,060	9,896	1,258	1,490	10%
Decatur	6,185	5,614	1,153	142
Dickinson	21,190	20,981	4,317	582	680	10%
Doniphan	10,499	4,558	1,246	180	1,660	52%
Douglas	34,086	37,957	8,444	1,440	4,920	45%
Edwards	5,936	5,166	1,195	200	420	20%
Elk	6,679	3,964	1,033	140	340	16%
Ellis	19,043	22,542	4,561	669
Ellsworth	8,465	7,366	1,659	245	360	14%
Finney	15,092	27,217	4,407	512
Ford	19,670	32,197	4,959	902
Franklin	19,928	19,715	4,293	604	2,640	39%
Geary	21,671	19,203	4,348	574	680	10%
Gove	4,447	3,587	612	75
Graham	5,020	4,581	467	151
Grant	4,638	5,135	1,067	56
Gray	4,894	3,364	612	128
Greeley	2,010	2,379	669	45
Greenwood	13,574	16,592	3,581	426	700	16%
Hamilton	3,696	3,684	606	43
Harper	10,263	9,525	2,060	337	590	18%
Harvey	21,698	28,282	5,423	529	2,100	30%
Haskell	2,606	2,133	345	119
Hodgeman	3,310	1,691	332	20
Jackson	11,098	8,316	1,789	166	1,920	52%
Jefferson	11,084	7,130	1,882	196	1,620	45%
Jewell	9,698	4,028	901	127
Johnson	62,783	60,762	21,664	3,257	25,600	91%
Kearney	3,492	2,488	442	43
Kingman	10,324	8,885	2,090	248	590	18%
Kiowa	4,743	4,688	1,024	127	300	20%
Labette	29,285	32,087	7,944	820	990	10%
Lane	2,808	2,597	605	23
Leavenworth	42,361	31,230	7,846	1,150	8,340	70%
Lincoln	6,643	4,416	957	117	250	14%
Linn	10,053	5,287	911	164	1,760	49%
Logan	4,206	5,075	1,023	127
Lyon	26,576	28,688	5,876	1,034	1,680	19%
McPherson	23,670	25,465	5,153	803	1,480	19%
Marion	16,307	13,322	2,852	305	940	18%
Marshall	17,926	14,691	3,383	453	840	14%
Meade	5,710	6,656	1,170	196
Miami	19,698	15,074	3,806	497	3,080	49%
Mitchell	10,320	11,607	1,937	352
Montgomery	46,487	56,404	14,452	1,907	2,900	17%
Morris	8,485	6,109	1,473	170	260	10%
Morton	2,610	3,030	703	147
Nemaha	14,341	9,825	2,066	394	660	15%
Neosho	20,348	21,503	5,332	583	1,700	25%
Ness	6,322	4,501	840	154
Norton	8,808	9,870	1,628	266
Osage	12,811	7,242	1,833	185	1,600	39%
Osborne	8,558	6,632	1,502	198
Ottawa	7,265	4,575	1,079	120	340	14%
Pawnee	11,041	13,284	2,259	345	600	20%
Phillips	9,273	8,343	1,708	157
Pottawatomie	12,344	9,905	1,849	288	570	15%
Pratt	12,156	18,445	3,638	511	840	20%
Rawlins	5,728	4,372	750	127
Reno	54,058	75,398	14,677	2,365	7,110	38%
Republic	11,478	7,023	1,592	236
Rice	15,635	17,319	4,163	627	1,480	28%
Riley	33,405	30,910	6,397	1,068	1,040	10%
Rooks	9,043	12,312	2,339	455
Rush	7,231	6,683	1,181	187
Russell	13,406	20,150	4,530	479
Saline	33,409	64,721	10,867	1,411	1,630	14%
Scott	4,921	6,544	1,764	106
Sedgwick	222,290	374,608	70,271	12,038	37,270	40%
Seward	9,972	23,172	4,604	569
Shawnee	105,418	141,459	30,292	4,228	19,790	51%
Sheridan	4,607	3,304	588	51
Sherman	7,373	9,091	1,445	216
Smith	8,846	5,880	1,570	188
Stafford	8,816	8,423	2,189	259	560	20%
Stanton	2,263	1,330	228	34
Stevens	4,516	4,982	1,112	68
Sumner	23,646	23,337	4,936	764	1,580	18%
Thomas	7,572	9,650	1,483	345
Trego	5,868	4,307	751	75
Wabaunsee	7,212	4,129	1,205	133	420	19%
Wallace	2,508	2,120	343	22
Washington	12,977	6,880	1,165	167	460	11%
Wichita	2,640	3,588	625	25
Wilson	14,815	11,154	2,743	247	760	16%
Woodson	6,711	4,452	1,078	106	310	14%
Wyandotte	165,318	171,255	45,862	7,271	41,180	74%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.



FURY

starring "Fury"—a jet-black stallion, and

Bobby Diamond
Peter Graves
Ann Robinson

Another winner!

from the portfolio of **TPA** Sales Builders

Mark this one as the next great juvenile fad!

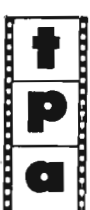
It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse — the greatest trick horse in Hollywood. Together, they make a team that will send the youngsters dreaming of a free life on a wide-open range, with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend.

Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. It will be seen Saturday mornings on the NBC-TV Network, beginning mid-October.

This program is another example of TPA's proved ability to develop unique, quality, winning programs. While "Fury" has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales building television programs.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

GOODLAND
(Sherman County)

KWGB-TV

(Target Date, Unknown)

LICENSEE: Goodland Bcstg. Co. Address: P. O. Box 569. Phone: 331.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 574 ft.

AFFILIATION: Station, Am, KWGB.

REPRESENTATIVES: Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: James E. Blair, pres. (100%).

EXECUTIVES:
James E. Blair, pres.

GREAT BEND
(Barton County)

KCKT (TV)

LICENSEE: Central Kansas Television Co. Inc. Address: P. O. Box 182. Phone: 7868.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 1,000 ft.

OPERATION: Began Nov. 29, 1954. Hours, 1:55-10:30 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (30x50 ft. and 24x18 ft.). One GE camera chain. One Bodde rear screen projector. One GE film camera. Two GE film projectors. One Gray Teloproject slide projector. One GE Balop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: E. C. Wedell, pres., and wife (20%); C. L. Roberts, vp. (7.92%); Ralph R. Rinker (5.95%); and others. Leslie P. Ware, vp. & gen. mgr. (.03%), owns KLPW Union, Mo....

EXECUTIVES:
E. C. Wedell, pres. Otis Cowan, com. mgr.
L. P. Ware, gen. mgr. Ben Butler, prog. dir.

RATE INFORMATION: Class A one hour (live) \$245, (film) \$225; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 45% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	296,530	836,060
Families in Area	94,200	276,000
No. of Sets	48,333	144,350
Retail Sales	\$371,113,000	\$1,059,031,000
Income per Family	\$4,853	\$4,913
Income per Capita	\$1,542	\$1,622

HUTCHINSON
(Reno County)

KAKE-TV (WICHITA)

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: Whitehall 3-4221. (For full listing see Wichita.)

KEDD (TV) (WICHITA)

LICENSEE: KEDD Inc. Address: P. O. Box 1740, Wichita. Phone: Temple 8-3321. (For full listing see Wichita.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

**CENTRAL
KANSAS'
NUMBER ONE CHOICE**

- NBC PROGRAMMING
- MARKET TAILORED PERSONALITIES
- BONUS COVERAGE

AND

NUMBER ONE MARKET

- CATTLE, WHEAT and OIL CAPITAL
- HIGHEST PER CAPITA
- SALES PROVEN MARKET

KCKT CHANNEL 2

1006 FT. TOWER

100,000 WATTS

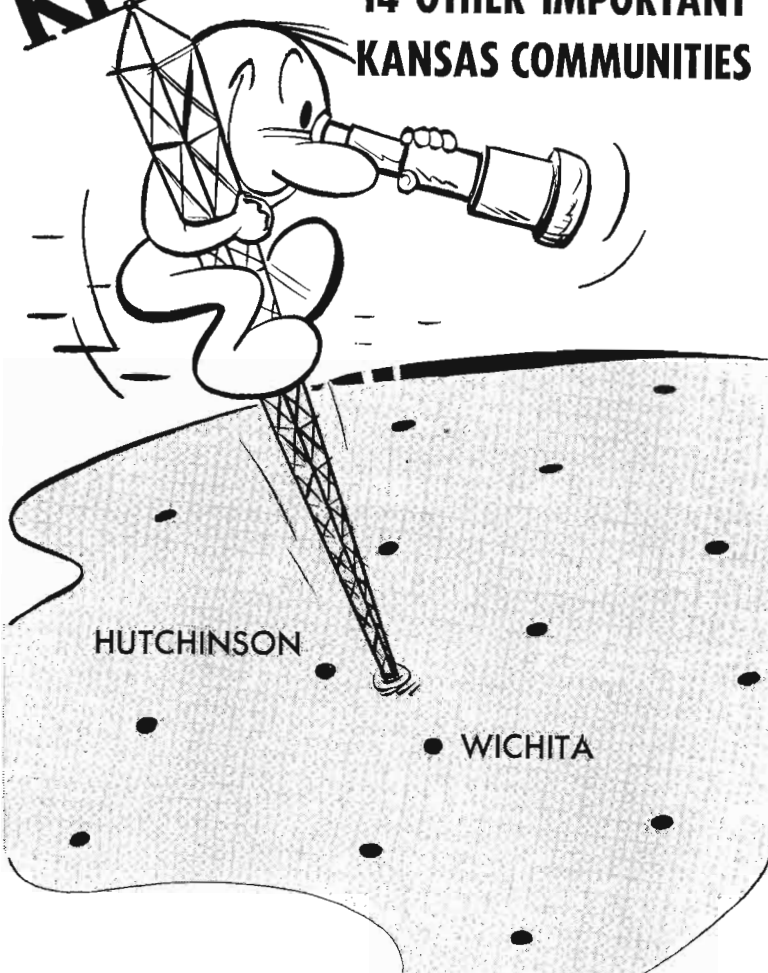
GREAT BEND, KANSAS

- THE WINNING VIEW
IS CHANNEL TWO

REPRESENTED NATIONALLY BY THE BOLLING CO.

KTVH WICHITA Plus-

14 OTHER IMPORTANT KANSAS COMMUNITIES



Wichita Windy Says:

"KTVH, channel 12, first VHF station in Kansas, continues to dominate in Wichita and Central Kansas. Repeated ratings tell the story of this viewer preference. And in telling your story in mid-Kansas, your advertising dollar will go further, do more on KTVH."

COVERS CENTRAL KANSAS

VHF
240,000
WATTS

CHANNEL
12

CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

KANSAS

HUTCHINSON (Cont.)

KTVH (TV) (WICHITA)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 779 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 1, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: One studio, Hutchinson (43x55 ft.); one studio, Wichita (18x25 ft.). Three RCA camera chains. Two RCA film cameras. Three Eastman 16mm film projectors, one RCA film projector. Two Gray slide projectors. News Service, AP.
PRINCIPAL STOCKHOLDERS: W. D. P. Carey, pres. (5.3%); R. E. Dillon, vp-sec. (4%); J. P. Harris, vp-treas. and Sidney F. Harris (22.4%); J. H. Child, vp. (5.6%); Wesley E. Brown, vp. (1.6%); R. J. Laubengayer (6%); Mrs. Bess M. Wyse (12%); Howard O. Peterson, gen. mgr. (8%); J. P. and Sidney F. Harris own KIUL Garden City, KSAL Salina, 24% of KFSB Wichita, all Kan., and Garden City Telegram, Hutchinson News-Herald, Ottawa Herald, Chanute Tribune, Salina Journal, all Kan.; and Burlington (Iowa) Hawkeye-Gazette. Mrs. Wyse owns KWBW Hutchinson, Kan. Note: Purchase of KTVH (TV) by Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.) pending FCC approval.
EXECUTIVES:
 Howard O. Peterson, gen. mgr. Kenneth H. Cook, ch. eng.
 Ernest W. Dallier, gen. sls. mgr. William S. Ritchie, prom. mgr.
 Ray Huffer, prog. dir. & film buy. Mel Haines, news ed.
RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$100, (film) \$100; 1D \$50. 1D Length 10 sec. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 312 times. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 697,300; Families in Area, 230,140; Retail Sales, \$941,344,000; Consumer Spendable Income, \$1,294,677,000. (Based on 1954 Consumer Markets.)

MANHATTAN (Riley County)

KSAC-TV*

(Target Date, Not Set)
 (*Non-Commercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Manhattan, Kansas. Phone: Prescott 6-8811, ext. 224.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Workshop. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 273 ft.
AFFILIATION: Stations, Am, KSAC. Fm, KSDB-FM.
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Wm. Ford.
SERVICES: Two studios (30x40 ft. each).
EXECUTIVES:
 James A. McCain, pres., Kansas State College of Agriculture & Applied Science
 Max W. Milbourn, chmn., radio-television policy committee

PITTSBURG (Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Operating Pow.: Visual 245 kw, Aural 138 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 573 ft.
OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-10:30 p.m.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KOAM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, George O. Sutton; Consulting Engineer, T. A. M. Craven.
SERVICES: One studio (40x52 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray Teloprojector slide projector. One Gray opaque projector. News Service, UP. Library, Studio.
PRINCIPAL STOCKHOLDERS: Pittsburg Bcstg. Co. (KOAM) (66 2/3%) and Joplin Globe Pub. Co. (Joplin Globe and News Herald) (33 1/3%).
EXECUTIVES:
 Cowgill Blair, pres. Louis R. Martin, prog. dir.
 R. E. Wade, gen. mgr., com. mgr. Leo Stafford, tech. dir.
 & film buy. Jack Lawrence, ch. eng.
RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$40; 1D \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.
MARKET INFORMATION: (Total Including Fringe Area): Population 636,600; Families in Area, 206,600; No. of Sets, 140,000; Retail Sales, \$553,595,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

TOPEKA
(Shawnee County)

WIBW-TV

LICENSEE: Topeka Bcstg. Assn. Inc. Address: 1035 Topeka Blvd. Phone: 3-2377.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Operating Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 950 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WIBW.

REPRESENTATIVES: Sales, Capper Publications Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (45x65 ft.). Two RCA camera chains. Two RCA cameras. Three RCA film projectors. Two Gray slide projectors. One gray Telop opaque projector. One 200-ft. film processing unit. One Ford Bus mobile unit. News Services, AP, UP. Library, Official, MPTV.

PRINCIPAL STOCKHOLDERS: Capper Pubs. Inc. (100%), also owns 94% of KCKN Kansas City, Kan. and publishes Topeka Capital and Kansas City (Kan.) Kansan.

EXECUTIVES:

H. S. Blake, pres.	Lewis Dickensheets, asst. gen. mgr.
Ben Ludy, gen. mgr.	& eng. dir.
Art Holbrook, tv mgr.	Eddie Jones, prod. mgr.
Hilton Hodges, com. mgr.	Bill Barton, film dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population (Jan. 1, 1954)	214,947	495,673	1,534,904
Families in Area (Jan. 1, 1954)	67,962	158,437	488,602
No. of Sets (March 1, 1955)	58,171	118,889	443,262
Retail Sales (1953)	\$229,500,000	\$486,224,000	\$1,816,096,000
Income per Family (1953)	\$5,669	\$5,366	\$5,741
Income per Capita (1953)	\$1,792	\$1,715	\$1,827

WICHITA
(Sedgwick County)

KAKE-TV

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St. Postal Zone: 12. Phone: Whitehall 3-4421.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Operating Pow.: Visual 316 kw, Aural 219 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 19, 1954. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Station, Am, KAKE.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Cohn & Marks; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (60x80 ft. and 30x40 ft.). Two RCA camera chains (one with studio Zoomar). One dual Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray Telojector slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. Video Special Effects amplifier. Century electronic control lighting board. News Service, AP.

BROADCASTING • TELECASTING



RAMAR OF THE JUNGLE
starring
JON HALL

Another winner!

from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR'S pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've even seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

THAT **BIG** CHANNEL
WICHITA
KANSAS

TELEVISION STATION

KARD-TV

WILL BE ON THE AIR

SEPT. 1st.

"There will be MORE to see
channel 3 . . . and
There will be MORE to see
on channel 3"

- 1070 ft. TOWER
- FULL POWER 100,000 WATTS

EDWARD PETRY & CO., INC.
National Representative

KARD-TV

YOUR "KARD" FOR MAXIMUM COVERAGE OF THE
WICHITA-CENTRAL KANSAS BILLION DOLLAR
PLUS MARKET

218 N. BROADWAY

WICHITA, KAN.

KANSAS

WICHITA (Cont.)

KAKE-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Mark Adams, pres. (6.25%); Martin Umansky, gen. mgr. (2.5%); Theodore Gore, vp. (9.25%); Tom Palmer, vp. (19.5%); H. E. Zoller, vp. (14.5%); Owen C. McEwen, treas. (7.5%); Ralph Gore, secy. (9.25%); Charles E. Jones, asst. secy.-treas. (6.25%); Sherrill Corwin (15%) and others. Interlocking ownership with that of KAKE.

EXECUTIVES:

Mark Adams, pres. John Q. Quigley, opr. mgr.
Martin Umansky, gen. mgr. & Harold Newby, ch. eng.
film buy. Robert C. Payne, prom. mgr.
Donivan D. Waldron, natl. sls. mgr.

RATE INFORMATION: Class A one hour (film) \$425; minute spot (film) \$85; ID \$42.50. ID Length 8 sec. Full and share screen. Frequency discounts from 10% for 26 times up to 35% for 260 times. Rate Card No. 1 (Revised).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	449,500	113,700	1,043,800
Families in Area	148,200	40,300	337,600
No. of Sets			215,920
Retail Sales	\$567,590,000	\$122,000,000	\$1,196,271,000
Income per Family	\$7,887		

KARD-TV

(Target Date, Sept. 1, 1955)

LICENSEE: Wichita Television Corp. Postal Zone: 2. Address: (Temporary) 218 N. Broadway. Phone: Amherst 5-5633.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,070 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 4:25 p.m.-midnight.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Koteen & Burt; Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: Temporary studios (4,000 sq. ft.). Four camera chains. RCA rear screen projector. One RCA film camera. Two film projectors. Two Gray slide projectors. Houston-Fearless film processing unit. RCA mobile unit. News Service, AP. Library, Sesac, Standard.

PRINCIPAL STOCKHOLDERS: George M. Brown and family (41%); William J. Moyer and family (8.5%), and others.

EXECUTIVES:

George M. Brown, pres. Tom J. Maloney, vp. & prog. dir.
Wm. J. Moyer, vp. & gen. mgr. Robert B. Marye, vp. & ch. eng.
Dale W. McCoy Sr., vp. & com. mgr. Jack Park, film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	394,615	411,185	1,249,170
Families in Area	112,750	84,243	386,143
No. of Sets			255,000
Retail Sales	\$522,357,000	\$240,111,120	\$1,339,531,199
Income per Family			\$5,290
Income per Capita			\$1,739

KEDD (TV)

LICENSEE: KEDD Inc. Address: P. O. Box 1740. Phone: Temple 8-3321.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Operating Pow.: Visual 245 kw, Aural 132 kw. Transmitter: RCA, GE. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 708 ft.

OPERATION: Began Aug. 15, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair.

SERVICES: One studio (40x50 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Gray slide projectors. News Service, INS.

PRINCIPAL STOCKHOLDERS: Stanley H. Durwood (85%); Beacon Pub. Co. (Wichita Beacon-KWBB) (5%); and 14 others.

EXECUTIVES:

Stanley Durwood, pres. & gen. mgr. Dwight Hinshaw, local sls. mgr.
Dean Campbell, com. mgr. Keith Stagg, ch. eng.
Mary Jo Taylor, prog. dir. & film buy. Nevin McCord, prom. mgr.
Martin Gray, news ed.

RATE INFORMATION: Class AA one hour \$425, Class A \$375; Class AA minute spot \$85, Class A \$75; Class AA ID \$42.50, Class A \$37.50. ID Length 10 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 4.

MARKET INFORMATION: Population, 292,000; Families in Area, 96,000; Retail Sales, \$374,608,000; Income per Family, \$5,290; Income per Capita, \$1,739.

KTVH (TV) (HUTCHINSON)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503. (For full listing see Hutchinson, Kan.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WICHITA'S ONLY VHF

WITH THE ONLY VHF CITY GRADE SIGNAL OVER ALL OF WICHITA

KAKE-TV

**LOCAL PROGRAMS RATE HIGHEST*
IN WICHITA**

* American Research Bureau, June 1955

WESTERN . . .

4:00 - 5:15 P. M.
MON. thru FRI.

NEWS

10:00-10:15 P. M.
SUN. thru SAT.

WEATHER . . .

10:15-10:20 P. M.
SUN. thru SAT.

SPORTS

10:20-10:30 P. M.
SUN. thru SAT.

LATE MOVIE

10:30-12:00 P. M.
SUN. thru SAT.

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

KAKE-TV 23.7
STATION "A" 7.1
STATION "B" 7.7

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

PLUS:

HIGH-RATED FILM and NETWORK PROGRAMS

OZARK JUBILEE 33.7	WATERFRONT 30.8	DOLLAR-A-SECOND 25.0
RIN-TIN-TIN 33.3	DISNEYLAND 30.0	TV READER'S DIGEST 24.8
WED. NIGHT FIGHTS 31.2	I LED THREE LIVES 28.5	OZZIE AND HARRIET 23.7

PLUS:

HIGHEST SET COUNT—222,060*

A bonus of 35,120 sets over the nearest VHF city (44 miles from Wichita), plus Kansas' greatest power and highest tower... MOST COMPLETE STUDIOS IN THE MIDWEST.

* Television Magazine, June 1955

KAKE-TV
Channel 10

1500 N. WEST STREET WICHITA, KANSAS Whitehall 3-4221

WICHITA
LARGEST CITY IN KANSAS



ABC

REPRESENTED NATIONALLY
BY THE
**KATZ AGENCY
INC.**

KENTUCKY MARKET INDICATORS

Total Population, July 1, 1954.....	2,995,000
Total Families, 1950.....	717,535
Total Urban Population, 1950.....	1,084,070
Total Rural Nonfarm Population, 1950.....	886,566
Total Farm Population, 1950.....	974,170
Employed in Agriculture, 1950.....	245,596
Employed in Mining, March 1955.....	36,400
Employed in Manufacturing, April 1954..... (See footnote 4, Foreword)	
Employed in Transportation & Public Utilities, March 1955..... (See footnote 4, Foreword)	
Employed in Wholesale & Retail Trade, March 1955..... (See footnote 4, Foreword)	
Employed in Finance, Insurance & Real Estate, March 1955..... (See footnote 4, Foreword)	
Employed in Service & Miscellaneous, March 1955..... (See footnote 4, Foreword)	
Employed in Government Service, March 1955.....	94,500
Retail Sales, 1954.....	\$ 2,140,171,000
Bank Assets, Jan. 1, 1955.....	\$ 2,139,240,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,967,404,000
Major Income Sources, 1953: Agriculture 10.4%; Government 19.6%; Manufacturing Payrolls 16.3%; Trade and Service 24.3%.	
Total Income Payments, 1953.....	\$ 3,460,000,000
Per Capita Income, 1953.....	\$ 1,167
Total Internal Revenue Collections, 1954.....	\$ 1,323,416,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 69.67
Cash Receipts from Farm Market, 1954.....	\$ 555,572,000
Government Payments to Farms, 1954.....	\$ 6,374,000
Value of Mineral Production, 1951.....	\$ 442,264,000
New Public Construction in 1952.....	\$ 434,300,000
Motor Vehicle Registration, 1954.....	957,596
Number of Telephones, Jan. 1, 1955.....	576,000
Number of Electrical Connections, Jan. 1, 1955.....	818,480
Number of Gas Utilities Connections, 1953.....	311,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

KENTUCKY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adair	17,603	\$ 5,639	\$ 1,108	\$ 238	1,640	36%
Allen	13,787	6,634	1,501	203	1,440	36%
Anderson	8,984	6,964	1,600	72	1,170	45%
Ballard	8,545	4,929	1,600	121		
Barren	28,461	21,756	4,527	752	2,760	32%
Bath	10,410	2,707	1,038	59	310	11%
Bell	47,602	32,940	8,190	750	1,110	10%
Boone	13,015	6,360	1,744	114	2,560	64%
Bourbon	17,752	14,754	4,108	394	2,210	43%
Boyd	49,949	46,640	13,312	1,522	9,690	67%
Boyle	20,532	22,221	4,682	790	1,990	35%
Bracken	8,424	4,208	1,199	78	1,090	42%
Breathitt	19,964	3,704	1,428			
Breckenridge	15,523	5,256	1,695	215	2,020	48%
Bullitt	11,349	4,243	1,415	70	2,520	74%
Butler	11,309	2,019	748	63	650	25%
Caldwell	13,199	8,244	2,372	258	720	18%
Calloway	20,147	14,227	3,511	372	1,810	30%
Campbell	76,196	58,961	22,067	2,419	21,130	89%
Carlisle	6,206	2,751	880	82		
Carroll	8,517	8,657	2,053	291	1,660	64%
Carter	22,559	7,110	2,191	179	2,540	48%
Casey	17,446	4,157	950	34	1,520	37%
Christian	42,359	35,432	7,212	624	4,720	41%
Clark	18,898	18,114	4,421	446	1,310	23%
Clay	23,116	4,534	1,130	70		
Clinton	10,605	2,847	619	65	490	18%
Crittenden	10,818	5,149	1,671	65	580	18%
Cumberland	9,309	3,025	834	63	400	18%
Daviess	57,241	56,363	12,545	1,538	8,330	50%
Edmonson	9,376	1,870	585	62	620	27%
Elliott	7,085	618	376		620	48%
Estill	14,677	4,603	1,631	185	830	23%
Fayette	100,746	137,036	27,299	5,473	6,370	21%
Fleming	11,962	5,209	1,603	65	940	27%
Floyd	53,500	22,965	5,829	327	5,650	47%
Franklin	25,933	22,544	5,651	789	3,150	40%
Fulton	13,668	14,336	3,756	396		
Gallatin	3,969	1,940	651	56	770	64%
Garrard	11,029	5,199	1,211	66	1,120	36%
Grant	9,809	5,740	1,711	174	1,920	64%
Graves	31,364	23,397	5,632	611		
Grayson	17,063	6,250	1,178	166	1,290	27%
Green	11,261	4,671	1,003	68	1,220	37%
Greenup	24,887	7,437	3,627	289	3,000	47%
Hancock	6,009	1,965	561	59	380	25%
Harlan	50,312	26,095	7,241	478	5,420	48%
Harlow	71,751	42,860	12,045	1,025	3,500	21%
Harrison	13,736	10,330	2,618	285	1,720	42%
Hart	15,321	7,769	1,467	245	1,190	27%
Henderson	30,715	27,151	7,030	776	1,900	19%
Henry	11,394	6,232	1,481	269	1,390	41%
Hickman	7,778	2,854	1,100			
Hopkins	38,815	30,951	7,554	711	1,360	12%
Jackson	13,101	2,165	816	63		
Jefferson	404,615	594,946	141,572	26,183	123,510	81%
Jessamine	12,458	6,475	2,036	259	1,300	36%
Johnson	23,846	12,115	3,127	34	2,340	40%
Kenton	104,254	98,231	32,794	3,830	28,450	84%
Knox	20,320	3,082	1,045	68	410	10%
Laurel	30,409	7,315	2,417	67		
Larue	9,956	5,910	839	69	1,220	45%
Laurel	25,797	10,889	3,483	197		
Lawrence	14,412	4,799	1,537	121	1,680	48%
Lee	8,739	1,546	494	70	200	11%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Leslie	15,537	2,991	1,677	72	320	10%
Letcher	39,522	19,110	6,274	251	910	10%
Lewis	13,520	3,896	1,264	68	830	26%
Lincoln	18,668	7,401	1,558	155	1,760	36%
Livingston	7,184	2,448	930	74	410	18%
Logan	22,335	14,653	3,861	412	2,340	37%
Lyon	6,853	1,636	548	60	410	29%
McCracken	49,137	78,817	16,686	3,006	4,940	17%
McCreary	16,660	6,336	2,597			
McLean	10,021	4,479	1,263	121	700	25%
Madison	31,179	19,973	4,804	817		
Magoffin	13,839	2,003	778	29	1,110	41%
Marion	17,212	11,670	1,939	75	1,860	44%
Marshall	13,367	6,319	1,740	121	1,220	29%
Martin	11,677	2,025	974		1,030	41%
Mason	18,466	19,543	3,986	741	2,190	41%
Meade	9,422	5,463	981	80	1,340	48%
Menifee	4,798	616	261		110	11%
Mercer	14,643	10,134	2,223	413	1,620	36%
Metcalfe	9,851	2,530	313	69	860	32%
Monroe	13,770	5,464	1,329	121	1,150	32%
Montgomery	13,025	11,604	3,221	301	870	23%
Morgan	13,624	2,236	656	33	330	10%
Muhlenberg	32,501	17,148	5,868	370	2,110	25%
Nelson	19,521	12,664	2,272	411	3,690	74%
Nicholas	7,532	3,258	1,091	148	920	42%
Ohio	20,840	6,720	2,678	208	1,360	24%
Oldham	11,018	5,352	1,215	77	1,110	41%
Owen	9,755	4,191	1,000	152	1,920	64%
Owsey	7,324	439	191			
Pendleton	9,610	3,644	1,164	98	1,260	42%
Perry	46,566	25,729	6,147	403	1,040	10%
Pike	81,152	39,878	11,003	490	8,230	44%
Powell	6,812	1,684	217		320	23%
Pulaski	38,452	19,805	4,983	526		
Robertson	2,881	744	243	63	340	42%
Rockcastle	13,925	3,951	1,460	99		
Rowan	12,708	5,947	1,387	67	810	26%
Russell	13,717	3,568	1,078	87	650	18%
Scott	15,141	10,293	3,236	261	1,940	43%
Shelby	17,912	14,174	3,185	411	2,090	41%
Simpson	11,678	10,394	2,199	418	1,260	36%
Spencer	6,157	3,445	642	33	1,040	74%
Taylor	14,403	10,114	1,986	74	1,520	37%
Todd	12,890	5,577	1,637	241	1,330	36%
Trigg	9,683	4,072	890	64	670	29%
Trimble	5,148	1,184	368		620	41%
Union	14,893	13,279	3,033	498	740	18%
Warren	42,758	38,576	7,381	1,423	4,140	33%
Washington	12,777	6,414	1,120	66	1,490	45%
Wayne	16,475	5,225	1,752	71	710	18%
Webster	15,555	8,151	2,179	186	830	18%
Whitley	31,940	18,233	5,007	541		
Wolfe	7,615	1,104	255		150	11%
Woodford	11,212	6,826	1,950	300	1,460	43%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ASHLAND
(Boyd County)

WPTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va.
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Transmitter Make: DuM. Antenna Make: DuM. Height: Above average terrain 470 ft.; Above ground 234 ft.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners in Polan Industries which also owns WLTW (TV) Wheeling, W. Va.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

HENDERSON
(Henderson County)

WEHT (TV) (EVANSVILLE, IND.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville, Ind. Postal Zone: 4. Phone: Evansville 5-2634.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.89 kw. Operating Pow.: Visual 11 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953. Hours: 7:30 a.m.-11 p.m.

AFFILIATION: TV Network, CBS.
REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (38x33 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Spindler & Sauppe slide projector. News Service, UP. Library, Capitol, Studio.

PRINCIPAL STOCKHOLDERS: Owned by Malco Theatres Inc., which also owns WEOA Evansville, Ind.

EXECUTIVES:
Herber R. Levy, pres. film buy. & prom. mgr.
Cecil M. Sansbury, gen. mgr. Robert M. Cleveland, ch. eng.
Roger Garrett, asst. mgr., opr. dir., Brod Seymour, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION: (Total Including Fringe Area—1954 figures): Population, 442,250; Families in Area, 130,210; No. of Sets, 82,897; Retail Sales \$399,741,500.

LEXINGTON
(Fayette County)

WLAP-TV

(Target Date, Unknown)

LICENSEE: American Bcstg. Corp. Address: Radio Bldg. Phone: 3-2727.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 548 ft.
AFFILIATION: Tv Network, CBS., Stations, Am, WLAP. Fm, WLAP-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: J. Lindsay Nunn, chmn. of bd. (40%); Gilmore N. Nunn, pres. (51%); J. E. Willis, vp. (4.8%); Miller Welch (3.2%); and others. Gilmore Nunn owns 28.5% of WCM! Ashland and 30% of WBIR Knoxville.
EXECUTIVES:
 Gilmore Nunn, pres. Jack Brooks, prog. dir.
 J. Ed. Willis, gen. mgr. H. C. Locklar, ch. eng.
 Miller Welch, com. mgr.

WLEX-TV

LICENSEE: WLEX-TV Inc. Address: Russell Cave Pike. Phone: 4-8747.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 651 ft.
OPERATION: Began March 15, 1955. Hours, 4 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WLEX.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Spearman & Robertson; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: One GPL camera chain. One GPL film camera. Two GPL film projectors. Two Gray slide projectors. News Service, AP. Library, Telescriptions.
PRINCIPAL STOCKHOLDERS: J. Douglas Gay Jr., pres. (23.91%); H. Guthrie Bell, secy.-treas. (29.97%); William B. Gess, vp. (4.11%); Central Kentucky Bcstg. Co. (WLEX) (26.92%); and others.
EXECUTIVES:
 J. D. Gay Jr., pres. Alex Macauley, prog. dir.
 Earl L. Boyles, vp. & gen. mgr. J. W. Robertson, ch. eng.
 J. M. Pennock, com. mgr. Harry Barfield, asst. mgr.
RATE INFORMATION: Class A one hour (live) \$174, (film) \$150; minute spot (live) \$33, (film) \$25; ID \$15. ID Length 10 sec. Full screen. Frequency discounts.

LOUISVILLE
(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Postal Zone: 2. Phone: Wabash 2201.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.; Above ground 600 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 24, 1948. Hours, 7 a.m.-midnight (Mon.-Fri.), 9 a.m.-midnight (Sat.-Sun.).
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WAVE.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Two studios (36x55 ft. and 22x33 ft.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide slide projectors. Two opaque projectors. One mobile unit. Field and studio Zoomar lenses. News Service, AP. Library RCA Thesaurus, Standard.
PRINCIPAL STOCKHOLDERS: George W. Norton Jr. (98.4%).

EXECUTIVES:
 George W. Norton Jr., pres. film buy.
 Nathan Lord, gen. mgr. Wilbur Hudson, ch. eng.
 Ralph Jackson, com. mgr. Charles W. Hill, prom. mgr.
 George Patterson, prog. dir. & Rodney Ford, news ed.
RATE INFORMATION: Class AA one hour (live) \$775, (film) \$775; minute spot (live) \$155, (film) \$155; ID \$77.50. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	739,552	1,339,942	2,401,000
Families in Area	221,254	386,998	700,800
No. of Sets	-----	-----	460,360
Retail Sales	\$781,631,000	\$1,222,790,000	\$2,148,216,000
Income per Family	\$5,128	\$4,677	\$4,338
Income per Capita	\$1,534	\$1,351	\$1,266

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

the Only COMPLETE Coverage

IN PROSPEROUS 'BLUEGRASS, U.S.A.'

★ **153,710 HOMES**

★ **OVER \$605 MILLION SPENDABLE INCOME**

ADD THIS UP . . . the ONLY television station in the area . . . the only consistently CLEAR PICTURE received in the area . . . outstanding local and network programming . . . high acceptance by homes and advertisers . . . it's WLEX-TV. You can't sell Kentucky without selling the rich central Kentucky market . . . it takes WLEX-TV to do this!

Lexington's Pioneer Station—the Only TV Station In Central Kentucky



CHANNEL 18

NBC

ABC

DuMONT

CONTACT EARL L. BOYLES, VICE PRES. & GEN. MGR.

WLEX-TV, LEXINGTON, KENTUCKY, OR YOUR NEAREST FORJOE-TV, Inc., OFFICE

LOUISVILLE (Cont.)

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Postal Zone: 2. Phone: Wabash 2211.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 27, 1950. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons, Inc.; Washington Attorney, Miller & Schroeder.

SERVICES: Two studios (42x64 ft. and 35x55 ft.). Three DuMont camera chains. Two GE film camera chains. Two GE Syncrolight-Bell & Howell film projectors. One Bausch & Lomb slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Wholly owned subsidiary of Courier-Journal and Louisville Times Co.

EXECUTIVES:

Barry Bingham, pres. Ralph Hansen, prog. dir.
Victor A. Sholis, vp. & dir. Orrin W. Towner, eng. dir.
Neil D. Cline, sta. mgr. Charles McDaniel, film dir.
Albert J. Gillen, sls. dir. William A. Loader, prom. dir.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 12.

WKLO-TV†

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Postal Zone: 2. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 730 ft.; Above ground 404 ft.

OPERATION: Began Oct. 18, 1953.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WKLO.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: Owned by Great Trails Bcstg. Co. (Charles W. Sawyer). Mr. Sawyer also owns WING Dayton, WCOL-AM-FM Columbus, 52% of WIZE Springfield, all Ohio, and 70% of WCMI-AM-FM Ashland, Ky.

EXECUTIVES:

Milton S. Trost, pres. Mary L. Moore, prog. dir.
D. C. Summerford, gen. mgr. Theodore E. Jones, ch. eng.
Charles Farmer, com. mgr.

† WKLO-TV has suspended operation but has not returned its CP.

WQXL-TV

(Target Date, Late 1955)

LICENSEE: Robert W. Rounsaville, Address: 2549 S. Third St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WLOU.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Mr. Rounsaville also owns WMBM Miami Beach, WQXI-AM-TV Atlanta, WWOK Charlotte, N.C., WBAC Cleveland, Tenn., WCIN and WQXN-TV Cincinnati, Ohio, and 51% of WBEJ Elizabethtown, Tenn., and holds an option to buy WAKE Greenville, S.C.

EXECUTIVES:

Robert W. Rounsaville, own. Lee Smith, mgr., WLOU

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Not Set)

LICENSEE: Tri-City Bcstg. Co. Address: 606 Monmouth St. Phone: Juniper 7-4100.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.71 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 510 ft.; Above ground 500 ft.

AFFILIATION: Station, Am, WNOP.

REPRESENTATIVES: Washington Attorney, Maurice R. Barnes; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: James G. Lang, pres. (52.5%); Vincent Herold, vp. (6.54%); Olin W. Davis (17.5%); and others.

EXECUTIVES:

James G. Lang, pres. Ann R. Lang, sec.-treas.
Vincent Herold, vp.

LOUISIANA

LOUISIANA MARKET INDICATORS

Total Population, July 1, 1954.....	2,924,000
Total Families, 1950.....	648,410
Total Urban Population, 1950.....	1,471,696
Total Rural Nonfarm Population, 1950.....	644,365
Total Farm Population, 1950.....	567,455

Employed in Nonagricultural Establishments, March 1955.....	681,100
Employed in Agriculture, 1950.....	151,574
Employed in Mining, March 1955.....	37,200
Employed in Manufacturing, March 1955.....	144,000
Employed in Construction, March 1955.....	45,300
Employed in Transportation & Public Utilities, March 1955.....	78,200
Employed in Wholesale & Retail Trade, March 1955.....	163,500
Employed in Finance, Insurance & Retail Estate, April 1955.....	24,800
Employed in Service and Miscellaneous, April 1955.....	76,100
Employed in Government Service, March 1955.....	112,000
Retail Sales, 1954.....	\$ 2,325,921,000
Bank Assets, Jan. 1, 1955.....	\$ 2,573,784,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,412,744,000
Major Income Sources, 1953: Agriculture 7.9%; Government 19.7%; Manufacturing Payrolls 15.4%; Trade and Service 25.0%.	
Total Income Payments, 1953.....	\$ 3,602,000,000
Per Capita Income, 1953.....	\$ 1,249
Total Internal Revenue Collections, 1954.....	\$ 534,406,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 68.72
Cash Receipts from Farm Marketing, 1954.....	\$ 362,164,000
Government Payments to Farmers.....	\$ 11,306,000
Value of Mineral Production, 1951.....	\$ 787,678,000
New Public Construction in 1952.....	\$ 204,900,000
Motor Vehicle Registration, 1954.....	873,800
Number of Telephones, Jan. 1, 1955.....	682,900
Number of Electrical Connections, Jan. 1, 1955.....	822,119
Number of Gas Utilities Connections, 1953.....	486,200

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population 1950	Retail Sales			(CBS) TV Sets	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954 %
Acadia.....	47,050	\$27,979	\$ 4,959	\$ 634	1,720	13%
Allen.....	18,035	15,458	3,035	377	650	12%
Ascension.....	22,387	14,687	3,858	387	1,680	28%
Assumption.....	17,278	6,216	1,317	198	1,380	32%
Avoyelles.....	38,031	14,573	3,153	479	1,410	13%
Beauregard.....	17,766	11,533	3,741	269	800	15%
Bienville.....	19,105	7,324	2,281	214	610	13%
Bossier.....	40,139	26,603	7,241	486
Caddo.....	176,547	221,306	45,974	7,617
Calcasieu.....	89,635	104,885	23,527	2,443	4,700	15%
Caldwell.....	10,293	3,703	784	169	390	14%
Cameron.....	6,244	2,726	1,228	77	130	11%
Catahoula.....	11,834	5,030	1,634	200	420	14%
Claiborne.....	25,063	12,325	3,516	548	980	15%
Concordia.....	14,398	5,444	1,924	150	580	15%
De Soto.....	24,398	11,644	3,081	516
E. Baton Rouge.....	158,236	175,072	34,339	6,585	17,350	32%
E. Carroll.....	16,302	7,980	1,914	331	1,390	33%
E. Feliciana.....	19,133	5,220	1,621	103
Evangeline.....	31,629	11,686	2,542	133	1,080	12%
Franklin.....	29,376	11,817	2,960	399	1,340	18%
Grant.....	14,263	3,600	1,253	46	520	14%
Iberia.....	40,059	36,710	8,061	921	2,150	19%
Iberville.....	26,750	16,435	4,479	352	730	10%
Jackson.....	15,434	9,451	2,001	212	510	13%
Jefferson.....	103,873	105,068	30,277	3,652	30,510	78%
Jefferson Davis.....	26,298	22,010	4,587	393	820	11%
Lafayette.....	57,743	51,944	8,174	1,128
Lafourche.....	42,209	40,983	9,639	926	5,130	48%
La Salle.....	12,717	8,339	2,148	263	530	14%
Lincoln.....	25,782	17,024	3,113	471	840	13%
Livingston.....	20,054	8,691	3,381	162	1,570	28%
Madison.....	17,451	8,729	1,953	208	1,550	33%
Morehouse.....	32,038	18,060	4,880	564
Natchitoches.....	38,144	24,179	6,825	916	1,410	15%
Orleans.....	570,445	658,644	138,686	27,402	120,490	67%
Ouachita.....	74,713	93,457	15,842	2,560	6,680	28%
Plaquemines.....	14,239	9,433	5,265	358	2,410	63%
Pointe Coupee.....	21,841	9,675	1,849	279
Rapides.....	90,648	69,092	16,318	1,903	6,120	22%
Red River.....	12,113	5,465	1,453	34
Richland.....	26,672	13,890	3,078	406	2,290	34%
Sabine.....	20,860	6,708	1,772	243
St. Bernard.....	11,087	12,848	3,874	184	2,210	65%
St. Charles.....	13,363	7,606	2,775	265	1,620	45%
St. Helena.....	9,013	1,272	417	23
St. James.....	15,334	8,481	2,491	182	1,690	46%
St. John.....
The Baptist.....	14,861	6,398	2,444	127	1,620	45%
St. Landry.....	78,476	73,563	15,847	1,523	2,990	15%
St. Martin.....	26,353	10,480	2,125	239	630	10%
St. Mary.....	35,848	57,867	19,314	1,225	3,250	32%
St. Tammany.....	26,988	16,585	4,216	441	5,220	65%
Tangipahoe.....	53,218	34,560	7,333	1,196	9,680	63%
Tensas.....	13,209	5,924	1,507	253	670	19%
Terrebonne.....	43,328	38,532	10,233	868	7,120	62%
Union.....	19,141	7,695	1,358	169
Vermillion.....	36,929	20,207	3,661	547	1,250	12%
Vernon.....	18,974	11,354	3,929	431	910	15%
Washington.....	38,371	23,021	4,895	735	8,860	82%
Webster.....	35,704	28,169	7,495	1,075	1,460	14%
W. Baton Rouge.....	11,738	4,758	1,748	128	330	10%
W. Carroll.....	17,248	7,085	1,213	205	1,320	33%
W. Feliciana.....	10,169	2,090	682	54
Winn.....	16,119	6,628	1,722	290	640	14%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.



in Louisville
WHAS-TV Programming
pays off !

WHAS-TV offers participating sponsors the market's choice programs for children, sports, weather, homemaking, musicals, and news with an exclusive daily local newsreel. These local shows invariably capture the headlines, awards and most viewers

... Proof that in this growing market,

WHAS-TV programming pays off!

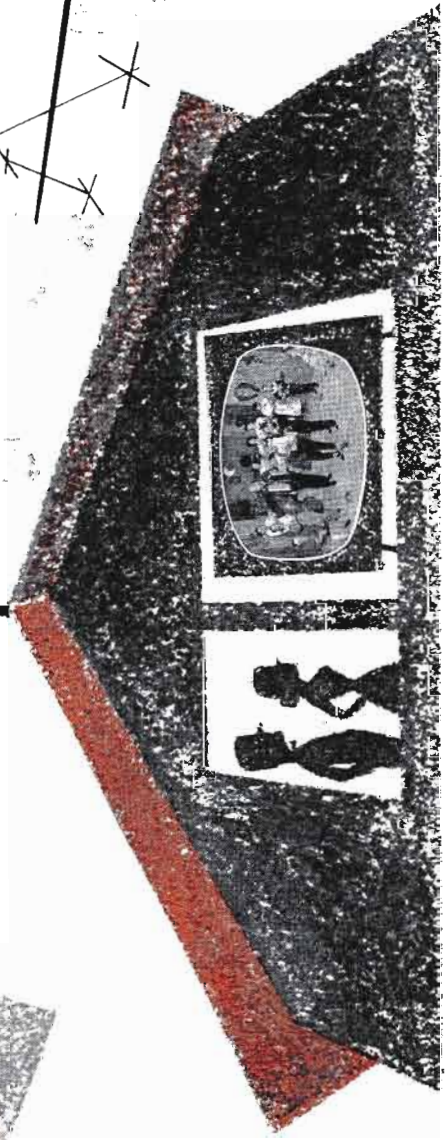
Go where there's growth
Go WHAS-TV



BASIC CBS TV NETWORK

VICTOR A. SHOLIS, Director — NEIL CLINE, Station Mgr.
 Represented Nationally by Harrington, Righter & Parsons,
 New York, Chicago, San Francisco

Associated with The Courier-Journal & The Louisville Times



ALEXANDRIA
(Rapides Parish)

KALB-TV

LICENSEE: Alexandria Broadcasting Co. Address: 601 Washington St. Phone: 3-2543.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.1 kw. Operating Pow.: Visual 2.8 kw, Aural 1.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 588 ft.
 OPERATION: Began Sept. 29, 1954. Hours, 2-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KALB. Fm, KALB-FM.
 REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.
 SERVICES: Two studios (28x14 ft. and 43x38 ft.). Two GE camera chains. One rear screen projector. Two DuMont scanners. Two DuMont opaque projectors. News Services, AP, UP. Library, MacGregor, World.
 PRINCIPAL STOCKHOLDERS: W. H. Allen, pres. (52%); T. B. Lanford (47.2%). Mr. Lanford also owns 88% of KRRV Sherman, Tex., 13.8% of WSLI WJTV (TV) Jackson, Miss., 33 1/3% of KPLC-AM-TV Lake Charles, La., and 48% of KRMD Shreveport, La.
 EXECUTIVES:
 Walter Allen, pres. Jesse R. Sexton, ch. eng.
 Willard L. Cobb, gen. mgr. T. B. Lanford, film buy.
 Marvin Reuben, com. mgr. Vivian Close, prom. mgr.
 Thomas B. Erwin, prog. dir. Larry McHale, news ed.
 RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications 4x5 in. opaque. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.
 MARKET INFORMATION: No. of Sets (Grade A, FCC Contour), 47,500, (Grades A and B, FCC Contour), 56,250; Total Including Fringe Area, 126,500.

BATON ROUGE
(East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Bcstg. Co. of Baton Rouge Inc. Address: 929 Government St. Postal Zone: 1. Phone: 4-8571.
 FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 56.2 kw. Operating Pow.: Visual 105 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 499 ft.
 OPERATION: Began April 19, 1953. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WAFB. Fm, WAFB-FM.
 REPRESENTATIVES: Sales, Adam Young Television Corp., Clarke Brown Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, George E. Gautney.
 SERVICES: Two studios (40x52 ft. and 20x20 ft.). RCA camera chains, rear screen projector, film camera, film projectors. One Gray slide projector. Bridgematic film processing unit. News Services, AP, UP. Library, Standard, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: Louis S. Prejean, chmn. of bd. (16.05%); T. E. Gibbens, pres. (3.17%); Jack S. Burk, vp. (14.75%); Francis H. Lee, sec. (2.69%); C. C. Barnard, exec. vp. (14.73%); C. W. Lamar (11.2%); WDSU Broadcasting Corp. (WDSU New Orleans) (22%). Mr. Lamar also owns 41.88% of KTAG-TV Lake Charles, La., and 100% of WPPA-TV Pensacola, Fla.
 EXECUTIVES:
 Tom E. Gibbens, pres. & gen. mgr. Donald K. Allan, ch. eng.
 Ron Litteral, com. mgr. Grace McElveen, prom. mgr.
 Don Hallmann, prog. dir. & film buy. John Coburn, news ed.
 Roland Daye, news ed.
 RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts.
 MARKET INFORMATION: (Total Including Fringe Area): Population, 815,525; Income per Capita, \$1,794.

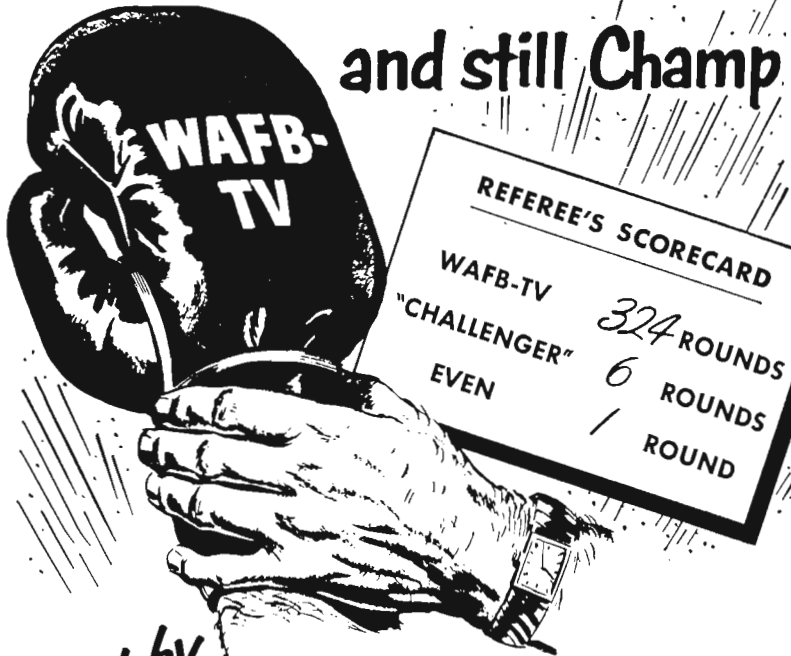
WBRZ (TV)

LICENSEE: Louisiana Television Bcstg. Corp. Address: 1650 Highland Road. Postal Zone: 2. Phone: 8-1491.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 56.2 kw. Operating Pow.: Visual 97.7 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 890 ft.; Above ground 954 ft.
 OPERATION: Began April 14, 1955. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, NBC. Stations, Am, WJBO. Fm, WBRL (FM).
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
 SERVICES: Two studios (30x51 ft. and 22x24 ft.). Two RCA camera chains. One Profitmaker rear screen projector. One film camera. Two RCA film projectors. One Gray Teloprojector slide projector. One Gray Telop opaque projector. One Filmline film processing unit. News Services, AP, INS.
 PRINCIPAL STOCKHOLDERS: Baton Rouge Bcstg. Co. (WJBO) (49.33 1/3%); Douglas L. Manship (33 1/3%); Charles P. Manship Jr. (33 1/3%); Lewis Gottlieb (9.415%); Percy E. Roberts (6.915%); Roland Kizer (9.065%); R. F. Cangelosi (9.415%); Clint L. Pierson (9%); Earl H. Smith (3.33 1/3%); Mrs. Asenath Roberts (2.5%). Douglas L. and Charles P. Manship Jr. own WJBO, WBRL (FM) and Baton Rouge Advocate and State-Times.
 EXECUTIVES:
 Douglas L. Manship, pres. John E. Ferguson, prog. dir.
 J. Roy Dabadie, gen. mgr. & film buy. J. Patrick Weathersby, ch. eng.
 Bill Slatter, news ed.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

THE WINNER!

and still **Champ**



First by far in

BATON ROUGE

In a Telepulse Survey just completed (for May, 1955). WAFB-TV, two-year uncontested TV champion in Baton Rouge, rated first for 324 of the 331 quarter hours when both TV stations were on the air. Every one of the top 15 favorite weekly programs were on WAFB-TV. Eight of the 10 (all of the first six) favorite "daily" programs were on WAFB-TV.

	Monday to Friday			Saturday		Sunday	
	7 AM-12 AM	12 AM-6 PM	6 PM-12 PM	12:15 PM-6 PM	6 PM-12 PM	1 PM-6 PM	6 PM-12 PM
WAFB-TV	78	61	59	76	64	76	61
Station "B"	10a	29	33a	1a	27a	8a	33a
Station "C"	12	10	8	23	9	16	6

a Does not broadcast for complete period. Audience unadjusted.

WAFB-TV

CHANNEL 28

affiliated with WAFB, AM-FM

CBS-ABC-DUMONT 200,000 WATTS

Reps: Call Adam Young, Nationally or Clarke Brown in South & Southwest

RATE INFORMATION: Class A one hour (live) \$356, (film) \$285; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Specifications 35mm slides, 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	339,100	860,900	1,675,100
Families in Area	90,800	226,100	471,700
No. of Sets	74,000	133,200	148,000
Retail Sales	\$247,390,000	\$580,937,000	\$1,415,996,000
Income per Family	\$5,975	-----	-----
Income per Capita	\$1,686	-----	-----

LAFAYETTE
(Lafayette Parish)

KLFY-TV

LICENSEE: Camellia Bcstg. Co. Inc. Address: 1301 Oak Ave. Phone: 8-9494.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 30.2 kw. Operating Pow.: Visual 52.5 kw, Aural 30.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 457 ft.
OPERATION: Began June 3, 1955. Hours, 4-11 p.m.
AFFILIATION: Tv Network, CBS. Station, Am, KLFY.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Guy C. Hutcheson.
SERVICES: Two studios (one 45x45 ft. and one patio). Two DuMont camera chains. One DuMont flying spot scanner. Two DuMont 16mm film projectors. Two DuMont 2x2 in. slide projectors. Still film processing unit. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, pres. (18.75%); Thomas A. DeClouet, vp. (18.75%); Harold J. Delhommer, vp. (18.75%); John W. Mitchell, sec.-treas. (18.75%); and others. Paul and Thomas DeClouet own 50% of KEUN Eunice and 40% of KVPI Ville Platte, both La.

EXECUTIVES:

Paul H. DeClouet, pres. Maurice Wynne, ch. eng.
 William A. Patton, gen. mgr., Sterling Zimmerman, prom. mgr.
 com. mgr. & film buy. Ernest Alexander, news ed.
 John H. Selleck, prog. dir.

RATE INFORMATION: Class A one hour (live) \$212.50, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 30% for 256 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	298,400	144,900	934,700
Families in Area	77,500	42,700	257,500
Retail Sales	\$202,183,000	\$95,579,000	\$713,190,000
Income per Family	\$3,551	\$3,390	\$4,269
Income per Capita	\$1,008	\$1,021	\$1,176

LAKE CHARLES
(Calcasieu Parish)

KPLC-TV

LICENSEE: Calcasieu Bcstg. Co. Address: 320 Division St. Phone: Hemlock 6-3631.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 35.5 kw. Operating Pow.: Visual 52.5 kw, Aural 35.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 474 ft.
OPERATION: Began Sept. 29, 1954. Hours, 3-11 p.m.
AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KPLC.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (35x43 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film cameras, one 16mm movie camera. Two GE film projectors. Two 2x2 in. Selectroslide slide projectors. One film processing unit. News Service, AP. Library, World.
PRINCIPAL STOCKHOLDERS: T. B. Lanford (33 1/3%), L. M. Sepaugh (33 1/3%) R. M. Dean (16 2/3%), Viola Lipe Dean Trust (16 2/3%). Mr. Lanford also owns 88% of KRRV Sherman, 48% of KRMD Shreveport, 47.2% of KALB-AM-TV Alexandria and 13.8% of WSLI, WJTV(TV) Jackson, Miss.

EXECUTIVES:

T. B. Lanford, pres. Donald Johnson, film buy.
 David Wilson, gen. mgr. Pauline Mahoney, prom. mgr.
 Pelham E. Mills Jr., com. mgr. Ken Gilmore, news ed.
 Wm. Schock, prog. dir. & ch. eng.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 566,900; Families in Area, 155,500; No. of Sets, 66,781; Retail Sales, \$541,833,000; Income per Family, \$4,128; Income per Capita, \$1,130.

BROADCASTING • TELECASTING

TARGET: \$899,481,000.00
Effective Buying Power!

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the heart of Louisiana — an area rich in spendable income from oil, gas, chemicals, industry.



POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 in.

Largest TV antenna in the U. S. A.

12 Bays = Channel 2

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area.....	164,650
Effective Buying Power.....	\$899,481,000
Retail Sales	\$580,937,000
Food Sales	\$129,460,000
Automotive Sales	\$122,571,000
Drug Sales	\$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
 *Class "B" †Television Magazine

WBRZ-TV
BATON ROUGE, LOUISIANA
Represented by **HOLLINGBERRY**

LAKE CHARLES (Cont.)

KTAG-TV

LICENSEE: KTAG-TV Inc. Address: 645 Fifteenth St. Phone: Hemlock 9-9413.
FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.; Above ground 348 ft.
OPERATION: Began Nov. 2, 1953. Hours, 7 a.m.-11 p.m.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
SERVICES: One studio (30x50 ft.). One PE camera chain. One PE film camera. Two GPL film projectors. One Gray Teloprojector slide projector. One Microcord film processing unit. News Service, INS.
PRINCIPAL STOCKHOLDERS: Warren Berwick, pres. (32.85%); Charles W. Lamar Jr., exec. vp. (41.88%); Robert B. McCall, sec. (10.20%); Harold Knox (10.20%); and others. Mr. Lamar also owns WPFA-TV Pensacola, Fla., and 11.2% of WAFB-AM-FM-TV Baton Rouge, La.
EXECUTIVES:
 Warren Berwick, pres. & film buy. John Prather, ch. eng.
 William F. Hession, gen. mgr. Warren Bullis, prom. mgr.
 Harper Clarke, com. mgr.
RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$32.50, (film) \$25; ID \$12.50. ID Length 10 sec. Share screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	335,000	60,000	395,000
Families in Area	98,600	30,000	128,600
No. of Sets	62,367	19,500	81,867
Retail Sales	\$65,436,000	\$38,873,000	\$104,309,000
Income per Family	\$7,508	\$5,368
Income per Capita	\$1,652	\$1,536

MONROE
(Ouachita Parish)

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Road. Phone: 8155.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 774 ft.
OPERATION: Began Sept. 27, 1953. Hours, 6:45 a.m.-11:45 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KNOE.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh.
SERVICES: Two studios (104x56 ft. and 28x24 ft.). Two RCA camera chains. One Eastman rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. One Gray Telop opaque projector. Local film developing unit. News Service, AP. Library, Music Hall Varieties.
PRINCIPAL STOCKHOLDERS: James A. Noe, also owner of WNOE New Orleans and 50% owner of KOTN Pine Bluff, Ark.
EXECUTIVES:
 James A. Noe, pres. film buy. & prom. mgr.
 Paul H. Goldman, vp., Harry Arthur, prog. dir. & film buy.
 gen. mgr. & film buy. Ray Boyd, eng. dir.
 Jack Ansell Jr., com. mgr. Mac Ward, news ed.
RATE INFORMATION: Class A one hour (live) \$376, (film) \$300; minute spot (live) \$92, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,664,500; Families in Area, 476,260; No. of Sets, 206,000; Retail Sales, \$1,063,415,000.

NEW ORLEANS
(Orleans Parish)

WCKG (TV)

(Target Date, Unknown)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 330 ft.; Above ground 356 ft.
REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTreil.
PRINCIPAL STOCKHOLDERS: Lester Kamin, pres. (33 1/3%); Pat Coon, vp. (33 1/3%); and Billy B. Goldberg, sec.-treas. (33 1/3%). Each owns 23% of KCIJ Shreveport and WMRY New Orleans.
EXECUTIVES:
 Lester Kamin, pres. Billy B. Goldberg, sec.-treas.
 Pat Coon, vp.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WDSU-TV

LICENSEE: WDSU Bcstg. Corp. Address: 520 Royal St. Postal Zone: 16. Phone: Tulane 4371.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 424 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Dec. 18, 1948. Hours, 6:45 a.m.-midnight.
AFFILIATION: Tv Network, NBC. Stations, Am, WDSU. Fm, WDSU-FM.
REPRESENTATIVES: Sales, Blair-TV Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page Communications Engineers Inc.
SERVICES: One studio (55x100 ft., convertible to two), one color studio (40x60 ft.). Five RCA camera chains, one RCA color camera. One Bodde rear screen projector. Two RCA film cameras. One RCA film projector. One DuMont color-monochrome multi-scanner. Two 2x2 in. slide projectors, one DuMont 2x2 in. color-monochrome slide projector. One GE Balop (3 1/4 x 4 in.) opaque projector. One mobile unit. One Flash News car. News Services, AP, UP, Libraries, Associated, Capital.
PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr., pres. (67%); Robert D. Swezey, exec. vp. (20%); A. Louis Read, vp. (10%); and Lester E. Kabacoff, sec.-treas. (3%). Licensee owns 22% of WAFB-AM-FM-TV Baton Rouge.
EXECUTIVES:
 Edgar B. Stern Jr., pres. Lindsey Riddle, ch. eng.
 Robert D. Swezey, exec. vp. & gen. mgr. Juanita Mitchell, film buy.
 A. Louis Read, vp. & com. mgr. Marion Annenberg, prom. mgr.
 Tom Hicks, vp. chg. prog. Bill Monroe, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$700; Class A (live) \$700, (film) \$600. Minute spot (live) \$165, \$145; (film) \$150, \$130. ID \$75, \$65. ID Length 8 sec. Frequency discounts.
MARKET INFORMATION: (Total Louisiana-Mississippi area, including fringe coverage): Population, 1,278,200; Families in Area, 362,000; Retail Sales, \$1,113,051,000.

WJMR-TV

LICENSEE: Supreme Bcstg. Co. Inc. Address: 1500 Canal St. Postal Zone: 13. Phone: Canal 0356.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 436 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 6 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WJMR. Fm, WRCM (FM)
REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, George A. Mayoral.
SERVICES: One studio (50x75 ft.), two small studios. Three GE camera chains. One Bolex film camera. Two GE film projectors. Two GE slide projectors. One DuMont scanner. One GE opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Chester F. Owens, pres. and wife (98%) and Robert E. Jeffers, sec.-treas. (2%).
EXECUTIVES:
 Chester F. Owens, pres. Jack Petrik, ch. eng.
 George A. Mayoral, gen. mgr. Bob Jeffers, film buy.
 Paul Beville, com. mgr. Tom Abbott, prom. mgr. & news ed.
 Aubrey Moore, prog. dir.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$55, (film) \$50; ID \$20. ID Length 10 sec. Share Screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	740,000	890,000	1,120,000
Families in Area	289,000	309,000	340,000
No. of Sets	180,000	214,000	302,000

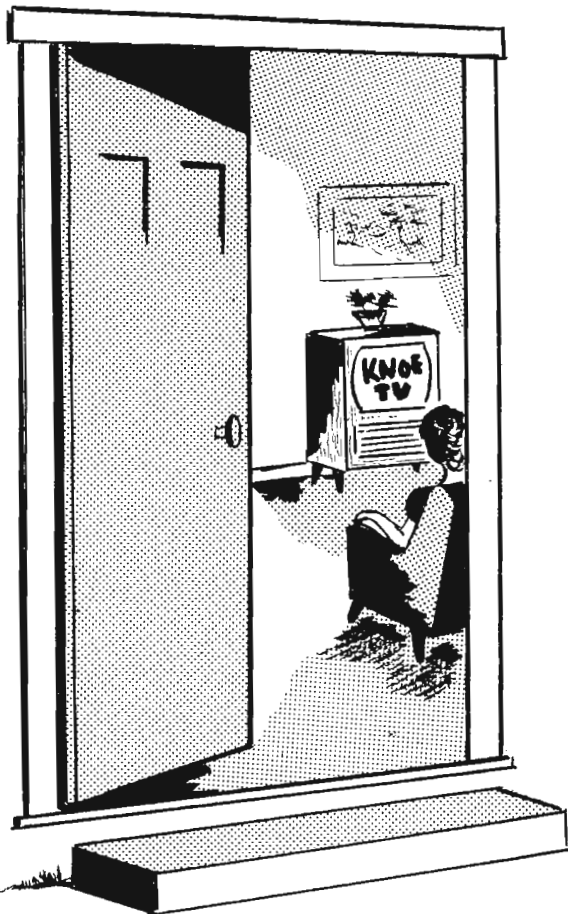
SHREVEPORT
(Caddo Parish)

KCIS (TV)

(Target Date, Unknown)

LICENSEE: Shreveport Television Co. Address: 516 Crockett St.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 1,192 ft.
REPRESENTATIVES: Washington Attorney, Weaver & Glassie; Consulting Engineer: L. J. N. duTreil & Assoc.
PRINCIPAL STOCKHOLDERS: Don George, mgr. (43%); Ben Beckham Jr. (25%), H. E. Linam (25%) and W. C. Henderson (7%). This licensee holds final decision by FCC for ch. 12 Shreveport but has been held up by litigation. Meanwhile, KSLA (TV) Shreveport, which was established as a joint venture by three competing applicants, continues to operate on ch. 12.

KNOE-TV OPENS DOORS TO 235,000* HOMES



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 235,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 135,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows from 4 networks

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

Powerful local programming

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

* 135,000 Homes Unduplicated Coverage

MARKET DATA

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

KNOE-TV

CHANNEL 8
MONROE, LOUISIANA

A James A. Noe Station

PAUL H. GOLDMAN
Vice President and General Manager

CBS — NBC
ABC DUMONT

H-R TELEVISION, INC.
National Representative

SHREVEPORT (Cont.)

KSLA (TV)

LICENSEE: Interim Television Corp. Address: Washington Youree Hotel. Postal Zone: 2. Phone: 3-6151.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Operating Pow.: Visual 11.5 kw, Aural 5.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.; Above ground 269 ft.

OPERATION: Began Jan. 1, 1954. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohen & Wear.

SERVICES: Two studios (15x20 ft. and 25x35 ft.). Two RCA camera chains. One rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One Gray Telojector slide projector. One DuMont scanner. News Service, UP. Library, Studio Teletypes.

PRINCIPAL STOCKHOLDERS: Shreveport Television Co. (33 1/3%), Southland Television Corp. (KCIJ) (33 1/3%) and Radio Station KRMD Shreveport (33 1/3%). These are applicants for ch. 12 Shreveport. Final decision awarding ch. 12 to Shreveport Television Co. granted by FCC but has been held up by litigation.

EXECUTIVES:

Don George, pres., gen. mgr. & film buy. Morris Barton, ch. eng. Carol Vinson, prom. mgr. Deane R. Flett, com. mgr. Don Owen, news ed. Henry J. Davis, prog. dir.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 10 sec. Share screen upper 1/3. Frequency discounts from 2 1/2% for 13 times up to 12 1/2% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,500	172,700	472,600
Families in Area	34,155	48,145	130,830
No. of Sets	24,882	32,504	80,312
Retail Sales	\$120,581,000	\$160,231,000	\$395,241,000
Income per Family	\$2,492	\$1,923	\$1,002
Income per Capita	\$1,722	\$1,440	\$ 755

KTBS-TV

(Target Date, Sept. 3, 1955)

LICENSEE: KTBS Inc. Address: 312 E. Kings Hwy. Phone: 7-3644.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,140 ft. Above ground 1,151 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KTBS. Fm, KTBS-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (22x36, 19x24 and 26x37 ft.). Two DuMont field camera chains. Two Du Mont film cameras. Two DuMont projectors. Two slide projectors. One Dual DuMont scanner-opaque projector. Complete darkroom film processing unit. One panel truck mobile unit, two field cameras, lighting. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: George D. Wray and sons (100%).

EXECUTIVES:

E. Newton Wray, pres. & gen. mgr. Charles Saltsgaver, prod. dir. Patrick J. White, sta. mgr. & film buy. C. H. Maddox, ch. eng. Marie Gifford, com. mgr. Haigler Henry, prom. mgr. Nick Gearhart, news ed.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 8 sec. Specifications slide or opaque. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	365,729	457,779	1,029,448
Families in Area	106,071	136,748	303,182
No. of Sets	-----	-----	100,000 plus
Retail Sales	\$331,514,000	\$367,673,000	\$857,709,000

MAINE

MAINE MARKET INDICATORS

Total Population, July 1, 1954.....	930,000
Total Families, 1950.....	223,175
Total Urban Population, 1950.....	472,000
Total Rural Nonfarm Population, 1950.....	319,946
Total Farm Population, 1950.....	121,828
Employed in Nonagricultural Establishments, March 1955.....	258,200
Employed in Agriculture, 1950.....	29,021
Employed in Mining, March 1955.....	600
Employed in Manufacturing, March 1955.....	102,300
Employed in Construction, March 1955.....	9,700
Employed in Transportation & Public Utilities, March 1955.....	19,400
Employed in Wholesale & Retail Trade, March 1955.....	50,800
Employed in Finance, Insurance & Real Estate, March 1955.....	7,400

Employed in Service and Miscellaneous, March 1955... 26,000
Employed in Government Service, March 1955..... 42,000
Retail Sales, 1954..... \$ 905,589,000
Bank Assets, Jan. 1, 1955..... \$ 929,403,000
Bank Deposits, Jan. 1, 1955..... \$ 828,080,000
Major Income Sources, 1953: Agriculture 3.0%; Government 19.4%; Manufacturing Payrolls 27.4%; Trade and Service 24.2%.

Total Income Payments, 1953..... \$ 1,287,000,000
Per Capita Income, 1953..... \$ 1,369
Total Internal Revenue Collections, 1954..... \$ 165,215,000
Average Weekly Earnings Manufacturing Workers, March 1955..... \$ 58.52
Cash Receipts from Farm Marketing, 1954..... \$ 147,676,000
Government Payments to Farmers, 1954..... \$ 849,000
Value of Mineral Production, 1951..... \$ 8,516,000
New Public Construction in 1952..... \$ 51,900,000
Motor Vehicle Registration, 1954..... 306,002
Number of Telephones, Jan. 1, 1955..... 251,000
Number of Electrical Connections, Jan. 1, 1955..... 333,952
Number of Gas Utilities Connections, 1953..... 38,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets		(CBS) TV %	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954		
Androscoggin	83,594	\$ 96,038	\$28,089	\$1,947	3,270	13%					
Aroostook	96,039	98,959	26,156	2,189							
Cumberland	169,201	208,429	61,027	5,605	15,490	31%					
Franklin	20,682	17,256	5,518	411							
Hancock	32,105	26,245	10,092	467	1,850	19%					
Kennebec	83,881	84,841	23,793	2,043	6,170	26%					
Knox	28,121	27,745	8,407	563	2,550	29%					
Lincoln	18,004	18,493	5,675	256	1,160	21%					
Oxford	44,221	34,065	12,116	897							
Penobscot	108,198	120,602	31,212	2,738	14,950	52%					
Piscataquis	18,617	14,343	4,584	530	1,240	23%					
Sagadahoc	20,911	15,904	6,199	341	1,360	21%					
Somerset	39,785	28,067	9,722	787	2,600	23%					
Waldo	21,687	14,444	4,535	261	1,860	29%					
Washington	35,187	22,732	7,921	620							
York	93,541	77,426	27,786	2,136	14,080	51%					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BANGOR

(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Address: 55 State St. Phone: 8255.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 673 ft.; Above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 25, 1953. Hours, 7-12:15 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

SERVICES: One studio (45x40 ft.). One RCA camera chain. One composite rear screen projector. One RCA film camera. Two RCA film projectors. One Telojector slide projector. One mobile filming unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Owned by Community Bcstg. Service (WABI Bangor), which is 60% owned by Horace Hildreth, 33.7% by WPOR Portland, Me., and 5.9% by WTVL Waterville, Maine. Same interests have varying ownership in WMTW (TV) Poland Spring, Me.

EXECUTIVES:

Horace Hildreth, pres. Walter Dickson, opr. mgr. & ch. eng.
Leon P. Gorman Jr., gen. mgr. & film buy. Richard B. Bronson, film buy. & prom. mgr.
Milton Chapman, com. mgr. Robert Patten, news ed.
Leon Nelson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications 20% upper right corner. Share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	81,000	250,000	472,000
Families in Area	21,600	66,600	125,800
No. of Sets	-----	51,300	96,500
Retail Sales	-----	-----	\$348,204,000

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Operating Pow.: Visual 14.1 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 99 ft.

OPERATION: Began Sept. 12, 1954. Hours, 7 a.m.-midnight.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PUT MINE ON **KSLA** CHANNEL 12 - SHREVEPORT

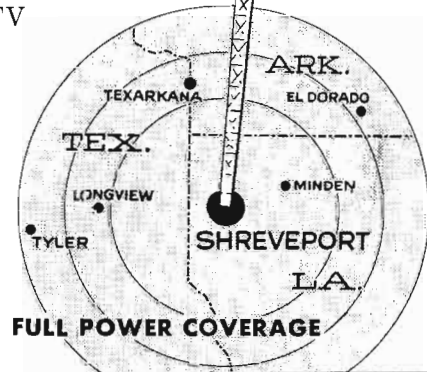


to win with FULL
316,000 WATTS POWER coming
in early fall. Maximum coverage
of the Ark-La-Tex from
Louisiana's tallest tower!

to place advertising at
Shreveport's LOWEST TV
COST PER 1,000 because
LOW 1955 rates are in effect
for established clients HALF-
WAY THROUGH 1956!

to show adjacent to
CBS-ABC and established local
programs . . . backed by the
19 months experience of
Shreveport's FIRST TV
station.

Let your
Raymer Man
put you on the
inside track!



KSLA CHANNEL **12**
FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES

BANGOR (Cont.)

WTWO (TV) (Cont.)

AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., R. C. Foster (New England); Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
SERVICES: One studio (40x28x18 ft.) in Bangor, one (15x18 ft.) in Waterville. Two RCA camera chains. One RCA film camera. Three film projectors. One slide projector. One mobile unit. News Service, UP.
PRINCIPAL STOCKHOLDERS: Murray Carpenter and wife are sole owners.
EXECUTIVES:
 Murray Carpenter, pres.-treas., gen. mgr. & film buy.
 Rudy Marcoux, com. mgr. & prom. mgr.
 James Robinson, prog. dir. & news ed.
 William Clark, ch. eng.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.
MARKET INFORMATION: (Total Including Fringe Area): Population, 410,000; Families in Area, 105,000; No. of Sets, 85,000.

LEWISTON

(Androscoggin County)

WLAM-TV†

LICENSEE: Lewiston-Auburn Bcstg. Corp. Address: 129 Lisbon St. Phone: 4-5401.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.51 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 246 ft.
OPERATION: Suspended March 25, 1955.
AFFILIATION: Tv Network, DTN. Station, Am, WLAM.
REPRESENTATIVES: Sales, Everett-McKinney Inc., Kettell-Carter; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Frank S. Hoy and family (92%). Same interests owned WPMT (TV) Portland, Maine, now under trustee in bankruptcy.
EXECUTIVES:
 Frank S. Hoy, ch. own. & gen. mgr.
 † WLAM-TV has suspended operation but has not returned its CP.

POLAND SPRING

(Androscoggin County)

WMTW (TV)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: 51.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 3,850 ft; Above ground 93 ft.
OPERATION: Began Sept. 25, 1954. Hours, 2 p.m.-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.
SERVICES: RCA studio and film cameras. Film and slide projectors.
PRINCIPAL STOCKHOLDERS: Peter Anderson (25.29%), Horace Hildreth (12.62%), Katherine W. Hildreth (7.14%); John Guider (8.53%), WTVL Waterville, Me., (8.53%), Henry O. Rea (2.09%), Tyrone Corp. (WENS [TV] Pittsburgh) (9.66%), Granite State Bcstg. Co. (WTSL Hanover, WKBR Manchester, WTSV Claremont, WTSN Dover, all N.H.) (3.22%), WPOR Portland, Me. (6.44%), KBR Stations Inc., Manchester, N.H. (3.22%) and 30 others. Mr. Hildreth, WPOR and WTVL own WABI-AM-TV Bangor, Me.
EXECUTIVES:
 John W. Guider, pres.
 John H. Norton Jr., gen. mgr.
 Paul Tiemer, com. mgr.
 John T. Madigan, prog. dir. & film buy.
 Parker Vincent, ch. eng.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen or share screen. Frequency discounts.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,274,500; Families in Area, 365,600; No. of Sets, 280,000; Retail Sales, \$1,292,352,000.

PORTLAND

(Cumberland County)

WCSH-TV

LICENSEE: Maine Radio & Tv Co. Address: 157 High St. Postal Zone: 3. Phone 2-0181.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 380 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WCSH.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Segal, Smith & Hennessey.
SERVICES: Two studios (20x30 ft. and 30x50 ft.). Two RCA film cameras. Two RCA 16mm film projectors. Three slide projectors, one Gray Teloprojector, two Spinlars. One film negative processing unit.
PRINCIPAL STOCKHOLDERS: Adeline B. Rines, pres. (99%), also majority stockholder of WRDO Augusta and WLBZ Bangor.
EXECUTIVES:
 Adeline B. Rines, pres.
 William H. Rines, mgng. dir.
 Jack S. Atwood, gen. mgr.
 Bruce C. McGorriell, com. mgr.
 Burnel Poole Jr., prog. dir.
 Charles R. Brown, ch. eng.
 William Kerkos, film buy.
 Linwood T. Pitman, prom. mgr.
 Philip N. Johnson, news ed.

RATE INFORMATION: Class AA one hour \$350, Class A \$300; minute spot AA, \$70, A \$60; ID AA \$35, A \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 9% for 26 times up to 29% for 208 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 708,000; Families in Area, 209,295; No. of Sets, 164,343.

WGAN-TV

LICENSEE: Guy Gannett Bcstg. Services. Address: 390 Congress St. Postal Zone: 3. Phone: 2-4661.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 314 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 16, 1954. Hours, 11 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WGAN.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Two studios. Two GE camera chains. One rear screen projector. Two GE film cameras. Two Eastman film projectors. Two Spindler & Sauppe slide projectors. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel).
EXECUTIVES:
 Jean Gannett Williams, pres.
 Creighton E. Gatchell, vp. & gen. mgr.
 Richard E. Bates, com. mgr.
 Samuel G. Henderson Jr., prog. dir. & film buy.
 Roger W. Hodgkins, ch. eng.
 Nunzi Casavola, news ed.
RATE INFORMATION: Class A one hour \$350; minute spot (live) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 751,500; Families in Area, 251,700; No. of Sets (Grade B, FCC Contour), 180,000 (Total) 200,000; Retail Sales, \$598,870,000; Income per Family, \$4,731; Income per Capita, \$1,343.

WPMT (TV)†

LICENSEE: Carrell K. Pierce, Trustee. Address: 645 A Congress St. Phone: 2-8327.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 260 ft.; Above ground 239 ft.
OPERATION: Began Aug. 30, 1953.
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, George P. Adair.
PRINCIPAL STOCKHOLDERS: Carrell K. Pierce, trustee.
EXECUTIVES: Frank S. Hoy, pres.
 † WPMT (TV) has suspended operation but has not returned its CP.

MARYLAND

MARYLAND MARKET INDICATORS

Total Population, July 1, 1954.....	2,602,000
Total Families, 1950.....	581,840
Total Urban Population, 1950.....	1,615,902
Total Rural Nonfarm Population, 1950.....	543,623
Total Farm Population, 1950.....	183,476
Employed in Nonagricultural Establishments, March 1955.....	788,200
Employed in Agriculture, 1950.....	55,017
Employed in Mining, March 1955.....	2,200
Employed in Manufacturing, March 1955.....	248,700
Employed in Construction, March 1955.....	55,700
Employed in Transportation & Public Utilities, March 1955.....	73,300
Employed in Wholesale & Retail Trade, March 1955.....	167,200
Employed in Finance, Insurance & Real Estate, March 1955.....	36,000
Employed in Service and Miscellaneous, March 1955.....	84,900
Employed in Government Service, March 1955.....	120,200
Retail Sales, 1954.....	\$ 2,577,240,000
Bank Assets, Jan. 1, 1955.....	\$ 2,707,059,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,480,647,000
Major Income Sources, 1953: Agriculture 2.5%; Government 19.4%; Manufacturing Payrolls 23.4%; Trade and Service 26.4%.	
Total Income Payments, 1953.....	\$ 4,402,000,000
Per Capita Income, 1953.....	\$ 1,857
Total Internal Revenue Collections, 1954 ¹	\$ 1,883,037,000
Average Weekly Earning Manufacturing Workers, March 1955.....	\$ 72.94
Cash Receipts from Farm Marketing, 1954.....	\$ 245,411,000
Government Payments to Farmers, 1954.....	\$ 1,392,000
Value of Mineral Production, 1951.....	\$ 26,148,000
Total New Construction in 1952.....	\$ 578,200,000
New Private Construction in 1952.....	\$ 359,100,000
New Public Construction in 1952.....	\$ 219,100,000
Motor Vehicle Registration, 1954.....	871,005
Number of Telephones, Jan. 1, 1955.....	867,600
Number of Electrical Connections, Jan. 1, 1955 ¹	962,086
Number of Gas Utilities Connections, 1953.....	441,000

¹ Includes District of Columbia. For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MARYLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets		TV % 1954
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	(CBS)	
Allegany	89,556	\$72,602	\$22,469	\$2,287	9,870	36%	
Anne Arundel	117,392	91,626	30,881	3,159	28,950	82%	
Baltimore	1,219,981*	1,449,014	391,582	50,699	329,670	87%	
Calvert	12,100	7,032	1,963	102	2,080	63%	
Caroline	18,234	21,658	4,048	403	4,060	70%	
Carroll	44,907	43,253	8,675	1,007	8,440	69%	
Cecil	33,356	38,676	13,210	552	7,180	74%	
Charles	23,415	20,170	5,759	302	3,840	63%	
Dorchester	27,815	20,156	5,967	424	5,430	64%	
Frederick	62,287	55,482	13,150	1,265	11,830	63%	
Garrett	21,259	14,852	3,304	244	1,980	36%	
Harford	51,782	56,071	15,384	1,259	14,380	88%	
Howard	23,119	16,250	3,323	421	4,690	69%	
Kent	13,677	16,714	4,495	394	3,010	70%	
Montgomery	164,401	236,274	55,153	6,263	52,060	92%	
Prince George	194,182	154,138	57,838	5,529	64,950	97%	
Queen Annes	14,579	14,309	4,224	262	3,150	70%	
St. Marys	29,111	23,405	8,622	251	5,230	63%	
Somerset	20,745	14,710	4,070	310	1,300	21%	
Talbot	19,428	33,110	6,758	1,276	4,460	70%	
Washington	78,886	77,438	21,338	2,008	15,680	64%	
Wilcomico	39,641	54,647	10,045	1,042	4,740	36%	
Worcester	23,148	42,653	6,915	627	1,670	21%	

*Independent City of Baltimore combined with Baltimore County.
 Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BALTIMORE
(Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill, Postal Zone: 11. Phone: Mohawk 4-7600.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 530 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Nov. 1, 1948.
 AFFILIATION: Tv Networks, ABC, DTN.
 REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Kear & Kennedy.
 SERVICES: Two studios (65x65x25 ft. and 20x20x12 ft.). Five RCA camera chains. One Trans-Lux rear screen projector. Two RCA film camera chains. Two RCA film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One Lynn Custom mobile unit. News Service, AP. Library, World.
 PRINCIPAL STOCKHOLDERS: Ben and Herman Cohen families are majority stockholders. Others are Norman C. Kai (7%), Dr. Harry Goldmann (4.5%); Henry G. Fischer (7%), estate of Herbert Levy (3.5%).
 EXECUTIVES:
 Ben Cohen, pres. Ben Wolfe, eng. dir.
 Ken Carter, gen. mgr. Glenn Lahman, ch. eng.
 Armand Grant, com. mgr. Tommy Dukehart, prom. mgr.
 Herbert Cahen, prog. dir. & film buy. Ted Jaffee, news ed.

RATE INFORMATION: Class A one hour \$975, (film) \$975; minute spot \$175, (film) \$175; ID \$87.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 9.
 MARKET INFORMATION: Population (Grade A, FCC Contour), 3,442,300; (Total Including Fringe Area), 7,213,300; No. of Sets, 602,840.

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Postal Zone: 18. Phone: Hopkins 7-3000.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 458 ft.
 EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
 OPERATION: Began March 11, 1948. Hours, 6:45-1:50 a.m.
 AFFILIATION: Tv Network, NBC. Station, Am, WBAL.
 REPRESENTATIVES: Sales, Edward Petry & Co. Inc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer: A. Earl Cullum Jr.
 SERVICES: Two studios (34x45 ft. and 45x84 ft.). Seven RCA b&w camera chains, one RCA color camera chain. One rear screen projector. Three RCA b&w film cameras, one RCA color camera. Four RCA 16mm film projectors. Three slide projectors, two Slide-O-Matic, one Gray. One Gray Telop opaque projector. One RCA mobile unit. News Services, INS, Telenews.

PRINCIPAL STOCKHOLDERS: Hearst Corp. also owns WISN-AM-TV Milwaukee and through affiliated company WCAB Pittsburgh. Hearst newspapers are Baltimore News-Post, New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light and Seattle Post-Intelligencer.

EXECUTIVES:

Charles B. McCabe, vp. & exec. dir. Sydney King, prog. dir.
 D. L. Provost, vp. & gen. mgr. Soterios Pappas, prog. sup.
 John T. Wilner, vp., eng. Joseph M. Croghan, sports ed.
 Leslie H. Peard Jr., vp. & sta. mgr. Willis K. Freiert, sls. mgr.
 Freeman W. Cardall, bus. mgr. Thomas J. White Jr., news and publicity mgr.
 Arnold Wilkes, dir., pub. aff. William C. Bareham, ch. eng.
 and educ. Jean Conwell, film ed.

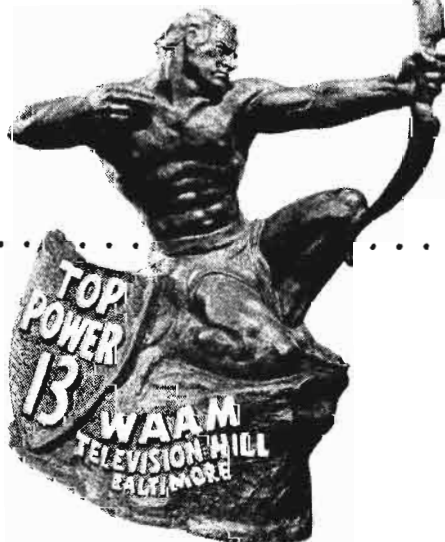
RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$200, (film) \$200; ID \$100. Color Rates: Add 10% service charge to applicable b&w rate. ID Length 10 sec. Frequency discounts from 2 1/2% for 25 times up to 12 1/2% for 312 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,013,800	2,563,400	3,577,200
Families in Area	299,060	727,440	1,026,500
No. of Sets	-----	-----	697,000
Retail Sales	\$1,276,784,000	\$2,341,333,000	\$3,618,114,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SYMBOL OF



TELEVISION

SERVICE IN

BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
 New York, Chicago, San Francisco

WAAM-13

BALTIMORE (Cont.)

WMAR-TV

LICENSEE: The A. S. Abell Co. Address: Baltimore & Charles Sts. Postal Zone: 3. Phone: Mulberry 5-5670.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 591 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 27, 1947. Hours, 7 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hogan & Hartson.

SERVICES: Two studios (32x50 ft. and 20x30 ft.). Eight camera chains. One Trans-Lux rear screen projector. Three RCA 16mm film projectors, two monochrome, one color. Two RCA slide projectors. One color scanner. One custom balop opaque projector. Two Houston-Fearless film processing units. Two mobile units. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: A. S. Abell Co. publishes Baltimore Sunpapers.

EXECUTIVES:

Wm. F. Schmick Sr., pres. & publisher, The Sunpapers of Baltimore	Robert B. Cochrane, prog. dir.
E. K. Jett, vp. & tv dir.	C. G. Nopper, ch. eng.
Ernest A. Lang, com. mgr.	David V. R. Stickle, news ed.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$200, (film) \$200; ID \$80. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population, 8,847,900; Families in Area, 2,540,700; Square Miles, 19,010; No. of Sets, 609,985.

WITH-TV

(Target Date, Unknown)

LICENSEE: WITH-TV Inc. Address: 7 E. Lexington St.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 335 ft.

AFFILIATION: Stations, Am, WITH. Fm, WITH-FM.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Sales, Forjoe & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Maryland Bcstg. Co. (WITH Baltimore) (100%). Maryland Bcstg. Co. is owned by Thomas G. Tinsley Jr. and family, who also own WLEE-AM-FM Richmond, Va., and WXEX-TV Petersburg, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., pres. & gen. mgr. Robert C. Embry, vp. & sls mgr.

WSID-TV

(Target Date, Oct. 15, 1955)

LICENSEE: United Bcstg. Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain, 480 ft.; Above ground 601 ft.

AFFILIATION: Station, Am, WSID.

REPRESENTATIVES: Sales, United Bcstg. Co., New York, N. Y.; Washington Attorney, Cohn & Marks.

SERVICES: One rear screen projector. One RCA film chain. Two Holmes 16mm film projectors. One slide projector. One composite opaque projector.

PRINCIPAL STOCKHOLDERS: Richard Eaton, pres., and wife (3%); United Bcstg. Co., controlled by Mr. Eaton (97%). Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio.

EXECUTIVES:

Richard Eaton, pres. & film buy.	James Boyce, prog. dir.
Marvin Mirvis, gen. mgr. & com. mgr.	Arthur A. Snowberger, ch. eng.

RATE INFORMATION: Class A one hour \$120; minute spot \$26. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times.

CUMBERLAND

(Allegany County)

WTBO-TV

(Target Date, Not Set)

LICENSEE: Comberland Valley Bcstg. Corp. Address: 31 Frederick St. Phone: Parkview 2-6666.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 446 ft.

AFFILIATION: Station, Am WTBO.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: Arthur W. German, pres. (60%); Edward G. Murray, vp. (30%) and Morris H. Bergreen, sec.-treas. (10%).

EXECUTIVES:

Arthur W. German, pres.	Morris H. Bergreen, sec.-treas
Edward G. Murray, vp.	

.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
MARYLAND — OR IN ANY OF THE
48 STATES FOR THAT MATTER.

Maryland Radio Markets

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1735 DeSales Street, N.W., Washington 6, D.C.

FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2



Baltimore is a rich prosperous market, and WMAR-TV covers its 602,840* teleshets like a tent. But sponsors on Sunpapers Television get an extra bonus of coverage in a lush surrounding area that extends from far up into Pennsylvania down into tidewater Virginia—with, of course, the rich Central Maryland and Delaware areas thrown in.

Evidence? CONSISTENT unsolicited mail from 243 postoffices outside of Baltimore City during March and April, 1955.

The bonus of consistent viewing, attested month after month in WMAR-TV's mail-count, reduces cost-per-thousand and increases sales. The nearest Katz office can fill in the details.

**Total, April 1, 1955, from the Baltimore TV Circulation Committee.*

On Maximum Power - Televising Color **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Telephone MULberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
 Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

SALISBURY
(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Bcstg. Co. Address: Radio-Tv Park. Phone: 6131.
FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw.
Operating Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 620 ft.; Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, 5 p.m.-12:30 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WBOC.
REPRESENTATIVES: Sales, Burn-Smith Co. Inc.; Washington Attorney, Dow, Lohnes &
Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (39x58 ft.). Two RCA camera chains. One TSC rear screen
projector. Two RCA film cameras. One RCA film projector. One RCA
slide projector. One Gray Telop opaque projector. News Service, AP.
Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: John W. Downing, pres. (16%); W. Lee Allen, vp.
(9%); Charles J. Truitt, vp. (3%); I. L. Benjamin, treas. (11%); T. Edward
Webb, asst. treas. (3%); Clinton E. Quillin (3%); J. Jerome Frampton
(3%); Virginia Phillips Ward (5.9%) and others.

EXECUTIVES:
John W. Downing, pres. John W. Downing Jr., prog. dir.
Charles J. Truitt, gen. mgr. & Jack W. Ward, ch. eng.
com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot
(live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 sec., 10 sec. Specifications
4x5 in. Telop: 2x2 in. slide. Full and share screen. Frequency discounts from
2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	165,000	96,000	261,000
Families in Area	52,000	28,780	80,780
No. of Sets	38,224	15,876	54,100
Retail Sales	\$233,971,200	\$131,608,800	\$365,580,000
Income per Family	\$4,610	-----	-----
Income per Capita	1,422	-----	-----

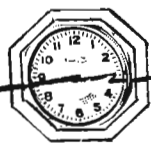
Market information in station listings is furnished by station and any inquiries
should be directed to that source. Data in listings is corrected to Aug. 1.
For full list of abbreviations and sources of county and state market data see
Foreword.

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1954.....	4,954,000
Total Families, 1950.....	1,171,805
Total Urban Population, 1950.....	3,959,239
Total Rural Nonfarm Population, 1950.....	651,299
Total Farm Population, 1950.....	79,976
Employed in Nonagricultural Establishments, March 1955.....	1,725,500
Employed in Agriculture, 1950.....	32,804
Employed in Manufacturing, March 1955.....	667,400
Employed in Mining, March 1955.....	(See footnote 3, Foreword)
Employed in Construction, March 1955.....	59,400
Employed in Transportation & Public Utilities, March 1955.....	116,800
Employed in Wholesale & Retail Trade, March 1955...	353,000
Employed in Finance, Insurance & Real Estate, March 1955.....	86,000
Employed in Service and Miscellaneous, March 1955...	208,000
Employed in Government Service, March 1955.....	234,900
Retail Sales, 1954.....	\$ 5,334,024,000
Bank Assets, Jan. 1, 1955.....	\$ 9,966,800,000
Bank Deposits, Jan. 1, 1955.....	\$ 8,879,885,000
Major Income Sources, 1953: Agriculture 0.8%; Government 16.8%; Manufacturing Payrolls 30.8%; Trade and Service 25.1%.	
Total Income Payments, 1953.....	\$ 8,880,000,000
Per Capita Income, 1953.....	\$ 1,812
Total Internal Revenue Collections, 1954.....	\$ 1,820,885,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 67.87
Cash Receipts from Farm Marketing, 1954.....	\$ 192,329,000
Government Payments to Farmers, 1954.....	\$ 484,000
Value of Mineral Production, 1951.....	\$ 16,951,000
Total New Construction in 1952.....	\$ 828,300,000
New Private Construction in 1952.....	\$ 507,000,000
New Public Construction in 1952.....	\$ 321,300,000
Motor Vehicle Registration, 1954.....	1,479,889
Number of Telephones, Jan. 1, 1955.....	1,827,000
Number of Electrical Connections, Jan. 1, 1955.....	1,607,837
Number of Gas Utilities Connections, 1953.....	1,015,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management.
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WITH THESE MEDIA TIME MEANS GREATER RESULTS



WBOC

960KC—FULL TIME
15th YEAR

81,915 RADIO HOMES
MUTUAL NETWORK

*65.8% of the Radio audi-
ence every day of the week
(Conlan).*

*Two of the Nation's
Finer Stations*

AT THE CENTER OF

**DEL - MAR - VA
PENINSULA**

*America's Rich, Storied
"Forty-Ninth State"*

WBOC-TV

CHANNEL 16
2nd YEAR

51,750 UHF HOMES
ABC, CBS NETWORKS

*Only TV station serving
market with consistent
signal.*

**SERVING 302,000 POPULATION
\$430,000,000 RETAIL SALES**

**LOWEST COST PER THOUSAND
PROVEN AS A TEST MARKET**

ASK FOR DETAILED MARKET STATISTICS AND MAPS

RADIO-TV PARK.....SALISBURY, MD.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Barnstable	46,805	\$ 77,847	\$23,922	\$2,666	9,880	60%
Berkshire	132,966	152,162	41,485	3,445	31,920	78%
Bristol	381,569	389,443	118,618	13,185	95,560	80%
Dukes	5,633	7,715	3,241	414	1,080	60%
Essex	522,384	552,060	174,336	16,816	139,420	85%
Franklin	52,747	59,157	16,236	1,206	6,760	40%
Hampden	367,971	457,981	120,523	15,083	71,320	63%
Hampshire	87,594	73,030	18,673	2,174	11,430	47%
Middlesex	1,064,569	948,967	281,520	31,554	244,890	78%
Nantucket	3,484	7,174	2,324	278	660	60%
Norfolk	392,308	376,189	119,792	13,564	95,860	79%
Plymouth	189,468	215,803	65,482	5,794	49,590	81%
Suffolk	896,615	1,407,987	327,057	39,576	219,610	83%
Worcester	546,401	608,509	175,676	15,483	131,630	80%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BOSTON
(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Address: 1170 Soldiers Field Rd. Postal Zone: 34. Phone: Algonquin 4-5670.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 95 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 470 ft.; Above ground 389 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June 9, 1948. Hours, 7 a.m.-1a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WBZ. Fm, WBZ-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, John W. Steen; Consulting Engineer, Ralph Harmon, vp. chg. eng.

SERVICES: Three studios (40x45, 30x45 and 30x25 ft., latter with 150 seating capacity). Eight RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three GE 16mm film projectors. Two 2x2 in. Selectroslide Jr. slide projectors. One RCA mobile unit. News Services, INS & UP. Library, Assoc., RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

C. J. Witting, pres.	W. H. Hauser, ch. eng.
W. C. Swartley, gen. mgr.	R. Duffield, film mgr.
C. H. Massé, sls. mgr.	E. J. Muriaty, adv. & sls. prom. mgr.
W. G. Swan, prog. mgr.	F. E. Whitmarsh, news ed.

RATE INFORMATION: Class AA one hour (time charges only) \$2,000, Class A \$1,700; AA minute spot \$400, A \$340; ID AA \$200, A \$170. Full and share screen. Frequency discounts from 7½% for 26 times up to 20% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Population: Grade A [FCC Contour], 3,003,514; Grades A & B (FCC Contour), 5,017,976; Total (Including Fringe Area), 5,258,259; No. of Sets (April 1, 1955), 1,300,264; Retail Sales, \$6,106,033,000.

WGBH-TV*

(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: 84 Massachusetts Ave., Cambridge, Mass. Postal Zone: 39. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 233 ft.

OPERATION: Began May 2, 1955. Hours, 5:20 p.m.-9 p.m.

AFFILIATION: Station, Fm, WGBH-FM.

WBZ-TV

FIRST IN THE BUSTLING BOSTON MARKET

Channel 4 delivers America's sixth market. What's more, the metropolitan Boston Market boasts the second highest consumers' spendable income per household in the nation. And it's in the households where TV sells!

Capture this huge market on WBZ-TV, New England's pioneer television station. For information and availabilities, call Herb Massé at ALgonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager, MURray Hill 7-0808, New York.

	100 uv/m	Grades A and B
Population (1/1/55)	5,546,945	5,259,765
TV Homes (RETMA 5/27/55)	1,697,798	1,639,672
TV Homes (WBZ-TV Survey #81 6/1/55)	1,315,246	
Consumers' Spendable Income 1954	\$9,172,311,000	\$8,788,279,000
Total Retail Sales 1954	\$5,880,883,000	\$5,626,185,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZA • WBZ, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

BOSTON (Cont.)

WGBH-TV* (Cont.)

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (52x68x17 ft. and 14x19x8 ft.). Three RCA camera chains. One Kliegl rear screen projector. One RCA film camera chain. Two film cameras, Auricon and Arriflex. One RCA film projector. Three slide projectors, one Gray 2x2 in. and two A-O 3 1/4x4 in. One RCA kine photo recorder-sync. magnetic sound. News Service, UP.

EXECUTIVES:

Ralph Lowell, pres.	film buy.
Parker Wheatley, gen. mgr.	Paul Rader, prod. dir.
Hartford N. Gunn Jr., opr. dir.	Arthur W. Richardson, ch. eng.
Edward G. Sherburne, prog. dir. &	Peter H. Winn, pub. rel. dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,861,555	2,367,430	5,879,622
Families in Area	808,716	709,767	1,692,841
No. of Sets	726,227	637,371	1,520,171

WJDW (TV)

(Target Date, Unknown)

LICENSEE: J. D. Wrather Jr. Address: 172 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 145 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 539 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: J. D. Wrather (100%) owns 38.89% of KFMB-TV San Diego.

WNAC-TV

LICENSEE: General Teleradio Inc. Address: 21 Brookline Ave. Postal Zone: 15. Phone: Commonwealth 6-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE/RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 21, 1948. Hours, 7-11 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WNAC. Fm, WNAC-FM.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: One studio (25x35 ft.). Three studio camera chains. Two GE film cameras. Four film projectors, two Simplex 35mm, two Bell & Howell 16mm. One slide projector, 3 1/4x4 in. glass or opaque. (One 2x2 in. slide projector available by special arrangement. Prefer 3 1/4x4 in. slides.) One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas O'Neil, pres.	Tony Lang, prod. dir.
Norman Knight, vp. & gen. mgr.	Harry Whittemore, tech. dir.
George Steffy, vp. chg. tv opr.	James A. Pike, film buy.
Thomas H. Bateson, dir. sls. service & natl. sls.	George W. Hallberg, prom. mgr.
	Leland Bickford, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$420, (film) \$420; 20-sec. ID \$380, 10 sec. ID \$190. Full and share screen. Frequency discounts from 20% for 52 wks. (programs), 10% for 52 wks. (announcements). Weekly volume discount plans. Rate Card No. 7A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,336,676	1,500,643	5,435,608
Families in Area	935,290	430,803	1,537,012
No. of Sets (May 1, 1955)			1,308,362

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave., Cambridge, Mass. Phone: Elliot 4-0500. (For full listing see Cambridge.)

BROCKTON

(Plymouth County)

WHEF-TV

(Target Date, Unknown)

LICENSEE: Trans-American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 458 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Washington Attorney, Samuel Miller; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDER: Harry E. Franks (100%).

EXECUTIVES:

Harry E. Franks, pres. & treas.

CAMBRIDGE

(Middlesex County)

WTAO-TV (BOSTON)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave. Phone: Elliott 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Operating Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 289 ft.

OPERATION: Began Sept. 1, 1953. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, DuMont. Stations, Am, WTAO. Fm, WXHR (FM).

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

SERVICES: One studio (30x20 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDER: Frank Lyman Jr.

EXECUTIVES:

Frank Lyman Jr., own.	Carmen J. Ferraro, ch. eng.
Ted Pitman, gen. mgr. & film buy.	Art Milman, prom. mgr.
Walter Harrington, prog. dir.	

RATE INFORMATION: Class A one hour \$250, (film) \$250; minute spot (live) \$50, (film or slide) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: No. of Sets, 190,000.

NORTH ADAMS

(Berkshire County)

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: 2-1553. (For full listing see Pittsfield.)

PITTSFIELD

(Berkshire County)

WMGT (TV) (NORTH ADAMS)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row. Phone: 2-1553.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.6 kw. Operating Pow.: Visual 115 kw, Aural 67.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,120 ft.; Above ground 251 ft.

OPERATION: Began Feb. 5, 1954. Hours, 4:30 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WBRK.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, James C. McNary.

SERVICES: One studio (25x32 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray (2x2 in.) slide projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Leon Podolsky (36.06%), Gardner S. Morse (11.56%), Lawrence R. Connor (11.56%), Robert W. McCracken (11.56%), Winnie Davis L. Crane (10%), and others.

EXECUTIVES:

Leon Podolsky, pres.	Leonard Lavendol, ch. eng.
William P. Geary, gen. mgr.	M. Richard Bolender, film dir.
Allan L. Bonney, sls. mgr.	Larry Vaber, prom. mgr. & news ed.
Edward W. Pearson, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,297,000; Families in Area, 689,000; No. of Sets, 507,000; Retail Sales, \$2,675,000,000; Income from All Sources, \$4,105,000,000.

SPRINGFIELD

(Hampden County)

WHYN-TV

LICENSEE: The Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 180 kw, Aural 91 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 129 ft.

OPERATION: Began April 14, 1953. Hours, 7 a.m.-12:15 a.m.

AFFILIATION: Tv Networks, CBS, DuMont. Stations, Am, WHYN. Fm, WHYN-FM.

REPRESENTATIVES: Sales, The Branham Co. (natl.); Weed Television (New England); Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (30x40 ft. and 10x15 ft.), one outdoor studio with garden (80x120 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. One LaBelle 2x2 in. slide projector, one GE 3x4 in. slide projector. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Republican Television Inc. (50%); William Dwight, pres., and family (33 1/3%); Charles N. DeRose, vp., and family, (16 2/3%). Republican Television Inc. is owned by the Employees' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own Holyoke Transcript and Telegram and Northampton Hampshire Gazette.

EXECUTIVES:

Charles N. DeRose, gen. mgr.	Harold Schumacher, ch. eng.
Patrick J. Montague, com. mgr.	Michael Horn, prom. mgr.
Kendall Smith, prog. dir. & film buy.	Noah LaMountain, news ed.

MASSACHUSETTS

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$83, (film) \$75; 1D \$30. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	841,750	1,102,175	2,520,000
Families in Area	189,200	209,700	642,700
No. of Sets	155,000	172,000	478,000
Retail Sales	\$824,243,707	\$1,423,544,000	\$1,842,376,000
Income per Family	\$3,838	\$3,829	\$3,789
Income per Capita	\$1,447	\$1,437	\$1,373

WWLP (TV)

LICENSEE: Springfield Television Bstg. Corp. Address: 17 Pearl St. Postal Zone: 3. Phone: State 8-4521.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 369 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 17, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (36x38 ft.). Two GE camera chains. One rear screen projector. Two GE film cameras. Two GE 16mm film projectors. Two Selectroslide slide projectors. One GE Balop opaque projector. Two Micro Developer film processing units. Truck mobile unit with two DuMont cameras. News Services, AP & INS.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam, pres. (24.55%); William L. Putnam, treas. (5.35%); George Vadnais et al (21%); James F. Fitzgeral (8.8%); Joseph DeLiso (5.24%); WSPR Inc. (Springfield) (8.14%); and others.

EXECUTIVES:

Roger L. Putnam, pres.	Wallace I. Green, prog. dir.
William L. Putnam, gen. mgr.	George R. Townsend, vp. & ch. eng.
Howard S. Keefe, asst. sta. mgr. & prom. mgr.	Wallace Sawyer, film buy.
James H. Ferguson Jr., com. mgr.	Jack Labrie, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; 1D \$35. 1D Length 10 sec., 6 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4A.

MARKET INFORMATION: Population (Grade A FCC Contour) 913,392, (Grade B FCC Contour) 1,530,744; No. of uhf sets 176,000.

WORCESTER

(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: WAAB Inc. Address: 34 Mechanic St. Phone: Pleasant 2-5611.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 250 ft.

AFFILIATION: Stations, Am, WAAB.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson and family, 100%.

EXECUTIVES: George F. Wilson, pres.

WWOR-TV

LICENSEE: Salisbury Bstg. Corp. Address: P. O. Box 609. Postal Zone 1. Phone: Pleasant 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 254 ft.

OPERATION: Began Dec. 4, 1953. Hours, 3 p.m.-12:15 a.m.

AFFILIATION: Tv Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (28x20 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co. (30.4%); John Z. Buckley, pres. (.91%); Ansel E. Gridley, vp. & gen. mgr. (2.26%); Kenneth P. Higgins, treas. (.91%); Milton P. Higgins (4.9%); and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego and 28% of Olympic Radio Co., set manufacturer.

EXECUTIVES:

John Z. Buckley, pres.	Harold Eckman, film buy.
Ansel E. Gridley, vp. & gen. mgr.	John S. McSheehy, prom. mgr.
Leonard V. Corwin, com. mgr.	Pendleton Brown, news
Thomas C. Sawyer, prog. dir.	& sp. events ed.
Donald P. Wise, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; 1D \$25. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	400,600	905,000	1,262,000
Families in Area	120,400	264,000	374,000
No. of Sets	100,000	219,000	326,000
Retail Sales	\$455,600,000	\$975,000,000	\$1,421,682,000
Income per Family	\$5,361	\$5,140	
Income per Capita	\$1,529	\$1,514	

MICHIGAN

MICHIGAN MARKET INDICATORS

Total Population, July 1, 1954.....	7,024,000
Total Families, 1950.....	1,624,875
Total Urban Population, 1950.....	4,503,084
Total Rural Nonfarm Population, 1950.....	1,173,940
Total Farm Population, 1950.....	694,742
Employed in Nonagricultural Establishments, March 1955.....	2,354,900
Employed in Agriculture, 1950.....	159,869
Employed in Mining, March 1955.....	15,600
Employed in Manufacturing, March 1955.....	1,142,100
Employed in Construction, March 1955.....	95,000
Employed in Transportation & Public Utilities, March 1955.....	142,500
Employed in Wholesale & Retail Trade, March 1955.....	439,000
Employed in Finance, Insurance & Real Estate, March 1955.....	67,600
Employed in Service and Miscellaneous, March 1955.....	203,800
Employed in Government Service, March 1955.....	249,400
Retail Sales, 1954.....	\$ 8,281,319,000
Bank Assets, Jan. 1, 1955.....	\$ 7,801,641,000
Bank Deposits, Jan. 1, 1955.....	\$ 7,242,286,000
Major Income Sources, 1953: Agriculture 2.2%; Government 11.1%; Manufacturing Payrolls 44.1%; Trade and Service 22.1%.	
Total Income Payments, 1953.....	\$ 13,723,000,000
Per Capita Income, 1953.....	\$ 2,003
Total Internal Revenue Collections, 1954.....	\$ 5,770,036,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 95.65
Cash Receipts from Farm Marketing, 1954.....	\$ 659,155,000
Government Payments to Farmers, 1954.....	\$ 5,739,000
Value of Mineral Production, 1951.....	\$ 257,937,000
Total New Construction in 1952.....	\$ 1,368,000,000
New Private Construction in 1952.....	\$ 1,024,100,000
New Public Construction in 1952.....	\$ 343,900,000
Motor Vehicle Registration, 1954.....	2,847,745
Number of Telephones, Jan. 1, 1955.....	2,487,900
Number of Electrical Connections, Jan. 1, 1955.....	2,258,812
Number of Gas Utilities Connections, 1953.....	1,215,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population			Retail Sales			Food Sales			Drug Sales			TV Sets		TV %	
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954	1954	1954	1954	1954	1954	
Alcona.....	5,856	\$ 5,501	\$ 1,724	\$ 109	
Alger.....	10,007	7,723	2,320	253	
Allegan.....	47,493	48,778	13,547	954	9,380	61%	
Alpena.....	22,189	24,800	7,018	656	
Antrim.....	10,721	8,513	2,817	284	540	15%	
Arenac.....	9,644	9,770	2,103	217	
Baraga.....	8,037	5,729	1,719	108	
Barry.....	26,183	23,248	6,692	686	5,310	61%	
Bay.....	88,461	103,259	26,336	3,608	13,860	51%	
Benzie.....	8,306	8,490	2,871	418	290	11%	
Berrien.....	115,702	154,282	42,182	6,298	31,750	80%	
Branch.....	30,202	31,908	7,900	829	6,340	66%	
Calhoun.....	120,813	157,401	40,526	6,007	29,580	75%	
Cass.....	28,185	24,613	6,738	753	7,820	79%	
Charlevoix.....	13,475	12,102	3,678	382	
Cheboygan.....	13,731	14,634	4,305	521	
Chippewa.....	29,206	34,350	9,438	543	
Clare.....	10,253	10,589	3,128	471	1,520	46%	
Clinton.....	31,195	23,698	5,643	472	6,020	64%	
Crawford.....	4,151	5,138	1,580	91	180	14%	
Delta.....	32,913	29,804	9,368	741	
Dickinson.....	24,844	25,937	7,424	444	1,650	21%	
Eaton.....	40,023	39,092	10,683	1,335	7,050	53%	
Emmett.....	16,534	21,979	4,992	598	
Genesee.....	270,963	410,683	103,477	15,127	48,980	56%	
Gladwin.....	9,451	8,171	2,146	47	1,200	46%	
Gogebic.....	27,053	27,336	7,120	641	
Grand Traverse.....	28,598	40,952	8,775	1,172	940	11%	
Gratiot.....	33,429	36,574	9,493	834	6,530	65%	
Hillsdale.....	31,916	31,086	6,859	547	5,610	48%	
Houghton.....	39,771	31,461	11,893	571	
Huron.....	33,149	36,900	7,520	749	2,350	24%	
Ingham.....	172,941	261,175	64,234	8,090	42,200	75%	
Ionia.....	38,158	35,291	9,820	1,120	5,310	47%	
Iosco.....	10,906	14,727	4,411	607	
Iron.....	17,692	20,006	6,141	327	
Isabella.....	28,964	24,151	6,649	444	3,460	42%	
Jackson.....	107,925	138,024	34,215	5,351	24,900	73%	
Kalamazoo.....	126,707	164,209	39,340	6,816	31,080	74%	
Kalkaska.....	4,597	3,253	1,239	79	180	14%	
Kent.....	288,292	396,089	96,102	17,820	60,860	64%	
Keweenaw.....	2,918	1,003	668	
Lake.....	5,257	3,749	1,355	80	200	11%	
Lapeer.....	35,794	35,021	9,485	800	5,350	56%	
Leelanau.....	8,647	5,042	1,686	146	290	11%	
Lenawee.....	64,629	77,798	20,876	2,251	13,280	63%								

MICHIGAN MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Marquette	47,654	43,954	13,765	909
Mason	20,474	23,239	6,548	611	1,100	17%
Mecosta	18,968	17,533	4,793	648	2,440	42%
Menominee	25,299	18,950	5,302	204	1,670	22%
Midland	35,662	35,178	10,795	1,170	5,220	47%
Missaukee	7,458	5,689	1,398	82	300	14%
Monroe	75,666	79,506	21,483	2,615	19,490	81%
Montcalm	31,013	39,050	10,333	1,085	5,420	53%
Montmorency	4,125	4,747	1,284	80
Muskegon	121,545	152,688	45,271	5,508	24,580	61%
Newaygo	21,567	17,743	5,265	464	3,590	52%
Oakland	369,001	537,178	147,103	17,149	125,060	93%
Oceana	16,105	13,487	3,880	381	820	16%
Ogemaw	9,345	10,190	2,919	295
Ontonagon	10,282	8,913	2,334	157
Osceola	13,797	11,420	3,017	278	1,720	42%
Oscoda	3,134	2,892	1,258	92
Ostego	6,435	7,232	1,812	82	240	14%
Ottawa	73,751	84,442	20,757	2,526	14,890	62%
Presque Isle	11,996	9,838	3,172	216
Rescommon	5,916	10,284	3,186	403	340	14%
Saginaw	153,515	184,339	47,539	6,231	27,750	58%
St. Clair	91,599	109,562	30,301	3,076	25,060	84%
St. Joseph	35,071	42,265	10,352	1,158	7,950	67%
Sanilac	30,837	28,923	7,387	656	2,380	25%
Schoolcraft	9,148	9,696	3,231	125
Shiawassee	45,967	45,652	12,297	1,210	10,020	68%
Tuscola	38,258	36,436	9,417	851	3,370	30%
Van Buren	39,184	43,383	13,234	1,289	10,570	79%
Washtenaw	134,606	161,219	41,532	7,226	26,110	65%
Wayne	2,435,235	3,454,221	780,376	147,523	653,690	86%
Wexford	18,628	18,534	4,508	577	640	11%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANN ARBOR

(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Bcstg. Co. Address: Main & E. Liberty Sts. Phone: Normandy 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Operating Pow.: Visual 17 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 274 ft.

OPERATION: Began April, 1953. Hours, 6-11:30 p.m.

AFFILIATION: Tv Network, DTN. Station, Am, WPAG.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene, pres.-teras., (50%), and Edward F. Baughn, exec. vp.-treas., (50%).

SERVICES: One studio. One Fleetwood camera chain. One GE film camera. Two Eastman film projectors. One GE slide projector. One Beseler opaque projector. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene, pres.-treas., (50%), and Edward F. Baughn, exec. vp.-treas., (50%).

EXECUTIVES:

Edward F. Baughn, exec. vp. & gen. mgr.
Ken MacDonald, com. mgr.
Dave Pringle, prog. dir. & film buy.
Donald N. Bowdish, ch. eng.
Al Samborn, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,000	200,000	350,000
Families in Area	27,500	50,000	87,500

WUOM (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: Board of Regents, U. of Michigan. Address: 504 S. State St. Phone: Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,110 ft.; Above ground 1,047 ft.

REPRESENTATIVES: Attorney, Edmund A. Cummiskey, U. of Michigan; Consulting Engineer, J. J. Swantek, U. of Michigan.

EXECUTIVES:

W. K. Pierpont, vp. Garnet R. Garrison, dir. of tv.

BATTLE CREEK

(Calhoun County)

WBCK-TV

(Target Date, Unknown)

LICENSEE: Michigan Bcstg. Co. Address: Security National Bank Bldg. Phone: Woodward 3-5555.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 580 ft.; Above ground 540 ft.

AFFILIATION: Station, Am, WBCK.

REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, Guilford S. Jameson; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (15x21 ft.). One DuMont camera chain. One image orth. pickup film camera. Two Holmes 16mm film projectors. One DuMont scanner.

PRINCIPAL STOCKHOLDERS: Robert H. Holmes, pres., and David N. Holmes, sec.-treas., each 50%.

EXECUTIVES: Robert H. Holmes, pres. & gen. mgr.

BAY CITY

(Saginaw County)

WNEM-TV (MIDLAND, SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 16, 1954. Hours, 9-1 a.m.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Sales, Headley-Reed TV; Michigan Spot Sales; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.), one announce booth. Two DuMont camera chains. One DuMont film camera. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One Bridgamatic Jr. film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDER: Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac) (100%). James Gerity Jr. is owner.

EXECUTIVES:

James Gerity Jr., own. Frank G. Benesh, prog. dir. & news ed.
Harry E. Travis, gen. mgr., Robert L. Buerket, ch. eng.
com. mgr. & film buy. Claude F. Mendell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$545, (film) \$500; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	904,600	1,362,422
Families in Area	278,337	403,820
No. of Sets	215,433	312,555
Retail Sales	\$1,022,892,208	\$1,484,325,000
Income per Family	\$5,000	\$5,000

WKNX-TV (MIDLAND, SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw.
Phone: Saginaw 3-4471. (For full listing see Saginaw, Mich.)

CADILLAC
(Wexford County)

WWTV (TV)

LICENSEE: Sparton Bcstg. Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operat-
Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Federal. Antenna Make:
Federal. Height: Above average terrain 1,640 ft.; Above ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 10:30 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Scharfeld, Jones &
Baron.

SERVICES: Two studios (16x17 ft. and 24x25 ft.). One GE camera chain. Two Dage
film cameras. Two GE film projectors. One 2x2 in. slide turret projector.
One GE 3x4 in. opaque projector. One custom built film processing unit. News
Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Sparks-Withington Co., Jackson, Mich. (100%).
John J. Smith, pres.

EXECUTIVES:

John J. Smith, pres.	A. W. Daubendick, ch. eng.
David F. Milligan, gen. mgr.	Daryl Sebastian, prom. & merc. mgr.
John Cundiff, sls. mgr.	Gil Thomas, news dir.
Alex Monahan, prog. dir. & film buy.	

DATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot \$50,
(film) \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. Fre-
quency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate
Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	285,050	556,950	1,338,525
Families in Area	84,145	166,245	397,695
No. of Sets	46,267	136,526	299,546
Retail Sales	\$282,645,000	\$629,183,250	\$1,475,284,500
Income per Family	\$2,799.33	\$4,854.12	\$4,330.51
Income per Capita	\$ 826.35	\$1,238.17	\$1,286.66

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should be directed to that source. Data in listings is corrected to Aug. 1.
For full list of abbreviations and sources of county and state market data see
Foreward.

Michigan's

"BIG SELL"

Station

WWTV

VHF Channel 13

★ **BIG IN PROMOTION**

Active Promotion that Pays Dividends
For BIG Sell Sponsors

★ **BIG IN MERCHANDISING**

Profitable Retail Tie-Ins Through
Monthly "WWTV Merchandiser"

★ **BIG IN TOWER**

Michigan's Tallest—1,282 Feet Above Ground

★ **BIG IN COVERAGE**

42 Counties—311,957 Sets
(RETMA 5-27-55)

★ **BIG IN PROGRAMMING**

Top Network and Syndicated Shows Plus
Outstanding Local Live Programs

★ **EVEN BIGGER in
SALES of
SPONSORS'
PRODUCTS**

WWTV

Serving Michigan from Cadillac
Sparton Broadcasting Co.

CBS - ABC

Represented Nationally by Weed



the
COUNT OF MONTE CRISTO
 starring
GEORGE DOLENZ

Another winner!

from the portfolio of **TPA** Sales Builders

MONTE CRISTO is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press... a best-seller as a book... a smash hit as a play - and one of the Top Ten when Edward Small produced it as a full-length motion picture.

Its success is easy to understand. As one enthusiastic critic put it: " 'Monte Cristo' is made in Heaven for the manufacturers of the costume film drama."

This new half-hour series takes full advantage of the rich potentials of this great story. Production quality is of the highest - the writing is taut and exciting... the sets are lavish and eye-filling... the big-name talent is superbly cast.

MONTE CRISTO is a show that will appeal to viewers of every age. It's a vehicle which can sell anything - from milk to motor cars. In addition, as the only program of its kind in all television, it gives the advertiser an invaluable running start in sponsor identification.

Act fast on this one while good availabilities still remain.

Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard



MICHIGAN

DETROIT

(Wayne County)

WBID-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: Cadillac Tower.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 670 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, pres. (93%). Woodward Bcstg. also owns WTOH-TV Toledo, Ohio. Mr. Osnos also 9% stockholder in WITI-TV Whitefish Bay (Milwaukee), Wis.

EXECUTIVES:

Max Osnos, pres.-treas.

Jacob Kellman, vp.

WJBK-TV

LICENSEE: Storer Bcstg. Co. Address: 500 Temple St. Postal Zone: I. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operat. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1948. Hours, 6:45-12:53 a.m.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WJBK. Fm, WJBK-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (35x40 ft.). Three studio cameras, two GE, one RCA. Two GE film cameras. Two GE 16mm film projectors. Three slide projectors, two AAA SVE, one RCA. One GE opaque projector. One Linn Coach mobile unit with four RCA cameras. News Service, INS.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.

Bill Michaels, mgng. dir.

M. E. McMurray, natl. sls. mgr.

Keith McKenney, loc. sls. mgr.

Richard E. Fischer, prog. dir.

& film buy.

Paul O. Frincke, ch. eng.

George Kenyon, film mgr.

Kenneth H. Boehmer, prom.

& publicity mgr.

George L. Snyder, merc. mgr.

RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot live \$400, (film) \$400; 1D \$160. 1D Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area); Population, 5,594,700; Families in Area, 1,795,580; No. of Sets, 1,590,200; Retail Sales, \$6,805,278,000; (Canadian not shown.)

WTVS (TV)*

(Target Date, Late Summer)

(*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Address: 474 W. Warren Ave. Postal Zone: I. Phone: Temple 1-5144.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 535 ft.

AFFILIATION: Station, Fm, WDTR-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

EXECUTIVES:

C. Allen Harlan, pres.

James Cope, vp.

Mrs. Frank Couzens, treas.

W. E. Stirton, sec. & asst. treas.

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Traveling Salesman!

**WJBK-TV GOES FAR AND WIDE
TO MAKE SALES FOR YOU
THROUGHOUT THE HUGE DETROIT-
SOUTHERN MICHIGAN MARKET**

*Area Survey Figures Show
WJBK-TV Tops 'em All!*

Look at these typical ARB figures for March, 1955, for example:

IN FLINT, 58 miles from downtown Detroit:

47% tune most to WJBK-TV before 6:00 P.M.

14% to 2nd Detroit station; 3% to 3rd Detroit station

48% tune most to WJBK-TV after 6:00 P.M.

14% to 2nd Detroit station; 3% to 3rd Detroit station

IN ANN ARBOR, 40 miles from downtown Detroit:

26% tune most to WJBK-TV before 6:00 P.M.

18% to 2nd Detroit station; 13% to 3rd Detroit station

43% tune most to WJBK-TV after 6:00 P.M.

25% to 2nd Detroit station; 8% to 3rd Detroit station



There's a lot more to the "Detroit Television Market" than just Detroit alone! More than 800,000 TV homes out of 1,590,000 are outside Wayne County. For real area coverage, you need the station that's most welcome in those homes, as well as in Detroit ... WJBK-TV.

Success story after success story in our files show the far-reaching selling power of WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power. We'd welcome a chance to do a selling job for you in this multi-million dollar Michigan market.

WJBK-TV

CHANNEL
2
DETROIT



Represented
Nationally

by THE KATZ AGENCY

National Sales Director,
TOM HARKER
118 E. 57th, New York 22,
ELDORADO 5-7690

DETROIT (Cont.)

WWJ-TV

LICENSEE: The Evening News Assn. Address: 622 W. Lafayette St. Postal Zone: 31. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50.1 kw. Operating Pow.: Visual 97.7 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,063 1/2 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 4, 1947. Hours, 7-11 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WWJ-AM. Fm, WWJ-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Free & Peters (Sept. 1); Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (one 4,640 sq. ft. with 25 ft. diam. turntable; two 1,900 sq. ft. and 2,288 sq. ft.). Two DuMont field type camera chains, seven RCA image orthicon camera chains, one three-camera RCA camera chain, one two-camera RCA camera chain. Two rear screen projectors, Trans-Lux and Bodde. Three RCA film cameras. Four RCA film projectors and one Victor film projector. Two Selectro-slide projectors. One opaque projector. Two mobile units. News Services, AP, UP. Library, Lang-Worth, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Detroit News.

EXECUTIVES:

Warren S. Booth, pres. (The Detroit News)	Frank A. Picard II, film mgr.
Edwin K. Wheeler, gen. mgr.	Glenn Kyker, sls. prom. mgr.
Don DeGroot, asst. gen. mgr.	James Schiavone, prog. & prod. mgr.
Henry C. Rogers, bus. mgr.	Edgar J. Love, gen. eng. mgr.
Wendell B. Parmelee, natl. sls. mgr.	Russell P. Williams, ch. studio eng.
Douglas L. Sinn, asst. sls. mgr.	James Clark, news editor

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$400, (film) \$400; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 13.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,022,000	5,403,000	6,245,000
Families in Area	1,125,000	1,563,000	1,782,000
No. of Sets	1,020,000	1,360,000	1,540,000
Retail Sales	\$4,680,000,000	\$6,420,000,000	\$7,240,000,000
Income per Family	\$6,160	\$6,000	\$5,800
Income per Capita	\$1,724	\$1,740	\$1,662

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ZIV's NEW
TRAFFIC



STOPPING!
TV SERIES
on pages 434-435





WWJ-TV

is the

showplace

of **Detroit!**

*In Detroit . . .
You Sell More
on channel*

4



- Beautiful studios to produce beautiful shows
- Largest, most useful facilities of any Michigan station
- A personality staff of on-the-screen and behind-the-screen experts

So trust your TV advertising budget for the entire Detroit and Southeastern Michigan market to the **SHOWplace** station that's best equipped to sell your products to show-loving millions who spend over \$7-billion annually.

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by **THE DETROIT NEWS**
• National Representatives:
THE GEORGE P. HOLLINGBERY COMPANY

DETROIT (Cont.)

WXYZ-TV

LICENSEE: WXYZ Inc. Address: Mutual Bldg. Postal Zone: 26. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 485 ft.; Above ground 480 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 9, 1948. Hours, 8:55-1:30 a.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WXYZ. Fm, WXYZ-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, McKenna & Wilkin-son; Consulting Engineer, Kear & Kennedy.

SERVICES: Four studios (32x40 ft., 41x50 ft., 31x25 ft. and 22x22 ft.). Eleven RCA camera chains. One Bodde rear screen projector. Six RCA film cameras. Five RCA film projectors. Four slide projectors, two Eastman, two SVE. One film processing unit. One mobile unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Thea-tres Inc. See WABC-TV New York.

EXECUTIVES:

James G. Riddell, pres. & gen. mgr.	Peter Strand, exec. prod.
John F. Pival, vp. chg. tv & film buy.	Charles Kocher, ch. eng.
Ralph Dawson, com. mgr.	Robert Baldrice, prom. mgr.
John Lee, sta. mgr.	Dick Femmel, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,700, (film) \$1,700; minute spot (live) \$325, (film) \$325; ID \$130. ID Length 7/2 sec. Full screen. Fre-quency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,832,000	5,269,000	5,563,000
Families in Area	1,256,000	1,181,000	1,723,000
No. of Sets	972,000	1,314,000	1,469,000
Retail Sales	\$4,500,000,000	\$6,500,000,000	\$7,500,000,000
Income per Family	\$6,400	\$6,100	\$6,000
Income per Capita	\$1,750	\$1,620	\$1,750

CKLW-TV (WINDSOR, ONT.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: Riverside Drive West, Wind-sor, Ont., Canada; Sales ofc.: Guardian Bldg., Detroit. Postal Zone: 26. Phone: Windsor: Clearwater 4-1155; Detroit: Woodward 1-7200. (For full listing see Windsor, Ont.)

EAST LANSING
(Ingham County)

WKAR-TV

LICENSEE: Michigan State Board of Agriculture. Address: East Lansing, Mich. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 1,034 ft.

OPERATION: Began Jan. 15, 1954. Hours, 12:45 p.m.-9 p.m.

AFFILIATION: Stations Am, WKAR. Fm, WKAR-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson; Consulting Engineer, William L. Foss, Inc.

SERVICES: Three studios (two 30x40 ft., and one 25x30 ft.). Three RCA field camera chains and one GPL field camera chain. One Trans-Lux Rear screen projector. One Auricon film camera. One RCA film projector. Two slide projectors, one Telejector, one Selectro-Slide jr. One mobile unit. One GPL Kinescope recorder. News Service, AP. Library, RCA Theasaurus

EXECUTIVES:

Dr. Armand L. Hunter, gen. mgr.	Carl W. Williams, film dir.
J. D. Davis, opr. mgr.	Irving R. Merrill, dir. of reaserch & prom.
J. Kenneth Richards, prog. mgr.	Rob Downey, news & sp. events ed.
Linn P. Towsley, ch. eng.	

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THE DETROIT AREA'S MOST POWERFUL TV STATION

CHANNEL 9 CKLW-TV

325,000 WATTS

CHANNEL 9

CKLW-TV

Adam J. Young, Jr., Inc. ★ J. E. Campeau
National Rep. President

Guardian Building • Detroit 26th

NEW

now available for daytime spot advertisers

two great nationally known network shows...



"STU ERWIN"



"MY LITTLE MARGIE"

shown daily on "Stars on 7" 2 to 3 p.m.

Announcing a new concept in daytime TV programming. A great forward move from Detroit's leading station . . . WXYZ-TV.

Now, two top half-hour shows . . . "Stu Erwin" and "My Little Margie" shown daily in one hour from 2 to 3 P.M.

"Stars on 7" offers spot buyers more than ever before in Detroit. The finest in daytime TV.

Now available

**Call or write
today.**



represented nationally by Blair-TV, Inc.

Detroit

FLINT

(Genessee County)

WJRT (TV)

(Target Date, Fall 1955)

LICENSEE: WJR, The Goodwill Station Inc. Address: 2302 Lapeer St. Postal Zone: 3. Phone: Cedar 2-0141.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 999 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Hours, 7 a.m.-12:30 a.m.
AFFILIATION: Tv Network, CBS. Stations, Am, WJR Detroit. Fm, WJR-FM.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Vandivere, Cohen & Wearm.
SERVICES: Three studios (58x48 ft., 30x21 ft. and 24x13 ft.). Five RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One RCA mobile unit, two field cameras.
PRINCIPAL STOCKHOLDERS: Owned by Mrs. Walton Parker, widow of late G. A. Richards, and estate of G. A. Richards and others. President John F. Patt owns 14.5% of WINT(FM) Fort Wayne, Ind.
EXECUTIVES:
 John F. Patt, pres. Franklin Mitchell, prog. dir. & film buy.
 Worth Kramer, vp. & gen. mgr. Clarence A. Jones, ch. eng.
 A. Donovan Faust, opr. mgr.

GRAND RAPIDS

(Kent County)

WMCN (TV)

(Target Date, Unknown)

LICENSEE: Peninsular Bcstg. Co. Address: 123 Pearl St., N.W.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 445 ft.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: John D. Loeks, pres. (40%); E. A. McCready, treas., and E. A. McCready Jr., vp. (40%); Howard W. Freck, vp-sec. (20%). Mr. Loeks and Mr. Freck are associated in the drive-in theater business in Michigan.
EXECUTIVES:
 John D. Loeks, pres.

WOOD-TV

LICENSEE: Grandwood Bcstg. Co. Address: 120 College Ave., S.E. Postal Zone: 3. Phone: 9-4125.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 920 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 1949. Hours, 7-1:15 a.m.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WOOD.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (60x40 ft. and 40x30 ft.). Five composite camera chains. Two RCA film cameras. Four RCA film projectors. Two Telojector slide projectors. One Gray Telop opaque projector. One Micro-Record Corp. film processing unit. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: See WFBM-TV Indianapolis, Ind.
EXECUTIVES:
 Harry M. Bitner Jr., pres. John Dragomier, prom. mgr.
 Willard Schroeder, gen. mgr. Robert Runyon, news dir.
 Arthur M. Swift, gen. sis. mgr. Leonard Bridge, controller
 Franklin G. Sisson, prog. dir. John Clay, sls. service mgr.
 Louis Bergenroth, ch. eng. David Hoyle, continuity dir.
 Robert Smith, film buy.
RATE INFORMATION: Class A one hour (live) \$950, (film) \$875; minute spot (live) \$160, (film) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,046,200	1,510,400	2,096,100
Families in Area	488,322	628,372	637,040
No. of Sets	249,106	368,339	527,564
Retail Sales	\$1,137,160,000	\$1,674,789,000	\$2,316,176,000
Income per Family	\$4,105	\$4,107	\$4,143
Income per Capita	\$1,240	\$1,246	\$1,261

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KALAMAZOO

(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Bcstg. Co. Address: 124 W. Michigan Ave. Postal Zone: 99. Phone: 5-2101.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal & RCA. Antenna Make: RCA. Height: Above average terrain 1,012 ft.; Above ground 952 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1950. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WKZO.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.
SERVICES: Two studios. Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Telojector slide projectors. One Federal scanner. One Telop opaque projector. News Service, AP. Library, RCA Thesaurus.
PRINCIPAL STOCKHOLDERS: John E. Fetzer (52%) and Rhea Fetzer (48%). Fetzer Bcstg. owns 100% of Cornhusker Radio & Television Corp., licensee of KOLN-AM-TV Lincoln, Neb. John E. Fetzer minority interest WMBD Peoria, Ill. Licensee also owns WJEF Grand Rapids.
EXECUTIVES:
 John E. Fetzer, pres. Arthur E. Covell, ch. eng.
 Carl E. Lee, vp. & mgng. dir. Robert Dye, prom. dir.
 Donald DeSmit, sls. mgr. Len Coiby, news ed.
 Charles T. Lynch, prog. dir. & film buy.
RATE INFORMATION: Class A one hour (film) \$900; minute spot (film) \$170; ID \$85. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.
MARKET INFORMATION: (Grade B, FCC Contour): Population, 2,151,700; Families in Area, 658,100; No. of Sets, 579,904; Retail Sales, \$2,604,982,000; Income per Family, \$4,402; Income per Capita, \$1,343.

LANSING

(Ingham County)

WJIM-TV

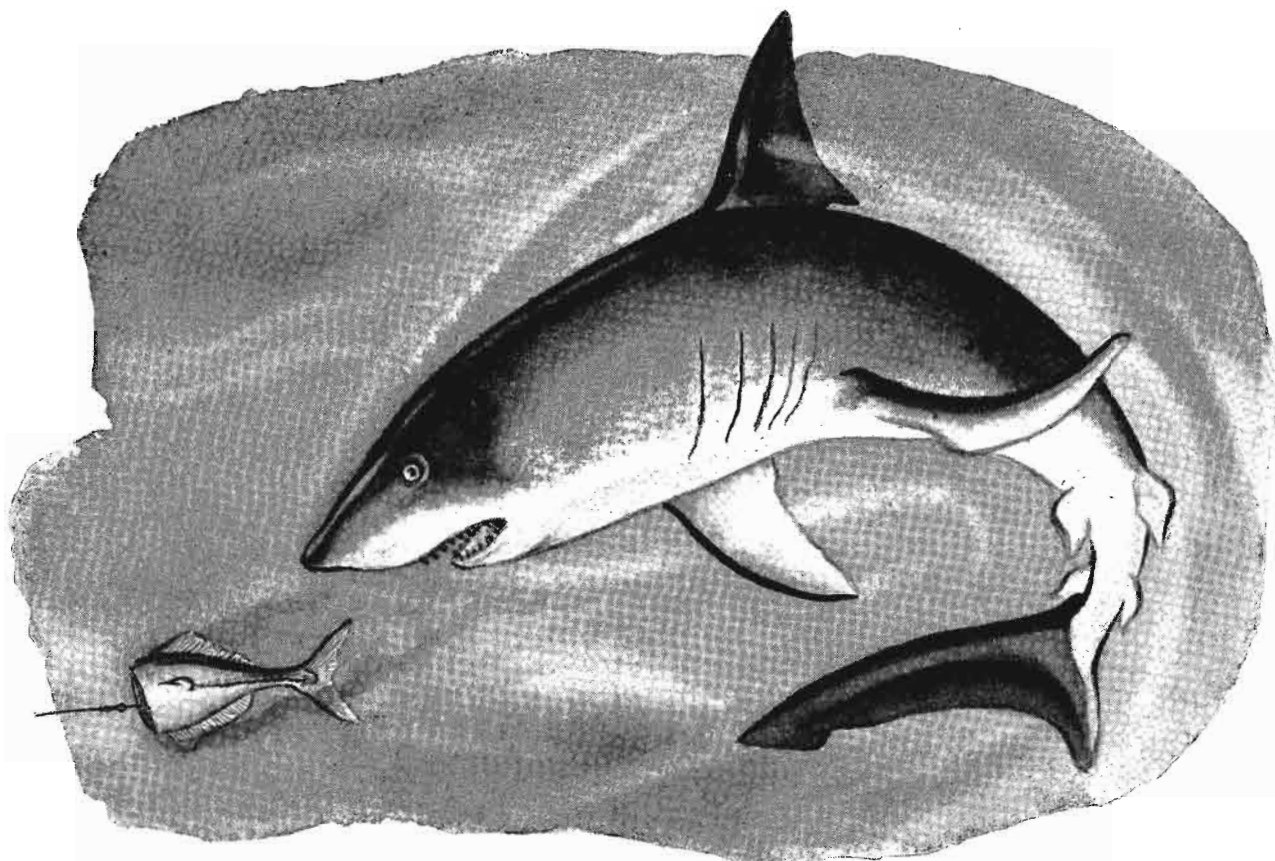
LICENSEE: Gross Telecasting Inc. Address Saginaw & Howard Sts. Phone: Ivanhoe 2-1333.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 500 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 30, 1950. Hours, 6-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, WJIM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (40x60 ft. and 10x15 ft.). Two RCA camera chains. One RCA film camera. Two film projectors. One Gray Telojector slide projector. One composite opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDERS: Harold F. Gross, pres., and family (51.15%) and others.
EXECUTIVES:
 Harold F. Gross, pres. Charles L. Brady, ch. eng.
 Howard K. Finch, vp. Phillip Sherck, film buy.
 Richard E. Nason, opr. dir.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 7.
MARKET INFORMATION: (Total Including Fringe Area): Population, 2,000,000; No. of Sets, 430,000; Retail Sales, \$2,600,000,000.

WTOM-TV

LICENSEE: Inland Bcstg. Co. Address: 407 N. Washington Ave. Postal Zone: 30. Phone: Ivanhoe 2-1659.
FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.
OPERATION: Began Aug. 13, 1953. Hours, 2-11:30 p.m.
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Everett-McKinney Inc.; Attorney, John Brattin.
SERVICES: One studio (20x30 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: John A. Straus (76.92%); James C. Hendley (23.03%); and Cass Hough (.05%).
EXECUTIVES:
 Thomas B. Shull, pres., gen. mgr. & Ed Carson, prg. dir. film buy. Bernard R. Ressler, ch. eng.
 Roger S. Underhill, com. mgr. Mary Preston, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$35, (film) \$35; ID \$25. ID Length 10 sec. Full or share screen. Frequency discounts from 5% for 14 times up to 15% for 53 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	130,000	165,000	175,000
Families in Area	65,000	80,000	95,000
No. of Sets	85,000	90,000	112,000
Retail Sales	\$257,454,000
Income per Family	\$6,687



YOU MIGHT CATCH A 2,372-LB. SHARK*—

**BUT . . . YOU NEED WKZO-TV
TO LAND SALES
IN WESTERN MICHIGAN!**

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
Number of Quarter Hours With Higher Rating		
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the top-audience TV station in Grand Rapids and Battle Creek, as well as in Kalamazoo.

WKZO-TV is the Official Basic CBS Television Outlet for this area. With 100,000 watts on Channel 3, WKZO-TV delivers a brilliant picture to one of America's "top-25" television markets—over half a million TV homes in 29 Western Michigan and Northern Indiana counties!

Let Avery-Knodel give you the whole WKZO-TV story.

100,000 WATTS • CHANNEL 3 • 1000' TOWER



The Felzyer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

* A. Dean caught a 15' man-eater weighing this much at Streaky Bay, Australia, in January, 1953.

MARQUETTE

(Marquette County)

WAGE-TV

(Target Date, Unknown)

LICENSEE: Lake Superior Bcstg. Co. Address: 2625 W. Wisconsin Ave., Milwaukee. Phone: West 3-1290.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: GE. Antenna Height: Above average terrain 630 ft.; Above ground 508 ft.

AFFILIATION: Station, Am, WDMJ.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, D. W. Gellerup.

SERVICES: Two studios {20x30 ft. and 10x25 ft.}. One GE camera chain. One film camera. Two GPL film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Mining Journal Co. (Marquette Mining Journal), which also owns WMIQ Iron Mt., Mich., and minority of WSAU-AM-TV Wausau, Wis. Frank J. Russell Jr. is principal owner of Mining Journal Co.

EXECUTIVES:

Jerome Sill, pres. Harry D. Peck, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$15, (film) \$15; ID \$7.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 356,300; Families in Area, 85,900; Retail Sales (1950), \$136,000,000.

MIDLAND

(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw. (For full listing see Saginaw, Mich.)

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-6505. (For full listing see Bay City.)

SAGINAW

(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave. Phone: 3-4471.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 4, 1953. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, Page, Creutz, Garrison, Waldschmitt.

SERVICES: Two studios {35x22 ft. and 20x20 ft.}. One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA turret selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William J. Edwards, pres. {33 1/3%}; Howard H. Wolfe, sec.-treas. {33 1/3%} and Rep. Alvin M. Bentley (R-Mich.) vp. {33 1/3%}.

EXECUTIVES:

William J. Edwards, pres. & gen. mgr. Max W. Thomas, ch. eng. John Hagerman, prom. mgr. Robert M. Chandler, comm. mgr. Britt Temby, news ed. C. Wesley Lambert, prog. dir.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$25. ID Length 8 sec. Specification 3/4 ad, 1/4 sta. ID. Share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 2.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	341,100	761,500	1,083,925
Families in Area	98,140	222,520	325,450
No. of Sets			165,000
Retail Sales	\$317,713,000	\$881,889,000	\$1,224,629,000
Income per Family	\$5,985	\$5,632	\$4,700
Income per Capita	\$1,510	\$1,620	\$1,350

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. Phone: 3-6505. (For full listing see Bay City.)

TRAVERSE CITY

(Grand Traverse County)

WPBN-TV

LICENSEE: Midwestern Bcstg. Co. Address: Paul Bunyan Bldg. Phone: 2700.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 462 ft.

OPERATION: Began Sept. 13, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, WTCM.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

SERVICES: One studio {36x45 ft. with 13 ft. headroom}. Two RCA Image Orthicon camera chains. One Television Specialties rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One duplex projectall slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Les Biederman {30%}; Edward Biederman {22.5%}; Drew McClay {15%}; William Kiker {16.25%}; Fred Zierle {16.25%}. Licensee also owns WATT Cadillac, WATZ Alpena, WMBN Petoskey, and WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, pres. & gen. mgr. John Anderson, asst. gen. mgr. & film buy. R. E. Detwiler, comm. mgr. Kenn Haven, prog. dir. Wm. H. Kiker, ch. eng. Paul Sherman, prom. mgr. Robert B. Durrett, news ed.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$18, (film) \$18; ID \$12. ID Length 10 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	60,869	68,671	287,100
Families in Area	18,324	18,456	77,835
No. of Sets	11,200	9,579	41,817
Retail Sales	\$66,250,000	\$64,731,000	\$289,165,000
Income per Family	\$3,253	\$3,320	\$3,301
Income per Capita	\$ 956	\$ 961	\$ 959

MINNESOTA

MINNESOTA MARKET INDICATORS

Total Population, July 1, 1954.....	3,103,000
Total Families, 1950.....	747,680
Total Urban Population, 1950.....	1,624,914
Total Rural Nonfarm Population, 1950.....	617,770
Total Farm Population, 1950.....	739,799
Employed in Nonagricultural Establishments, March 1955.....	814,200
Employed in Agriculture, 1950.....	259,642
Employed in Mining, March 1955.....	13,200
Employed in Manufacturing, March 1955.....	198,800
Employed in Construction, March 1955.....	42,900
Employed in Transportation & Public Utilities, March 1955.....	79,700
Employed in Wholesale & Retail Trade, March 1955.....	212,300
Employed in Finance, Insurance & Real Estate, March 1955.....	40,500
Employed in Service and Miscellaneous, March 1955.....	104,000
Employed in Government Service, March 1955.....	122,700
Retail Sales, 1954.....	\$ 3,530,408,000
Bank Assets, Jan. 1, 1955.....	\$ 4,008,017,000
Bank Deposits, Jan. 1, 1955.....	\$ 3,696,678,000
Major Income Sources, 1953: Agriculture 11.6%, Government 14.6%; Manufacturing Payrolls 18.8%; Trade and Service 26%.	
Total Income Payments, 1953.....	\$ 4,724,000,000
Per Capita Income, 1953.....	\$ 1,547
Total Internal Revenue Collections, 1954.....	\$ 1,040,940,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 76.24
Cash Receipts from Farm Marketing, 1954.....	\$ 1,231,126,000
Government Payments to Farmers, 1954.....	\$ 9,161,000
Value of Mineral Production, 1951.....	\$ 433,096,000
Total New Construction in 1952.....	\$ 566,200,000
Motor Vehicle Registration, 1954.....	1,306,491
Number of Telephones, Jan. 1, 1955.....	1,042,400
Number of Electrical Connections, Jan. 1, 1955.....	1,040,856
Number of Gas Utilities Connections, 1953.....	381,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MINNESOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets		TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	(CBS)	
Aitkin	14,327	\$ 9,287	\$ 2,610	\$ 183	1,150	28%	
Anoka	35,579	17,806	6,075	541	8,650	79%	
Becker	24,836	18,633	3,716	305	720	11%	
Beltrame	24,962	23,096	5,026	648	
Benton	15,911	15,164	3,695	208	1,150	28%	
Big Stone	9,607	12,097	2,394	185	340	13%	
Blue Earth	38,327	61,130	9,880	1,256	6,080	53%	
Brown	25,895	31,147	6,127	867	2,170	29%	
Carlton	24,584	19,923	6,643	429	1,190	18%	
Carver	18,155	16,300	2,550	413	2,290	44%	
Cass	19,468	12,121	3,678	376	690	13%	
Chippewa	16,739	21,999	3,417	336	
Chisago	12,669	10,098	2,220	246	2,540	65%	
Clay	30,363	45,627	12,509	643	4,070	45%	
Clearwater	10,204	8,210	1,572	189	
Cook	2,900	2,766	1,007	41	
Cottonwood	15,763	18,284	3,673	349	1,500	32%	
Crow Wing	30,875	37,162	9,734	784	1,260	13%	
Dakota	49,019	40,495	8,587	1,189	11,300	78%	
Dodge	12,624	10,109	2,612	198	1,080	30%	
Douglas	21,304	25,091	5,213	463	900	14%	
Faribault	23,879	26,748	4,891	592	1,190	17%	
Filmore	24,465	24,463	4,808	538	1,360	19%	
Freeborn	34,517	39,300	7,244	588	3,390	33%	
Goodhue	32,118	38,213	6,917	738	5,670	58%	
Grant	9,542	10,064	1,740	183	360	13%	
Hennepin	676,579	969,505	202,911	32,191	182,700	83%	
Houston	14,435	12,081	2,778	196	760	18%	
Hubbard	11,085	8,876	2,593	157	360	11%	
Isanti	12,123	9,285	1,936	236	2,080	65%	
Itasca	33,321	34,301	10,248	654	
Jackson	16,306	16,795	2,893	313	1,500	32%	
Kanabec	9,192	7,540	1,501	270	790	28%	
Kandiyohi	28,644	33,487	6,253	615	2,510	31%	
Kittson	9,649	8,108	856	117	
Koochiching	16,910	15,889	4,268	391	
Lac Qui Parle	14,545	14,084	2,513	219	
Lake	7,781	7,274	2,180	91	
Lake of the Woods	4,955	3,525	666	38	
Le Sueur	19,088	19,542	3,545	378	3,000	52%	
Lincoln	10,150	10,042	1,625	205	570	19%	
Lyon	22,253	33,440	5,953	636	1,200	18%	
McLeod	22,198	27,435	4,524	520	2,900	44%	
Mahnomen	7,059	4,683	899	83	150	11%	
Marshall	16,125	12,208	2,316	173	
Martin	26,655	28,873	4,745	635	1,370	18%	
Meeker	18,966	18,880	3,744	363	1,670	31%	
Mille Lacs	15,165	15,052	3,021	281	1,290	29%	
Morrison	25,832	20,602	4,453	337	680	10%	
Mower	42,277	50,561	9,876	1,043	3,740	30%	
Murray	14,801	12,870	2,025	195	760	19%	
Nicollet	20,929	13,548	3,840	313	1,480	28%	
Nobles	22,435	30,840	5,008	431	2,090	32%	
Norman	12,909	10,771	2,379	162	1,620	45%	
Olmsted	48,228	68,882	9,317	3,017	7,330	52%	
Otter Tail	51,320	42,880	6,998	715	1,830	13%	
Pennington	12,965	18,165	2,902	372	
Pine	18,223	13,800	2,717	246	870	17%	
Pipestone	14,003	19,095	2,956	228	740	19%	
Polk	35,900	35,426	7,265	798	
Pope	12,862	8,874	1,835	187	500	14%	
Ramsey	355,332	523,654	109,294	14,657	88,230	78%	
Red Lake	6,806	5,981	1,703	42	
Redwood	22,127	24,321	4,594	449	1,860	29%	
Renville	23,954	23,493	4,291	362	1,930	28%	
Rice	36,235	33,443	7,812	829	5,340	58%	
Rock	11,278	13,836	2,169	144	650	19%	
Roseau	14,505	12,160	2,326	219	
St. Louis	206,062	239,717	62,109	6,061	16,110	24%	
Scott	16,486	14,399	3,167	357	2,340	52%	
Sherburne	10,661	6,337	1,120	85	1,120	40%	
Sibley	15,816	12,872	1,802	278	2,290	52%	
Stearns	70,681	76,918	13,825	1,520	6,910	40%	
Steele	21,155	26,835	5,457	484	3,770	58%	
Stevens	11,106	12,302	2,300	230	430	14%	
Swift	15,837	22,427	3,996	269	640	14%	
Todd	25,420	19,996	5,511	326	760	11%	
Traverse	8,053	9,737	1,602	181	300	13%	
Wabasha	16,878	17,310	3,477	283	2,550	52%	
Wadena	12,806	16,538	2,327	265	350	10%	
Waseca	14,957	17,177	2,769	357	1,490	33%	
Washington	34,544	30,453	7,032	600	6,960	65%	
Watsonwan	13,881	15,230	2,750	387	700	17%	
Wilkin	10,587	10,703	2,709	192	360	13%	
Winona	39,841	43,991	9,985	977	1,500	13%	
Wright	27,716	30,285	7,616	451	3,580	45%	
Yellow Medicine	16,279	17,736	2,624	256	

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AUSTIN

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Address: 2 1/2 mi. so. of Austin on Hwy. 105. Phone: Hemlock 7-8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.3 kw. Operating Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 445 ft.

OPERATION: Began Aug. 7, 1953.

AFFILIATION: Tv Network, ABC. Station, Am, KAUS.

REPRESENTATIVES: Sales, Headley-Reed Tv.

PRINCIPAL STOCKHOLDERS: Harry M. Smith, pres. (14.2%); Albert W. Smith, vp. (14.2%); George Wilson, sec.-treas. (14.2%); Harold O. Westby (14.2%); Martin Bustad (14.2%); Chester A. Weseman (14.2%) and five others. Black Hawk Bcstg. Co. (KWVL-AM-TV Waterloo, Ia.) has option to buy assets or stock of licensee.

EXECUTIVES:

Gene P. Loffler, gen. mgr. & film buy. Phillip Malone, ch. eng.

RATE INFORMATION: Class A one hour \$200; minute spot \$30; 1D \$18. 1D Length 8 sec. Frequency discounts from 10% for 26 times up to 30% for 260 times.

DULUTH
(St. Louis County)

KDAL-TV (SUPERIOR, WISC.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 816.5 ft.

OPERATION: Began March 15, 1954. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KDAL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert Silliman.

SERVICES: One studio (30x40 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Telejector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier, pres. (70%); Charles LeMasurier (10%); Odin S. Ramsland, vp. (10%); Robert A. Dettman, vp. (10%). Dalton LeMasurier controls WQUA Moline, Ill., in which Messrs. Ramsland and Dettman are also stockholders. Same interests hold stock in WIRL Peoria.

EXECUTIVES:

Dalton A. LeMasurier, pres. & gen. mgr. Robert A. Dettman, ch. eng.
Odin S. Ramsland, com. mgr. Dale Cowle, prom. mgr.
Earl Henton, prog. dir. & film buy. Richard Anthony, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$325; minute spot (live) \$65, (film) \$65; 1D \$32.50. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: Northwest Pubs. Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: (Duluth) Randolph 7-6875. (For full listing see Superior, Wis.)

WFTV (TV)† (SUPERIOR, WISC.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 230 E. Superior St. Phone: 7-6881.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 483 ft.

OPERATION: Began June 4, 1953.

AFFILIATION: Tv Networks, ABC, NBC, DTN.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, pres.; Alfred G. Burger, treas.), which also owns 33 1/3% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, pres.

† WFTV (TV) has suspended operation but has not returned its CP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

HIBBING

(St. Louis County)

KHTV (TV)

(Target Date, Unknown)

LICENSEE: North Star Television Co. Address: First National Bank Bldg., St. Paul.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 437 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Q. J. David, president (6.16%); William Peters, vice president (6.25%); Ryland Rothschild, treasurer (12.5%); Oliver Skel (12.5%); Randolph Light (6.5%); William Riedel (6.5%); Walter Villaume (6.5%); Robert Peters (6.5%); Arthur Gluek (6.5%); Roland Sheadle (6.5%); Paul Hitchcock (6.5%); Robert Albrecht (6.5%); Roland Faricey (12.5%). Messrs. Rothschild, Skellett, Villaume and Faricey have minority interests in WSPT Stevens Point, Wis. Mr. Hitchcock is president-publisher of Hibbing Tribune.

EXECUTIVES:
Q. J. David, pres.

OPERATION: Began April, 1948. Hours, 6:30-12:15 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Four studios (25x41 ft., 51x57 ft., 24x36 ft. and 37x55 ft.). Eight RCA camera chains. Two rear screen projectors. Four film cameras. Three film projectors, two Eastman, one RCA. Two slide projectors. Two Houston-Fearless film processing units. Mobile unit. News Services, AP & UP. Library, SESAC, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard (55.17%); Didrikke S. Hubbard (14.6%); Siems Bros. Inc. (11.25%); Thomas E. Bragg (7.26%); Vera S. Bragg (7.26%); Paulette E. Godfrey (5%). Licensee owns 23% of KWK-AM-TV St. Louis.

EXECUTIVES:
Stanley E. Hubbard, pres. & gen. mgr. Del Franklin, prod. sup.
K. M. Hance, exec. vp. & treas. Ben G. Leighton, film dir.
Marvin L. Rosene, gen. sls. mgr. William P. Davey, prom. & publicity dir.
James E. Blake, asst. natl. sls. mgr. Julian Hoshal, news dir.
William S. Sadler, ch. eng.

RATE INFORMATION: Class AA one hour \$1,200, Class A one hour \$900; minute spot \$280, \$250; ID \$110, \$90. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 14.

MINNEAPOLIS-ST. PAUL

(Hennepin County)

(Also see St. Paul)

KEYD-TV

LICENSEE: Family Bcstg. Corp. Address: Foshay Tower, Minneapolis. Postal Zone: 2. Phone: Fillmore 8811.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 601 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 9, 1955.

AFFILIATION: Tv Network, DTN. Station, Am, KEYD.

REPRESENTATIVES: Sales, H-R Representatives Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (60x40 ft. and 19x26 ft.). Five RCA camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. One RCA mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Minneapolis Tower Co. (owned by Morris T. Baker and family) (84.03%); Lee L. Whiting, exec. vp. & gen. mgr. (10%).

EXECUTIVES:
Leslie C. Park, pres. Harvey V. Headen, ch. eng.
Lee L. Whiting, vp., gen. Jim McGovern, prom. mgr.
& com. mgr. Harry Reasoner, news ed.
Robert Purcell, mgng. dir.
Robert C. Fransen, prog. dir. & film buy.

RATE INFORMATION: Class A one hour \$385; minute spot \$77; ID \$38.50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,601,700; Families in Area, 475,920; Number of Sets, 385,330; Retail Sales, \$1,922,746,000; Income per Family, \$3,835; Income per Capita, \$1,542.

KSTP-TV

LICENSEE: KSTP Inc. Address: 3415 University Ave., S.E., Minneapolis. Postal Zone: 14. Phone: Midway 5-2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WCCO-TV

LICENSEE: Midwest Radio-Television Inc. Address: 50 S. 9th St., Minneapolis. Postal Zone: 2. Phone: Lincoln 0552.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 601 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began July 1, 1949. Hours, 7-12:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WCCO.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

SERVICES: Two studios (30x60 ft.). Seven RCA camera chains. One TSC rear screen projector. Three RCA film cameras. One Eastman, two RCA film projectors. Two Gray slide projectors. One GE opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: Mid Continent Radio-Television Inc. (53%) and Minneapolis Star & Tribune Co. (47%). Mid Continent is 50% owned by Northwest Publications Co. (Ridder) and 50% Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM-AM-TV Superior, Wis.), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (K1LO), San Jose (Calif.) Mercury and Telegram, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Minnesota Tribune Co. owns 25% of WEMP (Milwaukee). Minneapolis Star & Tribune Co. (Minneapolis Tribune and Star) is a Cowles newspaper. For Cowles broadcast and newspaper interests, see KRNT-TV Des Moines, Iowa.

EXECUTIVES:
William J. McNally, chmn. of bd. Robert N. Ekstrum, com. mgr.
Robert B. Ridder, pres. Gwen Harvey, prog. dir.
F. Van Konyonburg, exec. vp. & John M. Sherman, eng. dir.
gen. mgr. Harry Jones, film buy.
Sherman K. Headley, asst. mgr. Gene Godt, prom. mgr.
for tv. Rollie Johnson, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$330, (film) \$330; ID \$110. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,225,000	1,550,000	2,605,000
Families in Area	382,900	435,900	766,000
No. of Sets	332,600	475,000	568,500
Retail Sales	\$1,581,328,000	\$1,844,164,000	\$2,988,062,000
Income per Family	\$5,765	\$5,755	\$4,974
Income per Capita	\$1,758	\$1,652	\$1,464

THE PLAN THAT PUTS THE FINGER ON SALES IN THE MINNEAPOLIS-ST. PAUL MARKET

How WCCO-TV Merchandising Department can now make Food Advertisers this

Xtra-Ordinary Offer: Because of a complete staff of merchandising men and women and our close working arrangement with the volume grocery outlets . . . WCCO-TV is able to offer you Merchandising in from 80 to all 224 stores in this plan . . . stores doing 43% of all the food business in the Twin City Market . . . PLUS all the features listed in these plans:

- PLAN 1**
- a. Mass displays in at least 30 stores.
 - b. Adequate shelf-exposure in at least 30 stores.
 - c. Point of Purchase shelf-talkers in at least 50 stores.
 - d. Personal dealer contact by Merchandisers



- PLAN 2**
- a. Mass displays in at least 60 stores
 - b. Adequate shelf-exposure in at least 80 stores
 - c. Point of Purchase shelf-talkers in at least 80 stores
 - d. Personal dealer contact in all cooperating stores
 - e. Publicity in "Views From Channel 4", WCCO-TV newspaper to the Food Trade in the area

- PLAN 3**
- a. Mass displays in all cooperating stores or the equivalent thereof
 - b. Best possible shelf exposure in all cooperating stores
 - c. Point of Purchase shelf-talkers in all stores
 - d. Personal contact in all stores by Merchandisers
 - e. Dealer cooperation
 - f. Publicity in "Views from Channel 4", WCCO-TV newspaper to the Food Trade in the area
 - g. Stuffer mailing to 7,000 club women and housewives in the Twin City area

STORES SUPPORTING THE WCCO-TV TELESELL PLAN

Klein Super Markets 23 Markets	Local Company
Applebaum Markets 10 Markets	Local Company
Fairway Foods, Inc. 80 Stores (20 key markets)	Voluntary Group
Red & White Food Stores 30 Stores (18 key markets)	Voluntary Group
Super Valu Stores 32 Stores (26 key markets)	Voluntary Group
Stillman Super Markets 14 Stores	Local Company
Hove's Markets 4 Stores	Local Company
Piggly Wiggly Stores 13 Stores	Corporate Chain
Theisen's Markets 3 Stores	Local Company
Woodlake-Humpty-Dumpty Stores 4 Stores	Local Company
Country Club Markets 2 Stores	Local Company
Red Owl Stores, Inc. 9 Stores	Corporate Chain

Get the brochure on this plan from any Free and Peters man or write Don Gillies at

WCCO-TV

MINNEAPOLIS **CBS** ST. PAUL

MINNEAPOLIS-ST. PAUL (Cont.)

WTCN-TV

LICENSEE: Minnesota TV Public Service Corp. Address: 2925 Dean Blvd., Minneapolis. Postal Zone: 16. Phone: Walnut 7-8881.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC. Station, Am, WTCN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x80 ft.). Five RCA camera chains. One TSC rear screen projector. Two film cameras, RCA, GE. Three film projectors, two GE, one RCA. One Selectroslide slide projector. One Gray Telop opaque projector. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Consolidated Television & Radio Bcstrs., Inc., H. M. Bitner Jr., pres. (100%). For Consolidated's other broadcast interests, see WFBM-TV Indianapolis.

EXECUTIVES:

Harry Bitner Jr., pres.	Fred Kaufman, prog. dir.
Miller C. Robertson, vp. & gen. mgr.	Joseph Kahnke, ch. eng.
David Cole, com. mgr.	Gene Wecker, film buy.
	Geraldine E. LaRocque, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,252,800	221,600	2,365,400
Families in Area	379,560	62,900	636,440
No. of Sets (Apr. 54)			575,400
Retail Sales (1953)	\$1,639,544,000	\$220,621,000	\$2,596,474,000
Income per Family (1953)	\$4,868	\$3,426	\$3,872
Income per Capita (1953)	\$1,801	\$ 994	\$1,380

ROCHESTER
(Olmsted County)

KROC-TV

LICENSEE: South Minnesota Bcstg. Co. Address: 100 First Ave. Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.; Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 16, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KROC.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x55 ft.). One RCA camera chain. Two film cameras. Two RCA film projectors. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling, pres.; David Gentling, vp-treas. & gen. mgr.; family and estate of G. P. Gentling (100%).

EXECUTIVES:

Mrs. G. P. Gentling, pres.	Bob Cross, ch. eng.
G. David Gentling, gen. mgr.	Ray Thompson, news ed.
Warren L. Miller, com. mgr.	Alexander Janus, prom. mgr.
Don Perry, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	603,200	967,600
Families in Area	146,410	284,400
No. of Sets	81,702	164,668
Retail Sales	\$506,580,000	\$1,031,759,000
Income per Family	\$4,306	\$4,318



fence buster!

Dust off your share of sales in the vastly important Minneapolis-St. Paul market. WTCN-TV's powerful line-up of personalities go to bat for you!

WTCN-TV Channel 11

"the station of the stars"
Minneapolis • St. Paul

COVERAGE

Population, 1955*	2,442,800
Families, 1955*	708,000
Retail Sales, 1954*	\$2,849,258,000
TV Sets	600,000

*Source—1955 Sales Management Survey of Buying Power

ABC NETWORK

Represented by the Katz Agency, Inc.
Affiliated with WDFW, Flint;
WOOD AM and TV, Grand Rapids;
WFBM AM and TV, Indianapolis.

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1954.....	2,204,000
Total Families, 1950.....	508,960
Total Urban Population, 1950.....	607,162
Total Rural Nonfarm Population, 1950.....	474,545
Total Farm Population, 1950.....	1,097,207
Employed in Nonagricultural Establishments, March 1955.....	341,000
Employed in Agriculture, 1950.....	302,086
Employed in Manufacturing, March 1955.....	97,900
Employed in Transportation & Public Utilities, March 1955.....	25,800
Employed in Finance, Insurance & Real Estate, March 1955.....	9,300
Employed in Service and Miscellaneous, March 1955.....	35,900
Employed in Government Service, March 1955.....	70,900
Retail Sales, 1954.....	\$ 1,275,688,000
Bank Assets, Jan. 1, 1955.....	\$ 1,042,605,000
Bank Deposits, Jan. 1, 1955.....	\$ 964,895,000
Major Income Sources, 1953: Agriculture 22.7%; Government 21.2%; Manufacturing Payrolls 13.4%; Trade and Service 24%.	
Total Income Payments, 1953.....	\$ 1,821,000,000
Per Capita Income, 1953.....	\$ 834
Total Internal Revenue Collections, 1954.....	\$ 139,531,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 49.27
Cash Receipts from Farm Marketing, 1954.....	\$ 520,060,000
Government Payments to Farmers, 1954.....	\$ 5,939,000
Value of Mineral Production, 1951.....	\$ 103,030,000
New Public Construction in 1952.....	\$ 115,400,000
Motor Vehicle Registration, 1954.....	584,530
Number of Telephones, Jan. 1, 1955.....	287,900
Number of Electrical Connections, Jan. 1, 1955.....	544,357
Number of Gas Utilities Connections, 1953.....	192,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MISSISSIPPI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets		TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954		
Adams	32,256	\$31,037	\$8,057	\$1,254	980	10%	
Alcorn	27,158	19,282	3,616	455	1,780	23%	
Amite	19,261	7,090	2,301	181	780	17%	
Attala	26,652	14,856	2,936	350	730	11%	
Benton	8,793	1,427	502	57	670	32%	
Bolivar	63,004	30,711	9,445	839	2,860	17%	
Calhoun	18,369	6,504	1,464	252	640	14%	
Carroll	15,499	3,192	1,034	59	410	12%	
Chickasaw	18,951	7,346	1,964	235	560	12%	
Choctaw	11,009	2,842	859	106	340	12%	
Claiborne	11,944	5,801	1,902	157	780	26%	
Clarke	19,362	6,186	2,263	250	
Clay	17,757	9,765	1,880	361	530	12%	
Coahoma	49,361	33,274	8,496	964	1,540	11%	
Copiah	30,493	13,268	3,993	393	2,020	26%	
Covington	16,036	5,899	1,186	207	610	16%	
De Soto	24,599	8,097	2,209	63	1,980	33%	
Forrest	45,055	48,030	9,591	1,142	4,210	30%	
Franklin	10,929	3,899	1,226	137	290	10%	
George	10,012	5,824	1,973	160	840	31%	
Greene	8,215	2,285	618	122	
Grenada	18,830	12,139	3,579	357	650	13%	
Hancock	11,891	7,318	3,038	212	2,050	62%	
Harrison	84,073	86,607	22,512	2,647	9,880	33%	
Hinds	142,164	143,769	25,237	4,160	17,410	40%	
Holmes	33,301	13,810	3,439	375	880	11%	
Humphreys	23,115	9,503	2,950	264	1,260	23%	
Issaquena	4,966	778	618	250	23%	
Itawamba	17,216	3,195	1,187	29	700	16%	
Jackson	31,401	27,788	9,356	1,368	3,100	31%	
Jasper	18,912	5,395	1,357	179	
Jefferson	11,306	3,723	1,209	106	290	10%	
Jefferson Davis	15,500	5,096	878	176	530	14%	
Jones	57,235	37,517	8,802	913	2,610	16%	
Kemper	15,893	4,132	1,109	188	
Lafayette	22,798	9,821	2,463	308	850	15%	
Lamar	13,225	4,545	1,579	167	1,080	30%	
Lauderdale	64,171	49,836	10,464	1,676	2,800	14%	
Lawrence	12,639	4,993	1,284	136	430	14%	
Leake	21,610	7,529	1,545	168	570	11%	
Lee	38,237	30,573	5,830	752	3,340	30%	
Leflore	51,813	43,900	8,865	924	2,980	22%	
Lincoln	27,899	15,256	3,699	395	1,310	17%	
Lowndes	37,852	25,621	5,412	836	
Madison	33,860	15,158	3,669	292	1,050	13%	
Marion	23,967	12,717	2,099	385	970	15%	
Marshall	25,106	7,316	2,236	225	1,860	32%	
Monroe	36,543	16,711	4,999	453	1,210	12%	
Montgomery	14,470	6,974	1,708	206	420	11%	

County	Population 1950	Retail Sales			(CBS) TV Sets		(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954		
Neshoba	25,730	9,287	2,106	333	
Newton	22,681	10,406	2,248	318	
Noxubee	20,022	8,302	1,577	228	
Oktibbeha	24,569	9,238	2,051	334	
Panola	31,271	16,050	4,458	379	4,030	52%	
Pearl River	20,641	15,402	2,903	387	3,590	62%	
Perry	9,108	3,710	695	107	
Pike	35,137	24,175	5,290	806	1,610	17%	
Pontotoc	19,994	7,918	1,419	179	780	15%	
Prentiss	19,810	8,381	2,111	144	790	15%	
Quitman	25,885	10,017	2,767	235	1,170	18%	
Rankin	28,881	7,772	2,575	156	830	13%	
Scott	21,681	18,322	3,165	393	610	11%	
Sharkey	12,903	7,547	1,617	233	710	23%	
Simpson	21,819	9,376	1,756	230	720	13%	
Smith	16,740	4,666	2,104	181	430	11%	
Stone	6,264	4,377	1,379	26	420	30%	
Sunflower	56,031	25,710	7,039	611	
Tallahatchie	30,486	9,829	3,448	272	1,430	19%	
Tate	18,011	7,972	1,721	161	2,300	51%	
Tippah	17,522	6,019	1,339	152	1,010	23%	
Tishomingo	15,544	3,845	1,098	101	670	16%	
Tunica	21,664	8,348	2,933	188	2,860	51%	
Union	20,262	10,058	2,320	295	1,310	23%	
Walthall	15,563	5,624	1,029	62	500	14%	
Warren	39,616	35,913	10,125	887	3,160	25%	
Washington	70,504	54,117	13,922	1,664	2,980	14%	
Wayne	17,010	6,708	1,633	126	
Webster	11,607	6,117	1,092	167	350	12%	
Wilkinson	14,116	6,048	1,785	230	340	10%	
Winston	22,231	8,952	1,835	230	
Yalobusha	15,191	7,325	1,988	198	550	14%	
Yazoo	35,712	19,822	2,940	747	1,200	13%	

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

COLUMBUS (Lowndes County)

WCBI-TV

(Target Date, Fall 1955)

LICENSEE: Birney Imes Jr. Address: Columbus. Phone: 538.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 425 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WCBI.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (25x40 ft.). One RCA camera chain. Two RCA film projectors. One Selectroslide slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mr. Imes also owns WELO Tupelo, WNAG Grenada and WMOX Meridian. Eunice T. Imes owns WROK Clarksdale. Mr. Imes is owner-publisher of Columbus Commercial Dispatch.

EXECUTIVES:

Birney Imes Jr., own. Tom McFerrin, ch. eng.
Bob McRaney, gen. mgr.
Joseph Carson, sta. mgr. & film buy.

HATTIESBURG (Forrest County)

WDAM-TV

(Target Date, Not Set)

LICENSEE: Lion Television Co. Address: c/o Dave A. Matison Jr., Fine Bros.-Matison Co.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 16.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 537 ft.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Dave A. Matison Jr., Harold M. Matison and Milton J. Fine, each holds one-third interest in partnership. Each of Matisons holds 28.35% interest in WMAL Laurel and WABO, Waynesboro, both Miss.

EXECUTIVES:

Dave A. Matison Jr., pres.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

JACKSON
(Hinds County)

WJTV (TV)

LICENSEE: Capitol Bcstg. Co. Address: Box 8187. Postal Zone: 4. Phone: 2-6625.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 666 ft.
OPERATION: Began March 27, 1954. Hours, noon-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WSLI.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney; Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio 30x50 ft., convertible to two, 30x25 ft.), one outside studio (30x50 ft.). Four camera chains, two GE, two RCA. One TSC rear screen projector. One GE film camera. Two GE film projectors. Two Selectroslide slide projectors. One RCA mobile unit, two cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp. (Jackson Clarion-Ledger and News) (40%); L. M. Sepaugh, exec. vp. (13.8%); T. B. Lanford (13.8%); Standard Life Ins. Co. (32.4%). Mr. Sepaugh and Mr. Lanford each own one-third of KPLC-AM-TV Lake Charles, La. The latter is also 88% owner of KRRV Sherman, Tex.; 48% of KRMD Shreveport, La., and 47.2% of KALB-AM-TV Alexandria, La.

EXECUTIVES:
 L. M. Sepaugh, gen. mgr., radio & tv Jay Scott, prog. dir.
 Owens F. Alexander, tv mgr. C. A. Perkins, ch. eng.
 Bill Carlier, sls. mgr. Fitz Hooton, film dir.
 Ken Jordan, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	403,500	687,500	1,475,000
Families in Area	105,100	187,900	376,400
No. of Sets	38,400	53,800	118,000
Retail Sales	\$275,000,000	\$402,000,000	\$900,000,000
Income per Family	\$4,600	\$2,700	\$2,480
Income per Capita	\$1,200	\$ 980	\$ 870

WLBT (TV)

LICENSEE: Lamar Life Bcstg. Co. Address: 715 S. Jefferson St. Phone: 2-2691.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 680 ft.; Above ground 589 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 28, 1953. Hours, 7 a.m.-11:30 p.m.
AFFILIATION: Tv Network, NBC. Stations, Am, WJDX. Fm, WJDX-FM.
REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (40x60 ft. and 25x40 ft.). Three RCA camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. Complete sound film recording and photographic equipment. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wiley P. Harris, pres. (20%); Fred L. Beard, secy-treas. (20%); Maurice Thompson, vp. (20%); Peter Koch Lutken, vp. (20%) and William Calvin Wells III (20%).

EXECUTIVES:
 Wiley P. Harris, pres. Robert R. Smathers, ch. eng.
 Fred L. Beard, gen. mgr. George T. Land, opr. mgr. & film buy.
 Frank Gentry, com. mgr. Dick Sanders, news ed.
 Maurice Thompson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	322,000	784,000	1,600,000
Families in Area	65,180	150,535	324,000
No. of Sets	40,687	82,413	123,090
Retail Sales	\$501,173,000	\$1,000,000,000

MERIDIAN
(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Bcstg. Co. Address: Threefoot Bldg.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 319 ft.
OPERATION: Began Dec., 1953.
AFFILIATION: Tv Network, CBS. Station, Am, WCOC.
REPRESENTATIVES: Washington Attorney, Harry J. Daly; Consulting Engineer, Fred O. Grimwood & Co.
PRINCIPAL STOCKHOLDERS: D. W. Gavin and Mrs. R. S. Gavin (100%). They also own WJQS Jackson, publish Meridian Record and Clarke County Tribune (Quitman, Miss).
EXECUTIVES: D. Withers Gavin, pres.
 † WCOC-TV has suspended operations but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Southern Bldg. Phone: 3-1441.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 315 ft.
OPERATION: Began Sept., 1953. Hours, 7 a.m.-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WTOK.
REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
SERVICES: Two studios (24x48 ft. and 44x78 ft.). One DuMont camera chain. One Dage film camera. One Holmes film projector. One Gray slide projector. News Service, AP.
PRINCIPAL STOCKHOLDERS: Robert F. Wright, pres. (25.5%); William B. Crooks Jr., vp. (12%); Thomas Y. Minniece, sec. (7%); S. A. Rosenbaum, treas. (11.5%); James H. Skewes (6.5%), and others. Mr. Skewes is president-publisher of the Meridian Star.

EXECUTIVES:
 Robert F. Wright, pres., Joe H. Saxon, ch. eng.
 gen. mgr. & film buy. George Shannon, news ed.
 William B. Crooks, gen. mgr.
 Cecil Germany, prog. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	150,000	350,000	540,000
Families in Area	51,000	110,000	159,000
No. of Sets	26,000	47,000	70,000
Retail Sales	\$115,000,000	\$250,000,000	\$385,000,000

TUPELO
(Lee County)

WTWV (TV)

(Target Date, Sept. 15, 1955)

LICENSEE: Tupelo Citizens Television Co. Address: 553 Main St. Phone: 37.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Transmitter: composite. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 340 ft.
OPERATION: Hours, 3:30-11:30 p.m.
REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.
SERVICES: One studio (40x60 ft.). Three custom built camera chains. Three RCA film cameras. Two RCA film projectors. One slide projector.
PRINCIPAL STOCKHOLDERS: F. K. Spain (35%); W. D. Spain (15%); Mrs. M. H. Spain (10%); J. G. Petit (25%) and Perrin Purvis (15%).

EXECUTIVES:
 Frank K. Spain, gen. mgr. Joseph G. Petit, ch. eng.
 Walter D. Spain, com. mgr. Margaret H. Spain, film buy.
 Bertha Petit, prog. dir. Perrin Purvis, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30. Full screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

What measure do you use?

It makes no difference how you measure stations . . . in the rich Central Mississippi market, the answer is

WJTV
NOW
CHANNEL 12

Is your standard of measure network programming?

The answer is WJTV, with 6 out of 10 top network programs (*Television Magazine*, March-April, 1955) —the choice shows of both CBS and ABC.

Is your standard of measure film shows?

The answer is WJTV, with 13 out of 17 of the nation's top film shows (*The Billboard*, July 9, 1955).

Is your standard of measure local live programming?

The answer is WJTV, with all five of the local live shows that made the Top Ten Multi-Weekly shows in Jackson's most recent *Pulse*.

Is your standard of measure coverage?

The answer is still WJTV, with 120,000 television families in 41 counties.

WJTV

JACKSON,
MISSISSIPPI

NOW

CHANNEL 12

REPRESENTED NATIONALLY BY WEED

CBS
PRIMARY



ABC
DUMONT

MISSOURI MARKET INDICATORS

Total Population, July 1, 1954.....	4,154,000
Total Families, 1950.....	1,057,260
Total Urban Population, 1950.....	2,432,715
Total Rural Nonfarm Population, 1950.....	658,442
Total Farm Population, 1950.....	863,496
Employed in Nonagricultural Establishments, March 1955.....	1,246,000
Employed in Agriculture, 1950.....	266,872
Employed in Mining, March 1955.....	8,900
Employed in Manufacturing, March 1955.....	383,500
Employed in Construction, March 1955.....	65,700
Employed in Transportation & Public Utilities, March 1955.....	123,500
Employed in Wholesale & Retail Trade, March 1955.....	303,700
Employed in Finance, Insurance & Real Estate, March 1955.....	61,000
Employed in Service and Miscellaneous, March 1955.....	148,800
Employed in Government Service, March 1955.....	151,800
Retail Sales, 1954.....	\$ 4,386,661,000
Bank Assets, Jan. 1, 1955.....	\$ 5,724,926,000
Bank Deposits, Jan. 1, 1955.....	\$ 5,290,521,000
Major Income Sources, 1953: Agriculture 7.8%; Government 14.5%; Manufacturing Payrolls 23.5%; Trade and Service 27.9%.	
Total Income Payments, 1953.....	\$ 6,768,000,000
Per Capita Income, 1953.....	\$ 1,652
Total Internal Revenue Collections, 1954.....	\$ 1,736,439,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 70.21
Cash Receipts from Farm Marketing, 1954.....	\$ 1,036,398,000
Government Payments to Farmers, 1954.....	\$ 9,068,000
Value of Mineral Production, 1951.....	\$ 135,249,000
Total New Construction in 1952.....	\$ 631,500,000
New Private Construction in 1952.....	\$ 493,700,000
New Public Construction in 1952.....	\$ 137,800,000
Motor Vehicle Registration, 1954.....	1,433,878
Number of Telephones, Jan. 1, 1955.....	1,335,100
Number of Electrical Connections, Jan. 1, 1955.....	1,336,999
Number of Gas Utilities Connections, 1953.....	659,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MISSOURI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adair	19,689	\$19,852	\$4,632	\$ 433	2,230	56%
Andrew	11,727	5,687	1,596	157	1,050	30%
Atchison	11,127	10,284	2,210	250	1,880	22%
Audrain	23,829	26,350	5,644	588	1,270	19%
Barry	21,755	19,610	3,602	537	720	16%
Barton	12,638	9,753	1,941	294	3,290	53%
Bates	17,534	12,687	2,426	412	570	21%
Benton	9,080	7,851	1,582	258	840	27%
Bollinger	11,019	3,835	990	68	1,659	14%
Boone	48,432	45,885	9,201	1,659	5,172	62%
Buchanan	96,826	100,756	22,519	5,172	617	161
Butler	37,707	27,955	6,181	617	2,010	56%
Caldwell	9,929	8,840	1,767	161	1,500	23%
Callaway	23,316	13,191	2,777	397	530	21%
Camden	7,861	6,528	1,537	99	1,250	10%
Cape Girardeau	38,397	40,505	8,967	1,333	2,500	49%
Carrroll	15,589	13,144	3,077	390	200	15%
Carter	4,777	2,086	487	27	3,550	53%
Cass	19,325	19,125	3,702	591	650	17%
Cedar	10,663	7,257	1,185	251	1,180	24%
Chariton	14,944	10,597	2,156	176	900	23%
Christian	12,412	6,466	1,255	166	750	25%
Clark	9,003	8,670	1,629	118	14,790	80%
Clay	45,221	55,121	12,378	2,968	2,230	56%
Clinton	11,726	14,846	2,372	435	2,080	21%
Cole	35,464	41,536	8,041	1,618	257	34%
Cooper	16,608	13,346	2,515	442	510	17%
Crawford	11,615	7,352	1,779	257	320	10%
Dade	9,324	5,981	962	169	2,060	56%
Dallas	10,392	7,568	791	169	1,680	56%
Davies	11,180	7,302	1,495	183	1,160	34%
De Kalb	8,047	5,372	1,211	151	860	24%
Dent	10,936	8,367	2,131	183	3,850	30%
Douglas	12,638	5,286	786	64	4,340	37%
Dunklin	45,329	32,988	6,191	931	1,150	28%
Franklin	36,046	35,887	8,855	852	1,080	30%
Gasconada	12,342	12,515	2,417	167	13,480	36%
Gentry	11,036	8,609	1,894	252	421	42%
Greene	104,823	121,790	21,286	4,104	378	30%
Grundy	13,220	13,750	2,631	421	3,660	53%
Harrison	14,107	11,574	2,771	378	360	21%
Henry	20,043	15,222	2,885	522	930	30%
Hickory	5,387	2,794	198	57	880	34%
Holt	9,833	8,211	1,998	231	880	34%
Howard	11,857	8,066	1,818	418	231	16%
Howell	22,725	16,649	3,358	668	753	66%
Iron	9,458	4,752	1,647	54	551	55%
Jackson	541,035	1,006,691	171,200	52,493	680	25%
Jasper	79,106	93,183	19,857	2,762	1,330	22%
Jefferson	38,007	34,361	9,795	753	4,460	54%
Johnson	20,716	15,762	3,199	551	231	16%
Knox	7,617	4,898	976	150	8,200	66%
Laclede	19,010	18,192	3,294	499	3,800	55%
Lafayette	25,272	27,718	5,223	1,127	680	25%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Lawrence	23,420	14,459	3,002	641	1,550	19%
Lewis	10,733	10,158	1,826	183	890	25%
Lincoln	13,478	13,310	2,455	159	2,020	43%
Linn	18,865	17,042	3,367	642	1,150	17%
Livingston	16,532	21,689	4,093	551	2,310	42%
McDonald	14,144	14,018	1,909	325	650	15%
Macon	18,332	12,875	2,322	440	1,090	17%
Madison	10,380	7,508	1,816	185	860	27%
Marion	7,423	2,794	675	87	590	28%
Maries	29,765	33,524	8,285	802	3,420	33%
Mercer	7,235	4,900	790	148	750	30%
Miller	13,734	12,799	2,643	152	900	21%
Mississippi	22,551	14,945	4,081	466
Moniteau	10,840	9,050	1,078	229
Monroe	11,314	14,225	2,402	340	820	21%
Montgomery	11,555	10,983	2,342	106	1,720	43%
Morgan	10,207	7,185	1,766	130	630	20%
New Madrid	39,444	20,948	6,518	515	2,130	21%
Newton	28,240	17,634	4,004	350	1,310	14%
Nodaway	24,033	17,129	3,382	423	2,300	29%
Oregon	11,978	5,404	856	189	530	15%
Osage	11,301	7,014	1,147	105	870	28%
Ozark	8,856	4,433	350	99	580	24%
Pemissot	45,624	23,961	6,335	795	5,520	44%
Perry	14,890	11,740	1,761	218	1,150	21%
Pittis	31,577	34,720	7,071	930	4,240	38%
Phelps	21,504	19,289	4,604	350	2,260	28%
Pike	16,844	15,490	4,131	410	2,540	42%
Platte	14,973	11,834	2,557	272	2,700	55%
Polk	16,062	12,279	1,473	272	500	10%
Pulaski	10,392	14,781	1,692	508	710	21%
Putnam	9,166	4,683	980	231
Ralls	8,686	4,456	922	124	920	34%
Randolph	22,918	21,593	4,754	686	1,730	21%
Ray	15,932	12,367	2,491	357	2,740	50%
Reynolds	6,918	2,661	622	58	230	15%
Ripley	11,414	5,739	1,380	255	550	16%
St. Charles	29,834	30,170	7,174	687	5,740	61%
St. Clair	10,482	6,035	911	122	880	25%
St. Francois	35,276	32,072	10,151	902	6,680	62%
St. Louis	406,349	1,546,502	371,775	52,305	327,410	78%
St. Genevieve	11,237	8,019	2,011	181	1,980	62%
Saline	26,694	22,511	4,510	688	2,100	25%
Schuyler	5,760	4,448	475	120
Scotland	7,332	6,101	1,532	57	630	25%
Scott	32,842	26,240	5,773	641
Shannon	8,377	3,055	497	96	330	15%
Shelby	9,730	8,510	1,572	146	1,260	34%
Stoddard	33,463	18,961	3,971	291	1,940	20%
Stone	9,748	4,895	931	228	700	24%
Sullivan	11,299	6,627	1,647	120
Taney	9,863	6,959	1,420	133	740	24%
Texas	18,992	9,122	1,917	270
Vernon	22,685	17,741	3,447	402	1,710	24%
Warren	7,666	7,794	1,410	116	1,120	43%
Washington	14,689	7,884	2,490	105	1,340	33%
Wayne	10,514	4,943	1,055	156
Webster	15,072	10,074	1,446	146	450	10%
Worth	5,120	3,697	694	78	420	30%
Wright	15,834	12,079	1,543	240	1,050	21%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CAPE GIRARDEAU (Cape Girardeau County)

KFVS-TV

LICENSEE: Hirsch Bcstg. Co. Address: 324 Broadway. Phone: 5-5511.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 882 ft.

OPERATION: Began Oct. 3, 1954.

AFILIATION: Tv Network, CBS. Station, Am, KFVS.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, George O. Sutton.

PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch and wife, 99.33%. Mr. Hirsch also owns WKRO Cairo, WHCO Sparta, Ill.; KFMO Flat River and a minority interest in KSIM Sikeston, Mo.

EXECUTIVES: Oscar C. Hirsch, pres.

RATE INFORMATION: Basic rates, one hour \$300; one minute \$60; 1D \$24. 1D Length 10 sec. Frequency discounts from 5% for 13 times up to 27% for 312 times. Rate Card No. 2.

CLAYTON (St. Louis County)

KFUO-TV (ST. LOUIS, MO.)

(Target Date, Unknown)

LICENSEE: Lutheran Church-Missouri Synod. Address: 210 Broadway, St. Louis, Mo.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 536 ft.

AFILIATION: Station, Am, KFUA.

REPRESENTATIVES: Washington Attorney, Cummings, Stanley, Truitt & Cross; Consulting Engineer, Gautney & Jones.

EXECUTIVES: Rev. J. W. Behnken, pres. Emerson Russell, gen. mgr.

ST. LOUIS (Cont.)

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Address: 1111 Olive St. Postal Zone: 1. Phone: Main 1-1111.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 544 ft.
 EQUIPPED TO COLORCAST network programs, local films, local slides.
 OPERATION: Began Feb. 8, 1947. Hours, 7-1 a.m.
 AFFILIATION: Tv Network, NBC. Station, Am, KSD.
 REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Licensee publishes St. Louis Post-Dispatch.
 SERVICES: News Services, AP, INS.
 EXECUTIVES:

Joseph Pulitzer Jr., pres. J. E. Risk, ch. eng.
 George M. Burbach, gen. mgr. Guy E. Yeldell, sls. mgr.
 Harold Grams, prog. dir. David Pasternak, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 10.

KTVI (TV)

LICENSEE: Signal Hill Telecasting Corp. Address: 5915 Berthold Ave. Postal Zone: 10. Phone: Mission 7-3600.
 FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 417 kw, Aural 209 kw. Operating Pow.: Visual 417 kw, Aural 209 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 592 ft.
 OPERATION: Began April 10, 1955. Hours, 4:30 p.m.-midnight (Mon.-Fri.), 4 p.m.-1 a.m. (Sat.), 2:30 p.m.-midnight (Sun.).
 AFFILIATION: Tv Network, ABC, CBS, DTN.
 REPRESENTATIVES: Sales, Radio-Tv Representatives.
 SERVICES: Two studios (26x40 ft.). Two GE camera chains. Two GE film cameras. Two film projectors. Two slide projectors. Mobile unit. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Paul E. Peltason, pres. (38.91%); Harry Tenenbaum, first vp. (38.91%); and others.

EXECUTIVES: Paul E. Peltason, pres. James F. Jae Jr., prom. dir.
 Ted Westcott, prog. dir. & film buy. Bruce Hayward, news ed.
 Richard Trompeter, ch. eng.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$60, (film) \$60; ID \$26. ID Length 8 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

KWK-TV

LICENSEE: KWK Inc. Address: 12th & Cole St. Postal Zone: 6. Phone: Main 1-9100.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 523 ft.; Above ground 563 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began July 8, 1954. Hours, 7-1 a.m.
 AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KWK.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.
 SERVICES: Three studios (two 47x35 ft., and one 19x28 ft.). Six RCA studio camera chains. Two TSC rear screen projectors. Two film cameras, one Auricon and one Bell & Howell. Three RCA film projectors. Three Spindler & Sauppe slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. Two camera remote facilities mobile unit. News Services, AP, UP.
 PRINCIPAL STOCKHOLDERS: Robert T. Convey and associates (28%), Globe-Democrat Publishing Co.-Newhouse (23%), KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) (23%), 800 N. Twelfth Inc. (Elzey Roberts) (23%), individual stockholders of former Missouri Valley Television (3%). For Newhouse interests see WSyr-TV Syracuse, N. Y. Licensee owns WGTO Haines City, Fla.

EXECUTIVES: Robert T. Convey, pres. & gen. mgr. N. J. Zehr, ch. eng.
 Ray E. Dady, vp. & sta. dir. Fred J. Mueller, merc.-prom. mgr.
 V. E. Carmichael, vp. & com. dir. Jack Griffin, news ed.
 James E. Goldsmith, sls. mgr. for tv John Traxler, film ed.
 John W. Tinnea, asst. sta. dir., exec. prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,168,700	4,836,300
Families in area	678,100	1,518,100
No. of Sets	725,000
Retail Sales	\$2,356,266,000	\$5,241,314,000

WIL-TV

(Target Date, Unknown)

LICENSEE: Missouri Bcstg. Inc. Address: 3517 Linell Blvd. Postal Zone: 8. Phone: Olive 2-4500.
 FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 540 ft.
 AFFILIATION: Station, Am, WIL.
 REPRESENTATIVES: Attorney, John Giesecke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Lester A. Benson (100%), also owner of WWLZ Fort Lauderdale, Fla.
 EXECUTIVES: Lester A. Benson, pres. & gen. mgr.

SEDALIA
(Pettis County)

KDRO-TV

LICENSEE: KDRO-TV & Radio Inc. Address: 2100 W. Broadway. Phone: 4004-5.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 321 ft.
 OPERATION: Began July 8, 1954.
 AFFILIATION: Station, Am, KDRO.
 REPRESENTATIVES: Sales, John E. Pearson Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
 SERVICES: One studio (30x70 ft.). One GE camera chain. One GE film camera. One GE film projector. One GE slide projector. News Service, AP.
 PRINCIPAL STOCKHOLDER: Milton J. Hinlein (100%). Option to purchase 50% held by J. Albert Dear, publisher of Sedalia Capital and Democrat.

EXECUTIVES: Milton J. Hinlein, pres. & film buy. Jimmy Glenn, com. mgr.
 Herbert W. Brandes, Bob Younger, prog. dir. & news editor
 gen. mgr. & prom. mgr. Bob Klein, ch. eng.
 RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 25% for 208 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	45,000	68,000	113,000
No. of Sets	30,000	27,000	57,000

SPRINGFIELD
(Greene County)

KTTS-TV

LICENSEE: Independent Bcstg. Co. Address: Walnut & Jefferson Sts., Postal Zone: 4. Phone: 2-7474.
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 61.7 kw. Operating Pow.: Visual 12.76 kw, Aural 6.38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 260 ft.; Above ground 232 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Mar. 14, 1953. Hours, 10 a.m.-midnight.
 AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KTTS. Fm, KTTS-FM.
 REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, J. C. McNary.
 SERVICES: Two studios (36x36 ft. and 10x12 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide projector. RCA mobile equipment. News Services, AP, UP.
 PRINCIPAL STOCKHOLDER: J. H. G. Cooper, pres. (60%); and others.
 EXECUTIVES: J. H. G. Cooper, pres. William Curry, ch. eng.
 G. Pearson Ward, gen. mgr. & film buy. Bill Bowers, news editor
 Kevin McAndrews, prog. dir.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts.

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766.
 FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 550 ft.
 EQUIPPED TO COLORCAST network programs, local films, local live programs, local slides.
 OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, NBC.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Wayland, Duvall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.
 SERVICES: One studio (62x42x18 ft.). Three RCA camera chains. One Kleigel rear screen projector. One RCA film camera. Two RCA film projectors. One slide projector. One mobile unit. News Service, AP.
 PRINCIPAL STOCKHOLDER: Springfield Newspapers Inc. (T. W. Duvall, pres., Tams Bixby Jr., vp.), 49.6%. Springfield Newspapers Inc. publishes Springfield News and Leader & Press and owns KGBX Springfield. Mr. Bixby is president and 40% owner of KBIK Muskogee, Okla. (Muskogee Phoenix and Times-Democrat).
 EXECUTIVES: Ralph L. Stufflebam, co-mgr. E. Dennis White, ch. eng.
 & com. mgr. Richard Hainline, news editor
 Carl Fox, co-mgr., prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$240; minute spot (live) \$60, (film) \$60; ID \$24. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 4.

MARKET INFORMATION: Population, 873, 100; Families in Area, 283,600; No. of Sets, 81,250; Retail Sales, \$799,906,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KIRKSVILLE
(Adair County)

KTVO (TV) (OTTUMWA, IA.)

(Target Date, Sept. 15, 1955)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa, Ia. Phone: Murray 2-4535.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,080 ft.; Above ground 1,101 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KBIZ.

REPRESENTATIVES: Sales, Grant Webb & Co.: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 24x36 ft.). Two RCA camera chains. Two RCA film cameras. Three RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James J. Conroy (66%) and Raymond E. Russell (33 1/3%). Licensee also owns KBIZ Ottumwa, Iowa.

EXECUTIVES:

James J. Conroy, pres. & gen. mgr. Olaf Gabrielson, tech. advisor
Berg Allison, sta. mgr. & com. mgr. Loyd Hanson, ch. eng.

ST. JOSEPH
(Buchanan County)

KFEQ-TV

LICENSEE: KFEQ Inc. Address: KFEQ Bldg. Postal Zone: 7. Phone: 3-2528.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7-9 a.m., 2-11:30 p.m.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KFEQ.

REPRESENTATIVES: Sales, Headley-Reed Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDER: Barton Pitts, pres. (98 2/3). Sale to group comprising Bing Crosby, Kenyon Brown, John E. Fetzer and George Coleman pending.

EXECUTIVES:

Barton Pitts, pres. & gen. mgr. J. Wesley Koch, ch. eng.
Glenn G. Griswold, com. mgr. William Lund, film buy.
Walter H. Johnson, prog. dir. Ralph Combes, news editor

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; ID \$30. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,105	518,720	1,084,692
Families in Area	67,510	187,770	389,500
No. of Sets	135,445
Retail Sales	\$546,323,000

ST. LOUIS
(Independent City)

KACY (TV)† (FESTUS)

LICENSEE: Ozark Television Corp. (For full listing see Festus.)
† KACY (TV) has suspended operation but has not returned its CP.

KETC(TV)*

*(Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Address: 6996 Millbrook Ave. Postal Zone: 5. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.6 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 600 ft.

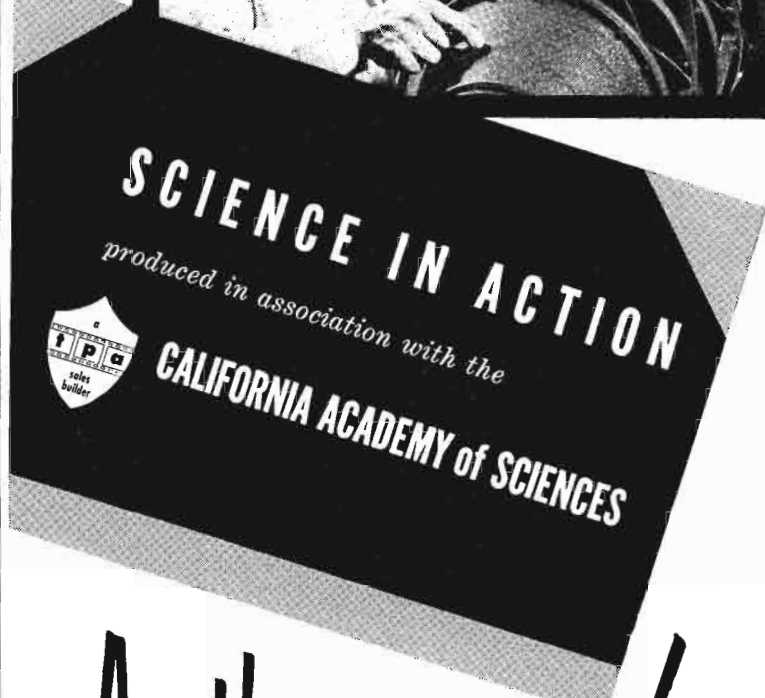
OPERATION: Began Sept. 13, 1954.

REPRESENTATIVES: Consulting Engineer, Fred O. Grimwood & Co.

SERVICES: One studio (40x60 ft.). Two RCA camera chains. One RCA film camera. One Eastman film projector.

EXECUTIVES:

Arthur H. Compton, chmn. of commission Jack A. Chenoweth, ch. eng.
Shelby Storck, gen. mgr. George Strella, film sup.
John F. White, bus. mgr. William T. Gangle, dir. of pub. rel.



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For further details and availabilities, call or write TPA.

Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



JEFFERSON CITY
(Cole County)

KRCG (TV)

LICENSEE: Jefferson Tv Co. Address: Callaway Hills Farm. Phone: 6-6188.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 573 ft.
EQUIPPED TO COLORCAST network programs, local films, local live programs, local slides.
OPERATION: Began Feb. 13, 1955. Hours, 7 a.m.-11 p.m. (Mon.-Fri.); 1 p.m.-11 p.m. (Sat.-Sun.).
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (35x45 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA vidicon film camera. Two RCA film projectors. One RCA dual disc slide projector. One Houston-Fearless film processing unit. News Service, AP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, pres. (97.6%). Mrs. Handy is vp. and stockholder in KWOS Jefferson City, owned by her mother, Mrs. Lenore R. Goshorn, president of News Tribune Co. (Jefferson City Capital News and Post-Tribune).
EXECUTIVES:
 Mrs. Frank Handy, pres. & gen. mgr. Edward Schuelein, ch. eng.
 Robert Blosser, asst. gen. mgr. & film buy.
RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Specifications 2x2 in. 35mm. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	190,030	132,215	631,250
Families in Area	56,390	42,870	196,890
No. of Sets	(Grade A & B)	51,795	116,075
Retail Sales	\$155,735,000	\$106,452,000	\$543,954,000
Income per Family	\$4,040	\$3,540	\$3,890
Income per Capita	\$1,190	\$1,150	\$1,210

JOPLIN
(Jasper County)

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603, Pittsburg, Kan. Phone: (Joplin) Mayfair 4-0233, (Pittsburg) 2508. (For full listing see Pittsburg, Kan.)

KSWM-TV

LICENSEE: Air Time Inc. Address: 1928 W. 13th St. Phone: Mayfair 3-7260.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 34.7 kw. Operating Pow.: Visual 58.9 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 440 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 26, 1954. Hours, 9:30 a.m.-10:30 p.m.
AFFILIATION: Tv Network, CBS. Station, Am, KSWM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell.
SERVICES: One studio (27x42 ft.). One RCA Image Orthicon camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Austin A. Harrison, pres., and wife (60.9%).
EXECUTIVES:
 Austin A. Harrison, pres., gen. mgr. & film buy.
 D. T. Knight, loc. sls. mgr.
 Ronald Robson, prog. dir.
 Jack Langford, ch. eng.
RATE INFORMATION: Class A one hour (live) \$205, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Share screen. Frequency discounts.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	191,500	366,000	560,000
Families in Area	62,950	118,170	181,000
No. of Sets	47,150	91,500	136,203
Retail Sales	\$175,760,000	\$311,000,000	\$487,600,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KANSAS CITY
(Jackson County)

KCMO-TV

LICENSEE: KCMO Bcstg., Div. of Meredith Engineering Co. Address: 125 E. 31st St. Postal Zone: 8. Phone: Jefferson 6789.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 71 kw, Aural 42 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft.; Above ground 1,049 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953.
AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KCMO. Fm, KCMO-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Andrew G. Haley; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: One studio (30x30 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray Teloprojector slide projector. One Telop opaque projector. News Service, AP.
PRINCIPAL STOCKHOLDER: Meredith Pub. Co. (Better Homes & Gardens, Successful Farming) also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 E. K. Hartenbower, gen. mgr. Karl Troeglen, ch. eng.
 C. E. Breazeal, asst. mgr. T. R. Thompson, film buy.
 S. B. Tremble, com. mgr. F. C. Strawn, prom. mgr.
 Kenneth W. Heady, prog. dir. Jim Monroe, news editor
RATE INFORMATION: Class AA one hour \$1000; minute spot \$200; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,597,300; Families in Area, 535,780; No. of Sets, 494,447; Retail Sales, \$1,116,641,000; Income per Family, \$5,691; Income per Capita, \$1,875.

KMBC-TV

LICENSEE: KMBC Bcstg. Co. Address: 11th & Central St. Postal Zone: 5. Phone: Harrison 2650.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,023 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 1, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Network, ABC. Station, Am, KMBC; KFRM, Concordia, Kan.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (75x75 ft. and 40x40 ft.). Four RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Four film projectors, two Eastman, two RCA. Two Gray slide projectors. One Telop opaque projector. One RCA mobile unit. News Services, AP, INS, UP. Library, World.
PRINCIPAL STOCKHOLDERS: Cook Paint & Varnish Co. (100%).
EXECUTIVES:
 Lathrop G. Backstrom, pres. Mori Greiner, sta. dir. & film buy.
 Donald D. Davis, 1st vp. & com. mgr. Henry E. Goldenberg, ch. eng.
 John T. Schilling, vp. & gen. mgr. Genevieve Willock, prom. mgr.
 George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.
RATE INFORMATION: Class A half hour (live) \$540, (film) \$540; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications 4x5 in. Telop, 2x2 in. slide, 16mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,045,731	1,369,025	1,568,332
Families in Area	325,231	426,311	490,783

WDAF-TV

LICENSEE: The Kansas City Star Co. Address: 3030 Summit St. Postal Zone: 8. Phone: Harrison 1200.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 755 ft.; Above ground 724 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Oct. 20, 1949. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Network, NBC. Station, Am, WDAF.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George E. Gautney.
SERVICES: Two studios (60x40 ft. and 18x18 ft.). Four RCA camera chains. 1 Trans-Lux rear screen projector. Two RCA film cameras and one RCA color videcon film camera. Two Eastman, four RCA film projectors. Two slide projectors. One RCA scanner. One Gray Telop opaque projector. One Henny mobile unit. News Service, AP. Library, RCA Thesaurus.
PRINCIPAL STOCKHOLDERS: Licensee is publisher of Kansas City Star.
EXECUTIVES:
 H. Dean Fitzer, mgng. dir. Jay Barrington, prog. dir. & film buy.
 William A. Bates, sta. mgr. Joseph Flaherty, ch. eng.
 E. Manne Russo, com. mgr. Randall Jessee, news editor
RATE INFORMATION: Class A one hour (live) \$860, (film) \$860; minute spot (live) \$172, (film) \$172; ID \$86. ID Length 8 sec. Full and share screen. Rate Card No. 8.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,959,500; Families in Area, 648,100; No. of Sets, 489,535; Retail Sales, \$2,210,795,000.

COLUMBIA
(Boone County)

KOMU-TV

LICENSEE: Curators, U. of Missouri. Address: Columbia, Mo. Phone: 2-1122.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 774 ft.
 OPERATION: Began Dec. 21, 1953. Hours, 1 p.m.-midnight.
 AFFILIATION: Tv Networks, ABC, DTN, NBC.
 REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Fisher, Wayland, DuVall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.
 SERVICES: One studio (30x64 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. Two GE Selectroslide slide projectors. One GE Balop opaque projector. GPL Kinescope, Maurer Optical Sound; Stancil-Hoffman magnetic sound optional. Remote facilities. Montage amplifier. News Service. UP.

EXECUTIVES:

Dr. Edward C. Lambert, dir. of tv
 Claude F. Ratliff Jr., sta. mgr.
 John O. Conwell, sls. mgr.
 Charles D. Sigsbee, prog. dir.
 William Reagan, ch. eng.
 Frank Tuttle, prom. & adv. dir.
 Phil Berk, news dir.
 Vladimir Lebedeff, film ed.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID Length 8 sec., 10 sec. Specifications slide or film. Full and share screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION

	Grade B (FCC Contour)	.1 m/v (FCC Contour)
Population	389,437	569,400
Families in Area	122,477	184,012
No. of Sets	75,320	100,000
Retail Sales	\$322,142,000	500,033,000

FESTUS

(Jefferson County)

KACY (TV)† (ST. LOUIS)

LICENSEE: Ozark Television Corp. Address: 317 N. 11th St., St. Louis, Mo. Phone: Chestnut 4262.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 123 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 742 ft.

OPERATION: Began Oct. 31, 1953.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: James E. Darst, trustee in bankruptcy.

EXECUTIVES:

Jack G. Garrison, pres.

† KACY (TV) has suspended operation but has not returned its CP.

HANNIBAL

(Marion County)

KHQA-TV (QUINCY, ILL.)

LICENSEE: Lee Bcstg. Inc. Address: 510 Maine St., Quincy, Ill. Phone: Baldwin 2-6200.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: DuM. Antenna Make RCA. Height: Above average terrain 890 ft.; Above ground 804 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 21, 1953. Hours, 6:55-12:05 a.m.

AFFILIATION: Tv Network, CBS. DTN. Stations, Am, WTAD. Fm, WTAD-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: Two studios (Hannibal, Mo., 30x48 ft.; Quincy, Ill., 28x35 ft.). Four DuMont camera chains. Three DeVry film projectors. One DuMont Multiscanner, one monochrome scanner. [Complete film facilities in both studios. Portable camera chains and micro-wave unit available.] News Services, AP. UP.

PRINCIPAL STOCKHOLDERS: Hannibal Courier-Post Co. (18%) and Lee Radio Inc. (54%). For Lee broadcast and newspaper interests see KGLO-TV Mason City, Iowa.

EXECUTIVES:

Lee P. Loomis, pres.
 Walter J. Rothschild, gen. mgr.
 & natl. sls. mgr.
 Paul Millen, asst. natl. sls. mgr.
 Merritt Milligan, prog. dir.
 & asst. mgr.
 J. E. Gray, ch. eng.
 Charles Lotz Jr., film buy. & ed.
 Richard Moore, prom. mgr.
 Donald Nicholson, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	277,500	513,010	879,000
Families in Area	85,450	159,500	270,750
No. of Sets	64,087	119,325	203,050
Retail Sales	\$278,567,000	\$519,970,000	\$882,645,000
Income per Family	\$3,260
Income per Capita	\$1,033

WGEM-TV (QUINCY, ILL.)

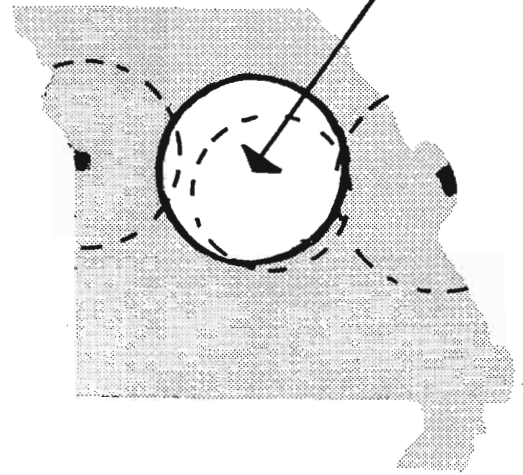
LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840 (For full listing see Quincy, Ill.).

**One
Basic Buy**
for the

COLUMBIA-Jefferson City Market . .

(and the) rest of Central Mo. too!

KOMU-TV 8
Columbia, Missouri



Pulse Survey shows KOMU-TV
FIRST in 108 of 137 night-
 time 1/4-hours . . . **DELIVERS**
 audience at average cost-per-
 commercial minute per \$1.33
 thousand homes of only

CLASS "B" CONTOUR DATA	
Population	389,437
Families	122,477
Sets In Use 7/1	75,140
Buying Income	\$455,323,000
Retail Sales	\$322,142,000

250,000 Watts on Channel 8

See Our Representatives



**KOMU-TV... PULSE PROVED
NUMBER ONE!**

TO SELL ST. LOUIS

... TELL your sales story to the people who live in the 800,000 television homes who tune in regularly to St. Louis' FIRST television station ... KSD-TV ... the NBC television network affiliate in the nation's NINTH LARGEST MARKET. To sell St. Louis more effectively ... more economically ...

SELL ON KSD-TV

*The St. Louis Post-Dispatch Television Station
100,000 Watts on VHF Channel 5*



National Advertising Representative.

SPOT SALES

MONTANA MARKET INDICATORS

Total Population, July 1, 1954.....	628,000
Total Families, 1950.....	145,775
Total Urban Population, 1950.....	258,034
Total Rural Nonfarm Population, 1950.....	197,051
Total Farm Population, 1950.....	135,939
Employed in Nonagricultural Establishments, March 1955.....	143,900
Employed in Agriculture, 1950.....	54,105
Employed in Mining, March 1955.....	11,300
Employed in Manufacturing, March 1955.....	17,400
Employed in Construction, March 1955.....	6,500
Employed in Transportation & Public Utilities, March 1955.....	20,100
Employed in Wholesale & Retail Trade, March 1955...	37,800
Employed in Finance, Insurance & Real Estate, March 1955.....	5,200
Employed in Service and Miscellaneous, March 1955...	18,900
Employed in Government Service, March 1955.....	26,700
Retail Sales, 1954.....	\$ 728,995,000
Bank Assets, Jan. 1, 1955.....	\$ 727,176,000
Bank Deposits, Jan. 1, 1955.....	\$ 687,090,000
Major Income Sources, 1953: Agriculture 21.3%; Government 16.6%; Manufacturing Payrolls 7.4%; Trade and Service 24.7%.	
Total Income Payments, 1953.....	\$ 1,037,000,000
Per Capita Income, 1953.....	\$ 1,689
Total Internal Revenue Collections, 1954.....	\$ 116,805,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 83.21
Cash Receipts from Farm Marketing, 1954.....	\$ 367,978,000
Government Payments to Farmers, 1954.....	\$ 5,493,000
Value of Mineral Production, 1951.....	\$ 126,166,000
New Public Construction in 1952.....	\$ 69,900,000
Motor Vehicle Registration, 1954.....	314,329
Number of Telephones, Jan. 1, 1955.....	181,400
Number of Electrical Connections, Jan. 1, 1955.....	205,766
Number of Gas Utilities Connections, 1953.....	86,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Beaverhead	6,671	\$10,161	\$ 1,958	\$ 160
Big Horn	9,824	8,858	2,484	204
Blaine	8,516	7,418	1,689	132
Broadwater	2,922	2,967	665	21
Carbon	10,241	7,800	1,741	239
Carter	2,798	1,745	390	22
Cascade	53,027	77,903	15,688	1,438
Chouteau	6,974	8,936	1,589	24
Custer	12,661	22,945	3,475	645
Daniels	3,946	4,946	1,192	157
Dawson	9,092	14,033	2,142	205
Deer Lodge	16,553	13,298	4,236	196
Fallon	3,660	5,106	1,224	101
Fergus	14,015	18,462	4,025	443
Flathead	31,495	41,402	8,554	1,090
Gallatin	21,902	28,757	5,659	550
Garfield	2,172	1,627	540	19
Glacier	9,645	12,025	2,882	383
Golden Valley	1,337	586	146	41
Granite	2,773	2,974	814	64
Hill	14,285	17,452	3,854	47
Jefferson	4,014	2,740	682	99
Judith Basin	3,200	3,143	541	41
Lake	13,835	11,357	2,879	286
Lewis & Clark	24,540	32,161	7,581	776
Liberty	2,180	2,500	392	19
Lincoln	8,693	7,176	2,452	220
McCone	3,258	3,356	587	33
Madison	5,998	3,391	731	137
Meagher	2,079	1,511	215	19
Mineral	2,081	1,618	436	39
Missoula	35,493	44,966	10,067	1,718
Musselshell	5,408	5,472	1,373	169
Park	11,999	16,825	3,698	487
Petroleum	1,026	597	211	15
Phillips	6,334	6,472	1,307	156
Pondera	6,392	9,254	1,309	256
Powder River	2,693	1,290	340	21
Powell	6,301	5,324	1,646	62
Prairie	2,377	2,305	545	20
Ravalli	13,101	10,811	2,593	277
Richland	10,366	14,732	2,947	348
Roosevelt	9,580	15,566	2,772	415
Rosebud	6,570	5,566	1,319	160
Sanders	6,983	4,409	1,066	160
Sheridan	6,674	8,774	1,776	187
Silver Bow	48,422	61,551	16,760	1,377	6,080	33%
Stillwater	5,416	4,699	880	201
Sweet Grass	3,621	4,675	812	24
Teton	7,232	9,443	1,539	271
Toole	6,867	9,148	1,666	200
Treasure	1,402	1,447	237	37
Valley	11,353	11,347	2,257	322
Wheatland	3,187	4,051	817	22
Wibaux	1,907	1,694	572	39
Yellowstone	55,875	90,223	16,533	2,535
Yellowstone Nat'l Park	58

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BILLINGS

(Yellowstone County)

KOOK-TV

LICENSEE: The Montana Network Inc. Address: P. O. Box 1498. Phone: 9-2382.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 7.59 kw. Operating Pow.: Visual 13.5 kw, Aural 7.59 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 199 ft.
OPERATION: Began Nov. 9, 1953. Hours, 3:45 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KOOK.
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, John H. Midlen; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: Two studios (20x30 ft. and 20x40 ft.). One DuMont camera chain. Two DeVry 16mm film projectors. One Selectroslide slide projector. One DuMont scanner. One DuMont opaque projector. News Service, UP. Library, World.
PRINCIPAL STOCKHOLDERS: C. L. Crist, pres. (32.46%); J. Carter Johnson, vp. (31.55%); and others.
EXECUTIVES:
 C. L. Crist, pres. Grant French, ch. eng.
 V. V. Clark, gen. mgr. & film buy. Francis Welsh, news ed.
 John Conner, com. mgr.
 Edmund Peiss, prog. dir., film buy & prom. mgr.
RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Rate Card No. 1.
MARKET INFORMATION: Population (Total Including Fringe Area), 144,000; Families in Area, 46,248; No. of Sets, 22,000; Retail Sales, \$225,000,000; Income per Family, \$5,314; Income per Capita, \$1,785.

BUTTE

(Silver Bow County)

KXLF-TV

LICENSEE: Television Montana. Address: 1681 George St. Phone: 2-2696.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —690 ft.; Above ground 120 ft.
OPERATION: Began Aug. 14, 1953. Hours, 2:30 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KXLF.
REPRESENTATIVES: Sales, Western: Pacific Northwest Broadcasters; Eastern: The Walker Representation Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.
SERVICES: Two studios (50x100 ft.). One RCA camera chain. Two RCA film cameras. RCA film projectors. RCA slide projector, scanner, opaque projector.
PRINCIPAL STOCKHOLDERS: Licensee is owned by KGIR Inc. (KXLF), 59%; Peoples Forum of the Air (KXLJ Helena), 23%; KRBM Ccstrs. (KXLQ Roseman), 4%; and Western Montana Assoc. (KXLL Missoula), 9%. Ed Craney is principal stockholder in each of the stockholding corporations (49.4% of KGIR Inc., 42% of Peoples Forum of the Air, 50% of KRBM Inc. and 30% of Western Montana Assn.) Mr. Craney also owns 48% of KXL Portland, Ore.
EXECUTIVES:
 E. B. Craney, pres. & film buy. Gene Hogan, prog. dir.
 Jim Manning, gen. mgr. Jack Provis, ch. eng.
 W. Jake Walker, com. mgr.
RATE INFORMATION: Class A one hour (live) \$125, (film) \$100; minute spot (live) \$25, (film) \$20; ID \$10. ID Length 10 sec. Share screen. Rate Card No. 2.

GREAT FALLS

(Cascade County)

KFBB-TV

LICENSEE: Wilkins Bcst. Inc. Address: P. O. Box 1139. Phone: 4-4377.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 440 ft.
OPERATION: Began March 21, 1954.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KFBB.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Weldon & Carr.
SERVICES: One studio (25x40 ft.). One DuMont camera chain. Two DuMont 16mm film projectors. One Selectroslide Jr. slide projector. One DuMont scanner. One DuMont opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: J. P. Wilkins (50.4%); Fairmont Corp. (subsidiary of Anaconda Copper Co.) (27%); and others. Fairmont Corp. publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5%), Billings Gazette (66 2/3%), and weekly Libby Western News (33 1/3%).
EXECUTIVES:
 J. P. Wilkins, pres. Tony Lopuch, ch. eng.
 W. C. Blanchette, com. mgr. LeRoy Stahl, prom. mgr.
 Paul Rahders, prog. dir.
RATE INFORMATION: Class A one hour \$150; minute spot \$25; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Total		(Including Fringe Area)
	Grade A (FCC Contour)	Grade B (FCC Contour)	
Population	69,500	107,700	216,770
Families in Area	20,030	31,050	62,470
No. of Sets	9,700	5,800	22,500
Retail Sales	\$96,100,000	\$178,400,000	\$358,100,000
Income per Family	\$7,959	\$9,085	\$7,842

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 31. For full list of abbreviations and sources of county and state market data see Foreword.

MONTANA

MISSOULA
(Missoula County)

KGVO-TV

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Postal Zone: 1. Phone: 9-7668.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.9 kw. Operating Pow.: Visual 38 kw, Aural 20.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,030 ft.; Above ground 274 ft.
 OPERATION: Began July 1, 1954. Hours, 3-10:30 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KGVO.
 REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer Taylor.
 SERVICES: Three studios (20x40 ft.). Two camera chains. One film camera. Two film projectors. Two slide projectors. News Service, UP.
 PRINCIPAL STOCKHOLDERS: A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

EXECUTIVES:

A. J. Mosby, pres., Hal Johnston, ch. eng.
 gen. mgr. & film buy. Evelyn Davis, prom. mgr.
 Hugh E. Bader, loc. com. mgr. Don Weston, news ed.
 Shirley Pahrman, prog. dir.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 15% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 128,374; Families in Area, 38,600; No. of Sets, 19,300; Retail Sales, \$120,033,000; Income per Family, \$5,156; Income per Capita, \$1,654.

NEBRASKA

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1954.....	1,366,000
Total Families, 1950.....	344,720
Total Urban Population, 1950.....	621,905
Total Rural Nonfarm Population, 1950.....	312,170
Total Farm Population, 1950.....	391,435
Employed in Nonagricultural Establishments, March 1955.....	337,500
Employed in Mining, March 1955.....	1,400
Employed in Agriculture, 1950.....	151,438
Employed in Manufacturing, March 1955.....	55,700
Employed in Construction, March 1955.....	16,900
Employed in Transportation & Public Utilities, March 1955.....	41,100
Employed in Wholesale & Retail Trade, March 1955.....	92,100
Employed in Finance, Insurance & Real Estate, March 1955.....	19,100
Employed in Service and Miscellaneous, March 1955.....	44,100
Employed in Government Service, March 1955.....	67,200
Retail Sales, 1954.....	\$ 1,624,200,000
Bank Assets, Jan. 1, 1955.....	\$ 1,674,119,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,549,516,000
Major Income Sources, 1953: Agriculture 19.4%; Government 16.2%; Manufacturing Payrolls 11%; Trade and Service 26.9%.	
Total Income Payments, 1953.....	\$ 2,065,000,000
Per Capita Income, 1953.....	\$ 1,533
Total Internal Revenue Collections, 1954.....	\$ 405,937,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 67.13
Cash Receipts from Farm Marketing, 1954.....	\$ 1,067,634,000
Government Payments to Farmers, 1954.....	\$ 8,629,000
Value of Mineral Production, 1951.....	\$ 18,469,000
New Public Construction in 1952.....	\$ 82,600,000
Motor Vehicle Registration, 1954.....	636,990
Number of Telephones, Jan. 1, 1955.....	450,900
Number of Electrical Connections, Jan. 1, 1955.....	455,289
Number of Gas Utilities Connections, 1953.....	218,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Adams	28,855	\$44,614	\$ 6,760	\$1,370	1,600	17%
Antelope	11,624	12,345	2,155	228	810	22%
Arthur	803	280	78			
Banner	1,325	35	11			
Blaine	1,203	784	108	15		
Boone	10,721	9,916	1,588	206	420	13%
Box Butte	12,279	19,519	3,855	352		
Boyd	4,911	4,703	976	95		
Brown	5,164	8,334	1,425	167		
Buffalo	25,134	34,607	6,279	919	1,060	12%
Burt	11,536	12,675	2,776	343	2,770	77%
Butler	11,432	9,042	1,772	252	1,360	36%
Cass	16,361	13,315	2,930	422	4,000	74%
Cedar	13,843	12,422	2,226	392	860	22%
Chase	5,176	7,606	1,389	148		
Cherry	8,397	11,477	1,656	250		
Cheyenne	12,081	18,124	3,418	466		
Clay	8,700	6,327	1,577	137		
Coffey	10,010	15,920	2,548	261	1,600	47%
Cuming	12,994	16,128	2,407	364	1,840	47%
Custer	19,170	18,308	3,903	585		

NEBRASKA

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Dakota	10,401	11,143	2,655	288	1,250	39%
Dawes	9,708	12,903	2,748	277		
Dawson	19,393	34,371	5,343	794	860	13%
Deuel	3,330	5,976	836	147		
Dixon	9,129	8,226	1,549	187	1,130	39%
Dodge	26,265	42,199	8,180	792	7,260	76%
Douglas	281,020	396,527	79,978	13,286	78,200	85%
Dundy	4,354	6,343	901	45		
Filimore	9,610	6,988	1,847	304	640	44%
Franklin	7,096	7,723	1,706	173		
Frontier	5,282	3,193	485	38		
Furnas	9,385	10,822	2,401	321		
Gage	28,052	28,803	6,020	1,004	3,960	44%
Garden	4,114	3,438	919	102		
Garfield	2,912	3,507	626	44		
Gosper	2,734	1,900	244	38		
Grant	1,057	1,074	291	15		
Greeley	5,575	5,115	946	198	200	14%
Hall	32,186	44,967	9,070	1,115	1,940	18%
Hamilton	8,778	7,441	1,696	142	1,080	36%
Harian	7,189	6,903	1,582	129		
Hayes	2,404	575	26			
Hitchcock	5,867	5,587	838	192		
Holt	14,859	16,116	2,930	337		
Hooker	1,061	2,067	101	18		
Howard	7,226	5,754	1,220	131	320	14%
Jefferson	13,623	14,656	2,833	381	880	20%
Johnson	7,251	7,389	1,423	201	1,080	45%
Kearney	6,409	8,941	2,243	188		
Keith	7,449	11,598	1,757	224		
Keya Paha	2,160	1,047	369	19		
Kimball	4,283	6,781	1,262	172		
Knox	14,820	15,834	2,436	446	1,040	23%
Lancaster	119,742	157,069	26,130	5,512	25,140	62%
Lincoln	27,380	39,258	8,654	1,043		
Logan	1,357	694	203	18		
Loup	1,348	664	118	19		
McPherson	825	276	50			
Madison	24,338	39,933	6,477	736	3,050	40%
Merrick	8,812	10,618	1,530	246	410	14%
Morril	8,263	8,701	1,786	298		
Nance	6,512	5,534	980	124	250	14%
Nemaha	10,973	8,694	1,962	156	1,220	36%
Nuckolls	9,609	10,054	2,170	291		
Otoe	17,056	17,841	3,382	471	4,090	74%
Pawnee	6,744	4,388	861	116	790	36%
Perkins	4,809	5,810	1,107	148		
Phelps	9,048	14,411	3,034	327		
Pierce	9,405	9,552	1,255	215	660	22%
Platte	19,910	26,048	4,550	607	2,380	39%
Polk	8,044	8,348	1,520	310	990	36%
Red Willow	12,977	21,678	3,841	507		
Richardson	16,886	19,829	3,697	417	1,990	36%
Rock	3,026	3,322	563	20		
Saline	14,046	13,649	2,791	309	1,030	21%
Sarpy	15,693	6,158	1,787	262	3,820	78%
Saunders	16,923	16,023	4,025	327	4,420	79%
Scotts Bluff	33,939	50,286	9,890	1,189		
Seward	13,155	11,990	2,806	356	1,500	36%
Sheridan	9,539	11,940	2,456	322		
Sherman	6,421	4,115	1,052	41		
Sioux	3,124	1,603	366	21		
Stanton	6,387	4,206	889	103	890	47%
Thayer	10,563	10,188	2,170	287		
Thomas	1,206	725	183	17		
Thurston	8,590	7,130	1,055	193	980	39%
Valley	7,252	6,815	1,819	194		
Washington	11,511	10,577	2,785	195	2,850	77%
Wayne	10,129	10,492	1,785	158	1,170	39%
Webster	7,395	6,623	1,445	186		
Wheeler	1,526	436	127	17		
York	14,346	16,134	2,883	401	1,630	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

HASTINGS
(Adams County)

KHAS-TV

(Target Date, Sept. 1955)

LICENSEE: Seaton Publishing Co. Address: Tribune Bldg. Phone: 2-5101.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 769 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, noon-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KHAS.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (2400 sq. ft.). Two RCA camera chains. One RCA Vidicon film camera. Two RCA film projectors. One RCA slide projector. One Gray opaque projector. Film processing unit.

PRINCIPAL STOCKHOLDER: Owned by Seaton Publishing Co. (Fred A. Seaton, administrative asst. to President Eisenhower, pres.; Richard M. Seaton, vp.). Seaton newspapers are Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).

EXECUTIVES:

Fred A. Seaton, pres. Duane B. Allison, ch. eng.
 Duane L. Watts, gen. mgr.

RATE INFORMATION: Class one hour (live) \$200, (film) \$200; minute spot (live) \$35, (film) \$35. Frequency discounts from 10% for 26 times up to 30% for 260 times.

KEARNEY
(Buffalo County)

KHOL-TV (HOLDREGE)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Nebr. Phone: Sherwood 3-4541.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 204 kw, Aural 110 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 581 ft.

OPERATION: Began Dec. 25, 1953. Hours, 1:45-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (42x50 ft.). One GE camera chain. One TSC rear screen projector. Four film cameras. Two GE 16mm film projectors. One Spindler & Sauppe 2x2 in. slide projector. One GE 3x4 in. opaque projector. Dark room film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dr. F. Wayne Brewster, pres. (44.4%); Brewster Hospital Inc. (22.2%); and others.

EXECUTIVES:

Dr. Wayne Brewster, pres. Jack Lewis, ch. eng.
Jack Gilbert, sta. mgr. K. Cooper, film buy.
A. B. McPhillamy, com. mgr. Vi Aspegren, prom. mgr.
Moe Milliken, prod. dir. Art Eckdahl, news ed.

RATE INFORMATION: Class A one hour (live) \$210, (film) \$200; minute spot (live) \$32.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	149,400	262,500	419,300
Families in Area	44,300	81,100	133,020
No. of Sets	91,283
Retail Sales	\$484,454,000
Income per Family	\$3,962
Income per Capita	\$1,179

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LINCOLN
(Lancaster County)

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp. Address: 40th & W Sts. Phone: 6-2367.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 999 ft.

OPERATION: Began Feb. 18, 1954. Hours, 12:15 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (30x46 ft.). Two RCA camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDER: Licensee is owned by Fetzer Bcstg. Co. (John E. Fetzer, pres). Fetzer stations are WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo, Mich. Mr. Fetzer is 33 1/3% stockholder WMBD-AM-FM Peoria, Ill., and is one of a group seeking purchase of KFEL-AM-TV St. Joseph, Mo.

EXECUTIVES:

John E. Fetzer, pres. D. R. Taylor, ch. eng.
A. James Ebel, gen. mgr. Graham Jeambey, prom. mgr.
Thomas L. Young, com. mgr. Byron Krasne, news ed.
Paul Jensen, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

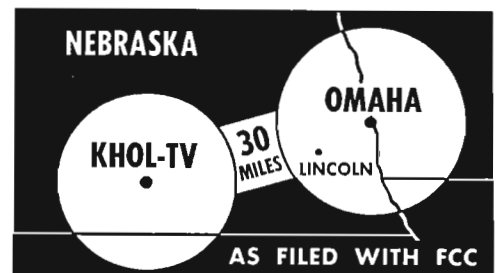
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	493,150	149,100	642,250
Families in Area	159,100	47,950	207,050
No. of Sets	98,062	26,354	124,416
Retail Sales	\$729,618,000
Income per Family	\$4,278
Income per Capita	\$1,346

KHOL-TV is Nebraska's Number 2 Buy!

Picks Up Where Omaha Leaves Off!

- Exclusive coverage of 130,000 families in rich Central Nebraska.
- Unduplicated coverage of 35% of Nebraska's entire farm market.
- Half-billion dollars effective buying income.
- Gives you more people at a lower cost, because KHOL-TV picks up where Omaha leaves off.

To take advantage of this important link in Midwestern telecasting, contact A. B. McPhillamy at KHOL-TV or call your Meeker Representative, today.



SUMMARY OF KHOL-TV's 35-COUNTY MARKET*

Population	399,700
No. of Homes	129,160
Effec. Buying Income	\$517,973,000
Retail Sales	472,840,000
Food	92,753,000
Gen. Mdse.	35,548,000
Auto	102,749,000
Drug	12,545,000
Farm Income	379,762,000

* 1955 CONSUMERS MARKETS

KHOL-TV CHANNEL 13 KEARNEY, NEBR.

204,000 WATTS

Owned and operated by Bi-States Company
AL McPHILLAMY Sales Manager JACK GILBERT Station Manager PHONE: Axtell, Nebr. SH 3-4541

ABC CBS DUMONT

Represented nationally by MEEKER TV, Inc.



Is This "COVERAGE"?

**VIDEODEX MAY, 1955 REPORT
LINCOLN-LAND STUDY**
Southern Nebraska and Northern Kansas
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.7	4.8	8.2	2.1
5:00—11:00 P.M.	17.9	8.4	9.5	3.3
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	10.6	5.1	5.5	2.3
5:00—11:00 P.M.	19.8	9.4	9.0	2.8
SATURDAY: 1:00— 5:00 P.M.	16.3	5.8	5.8	2.0
5:00—11:00 P.M.	21.0	10.8	9.8	2.9
TOTAL: 1:00— 5:00 P.M.	11.7	5.1	5.9	2.2
5:00—11:00 P.M.	19.7	9.5	9.2	2.9

YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND — 42 counties with 200,000 families — 125,000 unduplicated by any other station. The Videodex table shows that KOLN-TV gets *almost* as many LINCOLN-LAND viewers as the three other stations *combined* — both afternoon and night!

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Felzyer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD — PEORIA, ILLINOIS

LINCOLN (Cont.)

KUON (TV)

LICENSEE: Byron Dunn, Trustee for U. of Nebraska. Address: U. of Nebraska. Postal Zone: 8. Phone: 2-7631, Ext. 3275.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 407 ft.
OPERATION: Began Nov. 1, 1954. Hours, 9 a.m.-midnight.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Ray Taylor (KOLN-TV Lincoln).
SERVICES: One studio. Two RCA camera chains. Two RCA iconoscopes film cameras. Two RCA film projectors. Two Gray slide projectors. One Telop opaque projector.
EXECUTIVES:
 Jack G. McBride, gen. mgr. Robert Schlater, film buy. & prom. mgr.
 & prog. dir.
MARKET INFORMATION: (Total Including Fringe Area): No. of Sets, 78,062.

OMAHA (Douglas County)

KMTV (TV)

LICENSEE: May Bcstg. Co. Address: 2615 Farnam St. Postal Zone: 2. Phone: Harvey 3333.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 550 ft.
OPERATION: Began Sept. 1, 1949.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KMA Shenandoah, Iowa.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Robert M. Silliman.
SERVICES: Two studios (one 45x70 ft. and one 1800 sq. ft.). Five RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Four 2x2 in. slide projectors. One Bodde rear screen projector. One Multiscope. One Houston-Fearless film processing unit. One mobile unit, two RCA cameras. News Service, UP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Edward W. May, pres., is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, who own WOC-AM-FM-TV Davenport, Iowa, and WHO-AM-FM-TV Des Moines, Iowa.
EXECUTIVES:
 Edward W. May, pres. Glenn E. Harris, prog. dir. & film buy.
 Owen L. Saddler, exec. vp. & gen. mgr. Ray J. Schroeder, ch. eng.
 Arden E. Swisher, com. mgr. Joe H. Baker, prom. & merc. mgr.
RATE INFORMATION: Class AA one hour \$800; minute spot \$200; ID \$100. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times.

WOW-TV

LICENSEE: Meredith WOW Inc. Address: 3509 Farnam St. Postal Zone: 2. Phone: Webster 3400.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 496 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 29, 1949. Hours, 6-12:05 a.m.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WOW.
REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: One studio (75x43x25 ft.). Four RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Three film projectors, one GE, two RCA. Three slide projectors, two Selectroslide, one Eastman. One GE opaque projector. One Houston-Fearless film processing unit. Two mobile units. One studio Zoomar lens. One field Zoomar lens. News Services, INS, UP. Library, Standard, Capitol.
PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y., KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 Fred Bohlen, chmn. of bd., Meredith Publishing Co., Des Moines, Iowa J. M. Wilson, local sls. mgr.
 E. T. Meredith, pres., Des Moines Bill McBride, prog. dir. & film buy.
 Payson Hall vp. & treas., Des Moines Bob Froemming, prod. mgr.
 Frank P. Fogarty, vp. & gen. mgr. William J. Kotera, dir. of eng.
 Lyle DeMoss, asst. gen. mgr. Glenn Flynn, ch. eng.
 Fred Ebener, sls. mgr. Robert Seitzer, prom. mgr.
 James McGaffin, news ed.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160, (film) \$160; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 9.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	467,700	338,900	1,291,500
Families in Area	142,800	105,800	401,100
No. of Sets (March 31, 1955)			307,884
Retail Sales	\$539,747,000	\$407,417,000	\$1,520,786,000
Income per Family	\$5,296	\$4,753	\$4,815
Income per Capita	\$1,617	\$1,484	\$1,495

SCOTTSBLUFF (Scotts Bluff County)

KSTF (TV) (Satellite of KFBC-TV Cheyenne, Wyo.) (Target Date, Aug. 21, 1955)

LICENSEE: Frontier Bcstg. Co. Address: 2923 Lincolnway, Cheyenne, Wyo.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 117 ft.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.
SERVICES: All originations from KFBC-TV Cheyenne, Wyo.
PRINCIPAL STOCKHOLDERS: See KFBC-TV Cheyenne, Wyo.
EXECUTIVES:
 William C. Grove, gen. mgr. C. P. Cahill, com. mgr.

NEVADA

NEVADA MARKET INDICATORS

Total Population, July 1, 1954.....	218,000
Total Families, 1950.....	40,945
Total Urban Population, 1950.....	91,625
Total Rural Nonfarm Population, 1950.....	54,997
Total Farm Population, 1950.....	13,461
Employed in Nonagricultural Establishments, March 1955.....	73,800
Employed in Agriculture, 1950.....	6,673
Employed in Mining, March 1955.....	5,100
Employed in Manufacturing, March 1955.....	4,700
Employed in Construction, March 1955.....	8,400
Employed in Transportation & Public Utilities, March 1955.....	8,800
Employed in Wholesale & Retail Trade, March 1955...	14,900
Employed in Finance, Insurance & Real Estate, March 1955.....	2,100
Employed in Service and Miscellaneous, March 1955...	16,500
Employed in Government Service, March 1955.....	13,300
Retail Sales, 1954.....	\$ 277,998,000
Bank Assets, Jan. 1, 1955.....	\$ 298,783,000
Bank Deposits, Jan. 1, 1955.....	\$ 279,923,000
Major Income Sources, 1953: Agriculture 3.7%; Government 17.8%; Manufacturing Payrolls 4.3%; Trade and Service 33.6%.	
Total Income Payments, 1953.....	\$ 448,000,000
Per Capita Income, 1953.....	\$ 2,175
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 85.10
Total Internal Revenue Collections, 1954.....	\$ 86,418,000
Cash Receipts from Farm Marketing, 1954.....	\$ 41,807,000
Government Payments to Farmers, 1954.....	\$ 373,000
Value of Mineral Productions, 1951.....	\$ 57,674,000
New Public Construction in 1952.....	\$ 34,300,000
Motor Vehicle Registration, 1954.....	115,182
Number of Telephones, Jan. 1, 1955.....	68,400
Number of Electrical Connections, Jan. 1, 1955.....	71,498
Number of Gas Utilities Connections, 1953.....	6,200

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Churchill.....	6,161	\$ 9,376	\$ 1,313	\$ 101		
Clark.....	48,289	97,761	20,736	3,442	6,110	27%
Douglas.....	2,029	2,531	357	135		
Elko.....	11,654	16,430	3,302	588		
Esmeralda.....	614	181	37			
Eureka.....	896	1,009	539	42		
Humboldt.....	4,838	6,884	1,746	102		
Lander.....	1,850	1,730	393	83		
Lincoln.....	3,837	2,621	782	155		
Lyon.....	3,679	3,223	983	105		
Mineral.....	5,560	5,405	2,087	142		
Nye.....	3,101	3,033	1,165	82		
Ormsby.....	4,172	5,404	1,456	348		
Pershing.....	3,103	4,139	772	55		
Storey.....	671	523	161			
Washoe.....	50,205	104,488	17,751	7,063	5,460	28%
White Pine.....	9,424	13,260	3,483	541		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set % per cent figures from CBS-TV Research.

INGREDIENTS That Make KMTV Your Best Buy in the Omaha Market

Mix together . . . TV popularity leadership . . . broad regional coverage with maximum power on low channel 3 . . . a prosperous market . . . and you have the KMTV recipe for bigger sales.

So, to treat yourself to a thicker, richer slice of sales in the booming Omaha market, contact KMTV or your Petry man today.

*Pulse, May 1-7, '55 **ARB, June 11-17, '55

***Billboard's 17th Annual Promotion Competition

TELEVISION CENTER
KMTV
 CHANNEL 3
 MAY BROADCASTING CO.

CBS-TV
 ABC-TV
OMAHA

Represented by Edward Petry Co., Inc.

KMTV MARKET DATA

Population	1,536,800
TV Homes	315,000
Retail Sales	\$1,716,560,000
Buying Income	\$2,236,230,000

(SALES MGT., MAY 10, 1955)

HENDERSON
(Clark County)

KLRJ-TV (LAS VEGAS)

LICENSEE: Southwestern Pub. Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-6260.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Operating Pow.: Visual 12.3 kw, Aural 6.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 110 ft.; Above ground 324 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 23, 1955. Hours, 2 p.m.-midnight.
AFFILIATION: Tv Network, NBC. Station, Am, KORK.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
SERVICES: One studio (67x50 ft.). One RCA camera chain. One RCA film camera. Two film projectors. One Gray slide projector. News Service, AP.
PRINCIPAL STOCKHOLDERS: See KFSA-TV Fort Smith, Ark.
EXECUTIVES:

D. W. Reynolds, pres. Rick Williams, prog. dir. & film buy.
 Bob Gardner, gen. mgr. Stan Sulek, ch. eng.
 Pat Burke, loc. com. mgr. Halley Gates, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$225; minute spot (live) \$40, (film) \$30; ID \$22.50. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	70,000	30,000	100,000
Families in Area	30,000	4,000	34,000
No. of Sets	25,000	3,000	28,000
Retail Sales	\$71,752,000

LAS VEGAS
(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: P. O. Box 711. Phone: 7138.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 14.4. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 238 ft.
OPERATION: Began July 22, 1953. Hours, 2 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KLAS.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Grant R. Wrathall.
SERVICES: One studio (30x50 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One Gray 2x2 in. slide projector. One DuMont scanner. News Service, AP.
PRINCIPAL STOCKHOLDERS: R. G. Jolley, pres. (49.9%); J. Dewey Solomon, vp. and A. Norval Solomon (12.6%); Herman W. Greenspun, publisher of Las Vegas Sun (27%). Mr. Jolley is owner of KLAS Las Vegas.
EXECUTIVES:

R. G. Jolley, pres. & gen. mgr. Jack Platten, film dir.
 Marian Y. Komar, sls. mgr. Ralph E. Smith, ch. eng.
 Don Graves, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Retail Sales, \$141,648,000; Income per Family, \$8,680; Income per Capita, \$2,260.

KLRJ-TV (HENDERSON)

LICENSEE: Southwestern Pub. Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-6260. (For full listing see Henderson.)

RENO
(Washoe County)

KAKJ (TV)

(Target Date, Unknown)

LICENSEE: Nevada Telecasting Corp. Address: Mapes Hotel
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain -470 ft.; Above ground 245 ft.
REPRESENTATIVES: Attorney, Clyde S. Sherwood, San Francisco; Consulting Engineer, James R. Bird.
PRINCIPAL STOCKHOLDER: Robert C. Fisher (100%).
EXECUTIVES:
 Robert C. Fish, pres. A. Lawrence Tuma, vp.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KZTV (TV)

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. Phone: 3-0721.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.63 kw, Aural 1.32 kw. Operating Pow.: Visual 2.63 kw, Aural 1.32 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain -520 ft.; Above ground 137 ft.
OPERATION: Began Sept. 26, 1953. Hours, 12:30 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KOLO.
REPRESENTATIVES, Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
SERVICES: One studio (50x50 ft.). One RCA camera chain. One RCA film camera, one Auricon 16mm, one Bolex 16mm. Two RCA 16mm film projectors. Two Spindler & Sauppe 2x2 in. slide projectors. Film processing unit: 16mm, 500 feet. News Service, AP.

PRINCIPAL STOCKHOLDERS: See KFSA-TV Fort Smith, Ark.

EXECUTIVES:

Donald W. Reynolds, pres. Richard Colon, com. mgr.
 Harry Huey, gen. mgr., film buy. Ed Cardinal, prog. dir. & news ed. & prom. mgr. Tom Hughes, ch. eng.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$45, (film) \$30; ID \$22.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	39,400	61,100	80,000
Families in Area	16,790	15,000	19,800
No. of Sets	17,250
Retail Sales	\$102,810,000	\$113,914,000
Income per Family	\$7,415	\$7,225

NEW HAMPSHIRE

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1954.....	532,000
Total Families, 1950.....	184,255
Total Urban Population, 1950.....	306,806
Total Rural Nonfarm Population, 1950.....	179,266
Total Farm Population, 1950.....	47,170
Employed in Nonagricultural Establishments, March 1955.....	171,600
Employed in Agriculture, 1950.....	13,235
Employed in Mining, March 1955.....	200
Employed in Manufacturing, March 1955.....	80,400
Employed in Construction, March 1955.....	6,700
Employed in Transportation & Public Utilities, March 1955.....	10,500
Employed in Wholesale & Retail Trade, March 1955.....	30,100
Employed in Finance, Insurance & Real Estate, March 1955.....	5,400
Employed in Service and Miscellaneous, March 1955.....	17,600
Employed in Government Service, March 1955.....	20,700
Retail Sales, 1954.....	\$ 562,124,000
Bank Assets, Jan. 1, 1955.....	\$ 775,055,000
Bank Deposits, Jan. 1, 1955.....	\$ 683,134,000
Major Income Sources, 1953: Agriculture 2.3%; Government 14.9%; Manufacturing Payrolls 31.9%; Trade and Service 25.3%.	
Total Income Payments, 1953.....	\$ 818,000,000
Per Capita Income, 1953.....	\$ 1,620
Total Internal Revenue Collections, 1954.....	\$ 119,984,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 60.71
Cash Receipts from Farm Marketing, 1954.....	\$ 67,405,000
Government Payments to Farmers, 1954.....	\$ 250,000
Value of Mineral Production, 1951.....	\$ 1,290,000
New Public Construction in 1952.....	\$ 21,300,000
Motor Vehicle Registration, 1954.....	201,967
Number of Telephones, Jan. 1, 1955.....	166,900
Number of Electrical Connections, Jan. 1, 1955.....	212,142
Number of Gas Utilities Connections, 1953.....	38,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Belknap.....	26,632	\$33,841	\$10,179	\$ 854	3,210	38%
Carrroll.....	15,868	16,810	5,845	499	1,900	38%
Cheshire.....	38,811	33,950	11,599	915	5,720	49%
Coos.....	35,932	33,499	10,979	913
Grafton.....	47,923	50,764	14,343	1,898
Hillsborough.....	156,987	177,788	55,106	3,823	31,960	65%
Merrimack.....	63,022	61,457	17,100	2,128	10,900	66%
Rockingham.....	70,059	71,150	23,619	1,785	17,570	78%
Strafford.....	51,567	52,167	15,975	1,751	7,760	51%
Sullivan.....	26,441	30,698	8,434	602	4,050	50%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

KEENE

(Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St.
FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 375 ft.
AFFILIATION: Station, Am, WKNE.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Joseph K. Close, pres., and wife (77%); and others. WKNE owns 51% of WKNY Kingston, N. Y.
EXECUTIVES:
 Joseph K. Close, pres.

MANCHESTER

(Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 5-5788.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 67.6 kw. Operating Pow.: Visual 112 kw, Aural 67.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 227 ft.
OPERATION: Began March 28, 1954. Hours, 1:15 p.m.-12:30 a.m.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WMUR.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jansky & Bailey.
SERVICES: Two studios (25x35 ft. and 20x30 ft.). Two RCA camera chains. One TSC rear screen projector. Two film camera chains and Bolex, Bell & Howell and Auricon film cameras. Two GPL 16mm film projectors. Two Selectroslide 2x2 in. slide projectors. One special flip card camera. One special opaque projector. One Bridgomatic Jr. film processing unit. News Service, UP. Library, Sesac, World.
PRINCIPAL STOCKHOLDER: Francis P. Murphy (96.66%).
EXECUTIVES:
 Francis P. Murphy, pres. & treas. Charles Halle, ch. eng.
 Norman A. Gittleston, exec. vp. & gen. mgr. Thomas Power, news ed.
 William Gildersleeve, prog. mgr. & film buy.

RATE INFORMATION: Class A one hour (film) \$250; minute spot \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	866,610	1,759,170	4,560,300
Families in Area	238,020	483,920	1,289,310
No. of Sets	190,395	387,137	1,031,450
Retail Sales	\$894,562,000	\$1,742,421,000	\$4,882,838,000
Income per Family	\$5,183	\$4,880	\$5,022
Income per Capita	\$1,481	\$1,394	\$1,435

MT. WASHINGTON

(Coos County)

WMTW (TV) (POLAND SPRING, ME.)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn, Poland Spring, Me. (For full listing see Poland Spring.)

NEW JERSEY

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1954.....	5,250,000
Total Families, 1950.....	1,263,570
Total Urban Population, 1950.....	4,186,207
Total Rural Nonfarm Population, 1950.....	543,822
Total Farm Population, 1950.....	105,800
Employed in Nonagricultural Establishments, March 1955.....	1,749,400
Employed in Agriculture, 1950.....	49,245
Employed in Mining, March 1955.....	4,200
Employed in Manufacturing, March 1955.....	769,600
Employed in Construction, March 1955.....	87,000
Employed in Transportation & Public Utilities, March 1955.....	141,100
Employed in Wholesale & Retail Trade, March 1955...	312,500
Employed in Finance, Insurance & Real Estate, March 1955.....	62,200
Employed in Service and Miscellaneous, March 1955...	174,100
Employed in Government Service, March 1955.....	198,700
Retail Sales, 1954.....	\$ 5,923,908,000
Bank Assets, Jan. 1, 1955.....	\$ 7,082,918,000
Bank Deposits, Jan. 1, 1955.....	\$ 6,518,779,000
Major Income Sources, 1953: Agriculture 1.4%; Government 13.7%; Manufacturing Payrolls 35.3%; Trade and Service 24.5%.	

Total Income Payments, 1953.....	\$ 10,153,000,000
Per Capita Income, 1953.....	\$ 2,095
Total Internal Revenue Collections, 1954.....	\$ 1,985,996
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 76.88
Cash Receipts from Farm Marketing, 1954.....	\$ 336,826,000
Government Payments to Farmers, 1954.....	\$ 872,000
Value of Mineral Production, 1951.....	\$ 59,024,000
Total New Construction in 1952.....	\$ 1,159,800,000
New Private Construction in 1952.....	\$ 838,300,000
New Public Construction in 1952.....	\$ 321,500,000
Motor Vehicle Registration, 1954.....	1,928,077
Number of Telephones, Jan. 1, 1955.....	2,111,100
Number of Electrical Connections, Jan. 1, 1955.....	1,810,727
Number of Gas Utilities Connections, 1953.....	1,297,800

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets		(CBS) TV % 1954
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954			
Atlantic	132,399	\$214,415	\$ 53,844	\$ 6,616	31,930	72%				
Bergen	539,139	597,783	203,490	15,614	172,850	91%				
Burlington	135,910	121,558	35,854	2,759	34,840	88%				
Camden	300,743	339,512	101,773	7,336	80,790	84%				
Cape May	37,131	62,903	19,293	1,339	11,370	84%				
Cumberland	88,597	109,245	28,960	2,046	25,310	86%				
Essex	905,949	1,258,731	326,539	33,740	242,840	85%				
Gloucester	91,727	76,300	23,273	1,886	27,000	88%				
Hudson	647,437	639,870	212,760	17,064	192,250	95%				
Hunterdon	42,736	50,596	12,106	883	12,360	87%				
Mercer	229,781	327,668	80,595	6,900	60,540	89%				
Middlesex	264,872	302,172	96,005	6,524	71,160	85%				
Monmouth	225,327	320,455	91,363	8,303	72,360	94%				
Morris	164,371	184,127	57,861	4,428	42,360	81%				
Ocean	56,622	107,114	29,240	2,723	17,540	80%				
Passaic	337,093	468,810	123,385	9,493	97,800	88%				
Salem	49,508	49,871	14,182	1,063	14,950	92%				
Somerset	99,052	104,114	30,696	2,317	26,530	85%				
Sussex	34,423	39,594	11,758	611	8,200	73%				
Union	398,138	475,516	140,673	11,530	119,420	92%				
Warren	54,374	55,554	14,934	683	12,390	70%				

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ASBURY PARK

(Monmouth County)

WRTV (TV)†

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J. Phone Eatontown 3-1520.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 465 ft.

OPERATION: Began Jan. 23, 1954.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc. (100%). Walter Reade Theatres is owned by Walter Reade Jr., pres. (51%) and Edwin and Suzanne Gage (49%).

EXECUTIVES:

Walter Reade Jr., pres. Harold Burke, vp. & gen. mgr.

† WRTV (TV) has suspended operation but has not returned its CP.

ATLANTIC CITY

(Atlantic County)

WFPG-TV†

LICENSEE: Neptune Bcstg. Corp. Address: Steel Pier. Phone: 2-3580.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft. Above ground 448 ft.

OPERATION: Began Dec. 25, 1952.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WFPG.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Jack Berkman (20%), Louis Berkman (20%), Allen Berkman (10%), John Laux (10%) and WPIT Inc. (40%). Same group controls WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, and WBMS Boston.

EXECUTIVES:

Jack N. Berkman, bd. chmn.

† WFPG-TV has suspended operation but has not returned its CP.

WOCN-TV

(Target Date, Unknown)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh 18, Pa. Phone: Churchill 1-8268.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, A. D. Ring & Assoc.

CAMDEN

(Camden County)

WKDN-TV

(Target Date, Not Set)

LICENSEE: South Jersey Bcstg. Co. Address: 2881 Mt. Ephraim Ave. Postal Zone: 4. Phone: Emerson 5-7200.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 250 ft.; Above ground 311 ft.

AFFILIATION: Station Am, WKDN.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Ranulf Compton, pres., and wife (55.67%); and others. Comptons also control WGMA Hollywood, Fla.

EXECUTIVES:

Ranulf Compton, pres.-treas. True C. Giffen, sec.
Florence J. Compton, vp.

NEWARK

(Essex County)

WATV (TV) (NEW YORK, N. Y.)

LICENSEE: Bremer Bcstg. Corp. Address: 1020 Broad St. Phone: Mitchell 2-6400.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 180 kw, Aural 105 kw. Transmitter: DuM. Antenna Make: Andrews. Height: Above average terrain 1,190 ft.; Above ground 1,200 ft.

OPERATION: Began May 15, 1948. Hours, 9 a.m.-midnight.

AFFILIATION: Stations, Am, WAAT. Fm, WAAT-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Three studios (90x100 ft., 12x20 ft. and 70x48 ft.). Six RCA camera chains. Two RCA film cameras. Four RCA film projectors. Four SVE slide projectors. One DuMont scanner. One INS opaque projector. One RCA mobile unit. News Service, AP. Library, Associated, Sesac.

PRINCIPAL STOCKHOLDERS: Irving R. Rosenhaus and family. Frank Bremer holds 5%.

EXECUTIVES:

Irving R. Rosenhaus, pres. & gen. mgr. Edward Cossman, sls. dir.
Edmund S. Lennon, adm. vp. Frank Bremer, vp. & ch. eng.
George Green, prog. dir. & news ed. Robert Paskow, film buy.
Lou Frankel, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$400, (film) \$400; ID \$144. ID Length 8 sec., 10 sec. Share screen. Frequency discounts from 2 1/2% for 52 times up to 25% for 520 times. Rate Card No. 5.

MARKET INFORMATION: Population, 16,620,000; Families in Area, 5,124,400; No. of Sets, 4,500,000; Retail Sales, \$20,077,712,000.

NEW BRUNSWICK

(Middlesex County)

WTLV (TV)*

(Target Date, Not Set)

*(Non-Commercial Educational)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 461 ft.

REPRESENTATIVES: Attorney, Atty. General of New Jersey, Trenton; Consulting Engineer, Paul Godley Co.

EXECUTIVES:

Chester Robbins, acting Comr. of Education.

NEW MEXICO

NEW MEXICO MARKET INDICATORS

Total Population, July 1, 1954.....	781,000
Total Families, 1950.....	159,885
Total Urban Population, 1950.....	341,889
Total Rural Nonfarm Population, 1950.....	207,475
Total Farm Population, 1950.....	131,823
Employed in Nonagricultural Establishments, March 1955.....	178,100
Employed in Agriculture, 1950.....	37,492
Employed in Mining, March 1955.....	14,500
Employed in Manufacturing, March 1955.....	17,200
Employed in Construction, March 1955.....	13,900
Employed in Transportation & Public Utilities, March 1955.....	17,800
Employed in Wholesale & Retail Trade, March 1955.....	40,800
Employed in Finance, Insurance & Real Estate, March 1955.....	6,000

Employed in Service and Miscellaneous, March 1955.....	22,400
Employed in Government Service, March 1955.....	45,500
Retail Sales, 1954.....	\$ 697,404,000
Bank Assets, Jan. 1, 1955.....	\$ 519,244,000
Bank Deposits, Jan. 1, 1955.....	\$ 489,542,000
Major Income Sources, 1953: Agriculture 8.4%; Government 25%; Manufacturing Payrolls 6.5%; Trade and Service 24.4%.	
Total Income Payments, 1953.....	\$ 1,021,000,000
Per Capita Income, 1953.....	\$ 1,347
Total Internal Revenue Collections, 1954.....	\$ 112,746,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 80.20
Cash Receipts from Farm Marketing, 1954.....	\$ 186,600,000
Government Payments to Farmers, 1954.....	\$ 2,823,000
Value of Mineral Production, 1951.....	\$ 256,302,000
New Public Construction in 1952.....	\$ 83,700,000
Motor Vehicle Registration, 1954.....	309,517
Number of Telephones, Jan. 1, 1955.....	172,000
Number of Electrical Connections, Jan. 1, 1955.....	202,236
Number of Gas Utilities Connections, 1953.....	115,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

County	Population	Retail Sales			Food Sales	Drug Sales	(CBS)	
		1950	1954 (\$000)	1954 (\$000)			1954 (\$000)	TV Sets
Bernalillo.....	145,673	\$189,230	\$39,931	\$5,826	22,930	45%		
Catron.....	3,533	1,309	529					
Chaves.....	40,605	51,141	10,167	1,685	4,270	31%		
Colfax.....	16,761	13,038	2,527	381				
Curry.....	23,351	32,619	5,687	960	1,010	13%		
De Baca.....	2,958	3,122	497	131	310	31%		
Dona Ana.....	39,557	31,957	7,215	806	2,290	21%		
Eddy.....	40,640	51,425	12,119	2,143	3,480	24%		
Grant.....	21,649	18,566	4,157	535				
Guadalupe.....	6,772	5,626	1,731	235	430	31%		
Harding.....	3,013	1,829	180	52				
Hidalgo.....	5,095	5,831	907	90				
Lea.....	30,717	65,605	12,283	1,662				
Lincoln.....	7,409	5,062	1,156	168	270	16%		
Los Alamos.....	10,476	5,725	2,663	883	680	19%		
Luna.....	8,753	10,661	2,684	294	590	21%		
McKinley.....	27,451	22,531	3,808	313				
Mora.....	8,720	1,776	458	80				
Otero.....	14,909	14,326	4,061	579	680	15%		
Quay.....	13,971	15,462	3,271	689	560	13%		
Rio Arriba.....	24,997	7,106	2,101	248				
Roosevelt.....	16,409	14,395	3,129	604				
Sandoval.....	12,438	2,381	549	74	540	22%		
San Juan.....	18,292	35,617	5,400	1,192				
San Miguel.....	26,512	14,078	3,694	512				
Santa Fe.....	38,153	36,357	6,572	1,602	2,100	20%		
Sierra.....	7,186	5,892	1,318	304				
Socorro.....	9,670	5,021	1,072	240				
Taos.....	17,146	6,053	2,052	225				
Torrance.....	8,012	4,543	820	154	320	19%		
Union.....	7,372	6,204	1,185	134				
Valencia.....	22,481	12,916	3,113	534	2,090	39%		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Bcstg. Co. Address: 1414 Coal Ave., S.W. Phone: 3-4543.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 45 kw. Operating Pow.: Visual 10.2 kw, Aural 5.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft.; Above ground 174 ft.

OPERATION: Began Oct. 3, 1953. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KGGM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two RCA camera chains. One TSC rear screen projector. One RCA film camera chain. Two RCA film projectors. One Teloprojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, pres. (62%); S. P. Vidal, vp. (21%); and others. Interlocking ownership with KVSF Santa Fe, N. M.

EXECUTIVES:

A. R. Hebenstreit, pres., gen. mgr. Leonard F. Dodds, ch. eng. & film buy. Larry Edwards, news ed.

George Morgan, com. mgr.

Bob Van Driel, prog. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$50; ID \$25.

MARKET INFORMATION: Population (Grade A, FCC Contour), 355,300; (Grade B, FCC Contour), 73,051; (Total Including Fringe Area), 481,000; Families in Area, 125,300; No. of Sets (Jan. 1, 1955), 55,630; Retail Sales, \$411,501,000; Income per Family, \$4,795.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KOAT-TV

LICENSEE: Alvarado Television Co. Address: 122 Tulane, S.E. Phone: 5-8716.
 FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12 kw. Operating Pow.: Visual 25.1 kw, Aural 12 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 318 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Oct. 3, 1953. Hours, noon-1 a.m.
 AFFILIATION: Tv Networks, ABC, DTN.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.
 SERVICES: Two studios (30x40 ft. and 18x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. One DuMont scanner film camera. Two DuMont film projectors. Two DuMont slide projectors. One film processing unit. One mobile unit, two DuMont cameras. News Service, UP. Library, Music Hall Varieties.
 PRINCIPAL STOCKHOLDERS: Alvarado Bcstg. Co. (KOAT) (33 1/3%); Albuquerque Exhibitors Inc. (30%), and others.

EXECUTIVES:

Al Caldwell, pres. Dick True, prog. dir.
 Walter J. Stiles, gen. mgr. & film buy. Chuck Stanton, ch. eng.
 Ted Snider, natl. sls. mgr.
 Neil Morris, com. mgr. Bill Bozarth, news ed.
RATE INFORMATION: Class A one hour (live) \$215, (film) \$200; minute spot (live) \$39, (film) \$35; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 3% for 13 times up to 31% for 260 times. Rate Card No. 3.
MARKET INFORMATION: Population, 480,000; Families in Area, 155,000; No. of Sets (Grade A, FCC Contour), 51,000; (Grade B, FCC Contour), 7,000.

KOB-TV

LICENSEE: Albuquerque Bcstg. Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft.; Above ground 183 ft.
 OPERATION: Began Nov. 29, 1948. Hours, 12:30-11:30 p.m.
 AFFILIATION: Tv Network, NBC. Station, Am, KOB.
 REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Pierson, Ball & Dowd.
 SERVICES: Two studios (50x30 ft. and 20x20 ft.). Three camera chains, two RCA, one GPL. One RCA film camera. Two RCA 16mm film projectors. Two Selectroslide slide projectors. One film processing unit. One mobile unit. News Service, UP. Library, Snader.
 PRINCIPAL STOCKHOLDERS: Time Inc. (Time, Life, Fortune) (50%), A. Wayne Coy (50%). Time Inc. also owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, and 100% of KLZ-AM-FM-TV Denver, Colo.

EXECUTIVES:

Wayne Coy, pres. & gen. mgr. George S. Johnson, ch. eng.
 Rolf S. Nielsen, tv com. mgr. & film buy. Dallas Wyant, prom. mgr.
 George Morrison, news ed.
 Dorothy B. Smith, prog. dir.
RATE INFORMATION: Class A one hour \$300; Class AA minute spot \$50; Class AA ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.
MARKET INFORMATION: Population, 528,400; Families in Area, 141,800; Retail Sales, \$1,426,424,000; Income per Family, \$3,878; Income per Capita, \$1,017.

CARLSBAD
(Eddy County)

KAVE-TV

(Target Date, Unknown)

LICENSEE: Carlsbad Bcstg. Corp. Address: 601 N. Canal St.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 1.41 kw, Aural .852 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 341 ft.
 AFFILIATION: Station, Am, KAVE.
 REPRESENTATIVES: Consulting Engineer, Edward P. Talbott.
 PRINCIPAL STOCKHOLDERS: Val Lawrence, pres. (50.9%); Norman R. Loose, vp.-treas. (28.5%); Edward P. Talbott, sec. (20.2%); and others. Mr. Lawrence owns 5% of KRDO-AM-TV El Paso, Tex. Note: Sale to John H. Battison, Washington consulting engineer, pending.

ROSWELL
(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: P. O. Box 670. Phone: 3737.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 57.5 kw. Operating Pow.: Visual 115 kw, Aural 57.5 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 905 ft.; Above ground 790 ft.
 OPERATION: Began June 24, 1953. Hours, 3-11 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KSWs.
 REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Abe L. Stein; Consulting Engineer, Gautney & Jones.
 SERVICES: Three studios (50x60 ft., 20x20 ft. and 18x20 ft.). Two Federal camera chains. One rear screen projector. One TSC film camera. Two GPL film projectors. One Federal slide projector. News Service, AP. Library, RCA Thesaurus.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see preword.

EXECUTIVES:

John A. Barnett, own. & gen. mgr. Jack Shafer, prog. dir.
 W. L. Shackelford, asst. gen. mgr. Ray R. Summersgill, ch. eng.
 Paul B. McEvoy, sls. dir., film buy. & prom. mgr.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$20; ID \$10. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	75,000	96,000	200,000
Families in Area	24,000	31,000	64,000
No. of Sets	14,500	22,500	28,859
Retail Sales	\$87,048,000	\$111,600,000	\$256,000,000
Income per Family	\$5,810	\$5,860	\$5,910
Income per Capita	\$1,859	\$1,890	\$1,891

NEW YORK

NEW YORK MARKET INDICATORS

Total Population, July 1, 1954.....	15,433,000
Total Families, 1950.....	3,862,050
Total Urban Population, 1950.....	12,682,446
Total Rural Nonfarm Population, 1950.....	1,570,092
Total Farm Population, 1950.....	577,654
Employed in Nonagricultural Establishments, March 1955.....	5,784,000
Employed in Agriculture, 1950.....	172,719
Employed in Mining, March 1955.....	10,000
Employed in Manufacturing, March 1955.....	1,884,000
Employed in Construction, March 1955.....	203,100
Employed in Transportation & Public Utilities, March 1955.....	475,300
Employed in Wholesale & Retail Trade, March 1955.....	1,260,800
Employed in Finance, Insurance & Real Estate, March 1955.....	422,800
Employed in Service and Miscellaneous, March 1955.....	786,300
Employed in Government Service, March 1955.....	741,700
Retail Sales, 1954.....	\$ 18,874,242,000
Bank Assets, Jan. 1, 1955.....	\$ 59,091,814,000
Bank Deposits, Jan. 1, 1955.....	\$ 52,602,369,000
Major Income Sources, 1953: Agriculture .8%; Government 13.8%; Manufacturing Payrolls 24.9%; Trade and Service 30.7%.	
Total Income Payments, 1953.....	\$ 33,489,000,000
Per Capita Income, 1953.....	\$ 2,158
Total Internal Revenue Collections, 1954.....	\$ 12,771,912,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 74.26
Cash Receipts from Farm Marketing, 1954.....	\$ 816,854,000
Government Payments to Farmers, 1954.....	\$ 3,753,000
Value of Mineral Production, 1951.....	\$ 188,790,000
Total New Construction in 1952.....	\$ 2,484,600,000
New Private Construction in 1952.....	\$ 1,568,800,000
New Public Construction in 1952.....	\$ 915,800,000
Motor Vehicle Registration, 1954.....	4,392,875
Number of Telephones, Jan. 1, 1955.....	6,764,000
Number of Electrical Connections, Jan. 1, 1955.....	5,133,846
Number of Gas Utilities Connections, 1953.....	3,714,900

NEW YORK MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Albany.....	239,386	\$369,993	\$ 79,847	\$ 5,500	59,350	75%
Alegany.....	43,784	38,605	10,501	970	7,830	58%
Bronx.....	1,451,277	1,229,464	513,069	30,824	360,970	79%
Broome.....	184,698	222,151	54,356	5,548	42,860	74%
Cattaraugus.....	77,901	87,922	22,047	2,241	16,850	70%
Cayuga.....	70,136	76,498	18,460	1,482	17,690	82%
Chautauqua.....	135,189	167,204	43,038	3,422	29,000	63%
Chemung.....	86,827	119,075	26,811	2,239	12,080	42%
Chenango.....	39,138	40,015	10,151	561	7,350	60%
Clinton.....	53,622	49,191	12,230	940	4,690	34%
Columbia.....	43,182	42,583	12,261	859	10,800	77%
Cortland.....	37,158	47,553	10,613	586	7,350	63%
Delaware.....	44,420	51,953	10,887	1,011	5,460	39%
Dutchess.....	136,781	175,852	57,790	3,874	23,960	62%
Erie.....	899,238	1,136,204	291,481	29,248	243,890	87%
Essex.....	35,086	29,002	9,055	1,117	2,810	27%
Franklin.....	44,830	51,793	13,409	1,022	1,910	15%
Fulton.....	51,021	57,662	16,731	1,206	10,770	62%
Genesee.....	47,584	55,878	12,164	1,074	10,380	71%
Greene.....	28,745	36,778	9,751	709	5,490	60%
Hamilton.....	4,105	4,084	1,859	85	770	59%
Herkimer.....	61,407	62,828	18,424	1,248	14,110	72%
Jefferson.....	85,521	103,813	23,529	2,646	10,930	41%
Kings.....	2,738,175	2,473,432	901,195	61,406	735,350	86%
Lewis.....	22,521	20,557	4,960	273	3,730	57%
Livingston.....	40,257	37,819	9,214	768	6,530	58%
Madison.....	46,214	53,993	13,076	1,402	8,880	62%
Monroe.....	487,632	634,669	157,244	18,601	131,030	82%
Montgomery.....	59,594	71,689	18,820	1,409	11,660	61%
Nassau.....	672,765	1,063,285	311,509	21,100	233,160	89%
New York.....	1,960,101	4,468,321	706,225	114,450	401,750	60%
Niagara.....	189,992	222,404	56,811	5,452	50,810	84%
Oneida.....	222,855	257,892	67,945	5,275	64,920	94%
Onondaga.....	341,719	440,778	112,059	11,100	98,280	90%
Ontario.....	60,172	68,344	16,471	1,241	12,570	69%
Orange.....	152,255	195,648	52,282	4,554	41,100	87%
Orleans.....	29,832	31,262	8,373	638	7,940	83%
Oswego.....	77,181	73,886	20,863	1,971	17,450	73%
Osteo.....	50,763	60,826	15,429	1,329	10,820	65%
Putnam.....	20,307	28,924	8,563	566	4,010	60%

NEW YORK MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Queens	1,550,849	1,745,235	653,645	40,212	460,000	88%
Rensselaer	132,607	149,036	39,915	2,855	34,290	82%
Richmond	191,555	183,876	72,960	4,792	50,620	90%
Rockland	89,276	80,766	27,398	2,062	21,420	87%
St. Lawrence	98,897	96,217	26,643	2,293	4,200	15%
Saratoga	74,869	76,436	21,256	1,734	16,710	70%
Schenectady	142,497	187,469	47,224	4,366	36,640	75%
Schoharie	22,703	25,414	5,851	366	4,320	60%
Schuyler	14,182	14,894	3,209	283	3,450	75%
Seneca	29,253	22,218	5,945	563	6,120	76%
Steuben	91,439	94,763	24,820	2,110	11,790	42%
Suffolk	276,129	362,781	109,469	8,168	75,230	82%
Sullivan	40,731	75,387	23,462	2,076	8,850	67%
Tioga	30,166	30,280	8,010	498	6,120	62%
Thompson	59,122	67,485	16,452	1,406	12,420	69%
Ulster	92,621	111,033	33,557	2,130	15,920	53%
Warren	39,205	67,240	15,551	1,524	9,960	78%
Washington	47,144	38,841	12,340	1,126	9,350	67%
Wayne	57,323	60,171	13,603	1,233	14,440	78%
Westchester	625,816	868,692	278,387	21,516	153,610	79%
Wyoming	32,822	32,242	6,774	611	5,810	60%
Yates	17,615	24,116	9,102	415	4,060	70%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBANY
(Albany County)

WPTR-TV (SCHENECTADY-TROY)
(Target Date, Unknown)

LICENSEE: Patroon Bcstg. Co. Address: Sheraton-Ten Eyck Hotel. Postal Zone: 7. Phone: 5-3345.
 FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 135 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.; Above ground 248 ft.
 AFFILIATION: Station, Am, WPTR.
 REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Schine Chain Theatres Inc. (J. Myer Schine, pres.) (55%), Harold E. Blodgett (30%), Bertha Asch (10%), W. R. David Sr. (2.5%), M. L. Prescott (2.5%).
 EXECUTIVES: J. Meyer Schine, pres. Leo Rosen, gen. mgr.

WRGB (TV) (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: i River Rd. Postal Zone: 5. Phone: Schenectady 7-2261. (For full listing see Schenectady, N. Y.)

WROW-TV (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Bcstg. Co. Address: Box 4100: Postal Zone: 4. Phone: 3-2225.
 FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 690 ft.
 OPERATION: Began Oct., 1953. Hours, 2 p.m.-midnight.
 AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WROW.
 REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh.
 SERVICES: Two studios (40x30 ft. and 30x20 ft.). Two GE camera chains. One TSC rear screen projector. One GE film camera chain. Two 16mm film projectors, one Holmes, one GPL. Two Selectroslide 2x2 in. slide projectors. One 200-ft. 16mm film processing unit. News Service, UP. Library, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: Frank M. Smith, pres. (20.15%); Alger B. Chapman, vp. (11.19%); Louis H. Gross, treas. (3.19%); Dean P. Taylor (U. S. Representative from New York), chmn. of bd. (6.75%); Gerald Dickler, sec. (1.15%); Lowell J. Thomas and family (18%); and others. (Mr. Smith is Mr. Thomas' business manager.)
 EXECUTIVES: Frank M. Smith, pres. Charles Pogan, tv opr. dir. & Thomas S. Murphy, gen. mgr. & film buy. Harry L. Goldman, sta. mgr. Harry Littler, com. mgr.
 RATE INFORMATION: Class AA one hour (live) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 2.
 MARKET INFORMATION: Population, 534,600; No. of uhf sets, 170,000; Income per Family, \$6,000.

WTRI (TV) (SCHENECTADY-TROY)†

LICENSEE: Van Curler Bcstg. Corp. Address: 15 N. Pearl St. Phone: Albany 5-5291.
 FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 542 ft.
 OPERATION: Began Feb. 28, 1954.
 AFFILIATION: Tv Network, CBS. Station Am, WTRY Troy.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Craven, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Stanley Warner Corp. (theatre chain) (50%), Harry C. Wilder and associates (50%).
 EXECUTIVES: Col. Harry C. Wilder, pres.
 † WTRI (TV) has suspended operation but has not returned its CP.

WTVZ (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
 FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,410 ft.; Above ground 541 ft.
 REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

BINGHAMTON
(Broome County)

WINR-TV

(Target Date, Not Set)

LICENSEE: Southern Tier Radio Service Inc. Address: Court House Square. Phone: 4-4318.
 FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 405 ft.
 AFFILIATION: Station, Am, WINR.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Donald W. Kramer, pres. (27.6%); Dr. James Colella, vp. (22.5%), and others.
 EXECUTIVES: Donald W. Kramer, pres.

WNBF-TV

LICENSEE: Triangle Publications Inc. (Radio & Tv Div.). Address: One Henry St. Phone: 3-7311.
 FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Operating Pow.: Visual 166 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 1,200 ft.; Above ground 785 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 1, 1949. Hours, 6:55 a.m.-11:55 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WNBF.
 REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Jansky & Bailey.
 SERVICES: One studio (18x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. One Cine Kodak Special film camera. News Service, AP. Library, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia.
 EXECUTIVES: George R. Dunham, gen. mgr. Louver H. Stantz, ch. eng. Edward M. Scala, prog. dir. & film buy. John Turner, sls. prom. mgr. E. William Farneti, treas.
 RATE INFORMATION: Class A one hour (live) \$675, (film) \$600; minute spot (live) \$137, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	510,401	626,280	1,136,681
Families in Area	157,175	184,165	341,340
No. of Sets (April, 1955)	-----	-----	325,690
Retail Sales	\$560,647,000	\$738,334,000	\$1,298,981,000
Income per Family	\$5,719	\$5,142	\$5,401
Income per Capita	\$1,505	1,353	\$1,421

WQTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
 FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 531 ft.
 REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEW YORK

BUFFALO
(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Postal Zone: 2. Phone: Mohawk 0930.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,210 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 14, 1948. Hours, 7 a.m.-1:30 a.m. (Mon.-Fri.), 9 a.m.-1:30 a.m. (Sat.-Sun.)

AFFILIATION: Tv Network, CBS. Stations, Am, WBEN. Fm, WBEN-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (22x36 ft. and 22x44 ft.). Four RCA camera chains. One TSC rear screen projector. One RCA film camera. Two Eastman film projectors, one RCA color film projector. One Gray slide projector. One mobile unit, two RCA cameras. News Services, AP, INS, UP. Library, Capitol Q, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Owned by Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, pres.	Ralph J. Kingsley, tech. dir.
Alfred H. Kirchofer, vp.	R. Glenn Beerbower, asst. tech. dir. chg. tv
C. Robert Thompson, gen. mgr.	Quintin Renner Sr., film buy.
George R. Torge, sta. mgr.	Joseph A. Haeffner, prom. mgr.
Nicholas J. Malter, sls. mgr.	
Frederick A. Keller, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$140, (film) \$140; ID \$85. ID Length 8 sec. Specifications 16mm film. Full screen. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,822,350; Families in Area, 491,910; No. of Sets, 467,649; Retail Sales, \$1,922,054,000; Income per Family, \$4,515.60; Income per Capita, \$1,567.

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Postal Zone: 13. Phone: Summer 1717.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 148 kw, Aural 74.1 kw. Operating Pow.: Visual 148 kw, Aural 74.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 422 ft.; Above ground 417 ft.

OPERATION: Began Aug. 17, 1953. Hours, 6:45-10 p.m.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Harry M. Plotkin; Consulting Engineer, Kear & Kennedy.

SERVICES: Two DuMont camera chains. One RCA film camera. Two GPL 16mm sound film projectors. One Gray 2x2 in. slide projector. News Service, UP. Library, Muzak.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman, pres. (25.34%); Gary L. Cohen, exec. vp. (25.34%); and others. Sale to NBC pending FCC approval.

EXECUTIVES:

Sherwin Grossman, pres., gen. mgr. & prog. dir.	Robert L. Brenner, com. mgr.
Gary L. Cohen, exec. vp., sta. mgr. & film buy.	Ernest E. Rety, ch. eng.
	Frank Fredericks, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (film) \$65; ID \$32.50. ID Length 10 sec. Frequency discounts from 5% for 14 times up to 30% for 261 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,000,000	250,000	1,250,000
No. of Sets	140,000	30,000	170,000

WGR-TV

LICENSEE: WGR Corp. Address: 184 Barton St. Postal Zone: 13. Phone: Summer 7115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Operating Pow.: Visual 100 kw, Aural 66.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 14, 1954. Hours, 7-11 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WGR.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x45 ft.). One GE camera chain. Two RCA film cameras. Four RCA film projectors. Two RCA slide projectors. News Services, AP, INS. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Mrs. Alanson C. Deuel (25%); J. Fred Schoelkopf IV (7.3%); Paul A. Schoelkopf Jr. (7.5%); George F. Goodyear, chmn. of bd. (7.5%); Seymour H. Knox and sons (8%); and others.

EXECUTIVES:

George F. Goodyear, chmn. of bd. & pres.	VanBeuren W. DeVries, prog. dir. & film buy.
J. J. Bernard, vp. & gen. mgr.	Karl B. Hoffman, vp. chg. eng.
Oliver Howard, com. mgr.	Phillip H. Curtis, prom. mgr.
G. P. Swift, natl. sls. mgr.	Charles Warren, news ed.

RATE INFORMATION: Class A one hour (live) \$882.50, (film) \$800; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts to 4 1/2% for 157 times. Rate Card No. 2.

MARKET INFORMATION: Population, 1,644,600; Families in Area, 497,000; No. of Sets, 470,436 (plus 443,349 in Canada); Retail Sales, \$2,005,579; Income per Family, \$4,505; Income per Capita, \$1,464.



YOUR* STAR SHOWCASE
with your host
MR. EDWARD ARNOLD

Another winner!

from the portfolio of **TPA** Sales Builders

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YOUR* STAR SHOWCASE is a lavish, star-studded production. It's a weekly parade of such audience-pulling names as Celeste Holm, Broderick Crawford, Ruth Hussey, Preston Foster, Peter Lawford, Laraine Day, MacDonald Carey, Diana Lynn and Jack Carson, etc., etc., etc.

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*Advertiser or brand name



Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

BUFFALO (Cont.)

WTVF (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 539 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

CARTHAGE
(Jefferson County)

WCNY-TV (WATERTOWN)

LICENSEE: The Brockway Co. Address: 120 Arcade St., Watertown, N. Y.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 91.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 574 ft.
OPERATION: Began Sept. 26, 1954. Hours, 3:30 p.m.-12:45 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: John B. Johnson and estate of Jesse R. Johnson (100%). Licensee publishes Watertown Daily Times and is licensee of WWNY-AM-FM Watertown and WMSA-AM-FM Massena.
RATE INFORMATION: Class A one hour \$150; one minute \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times.

ELMIRA
(Chemung County)

WTVT (TV)†

LICENSEE: Elmira Television. Address: 159 Madison Ave. Phone: 3-6624.
FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 39 kw, Aural 19.5 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft.; Above ground 484 ft.
OPERATION: Began June 15, 1953.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Kear & Kennedy.
SERVICES: Three studios (30x50 ft., 20x30 ft. and 15x20 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector.
PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%). They control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel also owns WATS Sayre, Pa., and Mr. Booth is 45% owner of WTOW Towson, Md.
EXECUTIVES:
T. K. Cassel, pres. & gen. mgr. Sidney Barbet, film buy.
James E. Pattison, prog. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150.
† WTVT (TV) has suspended operation but has not returned its CP.

ITHACA
(Tompkins County)

WHCU-TV

(Target Date, Unknown)

LICENSEE: Cornell U. Address: Savings Bank Bldg. Phone: 4-6301.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,220 ft.; Above ground 440 ft.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Howard G. Smith.
EXECUTIVE:
Michael R. Hanna, gen. mgr.

WIET (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,290 ft.; Above ground 544 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer: Francis E. Almstead, Albany.

KINGSTON
(Ulster County)

WKNY-TV (POUGHKEEPSIE)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500. (For full listing see Poughkeepsie.)

LAKE PLACID
(Clinton County)

WIRI (TV) (PLATTSBURG)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Make: RCA. Height: Above average terrain 1,205 ft.; Above ground 183 ft.
OPERATION: Began Dec. 9, 1954. Hours, 3:30 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc., U.S. Radio & Tv Sales Inc., Canada; Washington Attorney, Abe L. Stein; Consulting Engineer: Craven, Lohnes & Culver.
SERVICES: One studio (40x40 ft.). Two DuMont camera chains. One DuMont Multiscanner film camera. Two DuMont 16mm film projectors. Two DuMont slide projectors. Two DuMont opaque projectors. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: Carl F. Stohn Sr., pres. (7.9%); Vincent S. Jerry, vp. (26.5%); Joel H. Scheier (5%); Harry Schulman, Martin L. Schulman and Cyril Schulman (19%); and others. Messrs. Jerry, M. L. Schulman and J. H. Scheier own WIRY Plattsburgh, N. Y.

EXECUTIVES:
Carl F. Stohn Sr., pres., James Sherman, ch. eng.
gen. mgr. & com. mgr. Mary B. Wilson, prom. mgr.
Hal Wilson, prog. dir. & film buy. Bird Berdan, news ed.
RATE INFORMATION: Class A one hour (live) \$260, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	170,700	2,270,000	4,440,700
No. of Sets	45,150	581,200	626,350
Retail Sales (U.S. only)	\$190,970	\$2,230,000	\$2,420,970

NEW YORK CITY
(New York County)

WABC-TV

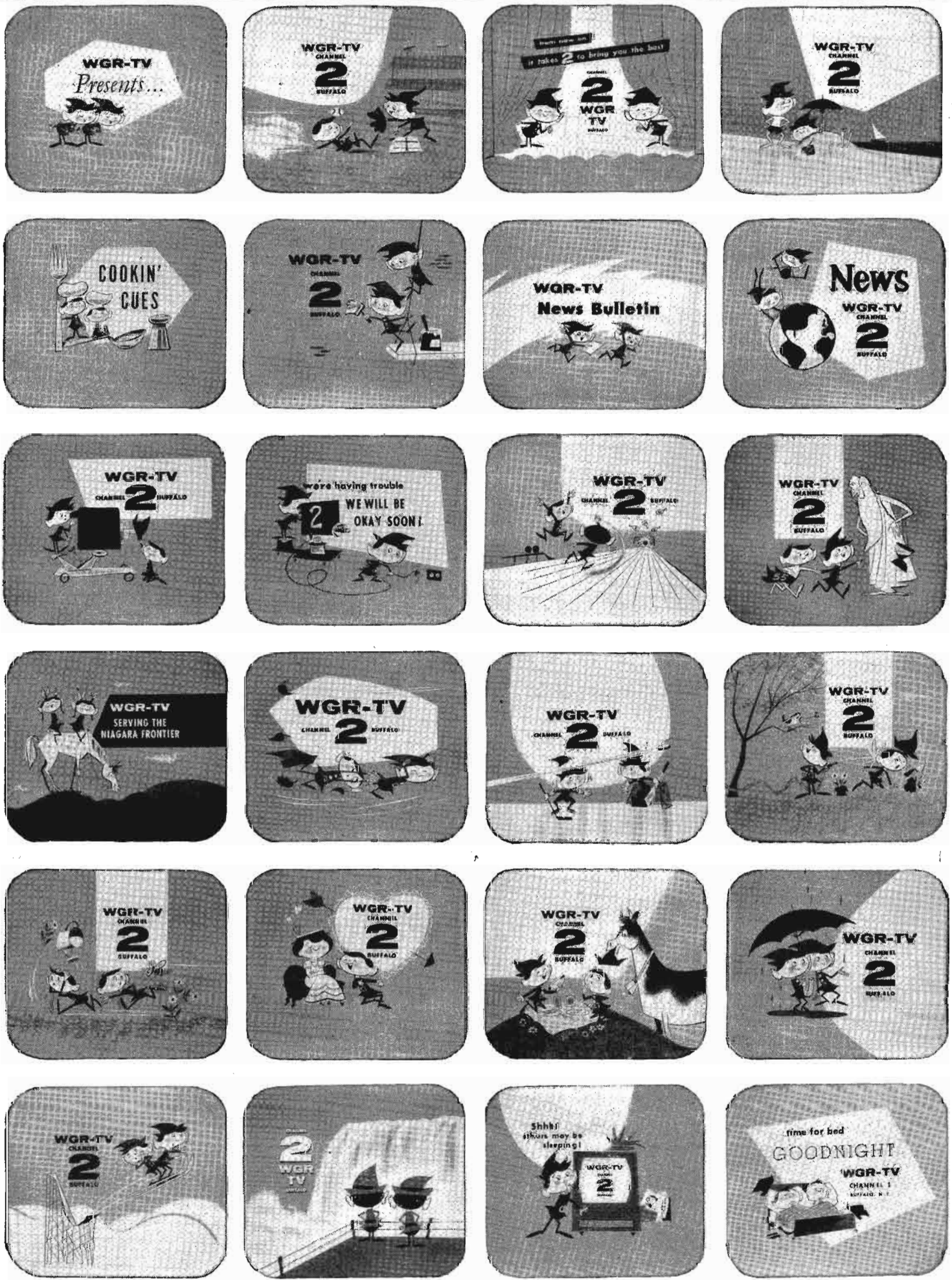
LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66 St. Postal Zone: 23. Phone: Susquehanna 7-5000.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,380 ft.; Above ground 1,465 ft.
OPERATION: Began Aug. 10, 1948. Hours, 7:55 a.m.-midnight.
AFFILIATION: Tv Network, ABC. Stations, Am, WABC, Fm, WABC-FM.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
SERVICES: Seven tv studios, three theaters. Fifty-seven camera chains, RCA, GE and GPL. Three rear screen projectors, one 16mm, two 4x5 still. Ten film cameras. Thirteen RCA film projectors, eight 16mm, five 35mm. Twelve Gray slide projectors. One opaque projector. Three mobile units. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Licensee owns chain of theatres throughout U.S., also owns following broadcast stations in addition to operating ABC network: WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGQ-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit.
EXECUTIVES:
Leonard H. Goldenson, pres. Ardien Rodner, prog. dir.
(AB-PT) G. Edward Hamilton, ch. eng.
Robert E. Kintner, pres. (ABC Div.) George Rice, film buy.
Ted Oberfelder, vp. & gen. mgr. Gene Accas, prom. mgr.
Larry Wynn, com. mgr. Thomas Velotta, news ed.
RATE INFORMATION: Class A one hour (live) \$3,375, (film) \$3,375; minute spot (live) \$607.50, (film) \$607.50; ID \$382.50. ID Length 10 sec. Frequency discounts. Rate Card No. 9.

WABD (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: 205 E. 67th St. Postal Zone: 22. Phone: Lehigh 5-1000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.91 kw. Operating Pow.: Visual 17 kw, Aural 8.91 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,340 ft.; Above ground 1,465 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began May 2, 1944. Hours, 11:10 a.m.-midnight (Mon.-Fri.), 10:50 a.m.-11:50 p.m. (Sat.), 9:50 a.m.-11:50 p.m. (Sun.)
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis.
SERVICES: Five studios (one 84x50 ft., three 75x40 ft., and one 101x72 ft.). Twenty-seven DuMont camera chains. Seven Bodde rear screen projectors, six b&w, one color. Four film cameras and one DuMont Multiscanner (film and opaque.) Eight film projectors, four Holmes 16mm, two Simplex-Acme 35mm, two DuMont 16mm. Three DuMont slide scanners. One DuMont mobile unit, one panel truck.
PRINCIPAL STOCKHOLDERS: Licensee is manufacturer of electronic equipment including tv station transmitters and studio equipment, tv receivers. Also owns WTTG (TV) Washington, D.C.

EXECUTIVES:
Allen B. DuMont, pres., Gerald Lyons, pub. rel. & publicity dir.
Allen B. DuMont Labs. Shirley Godley, adv. & prom. dir.
Ted Bergmann, dir. of bcstg. Bennet Korn, gen. sls. exec.
Ted Cott, gen. mgr., Rodney D. Chipp, ch. eng.
DuMont O & O stations Lewis E. Arnold Jr., prod. sup.
George L. BarenBregge, sta. mgr. Frank Savage, news ed.
Burt Lambert, sls. sup., owned & operated stations William Kobin, news ed.
David Lowe, prog. dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

Every month since WGR-TV went on the air,
it has carried at least 8 of the top 15 shows. (Pulse)

WGR-TV **2**
CHANNEL

184 Barton Street, Buffalo 13, New York

NEW YORK CITY (Cont.)

WABD (TV) (Cont.)

RATE INFORMATION: Class A one hour \$2,200; minute spot \$500; ID \$212.50. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 9.

WATV (TV) (NEWARK, N.J.)

LICENSEE: Bremer Bcstg. Co. Address: 1020 Broad St., Newark. Postal Zone: 1. Phone: Mitchell 2-6400. (For full listing see Newark, N. Y.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Postal Zone: 22. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Operating Pow.: Visual 42 kw, Aural 21 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,300 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began July 1, 1941. Hours, 6:45-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WCBS. Fm, WCBS-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Attorney, Rosenman, Goldmark, Colin & Kaye.

SERVICES: Nine studios, nine theaters. Eighty-one camera chains, 58 RCA, 11 DuMont, eight GPL and four GE. Seventeen rear screen projectors, 13 slide, four motion picture, 16mm and 35mm. Fourteen RCA film cameras, b&w and color. Eighteen film projectors, 16mm and 35mm, RCA, GE and Eastman. One 35mm slide projector. Two scanners, one DuMont, one Philco. Five Gray opaque projectors. Three mobile units, one RCA, one custom, one Dodge Vanette; two station wagons. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDERS: Licensee owns following stations in addition to operating CBS network: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEL-AM-FM Boston and WXIX (TV) Milwaukee. Purchase of WGTH-TV Hartford, Conn., pending FCC approval. CBS Inc. also owns CBS-Columbia Inc., radio-tv receiver manufacturer; CBS-Hytron Inc., tube manufacturer; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc.

EXECUTIVES:

Frank Stanton, pres., CBS Inc.	Robert G. Thompson, tech. opr. dir., CBS-TV
J. L. Van Volkenburg, pres., CBS Television Div.	Marion Lonsberry, opr. mgr.
Sam Cook Digges, gen. mgr.	William Lacey, film dept. mgr.
Clarence Worden, asst. to gen. mgr.	Robert G. Patt, adv. & sls. prom. dir.
Frank Shakespeare, gen. sls. mgr.	Robert Fuller, publ. dir.
Hal Hough, prog. dir.	

RATE INFORMATION: Class AA one hour \$6,500, Class A \$6,250; minute spot \$1,700, \$1,250; ID \$850, \$625. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 weeks up to 20% for 52 weeks. Rate Card No. 15.

WGTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 712 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

WNYC-TV*

(Target Date, Oct., 1955)
(*Non-Commercial)

LICENSEE: Municipal Bcstg. System, City of New York. Address: 2500 Municipal Bldg. Postal Zone: 7. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 628 ft.

AFFILIATION: Stations, Am, WNYC. Fm, WNYC-FM.

REPRESENTATIVES: Washington Attorney, Charles S. Rhyne.

EXECUTIVES:

Hon. Robert F. Wagner, mayor	William H. Pitkin, ch. eng.
Seymour N. Siegel, dir.	A. Alan Levin, prom. mgr.
John De Prospeo, exec. ofcr.	Mary McDonald, news ed.
Bernard Buck, prog. dir.	

MARKET INFORMATION: Population (Grade A, FCC Contour) 11,500,000, (Grade B, FCC Contour) 12,500, (Total Including Fringe Area) 13,000,000.

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Postal Zone: 18. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw, Aural 64.6 kw. Transmitter: Standard Electronics. Antenna Make: Special design by Andrew Alford. Height: Above average terrain 1,240 ft.; Above ground 1,231 ft.

OPERATION: Began Oct. 5, 1949. Hours, 1 p.m.-1:30 a.m.

AFFILIATION: Stations, Am, WOR. Fm, WOR-FM.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Two studios (30x40 ft. and 36x48 ft.). Twelve camera chains, nine RCA, three DuMont. One TSC rear screen projector. Two RCA film cameras. Four RCA film projectors. Two slide projectors, Gray and Animatic. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned 90% by General Tire & Rubber Co., and 10% by R. H. Macy & Co. General Teleradio is majority stockholder of Mutual Bcstg. System, owns RKO Radio Pictures Inc., and the following broadcast properties: Yankee Network Div., WNAC-AM-FM-TV Boston and 55% of WGTH-AM-TV Hartford, Conn.; Don Lee Network Div., KHJ-AM-FM-TV Los Angeles, KFRC San Francisco; WOR Div., WOR-AM-FM-TV New York; and WHBQ-AM-TV Memphis and WEAT-AM-TV West Palm Beach, Fla. Sale of WGTH-TV to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres.	Charles Singer, ch. eng.
Gordon Gray, vp & gen. mgr.	Milford Fenster, film buy.
William P. Dix Jr., sls. mgr.	Robert Hoffman, prom. mgr.
Ivan Reiner, prog. dir.	George Brown, news ed.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$300, (film) \$300; ID \$200. ID Length 20 sec. Frequency discounts from 2 1/2% for 13 weeks up to 10% for 52 weeks. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	14,292,500	15,224,300	15,942,100
Families in Area	4,444,000	4,714,700	4,930,500
No. of Sets	4,304,500	4,545,200	4,700,000
Retail Sales (1953)	\$17,229,174,000	\$18,382,602,000	\$19,227,034,000
Income per Family	\$6,277	\$6,251	\$6,202
Income per Capita	\$1,951	\$1,936	\$1,918

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 E. 42nd St. Postal Zone: 17. Phone: Murray Hill 2-6500.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,410 ft.; Above ground 1,464 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1948. Hours, 12:45 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Four studios. Fifteen RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Six film projectors, four 16mm, two 35mm. Two Telejector slide projectors. Two RCA mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by New York News. Same ownership as WGN-TV Chicago (Chicago Tribune).

EXECUTIVES:

F. M. Flynn, pres.	Thomas P. Robinson, bus. mgr., sls. dept.
Fred M. Thrower, vp. & gen. mgr.	W. Engels, news & sp. events mgr.
L. J. Pope, opr. mgr.	T. E. Mitchell, controller
& asst. to gen. mgr.	Keith Culverhouse, adv. & prom. dir.
Otis S. Freeman, ch. eng.	L. Hollingsworth, publicity mgr.
John A. Patterson, sls. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$360, (film) \$360; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

WRCA-TV

LICENSEE: National Bcstg. Co. Address: 30 Rockefeller Plaza. Postal Zone: 20. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began July 1, 1941. Hours, 6:45-1:30 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WRCA. Fm, WRCA-FM.

SALES REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.

PRINCIPAL STOCKHOLDERS: Owned by Radio Corporation of America. RCA manufactures electronic equipment, including broadcast transmitters, antennas, tubes, and studio apparatus, phonograph records, is due to be part-owner of Whirlpool-Seeger Corp. (laundry machines, freezers, refrigerators, stoves and air conditioners), owns RCA Communications Inc. and Radiomarine Corp. of America (communications), RCA Institutes Inc. (school) and RCA Service Co. NBC owns the following stations in addition to operating the NBC network: WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KRCA (TV) Los Angeles. NBC and Westinghouse Broadcasting Co. have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland for WBC's KYW and WPTZ (TV) Philadelphia. This transaction is pending FCC approval. NBC purchase of WKNB-AM-TV New Britain, Conn., and WBUF-TV Buffalo, N.Y., also pending FCC approval.

EXECUTIVES:

Sylvester Weaver, pres., NBC	Alfred E. Jackson, ch. eng.
Robert W. Sarnoff, exec. vp. NBC	Beulah Jarvis, film buy.
Hamilton Shea, gen. mgr.	Max E. Buck, prom. mgr.
William M. Davidson, asst. gen. mgr.	Bill Berns, news ed.
Jay Heiten, com. mgr.	
Steve Krantz, prog. dir.	

RATE INFORMATION: Class AAA one hour (live) \$8,400, (film) \$8,400; minute spot (live) \$2,050, (film) \$2,050; ID \$975. ID Length 10 sec. Frequency discounts. Temporary Rate Card No. 15.

MARKET INFORMATION: (Total Including Fringe Area): Population, 16,326,200; Families in Area, 5,045,300; No. of Sets, 4,740,000; Retail Sales, \$19,846,132,000; Income per Family, \$6,218.



CAMPAIGN YEAR!

For your advertising campaign in the nation's first market, there's no smarter choice than WRCA-TV, the NBC flagship station. Personalities that sell . . . mammoth-size audiences . . . the budget-wise 14/50 plan . . . all supported by America's finest merchandising.

WRCA-TV*4 

THE PEOPLE'S CHOICE
IN NEW YORK
CIRCLE 7-8300
Represented by

 **SPOT SALES**

PLATTSBURG
(Clinton County)

WIRI (TV) (LAKE PLACID)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070.
(For full listing see Lake Placid.)

POUGHKEEPSIE
(Dutchess County)

WKNY-TV (KINGSTON)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 7.41 kw. Operating Pow.: Visual 13.8 kw, Aural 7.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 649 ft.
OPERATION: Began May 24, 1954. Hours, 11 a.m.-noon—5:30-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WKNY.
REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (16x20 ft.). One GPL camera chain. One RCA film camera chain. Two RCA 16mm film projectors. One Gray 35mm slide projector.
PRINCIPAL STOCKHOLDERS: WKNE Corp. (WKNE Keene, N.H.) (18%); Joseph K. Close, pres. (11%); N. LeVan Haver, sec. (6.5%); George W. Smith, treas. (2.8%); Arthur H. Wicks (5.5%); Gerald V. C. Baker (5.5%); Arthur L. Baker (5.5%); and others. Mr. Close controls WKNE Corp.

EXECUTIVES:

Joseph K. Close, pres. Irv Rose, prog. dir.
Robert Peebles, vp. & gen. mgr. Charles B. Edwards, ch. eng.
Robert Sabin, vp. chg. sls.

RATE INFORMATION: Class A one hour (live) \$140, (film) \$100; minute spot (live) \$30, (film) \$20; ID \$10. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

ROCHESTER
(Monroe County)

WCBF-TV

(Target Date, Unknown)

LICENSEE: Star Bcstg. Co. Address: 87 Seneca St., Geneva, N. Y.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 325 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Maurice R. Forman, pres. (71.59%), and others. Star Bcstg. is also licensee of WGVA Geneva, N.Y.

WHAM-TV

LICENSEE: Stromberg-Carlson Bcstg. Co. Address: 201 Humboldt St. Postal Zone: 3. Phone: Culver 7240.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 11, 1949. Hours, 6:58 a.m.-1:05 a.m. (Mon.-Fri.), 9 a.m.-1:30 a.m. (Sat.), 11:30 a.m.-midnight (Sun.).
AFFILIATION: Tv Network, NBC. Stations, Am, WHAM. FM, WHFM (FM).
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Segal, Smith & Hennessey.
SERVICES: Two studios (one 40x40 ft. with stage, one 20x30 ft.). Six RCA camera chains. Two RCA film cameras. Two Eastman 16mm film projectors. One Bausch & Lomb 3 1/4 x 4 1/4 in. slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Licensee is a subsidiary of General Dynamics Corp. (which owns aircraft, submarine, electric motor and generator companies, as well as Stromberg-Carlson Co., communications and radio-tv receiver manufacturer).
EXECUTIVES:
William Fay, pres. Kenneth J. Gardner, ch. eng.
John W. Kennedy Jr., vp. & gen. sls. mgr. David Manning, film buy.
A. N. Bender, tv sls. mgr. L. Walton Smith, prom. mgr.
Charles W. Siverson, prog. dir. David E. Kessler, news ed.
RATE INFORMATION: Class A one hour (live) \$700, (film) \$600; minute spot (live) \$170, (film) \$140; ID \$46.67. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 9.
MARKET INFORMATION: Population (Grade A, FCC Contour) 630,600, (Grade B, FCC Contour) 804,000; (Total Including Fringe Area) 1,095,700; No. of Sets (Total Including Fringe Area) 305,000.

WHEC-TV

LICENSEE: WHEC Inc. Address: 40 Franklin St. Postal Zone: 4. Phone: Baker 6740.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WHEC.
SALES REPRESENTATIVES: Everett-McKinney Inc. Washington Attorney: Dow, Lohnes & Albertson; Consulting Engineer: A. D. Ring & Assoc.
SERVICES: Two studios (25x40 ft. and 20x30 ft.). Three GE camera chains. One GE film camera. Two GE film projectors. Two slide projectors, GE 3x4 in. and Gray 2x2 in. GE opaque projector. News Service, AP.
PRINCIPAL STOCKHOLDER: Owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Messena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Plainfield (N.J.) Courier-News, Danville (Ill.) Commercial News. Gannett also owns WHDL Olean (minority), WENY Elmira, both New York; 45% of WGH-AM-TV Hartford, Conn. (sale of WGH-TV to CBS pending FCC approval), and WDAN Danville, Ill.

EXECUTIVES:

Frank E. Gannett, pres. Bernard C. O'Brien, ch. eng.
C. Glover DeLaney, gen. mgr. Richard K. Blackburn, tech. dir.
LeMoine C. Wheeler, com. mgr. Lowell H. MacMillan, asst. mgr.
William J. Adams, prog. dir.

RATE INFORMATION: Class A one hour (live) \$680, (film) \$600; Class AA minute spot \$140; Class AA ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts up to 20%. Rate Card No. 1.

WROH (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 540 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

WVET-TV

LICENSEE: Veterans Bcstg. Co. Address: 17 S. Clinton Ave. Postal Zone: 4. Phone: Hamilton 4820.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Height: Above average terrain 450 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WVET.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Spearman & Robertson; Consulting Engineer, John Creutz.
SERVICES: One studio (30x40 ft.). Two GE camera chains. One GE film camera. Two film projectors, GE, Eastman. One Gray 2x2 in. slide projector, one GE 3x4 in. Baloptican projector. One 16mm film processing unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Stock is owned by more than 130 stockholders, none owning more than 6.6%. E. F. Lyke, pres.-treas.
EXECUTIVES:
Ervin F. Lyke, pres., Raymond Jobs, ch. eng.
treas. & gen. mgr. Arthur Cook, film buy.
Arthur Murrellwright, com. mgr. Donald Kallock, prom. mgr.
Paul C. Louthier, vp. & prog. dir. David Roberts, news ed.
RATE INFORMATION: Class A one hour (live) \$680, (film) \$600; Class AA minute spot (live) \$160, (film) \$140; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1 (revised).
MARKET INFORMATION: Population (Grade A, FCC Contour) 612,745, Grade B, FCC Contour) 835,594, (Total Including Fringe Area) 927,733; Families in Area (Grade B, FCC Contour) 310,260; No. of Sets (Grade B, FCC Contour) 281,960.

SCHENECTADY
(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Postal Zone: 5. Phone: 7-2261.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 314 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1947. Hours, 7 a.m.-1 a.m. (Mon.-Fri.), 8:15 a.m.-12:30 a.m. (Sat.), 9 a.m.-12:30 a.m. (Sun.).
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WGY. Fm, WGFM (FM).
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.
SERVICES: Two studios (47x38 ft. and 23x15 ft.). Six GE camera chains. Two GE film cameras. Three GE film projectors. Two Selectroslide Jr. slide projectors. One GE mobile unit. News Services, AP, UP. Library, RCA Thesaurus.
PRINCIPAL STOCKHOLDER: Licensee is manufacturer of electronics and communications equipment, including broadcast transmitters, antennas, tubes and studio apparatus, radio-tv receivers, home appliances, electrical power generating equipment, electric light bulbs, etc.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

What's the BIG "I.D." ?

In Rochester, N.Y., It's A '10 SPOT'.

(CHANNEL 10 Spot,
We Mean!)



**Take Advantage Of Our
Choice Adjacencies!**

Highest Ratings

Highly rated network programs, plus strong, popular local shows, offer you spot adjacencies that deliver to you the eyes and ears of thousands in the rich Rochester territory—people who can *buy!*

The Best Of Two Networks

Because Channel 10 is basic CBS and affiliated with ABC, our program schedule lists the finest programs of two major networks—the very cream of the crop!

Nine "Emmy" Awards

No less than *nine* "Emmy" awards were given to programs and stars that are heard and seen regularly on Channel 10! Here is proof positive of quality!

Super Strong In Daytime

Our daytime schedule is, and always has been, rated tops among Rochester listeners. Look at the surveys!

COVERAGE AREA A Rich and Ready Market!

POPULATION 1,107,267
RETAIL SALES 1,062,301,000
EFFECTIVE BUYING POWER
in Metropolitan Rochester, \$5,977
per family, 13.3% above national
average in 1954. Throughout the
nine counties—\$5,397.
TELEVISION HOMES 300,000
. . . and a Television Station that
is famous for complete and con-
tinuous promotion!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE



OPERATED SHARE TIME BY
WHEC • TV-WVET • TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

SCHENECTADY (Cont.)

WRGB (TV) (Cont.)

EXECUTIVES:

Robert B. Hanna Jr., mgr., GE Bcstg. Stations Dept.	Willard J. Purcell, eng. mgr.
Raymond W. Welpott, mgr. WRGB (TV)	Caleb Paine, sta. services mgr.
Robert F. Reid, sls. mgr.	James Q. Cobb, prom. & publicity mgr.
Albert G. Zink, prog. mgr. & film buy.	Lansing Christman, news bcstg. dir.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$165, (film) \$165; ID \$82.50. ID Length 10 sec. Specifications 2x2 in. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION: (Total Including Fringe Area): Population 2,127,800; Families in Area, 649,800; No. of Sets, 428,800; Retail Sales, \$2,502,532,000; Effective Buying Income, \$3,203,340,000.

SYRACUSE

(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Postal Zone: 8. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 554 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1948. Hours, 6:45-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WHEN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: Two studios (35x50 ft. and 20x18 ft.). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. Spindler & Sauppe slide projectors. One Mason tank film processing unit. One Chevrolet panel truck mobile unit. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDER: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.

EXECUTIVES:

E. T. Meredith Jr., pres.	Gordon Alderman, prog. dir. & film buy.
Paul Adanti, vp. & gen. mgr.	Frank Spain, ch. eng.
Fred Menzies, com. mgr.	Bob Peel, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$720, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$60. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,015,000	1,169,400	2,473,600
Families in Area	300,250	347,400	730,684
No. of Sets	259,280	285,760	574,330
Retail Sales			
Effective Buying	\$1,141,969,000	\$1,347,871,000	\$2,773,328,000
Income per Family	\$4,453	\$4,431	\$4,183
Effective Buying			
Income per Capita	\$1,341	\$1,404	\$1,320

WHTV (TV)*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 532 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineering, Francis E. Almstead, Albany.

WSYR-TV

LICENSEE: Central New York Bcstg. Corp. Address: Syracuse 2. Phone: 3-7111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 597 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 15, 1950. Hours, 6:55-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSYR. Fm, WSYR-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (40x40 ft. and 20x32 ft.). Five camera chains, two RCA, three DuMont. One Trans-Lux rear screen projector. Three film cameras, two GE, one RCA color. Four film projectors, three GE 16mm, one RCA 16mm color. Two Gray slide projectors. One GE opaque projector. One film processing unit. One mobile unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: S. I. Newhouse and family. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark Star-Ledger, Jersey City Jersey Journal, both New Jersey, Long Island Press and Star-Journal, Staten Island Advance, Nassau Review Star, all New York; Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, and St. Louis Globe-Democrat. Newhouse broadcast properties are: WSYR-AM-FM-TV Syracuse; WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 23% of KWK-AM-TV St. Louis.

THE SUPERIOR STATION

IN AMERICA'S
BEST TEST MARKET



SYRACUSE has been ranked AMERICA'S No. 1 Test Market by Sales Management Magazine. The ranking is authentic because it is based on an audited study of 503 test campaigns by national advertisers over a period of nine years. WSYR-TV has achieved superiority by consistently maintaining better facilities . . . better local program features . . . better customer services. These important, authentic advantages give WSYR-TV its distinctive leadership not only in Syracuse, but throughout the \$2 billion Central New York market which it serves.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

WSYR - TV CHANNEL **3**
100 KW SYRACUSE, N. Y. NBC

portrait of a market...



... where summertime is big business

Runners and trotters draw thousands of the vacationing tourists in WRGB's 30-county coverage area to historic Saratoga, N. Y. These summer-long vacationers find dozens

of attractions in the WRGB area to bring them back year after year, swelling the WRGB television audience well past the normal of 435,600 families.

Represented Nationally by  SPOT SALES

WRGB

A General Electric Television Station—Albany—Troy—Schenectady, N.Y.

SYRACUSE (Cont.)

WSYR-TV (Cont.)

EXECUTIVES:

E. R. Vadeboncoeur, pres. & gen. mgr. Albert Eicholzer, ch. eng.
 William R. Alford, sls. dir. Louis Switzer, prom. mgr.
 Fred I. Geiger, sls. mgr. Fred Hillegas, news ed.
 William V. Rothrum, vp.,
 prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID Length 10 sec. Share screen. Frequency discounts from 10% for 13 times up to 30% for 260 times. Rate Card No. 8.

MARKET INFORMATION: (Total Including Fringe Area): No. of Sets, 367,910; Income per Family (Syracuse), \$5,484.

UTICA

(Oneida County)

WKTV (TV)

LICENSEE: Copper City Bcstg. Corp. Address: Smith Hill Rd. Phone: 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: GE. Antenna Make: Lehigh. Height: Above average terrain 790 ft.; Above ground 447 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WKAL.

REPRESENTATIVES: Sales, Donald Cooke Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair.

SERVICES: Two studios (20x45 ft. and 45x45 ft.). Two camera chains, RCA, GE. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. Four slide projectors, Gray, Spindler & Sauppe, GE. One GE opaque projector. One Watson film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who operates Kallet Theatres Inc., movie theater chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, pres. Jack Fredericks, prog. dir.
 Michael C. Fusco, gen. mgr. DeForest T. Layton Jr., ch. eng.
 & film buy. Mark Roth, prom. mgr.
 William T. MacNeilly, exec. vp. Lyle Bosley, news ed.

RATE INFORMATION: Class A one hour (live) \$475; minute spot (live) \$85; ID \$30. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

NORTH CAROLINA

NORTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1954.....	4,250,000
Total Families, 1950.....	939,215
Total Urban Population, 1950.....	1,368,101
Total Rural Nonfarm Population, 1950.....	1,317,268
Total Farm Population, 1950.....	1,376,560
Employed in Nonagricultural Establishments, March 1955.....	998,300
Employed in Agriculture, 1950.....	360,097
Employed in Mining, March 1955.....	4,000
Employed in Manufacturing, March 1955.....	438,800
Employed in Construction, March 1955.....	44,300
Employed in Transportation & Public Utilities, March 1955.....	60,300
Employed in Wholesale & Retail Trade, March 1955.....	197,700
Employed in Finance, Insurance & Real Estate, March 1955.....	29,400
Employed in Service and Miscellaneous, March 1955.....	90,800
Employed in Government Service, March 1955.....	133,000
Retail Sales, 1954.....	\$ 3,000,214,000
Bank Assets, Jan. 1, 1955.....	\$ 2,550,020,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,325,488,000
Major Income Sources, 1953: Agriculture 12.8%; Government 17.6%; Manufacturing Payrolls 26.1%; Trade and Service 23.5%.	
Total Income Payments, 1953.....	\$ 4,599,000,000
Per Capita Income, 1953.....	\$ 1,097
Total Internal Revenue Collections, 1954.....	\$ 1,496,539,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 50.93
Cash Receipts from Farm Marketing, 1954.....	\$ 926,491,000
Government Payments to Farmers, 1954.....	\$ 6,107,000
Value of Mineral Production, 1951.....	\$ 29,648,000
New Public Construction in 1952.....	\$ 206,600,000
Motor Vehicle Registration, 1954.....	1,304,252
Number of Telephones, Jan. 1, 1955.....	758,000
Number of Electrical Connections, Jan. 1, 1955 ¹	1,886,667
Number of Gas Utilities Connections, 1953.....	71,000

¹ Also includes South Carolina
 For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Alamance.....	71,220	\$59,899	\$14,431	\$1,557	12,090	60%
Alexander.....	14,554	6,104	1,341	101	1,690	47%
Allegany.....	8,155	4,240	670	73	970	46%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Anson.....	26,781	13,065	2,859	338	3,280	52%
Ashe.....	21,878	6,962	1,321	107	2,390	46%
Avery.....	13,352	3,077	843	86	860	27%
Beaufort.....	37,134	26,921	6,819	578	3,800	41%
Bertie.....	26,439	13,509	2,399	203	2,260	37%
Bladen.....	29,703	13,755	3,270	313
Brunswick.....	19,238	4,972	1,544	214
Buncombe.....	124,403	111,825	23,776	4,085	11,330	33%
Burke.....	45,618	21,655	5,038	604	7,980	70%
Cabarrus.....	63,783	50,593	14,383	1,541	11,210	64%
Caldwell.....	43,352	24,235	7,257	653	5,280	48%
Camden.....	5,223	1,063	569	760	54%
Carteret.....	23,059	14,551	5,081	717
Caswell.....	20,870	3,511	895	45	2,070	46%
Catawba.....	61,794	53,033	12,643	1,233	10,030	58%
Chatham.....	25,392	14,250	2,235	265	2,900	46%
Cherokee.....	18,294	7,799	1,721	90	470	11%
Chowan.....	12,540	7,289	1,651	199	810	27%
Clay.....	6,006	1,025	273	121	130	10%
Cleveland.....	64,357	39,687	9,134	808	9,570	58%
Columbus.....	50,621	32,132	6,394	897
Craven.....	48,823	35,834	8,066	1,080	3,550	27%
Cumberland.....	96,006	61,697	17,527	2,280	2,970	12%
Currituck.....	6,201	3,270	1,033	970	54%
Dare.....	5,405	5,457	1,883	158	350	27%
Davidson.....	62,244	50,008	12,141	1,053	9,490	55%
Davie.....	15,420	6,205	1,531	218	2,200	55%
Duplin.....	41,074	18,616	4,852	564
Durham.....	101,639	109,865	20,694	3,568	14,880	52%
Edgecombe.....	51,634	34,204	8,706	707	2,040	17%
Forsyth.....	146,135	132,390	28,470	4,114	23,570	54%
Franklin.....	31,341	10,271	2,547	352	1,530	21%
Gaston.....	110,836	80,367	21,767	2,391	21,420	69%
Gates.....	9,555	2,819	931	50	1,240	54%
Graham.....	6,686	2,218	481	88	170	10%
Granville.....	31,793	12,410	2,980	410	2,810	40%
Greene.....	18,024	4,429	824	117
Guilford.....	191,057	251,503	48,992	6,458	24,410	44%
Halifax.....	58,377	42,829	11,669	1,092	1,630	12%
Harnett.....	47,605	27,025	6,149	1,026	1,300	11%
Haywood.....	37,631	24,033	4,333	950	1,680	17%
Henderson.....	30,921	26,849	6,621	775	2,070	23%
Hertford.....	21,453	15,260	3,201	206	2,650	54%
Hoke.....	15,756	4,774	1,202	76	780	23%
Hyde.....	6,479	1,578	999	49	350	27%
Iredell.....	56,303	39,724	10,388	1,109	6,530	43%
Jackson.....	19,261	7,756	1,531	220	990	22%
Johnston.....	65,906	32,966	7,190	886
Jones.....	11,004	2,413	946	69
Lee.....	23,522	17,226	3,845	511	1,770	29%
Lenoir.....	45,953	45,705	8,288	1,349
Lincoln.....	27,459	13,969	3,024	85	4,060	58%
McDowell.....	25,720	13,971	3,830	528	4,220	63%
Macon.....	16,174	6,502	1,463	227	400	10%
Madison.....	20,522	5,681	1,221	202	780	17%
Martin.....	27,938	19,678	3,345	369	2,540	41%
Mecklenburg.....	197,052	238,809	45,969	6,614	35,080	60%
Mitchell.....	15,143	7,549	1,360	173	970	27%
Montgomery.....	17,260	12,059	3,318	227	2,290	52%
Moore.....	33,129	24,979	6,186	806	2,540	30%
Nash.....	59,919	42,876	8,396	1,251	2,190	15%
New Hanover.....	63,272	73,766	17,614	2,449
Northampton.....	28,432	7,935	3,168	288	2,300	37%
Onslow.....	42,047	29,993	6,918	1,279
Orange.....	34,435	19,612	5,080	736	3,950	46%
Pamlico.....	9,993	2,149	890
Pasquotank.....	24,347	24,946	5,963	568	3,700	54%
Pender.....	18,423	5,423	1,728	111
Pequimans.....	9,602	5,350	1,081	38	1,350	54%
Person.....	24,361	11,339	1,922	328	2,200	40%
Pitt.....	63,789	47,354	8,764	898	4,600	31%
Polk.....	11,627	6,797	2,560	116	2,020	63%
Randolph.....	50,804	36,563	8,580	1,051	6,080	43%
Richmond.....	39,597	33,520	9,864	744	5,310	52%
Robeson.....	87,769	52,653	10,212	1,500	3,400	17%
Rockingham.....	64,816	40,353	10,719	1,377	7,690	44%
Rowan.....	75,410	53,013	14,429	1,779	11,580	55%
Rutherford.....	46,356	28,960	6,903	860	7,520	63%
Sampson.....	49,780	21,648	4,839	542
Scotland.....	26,336	15,137	3,408	321	1,420	23%
Stanly.....	37,130	26,052	6,062	677	8,380	78%
Stokes.....	21,520	5,741	1,385	101	2,240	44%
Surry.....	45,593	31,941	6,379	1,051	5,380	45%
Swain.....	9,921	4,360	1,553	134	230	10%
Transylvania.....	15,194	9,472	2,287	343	860	22%
Tyrell.....	5,048	1,635	609	93	320	27%
Union.....	42,034	28,991	5,190	584	5,470	52%
Vance.....	32,101	22,916	4,750	536	1,660	21%
Wake.....	136,450	142,723	26,740	4,468	11,420	32%
Warren.....	23,539	6,967	1,689	170	1,070	21%
Washington.....	13,180	7,639	2,566	151	860	28%
Watauga.....	18,342	9,261	2,644	369	1,140	27%
Wayne.....	64,267	49,280	7,959	984	1,970	12%
Wilkes.....	45,243	30,043	5,537	732	4,200	38%
Wilson.....	54,506	42,574	9,104	1,189
Yadkin.....	22,133	7,758	1,578	88	3,140	55%
Yancey.....	16,306	5,419	993	58	630	17%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ASHEVILLE

(Buncombe County)

WISE-TV

LICENSEE: WISE-TV Inc. Address: 100 College St. Phone: 3-5381.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 13 kw. Operating Pow.: Visual 23 kw, Aural 13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 154 ft.

OPERATION: Began Aug. 2, 1953. Hours, 6-11 p.m.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WISE.

REPRESENTATIVES: Sales, The Bolling Co.; Dora-Clayton Agency, Atlanta; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George C. Davis.

ASHEVILLE (Cont.)

WISE-TV (Cont.)

SERVICES: One studio (20x35 ft.). One RCA camera chain. One RCA film camera. Two Holmes 16mm film projectors.

PRINCIPAL STOCKHOLDERS: Harold Thoms and wife (100%). Mr. Thoms owns 25% interest in WAYS Charlotte and WCOG Greensboro. 71% of WEAM Arlington.

EXECUTIVES:

Harold H. Thoms, pres. & gen. mgr. John Randolph, ch. eng.
Joseph J. Master, com. mgr. Eugene Bessette, news ed.
& film buy.
J. J. Masters, prog. dir.
& prom. mgr.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$150; minute spot (live) \$45, (film) \$30; ID \$15. ID Length 8 sec. audio, 10 sec. video. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour): Families in Area, 52,858; No. UHF Sets, 38,000.

WLOS-TV

LICENSEE: Skyway Bcstg. Co. Address: 288 Macon Ave. Phone: 2-2431.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 2,850 ft.; Above ground 340 ft.

OPERATION: Began Sept. 18, 1954. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Stations, Am, WLOS. Fm, WLOS-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; James S. Ayers Co., Southeast; Washington Attorney, Spearman & Roberson; Consulting Engineer, John Creutz.

SERVICES: Four adjoining studios (18x22 ft.). Two Federal camera chains. One TSC rear screen projector. One Federal film camera chain. Two DeVry 16mm projectors. One scanner. News Service, UP. Library, MCA, MPTV, Studio Films.

PRINCIPAL STOCKHOLDERS: Charles M. Britt, pres. (11.3%); Charles B. Britt, vp. (2.9%); Joe H. Britt (22.6%); T. F. Carr (4.9%); Dr. G. Curtis Crump (5%); Wilkins Norwood and mother (5%); and others, none holding more than 3%. Asheville Citizens-Times Publishing Co. (Asheville Citizen and Times) holds option to purchase 5,000 shares.

EXECUTIVES:

Charles M. Britt, pres. M. D. Hunnicutt, ch. eng.
Charles B. Britt, exec. vp. Adelaide Casselberry, prom. mgr.
Bradley H. Roberts, com. mgr. James E. Edmonds, news ed.
Sterling W. Wright, prod. dir.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$250; minute spot (live) \$58, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grades A & B, FCC Contour): Population, 2,313,700; Families in Area, 592,700; No. of Sets, 320,000; Retail Sales, \$1,596,751,000; Income per Capita, \$1,004.

CHAPEL HILL
(Orange County)

WUNC-TV*

(*Non-Commercial Educational)

LICENSEE: U. of North Carolina. Address: Chapel Hill. Phone: 8423.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 798.6 ft.

OPERATION: Began Jan. 8, 1955. Hours, 3:30-10 p.m.

SERVICES: Three studios (45x45 ft., 50x50 ft. and 52x50 ft.). Six RCA camera chains. Three TSC rear screen projectors. One RCA film camera. One RCA film projector. One Gray slide projector. One Houston-Fearless film processing unit. One mobile unit. News Service, AP.

EXECUTIVES:

Gordon Gray, pres. David Davis, prog. dir.,
R. F. Schenkan, gen. mgr. Greensboro studio
Ralph Burgin, prog. dir., Alan B. MacIntyre, ch. eng.
Raleigh studio Emily Kellam, film buy.
Duff Browne, prog. dir., Wesley Wallace, news ed.
Chapel Hill studio

MARKET INFORMATION: (Total including Fringe Area): Population, 2,924,000; Families in Area, 731,300; No. of Sets, 377,350.

CHARLOTTE
(Mecklenburg County)

WBTW (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Address: 1 Jefferson Place. Postal Zone: 8. Phone: Edison 3-8833.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 562 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began July 15, 1949. Hours, 6:15-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WBT.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (40x40 ft. and 40x60 ft.). Four RCA camera chains. Two RCA b&w & color film camera chains. Four RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One RCA mobile truck. News Services, AP, UP. Library, World.

PRINCIPAL STOCKHOLDER: Jefferson Standard Life Insurance Co., which also owns WBTW (TV) Florence, S.C., and WBIG Greensboro, N.C., and 16 2/3% of WFMY-TV Greensboro, N.C.

EXECUTIVES:

Joseph M. Byran, pres. Wallace J. Jorgenson, gen. sls. mgr.
Charles H. Crutchfield, exec. vp. Paul B. Marion, tv sls. mgr.
& gen. mgr. Tom Cookerly, loc. sls. rep.
J. Robert Covington, vp. J. W. Timberlake, loc. sls. rep.
(prom. & sls.) Lacy Sellars, prog. sup.
Kenneth I. Tredwell Jr., vp. Sam Zurich, prod. sup.
(prog. & pub. rel.) John P. Dillon, prom. sup.
Thomas E. Howard, vp. (eng.)
C. Kenneth Spicer, controller
& asst. sec.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$900; minute spot (live) \$180, (film) \$180; ID \$90. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	869,400	2,101,800	2,503,700
Families in Area	226,600	546,200	649,800
No. of Sets	200,000	400,000	500,000
Retail Sales	\$749,185,000	\$1,618,852,000	\$1,908,803,000
Income per Family	\$4,859	\$4,505	\$4,431
Income per Capita	\$1,266	\$1,171	\$1,150

WQMC (TV)†

LICENSEE: WQMC Television Inc. Address: 3229 S. Boulevard.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Hugh Deadwyler and wife (100%).

EXECUTIVES: Hugh Deadwyler, pres.

†WQMC (TV) has suspended operation but has not returned its CP.

DURHAM
(Durham County)

WTVD (TV)

LICENSEE: Durham Bcstg. Enterprises Inc. Address: 1730 Newton Rd. Phone: 2-2111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 47.8 kw, Aural 21.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 783 ft.

OPERATION: Began Sept. 2, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Spearman & Roberson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (35x55 ft.). Two DuMont camera chains. One Bell & Howell 16mm film camera. One Bell & Howell 16mm film projector. One DuMont Multiscanner 2x2 in. slide projector-scanner-opaque projector. Silent film processing unit. (Mobile unit available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan (12.5%); Floyd Fletcher (24.9%); Durham Radio Corp., licensee of WDNC Durham, (25%); and others.

EXECUTIVES:

Harmon L. Duncan, pres. & gen. mgr. Henry Cronin, ch. eng.
Floyd Fletcher, vp. & sec. Dale Baum, film buy.
Mike Thompson, com. mgr. Norman Hackney, prom. mgr.
Ernie Greup, prog. dir. Harry Middleton, news ed.

RATE INFORMATION: Class A one hour (live) \$420, (film) \$350; minute spot (live) \$80, (film) \$70; ID \$35. ID Length 10 sec. share, 8 sec. full. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	906,900	907,700	1,814,600
Families in Area	222,100	219,000	441,100
No. of Sets	121,520	110,500	232,020
Retail Sales	\$719,741,000	\$720,080,000	\$1,439,821,000
Income per Family	\$4,546	\$4,546	\$4,546
Income per Capita	\$1,105	\$1,105	\$1,105

FAYETTEVILLE
(Cumberland County)

WFLB-TV

(Target Date, Aug. 29, 1955)

LICENSEE: Fayetteville Bcstrs. Inc. Address: P. O. Box 512. Phone: 2-7136.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.41 kw. Operating Pow.: Visual 13.2 kw, Aural 7.41 kw. Transmitter: Continental. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 405 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WFLB.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Koteen & Burt; Consulting Engineer, Everett L. Dillard.

SERVICES: One studio (49x29 ft.). One GPL camera chain. One Bodde rear screen projector. One GPL film camera. GPL film, slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Eight each holding 11.2%; Harry B. Stein, pres.; Neill A. Currie Jr., vp.; W. M. K. Bender, sec.-treas.; John W. Hensdale, John D. Currie, T. D. Hatcher, J. B. Stein and R. B. Minges, and L. W. Allen with 10.4%.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FAYETTEVILLE (Cont.)

WFLB-TV (Cont.)

EXECUTIVES:

L. W. Allen, vp., gen. mgr. & film buy.
 W. B. Belche, com. mgr. & prom. mgr.
 Marvin Rosenburg, prog. dir.
 J. D. Goodrich, ch. eng.
 John Paras, news ed.

RATE INFORMATION: Class A one hour \$150. Frequency discounts.

GASTONIA
 (Gaston County)

WTVX (TV)

(Target Date, Unknown)

LICENSEE: Air Pix Corp., c/o Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y.
 FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.;
 Above ground 113 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Coit M. Robinson, pres. (24.31%); C. C. Dickson (12.57%); and 43 other minority stockholders.

EXECUTIVES:

Coit M. Robinson, pres.
 W. C. Bivens, vp.
 Coit M. Robinson Jr., secy.-treas.

GREENSBORO
 (Guilford County)

WFMY-TV

LICENSEE: Greensboro News Co. Address: Greensboro. Phone: 4-0114.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 759 ft.
 EQUIPPED TO COLORCAST network programs, local films, local slides.
 OPERATION: Began Sept. 22, 1949. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, CBS, DTN.
 REPRESENTATIVES: Sales, Harrington, Richter & Parsons Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
 SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuMont camera chains. One TSC rear screen projector. Two film cameras, Bolex, Bell & Howell. One two-in. DuMont Multiscanner film-slide-opaque projector. One film processing unit. News Service, UP. Library, Capitol, Sesac.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16 2/3% owned by Jefferson Standard Life Insurance Co., 100% owner of WBIG Greensboro, WBT-AM-FM and WBTW (TV) Charlotte, WBTW (TV) Florence, S.C.

EXECUTIVES:

Gaines Kelley, gen. mgr.
 Joseph E. Lake, com. mgr.
 Gomer Lesch, prog. dir.
 William E. Neill, ch. eng.
 Jack Wiggins, film buy.
 Bob Stroh, news ed.

RATE INFORMATION: Class A one hour (live) \$825; minute spot (live) \$130; ID \$65. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,051,500; Families in Area, 508,200; No. of Sets, 323,560; Retail Sales, \$1,483,137,000.

GREENVILLE
 (Pitt County)

WNCT (TV)

LICENSEE: Carolina Bcstg. System Inc. Address: Box 898. Phone: 6181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 860 ft.; Above ground 873 ft.

OPERATION: Began Dec. 22, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

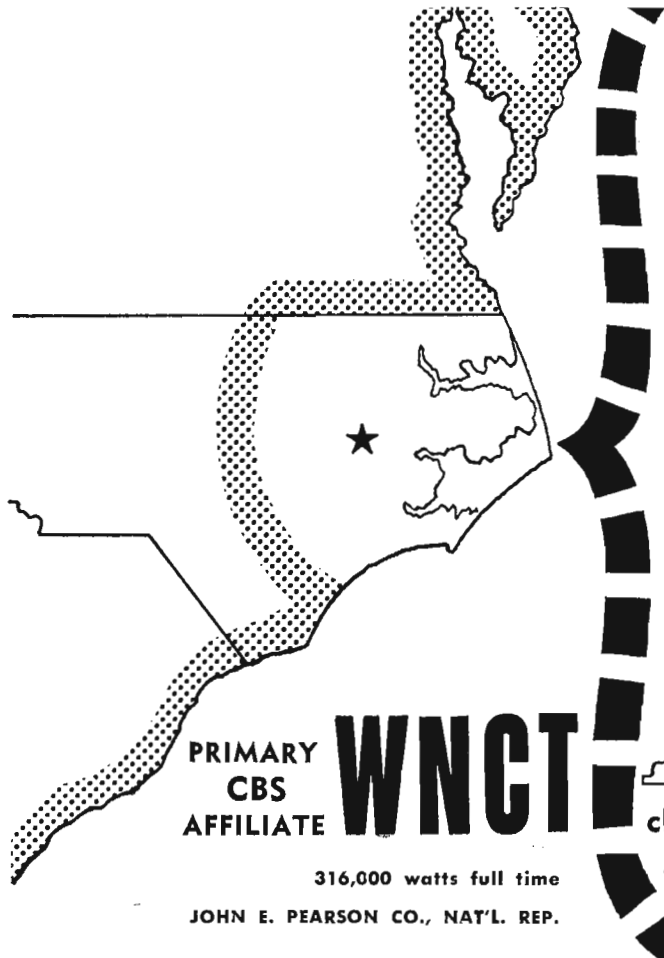
REPRESENTATIVES: Sales, John E. Pearson Tv Inc., James S. Ayers Co.; Washington Attorney, Lyon Wilner & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (50x30 ft.). Two GPL camera chains. One Trans-Lux screen projector. One RCA film camera. Two GPL film projectors. One Projectall slide projector. One film processing unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Earl Westbrook (27%); Josh Horne (5%); Herbert Brauff (10%); Penn Watson (10%) and others. Mr. Horne is publisher of Rocky Mount Telegram. Mr. Brauff is publisher of Wilson (N.C.) Times.

EXECUTIVES:

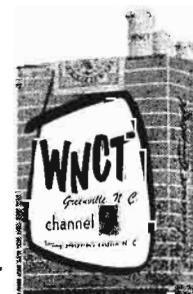
Earl McD. Westbrook, pres.
 A. Hartwell Campbell, gen. mgr.
 John G. Clark Jr., com. mgr.
 Eccles Wall, prog. dir. & news ed.
 Marion Tribbley, ch. eng.
 William F. Carroll, film buy.
 David W. Mosier, prom. mgr.



now 316 kw...
WNCT
 the only television station covering ALL Eastern Carolina!



A. Hartwell Campbell, Gen. Mgr.



JAMES S. AYERS, S. E. REP., ATLANTA

EASTERN NORTH CAROLINA'S NUMBER 1 TELEVISION STATION

GREENVILLE (Cont.)

WNCT (TV) (Cont.)

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (film) \$60; ID \$30. ID Length 8 sec. Specifications 2x2 in. transparencies. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	377,000	701,000	1,175,000
Families in area	88,240	161,950	274,300
No. of Sets		109,450	121,630
Retail Sales	\$259,000,000	\$441,200,000	\$730,000,000

NEW BERN

(Craven County)

WNBE-TV

(Target Date, Unknown)

LICENSEE: Nathan Frank. Address: P. O. Box 810, Henderson, N. C.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 493 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Mr. Frank owns WHNC Henderson, N. C.

RALEIGH

(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 2128 Western Blvd. Phone: 4-8282.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 460 ft.; Above ground 396 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 12, 1953. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WNAO. Fm, WNAO-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (42x75 ft. and 30x28 ft.). Two DuMont camera chains. One TSC rear screen projector. One 16mm film camera. Three film projectors, two GPL 16mm, one Bell & Howell. Three slide projectors, two for 35mm transparencies. Federal scanner, opaque projector. One Micro Recorder film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Equal holdings by John W. English, pres.; Frank A. Daniels (for Raleigh News & Observer); Mrs. Lydia McBrier Jarecki, James R. McBrier; Mrs. Jean Devine Jarecki; Mary Evelyn Mead & John J. Boland Jr. as trustees; with other minor owners. George J. Mead (WSEE-Erie [Pa.] Times) owns 12.5% of preferred stock.

EXECUTIVES:

John W. English, pres.	L. A. Ribitzki, prog. dir.
John H. Bone, gen. mgr. & film buy.	Arthur Humphrey, acting ch. eng.
Earl Welde, com. mgr.	M. J. Silver, prom. mgr.
	Joe Cutter, news ed.

RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 913,175; Families in Area, 227,278; No. of Sets, 129,458; Retail Sales, \$662,736,500; Income per Family, \$4,302.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SURPRISED?



SUCCESSFUL UHF

IN A

MIXED MARKET

(RALEIGH—DURHAM)

- LARGEST SHARE OF AUDIENCE*
- BILLION-DOLLAR MARKET
- MILLION PEOPLE
- MAJOR EXPANSION—
NEW FACILITIES—CAROLINA'S
LARGEST TV STUDIO
- CBS ABC DUMONT



RALEIGH — DURHAM

JOHN H. BONE, GEN. MGR.

ABC
DUMONT

* HOOPER AND PULSE

REPRESENTED NATIONALLY BY AVERY-KNODEL

WASHINGTON

(Beaufort County)

WITN (TV)

(Target Date, Sept. 26, 1955)

LICENSEE: North Carolina Television Inc. Address: Washington.
 FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 870 ft.; Above ground 919 ft.

OPERATION: Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.

SERVICES: One studio (53x40 ft.), one announce booth. Two GE camera chains. One Trans-Lux rear screen projector. One GE film camera. Two GE 16mm film projectors. One Gray 2x2 in. slide projector.

PRINCIPAL STOCKHOLDERS: W. R. Roberson Jr., pres., and family (25.38%); H. W. Anderson, vp. (25.38%); R. M. Fountain, vp. (25.35%); William S. Page, sec. (16.97%); and others. Mr. Anderson owns 60% of WVOT Wilson and 20% of WGTC Greenville, both N.C. Mr. Page is 80% owner of WELS Kinston, N.C. The Roberson family owns WRRF Washington, and WRRZ Clinton, both N.C. Mr. Fountain owns one-third of WCPS Tarboro, N.C.

EXECUTIVES:

W. R. Roberson Jr., pres. & gen. mgr. L. E. Hiland, ch. eng.
 T. H. Patterson, com. mgr. Hal Wilson, prog. dir.

RATE INFORMATION: Class A one hour \$325; minute spot \$65; ID \$32.50. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	496,800	766,600	1,116,700
Families in Area	113,600	175,000	256,700
No. of Sets	68,160	105,000	154,020
Retail Sales	\$334,846,000	\$488,026,000	\$688,162,000

WILMINGTON

(New Hanover County)

LICENSEE: WMFD-TV Inc. Address: 225 Princess St. Phone: 3-4666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 26.9 kw. Operating Pow.: Visual 53.7 kw, Aural 26.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft.; Above ground 388 ft.

OPERATION: Began April 9, 1954. Hours, 2-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WMFD.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Stephen H. Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (54x39 ft. and 16x36 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. News Service, UP. Library, Studio Films Inc., World.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea and wife (62%), Dan D. Cameron (33%), Mrs. D. V. Milton (5%).

EXECUTIVES:

R. A. Dunlea Sr., pres. & gen. mgr. Clint J. Long, prog. dir.
 R. A. Dunlea Jr., sta. mgr. & film buy. Edward I. Herring Jr., ch. eng.
 Wayne Jackson, prom. mgr.
 Claud O'Shield, com. mgr. Bob West, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$34, (film) \$34; ID \$19. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 359,000; No. of Sets, 72,000; Retail Sales, \$704,789,000.

WTHT (TV)

(Target Date, Unknown)

LICENSEE: Wilmington Television Corp. Address: Box 604.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 6.03 kw, Aural 3.02 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 220 ft.; Above ground 245 ft.

REPRESENTATIVES: Washington Attorney, Wheeler & Scott; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: O. C. Tucker, pres. (25%); Glenn M. Tucker, vp. (15%); Milton Hammer, sec. (Washington tv producer) (25%); A. L. Wheeler, treas. (25%); George W. Jr. and R. L. Brownlow (10%).

WINSTON-SALEM

(Forsyth County)

WSJS-TV

LICENSEE: Triangle Bcstg. Corp. Address: 419-421 N. Spruce St. Postal Zone: 1. Phone: 5-2311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 40 kw, Aural 29.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft.; Above ground 692 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSJS. Fm, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (25x35 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. One 2x2 in. slide projector, one GE 3 1/2 x 4 in. Balop projector. One Stineman film processing unit. News Service, UP. Library, Lang-Worth.



welcome
to the fabulous land of



witn

the spanking new
nbc tv station in
eastern carolina



Every TV station is the best. Everybody is first. No one is second. So who is WITN to be different? Read what the experts and engineers say about us:

POWER & CHANNEL
316,000 watts video, 160,000 watts audio. First with top power in Eastern Carolina. Channel 7

SETS IN USE
124,000—and this figure is already outdated.

NET WORK
National Broadcasting Company inter-connected affiliate.

POPULATION
496,800 in grade A area. 766,600 in grade B. Total of 1,116,700 people in entire WITNland. 256,700 families within antenna range.

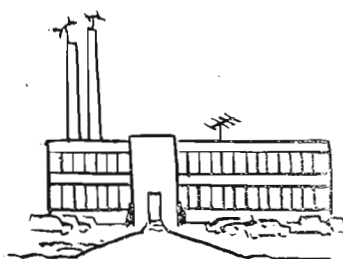
EFFECTIVE BUYING INCOME
\$652,651,000 in grade B area alone. \$945,914,000 in entire WITNland.

RETAIL SALES
\$488,026,000 in grade B area alone. \$688,162,000 in entire WITNland.

COVERAGE
The entire farm-rich, industrially-booming Eastern North Carolina market.

REPRESENTATIVES
Headley-Reed Company, New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood.

SOURCES—Sales Management and the owner's brother-in-law.



WINSTON-SALEM (Cont.)

WSJS-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Piedmont Pub. Co. (Winston-Salem Journal and Twin City Sentinel) (66 2/3%); Mary Pickford Rogers (18 1/3%) and Charles (Buddy) Rogers (15%).

EXECUTIVES:

Harold Essex, exec. vp. & gen. mgr. Carl Wiegold, film mgr.
 Harry B. Shaw, sls. mgr. Jack Abernathy, prom. mgr.
 John A. Comas, prog. mgr. F. O. Carver, news ed.
 Phil Hedrick, opr. mgr.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$450; minute spot (live) \$95, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,385,800	901,600	2,287,400
Families in Area	356,000	227,500	583,500
No. of Sets	306,952	196,248	503,200
Retail Sales	\$1,084,011,000	\$703,580,000	\$1,787,591,000
Income per Family	\$3,812	\$3,873	\$3,842
Income per Capita	\$ 958	\$ 955	\$ 957

WTOB-TV

LICENSEE: Winston-Salem Bcstg. Co. Address: 300 S. Stratford Rd. Phone: 3-4353.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 37.2 kw. Operating Pow.: Visual 13.7 kw, Aural 6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 547 ft.

OPERATION: Began Sept. 18, 1953. Hours, 8 a.m.-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WTOB.

REPRESENTATIVES: Sales, H-R Television inc.; James S. Ayers Co., Southeast; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (65x35 ft. and 15x25 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe 2x2 in. slide projector. One Gray Telop opaque projector.

PRINCIPAL STOCKHOLDERS: James W. Coan, pres. (15%); John G. Johnson (13%); Thomas Rice (11%); Albert Butler Jr. (15%); Jonas R. Rice (10%); Archibald Craigie (8%); Earl Slick (20%) and Robert V. Brawley (8%). Licensee also owns WOTV (TV) Richmond, Va.

EXECUTIVES:

James W. Coan, pres. & film buy. Jim Hoke, ch. eng.
 John G. Johnson, gen. mgr. & com. mgr. Joan Patrick, prom. mgr.
 Tracy Lounsbury, prog. dir. George Thomas, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 975,000; Families in Area, 276,000; No. of Sets, 120,000; Retail Sales, \$830,000,000; Income per Family, \$5,500; Income per Capita, \$1,600.

NORTH DAKOTA

NORTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1954.....	636,000
Total Families, 1950.....	144,855
Total Urban Population, 1950.....	164,817
Total Rural Nonfarm Population, 1950.....	200,332
Total Farm Population, 1950.....	254,487
Employed in Nonagricultural Establishments, March 1955.....	108,200
Employed in Agriculture, 1950.....	98,905
Employed in Mining, March 1955.....	2,000
Employed in Manufacturing, March 1955.....	6,400
Employed in Construction, March 1955.....	6,000
Employed in Transportation & Public Utilities, March 1955.....	12,900
Employed in Wholesale & Retail Trade, March 1955.....	35,900
Employed in Finance, Insurance & Real Estate, March 1955.....	5,000
Employed in Service and Miscellaneous, March 1955.....	14,400
Employed in Government Service, March 1955.....	25,700
Retail Sales, 1954.....	\$ 730,239,000
Bank Assets, Jan. 1, 1955.....	\$ 674,582,000
Bank Deposits, Jan. 1, 1955.....	\$ 623,624,000
Major Income Sources, 1953: Agriculture 28.9%; Government 16.4%; Manufacturing Payrolls 2.3%; Trade and Service 29.1%.	
Total Income Payments, 1953.....	\$ 804,000,000
Per Capita Income, 1953.....	\$ 1,295
Total Internal Revenue Collections, 1954.....	\$ 64,965,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 66.62
Cash Receipts from Farm Marketing, 1954.....	\$ 428,022,000
Government Payments to Farmers, 1954.....	\$ 6,017,000
Value of Mineral Production, 1951.....	\$ 10,246,000
New Public Construction in 1952.....	\$ 72,100,000

Motor Vehicle Registration, 1954.....	299,685
Number of Telephones, June 1, 1955.....	144,100
Number of Electrical Connections, Jan 1, 1955.....	189,717
Number of Gas Utilities Connections, 1953.....	29,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	4,910	\$ 5,606	\$ 1,105	\$ 86		
Barnes	16,884	17,088	3,134	308	1,140	25%
Benson	10,675	5,589	1,357	102		
Billings	1,777	170	65			
Bottineau	12,140	10,944	2,001	275	420	13%
Bowman	4,001	6,590	1,411	213		
Burke	6,621	5,282	1,271	153	220	13%
Burleigh	25,673	50,579	6,304	1,459		
Cass	58,877	91,113	11,070	2,791	5,500	32%
Cavalier	11,840	8,877	1,430	155		
Dickey	9,121	9,062	1,339	243		
Divide	5,967	5,991	908	139		
Dunn	7,212	3,990	746	79		
Eddy	5,372	5,521	827	133		
Emmons	9,715	7,372	1,403	39		
Foster	5,337	7,130	1,292	87		
Golden Valley	3,499	4,109	786	74		
Grand Forks	39,443	58,274	8,166	1,086		
Grant	7,114	4,286	761	148		
Griggs	5,460	4,734	645	74	300	25%
Hettinger	7,100	8,404	1,311	150		
Kidder	6,168	3,863	817	75		
La Moure	9,498	9,333	1,548	161		
Logan	6,357	4,129	523	34		
McHenry	12,556	10,523	2,571	214	420	13%
McIntosh	7,590	7,440	1,388	79		
McKenzie	6,849	5,860	1,159	150		
McLean	18,824	19,568	5,273	548		
Mercer	8,686	7,133	1,723	160		
Morton	19,295	21,980	3,902	499		
Mountrail	9,418	10,629	1,752	298		
Nelson	8,090	8,170	1,046	171		
Oliver	3,091	767	227	30		
Pembina	13,990	13,355	2,354	201		
Pierce	8,326	7,809	1,282	88		
Ramsey	14,373	19,704	2,995	344		
Ransom	8,876	8,620	1,395	155	230	10%
Renville	5,405	4,869	1,305	79	200	13%
Richland	19,865	20,400	2,833	344	550	10%
Rolette	11,102	6,862	1,424	176		
Sargent	7,616	4,443	996	37	170	10%
Sheridan	5,253	3,260	500	79		
Sioux	3,696	1,150	468	31		
Slope	2,315	478	166			
Stark	16,137	22,404	2,919	551		
Steele	5,145	3,930	816	84	280	25%
Stutsman	24,158	28,311	4,172	606		
Towner	6,360	6,004	1,129	129		
Traill	11,359	11,633	1,906	195	750	25%
Walsh	18,859	21,017	2,816	400		
Ward	34,782	55,829	8,674	1,583	1,240	12%
Wells	10,417	9,554	1,618	181		
Williams	16,442	50,511	8,187	831		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BISMARCK

(Burleigh County)

KBMB-TV

(Target Date, Oct., 1955)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo, N. D. Postal Zone: 4. Phone: 4461 (Fargo).

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Operating Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 279 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Hours, 10:15 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd R. Amoo.

SERVICES: One studio (20x30 ft.). One DuMont camera. Two Holmes film projectors. One 2x2 in. slide projector. News Services, AP.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KSJB Jamestown, KCJB-AM-TV Minot and KXJB-TV Valley City, all N.D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr. Don Kingsley, prog. dir.
 Fred Drewry, com. mgr. & film buy. Oscar Orrin, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$22.50, (film) \$22.50; ID \$11.50. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	70,000	119,000	210,000
Families in area	17,500	30,000	50,000
No. of Sets	14,800	12,000	26,800
Retail Sales	\$62,405,000	\$132,000,000	\$294,000,000
Income per Family	\$5,730	\$4,943	\$5,680
Income per Capita	\$1,633	\$1,457	\$1,568

BISMARCK (Cont.)

KFYR-TV

LICENSEE: Meyer Bcstg. Co. Address: 200½ N. Fourth Ave. Phone: Capital 3-0900.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 667 ft.

OPERATION: Began Dec. 8, 1953. Hours, 2:15 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFYZ.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (24x54 ft. and 15x22 ft.). One RCA camera chain. Three film cameras. Two Eastman film projectors. One Gray slide projector. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer, pres. and family (94.35%); F. E. Fitzsimonds, exec. vp-treas. (5.34%).

EXECUTIVES:

Etta Hoskins Meyer, pres.
 Frank E. Fitzsimonds, exec. vp. & gen. mgr.
 William A. Ekberg, gen. sup.
 A. L. Anderson, sls. mgr. & film buy.

Cal Culver, mgr. & prog. mgr.
 Ivar Nelson, ch. eng.
 Jack Swenson, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 10% for 52 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	34,950	120,100	192,600
Families in area	9,495	30,800	49,500
No. of Sets	7,493	18,195	28,250
Retail Sales	\$13,950,000	\$131,508,000	\$201,360,000
Income per Family	\$5,037	\$3,714	\$5,060
Income per Capita	\$1,007	\$745	\$1,012

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FARGO

(Cass County)

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St. Postal Zone: 1. Phone: 4461 (For full listing see Valley City, N. D.)

WDAY-TV

LICENSEE: WDAY Inc. Address: Fargo. Phone: 2-3371.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw. Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 433 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC. Stations, Am, WDAY.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Gillette & Assoc.

SERVICE: Three studios (35x70 ft., 12x18 ft. and 18x35 ft.). Two RCA camera chains. One RCA rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two slide projectors. One Telop opaque projector. One Houston-Fearless film processing unit. News Services, AP, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: E. C. Reineke and wife (55%); N. D. Black Jr., sec.-treas. and family (35.5%); and others. Mr. Black is president-publisher Fargo Forum and Moorehead (Minn.) News.

EXECUTIVES:

E. C. Reineke, pres.
 Tom Barnes, gen. mgr. & com. mgr.

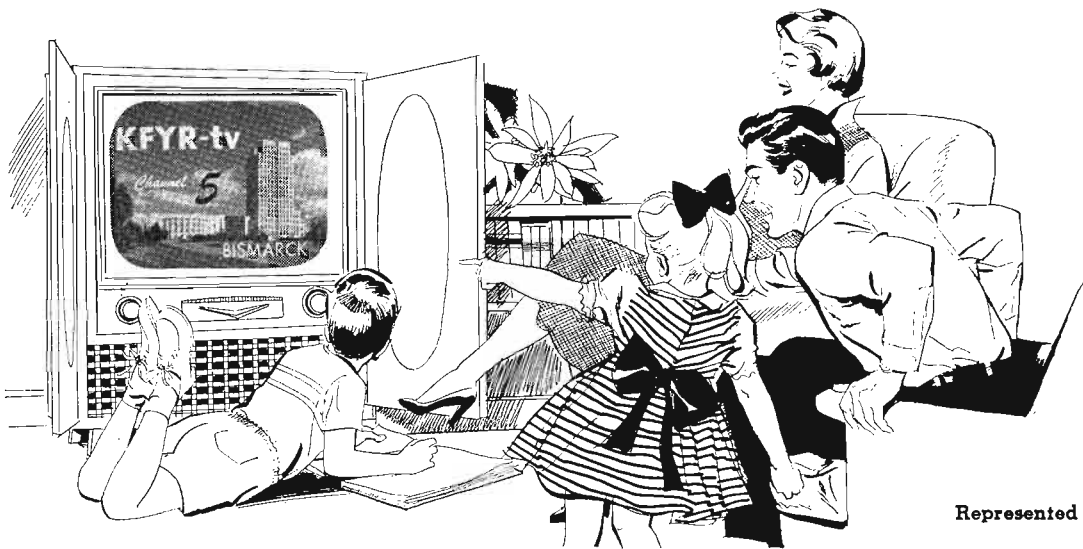
Julius Hetland, ch. eng.
 Roy Pedersen, prom. mgr.
 Norm Schrader, news ed.

Ken Kennedy, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$65, film \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5%. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	(Grade B) (FCC Contour)	Total (Including Fringe Area)
Population	101,445	303,500	685,600
Families in area	27,417	84,000	190,000
No. of Sets	21,934	66,616	85,600
Retail Sales	\$141,560,100	\$332,770,000	\$751,820,000
Income per Family	\$5,105	\$4,661	\$4,305
Income per Capita	\$1,384	\$1,280	\$1,276



Channel 5

BISMARCK, N. DAK.

FULL POWER

100,000 WATTS

Represented Nationally by Hoag-Blair TV, Inc.

Kfyr-tv
 entertains and
 sells some of
 the nation's
 spendigest
 families!

North Dakota families know a bargain when they see it . . . and they see it on KFYR-tv. Top-rated shows from the three major networks blend with carefully prepared local programming — sports, news and special events — to produce picture pleasure enjoyed by thousands of loyal KFYR-tv viewers.

And KFYR-tv satisfies some of the buyingest folks in the nation. North Dakota ranks 10th in the nation in retail sales per house-

hold . . . and Burleigh. KFYR-tv's home county, clinched 26th place among the nation's counties with a whopping retail buying spree of \$5,748 per household last year.*

No matter how you look at it . . . set saturation, mail pull or local account loyalty, KFYR-tv delivers MORE for your advertising dollar — where dollars mean dividends!

*1955 Consumer Markets, SR&DS

KFYR - TV * Channel 5 * Bismarck, North Dakota * 100,000 WATTS

AROUND FARGO,

WDAY-TV

WINS "GOING

AWAY"!



LATEST Hoopers show that WDAY-TV just doesn't have much competition in and around Fargo. Day and night, WDAY-TV gets 5 to 6 times as many viewers as the next station!

Look at the sets-in-use—28% in the early afternoon, 48% late afternoon, 65% at night!

Since the nearest "competitive" TV station is 50 miles away, it's a cinch that WDAY-TV also wins "going away", in *most* of the rich Red River Valley. Check with Free & Peters.

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.
Exclusive National Representatives

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS- In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

GRAND FORKS
(Grand Forks County)

KNOX-TV

(Target Date, Unknown)

LICENSEE: Community Radio Corp. Address: Grand Forks.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 180 ft.; Above ground 203 ft.
AFFILIATION: Station, Am, KNOX.
REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Carroll E. Day, pres. (16.66%); Don E. Whiteman, vp. (16.66%); Adolph Lund, vp. (16.66%); Elmer O. Hanson, vp. (16.66%); Arthur Tweet, treas. (16.66%) and Elroy Schroeder, sec. (16.66%).
EXECUTIVES:
 Carroll E. Day, pres. Elmer O. Hanson, vp. & gen. mgr.

MINOT
(Ward County)

KCJB-TV

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo. Postal Zone: 1. Phone: 51-161.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15 kw. Operating Pow.: Visual 29.5 kw, Aural 15 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 416 ft.
OPERATION: Began April, 1953.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KCJB.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd R. Amoo.
SERVICES: Two studios (one 26x30 ft. and one 30x40 ft.). Two DuMont camera chains. Two DuMont film cameras. One DuMont film projector. One DuMont scanner. One DuMont opaque projector. One mobile unit.
PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KBMB-TV Bismarck, KSJB, Jamestown and KXJB-TV Valley City, all N.D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr.
 Herman Burkart, gen. sls. mgr.
 Joe Main, tech. dir.
 William H. Johnson, news & publicity dir.

Don Kingsley, prog. dir.
 Rollie Peterson, sports dir.
 Shirley Durbin, film sup.

VALLEY CITY
(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo. Postal Zone: 1. Phone: 4461.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 1,085 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Aug. 12, 1954. Hours, 10 a.m.-midnight.
AFFILIATION: Tv Network, CBS. Station, Am, KSJB Jamestown
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd R. Amoo.
SERVICES: Two studios, one at Fargo and one at Valley City. Three DuMont camera chains. One Holmes rear screen projector. Two Bell & Howell film cameras. Two DuMont and one Holmes film projectors. One DuMont 35mm spot scanner slide projector. DuMont opaque projector. DuMont scanner. One mobile unit.
PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KBMB-TV Bismarck, KSJB Jamestown and KCJB-TV Minot, all N.D.
EXECUTIVES:
 John W. Boler, pres. & gen. mgr. Judy Lawton, operations mgr.
 W. L. Hurley, vp. in charge sls. & film buy. Robert Ridgeway, ch. eng.
RATE INFORMATION: Class AA one hour \$400; minute spot \$80; ID \$40; Class A one hour \$300; minute spot \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card No. 2 (Revised).

The "MARKET MAKERS" made **1** market out of North Dakota!

Now ... ONE CALL BUYS THE NORTH DAKOTA MARKET

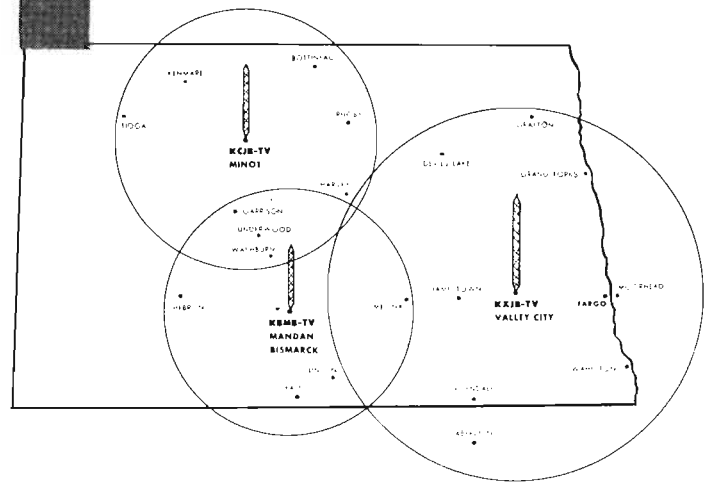
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	\$64.00	\$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.



ONE CALL ... ONE CONTACT ... ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE ...

MARKET MAKER STATIONS!

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

Call WEED TELEVISION

KCJB-TV
CHANNEL 13
30,000 WATTS
MINOT

KXJB-TV
CHANNEL 4
100,000 WATTS
VALLEY CITY

KBMB-TV
CHANNEL 12
30,000 WATTS
BISMARCK

OHIO MARKET INDICATORS

Total Population, July 1, 1954.....	8,554,000
Total Families, 1950.....	2,077,595
Total Urban Population, 1950.....	5,578,274
Total Rural Nonfarm Population, 1950.....	1,515,265
Total Farm Population, 1950.....	853,088
Employed in Nonagricultural Establishments, March 1955.....	2,941,300
Employed in Agriculture, 1950.....	212,125
Employed in Mining, March 1955.....	21,000
Employed in Manufacturing, March 1955.....	1,311,100
Employed in Construction, March 1955.....	126,900
Employed in Transportation & Public Utilities, March 1955.....	213,000
Employed in Wholesale & Retail Trade, March 1955.....	563,000
Employed in Finance, Insurance & Real Estate, March 1955.....	94,500
Employed in Service and Miscellaneous, March 1955.....	272,400
Employed in Government Service, March 1955.....	339,400
Retail Sales, 1954.....	\$ 9,705,665,000
Bank Assets, Jan. 1, 1955.....	\$ 10,465,872,000
Bank Deposits, Jan. 1, 1955.....	\$ 9,686,705,000
Major Income Sources, 1953: Agriculture 3.0%; Government 11.8%; Manufacturing Payrolls 37.9%; Trade and Service 23.1%.	
Total Income Payments, 1953.....	\$ 16,840,000,000
Per Capita Income, 1953.....	\$ 2,012
Total Internal Revenue Collections, 1954.....	\$ 4,595,747,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 80.32
Cash Receipts from Farm Marketing, 1954.....	\$ 1,080,531,000
Government Payments to Farmers, 1954.....	\$ 6,504,000
Value of Mineral Production, 1951.....	\$ 302,613,000
Total New Construction in 1952.....	\$ 1,673,800,000
New Private Construction in 1952.....	\$ 1,297,600,000
New Public Construction in 1952.....	\$ 376,200,000
Motor Vehicle Registration, 1954.....	3,300,486
Number of Telephones, Jan. 1, 1955.....	3,138,000
Number of Electrical Connections, Jan. 1, 1955.....	2,783,819
Number of Gas Utilities Connections, 1953.....	1,792,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

OHIO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	20,499	\$ 15,202	\$ 3,158	\$ 343	3,840	60%
Allen	88,183	111,238	25,368	2,418	11,750	41%
Ashland	33,040	37,985	8,384	856	7,270	68%
Ashtabula	78,695	95,486	23,886	2,332	19,990	79%
Athens	45,839	36,657	8,624	866	5,670	46%
Auglaize	30,637	35,863	7,757	497	6,310	64%
Belmont	87,740	62,345	21,729	1,129	12,840	49%
Brown	22,221	18,232	3,944	329	4,200	60%
Butler	147,203	194,710	53,792	4,860	40,390	88%
Carroll	17,605	13,138	2,840	186	3,710	65%
Champaign	26,793	26,552	5,740	639	5,970	70%
Clark	111,661	126,115	29,938	3,665	28,570	80%
Clermont	42,182	44,343	13,166	1,010	9,710	74%
Clinton	25,572	37,147	7,804	506	4,760	57%
Columbiana	98,920	106,591	27,954	2,796	19,710	64%
Coshocton	31,141	30,073	6,672	720	2,280	23%
Crawford	38,733	48,418	11,742	1,016	7,040	56%
Cuyahoga	1,389,532	1,907,682	514,989	62,915	9,190	91%
Darke	41,799	50,557	9,983	835	10,630	81%
Defiance	25,925	34,919	7,838	718	5,190	63%
Delaware	30,278	30,777	6,577	435	6,070	68%
Erie	52,565	66,890	17,595	2,421	12,540	73%
Fairfield	52,130	48,153	12,141	1,457	11,410	70%
Fayette	22,554	26,307	5,355	429	4,390	60%
Franklin	503,410	663,309	146,360	21,118	138,640	85%
Fulton	25,580	35,608	7,610	677	5,760	72%
Gallia	24,910	16,129	3,649	273	3,190	48%
Geauga	26,646	29,501	7,771	456	6,640	82%
Greene	58,892	61,733	14,234	2,054	12,470	64%
Guernsey	38,452	31,759	7,773	574	4,080	35%
Hamilton	723,952	990,713	249,096	28,926	209,060	86%
Hancock	44,280	54,275	11,797	1,141	10,400	69%
Hardin	28,673	25,294	6,019	628	5,760	64%
Harrison	19,054	14,389	5,019	188	2,000	35%
Henry	22,423	25,201	5,148	492	4,280	62%
Highland	28,188	29,529	7,207	463	5,670	60%
Hocking	19,520	15,969	4,397	357	3,860	69%
Holmes	18,760	11,930	2,102	227	2,810	54%
Huron	39,353	48,804	13,004	2,239	7,860	63%
Jackson	27,767	28,041	7,248	528	4,860	59%
Jefferson	96,495	94,184	26,896	2,295	19,480	70%
Knox	35,287	42,278	10,024	881	6,820	61%
Lake	75,979	100,105	28,814	2,537	21,930	84%
Lawrence	49,115	36,414	10,307	623	9,910	70%
Licking	70,645	79,127	19,698	1,648	19,130	82%
Logan	31,329	39,869	8,580	641	6,540	64%
Lorain	148,162	183,542	51,934	5,180	40,440	86%
Lucas	395,551	551,358	133,956	16,426	107,100	84%
Madison	22,300	34,756	6,306	703	3,720	60%
Mahoning	257,629	313,005	83,316	6,884	43,190	58%
Marion	49,959	63,633	15,079	1,622	11,710	71%
Medina	40,417	49,706	11,046	1,152	11,070	83%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Meigs	23,227	17,818	4,121	429	3,220	46%
Mercer	28,311	33,921	5,712	420	2,440	29%
Miami	61,309	75,818	19,254	2,008	17,990	88%
Monroe	15,362	7,341	1,413	76	1,460	34%
Montgomery	398,441	535,189	131,212	19,329	119,110	91%
Morgan	12,836	9,285	1,856	157	1,400	35%
Morrow	17,168	12,570	2,766	161	3,690	71%
Muskingum	74,535	71,429	16,154	2,063	10,190	44%
Noble	11,750	7,986	1,310	90	1,190	35%
Ottawa	29,469	34,838	9,122	549	5,990	63%
Paulding	15,047	11,159	2,867	204	1,360	29%
Perry	28,999	18,592	5,984	344	5,900	69%
Pickaway	29,352	30,843	6,593	501	5,620	72%
Pike	14,607	22,664	5,372	134	3,300	59%
Portage	63,954	75,169	20,402	1,855	15,900	82%
Preble	27,081	21,694	4,991	392	6,800	80%
Putnam	25,248	23,707	4,446	320	4,460	62%
Richland	91,305	115,190	24,809	2,551	20,000	68%
Ross	54,424	59,808	15,651	1,665	11,440	72%
Sandusky	46,114	54,904	11,841	1,033	9,340	64%
Scioto	82,910	94,062	24,583	2,374	19,010	71%
Seneca	52,978	57,216	12,624	1,265	11,710	72%
Shelby	28,488	28,275	7,557	570	5,500	64%
Stark	283,194	333,731	84,523	7,913	72,360	81%
Summit	410,032	522,612	137,926	14,167	117,180	89%
Trumbull	158,915	167,031	47,862	3,643	38,150	78%
Tuscarawas	70,320	72,569	19,960	1,861	14,360	65%
Union	20,687	18,686	3,566	362	4,420	69%
Van Wert	26,971	28,197	6,491	490	2,660	30%
Vinton	10,759	4,235	1,718	69	1,930	69%
Warren	38,505	42,642	10,586	933	8,120	67%
Washington	44,407	37,191	8,990	758	3,730	27%
Wayne	58,716	75,308	15,173	1,625	9,430	54%
Williams	26,202	32,194	7,474	654	6,270	73%
Wood	59,605	57,977	16,040	1,358	15,710	88%
Wyandot	19,785	18,273	4,039	396	4,340	70%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AKRON
(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Address: 853 Copley Rd. Postal Zone: 20. Phone: Portage 2-8811.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 488 ft.

OPERATION: Began July 1953. Hours, 3:30 p.m.-11:15 p.m. (Mon.-Fri.), 2 p.m.-11 p.m. (Sat.), 1:30 p.m.-11:30 p.m. (Sun.).

AFFILIATION: Tv Network, ABC. Stations, Am, WAKR. Fm, WAKR-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (56x80x23 ft. and 25x25x21 ft.), announcer booth and recording studio. Three RCA camera chains. Two RCA film cameras. Two RCA 16mm projectors. Two RCA 35mm slide projectors. One Gray Telop opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co. (Akron Beacon-Journal-Knight) (45%); Viola G. Berk (45%). For other Knight broadcast and newspaper interests see WIND-TV Chicago, Ill.

EXECUTIVES:
S. Bernard Berk, pres. Irwin L. Knopp, ch. eng.
Roger G. Berk, vp. & gen. mgr. Edward T. McDonald, news dir.
Kenneth M. Keegan, vp. & sis. dir.
Bloyce M. Wright, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:	Grade A	Total
	(FCC Contour)	(Including Fringe Area)
Population	618,000	2,386,000
Families in Area	179,800	698,300
No. of Sets	116,000	510,000
Retail Sales	\$691,000	\$2,857,000
Income	\$1,058,000	\$4,598,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ASHTABULA (Ashtabula County)

WICA-TV

LICENSEE: WICA Inc. Address: Jefferson Road. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 19.2 kw, Aural 12 kw. Transmitter: RCA. Antenna Height: Above average terrain 330 ft.; Above ground 358 ft.

OPERATION: Began Sept. 18, 1953. Hours, 6-10 p.m.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (80x40 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. Dual 2x2 in. slide projectors.

PRINCIPAL STOCKHOLDERS: D. C. Rowley, pres. (50%) and Olive D. Rowley and family (50%). Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

EXECUTIVES:
D. C. Rowley, pres. & own. Frank Bernato, ch. eng.
John A. Colin, gen. mgr. Lawrence E. Gerrety, prom. mgr.
D. W. Fassetf, bus. mgr. Charles Hess, news ed.
John Strassen, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 20 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 738,185; Families in Area, 202,432; No. of Sets, 116,285; Retail Sales, \$722,328,000.

CINCINNATI (Hamilton County)

WCET (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Address: 1243 Elm St. Postal Zone: 10. Phone: Dunbar 4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.13 kw. Operating Pow.: Visual 15.1 kw, Aural 8.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 583 ft.

OPERATION: Began June 29, 1954. Hours, 1-9 p.m.

REPRESENTATIVES: Consulting Engineer, R. J. Rockwell, Crosley Bcstg. Corp.

EXECUTIVES:
Uberto T. Neely, gen. mgr. John Morris, prod. dir.
Robert Huber, prog. dir. James R. Leonard, ch. eng.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Postal Zone: 6. Phone: Capitol 0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 158 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1949. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WCPO. Fm, WCPO-FM.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (55x26 ft. and 35x26 ft.). Two RCA camera chains. One RCA film camera. Two GE 16mm film projectors. Two GE 3/4x4 in. slide and opaque projectors, two 2x2 in. slide projectors, one 16mm automatic strip projector. One RCA remote truck with two RCA cameras, two micro-wave relay units, one Zoomar lens.

PRINCIPAL STOCKHOLDER: E. W. Scripps Co. For Scripps broadcast and newspaper interests see WEWS (TV) Cleveland.

EXECUTIVES:
Jack R. Howard, pres. Ed Weston, prog. dir. & film buy.
M. C. Watters, vp. & gen. mgr. Paul Adams, ch. eng.
Glenn Clark Miller, sta. mgr. Morris Wattenberg, prom. mgr.
C. L. Doty, sls. dir. Robert Otto, news ed.

RATE INFORMATION: Class A minute spot (live) \$150, (film) \$150; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION: No. of Sets (Total Including Fringe Area), 724,140.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg. Postal Zone: 2. Phone: Garfield 1-1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 316 kw, Aural 195 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 540 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 4, 1949. Hours, 7-1 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WKRC. Fm, WKRC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bernard Koteen; Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x40 ft. and 30x56 ft.). Four DuMont camera chains. Two GE film cameras. Two GE film projectors. Two slide projectors, GE, Gray 2x2 in. One opaque projector. One GE mobile unit. One RCA micro-wave unit. News Services, AP, UP. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Licensee owns WTVN-AM-TV Columbus, Ohio, and owns 30% of WBIR-AM-FM-TV Knoxville, Tenn.

EXECUTIVES:
Hulbert Taft Jr., pres. Paul E. Shumate, prog. dir.
David G. Taft, exec. vp. & gen. mgr. George Wilson, eng. dir.
Kenneth W. Church, vp. & Emil L. Bergdolt, film buy.
natl. sls. mgr. John J. Walsh, prom., publicity & merc. dir.
Robert T. Schlinkert, gen. sls. mgr. George Palmer, news ed.
George Rogers, com. mgr.
Don L. Chapin, New York sls. rep.

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$190, (film) \$190; ID \$85. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 13 weeks up to 25% for 52 weeks. Rate Card No. T-9.

MARKET INFORMATION: (Total Including Fringe Area): Population, 3,926,200; No. of Sets, 879,288; Retail Sales, \$4,207,030.

WLWT (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 140 W. Ninth St. Postal Zone: 2. Phone: Cherry 1-1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 680 ft.; Above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 9, 1948. Hours, 6:45-1 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WLW.

REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (55x58 ft. and 53x81 ft.). Seven RCA camera chains. Two Background Engineering Co. rear screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. One dual Selectroslide projector, one Gray slide projector. One mobile unit. News Service, UP. Library, RCA Thesarus.

PRINCIPAL STOCKHOLDER: Owned by Avco Manufacturing Corp. (which owns appliance and electronics companies, manufactures airplane engines, farm implements, heavy machinery. Crosley Broadcasting Co. also owns WLWC (TV) Columbus, WLWD (TV) Dayton, both Ohio, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:
James D. Shouse, chmn. of bd. Robert Boulware, sta. mgr.
Robert E. Dunville, pres. & James Bruce, prog. dir.
gen. mgr. R. J. Rockwell, ch. eng.
Harry Mason Smith, vp. chg. sls. Howard Lepple, tv tech. adm. asst.
Gilbert W. Kingsbury, vp. in Art Nevins, film dir.
chg. pub. rel. & news R. K. Jones, dir. client svc. dept.
George Henderson, gen. tv sls. mgr. James E. Allen, prom. mgr.
K. T. Murphy, vp. & treas. Terry Flynn, news ed.
Ward Quaal, asst. gen. mgr.
John T. Murphy, tv vp.

RATE INFORMATION: Class AA one hour \$1,000; minute spot \$190; ID \$85; Class A one hour \$900; minute spot \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION: Population, 1,734,500; Families in Area, 526,100; No. of Sets, 440,000; Retail Sales, \$1,751,917,000; Income per Family, \$5,021.67.

CINCINNATI (Cont.)

WQXN-TV

(Target Date, Late 1955)

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Drive N.E., Atlanta 36, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 489 ft.

AFFILIATION: Stations, Am, WCIN.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDER: Robert W. Rounsaville (100%). For Mr. Rounsaville's broadcast interests see WQXI-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Rounsaville, own. Ralph Johnson, gen. mgr.

CLEVELAND

(Cuyahoga County)

WERE-TV

(Target Date, Unknown)

LICENSEE: Cleveland Bcstg. Inc. Address: Bulkley Bldg. Postal Zone: 15. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 434 ft.

AFFILIATION: Stations, Am, WERE. Fm, WERE-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller, pres. and family (45%) and 20 others.

EXECUTIVES:

Ray T. Miller, pres. Edwin Stevens, prog. dir.
Richard M. Klaus, gen. mgr. Harry Dennis, ch. eng.
Charles A. Dunbar, com. mgr. Jerry Bowman, news ed.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Postal Zone: 14. Phone: Tower 1-5454.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,020 ft.; Above ground 851 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17, 1947. Hours, 8:55-12:45 a.m.

AFFILIATION: Tv Networks, ABC, DTN.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz.

SERVICES: Three studios (55x75x20 ft., 20x25 ft. and 20x40 ft.). Nine camera chains, three RCA, six DuMont. One Trans-Lux rear screen projector. Two RCA film cameras. Two GE film projectors. Two RCA 2x2 in. slide projectors. One Gray Telop opaque projector. One DuMont mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: E. W. Scripps Co. is majority stockholder. Scripps-Howard Radio Inc. is licensee of WEWS (TV) Cleveland. WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co., a Scripps company, is owner of WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard newspapers are Cleveland Press, New York World Telegram & Sun, Cincinnati Post, Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

Jack R. Howard, pres. John H. Foley, adv. mgr.
James C. Hanrahan, gen. mgr. Joseph B. Epperson, ch. eng.
J. Harrison Hartley, sta. dir. Donald L. Perris, news & spec.
Floyd E. Weidman, gen. exec. events ed.
Betty Cope, exec. prog. mgr.

RATE INFORMATION: Class A one hour \$950; minute spot \$300; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population, 3,996,900; Families in Area, 1,204,000; No. of Sets, 1,090,820.

WHK-TV

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. Address: 5000 Euclid Ave.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 759 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Owned by Forest City Pub. Co. (Cleveland Plain Dealer and News). Sterling E. Graham, pres. Same interests own 40% of WKBN-AM-FM-TV Youngstown, Ohio.

EXECUTIVES:

Sterling E. Graham, pres.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Postal Zone: 14. Phone: Cherry 1-0942.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 905.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1948. Hours, 7-1:05 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WTAM. Fm, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Consulting Engineer, NBC Engineering.

SERVICES: Three studios (two 35x50 ft. and one 35x22 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Five film projectors, two RCA 16mm, one Eastman 16mm, two RCA 35mm. Four slide projectors. One RCA scanner. One Lynn mobile unit, one Twin Coach mobile unit. News Services, AP, INS, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., pres., NBC S. E. Leonard, eng. in chg.
Robert W. Sarnoff, exec. vp. Albert L. Odeal, film buy.
Lloyd E. Yoder, gen. mgr. Morris Wattenberg, adv. &
William N. Davidson, asst. gen. prom. mgr.
mgr. & sls. dir. Edward R. Wallace, news & sp.
Theodore H. Walworth Jr., sls. mgr. events dir.
George W. Cyr, prog. mgr. William A. Howard, tech. opr. sup.

RATE INFORMATION: Class AA one hour (live) \$1,300, (film) \$1,300; minute spot (live) \$375, (film) \$375; ID \$185. ID Length 10 sec. Full or share screen. Frequency discounts up to 50% for 676 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,398,500	1,823,750	4,347,250
Families in Area	640,000	610,000	1,250,000
No. of Sets			1,195,000
Retail Sales			\$4,583,025,000
Income per Family			\$7,002
Income per Capita			\$2,020

CLEVELAND (Cont.)

WXEL (TV)

LICENSEE: Empire Coil Co. Inc. Address: 1630 Euclid Ave. Phone: Tower 1-8989.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw.
 Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 775 ft.
OPERATION: Began Dec. 17, 1949. Hours, 7-12:45 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes &
 Albertson.
SERVICES: Two studios (30x30 ft., 50x60 ft.). Eleven RCA camera chains. One
 Trans-Lux and one Bodde rear screen projector. Two GE film cameras. Two
 GE 16mm film projectors. Two slide projectors. One RCA flying spot 2x2 in.
 scanner. Special mobile units. News Services, AP, INS, UP. Library, Sesac.
PRINCIPAL STOCKHOLDER: Owned by Storer Broadcasting Co., see WGBS-TV
 Miami, Fla.
EXECUTIVES:
 George B. Storer, pres. Richard C. Wright, com. mgr.
 Franklin Snyder, mgng. dir. H. A. Brinkman, ch. eng.
 Ben Wickham, dir. prog. operations Barbara Snyder, publicity dir.
RATE INFORMATION: Class AA one hour (live) \$1,700; minute spot (live) \$375.
 Frequency discounts. Rate Card No. 9.
MARKET INFORMATION: (Total, Including Fringe Area) Population, 3,901,500;
 Families in Area, 1,173,900; No. of Sets (July 1), 1,104,070.

COLUMBUS
(Franklin County)

WBNS-TV

LICENSEE: The Dispatch Printing Co. Address: 495 Olentangy River Rd. Postal
 Zone: 8. Phone: Capital 8-2611.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw.
 Operating Pow.: Visual 219 kw, Aural 123 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 450 ft.; Above ground 575 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 1949. Hours, 7-12:30 a.m.
AFFILIATION: Tv Network, CBS. Station, Am, WBNS.
REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Dow, Lohnes &
 Albertson; Consulting Engineer, Jansky & Bailey.
SERVICES: One studio (40x60 ft.). Three RCA camera chains. Two RCA film
 cameras. Four film projectors, two Eastman, two RCA. Two slide projectors.
 One Houston-Fearless film processing unit.
PRINCIPAL STOCKHOLDERS: Owned by the Wolfe family. Licensee publishes Ohio
 State Journal and Columbus Dispatch.
EXECUTIVES:
 Preston Wolfe, pres. Lester H. Nafzger, ch. eng.
 Richard A. Borel, dir. of tv Barbara Haddox, prom. mgr.
 Robert D. Thomas, com. mgr. Chester S. Long, news ed.
 Jerome R. Reeves, prog. dir. &
 film buy.
RATE INFORMATION: Class AA one hour \$825, Class A \$780; minute spot \$175,
 \$150; ID \$70, \$60. ID Length 8 sec. Specifications 16mm film, 35mm slide.
 Full and share screen. Frequency discounts from 5% for 26 times up to 20%
 for 260 times. Rate Card No. 5—Revised.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	729,050	438,600	1,904,700
Families in Area	218,100	133,500	638,200
No. of Sets	196,290	106,800	446,175
Retail Sales	\$835,914,000	\$456,097,000	\$1,941,086,000
Income per Family	\$4,807	\$4,393	\$4,198
Income per Capita	\$1,412	\$1,322	\$1,274

WLWC (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 3165 Olentangy River Rd. Postal Zone: 2.
 Phone: Jefferson 5441.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
 Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 440 ft.; Above ground 576 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 3, 1949. Hours, 6:45 a.m.-1:15 a.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Crosley Bcstg. Corp., NBC Spot Sales; Washington At-
 torney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.
SERVICES: Two studios (40x60 ft. and 24x30 ft.). Three RCA camera chains. One
 Background Engineering Co. rear screen projector. One RCA film camera.
 Two RCA film projectors. One LaBelle slide projector. Shared mobile unit.
 News Services, INS, UP.
PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.
EXECUTIVES:
 James Leonard, vp. & gen. mgr. Charles B. Sloan, ch. eng.
 C. R. Dodsworth, sls. dir. Richard Zavon, prom. mgr.
 Earle Gillis, prog. dir. & film buy. Dave Nichols, news ed.
RATE INFORMATION: Class A one hour (film) \$800; minute spot (film) \$175;
 ID \$60. ID Length 8 sec. Full screen. Frequency discounts from 5% for
 13 weeks up to 10% for 26 weeks. Rate Card No. 7.
MARKET INFORMATION: (Grade B, FCC Contour); Population, 1,314,000; Families
 in Area, 388,700; No. of Sets, 333,000; Retail Sales, \$1,378,396,000; Incom-
 per Family, \$5,222.51; Income per Capita, \$1,581.

wbns-tv

the nation's no. 1

test market station



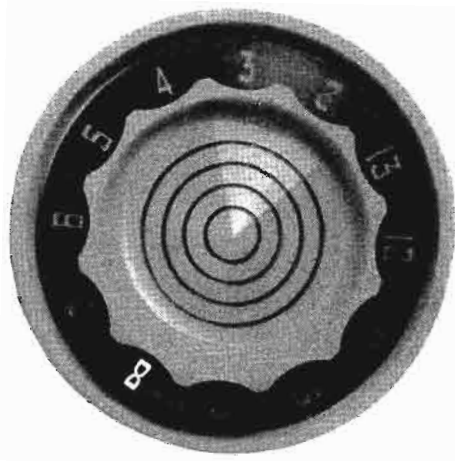
It takes **wbns-tv** to give you the true, complete picture of product testing in Columbus, Ohio.

The nation's leading advertisers have found **wbns-tv's** showmanship facilities, backed by valuable merchandising and promotion, a guarantee for successful test campaigns. A wide range of products, from appetizers to zippers, finds a reliable consumer demand in **wbns-tv's** rich industrial, agricultural and metropolitan area.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10CBS-TV NETWORK — Affiliated with Columbus
Dispatch and WBNS-AM • General Sales Office:
33 North High St.

REPRESENTED BY BLAIR TV

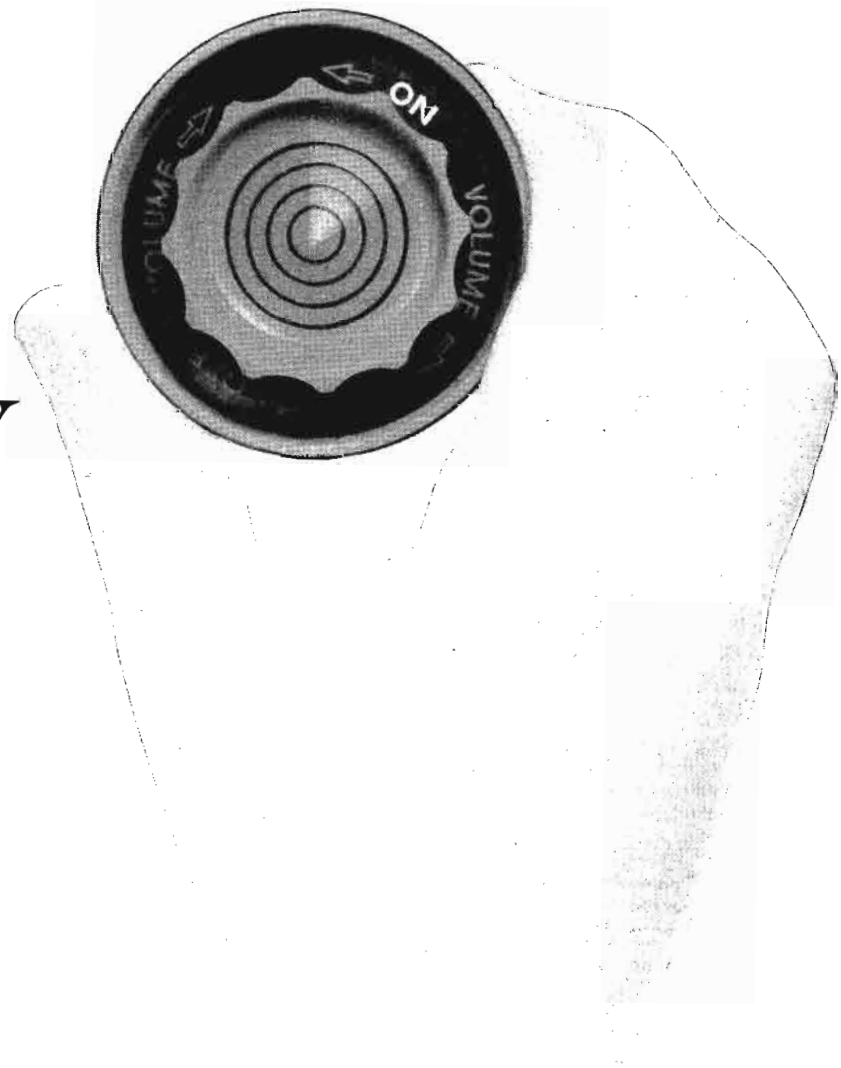


in Cleveland...

the odds

are on

WXEL-TV



Whatever the day or hour, the odds are overwhelming that Cleveland TV is set at 8. Here are the star-studded shows of CBS. And helping keep the dial aimed at 8 in this Indian-happy town are the baseball games. Also on the local level, a series of Cleveland-produced shows have been award-winners—and audience-winners, too. Topping off this impressive showing is the cream of the syndicated film programs—Annie Oakley, Mr. District Attorney, Passport to Danger, Cisco Kid, I Led Three Lives, Badge 714, and many more. No wonder more advertisers are constantly giving Clevelanders even more to look at on WXEL-TV, Channel 8.



keep your eye on channel 8

BASIC CBS TELEVISION IN CLEVELAND

National Sales Headquarters — Tom Harker, VP, National Sales Director, 118 E. 57th St., New York — ELdorado 5-7690
230 N. Michigan Ave., Chicago — FRanklin 2-6498 • 111 Sutter St., San Francisco — SUTter 1-8689
represented nationally by the Katz Agency, Inc.

COLUMBUS (Cont.)

WOSU-TV*

(Target Date, Oct. 1, 1955)
 (*Non-Commercial Educational)

LICENSEE: Ohio State U. Address: Columbus, Ohio. Postal Zone: 10. Phone: University 3148.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 593 ft.

AFFILIATION: Stations, Am, WOSU. Fm, WOSU-FM.

REPRESENTATIVES: Attorney, Attorney General of Ohio.

SERVICES: Two studios (30x45 ft. and 15x20 ft.). Three RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Telop opaque projector. One GPL kine recorder. News Service, UP. Library, Thesaurus.

EXECUTIVES:

Howard L. Bevis, pres. Ohio State U. W. H. Ewing, prog. dir.
 Robert C. Higgy, dir., WOSU,
 WOSU-TV, & ch. eng.

WTVN-TV

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Postal Zone: 8. Phone: Capitol 8-5801.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 643 ft.

OPERATION: Began Sept., 1949. Hours, 9-1 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WTVN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt.

SERVICES: Two studios (49½ ft. x 48½ ft. and 30 ft. x 24 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).

EXECUTIVES:

Hulbert Taft Jr., pres. Edwin G. Richter Jr., loc. sls. mgr.
 Kenneth W. Church, exec. vp. Joseph Jenkins, prog. dir.
 J. W. McGough, gen. mgr. & William H. Hansher, ch. eng.
 film buy. Sue Sternberg, prom. mgr.
 R. C. Wiegand, asst. gen. mgr. & Earl Green, Joe Hill, news ed.
 natl. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$125, (film) \$125; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	544,500	1,343,400	1,790,100
Families in Area	163,900	404,900	541,200
No. of Sets			451,610

DAYTON
(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Bcstg. Corp. Address: 1414 Wilmington Ave. Postal Zone: 1. Phone: Madison 6581.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,096 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 26, 1949.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WHIO. Fm, WHIO-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, McIntosh & Inglis.

SERVICES: Two studios (50x63 ft. and 30x50 ft.). Four RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One RCA mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by former Ohio governor James M. Cox and family. Other Cox broadcast properties are WSB-AM-FM-TV Atlanta and WIOD-AM-FM Miami. Cox newspapers are Dayton News and Journal Herald, Atlanta Journal and Constitution, Springfield (Ohio) News and Sun and Miami News.

EXECUTIVES:

James M. Cox Jr., pres. Chuck Gay, prog. dir., film buy. &
 Robert H. Moody, gen. mgr. prom. mgr.
 Harvey R. Young Jr., asst. gen. mgr. Ernest L. Adams, ch. eng.
 & com. mgr. Don Wayne, news ed.

RATE INFORMATION: Class AA one hour \$800; minute spot \$175; ID \$55. ID Length 8 sec. Frequency discounts 2% for 26 times up to 25% for 260 times. Rate Card No. 7.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WIFE (TV)†

LICENSEE: Skyland Bcstg. Corp. Address: 380 W. First St. Postal Zone: 2. Phone: Michigan 6501.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 650 ft.

OPERATION: Began Oct. 1953.

AFFILIATION: Station Am, WONE.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, pres. (29.1%); Loren M. Berry, exec. vp. (16.71%); Gustav Hirsch (16.71%); Fred L. Krumholtz (4.55%); Wm. E. Stoecklein (5.33%) and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N.C., and 50% of WTVQ (TV) Pittsburgh, Pa. Mr. Berry also owns 21.21% of WEOL-AM-FM-TV Elyria.

EXECUTIVES:

Ronald B. Woodyard, pres. & gen. mgr.

†WIFE (TV) has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 4595 S. Dixie Hwy. Postal Zone: 9. Phone: Walnut 2101.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1949. Hours, 6:40-2 a.m.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales.

SERVICES: Two studios (55x80 ft. and 20x30 ft.). Five RCA camera chains. One Background Engineering Co. rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Gray slide projectors. One mobile unit.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

Robert E. Dunville, pres. Robert Provence, exec. prod.
 H. Peter Lasker, vp., gen. mgr. & Arlene Hadley, prog. admin.
 film buy. Lester Sturgill, ch. eng.
 George Gray, com. mgr. Dorothy A. Sanders, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$800, (film) 800; minute spot (live) \$175, (film) \$175; ID \$70. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks.

MARKET INFORMATION: Population, 1,270,900; Families in Area, 375,000; No. of Sets, 331,000; Retail Sales, \$1,419,572,000; Income per Family, \$5,492.62.

ELYRIA

(Lorain County)

WEOL-TV

(Target Date, Unknown)

LICENSEE: Elyria-Lorain Bcstg. Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 96 kw, Aural 51.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 357 ft.; Above ground 380 ft.

AFFILIATION: Stations, Am, WEOL. Fm, WEOL-FM.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Roy W. Ammel, pres. (24.09%); Loren M. Berry (21.21%); Gustav Hirsch (7.9%) and others. Mr. Berry and Mr. Hirsch each own 16.7% of WONE and WIFE (TV) Dayton.

EXECUTIVES:

Roy W. Ammel, pres. Harold E. Kane, ch. eng.
 Richard E. Barrett, sta. mgr.

LIMA

(Allen County)

WIMA-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 9.55 kw. Operating Pow.: 16.2 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 348 ft.

OPERATION: Began April 17, 1953. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x50 ft. and 5x8 ft.). One GE camera chain. One GE film camera. Two GPL 16mm film projectors. One 2x2 in. slide projector. News Service, UP.

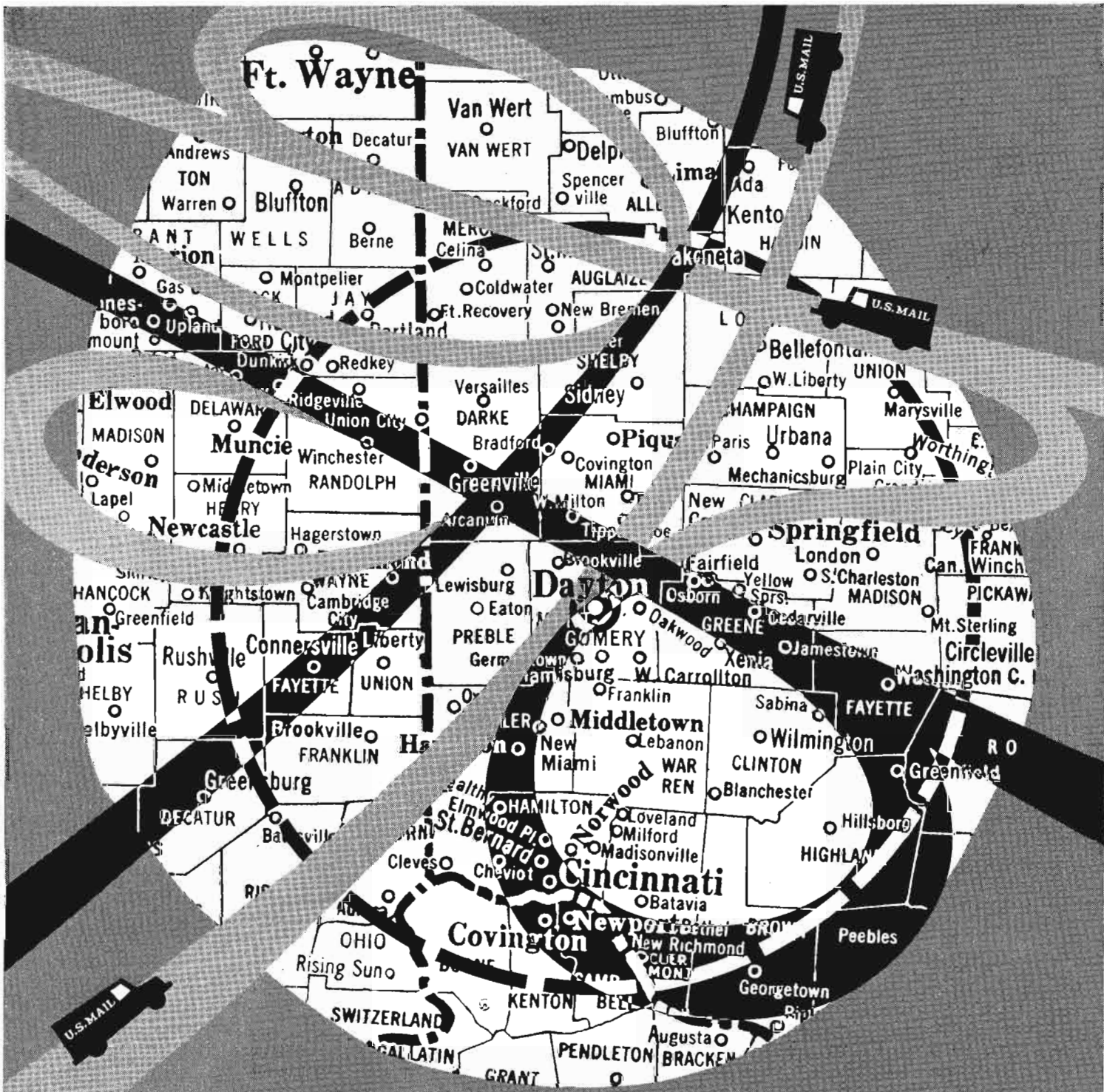
PRINCIPAL STOCKHOLDERS: George E. Hamilton, pres. (50%) and R. W. Mack, vp. (42.77%).

EXECUTIVES:

George E. Hamilton, pres. Easter Straker, prog. dir.
 Robert W. Mack, gen. mgr. & Albert F. Smith, ch. eng.
 film buy. Don Sherwood, news ed.
 C. B. Heller, com. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 369,700; Families in Area, 115,210; No. of Sets, 76,211; Retail Sales, \$385,387,000; Income per Family, \$4,860; Income per Capita, \$1,520.



During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

He's Our 
National Mailman

whio-tv
CBS • DUMONT

Channel **7** Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Unknown)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: William N. Skirball, pres. (40.7%); Jack H. Skirball, vp. (40.7%) and others.

EXECUTIVES:

William N. Skirball, pres.

Jack H. Skirball, vp.

MASSILLON

(Stark County)

WMAC-TV

(Target Date, Unknown)

LICENSEE: Midwest Tv Co. Address: 500 Security Bldg., Toledo, Ohio.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 524 ft.

AFFILIATION: Station, Am, WMAC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Edward Lamb Enterprises (100%). For Lamb broadcast and other properties see WICU (TV) Erie, Pa.

EXECUTIVES:

Edward Lamb, pres.

STUEBENVILLE

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: 428 Market St. Phone: Atlantic 2-6265.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 881 ft.

OPERATION: Began Dec. 24, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WSTV. Fm, WSTV-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George C. Davis.

SERVICES: One studio (58x44 ft.), one announce booth. Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. (Film processing unit available.) News Service, UP.

PRINCIPAL STOCKHOLDERS: Jack N. Berkman, pres. (15.31%); Louis Berkman, 1st vp. (15.31%); Allen H. Berkman (8.12%); John J. Laux, exec. vp. and Selma Laux (12.49%); and some 20 others. Same interests own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston.

EXECUTIVES:

Jack N. Berkman, pres.

John J. Laux, vp. & gen. mgr.

Joseph M. Troesch, com. mgr. & film buy.

Robert E. Holt, prog. dir.

Charles S. Shepherd, ch. eng.

Mira DiJulio, publicity dir.

Scott McMurray, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 4,844,500; Families in Area, 1,380,900; No. of Sets, 1,083,900; Retail Sales, \$5,073,411,000.

STEUBENVILLE (WHEELING, W. VA.)

WTRF-TV

LICENSEE: Tri-City Bcstg. Co. Address: 1329 Market St., Wheeling. Phone: Wheeling 1177. (For full listing see Wheeling, W. Va.)

TOLEDO

(Lucas County)

WSPD-TV

LICENSEE: Storer Bcstg. Co. Address: 136 Huron St. Postal Zone: 4. Phone: Fulton 6201.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 557 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1948. Hours, 8 a.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, DTN, CBS, NBC. Stations, Am, WSPD. Fm, WSPD-FM.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (45x30 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two RCA film projectors. Four Golde 35mm slide projectors. News Services, INS, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.

Allen L. Haid, vp. & mgng. dir.

Bill Ashworth, natl. sls. mgr.

Al Ruhfel, prog. dir.

Bill Stringfellow, ch. eng.

Elaine Phillips, film buy.

Liz Wagner, prom. mgr.

Jim Uebelhart, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Specifications 1/4 screen for station. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 1,425,000; Families in Area, 438,800; No. of Sets, 372,980; Retail Sales, \$1,727,326,000; Income per Family, \$4,948; Income per Capita, \$1,495.

WTOH-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 3315 Cadillac Tower, Detroit, Mich.

FACILITIES: Ch. 79. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 87.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 437 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Woodward Bcstg. Co. (Max Osnos, pres. and 93% owner) is also owner of WBID-TV Detroit. Mr. Osnos also owns 9% of WITI-TV Whitefish Bay (Milwaukee), Wis.

EXECUTIVES:

Max Osnos, pres. & treas.

Jacob Kellman, vp. & sec.

YOUNGSTOWN

(Mahoning County)

WFMJ-TV

LICENSEE: Vindicator Printing Co. Address: 101 W. Boardman St. Postal Zone: 3. Phone: Riverside 3-4121.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw. Operating Pow.: Visual 91.2 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 1,015 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 8, 1953. Hours, 7 a.m.-1 a.m. (Mon.-Fri.), 9:45 a.m.-12:45 a.m. (Sat.), 12:15 p.m.-midnight (Sun.).

AFFILIATION: Tv Network, NBC. Station, Am, WFMJ.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Manual film processing unit. Mobile camera equipment. News Services, AP, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Youngstown Vindicator. William O. Brown (12/15%); William F. Maag Jr. (18 1/6%); William J. Brown (10 1/3%); Alma M. Brown (12 5/6%); Elizabeth M. Brown (10 1/3%); and others.

EXECUTIVES:

William F. Maag Jr., pres.

Mitchell F. Stanley, gen. mgr. & com. mgr.

Warren S. Park, prog. dir. & film buy.

Frank A. Dieringer, ch. eng.

Gene Barko, prom. mgr.

William Lindsay, news ed.

RATE INFORMATION: Class A one hour (live) \$386.50, (film) \$350; minute spot (live) \$81.25, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	867,600	1,590,000	2,500,000
Families in Area	248,800	455,000	800,000
No. of Sets	162,500	212,000	400,000
Retail Sales	\$911,200,000	\$1,649,000,000	\$2,900,000,000
Income per Family	\$6,063		
Income per Capita	\$1,723		

How's The TV Picture In Zanesville, Ohio ?

WONDERFUL**

**In over 45,000 Southeastern Ohio homes WHIZ-TV presents the only clear, constant Class A Signal.

TREMENDOUS**

**Rating-wise, Pulse, March 1955 proves WHIZ-TV has a commanding lead in this rich, fast-growing industrial area. Of 193 quarter hours on the air, WHIZ-TV leads in 185. In three-fourths of these rated periods, WHIZ-TV ratings are higher than all competition combined. All this plus the top 15 weekly and top 10 multi-weekly programs.

FABULOUS**

**With all-network programming and plenty of programs from all networks. Monthly program schedules available on request.

DELIGHTFUL**

**When you check prices and availabilities. For a change your cost per thousand drops 'way down. John E. Pearson has the complete story.

CHANNEL 18

whiz-TV

NBC • CBS • DU MONT • ABC

OHIO

YOUNGSTOWN (Cont.)

WKBN-TV

LICENSEE: WKBN Bcstg. Corp. Address: 3930 Sunset Blvd. Postal Zone: I. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50 kw. Operating Pow.: Visual 93.3 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 539 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WKBN. Fm, WKBN-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Philip G. Loucks; Consulting Engineer, David L. Steel Sr.

SERVICES: Two studios (30x50 ft. and 20x28 ft.). Five RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two 2x2 in. slide projectors, Gray, Spindler & Sauppe. One RCA flying spot scanner. Two film processing units, Steinman and Micro Record. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr., pres. (59.37%) and Forest City Pub. Co. (Cleveland Plain Dealer and News-WHK-AM-FM-TV Cleveland) (40.63%).

EXECUTIVES:

Warren P. Williamson Jr., pres. & gen. mgr.
J. L. Bowden, sta. dir. & film buy.
Paul Turner, prog. dir.

B. T. Wilkens, ch. eng.
Jim E. Smith, pub. rel. dir.
Gene Starn, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; Minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade A (FCC Contour) Population, 779,500; Families in Area, 227,010; No. of Sets, 151,168; Retail Sales, \$837,818,000; Income per Family, \$5,554.

ZANESVILLE

(Muskingum County)

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg., N. Fifth St. Phone: 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow.: Visual 14.8 kw, Aural 8.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 4 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (28x34 ft.). One RCA camera chain. One RCA film camera. Two Bolex 16mm film cameras. Two GPL 16mm film projectors. One Gray slide projector. One Micro Record automatic film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Zanesville Pub. Co. (Zanesville Times Recorder and Signal) (63%); Southeastern Ohio Bcstg. System (WHIZ) (20%); Ernest B. Graham (11%), Clarence A. Graham (6%). Zanesville Pub. Co. owns WTAP (TV) Parkersburg, W. Va.; 60% of WHIZ Zanesville.

EXECUTIVES:

Clay Littick, pres.
Allan H. Land, gen. mgr.
Nate Milder, com. mgr.
Reed Mellon, prog. dir.

William A. Hunt Sr., ch. eng.
Edward F. Fisher, film buy.
Naomi Lorton, prom. mgr.
Arthur Schreiber, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$18. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	141,600	137,293	278,893
Families in Area	47,656	37,750	85,406
No. of Sets	30,000	15,000	45,000
Retail Sales	\$126,477,000	\$107,814,000	\$234,291,000
Income per Family	\$3,783	\$3,783	\$3,783
Income per Capita	\$1,137	\$1,137	\$1,137

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

IN YOUNGSTOWN, OHIO

A TELEPULSE
REPORT

the
YOUNGSTOWN
television
audience
AN ARB'S METROPOLITAN AREA REPORT
NOVEMBER, 1954

YOUNGSTOWN METROPOLITAN AREA
TELEPULSE
Vol. III No. 1

YOUNGSTOWN, OHIO
October, 1954

ALL
AGREE!
IT'S
WKBN
TV

TV Hooperatings

Hooper: 18 of the first 26 top-rated programs
(Oct. 1954)

ARB: 17 of the first 25 top-rated programs
(Nov. 1954)

Pulse: 22 of the first 26 top-rated programs
(March, 1955)

WEEKLY QUARTER HOUR FIRSTS

Hooper: WKBN-TV has 363 of 451 Weekly Quarter Hour Firsts

ARB: WKBN-TV has 312 of 466 Weekly Quarter Hour Firsts

Pulse: WKBN-TV has 406 of 444 Weekly Quarter Hour Firsts

★ 152,000 Sets Equipped to
Receive Channel 27

★ CBS—ABC—DuMont—and
top local programs

★ 178,000 Watts—Equipped
for Network Color

★ Represented Nationally by
Paul H. Raymer Co.

WKBN-TV Ch. 27 YOUNGSTOWN, OHIO'S
TELEVISION PIONEER
SERVING A "MUST-BUY" MARKET!

OKLAHOMA MARKET INDICATORS

Total Population, July 1, 1954.....	2,268,000
Total Families, 1950.....	590,840
Total Urban Population, 1950.....	1,139,481
Total Rural Nonfarm Population, 1950.....	540,804
Total Farm Population, 1950.....	553,066
Employed in Nonagricultural Establishments, March 1955.....	534,300
Employed in Agriculture, 1950.....	154,796
Employed in Mining, March 1955.....	48,200
Employed in Manufacturing, March 1955.....	86,600
Employed in Construction, March 1955.....	29,500
Employed in Transportation & Public Utilities, March 1955.....	48,700
Employed in Wholesale & Retail Trade, March 1955...	129,600
Employed in Finance, Insurance & Real Estate, March 1955.....	20,500
Employed in Service and Miscellaneous, March 1955...	54,400
Employed in Government Service, March 1955.....	116,800
Retail Sales, 1954.....	\$ 2,025,728,000
Bank Assets, Jan. 1, 1955.....	\$ 2,323,311,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,142,813,000
Major Income Sources, 1953: Agriculture 8.2%; Government 22.8%; Manufacturing Payrolls 11%; Trade and Service 25.7%.	
Total Income Payments, 1953.....	\$ 2,986,000,000
Per Capita Income, 1953.....	\$ 1,327
Total Internal Revenue Collections, 1954.....	\$ 632,987,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 71.28
Cash Receipts from Farm Marketing, 1954.....	\$ 527,911,000
Government Payments to Farmers, 1954.....	\$ 6,211,000
Value of Mineral Production, 1951.....	\$ 607,486,000
New Public Construction in 1952.....	\$ 166,400,000
Motor Vehicle Registration, 1954.....	963,423
Number of Telephones, Jan. 1, 1955.....	672,600
Number of Electrical Connections, Jan. 1, 1955.....	738,847
Number of Gas Utilities Connections, 1953.....	499,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets		(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954		
Adair	14,918	\$ 5,243	\$ 1,507	\$ 282	640	16%	
Alfalfa	10,699	7,662	1,898	424	910	28%	
Atoka	14,269	6,280	1,833	58	460	13%	
Beaver	7,411	3,920	896	45	890	12%	
Beckham	21,627	20,658	4,817	612	2,160	49%	
Blaine	15,049	10,678	2,399	375	1,070	13%	
Bryan	28,999	19,622	4,697	456	4,500	44%	
Caddo	34,913	23,108	5,717	784	3,700	48%	
Canadian	25,644	19,328	4,468	707	2,080	17%	
Carter	36,455	40,262	9,634	1,643	780	16%	
Cherokee	18,989	8,673	2,779	319	620	12%	
Choctaw	20,405	9,052	3,167	255	39		
Cimarron	4,589	3,775	687	39	6,530	57%	
Cleveland	41,443	26,927	7,750	1,393	220	13%	
Coal	8,056	3,065	1,042	52	10,350	58%	
Comanche	55,165	62,967	12,886	1,678	870	30%	
Cotton	10,180	6,898	1,443	185	2,730	57%	
Craig	18,263	11,265	2,409	351	6,640	52%	
Creek	43,143	32,582	8,559	1,115	1,840	28%	
Custer	21,097	17,895	3,672	618	1,310	32%	
Delaware	14,734	4,287	1,418	149	700	28%	
Dewey	8,789	4,405	1,099	197	320	14%	
Ellis	7,326	4,218	1,049	124	8,710	49%	
Garfield	52,820	65,385	10,651	2,418	3,650	41%	
Garvin	29,500	23,333	5,332	740	4,920	46%	
Grady	34,872	26,566	5,958	937	870	28%	
Grant	10,461	6,837	1,619	300	370	11%	
Greer	11,749	6,653	2,005	225	250	11%	
Harmon	8,079	4,737	980	159	250	14%	
Harper	5,977	4,284	831	165	427	21%	
Haskell	13,313	5,529	1,078	88	690	11%	
Hughes	20,664	12,361	3,476	427	930	30%	
Jackson	20,082	17,248	3,644	516	360	13%	
Jefferson	11,122	6,979	1,830	258	6,410	39%	
Johnston	10,608	3,378	1,435	171	1,960	49%	
Kay	48,892	53,040	12,528	2,399	1,980	35%	
Kingfisher	12,860	12,625	2,320	425	115		
Klowa	18,926	14,737	2,914	623	2,340	36%	
Lotimer	9,690	3,641	1,104	115	2,430	36%	
Le Flore	35,276	16,832	4,877	446	290	17%	
Lincoln	22,102	16,797	4,522	464	1,720	42%	
Logan	22,170	14,483	3,550	483	930	11%	
Love	2,566	3,258	1,021	128	900	21%	
McClain	14,681	8,525	2,559	360	268	28%	
McCurtain	31,588	12,311	4,554	372	300	13%	
McIntosh	17,829	8,181	2,207	268	1,800	44%	
Major	10,279	6,125	1,221	132	1,860	49%	
Marshall	8,177	4,523	1,292	185	2,210	57%	
Mayes	19,743	13,327	3,435	362	1,550	47%	
Murray	10,775	8,606	1,362	317	8,890	44%	
Muskogee	65,573	46,622	10,317	2,029	1,860	49%	
Noble	12,156	10,628	2,431	253	2,210	57%	
Nowata	12,734	9,115	2,183	238	1,460	34%	
Okfuskee	16,948	8,086	2,057	236	79,440	68%	
Oklahoma	325,352	422,377	80,435	15,491	4,570	34%	
Oklmulgee	44,561	32,188	8,454	995	784	52%	
Osage	33,071	20,614	5,667	784			

County	Population 1950	Retail Sales			(CBS) TV Sets		(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954		
Ottawa	32,218	24,601	6,679	786	3,190	32%	
Pawnee	13,616	7,877	2,231	321	2,130	52%	
Payne	46,430	39,810	10,204	1,269	5,710	41%	
Pittsburg	41,031	34,376	8,966	1,246	2,750	24%	
Pontotoc	30,875	29,104	5,858	857	4,180	47%	
Pottawatomie	43,517	39,485	8,314	1,627	3,630	28%	
Pushmataha	12,001	5,202	1,871	183	380	12%	
Roger Mills	7,395	2,476	601	57	590	28%	
Rogers	19,532	12,706	3,524	411	3,240	56%	
Seminole	40,672	28,956	6,595	1,168	3,910	37%	
Sequoyah	19,773	6,379	1,802	224	830	17%	
Stephens	34,071	42,220	10,651	1,333	3,900	34%	
Texas	14,235	16,719	3,278	647	1,480	30%	
Tilman	17,598	15,088	3,433	534	65,670	75%	
Tulsa	251,686	356,893	74,402	11,522	1,890	44%	
Wagoner	16,741	7,954	2,242	340	5,050	46%	
Washington	32,880	38,708	9,473	1,584	1,720	35%	
Washita	17,657	9,665	1,967	335	720	15%	
Woods	14,526	13,199	2,107	437	570	14%	
Woodward	14,383	11,608	2,588	444			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ADA (Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Address: P. O. Box 10. Phone: 1010. FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 141 kw. Operating Pow.: Visual 251 kw, Aural 141 kw. Transmitter: RCA. Antenna Height: Above average terrain 760 ft.; Above ground 725 ft. EQUIPPED TO COLORCAST network programs. OPERATION: Began May 3, 1954. Hours, 2 p.m.-midnight. AFFILIATION: Tv Network, ABC. Stations, Am, KADA. REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandivere, Cohen & Wear. SERVICES: One studio (54x54 ft.). Two RCA camera chains. One TSC rear screen. PRINCIPAL STOCKHOLDERS: Bill Hoover, vp. & gen. mgr. (42.923%); Brown Morris, sec.-treas. (42.9%); and others. Interlocking ownership with KADA Ada and KWSH Seminole. projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library, World.

EXECUTIVES:

Dr. C. C. Morris, pres. Nadine Wheeler, prog. dir.
 Bill Hoover, vp., gen. mgr. & Fred Smith, ch. eng.
 film buy. Jack Hoover, prom. mgr.
 Brown Morris, sec.-treas., sta. mgr. George Miller Jr., news ed.
 & film buy.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Specifications upper right corner shared. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	186,075	519,580	1,059,050
Families in area	54,365	156,410	323,955
No. of Sets	30,000	80,000	180,000
Retail Sales	\$157,188,000	\$473,832,000	\$997,711,000

ARDMORE

(Carter County)

KVSO-TV

(Target Date, Fall, 1955)

LICENSEE: John F. Easley. Address: 114 N. Washington. Phone: 2200. FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 355 ft.

OPERATION: Hours, 7 a.m.-10:30 p.m.

AFFILIATION: Stations, Am, KVSO.

REPRESENTATIVES: Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. Two GE camera chains. GE film camera, film projector, slide projector.

PRINCIPAL STOCKHOLDER: Mr. Easley is publisher of Daily Ardmoreite.

EXECUTIVES:

John F. Easley, pres. William E. Kolb, ch. eng.
 John Easley Riesen, gen. mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	189,700	107,400	297,100
Families in area	59,230	32,650	91,880

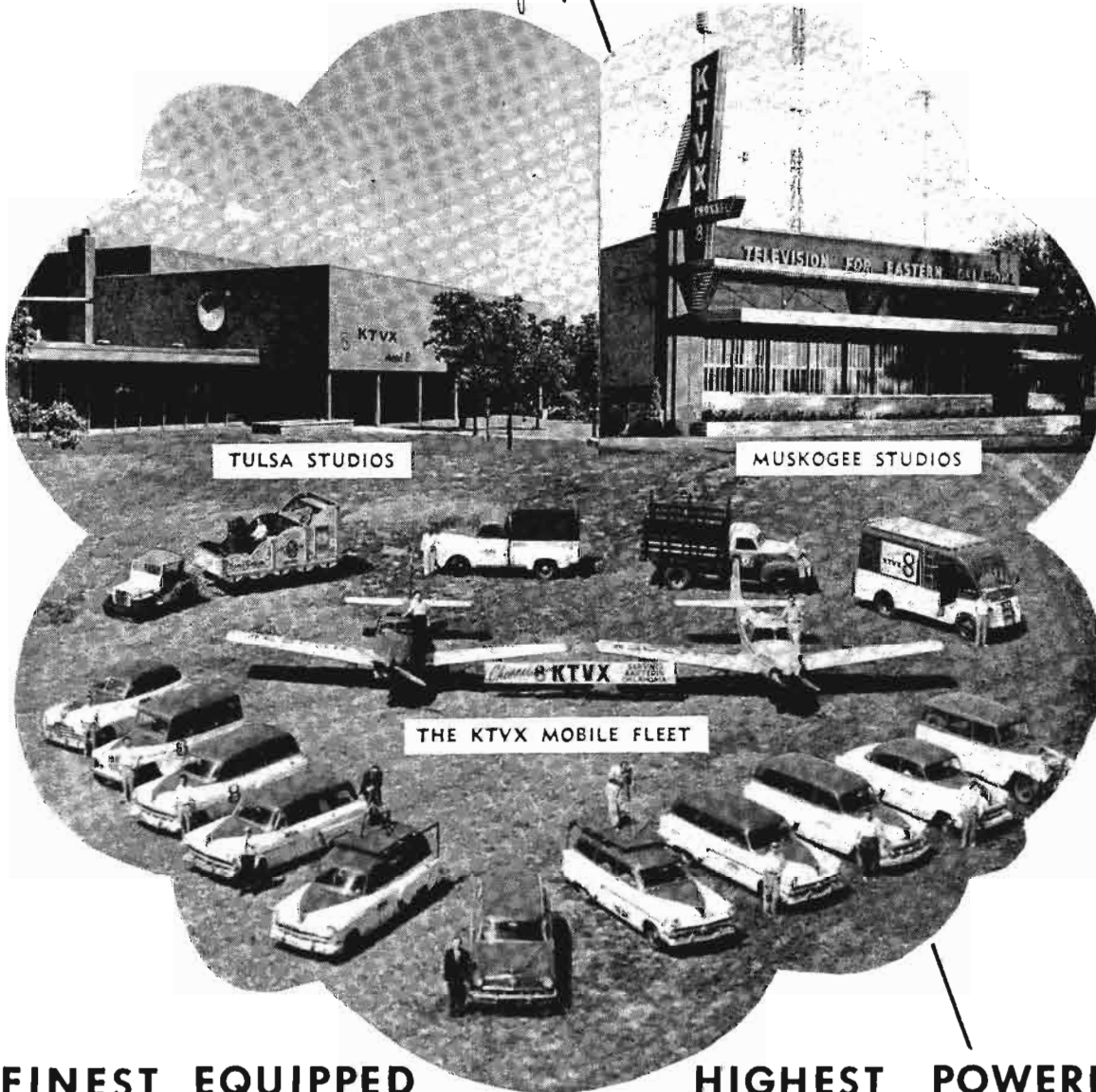
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This is

Channel



KTVX

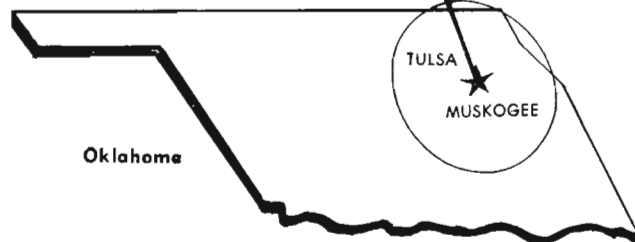


FINEST EQUIPPED

BEST LOCATED

HIGHEST POWERED

- To serve the BILLION-DOLLAR TV Market of Eastern Oklahoma — Western Arkansas!
- STUDIOS in MUSKOGEE and TULSA!
- 316,000 WATTS — SOLID AREA COVERAGE!
- TOPS in NEWS, WEATHER & SPORTS— Plus "MILLION DOLLAR MOVIES" & ABC-TV!



EASTERN OKLAHOMA'S MOST POWERFUL TV STATION

Owned and Operated by
TULSA BROADCASTING COMPANY

Studios — 720 Eastside Blvd., Muskogee • Lookout Mountain, Tulsa
L. A. BLUST, JR., Vice Pres.-Gen. Mgr. — BEN HOLMES, Nat'l Sales Mgr.
P. O. Box 9697, Tulsa, Okla.

AVERY KNODEL, INC. — National Representative
Affiliated with KTUL, Tulsa and KFPW, Fort Smith, Ark.

ENID
(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: Adams 4-5000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 816 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1954. Hours, 1-11:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x75 ft. and 30x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. One Houston-Fearless film processing unit. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: P. R. Banta, pres. (21.3%); Bruce E. Wallace, vp. (10.37%); George Streets, sec. (20.01%); Walter P. Scheffe, treas. (4.39%); L. D. Banta (20.33%); James Cummins (10.37%) and Ed McGivney (5.98%). Enid Radiophone Co. (KCRC Enid) has option to buy 20%.

EXECUTIVES:

Phil Banta, pres.	Marilyn Ellis, prog. dir.
George Streets, gen. mgr. & film buy.	Wm. B. Teitzel, ch. eng.
Tom Belcher, com. mgr.	Casey Cohlma, prom. mgr.
	Ernie Schultz, news ed.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$36.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. or Telop. Share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,030	548,170	695,540
Families in area	36,100	171,105	215,685
No. of Sets	22,095	104,623	130,354
Retail Sales	\$125,786,500	\$575,662,800	\$726,271,650
Income per Family	\$3,897	\$4,134	\$4,082

LAWTON
(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Bcstg. Co. Address: P. O. Box 1385. Phone: 7725.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height average terrain 540 ft.; Above ground 520 ft.

OPERATION: Began March 8, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, ABC, DTN. Station, Am, KSWO.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, William Buford.

SERVICES: One studio (20x40 ft.). Two GE camera chains. One RCA film camera. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. (Houston-Fearless film processing unit available.) News Services, INS, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (53.5%); T. R. Warkentin (15.5%); J. R. Montgomery (15.5%) and R. P. Scott (15.5%). Partnership owns KMID-TV Midland, Tex. and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, principal ptrn.	Paul N. Goode, comp. & film buy.
Ross Baker, gen. mgr.	Wretha Barnhart, prom. mgr.
Lyle Gaston, prog. dir.	Tom Gilmore, news ed.
Willard Cochran, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	99,500	246,700	355,000
Families in area	35,450	87,650	117,450
No. of Sets	24,460	36,018	66,520
Retail Sales	\$80,410,000	\$265,129,000	\$395,820,000

MUSKOGEE
(Muskogee County)

KTVX (TV) (TULSA)

LICENSEE: Tulsa Bcstg. Co. Address: 720 Eastside Blvd., Muskogee; Business office: P. O. Box 9697, Tulsa. Phone: (Muskogee) Murray 7-4447; (Tulsa) Hickory 6-6185.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 719 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 18, 1954. Hours, 1:45 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KTUL, Tulsa.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul F. Godley Jr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Three studios (one in Muskogee—45x48 ft.; two in Tulsa—40x60 ft.). Five camera chains, three RCA, two GE. One Bodde rear screen projector. Two film cameras, RCA, GE. Two film projectors, RCA, GE. Two slide projectors, RCA, GE. One scanner. One opaque projector. One Houston-Fearless film processing unit. Two-camera mobile unit and two mobile field units. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: John T. Griffin, pres. (56.5%); James C. Leake, vp. (3.61%); Marjory Griffin Leake (39.45%); Bryan Cole (.212%) and Bryan Mathes (.212%). Same interests own KATV (TV) Pine Bluff, Ark.; KWTV (TV) Oklahoma City (50%); KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, pres.	Ben Holmes, natl. sls. mgr.
James C. Leake, exec. vp.	Robert E. Snider, eng. sup.
L. A. Blust Jr., vp. & gen. mgr.	Louis W. Brown, ch. eng.
Ben January, sta. mgr.	George Ketcham, prom. dir.
William D. Swanson, loc. & reg. sls. mgr.	Ted Cramer, film buy.
	Jack Morris, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$87.50, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area), Population, 1,022,433; Families in Area, 317,597; Retail Sales, \$1,028,856,000; Total Spendable Income, \$1,358,302,000.

OKLAHOMA CITY
(Oklahoma County)

KETA (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Tv Authority. Address: State Capitol, Box 3241.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,450 ft.; Above ground 1,572 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

KMPT (TV)†

LICENSEE: KLPR Television Inc. Address: 128 W. Commerce. Phone: Central 2-1341.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 971 ft.

OPERATION: Began Nov. 22, 1953.

REPRESENTATIVES: Washington Attorney, William Howard Payne; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: R. L. Barton, pres.; Everett E. Cotter, trustee and receiver.

EXECUTIVES:

Everett E. Cotter, trustee & receiver.	R. Lewis Barton, vp.
Byrne Ross, pres.	Lester E. Johnson, sec.-treas.

†KMPT (TV) has suspended operations but has not returned its CP.

KTVQ (TV)

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen. Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Operating Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Height: Above average terrain 460 ft.; Above ground 500 ft.

OPERATION: Began Nov. 1, 1953. Hours, 4-10:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Vandivere, Cohen & Wear.

SERVICES: One studio (60x60 ft.). Two GE studio camera chains, two DuMont cameras for GE remote chains. One GE film camera. Two GE 16mm film projectors. Two 2x2 in. slide projectors. Remote equipment. Affiliated with Nat'l Affiliated Tv Stations Inc. News Service, AP. Library, NTA film.

PRINCIPAL STOCKHOLDERS: Duke Duvall and John Esau, trustees. Under reorganization plan, will be owned 100% by creditor E. A. (Jack) Farris and operated by National Affiliated Tv Stations.

EXECUTIVES:

E. A. Fariss, pres.	Hugh Scott, news ed.
R. M. Lester, gen. mgr.	Robert L. Hoskinson, dir., adv. & pub. rel.
Dick Kirchner, prog. dr.	
Buddy Myers, film buy.	

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45; ID \$22.50. ID Length 10 sec. Frequency discounts.

KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: 7401 N. Lincoln Blvd. Postal Zone: 14. Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,520 ft.; Above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

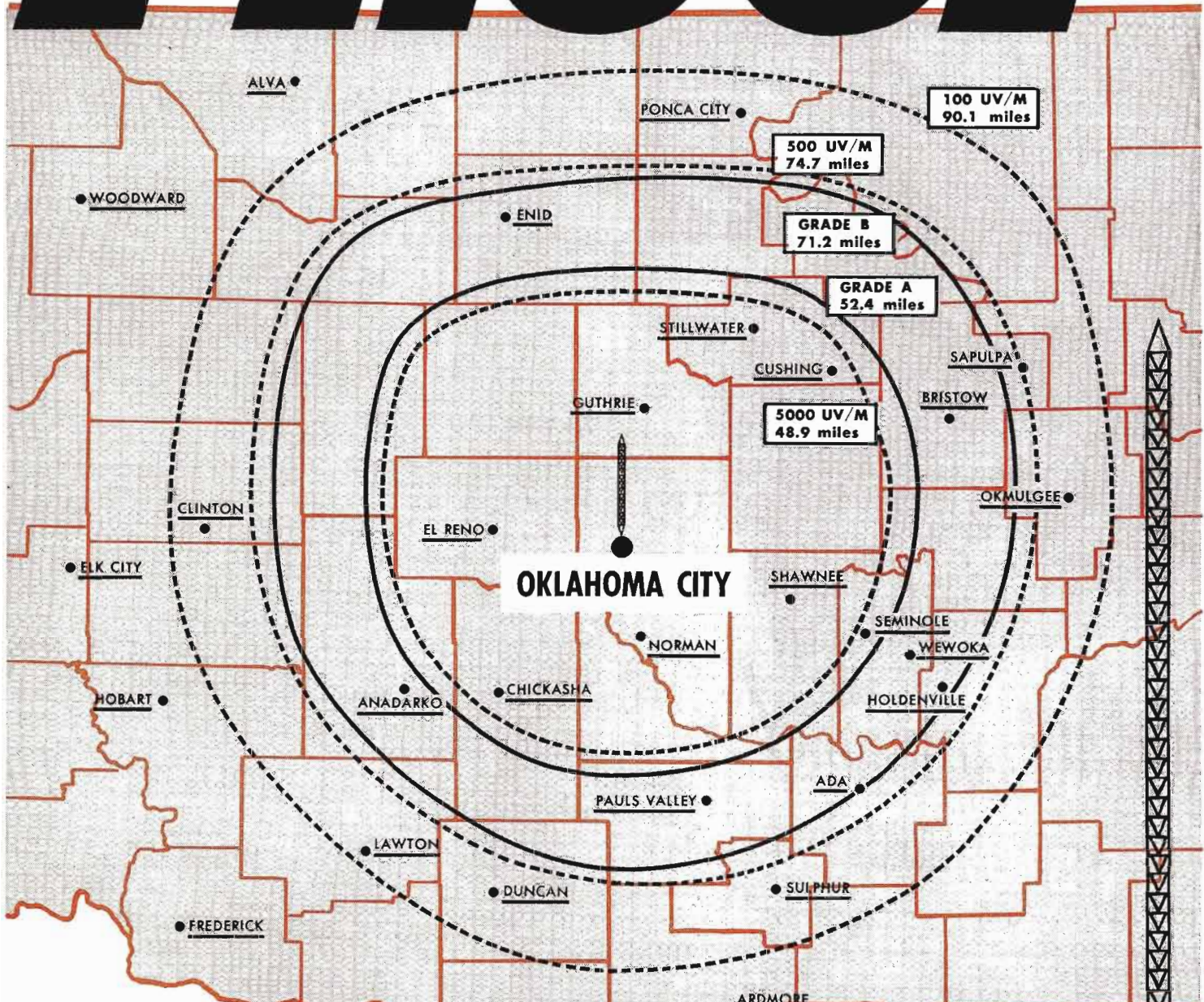
OPERATION: Began Dec. 20, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KOMA.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

SERVICES: One studio (55x80 ft.). Three RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two RCA slide projectors, one Gray Telop slide and opaque projector. Houston-Fearless film processing unit. Two field camera chains. News Service, UP. Library, Sterline-Lakeside-Fleetwood.

PROOF



... That KWTV is OKLAHOMA'S No. 1 TV STATION!

Greater coverage than any other Oklahoma television station!



CBS TELEVISION NETWORK

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

REPRESENTED BY AVERY-KNODEL, INC.

316,000 WATTS POWER • 1572 FT. TOWER • WORLD'S TALLEST MAN-MADE STRUCTURE

OKLAHOMA CITY (Cont.)

KWTU (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Roy J. Turner, pres. (12.5%); Luther T. Dulaney, vp. (12.5%); F. E. Harper, vp. (12.5%); Video Independent Theatres Inc. (11.9%) and KOMA Inc. (KOMA Oklahoma City) (50%). KOMA interests (John T. Griffin) own KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KTVX (TV) Muskogee and KFPW-AM-FM Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, chmn. of bd. Morris W. Thomas, ch. eng.
Roy J. Turner, pres. David W. B. Hunt, film buy.
Edgar T. Bell, gen. mgr. Montez Tjaden, prom. mgr.
Fred L. Vance, com. mgr. Bruce Palmer, news ed.
W. Perry Dickey, prog. dir.

RATE INFORMATION: Class A one hour (live) \$870, (film) \$750; minute spot (live) \$174, (film) \$150; ID \$75. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,900	911,400	1,394,800
Families in Area	210,810	285,560	425,030
No. of Sets	182,000	236,600	317,000
Retail Sales	\$720,556,000	\$966,685,000	\$1,407,177,000
Income per Family	\$3,961	\$3,647	\$3,705
Income per Capita	\$1,164	\$1,123	\$1,093

WKY-TV

LICENSEE: WKY Radiophone Co. Address: 500 E. Britton Rd. Postal Zone: 14. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operat. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 961 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began June 6, 1949.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WKY.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring.

SERVICES: Two studios (39x58 ft.). Seven RCA camera chains, five b&w, two color. Three film cameras, two b&w, one color. Six film projectors. Six slide projectors. One RCA scanner. One Houston-Fearless film processing unit. One mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Oklahoma Publishing Co. (Oklahoma City Oklahoman and Times, Farmer-Stockman). Licensee also owns WSFA-AM-TV Montgomery, Ala. E. K. Gaylord, pres; P. A. Sugg, exec. vp.; Hoyt Andres, vp.

EXECUTIVES:

E. K. Gaylord, pres. Robert Olson, tv opr. dir. & film buy.
P. A. Sugg, mgr. H. J. Lovell, ch. eng.
Eugene B. Dodson, asst. mgr. Wally Kinnan, pub. rel. dir.
John Haberlan, natl. com. mgr. Grant Foster, news ed.
Art Garretson, loc. com. mgr.

RATE INFORMATION: Class AA one hour \$800; 20-sec. spot \$175; ID \$88. Frequency discounts. Rate Card No. 8.

TULSA
(Tulsa County)

KCEB (TV)†

LICENSEE: Elfred Beck. Address: Lookout Mountain. Phone: 50-6126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 17 kw, Aural 10.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 494 ft.

OPERATION: Began March 13, 1954.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

EXECUTIVES: Elfred Beck, pres. & ch. own.

† KCEB (TV) has suspended operation but has not returned its CP.

KOED-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: State Capitol, Oklahoma City.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 75.9 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,133 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Another winner!

from the portfolio of **TPA** Sales Builders

Mark this one as the next great juvenile fad!

It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse — the greatest trick horse in Hollywood. Together, they make a team that will send the youngsters dreaming of a free life on a wide-open range, with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend.

Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. It will be seen Saturday mornings on the NBC-TV Network, beginning mid-October.

This program is another example of TPA's proved ability to develop unique, quality, winning programs. While "Fury" has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales building television programs.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

IN OKLAHOMA . . .

*only WKY-TV offers you so much
for your TV dollar!*

NOW IN 7th YEAR OF SERVICE

as Oklahoma's 1st television station, WKY-TV early established the leadership which it now holds . . . years ahead in technical and production "know-how" in black and white TV . . . and now leading the nation in accumulated COLOR TV experience, having telecast a daily schedule of color since April 26, 1954 .

TOPS IN PENETRATION

Pulse, Inc., reports that . . . in addition to having ALL of the TOP 15 major once-a-week shows . . . WKY-TV originates the TOP 10 multi-weekly shows and has a WEEK 'ROUND 70% SHARE OF THE AUDIENCE, in a 29 county survey of Oklahoma TV preference.

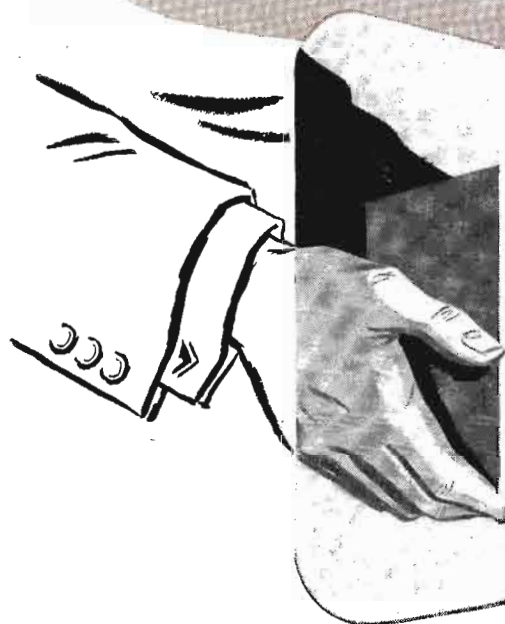
AUDIENCE LOYALTY

Oklahomans have looked to WKY Radio for the tops in entertainment and information for over 35 years . . . to WKY-TV for over 6 years, during 4 years of which WKY-TV was "television" to a large segment of Oklahoma. Recent audience surveys, by Pulse, Hooper and A.R.B., confirm this loyalty.

MAXIMUM COVERAGE

with low-band VHF maximum power of 100,000 watts effective radiated power, WKY-TV is now serving, better than ever before, a 50-county area* of Oklahoma.

**Based on FCC standards for primary, secondary and tertiary services areas plus those additional counties from which mail is received on a regular basis, and in which newspapers regularly publish the WKY-TV program log.*



To **SELL** your product **BEST** in Oklahoma . . .

**SHOW it on Oklahoma's
Leading TV Station***

*SOURCE: Any and every single Hooper, Pulse and A.R.B. in the past 6 years . . . area, metropolitan, recall, diary and coincidental. Check ANY TV rating of Oklahoma and it bears out WKY-TV's continuing dominance. For the latest, call your Katz Representative.



Owned and operated by THE OKLAHOMA PUBLISHING COMPANY: The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WSFA, WSFA-TV . . . Represented by THE KATZ AGENCY.

TULSA (Cont.)

KOTV (TV)

LICENSEE: KOTV Inc. Address: 302 S. Frankfort. Postal Zone: 20. Phone: 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,330 ft.; Above ground 1,133 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1949. Hours, 6:40-12:15 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (112x50 ft.). Two RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One 3x4 in. opaque projector. Two-camera mobile equipment. News Service, UP. Library, Columbia Record Library, Paxton.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co. (100%).

EXECUTIVES:

C. Wrede Petersmeyer,
pres. & gen. mgr.
James C. Richdale Jr., com. mgr.
Dick Campbell, opr. dir. & film buy.

LaVoy Hooker, acting ch. eng.
Robert V. Freeland, prom. mgr.
Cy Tuma, news ed.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750; minute spot (live) \$175, (film) \$175. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	403,420	842,715	1,242,090
Families in Area	127,340	260,765	393,000
No. of Sets	113,333	174,713	281,558*
Retail Sales	\$441,884,700	\$772,295,200	\$1,852,612,050
Income per Family	\$6,666		

*Excludes Oklahoma County.

KSPG (TV)

(Target Date, Unknown)

LICENSEE: Arthur R. Olson. Address: P.O. Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 117 kw. Transmitter: Make: GE. Antenna Make: GE. Height: Above average terrain 860 ft.; Above ground 651 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George P. Adair.

KTVX-TV (MUSKOGEE)

LICENSEE: Tulsa Bcstg. Co. Address: P. O. Box 9697, Tulsa; Muskogee: 720 East-side Blvd. (For full listing see Muskogee.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.

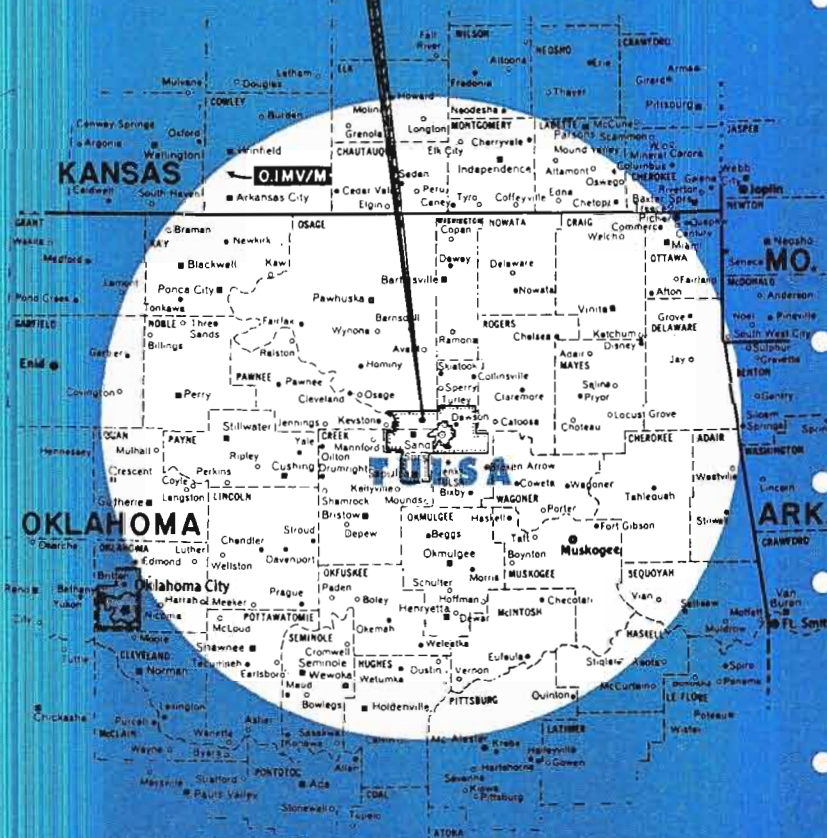


Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

KOTV channel 6 TULSA

TOP MARKET Best Buy...



- **COVERAGE**—0.1MV/M signal* covers 24,000 square miles, 1,116,790 people, 345,000 families (excluding Oklahoma county) spending better than a billion dollars annually on retail purchases . . . greater market coverage than any other station in Oklahoma. *(A. Earl Cullum, Jr., Consulting Engineers.)

- **VIEWING HABITS**—**FIVE-YEAR** lead over any other station in Eastern Oklahoma.

- **NETWORK AFFILIATION**—a CBS Basic Affiliate.

- **TECHNICAL FACILITIES**—Maximum power of 100,000 watts; tower 1,135 feet above ground, 1,328 feet above average terrain.

- **MARKET**—Oil rich Tulsa ranks* 7th in consumer spendable income per family (\$6,666), 6th in percent increase in retail sales since 1948, and 11th in percent increase in population since 1950, in a survey of America's 57 largest cities. *(Sales Management.)

- **RATINGS**—Consistently highest ratings (ARB and Telepulse).



KOTV, Inc.
Represented by

Edward Petry & Co., Inc.

TULSA (Cont.)

KVOO-TV

LICENSEE: Central Plains Enterprises Inc. Address: 311 S. Denver. Phone: Luther 4-7204.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Height: Above average terrain 1,330 ft.; Above ground 1,176 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 5, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KVOO.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Doerner, Rinehart, Stuart & Clammer; Consulting Engineer, Jansky & Bailey.

SERVICES: One temporary studio (30x40 ft.). Two GE camera chains. One Trans-Lux rear screen projector. One GE film camera. Two GE 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (William Skelley, pres. and majority stockholder (38.88%); Dean A. McGee, chmn. (7.4%); Sen. Robert S. Kerr, vp. (13.1%); Grayce B. Kerr (14.8%); T. M. Kerr (6.9%); Harold C. Stuart, vp.-asst. sec. (12%). Southwestern Sales owns KVOO Tulsa. Messrs. McGee and Kerr own WEEK-AM-TV Peoria, Ill.

EXECUTIVES:

W. G. Skelley, pres. John M. Bushnell Jr., ch. eng.
C. B. Akers, gen. mgr. Wayne Taylor, film buy.
John Devine, com. mgr. & prom. mgr. Ken Miller, news ed.
Bill Sadler, prog. dir.

RATE INFORMATION: Class AA one hour (live) \$840, (film) \$700; minute spot (live) \$180, (film) \$150; ID \$75. ID Length 8 sec. Specifications 2x2 in. slide. Full and share screen. Frequency discounts from 3% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	310,000	560,000	1,435,000
Families in Area	77,991	430,655
No. of Sets	248,000
Retail Sales	\$424,070,000	\$1,486,520,000
Income per Capita	\$1,061.40

OREGON

OREGON MARKET INDICATORS

Total Population, July 1, 1954.....	1,639,000
Total Families, 1950.....	411,690
Total Urban Population, 1950.....	819,318
Total Rural Nonfarm Population, 1950.....	473,788
Total Farm Population, 1950.....	228,235
Employed in Nonagricultural Establishments, March 1955.....	440,000
Employed in Agriculture, 1950.....	69,823
Employed in Mining, March 1955.....	1,200
Employed in Manufacturing, March 1955.....	128,400
Employed in Construction, March 1955.....	19,300
Employed in Transportation & Public Utilities, March 1955.....	45,000
Employed in Wholesale & Retail Trade, March 1955.....	103,000
Employed in Finance, Insurance & Real Estate, March 1955.....	17,100
Employed in Service and Miscellaneous, March 1955.....	51,100
Employed in Government Service, March 1955.....	74,900
Retail Sales, 1954.....	\$ 2,040,082,000
Bank Assets, Jan. 1, 1955.....	\$ 1,922,162,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,767,692,000
Major Income Sources, 1953: Agriculture 6.5%; Government 15.9%; Manufacturing Payrolls 22.1%; Trade and Service 28%.	
Total Income Payments, 1953.....	\$ 2,762,000,000
Per Capita Income, 1953.....	\$ 1,724
Total Internal Revenue Collections, 1954.....	\$ 412,024,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 85.97
Cash Receipts from Farm Marketing, 1954.....	\$ 383,901,000
Government Payments to Farmers, 1954.....	\$ 5,108,000
Value of Mineral Production, 1951.....	\$ 28,402,000
Total New Construction in 1952.....	\$ 368,200,000
New Private Construction in 1952.....	\$ 218,000,000
New Public Construction in 1952.....	\$ 150,200,000
Motor Vehicle Registration, 1954.....	764,849
Number of Telephones, Jan. 1, 1955.....	536,600
Number of Electrical Connections, Jan. 1, 1955.....	563,942
Number of Gas Utilities Connections, 1953.....	96,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

OREGON MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Baker	16,175	\$17,666	\$ 3,826	\$ 508
Benton	31,570	31,846	7,164	625
Clackamas	86,716	65,204	17,347	1,871	8,400	27%
Clatsop	30,776	41,043	11,671	856	1,590	14%
Columbia	22,967	19,009	6,864	448	1,050	14%
Coos	42,265	61,985	15,909	1,349
Crook	8,991	8,599	2,500	266
Curry	6,048	6,473	2,070	182
Deschutes	21,812	36,361	7,579	782
Douglas	54,549	70,876	20,696	1,729
Gilliam	2,817	4,016	540	91
Grant	8,329	8,553	1,907	211
Harney	6,113	8,544	1,757	75
Hood River	12,740	14,538	4,002	300
Jackson	58,510	83,952	19,869	1,965	5,470	24%
Jefferson	5,536	6,224	1,161	100
Josephine	26,542	38,147	9,283	1,048
Klamath	42,150	62,491	13,365	1,635
Lake	6,649	9,909	1,994	418
Lane	125,776	162,674	38,621	3,515
Lincoln	21,308	24,573	7,565	415
Linn	54,317	74,069	17,684	1,362
Malheur	23,223	30,006	4,273	737
Marion	101,401	127,731	25,960	3,074	12,670	39%
Morrow	4,783	5,586	1,248	74
Mutnomah	471,537	773,511	167,487	16,208	83,330	48%
Polk	26,317	18,092	5,139	450
Sherman	2,271	2,455	467	32
Tillamook	18,606	22,868	6,507	690	1,120	17%
Umatilla	41,703	53,905	11,828	1,700
Union	17,962	20,798	4,449	742
Wallowa	7,264	7,102	1,728	266
Wasco	15,552	27,545	5,197	656	9,650	43%
Washington	61,269	55,113	16,063	1,268
Wheeler	3,313	1,777	289	33
Yamhill	33,484	36,841	8,726	832	1,910	17%

EUGENE

(Lane County)

KVAL-TV

LICENSEE: Eugene Television Inc. Address: Blanton Heights. Phone: 4-3245.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 34 kw.

Operating Pow.: Visual 56 kw, Aural 34 kw. Transmitter: RCA. Antenna

Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 397 ft.

OPERATION: Began April 15, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky.

SERVICES: One studio (27x31 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: C. H. Fisher and wife (33 1/3%); Robert P. Booth, Lee P. Bishop, Thomas Winn, W. D. Abel, Harvey S. Benson, Willis B. Shepard, C. Philip Tillman, William N. Russell, E. T. Gardner, J. Don Smith and Harry Thomas (6 2/3% each). Fishers also own KOER Pendleton, KIHV Hood River and KDLS The Dalles, all Ore. Mr. Bishop and other stockholders own KORE Eugene, Ore. Licensee owns 50% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

Robert P. Booth, pres. Robert Anderson, prog. dir.
S. W. McCready, gen. mgr. & Alvin H. Barnard, ch. eng.
film buy. Phil George, news ed.
Glenn Nickell, com. mgr.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$225; minute spot (live) \$58.50, (film) \$45; ID \$23. ID Length 8 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	202,346	339,257	555,861
Families in Area	61,900	106,200	168,400
No. of Sets	28,120	40,370
Income per Family	\$3,494	\$3,200	\$3,245
Income per Capita	\$1,100	\$1,065	\$ 980

KLAMATH FALLS

(Klamath County)

KFJI-TV

(Target Date, Fall 1955)

LICENSEE: KFJI Bcstrs. Inc. Address: P. O. Box 692. Phone: 2-2551.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw.

Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.;

Above ground 229 ft.

AFFILIATION: Station, Am, KFJI.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Grant S. Feikert.

PRINCIPAL STOCKHOLDERS: W. D. Miller (100%), who owns 70% of KWIV Ashland, Ore.

EXECUTIVES:

W. D. Miller, pres. & treas.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



for OKLAHOMA SALES YOU need TULSA, TOO!

The TULSA
MARKET
is now
BIGGER
than MIAMI, OMAHA
SAN DIEGO or DENVER

(Source: Television Magazine research dep't)

Not only Bigger . . . but Better, too! In a survey of 57 largest cities, Tulsa ranks 7th in consumer spendable income per family (\$6,666.00)

6th in percent increase in retail sales since 1948

11th in percent increase in population since 1950

(Source: SRDS consumer markets)

Sound reasons why,
for Oklahoma Sales,
you need Tulsa Too . . .

CHANNEL

2

NOW! A new tower — 1330 feet above average terrain, and NEW POWER — 100,000 watts. Complete coverage of the "Magic Empire" — expanding Eastern Oklahoma! There's a good buy for you on Channel Two . . .

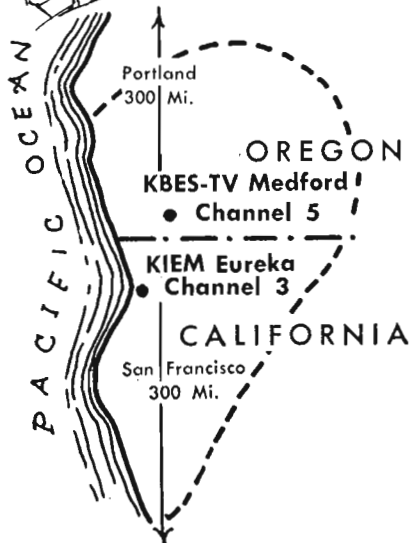
BASIC



KVOO-TV

in OIL RICH—FARM RICH—TULSA, OKLAHOMA
for current availabilities call the offices of BLAIR

The CALIF.-ORE. TV TWINS



the *Smullin* TV Stations

KIEM CHANNEL 3
Eureka, Calif.
KBES CHANNEL 5
Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

**two markets
one billing**

MARKET FACTS

POPULATION **316,413**
FAMILIES **104,684**
RETAIL SALES **\$420,528,000**
CONSUMER SPENDABLE INCOME **\$467,743,000**

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."



for CALIF.-ORE. TV TWINS
call DON TELFORD Mgr.
TWX Eureka 16

or ask **HOAG-BLAIR** national representatives



OREGON

MEDFORD (Jackson County)

KBES-TV

LICENSEE: California-Oregon TV Inc. Address: 2000 Crater Lake Hwy. Phone: 3-4581.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 15.8 kw. Operating Pow.: Visual 28.8 kw, Aural 15.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 169 ft.

OPERATION: Began Aug. 1, 1953. Hours, 3:45-10:45 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (40x40 ft.). Two GE camera chains. Two GE film cameras. Two GPL film projectors. Two slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Amos Voorhies and family (50%); William B. Smullin (50%). They also own KOIN and KGPO (FM) Grants Pass, Ore. Mr. Smullin owns KIEM-AM-TV and KRED (FM) Eureka, Calif. Mr. Voorhies publishes Grants Pass Courier.

EXECUTIVES:

Wm. B. Smullin, mgng. owner.

RATE INFORMATION: Class A one hour (live) \$150 (film) \$150; minute spot (live) \$30 (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

PORTLAND (Multnomah County)

KLOR (TV)

LICENSEE: Oregon Television Inc. Address: 915 N.E. Davis. Postal Zone: 14. Phone: Fillmore 9721.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 129 kw. Operating Pow.: Visual 229 kw, Aural 129 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,001 ft.; Above ground 280 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 9, 1955.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.

SERVICES: Two studios (60x45 ft. and 40x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. Two DuMont 16mm film cameras. Two DuMont 16mm film projectors. Two DuMont slide projectors. DuMont scanner. DuMont opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Henry A. White, pres. (17.08%); Stephen E. Thompson, vp.-treas. (17.08%); Robert L. Sabin, sec. (6.67%); Julius L. Meier Jr. (23.75%); William A. Healy (17.08%); and others.

EXECUTIVES:

Henry A. White, pres. Michael M. McMullen, ch. eng.
S. John Schile, gen. mgr. & William R. Nutt, prom. mgr.
com. mgr. Sherman A. Washburn, news ed.
Samuel R. Herrick, prog. dir.

RATE INFORMATION: Class A one hour (live) \$650 (film) \$500; minute spot (live) \$130 (film) \$100; ID \$50. ID Length 8 sec. Specifications slide or opaque. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 1.

KOIN-TV

LICENSEE: Mount Hood Radio & Television Bcstg. Corp. Address: 140 S. W. Columbia St. Postal Zone: 1. Phone: Capitol 8-6412.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,530 ft.; Above ground 708 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 29, 1953. Hours, 8-1 a.m.

AFFILIATION: Tv Network, CBS. Station, Am, KOIN. Fm, KOIN-FM.

REPRESENTATIVES: Sales, CBS Tv Spot Sales; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (63x64 ft., 33x37 ft. and 35x40 ft.). Four RCA camera chains. One Composite rear screen projector. Two RCA film cameras. Three GE film projectors. Two Spindler & Sauppe slide projectors. One GE Balopp projector. (Mobile cameras available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned 50% by Theodore R. Gamble and associates and 50% by Central New York Broadcasting Co. (WSYR Syracuse, N. Y.-Newhouse). Mr. Gamble also owns 40% of KCMJ Palm Springs, Calif.; 30% of KOMO-AM-TV Seattle, Wash. C. Howard Lane, a stockholder in the Gamble group, owns 32.75% of KFBI Wichita, Kan. For Newhouse interests see WSYR-TV Syracuse, N. Y.

EXECUTIVES:

Ted R. Gamble, pres. & film buy. Ted W. Cooke, prog. dir.
C. Howard Lane, mgng. dir. Louis S. Bookwalter, ch. eng.
John L. Palmer, natl. sls. mgr. Robert McGill, prom. mgr.
Frank H. Coffin, loc. sls. mgr. Tal Tripp, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$155, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	985,565	272,395	1,677,900
Families in Area	331,030	87,460	553,000
No. of Sets	266,000	21,400	340,000
Retail Sales	\$1,203,340,000	\$296,808,000	\$1,938,437,000
Effective Buying			
Income per Family	\$4,646	\$4,573	\$4,961
Effective Buying			
Income per Capita	\$1,509	\$1,466	\$1,635

KOIN-TV

"HIGH MAN on the
TOTEM POLE"

in the Portland, Oregon Market

TOP COVERAGE ...

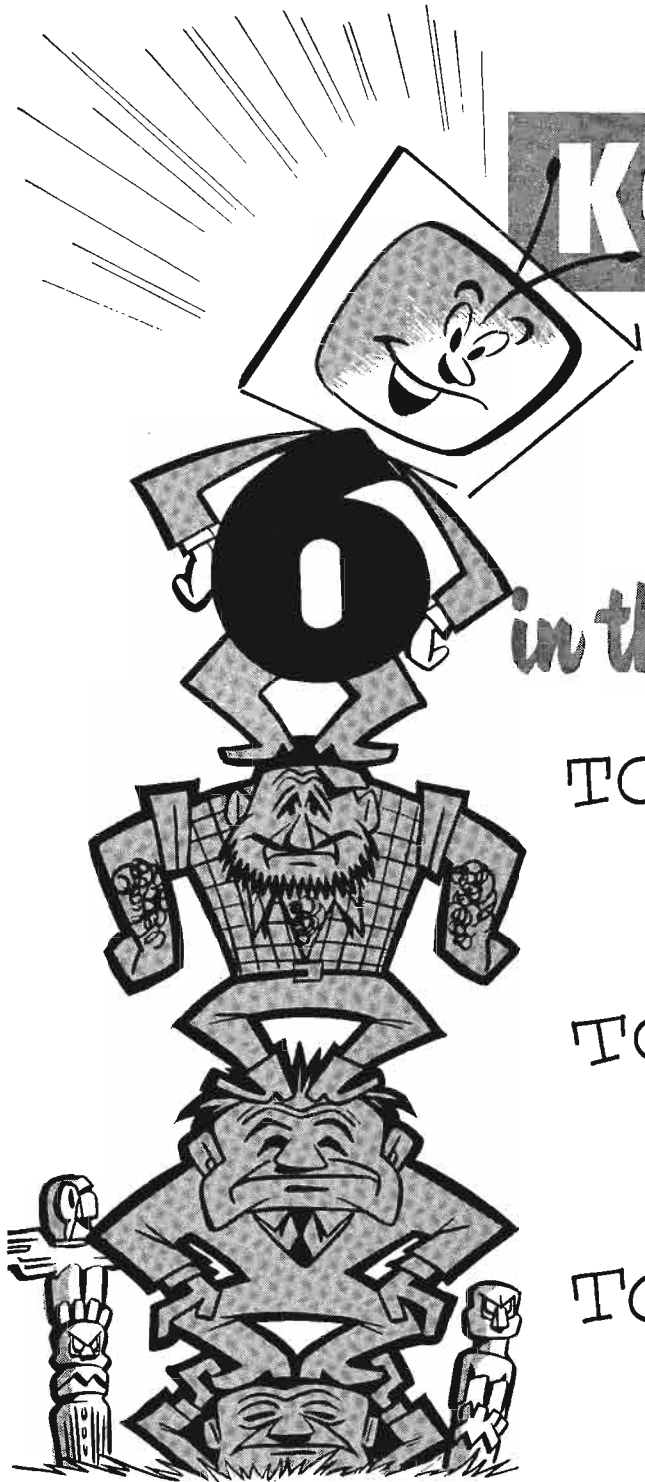
Exclusive coverage of the full 30-county
Portland Market with KOIN-TV's highest
tower, maximum power.

TOP RATINGS ...

Consistent leadership in every Portland
ARB report. More top shows—weekly,
multiweekly are on KOIN-TV.

TOP VALUE ...

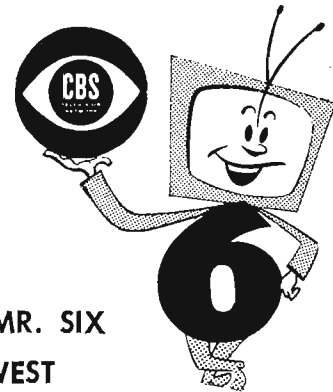
Lowest cost per viewer any way you
figure it . . . in coverage, in audience
delivered morning, afternoon, night.



KOIN-TV

CHANNEL 6

PORTLAND, OREGON



THE **BIG** MR. SIX
IN THE WEST

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

PORTLAND (Cont.)

KPTV (TV)

LICENSEE: Empire Coil Co., subsidiary of Storer Bcstg. Co. Address: 735 S. W. 20th Place. Postal Zone: 5. Phone: Capital 9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 646 kw, Aural 324 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 534 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 20, 1952. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund (Seattle); Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: Two studios (55x60 ft. and 35x25 ft.). Five camera chains, four RCA, one GPL. Three RCA film cameras, two b&w, one color. Two RCA film projectors. Two slide projectors. One flying spot scanner. One RCA remote unit. News Service, UP. Library, Sesac.

PRINCIPAL STOCKHOLDER: Owned by Storer Broadcasting Co., see WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres. William McAlister, ch. eng.
 Russell K. Olsen, mgng. dir. Richard Norman, film buy.
 Charles R. White, sls. mgr. D. Donald Lonie Jr., prom. mgr.
 Eugene Ragle, prog. dir. Ivan Smith, news ed.
 Tom Meyers, prog. mgr.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION: Population (Grade A, FCC Contour), 885,400; (Total Including Fringe Area), 1,321,400; (Total Including Fringe Area): Families in Area, 420,100; No. of Sets, 275,500; Retail Sales, \$1,520,397,000; Income per Family, \$4,700; Income per Capita, \$1,500.

(NEW)

(Target Date, Unknown)

LICENSEE: North Pacific Television Inc. Address: 604 Mead Bldg.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,311 ft.; Above ground 574 ft.

AFFILIATION: Station, Am, KGW.

REPRESENTATIVES: Sales, Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: KING Broadcasting Co. (KING-AM-TV Seattle, Wash.) (60%); Gordon D. Orput, pres. (6%); Mrs. Dorothy S. Bullitt, exec. vp. (.01%); Paul F. Murphy, vp. (11.17%); Henry A. Kuckenber, vp. (11.17%); W. Calder McCall, treas. (11.17%). Mrs. Bullitt is majority owner of KING Broadcasting Co. Mr. Orput, Mrs. Bullitt and associates own KGW Portland, Ore.

EXECUTIVES:

Gordon D. Orput, pres. Dorothy S. Bullitt, exec. vp.

ROSEBURG
(Douglas County)

KPIC (TV)

(Target Date, Unknown)

LICENSEE: South West Oregon Tv Bcstg. Corp. Address: c/o Harvey S. Benson, 506 Public Service Bldg., Portland, Ore.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 143 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: KVAL-TV Eugene (50%); KBES-TV Medford (50%), both Oregon.

EXECUTIVES:

C. H. Fisher, pres. Harvey S. Benson, sec.
 William B. Smullin, vp. & treas.

SALEM
(Polk County)

KSLM-TV

(Target Date, Unknown)

LICENSEE: Oregon Radio Co. Address: Senator Hotel.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.5 kw, Aural 2.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 224 ft.

AFFILIATION: Station, Am, KSLM.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Glenn E. McCormick (100%), also owns 50% of KYOS Merced, Calif.

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1954.....	10,779,000
Total Families, 1950.....	2,639,925
Total Urban Population, 1950.....	7,403,036
Total Rural Nonfarm Population, 1950.....	2,389,769
Total Farm Population, 1950.....	705,207
Employed in Nonagricultural Establishments, March 1955.....	3,557,700
Employed in Agriculture, 1950.....	162,877
Employed in Mining, March 1955.....	93,800
Employed in Manufacturing, March 1955.....	1,432,900
Employed in Construction, March 1955.....	178,200
Employed in Transportation & Public Utilities, March 1955.....	301,100
Employed in Wholesale & Retail Trade, March 1955.....	660,700
Employed in Finance, Insurance & Real Estate, March 1955.....	129,900
Employed in Service and Miscellaneous, March 1955.....	365,300
Employed in Government Service, March 1955.....	395,800
Retail Sales, 1954.....	\$ 11,413,506,000
Bank Assets, Jan. 1, 1955.....	\$ 15,108,425,000
Bank Deposits, Jan. 1, 1955.....	\$ 13,551,746,000
Major Income Sources, 1953: Agriculture 1.4%; Government 13%; Manufacturing Payrolls 33%; Trade and Service 24.1%.	
Total Income Payments, 1953.....	\$ 19,419,000,000
Per Capita Income, 1953.....	\$ 1,822
Total Internal Revenue Collections, 1954.....	\$ 4,922,973
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 73.61
Cash Receipts from Farm Marketing, 1954.....	\$ 748,860,000
Government Payments to Farmers, 1954.....	\$ 4,002,000
Value of Mineral Production, 1951.....	\$ 1,289,226,000
Total New Construction in 1952.....	\$ 1,806,900,000
New Private Construction in 1952.....	\$ 1,321,300,000
New Public Construction in 1952.....	\$ 485,600,000
Motor Vehicle Registration, 1954.....	3,553,981
Number of Telephones, Jan. 1, 1955.....	3,799,700
Number of Electrical Connections, Jan. 1, 1955.....	3,364,130
Number of Gas Utilities Connections, 1953.....	2,007,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams.....	44,197	\$ 43,381	\$ 9,496	\$ 836	5,610	44%
Allegheny.....	1,515,237	1,837,161	512,509	49,791	391,600	87%
Armstrong.....	80,842	67,526	18,138	1,685	16,060	69%
Beaver.....	175,192	176,440	55,596	4,728	43,050	84%
Bedford.....	40,775	29,183	7,264	349	8,540	76%
Berks.....	255,740	294,816	68,816	5,798	57,580	74%
Blair.....	139,514	132,681	41,562	2,756	26,650	65%
Bradford.....	51,722	45,214	11,058	889	8,260	53%
Bucks.....	144,620	200,313	48,019	3,403	43,520	90%
Butler.....	97,320	96,778	24,438	2,100	21,530	76%
Cambria.....	209,541	182,471	51,109	3,078	42,660	76%
Cameron.....	7,023	7,598	2,352	66	720	38%
Carbon.....	57,558	44,750	15,717	837	9,930	62%
Centre.....	65,922	55,689	14,590	1,491	10,040	59%
Chester.....	159,141	157,114	40,282	4,416	42,290	96%
Clarion.....	38,344	36,164	9,322	705	7,050	66%
Clearfield.....	85,957	74,342	21,614	1,361	14,230	60%
Clinton.....	36,352	32,394	9,442	595	4,110	38%
Columbia.....	53,460	50,376	13,538	942	4,850	30%
Crawford.....	78,948	87,526	21,069	1,700	6,660	28%
Cumberland.....	94,457	94,691	24,425	2,500	11,290	38%
Dauphin.....	197,784	249,570	54,806	7,908	33,310	54%
Delaware.....	414,234	397,702	120,385	14,733	112,680	87%
Elk.....	34,503	24,626	8,986	803	2,000	21%
Erie.....	219,388	277,780	71,897	5,663	62,490	92%
Fayette.....	189,899	169,858	44,788	3,440	39,540	76%
Forest.....	4,944	2,683	986	29	250	21%
Franklin.....	75,927	78,493	17,925	1,594	11,200	50%
Fulton.....	10,387	5,267	1,116	85	1,130	39%
Greene.....	45,394	28,699	8,984	561	5,340	43%
Huntingdon.....	40,872	29,085	8,163	343	4,460	39%
Indiana.....	77,106	65,818	16,085	1,309	10,010	47%
Jefferson.....	49,147	41,842	12,464	835	8,180	58%
Juniata.....	15,243	12,313	2,171	79	700	16%
Lackawanna.....	257,396	229,044	66,260	4,951	49,560	69%
Lancaster.....	234,717	265,371	55,681	5,140	50,090	72%
Lawrence.....	105,120	107,238	30,368	2,311	20,490	65%
Lebanon.....	81,683	84,239	19,752	1,587	17,630	67%
Lehigh.....	198,207	225,913	48,839	3,896	47,940	81%
Luzerne.....	392,241	358,003	97,806	6,922	53,550	50%
Lycoming.....	101,249	106,273	30,161	2,546	5,630	18%
McKean.....	56,607	57,855	16,276	1,522	8,190	48%
Mercer.....	111,954	120,710	31,103	3,063	18,310	55%
Mifflin.....	43,691	40,318	11,322	1,055	5,110	40%
Monroe.....	33,773	41,364	9,854	880	6,450	62%
Montgomery.....	353,068	409,471	122,295	11,789	92,040	88%
Montour.....	16,001	8,917	2,548	320	1,110	30%
Northampton.....	185,243	215,453	66,081	5,251	38,430	71%
Northumberland.....	117,115	105,894	30,150	2,753	8,050	24%
Perry.....	24,782	18,409	4,865	271	1,200	16%

PENNSYLVANIA MARKET DATA BY COUNTIES (Cont.)

County	Population	Retail Sales			Food Sales			Drug Sales			(CBS)	
		1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets	TV %	
Philadelphia	2,071,605	2,668,143	616,789	69,111	543,100	87%						
Pike	8,425	7,191	2,255	73	960	31%						
Potter	16,810	15,457	4,000	197	1,720	35%						
Schuylkill	200,577	160,241	47,612	3,306	37,000	66%						
Snyder	22,912	14,843	3,412	212	830	13%						
Somerset	81,813	67,051	17,579	1,062	11,630	52%						
Sullivan	6,745	4,574	1,611	36	480	30%						
Susquehanna	31,970	23,535	7,398	239	5,190	58%						
Tioga	35,474	31,031	7,135	489	3,740	35%						
Union	23,150	15,240	3,899	364	780	13%						
Venango	65,328	54,886	15,671	1,138	7,740	41%						
Warren	42,698	53,276	11,319	825	4,240	35%						
Washington	209,628	196,391	57,443	4,902	48,090	80%						
Wayne	28,478	26,568	6,514	410	2,555	31%						
Westmoreland	313,179	308,913	91,892	6,707	69,110	77%						
Wyoming	16,766	16,115	3,996	158	2,790	57%						
York	202,737	225,235	56,794	3,818	45,390	71%						

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALLENTOWN
(Lehigh County)

WFMZ-TV†

LICENSEE: Penn-Allen Bcstg. Co. Address: 7th St. Extension. Phone: Hemlock 5-6733.
 FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Operating Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: DuMont. Antenna Make: Gabriel. Height: Above average terrain 970 ft.; Above ground 495 ft.
 OPERATION: Began Dec. 4, 1954. Hours, 3 p.m.-midnight.
 AFFILIATION: Station, Fm, WFMZ (FM).
 REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (60x60 ft.). Two DuMont camera chains. One Trans-Lux rear screen projector. Two 16mm film projectors. One DuMont scanner. One 2x2 in. slide projector. One DuMont 4x5 in. opaque projector. Two motion picture cameras, one Auricon 16mm sound, one Bolex 16mm silent. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: WWDC Inc. (WWDC Washington, D.C.), Raymond F. Kohn, pres. (65.2%); and others.

EXECUTIVES:

Raymond F. Kohn, pres., gen. mgr. & film buy. Perry S. Ury, com. mgr. Edward F. Glacken, prog. dir.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$180; minute spot (live) \$34.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population (Grade A, FCC Contour) 911,070, (Grade B, FCC Contour) 953,264, (Total Including Fringe Area) 1,764,334; No. of Sets (Grades A & B, FCC Contours) 62,000; Retail Sales, \$531,539,000; Income per Family, \$5,567; Income per Capita, \$1,636.

† WFMZ-TV has suspended operation, but has not returned its CP.

WQCY (TV)

(Target Date, Unknown)

LICENSEE: Queen City Television Co. Address: P. O. Box 689.
 FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 349 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: Frank Hausman, pres. (15%); Max Cornfeld, vo. (15%); Harold Stephens, vp. (10%); Farris E. Rahall (34%); Ogden R. Davies, sec. (7%), and others. Mr. Rahall has interests in WKAP Allentown, WNAR Norristown, both Pa.; WWNR Beckley and WCHS-TV Charleston, both W. Va.; and WFEA Manchester, N.H.

EXECUTIVES: Frank E. Hausman, pres.

ALTOONA
(Blair County)

WFBG-TV

LICENSEE: The Gable Bcstg. Co. Address: Gable Arcade. Phone: 6467.
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: composite. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 163 ft.

OPERATION: Began March 1, 1953. Hours, 9-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WFBG.

SALES REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (20x30 ft.). Two GPL camera chains. One RCA film camera. Two GPL 16mm film projectors. Two 2x2 in. slide projectors. Two 3x4 in. Balopticon projectors. News Services, AP & INS. Library, World.

PRINCIPAL STOCKHOLDERS: The William F. Gable Co. (department store) is principal stockholder. Sale to Triangle Publications Inc. (WFIL Philadelphia) pending.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

George P. Gable, pres. George Burgoon, opr. mgr.,
 Jack Snyder, mgng. dir. & com. mgr. film buy. & prom. mgr.
 K. R. Brubaker, ch. eng. Charles Flynn, news ed.

RATE INFORMATION: Class A one hour \$600; minute spot \$120; ID \$60. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION: Population, 2,280,525; Families in Area, 651,267; No. of Sets, 496,528; Retail Sales, \$2,108,864,000.

BETHLEHEM
(Northampton County)

WLEV-TV

LICENSEE: Associated Bcstrs. Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278 (Allentown).

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw. Operating Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 235 ft.

OPERATION: Began April 21, 1953.

AFFILIATION: Tv Network NBC. Stations, Am, WEST. Fm, WEST-FM.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, George O. Sutton & Duke M. Patrick; Consulting Engineer, James C. McNary.

SERVICES: Two film cameras. Three film projectors. Three slide projectors. One Balopticon. Two motion picture cameras.

PRINCIPAL STOCKHOLDERS: See WGAL-TV Lancaster, Pa.

EXECUTIVES:

Clair R. McCollough, sta. exec. George H. Etele, com. mgr.,
 Elwood C. Anderson, Bernard M. Ames, prog. dir.,
 sta. mgr. & film buy. J. E. Mathiot, ch. eng.
 J. Robert Gulick, natl. sls. mgr.

RATE INFORMATION: Class A one hour \$200; minute spot \$30. ID Length 8 sec. Share screen. Frequency discounts.

EASTON
(Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 2857 Nazareth Rd. Phone: 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw. Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter Make: DuM. Antenna Make: Workshop. Height: Above average terrain 1,060 ft.; Above ground 465 ft.

OPERATION: Began Aug. 15, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Fm, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Paul Godley Co.

SERVICES: Two studios (75x30 ft. and 20x20 ft.). Two DuMont camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One DuMont scanner. Remote equipment. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by Easton Pub. Co. (Easton Express).

EXECUTIVES:

J. L. Stackhouse, pres. Mike Schaffer, prom. mgr.
 Tom Grant, prog. & prod. dir. John Chisholm, news ed.
 Charles Thon, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live), \$30 (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. (Rates subject to change approximately November, 1955.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	566,197	3,049,500
Families in Area	161,850	864,609
Retail Sales	\$722,426,000	\$3,417,237,000
Income per Family	\$5,522	\$5,725

ERIE
(Erie County)

WICU (TV)

LICENSEE: Dispatch Inc. Address: 3514 State St. Postal Zone: 1. Phone: 4-5201.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 115 ft.; Above ground 309 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1949. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, MacIntosh & Inglis.

SERVICES: Two studios (60x40 ft. and 40x20 ft.). Two DuMont camera chains. One RCA film camera. Three film projectors, Holmes, RCA, GE. One Gray slide projector. News Services, AP, UP.

ERIE (Cont.)

WICU (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Licensee publishes Erie Dispatch. Owned by Edward Lamb Enterprises, which also owns WMAC-TV Massillon, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla.

EXECUTIVES:

Edward Lamb, pres. Michael Csop, ch. eng.
Ben McLaughlin, gen. mgr. John Cook, film buy.
Karl R. Nelson, com. mgr. Jack Schumaker, prom. mgr.
Bob Lunquist, prog. dir. Howard Hartzell, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Population, 777,800; Families in Area, 235,300; No. of Sets, 218,500; Retail Sales, \$904,928,000; Income per Family, \$5,545; Income per Capita, \$1,635.

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7575.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 732 ft.

OPERATION: Began April 25, 1955. Hours, noon-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales: Avery-Knodel Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (46x75 ft. and 32x21 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Young, chmn. (11.1%); George J. Mead, pres. (16.6%); Charles E. Denny, exec. vp. (4.9%); James R. McBrier, vp. (6%); A. R. Minadeo, vp. (12.2%); B. Walker Sennett, treas. (4.9%); John J. Mead (13%); J. T. Simmons (8%); John W. English (6.9%); John J. Boland Jr. (6.9%); and others. Interlocking ownership with WNAO-AM-FM-TV Raleigh, N.C. Mr. Young and Mr. Walker each own half of WERC-AM-FM Erie. The Meads own Erie Times.

EXECUTIVES:

George J. Mead, pres. Arthur Hook, prog. dir.
Charles E. Denny, exec. vp. Edward Zellefrow, ch. eng.
& gen. mgr. Donald S. Preven, prom. mgr.
Frank B. Palmer, sta. mgr. & film buy. Richard Morgan, news ed.
Donald Boyce, com. mgr.

RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	394,790	154,810	549,600
Families in Area	116,893	48,097	164,990
No. of UHF Sets	-----	-----	70,000
Retail Sales	\$474,236,000	\$203,244,000	\$677,480,000
Income per Family	\$5,665	\$5,545	
Income per Capita	\$1,695	\$1,635	

HARRISBURG
(Dauphin County)

WCMB-TV

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: Cedar 4-3005.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 105 kw. Operating Pow.: Visual 186 kw, Aural 105 kw. Transmitter: GE. Antenna Height: Above average terrain 930 ft.; Above ground 400 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 8, 1954. Hours, 4:30 p.m.-midnight.

AFFILIATION: Tv Network, DTN. Station, Am, WCMB.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, McKenna & Wilkin-son; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (38x35 ft. and 26x16 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. Gray twin slide projectors. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr., 2/3 and Ed K. Smith, 1/3.

EXECUTIVES:

Edgar T. Shepard Jr., pres. J. Howard Bair, ch. eng.
Ed K. Smith, vp., gen. mgr. & film buy. James Bryant, prom. mgr.
Roger LaReau, com. mgr. Ed Conway, news ed.
Charles Zink, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: Cedar 4-3211.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 100 kw. Operating Pow.: Visual 182 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.; Above ground 179 ft.

OPERATION: Began April 15, 1953.

AFFILIATION: Tv Network CBS. Stations, Am, WHP. Fm, WHP-FM.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 43x54 ft. and one 15x18 ft.). Four RCA camera chains. One TSC Profit-maker rear screen projector. One ICA film camera. Two RCA film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDER: Owned by Telegraph Press Inc. (printing).

EXECUTIVES:

A. K. Redmond, gen. mgr. Beatrice Potteiger, sls. service dir.
& com. mgr. E. Dan Liebensperger, ch. eng.
Dick Redmond, prog. mgr. & film buy. Joe Harper, news dir.

RATE INFORMATION: Class A one hour \$325; minute spot \$65; ID \$32.50. ID Length 10 sec. Frequency discounts.

WTPA (TV)

LICENSEE: Patriot-News Co. Address: 3235 Hoffman St. Phone: Cedar 8-7171.
FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 93 kw. Operating Pow.: Visual 175 kw, Aural 93 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 439 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 6, 1953. Hours, 4-11:15 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (35x55 ft. and 20x30 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston-Fearless film processing unit. One ACF Land Cruiser mobile unit. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: Licensee publishes Harrisburg Patriot and News (Newhouse newspaper). For other Newhouse broadcast and newspaper interest see WSYR-TV Syracuse, N.Y.

EXECUTIVES:

David J. Bennett, gen. mgr. Paul D. Gross, ch. eng.
Allen P. Solada, com. mgr. Gladys Swift, prom. mgr. & news ed.
Don Wear, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Full and share screen. Frequency discounts from 11.5% for 52 times up to 28.5% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,124,566; Families in Area, 451,500; No. of Sets, 159,000; Retail Sales, \$339,017,000; Income per Family, \$5,206; Income per Capita, \$1,800.

HAZLETON
(Luzerne County)

WAZL-TV

(Target Date, Unknown)

LICENSEE: Hazleton Television Corp. Address: 708 Hazleton Natl. Bank Bldg. Phone: 5400.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 408 ft.

AFFILIATION: Stations, Am, WAZL. Fm, WAZL-FM.

REPRESENTATIVES: Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Victor C. Diehm, pres. (25%); Hilda M. Deisroth, vp. (25%); E. H. Whitney, vp. (25%); and George M. Chisnell, treas. (25%). Same interests own WVDA, Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

EXECUTIVES:

Victor C. Diehm, pres.

JOHNSTOWN
(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Address: Porch Bldg. Phone: 8-1216.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 540 ft.

OPERATION: Began Oct. 15, 1953.

AFFILIATION: Tv Network, ABC, CBS, DTN. Stations, Am, WARD. Fm, WARD-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 20x8 ft. and one 18x15 ft.). One RCA camera chain. One RCA film camera. Two film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: Dr. George D. Gartland and family (79%) and Walter M. Thomas (21%). Same interests own WVAM-AM-FM Altoona, Pa.

EXECUTIVES:

Robert A. Sefick, sls. mgr. Millard C. Coleman, ch. eng.

RATE INFORMATION: Class A one hour \$200; minute spot \$37.50; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

JOHNSTOWN (Cont.)

WJAC-TV

LICENSEE: WJAC Inc. Address: 329 Main St. Phone: 58-251.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 35.4 kw. Operating Pow.: Visual 70.8 kw, Aural 35.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft.; Above ground 175 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Sept. 15, 1949. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WJAC. Fm, WJAC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.
SERVICES: One studio (30x40 ft. with 10x20 ft. offset). Two cameras, GPL and RCA, with Zoomar lens. One TSC rear screen projector. Three RCA film cameras, two b&w, one color. Four RCA 16mm film projectors. Three slide projectors. News Services, AP, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: Owned by Johnstown Tribune Pub. Co. (Johnstown Tribune).
EXECUTIVES:
 Walter W. Krebs, pres.
 Alvin D. Schrott, gen. mgr.
 John H. Hepburn, com. mgr.
 Frank P. Cummins, prog. dir. & film buy.
 Nevin L. Straub, tech. opr. dir.
 Theodore E. Campbell, ch. eng.
 Edward L. Klym, news ed.
RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$68. ID Length 8 sec. Specifications 35mm. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.
MARKET INFORMATION: (Total Including Fringe Area): Population, 3,221,170; Families in Area, 904,910; No. of Sets, 870,000; Retail Sales, \$3,390,554,000.

LANCASTER
(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 8 W. King St. Phone: 5251.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 480 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began March 18, 1949. Hours, 6:45-1 a.m.
AFFILIATION: Tv Networks, CBS, DTN, NBC. Stations, Am, WGAL. Fm, WGAL-FM.
REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
SERVICES: Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Bausch & Lomb slide-Balop projector, one Gray slide projector. One Houston-Fearless film processing unit. One RCA two-camera mobile unit. News Service, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: Owned by J. Hale and J. F. Steinman, who also own WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRWA Reading, and WEST-AM-FM Easton, all Pa. Steinmans also own Lancaster Intelligencer-Journal and New Era.
EXECUTIVES:
 Clair R. McCollough, pres. & gen. mgr.
 J. Robert Gulick, asst. gen. mgr. chg. sls.
 Harold E. Miller, sta. mgr. & film buy.
 Leroy K. Strine, com. mgr.
 Paul Rodenhauer, prog. dir. & film buy.
 Jake Mathiot, ch. eng.
 Paul Woodland, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts.
MARKET INFORMATION: (Grade B, FCC Contour): Population, 3,440,285; Families in Area, 971,035; No. of Sets, 912,950; Retail Sales, \$3,227,753,000; Total Net Effective Buying Income, \$5,457,510,000.

WWLA (TV)

(Target Date, Unknown)

LICENSEE: Harold C. Burke. Address: 2 Rona St., Interlaken, N. J.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 505 ft.
REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

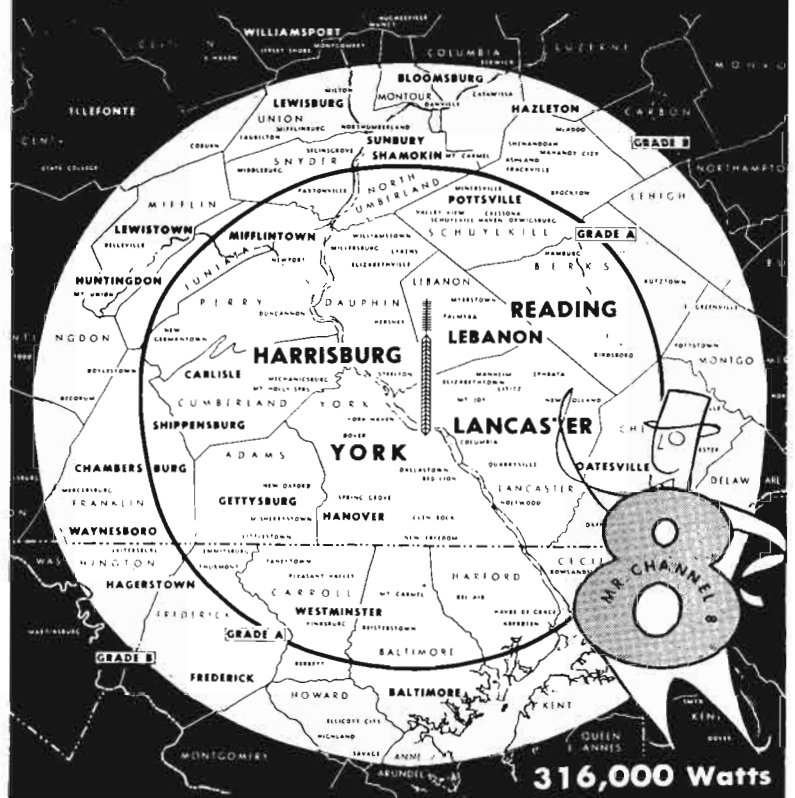
LEBANON
(Lebanon County)

WLBR-TV†

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland Sts. Phone: 2-7651.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 69.2 kw. Operating Pow.: Visual 15.5 kw, Aural 7.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 572 ft.
OPERATION: Began Oct. 15, 1953.
AFFILIATION: Stations, Am, WLBR. Fm, WLBR-FM.
REPRESENTATIVES: Sales, Burn-Smith Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, A. D. Ring & Assoc.
 †WLBR-TV has suspended operation but has not returned its CP.

BROADCASTING • TELECASTING

AMERICA'S
10th TV MARKET



WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION • Clair McCollough, Pres.

TV AREA	TV SETS
1 New York	4,730,000
2 Chicago	2,255,000
3 Los Angeles	2,107,168
4 Philadelphia	2,094,852
5 Detroit	1,553,200
6 Boston	1,308,362
7 Cleveland	1,195,000
8 Pittsburgh	1,134,110
9 San Francisco	1,086,590
10 LANCASTER	912,950
11 St. Louis	785,162
12 Milwaukee	774,803
13 Washington, D. C.	741,000
14 Cincinnati	724,140
15 Indianapolis	663,000

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

LEBANON (Cont.)

WLBR-TV† (Cont.)

SERVICES: One studio. Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, Unity, Ziv.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (WLBR-AM-FM) (52%), Lebanon News Publishing Co. (Lebanon News) (36%). Sale to Triangle Publications Inc. (WFIL Philadelphia-Philadelphia Inquirer) pending FCC approval.

EXECUTIVES: Lester P. Etter, pres. & gen. mgr. M. Leonard Savage, ch. eng.
Julian F. Skinnell, opr. mgr. & natl. sls. dir.

†WLBR-TV has suspended operation but has not returned its CP.

NEW CASTLE
(Lawrence County)

WKST-TV†

LICENSEE: WKST Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501.
FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.55 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 218 ft.

OPERATION: Began April 15, 1953.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WKST.
REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (25x40 ft.), one announce booth. One RCA camera chain. One RCA film camera. Two Eastman film projectors. One Gray slide projector. One Micro Record film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend, pres.-treas., and wife (64%); estate of Charles H. Johnson Sr. (18.8%); and A. W. Graham, sec.-gen. mgr. (7.2%).

EXECUTIVES: S. W. Townsend, pres. George McGary, com. mgr.
Harley M. West, gen. mgr. & film buy. Harry Reith, prog. dir. & prom. dir.
Donald Dout, ch. eng.

†WKST-TV has suspended operation but has not returned its CP.

PHILADELPHIA
(Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Monument Aves. Postal Zone: 31. Phone: Greenwood 7-8300.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 979 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 15, 1948. Hours, 6:50-1 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WCAU. Fm, WCAU-FM.
REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Three studios. Fourteen RCA camera chains. Two rear screen projectors. Three RCA film cameras. Five film projectors, four Bell & Howell, one RCA. Three Gray slide projectors. One custom opaque projector. One Houston-Fearless film processing unit. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Bulletin Co. (Philadelphia Bulletin). Robert McLean is president-publisher of newspaper company.

EXECUTIVES: Donald W. Thornburgh, pres. & gen. mgr. John G. Leitch, vp. chg. eng.
Joseph L. Tinney, exec. vp. Robert N. Pryor, vp. chg. pub. rel.
Robert M. McGredy, tv sls. mgr. Norman Leebron, film buy.
Charles Vanda, vp. chg. tv & prog. dir. Charles Shaw, news dir.

RATE INFORMATION: Class AA one hour (live) \$3,000, (film) \$3,000; minute spot (live) \$600, (film) \$600; ID \$300. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	6,911,500	7,905,600	7,905,600
Families in Area	1,994,400	2,285,600	2,285,600
No. of Sets	1,944,462	2,094,852	2,094,852
Retail Sales	\$7,727,323,000	\$8,788,999,000
Income per Family	\$6,092.20	\$6,098.10
Income per Capita	\$1,773.89	\$1,762.90

WFIL-TV

LICENSEE: Triangle Publications Inc. Address: 46th & Market Sts. Postal Zone: 39. Phone: Evergreen 2-4700.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 645 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

The latest news from Athens reminds us of a story...



... about how the buying habits of a major market can be Greek to an advertiser who's not in tune with local preference. In Delaware Valley, U.S.A., you're in favor when you're on WFIL-TV. Ask any Blair man why.

WFIL-TV channel 6

The Voice of Delaware Valley, U.S.A.
ABC Television Network

Radio-Television Division of Triangle Publications, Inc.

PHILADELPHIA (Cont.)

WFIL-TV (Cont.)

OPERATION: Began June 13, 1947. Hours, 8:30-12:30 a.m.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WFIL. Fm, WFIL-FM.
REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios (48x65 ft., 28x55 ft., and 22x30 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Four film cameras. Four RCA 16mm film projectors. One Gray 2x2 in. slide projector. One GE opaque projector. Two Houston-Fearless film processing units. One RCA mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDER: Owned by Walter H. Annenberg and family. Triangle Publications also owns WNBC-AM-TV Binghamton, N.Y.; is seeking to purchase WLBR-TV Lebanon, Pa., and WFBG-AM-TV Altoona, Pa.; publishes Philadelphia Inquirer, Seventeen Magazine, Official Detective, Morning Telegraph, Daily Racing Form, and Tv Guide.

EXECUTIVES:

Roger W. Clipp, gen. mgr.	Sherman D. Gregory, asst. to tv sls. mgr.
John D. Scheuer, Jr., dir., pub. rel. & prog.	Jack Steck, exec. prog. dir.
George A. Koehler, sta. mgr.	Henry E. Rhea, ch. eng.
Howard W. Maschmeier, exec. asst. to gen. mgr.	Ralph Goldstein, film buy.
Kenneth W. Stowman, gen. sls. mgr.	Joe Zimmermann, prom. mgr.
	John J. Hyland, publ. dir.
	Charles Harrison, news ed.

RATE INFORMATION: Class A one hour (live) \$2,400, (film) \$2,400; minute spot (live) \$450, (film) \$450; ID \$225. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 12.

MARKET INFORMATION: (Total Including Fringe Area): Population, 6,656,600; No. of Sets, 2,044,000; Retail Sales, \$7,502,704,000; Effective Income per Family, \$5,997; Effective Income per Capita, \$1,733.

WPTZ (TV)

LICENSEE: Westinghouse Bcstg. Co. Address: Architects Bldg. Postal Zone: 3. Phone: Locust 4-5500.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 602 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1, 1941. Hours, 6:45-1:15 a.m.

AFFILIATION: TvNetwork, NBC. Station, Am, KYW.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Three studios (two 28x49 ft., one 20x25 ft.) and 160-seat auditorium with stage 37x24 ft. Twelve RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three RCA film projectors. One Philco scanner. One mobile unit, one news film unit. News Services, INS & UP.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

Chris J. Witting, pres.	E. Preston Stover, opr. mgr.
(Westinghouse Bcstg. Co.)	George Borden, ch. eng.
Rolland V. Tooke, gen. mgr.	Edward G. Murray, film buy.
Alexander W. Dannenbaum Jr., com. mgr.	Edward Wallis, prom. mgr.
Stan Leo Broza, prog. dir.	Ernie Leiss, acting news sup.

RATE INFORMATION: Class AA one hour (live) \$2,500, (film) \$2,500; minute spot (live) \$500, (film) \$500; ID \$250. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 7,150,724; Families in Area, 2,169,997; No. of Sets, 2,088,000; Retail Sales, \$7,985,984,000; Income per Family, \$5,885; Income per Capita, \$1,786.

PITTSBURGH
(Allegheny County)

KDKA-TV

LICENSEE: Westinghouse Bcstg. Co. Address: Bldg. 1 Gateway Center. Postal Zone: 22. Phone: Express 1-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 684 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1949. Hours, 7-2 a.m.

AFFILIATION: Tv-Networks, ABC, CBS, DTN, NBC. Station, Am, KDKA.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Two studios (73x68 ft. and 30x44 ft.). Nine camera chains, seven DuMont, two RCA. One Trans-Lux rear screen projector. Three film cameras, one GLP, two DuMont. Two RCA film projectors. Two DuMont scanners. One DuMont Multiscanner opaque projector. One RCA mobile unit. News Service, UP. Library, Capital Q, Standard.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp., which manufactures electronics and communications equipment, including broadcast transmitters and tubes, radio-tv receivers, home appliances, air brakes, x-ray machines, electric light bulbs, elevators, etc. WBC owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-FM-TV Boston, KYW and WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), WOWO Fort Wayne, KEX-AM-FM Portland (Ore.). Note: NBC and WBC have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland plus \$3 million for Westinghouse's KYW and WPTZ (TV) Philadelphia.

KDKA-TV CHANNEL 2

—first in the big Pittsburgh market—
 can be tops in your SALES picture!

Your sales are sure to soar when you do your selling job on KDKA-TV. You get the highest tune-in by far in the Pittsburgh market on KDKA-TV's low channel 2. That means more viewers in this tri-state area than any other station. Like to give your sales a boost? Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000, Pittsburgh. Or, call Eldon Campbell, WBC National Sales Manager, MURray Hill 7-0808, New York.

HERE'S THE BIG PICTURE ON KDKA-TV

	<i>Grade A&B Coverage</i>
Population 1/1/55	4,235,994
Television Homes 1/1/55	1,134,110
Consumer Spendable Income, 1954	\$6,922,464,000
Total Retail Sales, 1954	\$4,375,970,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV • KDKA, Pittsburgh; WBZ • WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

Exciting things are happening on

12 CHANNEL

Maximum Power
New and Larger TV Audience
and now new call letters
WPFH (formerly WDEL-TV)

The WPFH Area Market

Total Population	5,309,775
Total Families	1,551,870
Buying Income	\$9,099,944,000
Total Retail Sales	\$6,176,101,000

PHILADELPHIA
CAMDEN
WILMINGTON
NEWARK
ATLANTIC CITY

Represented by
MEEKER TV, Inc.

serving Philadelphia and the Greater Delaware Valley trading area

PITTSBURGH (Cont.)

KDKA-TV (Cont.)

EXECUTIVES:

Chris J. Witting, pres.
Harold C. Lund, gen. mgr.
Lloyd Chapman, sls. mgr.
Byron Dowty, prog. dir.
Ray Rodgers, ch. eng.
Dick Dreyfuss, film buy.
David N. Lewis, prom. mgr.
Bill Burns, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,500; minute spot (film) \$400; ID \$150. ID Length 7 $\frac{3}{4}$ sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Grades A & B, FCC Contour): Population, 4,235,994; Families in Area, 1,334,880; No. of Sets, 1,105,434; Retail Sales, \$4,375,970,000; Income per Family, \$5,186.

WENS (TV)

LICENSEE: Telecasting Inc. Address: 700 Ivory Ave. Postal Zone: 16. Phone: Wellington 1-1200.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 870 ft.; Above ground 552 ft.

OPERATION: Began Aug. 3, 1953. Hours, 7-11 p.m.

AFFILIATION: Tv-Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Edward Peiry & Co.; Washington Attorney, McKenna & Wilkinson.

SERVICES: Two studios (60x60 ft. and 24x36 ft.). Four camera chains, two GE, two DuMont. Two GE film cameras. Two GPL 16mm film projectors. Two slide projectors. DuMont-equipped Ford mobile unit.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, pres. (14.9%); L. H. Israel, vp. (5%); Henry Oliver Rea and family (7.2%); Tyrone Corp. (6%); Donald C. Lott (3%); Robert F. Prince (2.3%); A. Donovan Faust (4.5%) and others. Mr. Israel has negative control by virtue of ownership of all Class B stock. Mr. Rea and family control Tyrone Corp., and WPOR Portland, Me. WPOR owns 1/3 of WABI-AM-TV Bangor, Me. Mr. Rea, Tyrone Corp. and WPOR own 20% of WMTW (TV) Poland Spring, Me.

EXECUTIVES:

Thomas P. Johnson, pres.
Larry H. Israel, vp. & gen. mgr.
Donald P. Menard, com. mgr.
James Hurley, ch. eng.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2A.

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Postal Zone: 11. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 19.28 kw, Aural 11.59 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 426 ft.

OPERATION: Began Aug. 1, 1953.

AFFILIATION: Station, Fm, WKJF-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Mrs. Agnes J. Reeves Greer, who also owns WAJR-AM-FM Morgantown and WDNE Elkins, both W. Va.; WJER Dover, Ohio, and Morgantown Dominion News and Post and weekly New Martinsville (W. Va.) Wetzell Republican.

EXECUTIVES:

Agnes J. Reeves Greer, ch. own.
Thomas J. Daugherty, mgr.
†WKJF-TV has suspended operation but has not returned its CP.

WIIIC (TV)

(Target Date, Fall 1955)

LICENSEE: WWSW Inc. Address: Hotel Sheraton.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 855 ft.; Above ground 700 ft.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Blair Tv Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Henry R. Kaiser.

PRINCIPAL STOCKHOLDERS: Owned 100% by P & G Publishing Co. (Pittsburgh Gazette-Block). Same interests own WWSW-AM-FM Pittsburgh and publish Toledo Blade. Option to purchase 50% interest in licensee held by Pittsburgh Radio Supply House after disposing of WJAS Pittsburgh.

EXECUTIVES:

Oscar M. Schloss, pres. & gen. mgr.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Address: 4337 Fifth Ave. Postal Zone: 13. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw.; Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 540 ft.

OPERATION: Began April 1, 1954. Hours, 1-9:30 p.m.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer.

SERVICES: One studio (80x42 ft.). Two RCA camera chains. Two RCA film projectors. One Gray slide projector. One RCA Kine-Photo recording system.

EXECUTIVES:

Leland Hazard, pres.
William A. Wood, gen. mgr.
John W. Ziegler, prog. dir.
Edward C. Horstman, ch. eng.

WTVQ (TV)

(Target Date, Unknown)

LICENSEE: Golden Triangle Television Corp. Address: 380 W. First St., Dayton, Ohio. Phone: Michigan 6501.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 430 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, each 50%. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 29.1% of WIFE (TV) Dayton, Ohio. Mr. Berry owns 16.7% of WIFE (TV) and 21.21% of WEOL-AM-FM-TV Elyria, Ohio.

READING

(Berks County)

WEEU-TV†

LICENSEE: Hawley Bcstg. Co. Address: 433 Penn St. Phone: 6-7335.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,030 ft.; Above ground 408 ft.

OPERATION: Began April 15, 1953.

AFFILIATION: Tv-Networks, ABC, NBC. Station, Am, WEEU.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (36x75 ft.), one projection studio. Two GE camera chains. Two GE film cameras. Two GE 16mm film projectors. One GE 3 $\frac{1}{4}$ x4 $\frac{1}{4}$ in. Balop projector, one 2x2 in. slide projector. One monoscope camera. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle) owns 99% of stock.

EXECUTIVES:

Hawley Quier, pres.
Thomas E. Martin, exec. vp. & gen. mgr.
K. Richard Creitz, asst. mgr. & radio-tv sls. dir.
George Carroll, prog. dir.
Jack B. Gounder, asst. prog. dir.
Robert S. Guldin, tech. opr. dir.
Jane Winne, prom. mgr.
Roy V. Swinamer, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 10 sec. Full and share screen. Frequency discounts from 2 $\frac{1}{2}$ % for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,308,800; Families in Area, 661,150; No. of Sets, 541,170; Retail Sales, \$2,556,339,000; Income per Family, \$5,489; Income per Capita, \$1,568.

†WEEU-TV has suspended operation but has not returned its CP.

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Skyline Dr. top of Mt. Penn. Phone: 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,770 ft.; Above ground 1,034 ft.

OPERATION: Began Feb. 22, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WHUM.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (60x120 ft.). Three GPL camera chains. Two GE 16mm film projectors. Two 35mm slide projectors. One GE mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Humboldt J. Greig, pres. (38.2%); Jessie P. Cr... (25%); and others.

EXECUTIVES:

Humboldt Grieg, pres. & gen. mgr.
John E. Schuler, vp.
Robert Bostian, prog. dir.
Joseph A. Risse, ch. eng.
Alan Lane, film buy.
Robert K. Esterly, prom. mgr.
John Deegan, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications 35mm slide. 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SCRANTON

(Lackawanna County)

WARM-TV

LICENSEE: Union Bcstg. Co. Address: 333 Madison Ave. Phone: Diamond 3-1245.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 346 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1954. Hours, 1:30 p.m.-1 a.m.

AFFILIATION: Tv Network, ABC. Station, Am, WARM.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PENNSYLVANIA

YORK
(York County)

WNOW-TV

LICENSEE: Broadcast Div., Helm Coal Co. Address: R. D. 5. Phone: 27-821.
FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 660 ft.; Above ground 384 ft.

OPERATION: Began Nov., 1953. Hours, 4:45 p.m.-12:30 a.m.
AFFILIATION: Tv Network, DTN. Stations, Am, WNOW. Fm, WNOW-FM.
REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey Inc.
SERVICES: One studio (48x50 ft.). Two DuMont camera chains. One TSC rear screen projector. Two DeVry film projectors. One DuMont Multiscanner projector. Film processing unit.
PRINCIPAL STOCKHOLDERS: Howard J. Williams (30.4%), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

EXECUTIVES:
Lowell W. Williams, gen. mgr. Robert Stough, com. mgr.
Richard E. Burg, sta. mgr., prog. dir., film buy. & news ed. Glenn M. Winter, ch. eng.
J. Edward Schwalm, sls. prom. dir.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50. ID Length 10 sec. Frequency discounts from 2.5% for 13 times up to 30% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	237,700	431,800	825,373
Families in Area	70,760	130,740	245,500
No. of Sets	35,500	45,500	90,000
Retail Sales	\$244,318,000	\$617,700,000	\$862,018,000
Income per Family	\$5,044	\$5,926

WSBA-TV

LICENSEE: Susquehanna Bestg. Co. Address: 53 N. Duke St. Phone: 25-531.
FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 417 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 22, 1952. Hours, 11 a.m.-11:30 p.m.
AFFILIATION: Tv Network, ABC. Station, Am, WSBA.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.
SERVICES: Three studios (40x60 ft., 12x26 ft. and 8x12 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One Composite film processing unit. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDER: Estate of Louis J. Appell.
EXECUTIVES:
Louis J. Appell Jr., pres. Tom Miller, film buy.
Jim Curtis, prog. dir. Jeanne Padden, prom. mgr.
Llewelyn Jones, ch. eng. Otis Morse, news ed.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	400,000	800,000
Families in Area	70,300	112,500	225,000
No. of Sets	45,000	50,000	100,000
Retail Sales	\$250,000,000	\$500,000,000	\$800,000,000
Income per Family	\$3,293	\$3,043

RHODE ISLAND

RHODE ISLAND MARKET INDICATORS

Total Population, July 1, 1954.....	824,000
Total Families, 1950.....	198,630
Total Urban Population, 1950.....	667,212
Total Rural Nonfarm Population, 1950.....	114,346
Total Farm Population, 1950.....	10,338
Employed in Nonagricultural Establishments, March 1955.....	294,700
Employed in Agriculture, 1950.....	4,461
Employed in Manufacturing, March 1955.....	133,800
Employed in Construction, March 1955.....	15,700
Employed in Transportation & Public Utilities, March 1955.....	15,400
Employed in Wholesale & Retail Trade, March 1955... ..	53,800
Employed in Finance, Insurance & Real Estate, March 1955.....	12,100
Employed in Service and Miscellaneous, March 1955... ..	29,100
Employed in Government Service, March 1955.....	34,800
Retail Sales, 1954.....	\$ 855,040,000
Bank Assets, Jan. 1, 1955.....	\$ 1,272,700,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,154,702,000

RHODE ISLAND

Major Income Sources, 1953: Agriculture .6%; Government 17.7%; Manufacturing Payrolls 34.9%; Trade and Service 23.8%.

Total Income Payments, 1953.....	\$ 1,429,000,000
Per Capita Income, 1953.....	\$ 1,749
Total Internal Revenue Collections, 1954.....	\$ 283,914,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 61.30
Cash Receipts from Farm Marketing, 1954.....	\$ 25,378,000
Government Payments to Farmers, 1954.....	\$ 55,000
Value of Mineral Production, 1951.....	\$ 1,278,000
Total New Construction in 1952.....	\$ 116,400,000
New Private Construction in 1952.....	\$ 70,800,000
New Public Construction in 1952.....	\$ 45,600,000
Motor Vehicle Registration, 1954.....	294,072
Number of Telephones, Jan. 1, 1955.....	273,400
Number of Electrical Connections, Jan. 1, 1955.....	276,565
Number of Gas Utilities Connections, 1953.....	166,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)				
Bristol.....	29,079	\$22,761	\$ 8,150	\$ 905	8,540	98%			
Kent.....	77,763	76,319	22,647	2,191	21,350	82%			
Newport.....	61,539	60,487	22,253	2,228	13,910	80%			
Providence.....	574,973	652,200	169,810	21,804	164,030	93%			
Washington.....	48,542	43,273	14,013	1,564	9,890	68%			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

PROVIDENCE

(Providence County)

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Postal Zone: 2. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 10, 1949. Hours, 6:40-12:10 a.m.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WJAR.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (50x30 ft. and 20x15 ft.). Four RCA camera chains. One rear screen projector. Three RCA film cameras. Four film projectors, three RCA, one GE. Six slide projectors. One Telop opaque projectors. One Bridgomatic Jr. film processing unit. One RCA mobile unit. News Services, AP, INS. Library, Sesac.

PRINCIPAL STOCKHOLDERS: The Outlet Co. is a department store.

EXECUTIVES:
George O. Griffith, vp. Frederick R. Griffiths, opr. mgr.
Peter B. James, mgr. William L. Cooper Jr., film buy.
Edward Boghosian, sls. mgr. James Canavan, prom. mgr.
Seymour Horowitz, prog. mgr. Manning Tesser, prod. mgr.
Dody Sinclair, pub. rel. dir. Warren Walden, news ed.
Thomas C. J. Prior, ch. eng.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$190, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6 (rev.).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,707,900	4,623,300	1,554,002 (est.)
No. of Sets	781,076	1,404,002
Retail Sales	\$3,131,501,000	\$5,028,006,000
Income per Family	\$5,372	\$5,250
Income per Capita	\$1,550	\$1,515

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



IN NEW ENGLAND'S

BIG

PROVIDENCE, R.I.

Fall River, Mass.

New Bedford, Mass.

3

MARKET

WPRO-TV



PROVIDENCE, R.I.

Channel

316,000 WATTS

12

**REPRESENTED BY
BLAIR-TV**

PROVIDENCE (Cont.)

WNET (TV)†

LICENSEE: Channel 16 of Rhode Island Inc. Address: P. O. Box 1533. Postal Zone: 1. Phone: Blackburn 2-3316.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 115 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 453 ft.

OPERATION: Began March 23, 1954. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

SERVICES: Two studios (80x30 ft. and 30x15 ft.). Two GPL camera chains. One GPL camera. Two GPL 16mm film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%, and others.

EXECUTIVES:

Harold C. Arcaro, pres. Herbert F. Evans, ch. eng.
E. James McEnaney Jr., gen. mgr., Bruce Deane White, prom. mgr.
com. mgr. & film buy. Patrick J. Romano, news ed.
Violette B. Marks, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	831,110	2,795,400	3,626,510
Families in Area	244,000	831,110	1,075,110
No. of Sets	221,000	715,000	936,000
Retail Sales	\$3,224,879,000	\$5,087,161,000	\$5,848,691,000
Income per Family	\$5,407	\$5,211	\$5,289
Income per Capita	\$1,572	\$1,538	\$1,557

† WNET (TV) has suspended operation but has not returned its CP.

WPRO-TV

LICENSEE: Cherry & Webb Bcstg. Co. Address: 24 Mason St. Postal Zone: 2. Phone: Plantations 1-9776.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 182 kw. Operating Pow.: Visual 309 kw, Aural 182 kw. Transmitter: GE. Antenna Make: GE. Authorized height: Above average terrain 610 ft.; Above ground 557 ft.

OPERATION: Began March 27, 1955.

AFFILIATION: Tv Network, CBS. Stations, Am, WPRO. Fm, WPRO-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.

SERVICES: Two studios (20x30 ft. and 30x50 ft.). Two GE camera chains. Two GE film cameras. Two GE 16mm film projectors. Two 2x2 in. slide projectors. One Gray Telop opaque projector. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., pres. (44.9%); Anna Cherry Gross, vp. (44.9%); Charles W. Knowles, treas. (10.2%). Following merger agreement with other applicants for ch. 12, a new television corporation will be formed. This will be owned, after all options are taken up, 44% by Cherry & Webb Broadcasting Co.; 23% by Hope Broadcasting Co.; 20% by Greater Providence Broadcasting Co., and 13% by C. George Taylor and Robert T. Engles jointly.

EXECUTIVES:

William S. Cherry Jr., pres. Fred D. Shavor, prog. dir.
Arnold F. Schoen Jr., gen. mgr. John V. Ferri, ch. eng.
Eugene W. Wilkin, com. mgr. E. Paul Abert, opr. mgr.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SOUTH CAROLINA

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1954.....	2,238,000
Total Families, 1950.....	477,780
Total Urban Population, 1950.....	777,921
Total Rural Nonfarm Population, 1950.....	638,495
Total Farm Population, 1950.....	700,611
Employed in Nonagricultural Establishments, March 1955.....	515,600
Employed in Agriculture, 1950.....	197,055
Employed in Mining, March 1955.....	1,000
Employed in Manufacturing, March 1955.....	224,800
Employed in Construction, March 1955.....	34,200
Employed in Transportation & Public Utilities, March 1955.....	25,600
Employed in Wholesale & Retail Trade, March 1955.....	98,400
Employed in Finance, Insurance & Real Estate, March 1955.....	13,000

Employed in Service and Miscellaneous, March 1955.....	39,600
Employed in Government Service, March 1955.....	79,000
Retail Sales, 1954.....	\$ 1,495,320,000
Bank Assets, Jan. 1, 1955.....	\$ 909,987,000
Bank Deposits, Jan. 1, 1955.....	\$ 838,998,000
Major Income Sources, 1953: Agriculture 10.5%; Government 19.8%; Manufacturing Payrolls 25.5%; Trade and Service 21.3%.	
Total Income Payments, 1953.....	\$ 2,403,000,000
Per Capita Income, 1953.....	\$ 1,095
Total Internal Revenue Collections, 1954.....	\$ 247,360,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 52.86
Cash Receipts from Farm Marketing, 1954.....	\$ 315,094,000
Government Payments to Farmers, 1954.....	\$ 2,781,000
Value of Mineral Production, 1951.....	\$ 11,286,000
New Public Construction in 1952.....	\$ 765,300,000
Motor Vehicle Registration, 1954.....	719,706
Number of Telephones, Jan. 1, 1955.....	356,500
Number of Electrical Connections, Jan. 1, 1955 ¹	1,886,667
Number of Gas Utilities Connections, 1953.....	46,100

¹ Includes North Carolina.

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS)	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	TV Sets 1954	TV % 1954
Abbeville	22,456	\$11,460	\$ 3,510	\$ 400	1,430	25%
Aiken	53,137	34,540	10,979	758	2,350	12%
Allendale	11,773	5,620	1,731	183		
Anderson	90,864	65,444	15,961	1,809	4,800	20%
Bamberg	17,533	9,275	2,019	238		
Barnwell	17,268	8,800	2,298	294		
Beaufort	26,993	12,874	3,621	281	1,210	18%
Berkeley	30,251	8,825	3,131	129	2,550	37%
Calhoun	14,753	4,728	1,435	147	650	19%
Charleston	164,856	146,522	39,004	4,640	24,760	52%
Cherokee	34,992	18,152	5,180	457	5,690	65%
Chester	32,597	20,426	6,631	534	4,670	57%
Chesterfield	36,236	19,446	4,256	595	2,880	35%
Clarendon	32,215	10,782	2,702	310	1,010	15%
Colleton	28,242	14,660	2,812	604	1,790	25%
Darlington	50,016	32,296	8,688	775	3,310	27%
Dillon	30,930	16,153	4,256	426	1,700	25%
Dorchester	22,601	11,092	3,521	393	1,370	24%
Edgefield	16,591	8,851	2,107	241	1,220	32%
Fairfield	21,780	8,855	2,233	252	2,790	57%
Florence	79,710	65,300	15,316	1,493	9,560	48%
Georgetown	31,762	19,320	5,875	628	2,890	37%
Greenville	168,152	174,225	37,621	5,157	19,880	40%
Greenwood	41,628	38,157	9,167	1,322	2,840	25%
Hampton	18,027	7,714	1,896	249	860	19%
Horry	59,820	37,606	8,304	1,358		
Jasper	10,995	5,029	1,139	94	510	19%
Kershaw	32,287	16,811	5,047	459	3,480	45%
Lancaster	37,071	25,730	6,809	704	5,150	56%
Laurens	46,974	26,471	7,454	753	3,360	28%
Lee	23,173	7,550	2,331	292	2,210	46%
Lexington	44,279	22,618	7,902	671	4,760	39%
McCormick	9,577	3,323	953	77	530	25%
Marion	33,110	20,870	4,805	744	2,000	25%
Marlboro	31,766	16,405	4,534	428	2,630	35%
Newberry	31,771	21,815	5,930	710	2,760	32%
Oconee	39,050	20,280	5,002	452	1,540	16%
Orangeburg	68,726	38,271	9,522	1,124	3,080	19%
Pickens	40,058	21,143	6,826	715	1,680	16%
Richland	142,565	170,359	32,056	5,391	14,370	34%
Saluda	15,924	5,357	1,138	133	1,220	32%
Spartanburg	150,349	130,280	30,250	3,076	22,550	56%
Sumter	57,634	36,806	9,349	1,057	3,370	24%
Union	31,334	17,746	5,498	643	5,080	66%
Williamsburg	43,807	19,078	4,868	403	1,320	14%
York	71,596	59,475	15,966	1,490	10,620	57%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDERSON

(Anderson County)

WAIM-TV (GREENVILLE)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Rd. Phone: Canal 6-1511.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 380 ft.; Above ground 418 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 15, 1953. Hours, 10 a.m.-11:30 p.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WAIM. Fm, WCAC (FM).

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Spearman & Roberson; Cottone & Scheiner; Consulting Engineer, George C. Davis.

SERVICES: Two studios (40x50 ft. and 40x20 ft.). Three camera chains, two DuMont, one Federal. One Kleig rear screen projector. One film camera. Two GPL film projectors. Three slide projectors, two Federal, one Gray. One Federal opaque projector. One Houston-Fearless film processing unit. News Service, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Anderson Independent and Mail.

EXECUTIVES:

Wilton E. Hall, own.	John Willis, ch. eng.
Glenn P. Warnock, gen. mgr.	Va. Barath, film buy.
John McCallum, com. mgr.	G. Paul Browne, prom. mgr.
Ray Barath, prog. dir.	Al Joseph, news ed.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$25. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	289,833	869,500	999,925
Families in Area	61,666	185,000	212,750
No. of Sets	42,467	127,400	146,510
Retail Sales	\$194,855,000	\$584,565,000	\$672,249,750
Income per Family	\$2,867	\$2,867	\$2,867
Income per Capita	\$ 610	\$ 610	\$ 610

CAMDEN
(Kershaw County)

WACA-TV

(Target Date, Unknown)

LICENSEE: Camden Bcstg. Corp. Address: Camden. Phone: Hemlock 2-2311.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

AFFILIATION: Station, Am, WACA.

REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, William E. Bennis Jr.

SERVICES: Two studios (32x46 ft. and 18x52 ft.).

PRINCIPAL STOCKHOLDERS: Haygood S. Bowden, pres. (31%); Thomas J. Richards, vp.-treas. (2%); Harold W. Funderburk, sec. (8%); Woodrow R. Bowden (15%); and others.

EXECUTIVES:

Haygood S. Bowden, pres.	Joe Toher, ch. eng.
Tom Richards, vp. & gen. mgr.	

CHARLESTON
(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Address: 485 E. Bay St. Postal Zone: 21. Phone: 3-8371.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 515 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 19, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Stations, Am, WCSC. Fm, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (30x50 ft.). Two DuMont camera chains. One Bodde rear screen projector. One DuMont film camera. Two GPL film projectors. One DuMont scanner. One Bridgematic film processing unit. One-camera portable mobile unit. One Keusol sound motion picture camera. News Service, UP. Library, MPTV.

PRINCIPAL STOCKHOLDER: John M. Rivers (63.74%).

EXECUTIVES:

John M. Rivers, pres. & treas.	Charlie Hall, prog. dir.
Roland Weeks, gen. mgr. & natl. sls. mgr.	Wilbur Albee, ch. eng.
Ralph E. Thornley, reg. sls. mgr.	Annie Lee Small, prom. mgr.
	Harry Gianaris, news dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$65.50, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,378,000; Families in Area, 338,800; No. of Sets, 188,747; Retail Sales, \$674,476,000; Income per Family, \$2,860; Income per Capita, \$693.

WUSN-TV

LICENSEE: Southern Bcstg. Co. Address: East of Cooper River Bridge, Hwy. 17. Phone: Mount Pleasant 4141.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Operating Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Transmitter Make: RCA. Height: Above average terrain 790 ft.; Above ground 842 ft.

OPERATION: Began Sept. 25, 1954. Hours, 8:30 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WUSN.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (40x80 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Telop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Evening Post Pub. Co. (Charleston News & Courier and Post) (25%); J. Drayton Hastie, pres. (14.3%); Sara C. Hastie (5.9%); George L. Buist (2.9%); Theodore D. Maybank, vp. (4%) and others. Evening Post Pub. Co. has option to buy additional 12.5%.

EXECUTIVES:

J. Drayton Hastie, pres. & gen. mgr.	Harry R. Wagner, prod. dir.
Douglass M. Brådhm, asst. gen. mgr.	Walter Nelson, ch. eng.
George S. Cuthbert Jr., com. mgr.	

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$65.50, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: No. of Sets (Total Including Fringe Area), 193,500.

COLUMBIA
(Richland County)

WCOS-TV

LICENSEE: Radio Columbia Inc. Address: Cornell Arms Bldg. Phone: 2-2177.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 44.7 kw. Operating Pow.: Visual 15.7 kw, Aural 7.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 554 ft.

OPERATION: Began May 1, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WCOS. Fm, WCOS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (22x40 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Eastman 2x2 in. slide projector.

PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%) and H. W. Pittman (28%).

EXECUTIVES:

Charles W. Pittman, pres.	Robert Lambert, ch. eng.
Stewart Spencer, sta. mgr. & film buy.	Joe McGinley, prom. mgr.
Blair McKenzie, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	100,000	400,000
Families in Area	110,000	28,000	138,000
No. of Sets	60,000	14,300	74,300
Retail Sales	\$300,000,000	\$50,000,000	\$350,000,000
Income per Family	\$5,372		
Income per Capita	\$1,384		

EXECUTIVES:

J. M. Bryan, pres.
 Charles H. Crutchfield, exec. vp.
 J. William Quinn, mgng dir.
 Melvin H. Purvis, mgr.
 John H. Brock, com. mgr.

Robert L. Rierson, prog. dir.
 & film buy.
 Emil A. Sellars, ch. eng.
 Whitefoord Smith, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$309, (film) \$250; Class AA minute spot (live) \$60, (film) \$60; Class AA ID \$30. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 2 1/2% for 26 weeks up to 5% for 52 weeks. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	317,600	778,900	1,106,700
Families in Area	74,300	179,100	254,100
No. of Sets	37,150	52,400	125,320
Retail Sales	\$203,928,000	\$274,445,000	\$702,937,000
Income per Family	\$3,150	\$3,257	

GREENVILLE
 (Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Rd. Phone: Canal 6-1511. (For full listing see Anderson.)

WFBC-TV

LICENSEE: WFBC-TV (WMRC Inc.). Address: 505 Rutherford St. Phone: 9-1321.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 158 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1955. Hours, 7-12:45 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WFBC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios. Two RCA cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. One negative film processing unit. One converted bus mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont) (46%); Roger C. Peace, chmn. of bd. (pres., Greenville News-Piedmont Co.); Robert A. Jolley, pres., and family (11.886%); and others. Greenville News-Piedmont Co. owns Asheville Citizen-Times (WWNC Asheville, N.C.) Asheville Citizen-Times has option to buy 5,000 shares of WLOS-TV Asheville, N.C.

EXECUTIVES:

R. A. Jolley, pres.
 B. T. Whitmire, mgr.
 R. Q. Glass Jr., com. mgr.

N. C. Duncan, prog. dir. & news ed.
 W. C. Wearn, ch. eng. & film buy.
 Robert Edwards, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$400; minute spot (live) \$105, (film) \$100; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Population, 2,924,625; Families in Area, 739,750; No. of Sets, 380,337; Retail Sales, \$2,112,629,000; Income per Family, \$2,855; Income per Capita, \$1,080.

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.52 kw. Operating Pow.: Visual 17 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft.; Above ground 131 ft.

OPERATION: Began July 15, 1953. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, ABC, DTN.

SALES REPRESENTATIVES: H-R Television Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (15x33 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Edgar M. Norris, pres. (6.7%); R. M. Caine, exec. vp. (40.7%); Calvin F. Teague, sec.-treas. (3.4%); Ben K. McKinnon, vp. & gen. mgr. (2.2%); Lewis Village (5%), Vivian M. Manning (5%); Burnet R. Maybank (3%) and others.

EXECUTIVES:

R. M. Caine, exec. vp.
 Ben K. McKinnon, vp.,
 gen. mgr. & com. mgr.
 Ben Greer, prog. dir.

Harley Reynolds, ch. eng.
 Bill Banner, film dir.
 Bob Shoaff, prom. mgr.
 John M. Wrightson, bus. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts.

MARKET INFORMATION: Population, 1,671,200; Families in Area, 430,000; No. of Sets, 128,000; Retail Sales, \$1,168,434,000.

GIANT MARKET IN THE SOUTHEAST!

Compare this 69-county Coverage in S. C., N. C., Ga., and Tenn. with Any Other Southern Market.

POPULATION	2,204,800
INCOMES	\$2,306,268,000
RETAIL SALES	\$1,471,603,000
TELEVISION HOMES	380,337

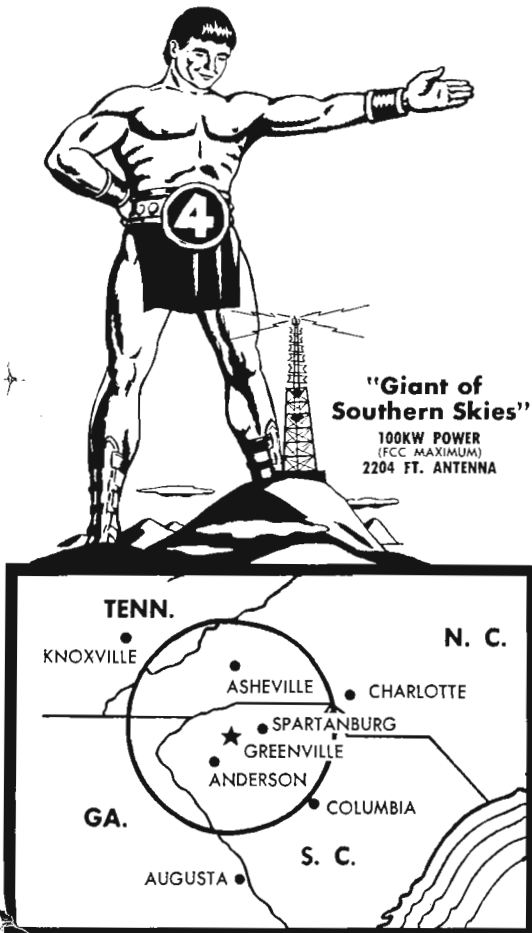
Population, Incomes and Sales Figures from Sales Management 1955 Survey of Buying Power. TV Homes from Nielsen Survey 1953, plus RETMA Shipments through May 27, 1955

Ask us, or WEED, our National Representatives for complete market data, rates, availabilities, audience surveys, and success stories.

NBC NETWORK
WFBC-TV
 GREENVILLE, S. C.

WFBC-RADIO
 (NBC Affiliate)
 Represented
 Nationally by
 AVERY-KNODEL, INC.

Represented
 Nationally by
 WEED
 Television Corp.



SPARTANBURG

(Spartanburg County)

WSPA-TV

(Target Date, Fall, 1955)

LICENSEE: Spartan Radiocasting Co. Address: 224 E. Main St. Phone: 3-3621.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,180 ft.; Above ground 445 ft.
AFFILIATION: Tv Network, CBS. Stations, Am, WSPA. Fm, WSPA-FM.
SALES REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Two studios (32x47 ft. and 9x12 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two slide projectors. One Telop opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Walter J. Brown, pres. (50.48%); D. S. Burnside, sec.-treas. (4.1%); and others.

EXECUTIVES:

Walter J. Brown, pres. H. D. Peckham Jr., eng. dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	780,810	468,915	1,780,500
Families in Area	206,565	119,960	457,700
No. of Sets	99,313	54,211	225,673
Retail Sales	\$606,190,000	\$317,791,000	\$1,229,144,000

SOUTH DAKOTA

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1954.....	667,000
Total Families, 1950.....	160,825
Total Urban Population, 1950.....	216,710
Total Rural Nonfarm Population, 1950.....	182,485
Total Farm Population, 1950.....	253,545
Employed in Nonagricultural Establishments, March 1955.....	118,000
Employed in Agriculture, 1950.....	98,025
Employed in Mining, March 1955.....	2,400
Employed in Manufacturing, March 1955.....	11,800
Employed in Construction, March 1955.....	7,300
Employed in Transportation & Public Utilities, March 1955.....	9,400
Employed in Wholesale & Retail Trade, March 1955.....	38,200
Employed in Finance, Insurance & Real Estate, March 1955.....	4,800
Employed in Service and Miscellaneous, March 1955.....	15,400
Employed in Government Service, March 1955.....	29,400
Retail Sales, 1954.....	\$ 719,298,000
Bank Assets, Jan. 1, 1955.....	\$ 636,690,000
Bank Deposits, Jan. 1, 1955.....	\$ 591,362,000
Major Income Sources, 1953: Agriculture 32.5%; Government 18.3%; Manufacturing Payrolls 4.5%; Trade and Service 25.4%.	
Total Income Payments, 1953.....	\$ 895,000,000
Per Capita Income, 1953.....	\$ 1,362
Total Internal Revenue Collections, 1954.....	\$ 70,461,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 67.51
Cash Receipts from Farm Marketing, 1954.....	\$ 530,928,000
Government Payments to Farmers, 1954.....	\$ 5,728,000
Value of Mineral Production, 1951.....	\$ 29,652,000
New Public Construction in 1952.....	\$ 79,000,000
Motor Vehicle Registration, 1954.....	314,636
Number of Telephones, Jan. 1, 1955.....	170,500
Number of Electrical Connections, Jan. 1, 1955.....	211,043
Number of Gas Utilities Connections, 1953.....	43,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Aurora	5,020	\$ 2,795	\$ 398	\$ 103		
Beadle	21,082	27,272	5,298	589		
Bennett	3,396	2,866	539	47		
Bon Homme	9,440	9,971	1,259	282	500	18%
Brookings	17,851	19,649	4,307	443	760	15%
Brown	32,617	52,178	8,048	1,254		
Brule	6,076	8,524	2,099	283		
Buffalo	1,615	215	147			
Butte	8,161	11,827	2,151	306		
Campbell	4,046	1,940	555	23		
Charles Mix	15,558	16,892	3,641	478		
Clark	8,369	6,991	1,118	180		
Clay	10,993	8,468	1,633	303	1,420	43%
Codington	18,944	29,351	4,022	496		
Corson	6,168	2,910	654	33		
Custer	5,517	4,601	1,211	43		
Davison	16,522	30,257	3,679	676		
Day	12,294	11,249	1,856	246		
Deuel	7,689	4,494	1,071	59		

County	Population 1950	Retail Sales			(CBS) TV Sets	
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	TV % 1954
Dewey	4,916	3,401	849	134		
Douglas	5,636	3,644	762	141		
Edmunds	7,275	5,802	665	69		
Fall River	10,439	10,063	2,396	560		
Faulk	4,752	5,158	854	47		
Grant	10,233	7,835	1,697	177		
Gregory	8,556	6,199	1,212	162		
Haakon	3,167	3,984	729	166		
Hamlin	7,058	6,796	960	51		
Hand	7,149	6,447	991	282		
Hanson	4,896	2,664	704	45		
Harding	2,289	964	269	18		
Hughes	8,111	14,950	3,067	390		
Hutchinson	11,423	10,986	1,623	236	590	18%
Hyde	2,811	2,628	455	32		
Jackson	1,768	2,330	379	47		
Jerauld	4,476	3,734	866	128		
Jones	2,281	2,958	324	23		
Kingsbury	9,962	9,511	1,727	181	460	16%
Lake	11,792	13,003	2,118	226	530	16%
Lawrence	16,648	18,329	4,726	830		
Lincoln	12,767	12,294	2,369	265	1,640	43%
Lyman	4,572	3,075	665	38		
McCook	8,828	7,751	1,011	173		
McPherson	7,071	5,514	795	39		
Marshall	7,835	6,661	1,207	119		
Meade	11,516	7,492	2,106	151		
Mellette	3,046	1,187	233	23		
Miner	6,268	5,224	870	201		
Minnehaha	70,190	104,772	18,187	3,111	4,270	18%
Moody	9,252	7,087	1,125	139	420	16%
Pennington	34,053	57,938	8,558	1,628		
Perkins	6,776	7,919	1,129	43		
Potter	4,688	5,488	947	151		
Roberts	14,929	10,783	1,680	207		
Sanborn	5,142	3,872	900	40		
Shannon	5,669	778	348	27		
Spink	12,204	10,452	1,862	255		
Stanley	2,055	1,186	340			
Sully	2,713	2,832	550	23		
Todd	4,758	942	390			
Tripp	9,139	9,648	1,500	142		
Turner	12,100	12,568	2,699	364	1,590	43%
Union	10,792	9,936	1,559	445	1,420	43%
Walworth	7,648	9,868	1,644	257		
Washabaugh	1,551	202	59			
Yankton	16,804	18,577	2,979	303	810	19%
Zieback	2,606	1,413	377	22		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

FLORENCE

(Codington County)

KDLO-TV (Satellite of KELO-TV Sioux Falls)

(Target Date, Unknown)

LICENSEE: Hills Bcstg. Co. Address: c/o KELO-TV, Sioux Falls, S. D. Phone: Sioux Falls 4-5841.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 15 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 856 ft.

OPERATION: Hours, noon-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, H-R Television Inc.; Bulmer & Johnson Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. C. Ring.

SERVICES: Two studios. RCA camera chain.

PRINCIPAL STOCKHOLDERS: See KELO-TV Sioux Falls, S. D.

EXECUTIVES:

Joseph L. Floyd, pres. M. A. Stoneking, sta. mgr.
E. A. Nord, gen. mgr.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 211,550; Families in Area, 61,894; No. of Sets, 13,871; Retail Sales, \$223,136,000; Income per Family, \$6,787.

RAPID CITY

(Pennington County)

KOTA-TV

LICENSEE: Black Hills Bcst. Co. of Rapid City. Address: 1819 W. St. Joe St. Phone: Fillmore 2-2000.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 1.32 kw, Aural 0.794 kw. Operating Pow.: Visual 1.32 kw, Aural 0.794 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 350 ft.

OPERATION: Began June 1, 1955. Hours, 6:30-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KOTA.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

SERVICES: One studio (39-21 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. RCA Multiplexer. One Gray 35mm slide projector. One Telop projector. News Services, AP, UP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

JOE FLOYD ANSWERS A FEW INTIMATE QUESTIONS



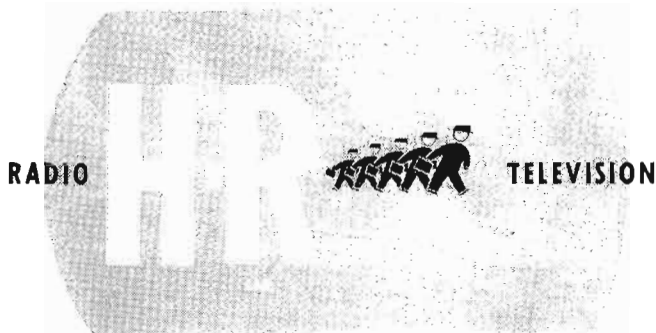
WHAT ARE YOU DOING WITH FLORENCE, JOE?

At Florence, S. D., we're putting a whole new market on the tv map. 78,000 single-station homes, massed in the great ABERDEEN-WATERTOWN-HURON triangle, with the KDLO-TV transmitter set sky-high smack in the middle. Jot down Sept. 15 for the opening, and remind your dealers to stock up.

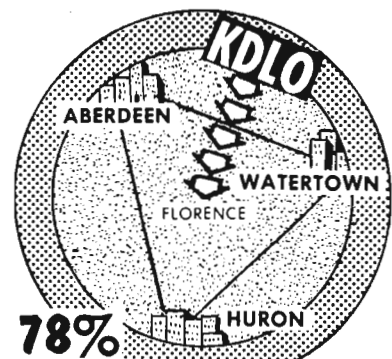
AND HOW ABOUT SUE F.? Sioux Falls? Terrific! Everybody's wild about KELO-TV, Sioux Falls, most of all the time buyers. Select any survey report you wish, lay it alongside KELO's rate card, and you'll come up with just about the best "per thousand homes" buy in the nation.

THAT'S FORCEFUL TALKING, FLOYD! We're forceful people at KELO and KDLO, the 2 powerful interconnected companion stations. We'll sell the daylights out of your product too, with 78% coverage of South Dakota, plus Minnesota and Iowa.

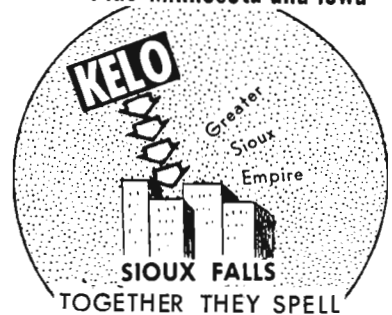
ANYTHING ELSE NEW, JOE? Yes, a new rep. The five fine gentlemen billboarded on this page. They'll put you in touch with me quick.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



Coverage of South Dakota
— Plus Minnesota and Iowa



PRINCIPAL STOCKHOLDER: Helen S. Duhamel (100%).

EXECUTIVES:

Helen S. Duhamel, pres. Robert Musfeldt, ch. eng.
 Leo Borin, gen. mgr. Al McDonald, prom. mgr.
 Jack A. Crowley, com. mgr. Stewart Steele, news ed.
 Norman Heffron, prog. dir.
 & film buy.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$12. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	50,800	17,250	76-96,000
Families in Area	24,000	7,500	35-45,000
No. of Sets	5,000	1,000	6,500
Retail Sales	\$52,895,000	\$23,396,000	\$86,291,000
Income per Family	\$5,326	\$4,425	\$4,875
Income per Capita	\$1,770	\$1,362	\$1,566

SIoux FALLS
(Minnehaha County)

KELO-TV (Parent station of satellite KDLO-TV Florence)

LICENSEE: Midcontinent Bcstg. Co. Address: 8th St. at Phillips Ave. Phone: 4-5841.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw. Operating Pow.: Visual 200 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: Fisher. Height: Above average terrain 530 ft.; Above ground 574 ft.

OPERATION: Began May 21, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS, DTN, NBC. Station, Am, KELO.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One RCA camera chain. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. One Hills Filmatic film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned one-third each by Joseph L. Floyd, pres.; N. L. Bentson, v.p.; Edmund R. Ruben, sec.-treas. Same interests own KDLO-TV Florence, S.D., WLOL St. Paul, Minn., and 10% of WRFW Eau Claire, Wis.

EXECUTIVES:

Joseph L. Floyd, pres. Lester C. Froke, ch. eng.
 Evans A. Nord, gen. mgr. & com. mgr. Jack Townsend, prom. mgr.
 Bill Wigginton, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	485,596	379,242	874,838
Families in Area	142,472	108,855	251,327
Retail Sales	\$522,076,483	\$447,718,934	\$969,795,417

TENNESSEE

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1954.....	3,362,000
Total Families, 1950.....	808,145
Total Urban Population, 1950.....	1,452,602
Total Rural Nonfarm Population, 1950.....	822,912
Total Farm Population, 1950.....	1,016,204
Employed in Nonagricultural Establishments, March 1955.....	819,200
Employed in Agriculture, 1950.....	247,372
Employed in Mining, March 1955.....	9,500
Employed in Manufacturing, March 1955.....	276,100
Employed in Construction, March 1955.....	51,600
Employed in Transportation & Public Utilities, March 1955.....	57,200
Employed in Wholesale & Retail Trade, March 1955.....	181,300
Employed in Finance, Insurance & Real Estate, March 1955.....	28,800
Employed in Service and Miscellaneous, March 1955.....	87,200
Employed in Government Service.....	127,200
Retail Sales, 1954.....	\$ 2,728,493,000
Bank Assets, Jan. 1, 1955.....	\$ 2,779,349,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,558,551,000
Major Income Sources, 1953: Agriculture 8.5%; Government 17.6%; Manufacturing Payrolls 23.6%; Trade and Service 25.1%.	
Total Income Payments, 1953.....	\$ 3,948,000,000
Per Capita Income, 1953.....	\$ 1,186
Total Internal Revenue Collections, 1954.....	\$ 503,275,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 59.64
Cash Receipts from Farm Marketing, 1954.....	\$ 453,323,000
Government Payments to Farmers, 1954.....	\$ 8,626,000
Value of Mineral Production, 1951.....	\$ 99,854,000

Total New Construction in 1952.....	\$ 676,900,000
New Private Construction in 1952.....	\$ 366,900,000
New Public Construction in 1952.....	\$ 310,000,000
Motor Vehicle Registration, 1954.....	1,118,185
Number of Telephones, Jan. 1, 1955.....	787,600
Number of Electrical Connections, Jan. 1, 1955.....	981,963
Number of Gas Utilities Connections, 1953.....	209,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Anderson	59,407	\$39,933	\$14,958	\$2,291	5,970	37%
Bedford	23,627	18,216	4,434	448	3,310	48%
Benton	11,495	5,703	1,518	150	450	14%
Bledsoe	8,561	2,623	731	67	320	20%
Blount	54,691	36,535	10,312	1,260	4,200	28%
Bradley	32,338	27,593	6,788	617	1,030	12%
Campbell	34,369	16,646	5,453	394	890	11%
Cannon	9,174	3,332	664	36	1,100	48%
Carroll	26,553	15,194	4,496	375	1,090	14%
Carter	42,432	22,262	5,769	645	3,030	27%
Cheatham	9,167	4,045	1,014	66	1,250	57%
Chester	11,149	4,664	1,330	154	810	28%
Claiborne	24,788	6,037	911	77	830	15%
Clay	8,701	1,730	313	27	800	38%
Cocke	22,991	10,546	2,966	124		
Coffee	23,049	21,236	5,184	442	3,530	48%
Crockett	16,624	7,964	2,375	247	1,670	38%
Cumberland	18,877	10,531	2,871	96	750	16%
Davidson	321,758	388,109	83,948	11,237	76,730	80%
Decatur	9,442	3,373	698	78	280	11%
De Kalb	11,680	3,826	876	69	990	38%
Dickson	18,805	10,064	2,778	443	3,020	57%
Dyer	33,473	28,180	6,766	582	3,560	38%
Fayette	27,535	8,302	2,281	152	2,140	35%
Fentress	14,917	4,813	832	71	510	15%
Franklin	25,431	14,590	3,201	408	830	13%
Gibson	48,132	31,995	7,046	1,046	2,740	19%
Giles	26,961	13,448	2,790	351	920	13%
Greinger	13,086	2,717	562	40	420	14%
Greene	41,048	22,765	4,868	521	1,380	13%
Grundy	12,558	3,996	1,324	40	1,080	36%
Hamblen	23,976	23,394	5,229	508		
Hamilton	208,255	263,520	60,437	7,915	11,190	18%
Hancock	9,116	1,404	195	59	290	14%
Hardeman	23,311	8,061	2,530	194	2,650	51%
Hardin	16,908	8,597	1,901	97	1,200	28%
Hawkins	30,494	12,394	3,121	285	910	12%
Haywood	26,212	13,063	4,154	317	3,210	51%
Henderson	17,173	7,963	1,756	221	540	12%
Henry	23,828	14,070	3,494	450	1,470	21%
Hickman	13,353	4,905	835	71	1,490	45%
Houston	5,318	1,573	515	72	520	47%
Humphreys	11,030	5,904	1,609	200	1,410	47%
Jackson	12,348	1,917	319	64	1,060	38%
Jefferson	19,667	8,867	2,514	309		
Johnson	12,278	3,974	961	106	760	27%
Knox	223,007	245,139	52,457	7,031	16,880	26%
Lake	11,655	6,698	1,698	209	750	25%
Lauderdale	25,047	13,724	3,717	491	3,400	51%
Lawrence	28,818	16,175	3,424	286	1,010	14%
Lewis	6,078	3,520	916	60	680	45%
Lincoln	25,624	14,543	3,455	401	820	12%
Loudon	23,182	16,751	5,180	574	1,450	23%
McMinn	32,024	36,452	9,237	1,003	1,030	12%
McNairy	20,390	8,305	1,857	142	1,460	28%
Macon	13,599	2,631	705	37	1,430	39%
Madison	10,128	49,669	10,786	1,119	5,590	32%
Marion	20,520	11,546	3,112	351	1,840	36%
Marshall	17,768	12,236	2,960	354	2,760	53%
Maury	40,368	28,321	6,389	723	5,140	45%
Meigs	6,080	1,569	614	46	260	20%
Monroe	24,513	11,879	3,123	384	1,330	23%
Montgomery	44,186	39,874	9,911	1,139	5,440	46%
Moore	3,948	775	265	25	160	13%
Morgan	15,727	3,375	1,091	30	500	15%
Obion	29,056	19,599	4,504	491	2,110	25%
Overton	17,566	5,058	1,010	180	630	15%
Perry	6,462	1,754	442		150	11%
Pickett	5,093	1,085	236	30	140	15%
Polk	14,074	7,711	1,392	170	400	12%
Putnam	29,869	15,365	3,375	419	3,030	37%
Rhea	16,041	9,667	2,683	420	800	20%
Roane	31,665	17,863	4,914	643	1,960	23%
Robertson	27,024	14,498	4,114	575	4,110	56%
Rutherford	40,696	29,566	7,322	728	7,770	69%
Scott	17,362	5,509	880		410	10%
Sequatchie	5,685	2,053	500	32	260	20%
Sevier	23,375	14,696	4,342	425		
Shelby	482,393	619,118	116,895	17,602	115,100	78%
Smith	14,098	5,846	959	138	1,370	38%
Stewart	9,175	2,704	534	70	990	47%
Sullivan	95,063	89,197	17,804	2,577	9,320	34%
Sumner	33,533	16,594	5,070	499	5,550	60%
Tipton	29,782	16,155	3,734	429	2,660	35%
Trousdale	5,520	2,313	492	56	610	38%
Unicoi	15,886	7,126	1,532	73	680	17%
Union	8,670	1,314	437		250	14%
Van Buren	3,985	547	241	23	160	20%
Warren	22,271	16,095	4,143	408	2,300	35%
Washington	59,971	54,260	9,546	1,440	2,650	17%
Wayne	13,864	5,468	1,655	126	370	11%
Weakley	27,962	13,175	3,516	515	1,740	21%
White	16,204	8,567	2,239	320	1,600	38%
Williamson	24,307	13,415	3,536	345	3,280	53%
Wilson	26,318	18,417	3,848	493	4,560	60%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CHATTANOOGA
(Hamilton County)

WDEF-TV

LICENSEE: WDEF Bcstg. Co. Address: Volunteer Bldg. Postal Zone: 2. Phone: 6-0124.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 52.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 992 ft.; Above ground 378 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WDEF.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Russell P. May.

SERVICES: One studio (22x40 ft.), one announce booth (6x10 ft.). Two RCA camera chains. One RCA film camera. Two 16mm film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carter M. Parham, pres. (17.67%); Moses Lebovitz (6.15%); Edward Finlay Jr., sec., and wife (14.3%); Z. Carter Patten (4.6%); John P. Gaither and wife (3.3%); Manuel Russ (4.6%); Joel W. Solomon (6.15%); and others. Messrs. Lebovitz and Solomon own Independent Theatres of Chattanooga, Tenn.

EXECUTIVES:

Carter M. Parham, pres.	B. C. Baker, ch. eng.
Harold E. Anderson, sta. mgr.	Moses Lebovitz, film buy.
Otis H. Segler, sls. mgr.	Mort Lloyd, news ed.
Morris Quave, prog. dir. & prom. mgr.	

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$98, (film) \$90; 1D \$45. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION

	Grades A & B (FCC Contour)	Total (Including Fringe Area)
Population	883,000	1,541,400
Families in Area	234,700	407,200
No. of Sets	142,876	253,300
Retail Sales Effective	\$681,631,000	\$1,124,145,000
Buying Income	\$870,063,000	\$1,477,969,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. Foreword.

JACKSON
(Madison County)

WDXI-TV

LICENSEE: Dixie Bcstg. Co. Postal Zone: 1. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 630 ft.; Above ground 560 ft.

OPERATION: Began March 6, 1955. Hours, 2-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WDXI.

REPRESENTATIVES: Sales, Burn-Smith Co.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineers, Kear & Kennedy.

SERVICES: One studio (30x40 ft.). Two camera chains. Two film cameras, Bolex, Bell & Howell. Three DeVry film projectors. Two Gray slide projectors. One Federal scanner. One Federal opaque projector. Composite film processing unit. One Federal-Raytheon mobile unit. News Service, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson (57.3%). Mr. Robinson also owns WDXE Lawrenceburg and WDXN Clarksville, 60% of WDXL Lexington, majority of WENK Union City, majority of WTPR-AM-FM Paris, all Tenn., and 46% of WCMA Corinth, Miss.

EXECUTIVES:

Aaron B. Robinson, pres. & gen. mgr.	James S. Thomas, ch. eng.
Jack Murphy, com. mgr.	Dave O'Brien, prom. mgr.
Larry Crenshaw, prog. dir. & film buy.	Al Knott, news ed.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$200; minute spot (live) \$56, (film) \$40; 1D \$20. 1D Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 716,000; Families in Area, 194,100; No. of Sets, 85,445; Retail Sales, \$431,000,000.

JOHNSON CITY
(Washington County)

WJHL-TV (BRISTOL-KINGSPORT)

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2780.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 629 ft.

OPERATION: Began Oct. 26, 1953. Hours, 9:45 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WJHL. Fm, WJHL-FM.

CHECK THESE FACTS

TELEVISION in CHATTANOOGA, TENN., is



INTERCONNECTED . . . NBC • CBS • ABC • DuMONT



142,876 Sets, RETMA to April 29, 1955

97¢ buys 1,000 homes
Class A Minute or 20 Sec.



FULL-TIME OPERATION

"From 7 a.m. ("Today") until midnight"



TELEPULSE

December 1-7, 1954
Share of Audience

	12 to 6 p.m.	6-12 p.m.
Monday-Friday	84	87
Saturday	91	84
Sunday	87	84

105,200 WATTS

VHF

HAROLD (Hap) ANDERSON, Manager
CARTER M. PARHAM, President

CONTACT

THE BRANHAM COMPANY

JOHNSON CITY (Cont.)

WJHL-TV (Cont.)

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, McKenna & Wilkinson.

SERVICES: One studio (40x50 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film cameras. Two GPL 16mm film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster, pres. and family (45.58%); T. F. Dooley, sec.-treas. and wife (8.76%); Mrs. Harriet B. Campbell and family (45.45%).

EXECUTIVES:

W. H. Lancaster Sr., pres. Rowland Medler, trans. eng. sup.
 W. H. Lancaster Jr., vp. & gen. mgr. W. A. McDonald, prom. mgr.
 Walter Heeb, prog. dir. & film buy. Michael Blancard, news ed.
 Albert Renfro, operational eng. sup.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 8 sec. Specifications 16mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	516,490	479,460	1,612,370
Families in Area	129,598	102,870	398,143
No. of Sets	168,123

KNOXVILLE
(Knox County)

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Address: 612 Gay St., S. Phone: 2-7111.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 994 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WROL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (21x35 ft. and 22x55 ft.). Four camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, pres. (37.43%); W. H. Linebaugh (5.04%); John A. Ayres, sec.; Cowan Rodgers Jr., exec. vp. (4.91%); Frank A. Tucker, treas. (4.28%); Clarence Beaman Jr. (14.2%) and others. Messrs. Mountcastle, Linebaugh and Ayres hold half of stock in voting trust, and Messrs. Rodgers, Tucker and Herbert J. Madden vote other half. Mr. Mountcastle owns WROL Knoxville and is chmn. of bd. of Life & Casualty Insurance Co., half owner of WLAC-AM-TV Nashville.

EXECUTIVES:

Paul Mountcastle Sr., pres. Arthur J. Metzler, prog. dir. & news ed.
 W. Henry Linebaugh, gen. mgr. Fred M. Andrews, ch. eng.
 John H. Reese, sta. mgr. & film buy. Wayne Hudson, prom. mgr.
 John T. McCloud, com. mgr.

RATE INFORMATION: Class A one hour (live) \$480, (film) \$400; minute spot (live) \$96, (film) \$80; ID \$40. ID Length 8 sec., 20 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 1,401,100; Families in Area, 357,500; No. of Sets, 180,750; 1953 Retail Sales, \$964,103,000; Income per Family (Metropolitan Knoxville), \$4,612.

WTSK-TV

LICENSEE: South Central Bcstg. Corp. Address: P. O. Box 1388. Phone: 5-2113.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11 kw. Operating Pow.: Visual 21.9 kw, Aural 11 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 480 ft.; Above ground 257.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 18, 1953. Hours, 9:30 a.m.-11:15 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES, Sales, John E. Pearson Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Harold B. Rothrock.

SERVICES: One studio (20x34 ft.). Two DuMont camera chains. One Dage film camera. Two GPL film projectors. One FTL scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht, pres., and wife (40.1%); George F. Stoltz, vp., and wife (40.1%); Leighman D. Groves, sec.-treas. (19.8%). Licensee owns WIKY-AM-FM Evansville, Ind.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

John A. Engelbrecht, pres., gen. mgr., com. mgr. & film buy. Joseph E. Broyles, ch. eng.
 William E. Eckstein, prog. dir. Elise Bate, prom. mgr.
 Jack Joyner, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 8-10 sec. Specifications 16mm film, 2x2 in. slides. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 701,134; Families in Area, 179,420; No. of uhf Sets, 111,779; Retail Sales, \$389,634,000; Income per Family, \$2,831.

MEMPHIS
(Shelby County)

WHBQ-TV

LICENSEE: WHBQ Division, General Teleradio Inc. Address: 1381 Madison Ave. Postal Zone: 1. Phone: 32-1705.

FACILITIES: Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,073 ft.

OPERATION: Began Oct. 27, 1953. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WHBQ.

REPRESENTATIVES: Sales, Blair Tv Inc.

SERVICES: Two studios (30x50 ft. and 30x16 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas J. O'Neil, pres., General Teleradio Inc. Welton Roy, ch. eng.
 John H. Cleghorn, vp. & gen. mgr. William C. Rucker, prom. mgr.
 William H. Grumbles, opr. mgr. Gene Roper, news ed.
 Gordon Lawhead, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$161, (film) \$140; ID \$62.50. ID Length 7 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,035,200	2,600,900
Families in Area	558,600	715,100
No. of Sets	306,199
Retail Sales	\$1,593,023,000	\$2,408,097,000
Income per Family	\$3,555	\$3,368
Income per Capita	\$ 976	\$ 926

WMCT (TV)

LICENSEE: Memphis Pub. Co. Address: 495 Union Ave. Postal Zone: 3. Phone: 8-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,088 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1948. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WMC. Fm, WMCF (FM).

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: One studio (18x24 ft.), one 1,011-seat auditorium with stage (28x35 ft.). Four RCA camera chains. One Bodde rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One RCA two-camera mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Part of Scripps-Howard group, see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Enoch Brown, pres., Memphis Pub. Co. Wilson Mount, prog. dir. & film buy.
 Henry W. Slavick, gen. mgr. E. C. Frase Jr., ch. eng.
 Earl Moreland, sta. mgr. Walter E. Frase, prom. mgr.
 Ed. White, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$140, (film) \$140; ID \$62.50. ID Length 8-10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10a.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 1,691,000; Families in Area, 455,500; No. of Sets, 358,823; Retail Sales, \$1,288,564,000; Income per Family, \$3,680.

MEMPHIS (Cont.)

WREC-TV

(Target Date, Dec. 1, 1955)

LICENSEE: WREC Bcstg. Service. Address: Hotel Peabody Bldg. Postal Zone: 3. Phone: 5-1313.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,077 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS. Station, Am, WREC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Hoyt B. Wooten (WREC) (100%).

EXECUTIVES:

Hoyt B. Wooten, pres. & gen. mgr. Wilson Raney, ch. eng.
Charles Brakefield, com. mgr. Russ Hodge, news ed.
Jack Michael, prog. dir.

NASHVILLE

(Davidson County)

WLAC-TV (NASHVILLE)

LICENSEE: WLAC-TV Inc. Address: 159 Fourth Ave., N. Postal Zone: 3. Phone: 42-4331.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,370 ft.; Above ground 1,179 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 6, 1954. Hours, 6:40 a.m.-11 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WLAC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Gray Telop opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Life & Casualty Insurance Co. of Tennessee (50%), T. B. Baker Jr. (25%) and A. G. Beaman (25%). Paul Mountcastle, ch. of bd., Life & Casualty Insurance Co., is 37.43% owner of WATE (TV) Knoxville, and owns WROL Knoxville.

EXECUTIVES:

Paul Mountcastle, chmn. of bd. Ruth C. Holly, asst. to mgr.
Guilford Dudley Jr., pres. Roy A. Smith, opr. mgr. & film buy.
T. B. Baker Jr., exec. vp. & gen. mgr. Ralph L. Hucaby, ch. eng.
A. G. Beaman, sec.-treas. James G. Wharton, prom. mgr.
Robert M. Reuschle, natl. sls. mgr. A. G. Kennigott Jr., news ed.

RATE INFORMATION: Class A one hour (live) \$620, (film) \$550; minute spot (live) \$127, (film) \$110; 1D \$50. 1D Length 6 sec., 8 sec. Full and share screen. Frequency discounts up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	612,500	555,200	1,460,700
Families in Area	173,225	99,060	406,600
No. of Sets	145,696	76,671	247,542
Retail Sales	\$409,071,000	\$276,599,000.	\$1,084,296,000
Income per Family	\$3,276.61	\$1,374.01	\$2,854.97
Income per Capita	\$ 908.54	\$ 766.65	\$ 781.06

Mrs. Jones, file this please --

of the 27 TV Shows in Memphis

with a rating of 30 or better

*WMCT has 18 **

** according to March ARB*

that's 2 to 1!


looks like WMCT is far and

away the best buy in Memphis.

P.S. suggest check

availabilities before

filing.



WMCT
WMC • WMCF • WMCT

MEMPHIS

CHANNEL 5
Memphis' First T.V. Station

100,000 WATTS

NATIONAL REPRESENTATIVES—THE BRANHAM CO.
Owned and operated by THE COMMERCIAL APPEAL
NBC BASIC • ALSO AFFILIATED WITH ABC AND DUMONT

NASHVILLE (Cont.)

WSIX-TV

LICENSEE: WSIX Inc. Address: Nashville Trust Bldg. Phone: 5-5431.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 89 kw. Operating Pow.: Visual 109 kw, Aural 58 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,360 ft.; Above ground 931 ft.
OPERATION: Began Nov. 29, 1953. Hours: 9:30 a.m.-11:30 p.m.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WSIX.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, Andrew D. Ring.
SERVICES: Two studios (22x34 ft. and 36x38 ft.). Two GE camera chains. One Bodde rear screen projector. One GE film camera. Two GE film projectors. Two slide projectors. News Service, AP.
PRINCIPAL STOCKHOLDERS: R. D. Stanford Jr., pres. (33 1/3%); W. H. Criswell, vp.-treas. (33 1/3%); and Louis R. Draughon, vp.-sec. (33 1/3%).
EXECUTIVES:
 Robert Stanford, gen. mgr. Eugene Tanner, com. mgr.
 Harry Stone, dir. of tv Charlie Duke, ch. eng.
 Shelton Weaver, opr. dir. & James H. Harper, prom. mgr.
 film buy. James Kent, news ed.
RATE INFORMATION: Class A one hour (live) \$425, (film) \$425; minute spot (live) \$75, (film) \$75; ID \$40. ID Length 8 sec. Frequency discounts.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,102,150; Families in Area, 306,510; No. of Sets, 240,000.

WSM-TV

LICENSEE: WSM Inc. Address: 301 Seventh Ave., N. Postal Zone: 3. Phone: 4-9541.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 575 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Sept. 30, 1950. Hours: 7 a.m.-midnight.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WSM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.
SERVICES: One studio (34x35 ft.), one announce booth (6x8 ft.). Four camera chains, two RCA, two composite. One Trans-Lux rear screen projector. One GE film camera. Three film projectors, two GE, one FTL. One slide projector. One opaque projector. One film processing unit. One mobile unit. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: National Life & Accident Insurance Co. (100%).
EXECUTIVES:
 Edwin W. Craig, chmn. of bd. Aaron Shelton, ch. eng.
 John H. DeWitt Jr., pres. Elmer Cartwright, film buy.
 Irving C. Waugh, com. mgr. William R. McDaniel, prom. mgr.
 Bradford Crandall, opr. mgr. Harold Baker, news ed.
RATE INFORMATION: Class A one hour (live) \$750, (film) \$700; minute spot (live) \$150, (film) \$140; ID \$64. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 7.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,235,300; Families in Area, 348,880; No. of Sets, 220,061; Retail Sales, \$9,301,820; Income per Family, \$4,056; Income per Capita, \$1,148.

TEXAS

TEXAS MARKET INDICATORS

Total Population, July 1, 1954.....	8,468,000
Total Families, 1950.....	1,978,950
Total Urban Population, 1950.....	4,838,060
Total Rural Nonfarm Population, 1950.....	1,580,867
Total Farm Population, 1950.....	1,292,267
Employed in Nonagricultural Establishments, March 1955.....	2,211,900
Employed in Agriculture, 1950.....	442,341
Employed in Mining, March 1955.....	121,500
Employed in Manufacturing, March 1955.....	423,300
Employed in Construction, March 1955.....	163,100
Employed in Transportation & Public Utilities, March 1955.....	220,600
Employed in Wholesale & Retail Trade, March 1955.....	587,800
Employed in Finance, Insurance & Real Estate, March 1955.....	99,500
Employed in Service and Miscellaneous, March 1955.....	259,300
Employed in Government Service, March 1955.....	336,800

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Retail Sales, 1954.....	\$ 9,008,558,000
Bank Assets, Jan. 1, 1955.....	\$ 10,355,526,000
Bank Deposits, Jan. 1, 1955.....	\$ 9,617,646,000
Major Income Sources, 1953: Agriculture 8%; Government 17.6%; Manufacturing Payrolls 13.9%; Trade and Service 27%.	
Total Income Payments, 1953.....	\$ 12,279,000,000
Per Capita Income, 1953.....	\$ 1,480
Total Internal Revenue Collections, 1954.....	\$ 2,153,882,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 73.92
Cash Receipts from Farm Marketing, 1954.....	\$ 1,894,159,000
Government Payments to Farmers, 1954.....	\$ 22,840,000
Value of Mineral Production, 1951.....	\$ 3,268,555,000
Total New Construction in 1952.....	\$ 2,155,800,000
New Private Construction in 1952.....	\$ 1,572,600,000
New Public Construction in 1952.....	\$ 583,200,000
Motor Vehicle Registration, 1954.....	3,506,599
Number of Telephones, Jan. 1, 1955.....	2,415,700
Number of Electrical Connections, Jan. 1, 1955.....	2,595,393
Number of Gas Utilities Connections, 1953.....	1,683,900

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TEXAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Anderson	31,875	\$21,764	\$ 6,861	\$ 655	1,420	16%
Andrews	5,002	5,743	2,067	167		
Angelina	36,032	32,967	8,202	1,040	2,540	23%
Aransas	4,252	3,173	1,171	215	250	21%
Archer	6,816	3,514	1,257	141	380	21%
Armstrong	2,215	1,329	271	27	80	16%
Atascosa	20,048	11,932	2,883	300	2,590	53%
Austin	14,663	13,227	2,997	257	1,350	30%
Bailey	7,592	9,158	2,502	312	1,080	49%
Bandera	4,410	3,820	1,347	160	670	61%
Bastrop	19,622	12,029	3,969	801	1,540	29%
Baylor	6,875	7,555	1,581	68	460	21%
Bee	18,174	16,638	3,887	572	2,150	43%
Bell	73,824	63,917	15,931	2,189	7,320	32%
Bexar	500,460	554,353	126,960	17,828	104,880	74%
Blanco	3,780	3,656	1,268	47	340	26%
Borden	1,106	40	10		40	18%
Bosque	11,836	8,762	2,123	402	680	20%
Bowie	61,966	58,848	16,195	2,047	1,980	10%
Brazoria	46,549	55,029	16,118	1,667	8,780	56%
Brazos	38,390	38,057	8,882	1,233	2,120	19%
Brewster	7,309	7,086	1,789	292	280	15%
Briscoe	3,528	3,171	825	68	140	16%
Brooks	9,195	10,697	2,701	325	510	19%
Brown	28,607	26,476	6,442	1,208		
Burleson	13,000	7,545	2,502	201	950	28%
Burnet	10,356	6,515	1,333	225		
Caldwell	19,350	17,508	3,596	392	1,400	28%
Calhoun	9,222	8,276	2,287	193	630	21%
Callahan	9,087	5,001	1,898	248	430	16%
Cameron	125,170	122,181	27,721	3,241	9,560	27%
Camp	8,740	4,888	1,604	56	650	25%
Carson	6,852	6,458	1,337	266	290	16%
Cass	26,732	17,353	3,147	504	1,760	26%
Castro	5,417	4,096	1,042	56	260	16%
Chambers	7,871	6,296	1,749	64	1,330	58%
Cherokee	38,694	25,945	7,787	881	1,210	12%
Childress	12,123	15,436	3,808	335	590	16%
Clay	9,896	5,922	1,601	200	1,590	53%
Cochran	5,928	7,278	1,862	152	830	49%
Coke	4,045	2,937	877	77	200	17%
Coleman	15,503	13,346	2,942	465	750	17%
Collin	41,692	30,441	8,994	832	5,130	41%
Collingsworth	9,139	8,923	2,079	283	380	16%
Colorado	17,576	22,487	4,703	373	1,700	32%
Comal	16,357	20,145	4,227	526	1,390	27%
Comanche	15,516	12,102	2,706	553		
Concho	5,078	4,197	864	80	220	16%
Cooke	22,146	22,376	5,019	765	3,480	54%
Coryell	16,284	9,114	2,829	258		
Cottle	6,099	6,308	1,658	192	300	20%
Crane	3,965	4,171	937	77		
Crockett	3,981	4,918	1,177	181		
Crosby	9,582	9,623	2,664	226	1,110	41%
Culberson	1,825	2,408	484	54	70	14%
Dallam	7,640	12,788	2,859	494	1,340	56%
Dallas	614,799	1,033,463	200,279	37,641	161,280	72%
Dawson	19,113	25,941	5,710	761		
Deaf Smith	9,111	14,779	3,511	393	530	17%

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Delta	8,964	5,535	1,644	65	350	16%
Denton	41,365	36,691	8,645	1,356	6,080	51%
De Witt	22,973	25,447	6,133	651	2,010	30%
Dickens	7,177	7,111	1,540	185	360	20%
Dimmit	10,654	5,687	1,650	153	770	32%
Donley	6,216	5,827	1,440	206	260	16%
Duval	15,643	7,900	2,915	372	1,020	31%
Eastland	23,942	26,662	7,240	799	1,190	16%
Ector	42,102	68,184	16,883	2,101
Edwards	2,908	1,589	625	60
Ellis	45,645	37,219	11,403	1,125	6,350	47%
El Paso	194,968	241,551	52,915	8,744	39,380	70%
Erath	18,434	16,237	2,960	450	1,110	19%
Falls	26,724	21,278	5,119	538	1,420	20%
Fannin	31,253	17,861	5,772	715
Fayette	24,176	20,391	4,121	603	2,240	32%
Fisher	11,023	7,106	2,012	276	590	21%
Floyd	10,535	11,215	2,473	342	1,310	41%
Foard	4,216	3,800	773	62	200	20%
Fort Bend	31,056	29,629	5,736	438	2,350	30%
Franklin	6,257	3,254	620	59	220	14%
Freestone	15,696	8,907	2,517	310
Frio	10,357	7,272	2,117	179	1,430	53%
Gaines	8,909	12,103	2,452	359
Galveston	113,066	154,397	35,855	6,078	15,900	42%
Garza	6,281	6,243	1,530	154	320	18%
Gillespie	10,520	11,507	2,465	211	530	16%
Glasscock	1,089	331	46	28
Goliad	6,219	4,068	1,028	58	270	21%
Gonzales	21,164	28,627	5,036	326	1,640	31%
Gray	24,728	36,035	8,326	1,714	1,640	21%
Grayson	70,467	67,766	17,875	2,127	6,010	27%
Gregg	61,258	96,859	17,006	2,375	5,320	28%
Grimes	15,135	9,987	3,077	278	1,760	44%
Guadalupe	25,392	21,516	5,703	440	2,680	38%
Hale	28,211	50,466	9,500	1,831	3,790	41%
Hall	10,930	12,421	3,125	593	480	16%
Hamilton	10,660	9,781	3,653	284	660	20%
Hansford	4,202	6,281	981	321	670	56%
Hardeman	10,212	8,858	2,225	287	680	21%
Hardin	19,535	13,170	3,742	358	1,230	21%
Harris	806,701	1,199,351	289,794	37,219	1,260	69%
Harrison	47,745	35,151	9,287	844	1,790	14%
Hartley	1,913	491	288	27	220	56%
Haskell	13,736	9,751	2,266	415	640	16%
Hays	17,840	13,197	3,991	497	1,220	26%
Hemphill	4,123	4,738	1,078	63	260	20%
Henderson	23,405	5,962	3,465	396	930	15%
Hidalgo	160,446	128,313	31,274	3,851	13,370	31%
Hill	31,282	23,415	5,875	681	4,780	52%
Hockley	20,407	28,775	7,745	984	3,250	49%
Hood	5,287	4,266	915	124	670	48%
Hopkins	23,490	14,055	3,051	523	1,070	16%
Houston	22,825	13,307	3,342	349
Howard	26,722	36,642	7,677	1,056	1,480	18%
Hudspeth	4,298	2,458	631	101	150	14%
Hunt	42,731	35,435	9,149	1,065	8,580	68%
Hutchinson	31,580	40,411	11,196	1,781	6,140	55%
Irion	1,590	1,057	296	63
Jack	7,755	6,032	1,462	236	1,220	53%
Jackson	12,916	9,937	2,776	356	1,410	37%
Jasper	20,049	18,874	4,630	575	1,100	20%
Jeff Davis	2,090	900	315	66	70	14%
Jefferson	195,083	260,232	59,469	8,356	25,830	40%
Jim Hogg	5,389	3,525	904	144	120	10%
Jim Wells	27,991	29,540	6,972	1,020	1,450	19%
Johnson	31,390	26,418	7,026	789	5,370	53%
Jones	22,147	23,959	5,839	637	1,450	21%
Karnes	17,139	15,294	3,483	360	1,520	37%
Kaufman	31,170	22,968	5,601	591	3,510	44%
Kendall	5,423	5,879	1,419	211	1,040	61%
Kenedy	632	90	90	20	19%
Kent	2,249	1,048	363	51	70	18%
Kerr	14,022	18,459	3,832	466	690	15%
Kimble	4,619	3,848	1,053	125	180	16%
King	870	240	81	40	20%
Kinney	2,668	1,376	279	57	70	18%
Kleberg	21,991	22,923	7,012	532	1,310	19%
Knox	10,082	8,273	2,248	395	560	20%
Lamar	43,033	35,193	8,417	1,279
Lamb	20,015	24,002	6,374	903	2,940	49%
Lampasas	9,929	9,760	1,704	266
La Salle	7,485	5,179	673	35	610	32%
Lavaca	22,159	11,533	4,364	219	1,920	31%
Lee	10,144	7,864	1,766	165	780	28%
Leon	12,024	5,234	1,788	218
Liberty	26,729	29,098	7,873	771	4,640	58%
Limestone	25,251	14,525	4,226	601	1,340	20%
Lipscomb	3,658	5,918	1,217	260	220	20%
Live Oak	9,034	6,253	1,474	174	670	32%
Llano	5,377	5,862	1,378	199

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Loving	227	134	50
Lubbock	101,048	175,079	26,903	6,613	21,040	56%
Lynn	11,030	9,011	2,078	322	540	18%
McCulloch	11,701	11,761	2,652	322	540	16%
McLennan	130,194	166,407	36,950	4,583	10,530	26%
McMullen	1,187	333	123	62	160	32%
Madison	7,996	6,436	1,460	182	880	44%
Marion	10,172	5,092	1,508	186	650	25%
Martin	5,541	2,825	758	64
Mason	4,945	3,815	872	180	240	16%
Matagorda	21,559	25,601	6,260	844	2,410	37%
Maverick	12,292	13,736	3,958	539	520	18%
Medina	17,013	11,507	2,305	313	2,830	60%
Menard	4,175	4,696	829	63	160	16%
Midland	25,785	42,395	8,789	1,978
Milam	23,585	18,655	5,119	646	680	11%
Mills	5,999	4,057	804	92
Mitchell	14,357	12,370	3,262	313	770	18%
Montague	17,070	15,432	3,414	475	2,650	53%
Montgomery	24,504	19,002	4,882	508	4,120	55%
Moore	13,349	18,196	5,734	543	3,250	56%
Morris	9,433	5,242	1,893	239	680	25%
Motley	3,963	4,217	1,135	146	200	20%
Nacogdoches	30,326	21,348	6,376	827	930	11%
Navarro	39,916	31,602	9,210	897	4,070	36%
Newton	10,832	3,775	1,646	108	540	20%
Noian	19,808	24,975	5,338	1,184	1,320	21%
Nueces	165,471	232,223	52,048	7,811	8,790	18%
Ochiltree	6,024	13,009	3,167	590	420	20%
Oldham	1,672	1,548	149	32	60	16%
Orange	40,567	42,530	14,501	1,246	6,180	43%
Palo Pinto	17,154	16,311	3,993	534	2,880	48%
Panola	19,250	12,731	2,716	375
Parker	21,528	18,489	3,812	348	3,570	49%
Parmer	5,787	5,484	1,254	141	290	16%
Pecos	9,939	10,914	2,491	389
Polk	16,194	10,623	3,271	338	1,930	46%
Potter	73,366	152,160	25,805	5,303	15,930	62%
Presidio	7,354	6,192	1,402	221	210	14%
Rains	4,266	1,454	370	57	140	16%
Rendall	13,774	12,042	2,194	391	3,350	62%
Regan	3,127	5,609	1,424	263
Real	2,479	1,309	472	65	130	18%
Red River	21,851	11,266	3,497	425	860	15%
Reeves	11,745	17,623	4,809	414
Refugio	10,113	8,475	2,539	401	590	21%
Roberts	1,031	781	129	52	60	20%
Robertson	19,908	13,584	4,166	488	510	10%
Rockwall	6,156	4,078	1,385	114	620	41%
Runnels	16,771	14,715	3,701	420	830	17%
Rusk	42,348	29,106	7,030	863
Sabine	8,568	3,134	1,071	64	230	11%
San Augustine	8,837	4,797	1,579	220	220	11%
San Jacinto	7,172	1,818	747	63	740	46%
San Patricio	35,842	27,061	7,401	912	4,020	42%
San Saba	8,666	7,908	1,870	204
Schleicher	2,852	2,660	632	62
Scurry	22,779	31,732	4,649	703	1,460	17%
Shackelford	5,001	4,495	948	180	190	16%
Shelby	23,479	13,039	3,448	473
Sherman	2,443	4,901	716	72	340	56%
Smith	74,701	80,478	16,022	2,834	3,860	17%
Somervell	2,542	1,780	500	63	160	20%
Starr	13,948	6,360	2,703	309	300	10%
Stephens	10,597	13,026	3,166	389	510	15%
Sterling	1,282	1,390	159	54
Stonewall	3,679	1,952	598	66	170	21%
Sutton	3,746	4,415	1,099	176
Swisher	8,249	10,618	2,056	461	400	16%
Tarrant	361,253	610,477	114,464	18,926	96,840	70%
Taylor	63,370	96,399	17,233	2,744	8,780	42%
Terrell	3,189	2,727	598	59
Terry	13,107	18,848	3,824	620
Throckmorton	3,618	2,783	755	124	130	16%
Titus	17,302	13,811	4,131	343	710	14%
Tom Green	58,929	77,057	15,471	2,326	6,170	31%
Travis	160,980	193,792	40,801	7,818	17,000	35%
Trinity	10,040	8,104	2,310	169	1,240	46%
Tyler	11,292	8,495	1,763	220	620	20%
Upshur	20,822	11,813	3,020	345	1,350	25%
Upton	5,307	5,474	1,351	278
Uvalde	16,015	18,101	4,045	606	870	19%
Val Verde	16,635	15,769	3,446	474	2,840	45%
Van Zandt	22,593	12,828	3,140	430	2,840	45%
Victoria	31,241	37,949	8,571	639	1,960	45%
Walker	20,163	13,776	3,758	462	2,240	46%
Waller	11,961	9,530	1,777	260	1,760	55%
Ward	13,346	15,671	3,843	532
Washington	20,542	15,427	3,616	401		

ABILENE
(Taylor County)

KRBC-TV

LICENSEE: Abilene Radio & Television Co. Address: 4512 S. 14th St. Phone: 2-8491.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw.
Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 770 ft.; Above ground 437 ft.

OPERATION: Began Aug. 30, 1953. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (60x60 ft.). Two DuMont camera chains. One GE film camera. Two GPL film projectors. One Gray 2x2 in. slide projector. News Service, AP. Library, Telescription.

PRINCIPAL STOCKHOLDERS: Dale Ackers, pres. (25%); Lewis J. Ackers, vp., and wife (25%); Christine Ackers Cagle (25%). Mrs. Cagle is wife of Gene Cagle, president of Texas State Network (see KFJZ-TV Fort Worth, Tex.).

EXECUTIVES:

Dale Ackers, pres. & gen. mgr.	Steve Cowan, prog. dir.
John Kelly, sta. mgr. & film buy.	Wm. Kessel, ch. eng.
John Higgins, com. mgr.	Don Wilson, news ed.
Forest Lane, natl. sls. mgr. & prom. mgr.	

RATE INFORMATION: Class A one hour (film) \$225; minute spot (live) \$46.50, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 365 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	90,970	85,150	255,992
Families in Area	27,040	27,767	80,220
No. of Sets	-----	-----	52,650
Retail Sales	-----	-----	\$314,853,000
Income per Family	-----	-----	\$4,511
Income per Capita	-----	-----	\$1,415

AMARILLO
(Potter County)

KFDA-TV

LICENSEE: Amarillo Bcstg. Co. Address: P. O. Box 1400. Phone: Drake 4-5343.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 126 kw.
Operating Pow.: Visual 56.5 kw, Aural 30.4 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 550 ft.; Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS. Station, Am, KFDA.

REPRESENTATIVES: Sales, H-R Television Inc.; Clarke Brown Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Everett L. Dillard.

SERVICES: Two studios (50x40 ft. and 20x20 ft.). Three GE camera chains. One GE film camera. Two Eastman film projectors. One Federal slide projector. One Poly-Efex scanner. One Gray Telop opaque projector. News Services, AP, UP.

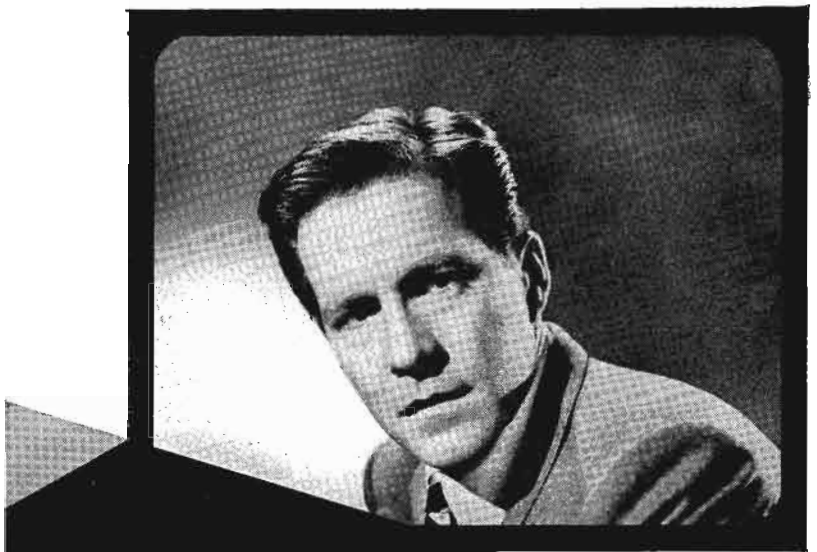
PRINCIPAL STOCKHOLDERS: Texas State Network (75%); Charles B. Jordan (vp. of Texas State Network) (25%). For TSN holdings see KFJZ-TV Fort Worth, Tex.

EXECUTIVES:

Gene L. Cagle, pres.	John Chappel, prog. dir. & film buy.
Ed Moore, gen. mgr.	Bill Spiller, ch. eng.
Dan Hayslett, com. mgr. & prom. mgr.	Bill Johns, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Another winner!

from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you *know* how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.

New York City: 477 Madison Ave.

Chicago: 360 North Michigan Ave.

Hollywood: 5746 Sunset Boulevard

AMARILLO (Cont.)

KGNC-TV

LICENSEE: Globe-News Pub. Co. Address: 2000 N. Polk St. Phone: Drake 4-4601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 833 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KGNC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (35x55 ft. and 16x20 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee owns 81% of KGNC Amarillo and KFYO Lubbock, publishes Amarillo News and Globe-Times, Lubbock Avalanche and Journal.

EXECUTIVES:

Parker F. Prouty, pres. W. H. Torrey, ch. eng.
 Wesley S. Izzard, gen. mgr. Leon Bert, prom. mgr.
 Aubrey Jackson, asst. gen. mgr. Bob Izzard, news ed.
 Bob Watson, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$77.50, (film) \$70; ID \$35. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	246,700	152,000	398,700
Families in Area	72,600	36,220	108,820
No. of Sets	72,622
Retail Sales	\$388,500,000
Income per Family (Amarillo)	\$6,253
Income per Capita (Amarillo)	\$1,941

AUSTIN
(Travis County)

KTBC-TV

LICENSEE: Texas Bcstg. Corp. Address: Driskill Hotel. Postal Zone: 64. Phone: 2-2424.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 27, 1952. Hours, 6:45 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KTBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios. Two RCA camera chains. Two RCA film projectors. Two slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson, who also owns KANG-TV Waco, Tex.

EXECUTIVES:

Claudia T. Johnson, pres. Ben Hearn, ch. eng.
 J. C. Kellam, gen. mgr. Elmo Brown, film buy.
 O. P. Bobbitt, sls. mgr. Charles Brown, prom. mgr.
 Richard Pryor, prog. dir. Paul Bolton, news ed.

RATE INFORMATION: Class A one hour (live) \$415, (film) \$350; minute spot (live) \$82.50, (film) \$70; ID \$35. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	417,454	571,520
Families in Area	113,113	156,170
No. of Sets	128,981
Retail Sales	\$398,553,000	\$524,588,000
Income per Family	\$4,574	\$4,429
Income per Capita	\$1,239	\$1,210

BEAUMONT
(Jefferson County)

KBMT (TV)

LICENSEE: Television Bcstrs. Inc. Address: P. O. Box 1192. Phone: 9-2476.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 117 kw. Operating Pow.: Visual 224 kw, Aural 117 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 484 ft.

OPERATION: Began May 10, 1954. Hours, 5:30-10 p.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Fly, Shuebruk, Blume, & Gaguine; Consulting Engineer, Frank H. McIntosh & Assoc.

SERVICES: One studio (30x40 ft.). Three camera chains, one GE, two Dage. One rear screen projector. One GE film camera. Two Eastman film projectors. Two slide projectors. One Multiscope opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: N. D. Williams (50%) and R. C. Reed (50%).

EXECUTIVES:

Randolph C. Reed, pres., Frank Leins, ch. eng.
 gen. mgr., com. mgr. & film buy. Chuck Peterson, prom. mgr.
 Walter Morris, prog. dir.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population (Grade A, FCC Contour) 524, (Grade B, FCC Contour) 524,400; (Grade B, FCC Contour): Families in Area, 150,200; No. of UHF Sets, 44,200; Retail Sales, \$526,669,000.

KFDM-TV

LICENSEE: Beaumont Bcstg. Corp. Address: 1420 Calder. Phone: 4-7524.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 600 ft.

OPERATION: Began April 24, 1955. Hours, 2:15-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KFDM.

REPRESENTATIVES: Sales, Free & Peters inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (36x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Gray Telop opaque projector. News Services, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: D. A. Cannan, pres. (20.8%); C. B. Locke, vp. (23.88%); L. H. Cullum (8.2%); and others. Mr. Cannan and family are majority owners of KFDX-TV Wichita Falls, Tex. W. P. Hobby (Houston Post-KPRC-AM-FM-TV) has option to buy 32.5% of Beaumont Bcstg. Corp.

EXECUTIVES:

D. A. Cannan, pres. Dave Russell, prog. dir. & news ed.
 C. B. Locke, gen. mgr. Harold W. Bartlett, ch. eng.
 Mott M. Johnson, com. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$36. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 524,400; Families in Area, 150,200; No. of UHF Sets, 44,200; Retail Sales, \$526,669,000.

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UNPADDED SELL

Amarillo is the "capital" of the Texas Panhandle. 230 miles from the nearest larger city, it is the retail center for over 30 Texas, Oklahoma and New Mexico counties. KGNC-TV's 0.1 mv line includes 19 of them. As a distribution center, Amarillo serves parts of five states; total sales average more than \$250,000,000 annually. Marketplace for Panhandle agriculture, headquarters for oil, gas and other industry, Amarillo is an active commercial center. For three consecutive years it has been No. 1 for the nation in retail sales per household.

If this suggests that KGNC-TV is worth an advertising investment, it's no coincidence.

KGNC-TV Channel 4
Amarillo, Texas 100,000 watts

NBC Affiliate
National Representatives:
The Katz Agency

BIG SPRING

(Howard County)

KBST-TV

(Target Date, Sept. 1955)

LICENSEE: Big Spring Television Inc. Address: 702 Johnson St. Phone: 4-6391.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 380 ft.; Above ground 497 ft.

AFFILIATION: Tv Network, CBS. Station, Am, KBST.

REPRESENTATIVES: Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x40 ft.). One GE camera chain. One GE film camera. Two GE/Eastman film projectors. One Gray slide projector. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: William J. Wallace, pres. (25.5%); Howard Barrett, vp. (12.8%); Lewis Seibert, vp. (12.8%); Robert W. Whipkey, vp. (12.8%); Raymond L. Tollett (22.5%). Mr. Seibert owns KGKL San Angelo and 45% of KPLT Paris, both Tex. Mr. Whipkey owns Big Spring Herald.

EXECUTIVES:
William J. Wallace, pres. & gen. mgr. Andrew M. Jones, ch. eng.

CORPUS CHRISTI

(Nueces County)

KVDO-TV

LICENSEE: Coastal Bend Television Co. Address: 409 S. Staples. Phone: Tulip 2-7468.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 8.91 kw. Operating Pow.: Visual 16.6 kw, Aural 8.91 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 323 ft.

OPERATION: Began June 20, 1954. Hours, 1:30 p.m.-12:14 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Clarke Brown Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Engineering Co.

PRINCIPAL STOCKHOLDERS: Gabriel Lozano, pres. (7%); Arnold O. Lerma, vp. (7%); M. L. Ramirez, treas. (7%), and others. Mr. Lozano and associates own KCCT Corpus Christi, Tex.

EXECUTIVES:
Gabriel Lozano, pres. Bob Williams, com. mgr.
L. W. Smith, gen. mgr.

RATE INFORMATION: Class A one hour (live and film) \$150; minute spot \$30; ID \$15. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times.

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DALLAS

(Dallas County)

KLIF-TV

(Target Date, Unknown)

LICENSEE: Trinity Bestg. Corp. Address: 2104 Jackson St. Phone: Randolph 7121.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 539 ft.

AFFILIATION: Station, Am, KLIF.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, pres. (50%); Gordon B. McLendon, vp. (49%). Same interests also own KELP and KOKE (TV) El Paso, and WRIT Milwaukee, Wis.

EXECUTIVES:
Barton R. McLendon, pres. Gordon B. McLendon, vp

KRLD-TV

LICENSEE: KRLD Radio Corp. Address: Herald Square. Phone: Randolph 6811.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual to 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec., 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, KRLD. Fm, KRLD-FM.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (22x45 ft.). Seven camera chains, five DuMont, two GE. One TSC rear screen projector. Two GE film cameras. Two GE 16mm film projectors. One Gray 2x2 in. slide projector. One Gray Telop 4x5 in. opaque projector. One Houston-Fearless film processing unit. One GE mobile unit. News Service, UP. Library, Official.

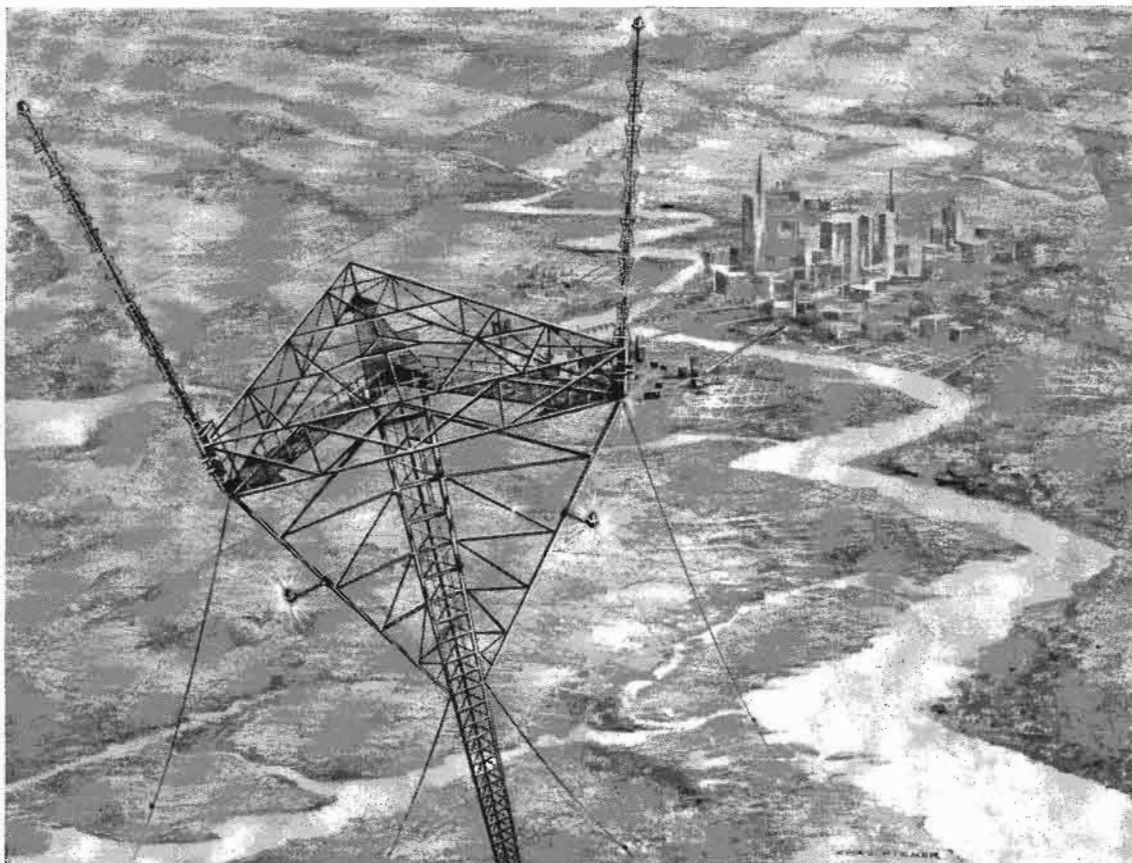
PRINCIPAL STOCKHOLDERS: Times Herald Printing Co. (Dallas Times Herald)

EXECUTIVES:
John W. Runyon, chmn. of bd. Bill Honeycutt, ch. eng.
Clyde W. Rembert, pres. Nick Mueller, film buy.
Roy M. Flynn, gen. mgr. A. J. Putman, prom. mgr.
Gene Cuny, com. mgr. Larry Rasco, news ed.
Ves Box, prog. dir.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$225, (film) \$225; ID \$125. ID Length 7 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,313,300	184,522	2,625,900
Families in Area	404,720	61,380	854,100
No. of Sets	362,318	38,475	465,000
Retail Sales	\$1,738,581,000	\$160,159,000	\$3,079,729,000
Income per Family	\$4,311	\$3,623	\$3,960
Income per Capita	\$1,284	\$1,115	\$1,115



THE HIGH AND THE MIGHTY.....

High atop Cedar Hill overlooking Dallas and Fort Worth, Texas' HIGHEST man-made structure . . . 1685 feet above average terrain, KRLD-TV's new transmission tower projects itself into the sky. When completed this fall, thousands upon thousands of brand new North Texans and Southern Oklahomans will be added to Channel 4's wide and rich effective viewing area.

KRLD-TV delivers more audience in Dallas and Fort Worth combined during the cumulative hours 8:00 a.m. until 12:00 midnight, 7 days a week than any other television station.

Pulse, April 1955

**Channel 4 is the CBS outlet for Dallas, Fort Worth and North Texas
2 BIG, RICH METROPOLITAN MARKETS FOR THE PRICE OF 1!**

The make sense buy!

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

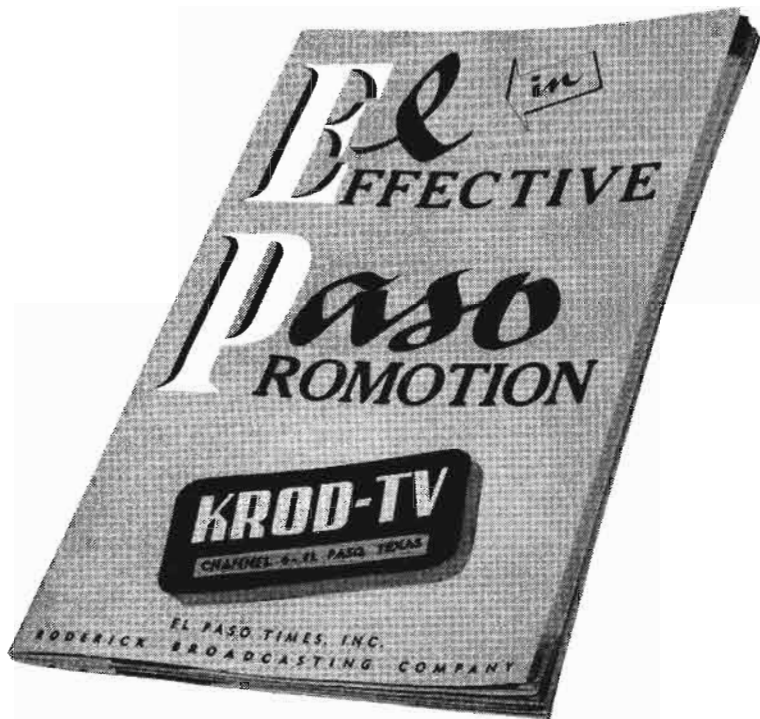
The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President





Write for this
FREE Guidebook
 to **EFFECTIVE PROMOTION**
 in El Paso

Here's the complete story on the only station in the El Paso Southwest offering a comprehensive promotion program—in a three-color, eight-page booklet that's yours for the asking.

This informative booklet is more than a guidebook for KROD-TV promotion. Its packed with illustrations and information you'll want to refer to again and again when planning promotion programs in other markets. Special sections on Newspaper Advertising... Outdoor Advertising... On-the-Air Announcements... Merchandising Contacts... Newspaper Publicity... Direct Mail... P.O.P. Displays... Window Displays... Dealer Meetings... and Client-Agency Reports.

Write for your FREE copy today! You'll see why KROD-TV is the station that delivers "E.P. in E.P.!"*

*Effective Promotion in El Paso

KROD-TV
CHANNEL 4 CBS, ABC, DuMONT
EL PASO, TEXAS

NATIONAL REPRESENTATIVES:
 THE BRANHAM COMPANY



KROD-TV PROMOTION MANAGER
 P. O. BOX 1799
 EL PASO, TEXAS

Please send me a free copy of "Effective Promotion in El Paso."

Name _____
 Company _____
 Address _____
 City _____ State _____

TEXAS

DALLAS (Cont.)

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: 3000 Harry Hines Blvd. Phone: Riverside 3315.
 FACILITIES: Ch. 8. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 274 kw, Aural 137 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 17, 1949. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WFAA.
 REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.
 SERVICES: Two studios (25x35 ft. and 22x33 ft.). Seven camera chains, two RCA, five DuMont. Two Bell & Howell 16mm film cameras. Two DuMont scanners (film, 4x5 in. opaques.) One DuMont four-camera mobile unit with studio-transmitter microwave link. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Dallas News.

EXECUTIVES:

E. M. Dealey, pres. Jim W. Cooper, ch. eng.
 Ralph W. Nimmons, gen. mgr. G. E. Hamilton, film buy.
 Mike Shapiro, com. mgr. Charles E. Larkins, prom. mgr.
 Bob Blase, prod. sup. Tom Journeay, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000; (film) \$1,000; minute spot (live) \$245, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (including Fringe Area)
Population	1,237,800	1,465,500	2,000,100
Families in Area	378,700	445,200	606,800
No. of Sets	335,435	389,078	481,000
Retail Sales	\$1,643,940,000	\$1,837,190,000	\$2,347,443,000
Income per Family	\$6,083	\$5,750	\$5,248
Income per Capita	\$1,861	\$1,747	\$1,592

EL PASO
 (El Paso County)

KOKE (TV)

(Target Date, Unknown)

LICENSEE: Trinity Bcstg. Corp. Address: 2104 Jackson St., Dallas.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 17 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 130 ft.; Above ground 352 ft.

AFFILIATION: Station, Am, KELP.
 REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, pres. (50%); Gordon B. McLendon, vp. (49%). Trinity also owns KLIF-AM-TV Dallas, WRIT Milwaukee, Wis.

EXECUTIVES:

Barton R. McLendon, pres. Gordon B. McLendon, vp.

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: 2-6551.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 28 kw. Operating Pow.: Visual 56 kw, Aural 28 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 11:45 a.m.-11:15 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KROD.
 REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (48x52x21 ft. and 24x36x16 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Spindler & Sauppe 2x2 in. slide projector. One Telop opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (75%); Val Lawrence (5%). Roderick family publishes El Paso Times. Mr. Lawrence is 50% owner of KAVE-AM-TV Carlsbad, N. M.

EXECUTIVES:

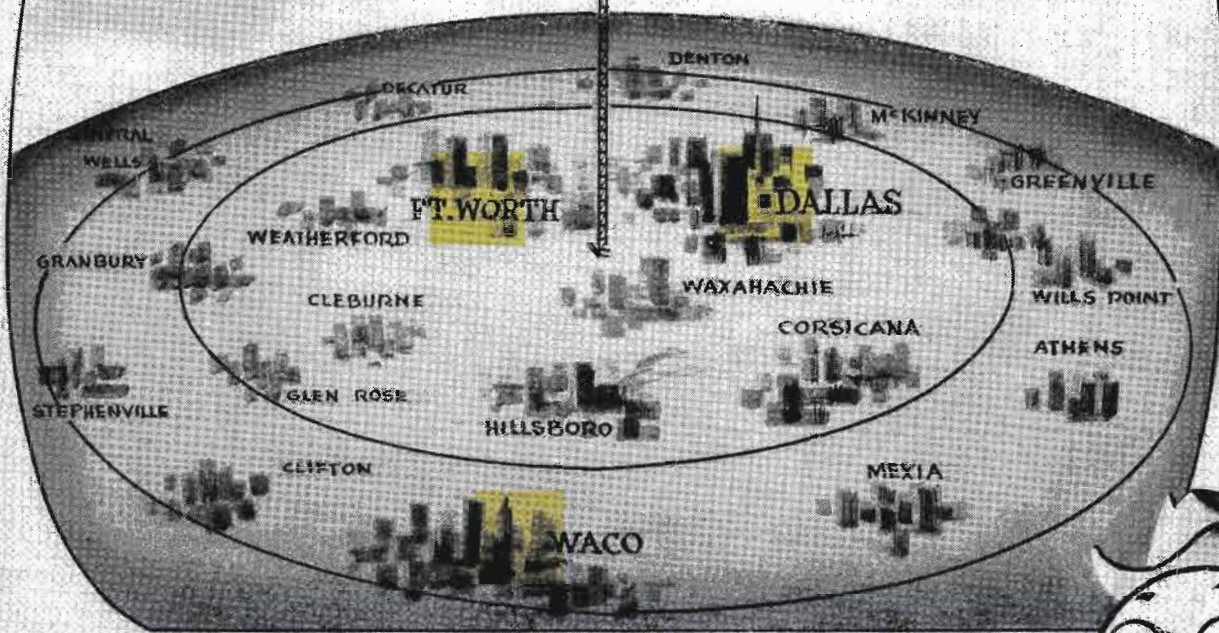
Dorrance D. Roderick, pres. Edward P. Talbott, ch. eng.
 Val Lawrence, vp. & gen. mgr. Ken McClure, prom. mgr.
 Dick Watts, gen. sls. mgr. & film buy. Louie Hendricks, news ed.
 Bernie Bracher, prog. dir.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$375; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. video, 8 sec. audio. Share screen. Frequency discounts from 2 1/2% for 52 times up to 7 1/2% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 552,700; Families in Area, 137,500; No. of Sets, 73,721; Retail Sales, \$327,819,000; Income per Family, \$6,155; Income per Capita, \$1,492.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Three Metropolitan Areas...



..In the Channel 8 Picture!

Egbert, the Channel 8 Electron, tunes in one of the nation's most important markets.

Within WFAA-TV's new Class "A" contour* are Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.** Add Waco (within the Class "B" range) plus those many other communities, and you've got the picture of one of the

nation's major concentrations of population and wealth.

Key to this coverage is Texas' tallest structure, which towers 1,685 feet above average terrain. From atop this tower WFAA-TV's 316,000-watt signal beams to these THREE recognized metropolitan areas and their surrounding trade zones.

To Egbert, the picture looks great. To you, business will look great when you use WFAA-TV to cover this lush market in one easy operation.

*Target Date: October, 1955

**Dallas - Fort Worth — \$1,643,940,000
 Minneapolis-St. Paul—\$1,551,460,000
 Source—SM Survey of Buying Power,
 May 10, 1955



RALPH NIMMONS, Station Manager
 EDWARD PETRY & CO., National Representative
 Television Service of the Dallas Morning News

*First with the Most in the wealthy
Fort Worth - Dallas Market!*

WBAP-TV

*on the air
Sept. 1948*

with full power

with top-rated
local programs



with complete
studio facilities

with finest
technical equipment

And...

COLOR

Latest and most modern technical facilities and equipment, plus carefully trained technicians now in their second year of color-telecasting make WBAP-TV an ideal proving ground for slides, film or live shows in color.

**SET COUNT
NOW
HALF A MILLION**

"TEXAS LIVING", with attractive, personable Margret McDonald, featuring fashions, food, beauty and other subjects of special interest to women! "THE JONES PLACE", starring Neal Jones in a tremendously popular western-style show! Two examples of the flexible and effective color programming for introducing and testing new products and services in the coming new medium—color. Available only on WBAP-TV, full power, Channel 5.

WBAP-TV



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. - National Representatives

FORT WORTH (Cont.)

WBAP-TV (Cont.)

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three indoor studios (45x82x28 ft., 26x40x20 ft. and 15x10x10 ft.) Two outdoor studios. Eight RCA camera chains, six b&w, two color. Three RCA film cameras, two b&w, one color. One RCA color slide scanner. One Bodde rear screen projector. Four RCA 16mm film projectors, two b&w, two color. One Anamatic 16mm strip projector. Two 2x2 in. slide projectors, b&w, color. One Gray Telop opaque projector. Gray Multiplexer. One RCA mobile unit. Two Houston-Fearless film processing units. Two Bell & Howell film printers.

PRINCIPAL STOCKHOLDERS: Licensee publishes Fort Worth Star-Telegram.

EXECUTIVES:

Amon Carter Jr., pres.	R. C. Stinson, ch. eng.
Harold Hough, dir.	Lynn Trammell, film buy.
George Cranston, gen. mgr.	Margret McDonald, prom. mgr.
Roy Bacus, com. mgr.	James Byron, news ed.
Robert Gould, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$200, (film) \$200; 1D \$100. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population 2,695,700; Families in Area, 827,910; No. of Sets, 500,000; Retail Sales, \$3,097,012,662.90.

GALVESTON
(Galveston County)

KGUL-TV (HOUSTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: 3-1607.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,180 ft.; Above ground 1,213 ft.

OPERATION: Began March 22, 1953. Hours, 6-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (30x32 ft. and 30x30 ft.). Four camera chains, two GE, two RCA. Three film cameras, one GE, two RCA. Two Eastman film projectors. Four slide projectors. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Paul T. Taft, pres. (40.5%); R. Lee Kempner (20%) and others.

EXECUTIVES:

Paul E. Taft, pres. & gen. mgr.	M. B. Johnson, film buy.
Robert S. Wilson, com. mgr.	John L. Eisele, prom. mgr.
Thomas L. Thompson, prog. dir.	William D. Evans Jr., publicity dir.
William R. Sloat, ch. eng.	Casey Linn, news ed.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute spot (film) \$165; 1D \$75. 1D Length 8 & 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 3-5 days up to 5% for 6 days per week. Rate Card No. 2.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)

(Cameron County)

KGBT-TV

LICENSEE: Harbenito Bestg. Co. Address: P. O. Box 711. Phone: Garfield 3-4880.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50.1 kw. Operating Pow.: Visual 93.3 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 410 ft.; Above ground 428 ft.

OPERATION: Began Oct. 4, 1953. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KGBT.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (35x42 ft.). Two GE camera chains. Two GE film cameras. Two GPL film projectors. One Gray slide projector. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: McHenry Tichenor, pres., and family (50%); J. C. Looney (40%) and Troy McDaniel (10%).

EXECUTIVES:

McHenry Tichenor, pres.	Al Beck, ch. eng.
Troy McDaniel, gen. mgr.	Mel Kasanoff, prom. mgr.
I. S. Roberts, com. mgr.	Jerry Fisher, news ed.
Ray Gordon, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour \$200; minute spot \$40; 1D \$20. 1D Length 8 sec. Frequency discounts from 5% for 26 times up to 30% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	131,900	205,600	395,400
Families in Area	34,740	51,600	102,230
No. of Sets	20,844	30,960	56,547
Retail Sales	\$104,177,000	\$136,434,000	\$313,319,000
Income per Family	\$4,116	\$3,702	

HOUSTON
(Harris County)

KGUL-TV (GALVESTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane, Galveston. Phone: (Galveston) 3-1607. (For full listing see Galveston.)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: 4701 Caroline St. Phone: Jackson 3-258

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 680 ft.; Above ground 700 ft.

OPERATION: Began Oct. 10, 1953.

AFFILIATION: Station, Am, KNUZ.

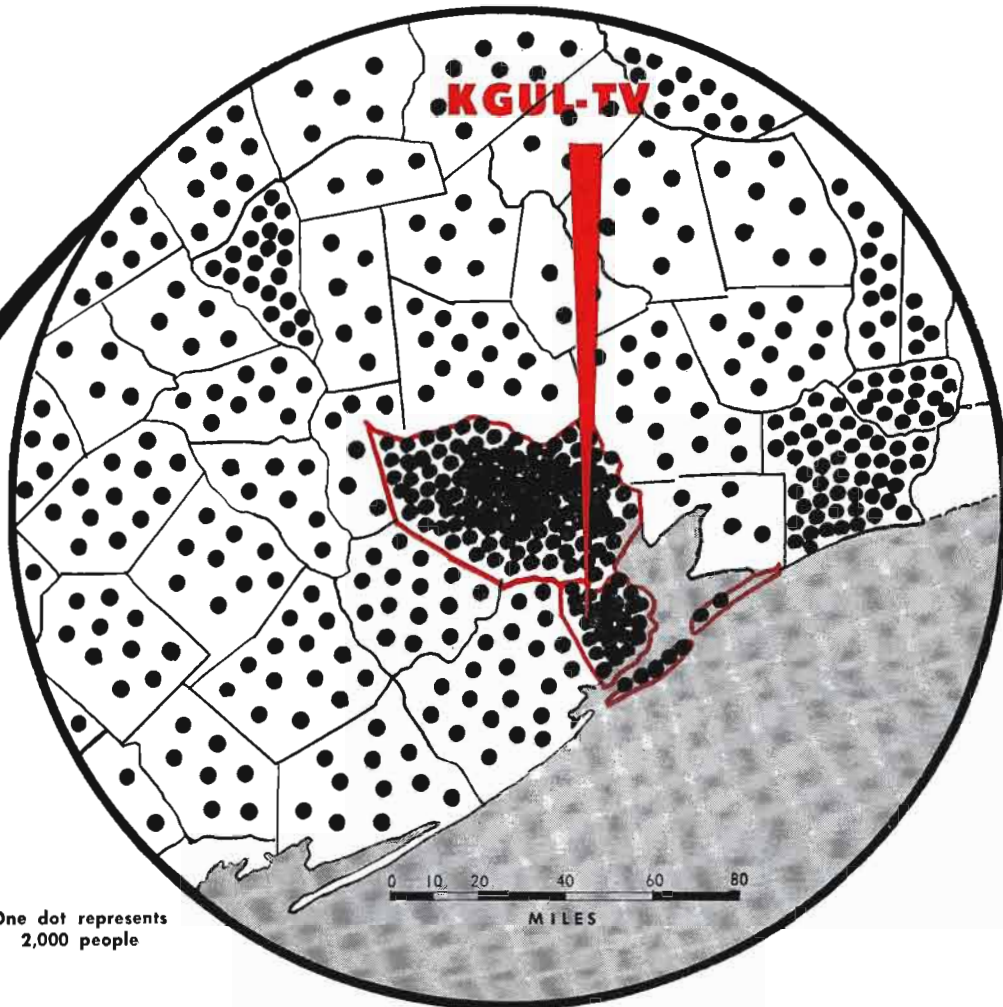
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs, pres. (40%); Irvin Shlenker (40%); Douglas Hicks (5%); David H. Morris (5%); Leon Green (5%), and Bailey A. Swenson (5%). Messrs. Jacobs, Hicks, Green and Swenson own KNUZ Houston.

EXECUTIVES:

Max H. Jacobs, pres.	Dave Morris, vp. & gen. mgr.
----------------------	------------------------------

† KNUZ-TV has suspended operation but has not returned its CP.



One dot represents
2,000 people

Area Coverage Means **More Viewers Per Dollar**

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	\$2,075,371,000	\$3,076,812,000
Sales	\$1,347,228,000	\$2,091,153,000

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—**completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

Represented
Nationally by



CBS Television
Spot Sales

YOU GET MORE ON



Gulf Television Company

Galveston, Texas

HOUSTON (Cont.)

KPRC-TV

LICENSEE: The Houston Post Co. Address: 3014 Post Oak Rd. Postal Zone: 1. Phone: Madison 3-9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 686 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1949. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KPRC. Fm, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Frank H. McIntosh.

SERVICES: Three studios (40x70 ft., 40x50 ft. and 40x70 ft.). Seven camera chains, three GE, four DuMont. Two Bodde rear screen projectors. Two RCA film cameras. Three 16mm film projectors, two Bell & Howell, one Eastman. Two Gray 2x2 in. slide projectors. One Lynn coach mobile unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: W. P. Hobby, pres. & publisher of Houston Post, is principal stockholder. Mr. Hobby holds option to purchase 32.5% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

W. P. Hobby, pres.	Paul Huhndorff, ch. eng.
Jack W. Harris, vp. & gen. mgr.	Patricia Breech, film buy.
Jack McGrew, asst gen. mgr.	Kirt Harriss, sls. prom. dir.
& com. mgr.	Pat Flaherty, news dir.
Bert Mitchell, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$750; minute spot (live) \$175, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 52 times up to 15% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,012,000	1,438,200	2,030,500
Families in Area	302,600	422,000	598,500
No. of Sets	245,100	400,000	425,000
Retail Sales	\$1,119,351,000	\$1,618,209,000	2,180,070,000

KTRK-TV

LICENSEE: Houston Consolidated Television Co. Address: 4513 Cullen Blvd. Postal Zone: 1. Phone: Locust 1313.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 978 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 20, 1954. Hours, 7:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.

SERVICES: Two studios (48 1/2 x 40 ft. and 32 x 40 ft.). Six DuMont camera chains. One Bolex film camera. One DuMont Multiscanner (film-slide-opaque). One mobile unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: KTRH Bcstg. Co. (KTRH Houston-Houston Chronicle) (32%); Roy Hofheinz (16%) and others. Mr. Hofheinz, mayor of Houston, owns 25% of KTHH Houston and 49% of WILD Birmingham, Ala.

EXECUTIVES:

John T. Jones Jr., pres.	Tom L. Hiner, ch. eng.
Willard E. Walbridge, exec. vp. & gen. mgr.	Hugh Pickett, film buy.
Bill Bennett, com. mgr.	Lee Curran, prom. mgr.
John E. Hill, prog. dir.	Ray Conaway, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,023,000; Families in Area, 319,687; No. of Sets, 415,000; Retail Sales, \$1,000,000,000.

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston & Houston Independent School District. Address: 3801 Cullen Blvd. Postal Zone: 17. Phone: Charter 0141.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 640 ft.; Above ground 658 ft.

OPERATION: Began May 12, 1953. Hours, 4-11 p.m.

AFFILIATION: Station, Fm, KUHF-FM.

REPRESENTATIVES: Consulting Engineer, George P. Adair.

SERVICES: Two studios (30x25 ft. and 10x12 ft.) Five DuMont camera chains. One DuMont film camera. Two Holmes film projectors. One Federal Flying Spot scanner (slides). Film processing unit, mobile unit on order. News Service, AP.

EXECUTIVES:

J. C. Schwarzwald, gen. mgr.	John Meaney, film buy.
George Arms, prog. dir.	Roy Barthold, prom. mgr.
Paul Owen, prog. dir.	Rick Uray, news ed.
Jim Byrd, ch. eng.	

ALL
THIS



AND MICKEY
MOUSE TOO

Good shows make good adjacencies. KTRK-TV has changed the Houston television picture by giving top entertainment for all the family. Call us or Blair TV.

CHILDREN

Bedelia Land
Kitirick Comics
Little Rascals
Mickey Mouse
Playschool
Romper Room
The Phantom Sheriff

SPORTS

Championship Bowling
Gillette Fights
Houston Buff Baseball
Pabst Fights
Pro Football
Texas Outdoors
Wrestling

FAMILY

Disneyland
Make Room for Daddy
Masquerade Party
Ozzie and Harriett
Patti Paige
Rin Tin Tin
Warner Bros. Presents



KTRK-TV

HOUSTON CONSOLIDATED TELEVISION CO. NATIONAL REPRESENTATIVES:
General Mgr., Willard E. Walbridge BLAIR-TV, 150 E. 43rd St.,
Commercial Mgr., Bill Bennett New York 17, N. Y.
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS

KPRC-TV

... 5 YEARS OLD THIS MONTH

**And Still
FIRST
In Houston!**



KPRC-TV

Channel 2 • Houston

Jack Harris, Vice President and General Manager
Represented Nationally by Edward Petry & Co.

HOUSTON (Cont.)

KXYZ-TV

(Target Date, Unknown)

LICENSEE: Shamrock Bcstg. Co. Address: Gulf Bldg.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 670 ft.; Above ground 698 ft.
AFFILIATION: Tv Network, ABC. Stations, Am, KXYZ.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: Glenn H. McCarthy, pres. (85 $\frac{2}{3}$ %).
EXECUTIVES: Glenn H. McCarthy, pres.

LAREDO
(Webb County)

KHAD-TV

(Target Date, Unknown)

LICENSEE: Vidicon Industries of America. Address: Midland, Tex.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 16.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 318 ft.
REPRESENTATIVES: Washington Attorney, Ross K. Prescott; Consulting Engineer, Guy C. Hutcheson.
PRINCIPAL STOCKHOLDERS: H. C. Avery Jr. and David H. Cole, equal partnership.
EXECUTIVES:
 H. C. Avery Jr., partner David H. Cole, partner

LONGVIEW
(Gregg County)

KTVE (TV)

LICENSEE: A. James Henry. Address: P. O. Box 2029. Phone: Plaza 8-5551.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 224 kw Aural 132 kw. Operating Pow.: Visual 224 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 290 ft.; Above ground 340 ft.
OPERATION: Began Oct. 25, 1953. Hours, 1:30-10:30 p.m.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.
SERVICES: One studio (20x40 ft.), outside patio (15x20 ft.). One GE camera chain. One Dage film camera. Two Holmes film projectors. One slide projector. One scanner. One opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDER: A. James Henry (100%).

EXECUTIVES:

A. James Henry, pres., gen. mgr., com. mgr. & prom. mgr.
 Barre Monigold, prog. dir. & film buy.
 W. H. Dixon, ch. eng.
 Bill Bennett, news ed.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$175; minute spot (live) \$35, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	270,000	90,000	360,000
Families in Area	90,000	30,000	120,000
No. of Sets	37,750	11,250	45,000
Retail Sales	\$324,000,000	\$108,000,000	\$432,000,000
Income per Family	\$3,600	\$3,600	\$3,600
Income per Capita	\$1,200	\$1,200	\$1,200

LUBBOCK
(Lubbock County)

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Ave. A. Phone: Sherwood 4-1414.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 788 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 10, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KCBD.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (35x60 ft. and 17x26 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. News Service, UP. Library, Studio.

PRINCIPAL STOCKHOLDERS: Owned 55% by Caprock Broadcasting Co. (KCBD Lubbock); 20% by Carl H. and Kenneth F. Montgomery; 10% by J. D. Leftwitch and others. Joe H. Bryant pres. controls KCBD.



CHANNEL 2 IS BIG COVERAGE ANYWHERE . . . AND IN THE WORLD'S LARGEST OILFIELD, YOU GET BIG COVERAGE ON CHANNEL 2—KMID-TV.

Timebuyers really out for results should look at once into the KMID-TV Channel 2 market—Midland, Odessa, Big Spring, Texas—and the surrounding oil country. It's one of the richest regions on earth. Within KMID-TV's coverage, the average per-family income is \$6,340.00. The set count is 51,720 . . . and according to a May, 1955, Robert S. Conlan survey of the KMID-TV "city grade" counties of Midland and Ector, there's an average set saturation of 71.4% of all homes.

It's a steady market. There's a 40-year proven reserve of oil still underground waiting to be drilled and produced!

PUT YOUR MONEY WHERE YOUR MARKET IS! Send for complete rates and data to KMID-TV, or call Venard, Rintoul and McConnell, Inc., or—in the South and Southwest—Clarke Brown Company, Dallas, Houston, Atlanta.

Venard, Rintoul and McConnell, National Representatives

KMID • TV channel 2

P.O. BOX 2758

MIDLAND, TEXAS

to timebuyers

LUBBOCK (Cont.)

EXECUTIVES:

Joe H. Bryant, pres. & gen. mgr. Bill Taylor, prog. dir.
 Robert L. Snyder, asst. mgr. Frank Lee, ch. eng.
 Ray Poindexter, natl. sls. mgr. Bud Thompson, prom. mgr.
 George L. Tarter, com. mgr. Joe Gilbert, news ed.
 & film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$56.50, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	274,500	356,800	539,700
Families in Area	76,300	98,200	150,000
No. of Sets	58,020	69,256	86,435
Retail Sales	\$319,011,000	\$407,313,000	\$618,094,000
Income per Family	\$6,338
Income per Capita	\$1,778

KDUB-TV (Parent Station of Satellite KPAR-TV Sweetwater)

LICENSEE: Texas Telecasting Inc. Address: P. O. Box 1475. Phone: Sherwood 4-2345.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 841 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 13, 1952. Hours, 6:40 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KDUB.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (30x60 ft. and 32x24 ft.). Four DuMont camera chains. Two film cameras, Bell & Howell, Auricon. One DuMont scanner (film-slides-opaques.) One Bridgamatic film processing unit. One mobile unit. News Services, AP, INS. Library, Standard.

PRINCIPAL STOCKHOLDERS: W. D. Rogers Jr. (24.88%); Vernice Ford (14.93%); R. L. Kuykendall (13.74%); Flora Cameron Kampmann (9.99%); and others. Same interests also own KPAR-TV Sweetwater, Tex.

EXECUTIVES:

W. D. Rogers, pres. Rudy Starnes, ch. eng.
 George C. Collie, natl. sls. mgr. W. H. Shipley, prom. mgr.
 Jimmie Isaacs, loc. sls. mgr. Jack McElrath, news ed.
 Ray Trent, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	274,500	326,900	602,900
Families in Area	76,300	90,050	168,000
No. of Sets	95,974
Retail Sales	\$333,262,000	\$685,156,000
Income per Family	\$5,725	\$5,949	\$5,809
Income per Capita	\$1,570	\$1,584	\$1,598

LUFKIN

(Angelina County)

KTRE-TV

(Target Date, Sept. 30, 1955)

LICENSEE: Forest Capital Bcsig. Co. Address: P. O. Box 701. Phone: 3-7771.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 650 ft.; Above ground 540 ft.

PROPOSED OPERATION: Hours 3-11 p.m.

AFFILIATION: Tv Network, NBC (through KPRC-TV, Houston). Station, Am, KTRE.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. One GE camera chain. One GE film camera. Two Eastman film projectors. One 2x2 in. slide projector. One opaque projector. News Service, AP, Library, World.

PRINCIPAL STOCKHOLDERS: R. W. Wortham Jr., pres. (33%); E. L. Kurth Sr. (16.8%); Henry B. Clay (11%); and others.

EXECUTIVES:

R. W. Wortham Jr., pres. Boyd Porter Jr., prog. dir. & news ed.
 Richman Lewin, vp. & gen. mgr. Fred Clinton Hill, ch. eng.
 Murphy Martin, com. mgr. Jack Harrison, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$158, (film) \$150; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. G-1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	95,000	167,000	300,480
Families in Area	24,000	51,000	92,000
No. of Sets	10,500	21,000	32,000

MIDLAND

(Midland County)

KMID-TV

LICENSEE: Midessa Television Inc. Address: P. O. Box 2758. Phone: 2-7321.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 547 ft.

OPERATION: Began Dec. 21, 1953. Hours, 3 p.m.-midnight (Mon.-Fri.), noon-midnight (Sat.-Sun.)



LUFKIN TEXAS

KTRE TV

CHANNEL 9 26,000 Watts

The Only TV Station
 in the Heart of
 the Rich East Texas
 Pine Belt

Serving

300,000 People in 21 Counties
 in Lumber-Rich Lufkin-Nacog-
 doches Area . . . one of
 the best diversified urban-rural
 economies in the state!

- NBC Programs Live
(Via Microwave from Houston)
- The Nation's Best Film Programming
- Locally Produced Programs

KTRE-TV's COVERAGE AREA

Home of the South's first newsprint mill . . . Nation's largest saw-mills . . . steel mill . . . malleable iron foundry . . . trailer manufacturing . . . oil pumps . . . gas and oil . . . furniture manufacturing . . . agricultural center (cotton, corn, peanuts, sweet and Irish potatoes, watermelons, farm forestry) . . . poultry . . . dairying . . . livestock.

RETAIL SALES & BUYING POWER

\$213,755,000.—Retail Sales for 1954

\$278,590,000.—Effective Buying Income (Estimated)

80,235 —Families

*All figures according to Sales Management for 1954.

SELL THIS RICH MARKET WITH



KTRE-TV

LUFKIN TEXAS KTRE-AM Affiliate

Antenna 540 Ft. Above Ground
 654 Ft. Above Average Terrain

Represented Nationally by

VENARD RINTOUL & McCONNELL, INC.
 New York, Chicago, Los Angeles and Boston
 in the Southwest

RICHMAN LEWIN, Vice-President and General Manager

MIDLAND (Cont.)

KMID-TV (Cont.)

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clarke Brown Co.; Washington Attorney, Lyon, Wilner & Bergson.
SERVICES: One studio (50x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two slide projectors. One Telop opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDERS: J. Conrad Dunagan, pres. (10.5%); R. H. Drewry (29%); T. R. Warkentin (18.4%); E. G. Rodman (12.3%) and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, Okla. and 48.15% of KRHD Duncan, Okla. Mr. Warkentin owns 15.5% and 13.95% of the same stations respectively.
EXECUTIVES:
 J. Conrad Dunagan, pres. Bill Buford, ch. eng.
 Ray Herndon, gen. mgr. & com. mgr. Dub Bowlus, news ed.
 Bob McClellan, prog. dir. & film buy.
RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$43, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2a.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	99,800	188,300	324,300
Families in Area	42,100	54,200	86,200
No. of Sets	31,575	35,230	51,720
Retail Sales	\$110,579,000	\$199,752,000	\$364,764,000
Income per Family	\$7,348	\$6,701	\$5,865

ODESSA
(Ector County)

KOSA-TV

(Target Date, Unknown)

LICENSEE: Odessa Television Co. Address: Mercantile Securities Bldg., Dallas.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 10 kw. Operating Pow.: Visual 20.4 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 468 ft.
AFFILIATION: Stations, Am, KOSA.
REPRESENTATIVES: Attorney, Johnson, Bohannon, Prescott & Abney—Dallas. Consulting Engineer, Guy C. Hutcheson.
PRINCIPAL STOCKHOLDERS: Cecil Mills (50%) and Odessa Bcstg. Co. (KOSA Odessa) (50%).
EXECUTIVES:
 C. L. Trigg, pres. & gen. mgr. Ed Talbot, eng. dir.
 Cecil Mills, vp.

SAN ANGELO
(Tom Green County)

KTXL-TV

LICENSEE: Westex Television Co. Inc. Address: P. O. Box 1271. Phone: 7183.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 443 ft.
OPERATION: Began July 5, 1953. Hours, 3-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, KTXL.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.
SERVICES: One indoor studio (15x30 ft.), one outdoor studio (30x30 ft.). One DuMont camera chain. One Dage film camera. Two DeVrys 16mm film projectors. One DuMont 2x2 in. slide scanner. News Services, INP, UP.
PRINCIPAL STOCKHOLDERS: A. D. Rust, pres. (50%) and B. P. Bludworth, sec-treas. (50%).
EXECUTIVES:
 J. Harley Hubbard, gen. mgr. Doug Thompson, prog. mgr.,
 & film buy. prom. mgr. & news ed.
 George Olsen, com. mgr. Bob Benson, ch. eng.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.
MARKET INFORMATION: (Grades A & B, FCC Contour): Population, 269,864; Families in Area, 76,800; No. of Sets, 41,243.

SAN ANTONIO
(Bexar County)

KCOR-TV

LICENSEE: KCOR Inc. Address: 111 Martinez St. Phone: Capitol 5-2751.
FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 6.03 kw. Operating Pow.: Visual 11 kw, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 598 ft.

OPERATION: Began June 2, 1955.
AFFILIATION: Station, Am, KCOR.
REPRESENTATIVES: Sales, Richard O'Connell, Dora-Clayton Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: R. A. Cortez, pres.-treas. (59%); R. A. Cortez Jr., vp. (6.5%); William P. Smythe, vp. (8.5%) and others.
EXECUTIVES:
 Raoul Cortez, pres. Henry Gutierrez, prog. mgr.
 Nathan Safir, gen. mgr. Marvin L. Fiedler, ch. eng.
 R. A. Cortez Jr., com. mgr.

KENS-TV

LICENSEE: Express Pub. Co. Address: Transit Tower. Phone: Capitol 7-8151.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM & GE. Antenna Make: GE. Height, Above average terrain 450 ft.; Above ground 548 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 15, 1950. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KENS.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Loucks, Zias, Young & Jansky.
SERVICES: Two studios (30x25 ft. and 11x15 ft.). Five DuMont camera chains. Two DuMont film cameras. Two Holmes film projectors. Three slide projectors. One mobile unit. News Service, UP. Library, Capital, Guild, Snader.
PRINCIPAL STOCKHOLDERS: Licensee publishes San Antonio Express and News. Frank G. Huntress Jr., pres., and family (24.83%); Mrs. W. Dorsey Brown (11.44%); George W. Brackenridge estate (33 1/3%); and others. (Messrs. Huntress, John B. McDaniel and Leroy G. Denman Jr. are trustees for Brackenridge estate.)
EXECUTIVES:
 Frank G. Huntress Jr., pres. Ed Uhler, prog. dir.
 Albert D. Johnson, gen. mgr. William J. Jackson, ch. eng.
 Wayne Kearl, natl. com. mgr. Bob Miller, prom. mgr.
 H. B. Higgins, reg. com. mgr.

RATE INFORMATION: Class AA one hour (live) \$700, Class A \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 7.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,642,010; Families in Area, 431,000; No. of Sets, 258,255; Retail Sales, \$1,385,000,000; Income per Family, \$5,311; Income per Capita, \$1,399.

WOAI-TV

LICENSEE: Southland Industries Inc. Address: 1031 Navarro St. Postal Zone: 6. Phone: Capital 7-4221.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 569 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 11, 1949. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WOAI.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Four studios. Five RCA camera chains. Two RCA film cameras. Two Holmes 16mm film projectors. Two slide projectors. One 3x4 in. opaque projector. One mobile unit.
PRINCIPAL STOCKHOLDER: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.
EXECUTIVES:
 Hugh A. L. Halff, pres. French Ferguson, prog. dir.
 James M. Gaines, gen. mgr. & film buy. & film buy.
 Edward V. Cheviot, com. mgr. Charles L. Jeffers, ch. eng.
 James F. Anderson, prom. mgr.
 Henry Howell, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$159.50, (film) \$140; ID \$70. ID Length 8 sec. Specifications 2x2 in. slide, 3x4 in. Projectall. Full screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 12.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	967,525	1,698,395
Families in Area	255,850	462,392
No. of Sets	252,562
Retail Sales	\$955,925,000	\$1,594,941,000
Effective Buying Income	\$1,250,504,000	\$2,123,871,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



5 IS 1ST *
IN TEXAS 3RD MARKET



FT. WORTH - DALLAS



HOUSTON



SAN ANTONIO

This rich growing market of 29 counties has 896,000 population with \$1,111,104,000 annual income. Full power station KENS-TV, channel 5 backs its powerhouse CBS programming with outstanding local features providing South Texas most effective advertising service.

* Telepulse in May 1955 showed KENS-TV is FIRST in seven out of eight rated competitive time segments . . . tied in the eighth. This is consistent with Telepulse history in San Antonio.

Represented Nationally by FREE & PETERS

SWEETWATER

(Nolan County)

KPAR-TV (Satellite of KDUB-TV Lubbock)

(Target Date, Unknown)

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2345.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: DuM. Antenna Height: Above average terrain 340 ft.; Above ground 437 ft.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One DuMont scanner (slides-opaques). One Bridgamatic film processing unit. News Services, AP, INS. Library, Standard Radio Tele-
scriptions.

PRINCIPAL STOCKHOLDERS: Same as KDUB-TV Lubbock, Tex.

EXECUTIVES:

W. D. Rogers Jr., pres.
George C. Collie, natl. sls. mgr.
Jimmie Isaacs, loc. sls. mgr.
Ray Trent, prog. dir. & film buy.

Rudy Starnes, ch. eng.
W. H. Shipley, prom. mgr.
Jack McElrath, news ed.

TEMPLE

(Bell County)

KCENT-TV

LICENSEE: Bell Pub. Co. Address: P. O. Box 188. Phone: Prospect 3-6868.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 830 ft.; Above ground 833 ft.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-11:15 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co., Clyde Melville Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (25x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One Gray slide projector. One Balop 3 1/2 x 4 1/2 in. opaque projector. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Temple Telegram and Sherman Democrat. Frank W. Mayborn, pres. 95% owner, also 85% owner of KTEM-AM-FM Temple.

EXECUTIVES:

Frank W. Mayborn, pres.
Burton Bishop, gen. mgr.
Harry Abbott, sta. mgr.
Jim Bentley, prog. dir.

Woodrow B. Cox, ch. eng.
James T. Bolding, ofc. mgr.
Van Hutto, prom. mgr.
Frank Bissett, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. slides or 3 1/2 x 4 1/2 in. Balops. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	244,746	745,711	1,011,320
Families in Area	83,934	259,075	292,110
No. of Sets	42,908	121,086	149,222
Retail Sales	\$266,997,000	\$731,101,000	\$931,989,000
Income per Family	\$4,434	\$3,824	\$4,236
Income per Capita	\$1,541	\$1,329	\$1,224

TEXARKANA

(Bowie, Tex. & Miller Ark. Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 380 ft.; Above ground 390 ft.

OPERATION: Began Aug. 16, 1953. Hours, 7 a.m.-midnight (Mon.-Fri.), 11:30 a.m.-midnight (Sat.-Sun.).

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, KCMC. Fm, KCMC-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.; James S. Ayers Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (31x40 ft.). One GE camera chain. One GE film camera. Two Eastman film projectors. One slide projector. One GE Telop opaque projector. News Service, AP. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: W. E. Hussman-Camden News Publishing Co. (Camden [Ark.] News) (50%); C. E. Palmer and family (32%). Palmer newspapers are Texarkana Gazette and News, Hot Springs Sentinel Record and New Era, Eldorado Times and News, Hope Star (50%), Magnolia Banner News (50%), all Ark., and Jacksonville (Tex.) Daily Progress (25%).

EXECUTIVES:

C. E. Palmer, pres.
W. E. Hussman, exec. vp.
Walter M. Windsor, gen. mgr.,
com. mgr. & film buy.
Howard Garland, prog. dir. &
news ed.

Charles E. Wade, prod. mgr.
Harvey Robertson, ch. eng.
Richard Peters, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$260; minute spot (live) \$60, (film) \$52; ID \$26. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	140,000	350,000	876,400
Families in Area	40,000	100,000	251,900
No. of Sets	30,400	50,000	127,390
Retail Sales	\$119,123,000	\$233,211,000	\$745,397,000

TYLER

(Smith County)

KETX (TV)†

LICENSEE: Jacob A. Newborn Jr. Address: P. O. Box 1572, Beaumont, Tex.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.; Above ground 710 ft.

AFFILIATION: Station, Am, KGKB.

OPERATION: Began Aug. 24, 1953.

REPRESENTATIVES: Sales, John E. Pearson Tv.

EXECUTIVES:

Jacob A. Newborn Jr., pres. & gen. mgr.
†KETX (TV) has suspended operation but has not returned its CP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NETWORK ADVERTISERS SPONSOR **200** HOURS MONTHLY

...on the

POWERHOUSE

OKLAHOMA

ARKANSAS

OF THE

TEXARKANA

TEXAS

LOUISIANA

SOUTHWEST

MAXIMUM POWER + PROGRAM POWER = SELLING POWER

100,000 Watts On
Channel Six Inter-
connected.....

A Brilliant Lineup of
Top CBS and ABC Shows
with Top Ratings

One of TV's Most Ag-
gressive Promotion &
Merchandising Plans .

DOMINANT TV SERVICE IN A FOUR STATES AREA



KCMC-TV

CHANNEL 6



Represented by **VENARD, RINTOUL and McCONNELL, Inc.**

Southwest: **Clyde Melville Co.**

Southeast: **James S. Ayers Co.**

TEXARKANA

TEXAS — ARKANSAS

Walter M. Windsor, General Manager

TYLER (Cont.)

KLTV (TV)

LICENSEE: Lucille Ross Lansing. Address: P. O. Box 957. Phone: 2-3875.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100.3 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 495 ft.
OPERATION: Began Oct. 15, 1954. Hours, 1-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KGKB.
REPRESENTATIVES: Sales, John E. Pearson Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, T. A. M. Craven.
SERVICES: One studio (98x48 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. News Service, AP. Library, World.
EXECUTIVES:
 Lucille Ross Lansing, own. Hudson Collins, ch. eng.
 Marshall H. Pengra, gen. mgr. & com. mgr. Gerry Lansing, news ed.
 Robert Norris, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (including Fringe Area)
Population	402,550	105,520	508,070
Families in Area	121,418	33,517	154,935
No. of Sets	102,426
Retail Sales	\$450,121,000

WACO
(McLennan County)

KANG-TV

LICENSEE: Texas Bcstg. Corp. Address: 4811 Bosque Blvd. Phone: 3-1525.
FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Operating Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: Continental. Antenna Make: DuM. Height average terrain 500 ft.; Above ground 544 ft.

OPERATION: Began Nov. 1, 1953. Hours, 2-10:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (28x40 ft. and 12x14 ft.). Two DuMont camera chains. Two Dage film cameras. Two Holmes film projectors. Two slide projectors.
PRINCIPAL STOCKHOLDER: Claudia T. Johnson, also owner of KTBC-AM-TV Austin, Tex.
EXECUTIVES:
 Claudia T. Johnson, pres. George Milner, prog. dir.
 Bob H. Walker, gen. mgr. James H. Smith, ch. eng.
 Charles L. Howell, asst. mgr.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$37.50, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts up to 20% for 260 times. Rate Card No. 1R.
MARKET INFORMATION: (Total Including Fringe Area): Population, 334,500; Families in Area, 96,300; No. of Sets, 50,269; Retail Sales, \$308,843,000; Income per Family, \$4,709; Income per Capita, \$1,399.

KWTX-TV

LICENSEE: KWTX Bcstg. Co. Address: 4620 Bosque Blvd. Phone: 3-7331.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 53.7 kw. Operating Pow.: Visual 107 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 461 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 3, 1955. Hours, noon-11 p.m.
AFFILIATION: Station, Am, KWTX.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (50x30 ft. and 20x30 ft.). Three RCA camera chains. One Bodde rear screen projector. One film camera with multiplexer. Two RCA 16mm film projectors. Two 2x2 in. slide projector. One Gray Telop slide-opaque projector. One Bridgematic film processing unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: W. W. Naman, pres. (19.38%); Milford N. Bostick, vp. (12.82%); Robert E. Levy, treas. (12.16%); Thos. D. Stribbling, sec., and sister (13.79%); Ross M. Sams (13.79%); Hilton E. Howell (14.27%); W. W. Callan (13.79%).

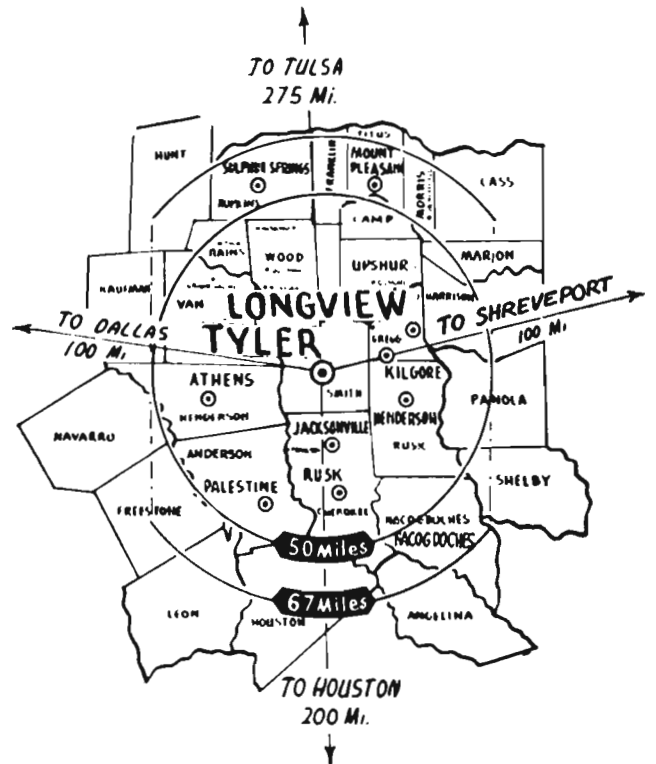
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

100,000 Watts on 7 TYLER-LONGVIEW

THE *only* VHF STATION BETWEEN DALLAS AND SHREVEPORT in the heart of a Texas-size market—4th in the state

	50 miles	67 miles
POPULATION	402,550	508,070
FAMILIES	121,418	154,935
RETAIL SALES	\$378,675,000	\$450,121,000

Source: Consumer Markets 1954



KLTV

TYLER, TEXAS

Carrying ALL Networks
 ABC CBS DuMONT NBC
 A ONE Station Buy

100,000 WATTS CLEAR PICTURE POWER

MARSHALL H. PENGRA, General Manager

NATIONAL ADVERTISERS SELL THIS RICH EAST TEXAS AREA OVER KLTV WITH SUCH TOP SHOWS AS:

George Gobel	The Bob Cummings Show	Dragnet
I Love Lucy	Toast of the Town	Ford Theatre
Private Secretary	Burns & Allen	Life of Riley
Colgate Comedy Hour	December Bride	Game of the Week
Break the Bank	General Electric Theatre	Wednesday Night Fights
Hit Parade	Groucho	People Are Funny

REPRESENTED NATIONALLY BY JOHN E. PEARSON TV INCORPORATED

WACO (Cont.)

EXECUTIVES:

W. W. Naman, pres.
M. N. Bostick, gen. mgr. & com. mgr.
Gene Lewis, prog. dir. & film buy.

Earl Huff, ch. eng.
Charles Boland, prom. mgr.
Frank Fallon, world news ed.
Bill Stinson, loc. news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	142,000	385,000	527,000
Families in Area	85,000	22,000	107,000
No. of Sets	81,000	20,000	101,000
Retail Sales	\$166,672,000
Income per Family	\$5,206
Income per Capita	\$4,200

WESLACO (Hidalgo County)

KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)

LICENSEE: KRGV Television Inc. Address: 311 Missouri Ave. Phone: 516.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.5 kw. Operating Pow.: Visual 28.8 kw, Aural 14.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 750 ft.; Above ground 791 ft.

OPERATION: Began April 11, 1954. Hours, 4:15-11:30 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KRGV.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (47x26 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Gray Telop projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: O. L. Taylor, pres. (99.2%), also owns KANS Wichita, Kan.

EXECUTIVES:

O. L. Taylor, pres.
Byron W. Ogle, gen. mgr. & exec. dir.
Kenneth E. Markel, com. mgr.

Jim Cook, prog. dir. & film buy.
Lewis Hartwig, ch. eng.
Ted Cressner, prom. mgr.
Harry Van Slycke, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 395,700; Families in Area, 93,200; No. of Sets, 55,920; Retail Sales, \$278,407,000; Income per Family, \$3,669; Income per Capita, \$845.

WICHITA FALLS (Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: Box 2040. Phone: 2-8668.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 549 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 12, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Samuel, Brown, Herman & Scott; Consulting Engineer, George C. Davis.

SERVICES: Two studios (55x70 ft. and 35x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA 35mm slide projector. One Gray Telop projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannan, pres. (59.9%); Darrold A. Cannan Jr. (13.1%) and others. Mr. Cannan and family are minority owners of KFDX-AM-TV Beaumont, Tex.

EXECUTIVES:

Darrold A. Cannan, pres.
Howard H. Fry, gen. mgr. & film buy.
George Craig, com. mgr.

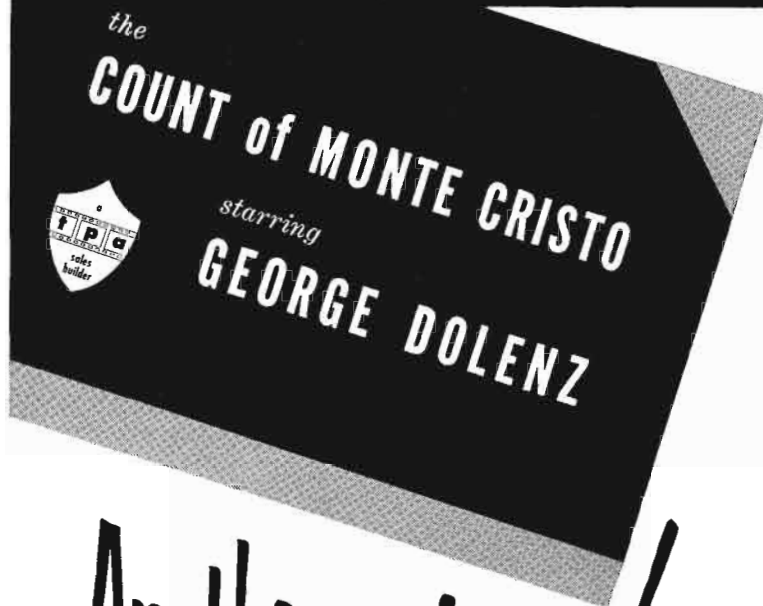
Warren Silver, prog. dir.
John Adams, ch. eng.
Anne Kring, prom. mgr.
Norman Duncan, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$36. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	147,500	343,700	486,600
Families in Area	40,000	97,800	140,100
Retail Sales	\$147,177,000	\$345,987,000	\$479,727,000
Income per Family	\$4,545	\$4,152	\$4,392
Income per Capita	\$1,286	\$1,253	\$1,277

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

MONTE CRISTO is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press... a best-seller as a book... a smash hit as a play — and one of the Top Ten when Edward Small produced it as a full-length motion picture.

Its success is easy to understand. As one enthusiastic critic put it: "Monte Cristo" is made in Heaven for the manufacturers of the costume film drama."

This new half-hour series takes full advantage of the rich potentials of this great story. Production quality is of the highest—the writing is taut and exciting... the sets are lavish and eye-filling... the big-name talent is superbly cast.

MONTE CRISTO is a show that will appeal to viewers of every age. It's a vehicle which can sell anything — from milk to motor cars. In addition, as the only program of its kind in all television, it gives the advertiser an invaluable running start in sponsor identification.

Act fast on this one while good availabilities still remain.

Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



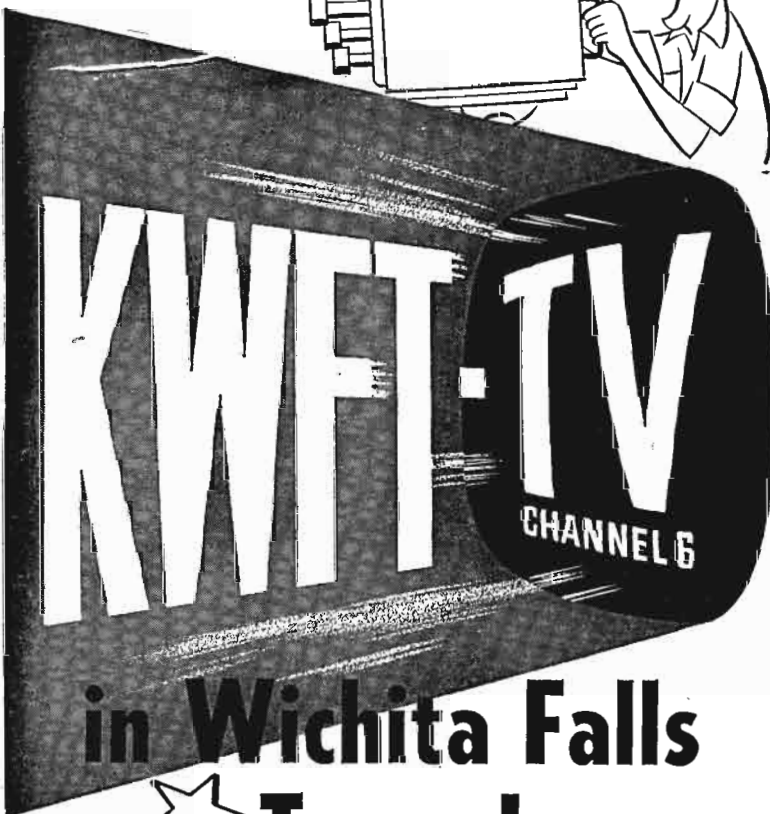
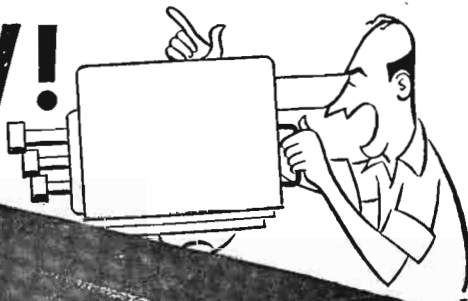
FIRST

IN RADIO!



FIRST

IN TV!



in Wichita Falls ★ Texas!

**CBS AND DuMONT
TELEVISION NETWORKS**

Wichita Falls Television, Inc.

TEXAS

WICHITA FALLS (Cont.)

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: Seymour Rd. Phone: 3-4181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 450 ft.; Above ground 465 ft.

OPERATION: Began Feb. 27, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, KWFT.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (40x50 ft.). Two GE camera chains. One GE film camera. Two Eastman 16mm film projectors. Two slide projectors. News Services, AP, UP. Library, Lang-Worth, Standard.

PRINCIPAL STOCKHOLDERS: Licensee is 100% owned by Rowley-Brown Broadcasting Co. (KWFT). Kenyon Brown (33 1/3%); E. H. Rowley and wife (33 1/3%) and John H. Rowley (33 1/3%). Mr. Brown is 49.9% owner of KBYE Oklahoma City, Okla., and 33 1/3% owner of KGLC Miami, Okla.

EXECUTIVES:

Kenyon Brown, pres. & gen. mgr. H. T. Wiley, ch. eng.
Blaine Cornwell, com. mgr. Owanah Shelton, prom. mgr.
Roy George, prog. dir. & film buy. Ed Hamlyn, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	301,300	408,300	709,600
Families in Area	89,800	122,200	312,000
No. of Sets	94,130
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$4,960	\$4,570

UTAH

UTAH MARKET INDICATORS

Total Population, July 1, 1954.....	757,000
Total Families, 1950.....	169,925
Total Urban Population, 1950.....	449,855
Total Rural Nonfarm Population, 1950.....	158,387
Total Farm Population, 1950.....	80,620
Employed in Nonagricultural Establishments, March 1955.....	208,100
Employed in Agriculture, 1950.....	28,337
Employed in Mining, March 1955.....	13,900
Employed in Manufacturing, March 1955.....	30,000
Employed in Construction, March 1955.....	10,000
Employed in Transportation & Public Utilities, March 1955.....	21,500
Employed in Wholesale & Retail Trade, March 1955.....	48,700
Employed in Finance, Insurance & Real Estate, March 1955.....	8,400
Employed in Service and Miscellaneous, March 1955.....	22,700
Employed in Government Service, March 1955.....	52,900
Retail Sales, 1954.....	\$ 773,975,000
Bank Assets, Jan. 1, 1955.....	\$ 846,697,000
Bank Deposits, Jan. 1, 1955.....	\$ 788,390,000
Major Income Sources, 1953: Agriculture 5.2%; Government 23.6%; Manufacturing Payrolls 11.3%; Trade and Service 25.3%.	
Total Income Payments, 1953.....	\$ 1,108,000,000
Per Capita Income, 1953.....	\$ 1,510
Total Internal Revenue Collections, 1954.....	\$ 150,827,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 77.16
Cash Receipts from Farm Marketing, 1954.....	\$ 144,476,000
Government Payments to Farmers, 1954.....	\$ 2,662,000
Value of Mineral Production, 1951.....	\$ 257,144,000
Total New Construction in 1952.....	\$ 138,000,000
New Private Construction in 1952.....	\$ 93,800,000
New Public Construction in 1952.....	\$ 44,200,000
Motor Vehicle Registration, 1954.....	306,646
Number of Telephones, Jan. 1, 1955.....	248,700
Number of Electrical Connections, Jan. 1, 1955.....	222,674
Number of Gas Utilities Connections, 1953.....	94,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Beaver	4,856	\$ 4,075	\$ 764	\$ 166		
Box Elder	19,734	22,282	3,793	393	3,630	67%
Cache	33,536	35,908	6,220	1,044	3,490	38%
Carbon	24,911	27,910	5,720	542		
Daggett	333	118	55			
Davis	30,867	25,782	8,499	636	6,620	63%
Duchesne	8,134	7,573	1,432	76		
Emery	6,304	2,482	372	61		
Garfield	4,151	2,311	262	34		
Grand	1,933	1,079	411	23		
Iron	9,642	15,378	2,477	438		
Juab	5,981	5,937	1,429	160	340	24%
Kane	2,299	1,753	139	57		
Millard	9,387	9,610	1,009	247	580	24%
Morgan	2,519	2,410	246	63	230	38%
Piute	1,911	656	105			
Rich	1,673	902	285		190	38%
Salt Lake	274,895	353,621	74,893	11,633	66,110	75%
San Juan	5,315	1,719	328			
Sanpete	13,891	10,491	1,790	367	890	23%
Sevier	12,072	14,456	1,995	271	790	24%
Summit	6,745	4,860	1,233	147		
Tooele	14,636	14,190	3,943	593	3,150	58%
Utah	10,300	9,820	1,081	290		
Wasatch	81,912	79,945	18,130	2,127	15,930	68%
Washington	5,574	5,722	742	65		
Wayne	9,836	8,504	1,453	185		
Weber	2,205	951	124	26		
	83,319	103,550	22,534	3,121	17,800	64%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

SALT LAKE CITY
(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Address: 145 Social Ave. Postal Zone: 1. Phone: 5-4641.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 3,970 ft.; Above ground 90 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1949. Hours, 7:15-12:15 a.m.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KSL. Fm, KSL-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (60x69 ft., 46x69 ft. and 30x20 ft.). Six DuMont camera chains. One Bodde rear screen projector. Four film cameras, two RCA, two DuMont. Four Holmes 16mm film projectors. One Gray slide projector. One 34-ft. flexible bus mobile unit. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Corp. of President, Church of Jesus Christ of Latter Day Saints—Mormon (63.57%). Church corporation also owns 60% of KSUB Cedar City, Utah; 31.1% of KID-AM-TV Idaho Falls, Idaho; 6.73% of KGMB-AM-TV Honolulu.

EXECUTIVES:

Ivor Sharp, exec. vp.	Scott R. Clawson, prod. mgr.
Jay W. Wright, admin. vp.	Vincent E. Clayton, ch. eng.
D. Lennox Murdoch, vp. & gen. mgr.	Richard V. Thiriot, film buy.
Edward B. Kimball, com. mgr.	A. Richard Robertson, prom. mgr.
Wayne F. Richards, prog. dir.	Paul Alexander, news ed.

RATE INFORMATION: Class A one hour (live) \$575. (film) \$575; minute spot (live) \$150, (film) \$150; ID \$87.50. ID Length 8 sec. Specifications 2 1/4 x 2 1/4 in. slides. Share screen. Frequency discounts from 5% for 3 times per week up to 20% for 6 times per week. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	746,000	267,400	1,013,400
Families in Area	205,100	73,800	279,900
No. of Sets			174,100
Retail Sales	\$771,239,000	\$312,780,000	\$1,084,019,000
Income per Family	\$4,475	\$4,904	\$4,690
Income per Capita			\$1,690

KTVT (TV)

LICENSEE: Intermountain Bcstg. & Television Corp. Address: 130 Social Hall Ave. Postal Zone: 11. Phone: 22-5681.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 14.4 kw. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,080 ft.; Above ground 182 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 6, 1948. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KDYL. Fm, KDYL-FM.

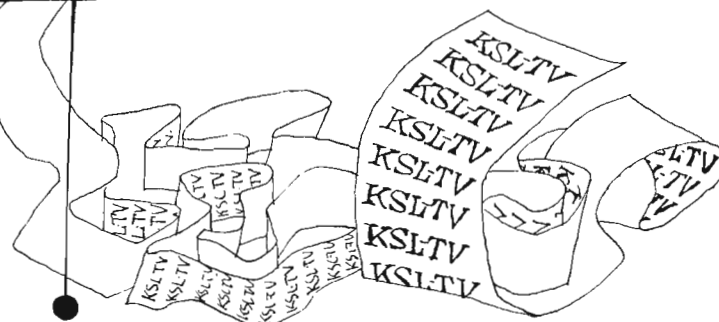
THE ANSWER IS ALWAYS THE SAME



KSL-TV
Salt Lake City

The buy that's BEST
in the Mountain
West!

Represented by CBS-TV SPOT SALES



CBS-TV in the Mountain West

SALT LAKE CITY (Cont.)

KTVT (TV) (Cont.)

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Two studios (40x40 ft. and 50x80 ft.). Four camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Three slide projectors. One RCA mobile unit. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Owned 80% by Time Inc. (Time, Life, Fortune) and 20% by G. Bennett Larson. Time Inc. also owns 100% of KLZ-AM-FM-TV Denver, Colo., and 50% of KOB-AM-TV Albuquerque, N. M.

EXECUTIVES:

G. Bennett Larson, pres. & gen. mgr. James Chubb, film buy.
John M. Baldwin, vp. & bus. mgr. Delmar Leeson, prom. mgr.
Daniel Rainger, prog. dir. Jack Goodman, news ed.
Allen Gunderson, ch. eng.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Share screen. Frequency discounts from 5% for 3-5 times up to 10%. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	533,200	147,100	761,500
Families in Area	157,500	42,200	222,300
No. of Sets	161,913	12,187	174,100
Retail Sales	\$594,660,000	\$150,489,000	\$827,957,000
Income per Family	\$5,512	\$4,949	-----
Income per Capita	\$1,514	\$1,378	-----

KUTV (TV)

LICENSEE: Utah Bcstg. & Television Corp. Address: 179 Social Hall Ave. Postal Zone: 1. Phone: 22-2505.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 25.1 kw. Operating Pow.: Visual 45.7 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,060 ft.; Above ground 229 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 1:30 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Stations, Am, KUTA. Fm, KUTF (FM).

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Grant R. Wrathall.

SERVICES: Three studios (5,000 sq. ft., 2,000 sq. ft. and 1,500 sq. ft.). Three RCA camera chains. One Bodde rear screen projector. Three RCA film cameras. Three RCA film projectors. One Gray slide projector. One RCA spot scanner. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Kearns-Tribune Corp, Salt Lake Tribune (50%), Frank C. Carman, pres. (25%) and Grant Wrathall (25%). Messrs. Carman, Wrathall and associates own KUTA Salt Lake City. For other Carman-Wrathall properties see KLIX-TV Twin Falls, Idaho.

EXECUTIVES:

Frank C. Carman, pres. & ch. eng. John P. Brophy, natl. sls. mgr. & film buy.
Brent H. Kirk, gen. mgr. & com. mgr.
Alan F. Frank, prog. dir. Rod C. Parkin, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$585, (film) \$450; minute spot (live) \$97.50, (film) \$75; ID \$37.50. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	783,000	186,500	969,500
Families in Area	211,621	50,406	262,027
No. of Sets	167,256	14,244	181,500
Retail Sales	\$768,835,000	\$237,411,000	\$1,006,246,000
Income per Family	\$4,949	\$4,709	\$4,829
Income per Capita	\$1,378	\$1,308	\$1,338

Employed in Manufacturing, March 1955	35,400
Employed in Construction, March 1955	2,900
Employed in Transportation & Public Utilities, March 1955	8,100
Employed in Wholesale & Retail Trade, March 1955...	18,800
Employed in Finance, Insurance & Real Estate, March 1955	3,100
Employed in Service and Miscellaneous, March 1955...	12,100
Employed in Government Service, March 1955.....	15,900
Retail Sales, 1954.....	\$ 398,799,000
Bank Assets, Jan. 1, 1955.....	\$ 438,847,000
Bank Deposits, Jan. 1, 1955.....	\$ 394,248,000
Major Income Sources, 1953: Agriculture 7%; Government 15%; Manufacturing Payrolls 26.6%; Trade and Service 25.5%.	
Total Income Payments, 1953.....	\$ 528,000,000
Per Capita Income, 1953.....	\$ 1,401
Total Internal Revenue Collections, 1954.....	\$ 72,535,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$ 62.01
Cash Receipts from Farm Marketing, 1954.....	\$ 106,215,000
Government Payments to Farmers, 1954.....	\$ 1,051,000
Value of Mineral Production, 1951.....	\$ 18,516,000
New Public Construction in 1952.....	12,000,000
Motor Vehicle Registration, 1954.....	131,287
Number of Telephones, Jan. 1, 1955.....	103,700
Number of Electrical Connections, Jan. 1, 1955.....	127,357
Number of Gas Utilities Connections, 1953.....	22,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Addison	19,442	\$16,160	\$ 4,673	\$ 364	1,250	24%
Bennington	24,115	25,895	7,702	543	3,830	51%
Caledonia	24,049	26,820	6,269	508	840	12%
Chittenden	62,570	76,954	20,234	1,618	5,120	29%
Essex	6,257	3,332	1,720	79	220	12%
Franklin	29,894	30,315	9,195	636	1,810	22%
Grand Isle	3,406	2,123	880	170	21%
Lamoille	11,388	9,466	3,040	292	650	21%
Orange	17,027	13,799	2,881	363
Orleans	21,190	20,423	4,134	397	700	12%
Rutland	45,905	54,253	14,226	1,010	6,810	51%
Washington	42,870	44,262	12,769	835	2,960	24%
Windham	28,740	32,419	9,082	710
Windsor	40,885	42,573	11,518	899

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BURLINGTON
(Chittenden County)

WCAX-TV

LICENSEE: Mt. Mansfield Television Inc. Address: 135 Main St. Phone: Burlington 2-5761.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.77 kw. Operating Pow.: Visual 18.2 kw, Aural 9.77 kw. Antenna Height: Above average terrain 2,729 ft.; Above ground 116 ft.

OPERATION: Began Sept. 26, 1954. Hours, 7-9 a.m., noon-midnight.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WCAX.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (60x35 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, pres. (59.8%), owner of WCAX; S. T. Martin, vp. (10%) and others.

EXECUTIVES:

C. P. Hasbrook, pres. J. W. Tierney, ch. eng.
S. T. Martin, gen. mgr. S. L. Varker, film buy.
J. A. Dobson, com. mgr. C. S. Lewis, prom. mgr.
R. G. Huntley, prog. dir. J. A. Sullivan, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Established coverage area): Population, 763,010; Families in Area, 204,975; No. of Sets, 136,241; Retail Sales, \$783,155,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

VERMONT MARKET INDICATORS

Total Population, July 1, 1954.....	385,000
Total Families, 1950.....	90,100
Total Urban Population, 1950.....	137,612
Total Rural Nonfarm Population, 1950.....	159,003
Total Farm Population, 1950.....	81,132
Employed in Nonagricultural Establishments, March 1955	97,600
Employed in Agriculture, 1950	25,007
Employed in Mining, March 1955	1,400

VIRGINIA MARKET INDICATORS

Total Population, July 1, 1954.....	3,568,000
Total Families, 1950.....	785,060
Total Urban Population, 1950.....	1,560,115
Total Rural Nonfarm Population, 1950.....	1,026,604
Total Farm Population, 1950.....	731,961
Employed in Nonagricultural Establishments, March 1955.....	882,700
Employed in Agriculture, 1950.....	167,459
Employed in Mining, March 1955.....	14,900
Employed in Manufacturing, March 1955.....	240,900
Employed in Construction, March 1955.....	57,400
Employed in Transportation & Public Utilities, March 1955.....	80,900
Employed in Wholesale & Retail Trade, March 1955.....	196,500
Employed in Finance, Insurance & Real Estate, March 1955.....	35,900
Employed in Service and Miscellaneous, March 1955.....	88,700
Employed in Government Service, March 1955.....	167,500
Retail Sales, 1954.....	\$ 2,950,595,000
Bank Assets, Jan. 1, 1955.....	\$ 2,797,739,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,567,999,000
Major Income Sources, 1953: Agriculture 5.7%; Government 26%; Manufacturing Payrolls 18.1%; Trade and Service 24.9%.	
Total Income Payments, 1953.....	\$ 4,413,000,000
Per Capita Income, 1953.....	\$ 1,361
Total Internal Revenue Collections, 1954.....	\$ 1,051,671,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 58.75
Cash Receipts from Farm Marketing, 1954.....	\$ 453,813,000
Government Payments to Farmers, 1954.....	\$ 4,676,000
Value of Mineral Production, 1951.....	\$ 161,251,000
Total New Construction in 1952.....	\$ 716,700,000
New Private Construction in 1952.....	\$ 439,500,000
New Public Construction in 1952.....	\$ 277,200,000
Motor Vehicle Registration, 1954.....	1,153,113
Number of Telephones, Jan. 1, 1955.....	899,800
Number of Electrical Connections, Jan. 1, 1955.....	979,466
Number of Gas Utilities Connections, 1953.....	264,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

VIRGINIA MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS)	(CBS)
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
Accomack	33,832	\$26,098	\$ 7,208	3,340	33%
Albemarle	26,662	62,642	13,295	3,720	27%
Alexandria*	61,787
Alleghany	23,139	27,537	6,190	3,080	40%
Amelia	7,908	3,119	345	590	39%
Amherst	20,332	4,941	2,724	1,640	38%
Appomattox	8,764	4,171	681	720	38%
Arlington	135,449	254,139	76,048	66,730	96%
Augusta	34,154	57,244	13,389	4,650	27%
Bath	6,296	3,148	966	350	25%
Bedford	29,627	12,736	3,404	2,230	31%
Bland	6,436	1,887	339	360	26%
Botetourt	15,766	5,181	2,203	1,560	40%
Bristol*	15,954
Brunswick	20,136	11,234	1,860	1,410	32%
Buchanan	35,748	15,934	2,621	1,650	21%
Buckingham	12,288	4,337	864	1,240	46%
Buena Vista*	5,214
Campbell	28,877	90,056	17,911	10,830	51%
Caroline	12,471	6,065	2,102	1,490	55%
Carroll	26,695	7,475	1,786	1,220	18%
Charles City	4,676	721	550	520	58%
Charlotte	14,057	4,576	907	\$ 82	1,220	33%
Charlottesville*	25,969
Chesterfield	40,400	11,929	4,421	230	9,030	66%
Clarke	7,074	4,341	1,385	205	830	46%
Clifton Forge*	5,795
Colonial Heights*	6,077
Craig	3,452	1,217	242	28	280	40%
Culpeper	13,242	13,667	2,332	313	1,950	59%
Cumberland	7,252	1,455	287	68	690	46%
Danville*	35,066
Dickenson	23,393	8,491	1,681	110	1,000	20%
Dinwiddie	18,839	52,818	12,568	1,941	7,400	54%
Elizabeth City	55,028
Essex	6,590	5,174	1,348	67	720	55%
Fairfax	98,557	42,431	14,543	1,316	29,160	91%
Falls Church*	7,535
Fauquier	21,248	18,421	4,050	412	3,140	58%
Floyd	11,351	4,586	764	74	490	18%
Fluvanna	7,121	2,575	1,148	68	780	46%
Franklin	24,560	11,337	1,933	290	1,680	30%
Frederick	17,537	41,277	8,186	1,251	4,320	46%
Fredericksburg*	12,158
Giles	18,956	16,182	4,189	568	2,650	53%
Gloucester	10,343	7,048	1,406	72	1,840	59%
Goochland	8,934	2,222	1,080	660	39%
Grayson	21,379	16,042	2,256	313	1,430	26%
Greene	4,745	1,147	508	300	27%
Greensville	16,319	12,619	2,779	428	1,250	32%
Halifax	41,442	22,330	4,846	740	3,700	39%
Hampton*	5,966
Hanover	21,985	9,824	3,007	115	3,120	55%
Harrisonburg*	10,810
Henrico	57,340	412,817	86,951	14,869	65,970	76%
Henry	31,219	41,909	9,604	866	6,100	47%
Highland	4,069	979	324	180	25%
Hopewell*	10,219
Isle of Wight.....	14,906	9,378	2,250	190	1,700	46%

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS)	(CBS)
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
James City	6,317	12,902	2,990	42	1,670	60%
King and Queen	6,299	1,821	1,040	770	55%
King George	6,710	2,171	1,010	1,080	60%
King William	7,589	7,386	2,303	31	1,050	55%
Lancaster	8,640	7,148	1,628	160	760	33%
Lee	36,106	12,813	2,297	338	1,070	13%
Loudoun	21,147	16,796	4,786	505	3,170	61%
Louisa	12,826	6,303	1,772	128	1,220	39%
Lunenburg	14,116	8,712	1,761	219	1,120	32%
Lynchburg*	47,727
Madison	8,273	2,412	964	33	590	28%
Martinsville*	17,251
Mathews	7,148	4,162	922	68	1,020	60%
Mecklenburg	33,497	24,610	5,090	477	2,660	33%
Middlesex	6,715	4,384	609	73	1,140	60%
Montgomery	29,780	34,737	8,143	1,130	5,550	53%
Nansemond	25,238	33,017	7,228	1,195	4,660	47%
Nelson	14,042	4,234	1,413	37	1,220	38%
New Kent	3,995	2,188	978	550	55%
Newport News*	42,358	161,966	41,417	5,106
Norfolk	99,937	451,553	112,013	15,356	94,910	73%
Norfolk (city)*	213,513
Northampton	17,300	12,585	4,097	273	1,500	32%
Northumberland	10,012	4,792	931	66	850	33%
Nottoway	15,479	15,120	3,236	609	2,060	47%
Orange	12,755	11,623	2,062	389	860	27%
Page	15,152	9,100	1,843	273	1,120	28%
Patrick	15,642	4,814	1,154	36	650	18%
Petersburg*	35,054
Pittsylvania	66,096	90,229	20,685	2,687	10,940	41%
Portsmouth*	80,039
Powhatan	5,556	2,524	431	470	39%
Prince Edward	15,398	12,727	2,175	457	1,790	46%
Prince George	19,679	16,923	5,260	566	4,050	58%
Prince William	22,612	16,926	4,123	564	3,260	62%
Princess Anne	42,277	30,890	9,233	932	8,160	64%
Pulaski	27,758	18,829	4,994	639	3,980	53%
Radford*	9,026
Rappahannock	6,112	1,461	181	770	59%
Richmond	6,189	4,173	730	30	780	60%
Richmond (city)*	230,310
Roanoke	41,486	166,411	38,709	4,748	21,500	55%
Roanoke (city)*	91,921
Rockbridge	23,359	19,897	5,171	1,352	1,760	24%
Rockingham	35,079	46,321	5,276	1,061	3,380	27%
Russell	26,818	12,144	1,634	117	1,220	20%
Scott	27,640	7,246	1,292	175	860	13%
Shenandoah	21,169	15,757	3,590	338	1,560	28%
Smyth	30,187	18,862	3,543	618	1,140	16%
Southampton	26,522	15,760	4,203	491	2,900	46%
South Norfolk*	10,434
Spotsylvania	11,920	33,683	6,853	988	3,800	59%
Stafford	11,902	3,389	1,816	38	1,920	60%
Staunton*	19,927
Suffolk*	12,339
Surry	6,220	2,202	446	68	900	60%
Sussex	12,785	8,482	1,869	193	1,620	58%
Tazewell	47,512	35,915	8,285	993	1,780	16%
Warren	14,801	15,715	4,218	531	2,020	46%
Warwick	39,875	30,460	67%
Washington	37,536	45,803	9,266	1,449	1,340	10%
Waynesboro*	12,357
Westmoreland	10,148	7,607	1,317	219	1,680	60%
Williamsburg*	6,735
Winchester*	13,841
Wise	56,336	44,580	9,833	1,047	3,370	25%
Wythe	25,327	19,717	3,767	435	1,430	25%
York	11,750	3,716	1,411	74	1,940	59%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

DANVILLE
(Pittsylvania County)

WBTV-TV†

LICENSEE: Piedmont Bcstg. Corp. Address: 710 Grove St. Phone: 2350.
 FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 273 ft.
 OPERATION: Began Feb. 21, 1954.
 AFFILIATION: Stations, Am, WBTV. Fm, WBTV-FM.
 REPRESENTATIVES: Washington Attorney, John Midlen; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDERS: L. N. Dibrell, pres. (40.1%); Edward G. Gardner, vp. & gen. mgr. (.8%); estate of James W. Ray (5.8%); F. Hamilton Vass, sec.-treas. (1.1%); L. R. Wyatt, vp. (2.67%); and others.
 EXECUTIVES:
 L. N. Dibrell, pres.
 †WBTV-TV has suspended operation but has not returned its CP.

HAMPTON

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Bcstg. Corp. Address: 812 W. 21st St. Postal Zone: 10.
 Phone: Madison 7-7774.
 FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE.
 Height: Above average terrain 480 ft.; Above ground 500 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 19, 1953. Hours, 7-1 a.m.
 AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WVEC.
 REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

IN THE
NORFOLK
AREA

WTOV-TV
GETS
RESULTS!

You Name It—We'll Sell It

... just as we've successfully sold everything from French Harps ... (200 with one ½-hour program) ... to TV antennas (400 in two weeks) ... to Davy Crockett records ... (average of 20 packages per day. Says the sponsor: The 400 packet sales made in June alone were well above that for any other place in the country). Here's why WTOV-TV can bring in greater sales for you:

Market

- \$1.2 Billion Retail Sales
- 1 Million Population
- 25th Market—1st in Va.
- 2 UHF vs. 1 VHF Station
- 210,000 UHF Sets; Nearly all VHF Sets Converted

Programming

WTOV-TV appeals to the ladies from 2 to 4 p.m. to the kids from 4 to 7 p.m. and to hillbilly and western adult fans from 7 to 8:30. There are interviews, panels, spots, editions, etc. The 9 p.m. Starlite Theatre shows the best feature movies available. Saturday night features 12 different hillbilly organizations in a big hillbilly jamboree that lasts from 5:30 p.m. to 11 p.m. In all, there are 36 hours per week of live programming including Teen-Time, 2 to 4 p.m. Saturday.

Availabilities

Ten, 15 and 30 minute programs are available. Advertiser has the privilege of using any of Unity or NTA libraries for only the cost of transportation. Spots are practically "sold out"; however, WTOV-TV will accommodate national advertisers.

BE GOOD TO YOURSELF

INVEST ON

WTOV-TV

Channel 27

"THE BRITE SPOT"

Represented by
JOSEPH HERSHEY MCGILLVRA, Inc.

VIRGINIA

HAMPTON (Cont.)

WVEC-TV (Cont.)

SERVICES: Two studios (22x30 ft. and 48x60 ft.). Four camera chains, two GPL, two RCA. Two film cameras, GE, RCA. Four 16mm film projectors, two GE, two RCA. One 2x2 in. slide projector, one GE slide-opaque projector. News Service, AP. Library, Standard, World.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman, pres. (15.23%); Harrol A. Brauer Jr., vp. (8.6%); James E. Swafford, vp. (15.23%); J. W. W. Chisman, sec.-treas. (19.03%) and others.

EXECUTIVES:

Thomas P. Chisman, pres., gen. mgr. & film buy.
Harrol A. Brauer Jr., vp. & sls. dir.
L. W. Kliewer, opr. mgr.
William C. King Jr., ch. eng.
Georgia McCarty, merc. & prom. dir.
Lewis T. Jester, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications ¾x7/8 in. Full screen. Frequency discounts from 5% for 20 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	752,400	88,000	840,400
Families in Area	200,340	21,650	221,990
No. of Sets	180,000	21,000	201,000
Retail Sales	\$703,321,000	\$44,891,000	\$748,212,000
Income per Family	\$5,596	\$3,040	\$4,354

HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Bcstg. Corp. Address: Rawley Pike. Phone: 4-4431.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.32 kw, Aural 4.17 kw. Operating Pow.: Visual 8.32 kw, Aural 4.17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,130 ft.; Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WSVA, Fm, WSVA-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.). One GE camera chain. One GE film camera. Two GE 16mm film projectors. Three slide projectors. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Frederick L. and Mary P. Allman.

EXECUTIVES:

Frederick L. Allman, pres., gen. mgr. & prom. mgr.
Howard C. Evans, com. mgr.
Robert E. Lee, prog. dir., film buy. & news ed.
Warren L. Braun, ch. eng.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	402,300	436,900	839,200
Families in Area	105,870	114,980	220,850
No. of Sets	49,069	63,294	112,363
Retail Sales	\$378,595,000	\$244,346,000	\$622,941,000
Income per Family	\$4,392	\$3,789
Income per Capita	\$1,194	\$1,078

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Bcstg. Corp. Address: 925 Church St. Phone: 2-1242.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 574 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WLVA.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, George Sutton; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (15x26 ft.). One DuMont camera chain. Two DuMont film cameras. Two DeVry 16mm film projectors. One DuMont flying spot scanner (slides). News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (25.5%) and Philip P. Allen (25.5%).

EXECUTIVES:

Edward A. Allen, pres.
Philip P. Allen, gen. mgr.
Joseph F. Wright Jr., com. mgr.
Warren Uttal, prog. dir., film buy. & prom. mgr.
John T. Orth, ch. eng.
Rod Lea, news ed.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Families in Area (Grade A, FCC Contour), 84,830; (Grade B, FCC Contour), 211,350; (Total Including Fringe Area), 296,180; No. of Sets (Total Including Fringe Area), 225,000.

NEWPORT NEWS

WACH-TV†

LICENSEE: Eastern Bcstg. Corp. Address: 114 24th St. Phone: 3-1631.
FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 10.5 kw. Operating Pow.: Visual 20.9 kw, Aural 10.5 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 310 ft.; Above ground 319 ft.
OPERATION: Began Oct. 3, 1953. Hours, 4-9 p.m.
AFFILIATION: Station, Am, WACH.
REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, George P. Adair.
SERVICES: Two studios (50x50 ft. and 20x18 ft.). One DuMont camera chain. One Practica film camera. Two GPL film projectors. Two FTL slide projectors. Two scanners. One opaque projector. One film processing unit. News Service, UP. Library, Capitol, Lang-Worth.
PRINCIPAL STOCKHOLDERS: John Doley, pres., and wife (50.7%); and others.
EXECUTIVES:
 John Doley, pres. Sanford Willis, ch. eng.
 H. A. Seville, gen. mgr. & com. mgr. H. E. Hutton, film buy.
 Tiny Hutton, prog. dir. Ed Ivory, news ed.
RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$30, (film) \$30. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 850,000; Families in Area, 210,000; No. of Sets, 200,000.
 †WACH-TV has suspended operation but has not returned its CP.

NORFOLK (Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Postal Zone: 10. Phone: Madison 5-6711.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,029 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 2, 1950. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WTAR.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Jansky & Bailey Inc.
SERVICES: Three studios (44x53 ft., 30x45 ft. and 40x48 ft. auditorium). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray slide projector, one slide-opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, INS.
PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch.) Key Norfolk Newspapers stockholder S. L. Slover and Frederick Lewis, among others, own 30% of Richmond Newspapers Inc. (WRNL-AM-FM Richmond and WFLA-AM-FM-TV Tampa, Fla.).
EXECUTIVES:
 Campbell Arnoux, pres. & gen. mgr. Richard L. Lindell, ch. eng.
 John C. Pepper, asst. gen. mgr. Robert M. Davis, prom. mgr.
 Robert M. Lambe, gen. sls. mgr. Gil McLeod, news ed.
 Harold Soldinger, gen. prog. mgr. & film buy.
RATE INFORMATION: Class A one hour (live) \$860, (film) \$800; minute spot (film) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 52 times up to 25% for 200 times. Rate Card No. 11.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	870,800	867,000	1,737,800
Families in Area	231,800	217,600	449,400
No. of Sets	-----	-----	360,057
Retail Sales	\$983,832,000	\$520,557,000	\$1,504,389,000

WTOV-TV

LICENSEE: Tim Brite Inc. Address: 1318 Spratley St., Portsmouth, Va. Phone: Export 3-2871.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Operating Pow.: Visual 19.6 kw, Aural 11.7 kw. Antenna Height: Above average terrain 380 ft.; Above ground 410 ft.
OPERATION: Began Oct. 22, 1953.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.
SERVICES: Two studios (one 30x30 ft., one 16x20 ft.). Two 16mm film projectors. Two film projection chains. One slide projector. One film camera. Two 16mm motion picture cameras. Remote truck. Library, Unity, NTA.
PRINCIPAL STOCKHOLDERS: Temus R. Bright (95.3%) and Anna C. Bright (4.7%).
EXECUTIVES:
 Temus R. Bright, pres. Henry G. Root, ch. eng.
 A. V. Bamford, gen. mgr. Ray Davis, prod. mgr.
 Winston Bright, com. mgr. Tim Bright, pub. rel.
 Tovey Lee, prog. dir. Madeline Shockley, film buy.
RATE INFORMATION: Class A one hour \$124.66; minute spot \$21.67; ID \$8.31. Frequency discounts. Rate Card No. 1.

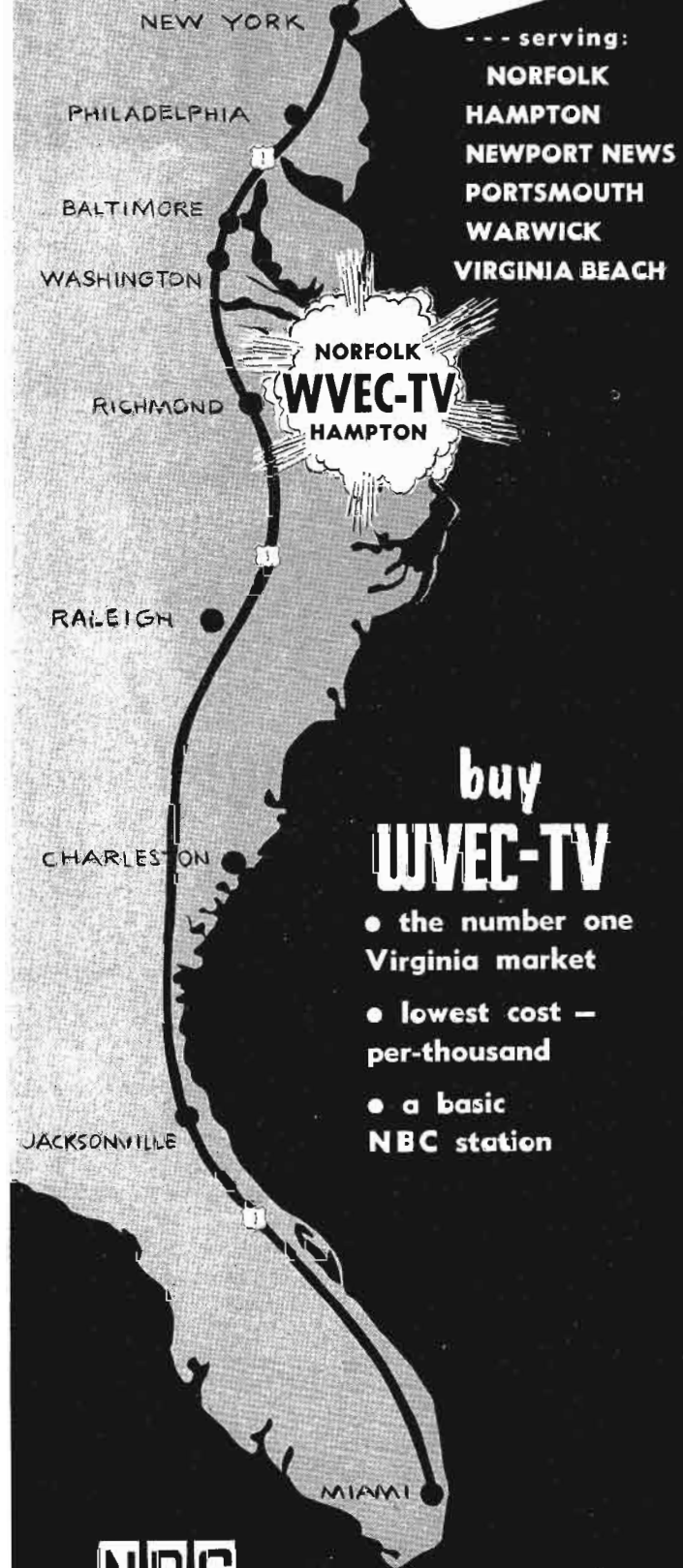
WVEC-TV (HAMPTON)

LICENSEE: Peninsula Bcstg. Corp. Address: 812 W. 21st St. Postal Zone: 10. Phone: Madison 7-7774. (For full listing see Hampton, Va.)

WVEC-TV

channel 15

**LARGEST UHF
CIRCULATION
ON EAST COAST...
NEW YORK TO
MIAMI!**



--- serving:
**NORFOLK
HAMPTON
NEWPORT NEWS
PORTSMOUTH
WARWICK
VIRGINIA BEACH**

**NORFOLK
WVEC-TV
HAMPTON**

buy
WVEC-TV

• the number one
Virginia market

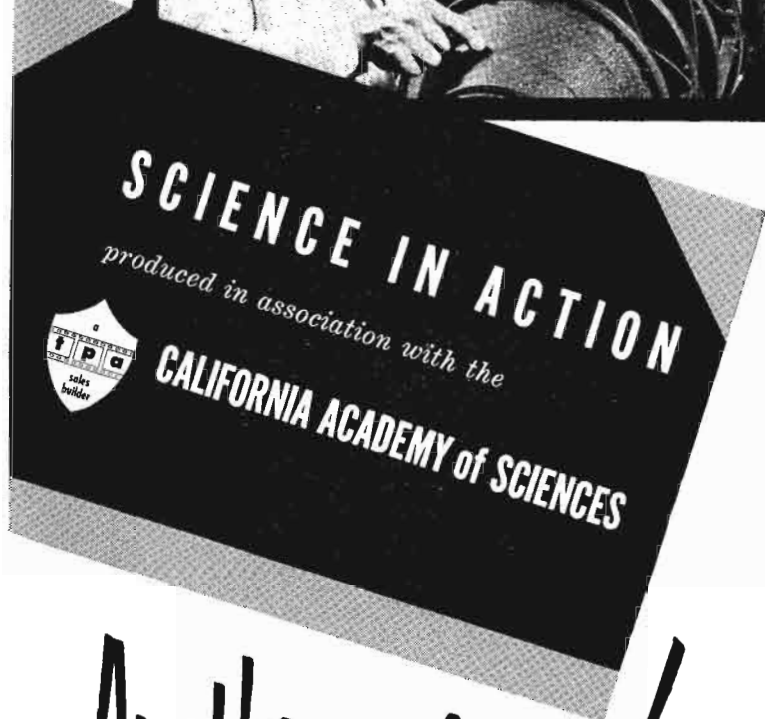
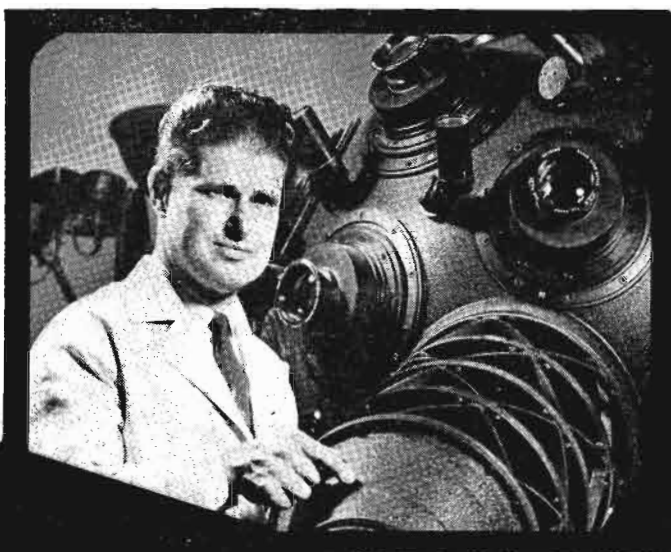
• lowest cost —
per-thousand

• a basic
NBC station



basic affiliate

represented by **AVERY-KNODEL**



Another winner!

from the portfolio of **TPA** Sales Builders

Here is the ideal program for hard-to-suit prospects like banks, public utilities, institutional advertisers, etc.

SCIENCE IN ACTION is an audience-winning public service program of proved success. It's been continuously sponsored for over five years by the American Trust Company in San Francisco where, every year, it's been voted the favorite local program. It boasts an enticing rating history . . . is the proud possessor of 29 awards including one "for demonstrating an ideal situation between public service and commercial sponsorship."

Because of the authenticity and stature of the program, its weekly guest roster features the most eminent figures from the worlds of science (5 Nobel Prize winners), industry and government.

SCIENCE IN ACTION — vivid, half-hour dramatizations of the place of science in our daily living — is a program for the entire family. It is a tremendous asset for any station . . . any sponsor — anywhere.

For further details and availabilities, call or write TPA.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

VIRGINIA

PETERSBURG (Dinwiddie County)

WXEX-TV

LICENSEE: Petersburg Television Corp. Address: 124 Tabb St. Phone: Regent 3-7876.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make RCA. Height: Above average terrain 940 ft.; Above ground 979 ft.

OPERATION: Began Aug. 15, 1955.

AFFILIATION: Tv Network NBC. Stations, Am, WLEE Richmond, Va. Fm, WLEE-FM.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Lee Bcstg. Co. (43.5%); Irvin G. Abeloff, vp. (5.5%); H. Carter Myers Jr., vp. (2%) and others. Thomas G. Tinsley Jr., pres., and family owns WLEE-AM-FM Richmond and WITH-AM-FM-TV Baltimore.

EXECUTIVES:

Thomas G. Tinsley, pres.	George R. Oliviere, local sls. mgr.
Irvin G. Abeloff, vp, mgr. dir. & natl. sls. mgr.	James L. Dodd Jr., prog. dir.
Charles B. Seward, opr. mgr.	John Costello, ch. eng.

RATE INFORMATION: Class AA one hour \$750; Class A one hour \$700; minute spot \$140; ID \$70. Frequency discounts. Rate Card No. 1.

RICHMOND (Henrico County)

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: 3301 W. Broad St. Postal Zone: 20. Phone: 5-8611.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 844 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 15, 1948. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WMBG. Fm, WCOD.

REPRESENTATIVES: Sales, Blair-Tv Co.; Washington Attorney, John H. Midlen; Consulting Engineer, James C. McNary.

SERVICES: Two studios (25x49x22 ft. and 30x45x22 ft.). Four DuMont camera chains. One TSC rear screen projector. Two DuMont film projectors. Four 2x2 in. slide projectors, one 35mm film strip slide projector. One opaque projector. One Filmline Bridgmatic film processing unit. Three 16mm motion picture cameras, two Speed Graphic still cameras. News Service, UP.

PRINCIPAL STOCKHOLDER: Wilbur M. Havens (100%).

EXECUTIVES:

Wilbur M. Havens, pres., gen. mgr. & com. mgr.	John V. Shand, prog. dir. & film buy.
Walter A. Bowry Jr., asst. mgr. & prom. mgr.	James W. Kyle, ch. eng. Roy Roman, news ed.

RATE INFORMATION: Class A one hour (live) \$775, (film) \$775; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,919,350; Families in Area, 834,100; No. of Sets, 488,265; Retail Sales, \$1,379,113,000; Total Effective Buying Income, \$3,405,302,000.

WOTV (TV)

(Target Date, Unknown)

LICENSEE: Winston-Salem Bcstg. Co. Address: 826½ W. Fourth St.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 546 ft.

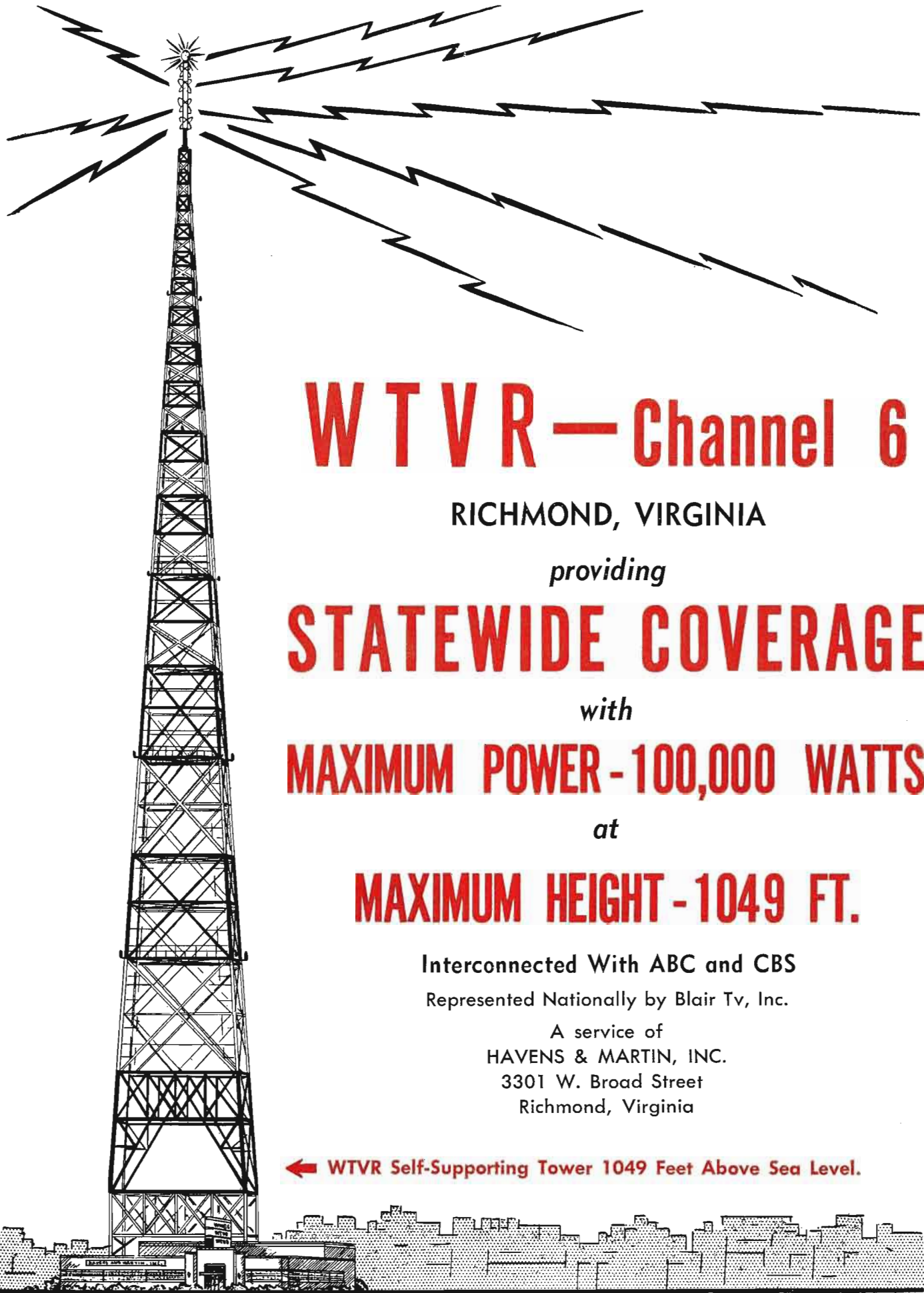
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

PRINCIPAL STOCKHOLDERS: James W. Coan, pres. (15%); John G. Johnson (13%); Thomas Rice (11%); Albert Butler Jr. (15%); Jonas S. Rice (10%); Archibald Craige (8%); Earl Slick (20%) and Robert V. Brawley (8%). Licensee also owns WTOB-AM-TV Winston-Salem, N. C.

EXECUTIVES:

James W. Coan, pres.	John G. Johnson, sec.-treas.
Robert V. Brawley, vp.	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



W T V R — Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER - 100,000 WATTS

at

MAXIMUM HEIGHT - 1049 FT.

Interconnected With ABC and CBS

Represented Nationally by Blair Tv, Inc.

A service of
HAVENS & MARTIN, INC.

3301 W. Broad Street
Richmond, Virginia

← WTVR Self-Supporting Tower 1049 Feet Above Sea Level.

ROANOKE
(Roanoke County)

WDBJ-TV

(Target Date, Oct. 1, 1955)

LICENSEE: Times-World Corp. Address: 124 W. Kirk Ave. Postal Zone: 11. Phone: 8131.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,000 ft.; Above ground 553 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, WDBJ. Fm, WDBJ-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

SERVICES: Two studios (28x41 ft. and 11x15 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One slide projector. One Houston-Fearless film processing unit.

PRINCIPAL STOCKHOLDERS: Licensee publishes Roanoke Times and World-News. Owned by heirs of late J. B. Fishburn.

EXECUTIVES:

M. W. Armistead III, pres.,
Times-World Corp.
Ray P. Jordan, mgr. dir.
John W. Harkrader, asst. mgr. dir.

Paul E. Reynolds, prog dir.
& film buy.
J. Edward Newman, ch. eng.
Don F. Murray, news ed.

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc. Address: Shenandoah Bldg. Phone: 4-9227.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.; Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,970 ft.; Above ground 174 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Dec. 11, 1952. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WSLS. Fm, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, George C. Davis.

SERVICES: Two studios (44x47 ft. and 20x25 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One mobile film unit. News Services, AP, INS. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Shenandoah Life Insurance Co. (100%).

EXECUTIVES:

Paul C. Buford, pres.
James H. Moore, exec. vp.
& gen. mgr.
Horace Fitzpatrick, asst. mgr.,
com. mgr. & film buy.
George Chernault, prog. dir.
& prod. dir.

J. P. Briggs Jr., ch. eng.
Fred L. Corstaphney,
merc. & prom. dir.
Tom S. Wright, news
& sp. events dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	719,300	1,277,700	2,559,800
Families in Area	181,555	317,350	634,300
No. of Sets	108,145	173,873	353,133
Retail Sales	\$577,818,500	\$915,520,500	\$1,885,008,000
Income per Family	\$3,810	\$3,645	\$3,725
Income per Capita	\$ 937	\$ 883	\$ 900



ROANOKE, VA.
CBS-TV

BEGINS TELECASTING OPERATIONS
OCTOBER 2, 1955

We have operated the leading newspapers in our area for 37 years —
the leading radio station for 31 years — now we are equip-
ping ourselves to take a leading role in television.

For full information call us or ask Free & Peters!

WDBJ-TV CHANNEL 7 • ROANOKE, VA.
Owned and operated by **TIMES-WORLD CORPORATION,**
FREE & PETERS, INC., National Representatives



VIRGINIA

TELEVISION MARKETS VS. STANDARD MARKETS



This TELEVISION Magazine study points up the need for a new marketing concept based on the fact that television coverage extends far beyond the limits of standard metropolitan areas

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Harrisonburg, Va.	188,500	—	549,668,000	—	742,184,000	—
Lynchburg, Va.	255,500	21,200	824,868,000	90,308,000	1,118,461,000	104,379,000
Norfolk, Va.	349,100	144,300	1,087,054,000	490,500,000	1,656,081,000	820,751,000
Richmond, Va.	258,400	101,300	869,369,000	414,751,000	1,221,134,000	611,037,000
Roanoke, Va.	432,200	39,200	1,270,907,000	167,374,000	1,859,148,000	222,896,000



CHANNEL 10



TAKE ANOTHER LOOK!

WSLS-TV 1ST IN FAMILIES
IN RETAIL SALES
IN EFFECTIVE
BUYING INCOME

ROANOKE

GET THE COMPLETE STORY FROM YOUR AVERY-KNODEL MAN . . .

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1954.....	2,540,000
Total Families, 1950.....	625,185
Total Urban Population, 1950.....	1,503,166
Total Rural Nonfarm Population, 1950.....	602,026
Total Farm Population, 1950.....	273,771
Employed in Nonagricultural Establishments, March 1955.....	710,200
Employed in Agriculture, 1950.....	78,220
Employed in Mining, March 1955.....	2,200
Employed in Manufacturing, March 1955.....	187,000
Employed in Construction, March 1955.....	41,100
Employed in Transportation & Public Utilities, March 1955.....	60,000
Employed in Wholesale & Retail Trade, March 1955.....	159,200
Employed in Finance, Insurance & Real Estate, March 1955.....	30,000
Employed in Service and Miscellaneous, March 1955.....	80,600
Employed in Government Service, March 1955.....	150,100
Retail Sales, 1954.....	\$ 2,828,554,000
Bank Assets, Jan. 1, 1955.....	\$ 2,827,816,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,613,742,000
Major Income Sources, 1953: Agriculture 5.6%; Government 21.5%; Manufacturing Payrolls 19.1%; Trade and Service 26.5%.	
Total Income Payments, 1953.....	\$ 4,663,000,000
Per Capita Income, 1953.....	\$ 1,882
Total Internal Revenue Collections, 1954.....	\$ 804,689,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 82.56
Cash Receipts from Farm Marketing, 1954.....	\$ 563,816,000
Government Payments to Farmers, 1954.....	\$ 4,459,000
Value of Mineral Production, 1951.....	\$ 54,554,000
Total New Construction in 1952.....	\$ 757,500,000
New Private Construction in 1952.....	\$ 381,300,000
New Public Construction in 1952.....	\$ 376,200,000
Motor Vehicle Registration, 1954.....	1,085,158
Number of Telephones, Jan. 1, 1955.....	893,500
Number of Electrical Connections, Jan. 1, 1955.....	872,164
Number of Gas Utilities Connections, 1953.....	72,000

¹Including Alaska.
For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	6,584	\$12,185	\$ 1,763	\$ 232	370	16%
Asotin	10,878	6,162	2,222	96	800	21%
Benton	51,370	66,558	18,534	3,659
Celan	39,301	64,613	15,441	2,146
Clallam	26,396	33,156	9,502	738	4,570	51%
Clark	85,307	72,842	19,808	1,788	16,060	51%
Columbia	4,860	4,760	1,061	140	290	21%
Cowlitz	53,369	61,587	13,985	1,562	5,060	28%
Douglas	10,817	8,898	2,096	59
Ferry	4,096	2,060	754	52	290	32%
Franklin	13,563	33,936	7,487	1,155	850	16%
Garfield	3,204	3,878	424	114	190	21%
Grant	24,346	39,491	11,593	1,186	1,330	16%
Grays Harbor	53,644	59,693	15,015	1,327	2,880	16%
Island	11,079	10,749	3,390	284	3,030	74%
Jefferson	11,618	7,603	2,662	101	1,920	52%
King	732,992	957,316	218,039	27,804	164,660	62%
Kitsap	75,724	80,403	24,525	2,828	21,170	74%
Kittitas	22,235	23,399	5,460	467
Klickitat	12,049	11,494	3,048	279
Lewis	43,755	51,176	11,828	1,217	2,090	15%
Lincoln	10,970	15,527	2,579	343	1,060	32%
Mason	15,022	13,122	3,760	154	3,070	59%
Okanogan	29,131	24,909	6,861	875
Pacific	16,558	14,906	4,586	319	910	16%
Pend Oreille	7,413	6,161	1,993	282	740	32%
Pierce	275,876	271,723	67,168	7,463	56,050	61%
San Juan	3,245	2,301	651	37	420	35%
Skagit	43,273	51,645	12,913	1,000	4,930	35%
Skamania	4,788	2,187	1,051	39
Snohomish	111,580	129,733	34,292	2,930	27,620	70%
Spokane	221,561	288,232	58,156	8,608	37,390	48%
Stevens	18,580	13,891	3,364	348	1,770	32%
Thurston	44,884	44,125	11,125	1,025	9,270	59%
Wahkiakum	3,835	1,652	658	29	140	16%
Walla Walla	40,135	51,015	9,908	1,508
Whatcom	66,733	98,033	20,838	2,228	3,910	17%
Whitman	32,469	32,791	7,368	1,182	2,000	21%
Yakima	135,728	155,642	36,297	4,304	10,010	22%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BELLINGHAM
(Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: 1151 Ellis St. Phone: 790.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 38.9 kw, Aural 19.5 kw. Operating Pow.: Visual 38.9 kw, Aural 19.5 kw. Transmitter: GE, composite. Antenna Make: Composite. Height: Above average terrain 2,380 ft.; Above ground 140 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June 3, 1953. Hours 3-11:35 p.m.
AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KVOS.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George Frese.
SERVICES: One studio. Two film cameras. Three film projectors, two Eastman, one RCA. Two slide projectors. One composite scanner. One composite film processing unit. News Service, UP. Library, Consolidated, MPTV, Sterling.
PRINCIPAL STOCKHOLDERS: Rogan Jones, pres. and majority owner, is also chm. of bd. of KPQ Wenatchee, Wash.

EXECUTIVES:
Rogan Jones, pres. & gen. mgr. Ernest E. Harper, ch. eng.
Fred Elsethagen, com. mgr. Alfred Weeks, news ed.
David Mintz, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$40; 1D \$20. 1D Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 50% for 1,000 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,200,700	781,200	2,081,900
Families in Area	368,400	256,700	645,100
No. of Sets	170,000	110,000	349,000
Retail Sales	\$1,260,923,000	\$950,768,000	\$2,611,691,000
Income per Family	\$4,244	\$5,870	\$5,057
Income per Capita	\$1,436	\$2,020	\$1,728

EPHRATA
(Grant County)

KBAS-TV (Satellite of KIMA-TV Yakima)
(Target Date, Unknown)

LICENSEE: Basin Tv Co. Address: 1411 Fourth Ave. Bldg., Seattle.
FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Operating Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 139 ft.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Owned by Cascade Bcstg. Co. (KIMA-AM-TV Yakima, Wash.) See KIMA-TV Yakima.

EXECUTIVES:
Thomas C. Bostic, pres.

PASCO
(Franklin County)

KEPR-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Cascade Bcstg. Co. Address: P. O. Box 702, Yakima, Wash. Phone: (Yakima) 6104.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 8.91 kw, Aural 4.79 kw. Operating Pow.: Visual 8.91 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,247 ft.; Above ground 351 ft.

OPERATION: Began Dec. 30, 1954. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, Same as KIMA-TV Yakima.

REPRESENTATIVES: Sales, Weed Television; Moore & Lund Inc.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:
Thomas C. Bostic, vp. & gen. mgr.

RATE INFORMATION: Sold only in combination with parent station KIMA-TV Yakima. Rates apply to simultaneous telecasts on both stations.

SEATTLE-TACOMA
(King and Pierce Counties)

KCTL (TV)

(Target Date, Unknown)

LICENSEE: Seattle Construction Co. Address: 200 W. Mercer St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 373 ft.

PRINCIPAL STOCKHOLDERS: Edward J. Schneider, pres. (33 1/3%); Wm. G. Clark, vp. (33 1/3%) and Frank J. Capretto, sec.-treas. (33 1/3%).

EXECUTIVES:
Edward J. Schneider, pres. Frank J. Capretto, sec.-treas.
William G. Clark, vp.

KCTS (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Washington. Address: Seattle. Postal Zone: 5. Phone: Melrose 0630 ext 2905.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 17.8 kw. Operating Pow.: Visual 30.2 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 287 ft.

OPERATION: Began Dec. 7, 1954. Hours, 1:15-2:15 p.m., 5-6 p.m., 7-9 p.m. (Mon.-Fri.)

AFFILIATION: Station, Fm, KUOW (FM).

SERVICES: One studio (35x35 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector.

EXECUTIVES:

Dr. Henry Schmitz, pres., Milo Ryan, prog. dir. & film buy.
U. of Washington John Boor, ch. eng.
Loren B. Stone, gen. mgr. Gordon Tuell, prod. mgr.

KING-TV

LICENSEE: King Bcstg. Co. Address: 320 Aurora. Postal Zone: 9. Phone: Mutual 3555.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 570 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 25, 1948. Hours, 8:40 a.m.-midnight.

AFFILIATION: Tv Network, ABC. Stations, Am, KING. Fm, KING-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Three studios and adjacent kitchen studio (54x65 ft., 54x65 ft. and 25x26 ft.). Six RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two Eastman film projectors. Four slide projectors. One GE opaque projector. One Dodge van truck with RCA field equipment. News Services, CBS, INS, UP. Library, Associated, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder, also owns 40% of KGW Portland, Ore., and 60% of North Pacific Tv Inc., which holds cp for Ch. 8 Portland, Ore.

EXECUTIVES:

Mrs. A. Scott Bullitt, pres. James L. Middlebrooks, eng. dir.
Henry B. Owen, exec. vp. Robert A. Ferguson, ch. eng.
Otto P. Brandt, vp. & gen. mgr. Robert F. Prins, pub. aff. dir.
John H. Eichhorn, asst. to gen. mgr. Gloria Chandler, pub. service dir.
A. P. Hunter, com. mgr. Betty Evans, educ. dir.
James Neidigh, natl. sls. mgr. Mel Anderson, prom. dir.
Robert A. Kilpatrick, loc. sls. mgr. G. W. Parker, merc. dir.
Lee Schulman, prog. dir. Charles Herring, news dir.
Tom Dargan, prog. opr. mgr. Richard Ross, assoc. news dir.
Bernie Carey, prod. mgr. Bill O'Mara, sports dir.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$900; minute spot (live) \$210, (film) \$180; ID \$90. ID Length 8 sec. full screen, 10 sec. share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 12.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total {Including Fringe Area}
Population	1,379,700	1,691,100	1,811,800
Families in Area	459,100	562,400	601,000
No. of Sets	429,500
Retail Sales	\$1,521,084,000	\$1,904,665,000	\$2,011,699,000
Income per Family	\$5,000	\$4,505	\$4,542
Income per Capita	\$1,630	\$1,559	\$1,556

KOMO-TV

LICENSEE: Fisher's Television Co. Address: 100 Fourth Ave. N. Postal Zone: 9. Phone: Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Height: Above average terrain 810 ft.; Above ground 550 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 11, 1953. Hours, 7:45-12:15 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, KOMO.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (27x47 ft., 25x51 ft. and 47x57 ft.). Four RCA camera chains. Four RCA film cameras. Three film projectors, two Eastman 16mm, one RCA. Three slide projectors, two RCA, one color. One GE Baloptican opaque-slide projector. Two-camera remote field equipment, micro-wave studio-transmitter link for standby. News Service, UP.

PRINCIPAL STOCKHOLDERS: Fisher's Blend Station Inc. (KOMO Seattle) (66 2/3%); Theodore R. Gamble (30%) and C. Howard Lane (3 1/3%). For other interests of Messrs. Gamble and Lane see KOIN-TV Portland, Ore.

EXECUTIVES:

O. D. Fisher, pres. Cliff Miller, eng. dir.
W. W. Warren, exec. vp. Margaret Frey, prom. mgr.
& gen. mgr. Herb Robinson, news ed.
Ray Baker, com. mgr.
Dave Crockett, prog. dir.
& film buy.

RATE INFORMATION: Class AA one hour (film) \$950; minute spot (film) \$190; ID \$95. Class A one hour (film) \$800; minute spot (film) \$160; ID \$80. ID Length 10 sec. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,236,043	1,610,053	2,399,808
Families in Area	412,014	536,684	799,936
No. of Sets	435,100
Retail Sales	\$1,330,309,000	\$1,581,369,000	\$2,613,461,000
Income per Family	\$5,227	\$5,679	\$4,835
Income per Capita	\$1,778	\$1,828	\$1,579

SEATTLE-TACOMA (Cont.)

KTNT-TV

LICENSEE: Tribune Pub. Co. Address: S. 11th & Grant, Tacoma, Wash. Postal Zone: 5. Phone: Fulton 2561.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 801 ft.; Above ground 580 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KTNT. Fm, KTNT-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Alvin H. Barnard.

SERVICES: Two studios (20x20 ft. and 45x55 ft.). Two DuMont camera chains. One composite rear screen slide projector. Two GE film cameras. Two Eastman film projectors. One slide projector, one GE Balop slide-opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee publishes Tacoma News-Tribune. Frank S. Baker, pres., (62.5%), Alton F. Baker (12.46%), 63.5% owner Eugene (Ore.) Register-Guard (KERG Eugene); Elbert H. Baker Jr. (12.46%); Louis B. Hastings (12.46%).

EXECUTIVES:

Frank S. Baker, pres. Burke Ormsby, prog. dir. & film buy.
 Len Higgins, gen. mgr. Max Bice, ch. eng.
 Larry Carino, com. mgr. Sam Rinaker, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$700; minute spot (live) \$165, (film) \$150; ID \$70. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Population (Grade A, FCC Contour) 1,228,037, (Grade B, FCC Contour) 1,319,219, (Total Including Fringe Area) 2,000,000,

KTVW (TV)

LICENSEE: J. Elroy McCaw. Address: 5544 N. 35th St. Phone: Skyline 3544.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 533 ft.

OPERATION: Began Sept. 22, 1954.

REPRESENTATIVES: Sales, Adam Young Television Corp.

SERVICES: Two studios (Tacoma: 30x40 ft.; Seattle: 60x80 ft.). Four RCA camera chains. One Gray rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two slide projectors. One RCA custom mobile unit.

PRINCIPAL STOCKHOLDERS: Owned by J. Elroy McCaw, who also owns KORO Mineral Wells, Tex.; 75% of KFEL-TV Denver and of WINS New York; 50% of KELA Centralia Wash., and KYA San Francisco; and holds minority interests in KYAK Yakima and KALE Richland, Wash. Mr. McCaw and John D. Keating each own 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

EXECUTIVES:

J. Elroy McCaw, own. William Rambo, Tacoma mgr.
 William Veneman, exec. asst. Charles R. Morris, ch. eng.
 & film buy. John Jarstad, sports dir.
 John Courcier, opr. dir. Orv. Danforth, sls. svc. mgr.
 Roger D. Rice, Seattle mgr. Edna K. Hanna, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$531.25, (film) \$425; minute spot (live) \$106.25, (film) \$85; ID \$42.50. ID Length 8 sec. Specifications 2x2 in. glass slides. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,087,100	1,497,600	2,584,700
Families in Area	372,500	497,400	869,900
No. of Sets	257,100	321,994	579,144
Retail Sales	\$1,340,976,000	\$1,705,494,000	\$3,046,470,000
Income per Family	\$4,793
Income per Capita	\$1,581

SPOKANE

(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Postal Zone: 4. Phone: Madison 5131.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 941 ft.; Above ground 826 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Dec. 22, 1952. Hours, 10:30 a.m.-11:40 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KHQ.

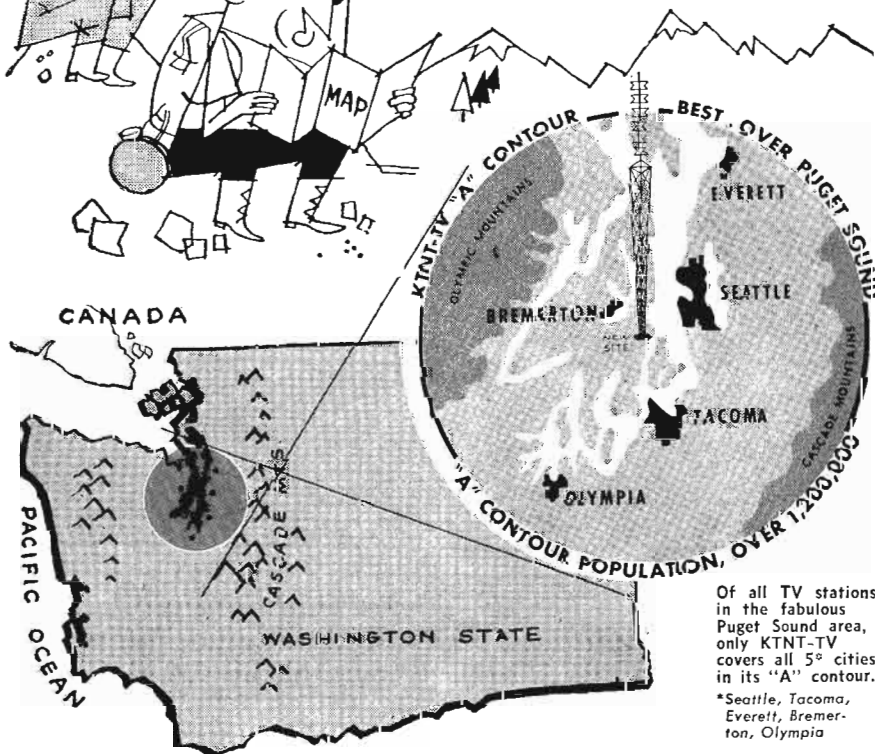
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George C. Davis.

A GEOGRAPHY LESSON . . . One of a Series



THEY CAN'T FIND WASHINGTON, D. C., PROVIDENCE and CAMBRIDGE in WASHINGTON STATE!

These two explorers are slightly mixed-up! So let's set them right!



We, out here in the vibrant northwest corner of the nation, have great respect for Washington, D.C., Providence, and Cambridge. That's why we are using these cities to tell our story. Our story is this: The combined population of these three cities is about 1,200,000. And there are more than that number of people living within the "A" Contour of KTNT-TV, the CBS television station for Puget Sound. In addition, there are 800,000 more living outside the "A" Contour, well within KTNT-TV's INFLUENCE AREA. And average incomes in the Puget Sound area exceed the national average.

IN WASHINGTON STATE, ADVERTISE WHERE THE PEOPLE ARE . . . BUY KTNT-TV



316,000 WATTS
 Antenna Height 1,000 FT. ABOVE SEA LEVEL
 CBS Television for Puget Sound

Represented Nationally by Weed Television
 KTNT-TV, Tacoma 5, Washington

"The Word Gets Around...Buy Puget Sound"



"Kick a home run, Finchley, and we'll make a touchdown!"

**THE GAME'S NOT THE SAME IN SEATTLE-TACOMA
... AND KTVW IS THE REASON WHY**

Throw away your old rule book! TV ratings have changed in Seattle-Tacoma... and KTVW's new live programming of sports events has caused the big switch. Check the new ratings. They mean new viewing (and buying) habits. For winning sales in the Pacific Northwest's major market, choose KTVW, today's low-cost coverage champ.

SEATTLE • TACOMA

*For Further Information, Contact
Adam Young Television Corp., or Wire
230 8th Ave. No., Seattle, Wash.*

Channel

13



SPOKANE (Cont.)

KHQ-TV (Cont.)

SERVICES: Two studios (40x60 ft. ea.). Four RCA camera chains. Three RCA film cameras, two 16mm b&w, one color. Three film projectors, two GE 16mm, one RCA. Three slide projectors. One RCA flying spot scanner. One Telop opaque projector. One Micro Record film developing unit and RCA & reel film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle.)

EXECUTIVES:

R. O. Dunning, pres. & gen. mgr. Al G. Sparling, ch. eng.
 John H. Pindell, com. mgr. Rex R. Gerlach, prom. mgr.
 William A. Neilson, prog. dir. & film buy. Pat Cullen, news ed.

RATE INFORMATION: Class A one hour (live) \$670, (film) \$550; minute spot (live) \$152.50, (film) \$137.50; ID \$68.75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	263,000	381,200	750,600
Families in Area	86,800	122,900	238,500
No. of Sets	67,880	86,850	120,140
Retail Sales	\$314,271,000	\$436,818,000	\$846,092,000
Income per Family	\$5,336	\$5,334	\$5,339
Income per Capita	\$1,761	\$1,720	\$1,696

KREM-TV

LICENSEE: Louis Wasmer. Address: S. 4103 Regal. Postal Zone: 36. Phone: Kay-stone 0466.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Collins. Antenna Make: Modified Franklin. Height: Above average terrain 840 ft.; Above ground 747 ft.

OPERATION: Began Oct. 31, 1954. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Stations, Am, KREM. Fm, KREM-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Robert M. Silliman.

SERVICES: One studio (45x65 ft.). One camera chain. One rear screen projector. Two film cameras. Three film projectors. Two slide projectors. One scanner. One opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDER: Louis Wasmer (100%), also owns 42.3% of KQ; Seattle and 22% of KXLL Missoula, Mont.

EXECUTIVES:

Louis Wasmer, own. Walt Schaar, film dir.
 Robert H. Temple, mgr. & com. mgr. James Badgley, prom. mgr.
 Don Miller, prod. mgr. Richard Barrett, news ed.
 Hommer W. Mead, ch. eng.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 790,000; Families in Area, 246,400; No. of Sets, 107,171; Retail Sales, \$971,933,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



**THE EDWARD SMALL
 FEATURE FILM
 PACKAGE**

Another winner!

from the portfolio of TPA Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York City: 477 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

SPOKANE (Cont.)

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Address: 315 W. Sprague Ave. Phone: Madison 4291.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 26.9 kw. Operating Pow.: Visual 48 kw, Aural 26.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,070 ft.; Above ground 150 ft.

OPERATION: Began Feb. 22, 1953. Hours, 10:30 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KXLY.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

SERVICES: One studio (50x60 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors. Sterling Multiscope opaque projector. Two RCA and GE mobile microwave units.

PRINCIPAL STOCKHOLDERS: Norman Eisenstein (45%), Joseph Harris (45%) and Richard E. Jones (10%).

EXECUTIVES:

Richard E. Jones, vp.,
gen. mgr. & film buy.
Robert Struble, sls. mgr.

Gene Roth, prog. dir.
Dave Green, ch. eng.

RATE INFORMATION: Class A one hour (film) \$525; minute spot (film) \$105; 1D \$52.50. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 7.

TACOMA
(See Seattle-Tacoma)
VANCOUVER
(Clark County)

KVAN-TV

(Target Date, Unknown)

LICENSEE: KVAN-TV Inc. Address: 707 1/2 Main St.

FACILITIES: Ch. 21 Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1010 ft.; Above ground 254 ft.

AFFILIATION: Station, Am, KVAN-AM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, pres. (75%) and others. Mr. Sackett also owns KROW Oakland, Calif., and KOOS Coos Bay, Ore. (Coos Bay Times.)

EXECUTIVES:

Sheldon F. Sackett, pres. D. Elwood Caples, vp.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

More Help! More Sales!
on KXLY-TV

SHASTA canned beverages are a new product on the Spokane market. We were appointed sales representatives on SHASTA canned beverages in June of this year.

Reliable surveys indicate that SHASTA canned beverages now have well over half of the Spokane canned beverage market.

We feel that the featuring of canned SHASTA on the KXLY "Parade of Products" recently has been a major factor in developing the excellent distribution and volume we have on SHASTA canned beverages.

Sincerely,

C. S. Graham (signed)
C. S. GRAHAM & CO.

Available at a discount when published in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep. - AVERY-KNODEL
Moore & Lund: Seattle, Portland

YAKIMA
(Yakima County)

KIMA-TV (Parent station of satellites KEPR-TV PASCO, KBAS-TV EPHRATA)

LICENSEE: Cascade Bcstg. Co. Address: P. O. Box 702. Phone: 6104.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63.1 kw. Operating Pow.: Visual 126 kw, Aural 63.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 166 ft.
OPERATION: Began July 19, 1953. Hours, 2 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KIMA.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh.
SERVICES: Three studios (30x50 ft., 20x30 ft. and 30x40 ft.). Four GE camera chains. One TSC rear screen projector. One GE film camera. Two 16mm film projectors. Two 35mm slide projectors. One composite film processing unit. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: A. W. Talbot, pres. (72.5%); Thomas C. Bostic, vp. (16.5%); Ralph Sundquist (8%), and others. Licensee also owns satellite stations KEPR-TV Pasco, KBAS-TV Ephrata, both Wash., and KLEW-TV Lewiston, Idaho, and 40% of KWIE Kennewick, Wash.
EXECUTIVES:
 A. W. Talbot, pres. M. E. Burrill, ch. eng.
 Thomas C. Bostic, vp. & gen. mgr. Herchel R. Cary, sls. mgr.
 Frank E. Mitchell, treas. Ed Morrissey, prom. mgr.
 James W. Nolan Jr., prog. dir. & pub. rel.
 J. Barry Watkinson, eng. dir. John Knievel, news ed.
RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3. (Rates include satellite operation of KEPR-TV Pasco, Wash.).
MARKET INFORMATION: (Total Including Fringe Area): Population, 325,300; Families in Area, 102,000; No. of Sets, 55,000; Retail Sales, \$365,597,000; Income per Family, \$4,965; Income per Capita, \$1,557.

KRSM (TV)

(Target Date, Unknown)

LICENSEE: Chinook Television Co. Address: P. O. Box 172.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 150 ft.
AFFILIATION: Stations, Am, KYAK.
REPRESENTATIVES: Consulting Engineer, John Walker.
PRINCIPAL STOCKHOLDER: Owned by Robert S. McCaw, who also owns KWIQ Moses Lake, Wash., and 33 1/3% of KALE Richland and KYAK Yakima, Wash. Latter two stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw (see KTVW [TV] Seattle).
EXECUTIVES:
 Robert S. McCaw, pres.

WEST VIRGINIA

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1954.....	1,947,000
Total Families, 1950.....	479,265
Total Urban Population, 1950.....	694,487
Total Rural Nonfarm Population, 1950.....	900,143
Total Farm Population, 1950.....	410,922
Employed in Nonagricultural Establishments, March 1955.....	454,900
Employed in Agriculture, 1950.....	61,440
Employed in Mining, March 1955.....	71,100
Employed in Manufacturing, March 1955.....	126,900
Employed in Construction, March 1955.....	15,100
Employed in Transportation & Public Utilities, March 1955.....	47,700
Employed in Wholesale & Retail Trade, March 1955...	78,500
Employed in Finance, Insurance & Real Estate, March 1955.....	11,400
Employed in Service and Miscellaneous, March 1955...	42,700
Employed in Government Service, March 1955.....	61,500
Retail Sales, 1954.....	\$ 1,458,295,000
Bank Assets, Jan. 1, 1955.....	\$ 1,174,754,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,057,392,000
Major Income Sources, 1953: Agriculture 2.9%; Government 14.4%; Manufacturing Payrolls 22.2%; Trade and Service 22.1%.	
Total Income Payments, 1953.....	\$ 2,435,000,000
Per Capita Income, 1953.....	\$ 1,257
Total Internal Revenue Collections, 1954.....	\$ 281,864,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 72.73
Cash Receipts from Farm Marketing, 1954.....	\$ 123,140,000
Government Payments to Farmers, 1954.....	\$ 1,332,000

Value of Mineral Production, 1951.....	\$ 941,723,000
New Public Construction in 1952.....	\$ 62,600,000
Motor Vehicle Registration, 1954.....	513,409
Number of Telephones, Jan. 1, 1955.....	413,600
Number of Electrical Connections, Jan. 1, 1955.....	562,316
Number of Gas Utilities Connections, 1953.....	314,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Barbour	19,745	\$ 6,938	\$ 2,607	\$ 176	770	15%
Berkeley	30,359	24,535	6,804	829	4,670	54%
Boone	33,173	17,527	5,217	343	2,770	35%
Braxton	18,082	7,632	2,068	244	800	19%
Brooke	26,904	15,738	5,565	374	5,180	70%
Cabell	108,035	123,779	26,250	3,813	27,290	79%
Calhoun	10,259	2,333	687	67	640	28%
Clay	14,961	4,669	574	39	1,190	34%
Doddridge	9,026	3,389	1,042	32	420	19%
Fayette	82,443	54,714	11,908	1,018	6,080	30%
Gilmer	9,746	2,601	1,132	62	440	19%
Grant	8,756	7,205	1,189	72	410	18%
Greenbrier	39,295	27,658	7,124	724	2,440	25%
Hampshire	12,577	6,162	1,414	78	580	18%
Hancock	34,388	23,988	8,833	850	6,430	69%
Hardy	10,032	5,376	759	77	430	18%
Harrison	85,296	78,448	19,597	1,798	3,560	15%
Jackson	15,299	8,553	2,087	153	1,090	28%
Jefferson	17,184	12,502	3,195	420	2,480	54%
Kanawha	239,629	246,243	61,122	6,058	48,810	72%
Lewis	21,074	11,991	3,181	365	910	18%
Lincoln	22,466	7,760	2,740	77	2,900	58%
Logan	77,391	53,862	10,467	957	6,040	43%
McDowell	98,887	59,220	13,463	1,133	11,270	49%
Marion	71,521	54,089	15,165	1,311	8,640	42%
Marshall	36,893	20,944	9,333	594	3,220	33%
Mason	23,537	13,307	3,884	116	3,070	58%
Mercer	75,013	62,856	13,945	1,992	7,580	39%
Mineral	22,333	11,694	3,722	347	1,120	18%
Mingo	47,409	36,384	8,333	864	6,050	53%
Monongalia	60,797	47,807	13,561	1,327	7,480	45%
Monroe	13,123	4,764	1,358	150	770	24%
Morgan	8,276	3,729	1,520	38	430	18%
Nicholas	27,696	13,595	4,601	175	2,350	35%
Ohio	71,672	98,943	21,833	2,278	11,140	53%
Pendleton	9,613	3,235	372	83	380	18%
Pleasants	6,369	4,383	1,300	75	340	20%
Pocahontas	12,480	5,001	1,204	68	450	15%
Preston	31,399	12,304	3,375	358	2,090	26%
Putnam	21,021	7,064	1,776	86	3,070	58%
Raleigh	66,273	60,950	12,645	854	6,130	25%
Randolph	30,558	18,200	4,645	485	1,080	14%
Ritchie	12,535	5,484	1,538	153	660	20%
Roane	18,408	7,537	1,885	68	1,220	29%
Summers	19,183	8,910	2,886	230	1,150	24%
Taylor	18,422	9,514	3,299	383	1,270	26%
Tucker	10,600	4,034	1,387	89	470	18%
Tyler	10,535	4,389	1,636	139	580	20%
Upshur	19,242	10,394	3,001	438	770	15%
Wayne	38,696	10,791	3,773	387	4,870	57%
Webster	17,888	6,828	1,575	111	1,430	34%
Wetzel	20,154	13,351	4,016	316	980	19%
Wirt	5,119	1,276	220	34	340	28%
Wood	66,540	67,018	16,397	1,977	6,830	34%
Wyoming	37,540	16,717	4,586	294	3,160	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BECKLEY

(Raleigh County)

WOAY-TV (OAK HILL)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251, Oak Hill, W. Va. (For full listing see Oak Hill).

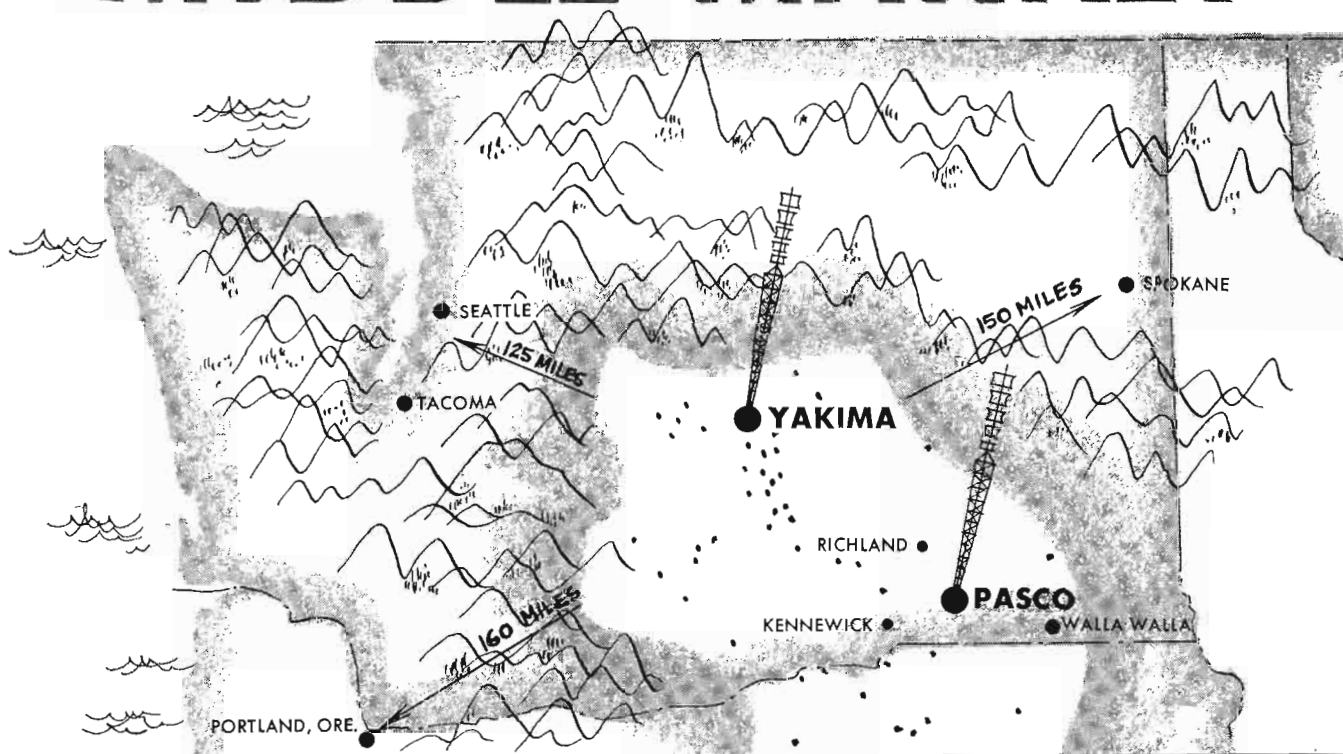
BLUEFIELD

(Mercer County)

WHIS-TV

LICENSEE: Daily Telegraph Printing Co. Address: 412 Bland St.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 28.8 kw. Operating Pow.: Visual 50 kw, Aural 28.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 185 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 31, 1955. Hours, noon-midnight.
AFFILIATION: Station, Am, WHIS.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, John H. Mullaney.
SERVICES: One studio (40x40 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector.
PRINCIPAL STOCKHOLDERS: Licensee publishes Bluefield Telegraph and Sunset News. Jim H. Shott, pres. (23.5%); Hugh I. Shott Jr., vp (23.6%); Mrs. Lillian Shott Brant (23%); estate of Hugh I. Shott (29.2%); and others.
EXECUTIVES:
 Jim H. Shott, pres. P. T. Flanagan, sta. mgr.
 Hugh I. Shott Jr., gen. mgr. John Byers, ch. eng.
RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 10 sec., 8 sec. Frequency discounts. Rate Card No. 1.

There's only one in Washington's "MIDDLE MARKET"



Your Pacific Northwest campaign is not complete without Washington's big "Middle Market" . . . and that's KIMA-TV! Mountains and miles combine to make this, the Northwest's fourth television market, isolated from outside media influence. In the area are 15 weeklies, 9 dailies, 12 radio stations . . . but *only one* television operation—KIMA-TV, Yakima with its satellite, KEPR-TV, Pasco.

WASHINGTON'S BIG "MIDDLE MARKET"

Families.....	102,000
Population.....	330,100
Effective Buying Income.....	\$511,318,000
Retail Sales.....	366,642,000
Food Sales.....	85,302,000
Automotive Sales.....	78,499,000
Drug Sales.....	12,400,000
1955 SM—Survey of Buying Power	



*The Nation's First
Commercial Satellite
Operation...*

KIMA-TV YAKIMA
with Satellite **KEPR-TV** PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION • PACIFIC NORTHWEST: MOORE AND LUND

CHARLESTON
(Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Address: 1111 Virginia St. E. Postal Zone: 24. Phone: 65-358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Aug. 15, 1954. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WCHS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Weldon & Carr.

SERVICES: One studio (35x50 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Three RCA film projectors. Three Gray slide projectors. One Gray opaque projector. One Houston-Fearless film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Tierney Co. (WCHS Charleston) (60%), Capital Tv Inc. (40%). Sam G. Rahall is pres. of Capital Tv and with his brothers control the company. Rahall brothers own WKAP and WQCY (TV) Allentown, WNAR Norristown, both Pa., WWNR Beckley, W. Va., and WFEA Manchester, N. H.

EXECUTIVES:

Lewis C. Tierney, pres.	Frank Annand, prod. dir.
John T. Gelder Jr., gen. mgr.	William E. Dixon, ch. eng.
John L. Sinclair Jr., com. mgr. & prom. mgr.	Bob Boaz, news ed.
Morton S. Cohn, prog. dir. & film buy.	Harry Brawley, educ. & pub. aff. dir.

RATE INFORMATION: Class A one hour (film) \$550; minute spot (live) \$132.50, (film) \$125; ID \$62.50. ID Length 8 sec. Specifications 2x2 in. slides. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total Including Fringe Area
Population	693,312	443,016	1,931,403
Families in Area	177,641	114,019	453,171
No. of Sets	139,559		495,178

WKNA-TV†

LICENSEE: Joe L. Smith Jr. Inc. Postal Zone: 1. Address: 804½ Kanawha Blvd. Phone: 3-9971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 337 ft.

OPERATION: Began Oct. 12, 1953.

AFFILIATION: Stations, Am, WKNA. Fm, WKNA-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Joe L. Smith Jr., Hulett C. Smith and Joe L. Smith. Same ownership as WJLS Beckley, W. Va.

EXECUTIVES: Joe L. Smith Jr., pres.

† WKNA-TV has suspended operation but has not returned its CP.

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Address: 201 Ninth St., Huntington, W. Va. Postal Zone: 18. Phone: (Huntington) 4-4126. (For full listing see Huntington.)

CLARKSBURG
(Harrison County)

WBLK-TV

(Target Date, Unknown)

LICENSEE: Ohio Valley Bcstg. Corp. Address: 211½ Fifth St., Parkersburg, W. Va.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 420 ft.

AFFILIATION: Station, Am, WBLK.

REPRESENTATIVES: Washington Attorney, Leonard Marks; Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: News Publishing Co. (89%) and others. Licensee also owns WPAR-AM-FM Parkersburg, W. Va. News Publishing Co. owns 34% of WTRF-TV Wheeling, W. Va., and publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News. Note: Sale of WBLK and WPAR stations pending FCC approval.

EXECUTIVES:

Austin V. Wood, pres.
George H. Clinton, vp. & gen. mgr.

FAIRMONT
(Marion County)

WJPB-TV†

LICENSEE: WJPB-TV Inc. Address: Tv-Radio Center. Postal Zone: 1. Phone: 5000.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 7.08 kw, Aural 3.8 kw. Operating Pow.: Visual 7.08 kw, Aural 3.8 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 222 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 28, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WVWV. Fm, WJPB-FM. **REPRESENTATIVES:** Sales, Gill-Perna Inc.; Washington Attorney, R. D. Davies; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (25x20 ft.). One GPL camera chain. GPL film chain. Two Bell & Howell film cameras. Two GPL film projectors. One GPL slide projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by J. Patrick Beacom, who also owns 5% of WVWV and WJPB (FM) Fairmont, 10% of WETZ New Martinsville, both W. Va., and 100% of WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

EXECUTIVES:

J. Patrick Beacom, pres., gen. mgr. & film buy.	Joseph Strelauski, ch. eng.
Bruce McGinnis, com. mgr.	Bob Tennent, prom. mgr.
Numa Fabre Jr., prog. dir.	Robert Frazer, news ed.

RATE INFORMATION: Class A one hour (live) \$100, (film) \$90; minute spot (live) \$28, (film) \$26; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total Including Fringe Area
Population	90,150	231,500	245,500
Families in Area	36,000	90,000	100,000
No. of UHF Sets	23,510	34,560	35,000

† WJPB-TV has suspended operation but has not returned its CP.

HUNTINGTON
(Cabell County)

WHTN-TV

(Target Date, Sept. 25, 1955)

LICENSEE: Greater Huntington Radio Corp. Address: 8th Street Hill.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,074 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 3-11:30 p.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WHTN. Fm, WHTN-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: One 1,600-sq. ft. studio. Two RCA camera chains. Two RCA rear screen projectors. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors.

PRINCIPAL STOCKHOLDERS: Greater Huntington Theatre Corp., controlled by S. J. Hyman and family.

EXECUTIVES:

S. J. Hyman, chmn. of bd.	Harold Storm, ch. eng.
Fred Weber, pres.	Julian Silberstein, film buy.
John Phillips, sta. mgr.	

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$112.50, (film) \$112.50; ID \$56.25. ID Length 8 sec., 10 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population (Grade A, FCC Contour) 601,331, (Grade B, FCC Contour) 440,542, (Total Including Fringe Area) 1,611,198.

WSAZ-TV

LICENSEE: WSAZ-Inc. Address: 201 Ninth St. Postal Zone: 18. Phone: 4-4126.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,250 ft.; Above ground 1,069 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov., 1949. Hours, 6:45-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WSAZ.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Cohn & Marks.

SERVICES: Three studios (Huntington: 40x40 ft. and 25x40 ft.; Charleston: 40x50 ft.). Four RCA camera chains. Two rear screen projectors, Trans-Lux, TSC. Three RCA film cameras, two b&w, one color. Four RCA film projectors. Three slide projectors. One Balop projector. One Houston-Fearless film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser) (89%). Mrs. Eugene Katz (11%). Same ownership as WGKY-AM-FM Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, pres.	Charles W. Dinkins, prom. & publicity mgr.
Lawrence H. Rogers, vp. & gen. mgr.	William T. Romaine, admin. asst.
Leroy E. Kilpatrick, vp. & tech. dir.	Bert Shimp, educ., pub. service & pub. aff. dir.
C. Tom Garten, asst. gen. mgr.	Robert E. White, sls. mgr.
James H. Ferguson, prog. dir.	Gayle E. MacCracken, film dir.
Ned R. Brooke, prod. mgr.	Nicholas A. Basso, news & sp. events dir.
John Clay, ch. eng.	
William R. Murray, Charleston reg. mgr.	
Elizabeth Conaty, natl. sls. dir.	

RATE INFORMATION: Class AA one hour (live) \$900, (film) \$800; minute spot (live) \$167.50, (film) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9N.

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covers
West Virginia's
biggest markets
like a 316,000 watt
Channel 8
Television Station,
which it is.

DEPARTMENT STORE SALES
FOOD SALES
DRUG SALES
<i>(Sales Mgt. May/55 Data)</i>

Charleston
\$35,543,000
61,122,000
6,058,000

Huntington
\$15,976,000
26,250,000
3,813,000

For complete coverage data (sets-in-area figure passed 475,000 in July, 1955) and information about availabilities, please check with our national representatives, The Branham Company.

WCHS-TV

Mail Address:
Charleston, W. Va.

OAK HILL
(Fayette County)

WOAY-TV (BECKLEY)

LICENSEE: Robert R. Thomas Jr., Address: Box 251. Phone: 651.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 688 ft.
 OPERATION: Began Dec. 14, 1954. Hours, 3-11:30 p.m.
 AFFILIATION: Tv Network, ABC. Stations, Am, WOAY. Fm, WOAY-FM.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman.
 SERVICES: Two studios (36x50 ft. and 20x30 ft.). Two RCA camera chains. Two RCA 16mm film projectors. One Gray 2x2 in. slide projector. News Service, AP. Library, Capitol, RCA Thesaurus.
 PRINCIPAL STOCKHOLDER: Robert R. Thomas Jr. (100%). Joe L. Smith Jr. (WKNA-AM-TV Charleston, and WJLS Beckley, both W. Va.) has option to buy 40%.
 EXECUTIVES:
 Robert R. Thomas Jr., pres. & gen. mgr.
 Vic Ludington, com. mgr.
 Jim Pridemore, prog. dir., film buy. & prom. mgr.
 Ken Rice, ch. eng.
 Bud Gentry, news ed.
 RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.
 MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,200,000	1,136,092	2,336,092
Families in Area	300,000	285,000	585,000
No. of Sets	156,000	150,000	306,000
Retail Sales	\$996,000,000	\$878,000,000	\$1,874,000,000

PARKERSBURG
(Wood County)

WTAP (TV)

LICENSEE: Zanesville Pub. Co. Address: 121 W. Seventh St. Phone: 7-4580.
 FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: Gabriel. Height: Above average terrain 570 ft.; Above ground 450 ft.
 OPERATION: Began Nov. 11, 1953. Hours, 4 p.m.-midnight.
 AFFILIATION: Tv Networks, ABC, DTN, NBC.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Alberston; Consulting Engineer, Craven, Lohnes & Culver.
 SERVICES: One studio (50x50 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray 2x2 in. slide projector. Film processing available. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Clay Littick, pres. (87.5%); Arthur S. Littick, vp. (3.3%) and William O. Littick, sec.-treas. (9.2%). Licensee owns 63% of WHIZ-TV Zanesville, O., and 60% of WHIZ.
 EXECUTIVES:
 Clay Littick, pres.
 Allan Land, gen. mgr.
 Milton F. Komito, sta. mgr.
 Jerry Burns, com. mgr.
 W. A. Hunt Sr., ch. eng.
 Ed Fisher, film buy.
 Wilma Sams, prom. mgr.
 Jack See, news ed.
 RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$12.50. ID Length 8 sec., 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.
 MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	131,283	141,253	272,536
Families in Area	41,356	42,050	83,406
No. of Sets	18,295	16,787	35,082
Retail Sales	\$157,700,000	\$120,300,000	\$278,000,000
Income per Family	\$3,655	\$3,655	\$3,655
Income per Capita	\$1,120	\$1,120	\$1,120

WHEELING
(Ohio County)

WLTV (TV) (STEUBENVILLE, O.)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 521 Eighth St., Huntington, W. Va.
 FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 67.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 170 ft.; Above ground 241 ft.
 REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners in Polan Industries which also owns WPTV (TV) Ashland, Ky.

WSTV-TV (STEUBENVILLE, O.)

LICENSEE: WSTV Inc. Address: Exchange Realty Bldg., Steubenville, O. Phone: (Steubenville 2-6265.) (For full listing see Steubenville.)

WTRF-TV (STEUBENVILLE, O.)

LICENSEE: Tri-City Bcstg. Co. Address: 1329 Market St. Phone: 1177.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 591 ft.; Above ground 358 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John A. Moffet.

SERVICES: One studio (30x50 ft.). Two camera chains. One TSC rear screen projector. One film camera. Two film projectors. One Gray slide projector. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Bloch family interest (30%), Dix family interest (30%), News Pub. Co. (34%) and Robert W. Ferguson (6%). Dix family owns Wooster Daily Record (WWST), Martins Ferry-Bellaire Times-Leader, Defiance Crescent-News and Ravenna-Kent Record & Courier-Tribune, all Ohio. News Pub. Co. publishes Wheeling Intelligencer & News-Register and other W. Va. papers (see WBLK-TV Clarksburg).

EXECUTIVES:

Robert W. Ferguson, exec. vp. & gen. mgr.
 H. Needham Smith, sls. mgr.
 Louis H. Meyer, prog. dir.
 Howard L. Daubenmeyer, ch. eng.
 William Ney, film ed.
 Al Jones, merc. mgr.
 C. Greg Van Camp, prom. mgr.
 George Diab, news ed.

RATE INFORMATION: Class A one hour (live) \$540, (film) \$450; minute spot (live) \$99, (film) \$90; ID \$40. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	609,000	500,000	1,399,800
Families in Area	170,000	140,000	397,400
No. of Sets	137,700	110,600	307,400
Retail Sales	\$778,000,000	\$488,000,000	\$1,368,678,000
Income per Family	\$5,300	\$4,800	\$4,900
Income per Capita	\$1,400	\$1,300	\$1,300

WISCONSIN

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1954.....	3,578,000
Total Families, 1950.....	867,990
Total Urban Population, 1950.....	1,987,888
Total Rural Nonfarm Population, 1950.....	721,453
Total Farm Population, 1950.....	725,234
Employed in Nonagricultural Establishments, March 1955.....	1,049,200
Employed in Agriculture, 1950.....	251,930
Employed in Mining, March 1955.....	3,700
Employed in Manufacturing, March 1955.....	434,400
Employed in Construction, March 1955.....	47,300
Employed in Transportation & Public Utilities, March 1955.....	73,500
Employed in Wholesale & Retail Trade, March 1955...	220,100
Employed in Finance, Insurance & Real Estate, March 1955.....	37,700
Employed in Service and Miscellaneous, March 1955...	105,700
Employed in Government Service, March 1955.....	127,000
Retail Sales, 1954.....	\$ 4,078,209,000
Bank Assets, Jan. 1, 1955.....	\$ 3,956,860,000
Bank Deposits, Jan. 1, 1955.....	\$ 3,677,930,000
Major Income Sources, 1953: Agriculture 7.3%; Government 23.9%; Manufacturing Payrolls 33%; Trade and Service 23.9%.	
Total Income Payments, 1953.....	\$ 6,023,000,000
Per Capita Income, 1953.....	\$ 1,712
Total Internal Revenue Collections, 1954.....	\$ 1,241,106,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 79.65
Cash Receipts from Farm Marketing, 1954.....	\$ 992,538,000
Government Payments to Farmers, 1954.....	\$ 5,556,000
Value of Mineral Production, 1951.....	\$ 48,350,000
Total New Construction in 1952.....	\$ 631,200,000
New Private Construction in 1952.....	\$ 464,600,000
New Public Construction in 1952.....	\$ 166,600,000
Motor Vehicle Registration, 1954.....	1,336,771
Number of Telephones, Jan. 1, 1955.....	1,150,800
Number of Electrical Connections, Jan. 1, 1955.....	1,217,711
Number of Gas Utilities Connections, 1953.....	463,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Adams	7,906	\$ 5,131	\$ 971	\$ 37
Ashland	19,461	22,189	5,699	506
Barron	34,703	44,621	7,664	1,009	3,460	33%
Bayfield	13,760	7,476	1,880	230
Brown	98,314	118,317	24,889	3,072	17,080	59%
Buffalo	14,719	10,441	1,724	250	1,800	41%
Burnett	10,236	7,287	1,649	151	930	31%
Calumet	18,840	20,897	3,412	333	2,540	47%
Chippewa	42,839	45,641	7,650	802	3,010	26%
Clark	32,459	31,516	4,828	581
Columbia	34,023	44,152	8,022	989	2,310	22%
Crawford	17,652	13,922	3,369	288
Dane	169,357	209,587	41,916	7,659	20,880	41%
Dodge	57,611	53,648	11,883	1,009	10,810	63%
Door	20,870	23,237	5,441	545	1,610	24%
Douglas	46,715	47,136	13,353	1,209	3,400	24%
Dunn	27,341	25,717	4,918	491	2,690	34%
Eau Claire	54,187	67,371	15,035	1,984	5,160	31%
Florence	3,356	2,407	836	28
Fond Du Lac	67,829	84,389	16,869	2,367	9,170	45%
Forest	9,437	6,607	1,379	157
Grant	41,460	46,413	8,363	839	1,910	16%
Green	24,172	37,449	8,819	967	1,100	14%
Green Lake	14,749	20,182	3,838	281	1,030	22%
Iowa	19,610	15,486	3,421	299	860	15%
Iron	8,714	7,512	2,401	62
Jackson	16,073	14,573	2,268	216
Jefferson	43,069	55,263	12,105	1,052	7,290	54%
Juneau	18,930	18,535	4,165	377
Kenosha	75,238	98,330	26,441	2,499	19,680	81%
Kewaunee	17,366	15,440	2,414	249	1,200	25%
La Crosse	67,587	86,826	21,272	1,830	2,420	12%
Lafayette	18,137	18,283	3,685	251	800	15%
Langlade	21,975	25,037	5,843	368	1,220	20%
Lincoln	22,235	24,886	6,461	651
Manitowoc	67,159	76,781	18,995	1,145	9,530	47%
Marathon	80,337	86,757	16,824	1,506
Marinette	35,748	34,223	9,069	631	1,960	19%
Marquette	8,839	7,779	1,479	122	620	22%
Milwaukee	871,047	1,186,131	279,656	31,636	240,000	88%
Monroe	31,378	25,588	5,627	623
Oconto	26,238	21,943	4,001	249	1,480	20%
Oneida	20,648	26,593	7,399	727
Outagamie	81,722	100,294	20,793	2,045	6,570	27%
Ozaukee	23,361	27,843	5,792	555	6,570	90%
Pepin	7,462	7,605	1,729	67	860	41%
Pierce	21,448	20,952	5,184	428	4,160	66%
Polk	24,944	26,900	5,074	731	4,950	66%
Portage	34,858	31,499	7,382	821	1,290	14%
Price	18,344	14,915	2,714	275
Racine	109,585	143,644	36,584	3,939	25,210	72%
Richland	19,245	20,936	4,381	465
Rock	92,778	124,796	30,260	3,016	7,770	26%
Rusk	16,790	15,478	3,038	234	1,200	26%
S. Croix	25,905	27,157	4,931	501	5,150	66%
Sauk	36,120	44,017	9,272	1,032
Sawyer	10,323	9,510	2,033	318	930	31%
Shawano	35,249	26,737	6,287	483	1,870	19%
Sheboygan	80,631	94,350	19,800	1,966	17,960	71%
Taylor	18,456	13,833	2,308	212	352	41%
Trempealeau	23,730	21,489	3,700	591
Vernon	27,906	21,987	5,754	591
Vilas	9,363	12,610	3,719	69
Walworth	41,584	58,687	12,650	1,519	8,580	61%
Washburn	11,665	11,254	3,292	395	1,030	31%
Washington	33,902	41,797	8,800	650	9,360	90%
Waukesha	85,901	89,960	24,301	2,189	20,980	77%
Waupaca	35,056	45,813	8,344	879	2,900	27%
Wausara	13,920	13,624	2,127	175	600	14%
Winnebago	91,103	1,079,925	28,142	2,537	5,370	19%
Wood	50,500	58,901	13,563	1,122

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

EAU CLAIRE
(Eau Claire County)

WEAU-TV

LICENSEE: Central Bcstg. Co. Address: 2415 S. Hastings Way. Phone: 2-3474.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 28.8 kw. Operating Pow.: Visual 57.5 kw, Aural 28.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 479 ft.
 OPERATION: Began Dec. 18, 1953. Hours, 1:30-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WEAU. Fm, WEAU-FM.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Scharfeld, Jones & Baron.
 SERVICES: Two studios (36x46 ft. and 12x16 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide opaque projector. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy (54.6%), W. C. Bridges (18%) and Eau Claire Press Co. (Eau Claire Leader and Telegram) (23%). Murphys own 50% of KVOL-AM-FM Lafayette, La.; 100% of KGTV (TV) Des Moines, Ia.; and control WEBC Duluth, WMFG Hibbing and WHLB Virginia, all Minn., and WISC-AM-FM Madison, Wis. Mr. Bridges also owns 78% of WJMC-AM-FM Rice Lake, Wis. Murphy newspapers also include Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald, and Lafayette (La.) Advertiser.
 EXECUTIVES:
 Walter C. Bridges, pres. T. O. Jorgenson, ch. eng.
 Leo Howard, gen. mgr. & com. mgr. Wayne McNulty, prom. mgr.
 Dick Kepler, prom. mgr. & film buy.

BROADCASTING • TELECASTING

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$49, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	343,250	185,300	528,550
Families in Area	92,100	51,500	143,650
No. of Sets	-----	-----	86,500
Retail Sales	\$365,284,000	\$184,711,000	\$560,095,000
Income per Family	\$5,995	-----	\$5,880

GREEN BAY
(Brown County)

WBAY-TV

LICENSEE: Norbertine Fathers. Address: 115 S. Jefferson St. Phone: Hemlock 2-3331.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.
 OPERATION: Began March 17, 1953. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Network, CBS. Station, Am, WBAY.
 REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
 SERVICES: Three studios (40x42 ft., 24x36 ft. and 60x80 ft.). Two RCA camera chains. One Bodde rear screen projector. One RCA film camera. Two RCA film projectors. Two 2x2 in. slide projectors. Two 3x4 in. opaque projectors. One Hills Filmatic film processing unit. News Service, AP.
 PRINCIPAL STOCKHOLDERS: Norbertine Fathers (nonprofit, nonstock religious order), who also own WHBY Appleton, Wis.
 EXECUTIVES:
 Rev. M. J. Beemster, mgng. dir. Leo E. Persselin, prog. dir.
 Haydn R. Evans, gen. mgr. Wallace Stangel, ch. eng.
 Burkett Farquhar, sta. mgr. & Robert Meister, prom. mgr.
 film buy. Clair Stone, news ed.
 Robert C. Nelson, com. mgr.
 RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	328,100	493,900	1,185,800
Families in Area	91,910	144,330	341,360
No. of Sets	65,150	100,246	235,000
Retail Sales	\$366,967,000	\$542,368,000	\$1,353,282,000
Income per Family	\$4,492	\$4,242	\$4,172
Income per Capita	\$1,464	\$1,022	\$1,247

WFRV-TV

LICENSEE: Valley Telecasting Co. Address: Bellin Bldg. Phone: Hemlock 5-3718.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 394 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began May 20, 1955. Hours, 2-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WNAM, Neenah.
 REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.
 SERVICES: Studios in Green Bay and Neenah. Three DuMont camera chains. Two DuMont film cameras. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector.
 PRINCIPAL STOCKHOLDERS: Neenah-Menasha Bcstg. Co. (WNAM) (100%), Samuel N. Pickard (48.5%); Clayton Ewing (9.46%); George N. Burridge (9.4%) and others.
 EXECUTIVES:
 S. N. Pickard, ch. own. Ward Gage, area sls. mgr.
 Clayton Ewing, pres. Robert Kranz, opr. mgr. & film buy.
 Don C. Wirth, vp. & gen. mgr. Harry Hill, ch. eng.
 John Schultz, sta. mgr. & com. mgr. Joyce SantAmour, prom. mgr.
 RATE INFORMATION: Class A one hour (live) \$390, (film) \$300; minute spot (live) \$78, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	393,300	730,100	1,191,500
Families in Area	113,000	212,900	346,000
No. of Sets	96,050	180,165	294,100
Retail Sales	\$459,592,000	\$839,827,000	\$1,323,547,000
Income per Family	\$5,230	\$4,915	\$4,745

WMBV-TV (MARINETTE)

LICENSEE: M & M Bcstg. Co. Address: Madison & Cherry Sts., Green Bay. Phone: Hemlock 5-9389. (For full listing see Marinette, Wisc.)

LA CROSSE
(La Crosse County)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. Sixth St. Phone: 2-4678.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make RCA. Height: Above average terrain 810 ft.; Above ground 578 ft.

OPERATION: Began Aug. 1, 1954. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WKBH.

REPRESENTATIVES: Sales, H-R TV Inc., Harry S. Hyett; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: One studio (40x60 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: WKBH Inc. (40%), Howard Dahl (9%), La Crosse Tribune Co. (La Crosse Tribune) (41%) and five local businessmen (2% each). La Crosse Tribune is a Lee newspaper. For other Lee interests, see KGLO-TV Mason City, Iowa.

EXECUTIVES:

Howard Dahl, pres. & gen. mgr. Al Leeman, ch. eng.
Robert Z. Morrison Jr., sls. mgr. Leonard Anderson, prom. mgr.
Raymond O. Skaran, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	204,043	389,650	607,185
Families in Area	58,901	112,791	176,783
No. of Sets	29,136	53,300	86,816
Retail Sales	\$235,115,320	\$436,151,320	\$718,089,000
Income per Family	\$4,210	\$3,951	\$4,020
Income per Capita	\$1,193	\$1,128	\$1,161

MADISON
(Dane County)

WHA-TV*

(*Non-Commercial Educational)

LICENSEE: Wisconsin State Radio Council. Address: Radio Hall, U. of Wisconsin, Madison. Postal Zone: 6. Phone: Alipine 5-2988.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Operating Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 230 ft.; Above ground 273 ft.

OPERATION: Began May 3, 1954. Hours, 5:30-10 p.m.

AFFILIATION: Stations, Am, WHA. Fm, WHA-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Glenn Koehler, U. of Wisconsin.

SERVICES: Two studios. Three GPL camera chains. One RCA film camera with Multiplexer. Two GPL film projectors. Two Carlson 2x2 in. slide projectors. One GPL kine recorder. News Service, UP.

EXECUTIVES:

H. B. McCarty, gen. mgr. John H. Stiehl, ch. eng.
William G. Harley, prog. dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WKOW-TV

LICENSEE: Monona Bcstg. Co. Address: 215 W. Washington Ave. Phone: Alpine 7-2261.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: Blaw-Knox. Height: Above average terrain 690 ft.; Above ground 596 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 8, 1953. Hours, 11 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WKOW.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Walter F. Kean.

SERVICES: One studio (32x54 ft.). Two RCA camera chains. One film camera. Two RCA film projectors. Two 35mm slide projectors. Two 35mm opaque projectors. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Stewart Watson, pres. (9.86%); E. C. Severson (10.33%); B. W. Huiskamp (8.91%); E. B. Rundell (8.22%); Otto Sanders (6.68%); George Icke (5.9%); J. R. Feldman (6.27%) and others.

EXECUTIVES:

Stewart Watson, pres. Clark Hogan, opr. mgr.
Ben F. Hovel, gen. mgr. & Glora Smith, tech. sup.
prom. mgr. Frank Bignell, film buy.
Robert Loomer, loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	244,080	298,320	542,400
Families in Area	70,965	86,735	157,700
No. of Sets	53,250	50,250	103,500
Retail Sales	\$342,989,000	\$280,628,000	\$623,617,000
Income per Family	\$5,565	\$5,565	\$5,565

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: W. Beltline Hwy. Postal Zone: 1. Phone: Cedar 3-5381.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 112 kw. Operating Pow.: Visual 209 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 594 ft.

OPERATION: Began July 19, 1953. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Samuel Miller; Consulting Engineer, Ralph Evans.

SERVICES: Two studios (55x55 ft. with revolving stage, and 8x8 ft.). Two DuMont camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Lee Bartell and David Bartell, who also own WOKY Milwaukee and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, pres. & gen. mgr. L. Stanley Sadler, ch. eng.
Morton J. Wagner, com. mgr. & Wanda Montz, prom. mgr.
film buy. Michael Griffin, news ed.
Gene C. Harrison, prog. dir.

RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 30 sec. Full screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	232,300	441,800	948,000
Families in Area	65,840	131,200	287,900
No. of Sets	48,180	78,320	186,280
Retail Sales	\$276,000,000	\$537,700,000	\$1,109,700,000

MARINETTE
(Marinette County)

WMBV-TV (GREEN BAY)

LICENSEE: M & M Bcstg. Co. Address: Radio-Television Park. Phone: 2-6631.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 132 kw. Operating Pow.: Visual 234 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 818 ft.

OPERATION: Began Sept. 12, 1954. Hours, 7 a.m.-11:59 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, WMAM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Thomas J. Schmitz (Milwaukee); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios, Green Bay and Marinette (more than 35x50 ft. ea.). Three RCA cameras. One TSC rear screen projector. One RCA film camera. Two 16mm motion picture cameras, Bolex and Auricon. Three RCA film projectors. Two 35mm slide projectors. One Vu-Lyte opaque projector. One Micro Record film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: William E. Walker (50%), Joseph D. Mackin (23.4%), same ownership as WBEV Beaver Dam, Wis., and WRRR Rockford, Ill. Mr. Walker has a 10% interest in WIBA Madison, Wis.

EXECUTIVES:

William E. Walker, pres. Joseph D. Mackin, gen. mgr.
William R. Walker, sta. mgr. & Patrick Kehoe, prog. dir.
film buy. Alister S. Alexander, ch. eng.

RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	221,100	436,150	920,300
Families in Area	61,615	122,420	264,300
No. of Sets	49,292	97,936	211,440
Retail Sales	\$230,503,000	\$471,721,000	\$1,049,660,000

MILWAUKEE
(Milwaukee County)

WCAN-TV†

LICENSEE: Midwest Bcstg. Co. Address: 704 W. Wisconsin Ave. Phone: Broadway 6-2154.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 138 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 680.

OPERATION: Began Sept. 5, 1953.

AFFILIATION: Tv Network, CBS. Station, Am, WCAN.

REPRESENTATIVES: Sales, Alex Rosenman; Washington Attorney, Philip M. Baker, and Cottone & Scheiner; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDER: Lou Poller (95.2%).

EXECUTIVES:

Lou Poller, pres. & gen. mgr.

†WCAN-TV has suspended operation but has not returned its CP.

WFOX-TV

(Target Date, Unknown)

LICENSEE: Business Management Inc. Address: 4531 W. Forest Home Ave.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 434 ft.

AFFILIATION: Station, Am, WFOX.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDER: Joseph A. Clark (100%).

EXECUTIVES:

Joseph A. Clark, pres.

In Green Bay Packerland

Your DOLLAR Buys MORE on 11



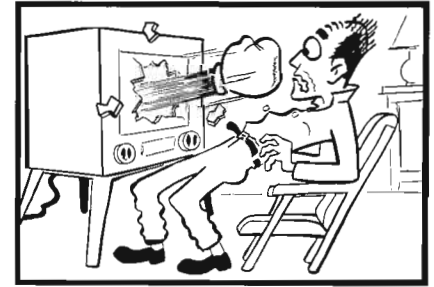
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WMBV-TV

New York, Chicago, Los Angeles, San Francisco

Studios in
**GREEN BAY & MARINETTE
WISCONSIN**



MILWAUKEE (Cont.)

WISN-TV

LICENSEE: The Hearst Corp. Address: 710 N. Plankinton Ave. Postal Zone: 3. Phone: Broadway 1-4644.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,105 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 27, 1954. Hours, 11:30-1 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WISN.

REPRESENTATIVES: Sales, Edward Patry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x40 ft. and 10x20 ft.). Five RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Two DuMont projectors. Two DuMont scanners. One RCA three-camera mobile unit. News Services, AP, INS, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: See WBAL-TV Baltimore, Md., for Hearst properties.

EXECUTIVES:
I. E. Showerman, vp. & gen. mgr. Sydney Barbet, film buy.
L. A. Larson, com. mgr. Charles J. Lanphier, prom. mgr.
Donald A. Weller, ch. eng. Carl Zimmermann, news ed.
Mel Quinn, prog. dir.

RATE INFORMATION: Class A one hour (live) \$800; minute spot (live) \$160; ID \$60. ID Length 10 sec. Full and share screen. Frequency discounts up to 15% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 1,966,500; Families in Area, 803,000; No. of Sets, 610,360; Retail Sales, \$3,366,248,000; Income per Family, \$5,454; Income per Capita, \$1,631.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 W. State St. Postal Zone: 1. Phone: Broadway 1-6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,032 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 3, 1947. Hours, 9-1 a.m. (Sun.), 6:40-12:35 a.m. (Mon. Thurs.), 6:40-2 a.m. (Fri.), 7:30-1 a.m. (Sat.).

AFFILIATION: Tv Network, NBC. Station, Am, WTMJ.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Hogan & Hartson.

SERVICES: Six studios (54x30x26 ft., 42 ft. 8 in. x 26 ft. 8 in. x 18 ft. 6 in., 19x27x13 ft. 1 in., 13 ft. 6 in. x 11 ft. 6 in. x 8 ft. 1 in., 336-seat studio 29x36 ft. 6 in. x 25 ft. 5 in.—stage, and outdoor studio 125x225 ft.). Nine RCA camera chains, eight b&w, one color. One Trans-Lux rear screen projector. Three RCA film cameras, two b&w, one color. Four film projectors, two RCA, one Eastman 16mm, one RCA 16mm color. Seven slide projectors, Eastman 2x2 in., 2x2 in. rotary, LaBelle 2x2 in., Kaleidoscope, Gray Telejector, RCA 2x2 in. color, Golde 3/2x4 1/2 in. One RCA color 2x2 in. slide scanner. One Balop 5x6 2/3 in. opaque projector. RCA two-camera mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDER: Licensee publishes Milwaukee Journal.

EXECUTIVES:
Walter J. Damm, vp. & gen. mgr. of radio & tv, The Journal Co. Bob Heiss, ch. announcer
R. G. Winnie, asst. gen. mgr. Bruce Wallace, pub. service bcsts. & prom. mgr.
George Comte, sta. mgr. Wendell Palmer, continuity mgr.
George Nicoud, asst. to sta. mgr. Maurice Kipen, music dir.
L. W. Herzog, research & development coor. Philip B. Laeser, am, tv eng. mgr.
Edwin L. Cordes, tv ch. eng.
Neale V. Bakke, sls. mgr. Henry Goeden, field sup.
Sprague Vonier, sup. producer-dir. Alva Van Alstyne, tv trans. sup.
Hugo Birmingham, prod. mgr. Nick Brauer, studio sup.
Jim Fitzgerald, film ed. Edwin Stenzel, art dept. mgr.
Jack Krueger, news ed. Herman Lache, audio sup.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$1,150; minute spot (live) \$180, (film) \$180. Rate Card No. 16.

MARKET INFORMATION: Population (Total Including Fringe Area), 3,416,085.

WXIX (TV)

LICENSEE: Columbia Bcstg. System Inc. Address: 5445 N. 27th St. Postal Zone: 9. Phone: Uptown 3-1919.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Operating Pow.: Visual 257 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 530 ft.; Above ground 661 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 27, 1955. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

SERVICES: Two studios (60x58 ft. and 42x45 ft.). Five RCA camera chains. One Bell & Howell 16mm film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:
Frank Stanton, pres., CBS Inc. J. Lathrop Viemeister, bus. mgr.
J. L. Van Volkenburg, pres., Leon Drew, prog. dir. & film buy.
CBS-Television Jack J. Reeves, exec. producer
Edmund C. Bunker, gen. mgr. F. R. Heuberger, ch. eng.
Theodore F. Shaker, gen. sls. mgr. By Colvig, prom. dir.
Arthur F. Schoenfuss, opr. dir. Jerry Dunphy, news dir.

RATE INFORMATION: Class AA one hour (film) \$500; minute spot (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 10% for 26 weeks up to 20% for 52 weeks. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,362,000; Families in Area, 392,900; No. of Sets, 365,000; Retail Sales, \$1,646,392,000; Income per Family, \$5,919; Income per Capita, \$1,730.

SUPERIOR (Douglas County)

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg., Duluth, Minn. Phone: Randolph 2-4466. (For full listing see Duluth, Minn.)

WDSM-TV (DULUTH, MINN.)

LICENSEE: Northwest Publications Inc. Address: 230 E. Superior St. Postal Zone: 2. Phone: Randolph 7-6875.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 584 ft.

OPERATION: Began March 1, 1954. Hours, 8:45 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, WDSM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John Sherman.

SERVICES: Two studios (24x24 ft. and 45x70 ft.). Four RCA camera chains. One Bell & Howell Auricon film camera. Two GE film projectors. One Gray Telejector slide projector. One GE opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Ridder interests. For Ridder broadcasting and newspaper properties see WCCO-TV Minneapolis.

EXECUTIVES:
Robert B. Ridder, pres. Edward Conrad, prog. dir. & film buy.
Rodney Quick, gen. mgr. & film buy. Jerry Baumann, ch. eng.
Thomas Gavin, gen. sls. mgr. Paul Andresen, prom. mgr.
Martin Olson, com. mgr. Bob Ball, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$325; minute spot (live) \$65, (film) \$65; ID \$32.50. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	497,400	663,300
Families in Area	149,200	197,600
No. of Sets	110,000	135,000
Retail Sales	\$503,935,000	\$658,409,000
Income per Family	\$3,803	\$3,667
Income per Capita	\$1,127	\$1,079

WFTV (TV)† (DULUTH, MINN.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: 7-6881. (For full listing see Duluth, Minn.)

†WFTV (TV) has suspended operation but has not returned its CP.

WAUSAU (Marathon County)

WSAU-TV

LICENSEE: Wisconsin Valley Television Corp. Address: Fifth & Franklin Sts. Phone: 2-0121.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 421 ft.

OPERATION: Began Oct. 24, 1954. Hours, 2-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WSAU.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.



NOW

**THE
BIG TOP**

**In
Milwaukee TV**

Has New Call Letters...

**12
WISN-TV**

CHANNEL

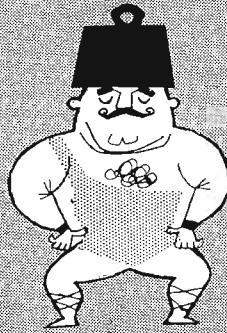
MILWAUKEE

Formerly WTVW



top tower...

Milwaukee's greatest aerial performance! Beam your sales messages from the tallest structure in Wisconsin and Milwaukee's top TV tower. You'll be blanketing the city of Milwaukee and 23 surrounding counties.

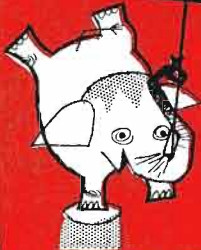


top power...

at 316,000 watts Milwaukee's TV Strong Man. Here is a market of 2 1/2 million people with an effective buying income of almost 5 billion dollars... reached by the top tower, top power TV station in Milwaukee... WISN-TV.

top programs

THE GREATEST SHOWS ON EARTH

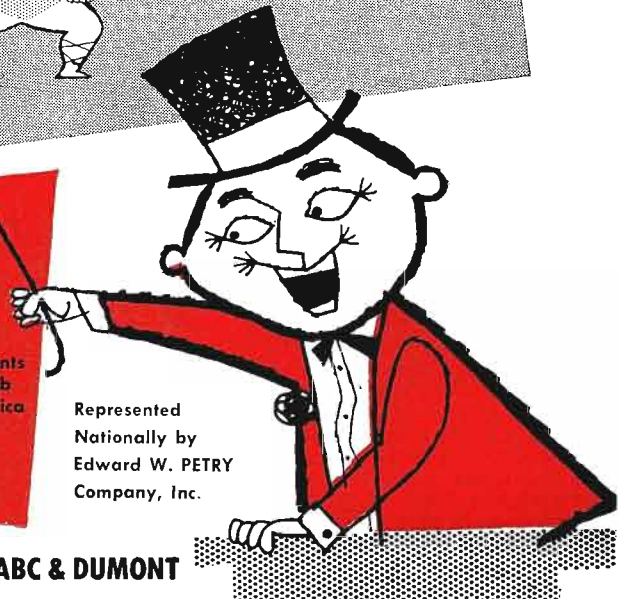


Now

- ☆ Disneyland
- ☆ Wednesday Night Fights
- ☆ Danny Thomas
- ☆ Annie Oakley
- ☆ Super Circus
- ☆ Liberate
- ☆ Rin Tin Tin

Coming this fall

- ☆ Bishop Sheen
- ☆ MGM
- ☆ Warner Bros. Presents
- ☆ Mickey Mouse Club
- ☆ Cavalcade of America
- ☆ Ozzie & Harriet



Represented
Nationally by
Edward W. PETRY
Company, Inc.

TOWER — 1105 ft. • POWER — 316,000 watts • NETWORK — ABC & DUMONT

WAUSAU (Cont.)

WSAU-TV (Cont.)

SERVICES: One studio (40x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. Telesync sound on film equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald (25%), Charles Lemke (25%), Marshfield News Herald (12.5%), Wisconsin Rapids Tribune (6.25%), Merrill Herald (8.32%), Rhinelander News (8.32%), Antigo Journal (WATK) (4.18%), Berner Bros. Pub. Co. (4.18%), WFHR Wisconsin Rapids (6.25%). Wisconsin Rapids Tribune and WFHR have same ownership. Antigo Journal, WATK and Berner Bros. Pub. Co. are under same ownership.

EXECUTIVES:

J. C. Sturtevant, pres. James K. Harelson, prog. dir.
George T. Frechette, vp., gen. mgr. Roland W. Richardt, ch. eng.
& film buy. Walter John Chilsen, news ed.
Richard D. Dudley, com. mgr. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	249,200	111,400	540,420
Families in Area	69,250	32,140	152,660
No. of Sets	32,238	16,295	59,400
Retail Sales	\$261,111,000	\$115,519,000	\$567,064,000
Income per Family	\$4,400	\$4,200	\$4,343
Income per Capita	\$2,922	\$2,813	\$2,840

WHITEFISH BAY
(Milwaukee County)

WITI-TV

(Target Date, Jan. 1956)

LICENSEE: Independent Television Inc. Address: 212 W. Wisconsin, Milwaukee.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 63.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 983 ft.; Above ground 1,046 ft.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Jack Kahn, pres. (25%); Richard G. Fried, vp. (14%); Sol Kahn, sec. (7%); Lawrence Fleischman, treas. (10%); Max Osnos (owner of WBID-TV Detroit and WTOH-TV Toledo, Ohio) (9%) and others.

EXECUTIVES:

Jack Kahn, pres.

WYOMING

WYOMING MARKET INDICATORS

Total Population, July 1, 1954.....	312,000
Total Families, 1950.....	72,235
Total Urban Population, 1950.....	144,618
Total Rural Nonfarm Population, 1950.....	89,207
Total Farm Population, 1950.....	56,704
Employed in Nonagricultural Establishments, March 1955.....	79,000
Employed in Agriculture, 1950.....	22,123
Employed in Mining, March 1955.....	8,300
Employed in Manufacturing, March 1955.....	6,200
Employed in Construction, March 1955.....	4,800
Employed in Transportation & Public Utilities, March 1955.....	14,800
Employed in Wholesale & Retail Trade, March 1955...	16,600
Employed in Finance, Insurance & Real Estate, March 1955.....	2,200
Employed in Service & Miscellaneous, March 1955....	9,600
Employed in Government Service, March 1955.....	17,000
Retail Sales, 1954.....	\$ 407,637,000
Bank Assets, Jan. 1, 1955.....	\$ 357,288,000
Bank Deposits, Jan. 1, 1955.....	\$ 332,887,000
Major Income Sources, 1953: Agriculture 12.4%; Government 19.1%; Manufacturing Payrolls 6.3%; Trade and Service 25.6%.	
Total Income Payments, 1953.....	\$ 505,000,000
Per Capita Income, 1953.....	\$ 1,650
Total Internal Revenue Collections, 1954.....	\$ 56,595,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 82.18
Cash Receipts from Farm Marketing, 1954.....	\$ 125,693,000
Government Payments to Farmers, 1954.....	\$ 3,293,000
Value of Mineral Production, 1951.....	\$ 201,838,000
Total New Construction in 1952.....	\$ 83,600,000
New Private Construction in 1952.....	\$ 49,900,000
New Public Construction in 1952.....	\$ 33,700,000
Motor Vehicle Registration, 1954.....	195,563
Number of Telephones, Jan. 1, 1955.....	95,600
Number of Electrical Connections, Jan. 1, 1955.....	102,078
Number of Gas Utilities Connections, 1953.....	49,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Albany.....	19,055	\$22,458	\$ 5,292	\$ 497
Big Horn.....	13,176	13,232	2,803	545
Campbell.....	4,839	6,450	1,192	211
Carbon.....	15,742	18,361	3,673	584
Converse.....	5,933	9,100	1,893	249
Crook.....	4,738	4,432	959	103
Fremont.....	19,580	28,805	6,184	951
Goshen.....	12,634	14,583	2,661	344
Hot Springs.....	5,250	8,583	2,230	409
Johnson.....	4,707	5,928	1,359	120
Laramie.....	47,662	63,590	13,079	1,749	5,850	38%
Lincoln.....	9,023	9,265	2,119	302
Natrona.....	31,437	64,515	9,850	1,774
Niagara.....	4,701	8,055	1,207	176
Park.....	15,182	21,681	4,835	635
Platte.....	7,925	9,038	1,975	378
Sheridan.....	20,185	25,837	5,973	769
Sublette.....	2,481	3,119	492	209
Sweetwater.....	22,017	27,070	5,326	805
Teton.....	2,593	6,231	1,182	75
Union.....	7,331	8,598	1,666	204
Washakie.....	7,252	13,210	2,602	351
Weston.....	6,733	12,921	2,853	608
Yellowstone
Nat'l Park.....	353	2,575	45

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CHEYENNE

(Laramie County)

KFBC-TV (Parent Station of Satellite KSTF (TV)
Scottsbluff, Neb.)

LICENSEE: Frontier Bstg. Co. Address: 2923 E. Lincolnway. Phone: 4-4461.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 483 ft.

OPERATION: Began March 21, 1954. Hours, 5-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.

SERVICES: One studio (40x100 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William C. Grove (12.8%), Tracy S. McCracken and wife (8.84%), Raymond F. List (3.69%), W. A. Corson (12.4%), D. E. Woodson (3.29%), A. E. Stoddard (6.19%), O. B. Koerfer (2.56%), F. H. Rickertson (4.45%), Cheyenne Newspapers Inc. (38.82%); and others. Licensee is parent station of satellite KSTF (TV) Scottsbluff, Neb. Cheyenne Newspapers, 47% owned by McCracken family, publish Cheyenne Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL), Rock Springs Rocket (KVRS), Worland Northern Wyoming News. Mr. Grove is majority stockholder in KSID Sidney, Neb.

EXECUTIVES:

Robert S. McCracken, pres. Joyce W. Pratt, prog. dir.
William C. Grove, gen. mgr. Robert Pfannenschmidt, ch. eng.
Charles P. Cahill, com. mgr. & film buy. D. E. Allen, prom. mgr.
Kirk Knox, news ed.

RATE INFORMATION: Class A one hour (film) \$150; minute spot (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

NOTE: KSTF (TV) Scottsbluff, Neb., at no extra cost, will be sold in combination with parent station KFBC-TV.

ALASKA

ANCHORAGE

KENI-TV

LICENSEE: Midnight Sun Bstg. Co. Address: P. O. Box 939. Phone: 5-2201.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 8.13 kw. Operating Pow.: Visual 13.5 kw, Aural 8.13 kw. Transmitter: Composite. Antenna Make: Composite. Height: Above average terrain 40 ft.; Above ground 150 ft.

OPERATION: Began Oct. 15, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KENI.

REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, Seattle (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Lathrop Co. (74.99%); Richard Rollins (19.09%) and others. Licensee also owns KFAR-AM-TV Fairbanks, KJNO Juneau and KABJ Ketchikan.

EXECUTIVES:

A. G. Cooley, pres. Richard Randlett, prod. dir.
A. O. Bramstedt, gen. mgr. Dave Hassinger, opr. sup.
Jack D. Ellison, sta. mgr. Edward Wasey, ch. eng.
James Duncan, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. KENI-TV-KFAR-TV combination rate double single station rate less 15%. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KTVA (TV)

LICENSEE: Northern Television Inc. Address: Fourth & Denali Sts. Phone: 5-4321.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 3.24 kw, Aural 1.62 kw. Operating Pow.: Visual 3.24 kw, Aural 1.62 kw. Transmitter: DuM. Antenna make: GE. Height: Above average terrain 130 ft.; Above ground 230 ft.
OPERATION: Began Dec. 11, 1953. Hours, 3:30-11:30 p.m.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales Corp.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.
SERVICES: One studio 12x18 ft. One GE camera chain. One GE film camera. Two GE film projectors. One 35mm slide projector. One GE Balop slide-opaque projector. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: A. G. Hiebert (17.13%), Jack M. Walden (4.19%), William J. Wagner (10.35%), M. B. Kirkpatrick (5.17%), B. J. Gottstein (2.58%) and others. Licensee also owns KTVF (TV) Fairbanks. Mr. Wagner owns KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka, all Alaska.

EXECUTIVES:

A. G. Hiebert, pres. & gen. mgr. Jack M. Walden, ch. eng.
 Hal Knutson, prog. dir. Del Malkie, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$30, (film) \$38.50; ID \$15. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 20% for 260 times. Rate Card No. 1.

FAIRBANKS

KFAR-TV

LICENSEE: Midnight Sun Bstg. Co. Address: Lathrop Bldg. Phone: 2126.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 0 ft.; Above ground 200 ft.
OPERATION: Began March 1, 1955. Hours, 4-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, KFAR.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, Seattle (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
SERVICES: One studio (15x30 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDERS: Same as KENI-AM-TV Anchorage.

EXECUTIVES:

Austin Cooley, pres. John Miller, prog. dir.
 Alvin O. Bramstedt, gen. mgr. Charles M. Gray, ch. eng.
 Don McCune, sta. mgr. Mirem Kinsey, film buy.
 Bob Johnson, com. mgr. Max Moore, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. KENI-TV—KFAR-TV combination rate double single station rate less 15%. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population—Civilian	23,000	7,000	35,000
Military	12,000	9,000	25,000
Families in Area	9,000
No. of Sets	5,000
Retail Sales	\$47,000,000
Income per Family	\$5,800
Income per Capita	\$1,600

KTVF (TV)

LICENSEE: Northern Television Inc. Address: P.O. Box 287. Phone: 2468.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 11 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain —50 ft.; Above ground 158 ft.
OPERATION: Began Feb. 17, 1955. Hours, 5-11 p.m.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales Corp.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.
SERVICES: One studio (17x24 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. One film processing unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Same as KTVA (TV) Anchorage.

EXECUTIVES:

A. G. Hiebert, pres. & film buy. William J. Hunt, com. mgr.
 Walter A. Welch, gen. mgr., Milton J. Lovos, ch. eng.
 prog. dir. & news ed. Val Greuel, prom. mgr.

RATE INFORMATION: Class A one hour \$135, minute spot \$27; ID \$13.50. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

HILO

(Hawaii County)

KHBC-TV (Satellite of KGMB-TV HONOLULU)

LICENSEE: Hawaiian Bstg. System Ltd. Address: 1534 Kapiolani Blvd., Honolulu, T. H. Postal Zone: 14. Phone: (Honolulu) 9-2011.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 1 kw, Aural 0.5 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —290 ft.; Above ground 258 ft.
OPERATION: Began May 15, 1955. Hours, 6:15 a.m.-10:20 p.m. (Mon.-Thurs.), 6:15 a.m.-11:45 p.m. (Fri.), 3:45-11 p.m. (Sat.), 2-10:30 p.m. (Sun.).
AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.
PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu.
SERVICES, EXECUTIVES, RATE INFORMATION: See KGMB-TV Honolulu.

HONOLULU

(Honolulu County)

KGMB-TV (Parent Station of Satellites KHBC-TV HILO, KMAU WAILUKU)

LICENSEE: Hawaiian Bstg. System Ltd. Address: 1534 Kapiolani Blvd. Postal Zone: 14. Phone: 9-2011.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 83.2 kw. Operating Pow.: Visual 105 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: RCA. Height, Above average terrain —150 ft.; Above ground 338 ft.
OPERATION: Began Dec. 1, 1952. Hours, 6:15 a.m.-10:30 p.m.
AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.
SALES REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: Two sound stage studios (40x90 ft. and 25x50 ft.). Four camera chains. Two RCA 16mm film cameras. Two 35mm slide projectors. One rear screen projector. One Balop projector. RCA microwave equipment for remote telecasting.
PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co. (68.72%), Honolulu Star-Bulletin (24.55%), Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon) (6.73%). Licensee also owns KHBC-AM-TV Hilo, and KMAU (TV) Wailuku, both T.H. For Mormon church holdings, see KSL-TV Salt Lake City.

EXECUTIVES:

J. Howard Worrall, pres. Robert Costa, prog. dir. & film buy.
 C. Richard Evans, vp. & gen. mgr. Dan Hunter, ch. eng.
 Ralph C. Davison Jr., sls. mgr. John T. Quinlan, prom. dir.
 Melvin B. Wright, natl. sis. acct. exec. Wayne Collins, news ed.

RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. 3.

NOTE: Rates include Satellite operation of KHBC-Hilo and KMAU Wailuku.

KONA (TV)

LICENSEE: Radio Honolulu Ltd. Address: 206 Koula St. Postal Zone: 13. Phone: 6-2366.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 35 kw, Aural 17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain —160 ft.; Above ground 337 ft.
OPERATION: Began Dec., 1952. Hours, noon-11:30 p.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.
SERVICES: One studio (57x53 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. Two slide projectors. News Service, INS.
PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. (Honolulu Advertiser-KGU) (50%), Island Broadcasting Co. (J. Elroy McCaw and John D. Keating) (50%). For Messrs. McCaw and Keating interests, see KTVW (TV) Seattle, Wash.

EXECUTIVES:

John D. Keating, pres. & gen. mgr. Trent Christman, prog. dir.
 James A. Wethington, com. mgr. Lawrence Trombly, ch. eng.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	350,000	480,000
Families in Area	90,000	105,000	144,000
No. of Sets	55,000	65,000	75,000
Retail Sales	\$450,000,000	\$500,000,000	\$550,000,000
Income per Family	\$7,500	\$7,000	\$6,500

HONOLULU (Cont.)

KULA-TV

LICENSEE: Pacific Frontier Bcstg. Co. Ltd. Address: 1290 Ala Moana Blvd. Postal Zone: 6. Phone: 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain —130 ft.; Above ground 365 ft.

OPERATION: Began April 16, 1954. Hours, 5-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KULA.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: One studio (70x40 ft.). Two DuMont camera chains. One Bodde rear screen projector. One DuMont film scanner. Two DuMont slide projectors. One DuMont opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations (WMT-AM-TV Cedar Rapids, Iowa) (41.6%); KJBS Bcstrs. (KJBS San Francisco) (33 1/3%); Jack A. Burnett (10%) and others. WMT stations and KJBS are owned by William B. Dolph, Herbert L. Pettey and associates.

EXECUTIVES:

Herbert L. Pettey, pres.	Ronald T. Miyahira, ch. eng.
Jack Burnett, gen. mgr. & film buy.	Paul Yamamoto, prom. mgr.
Arthur C. Sprinkle, asst. mgr.	Ted Scott, news ed.
Bob Sevey, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$75, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts up to 25%.

MARKET INFORMATION: Population, 450,000; Families in Area, 110,000; No. of Sets, 75,000; Retail Sales, \$1,000,000,000; Income per Family, \$7,198.

WAILUKU

(Maui County)

KMAU (TV) (Satellite of KGMB-TV HONOLULU)

LICENSEE: Hawaiian Bcstg. System Ltd. Address: 1534 Kapiolani Blvd., Honolulu, T.H. Postal Zone: 14. Phone: (Honolulu) 9-2011.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.89 kw, Aural 4.7 kw. Operating Pow.: Visual 5.89 kw, Aural 4.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 5,960 ft.; Above ground 74 ft.

OPERATION: Began April 24, 1955. Hours, 6:15 a.m.-10:20 p.m. (Mon.-Thurs.), 6:15 a.m.-11:45 p.m. (Fri.), 3:45-11 p.m. (Sat.), 2-10:30 p.m. (Sun)

AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu.

SERVICES, EXECUTIVES, RATE INFORMATION: See KGMB-TV Honolulu.

KMVI-TV (Satellite of KONA (TV) HONOLULU)

(Target Date, Unknown)

LICENSEE: Maui Pub. Co. Address: P.O. Box 374, Wailuku, Maui.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 5,940 ft.; Above ground 100 ft.

AFFILIATION: Station, Am, KMVI.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lawrence Trombley.

PRINCIPAL STOCKHOLDERS: J. Walter Cameron, pres. (41.7%); Maui Pineapple Co. (41.2%); Kahului Railroad Co. (8.4%).

PUERTO RICO

MAYAGUEZ

(Mayaguez County)

WORA-TV

(Target Date, Sept. 1955)

LICENSEE: Radio Americas Corp. Address: 1150 Guanajibo Ave. Phone: 1150.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.48 kw, Aural .891 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,990 ft.; Above ground 141 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WORA. Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George Mayoral.

SERVICES: Two studios (20x30 ft. 10x15 ft.). RCA camera chains, rear screen projector, film cameras, film projector, slide projector, scanner, opaque projector, film processing unit.

PRINCIPAL STOCKHOLDERS: Alfred R. deArellano Jr. (93.6%), also owns 34.4% of WPRP Ponce (P.R.) Purchase of 30% interest by Supreme Bcstg. Co. (WJMR-AM-TV New Orleans) pending.

EXECUTIVES:

Alfredo R. de Arellano Jr., pres.	Reinaldo M. Dupont, asst. mgr.
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MARKET INFORMATION: Population, 1,000,000; Families in Area, 200,000; Estimated No. of Sets, 10,000.

SAN JUAN

(San Juan County)

WAPA-TV

LICENSEE: Ponce de Leon Bcstg. Co. Address: 357 Ponce de Leon. Phone: 3-3008.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 221 ft.; Above ground 260 ft.

OPERATION: Began May 5, 1954.

AFFILIATION: Tv Network, ABC, DTN, NBC. Station, Am, WAPA.

REPRESENTATIVES: Sales, Caribbean Networks Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Three studios designed for conversion into one large studio. Two 16mm film projectors. One Gray slide projector. One RCA 16mm film camera. Four camera chains. One rear screen projector.

PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones (83%); Goar Mestre and associates (CMQ-TV Havana) (17%).

EXECUTIVES:

Jose Ramon Quinones, pres.	Luis Dominguez, prod. mgr.
Delfin Fernandez, gen. mgr.	Walter Quinn, tech. dir.
Camilo Fraticelli, gen. sis. mgr.	Howard Hayes, ch. eng.
Jose A. Alvarez, com. mgr.	Jose E. Viguie, film ed.
Jose E. Franco, prog. dir.	

RATE INFORMATION: Class A one hour \$200; minute spot \$50; ID \$15. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WKAQ-TV

LICENSEE: El Mundo Inc. Address: P. O. Box 1072. Phone: 3-3800.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,270 ft.; Above ground 284 ft.

OPERATION: Began March 28, 1954. Hours, 3-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WKAQ.

REPRESENTATIVES: Sales, Inter-American Publications Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: Five studios (two 60x60 ft., three 30x60 ft.). Nine GE camera chains. One Trans-Lux three-screen rear screen projector. Two GE film cameras. Two GE film projectors. Two slide projectors, one Gray Telop slide-opaque projector. One Houston-Fearless film processing unit. One Lynn Truck, GE mobile unit.

PRINCIPAL STOCKHOLDER: Angel Ramos, Publisher of El Mundo.

EXECUTIVES:

Angel Ramos, pres. & film buy.	Jose de San Anton, prog. dir.
R. Delgado Marquez, gen. mgr.	Jack H. Tudor, ch. eng.
Jorge L. Rivero, com. mgr.	Evelio Otero, news ed.

RATE INFORMATION: Class A one hour \$300; minute spot \$65; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WUTV (TV)*

(Target Date, Jan. 1956)

(*Non-Commercial Educational)

LICENSEE: Dept. of Education of Puerto Rico. Address: San Juan, P. R.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 485 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum.

EXECUTIVES:

Mariano Villaronga, sec. of education.

WAPA-TV

CHANNEL 4

SAN JUAN, PUERTO RICO

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Down-to-earth rates plus excellent programming make WAPA-TV THE buy for every advertiser.

NBC — ABC — DuMont — CMQ Affiliates

Jose Ramon Quinones, President

PONCE DE LEON BROADCASTING CO., INC. OF PUERTO RICO

San Juan, Puerto Rico

Sales Office:

CARIBBEAN NETWORKS, INC.

200 West 57th Street, New York 19, N. Y.