

1955 FALL-WINTER
21st Semi-Annual Edition

Television Factbook

No. 21

THE **STANDARD REFERENCE** OF THE TELEVISION, ELECTRONICS & ASSOCIATED ARTS AND INDUSTRIES

COMPLETE INDEX ON PAGES 2-15

MAP OF CITIES AND NETWORK ROUTES (insert)

INSTRUCTIONS FOR USE: This volume supersedes *Television Factbook No. 20* (Spring-Summer 1955 edition) and all Addenda thereto (weekly blue sheets). This Factbook also starts a new series of weekly Addenda, reporting on new stations starting, current FCC grants, applications, allocations, changes, etc. Weekly Addenda 21-A, 21-B, et seq., are furnished only to subscribers to the full services of *Television Digest* (including weekly Newsletter) to enable them to keep the stations sections of TV Factbook No. 21 up-to-date.

Television Digest with **ELECTRONICS REPORTS**

WYATT BUILDING WASHINGTON 5, D. C. STERLING 3-1755

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WHY THIS SIGN IS YOUR GUIDE TO FINER TELEVISION

**RCA's 36 years' experience
is yours to share in TV—
black-and-white or color**

When the time comes for you to purchase a TV set and enjoy the most fabulous medium of entertainment ever created for the home, here are facts that will help you make the right decision.

To pioneer and develop television, in color as well as in black-and-white, called for a special combination of practical experience, great resources and research facilities in the fields of communications and electronics.

RCA was well qualified to do the job:

EXPERIENCE: RCA has been the recognized leader in radio communications since its formation thirty-six years ago. Its world-wide wireless circuits, established in 1919, and its development of electron tubes, laid the groundwork for radio broadcasting in 1920 . . . and the first nationwide radio network in 1926.

Radio broadcasting led to television—and in 1939 RCA made history by introducing black-and-white TV as a service to the public.

Dr. V. K. Zworykin of RCA invented the iconoscope, or television camera tube, and he developed the kinescope, now universally used as the picture tube.

RESOURCES: Pioneering and development of color TV has been one of the most challenging and expensive projects ever undertaken by private industry. To date, RCA has spent \$50,000,000 on color TV research and development, in addition to the \$50,000,000 previously spent in getting black-and-white TV "off the ground" and into service.

RESEARCH FACILITIES: RCA has one of the most complete, up-to-date laboratories in the world—the David Sarnoff Research Center at Princeton, N. J. It is the birthplace of compatible color television and many other notable electronic developments.

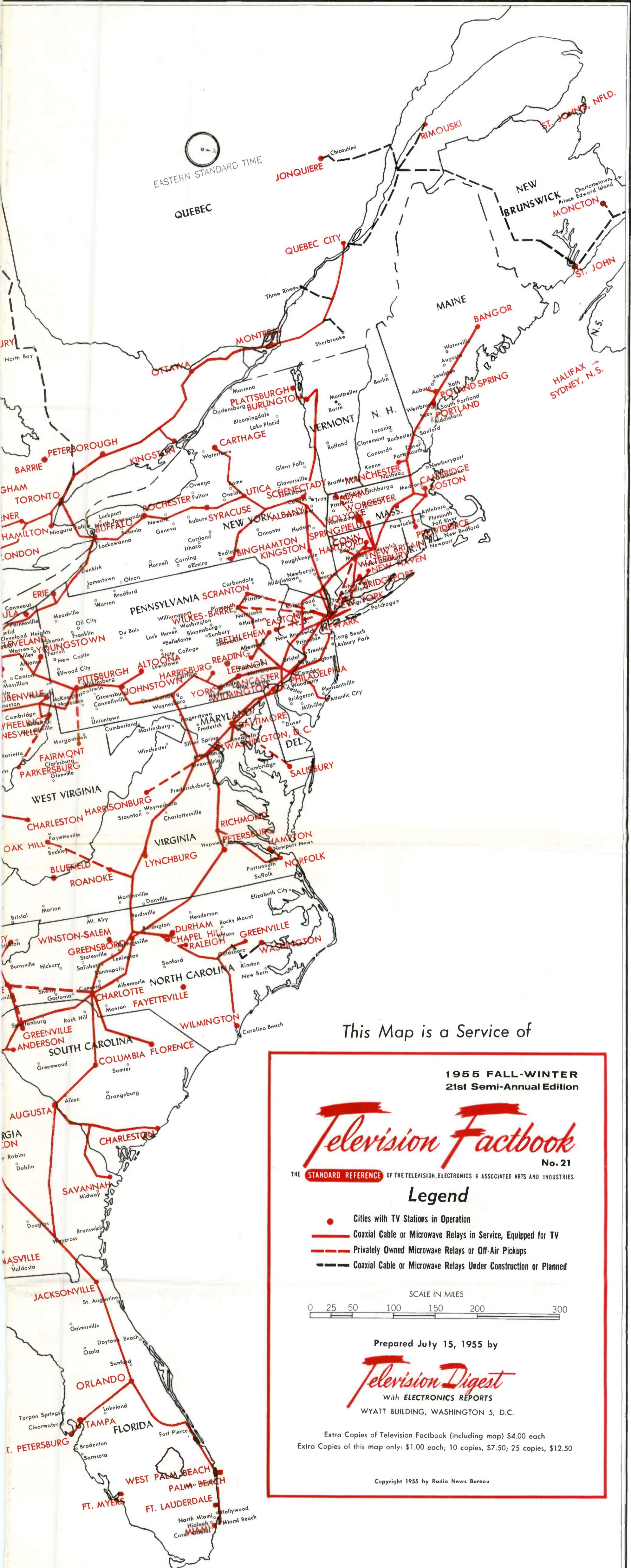
No wonder that you can turn to RCA to find all of the essentials of quality and dependability born only of experience.

In addition, the RCA Service Company, manned by a corps of trained technicians, operates service branches in all principal television areas. No other organization is so thoroughly equipped to install and service your television set, as well as any other RCA product.

**RADIO CORPORATION
OF AMERICA**

Electronics for Living





EASTERN STANDARD TIME

This Map is a Service of

1955 FALL-WINTER
21st Semi-Annual Edition

Television Factbook

No. 21

THE STANDARD REFERENCE OF THE TELEVISION, ELECTRONICS & ASSOCIATED ARTS AND INDUSTRIES

Legend

- Cities with TV Stations in Operation
- Coaxial Cable or Microwave Relays in Service, Equipped for TV
- - - Privately Owned Microwave Relays or Off-Air Pickups
- - - Coaxial Cable or Microwave Relays Under Construction or Planned

SCALE IN MILES



Prepared July 15, 1955 by

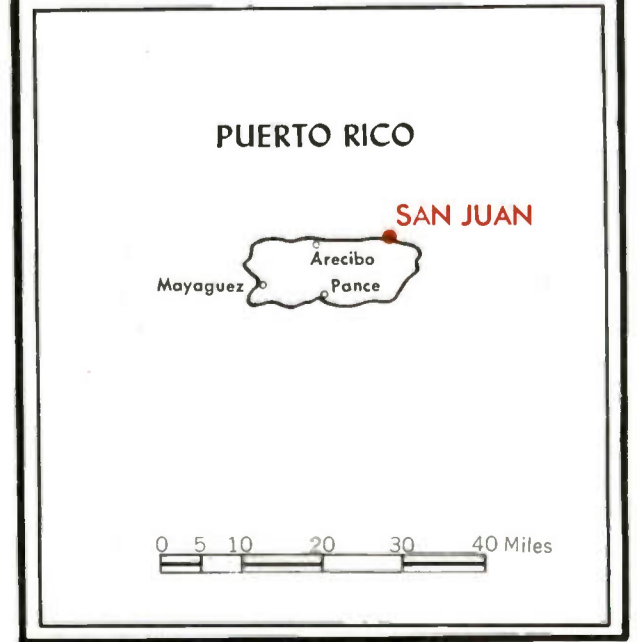
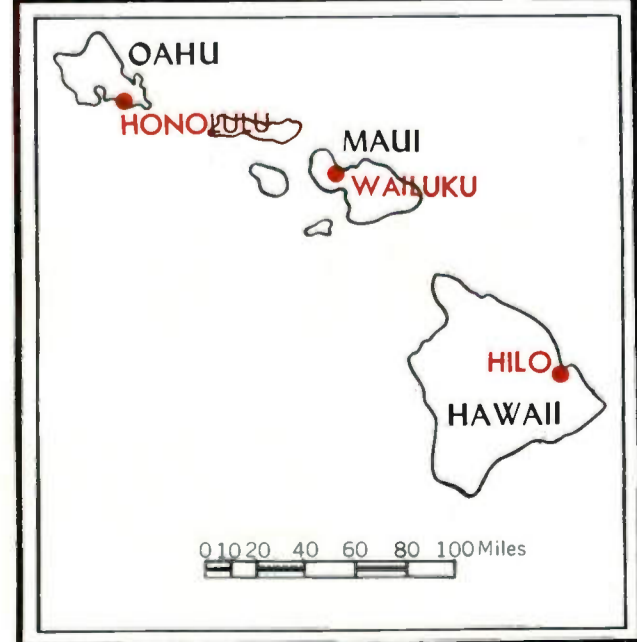
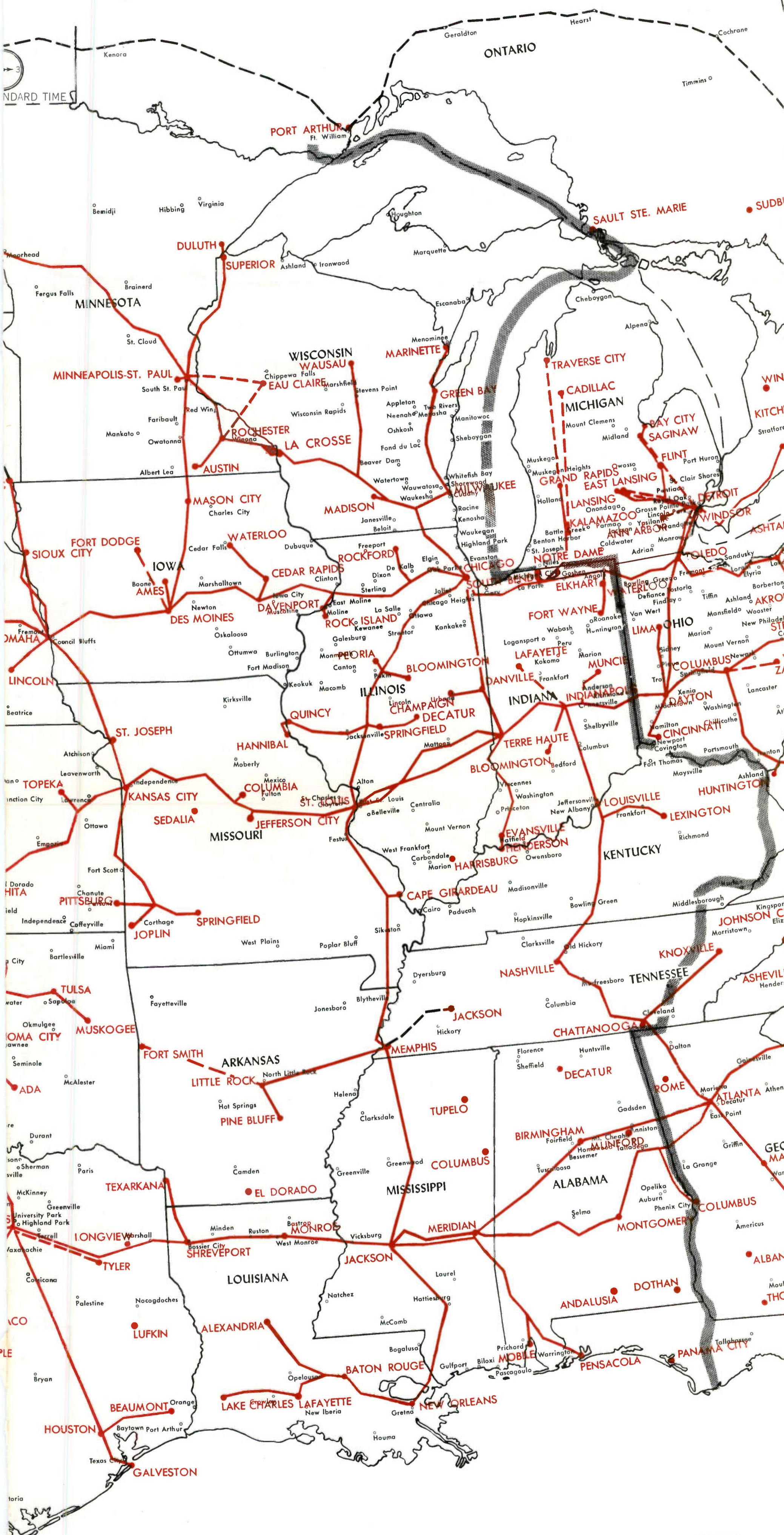
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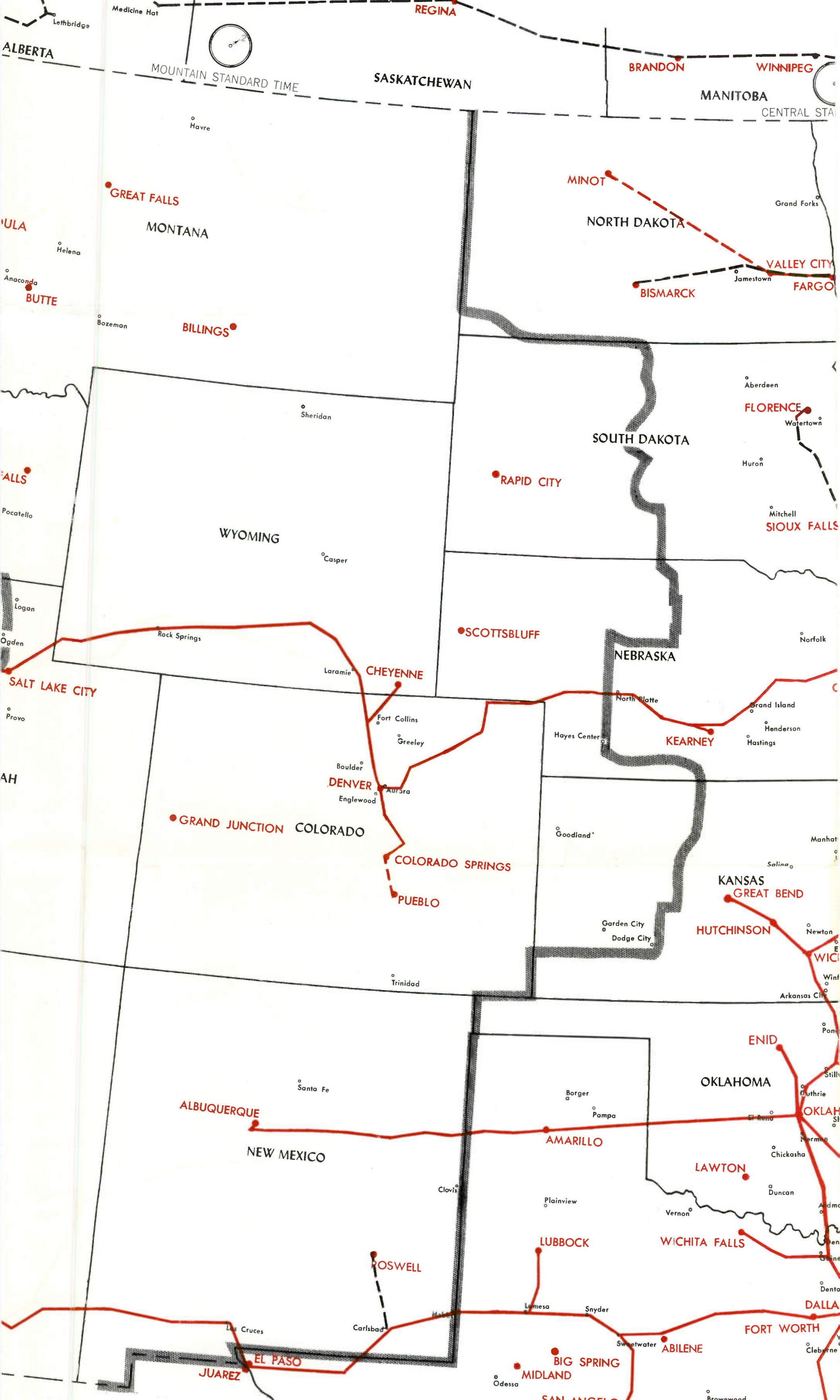
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S AND NETWORK ROUTES: 1955



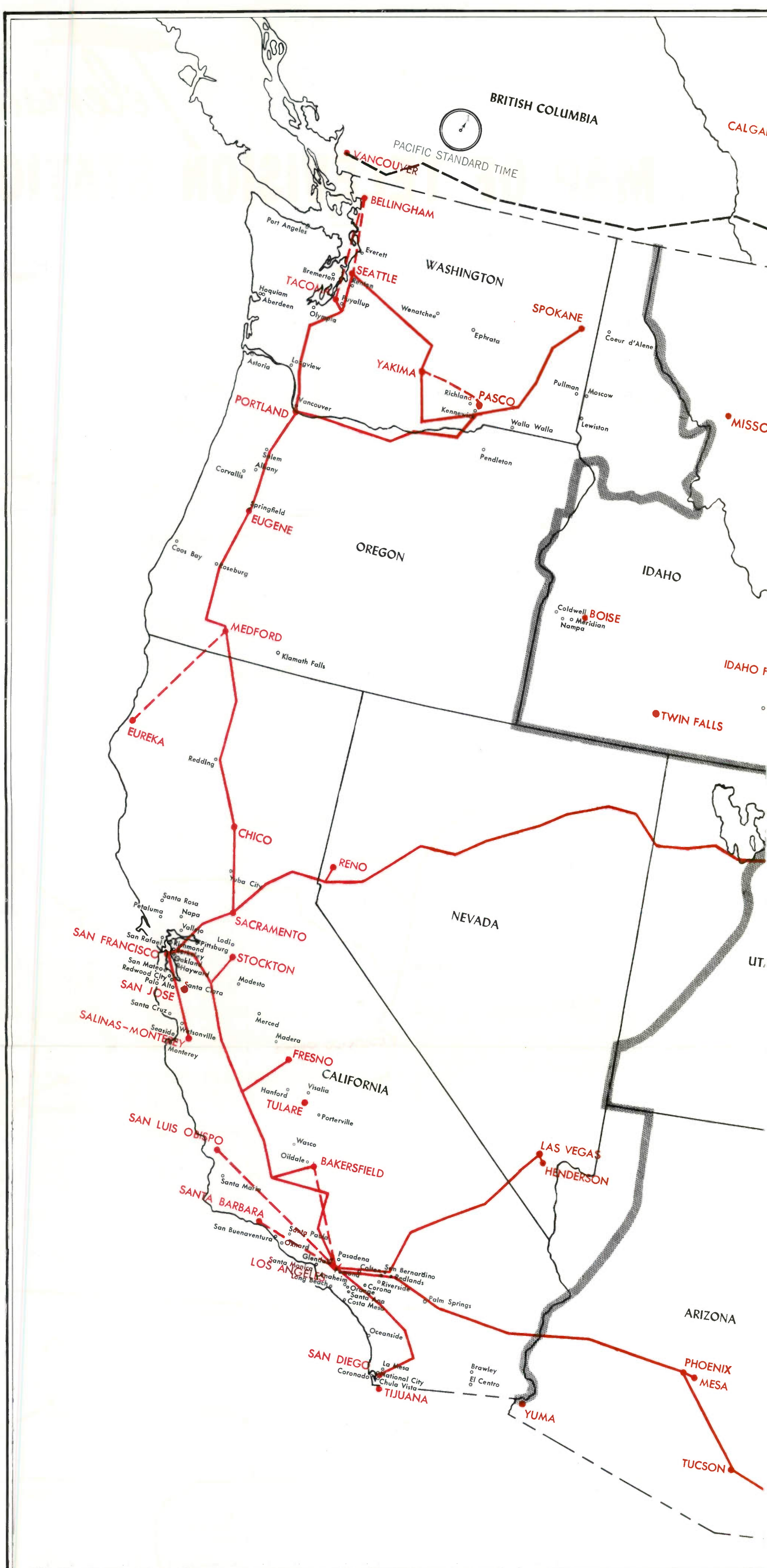
Television

MAP OF TELEVISION STATION



(17) Longview.....	KTVE	(32) Milwaukee.....	WISN-TV	(12)
(6) Lubbock.....	KCBD-TV	(11) Edmonton, Alta.	CFMT-TV	(2)
(3) Lufkin.....	KTRE-TV	(10) Halifax, N.S.	CBMT	(3)
(8) Midland.....	KMID-TV	(13) Hamilton, Ont.	CHCH-TV	(11)
(13) San Antonio.....	KXLA-TV	(8) Jonquiere, Que.	CKRS-TV	(12)
(61) San Antonio.....	KCOR-TV	(41) Kingston, Ont.	CKWS-TV	(11)
(16) Temple.....	WDAI-TV	(6) Kitchener, Ont.	CKCO-TV	(13)
(22) Texarkana.....	KCMC-TV	(7) London, Ont.	CFPL-TV	(10)
(28) Tyler.....	KLTV	(7) Moncton, N.B.	CKCW-TV	(2)
(34) Waco.....	KANG-TV	(10) Montreal, Que.	CBFT	(2)
(49) Weslaco.....	KWTV-TV	(27) Ottawa, Ont.	CBOT	(4)
(43) Weslaco.....	KRGV-TV	(5) Peterborough, Ont.	CHEX-TV	(12)
(10) Wichita Falls.....	KWFT-TV	(6) Port Arthur, Ont.	CFPA-TV	(2)
(12) UTAM		(1) Quebec City, Que.	CJIC-TV	(2)
(5) Salt Lake City.....	KSL-TV	(5) Regina, Sask.	CKCK-TV	(2)
(2) KTVT		(3) Rimouski, Que.	CJBR-TV	(3)
(2) KUTV		(2) St. John, N.B.	CMSJ-TV	(4)
(25) VERMONT		(6) St. John's, Nfld.	CJON-TV	(6)
(10) Burlington.....	WCAX-TV	(8) Saskatoon, Sask.	CFQC-TV	(8)
(67) VIRGINIA		(2) Sault Ste. Marie, Ont.		
(8) Hampton.....	WVEC-TV	(13) Sudbury, Ont.	CKSO-TV	(5)
(8) Norfolk.....	WVVA-TV	(3) Sydney, N.S.	CKCB-TV	(4)
(23) Harrisonburg.....	WVLA-TV	(9) Toronto, Ont.	CBIT	(9)
(3) Lynchburg.....	WTAR-TV	(2) Vancouver, B.C.	CBUT	(2)
(3) Norfolk.....	WTAR-TV	(7) Windsor, Ont.	CKLW-TV	(9)
(3) Peterburg.....	WTOV-TV	(1) Wingham, Ont.	CKNX-TV	(8)
(11) Richmond.....	WWEK-TV	(2) Ottawa, Ont.	CKNW-TV	(4)
(11) Roanoke.....	WDBJ-TV	(1) Winnipeg, Man.	CBWT	(4)
(12) WASHINGTON		(11) MEXICAN BORDER		
(7) Bellingham.....	KVOS-TV	(2) Juarez (El Paso, Tex.)	XEJ-TV	(5)
(11) Pasco.....	KERP-TV	(3) Tijuana (San Diego, Cal.)	XETV	(6)
(26) Seattle.....	KCTS			
(13) King.....	KING-TV			
(5) Spokane.....	KOHQ-TV			
(3) Spokane.....	KHO-TV			
(5) KREM-TV				
(4) Tacoma.....	KXLY-TV			
(8) Yakima.....	KTVW			
(9) WEST VIRGINIA				
(10) Bluefield.....	WHIS-TV			
(4) Charleston.....	WCBS-TV			
(7) Fairmont.....	WJPG-TV			
(6) Huntington.....	WHTN-TV			
(4) Oak Hill.....	WSAZ-TV			
(22) Parkersburg.....	WTAP			
(4) Wheeling.....	WTRF-TV			
(13) WISCONSIN				
(9) Eau Claire.....	WEAU-TV			
(11) Green Bay.....	WBAY-TV			
(5) LaCrosse.....	WVBT-TV			
(11) Madison.....	WHA-TV			
(2) Watou.....	WKOW-TV			
(13) Marinette.....	WMBV-TV			

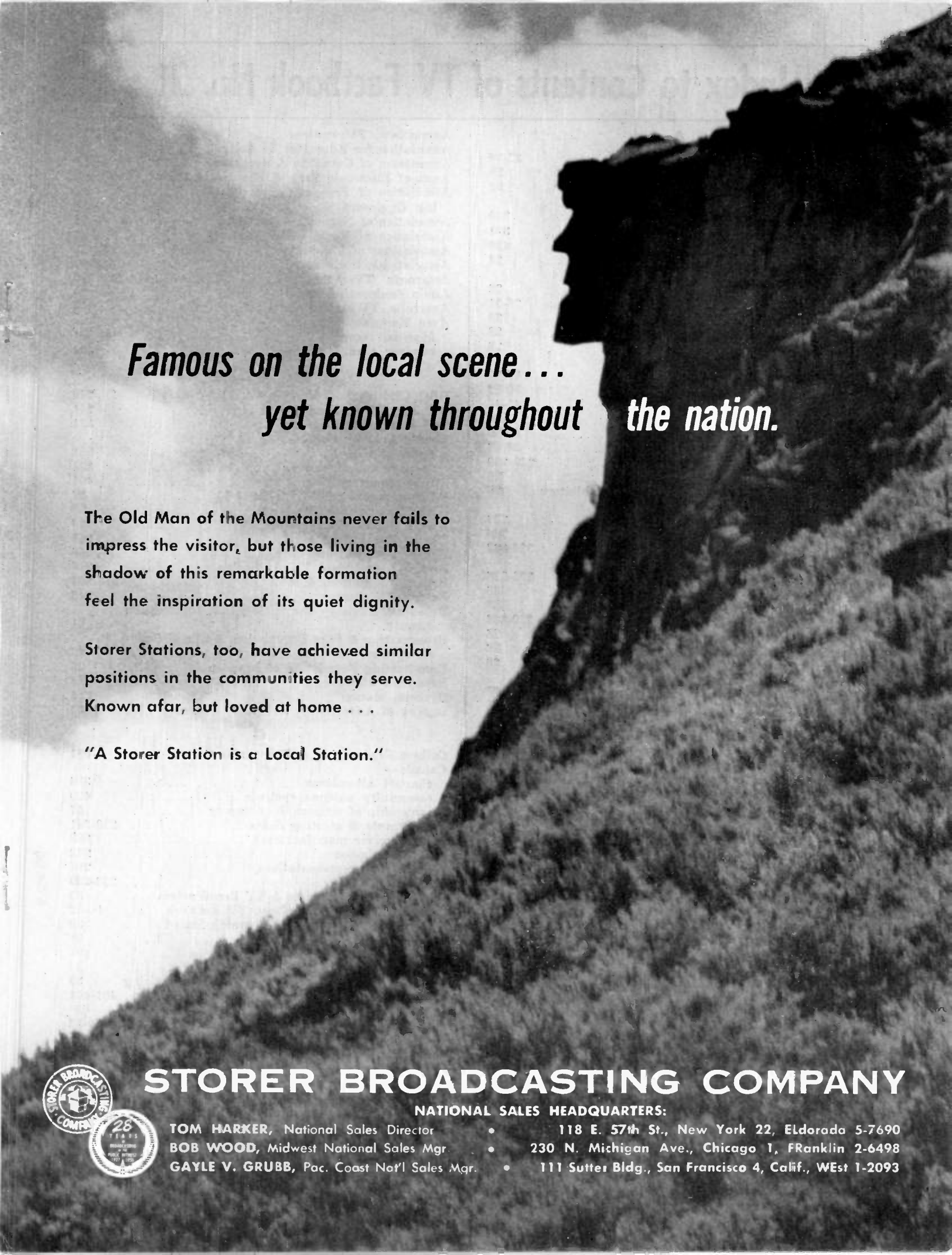




Television Stations In Operation or Due to Be Operating Before End of 1955

(Channel Numbers in Parentheses)

ALABAMA Andalusia WAIQ (2) Birmingham WABT (13) WSIG (10) Decatur WBRC-TV (6) Dothan WMSL-TV (20) Mobile WTVY (9) Montgomery WKRG-TV (5) WCOV-TV (20) WWSA-TV (12) WFTO (7)	ARIZONA Phoenix KOOL-TV (10) KPHO-TV (5) KTVX (3) Little Rock KARK-TV (4) Pine Bluff KATV (7)	ARIZONA Phoenix KRBB (10) Ft. Smith KFSB-TV (22) Little Rock KARK-TV (4) Pine Bluff KATV (7)	CALIFORNIA Bakersfield KBKAT-TV (29) KERO-TV (10) Chico KHSL-TV (12) Eureka KJEM-TV (3) Fresno KJTV (47) Los Angeles KMJ-TV (24) KSBW-TV (8) San Diego KRDO-TV (13) San Francisco KFVS-TV (10) KGO-TV (7) KPX (3) KOED (9) KRON-TV (32) Monterey KNTV (11)	CALIFORNIA Monterey KNTV (11) San Jose KVEE-TV (6) Santa Barbara KEYT (3) Stockton KQVR (13) Tulare KVVQ (27)	COLORADO Colorado Springs KKTV (11) Denver KRDO-TV (13) KSTV (9) KFEL-TV (2) KLTZ-TV (7) KOA-TV (7)	CONNECTICUT Bridgeport WICC-TV (43) Hartford WGHM-TV (18) New Britain WGBH-TV (30) Hartford WKNH-TV (8) New Haven WNHCTV (53)	DELAWARE Wilmington WPHH (12)	DISTRICT OF COLUMBIA Washington WMAL-TV (7) WRC-TV (4) WTOP-TV (9) WTTG (5)	FLORIDA Ft. Lauderdale WITV (17) Ft. Myers WINK-TV (11) Jacksonville WJHP-TV (36) Jacksonville WMBR-TV (4) Miami WFTS-TV (23) WFTS-TV (2) WTVT (4) Orlando WDBO-TV (6) Palm Beach WJVM (7) Panama City WFLX-TV (3) Pensacola WFLP-TV (15) St. Petersburg WWSB-TV (28) St. Petersburg WFLA-TV (8) Tampa WTVT (13) W. Palm Beach WEAT-TV (12) Waterloo WIRX-TV (21)	GEORGIA Albany WALB-TV (10) Atlanta WAGA-TV (5) Atlanta WLVA (11) Atlanta WSB-TV (2) Atlanta WFTS-TV (6) Augusta WRDQ-TV (12) Columbus WDAK-TV (28) Columbus WRBL-TV (4)	IDAHO Boise KBOI-TV (2) KIDO-TV (7) Idaho Falls KIDV (3) Twin Falls KLIK-TV (11)	ILLINOIS Bloomington WBLN-TV (15) Champaign WBRM-TV (2) Chicago WGN-TV (9) Chicago WNBC-TV (5) Danville WTTW (11) Decatur WTVP (17)	INDIANA WTTV (4) Elkhart WWSJ (52) Evansville WVE (62) Ft. Wayne WKJG-TV (35) Indianapolis WFMM-TV (6) WISH-TV (8) Muncie WAMV-TV (59) Notre Dame WNDU-TV (46) South Bend WSBT-TV (34) Terre Haute WTHI-TV (10) Ft. Wayne WINT (15)	IOWA Ames WOI-TV (5) Cedar Rapids WCRG-TV (9) Des Moines WOC-TV (6) Des Moines KRNT-TV (8) Waterloo WHOV-TV (13) KOTV (21) Sioux City KTVI (9) Waterloo KWML-TV (7)	KANSAS Great Bend KCKT (2) Hutchinson KTVH (12) Pittsburg KOAM-TV (7) Topeka WBSW-TV (13) Wichita KAKE-TV (10) KARB-TV (3) KEDD (16)	KENTUCKY Henderson WEHT (50) Lexington WLEX-TV (18) Louisville WAVE-TV (3) Louisville WHAS-TV (11)	LOUISIANA Alexandria KALB-TV (5) Baton Rouge WBRZ (2) Lofayette KLFY-TV (10) Lake Charles KPLC-TV (7) Monroe KNOE-TV (8) New Orleans WDSU-TV (6) WJMR-TV (61) Shreveport KSLA (12) KTB5-TV (3)	MAINE Bangor WABI-TV (5) WTKO (2)	MARYLAND Baltimore WAAM (13) WBAL-TV (11) WMAR-TV (2) WMCO-TV (16)	MASSACHUSETTS Adams WAGT (19) Boston WBZ-TV (4) WGBH-TV (2) WNBC-TV (7)	MICHIGAN Ann Arbor WPAG-TV (20) Saginaw WNNM-TV (5) Cadillac WWTW (13) Detroit WJ2K-TV (2) Duluth WTVS (56) E. Lansing WKAR-TV (60) Flint WJRT (12) Grand Rapids WOOD-TV (3) Kalamazoo WKZO-TV (2) Lansing WJHL-TV (6) WYTO-TV (54) Saginaw WKNX-TV (57) Traverse City WPSB-TV (7)	MINNESOTA Austin KMMT (6) Duluth KDAL-TV (3) Superior WDSM-TV (6) Minneapolis-St. Paul KEYD-TV (9) WCCO-TV (4) WTCN-TV (11) Rochester KRCC-TV (10) St. Paul Minneapolis KSTP-TV (5)	MISSISSIPPI Columbus WCBI-TV (4) Jackson WJTV (12) Meridian WTKO-TV (11) Tupelo WTVV (9)	MISSOURI Cape Girardeau KFVS-TV (12) Columbia KOMU-TV (8) Hannibal KMOA-TV (7) Jefferson City KRGG (13) Joplin KSWM-TV (12) Kansas City KCAO-TV (5) Kansas City KMBC-TV (9) WDAF-TV (4)	MISSOURI St. Joseph KFEG-TV (2) St. Louis KETC (9) KSD-TV (5) KTVI (36) KWK-TV (4) Sedalia KRO-TV (6) Springfield KTTS-TV (10) KYYV (3)	MONTANA Billings KOOK-TV (2) Butte KXLF-TV (6) Great Falls KFBS-TV (5) Missoula KQOV-TV (13) KYYV (3)	NEBRASKA Kearney KHOL-TV (13) Lincoln KOIN-TV (10) Omaha KMTV (3) KOTV-TV (7) Scottsbluff KSTW-TV (10)	NEVADA Henderson KLRJ-TV (2) Las Vegas WABD (5) Reno KZTV (8)	NEW HAMPSHIRE Manchester WMUR-TV (9)	NEW JERSEY Newark KATV (13)	NEW MEXICO Albuquerque KGGM-TV (13) Albuquerque KQAT-TV (7) Albuquerque KOB-TV (4) Roswell KSWB-TV (8)	NEW YORK Albany WROW-TV (41) Binghamton WBNB-TV (12) Buffalo WPIX (17) Buffalo WUB-TV (2) WGR-TV (2)	NEW YORK Cortland Watertown WCNY-TV (7) Kingston WKNY-TV (66) New York WABC-TV (7) WABD (5) WCBS-TV (2) WOR-TV (9) WPIX (11) Plattsburgh WIRI (3) Rochester WHAM-TV (5) Schenectady WHEI-TV (10) Syracuse WSYR-TV (6) Utica WKTV (13)	NORTH CAROLINA Asheville WISE-TV (43) Chapel Hill WUNC-TV (4) Charlotte WBT-TV (3) Durham WNCN-TV (11) Fayetteville WFLB-TV (18)	NORTH CAROLINA Greensboro WFMY-TV (2) Greenville WNCN (9) Raleigh WNAO-TV (28) Washington WITN (7) Wilmington WHFD-TV (6) Winston-Salem WSLS-TV (12) WTOD-TV (26)	NORTH DAKOTA Bismarck KBMB-TV (12) Fargo KFYZ-TV (5) Minot WDAY-TV (16) Valley City WCPX-TV (9) Fargo KXJB-TV (4)	OHIO Akron WICA-TV (49) Ashtabula WKCA-TV (15) Cincinnati WCET (48) Cincinnati WCPX-TV (9) WKRZ-TV (12) WLWT (5) WWSB-TV (4) WXLN (8) Columbus WMB5-TV (10) WOHIO-TV (7) WOSU-TV (34) WTVN-TV (6) WUAB-TV (7)	OHIO Cleveland WKYC-TV (41) WWSB-TV (4) WXLN (8) Columbus WMB5-TV (10) WOHIO-TV (7) WOSU-TV (34) WTVN-TV (6) WUAB-TV (7)	OHIO Dayton WLWD (2) Lima WIMA-TV (35) Steubenville WSTV-TV (9) Toledo WSPD-TV (15) Youngstown WFMJ-TV (21) WKBW-TV (27) WHTZ-TV (18)	OKLAHOMA Ada KTEN (10) Enid KGO-TV (5) Lawton KSWO-TV (7) Muskogee KTVX (8) Chickasha WJTV (9) Oklahoma City KWTV (4) Tulsa KOTV (6) KVOO-TV (2)	OKLAHOMA Tulsa KOTV (6) KVOO-TV (2)	OREGON Eugene KVAL-TV (13) Medford KESL-TV (5) Portland KLOI (12) KORN-TV (6) KPTV (27)	PENNSYLVANIA Altoona WFBG-TV (10) Bethlehem WLEF-TV (31) Easton WGOV (57) Erie WICU (12) Harrisburg WHP-TV (55) WTPA (71) Lancaster WARD-TV (56) Lebanon WLBZ-TV (15)	PENNSYLVANIA Philadelphia WCAU-TV (15) WPTZ (7) Pittsburgh KDKA-TV (7) WENS (6) WQED (26) Reading WHUM-TV (26) Scranton WARM-TV (13) WGBI-TV (26) Wilkes-Barre WBRF-TV (5) WARM-TV (13) WSNW-TV (13) WWSB-TV (13)	RHODE ISLAND Providence WJAR-TV (10) WPRO-TV (10)	SOUTH CAROLINA Anderson WAIM-TV (10) Charleston WCSC-TV (10) Columbia WUSN-TV (5) Columbia WCO5-TV (5) Florence WBTW (10) Greenville WFSW-TV (10) Greenville WGLV (10)	SOUTH DAKOTA Florence KDLO-TV (35) Rapid City KPDA-TV (10) Sioux Falls KSDV-TV (10)	TENNESSEE Chattanooga WDEF-TV (3) Jackson WJHL-TV (10) Knoxville WJAX-TV (10) Memphis WHBQ-TV (5) Memphis WMCB-TV (5) Nashville WIIA-TV (10) Nashville WSIK-TV (10) WSM-TV (10)	TEXAS Abilene KRBC-TV (5) Amarillo KPFA-TV (10) Austin KTCB-TV (10) Beaumont KBMT (10) KFDX-TV (10) Big Spring KBST-TV (10) Corpus Christi KVDD-TV (10) Dallas KFDA-TV (10) El Paso KOKE-TV (10) Ft. Worth KFJZ-TV (10) Galveston WGAP-TV (10) Harlingen KGBT-TV (10) Houston KPRC-TV (10) KLUH-TV (10)
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*Famous on the local scene . . .
yet known throughout the nation.*

The Old Man of the Mountains never fails to impress the visitor, but those living in the shadow of this remarkable formation feel the inspiration of its quiet dignity.

Storer Stations, too, have achieved similar positions in the communities they serve. Known afar, but loved at home . . .

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director	•	118 E. 57th St., New York 22, Eldorado 5-7690
BOB WOOD, Midwest National Sales Mgr.	•	230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.	•	111 Sutter Bldg., San Francisco 4, Calif., WEst 1-2093



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PIONEER AND LEADER IN THE NORTHWEST!

In June, 1939, KSTP purchased one of the first television cameras in the United States. In April, 1948, television station KSTP-TV began full commercial operation with its 571-foot tower astride the Minneapolis-St. Paul line . . . the first TV station in the Northwest area.

Over the years, KSTP-TV has added many more "firsts" to its record . . . first with maximum power, first with color and consistently first in program ratings.

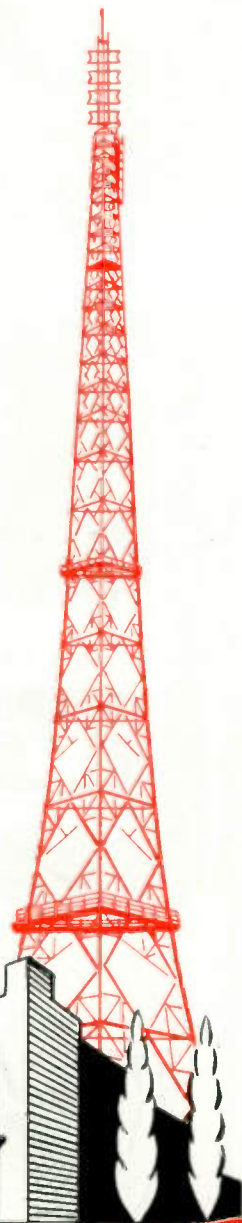
Expert personnel, plus the finest facilities in the nation, help KSTP-TV maintain its position as leader in the **FOUR BILLION DOLLAR** market it serves.



The largest independent station in the U.S.!
The only station with studios in both Minneapolis and St. Paul.

Superb production and studio facilities. Only complete floating studio in the Northwest. Outdoor telecasting patio. Complete operative kitchen. Three drive-in studios.

Five fully operative TV studios. Rear projection equipment. Mobile unit, projection theater and kinescope recording facilities for color or black and white.



KSTP-TV

CHANNEL
100,000 WATTS



MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES



"State of the Union"



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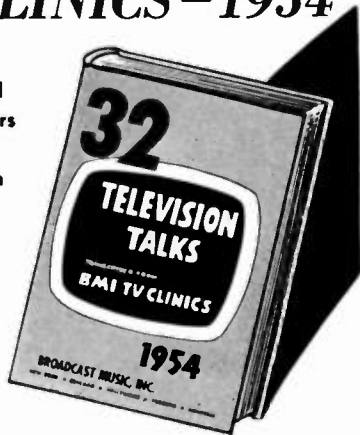
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Contributing Authors

Foreword by ROSEL H. HYDE

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FOTO-VIDEO LABORATORIES, INC. INSTALLATIONS COAST TO COAST!

Video Equipment Now Operating at Top Stations in the Following Cities: Seattle—Salt Lake City—Minneapolis—Tulsa—Toledo—New York and many others.



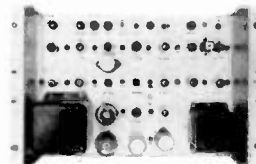
V-3A Keyed Video Signal Generator

V-3A KEYED VIDEO SIGNAL GENERATOR. *Use.* Testing frequency response on one equipment or entire broadcast system without disabling clamp circuits; testing resolving power of monitors directly; time measurements; differential gain tests with V-5A and V-12A. Tests entire frequency range. No accessory equipment or power supply required. *Response.* Flat to 10 mc.



V-5A Amplitude Linearity Tester

V-6A LINEARITY & CONVERGENCE DOT GENERATOR. *Use.* A blanked dot pattern signal either white or black dots on contrasting background is generated for use in testing (a) convergence of tri-color tubes in receivers and studio monitors; and (b) linearity of scan of monitors, receivers, and cameras (when used with a test slide or opaque supplied with unit).



V-6A Linearity and Convergence Dot Generator

V-5A AMPLITUDE LINEARITY TESTER. The video component of the composite signal is a linear sawtooth phase-locked to input sync or trigger. The V-5A is used for: (a) Direct amplitude distortion measurement of amplifiers, etc. (b) Use with V-3A and V-12A for measurements of differential gain and phase of amplifiers.

V-1A 2-CHANNEL VIDEO DISTRIBUTION AMPLIFIER AND MIXER. *Channels.* 2-Signals may be combined at input or at output. *Level.* Input 0 to 3v.p-p (video), 3.5 to 4.5 v. p-p (sync) if used. *Gain.* Adjustable from 0.5 to 1.5. *Load Impedance.* 75 ohms. *Source Impedance.* Either 2 k. or 75 ohms (chosen by switch). *High Frequency Response.* Flat to 10 mc. (1 db.). *Bandwidth* 13 mc. (3 db.).



V-1A Video Distribution Amplifier and Mixer

V-1A 5-CHANNEL SYNC DISTRIBUTION AMPLIFIER.

V-7A 525-LINE TV SYNC GENERATOR with time-proven binary frequency divider—utmost in stability.

V-8A COLOR GENERATOR for instant conversion of the V-7A to a full NTSC color TV sync generator.

V-2A 600 MA. 250 to 300 V. DC. REGULATED LOW VOLTAGE SUPPLY for heavy duty operation.

V-10A 225 MA. 250 to 300 V. DC. REGULATED LOW VOLTAGE SUPPLY.

V-12A HIGH PASS FILTER FOR DIFFERENTIAL GAIN AND PHASE TESTS.

F-101A LIGHT BOX with self-illumination for 8" x 10" color and monochrome test pattern and other transparencies.

A FULL LINE OF TEST SLIDES AND OPAQUES (2" x 2", 3 1/4" x 4", 4" x 5", and 8" x 10").

FOTO-VIDEO LABORATORIES, INC.
Clifton, N. J. EDison 8-5656

Why this Tremendous Growth in the Use of Spot TV?

MOST advertising media have nice gradual growth patterns. But not Spot Television. It took off like a rocket, has been spurting by leaps and bounds ever since. For good reason:

The history of the Spot TV advertiser is that, once he has tested the medium, he expands his use of it, and does his best to keep the profitable results under wraps. When he tries it, the advertiser who has yet to experience the power of this medium will find it has the following characteristics:

1. **Flexibility**—in expenditure per market, choice of station, market, time periods, and programming, and in contract requirements.
2. **Adaptability**—with Spot TV you can

take full advantage of the wide variance in regional viewing habits to reach the audience types you want under the conditions you want.

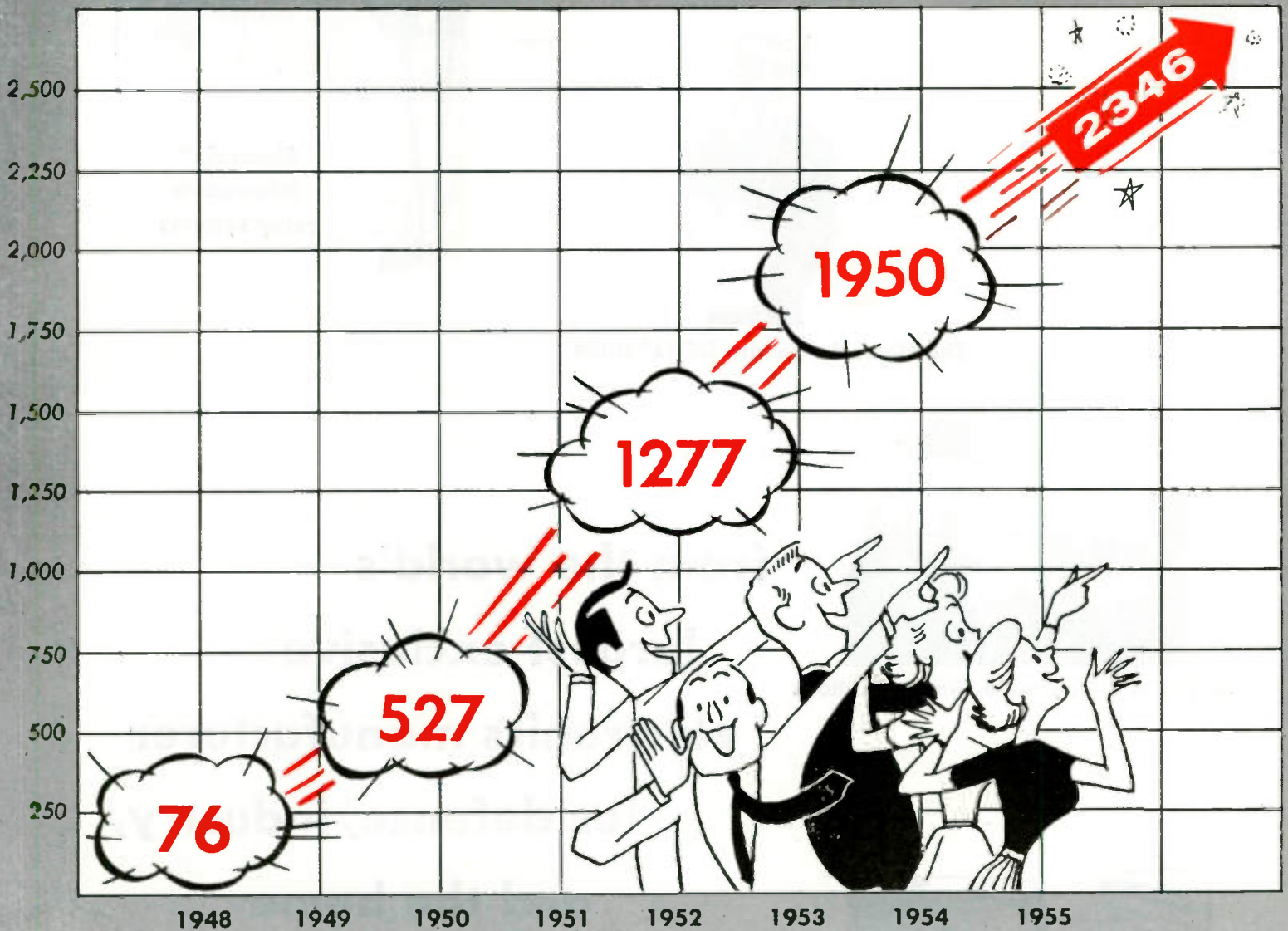
3. **Merchandisability**—Spot Television is a favorite advertising medium of the district manager, the wholesaler, and retailers in every field. And TV station management follow-through with these groups helps make a campaign doubly effective.

To the advertisers represented in the above chart: Congratulations on picking a winner.

To the new ones who'll push the line even higher: We look forward to telling you the full story of Spot Television and helping you make it work.

Edward Petry

Number of Advertisers Using Spot Television, 1st Quarter of each year (Rorabaugh)



- | | | |
|--|-------------------------------------|-----------------------------------|
| WSB-TV Atlanta | KARK-TV . . . Little Rock | WENS Pittsburgh |
| WBAL-TV . . . Baltimore | KABC-TV . . . Los Angeles | ** KCRA-TV . . Sacramento |
| WFAA-TV Dallas | WISN-TV . . . Milwaukee | WOAI-TV . . . San Antonio |
| KOA-TV Denver | KSTP-TV . . . Mpls.-St. Paul | KFMB-TV . . . San Diego |
| * WTVD Durham | WSM-TV Nashville | KGO-TV . . . San Francisco |
| WICU Erie | WATV New York | ** KTBS-TV . . Shreveport |
| KPRC-TV Houston | WTAR-TV Norfolk | KREM-TV Spokane |
| * WHTN-TV . . . Huntington | KMTV Omaha | KOTV Tulsa |
| WJIM-TV Lansing | WTVH-TV Peoria | KEDD Wichita |
| ABC Pacific Television Regional Network | | |
- *Petry representation effective September 1st* ***On air--Sept., 1955*

& Co., Inc.

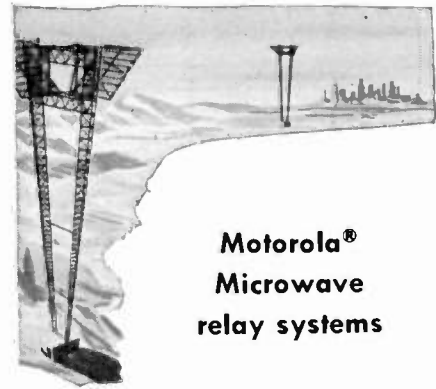
• ST. LOUIS •

• SAN FRANCISCO •

• ATLANTA



The Motorola Handie-Talkie® radio

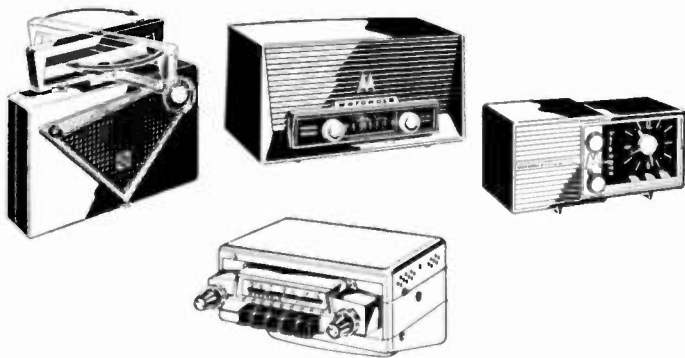


Motorola®
Microwave
relay systems

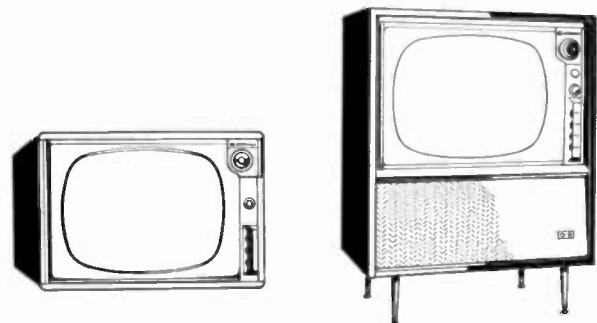


Motorola 2-way radio communications

—from the world's
largest exclusive
electronics manufacturer
for defense, industry,
and the home



Portable radios . . . car radios . . .
clock and table radios



Color TV and black-and-white TV

MOTOROLA INC.

Communications and Electronics Division, Radio and Television Division
4545 West Augusta Boulevard, Chicago

Sylvania Research Estimates*

Television Sets Produced, Sold and In Use

Including Screen Sizes, Receivers Scrapped and Number of Color Sets

By Quarters 1953, 1954 and First Two Quarters 1955
(000 Omitted)

	1953 Totals				1954 Totals				1955	
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr. †
FACTORY PRODUCTION (No. Sets)										
15-in. & Less			1				20	25	3	19
16 - 18-in.	698	549	357	308	237	249	297	305	273	249
19 - 21-in.	1,541	1,006	1,213	1,222	1,168	1,110	1,478	2,156	1,803	1,288
22-in. & Over	21	19	120	160	42	39	94	127	109	51
Total Black-&-White	2,260	1,574	1,690	1,691	1,447	1,398	1,888	2,613	2,188	1,608
Color					1	7	6	7	2	5
TOTAL	2,260	1,574	1,690	1,691	1,448	1,405	1,894	2,620	2,190	1,613
DISTRIBUTOR SALES TO DEALERS										
15-in. & Less	1		1				15	15	6	6
16 - 18-in.	653	321	396	459	303	228	248	372	243	143
19 - 21-in.	1,390	630	1,167	1,489	1,243	755	1,463	2,178	1,614	880
22-in. & Over	16	11	57	108	102	36	76	127	105	65
Total Black-&-White	2,060	962	1,621	2,066	1,648	1,019	1,802	2,692	1,968	1,095
Color					1	4			1	3
TOTAL	2,060	962	1,621	2,066	1,649	1,023	1,802	2,692	1,969	1,098
DEALER SALES TO PUBLIC										
15-in. & Less	1		1				15	10	10	6
16 - 18-in.	573	368	401	484	365	230	303	409	243	150
19 - 21-in.	1,193	616	1,082	1,497	1,408	802	1,457	2,117	1,604	1,020
22-in. & Over	14	11	41	89			64	137	88	59
Total Black-&-White	1,781	995	1,524	2,070	1,773	1,032	1,839	2,672	1,944	1,235
Color								5	1	2
TOTAL	1,781	995	1,524	2,070	1,773	1,032	1,839	2,677	1,945	1,237
NO. SETS SCRAPPED										
15-in. & Less	145	165	185	176	186	160	165	275	153	153
16 - 18-in.					61	100	113	229	123	123
19 - 21-in.					6	12	20	30	23	23
22-in. & Over										
TOTAL	145	165	185	176	253	272	298	534	299	299

Sets-in-Use—10-Year Accumulative

	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962
NO. OF SETS IN USE (End of Period)										
15-in. & Less	5,656	5,491	5,307	5,131	4,945	4,785	4,635	4,370	4,227	4,080
16 - 18-in.	10,723	11,091	11,492	11,976	12,280	12,410	12,600	12,780	12,900	12,927
19 - 21-in.	5,543	6,159	7,241	8,738	10,140	10,930	12,367	14,454	16,035	17,032
22-in. & Over	14	25	66	155	155	155	219	356	444	503
Total Black-&-White	21,936	22,766	24,106	26,000	27,520	28,280	29,821	31,960	33,605	34,541
Color								5	6	8
TOTAL	21,936	22,766	24,106	26,000	27,520	28,280	29,821	31,965	33,611	34,549
SETS IN USE (Pct. of Total)										
15-in. & Less	25.8%	24.1%	22.0%	19.7%	18.0%	16.9%	15.5%	13.7%	12.6%	11.8%
16 - 18-in.	48.9	48.7	47.7	46.1	44.6	43.9	42.2	40.0	38.4	37.4
19 - 21-in.	25.3	27.0	30.0	33.6	36.8	38.6	41.5	45.2	47.7	49.3
22-in. & Over	.1	.1	.3	.6	.6	.5	.7	1.1	1.3	1.5
Total Black-&-White	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Color										
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* Prepared by Frank W. Mansfield, director of sales research, Sylvania Electric Products, Inc., and used with permission. For further details (RETMA figures) on TV receiver production, factory-distributor-retail sales, factory and distributor inventories, ship-

ments to dealers by states, see pp. 20 and 426-427. For radio production and factory-distributor-retail sales, see p. 426. † Preliminary—subject to revision.



**Even a line
won't "blow"... on film!**

Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kided! Besides, it's easy, economical, to produce and co-ordinate showings when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman
Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to film your show **IN COLOR.** You'll be needing it... soon.

Annual Volume of Advertising in United States

By Media, 1946-1954

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used by Permission
(In Millions of Dollars)

MEDIUM		1946	1947	1948	1949	1950	1951	1952	1953	1954 *
TELEVISION	Total	57.8	170.8	332.3	453.9	606.2	809.1
	Network	29.4	85.0	180.8	256.4	320.1	444.2
	Spot	9.2	30.8	67.9	93.8	145.4	189.0
	Local	19.2	55.0	81.6	103.7	140.7	175.9
RADIO	Total	454.4	506.4	561.6	571.4	605.4	676.3	624.1	628.8	608.1
	Network	199.6	201.2	210.6	203.0	196.3	179.3	161.5	154.4	134.0
	Spot	98.2	106.4	121.1	123.4	135.8	138.3	141.5	140.0	133.0
	Local	156.6	198.8	229.9	245.0	273.3	288.5	321.1	334.4	341.1
NEWSPAPERS	Total	1,158.3	1,475.0	1,749.6	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	2,670.9
	National	247.8	335.6	393.7	475.7	533.4	548.9	562.4	642.7	648.8
	Local	910.5	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	2,022.1
MAGAZINES	Total	426.5	492.9	512.7	492.5	514.9	573.7	615.8	667.4	674.1
	Weeklies	201.7	245.5	257.5	245.4	261.1	296.8	325.3	350.7	360.3
	Women's	126.7	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9
	General	75.7	85.3	86.5	83.6	87.5	95.0	101.2	117.9	122.7
	Farm	22.4	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.2
FARM PUBLICATIONS	Total	13.9	19.5	20.4	20.5	21.2	25.7	29.4	30.8	28.6
DIRECT MAIL	Total	334.4	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,165.0
BUSINESS PAPERS	Total	211.2	232.5	250.9	248.1	251.1	292.1	365.2	395.0	404.9
OUTDOOR	Total	85.9	121.4	132.1	131.0	142.5	149.2	162.1	176.3	185.5
	National	60.1	78.9	89.2	88.4	96.2	100.7	109.4	119.0	125.2
	Local	25.8	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.3
MISCELLANEOUS	Total	679.6	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,560.8	1,598.9
	National	385.4	460.8	508.8	539.8	610.1	693.1	766.0	842.7	901.2
	Local	294.2	372.2	438.4	469.8	515.2	572.3	642.6	718.1	697.7
TOTAL	National	1,963.2	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,525.8	4,819.4
	Local	1,401.0	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,283.4	3,325.7
GRAND TOTAL		3,364.2	4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,809.2	8,145.1

* Preliminary estimates.



See news of
ZIV'S NEW TRAFFIC STOPPING TV SERIES





It's Easy When You Know How!

MEREDITH
Radio and
Television
STATIONS

KANSAS CITY:	KCMO Radio & KCMO-TV	The Katz Agency
SYRACUSE:	WHEN Radio & WHEN-TV	The Katz Agency
PHOENIX:	KPHO Radio & KPHO-TV	The Katz Agency
OMAHA:	WOW Radio & WOW-TV	John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

The 4 WBC Television Stations

RATE FIRST IN 4 OF THE 9
million-set markets!

In BOSTON
WBZ-TV
Channel 4

New England's first—and greatest
TV station. NBC affiliate.

In PITTSBURGH
KDKA-TV
Channel 2

Pioneer station in America's 8th
market. NBC-CBS-Dumont affiliate.

In PHILADELPHIA
WPTZ
Channel 3

delivers a clearer, stronger picture
over a wider area than any other
Pennsylvania station. NBC affiliate.

In SAN FRANCISCO
KPIX
Channel 5

Northern California's pioneer TV
station, covering America's 9th
market. CBS affiliate.

That's why...

NO SELLING CAMPAIGN IS COMPLETE

WITHOUT THE

WBC TV STATIONS

Is *your* campaign complete? Make sure
WBC is in your plans. Call any
station, or Eldon Campbell, WBC
National Sales Manager, at
Murray Hill 7-0808, New York

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON—WBZ+WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

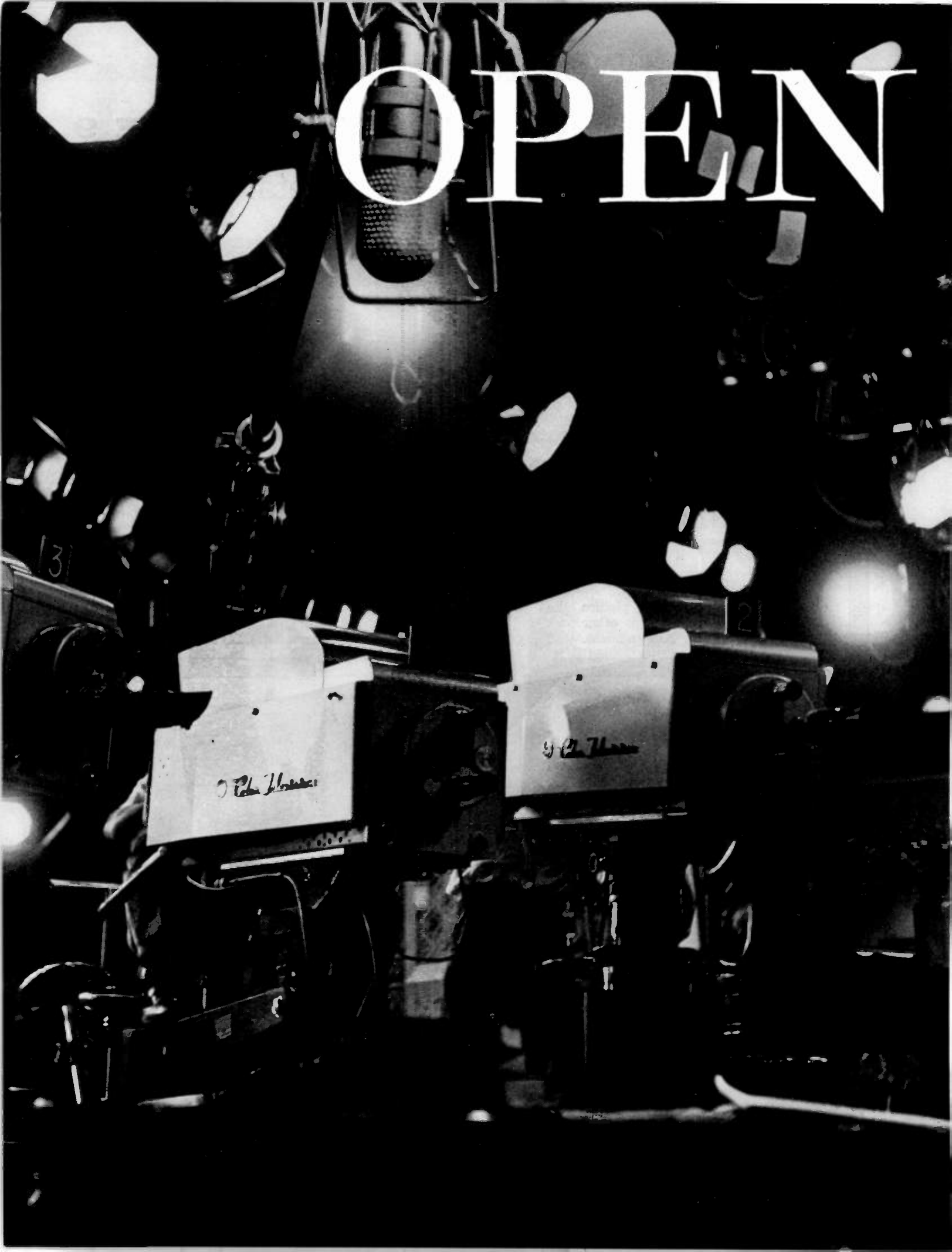
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX



KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

OPEN



CIRCUIT

a public preview of NBC Television, 1955-56

by Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President

In August of last year, an advertisement to the trade proclaimed: "NBC opens the year of excitement on television!"

The season is passing and many who were honestly skeptical have admitted that the year's performance is measuring up to the prophecy.

It has been the year of 90-minute Color Spectaculars, of Gobel and Medic and Caesar's Hour, of Today-Home-Tonight, of unprecedented special programs like "Peter Pan." But such an enumeration, as proudly as we make it, is only a small part of the story. This was the season when television programming shed the shackles of tradition; ceased to be the child of radio and became a medium of its own — the greatest medium of entertainment and enlightenment that the world has ever seen.

The growth of the medium was a tribute to the entire industry. At NBC we are proud that we took a bold and adventurous course, and we will quicken the pace in the year to come. Here is a portion of what you may expect:

COLOR SPREAD — The success of this season's Color Spectaculars is now history. But next season NBC Spectaculars will move still farther forward. Appropriately, the first show in the new "Color Spread" Spectacular series will be a special 2-hour telecast of Thornton Wilder's theatrical masterpiece "Skin of Our Teeth"—starring Mary Martin and Helen Hayes. "Color Spread" will also open up an affordable new selling opportunity of major importance for most advertisers.

ONE-TIME "SPECIALS" — Already scheduled are a repeat of "Peter Pan," and a musical version of the Pulitzer Prize play "Our Town" featuring Frank Sinatra. In addition, NBC will pioneer in a new direction. First-run full-length A-films will be seen *for the first time anywhere*, on NBC Television. The first of these film features will be Alexander Korda's color production of "The Constant Husband" starring Rex Harrison.

MAURICE EVANS PRESENTS — the finest theatre of *all* time, presented Sunday afternoons by the distinguished producer-director-actor. Included in Mr. Evans' schedule of hour-and-a-half color programs will be several Shakespearean productions in which he himself will star.

SPORTS — NBC will continue to be the leading sports network, with a year-round calendar of key events in every area of sports, including the full schedule of NCAA football.

ORIGINAL DRAMA AND MUSICALS — Included in the Producers' Showcase schedule of 90-minute plays will be original works by outstanding contemporary playwrights. These dramas will be mounted with all the expertness that marked Producers'

Showcase *this* season. Robert Montgomery Presents, The Kraft Theatre, The Philco-Goodyear Television Playhouse will continue to present weekly full-hour dramatic productions, and will be joined this year by the new 60-minute Pontiac-Armstrong Theatre scheduled on Tuesday nights.

VARIETY — Berle, Raye and Hope will appear in the Tuesday night hour that has become a television tradition. In addition, Perry Como will be star and host of a big new Saturday night hour of unmatched variety entertainment. The Colgate Hour on Sunday will be decked out in fresh, resplendent entertainment dress. And NBC will showcase its newest candidates for Gobel-type laurels as "the most exciting discovery of the year." Keep your eye on personalities like Jonathan Winters and Sue Carson!

SPECIAL PROGRAM EVENTS — Throughout the year NBC will use prime time periods to present special television events, such as "1976, Your World of Tomorrow" on October 9th; "Nightmare in Red," an hour-long history in film of Russian communism from 1905 to the death of Stalin, featuring a great deal of secret footage seen now for the first time; "The Jazz Age," a highlight report of America's boisterous, "bubble" years; and "Young India," a probing film commentary on the people and the problems of a country vitally important to Americans.

This is a sketch in brief of some of the things next season holds for NBC's audiences and advertisers. It is our goal to present whatever the vast and variegated American public enjoys, wants, hopes for and should have from television. And for sponsors, NBC will continue to devise flexible buying patterns which make TV available to advertising budgets of *every* size.

This year our slogan has been "Exciting Things are Happening on NBC Television." It holds good for 1955-1956 . . .

S. L. Weaver Jr. Robert Sarnoff

exciting things are happening on

NBC TELEVISION
a service of 

Handy Directory of

Associations and Other Organizations

In TV and Related Fields

Telecasting	Broadcasting	Manufacturing	Merchandising	Servicing
Motion Pictures	Educational	Religious	Governmental	International
Advertising	Music Licensors	Electronics		

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ACOUSTICAL SOCIETY OF AMERICA, 57 E. 55th St., New York 22, N.Y. Eldorado 5-5850. Leo Beranek, pres.; Wallace Waterfall, secy.

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PUBLISHERS INFORMATION BUREAU Inc. (PIB), 271 Madison Ave., New York 16, N. Y. Murray Hill 5-2210. Frank Braucher, pres.; W. H. Mullen, secy.

QUALITY RADIO GROUP, 509 Madison Ave., New York 22, N.Y. Plaza 1-0116. Ward L. Quaal, Crosley Broadcasting Corp., Cincinnati, pres.; Wm. B. Ryan, exec. v.p.; W. H. Summerville, v.p.; Wm. D. Wagner, secy.

RADIO ADVERTISING BUREAU Inc. (formerly Broadcast Advertising Bureau), 270 Park Ave., New York 17, N. Y. [After Sept. 1: 460 Park Ave.] Murray Hill 8-4020. Joseph E. Baudino, chairman; Kevin B. Sweeney, pres.; Wm. B. McGrath, secy.; Donald W. Thornburgh, treas.; Wm. L. Morison, asst. secy.-treas.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION, Baptist Radio-TV Center, 6248 Camp Bowie Blvd., Ft. Worth 16, Tex. Rev. Paul M. Stevens, director.

RADIO & TELEVISION EXECUTIVES SOCIETY Inc., 420 Lexington Ave., New York 17, N.Y. Lexington 2-3988. Robert Jay Burton, pres.; Elliott M. Sanger, 1st v.p.; Merle Jones, 2nd v.p.; Claude Barrere, secy.; Joseph A. McDonald, treas.; Elizabeth Clarkson, exec. secy.

THE RADIO CLUB OF AMERICA Inc., 11 W. 42nd St., New York 36, N.Y. Longacre 5-6622. F. H. Shepard Jr., pres.; Frank A. Gunther, v.p.; Joseph J. Stantley, treas.; O. James Morelock, corres. secy.; Charles F. Jacobs, recording secy.

RADIODIFFUSION-TELEVISION FRANCAISE (RDF), 972 Fifth Ave., New York 21, N. Y. Regent 4-1501. *Officials in U.S.*: Pierre Crenesse, dir.; Alice Lewitin, asst. dir.; Suzanne Weltman, administrator; Marina Kobtzeff, program director; Denise Falk, public relations director.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION (RETMA)—See page 407.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION OF CANADA, 200 St. Clair Ave. W., Toronto 7, Ont. Walnut 1-2898. C. A. Pollock, Dominion Electrohome Industries, pres.-chairman; J. D. Campbell, Canadian Westinghouse, v.p. & chairman, receiver div.; L. Harris, T. S. Farley Ltd., v.p. & chairman, parts & accessories div.; J. C. R. Puchard, Northern Electric, v.p. & chairman, electronics div.; Ralph A. Hackbusch, Hackbusch Electronics Ltd., engineering director; W. Barry Clark, Dominion Electrohome, chairman, receiver engineering committee; C. A. Norris, International Resistance, chairman, parts & accessory engineering committee; W. A. White, RCA, chairman, service committee; S. D. Brownlee, gen. mgr.

RADIO FREE EUROPE, div. of Free Europe Committee Inc., 110 W. 57th St., New York, N.Y. Plaza 7-7600. Robert E. Lang, director; Wm. J. Convery Egan, exec. director; Thomas H. Brown Jr., asst. director; Wm. Rafael, program director; Claude Harris,

technical director; Joseph Ranft, director newsroom; Alton Kastner, public relations director. European headquarters, 1 English Gardens, Munich, Germany.

RADIO NHK, BROADCASTING CORP. OF JAPAN, 250 W. 57th St., New York 19, N.Y. Circle 6-3716. Hiroshi Asanuma, chief; Taro Furukaki; Emmie Takahashi.

RADIO PIONEERS, 589 Fifth Ave., New York 17, N.Y. Plaza 9-1500. Raymond F. Guy, pres.; John Patt, senior v.p.; Lewis H. Avery, v.p.; Clair McCollough, secy.; Charles A. Wall, treas.; M. H. Shapiro, exec. secy.

RADIO TECHNICAL COMMISSION FOR AERONAUTICS (RTCA), Rm. 2036, Bldg. T-5, 16th & Constitution Ave. N.W., Washington 25, D.C. Sterling 3-8984. Dr. J. H. Dellinger, chairman; J. S. Anderson, vice chairman; L. M. Sherer, exec. secy.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, c/o Radio Station WKAR, Box 790, Michigan State College, East Lansing, Mich. Edgewood 2-1511, ext. 488. Russell Van Dyke, KRNT, Des Moines, pres.; Paul White, KFMB-TV & KFMB, San Diego, v.p. for program; Harold Baker, WSM, Nashville, v.p. for radio; Charles Harrison, WFIL-TV, Philadelphia, v.p. for TV; Sheldon Peterson, KLZ-TV & KLZ, Denver, treas.; Rob Downey, WKAR, exec. secy.; James A. Byron, WBAP, Fort Worth, chairman.

RECORD INDUSTRY ASSOCIATION OF AMERICA Inc., 1 E. 57th St., New York 22, N.Y. James B. Conkling, pres.; Harry C. Kruse, Randy Wood, Darlo Soria, v.p.s; Frank B. Walker, treas.; John W. Griffin, exec. secy.

"THE REPRESENTATIVES" OF ELECTRONIC PRODUCTS MANUFACTURERS Inc., 600 S. Michigan Ave., Chicago 5, Ill. Marjorie Kent, admin. secy.; John J. Koppie, national pres.; Ernest V. Roberts, 1st v.p.; C. L. Pugh, 2nd v.p.; John Keefe Jr., 3rd v.p.; David M. Lee, national secy.; Harry Halnton, national treas.; Walter T. Hannigan, chairman, board of governors.

SESAC INC., 475 Fifth Ave., New York 17, N. Y. Murray Hill 5-5365. Paul Heinecke, pres.; R. C. Heinecke, treas.; E. S. Prager, asst. to pres.; W. F. Myers, director of station relations; Robert S. Stone, director of program service; Alice J. Heinecke, publicity & promotion. *Music licensor.*

SOCIETY OF INDEPENDENT MOTION PICTURE PRODUCERS (SIMP), 357 N. Canon Dr., Beverly Hills, Cal. Crestview 1-7283. Ellis Gibbs Arnall, pres.; Marvin L. Paris, exec. secy.

SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS (SMPTE), 55 W. 42nd St., New York 36, N.Y. Longacre 5-0172. John G. Frayne, pres.; Herbert Barnett, past pres.; Barton Kreuzer, exec. v.p.; Axel Jensen, engineering v.p.; Norwood L. Simmons, editorial v.p.; John W. Servies, financial v.p.; Byron Roudabush, convention v.p.; Edward S. Seeley, secy.; Geo. W. Colburn, treas.; Boyce Nemeck, exec. secy.; T. G. Veal, chairman, TV committee; G. L. Beers, chairman, theatre-TV committee; H. M. Gurin, chairman, studio lighting committee.

SOCIETY OF TELEVISION LIGHTING DIRECTORS, 119 Puritan Ave., Forest Hills, N.Y. Salvatore Bonsignore, chairman; Leland Watson, secy.; Syd Samuels, treas.

STATION REPRESENTATIVES ASSOCIATION INC., 101 Park Ave., New York 17, N.Y. Murray Hill 5-4141. Adam J. Young Jr., pres.; Arthur Sherin, v.p.; Joseph Timlin, secy.; John E. Pearson, treas. Directors: Joseph J. Weed, John P. Blair, Russell Woodward, George Brett, T. F. Flanagan, managing dir.

TELEVISION BUREAU OF ADVERTISING Inc. (TvB), 444 Madison Ave., New York 22, N.Y. Murray Hill 8-0215. Clair R. McCollough & Richard A. Moore, co-chairmen; Oliver Trevez, pres.; W. D. (Dub) Rogers Jr., secy.; Lawrence H. (Bud) Rogers, treas.; Norman E. Cash, director, station relations; Dr. Leon Arons, research director; Gordon A. Hellmann, director, sales promotion.

THEATRE OWNERS OF AMERICA (TOA), 1501 Broadway, New York 36, N.Y. Longacre 3-6238. E. O. Martin, pres.; Walter Reade Jr., chairman; S. H. Fabian & Mitchell Wolfson, co-chairmen, theatre-TV committee; Joseph G. Alterman, office mgr.

UHF INDUSTRY COORDINATING COMMITTEE, 1820 Jefferson Pl. N.W., Washington 6, D.C. Executive 3-4477. Harold A. Thoms, chairman; Fred Weber, vice chairman. Benedict Cotton, gen. counsel.

ULTRA HIGH FREQUENCY TELEVISION ASSOCIATION—1012 14th St. NW, Washington 5, D.C. National 8-0032. Lou Poller, Washington, D.C., pres.; Harry Tenenbaum, KTVI, St. Louis, treas. Directors: Mortimer Loewl, WITV, Ft. Lauderdale, Fla.; Ben K. McKinnon, WGVL, Greenville, S.C. Wm. A. Roberts, gen. counsel & secy.

UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION, New York 17, N.Y. Ahmed Bokhari, Under-Secretary. Radio Div.; Peter Aylen, dir.; W. Gibson Parker, acting deputy dir.; E. Soler-Alonso, chief, central radio services; Gerald Kean, special projects; Michael Hayward, chief English language service; Emery Kelen, TV supervisor; Arthur Barrett, chief broadcast engineer. *Films & Visual Information Div.*: Jan-Gunnar Lindstrom, director. *Film & TV Section*: Maurice Liu, chief of section; Ladislav Kolda, film production officer; Thomas Baird, film distribution officer; Janet Porter, film librarian; John Elliot, TV & newsreel programs officer; Maxwell Dunn, firm promotion officer. *Photo Section*: David Ritchie, chief; Geraldine Williams, photo distribution officer; Audrey Langston, photo liaison officer.

U.S. INFORMATION AGENCY, BROADCAST ADVISORY COMMITTEE, Washington 25, D.C. Republic 7-8340. Justin Miller, chairman; Wm. A. Fay, WHAM-TV & WHAM, Rochester; Donley F. Feddersen, Northwestern U.; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Earl M. Johnson, MBS; Henry P. Johnston, WABT & WAPI, Birmingham; Frank Marx, ABC; Joseph A. McDonald, NBC; Howard S. Meighan, CBS; Chris J. Witting, Westinghouse Bestg. Co.

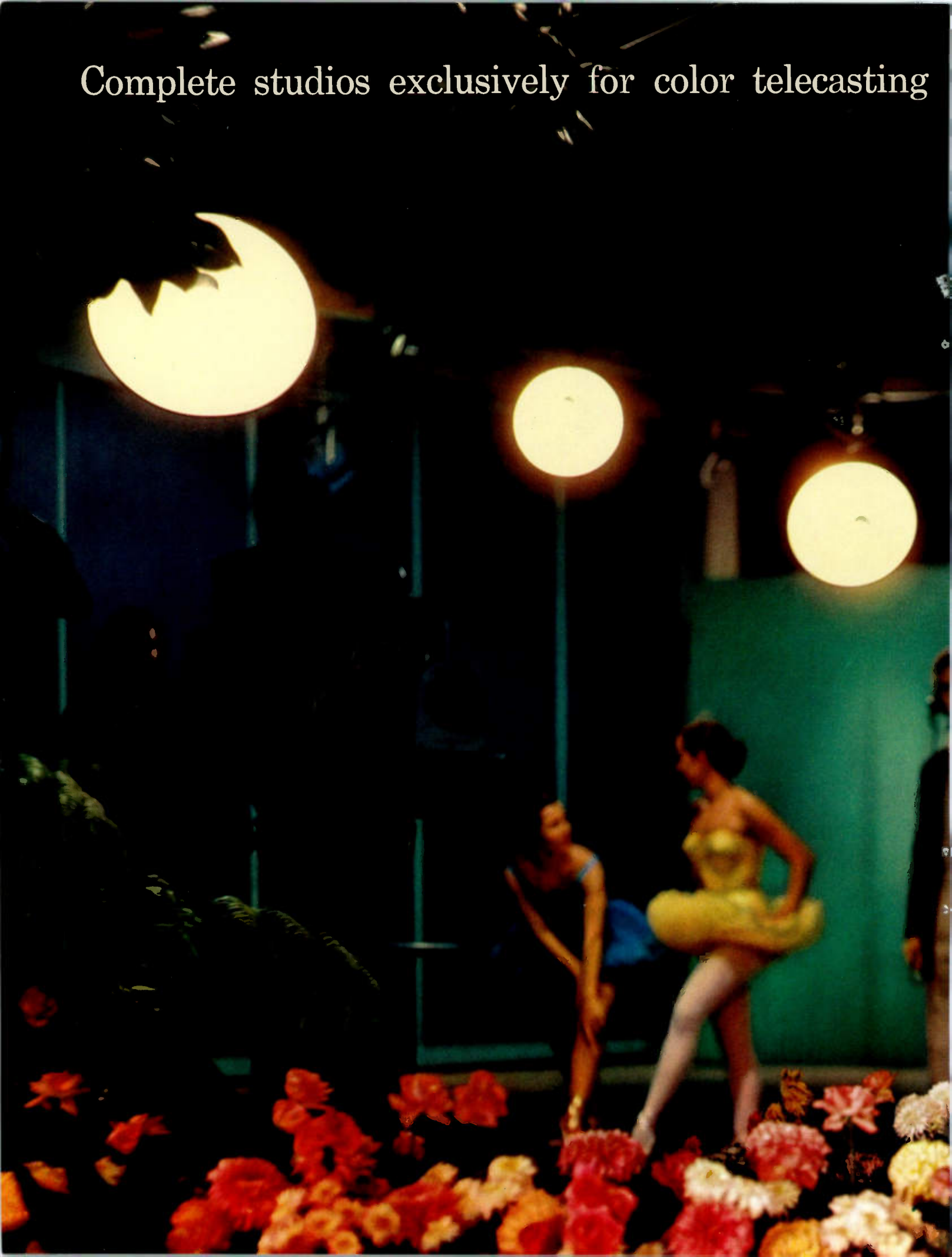
VETERAN WIRELESS OPERATORS ASSOCIATION Inc.—William J. McGonigle, pres.; Arthur J. Costigan, v.p.; William C. Simon, secy.; R. H. Pheysey, treas. Secy.'s address: 149 President St. Lynbrook, L. I., N. Y.

WEST COAST ELECTRONIC MANUFACTURERS ASSOCIATION (WCEMA), 339 S. Robertson Blvd., Beverly Hills, Cal. Myrl Stearns, Varian Associates, pres.; Gramer Yarbrough, American Microphone Co., v.p.; D. C. Duncan, Heliport Corp., secy.; Calvin Townsend, Jennings Radio, treas.; Don Larson, gen. mgr.



Presenting in New Orleans . . .

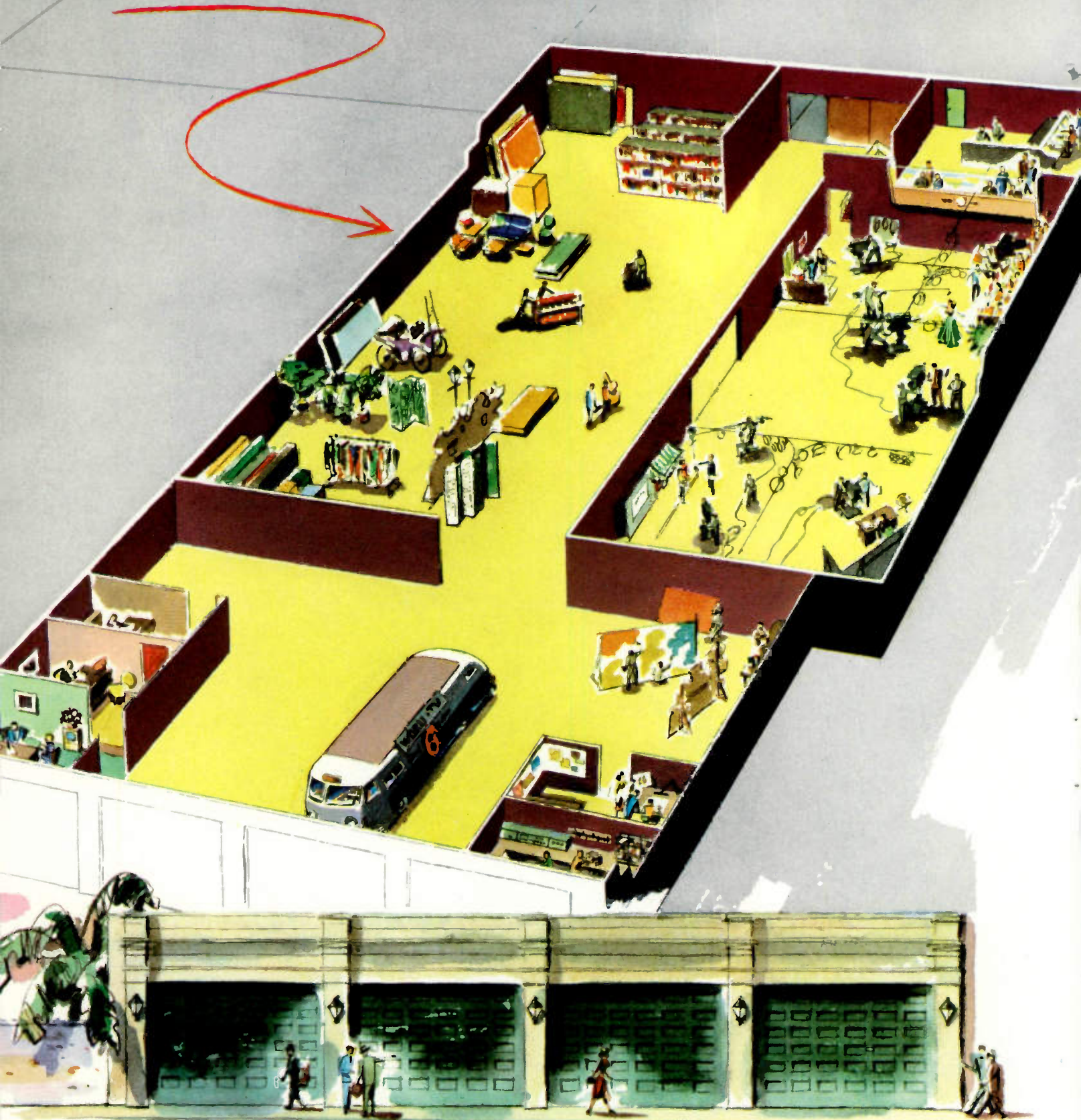
Complete studios exclusively for color telecasting



..... WDSU-TV Channel 6



Located immediately adjacent to our main studios
12,000 additional square feet for **COLOR** telecasting



Television Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

All data as furnished by networks.

Map of Present and Projected Interconnections Published as Insert with This Directory

AMERICAN BROADCASTING CO.

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

Television Network

Executive Offices: 7 West 66th St., New York 23, N.Y. Susquehanna 7-5000.

Business Offices and Studios: 7 W. 66th St., New York. Susquehanna 7-5000. (Studios also at Elysee Theatre, and Ritz Theatre.)

Other Affiliations: ABC also owns WABC & WABC-TV, New York; WBKB, Chicago; WXYZ & WXYZ-TV, Detroit; KGO & KGO-TV, San Francisco; KABC & KABC-TV, Los Angeles.

Board of Directors (AB-PT): Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Walter W. Gross, Robert H. Hinckley, Robert L. Huffines Jr., William T. Kilborn, Robert E. Kintner, Sidney M. Markley, Walter P. Marshall, Edward J. Noble, Robert H. O'Brien, Robert B. Wilby, Owen D. Young.

ABC Officers

Robert E. Kintner, *president*
 Earl E. Anderson, *vice president*
 Charles T. Ayres, *vice president*
 Slocum Chaplin, *vice president*
 James H. Connolly, *vice president*
 John Daly, *vice president*
 Robert H. Hinckley, *vice president*
 Earl Hudson, *vice president*
 Ernest Lee Jahncke Jr., *v.p. & asst. to the president*
 Frank Marx, *vice president*
 John H. Mitchell, *vice president*
 Harold L. Morgan Jr., *vice president and controller*
 Theodore I. Oberfelder, *vice president*
 Sterling C. Quinlan, *vice president*
 Thomas Velotta, *vice president*
 Robert M. Weltman, *vice president*
 Geraldine B. Zorbaugh, *secretary and general counsel*
 Omar Elder, *asst. secretary & asst. general counsel*

Engineering & General Services

Frank Marx, *v.p. in charge*
 Thomas F. Foy, *purchasing agent*
 Richard Hamilton, *supervisor of communications*
 Clure Owen, *administrative assistant*
 John G. Preston, *dir. of engineering facilities & general services*
 Lawrence A. Ruddell, *recording director*
 Joseph J. Spagnola, *office & studio services director*
 William H. Trevarthen, *director of engineering operations*
 Reginald Willcocks, *traffic manager*
 Merle Worster, *eastern TV engineering operations manager*

Finance and Personnel

Harold L. Morgan Jr., *v.p. & controller*
 Jason Rabinovitz, *asst. controller*
 J. Russell Gavin, *chief accountant*
 Marie McWilliams, *director of personnel*

Labor Relations

Mortimer Weinbach, *director of labor relations*

Legal and Business Affairs

Geraldine B. Zorbaugh, *general counsel*
 Omar Elder, *asst. secretary & asst. general counsel*
 James A. Stabile, *director of business affairs*

TV Programming and Services

John H. Mitchell, *vice president in charge of TV network*
 Robert M. Weltman, *v.p. in charge of TV programming & talent*
 William Balaban, *closed-circuit program manager*
 Ruth K. Blainey, *operations manager*
 Richard Depew, *manager of program operations*
 Arthur Dorfner, *administrative manager*
 Robert Lewine, *director of TV program dept.*
 Joan MacDonald, *talent casting manager*
 James McNaughton, *executive art director*
 Charles Mortimer, *manager of program production*
 Bernard Paulson, *plant superintendent*
 Harold Sobolov, *studio supervisor*
 Robert L. Stone, *director of TV services dept.*

News, Special Events, Sports & Public Affairs

John Daly, *v.p. in charge of news, special events, sports & public affairs*
 Thomas Velotta, *v.p. & administrative officer—News, special events, sports & public affairs*
 Don Coe, *director of special events and operations*
 Francis Littlejohn, *director of news and public affairs*
 William Whitehouse, *director of sports*

Advertising, Promotion & Publicity; Continuity Acceptance

Eugene Accas, *director of advertising, promotion & publicity*
 John H. Eckstein, *asst. to director*
 Ruth Crawford, *librarian*
 Ellen Hengerty, *supervisor of audience information*
 Grace Johnson, *director of continuity acceptance*
 Ernest E. Stern, *manager of publicity*

Station Relations

Ernest Lee Jahncke Jr., *v.p.*
 Frank Atkinson, *manager of co-operative program dept.*
 Alfred Beckman, *station relations director for TV network*

Network Sales

Slocum Chaplin, *v.p. in charge of TV network sales*
 Charles Abry, *TV network national sales manager*
 Henry T. Hede, *director of TV network sales service*
 Mary Alice Connell, *TV network station clearance manager*
 Alice Stamatis, *TV network order processing manager*

Research & Sales Development

Don Durgin, *director of research & sales development*
 Donald Coyle, *director of research*
 Dean Shaffner, *director of sales development*

ABC Film Syndication

George T. Shupert, *president*
 Don L. Kearney, *v.p., sales*
 Lee Francis, *mgr. of advertising & promotion*
 Joseph Green, *traffic manager*
 John B. Burns, *midwest manager*
 William L. Clark, *western manager*

Owned Television Stations

WABC-TV, New York: Theodore I. Oberfelder, *v.p. in charge*; Lawrence L. Wynn, *commercial manager*; Ardien B. Rodner, *program manager*

WBKB, Chicago: Sterling C. Quinlan, *v.p. in charge*; Harold Wetterson, *sales manager*; Daniel Schuffman, *program manager*

KABC-TV, Los Angeles: Selig J. Seligman, *manager*; Elton H. Rule, *sales manager*

KGO-TV, San Francisco: James H. Connolly, *v.p. in charge*; David Sacks, *sales manager*; Russ Baker, *program manager*

WXYZ-TV, Detroit: James G. Riddell, *president*; John F. Pival, *vice president*; Ralph Dawson, *sales manager*

Central Division (Chicago)

James W. Beach, *director of TV network for Central Division*
 Elliot Henry, Jr., *publicity, promotion & adv. director*
 Matthew Vieracker, *treasurer*

Western Division (Los Angeles)

Earl J. Hudson, *vice president in charge*
 Kenneth B. Craig, *national TV network program coordinator*
 Dorothy L. Brown, *continuity acceptance editor*
 Edwin W. Conklin, *news editor*
 Cameron G. Pierce, *chief facilities engineer*
 Florence T. Schiro, *personnel director*
 John C. Wagner, *controller*
 Stanton Kramer, *director of TV promotion & publicity*

San Francisco

James H. Connolly, *vice president in charge*
 Vincent Francis, *western div. TV network sales mgr.*
 Lorraine J. Duchene, *continuity acceptance editor*
 Edith Kirby, *traffic manager*
 Victor Reed, *mgr. of news & special events*
 Henry A. Saroyan, *controller and purchasing agent*
 Harry Jacobs, *chief engineer and maintenance mgr.*

Washington

Robert H. Hinckley, *v.p. in charge, Washington Office*

NETWORK RATES

(Rate Card No. 5—Revised to June 9, 1955)

(Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.). Class B rates (2-6 p.m., Sat.; 1-5 p.m., Sun.) are 75% of Class A rates. Class C rates (all other times) are 50% of Class A rates. Class B rates will apply in certain markets for Mon. thru Fri. 5-6 p.m.; a listing of these markets will be given upon request.

GROSS STATION RATES

(Class A Rates)

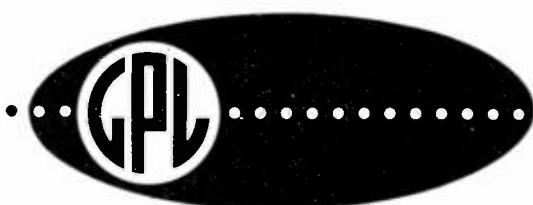
Station	Hour	30 Min.	15 Min.
†KRBC-TV, Abilene, Tex.	\$ 110.00	\$ 66.00	\$ 44.00
†KTEN-TV, Ada, Okla.	150.00	90.00	60.00
†WAKR-TV, Akron, Ohio	150.00	90.00	60.00
*WALB-TV, Albany, Ga.	175.00	105.00	70.00
†WROW-TV, Albany, N.Y.	350.00	210.00	140.00
†KOAT-TV, Albuquerque, N.M.	180.00	108.00	72.00
†WFBG-TV, Altoona, Pa.	600.00	360.00	240.00
†KFDA-TV, Amarillo, Tex.	250.00	150.00	100.00
†WLOS-TV, Asheville, N.C.	300.00	180.00	120.00
†WLW-TV, Atlanta, Ga.	850.00	510.00	340.00
†WJBF-TV, Augusta, Ga.	250.00	150.00	100.00
†KMMT-TV, Austin, Minn.	200.00	120.00	80.00
†KTBC-TV, Austin, Tex.	350.00	210.00	140.00
†KBK-TV, Bakersfield, Cal.	150.00	90.00	60.00
†WAAM, Baltimore, Md.	1300.00	780.00	520.00
†WABI-TV, Bangor, Me.	300.00	180.00	120.00
†WAFB-TV, Baton Rouge, La.	250.00	150.00	100.00
†WBRZ-TV, Baton Rouge, La.	300.00	180.00	120.00
†KBMT-TV, Beaumont, Tex.	200.00	120.00	80.00
†KFDM-TV, Beaumont, Tex.	300.00	180.00	120.00
*KOOK-TV, Billings, Mont.	150.00	90.00	60.00
†WNEF-TV, Binghamton, N.Y.	600.00	360.00	240.00
†WABT, Birmingham, Ala.	800.00	480.00	320.00
†WBLN-TV, Bloomington, Ill.		Bonus to network	
*KIDO-TV, Boise, Idaho	175.00	105.00	70.00
†WNAO-TV, Boston, Mass.	2400.00	1440.00	960.00
†WICC-TV, Bridgeport, Conn.	200.00	120.00	80.00
†WBUF-TV, Buffalo, N.Y.	350.00	210.00	140.00

(Continued on next page)

ABC STATION RATES—(Continued)

Station	Hour	30 Min.	15 Min.
WGR-TV, Buffalo, N.Y.	1100.00	660.00	440.00
†WMVT, Burlington-Montpelier, Vt.	250.00	150.00	100.00
*KXLF-TV, Butte, Mont.	100.00	60.00	40.00
WWTW, Cadillac, Mich.	250.00	150.00	100.00
KCRG-TV, Cedar Rapids, Iowa	350.00	210.00	140.00
WCSC-TV, Charleston, S.C.	300.00	180.00	120.00
WBTW, Charlotte, N.C.	1000.00	600.00	400.00
†WDEF-TV, Chattanooga, Tenn.	400.00	240.00	160.00
†KFPBC-TV, Cheyenne, Wyo.	150.00	90.00	60.00
WBKB, Chicago, Ill.	2500.00	1500.00	1000.00
KHSL-TV, Chico, Cal.	200.00	120.00	80.00
WCPO-TV, Cincinnati, Ohio	1200.00	720.00	480.00
WEWS, Cleveland, Ohio	2000.00	1200.00	800.00
KKTU, Colorado Springs, Colo.	150.00	90.00	60.00
†KOMU-TV, Columbia, Mo.	200.00	120.00	80.00
WCOS-TV, Columbia, S.C.	200.00	120.00	80.00
WDAK-TV, Columbus, Ga.	200.00	120.00	80.00
WRBL-TV, Columbus, Ga.	300.00	180.00	120.00
WTVN-TV, Columbus, Ohio	900.00	540.00	360.00
§WFAA-TV, Dallas, Tex.	1150.00	690.00	460.00
WDBN-TV, Danville, Ill.		Bonus to network	
WLV-D, Dayton, Ohio	925.00	555.00	370.00
WTVP, Decatur, Ill.	250.00	150.00	100.00
KBTW, Denver, Colo.	500.00	300.00	200.00
WOI-TV, Des Moines, Iowa	550.00	330.00	220.00
WXYZ-TV, Detroit, Mich.	2000.00	1200.00	800.00
†KDAL-TV, Duluth, Minn.	325.00	195.00	130.00
WTVB, Durham, N.C.	400.00	240.00	160.00
WGLV, Easton, Pa.	150.00	90.00	60.00
WEAU-TV, Eau Claire, Wis.	150.00	90.00	60.00
†KROD-TV, El Paso, Tex.	300.00	180.00	120.00
KGEO-TV, Enid, Okla.	150.00	90.00	60.00
WICU, Erie, Pa.	600.00	360.00	240.00
†KVAL-TV, Eugene, Ore.	175.00	105.00	70.00
KIEM-TV, Eureka, Cal.	150.00	90.00	60.00
†WFIE-TV, Evansville, Ind.	200.00	120.00	80.00
†WDAY-TV, Fargo, N.D.	300.00	180.00	120.00
WBTW, Florence, S.C.	250.00	150.00	100.00
*WINK-TV, Ft. Myers, Fla.		Bonus to network	
KFSA-TV, Ft. Smith, Ark.	120.00	72.00	48.00
WINT, Ft. Wayne, Ind.	300.00	180.00	120.00
§WBAP-TV, Ft. Worth, Tex.	1150.00	690.00	460.00
KJEO-TV, Fresno, Cal.	400.00	240.00	160.00
WOOD-TV, Grand Rapids, Mich.	900.00	540.00	360.00
*KFBB-TV, Great Falls, Mont.	150.00	90.00	60.00
WFRV-TV, Green Bay, Wis.	300.00	180.00	120.00
WPMY-TV, Greensboro, N.C.	750.00	450.00	300.00
†WNCN-TV, Greenville, N.C.	200.00	120.00	80.00
WGVL-TV, Greenville, S.C.	200.00	120.00	80.00
*KGBT-TV, Harlingen, Tex.	200.00	120.00	80.00
*WSIL-TV, Harrisburg, Ill.		Bonus to network	
WTPA, Harrisburg, Pa.	250.00	150.00	100.00
WSVA-TV, Harrisonburg, Va.	200.00	120.00	80.00
WGTH-TV, Hartford, Conn.	350.00	210.00	140.00
KTRK-TV, Houston, Tex.	800.00	480.00	320.00
WHTN-TV, Huntington, W.Va.	450.00	270.00	180.00
*KID-TV, Idaho Falls, Idaho	150.00	90.00	60.00
WFPM-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WISH-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WJTV, Jackson, Miss.	300.00	180.00	120.00
WJHP-TV, Jacksonville, Fla.	200.00	120.00	80.00
WMBR-TV, Jacksonville, Fla.	700.00	420.00	280.00
WJHL-TV, Johnson City, Tenn.	250.00	150.00	100.00

Station	Hour	30 Min.	15 Min.
WKZO-TV, Kalamazoo, Mich.	1000.00	600.00	400.00
KCMO-TV, Kansas City, Mo.	1200.00	720.00	480.00
KHOL-TV, Kearney, Neb.	200.00	120.00	80.00
WKNY-TV, Kingston, N.Y.	65.00	39.00	26.00
WATE, Knoxville, Tenn.	400.00	240.00	160.00
†WKBT, La Crosse, Wis.	180.00	108.00	72.00
†KPLC-TV, Lake Charles, La.	160.00	96.00	64.00
WJIM-TV, Lansing, Mich.	775.00	465.00	310.00
WTOM-TV, Lansing, Mich.	200.00	120.00	80.00
KLAS-TV, Las Vegas, Nev.	75.00	45.00	30.00
†WLEX-TV, Lexington, Ky.	150.00	90.00	60.00
†WIMA-TV, Lima, Ohio	150.00	90.00	60.00
KOLN-TV, Lincoln, Neb.	300.00	180.00	120.00
†KATV, Little Rock, Ark.	300.00	180.00	120.00
KABC-TV, Los Angeles, Cal.	2000.00	1200.00	800.00
WAVE-TV, Louisville, Ky.	1025.00	615.00	410.00
†KCBBD-TV, Lubbock, Tex.	300.00	180.00	120.00
WLVA-TV, Lynchburg, Va.	300.00	180.00	120.00
WMAZ-TV, Macon, Ga.	300.00	180.00	120.00
WMTV, Madison, Wis.	200.00	120.00	80.00
WMUR-TV, Manchester, N.H.	200.00	120.00	80.00
†KBES-TV, Medford, Ore.	150.00	90.00	60.00
WMCT, Memphis, Tenn.	900.00	540.00	360.00
†WTOK-TV, Meridian, Miss.	200.00	120.00	80.00
WITV, Miami, Fla.	350.00	210.00	140.00
WTVJ, Miami, Fla.	850.00	510.00	340.00
WTVW, Milwaukee, Wis.	1050.00	630.00	420.00
WTCN-TV, Minneapolis-St. Paul, Minn.	950.00	570.00	380.00
†KCJB-TV, Minot, N.D.	150.00	90.00	60.00
†WALA-TV, Mobile, Ala.	400.00	240.00	160.00
KNOE-TV, Monroe, La.	250.00	150.00	100.00
†WCOV-TV, Montgomery, Ala.	200.00	120.00	80.00
†WSFA-TV, Montgomery, Ala.	300.00	180.00	120.00
WMTW, Mt. Washington, N.H.	300.00	180.00	120.00
†WLBC-TV, Muncie, Ind.	200.00	120.00	80.00
WSIX-TV, Nashville, Tenn.	550.00	330.00	220.00
WNHC-TV, New Haven, Conn.	1100.00	660.00	440.00
WDSU-TV, New Orleans, La.	900.00	540.00	360.00
WJMR-TV, New Orleans, La.	250.00	150.00	100.00
WABC-TV, New York, N.Y.	4500.00	2700.00	1800.00
WTAR-TV, Norfolk, Va.	875.00	525.00	350.00
†WOAY-TV, Oak Hill, W.Va.	200.00	120.00	80.00
KTVQ, Oklahoma City, Okla.	200.00	120.00	80.00
WKY-TV, Oklahoma City, Okla.	850.00	510.00	340.00
KMTV, Omaha, Neb.	800.00	480.00	320.00
WDBO-TV, Orlando, Fla.	275.00	165.00	110.00
*WJDM-TV, Panama City, Fla.	150.00	90.00	60.00
WTAP-TV, Parkersburg, W.Va.		Bonus to network	
†WEAR-TV, Pensacola, Fla.-Mobile, Ala.	250.00	150.00	100.00
WTVH-TV, Peoria, Ill.	300.00	180.00	120.00
WFIL-TV, Philadelphia, Pa.	2200.00	1320.00	880.00
KTVK, Phoenix, Ariz.	350.00	210.00	140.00
†KOAM-TV, Pittsburg, Kan.	250.00	150.00	100.00
WENS, Pittsburgh, Pa.	500.00	300.00	200.00
WMGT, Pittsfield, Mass.	250.00	150.00	100.00
WGAN-TV, Portland, Me.	300.00	180.00	120.00
KLOR, Portland, Ore.	600.00	360.00	240.00
WJAR-TV, Providence, R.I.	1150.00	690.00	460.00
WNET, Providence, R.I.	200.00	120.00	80.00
†WGEM-TV, Quincy, Ill.	260.00	156.00	104.00
WNAO-TV, Raleigh, N.C.	200.00	120.00	80.00
WEEU-TV, Reading, Pa.	150.00	90.00	60.00
†KZTV, Reno, Nev.	150.00	90.00	60.00



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ABC STATION RATES—(Continued)

Station	Hour	30 Min.	15 Min.
WTVR, Richmond, Va.	950.00	570.00	380.00
WLSL-TV, Roanoke, Va.	600.00	360.00	240.00
WHEC-TV—WVET-TV, Rochester, N.Y.	700.00	420.00	280.00
WREX-TV, Rockford, Ill.	400.00	240.00	160.00
WBFB-TV, Rock Island, Ill.	700.00	420.00	280.00
*KSWL-TV, Roswell, N.M.	100.00	60.00	40.00
KCCC-TV, Sacramento, Cal.	400.00	240.00	160.00
WKNX-TV, Saginaw, Mich.	225.00	135.00	90.00
KSD-TV, St. Louis, Mo.	1500.00	900.00	600.00
KTVI, St. Louis, Mo.	400.00	240.00	160.00
KWK-TV, St. Louis, Mo.	1500.00	900.00	600.00
†KSBW-TV, Salinas, Cal.	200.00	120.00	80.00
WBCC-TV, Salisbury, Md.		Bonus to network	
KUTV, Salt Lake City, Utah	500.00	300.00	200.00
KENS-TV, San Antonio, Tex.	600.00	360.00	240.00
WOAI-TV, San Antonio, Tex.	750.00	450.00	300.00
KFMB-TV, San Diego, Cal.	800.00	480.00	320.00
KGO-TV, San Francisco, Cal.	1600.00	960.00	640.00
KVEC-TV, San Luis Obispo, Cal.	85.00	51.00	34.00
KEYT, Santa Barbara, Cal.	350.00	210.00	140.00
WTOG-TV, Savannah, Ga.	200.00	120.00	80.00
WARM-TV, Scranton, Pa.	225.00	135.00	90.00
KING-TV, Seattle, Wash.	1000.00	600.00	400.00
KSLA, Shreveport, La.	250.00	150.00	100.00
†KVTV, Sioux City, Iowa	350.00	210.00	140.00
KELO-TV, Sioux Falls, S.D.	320.00	192.00	128.00
WSJV-TV, South Bend-Elkhart, Ind.	250.00	150.00	100.00
†KREM-TV, Spokane, Wash.	300.00	180.00	120.00
†WICS-TV, Springfield, Ill.	150.00	90.00	60.00
†WWLP, Springfield, Mass.	300.00	180.00	120.00
†KYTV, Springfield, Mo.	240.00	144.00	96.00
WHEN-TV, Syracuse, N.Y.	900.00	540.00	360.00
WSUN-TV, Tampa-St. Petersburg, Fla.	300.00	180.00	120.00
WTHI-TV, Terre Haute, Ind.	400.00	240.00	160.00
†KCMC-TV, Texarkana, Tex.	200.00	120.00	80.00
WSPD-TV, Toledo, Ohio	875.00	525.00	350.00
†KVOA-TV, Tucson, Ariz.	210.00	126.00	84.00
KTUX, Tulsa, Okla.	450.00	270.00	180.00
WKTU, Utica, N.Y.	475.00	285.00	190.00
KWTX-TV, Waco, Tex.	200.00	120.00	80.00
WMAL-TV, Washington, D.C.	1100.00	660.00	440.00
WATR-TV, Waterbury, Conn.	200.00	120.00	80.00
†WCNY-TV, Watertown, N.Y.	150.00	90.00	60.00
†WSAU-TV, Wausau, Wis.	150.00	90.00	60.00
WEAT-TV, West Palm Beach, Fla.	175.00	105.00	70.00
WTRF-TV, Wheeling, W.Va.	450.00	270.00	180.00
KAKE-TV, Wichita, Kan.	425.00	255.00	170.00
KFDX-TV, Wichita Falls, Tex.	300.00	180.00	120.00
WILK-TV, Wilkes-Barre, Pa.	225.00	135.00	90.00

Station	Hour	30 Min.	15 Min.
†WMFD-TV, Wilmington, N.C.	200.00	120.00	80.00
WTOB-TV, Winston-Salem, N.C.	150.00	90.00	60.00
WWOR-TV, Worcester, Mass.	250.00	150.00	100.00
KIMA-TV, Yakima, Wash.	200.00	120.00	80.00
WSBA-TV, York, Pa.	250.00	150.00	100.00
WKBN-TV, Youngstown, O.	450.00	270.00	180.00
WHIZ-TV, Zanesville, Ohio	100.00	60.00	40.00

† Limited Live Service. * Non-Interconnected.
 ‡ Combination Rate \$1500. ** Rate will be \$100 if WEAR-TV, Pensacola is also ordered and available.
 Advertisers using any bonus station by film, prefilm or delayed telecast will pay a service charge of \$15 net (non-commissionable) per telecast, while station is furnished as a bonus station.

ABC-TV Affiliates Outside Continental U. S.

CANADIAN SERVICE

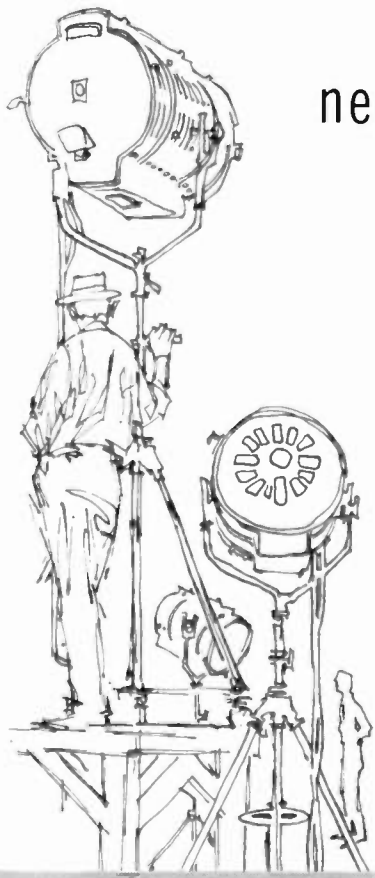
CKX-TV, Brandon, Man.	\$170.00	\$ 102.00	\$ 68.00
CHCT-TV, Calgary, Alta.	250.00	150.00	100.00
CFRN-TV, Edmonton, Alta.	260.00	156.00	104.00
CBHT, Halifax, N.S.	220.00	132.00	88.00
CHCH-TV, Hamilton, Ont.	400.00	240.00	160.00
CKWS-TV, Kingston, Ont.	240.00	144.00	96.00
CKCO-TV, Kitchener, Ont.	350.00	210.00	140.00
CFPL-TV, London, Ont.	370.00	222.00	148.00
CKCW-TV, Moncton, N.B.	220.00	132.00	88.00
CBMT, Montreal, P.Q.	600.00	360.00	240.00
CBOT, Ottawa, Ont.	320.00	192.00	128.00
CHEX-TV, Peterboro, Ont.	220.00	132.00	88.00
CFPA-TV, Port Arthur, Ont.	170.00	102.00	68.00
CFCM-TV, Quebec, P.Q.	280.00	168.00	112.00
CKCK-TV, Regina, Sask.	235.00	141.00	94.00
CJBR-TV, Rimouski, P.Q.	200.00	120.00	80.00
CHSJ-TV, Saint John, N.B.	240.00	144.00	96.00
CFQC-TV, Saskatoon, Sask.	230.00	138.00	92.00
CJIC-TV, Saulte Ste. Marie, Ont.	170.00	102.00	68.00
KCSO-TV, Sudbury, Ont.	200.00	120.00	80.00
CJCB-TV, Sydney, N.S.	230.00	138.00	92.00
CBLT, Toronto, Ont.	950.00	570.00	380.00
CBUT, Vancouver, B.C.	400.00	240.00	160.00
CBWT, Winnipeg, Man.	320.00	192.00	128.00

Canadian stations are not subject to ABC discounts or rebates. Special frequency and group discounts allowed by CBC will be given on request. Rate classification and percentage of the hour are not the same as the ABC Television Network rates and percentages.

ALASKA-HAWAII-PUERTO RICO SERVICE

KENI-TV, Anchorage, Alaska.	\$100.00	\$60.00	\$40.00
KFAR-TV, Fairbanks, Alaska.			
KULA-TV, Honolulu T.H.	200.00	120.00	80.00
WAPA-TV, San Juan, P.R.	150.00	90.00	60.00

(Honolulu subject to an additional charge for shipping and handling.)



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 special events
 conventions displays**

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CBS TELEVISION DIVISION

A Division of Columbia Broadcasting System, Inc.

Executive Offices: 485 Madison Ave., New York 22, N. Y. Plaza 1-2345.

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

Studios: 15 Vanderbilt Ave., New York. Plaza 1-2345. (CBS-TV also has these studios in New York: Studios 41, 42, 43 and 44 in the Grand Central Bldg.; Studio 50, 1697 Broadway; Studio 51, 109 West 39th St.; Studio 52, 254 West 54th St.; Studios 53, 54, 55 & 56 at 111 East 58th St.; Studio 57, 1280 Fifth Ave.; Studio 58, 841 Ninth Ave.; Studio 59, 256 West 47th St.; Studio 60, 1945 Broadway; Studio 61, 1456 First Ave.; Studio 62, 261 West 47th St.; Studio 71, 485 Madison Ave.; Studio 72, Bway & 81st St.; in Los Angeles at Don Lee Studios and Television City; and in Chicago at the Garrick Theatre & State Lake Bldg.; in Milwaukee at 5445 N. 27th St.

Other Affiliations: Columbia Broadcasting System Inc. (William S. Paley, chairman, Frank Stanton, president) owns and CBS Television Division (J. L. Van Volkenburg, president) operates WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WXIX, Milwaukee; CBS Television Spot Sales, and CBS Television Film Sales Inc. CBS Inc. also owns and CBS Radio Division operates AM stations WCBS, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston.

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Hubbell Robinson Jr., *v.p. in charge of network programs*
Harry G. Ommerle, *v.p. in charge of network programs, N.Y.*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
H. Leslie Atlass, *v.p. in charge of Central Division*
Frank B. Falknor, *v.p. in charge of operations*
Merle S. Jones, *v.p. in charge of CBS-owned TV stations & general services*
W. Spencer Harrison, *v.p. in charge of legal & business affairs*
Herbert V. Akerberg, *v.p. in charge of station relations*
William B. Lodge, *v.p. in charge of engineering*
Leslie Harris, *v.p. & gen. mgr., CBS Television Film Sales Inc.*
William J. Flynn, *comptroller*

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Sam K. Maxwell Jr., *Chicago sales manager*
Frank Samuels, *Pacific Coast sales manager*
Charles R. Sterritt, *Detroit sales manager*
James C. Shattuck, *sales manager, color*
William J. Fagan, *business manager*
T. D. Connolly, *program sales manager*
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Robert F. Jamieson, *sales service manager*
Terrence McGuirk, *sales manager, EMP*
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Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
William Dozier, *director of network programs, Hollywood*
Lester Gottlieb, *director of daytime programs*
Harry S. Ackerman, *director of special projects*
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Richard Lewline, *executive producer*
Gilbert A. Ralston, *executive producer*
Louis Stone, *manager of program budget*
Robert Dale Martin, *casting director*
John Hundley, *manager, program service*
Don Moore, *manager of story dept.*
E. Carlton Winckler, *production manager*
Charles Holden, *production manager, Hollywood*
Milo Frank, *talent & casting director*

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R. G. Thompson, *director of technical operations*
H. C. Meier, *manager of network operations*
Walter R. Pierson, *manager of production*
Gilbert DeStefano, *manager of lighting*
Albert J. Raymond, *manager of stage operations*
Anthony Boschetti, *manager of procurement*
Paul Wittlig, *manager of new effects development*
Orville Sather, *manager of technical operations*
C. H. Rylander, *manager of special effects*
H. Grant Theis, *director of operations, Hollywood*
Herbert O. Phillips, *manager of scenic art division*
George Lehmann, *manager of scenery construction*

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Robert Wood, *asst. director of station relations*
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Ed Scovill, *Midwest manager*
David Williams, *field representative*

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John P. Cowden, *operations director*
Robert Strunsky, *copy chief*
Alex Kennedy, *director of program promotion*
George Bristol, *director of presentations*
Thomas Means, *director of CBS-owned TV stations promotion service*
Edward Side, *production manager*

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Michael J. Foster, *press relations manager*
Hank Warner, *manager of operations*
Arthur Perles, *asst. to the director*
Ted Wick, *director of publicity & exploitation, Hollywood*
Dorothy Leffler, *director of magazine division*
James J. Kane, *trade news editor*
Robert Blake, *special projects manager*

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Leonard DeNooyer, *manager of coverage*
Rose Marie O'Reilly, *manager of ratings*
Tore Hallonquist, *manager of program analysis*
Jay Eliasberg, *manager of general surveys*

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A. B. Chamberlain, *chief engineer*
H. A. Chinn, *chief audio-video engineer*
J. D. Parker, *chief radio engineer*

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Merritt H. Coleman, *director of business affairs*
Philip Feldman, *director of business affairs, Hollywood*

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Norman C. Hadley, *director, accounting operations*

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Lester H. Bowman, *director of physical operations, Hollywood*
James Melick, *dir. of production administration, Hollywood*

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Craig Lawrence, *director of station administration*

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Clarence Worden, *asst. to the general manager*
Frank Shakespeare Jr., *general sales manager*
Robert G. Patt, *promotion manager*
Hal Hough, *program director*
Dan Gallagher, *asst. program director*
Marion Lonsberry, *operations manager*
William C. Lacey, *manager of film dept.*
Robert Fuller, *publicity director*
Haworth White, *business manager*

WBBM-TV, 410 N. Michigan Ave., Chicago 11, Ill.

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C. W. Doeblen, *executive assistant*
E. H. Shomo, *asst. general mgr.*
George J. Arkedis, *sales manager*
Eugene McClure, *sales traffic manager*
Tom Dawson, *sales promotion manager*
William Ryan, *program manager*
Les Weinrott, *executive producer*
Luther A. Pierce, *director of engineering*
Howard Mendelsohn, *publicity director*

KNXT, 1313 North Vine St., Los Angeles 28, Cal.

James T. Aubrey Jr., *general manager*
Robert D. Wood, *general sales manager*
Donald M. Hine, *program manager*
Dean D. Linger, *director of sales promotion-publicity*
Larry Lazarus, *business manager*
Herbert W. Pangborn, *manager of technical operations*
Robert B. Hurlbut, *manager of film department*

WXIX, 5445 North 27th St., Milwaukee 9, Wis.

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Theodore F. Shaker, *general sales manager*
By Colvig, *promotion-publicity director*
Leon Drew, *program manager*
Arthur F. Schoenfuss, *director of operations*
J. Lathrop Viemelster, *business manager*
Jack J. Reeves, *executive producer*
Jerry Dunphy, *news director*
Robert Heuberger, *chief engineer*

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Wilbur S. Edwards, *general sales manager*
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Eugene Moss, *director of research*
Walter Scanlon, *director of merchandising & promotion*

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 Ben Margolis, *business manager*
 Jack Mohler, *director sales development*
 Al DiGiovanni, *director of research*
 Donald Foley, *director sales promotion*
 Edward A. Larkin, *eastern sales manager*
 John A. Schneider, *midwestern sales manager*
 J. Richardson Loughrin, *Los Angeles sales manager*
 MacLean Chandler, *San Francisco sales manager*
 Tony Moe, *Detroit sales manager*
 H. H. Holtshouser, *Atlanta sales manager*

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 Irving Gitlin, *director of public affairs*
 Elmer Lower, *director of special projects*
 Howard Kany, *manager of newsfilm*
 Jack Bush, *manager of film production*
 George Crothers, *associate director of public affairs for TV*
 Stuart Novins, *associate director of public affairs for radio*
 James Burke, *assignment editor for CBS news*
 David Zellmer, *executive producer of TV news*
 Robert Skedgell, *executive producer of radio news*
 Helen Sloussat, *director of talks*
 Theodore F. Koop, *director of news & public affairs, Washington*
 John Derr, *director of sports*

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 James Swenson, *manager, building operations*
 Jack Page, *manager, office administration & building services for construction & building operations*

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 Edward Drewes, *purchasing agent*

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 Maud Stubner, *supervisor, program typing*
 Emily Schiener, *supervisor, program transcripts*
 Laurette Banks, *supervisor, ticket bureau*
 Harry Kestenbaum, *supervisor, general files & record center*
 Marie Dunn, *supervisor, transportation*

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 Charles Burt, *personnel administrator*
 Dr. Jack Nelson, *director, medical office*
 John Anderson, *personnel & labor research manager*
 Richard Stanley, *employment manager*

PHOTOGRAPHY

Walter I. Seigal, *manager*

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William C. Ackerman, *director*
 May Dowell, *manager, general information*
 Agnes Law, *librarian*
 Esther H. Dobbins, *manager, program information division*
 Dorothy E. Boyle, *manager, program statistics division*

NETWORK RATES

(Rate Card 11 revised to July 1, 1955)

(Consult Network for Discounts, Specifications, etc.)

Class A (6 p.m. to 11 p.m. Monday through Saturday, 5 p.m. to 11 p.m. Sunday) gross rates are listed below. Class B (5 p.m. to 6 p.m. Monday through Friday, 2 p.m. to 6 p.m. Saturday, 1 p.m. to 5 p.m. Sunday) are 75% of gross rates. Class C (all other times) are 50% of gross rates. All rates are based on local time in each city. Rates for periods less than one hour shall be the following percentages of applicable full hour rate: 80% for 45 minutes; 60% for 30 minutes; 50% for 20 minutes; 40% for 15 minutes; 33 1/3% for 10 minutes; 30% for 5 minutes.

BASIC REQUIRED GROUP (50 STATIONS)

Station	Hour	30 Min.	15 Min.
WCBS-TV, New York, N. Y.	\$ 6250.00	\$ 3750.00	\$ 2500.00
WAGA-TV, Atlanta, Ga.	950.00	570.00	380.00
WMAR-TV, Baltimore, Md.	1450.00	870.00	580.00
WBRC-TV, Birmingham, Ala.	750.00	450.00	300.00
WNAC-TV, Boston, Mass.	2400.00	1440.00	960.00
WBEN-TV, Buffalo, N. Y.	1125.00	675.00	450.00
WCHS-TV, Charleston, W. Va.	500.00	300.00	200.00
WBTW-TV, Charlotte, N. C.	1000.00	600.00	400.00
WBBM-TV, Chicago, Ill.	3300.00	1980.00	1320.00
WKRC-TV, Cincinnati, O.	1200.00	720.00	480.00
WEWS-TV, Cleveland, O.	2000.00	1200.00	800.00
WBNS-TV, Columbus, O.	950.00	570.00	380.00
KRLD-TV, Dallas, Tex.	1250.00	750.00	500.00
WHIO-TV, Dayton, O.	975.00	585.00	390.00
†KLZ-TV, Denver, Colo.	700.00	420.00	280.00
KRNT, Des Moines, Ia.	550.00	330.00	220.00
WJBK-TV, Detroit, Mich.	2300.00	1380.00	920.00
WFMY-TV, Greensboro, N. C.	750.00	450.00	300.00
KGUL-TV, Houston-Galveston.	700.00	420.00	280.00
WPBM-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WMBR-TV, Jacksonville, Fla.	700.00	420.00	280.00
WKZO-TV, Kalamazoo-Grand Rapids	1000.00	600.00	400.00
KMBC-TV, Kansas City, Mo.	1200.00	720.00	480.00
†KNXT, Los Angeles, Cal.	3200.00	1920.00	1280.00
WHAS-TV, Louisville, Ky.	1000.00	600.00	400.00
WTVJ, Miami, Fla.	850.00	510.00	340.00
WXIX, Milwaukee, Wis.	700.00	420.00	280.00
WCCO-TV, Minneapolis, Minn.	1400.00	840.00	560.00

(Continued on page 44)

Television and Radio Station APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Co. to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
 Clifford Marshall
 Washington Bldg.
 Sterling 3-4341-2

CHICAGO

Ray V. Hamilton
 Phil Jackson
 Tribune Tower
 Delaware 7-2755-6

William T. Stubblefield

SAN FRANCISCO

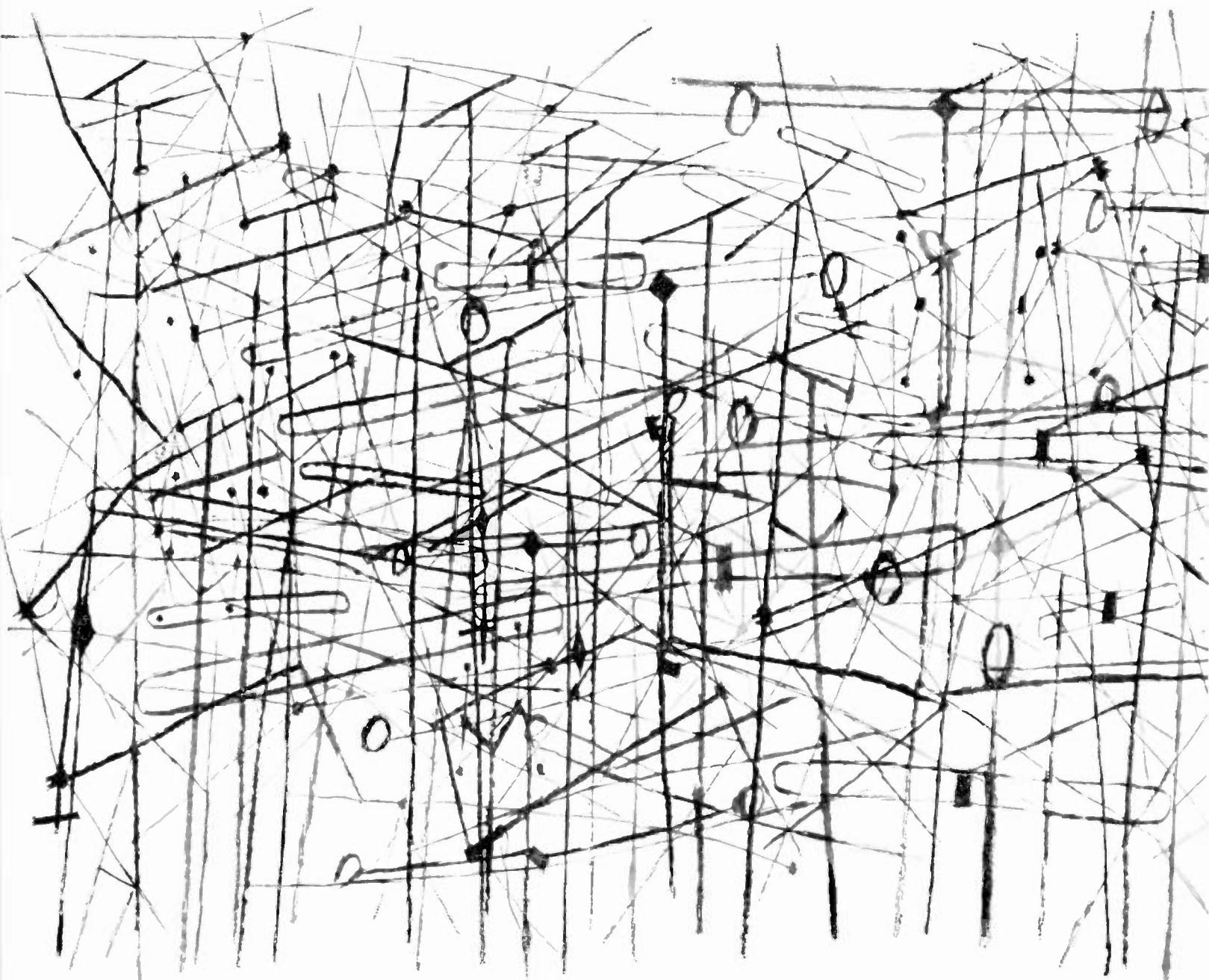
111 Sutter St.
 Exbrook 2-5671-2

Each year America's rooftops yield a new harvest—a vast aluminum garden spreading increasingly over the face of the nation.

The past season produced a bumper crop on all counts: 3½ million new television antennas, bringing the total number of television homes to 34,567,000.

The average television family spent more time watching its screen than ever before
—5 hours and 20 minutes a day.

Harvest



Day and night during the season just past CBS Television broadcast the majority of the most popular programs and extended its popularity by enlarging the network to 209 stations—a 75% increase in a year.

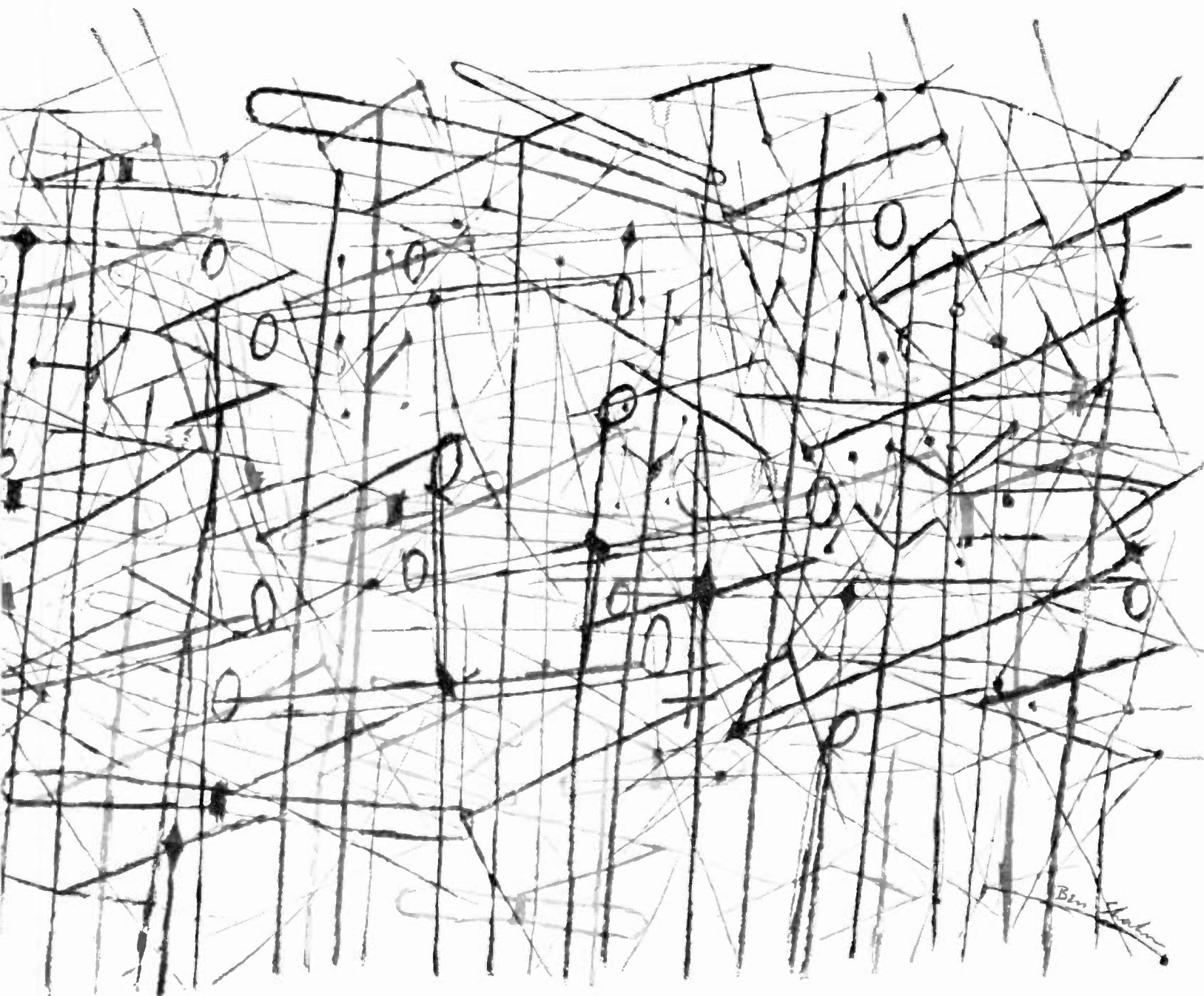
Over the past twelve months advertisers invested \$165,268,000 on CBS Television—20% more than on the next ranking network.

Today CBS Television delivers more homes for less money than any other network, and

compared with its closest competitor offers an even better buy than it did a year ago.

By demonstrating television's ability to move our steadily increasing national product into the American home with the greater efficiency and economy, CBS Television has become the largest single advertising medium the world has ever known.

THE CBS TELEVISION NETWORK



CBS BASIC REQUIRED GROUP—(Continued)
Station Hour 30 Min. 15 Min.
WSIX-TV, Nashville, Tenn. 550.00 330.00 220.00
WTAR-TV, Norfolk, Va. 875.00 525.00 350.00
KWTU, Oklahoma City, Okla. 750.00 450.00 300.00
KMTU, Omaha, Neb. 800.00 480.00 320.00
WCAU-TV, Philadelphia, Pa. 3100.00 1860.00 1240.00
†KOLN-TV, Portland, Ore. 800.00 480.00 320.00
WPRO, Providence, R. I. 1000.00 600.00 400.00
WHEC-TV, WVET-TV, Rochester 700.00 420.00 280.00
WHBF-TV, Rock Island, Ill. 700.00 420.00 280.00
KWK-TV, St. Louis, Mo. 1500.00 900.00 600.00
KBET-TV, Sacramento, Cal. 550.00 330.00 220.00
†KSL-TV, Salt Lake City, Utah 550.00 330.00 220.00
KENS-TV, San Antonio, Tex. 600.00 360.00 240.00
†KFMB-TV, San Diego, Cal. 800.00 480.00 320.00
†KPIX, San Francisco, Cal. 2000.00 1200.00 800.00
†KTNT-TV, Seattle-Tacoma 900.00 540.00 360.00
WHEN-TV, Syracuse, N. Y. 900.00 540.00 360.00
WTVT, Tampa, Fla. 400.00 240.00 160.00
WSPD-TV, Toledo, O. 875.00 525.00 350.00
KOTV, Tulsa, Okla. 750.00 450.00 300.00
WTOP-TV, Washington, D. C. 1500.00 900.00 600.00
KTVH, Wichita-Hutchinson, Kan. 425.00 255.00 170.00
Group totals \$61,375.00 \$36,825.00 \$24,550.00

BASIC OPTIONAL GROUP

(44 Stations Available Individually with Required Interconnected:)

WRDW-TV, Augusta, Ga. \$ 250.00 \$ 150.00 \$ 100.00
KTBC-TV, Austin, Tex. 350.00 210.00 140.00
WAFB-TV, Baton Rouge, La. 250.00 150.00 100.00
KFDM-TV, Beaumont, Tex. 300.00 180.00 120.00
WNBTV, Binghamton, N. Y. 600.00 360.00 240.00
WMTV, Burlington, Vt. 250.00 150.00 100.00
WMT-TV, Cedar Rapids, Ia. 500.00 300.00 200.00
WCIA, Champaign, Ill. 600.00 360.00 240.00
WCSC-TV, Charleston, S. C. 300.00 180.00 120.00
WNOK-TV, Columbia, S. C. 200.00 120.00 80.00
WDSM-TV, Duluth-Superior 300.00 180.00 120.00
†KROD-TV, El Paso, Tex. 300.00 180.00 120.00
WSEE-TV, Erie, Pa. 200.00 120.00 80.00
WINT, Fort Wayne, Ind. 300.00 180.00 120.00
WBAY-TV, Green Bay, Wis. 400.00 240.00 160.00
WNCT, Greenville, N. C. 250.00 150.00 100.00
WHP-TV, Harrisburg, Pa. 325.00 195.00 130.00
WKNB-TV, Hartford-New Britain, Conn. 400.00 240.00 160.00
WJTV, Jackson, Miss. 300.00 180.00 120.00
WJIM-TV, Lansing, Mich. 775.00 465.00 310.00
WLVA-TV, Lynchburg-Roanoke, Va. 300.00 180.00 120.00
WHBQ-TV, Memphis, Tenn. 900.00 540.00 360.00
WCOV-TV, Montgomery, Ala. 200.00 120.00 80.00
WNHC-TV, New Haven, Conn. 1100.00 660.00 440.00
WDSU-TV, New Orleans, La. 900.00 540.00 360.00
WDBO-TV, Orlando, Fla. 275.00 165.00 110.00
KPHO-TV, Phoenix, Ariz. 500.00 300.00 200.00
KDKA-TV, Pittsburgh, Pa. 2100.00 1260.00 840.00
WGAN-TV, Portland, Me. 300.00 180.00 120.00
WHUM-TV, Reading, Pa. 300.00 180.00 120.00
WREX-TV, Rockford, Ill. 400.00 240.00 160.00
WRGB, Schenectady, N. Y. 1200.00 720.00 480.00
WGBI-TV, Scranton, Pa. 250.00 150.00 100.00
KSLA, Shreveport, La. 250.00 150.00 100.00
KVTU, Sioux City, Iowa 350.00 210.00 140.00
KKLY-TV, Spokane, Wash. 350.00 210.00 140.00
WHYN-TV, Springfield-Holyoke, Mass. 250.00 150.00 100.00
KTTS-TV, Springfield, Mo. 200.00 120.00 80.00
WSTV-TV, Steubenville-Wheeling 400.00 240.00 160.00
WTHI-TV, Terre Haute, Ind. 400.00 240.00 160.00
WBW-TV, Topeka, Kan. 250.00 150.00 100.00
WKBN-TV, Youngstown, O. 450.00 270.00 180.00
Group totals \$18,775.00 \$11,265.00 \$7,510.00

BASIC GROUP TOTALS (92 Stations)

Basic Required Group \$61,375.00 \$36,825.00 \$24,550.00
Basic Optional Group \$18,775.00 \$11,265.00 \$7,510.00
Total for 92 Stations \$80,150.00 \$48,090.00 \$32,060.00

†These stations subject to transcontinental cable charges.
††Effective April 22, 1953, WOKY-TV becomes Basic Optional Affiliate.

SUPPLEMENTARY GROUP

70 Stations (Available Individually with Required Interconnected:)

**WTRI, Albany, N. Y. \$ 350.00 \$ 210.00 \$ 140.00
KGGM-TV, Albuquerque, N. M. 250.00 150.00 100.00
KFDA-TV, Amarillo, Tex. 250.00 150.00 100.00
WAIM-TV, Anderson, S. C. 150.00 90.00 60.00
†KERO-TV, Bakersfield, Cal. 300.00 180.00 120.00
WABI-TV, Bangor, Me. 300.00 180.00 120.00
WWTW, Cadillac, Mich. 250.00 150.00 100.00
KFVS-TV, Cape Girardeau, Mo. 150.00 90.00 60.00
WDEF-TV, Chattanooga, Tenn. 400.00 240.00 160.00
†KFBC-TV, Cheyenne, Wyo. 150.00 90.00 60.00
†KHSL-TV, Chico, Cal. 225.00 135.00 90.00
†KKTU, Colorado Springs, Colo. 150.00 90.00 60.00
KOMU-TV, Columbia, Mo. 200.00 120.00 80.00
WRBL-TV, Columbus, Ga. 300.00 180.00 120.00
WDAV-TV, Fargo, N. D. 300.00 180.00 120.00
WBTW, Florence, S. C. 250.00 150.00 100.00

Station Hour 30 Min. 15 Min.
WJHL-TV, Johnson City, Tenn. 250.00 150.00 100.00
WJAC-TV, Johnstown, Pa. 825.00 495.00 330.00
KSWM-TV, Joplin, Mo. 200.00 120.00 80.00
KHOL-TV, Kearney, Neb. 200.00 120.00 80.00
WTSK-TV, Knoxville, Tenn. 250.00 150.00 100.00
WKBT, La Crosse, Wis. 180.00 108.00 72.00
WGAL-TV, Lancaster, Pa. 900.00 540.00 360.00
WLOK-TV, Lima, O. 150.00 90.00 60.00
KOLN-TV, Lincoln, Neb. 300.00 180.00 120.00
KATV, Little Rock-Pine Bluff, Ark. 300.00 180.00 120.00
KDUB-TV, Lubbock, Tex. 250.00 150.00 100.00
WMAZ-TV, Macon, Ga. 300.00 180.00 120.00
WKOW-TV, Madison, Wis. 200.00 120.00 80.00
KGLO-TV, Mason City, Ia. 200.00 120.00 80.00
†KBES-TV, Medford, Ore. 150.00 90.00 60.00
WTOK-TV, Meridian, Miss. 200.00 120.00 80.00
KNOE-TV, Monroe, La. 250.00 150.00 100.00
†KMBY-TV & KSBW-TV, Monterey-Salinas, Cal. 200.00 120.00 80.00
WMTW, Mt. Washington, N. H. 300.00 180.00 120.00
WLBC-TV, Muncie, Ind. 200.00 120.00 80.00
WTVH-TV, Peoria, Ill. 300.00 180.00 120.00
**WNET, Providence, R. I. 200.00 120.00 80.00
KHQA-TV, Quincy-Hannibal, Ill. 250.00 150.00 100.00
WNAO-TV, Raleigh, N. C. 200.00 120.00 80.00
†KZTV, Reno, Nev. 150.00 90.00 60.00
WKNX-TV, Saginaw, Mich. 225.00 135.00 90.00
KFEQ-TV, St. Joseph, Mo. 350.00 210.00 140.00
KTXL-TV, San Angelo, Tex. 200.00 120.00 80.00
†KEY-T, Santa Barbara, Cal. 350.00 210.00 140.00
WTOC-TV, Savannah, Ga. 200.00 120.00 80.00
WSBT-TV, South Bend, Ind. 350.00 210.00 140.00
KCMC-TV, Texarkana, Ark.-Tex. 200.00 120.00 80.00
†KOPO-TV, Tucson, Ariz. 200.00 120.00 80.00
WKTU, Utica, N. Y. 475.00 285.00 190.00
KXJB-TV, Valley City, N. D. 200.00 120.00 80.00
WCNY-TV, Watertown-Carthage, N. Y. 150.00 90.00 60.00
WSAU-TV, Wausau, Wis. 150.00 90.00 60.00
KWFT-TV, Wichita Falls, Tex. 250.00 150.00 100.00
†KIMA-TV, Yakima, Wash. 200.00 120.00 80.00

Non-Interconnected

WISE-TV, Asheville, N. C. 150.00 90.00 60.00
KOOK-TV, Billings, Mont. 150.00 90.00 60.00
KPYR-TV, Bismarck, N. D. 150.00 90.00 60.00
KBOI, Boise, Ida. 150.00 90.00 60.00
KIEM-TV, Eureka, Cal. 150.00 90.00 60.00
KFBB-TV, Great Falls, Mont. 150.00 90.00 60.00
KGBT-TV, Harlingen, Tex. 200.00 120.00 80.00
WSVA-TV, Harrisonburg, Va. 200.00 120.00 80.00
WEHT, Henderson, Ky. 250.00 150.00 100.00
KID-TV, Idaho Falls, Ida. 150.00 90.00 60.00
KCJB-TV, Minot, N. D. 150.00 90.00 60.00

** (WTRI) Limited alternate affiliate for Schenectady, N. Y.
*** (WNET) Limited alternate affiliate for Providence, R. I.

†CABLE CHARGES (Gross):

Transcontinental (Westbound) ..\$ 1200.00 \$ 600.00 \$ 300.00
Transcontinental (Eastbound) .. 2400.00 1200.00 600.00
Cable charges for individual or combined interconnection of Denver and Salt Lake City available upon request.

ALASKA-CUBA-HAWAII-MEXICO-PUERTO RICO GROUP

(6 Stations Available Individually with Required Group)
(These stations subject to film shipping charges)

KTVA, Anchorage, Alaska \$ 150.00 \$ 90.00 \$ 60.00
KTVP, Fairbanks, Alaska 150.00 90.00 60.00
CMA-TV, Havana, Cuba 300.00 180.00 120.00
KGMB-TV, Honolulu, Hawaii 300.00 180.00 120.00
XHTV, Mexico City, Mexico 350.00 210.00 140.00
WKAQ-TV, San Juan, P. R. 150.00 90.00 60.00

EXTENDED MARKET PLAN GROUP

KVOS-TV, Bellingham, Wash. 70.00 42.00 28.00
WMSL-TV, Decatur, Ala. 50.00 30.00 20.00
WTVY, Dothan, Ala. 50.00 30.00 20.00
WINK-TV, Ft. Myers, Fla. 50.00 30.00 20.00
KFXJ-TV, Grand Junction, Colo. 50.00 30.00 20.00
WDXI-TV, Jackson, Tenn. 100.00 60.00 40.00
WKNY-TV, Kingston, N.Y. 65.00 39.00 26.00
WFAM-TV, Lafayette, Ind. 70.00 42.00 28.00
KLPY-TV, Lafayette, La. 75.00 45.00 30.00
KTAG-TV, Lake Charles, La. 60.00 36.00 24.00
KLAS-TV, Las Vegas, Nev. 75.00 45.00 30.00
KGVO-TV, Missoula, Mont. 50.00 30.00 20.00
WJDM-TV, Panama City, Fla. 50.00 30.00 20.00
WBOC-TV, Salisbury, Md. 50.00 30.00 20.00
KVEC-TV, San Luis Obispo, Cal. 50.00 30.00 20.00
KLIX-TV, Twin Falls, Idaho 50.00 30.00 20.00
*KBST-TV, Big Spring, Tex. 50.00 30.00 20.00
*WCBT-TV, Columbus, Miss. 50.00 30.00 20.00
*WFLB-TV, Fayetteville, N.C. 50.00 30.00 20.00
*KTVQ, Ottumwa, Ia. 85.00 51.00 34.00
*KOTA-TV, Rapid City, S.D. 50.00 30.00 20.00
Group totals \$1250.00 \$750.00 \$500.00

* Not on air
Discounts—Applicable to stations in the Extended Market Group:
Less than 5 stations, no discount; 5-9, 5%; 10-14, 7½%; 15-19, 10%; 20 or more, 15%.

CBS CANADIAN GROUP

(16 Stations Available Individually with Required Group)

(Excluded from station-hour and annual discounts and computation of same. Special frequency and group discounts allowed by Canadian Broadcasting Corporation available on request. Interconnected stations subject to cable charges, payable direct to CBC. Class C rates are 60% of gross rates.)

Station	Hour	30 Min.	15 Min.
CKX-TV, Brandon, Ont.	\$ 170.00	\$ 102.00	\$ 68.00
CHCT-TV, Calgary, Alta.	250.00	150.00	100.00
CFRN-TV, Edmonton, Alta.	260.00	156.00	104.00
CBHT-TV, Halifax, N. S.	220.00	132.00	88.00
CKCO-TV, Kitchener, Ont.	350.00	210.00	140.00
CFPL-TV, London, Ont.	370.00	222.00	148.00
CKCW-TV, Moncton, N. B.	220.00	132.00	88.00
CBMT, Montreal, Que.	600.00	360.00	240.00
CBOT, Ottawa, Ont.	320.00	192.00	128.00
CHEX-TV, Peterborough, Ont.	220.00	132.00	88.00
CFPA-TV, Port Arthur, Ont.	170.00	102.00	68.00
CFCM-TV, Quebec, Que.	280.00	168.00	112.00
CKCK-TV, Regina, Sask.	235.00	141.00	94.00
CJBR-TV, Rimouski, Qua.	200.00	120.00	80.00
CHSJ-TV, St. John, N. B.	240.00	144.00	96.00
CFQC-TV, Saskatoon, Sask.	230.00	138.00	92.00
CJIC-TV, Sault St. Marie, Ont.	170.00	102.00	68.00
CKSO-TV, Sudbury, Ont.	200.00	120.00	80.00
CJCB-TV, Sydney, N. S.	230.00	138.00	92.00
OBLT, Toronto, Ont.	950.00	570.00	380.00
CBUT, Vancouver, B. C.	400.00	240.00	160.00
CBWT, Winnipeg, Man.	320.00	192.00	128.00

THE ALLEN B. DuMONT LABORATORIES, INC.
Broadcasting Division

Business Offices: 515 Madison Ave., New York 22, N. Y. Murray Hill 8-2600.

Studios: Tele-Centre, 205 East 67th St., New York 22, N.Y. Lehigh 5-1000. Adelphi Playhouse, Ambassador Theatre.

Affiliations: Owned by Allen B. DuMont Laboratories Inc., TV and electronics manufacturer; owns and operates TV stations WABD, New York and WTTG, Washington.

BROADCASTING DIVISION EXECUTIVES

Ted Bergmann, *director.*
Ted Cott, *gen. manager, owned-&-operated stations.*
John H. Bachem, *gen. mgr., Electronicam.*
Gerald Lyons, *director of publicity & public relations.*
Joseph W. Hess, *controller.*
Morris A. Mayers, *general manager of closed circuit operations.*
Paul G. O'Friel, *director of personnel and labor relations.*
Richard L. Geismar, *adm. asst. to the director.*

DuMONT TELEVISION NETWORK-ELECTRONICAM

Ted Bergmann, *managing director.*
John H. Bachem, *general manager.*
Gerald Lyons, *director of public relations and publicity.*
William Koblenzer, *manager of network sales.*
A. L. Hollander Jr., *director of operations.*
James M. Dolan, *director of sports.*
Werner Michel, *executive producer.*
Robert L. Coe, *director of station relations.*
Roy Sharp, *manager, network traffic dept.*
Shirley Stone Godley, *mgr. promotion, adv. & merchandising.*
Morris A. Mayers, *gen. mgr., closed circuit operations.*

Network Sales

William Koblenzer, *sales manager*
E. J. Rosenberg, *manager of sales development.*
George Lentz, *account service manager.*

Operations Department

A. L. Hollander Jr., *director of operations.*
Ed. Lieberthal, *manager of broadcast operations.*
William C. Seaman, *production operations manager.*

Electronicam Production Department

Werner Michel, *director.*
James Graham, *business manager.*
Don-Marc Trevor, *manager of "Electronicam" operations.*
Douglas Downs, *director of photography.*

Engineering Department

Harry C. Milholland, *manager of technical operations.*
Eric Herud, *assistant manager technical operations.*
Robert I. Brown, *staff engineer.*
Arthur W. Deneke, *building facilities engineer.*
John Auld, *staff engineer.*
Ed Tobes, *business manager.*
Malcolm M. Burleson, *chief engineer, WTTG.*

Station Relations

Robert L. Coe, *director of station relations.*
Roy H. Sharp, *manager, traffic dept.*
Carmine Patti, *asst. manager, traffic dept.*

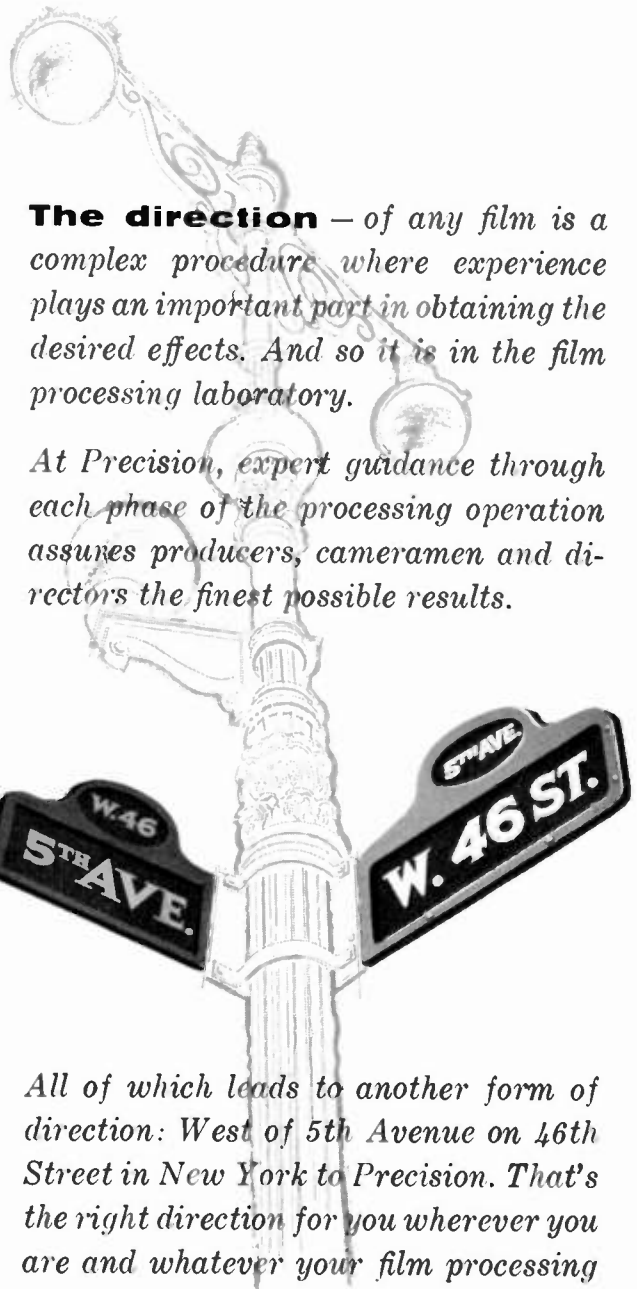
Accounting

Joseph Hess, *controller, broadcasting division.*
Willoughby Walsh, *purchasing agent.*

Du Mont Owned and Operated Stations

Ted Cott, *general manager, owned-&-operated stations.*
George L. Barenbregge, *manager, WABD, New York City.*
Leslie G. Arries Jr., *manager, WTTG, Washington.*
Burt Lambert, *supervisor of sales, owned-&-operated stations.*
Bennet Korn, *general sales executive.*

(Continued on next page)



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COMMERCIAL SERIES, PRESENTATION, OR AUDITION,
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TO ADD IMPACT AND SUBTRACT COST.**

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FOR**

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- * Industrial Film Makers
- * Educators
- * Government Agencies



DU MONT®

THE DU MONT TELEVISION NETWORK • 515 MADISON AVENUE, NEW YORK

NATIONAL BROADCASTING CO.

Television Network

Executive & Business Offices: RCA Building, New York 20, N.Y.
Telephone: Circle 7-8300.

Studios: RCA Bldg. and 106th St. & Park Ave. Color TV studios in RCA Bldg., Colonial Theatre & Brooklyn studios in New York. NBC also has studios at Hudson & Century Theatres in New York; Studebaker Theatre, Chicago; El Capitan Theatre, Hollywood. NBC-TV network originates programs from its TV studios in Burbank, Cal., and from the TV studios at each of the owned & operated TV station locations.

Corporate Affiliations: NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WRCA-TV, New York; WRC-TV, Washington; WNBQ, Chicago; WNBK, Cleveland; KRCA, Los Angeles. Its owned & operated AM stations are: WRCA, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KNBC, San Francisco. [Note: Proposal to exchange NBC Cleveland stations for Westinghouse's WPTZ and KYW, Philadelphia, pends FCC approval; see *Television Digest*, Vol. 11:21.]

Board of Directors: David Sarnoff, chairman; John T. Cahill, Charles R. Denny, Frank M. Folsom, Harry C. Hagerty, George L. Harrison, Joseph V. Heffernan, Mrs. Douglas Horton, Harry C. Ingles, Charles B. Jolliffe, Edward F. McGrady, William E. Robinson, Robert W. Sarnoff, Sylvester L. Weaver Jr., John K. West.

Officers: David Sarnoff, chairman; Sylvester L. Weaver Jr., president; Robert W. Sarnoff, executive v.p.; David C. Adams, Harry Bannister, Kenneth W. Bilby, John M. Clifford, Charles E. Denny, Sydney H. Elges, Thomas E. Ervin, George H. Frey, William S. Hedges, Joseph V. Heffernan, Edward R. Hitz, Gustav B. Margraf, Thomas A. McAvity, Thomas B. McFadden, Richard A. R. Pinkham, H. Earl Rettig, Frank M. Russell, Emanuel Sacks, Hamilton Shea, Robert E. Shelby, Carleton D. Smith, Carl M. Stanton, Davidson Taylor, John K. West, Frederic W. Wile Jr., vice presidents; John Q. Cannon, secy.; Joseph A. McDonald, treas.; George D. Matson, controller.

NBC-TV Affiliates Executive Committee: Walter Damm, WTMJ, Milwaukee, chairman; William Fay, WHAM, Rochester; Fred Mueller, WEEK, Peoria; William Warren, KOMO, Seattle; Bob Hanna, WRGB, Schenectady; James Moore, WSLS, Roanoke; Claire McCollough, WGAL, Lancaster; Robert Lemon, WTTV, Bloomington; Jack Harris, KPRC, Houston.

EXECUTIVE DIVISION

Sylvester L. Weaver Jr., *president*.
Robert W. Sarnoff, *executive vice president*.
David Adams, *staff v.p.*
Emanuel Sacks, *staff v.p.*
James Nelson, *staff asst.*
Alfred R. Stern, *asst. to executive v.p.*

ADMINISTRATIVE DIVISION

John M. Clifford, *administrative v.p.*

Controllers Dept.

George D. Matson, *controller*.
Nicholas Gilles, *budget manager*.
Francis X. O'Shea, *financial planning manager*.
Richard J. Raburn, Jr., *mgr. of auditing and systems*.
Aaron Rubin, *chief accountant*.

Engineering Dept.

Robert E. Shelby, *v.p. & chief engineer*.
William A. Clarke, *administrative asst.*
Edward R. Cullen, *liaison engineer*.
Joseph D'Agostino, *liaison engineer*.
Raymond F. Guy, *director of radio frequency engineering*.
George M. Nixon, *manager of engineering development*.
Chester A. Rackey, *manager of audio-video engineering*.
James Wood Jr., *manager of technical services*.

Facilities Administration Dept.

Robert F. McCaw, *director*.
Edward M. Lowell, *manager of administration*.

Integrated Services Dept.

William S. Hedges, *v.p. in charge of integrated services*.
Randall R. McMillin, *purchasing agent*.
Willard Frech, *cost accountant*.
Mildred Joy, *chief librarian*.
William Burke Miller, *night executive officer*.
J. Robert Myers, *manager of traffic dept.*
Peter M. Tintle, *guest relations manager*.
Albert Walker, *transportation manager*.

Personnel Dept.

B. Lowell Jacobsen, *director of personnel*.
Charles J. Moos, *manager of labor relations*.
A. David Broadfoot, *manager of salary administration*.
Dr. Bernard Handler, *company physician*.
Milton E. Williams, *manager of employment*.
Donald Rutledge, *mgr. of employe relations and organization development*.

FILM DIVISION

Carl M. Stanton, *v.p. in charge of film division*.
Edgar G. Sisson Jr., *director of film division*.
Robert A. Anderson, *business manager*.
H. Weller Keever, *national manager of TV film sales*.
Frederick A. Jacobi, *manager of publicity*.
John W. Klermaler, *administrative coordinator*.
Frank Lepore, *mgr. of film & kinescope operations and services*.
William L. Lawrence, *manager of programs & production*.
Jay H. Smolin, *manager of advertising & promotion*.

FINANCE DIVISION

Joseph V. Heffernan, *financial v.p.*

Legal Dept.

Thomas E. Ervin, *v.p. & general attorney*.
John V. Shute, *asst. general attorney*.

Treasurer's Dept.

Joseph A. McDonald, *treas.*
William A. Williams, *asst. treas.*

Tax Dept.

Harry F. McKeon, *director of tax department*.
Thomas J. O'Connell, *manager of tax department*.

PUBLIC RELATIONS DIVISION

Kenneth W. Bilby, *v.p. for public relations*.

Continuity Acceptance Dept.

Stockton Helffrich, *manager of continuity acceptance*.

National Advertising & Promotion Dept.

John H. Porter, *manager of national advertising & promotion*.
Clyde L. Clem Jr., *national audience promotion manager*.
Edwin Vane, *national sales promotion manager*.
John Graham, *art director*.

Press & Publicity Dept.

Sydney H. Elges, *v.p. in charge of press & publicity*.
Mike Horton, *director of information*.
Ellis Moore, *director of press dept.*
Al Rylander, *director of exploitation*.
Cornelius K. Sullivan, *public relations representative*.
Milton Brown, *manager of program publicity*.
Kathryn Cole, *manager of information*.
William E. Anderson, *manager of business & trade publicity*.
Sidney Desfor, *manager of photo unit*.
Barbara McCusker, *magazine editor*.

Research & Planning Dept.

Hugh M. Beville, *director of research & planning*.
Dr. Thomas E. Coffin, *manager of research*.
Allen R. Cooper, *manager of markets & media*.
James Cornell, *manager of audience measurement*.
Barry Rumble, *manager of plans*.

STATION RELATIONS DIVISION

Harry Bannister, *v.p. for station relations*.
Donald Mercer, *director of station relations*.

TELEVISION NETWORK DIVISION

Thomas A. McAvity, *v.p. in charge of TV network*.

Television Network Services Dept.

H. Earl Rettig, *v.p. in charge of TV network services*.

Production Dept.

Anthony M. Hennig, *director of production*.

Technical Operations

George McElrath, *director of technical operations*.
Andrew L. Hammerschmidt, *associate director of technical operations*.
Reld R. Davis, *manager of TV studio-field technical operations*.
Paul J. Gallant, *manager of technical operations—international stations*.
Arthur A. Garbade, *business manager of technical operations*.
George K. Graham, *administrator—television technical operations & asst. to associate director of technical operations*.
Howard C. Gronberg, *supervisor of TV master control & transmission*.
Frederick G. Knopfke, *manager of sound effects*.
Thomas H. Phelan, *manager of technical operations—plant & maintenance*.
Albert W. Protzman, *supervisor of TV studio technical operations*.
Fernando R. Rojas, *supervisor of TV technical scheduling*.
Courtney A. Snell, *supervisor of TV field technical operations*.
Charles I. Townsend, *manager of film-kine technical operations*.
Edwin Wilbur, *network technical operations supervisor*.

Production Operations

Ernest W. Theiss, *manager of production operations*.
Stanley Parlan, *supervisor of broadcast film*.
Edward A. Whitney, *supervisor of broadcast operations*.

Plant Operations

James A. Glenn, *director of plant operations*.
Sol Cornberg, *director of studio & plant planning*.
William Ervin, *supervisor of studio & theater operations*.
Walter Giebelhaus, *supervisor of scenic production*.
Thomas Tart, *business manager of plant operations*.

Design & Art Operations

Norman H. Grant, *director of design & art operations*.
John L. Kelly, *manager of design & art operations*.

Television Network Business Affairs

William V. Sargent, *director of TV network business affairs*.
John J. Heywood, *manager of business administration*.
Edward J. Stegeman, *manager of program services*.

Talent

Gustav B. Margraf, *v.p. for talent*.
Martin J. Begley, *casting director*.
Mitchell Benson, *manager of contract administration*.
James E. Denning, *manager of talent & program contract operations*.
Ross Donaldson, *supervisor of literary rights & story*.

Television Network Programs Department

Richard A. R. Pinkham, *v.p. in charge of television network programs*.

Public Affairs

Davidson Taylor, v.p. in charge of public affairs. Benjamin K. Park, director of public affairs. Thomas S. Gallery, manager of sports. Eugene E. Juster, manager of NBC news film. William McAndrew, director of NBC news. Arch Robb, manager of special events. Edward Stanley, manager of public service programs. Barry Wood, director of special events.

National Program

Samuel Fuller, national program director. Thomas O. Loeb, manager of TV network programs. George McGarrett, general programming executive. E. Roger Muir, executive producer. LeRoy Passman, manager of program administration. John Rayel, general programming executive. Sam Schiff, executive producer.

Music

Samuel Chotzloff, general music director.

Participating Programs

Mort Werner, director of participating programs.

Program Development

Leonard H. Hole, director of program development.

Program Sales

Michael H. Dann, director of program sales.

Television Network Sales Dept.

George H. Frey, v.p. in charge of television network sales. Matthew J. Culligan, national sales manager. Edward R. Hitz, v.p. in charge of TV sales, Central Division. George A. Graham Jr., sales supervisor of children's programming. Erik Hazelhoff, manager of NBC Telesales. David Hedley, manager of sales presentations. Murray Hellwell, manager of merchandising. John B. Lanigan, daytime sales manager. Robert McFadyen, director of sales development. Ludwig Simmel, co-op program sales manager. John T. Williams, Western Division sales manager. Roy C. Porteous, mgr. of sales for participating programs. John Dodge, Eastern sales manager.

Sales Administration

Walter D. Scott, administrative sales manager. Stephen Flynn, manager of television sales traffic operations. Hamilton Robinson, manager of office services.

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny, v.p. in charge of NBC owned Stations & NBC Spot Sales. Charles C. Bevis Jr., general executive. Charles H. Colledge, director of technical operations. Jerry A. Danzig, director of program planning & development. Thomas S. O'Brien, divisional business manager.

NBC Spot Sales Dept.

Thomas B. McFadden, v.p. in charge of NBC Spot Sales. Richard H. Close, national manager of represented stations. Morton Gaffin, manager of new business & promotion. Caroline Herbert, manager of sales service. John H. Reber, director of TV Spot Sales.

NBC Owned Stations

(See station listings for executives and details)

WRCA-TV, WRCA, WRCA-FM, New York: Hamilton Shea, v.p. WRC-TV, WRC, WRC-FM, Washington: Carleton D. Smith, v.p. & general manager. WNBQ, WMAQ, WMAQ-FM, Chicago: Jules Herbaveaux, general manager. WNEK, WTAM, WTAM-FM, Cleveland: Lloyd E. Yoder, general manager. KRCA, Hollywood: Thomas C. McCray, general manager. KNBC, KNBC-FM, San Francisco: William K. McDaniel, general & sales mgr. Note: Pending FCC approval are proposed purchases by NBC of WKNB-TV & WKNB, New Britain-Hartford (Television Digest, Vol. 11:2); WBUF-TV, Buffalo (Vol. 11:9); exchange of WNEK & WTAM Cleveland for Westinghouse's WPTZ & KYW, Philadelphia (Vol. 11:21).

WASHINGTON EXECUTIVE OFFICE

Commonwealth Bldg., 1625 K St., NW, Washington, D. C. Adams 4-5400 & District 7-1260 Frank M. Russell, v.p., Washington.

PACIFIC DIVISION

Sunset & Vine, Hollywood 28, Cal. Hollywood 9-6161

John K. West, v.p. for the Pacific Division. Frederic W. Wile Jr., v.p., TV network programs, Pacific Div. Frank Cleaver, TV network program manager. Lewis S. Frost, coordinator of regional network activities. Harold Kemp, general program executive. Thomas W. Sarnoff, director of production & business affairs. Oscar C. Turner, personnel & labor relations manager. Sheldon B. Hickox Jr., director of station relations. Ralph F. Shawhan, director of press & publicity.

FOREIGN OFFICES

England—Romney Wheeler, NBC, 2 Mansfield Street, London W. 1. France—Paul Archinard, Lefl Eld, 52 Avenue des Champs Elysees, (Room 533), Paris 8. Japan-Korea—George Thomas Folster, Wilson Hall, John Rich, James G. Robinson, Nikkatsu Bldg., Number 1-1 Yura Kucho Chiyodaku, Tokyo. Germany—Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, N.Y. Italy—Jack Begon, 54 Via Della Mercede, Rome, Italy (Merrill Mueller, Mediterranean director.)

NBC NETWORK RATES

(Revised to July, 1955)

(Consult Network for Discounts, Specifications, etc.)

Gross Rates follow (applicable to 6-11 p.m. Mon.-Fri.; 5-11 p.m. Sat. & Sun.). Three-fourth gross rates apply to 5-6 p.m. Mon.-Fri. and 1-5 p.m. Sat. & Sun. One-half gross rates apply to all other times.

52 BASIC INTERCONNECTED STATIONS (Available only as a group)

Table with 4 columns: Station, Hour, 30 Min., 15 Min. Lists 52 stations and their rates.

104 INTERCONNECTED STATIONS (Individually Available)

Table with 4 columns: Station, Hour, 30 Min., 15 Min. Lists 104 stations and their rates.

(Continued on next page)

NBC INTERCONNECTED STATIONS—(Continued)

Station	Hour	30 Min.	15 Min.
WSVA-TV, Harrisonburg, Va.	200.00	120.00	80.00
WFBS-TV, Indianapolis, Ind.	1200.00	720.00	480.00
WLBT, Jackson, Miss.	320.00	192.00	128.00
WJHP-TV, Jacksonville, Fla.	250.00	150.00	100.00
WKNY-TV, Kingston-Poughkeepsie, N.Y.	100.00	60.00	40.00
WATE-TV, Knoxville, Tenn.	400.00	240.00	160.00
WKBT, La Crosse, Wis.	180.00	108.00	72.00
KPLC-TV, Lake Charles, La.	160.00	96.00	64.00
KLRJ-TV, Las Vegas, Nev.	150.00	90.00	60.00
WLEX-TV, Lexington, Ky.	150.00	90.00	60.00
WIMA-TV, Lima, O.	150.00	90.00	60.00
KARK-TV, Little Rock, Ark.	350.00	210.00	140.00
KCBD-TV, Lubbock, Tex.	300.00	180.00	120.00
WMTV, Madison, Wis.	200.00	120.00	80.00
WMBV-TV, Marinette-Green Bay, Wis.	350.00	210.00	140.00
KBES-TV, Medford, Ore.	150.00	90.00	60.00
WTOK-TV, Meridian, Miss.	200.00	120.00	80.00
WGBS-TV, Miami, Fla.	500.00	300.00	200.00
WALA-TV, Mobile, Ala.	400.00	240.00	160.00
KNOE-TV, Monroe, La.	250.00	150.00	100.00
KSBW-TV, Monterey-Salinas, Cal.	200.00	120.00	80.00
WSFA-TV, Montgomery, Ala.	350.00	210.00	140.00
WLBC-TV, Muncie, Ind.	200.00	120.00	80.00
WDBO-TV, Orlando, Fla.	275.00	165.00	110.00
WJNO-TV, Palm Beach, Fla.	250.00	150.00	100.00
WTAP-TV, Parkersburg, W.Va.	150.00	90.00	60.00
WEEK-TV, Peoria, Ill.	425.00	255.00	170.00
KVAR-TV, Phoenix-Mesa, Ariz.	550.00	330.00	220.00
KOAM-TV, Pittsburg, Kan.-Joplin, Mo.	250.00	150.00	100.00
KDKA-TV, Pittsburgh, Pa.	2100.00	1260.00	840.00
WENS, Pittsburgh, Pa.	500.00	300.00	200.00
WIRI, Plattsburgh, N.Y.-Burlington, Vt.	200.00	120.00	80.00
WCST-TV, Portland, Me.	400.00	240.00	160.00
WGEM-TV, Quincy, Ill.	260.00	156.00	104.00
WEEU-TV, Reading, Pa.	150.00	90.00	60.00
WSLS-TV, Roanoke, Va.	675.00	405.00	270.00
KROC-TV, Rochester, Minn.	200.00	120.00	80.00
WTVO, Rockford, Ill.	250.00	150.00	100.00
KCCC-TV, Sacramento, Cal.	400.00	240.00	160.00
WNEM-TV, Saginaw-Bay City, Mich.	500.00	300.00	200.00
KEY-TV, Santa Barbara, Cal.	350.00	210.00	140.00
KSLA, Shreveport, La.	250.00	150.00	100.00
KTIV, Sioux City, Ia.	275.00	165.00	110.00
KELO-TV, Sioux Falls, S.D.	320.00	192.00	128.00
KHQ-TV, Spokane, Wash.	500.00	300.00	200.00
WICS, Springfield, Ill.	150.00	90.00	60.00
WWLP, Springfield, Mass.	300.00	180.00	120.00
KYTV, Springfield, Mo.	240.00	144.00	96.00
WNDU-TV, So. Bend-Elkhart, Ind.	450.00	270.00	180.00
KCEN-TV, Temple-Waco, Tex.	250.00	150.00	100.00
WSPD-TV, Toledo, O.	875.00	525.00	350.00
WPNB-TV, Traverse City, Mich.	100.00	60.00	40.00
KVOA-TV, Tucson, Ariz.	210.00	126.00	84.00
KWWL-TV, Waterloo-Cedar Rapids, Ia.	375.00	225.00	150.00
WSAU-TV, Wausau, Wis.	150.00	90.00	60.00
WTRF-TV, Wheeling, W.Va.	450.00	270.00	180.00
KEDD, Wichita, Kan.	425.00	255.00	170.00
KFDX-TV, Wichita Falls, Tex.	300.00	180.00	120.00
WMFD-TV, Wilmington, N.C.	200.00	120.00	80.00
WSJS-TV, Winston-Salem, N.C.	500.00	300.00	200.00
KIMA-TV, Yakima, Wash.	200.00	120.00	80.00
WHIZ-TV, Zanesville, O.	100.00	60.00	40.00

* If both stations carry programs simultaneously the combination rate is applicable as shown. If only one station is available the individual station rate will be applicable.

32 NON-INTERCONNECTED STATIONS

(Individually Available)

Station	Hour	30 Min.	15 Min.
KRBC-TV, Abilene, Kan.	\$ 110.00	\$ 66.00	\$ 44.00
WATB-TV, Albany, Ga.	175.00	105.00	70.00
KENI-TV, Anchorage, Alaska	100.00	60.00	40.00
KFAR-TV, Fairbanks, Alaska	100.00	60.00	40.00
KBMT, Beaumont, Tex.	150.00	90.00	60.00
KOOK-TV, Billings, Mont.	150.00	90.00	60.00
KFYR-TV, Bismarck, N.D.	150.00	90.00	60.00
KIDO-TV, Boise, Ida.	200.00	120.00	80.00
KXLF-TV, Butte, Mont.	100.00	60.00	40.00
KFVS-TV, Cape Girardeau, Mo.	150.00	90.00	60.00
KFBC-TV, Cheyenne, Wyo.	150.00	90.00	60.00
KVDO-TV, Corpus Christi, Tex.	150.00	90.00	60.00
WMSL-TV, Decatur, Ill.	100.00	60.00	40.00
KIEM-TV, Eureka, Calif.	150.00	90.00	60.00
KFXJ-TV, Grand Junction, Colo.	150.00	90.00	60.00
KONA-TV, Honolulu	300.00	180.00	120.00
KID-TV, Idaho Falls, Ida.	150.00	90.00	60.00
WJHL-TV, Johnson City, Tenn.	250.00	150.00	100.00
WFAM-TV, Lafayette, Ind.	200.00	120.00	80.00
WMAZ-TV, Macon, Ga.	300.00	180.00	120.00
KMID-TV, Midland-Odessa, Tex.	150.00	90.00	60.00
KCJB-TV, Minot, N.D.	150.00	90.00	60.00
WJDM, Panama City, Fla.	150.00	90.00	60.00
KZTV, Reno, Nev.	150.00	90.00	60.00
KSWL-TV, Roswell, N.M.	100.00	60.00	40.00
KTXL-TV, San Angelo, Tex.	200.00	120.00	80.00
WAPA-TV, San Juan, P.R.	200.00	120.00	80.00
WTOC-TV, Savannah, Ga.	200.00	120.00	80.00
KCMC-TV, Texarkana, Tex.	200.00	120.00	80.00
KLTV, Tyler, Tex.	175.00	105.00	70.00
KRGV-TV, Weslaco, Tex.	200.00	120.00	80.00
KIVA-TV, Yuma, Ariz.	150.00	90.00	60.00

**CANADIAN BROADCASTING CORPORATION
Television Network**

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont. Telephone 6-7331.

Business Offices and Studios: 354 Jarvis St., Toronto, Ont. Telephone: Walnut 3-5481 (TV studios also in Montreal, Ottawa, Halifax, Winnipeg, Vancouver).

Other Affiliations: CBC operates TV stations CBLT, Toronto; CBFT & CBMT, Montreal; CBOT & CBOFT, Ottawa; CBUT, Vancouver; CBWT, Winnipeg; CBHT, Halifax with privately owned affiliates in Sydney, N.S.; St. John & Moncton, N.B.; Rimouski & Quebec, P.Q.; Kingston, Hamilton, London, Kitchener, Windsor, Sudbury, Port Arthur, Sault Ste. Marie & Peterborough, Ont.; Brandon, Man.; Saskatoon & Regina, Sask.; Edmonton & Calgary, Alta., plus two English-language radio networks and one French-language radio network, consisting of 22 CBC-owned AM stations, 5 CBC-owned FM stations and 96 privately-owned affiliates; also operates shortwave international service in 15 languages on behalf of the Canadian Govt.

BOARD OF GOVERNORS: A. Davidson Dunton, Ottawa, chairman; Rene Morin, Montreal, vice chairman; Gordon A. Winter, St. John's, Nfld.; Prof. J. A. Corry, Kingston, Ont.; Dean Adrien Pouliot, Quebec; F. J. Crawford, Toronto; G. Douglas Steel, Charlottetown, P. E. I.; R. J. Fry, Winnipeg; K. G. Montgomery, Edmonton, Alta.; R. K. Gervin, Vancouver, B. C.

CBC EXECUTIVES

- J. A. Oulmet, *general manager (Ottawa).*
- E. L. Bushnell, *asst. gen. mgr. & controller of broadcasting (Ottawa).*
- Charles Jennings, *asst. controller of broadcasting & director of programs (Ottawa).*
- R. P. Landry, *controller of administration (Ottawa).*
- Harry Bramah, *treasurer (Ottawa).*
- Marcel Carter, *asst. controller of adm. (Ottawa).*
- G. W. Richardson, *executive assistant (Ottawa).*
- J. P. Gilmore, *co-ordinator of television (Ottawa).*
- Charles Jennings, *director of programs (Ottawa).*
- Marcel Oulmet, *asst. director of programs (Ottawa).*
- R. C. Fraser, *director of press and information services (Ottawa).*
- W. G. Richardson, *director of engineering (Ottawa).*
- Charles Delafield, *director of CBC international service.*
- J. E. Hayes, *chief engineer (Montreal).*
- George Young, *director of station relations and manager, broadcast regulations (Ottawa).*
- N. M. Morrison, *director of audience research (Ottawa).*
- W. E. Powell, *commercial manager (Toronto).*
- C. S. Stiles, *director of personnel and administrative services (Ottawa).*
- K. M. Kelly, *asst. director personnel and administrative services (Ottawa).*

PROGRAM DIVISION

- J. M. Beaudet, *director of program planning and production (Toronto).*
- H. G. Walker, *director of network co-ordination (Toronto).*
- Geoffrey Waddington, *director of Music (Toronto).*
- Andrew Allan, *supervisor of drama (Toronto).*
- J. Rae, *supervisor of variety (Toronto).*
- Hugh Kemp, *scripts supervisor (Toronto).*
- D. C. McArthur, *director of special program projects (Ottawa).*
- Stuart Griffiths, *special TV programs development officer (Toronto).*
- W. H. Hogg, *chief news editor (Toronto).*
- A. E. Powley, *supervisor of special events (Toronto).*
- A. K. Morrow, *supervisor of farm and fisheries broadcasts (Ottawa).*
- R. S. Lambert, *supervisor school broadcast dept. (Toronto).*
- W. J. Dunlop, *supervisor international exchange and institutional broadcasts (Toronto).*
- F. W. Peers, *supervisor of talks and public affairs (Toronto).*
- O. C. Wilson, *manager national TV film dept. (Toronto).*
- W. H. Brodie, *supervisor of broadcast language (Toronto).*
- W. C. Anderson, *supervisor of program clearance (Toronto).*

ENGINEERING DIVISION

- J. E. Hayes, *chief engineer (Montreal).*
- W. A. Nichols, *assistant chief engineer (Montreal).*
- D. G. McKinstry, *chief architect (Montreal).*
- N. R. Olding, *operations engineer (Montreal).*
- J. Carlisle, *plant engineer (Montreal).*
- R. E. Santo, *transmission and development engineer (Montreal).*
- H. E. S. Hamilton, *supervising engineer, networks (Toronto).*
- E. C. Stewart, *co-ordinator of engineering projects and services (Montreal).*
- M. D. Peterkin, *purchasing agent (Montreal).*
- G. G. Yull, *supervisor of stores (Montreal).*
- J. M. Laporte, *supervisor of engineering service, CBC international service.*

CBC REGIONAL OFFICERS

NEWFOUNDLAND REGION: T. A. Bldg., St. John's—W. F. Galgay, *director (for the Province of Newfoundland);* E. D. Witherstone, *area engineer.* R. G. O'Brien, *program director.*

MARITIME REGION: United Services Bldg., 100 Sackville St., Halifax—W. E. S. Briggs, *director (for the Maritime Provinces);* H. M. Smith, *regional engineer;* S. R. Kennedy, *regional program director;* L. D. Brown, *regional press and information representative.*

CBHT, Halifax: G. F. Brickenden, *director of TV;* J. Simonsen, *technical director.* C. F. MacCaul, *program director, CBHT.*

QUEBEC REGION: 1425 Dorchester St., Montreal—Gerard Lamarche, *director (for the Province of Quebec) (Vacant);* program director; H. Audet, *regional engineer;* A. Oulmet, *director of TV, Montreal;* J. St. Georges, *director of sound broadcasting;* R. Elie, *supervisor of press information (French);* Maurice Goudrault, *supervisor of station relations (French);* M. Valiquette, *commercial manager.*

(Continued on page 52)

TV in Canada

Here are the facts:

1 Since the inception of Canadian TV in September 1952, Canada has experienced proportionately the fastest growth of population coverage by TV of any country in the world. Today, the CBC Television Network, including CBC-owned stations and privately-owned affiliates, serves 1,500,000 television homes in 25 major market areas from coast to coast.

2 Additional stations will soon be on the air . . . in St. John's, Newfoundland (CJON-TV) and Barrie, Ontario (CKVR-TV). New stations are scheduled for operation later in the year in Jonquieres, P.Q., Sherbrooke, P.Q., Charlottetown, P.E.I., Wingham, Ontario, and Lethbridge, Alberta.

3 75% of the Canadian population is now within the service range of television stations . . . and of this number, 50% have television sets.

4 More live television programs are now produced in Canada than in any country other than the United States.

5 Canada is second in the world in the number of TV stations, and second in the proportion of the public who watch television.

The CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the effective use of Canadian network television, and in the creation and production of Canadian talent programs, both French and English.

Stations of the CBC Television Network

Atlantic Region:

CJON-TV	St. John's Nfld.
CBHT	Halifax, N.S.
CJCB-TV	Sydney, N.S.
CKCW-TV	Moncton, N.B.
CHSJ-TV	Saint John, N.B.

Mid-Eastern Region:

CBLT	Toronto, Ont.
CHEX-TV	Peterborough, Ont.
CKWS-TV	Kingston, Ont.
CBOT	Ottawa, Ont.
CBMT	Montreal, P.Q.
CHCH-TV	Hamilton, Ont.
CKCO-TV	Kitchener, Ont.
CFPL-TV	London, Ont.
CKLW-TV	Windsor, Ont.
CKVR-TV	Barrie, Ont.
CKSO-TV	Sudbury, Ont.
CJIC-TV	Sault Ste. Marie, Ont.
CFPA-TV	Port Arthur, Ont.

Prairie Region:

CBWT	Winnipeg, Man.
CKX-TV	Brandon, Man.
CKCK-TV	Regina, Sask.
CFQC-TV	Saskatoon, Sask.
CHCT-TV	Calgary, Alta.
CFRN-TV	Edmonton, Alta.

Pacific Region:

CBUT	Vancouver, B.C.
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Quebec Region: (French)

CBFT	Montreal, P.Q.
CBOFT	Ottawa, Ont.
CFQM-TV	Quebec, P.Q.
CJBR-TV	Rimouski, P.Q.

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ontario — 1425 Dorchester St. W., Montreal, P. Q.

CANADIAN BROADCASTING CORP.—(Continued)

CBC-TV Stations, Quebec Region: F. Guerard, program director, CBFT, Montreal; C. Frenette, technical director, CBFT; H. Capozzi, program director, CBMT, Montreal; C. Frenette, technical director, CBMT.

ONTARIO REGION: 354 Jarvis St., Toronto—Ira Dilworth, director; H. G. Walker, assistant director; H. J. Boyle, program director; H. R. Hilliard, regional engineer; R. S. Bryden, supervisor of press and information; W. C. Anderson, supervisor of program clearance; F. Mutrie, director of TV, Toronto; J. M. Kannawin, director of radio, Toronto.

CBC-TV Stations, Ontario Region: C. P. Wright, stations manager, Ottawa; Georges Huard, manager of TV operations, Ottawa; Bruce McPherson, program director, CBOT; M. Gilbert, chief operator, Ottawa; J. H. Book, technical director, TV, Ottawa; R. W. McGall, program director, CBLT, Toronto; R. Horton, technical director, CBLT.

PRAIRIE REGION: 541 Portage Avenue, Winnipeg, Manitoba—J. R. Finlay, director (for the Prairie Provinces); D. E. Cameron, program director; R. D. Cahoon, regional engineer; J. S. Brickenden, press & information representative; R. L. Horley, sales representative.

CBWT, Winnipeg: W. Carpentier, director of TV; H. C. Heywood, technical director; G. Atkinson, program director.

BRITISH COLUMBIA REGION: 701 Hornby St., Vancouver, B. C.—K. F. Caple, director (for the Province of British Columbia); J. D. Nixon, program director; P. McDonald, director of TV, Vancouver; F. B. C. Hilton, regional engineer; R. Jessup, press & information representative; H. W. Paulson, sales representative.

CBUT, Vancouver: P. McDonald, director; M. L. Munroe, program director; R. Whiteside, technical director.

CBC INTERNATIONAL SERVICE, Radio Canada Building, Montreal, P.Q.: C. R. Delafield, director; J. M. Laporte, supervisor, engineering service; H. Shane, press & information.

CBC AT UNITED NATIONS: V. M. Tovell, CBC representative; P. Stursberg, correspondent; Miss M. Fielder, production assistant.

EUROPEAN OFFICES: 200 Oxford St., London, W.1, England—B. Trotter, European representative; M. Halton, correspondent, London; D. Lachance, correspondent, Paris.

Owned Radio Affiliates

CBN, St. John's, Nfld.; CBG, Gander, Nfld.; CBT, Grand Falls, Nfld.; CBY, Corner Brook, Nfld.; CBI, Sydney, N.S.; CBH, Halifax, N.S.; CBA, Sackville, N.S.; CBAF, Moncton, N.B.; CBM, Montreal, Que.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBE, Windsor, Ont.; CBW, Winnipeg, Man.; CBK, Watrous, Sask.; CBX, Lacombe, Alta.; CBXA, Edmonton, Alta.; CBU, Vancouver, B.C.; CFPR, Prince Rupert, B.C.; CBJ, Chicoutimi, Que.; CBV, Quebec, Que.; CBF, Montreal, Que.

CBC TELEVISION NETWORK

CBLT-Toronto (Ch. 9)	CBOT-Ottawa (Ch. 4)	CBFT-Montreal (Ch. 2)
345 Jarvis St. Toronto 5, Ont.	Lanark Ottawa, Ont.	Radio-Canada Bldg. Montreal 25, Que.
Video: 26.5-kw ERP	Video: 50.1-kw ERP	Video: 15-kw ERP
Audio: 13.25-kw ERP	Audio: 26.7-kw ERP	Audio: 7.5-kw ERP
CBMT-Montreal (Ch. 6)	CBWT-Winnipeg (Ch. 4)	CBUT-Vancouver (Ch. 2)
Radio-Canada Bldg. Montreal 25, Que.	541 Portage Ave. Winnipeg, Manitoba	701 Hornby St. Vancouver, B. C.
Video: 43.8-kw ERP	Video: 56.2-kw ERP	Video: 102-kw ERP
Audio: 26.2-kw ERP	Audio: 33.7-kw ERP	Audio: 55.2-kw ERP

CBHT-Halifax (Ch. 3)
27 College St.
Halifax, N. S.
Video: 100-kw ERP
Audio: 50-kw ERP

CBOFT-Ottawa (Ch. 9)
Lanark Ave.
Ottawa, Ont.
Video: 31-kw (average)
Audio: 17-kw (average)

NETWORK RATES—Rate Card No. 9, July 1, 1955

(Consult network for Discounts, Specifications, Charges, etc.)
Class A—6-11 p.m. Mon.-Sat., 5-11 p.m. Sun. (gross rates as listed below). Class B—5-6 p.m. Mon.-Fri., 1-6 p.m. Sat., 1-5 p.m. Sun, 11 p.m.-signoff daily (75% of gross rates). Class C—All other times (60% of gross rates). Rates for periods less than 1 hour: 80% for 45 min., 60% for 30 min., 50% for 20 min., 40% for 15 min., 35% for 5 min.

Station	ATLANTIC REGION		
	Hour	30 Min.	15 Min.
*CJON-TV, St. John's, Nfld.	\$160.00	\$ 96.00	\$ 64.00
*CBHT, Halifax, N.S.	220.00	132.00	88.00
*CJCB-TV Sydney, N.S.	230.00	138.00	92.00
*CKCW-TV, Moncton, N.B.	220.00	132.00	88.00
*CHSJ-TV, Saint John, N.B.	240.00	144.00	96.00

Station	MID-EASTERN REGION		
	Hour	30 Min.	15 Min.
CBLT, Toronto, Ont.	950.00	570.00	380.00
CHEX-TV, Peterboro, Ont.	220.00	132.00	88.00
CKWS-TV, Kingston, Ont.	240.00	144.00	96.00
CBOT, Ottawa, Ont.	320.00	192.00	128.00
CBMT, Montreal, P.Q.	600.00	360.00	240.00
CHCH-TV, Hamilton, Ont.	400.00	240.00	160.00
CKCO-TV, Kitchener, Ont.	350.00	210.00	140.00
CFPL-TV, London, Ont.	370.00	222.00	148.00
CKLW-TV, Windsor, Ont.	450.00	270.00	180.00
CKVR-TV, Barrie, Ont.	220.00	132.00	88.00
*CKSO-TV, Sudbury, Ont.	200.00	120.00	80.00
*CJIC-TV, Sault Ste. Marie, Ont.	170.00	102.00	68.00
*CFPA-TV, Port Arthur, Ont.	170.00	102.00	68.00

Station	PRAIRIE REGION		
	Hour	30 Min.	15 Min.
*CBWT, Winnipeg, Man.	320.00	192.00	128.00
*CKX-TV, Brandon, Man.	170.00	102.00	68.00
*CKCK-TV, Regina, Sask.	235.00	141.00	94.00
*CFQC-TV, Saskatoon, Sask.	230.00	138.00	92.00
*CHCT-TV, Calgary, Alta.	250.00	150.00	100.00
*CFRN, Edmonton, Alta.	260.00	156.00	104.00

Station	PACIFIC REGION		
	Hour	30 Min.	15 Min.
*CBUT, Vancouver, B.C.	400.00	240.00	160.00

Station	QUEBEC REGION (French)		
	Hour	30 Min.	15 Min.
CBFT, Montreal, P.Q.	800.00	480.00	320.00
CBOFT, Ottawa, Ont.	230.00	138.00	92.00
CFCM-TV, Quebec, P.Q.	280.00	168.00	112.00
*CJBR-TV, Rimouski, P.Q.	200.00	120.00	80.00

* Non-connected stations.
Note: Advertisers using these stations will receive rate protection on current contracts at the old rate for 6 months, i.e., to and including Dec. 31, 1955. New business and additional time periods for present advertisers ordered to start on or after July 1, 1955 will carry these increased rates.

SMASH TV DRAMA

that touches
the heart



Big news of ZIV's NEW
TRAFFIC STOPPING
TV series

See
pages
370-371



MAJOR REGIONAL NETWORKS and GROUP-OWNED STATIONS

With Executives and Other Data

(For other multiple ownerships, see pages 56-57)

ABC WESTERN TV NETWORK—ABC Television Center, Hollywood 27, Cal. Telephone: Normandy 3-3311. Executives: Earl J. Hudson, ABC western div. v.p.; Kenneth B. Craig, coordinator, western div. TV programming; Richard Drummy, regional sales mgr.; Louis F. Sanman, production coordinator; Courtney McLeod, traffic mgr.; Stanton Kramer, publicity & promotion; Norman Sloane, sales service. Pacific Coast regional network comprises KFMB-TV, San Diego; KABC-TV, Los Angeles; KEYT, Santa Barbara; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield; KJEO-TV, Fresno; KSBW-TV, Salinas; KGO-TV, San Francisco; KCCC-TV, Sacramento; KHSL-TV, Chico; KIEM-TV, Eureka; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle; KREM-TV, Spokane—17 stations offered at separate rate. Mountain regional network comprises KUTV, Salt Lake City; KBTV, Denver; KTVK-TV, Phoenix; KVOA-TV, Tucson; KROD-TV, El Paso; KZTV, Reno; KLAS-TV, Las Vegas—7 stations offered at separate rate. ABC western TV network (served by video recordings): KKTU, Colorado Springs, Colo.; KSWV-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KXLF-TV, Butte, Mont.; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KFAR-TV, Fairbanks, Alaska; KENI-TV, Anchorage, Alaska.

CBS-TV PACIFIC NETWORK—1313 No. Vine St., Los Angeles 28, Cal. Telephone: Hollywood 9-1212. James Aubrey, gen. mgr. Interconnected Group: KGGM-TV, Albuquerque, N. M.; KERO-TV, Bakersfield, Cal.; KVOS-TV, Bellingham, Wash.; KFBC-TV, Cheyenne, Wyo.; KHSL-TV, Chico, Cal.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KROD-TV, El Paso, Tex.; KIEM-TV, Eureka, Cal.; KJEO-TV, Fresno, Cal.; KLAS-TV, Las Vegas, Nev.; KNXT, Los Angeles, Cal.; KBES-TV, Medford, Ore.; KSBW-TV, Salinas, Cal.; KOOL-TV, Phoenix, Ariz.; KOIN-TV, Portland, Ore.; KZTV, Reno, Nev.; KBET-TV, Sacramento, Cal.; KSL-TV, Salt Lake City, Utah; KFMB-TV, San Diego, Cal.; KPX, San Francisco, Cal.; KVEC-TV, San Luis Obispo, Cal.; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma-Seattle, Wash.; KOPO-TV, Tucson, Ariz.; KIMA-TV, Yakima, Wash. Non-Interconnected Group: KTVA, Anchorage, Alaska; KOOK-TV, Billings, Mont.; KBOI-TV, Boise, Ida.; KTVF, Fairbanks, Alaska; KFXJ-TV, Grand Junction, Colo.; KFBB-TV, Great Falls, Mont.; KGMB-TV, Honolulu, T. H.; KID-TV, Idaho Falls, Ida.; KLIX-TV, Twin Falls, Ida.

CROSLY BROADCASTING CORP.—140 W. Ninth St., Cincinnati 2, O. Telephone: Cherry 1822. Executives: James D. Shouse, chairman of board; Robert E. Dunville, pres.; Harry Mason Smith, sales v.p.; John T. Murphy, TV v.p.; George Henderson, gen. TV sales mgr.; Carlos A. Franco, gen. radio sales mgr.; Wm. McCluskey, sales service mgr.; R. K. Jones, director client service dept.; J. E. Allen, promotion director, client service dept. Crosley TV Group (sold as group) comprises WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWA, Atlanta. Also operates WLW(AM), Cincinnati.

GENERAL TELERADIO INC. (Subsidiary of General Tire & Rubber Co.)—1440 Broadway, New York 18, N. Y. Longacre 4-8000. Executives: Thomas F. O'Neill, president; J. Glen Taylor, John B. Poor, Frank W. Knowlton, vice presidents & members of exec. committee; M. G. O'Neill, director & member of exec. committee; James Wallen, v.p. & treas.; George W. Steffy, Robert A. Schmid, Earl M. Johnson, Norman Knight, Dwight W. Martin, Harry Trenner, Robert Monroe, vice presidents; Gordon Gray, v.p. & exec. v.p., WOR Div.; Willet H. Brown, v.p. & pres., Don Lee Div.; Norman Boggs and Norman Ostby, v.p., Don Lee Div.; A. M. Quinn, v.p., secy. & treas., Don Lee Div.; C. J. Marshall, asst. treas., Don Lee Div.; John Cleghorn, v.p., WHBQ-TV & WHBQ, Memphis; B. E. Smith, Edwin F. Chinlund, Jack I. Straus, directors; Patrick J. Winkler, general auditor. Operates Mutual Broadcasting System, Don Lee Network, Yankee Network, General Teleradio film syndicate. Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); WOR-TV, New York (WOR); leasehold on WHBQ-TV, Memphis (WHBQ); and 55% of WGTH-TV, Hartford (WGTH), with Gannett Newspapers (45%).

GOLD NUGGET NETWORK—KOA-TV, Denver, Colo. Telephone: Main 3-6211. Wm. F. McCrystall, network sales mgr. Special hookup comprising KOA-TV, Denver; KSCJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

MEREDITH GROUP—Operated by subsidiaries of Meredith Publishing Co., Des Moines, Ia. Telephone: 8-8511. Owns WHEN-TV, Syracuse, N.Y. (WHEN); WOW-TV, Omaha, Neb. (WOW); KPHO-TV, Phoenix, Ariz. (KPHO); KCMO-TV, Kansas City (KCMO). Directed by Payson Hall, treas., director of radio & TV; E. T. Meredith, v.p. & gen. mgr.; Fred Bohlen, pres., Meredith Publishing Co.

SCRIPPS-HOWARD RADIO INC.—230 Park Ave., New York City. Murray Hill 6-6840. Jack R. Howard, pres.; James C. Hanrahan, v.p. & gen. mgr. Operates (but not as group) stations WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); WMCT, Memphis (WMC); and radio station WNOX, Knoxville.

SKYLINE TV GROUP—Stations owned in whole or part by Time Inc., namely: KLZ-TV, Denver; KOB-TV, Albuquerque; KTVT, Salt Lake City. As of Jan. 1, 1955 group discount (programs only) is 3% from earned rate when 2 stations are bought, 6% when 3 are bought. Special national sales representative: J. I. Meyerson, 3432 RCA Bldg., New York City; Plaza 7-1298.

STORER BROADCASTING CO.—1177 Kane Concourse, Miami Beach 41, Fla. Telephone: Union 6-0211. Executives: George B. Storer, pres.; J. Harold Ryan, senior v.p.; Lee B. Wallis, exec. v.p.; Stanton P. Kettler, v.p. in charge of operations; John E. McCoy, v.p. for law, planning & finance and secy.; George B. Storer Jr., v.p. Southern District; Harry A. Steensen, treas.; Keith Kiggins, exec. asst. to pres.; Glenn G. Boundy, v.p. engineering; Bertha C. Prestler, asst. secy.; Ewald Kockritz, national program director. National sales office: Storer House, 118 E. 57th St., New York City; Eldorado 5-7690; Glenn W. Harker, v.p. for national sales; Robert C. Wood, national sales mgr.; William E. Kelley, national sales executive; Arthur C. Schofield, sales promotion & adv. mgr.; Maurice E. McMurray, WJBK-TV national sales mgr. Midwest sales office: 230 No. Michigan Ave., Chicago, Ill.; Franklin 2-6498; Lewis F. Johnson, Midwest sales mgr. Pacific sales office: 111 Sutter St., San Francisco, Cal.; Sutter 1-8689; Gayle V. Grubb, v.p. & Western sales mgr. Northern District: Hawley Bldg., Wheeling, W. Va.; telephone 5383; William E. Rine, v.p. TV stations (AM in parentheses); WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WXEL, Cleveland (WJW); WAGA-TV, Atlanta (WAGA); WBRC-TV, Birmingham (WBRC); WGBS-TV, Miami (WGBS); KPTV, Portland, Ore. Other AM station: WWVA, Wheeling, W. Va.

WESTINGHOUSE BROADCASTING COMPANY INC.—Chanin Building, 122 E. 42nd St., New York 17, N. Y. Telephone: Murray Hill 7-0808. Executives: Chris J. Witting, pres., Donald H. McGannon, v.p.; Ralph N. Harmon, engineering v.p.; Eldon Campbell, national sales mgr.; Richard M. Pack, national program mgr.; David E. Partridge, adv. & sales promotion mgr.; I. C. Ruby, auditor; Joseph O. Schertler, industrial relations mgr.; John W. Steen, attorney (40 Wall St., New York; Whitehall 3-4321). Washington Office: Joseph E. Baudino, v.p., 1625 K Street, NW, Washington 6, D.C.; Sterling 3-0903. Owns and operates TV stations WBZ-TV, Boston (WBZ); WPTZ, Philadelphia (KYW); KPIX, San Francisco; KDKA-TV, Pittsburgh. Also owns radio stations WBZA, Springfield; KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind. Note: FCC approval pending for proposed exchange of Westinghouse's Philadelphia stations for NBC's WNBK & WTAM, Cleveland (see Television Digest, Vol. 11: 21.)

Armed Forces TV Stations

Installations preceded by asterisk (*) are operated by Armed Forces Television Service; Lt. Col. M. E. Williamson, chief; Major S. E. Rodby, engineering officer, TV Branch, Information Div., Office of Armed Forces Information & Education, Dept. of Defense, Washington 25, D.C.

Continental U. S.

CHINA LAKE NAVAL ORDNANCE TEST STATION, INYOKERN, CAL.—7-channel booster, relaying signals from all Los Angeles stations. Equipment, composite. Began operation 1953.

* **LORING AIR FORCE BASE, ME. (AFL-TV, Ch. 8)**—42nd Air Base Group. Lt. Charles R. Hughes, officer in charge. Transmitter power 50 watts. Equipment: Gates transmitter, RCA studio. Began operation Dec. 24, 1953.

WHITE SANDS PROVING GROUNDS, N. M. (Ch. 44)—U.S. Army. Rebroadcasts programs from KROD-TV, El Paso. Transmitter power 8 watts. Equipment: composite. Began operation July 1, 1954.

Overseas

* **LAJES FIELD, AZORES (CSL-TV, Ch. 8)**—Headquarters, Atlantic Div., Military Air Transport Service. Lt. Irving S. Sims, officer in charge. Power: transmitter 50 watts, ERP 100 watts. Equipment: Dage & Gates. Began operation Oct. 17, 1954.

* **KINDLY AIR FORCE BASE, BERMUDA (ZBK-TV, Ch. 10)**—Atlantic Div., Military Air Transport Service. Power: transmitter 50 watts, ERP 100 watts. Equipment: Dage. Began operation July 4, 1955.

* **THULE AIR FORCE BASE, GREENLAND (Ch. 8)**—Headquarters, Northeast Air Command, Strategic Air Command. Capt. D. E. McClendon, officer in charge. Transmitter power 50 watts. Equipment: Dage. Began operation May 17, 1955.

* **KEFLAVIK AIRPORT, ICELAND (TFK-TV, Ch. 8)**—Iceland Air Defense Force, Military Air Transport Service. Capt. John Taylor, officer in charge. Power: transmitter 50 watts, ERP 100 watts. Equipment: Dage. Began operation March 17, 1955.

* **JOHNSON ISLAND**—On-air date undetermined.

* **WHEELUS FIELD, TRIPOLI, LIBYA—(AJG-TV, Ch. 8)**—Headquarters, U.S. Air Force in Europe. Lt. John McGregor, officer in charge. Power: transmitter 50 watts, ERP 100 watts. Equipment: RCA. Began operation Dec. 22, 1954.

* **OKINAWA (Ch. 8)**—Due to begin in Aug. 1955.

* **DIHARAN, SAUDI ARABIA (AJL-TV, Ch. 8)**—Headquarters, 17th Air Force. Lt. Edmund McCarthy, officer in charge. Transmitter power & ERP: 100 watts. Equipment: composite. Began operation June 16, 1955.

Categories of

Ownership of Television Stations of United States

Tabulation Includes Only Stations in Operation as of July 15, 1955; CP Holders Not Included.
(AM adjuncts, if any, in parentheses)

By Networks

ABC—Owns and operates WABC-TV, New York City (WABC); WKBK, Chicago (WLS, 40%); WXYZ-TV, Detroit (WXYZ); KABC-TV, Los Angeles (KABC); KGO-TV, San Francisco (KGO).

CBS—Owns and operates WCBS-TV, New York City (WCBS); WBBM-TV, Chicago (WBBM); KNXT, Los Angeles (KNX); WXIX, Milwaukee; and radio stations KCBS, San Francisco; KMOX, St. Louis; and WEEI, Boston. Note: Purchase of WGTH-TV, Hartford, Conn. (Ch. 18) pending FCC approval. (See Sales & Transfers of Television Stations, 1949-1955, pp. 247-250.)

DuMont—Owns and operates WABD, New York City and WTTG, Washington, D. C.

NBC—Owns and operates WRCA-TV, New York City (WRCA); WNBQ, Chicago (WMAQ); WNBK, Cleveland (WTAM); KRCA, Los Angeles; WRC-TV, Washington (WRC). Note: NBC purchase of Ch. 30 WKNB-TV, New Britain-Hartford (WKNB) and WBUF-TV, Buffalo (Ch. 17) pending FCC approval. Also pending FCC approval is swap of WNBK & radio WTAM plus payment of \$3,000,000 for Westinghouse's WPTZ, Philadelphia, along with radio KWY. (See Sales & Transfers of Television Stations, 1949-55, pp. 247-250.)

By Electronic Manufacturers*

Allen B. DuMont Laboratories Inc.—WABD, New York; WTTG, Washington.

Crosley Broadcasting Corp. (Avco)—WLWT, Cincinnati (WLW); WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta.

Eitel-McCullough Inc.—KQVR, Stockton, Cal., 8.3%.

Empire Coil Co.—Storer Broadcasting Co. purchased this firm from Herbert Mayer along with WXEL, Cleveland & KPTV, Portland, Ore. (*Television Digest*, Vol. 10:2, 44). For other Storer holdings, see Multiple Ownerships.

General Electric Co.—WRGB, Schenectady (WGY).

Harvey Radio Laboratories Inc.—WTAO-TV, Cambridge, Mass. (WTAO).

Hoffman Electronics Corp.—KQVR, Stockton, Cal.

P. R. Mallory Co. Inc.—WISH-TV, Indianapolis (WISH), 9.78%.

Olympic Radio & Television Inc.—Interlocking interests (Fox, Wells & Co.) own 95.5% of KFSD-TV, San Diego, Cal. (KFSD) and 26.74% of WWOR-TV, Worcester, Mass.

Sarkes Tarzian—WTTV, Bloomington, Ind. (WTTV).

Sparks-Withington Co.—WWTW, Cadillac, Mich.

Stromberg-Carlson Div., General Dynamics Corp.—WHAM-TV, Rochester (WHAM).

Westinghouse Broadcasting Co.—WBZ-TV, Boston (WBZ); WPTZ, Philadelphia (KYW); KPIX, San Francisco; KDKA-TV, Pittsburgh (formerly WDTV). Westinghouse also owns radios KDKA, Pittsburgh; WOWO, Ft. Wayne, Ind.; KEX, Portland. Note: Pending FCC approval is proposed exchange of WPTZ & KYW for NBC's WNBK, Cleveland & radio WTAM, plus payment of \$3,000,000 by NBC. (See Sales & Transfers of Television Stations, 1949-55, pp. 247-250.)

* In addition, RCA owns NBC, which has 5 TV stations as listed under Networks. CBS has as manufacturing divisions CBS-Columbia (sets) and Hytron (tubes).

By Educational Institutions

Commercial and Non-Commercial Stations on The Air

Alabama Educational Television Commission—WTIQ, Munford & WBIQ, Birmingham. Non-commercial, in participation with University of Alabama, University of Birmingham and Alabama Polytechnic Institute. Also holds CP for WAIQ, Andalusia (Ch. 2).

Bay Area Educational Television Assn.—EKQD, San Francisco, Cal. Non-commercial, with U of California participating.

Greater Cincinnati Television Educational Foundation—WCET, Cincinnati, O. Non-commercial.

Iowa State College—WOI-TV, Ames-Des Moines, (WOI). Commercial.

Metropolitan Pittsburgh Educational Television Station—WQED, Pittsburgh, Pa. Non-commercial, with U of Pittsburgh participating.

Michigan State College, Michigan State Board of Agriculture—WKAR-TV, East Lansing (WKAR). Non-commercial.

Norbertine Fathers (St. Norbert College)—WBAY-TV, Green Bay, Wis. (WBAY). Commercial.

St. Louis Educational Television Commission—KETC, St. Louis. Non-Commercial; Washington U & St. Louis U cooperating.

University of Houston—KUHT, Houston, Tex. (KUHF-FM). Non-commercial.

University of Illinois—WILL-TV, Champaign-Urbana (WILL-FM). Non-commercial.

University of Missouri—KOMU-TV, Columbia, Mo. Commercial.

University of Nebraska—KUON-TV, Lincoln, Neb. Note: being operated by Byron J. Dunn as trustee pending appropriation of funds by State Legislature. Non-commercial.

University of North Carolina—WUNC-TV, Chapel Hill (WUNC). Non-commercial.

University of Notre Dame—WNDU-TV, Notre Dame-South Bend, Ind. (WNDU). Commercial.

University of Washington—KCTS, Seattle, Wash. (KUOW-FM). Non-Commercial.

University of Wisconsin—WHA-TV, Madison, (WHA). Non-commercial.

WGBH Educational Foundation—WGBH-TV, Boston-Cambridge, Mass. (WGBH-FM). Non-commercial, operated in cooperation with Lowell Institute Cooperative Broadcasting Council.

Note: Tulsa University and Oklahoma A & M each owns 1.55% of KVOO-TV, Tulsa. (Commercial). Butler University owns .38% of WISH-TV, Indianapolis (Commercial).

By Theatrical Interests

Albuquerque (N.M.) Exhibitors Inc.—KOAT-TV 50%.

American Broadcasting-United Paramount Theatres Inc. (See Ownership by Networks).

Gene Autry—KOPO-TV, Tucson, Ariz. (KOPO), 48%; KOOL-TV, Phoenix, Ariz. (KOOL), 70%; also controls AM station KMPC, Los Angeles.

Harry & Elmer Balaban-Irwin & H. W. Dubinsky—WTVO, Rockford, Ill., 50%; WISC, Springfield, Ill., 34%.

Gary L. Cohen—WBUF-TV, Buffalo, N.Y. (WBUF), 26%. [Sale to NBC pending FCC approval.]

Ronald Colman—KEYT, Santa Barbara, 9.2%.

Consolidated Amusement Co. Ltd.—KGMB-TV, Honolulu (KGMB), 66.77%; also satellites KHBC-TV, Hilo (KHBC) & KMAU, Wailuku.

Stanley H. Durwood—KEDD, Wichita, Kan.

Joseph H. Floyd-Edmund R. Rubin—KELO-TV, Sioux Falls, S.D. (KELO).

Ray Zimmer (6% of Hass Flynn Theatres)—KCKT, Great Bend, Kan., 3.98%.

Henry S. Giffing—KWTV, Oklahoma City (KOMA), 12½%.

Don George—KSLA, Shreveport, La.

Gran Theatre Interests—WREX-TV, Rockford, Ill., 32.57%.

Grand-Carlton Corp.—WFIE, Evansville Ind.

Bob Hope—KOA-TV, Denver (KOA), 39%.

Joseph Justman (Motion Picture Center Studios)—KVVG, Tulare, Cal., 50%.

Kallet Theatres—WKTU, Utica, N.Y. (WKAL).

Lathrop Co. (Midnight Sun Bestg. Co.)—KENI-TV, Anchorage (KENI); KFAR-TV, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

Mose Lebovitz-Joel W. Solomon—WDEF-TV, Chattanooga (WDEF), 10.3%.

Malco Theatres—WEHT, Henderson, Ky. (WEOA, Evansville, Ind.)

Martin Theatres of Georgia—WJBF, Augusta, Ga., 35%; WDAK-TV, Columbus, Ga. (WDAK), 75%.

Paramount Pictures Corp.—KTLA, Los Angeles.

Mary Pickford Rogers—WSJS-TV, Winston-Salem, N.C. (WSJS), 18½%; Charles (Buddy) Rogers, 15%.

Rowley-Brown Bestg. Co. (E. H. Rowley, Kenyon Brown)—KWFT-TV, Wichita Falls, Tex. (KWFT). Mr. Brown also has interests in radio KBYC, Oklahoma City and KGLC, Miami, Okla.

James M. Stewart—KGUL-TV, Galveston, Tex., 9.16%.

Walter M. Thomas-Margaret E. Garland—WARD-TV, Johnstown, Pa. (WARD).

Transcontinental Properties Inc. (Herbert Scheffel-Alfred G. Berger-Telenews)—WICS, Springfield, Ill., 34%.

Turner-Farrar Assn.—WSIL-TV, Harrisburg, Ill.

Wometco Theatres (Mitchell Wolfson)—WTVJ, Miami.

By Newspaper Interests †
(Interlocking ownership in whole or part)

Anderson (S.C.) Independent and Mail—WAIM-TV (WAIM).

Akron-Beacon Journal—WAKR-TV (WAKR), 45%. Same interests (Knight newspapers) publish *Chicago News*, *Detroit Free Press*, *Miami Herald*, *Charlotte (N.C.) Observer*, and own radio station WQAM, Miami, and 27.7% of WIND, Chicago.

Albany, (Ga.) Herald—WALB-TV (WALB).

Amarillo News and Globe-Times (Whittenburg)—KGNC-TV (KGNC). Also publishes *Lubbock (Tex.) Avalanche and Journal (KFYO)*.

Ashtabula (O.) Star-Beacon—WICA-TV (WICA). Same interests publish *Painesville Telegraph*, *Conneaut News-Herald*, and *Geneva Free Press*, all in Ohio.

Atlanta Journal and Constitution (Cox)—WSB-TV (WSB). See also *Dayton News*.

Baltimore News-Post—WBAL-TV (WBAL). Same interests (Hearst) also own WISN-TV, Milwaukee, radio station WISN, Milwaukee, and WCAE, Pittsburgh.

Baltimore Sun—WMAR-TV.

Baton Rouge Advocate and State Times (Manship)—WBRZ, 50%. Also operates local radio WJBO.

Birmingham News and Post-Herald—WABT & WAPI (AM). Same ownership as *Huntsville Times (WHBS-AM)*.

Buffalo News—WBEN-TV (WBEN).

Butler (Pa.) Eagle (Gerald & Vernon Wise)—WILK-TV, Wilkes-Barre (WILK), 25%. See also *DuBois Courier-Express*.

Butte Montana Standard and Post (Fairmont Corp.)—KFBB-TV, Great Falls, Mont. (KFBB). Fairmont Corp., owned by Anaconda Copper Co., also publishes *Billings Gazette*, *Helena Independent-Record*, *Livingston Enterprise*, *Missoula Missoulian and Sentinel*—all in Montana.

Camden (Ark.) News—KCMC-TV, Texarkana, Tex. (KCMC). Associated with C. E. Palmer Newspapers, (*Texarkana Gazette and News*).

Cedar Rapids Gazette—KCRG-TV (KCRG).

Champaign (Ill.) News-Gazette—Interlocking ownership with WCIA, Champaign (WDWS) and radio WSOY, Decatur, Ill.

Charleston (S.C.) News & Courier and Post—WUSN-TV (WUSN), 40%.

Cheyenne Wyoming Eagle and Wyoming State Tribune (McCracken)—KFBC-TV (KFBC), 47.66%. Also satellite KSTF, Scottsbluff, Neb. (Ch. 10). Same interests publish *Laramie Republican-Boomerang and Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *World Northern Wyoming Daily News*; and operate radio stations KRAL, Rawlins & KVRS, Rock Springs—all in Wyoming.

Chicago Tribune—WGN-TV (WGN); see also *New York News*.

Cincinnati Post (Scripps-Howard)—WCPO-TV (WCPO). See also *Cleveland Press* and *Memphis Commercial Appeal*.

Cincinnati Times-Star (Taft)—WKRC-TV (WKRC); WTVN, Columbus (WHKC); and 20% of radio WBIR, Knoxville.

Cleveland Plain Dealer and News—Holds CP for WHK-TV, Cleveland. Owns 40.6% of WKBN-TV, Youngstown (WKBN).

Cleveland Press (Scripps-Howard)—WEWS. Other Scripps-Howard Newspapers: *Cincinnati Post*, *Covington (Ky.) Post*, *Columbus Citizen*, *New York World-Telegram & Sun*, *Pittsburgh Press*, *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*, *Denver Rocky Mountain News*, *Evansville Courier and Press*, *Birmingham Post-Herald and News*.

Columbus (Ga.) Enquirer and Ledger—WRBL-TV (WRBL), 51%.

Columbus (O.) Dispatch and Ohio State Journal—WBNS-TV (WBNS).

Copley Press Inc., KCOP, Los Angeles (formerly KLAC-TV)—Publishers of Los Angeles county dailies, *Alhambra Post-Advocate*, *Burbank Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Beach Breeze*, *Venice Evening Vanguard*. Also publisher of *San Diego Union and Tribune*; 60% owner of *San Pedro (Cal.) News-Pilot*; also publishes *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald-News*, and *Springfield Illinois State Journal and Illinois State Register*—all in Illinois.

Dallas News—WFAA-TV (WFAA).

Dallas Times-Herald—KRLD-TV (KRLD).

Danville (Ill.) Commercial-News (Gannett)—WDAN-TV (WDAN). See also *Rochester Democrat & Chronicle* and *Times-Union*.

Dayton News and Journal-Herald (Cox)—WHIO-TV (WHIO); see also *Atlanta Journal and Constitution*.

Des Moines Register and Tribune—KRNT-TV, 60% (KRNT, 100%); WCCO-TV, Minneapolis (WCCO), 47%; KVTU, Sioux City, Ia. (WNAX, Yankton, S.D.), 100%. Same interests (Cowles) also publish *Minneapolis Star and Tribune* and *Look Magazine*. Note: Also is buying 80% of KTVH, Hutchinson-Wichita, Kan., subject to FCC approval. (See *Television Digest*, Vol. 11:28.)

Detroit News—WWJ-TV (WWJ).

DuBois (Pa.) Courier-Express (H. T. Gray)—WILK-TV, Wilkes-Barre (WILK), 12.5%. See also *Butler Eagle*.

Duluth Herald and News-Tribune (Ridder)—WDSM-TV (WDSM), 51%. Same interests also publish *St. Paul Dispatch* and *Pioneer Press & own 53% of WCCO-TV (WCCO)*. See Multiple Ownerships.

Durham (N.C.) Herald and Sun—WTVD, 25%.

Easton (Pa.) Express—WGLV, Easton, Pa. (WEEX).

Elkhart (Ind.) Truth—WSJV (WTRC).

El Paso Times—KRQD-TV (KRQD).

Erie Dispatch (Ed Lamb)—WICU, Erie (WIKK).

Erie Times (John J. & George J. Mead)—WSEE (WERC), 30%; George J. Mead also has minority interest in WNAO-TV, Raleigh (WNAO).

Fargo (N.D.) Forum—WDAY-TV, Fargo (WDAY), 34%.

Fort Smith Southwest American and Times Record—KFSA-TV (KFSA); see Donald W. Reynolds under multiple ownerships.

Fort Worth Star-Telegram—WBAP-TV (WBAP).

Fresno (Cal.) Bee—KMJ-TV (KMJ). Same interests (McClatchy) also publish *Sacramento Bee* and *Modesto Bee*, and own radio stations KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton; KBEE, Modesto; KOH, Reno, Nev.

Grants Pass (Ore.) Courier—KBES-TV, Medford, Ore., 50%.

Greenville (S.C.) News and Piedmont—WFBC-TV (WFBC), 39%.

Greensboro (N.C.) News and Record—WPMY-TV. See Jefferson Standard Life Insurance Co. under Multiple Ownerships.

Hannibal (Mo.) Courier Post—KHQA-TV (WTAD, Quincy, Ill.) Lee Radio Inc. (Lee Newspapers); see also *Mason City Globe-Gazette*.

Harrisburg Patriot and News—WTPA (Newhouse family interests).

Hartford Times (Gannett)—WGTH-TV (WGTH), 45%. See also *Rochester Democrat & Chronicle* and *Times-Union*. Note: Sale to CBS pending FCC approval.

Holyoke (Mass.) Transcript-Telegram—WHYN-TV (WHYN), 50%. Same interests also publish *Northampton (Mass.) Gazette*. See also *Springfield Union, News* and *Sunday Republican*.

Honolulu Advertiser—KONA, 50%; also owns KGU (AM).

Honolulu Star-Bulletin—KGMB-TV (KGMB), 24.25%; also satellites KHBC-TV, Hilo (KHBC) & KMAU, Wailuku.

Houston Chronicle—KTRK-TV, 32%; also radio KTRH, 70%.

Houston Post—KPRC-TV (KPRC).

Hutchinson (Kan.) News Herald (John P. Harris)—KTVH (KFBI, Wichita), 12%.

Huntington (W. Va.) Herald Dispatch & Advertiser—WSAZ-TV (WSAZ). Interlocking ownership with radio WGKV, Charleston, W. Va.

Jackson (Miss.) Clarion-Ledger and News—WJTV, 40%.

Jefferson City (Mo.) Capital News and Post-Tribune (Goshorn-Handy)—KRCG (KWOS).

Johnstown Tribune-Democrat—WJAC-TV (WJAC).

Jacksonville Journal (Perry)—WJHP-TV (WJHP).

Joplin (Mo.) Globe and News-Herald—KOAM-TV, Pittsburg, Kan. (KOAM), 33.23%.

Kansas City Star & Times—WDAF-TV (WDAF).

LaCrosse (Wis.) Tribune—WKBT, LaCrosse (WKBH), 41%.

Lancaster (Pa.) New Era & Intelligencer-Journal (Steinman)—Same ownership as WGAL-TV, Lancaster (WGAL); WLEV-TV, Bethlehem, Pa. (WEST, Easton). Also radio stations WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa.; WDEL, Wilmington, Del.

Las Vegas Review-Journal—KLRJ-TV, Henderson-Las Vegas; see Donald W. Reynolds under Multiple Ownerships.

Las Vegas (Nev.) Sun—KLAS-TV (KLAS) 10.17%.

Los Angeles Times—KTTV.

(Continued on next page)

Lambert B. Beeuwkes

Management Specialist

**Radio
Television**

1015 Little Building
Boston 16, Massachusetts
Hubbard 2-2070

NEWSPAPER OWNERSHIP—(Continued)

Louisville Courier-Journal and Times—WHAS-TV (WHAS).
 Mannington (W.Va.) Times (weekly)—WJPB-TV, Fairmont, W.Va., 95%.

Mason City Globe-Gazette—KGLO-TV (KGLO). Lee Radio Inc. (Lee Newspapers); see also *Hannibal Courier-Post*.

Memphis Commercial Appeal and Press-Scimitar (Scrapps-Howard)—WMCT (WMC). See also *Cleveland Press* and *Cincinnati Post*.

Meridian (Miss.) Star (James H. Skewes)—WTOK-TV (WTOK), 6.5%.

Miami Beach Sun—Owned by Storer Broadcasting Co. (See Multiple Ownerships).

Milwaukee Journal—WTMJ-TV (WTMJ).

Milwaukee Sentinel—See Hearst Corp. under Multiple Ownerships.

Minneapolis Star and Tribune (Cowles)—WCCO-TV (WCCO), 47%. For other Cowles interests see *Des Moines Register* and *Tribune*.

New York News—WPIX; see also *Chicago Tribune*.

Norfolk Virginian-Pilot and Ledger-Dispatch—WTAR-TV (WTAR); also publishes *Portsmouth (Va.) Star*.

Oklahoma City Oklahoman and Times—WKY-TV (WKY); WSFA-TV, Montgomery, Ala.

Peoria Journal and Star—WTVH-TV (WTVH), 91.66%.

Philadelphia Bulletin—WCAU-TV (WCAU).

Philadelphia Inquirer—WFIL-TV (WFIL), WNBC-TV, Binghamton, N.Y. (WNBF); and radio WHGB, Harrisburg, Pa. (50%). Note: Purchase of off-air WLBR-TV Lebanon, Pa. (Ch. 15) pending FCC approval.

Portland Oregonian—(Newhouse)—KOIN-TV, 50%. See also *Syracuse Post-Standard* and *Herald-Journal*.

Portland (Me.) Press-Herald and Express—WGAN-TV (WGAN). Gannett Co. Inc. (Guy Gannett Bcstg. Services) also publishes *Augusta Kennebec Journal* and *Waterville Sentinel*, both Maine.

Quincy (Ill.) Herald-Whig—WGEM-TV (WGEM).

Raleigh News & Observer and Times—WNAO-TV (WNAO), 12.5%.

Rochester Democrat & Chronicle and Times-Union (Gannett)—WHEC-TV, Rochester (WHEC). Same ownership (Gannett) as WDAN-TV, Danville, Ill. (*Danville Commercial News*). Also owns *Hartford Times*, which holds 45% of WGTH-TV.

Rockford (Ill.) Star and Register-Republic—WREX, 10%.

Rock Island Argus—WHBF-TV (WHBF).

Rocky Mount (N. C.) Telegram (Josh Horne)—WNCT, Greenville, N. C., 10%.

Salt Lake Tribune—KUTV, 50%.

San Antonio Express and News—KENS-TV (KENS).

San Diego (weekly) North Shores Sentinel (Clinton McKinnon)—KVOA-TV, Tucson (KVOA), 20%. McKinnon also controls California weekly *Coronado Journal*.

San Francisco Chronicle—KRON-TV; KBAK-TV, Bakersfield, Cal. (KBAK), 97½%.

San Juan (P. R.) El Mundo—WKAQ-TV (WKAQ).

Sioux City Journal and Journal-Tribune—KTIV, 50%.

Springfield (Mo.) News and Leader & Press—KYTV (KGBX). Interlocking ownership with KOAM-TV, Pittsburg, Kan. And also interlocking ownership with *Muskogee (Okla.) Phoenix* and *Times Democrat*.

St. Louis Globe-Democrat (Newhouse)—KWK-TV (KWK), 23%. See also *Syracuse Post-Standard* and *Herald-Journal*.

St. Louis Post-Dispatch—KSD-TV (KSD).

St. Paul Dispatch & Pioneer Press (Ridder)—WCCO-TV (WCCO). Same interests also publish *Duluth News-Tribune* and *Herald*, control WDSM-TV (WDSM). See also Multiple Ownerships.

Sedalia (Mo.) Capital and Democrat (J. Albert Dear)—KDRO-TV (KDRO), 50%.

South Bend Tribune—WSBT-TV (WSBT).

Southwestern Publishing Co. (Donald W. Reynolds)—KFSA-TV, Ft. Smith, Ark. (KFSA); KZTV, Reno, Nev.; KLRJ-TV, Henderson-Las Vegas, Nev. Publisher of *Ft. Smith Southwest American* and *Times Record*; *Bartlesville (Okla.) Examiner-Enterprise*; *Okmulgee (Okla.) Times* and *Times-Democrat*. Also part owner of *Las Vegas (Nev.) Review-Journal*, *Boulder City (Nev.) Journal*, *Carson City (Nev.) Appeal*, *Ely (Nev.) Times*. Owns AM stations KFSA, Ft. Smith, Ark.; KBRS, Springdale, Ark.; KHBG, Okmulgee, Okla.

Spokane Chronicle and Spokesman-Review—KHQ-TV (KHQ).

Springfield (Mass.) Union, News and Sunday Republican (Employs Beneficial Fund)—WHYN-TV, Springfield-Holyoke (WHYN), 50%. See also *Holyoke Transcript-Telegram*.

Superior (Wis.) Telegram—Morgan Murphy-Walter C. Bridges interests own WEAU-TV, Eau Claire, Wis. (WEAU).

Syracuse Post Standard and Herald-Journal—WSYR-TV (WSYR). Same interests (Newhouse) own *Harrisburg (Pa.) Patriot and News* and *WTPA, Harrisburg*; *Portland Oregonian* and 50% of *KOIN-TV, Portland (KOIN)*; *St. Louis Globe-Democrat* and 23% of *KWK-TV, St. Louis (KWK)*. Other Samuel I. Newhouse Newspapers: *Jersey City Journal*, *Newark Star-Ledger*, *Long Island Press* and *Star-Journal*, *Staten Island Advance*.

Tacoma News-Tribune—KTNT-TV (KTNT).

Tampa Tribune—WFLA-TV (WFLA).

Temple (Tex.) Telegram—KCEM-TV (KTEM). Frank W. Mayborn, publisher, also 50% owner of *Sherman (Tex.) Democrat*.

Topeka Capital and State Journal (Capper)—WIBW-TV (WIBW). Owned by Capper Publications Inc., also publisher of *Kansas City (Kan.) Kansan*; *Cappers Farmer* and other publications. Also owns radio KCKN, Kansas City, Kan.

Washington Post & Times-Herald—WTOP-TV (WTOP), Washington; WMBR-TV, Jacksonville (WMBR).

Washington Evening Star—WMAL-TV (WMAL).

Watertown (N.Y.) Daily Times—WCNY-TV, Carthage-Watertown (WCNY, Watertown).

Wausau (Wis.) Record-Herald—WSAU-TV (WSAU), 25%. (Note: Various other newspapers also participate in ownership; see ownership details in Station Directory listing.)

Wheeling (W.Va.) Intelligencer and News-Register—WTRF-TV (WTRF, Bellaire, O.) Associated in ownership with *Dix Newspapers (Bellaire Times-Leader, Ravenna Record, Kent Courier-Tribune, Defiance Crescent-News—all in Ohio)*; has interest in radio WWST, Wooster, O.

Wilson (N. C.) Times (Herbert Brauff)—WNCT, Greenville, N. C., 10%.

Winston-Salem Journal and Twin City Sentinel—WSJS-TV (WSJS), 66½%.

Wichita Beacon—KEDD, 5%.

Youngstown Vindicator—WFMJ-TV (WFMJ).

Zanesville (O.) Times-Recorder & Signal—WHIZ-TV (WHIZ); WTAP, Parkersburg, W. Va.

† In addition to the stations here listed, Meredith Publishing Co. publisher of *Better Homes & Gardens* and *Successful Farming*, owns WHEN-TV, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix; KCMO-TV, Kansas City. Time Inc. (*Time, Life, Fortune*) is 50% owner of KOB-TV, Albuquerque; 80% owner of KTVT, Salt Lake City, and 100% of KLZ-TV, Denver.

Multiple Ownerships
 (Major Interlocking Holdings)

ABC—See Networks

American Broadcasting Stations Inc. (Wm. B. Dolph)—WMT-TV, Cedar Rapids, Ia. (WMT), 51%; KULA-TV, Honolulu (KULA), 41%. Same interests hold stock in radio KJBS, San Francisco & KGIL, San Fernando, Cal.

Gene Autry—KOPO-TV, Tucson, Ariz. (KOPO), 48%; KOOL-TV, Phoenix, Ariz. (KOOL), 85%. Also controls AM station KMPC, Los Angeles.

Harry M. Bittner—WFBM-TV, Indianapolis (WFBM); WOOD-TV, Grand Rapids, Mich. (WOOD); WTCN-TV, Minneapolis (WTCN); and radio WFDF, Flint, Mich.

John W. Boler—KCJB-TV, Minot, N.D. (KCJB); KXJB-TV, Valley City, N.D.; and radio KSJB, Jamestown, N.D. Also holds CP for KBMB, Bismarck, N. D.

Darold A. Cannan—KFDX-TV, Wichita Falls, 59.35% KFDM-TV, Beaumont (KFDM), 20.8%.

Frank C. Carman-Grant R. Wrathall—Own 50% of KUTV, Salt Lake City (KUTA); 25% of KLIX-TV, Twin Falls, Ida. (KLIX). Also have interest in radios KGEM, Boise, Ida.; KWIK, Pocatello, Ida.; KOPR, Butte, Mont. Mr. Wrathall operates KPOO, San Francisco.

Cascade Broadcasting Co.—KIMA-TV, Yakima, Wash. (KIMA) and KEPR-TV, Pasco, Wash. (satellite).

CBS—See Networks

Central Broadcasting Co. (B. J. Palmer, Des Moines)—Owns WHO-TV, Des Moines (WHO) and WOC-TV, Davenport, Ia. (WOC); has 25% interest in KMTV, Omaha.

Chicago Tribune-New York News—WGN-TV, Chicago (WGN); WPIX, New York.

Cincinnati Times-Star Co. (Hulbert Taft)—WKRC-TV, Cincinnati (WKRC); WTVN, Columbus (WHKC); and 20% of radio WBIR, Knoxville.

Lester E. Cox & Lester L. Cox—KYTV, Springfield, Mo. (KGBX); KOAM-TV, Pittsburg, Kan. (KOAM).

Cox Newspapers—WSB-TV, Atlanta (WSB); WHIO-TV, Dayton (WHIO); also own radio WIOD, Miami, TV applicant.

Cowles—KVTV, Sioux City, Ia. (WNAK, Yankton, S.D.); WCCO-TV, Minneapolis (WCCO), 47%; KRNT-TV, Des Moines Ia. (KRNT), 60%. For other interests see *Des Moines Register & Tribune* under Newspaper ownership.

Crosley—See Manufacturers

R. H. Drewry Group—KSWO-TV, Lawton, Okla. (KSWO); KMID-TV, Midland, Tex.

DuMont—See Networks

John W. English Group—WNAO-TV, Raleigh, N. C.; WSEE, Erie, Pa.

John E. Fetzer—WKZO-TV, Kalamazoo, Mich. (WKZO); KOLN-TV, Lincoln, Neb. (KOLN); also radio WJEF, Grand Rapids, Mich., and minority interest in WMBD, Peoria, Ill.

Fox, Wells & Co.—KFSD-TV, San Diego, Cal. (KFSD), 95.5%; WWOR-TV, Worcester, Mass., 26.74%.

Theodore R. Gamble—KOIN-TV, Portland, Ore. (KOIN), 50% as voting trustee with Harvey Benson; KOMO-TV, Seattle (KOMO), 33.33%.

Gannett Newspapers—WHEC-TV, Rochester, N.Y. (WHEC); WDAN-TV, Danville, Ill. (WDAN). Also owns 45% of WGTH-TV, Hartford, Conn. Gannett Newspapers are: *Rochester Times-Union* and *Democrat & Chronicle*, *Albany Knickerbocker News*, *Utica Press* and *Observer-Dispatch*, *Elmira Advertiser* and *Star-Gazette*, *Newburgh News*, *Beacon News*, *Ithaca Journal*, *Olean Times Herald*, *Ogdensburg Journal* and *Advance News*, *Malone Telegram*, *Saratoga Springs Saratogian*, *Massena Observer*, *Binghamton Press*, *Potsdam Courier-Freeman*—all in N. Y. Also *Hartford (Conn.) Times*, *Danville (Ill.) Commercial-News* and *Plainfield (N. J.) Courier-News*. Note: Sale of WGTH-TV, Hartford, to CBS pending FCC approval. (Vol. 11:28).

Gaylord—WKY-TV, Oklahoma City (WKY); WSFA-TV, Montgomery, Ala. (WSFA); also publishes *Oklahoma City Oklahoman*.

General Teleradio Inc. (General Tire & Rubber Co. subsidiary)—Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); 55% of WGTH-TV, Hartford, Conn. (WGTH). Note: Purchase of WEAT-TV & WEAT, W. Palm Beach pending FCC approval. Also sale of WGTH-TV to CBS pending FCC approval.

John T. Griffin Group—KWTW, Oklahoma City (KOMA); KATV, Pine Bluff, Ark.; KTVX, Muskogee, Okla., and radio KTUL, Tulsa and KFPW, Ft. Smith, Ark.

Hawaiian Bestg. Co. Ltd.—KGMB-TV, Honolulu (KGMB); KHBC-TV, Hilo (KHBC); KMAU, Wailuku (latter two are satellites of KGMB-TV).

Hearst Corp.—WBAL-TV, Baltimore (WBAL); WISN-TV, Milwaukee (WISN).

Horace A. Hildreth—Controls Community Broadcasting Service, 91% owner of WABI-TV, Bangor, Me. (WABI); holds 35.2% of WMTV, Poland Spring, Me.

Jefferson Standard Life Insurance Co.—Owns WBTV, Charlotte, N. C. (WBTV); owns 16.5% of Greensboro News Co., licensee of WFMY-TV, Greensboro, N. C.; owns 100% of WBIG (AM), Greensboro; 100% of WBTW, Florence, S.C.

Claudia T. Johnson—KTBC-TV, Austin, Tex. (KTBC); KANG-TV, Waco, Tex.

Robert F. Kerr family—WEEK-TV, Peoria, Ill. (WEEK); KVOO-TV, Tulsa (KVOO), 43%.

KSTP Inc. (Stanley Hubbard)—KSTP-TV, St. Paul, Minn. (KSTP); KWK-TV, St. Louis, 23%.

Charles W. Lamar Jr.—WPFA-TV, Pensacola, Fla.; WAFB-TV, Baton Rouge (WAFB), 15%; KTAG-TV, Lake Charles, La., 40.61%.

T. B. Lanford—KALB-TV, Alexandria, La. (KALB), 47.2%; KPLC-TV, Lake Charles, La. (KPLC), 33.33%; WSLI-TV, Jackson, Miss. (WSLI), 13.8%; 48% of radio KRMD, Shreveport; 88% of radio KRRV, Sherman, Tex.

Lee P. Loomis Group (Lee Bestg. and Lee Newspapers)—KHQA-TV, Hannibal, Mo. (WATD, Quincy, Ill.); and interlocking ownership with KGLO-TV, Mason City, Ia. (KGLO) and WKBT, La Crosse, Wis. (WKBH). Ownership interlocks with *Mason City Globe-Gazette*; *LaCrosse Tribune*; *Davenport (Ia.) Times and Morning Democrat*; *Ottumwa (Ia.) Courier*; *Muscatine (Ia.) Journal*; *Lincoln (Neb.) Star*; *Kewanee (Ill.) Star-Courier*; *Madison (Wis.) State Journal* (13.5% of Ch. 3 applicant for Madison).

Martin Theatres of Georgia—WJBF, Augusta, Ga., 35%; WDAK-TV, Columbus, Ga. (WDAK), 75%.

J. Elroy McCaw—KTVW, Tacoma, Wash., 100%; KONA, Honolulu, 25%. Mr. McCaw also has interests in radio stations WINS, New York; KORC, Mineral Wells, Tex.; KELA, Centralia, Wash.; KYA, San Francisco; KYAK, Yakima, Wash.; KALE, Richland, Wash. Mrs. McCaw owns 25% of KAPA, Raymond, Wash. [Purchase of KFEL-TV, Denver, pending FCC approval; Vol. 11:25.]

Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines (*Better Homes & Gardens, Successful Farming*)—Owns WHEN-TV, Syracuse (WHEN); WOW-TV, Omaha (WOW); KPHO-TV, Phoenix (KPHO); KCMO-TV, Kansas City (KCMO).

Midnight Sun Bestg. Co. (Lathrop Co.)—KENI-TV, Anchorage (KENI); KFAR-TV, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

NBC-RCA—See Networks

Northern Television Inc. (A. G. Hiebert)—KTVA, Anchorage; KTVF, Fairbanks.

Samuel I. Newhouse Family—WSYR-TV, Syracuse, N.Y. (WSYR); WTPA, Harrisburg, Pa.; 50% of KOIN-TV, Portland, Ore. (KOIN); 23% of KWK-TV, St. Louis (KWK). See also *Syracuse Post-Standard* and *Herald-Journal*, *Portland Oregonian* and *St. Louis Globe-Democrat*.

Radio Service Corp. of Utah—KSL-TV, Salt Lake City (KSL); KID-TV, Idaho Falls, Ida., 25.9% (KID). Interlocking interest (Mormon Church) in KGMB-TV, Honolulu (KGMB).

Donald W. Reynolds—KFSA-TV, Fort Smith, Ark. (KFSA); KZTV, Reno, Nev.; KLRJ-TV, Henderson-Las Vegas; Reynolds controls radio KHBG, Okmulgee, Okla. and KBRS, Springdale, Ark.; also publishes *Fort Smith (Ark.) Southwest American* and *Times-Record*, *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma.

Ridder Publications Inc.—Owns 53% of WCCO-TV, Minneapolis-St. Paul (WCCO) and 51% of WDSM-TV, Superior-Duluth (WDSM). Also publishes *St. Paul Pioneer Press and Dispatch*, *Duluth Herald and News-Tribune*, *New York Journal of Commerce*, *Aberdeen (S. D.) American-News*, *Grand Forks (N. D.) Herald*, *Long Beach (Cal.) Independent Press-Telegram*, *San Jose*

(Cal.) *Mercury and News*; has minority interest in *Seattle Times*; owns radio stations KSDN, Aberdeen and KILO, Grand Forks.

Rowley-Brown Bestg. Co. (E. H. Rowley, Kenyon Brown)—KWFT-TV, Wichita Falls, Tex. (KWFT). Mr. Brown also has interest in radio KGLC, Miami, Okla. and KBYE, Oklahoma City.

San Francisco Chronicle—KRON-TV, San Francisco; KBAK-TV, Bakersfield, Cal. (KBAK), 97½%.

Scripps-Howard Newspapers—WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); WMCT, Memphis (WMC); and radio WNOX, Knoxville. See also *Cleveland Press*.

William B. Smullin—Owns KIEM-TV, Eureka, Cal. (KIEM); 50% of KBES-TV, Medford, Ore. Also owns radio KUIN, Grants Pass, Ore.

Steinman Brothers—WGAL-TV, Lancaster (WGAL); WLEV-TV, Bethlehem, Pa. (WEST). Steinmans also own radio stations WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa.; WDEL, Wilmington, Del., and publish *Lancaster New Era* and *Intelligencer Journal*.

Storer Broadcasting Co.—Owns WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WAGA-TV, Atlanta (WAGA); WBRG-TV, Birmingham, Ala. (WBRG); WKEL, Cleveland (WJW); KPTV, Portland, Ore.; WGBS-TV, Miami (WGBS). Also owns radio station WWVA, Wheeling, W. Va. Also owns Empire Coll. Co.

Hulbert Taft family—WKRC-TV, Cincinnati (WKRC); WTVN-TV, Columbus (WTVN); holds 20% of WBIR, Knoxville, TV applicant; publishes *Cincinnati Times-Star*.

Time Inc.—KOB-TV, Albuquerque, N.M. (KOB), 50% (Wayne Coy, 50%); KTVT, Salt Lake City (KDYL), 80% (G. Bennett Larson, 20%); KLZ-TV, Denver, (KLZ), 100%.

Triangle Publications—WFIL-TV, Philadelphia (WFIL); WNBFTV, Binghamton, N.Y. (WNBFTV). Also publishes *Philadelphia Inquirer*. Note: Purchase of off-air WLBR-TV, Lebanon, Pa. (Ch. 15) pending FCC approval.

Tyrone Corp.—WMTW, Poland Spring, Me., 35.2%; WENS, Pittsburgh, 5.55%.

Washington Post Co.—WTOP-TV, Washington, D. C. (WTOP); WMBR-TV, Jacksonville, Fla. (WMBR).

WDSU Broadcasting Corp.—WDSU-TV, New Orleans (WDSU); WAFB-TV, Baton Rouge, La. (WAFB), 11.9%.

Westinghouse Broadcasting Co.—See Manufacturers

Allen M. Woodall—WDAK-TV, Columbus, Ga. (WDAK), 25%; WRDW-TV, Augusta, Ga. (WRDW), 20%. See also Martin Theatres of Georgia.

Zanesville Publishing Co. (Clay Littick)—WHIZ-TV Zanesville, O. (WHIZ); WTAP, Parkersburg, W.Va.; also publishes *Zanesville Times Recorder and Signal*.

Categories of

Ownership of Canadian TV Stations

Canadian Broadcasting Corp.—Owns and operates CBLT, Toronto (CBF); CBMT & French-language CBFT, Montreal (CBM); CBOT, Ottawa (CBO); CBUT, Vancouver (CBU); CBWT, Winnipeg (CBW); CBHT, Halifax (CBH); and French-language CBQFT as second Ottawa outlet. Also operates 21 CBC-owned AM stations, 5 FM stations.

Southern Newspapers—CHCT-TV, Calgary, Alta., 33½% (held by radio CFAC); CHCH-TV, Hamilton, Ont., 33½% (held by CJSH-FM); also operates radio stations CJCA, Edmonton, Alta.; CKOY, Ottawa, Ont.; is buying CKNW, New Westminster, B.C. Publisher of *Calgary Herald*, *Hamilton Specator*, *Edmonton Journal*, *Vancouver Province*.

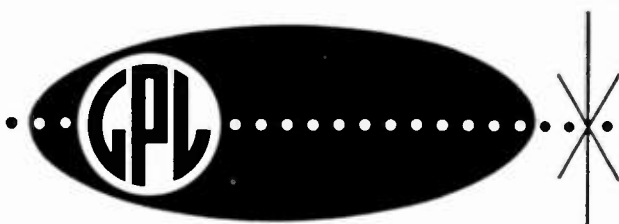
Sen. W. Rupert Davies-Roy Thomson—CKWS-TV, Kingston, Ont. (CKWS); CHEX-TV, Peterborough, Ont. (CHEX). Sen. Davies owns 51%; Thomson, 49%. Sen. Davies publishes *Kingston Whig Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Famous Players Canadian Corp.—CKCO-TV, Kitchener, Ont. 50%; CFCM-TV, Quebec City, Que., 25%.

Sifton Newspapers (Clifford Sifton)—CKCK-TV, Regina, Sask. (CKCK); also operates radio CKRC, Winnipeg and publishes *Regina Leader-Post*, *Saskatoon Star-Phoenix*. Mr. Sifton has minority interest in CHCH-TV, Hamilton, Ont.

London Free Press (W. J. Blackburn)—CFPL-TV (CFPL).

St. John (N.B.) Telegraph Journal and Times-Globe (T. F. Drummie)—WHSJ-TV (CHSJ).



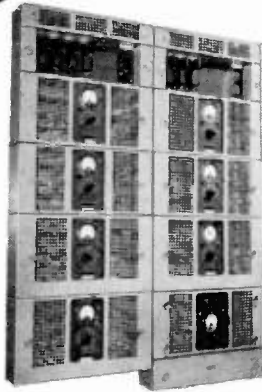
a compact Color Distribution Amplifier

Another GPL design comprising a compact package of five units providing up to twenty outputs in less than twelve inches of rack space. Ask for details.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation



A. S. E. can switch channels

in the blink of an eye...



to keep your



picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the

change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.



BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

TELEVISION STATION DIRECTORY

Rate Digests, Personnel, Facilities and Other Data as of July 15, 1955

Covering All Commercial Stations in Operation in the United States, Territories and Canada
[Also Mexican-licensed Stations on U.S.-Mexican Border]

Plus CP Holders Reported Due to Begin Operation Before End of 1955

EXPLANATORY NOTES

Digests of Rates cover basic one-time charges only. Most one-minute-or-less rates here quoted apply to films or slides only. Most rates are subject to frequency discounts, separate or additional rehearsal charges, talent & production charges, etc. For further details, including film and remote rate schedules, and for contract conditions, specifications, etc., consult complete station rate cards, available from stations on request.

TV NETWORK SERVICE REFERS TO INTERCONNECTIONS AND/OR KINESCOPE OR FILM AFFILIATIONS

All rates, personnel and other data supplied by stations

Powers are Effective Radiated Powers (ERP).

STA means Special Temporary Authority pending license.

ALABAMA

WAIQ Andalusia

(Ch. 2)

Non-Commercial Educational Station

(Due to Begin Operating in September)

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

Studios: Andalusia; U of Alabama, Tuscaloosa; Alabama Polytechnic Institute, Auburn.

Transmitter: Mervillis Mill Rd.

Telephone: 54-2741. Birmingham.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 670-ft. above av. terrain, 601-ft. above ground, 1042-ft. above sea level, lat. 31° 33' 13", long. 86° 23' 28".

Ownership: Commission officers: Milton Cummings, pres.; Thomas D. Russell, Jr., secy.; and the following directors: Mrs. T. S. Acker, Rex Sikes. Commission also operates WBIQ, Birmingham, and WTIQ, Munford.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, general manager & program coordinator.
Orbra Harrell, acting supervising engineer.

WABT Birmingham

(Ch. 13)

Licensee: The Television Corp., Box 2553, Birmingham 2, Ala.

Studio and Transmitter: Atop Red Mt.

Telephone: 4-3506. TWX No.: BH 96.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 302-kw horizontal visual, 158-kw maximum and 151-kw horizontal aural. Antenna: 840-ft. above av. terrain, 505-ft. above ground, 1525-ft. above sea level using .5° electrical beam tilt, lat. 33° 29' 27", long. 86° 47' 48".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WAPI, 10-kw (D), (5-kw night) 1070 kc (NBC). FM Affiliate: WAFM, 72-kw, 99.5 mc (No. 258), 780-ft. antenna height.

Ownership: Same as *The Birmingham News*; Henry P. Johnson, pres. Same principals also own *The Huntsville Times* and WHBS, Huntsville.

Began Operation: July 1, 1949. Sold to present owner July 1953 (see *Television Digest*, Vol. 9:15, 24).

Represented (sales) by Blair-TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by George E. Gautney.

Personnel:

Henry P. Johnston, president & managing director.

Fred Shawn, exec. assistant to the president.

Charles P. Grisham, commercial manager.

Tom M. Percer, local sales manager.

Ray A. Furr, v.p. & program director.

J. V. Sanderson, chief engineer.

J. B. Chenowith, promotion director.

Nod Nelson, film director.

Johnny Johnson, production manager.

DIGEST OF RATE CARD NO. 8

(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-9:30 p.m., daily.						
\$750.00	\$450.00	\$300.00	\$263.00	\$225.00	\$185.00	\$92.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 9:30-10:30 p.m., daily.						
650.00	390.00	260.00	228.00	195.00	150.00	75.00
Class B—6-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun.						
488.00	293.00	195.00	171.00	145.00	98.00	49.00
Class C—Noon-6 p.m., Mon.-Fri.; noon-2 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
325.00	195.00	130.00	114.00	98.00	65.00	33.00
Class D—Sign-on-noon, daily.						
250.00	150.00	100.00	88.00	63.00	50.00	25.00

Subject to frequency discounts.

WBIQ (formerly WEDB) Birmingham

(Ch. 10)

Non-Commercial Educational Station

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg.

Studios: Birmingham, University, Auburn. Transmitter: Red Mt.

Telephone: 54-2741.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.8-kw visual, 18.5-kw aural. Antenna: 528-ft. above av. terrain, 187-ft. above ground, 1187-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Ownership: Commission officers are Milton Cummings, pres.; Thomas D. Russell, secy.; and the following directors: Mrs. T. S. Acker, Rex Sikes. Commission also operates WTIQ, Munford, and holds CP for WAIQ, Andalusia, both Ala.

Began Operation: April 28, 1955.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, general manager & program coordinator.
Orbra Harrell, acting supervising engineer.

Alabama

WBRC-TV Birmingham (Ch. 6)

Licensee: Storer Broadcasting Co., Birmingham 9, Ala.
 Studio and Transmitter: Atop Red Mt.
 Telephone: 4-4701. TWX No.: BH 260.

Technical Facilities: Channel No. 6 (82-88 mc). Operating under special temporary authorization with 100-kw visual power, 50-kw aural. Antenna: 910-ft. above av. terrain, 562-ft. above ground, 1582-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Network Service: CBS.

AM Affiliate: WBRC, 5-kw, 960 kc (CBS).

Ownership: See WJBK-TV, Detroit.

Began Operation: July 1, 1949. Sold to Storer Bestg. Co. Inc. May, 1953 (see *Television Digest*, Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
 J. Robert Kerns, *v.p. & managing director*.
 Oliver V. Naylor, *sales manager*.
 Robert L. DuPriest, *chief engineer*.
 M. D. Smith, *program director*.
 Sterling P. Madding, *promotion & merchandising manager*.

DIGEST OF RATE CARD NO. 7 (April 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7-9:30 p.m., daily.					
\$750.00	\$450.00	\$300.00	\$263.00	\$225.00	\$185.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 9:30-10:30 p.m., daily.					
650.00	390.00	260.00	228.00	195.00	150.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
488.00	293.00	195.00	171.00	146.00	98.00
Class C—Sign-on-5 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, daily; sign-on-1 p.m., Sat. & Sun.					
325.00	195.00	130.00	114.00	98.00	65.00

Subject to frequency discounts.

WMSL-TV Decatur (Ch. 23)

Grantee (STA): Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg.

Studio and Transmitter: Mutual Savings Life Bldg.

Telephone: 802.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 15.8-kw visual, 8.52-kw aural. Antenna: 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level, lat. 34° 36' 44.5", long. 86° 59' 08".

Network Service: NBC, CBS.

AM Affiliate: WMSL, 25-kw, 1409 kc (MBS).

Ownership: Frank Whisenant, pres., 64.5%; William B. McAfee, v.p., 2.5%; Alice A. Whisenant, treas., 5%; Noble J. Russell, secy., 5%; following directors: James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by Harry J. Daly.

Represented (engineering) by John H. Mullaney.

Personnel:

Frank Whisenant, *president & general manager*.
 Charles Birdwell, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$35.00	\$20.00
Class B—5-6 p.m., Mon.-Sat. & after 10:30 p.m., daily.						
120.00	72.00	48.00	42.00	36.00	29.00	17.00
Class C—Sign-on-2 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
80.00	48.00	32.00	28.00	24.00	21.00	13.00

Subject to frequency discounts.

WTVY Dothan (Ch. 9)

Grantee (STA): WTVY, Inc., Box 1242.

Studio & Transmitter: Cottonwood Rd.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 550-ft. above av. terrain, 457-ft. above ground, 835-ft. above sea level, lat. 31° 10' 50", long. 85° 22' 13".

Network Service: CBS.

Ownership: Charles Woods, pres., 16.67%; J. T. Thrower, v.p., 16.67%; Dr. Paul Flowers, treas., 16.67%; Alto V. Lee III, secy., 1.67%; Huey D. McInish, asst. secy., 1.67%; Richard I. Kearley, 16.67%; H. L. Holman Jr., 6.67%; 7 others, each owns 3.33%.

Began Operation: Feb. 12, 1955.

Represented (sales) by Adam Young Television Corp.; Clarke Brown Co. (South).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. E. Busby, *executive v.p.*

DIGEST OF RATE CARD NO. 2 (June 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 1-10 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$37.50	\$22.50	\$11.25
Class B—5-6:30 p.m., Mon.-Fri.; 10-11 p.m., daily.							
120.00	72.00	60.00	48.00	36.00	30.00	18.00	9.00
Class C—Sign on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.							
90.00	54.00	45.00	36.00	27.00	22.50	18.00	9.00

WALA-TV Mobile (Ch. 10)

Grantee (STA): Pape Television Co. Inc., 210 Government St.

Studio: 210 Government St. Transmitter: Baldwin County, near Spanish Fort.

Telephone: Hemlock 3-3756. TWX No.: MO 185.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 190-kw aural. Antenna: 635-ft. above av. terrain, 573-ft. above ground, 732-ft. above sea level, lat. 30° 39' 33.2", long. 87° 53' 33.4".

Network Service: ABC, CBS, NBC.

AM Affiliate: WALA, 5-kw, 1410 kc (NBC).

Ownership: W. O. Pape, pres., 99.6%; H. K. Martin, v.p. & secy., .2%; W. B. Pape, secy.-treas., .2%.

Began Operation: Jan. 14, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by L. J. N. du Trell.

Personnel:

W. O. Pape, *president*.
 H. K. Martin, *exec. v.p.*
 W. B. Pape, *general manager*.
 Al Holman, *program director*.
 Chuck Thompson, *publicity director*.
 A. R. Bell, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B—All other times.					
250.00	150.00	100.00	87.50	62.50	50.00

Subject to frequency discounts.



get more from
 your *single*
 color camera
 installation

with GPL-WATSON VARI-FOCAL LENS. Ask for details.

General Precision Laboratory Inc.

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

WKRG-TV

Mobile

(Ch. 5)

(Due to Begin Operating in September)

Grantee (STA): WKRG-TV Inc., Box 1184.

Studio: 162 St. Louis St. Transmitter: Cottage Hill Rd., .58 mi. W of Azalea Rd.

Telephone: Hemlock 2-6789 TWX No.: MO 186.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 534-ft. above av. terrain, 459-ft. above ground, 644-ft. above sea level, lat. 30° 39' 12", long. 88° 08' 59".

Network Service: CBS.

AM Affiliate: WKRG, 1-kw (500-watts night), 710 kc (CBS). FM Affiliate: 3-kw, 99.9 mc (No. 260), 310-ft. antenna height.

Ownership: Kenneth R. Giddens, pres., 20%; Joseph H. Little, v.p., 6.66%; Andrew C. Smith, treas.; Shirley R. Konrad, 10%; T. J. Rester Jr., 10%; Spring Hill College, 6.66%; Alfred F. Delchamps, 4.44%; Louie Brannan, 6.66% O. H. May, 4.44%; Wm. H. Armbrrecht Jr., secy., 4%; T. K. Jackson Jr., 8.88%; 9 others, none owns more than 3.33%. Andrew Smith is pres. of Spring Hill College.

Represented (sales) by Avery Knodel Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

C. P. Persons Jr., v.p. and general manager
Frank Conwell, v.p.
Bob Johns, production manager
James Evans, chief engineer

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WCOV-TV Montgomery

(Ch. 20)

Grantee (STA): Capitol Broadcasting Co., Box 2111.

Studio and Transmitter: Adrian Lane.

Telephone: 5-3561. TWX No.: MG 98.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 47-ft. above av. terrain, 460-ft. above ground, 680-ft. above sea level, lat. 32° 20' 27.5", long. 86° 17' 50".

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kc (CBS).

Network Service: ABC, CBS, DuMont.

Ownership: Oscar P. Covington, pres., 20.13%; Clara R. Covington, v. p., 13.89%; Hugh M. Smith, secy.-treas., 9.02%; Margaret Covington Milwee, director, 6.94%; Ethel Covington, director, 13.89%; Peggy Milwee Carlton, director, 13.89%; Earl B. Covington, 13.89%; W. I. Milwee, 6.94%. All stockholders have same proportionate interest in WGWC, Selma.

Began Operation: April 17, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by W. J. Holey, Atlanta, Ga.

Personnel:

O. P. Covington, president.
Hugh M. Smith, general manager.
Morris South, local sales manager.
Caldwell Stewart, program director.
W. D. Weatherly, chief engineer.
Robert House, film editor.
John Thompson, farm director.
Phil Taylor, promotion manager.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.					
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B—2-5 p.m., Sat. & Sun.					
150.00	90.00	60.00	50.00	40.00	30.00
Class C—All other times.					
100.00	60.00	40.00	35.00	25.00	20.00

Subject to frequency discounts.

Kolossus Round the Gulf

WKRG-TV

CHANNEL



FULL
POWER

100,000 WATTS
VIDEO
50,000 WATTS
AUDIO

CBS

SERVICING

the entire

Gulf Coast from Mobile, Alabama

A Super Market:

Population	793,400
Effective Buying Income	\$892 Million
Retail Sales	\$603 Million
Set Count	127,700

WKRG-TV

CBS
Channel 5

National Sales Representative
AVERY KNODEL

MOBILE, ALA.

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

Alabama-Arizona

WSFA-TV Montgomery (Ch. 12)

Grantee (STA): WKY Radiophone Co., Box 2566.

Studio: Delano & Perry Sts. Transmitter: Mt. Carmel, 21 mi. S of city.

Telephone: 5-1251.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level, lat. 32° 01' 15", long. 86° 20' 56".

Network Service: NBC.

AM Affiliate: WSFA, 5-kw (1-kw, night), 1440 kc (NBC).

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Dec. 25, 1954. Sale to present owner by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of *Montgomery Advertiser and Journal*—approved by FCC Feb. 16, 1955 (*Television Digest*, Vol. 10:38 & 11:8).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Plerson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Hoyt Andres, v.p. and station manager.
John C. Hughes, sales manager.
Robert F. Doty, program director & film buyer.
Robert L. Tuttle, promotion manager.
Gene R. Jacobsen, production supervisor.
Frank McGee, news director.
Robert M. Hayward, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 2-5 p.m., Sat. & Sun.						
200.00	120.00	80.00	65.00	50.00	40.00	20.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
125.00	75.00	50.00	40.00	31.25	25.00	12.50

Subject to frequency discounts.

WTIQ

(formerly WEDM)

Munford

(Ch. 7)

Non-Commercial Educational Station

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

Studios: Munford (film only); Birmingham studios: WBRC-TV, WABT, University Extension Center; U. of Alabama studios, Tuscaloosa; Alabama Polytechnic Institute studios, Auburn.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 54-2741, Birmingham.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 190-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level, lat. 33° 29' 06", long. 85° 48' 32".

Began Operation: Jan. 7, 1955.

Ownership: Commission officers: Milton Cummings, pres.; Thomas D. Russell Jr., secy.; and the following directors: Mrs. T. S. Acker, Rex Sikes. Commission also operates WBIQ, Birmingham, and holds CP for WAIQ, Andalusia.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, general manager & program coordinator.
Orbra Harrell, acting supervising engineer.

ARIZONA

KOOL-TV Phoenix (Ch. 10)

Grantee (STA): Maricopa Bestrs. Inc., 511 W. Adams St.

Studio: 511 W. Adams St. Transmitter: Mt. Suappa.

Telephone: Alpine 3-3121. TWX No.: PX 171.

Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 29.45-kw visual, 14.69-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 1620-ft. above av. terrain, 162-ft. above ground, 2803-ft. above sea level, lat. 33° 20' 02", long. 112° 03' 42".

Network Service: CBS.

AM Affiliate: KOOL, 5-kw, 960 kc (CBS).

Ownership: Gene Autry, pres., 56.38%; Frank Beer, v.p., 4.96%; Thomas Chauncey, asst. secy., 19.19%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KMPC, Los Angeles, and 48% of KOPO-TV, Tucson. Mr. Chauncey owns 20% of KOPO-TV.

Began Operation: Oct. 19, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Maurice R. Barnes.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Gene Autry, president.
Thomas Chauncey, managing director & general manager.
Kenneth Morton, asst. general manager.
Robert C. Garland, national sales manager.
William J. Connelly, commercial manager.
Douglas Carruth, program director.
Don Cordrav, farm director.
Clifford Miller, chief engineer.

DIGEST OF RATE CARD NO. 4

(June 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily; 3-11 p.m., Sat. & Sun.					
\$500.00	\$300.00	\$200.00	\$120.00	\$96.00	\$48.00
Class B—All other times.					
300.00	180.00	120.00	72.00	57.60	28.80

Combination Rates: KOOL-TV & KOPO-TV, Tucson, Ariz.

(Ariz. Television Network)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily; 3-11 p.m., Sat. & Sun.					
\$637.50	\$382.50	\$255.00	\$155.13	\$124.10	\$62.05
Class B—All other times.					
393.13	235.88	157.25	95.61	76.59	38.29

Subject to frequency discounts.

KPHO-TV

Phoenix

(Ch. 5)

Licensee: Meredith Engineering Co., 631 N. First Ave.

Studio: 631 N. First Ave. Transmitter: Westward Ho Hotel.

Telephone: Alpine 8-4511. TWX No.: PX 70.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 17.5-kw visual, 8.7-kw aural. Antenna: 400-ft. above av. terrain, 497-ft. above ground, 1585-ft. above sea level, lat. 33° 27' 12", long. 112° 04' 30".

Network Service: DuMont.

AM Affiliate: KPHO, 5-kw, 910 kc (ABC).

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v. p.; Payson Hall, v. p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV & KCMO, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

Began Operation: Dec. 4, 1949; sold to present owner (Meredith Engineering Co.) in June 1952 (see *Television Digest*, Vol. 8:18 & 26).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Richard B. Rawls, general manager.
Al Larson, commercial manager and film buyer.
Robert T. Martin, program director.
Jack Murphy, executive producer.
Dan Schwartz, promotion manager.
Al Rau, traffic manager.
George L. McClanathan, chief engineer.

DIGEST OF RATE CARD NO. 8

(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00	\$45.00
Class B—6-7 p.m., 10 p.m.-sign-off, daily.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class C—Sign-on-6 p.m., daily.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00

Subject to frequency discounts.

KTVK
Phoenix

(Ch. 3)

Grantee (STA): Arizona Television Co., 3435 N. 16th St.

Studio: 3435 N. 16th St.

Telephone: Amhurst 6-5691. TWX No.: PX 353.

Transmitter: South Mt., 7-mi. south of Phoenix.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1668-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level, lat. 33° 20' 01", long. 112° 03' 45".

Network Service: ABC.

Ownership: Ernest W. McFarland, pres., 40% (Arizona Governor); Leon M. Nowell, v.p., 20%; Ralph A. Watkins, v.p.-treas., 20%; Edward Cooper, 10%; H. R. Larson, secy., 5%; Lorenzo Wright, 2.5%; Bassett Wright, 2.5%.

Began Operation: Feb. 28, 1955.

Represented (sales) by Weed Television Corp.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Ralph Watkins, *general manager*.
Sean Dillon, *station manager*.
Burton B. LaDow, *commercial manager*.
Art Brock, *sports director*.
Bob Latham, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—2-7 p.m., 10:30 p.m.-sign-off, Mon.-Sat.						
200.00	120.00	80.00	70.00	55.00	40.00	20.00

Subject to frequency discounts.

KVAR
Phoenix-Mesa

(Ch. 12)

Licensee: KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix.

Studios: Mesa-Phoenix Highway and 1101 N. Central Ave., Phoenix.

Transmitter: Top of Mt. Suappoa, Phoenix South Mt.

Telephone: Alpine 4-4161. TWX No.: PX 592.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.6-kw visual, 15.8-kw aural. Antenna: 1550-ft. above av. terrain, 97-ft. above ground, 2757-ft. above sea level, lat. 33° 19' 54", long. 112° 03' 52".

Network Service: NBC, DuMont.

AM Affiliate: KTAR, 5-kw, 620 kc (NBC).

Ownership: John J. Louis, chairman, and family, 68.23%; Richard O. Lewis, pres., 17.47%; E. W. Harvey, v.p., 1.55%; B. R. Fulbright, secy.-treas., 1.39%; Sam Kahan, 7.73%; 3 other dept. heads, each holding under 2% interest. KTAR owns KYUM, Yuma, and KYCA, Prescott.

Began Operation: April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (*Television Digest*, 10:18, 25).

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

Richard O. Lewis, *president and general manager*.
Dwight Harkins, *station manager*.
E. William Harvey, *commercial manager*.
William B. Robb Jr., *program director*.
Arthur C. Anderson, *engineering director*.

DIGEST OF RATE CARD NO. 2
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00	\$45.00
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-3 p.m., 10:30-11 p.m., Sat. & Sun.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00
Class C—All other times.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50

Combination Rate: KVAR, KVOA-TV, Tucson. & KIVA, Yuma. base hour is \$750; KVAR & KVOA-TV hour, \$607.50; KVAR & KIVA hour, \$585.00.

Subject to frequency discounts.

KOPO-TV
Tucson

(Ch. 13)

Grantee (STA): Old Pueblo Broadcasting Co., 115 W. Drachman St.

Studio and Transmitter: 115 W. Drachman St.

Telephone: 4-2511. TWX No.: TS 3401.

Technical Facilities: Channel 13 (210-213 mc). Operating under special temporary authorization with 29.87-kw visual, 14.935-kw aural, 100-ft. above av. terrain, 205-ft. above ground, 2573-ft. above sea level. Authorized power: 316-kw visual, 160-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 2868-ft. above sea level, lat. 32° 14' 22", long. 110° 58' 13".

Network Service: CBS, DuMont.

AM Affiliate: KOPO, .25-kw, 1450 kc (CBS).

Ownership: Harold C. Tovrea, pres., 10%; Tom Chauncey, v. p., 20%; Charles H. Garland, secy.-treas., 10%; Gene Autry, 48%; Robert C. Garland, 10% (son of C. H. Garland). Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry also chief stockholder in KMPC, Los Angeles.

Began Operation: Jan. 13, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Maurice Barnes.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

E. S. Mittendorf, *general manager*.
Robert Garland, *national sales mgr. for Autry TV-radio stations*.
Paul Plunkett, *commercial manager*.
Cliff Stillinger, *program director*.
Jack Martin, *promotion manager*.
Paul Bennewitz, *chief engineer*.

DIGEST OF RATE CARD No. 3
(Oct. 10, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 3-11 p.m., Sat. & Sun.					
\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00
Class B—All other times.					
162.50	97.50	65.00	40.00	32.50	16.25

Subject to frequency discounts.

Note: For combination rates see KOOL-TV, Phoenix, Ariz.

KVOA-TV
Tucson

(Ch. 4)

Licensee: Arizona Bcstg. Co. Inc., 209 W. Elm St., Box 2911.

Studio & Transmitter: 209 W. Elm St. Box 2911.

Telephone: 3-2555. TWX No.: TS 1961.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 30-ft. above av. terrain, 263-ft. above ground, 2627-ft. above sea level, lat. 32° 14' 32", long. 110° 58' 30".

Network Service: NBC, ABC.

AM Affiliate: KVOA, 1-kw, 1290 kc (NBC).

Ownership: Clinton McKinnon, pres., 20%; Bernard Weinberg, v.p., 20%; Frank Oxarart, v.p., 20%; Harold B. Garfield, treas., 20%; Arthur A. Desser, secy., 20%. Mr. McKinnon is former Congressman and controls California weeklies *San Diego North Shores Sentinel* and *Coronado Journal*.

Began Operation: Sept. 27, 1953. Sale to present owners by John J. Louis group (Needham, Louis & Brorby, Chicago), approved June 29, 1955 (*Television Digest*, Vol. 11:11, 21, 27).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

R. B. Williams, *president & general manager*.
Harper M. Phillips, *business manager*.
John C. Underwood Jr., *sales manager*.
Ben L. Slack Jr., *program director*.
Frank R. Barreca, *news director*.
Raymond H. Holsclaw, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(Aug. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat. & Sun.					
\$225.00	\$135.00	\$90.00	\$56.50	\$45.00	\$22.50
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-3 p.m., 10:30-11 p.m., Sat. & Sun.					
135.00	81.00	54.00	34.00	27.00	13.50
Class C—All other times.					
112.50	67.50	45.00	28.25	22.50	11.25

Combination Rate: See KVAR, Phoenix.

Subject to frequency discounts.

Arizona-Arkansas

KIVA Yuma (Ch. 11)

Grantee (STA): Valley Telecasting Co., Box 1708.
Studio and Transmitter: Kiva, Cal., 8-mi. W. of Yuma.
Telephone: State 6-8311.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29-kw visual, 16-kw aural. Antenna: 440-ft. above av. terrain, 485-ft. above ground, 733-ft. above sea level, lat. 32° 44' 42", long. 114° 44' 19".

Network Service: NBC.

Ownership: Donald Ellsworth, pres., 16.7%; Howard L. Roberts, v.p., 16.7%; G. Park Dunford, 10%; Russell J. Madsen, secy-treas., 6.5%; William S. Porter, 16.7%; Alvin S. Reber, 16.7%; Robert Anderson, 8.35%; Virgil Crisman, 8.35%.

Began Operation: Oct. 8, 1953.

Represented (sales) Paul H. Raymer Co. Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

Donald Ellsworth, *president*.
Ray C. Smucker, *general manager*.
Roland Yount, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat. & Sun.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-3 p.m., 10:30-11 p.m., Sat. & Sun.					
120.00	72.00	48.00	30.00	24.00	12.00
Class C—All other times.					
100.00	60.00	40.00	25.00	20.00	10.00

Combination Rate: See KVAR, Phoenix.

Subject to frequency discounts.

ARKANSAS

KRBB El Dorado (Ch. 10)

(Due to Begin Operating in Fall)

Grantee (STA): South Arkansas Television Co. Inc., Box 791.
Studio & Transmitter: U.S. Hwy. 167, 5.3 mi. S of El Dorado.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 630-ft. above av. terrain, 637-ft. above ground, 855-ft. above sea level, lat. 33° 07' 40", long. 92° 38' 28".

Ownership: Dr. Joe F. Rushton, pres., 33.3%; W. C. Blewster Jr., v.p., 33.3%; Wm. M. Bigley, secy-treas., 33.3%. Ownership interlocks with radio KVMA, Magnolia, Ark.

Represented (sales) by John E. Pearson Television Inc.

Represented (engineering) by Robert M. Silliman & Assoc.

Personnel:

William Bigley, *general manager*.
Carroll Blewster, *chief engineer*.

DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	45.00	37.50	30.00	15.00

Subject to frequency discounts.

KFSA-TV Fort Smith (Ch. 22)

Grantee (STA): Southwestern Radio & Television Co. Box 569.
Studio and Transmitter: Southwestern House, 920 Rogers Ave.
Telephone: Sunset 2-9125. TWX No.: FS 84.

Technical Facilities: Channel No. 22 (518-524 mc). Operating under special temporary authorization with 22-kw visual, 12-kw aural. Authorized power: 265-kw visual, 145-kw aural. Antenna: 270-ft. above av. terrain, 349-ft. above ground, 783-ft. above sea level, lat. 36° 23' 02", long. 94° 25' 22". Note: Application to buy CP of KNAC-TV, Fort Smith (Ch. 5) and switch channels pends FCC approval (*Television Digest*, Vol. 10:52).

Network Service: DuMont, NBC, ABC, CBS.

AM Affiliate: KFSA, 1-kw (.5-kw night), 950 kc (ABC & MBS). FM Affiliate: KFSA-FM, .32-kw, 107.1 mc (No. 296), 260-ft. antenna height.

Ownership: Donald W. Reynolds, pres., 100%; Weldon Stamps, v.p.; C. W. Parkinson, secy. Mr. Reynolds owns KZTV Reno & KLRJ-TV Henderson-Las Vegas, and is buying radio stations KOLO, Reno, & KORK, Las Vegas; has controlling interest in KHBG, Okmulgee, Okla., and KBRS, Springdale, Ark. Principals also own Southwestern Publishing Co., publisher of *Fort Smith Southwest American* and *Times-Record*, *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma.

Began Operation: July 10, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Weldon Stamps, *v.p. & general manager*.
Roland Hundley, *sales manager*.
Paschal Porta, *program director*.
Luther Lemons, *farm director*.
Robert W. Platt Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 1 (June 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—(Same rate applies to all hours, every day, Mon.-Sun.)					
\$150.00	\$90.00	\$60.00	\$40.00	\$30.00	\$15.00

Subject to frequency discounts.

KARK-TV Little Rock (Ch. 4)

Grantee (STA): Arkansas Radio & Equipment Co., 10th & Spring Sts.

Studio: 10th & Spring Sts. Transmitter: 6815 Cantrell Rd. (New site on Shinnall Mt. now under construction).

Telephone: Franklin 6-2481. TWX No.: LR 141.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 58-kw visual, 29-kw aural, using antenna 340-ft. above ground at lat. 34° 46' 05", long. 92° 21' 05". Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1650-ft. above av. terrain, 1175-ft. above ground, 2205-ft. above sea level, lat. 34° 47' 55", long. 92° 29' 58".

Network Service: NBC, DuMont.

AM Affiliate: KARK, 5-kw, 920 kc (NBC).

Ownership: T. H. Barton, pres., 72.68%; T. K. Barton, v.p., 18.16%; David Grundfest, v.p., 4.575%; Harvey C. Couch Jr., v.p., 4.575%.

Began Operation: March 24, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

T. K. Barton, *v.p. & general manager*.
Douglas Romine, *asst. general manager*.
H. Lee Bryant, *commercial manager*.
Dale Hart, *program director*.
Fred Schmutz, *production manager*.
Bob Buice, *public relations & farm director*.
Shirley R. Kennedy, *promotion director*.
Champ Smith, *chief engineer*.

DIGEST OF RATE CARD No. 1 (March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6 p.m. & 10:30-11 p.m., daily.						
262.50	157.50	105.00	91.90	65.65	52.50	26.25
Class C—Noon-5 p.m. & 11 p.m.-midnight, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50
Class D—Midnight-noon, daily.						
87.50	52.50	35.00	30.65	21.90	17.50	8.75

Subject to frequency discounts.

KATV Pine Bluff-Little Rock (Ch. 7)

Grantee (STA): Central South Sales Co., 100 Williams Rd., Pine Bluff.

Studios: 100 Williams Rd., Pine Bluff; 620 Beech St., Little Rock.

Transmitter: Jefferson Springs, Ark.

Telephones: 3880, Pine Bluff; Mohawk 6-9401, Little Rock. TWX No.: LR-572.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 89.1-kw aural. Antenna: 1010-ft. above av. terrain, 922-ft. above ground, 1322-ft. above sea level, lat. 34° 22' 12", long. 92° 10' 07".

Network Service: CBS, ABC.

Ownership: John T. Griffin, pres., 45%; James C. Leake, v.p., 45%; Bryan Mathes, secy.-treas., 10%. Also own 50% of KWTW, Oklahoma City, and control radio stations KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Fort Smith, Ark. Messrs. Leake and Mathes hold minority interest in KTVX (TV), Muskogee, Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

John T. Griffin, *president*.
James C. Leake, *v.p.*
Bryan Mathes, *secretary-treasurer*.
John H. Fugate, *general manager*.
Don Curran, *program director*.
Bruce B. Compton, *national sales manager*.
Joe Myers, *promotion manager*.
Johnnie Holmes, *farm director*.
A. R. Garrett, *chief engineer*.

DIGEST OF RATE CARD NO. 4
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$150.00	\$112.50	\$90.00	\$45.00
Class A—6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-4 p.m., Sun.						
250.00	150.00	100.00	80.00	60.00	50.00	25.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KCMC-TV
Texarkana
(See Texarkana, Tex.)

CALIFORNIA

KBAK-TV
Bakersfield

(Ch. 29)

Grantee (STA): Bakersfield Broadcasting Co., Box 1448.

Studio and Transmitter: Top of Mount TV.

Telephone: Fairview 4-6421.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 19-kw visual, 10.5-kw aural. Antenna: 630-ft. above av. terrain, 396-ft. above ground, 1326-ft. above sea level, lat. 35° 27' 55", long. 119° 01' 15".

Network Service: DuMont, ABC.

AM Affiliate: KBAK, 1-kw, 550 kc (MBS).

Ownership: Chronicle Publishing Co. (KRON-TV, San Francisco), 97 1/3%; Charles Thieriot, 1 1/3% (KRON-TV gen. mgr.); H. P. See, 1% (KRON-TV station mgr.).

Began Operation: Aug. 20, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Represented (engineering) by Robert Hammett, San Francisco.

Personnel:

A. H. Constant, *station manager*.
James Garner, *chief engineer*.
Vern Mack, *production manager*.
Helen Smythe, *traffic*.

DIGEST OF RATE CARD NO. 2
(Jan. 4, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$235.00	\$141.00	\$94.00	\$82.25	\$58.75	\$47.00	\$23.50
Class B—5-6 p.m., Mon.-Sat.						
176.25	105.75	70.50	61.75	44.00	35.25	17.50
Class C—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
117.50	70.50	47.00	41.00	29.50	23.50	11.75

Subject to frequency discounts.

KERO-TV
Bakersfield
(Ch. 10)

Grantee (STA): Kern County Bcstrs., 1420 Truxtun Ave.

Studio: 1420 Truxtun Ave. **Transmitter:** Breckenridge Mt., .5-mi. WNW of fire tower, 22 mi. E. of Bakersfield.

Telephone: Fairview 7-1441. **TWX No.:** BK 47.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 17.4-kw aural. Antenna: 3740-ft. above av. terrain, 147-ft. above ground, 7681-ft. above sea level, lat. 35° 27' 11", long. 118° 35' 26".

Network Service: CBS, NBC.

AM Affiliate: KERO, 25-kw, 1230 kc (NBC).

Ownership: Albert E. DeYoung, pres., 51%; Gordon L. Harlan, v.p., 29%; B. J. Coleman, secy.-treas., .066%; Edward E. Urner, 10%; Edwin A. Address, 5.933%; Kenneth R. Croes, 4%.

Began Operation: Sept. 26, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

Gene DeYoung, *president & general manager*.
Edward Urner, *v.p.*
John Barrett, *sales manager*.
Kenneth Croes, *program manager*.
Edwin A. Address, *engineering director*.
John Ballenger, *film director*.

DIGEST OF RATE CARD NO. 4
(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KHSL-TV
Chico
(Ch. 12)

Grantee (STA): Golden Empire Bestg. Co., Box 303.

Studio: 180 E. 4th St. **Transmitter:** Cohasset Road.

Telephone: Fireside 2-0141. **TWX No.:** CZ 71.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 63.1-kw visual, 37.8-kw aural. Antenna: 1263-ft. above av. terrain, 237-ft. above ground, 3732-ft. above sea level, lat. 39° 57' 30", long. 121° 42' 48".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

Ownership: Mrs. Hugh McClung, pres., 92.5%; Martha McClung Roberts, v.p., 2.5%; Hugh McClung Jr., treas., 5%; Dorothy Hawke, secy. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

M. F. Woodling, *manager*.
George Ross, *national sales manager*.
Jerry Pero, *sales manager*.
Martin Jacobsen, *production manager*.
E. P. Milburn, *chief engineer*.
Russel Pope, *technical director*.

DIGEST OF RATE CARD NO. 2
(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.							
\$225.00	\$135.00	\$90.00	\$70.00	\$55.00	\$33.50	\$33.50	\$17.50
Class B—5-6:30 p.m., 10:30-11 p.m., daily.							
175.00	100.00	60.00	50.00	40.00	22.50	16.00	12.00
Class C—All other times.							
120.00	72.00	48.00	39.00	30.00	17.00	12.00	8.00

Subject to frequency discounts.

California

KIEM-TV Eureka (Ch. 3)

Grantee (STA): California-Oregon Television Inc., Box 1021.
Studio: Foot of Bay St. **Transmitter:** Redwood Peak, 12-mi. SE of Eureka.
Telephone: Hillside 3-3123. **TWX No.:** EK 16.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 14.1-kw visual, 7.59-kw aural. Antenna: 1655-ft. above av. terrain, 249-ft. above ground, 3049-ft. above sea level, lat. 40° 43' 52", long. 123° 57' 06".
Network Service: CBS, ABC, NBC, DuMont.
AM Affiliate: KIEM, 5-kw, 1480 kc (MBS). **FM Affiliate:** KRED, 4.6-kw, 96.3 mc (No. 242), 1520-ft. antenna height.
Ownership: Subsidiary of Redwood Bcstg. Co. Inc.; William B. Smullin, pres., 100%; Donald H. Telford, v.p.; John G. Bauriedel, radio v.p. Redwood Bcstg. Co. owns 100% of radio KIEM & KRED (FM); 50% of KBES-TV, Medford, Ore., and KUIN & KGPO, AM & FM affiliates in Grants Pass. California-Oregon Television also holds 50% of TV grantee for Roseburg, Ore.
Began Operation: Oct. 25, 1953.
Represented (sales) by Hoag-Blair Co.
Represented (legal) by Dempsey & Koplovitz.
Represented (engineering) by Craven, Lohnes & Culver.
Personnel:
 Donald H. Telford, *manager*.
 Doug Pine, *farm director*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10:00 p.m., daily.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$50.00	\$38.00	\$30.00	\$25.00
Class B—Noon 1-p.m., 5-6:30 p.m., 10-11 p.m., daily; 1-5 p.m. Sat. & Sun.								
120.00	96.00	72.00	60.00	48.00	42.00	30.00	24.00	20.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00	17.00

Subject to frequency discounts.

KJEO Fresno (Ch. 47)

Grantee (STA): O'Neill Bcstg. Co., Box 1708.
Studio: Shaw at Cedar. **Transmitter:** Bald Mt.
Telephone: 7-8405. **TWX No.:** FR 271.
Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 440-kw visual, 220-kw aural. Antenna: 1789-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31". CP for 178-kw visual, 91.2-kw aural.
Network Service: CBS, ABC, DuMont.
Ownership: J. E. O'Neill, pres., 100%; J. C. Drilling, v.p.; Charles Theodore, v.p.; George D. Helvey, secy.-treas.
Began Operation: Sept. 20, 1953.
Represented (sales) by The Branham Co.
Represented (legal) by Joseph Brenner, Beverly Hills, Cal.
Personnel:
 Charles Theodore, *v.p. & operations director*.
 Joe Drilling, *v.p. & business manager*.
 W. O. Edholm, *commercial manager*.
 Bill Anthony, *news director*.
 Jack Shepherd, *production manager*.
 Francis Quinn, *promotion manager*.
 Phil McPherson, *farm director*.
 Jack McElwain, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	118.13	84.38	67.50	33.75
Class C—10:30 a.m.-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class D—Sign-on-10:30 a.m., Mon.-Fri.						
112.50	67.50	45.00	39.38	28.13	22.50	11.25

Subject to frequency discounts.

KMJ-TV Fresno (Ch. 24)

Grantee (STA): McClatchy Bcstg. Co., 1559 Van Ness Ave.
Studio: 1559 Van Ness Ave. **Transmitter:** Bear Mountain.
Telephone: 3-6277. **TWX No.:** FR 221.
Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 282-kw maximum and 170-kw horizontal visual, 145.5-kw maximum and 91.725-kw horizontal aural. Antenna: Directional, mechanically tilted 1°, 3385-ft. above valley floor, 242-ft. above ground, 3638-ft. above sea level, lat. 36° 44' 45.5", long. 119° 16' 52".
Network Service: NBC.
AM Affiliate: KMJ, 5-kw, 580 kc (NBC). **FM Affiliate:** KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.
Ownership: McClatchy Newspapers, 100%; same officers for both companies. Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; James B. McClatchy, secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. McClatchy Bcstg. Co. owns KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish *Fresno Bee*, *Sacramento Bee*, *Modesto Bee*.
Began Operation: June 1, 1953.
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by George C. Davis.
Personnel:
 Perry Nelson, *manager*.
 Wilson Lefler, *sales manager*.
 Tom Flynn, *production manager*.
 Joe Tomes, *program manager*.
 Marion Anderson, *traffic manager*.
 William Curtis, *film editor*.
 Edward C. Sturgeon, *farm editor*.
 James B. Hancock, *chief engineer*.
 Dean Mell, *news editor*.

DIGEST OF RATE CARD NO. 5 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

KABC-TV Los Angeles (Ch. 7)

Licensee: American Broadcasting Co. Prospect & Talmadge Sts.
Studio: Prospect & Talmadge Sts. **Transmitter:** Mt. Wilson.
Telephone: Normandie 3-3311. **TWX No.:** LA 353.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 166-kw visual, 59-kw aural. Antenna: directional, electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground 5940-ft. above sea level, lat. 34° 13' 29.4", long. 118° 03' 57".
Network Service: ABC.
AM Affiliate: KABC, 5-kw, 790 kc (ABC). **FM Affiliate:** KABC-FM, 3.8-kw, 95.5 mc (No. 238), 240-ft. antenna height.
Ownership: See WABC-TV, New York.
Began Operation: Sept. 16, 1949 as KECA-TV.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Kear & Kennedy.
Personnel:
 Earl J. Hudson, *v.p., Western Div.*
 Selig J. Selligman, *general manager, KABC-TV*.
 Elton H. Rule, *sales manager, KABC-TV*.
 Don Quinn, *asst. sales manager, KABC-TV*.
 Norman Sloane, *sales service manager*.
 Hunt Stromberg Jr., *executive producer*.
 James Mandulay, *TV production manager, KABC-TV*.
 Norma Olsen, *director of program operations*.
 Jack F. Brembeck, *promotion manager, KABC-TV*.
 Vic England, *film director*.
 Cameron G. Pierce, *engineering operations supervision*.

DIGEST OF RATE CARD NO. 5 (Feb. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$1500.00	\$900.00	\$600.00	\$450.00	\$375.00	\$275.00	\$137.50
Class B—5:30-7 p.m., 10:30-11 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
1000.00	600.00	400.00	300.00	250.00	200.00	100.00
Class C—All other times.						
600.00	360.00	240.00	180.00	150.00	100.00	50.00
Class AA announcements (8-10 p.m., daily): Min. or 20 Sec., \$350; 10 Sec., \$175.						

Subject to frequency discounts.

KCOP
Los Angeles

(Ch. 13)

Licensee: Copley Press Inc., 1000 Cahuenga Blvd.
Studio: 1000 Cahuenga Blvd. Transmitter: Mt. Wilson.
Telephone: Hollywood 2-7311. TWX No.: LA 1479.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.4-kw visual, 15.75-kw aural. Antenna: 2955-ft. above av. terrain, 237-ft. above ground. 5917-ft. above sea level. lat. 34° 13' 42", long. 118° 04' 02". CP for 162-kw visual, 83.2-kw aural, 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Ownership: Copley Press Inc. Publishers of *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*, all California; *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald News*, *Springfield Illinois State Journal*, all Illinois. Also owns 60% of *San Pedro (Cal.) News-Pilot* and publishes *Springfield (Ill.) State Register* under lease.

Began Operation: Sept. 17, 1948 as KLAC-TV. Acquired by Copley Press Inc., Dec. 23, 1953. (See *Television Digest*, Vol. 9:49, 52.)

Represented (sales) by Weed Television Corp.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Personnel:

Jack Helntz, v.p. & general manager.
A. G. Flanagan, asst. general manager.
Dan Lindquist, production director.
Amos T. Baron, sales manager.
Helen McDermott, business manager.
M. F. Wentworth, chief engineer.
Warren Earl, director of promotion and advertising.

DIGEST OF RATE CARD NO. 2
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1250.00	\$750.00	\$500.00	\$375.00	\$312.50	\$250.00	\$120.00
Class B—5:30-6:59 p.m., Mon.-Sat.; sign-on-5:59 p.m., Sun.; 10 p.m.-midnight, daily.						
800.00	480.00	320.00	240.00	200.00	175.00	85.00
Class C—All other times.						
600.00	360.00	240.00	180.00	150.00	80.00	50.00

Subject to frequency discounts.

KHJ-TV
Los Angeles
(Ch. 9)

Licensee: General Teleradio Inc., 1313 N. Vine St. (Don Lee Div.)

Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-2133. TWX No.: LA 64.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 81.3-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level, lat. 34° 13' 38", long. 118° 04' 00".

Network Service: DuMont.

AM Affiliate: KHJ, 5-kw, 930 kc (MBS). FM Affiliate: KHJ-FM, 16.8-kw, 101.1 mc (No. 268), 2950-ft. antenna height.

Ownership: General Teleradio, Inc. (Don Lee Div.). Officers of Don Lee Div.: Willet H. Brown, pres.; C. J. Marshall, asst. treas.; A. M. Quinn, secy. & treas.; Norman Boggs, v.p.; Norman Ostby, v.p. For other affiliates of General Teleradio see WOR-TV, New York.

Began Operation: Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (see *Television Digest*, Vol. 7:23, 32, 36).

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Thomas F. O'Neill, president, General Teleradio Inc.
Willet H. Brown, president, Don Lee Div.
Ward D. Ingram, general manager, Don Lee Div.
James Richards, eastern sales manager.
John Reynolds, general manager, KHJ-TV.
Howard Wheeler, sales manager.
Robert Light, sales promotion manager.
Bill Barron, public relations director.
John Melton, national advertising manager.
James D. Higson, program manager.
Robert Arne, chief engineer.

DIGEST OF RATE CARD NO. 3
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1200.00	\$720.00	\$480.00	\$420.00	\$300.00	\$220.00	\$160.00	\$100.00
Class B—6-7 p.m., Mon.-Fri.; 10:30-midnight, daily; 12:30-7:00 p.m., Sun.							
800.00	480.00	320.00	280.00	200.00	150.00	105.00	65.00
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-noon, Sun.							
600.00	360.00	240.00	210.00	150.00	110.00	80.00	50.00

Subject to frequency discounts.

1955 Fall-Winter Edition

California

KNXT
Los Angeles

(Ch. 2)

Grantee (STA): Columbia Broadcasting System Inc., 1313 N. Vine.

Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-1212. TWX No.: LA 7252.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level, lat. 34° 14' 00", long. 118° 04' 28".

Network Service: OBS.

AM Affiliate: KNX, 50-kw, 1070 kc (CBS). FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226). 2870-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (see *Television Digest*, Vol. 6:46, 52).

Represented (sales) by CBS Television Spot Sales.

Represented (engineering) by CBS Engineering Dept., N. Y.

Personnel:

James T. Aubrey Jr., general manager.
Robert D. Wood, general sales manager.
Jack Van Nostrand, national spot sales representative.
Bruce Huffman, sales service coordinator.
Dean Linger, sales promotion & publicity manager.
Larry Lazarus, business manager.
Donald M. Hine, program manager.
Robert Quinlan, executive producer.
Bill L. Alcine, production manager.
Alberta Hackett, production coordinator.
William Whitley, public affairs director.
Herbert W. Pangborn, manager of technical operations.
Sam Zelman, director of news & special events.
Don Rosenquest, operations & traffic manager.

DIGEST OF RATE CARD NO. 4
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.						
\$3200.00	\$1920.00	\$1280.00			\$400.00	\$200.00
Class B—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.						
2000.00	1200.00	800.00	\$666.67	\$600.00	250.00	125.00
Class C—9:30 a.m.-7 p.m., Mon.-Fri.; Noon-7 p.m., Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
1600.00	960.00	640.00	533.33	480.00	175.00	87.50
Class D—Sign-on-9:30 a.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
800.00	480.00	320.00	266.67	240.00	125.00	62.50

* Class AA (7:59-10 p.m., daily): Min. \$600, 10 Sec. \$300. Class A (6:59-7:59 p.m., 10-10:30 p.m., daily). Class B (5:59-6:59 p.m., Mon.-Sat.; 4:59-6:59 p.m., Sun.; 10:30-11 p.m., daily). Class C (7 a.m.-5:59 p.m., Mon.-Fri.; 11:59 a.m.-5:59 p.m., Sat.; 11:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily). Class D (Sign-on-7 a.m., Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun.; midnight-sign-off, daily).

Subject to consecutive weeks discount.

HEADLINE EXCITEMENT

... it's ZIV's
New Smash
TV Drama!



See pages
370-371

California

KRCA Los Angeles (Ch. 4)

Licensee: National Broadcasting Co. Inc., Sunset & Vine.

Studios: Sunset & Vine. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-6161. TWX No.: LA 790.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 21.4-kw aural. Antenna: Directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level, lat. 34° 13' 33", long. 118° 03' 55".

Network Service: NBC. AM Affiliate: None locally.

Ownership: See WRCA-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

John K. West, *v.p. in charge of Western Div.*
 Thomas C. McCray, *general manager.*
 George Greaves, *staff executive.*
 James Parks, *sales manager.*
 John M. Wehrhelm, *business manager.*
 Noyes Scott, *sales service manager.*
 John C. Kenaston, *advertising & promotion manager.*
 Grant Recksleck, *sales promotion director.*
 Robert Pelgram, *publicity manager.*
 Harry Camp, *merchandising manager.*
 Dean Craig, *program manager.*
 George Burke, *film operations supervisor.*
 John Knight, *station engineer.*
 James Damon, *operations supervisor.*
 Robert Livingston, *remote director.*
 Cleve Hermann, *sports director.*
 Norvell Gillespie, *farm director.*

DIGEST OF RATE CARD NO. 10 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	* 10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat., 5-10:30 p.m., Sun.						
\$3600.00	\$2160.00	\$1440.00	\$1260.00	\$900.00	\$650.00	\$300.00
Class A—10:30-11 p.m., daily.						
3200.00	1920.00	1280.00	1120.00	800.00	375.00	160.00
Class B—6-7:30 p.m., Mon.-Sat.						
1700.00	1020.00	680.00	595.00	425.00	200.00	75.00
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun.						
1600.00	960.00	640.00	560.00	400.00	125.00	50.00
Class D—All other times.						
825.00	495.00	330.00	288.75	206.25

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.
 Class A—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. Class B—6-6:59 p.m., Mon.-Sat., 5-6 p.m., Sun. Class C—all other times.
 Subject to frequency discounts.

KTLA Los Angeles (Ch. 5)

Licensee: Paramount Television Productions Inc., 5800 Sunset Blvd.

Studio: 5800 Sunset Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-3181.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 2921-ft. above av. terrain, 250-ft. above ground, 5936-ft. above sea level, lat 34° 13' 35", long. 118° 03' 56". CP for 50.1-kw visual, 25.1 aural, 2990-ft. above av. terrain.

Ownership: Paramount Pictures Inc., 100%.

Began Operation: Jan. 22, 1947.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Arnold, Fortas & Porter.

Personnel:

Paul Raibourn, *president* (New York).
 Klaus Landsberg, *v.p. and general manager, KTLA.*
 J. Gordon Wright, *production coordinator.*
 Robert Mohr, *sales manager.*
 Stanley H. Chambers, *national sales manager.*
 Joseph Coffin, *sales development director.*
 Abe Greenberg, *public relations director.*
 Leland G. Muller, *film program director.*
 Gilbert Martyn, *news editor.*
 Roy White, *studio operations supervisor.*
 John Silva, *remote operations supervisor.*
 Glenn Hughes, *talent department.*

DIGEST OF RATE CARD NO. 6

(Dec. 1, 1952)

Hour	45 Min.	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1250.00	\$975.00	\$800.00	\$525.00	\$300.00	\$250.00	\$230.00	\$115.00
Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Fri.; 10:30 p.m.-midnight, Sat.							
625.00	487.50	400.00	262.50	150.00	125.00	115.00	57.50
Class C—All other times.							
500.00	390.00	320.00	210.00	120.00	100.00	92.00	46.00

Subject to frequency discounts.

KTTV Los Angeles (Ch. 11)

Licensee: KTTV Inc., 5746 Sunset Blvd.

Studio: 5746 Sunset Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-7111. TWX No.: LA 228.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 166-kw visual, 83-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level, lat. 34° 13' 29", long. 118° 03' 47.1".

Ownership: The Times-Mirror Co., 100%, publisher of *Los Angeles Times* and *Mirror*. Norman Chandler, chairman; Richard A. Moore, pres.; Harrison Chandler, exec. v.p.; Omar F. Johnson, v.p.-asst. secy.; John R. Vrba, v.p.; Robert W. Breckner, v.p.; Harry W. Bowers, treas.; Richard G. Adams, secy.

Began Operation: Jan. 1, 1949.

Represented (sales) by Blair TV.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Richard A. Moore, *president.*
 John R. Vrba, *v.p., sales.*
 Leslie H. Norins, *local sales manager.*
 George T. Ruby, *controller.*
 Robert Breckner, *v.p., programming.*
 Bill Welsh, *director of special events.*
 Jack O'Mara, *promotion & merchandising manager.*
 Norma Norman, *traffic manager.*
 Dick Woollen, *film & asst. program director.*
 Reavis Winckler, *publicity director.*
 Val Conte, *sales service manager.*
 Edward Benham, *chief engineer.*

DIGEST OF RATE CARD NO. 7 (April 10, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1750.00	\$1050.00	\$700.00	\$582.50	\$490.00	\$460.00	\$400.00	\$230.00
Class B—6-7 p.m., 10:30 p.m.-midnight, daily.							
1225.00	735.00	490.00	407.50	342.50	280.00	215.00	130.00
Class C—Noon-6 p.m., midnight-2 a.m., daily.							
690.00	415.00	275.00	228.75	192.50	180.00	140.00	85.00
Class D—2 a.m.-noon, daily.							
375.00	225.00	150.00	125.00	105.00	100.00	87.50	50.00

Subject to frequency discounts.

KBET-TV Sacramento (Ch. 10)

Grantee (STA): Sacramento Telecasters Inc., 601 7th Ave.

Studio: 601 7th Ave. Transmitter: 3.5 ml. S of El Dorado, Cal.

Telephone: Hudson 1-4041.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1120-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37' 39", long. 120° 51' 20".

Network Service: CBS.

Ownership: William P. Wright, pres., 11.56%; John H. Schacht, v.p., 15.45%; Henry Telchert, secy., 5.45%; Charles C. Inks, treas., 3.64%; Russell Gallaway Jr., 11.56%; Robert A. Breuner, 7.09%; Clarence H. Breuner, 7.09%; Edward M. Wright, 6.33%; Alan Pollock, 5.45%; Thomas H. Richards Jr., 5.45%; Andrew M. Henderston Jr., 5.45%; 6 other stockholders, each owns less than 5%.

Began Operation: March 20, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

John H. Schacht, v.p., & general manager.
 George J. Kapel, sales manager.
 Gene Ragle, operations director.
 Vince Williams, production manager.
 Hank Thornley, news director.
 John MacKenzie, farm director.
 Peter K. Onnigian, chief engineer.

DIGEST OF RATE CARD NO. 1
 (Dec. 1, 1954)

Hour	30 Min	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A —6:30-10:30 p.m., Sun.-Fri.; 6:30-11 p.m., Sat.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class B —Noon-1 p.m., 5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 5-6:30 p.m., 11 p.m.-midnight, Sat.; 1-6 p.m., 10:30-11 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C —All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

KCCC-TV
Sacramento
 (Ch. 40)

Grantee (STA): Capital City TV Corp., Senator Hotel.
Studio: Senator Hotel. Transmitter: Garden Highway.
Telephone: Gilbert 3-4843. **TWX No.:** SC 122.
Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 186-kw visual, 93.3-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 528-ft. above sea level, lat. 38° 36' 35", long. 121° 33' 15". Requests change to Ch. 16.
Network Service: ABC.
Ownership: Harry McCart. pres., 50%; Ashley L. Robison, exec. v.p. & secy.-treas., 50%.
Began Operation: Sept. 30, 1953.
Represented (sales) by Weed Television Corp.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Ashley L. Robison, executive v.p. & secretary-treasurer.
 A. J. Richards, v.p., in charge of sales.
 Bud Edwards, v.p., in charge of production.
 William R. Furnell, production director.
 George Ledell Jr., Los Angeles sales manager.
 Clarence P. Talbot, public relations director.
 Harvey Chester, news & special events director.
 Bob Anderson, farm director.
 Katherine Kerry, woman's director.
 Paul E. Leake, engineering director.

DIGEST OF RATE CARD NO. 2
 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.							
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B —Noon-6 p.m., Mon.-Fri.							
300.00	180.00	145.00	120.00	105.00	75.00	60.00	30.00
Class C —All other times.							
225.00	135.00	112.50	90.00	79.00	56.50	45.00	22.50

Subject to frequency discounts.

KCRA-TV
Sacramento
 (Ch. 3)

(Due to Begin Operating in September)

Grantee (STA): KCRA Inc., 1010 Eleventh St.
Studio and Transmitter: 10th & C Sts.
Telephone: Gilbert 2-0757. **TWX No.:** SC 111.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 495-ft. above av. terrain, 553-ft. above ground, 573-ft. above sea level, lat. 38° 35' 16", long. 121° 29' 22".
Network Service: NBC.

(Continued on next page)

In Live Programming

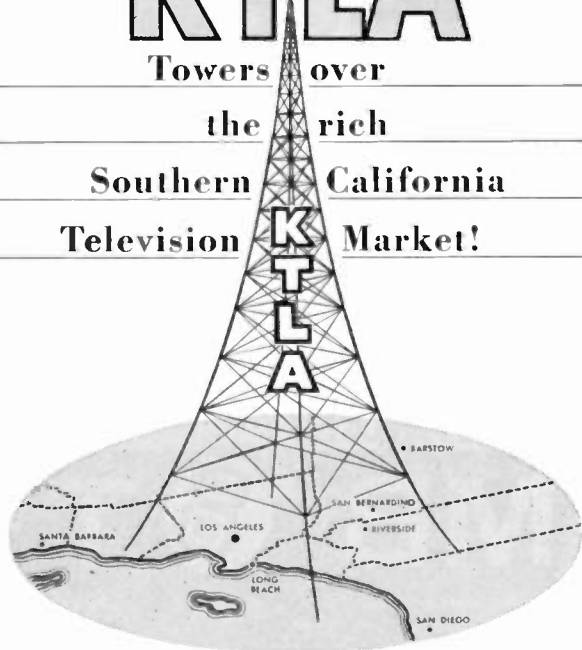
K T L A
 CHANNEL 5

Towers over

the rich

Southern California

Television Market!



... AND SALES FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

62% of All Local, Live television programming which rates 5 or better—ARB—is on KTLA

IN KTLA'S SIGNAL AREA:
 POPULATION 7,004,800
 RETAIL SALES \$8,244,000,000
 TELEVISION SETS 2,200,000

7% of the nation's television homes are reached by KTLA.

Represented Nationally by
PAUL H. RAYMER COMPANY.

California

SACRAMENTO: KCRA-TV—(Continued)

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC). FM Affiliate: KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft. antenna height.

Ownership: Ewing C. Kelly, pres., 50%; C. Vernon Hansen, v.p., 16.68%; Gerald Hansen, secy.-treas., 16.66%; Kenneth W. Hansen, 16.66%.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Ewing C. Kelly, *president & general manager.*
 Frank M. Devaney, *station manager.*
 Howard J. Smiley, *public relations director.*
 Robert E. Kelly, *program manager.*
 W. Herbert Hartman, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (June 16, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m. daily.						
\$650.00	\$390.00	\$260.00	\$227.50	\$162.50	\$130.00	\$65.00
Class B—6:30-7:30 p.m. daily.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00

Subject to frequency discounts.

KSBW-TV Salinas-Monterey (Ch. 8)

Grantee (STA): Salinas Valley Bcstg. Corp., Box 1651, Salinas.

Studio: 238 John St. Transmitter: Baldy Peak.

Telephone: 2-6422. TWX No. ZL89.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 11.5-kw visual, 5-kw aural. Antenna: 2630-ft above av. terrain, 197-ft. above ground, 3777-ft. above sea level, lat. 36° 32' 06", long. 121° 37' 10".

Network Service: CBS, ABC, DuMont, NBC.

AM Affiliate: KSBW, 1-kw, 1380 kc (MBS)

Ownership: John C. Cohan, pres., 25%; William M. Oates, secy.-treas., 25%; group of local stockholders, 50%.

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it bought and merged KMBY-TV (*Television Digest*, Vol. 10:45 & 11:6).

Represented (sales) by H-R Television, Inc.

Represented (legal) by John P. Hearne, Hollywood.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

John Cohan, *president and general manager.*
 William M. Oates, *secy.-treas. and asst. manager.*
 Fran Conrad, *station manager.*
 Graham Moore, *sales manager.*
 Bill Hargan, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—6:30-10:30 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$120.00	\$90.00	\$75.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.					
260.00	156.00	104.00	95.00	68.00	55.00
Class C—All other times.					
175.00	105.00	70.00	62.00	45.00	38.00

Subject to frequency discounts.

KFMB-TV San Diego (Ch. 8)

Licensee: Wrather-Alvarez Broadcasting, Inc., Fifth and Ash St.

Studio: Fifth and Ash St. Transmitter: Mt. Soledad.

Telephone: Belmont 2-2114. TWX No.: SD 567.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 158-kw maximum and 120-kw horizontal aural. Antenna: Directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level, lat. 32° 50' 17", long. 117° 14' 56".

Network Service: CBS, ABC.

AM Affiliate: KFMB, 5-kw, 540-kc (CBS).

FIRST in GROWING San Diego!

KFMB-TV CBS, CHANNEL-8 ABC

the Nation's 15th Market in

LUMBER AND BUILDING MATERIALS*

BIGGER- THAN

BUFFALO, N. Y.,
KANSAS CITY, MO.,
MIAMI, FLA., OR
DALLAS, TEXAS

*Sales Mgt. Survey of Buying Power, 1955
SEE YOUR PETRY MAN!

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC.
REPRESENTED BY PETRY

SAN DIEGO, CALIF.

AMERICA'S MORE MARKET!



Ownership: Maria Helen Alvarez, 38.89%; Jack D. Wrather Jr., 38.89%; Edward Petry & Co., 22.22%. Mrs. Alvarez owns 25% of application for Corpus Christi. Mr. Wrather holds CP for WJDW, Boston (TV); 25% of application for Corpus Christi.

Began Operation: May 16, 1949. Sold to Kennedy Bostg. Co. April 25, 1951 (*Television Digest*, Vol. 7:18); sold to present owners March 25, 1953 (*Television Digest*, Vol. 9:5, 13).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Personnel:

J. D. Wrather Jr., *president*.
 Maria Helen Alvarez, *v. p.*
 George Whitney, *general manager*.
 Bill Fox, *general sales manager*.
 Dan Bellus, *sales development & promotion director*.
 James M. Harmon, *program director*.
 Charles E. Jackson, *local sales manager*.
 George G. Jacobs, *technical director*.
 Charles Abel, *chief engineer*.

DIGEST OF RATE CARD NO. 9
(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A —8-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00	\$80.00
Class B —6-8 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C —10:30-11 p.m., daily; noon-5 p.m., Sat. & Sun.						
500.00	300.00	200.00	175.00	150.00	100.00	50.00
Class D —Noon-6 p.m., Mon.-Fri.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class E —9 a.m.-noon, 11 p.m.-sign-off daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00

Subject to frequency discounts.

KFSD-TV
San Diego
(Ch. 10)

Grantee (STA): KFSD Inc., 3642 Enterprise St.

Studio: 3642 Enterprise St. **Transmitter:** Mt. Soledad.

Telephone: Cypress 8-7151. **TWX No.:** SD 559.

Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 63-kw visual, 35.4-kw aural. Authorized power: 316-kw visual, 178-kw aural. Antenna: 700-ft. above av. terrain, 224-ft. above ground, 1019-ft. above sea level, lat. 32° 50' 20", long. 117° 14' 56". Holds modification of CP for 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural, 750-ft. above av. terrain, 252-ft. above ground, lat. 32° 50' 20.5", long. 117° 14' 56.5"; transmitter to Enterprise & Frontier Sts.

Network Service: NBC.

AM Affiliate: KFSD, 5-kw, 600 kc (NBC). **FM Affiliate:** KFSD-FM, 33-kw, 94.1 mc (No. 231), 425-ft. antenna height.

Ownership: Fox, Wells & Co. (95.5%). **KFSD Inc. officers:** James G. Rogers, *pres.*; Glen McDaniel, *exec. secy.*, 3%; William E. Goetze, *asst. secy. & director*; William Lane, *director*, 1.5%; Tom Sharp, *director*. Fox Wells also owns 26.75% of WWOR-TV, Worcester, Mass., and about 28% of Olympic Radio.

Began Operation: Sept. 9, 1953. Sale to present owners by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (*Television Digest*, Vol. 10:31-32, 34, 38, 42).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis.

Personnel:

William E. Goetze, *general manager*.
 William Hollenbeck, *studio manager*.
 Jay Grill, *sales manager*.
 Winter Horton, *executive producer*.
 Seymour Francis, *director of public relations*.
 Lionel Van Deerlin, *news editor*.
 Harold Boone, *director of merchandising*.
 Leroy Bellwood, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA —8-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A —7-8 p.m.; 10-10:30 p.m., daily						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B —1-7 p.m., 10:30-midnight, daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C —9 a.m.-1 p.m., midnight-sign-off, daily.						
175.00	100.00	70.00	60.00	42.50	30.00	15.00
Class D —Sign-on-9 a.m., daily.						
80.00	48.00	32.00	28.00	20.00	16.00	8.00

Subject to frequency discounts.

San Diego
(See also Tijuana, Mex.)

KGO-TV
San Francisco
(Ch. 7)

Licensee: American Broadcasting Co., 277 Golden Gate Ave.

Studio: 277 Golden Gate Ave. **Transmitter:** Mt. Sutro.

Telephone: Underhill 3-0077. **TWX No.:** SF 147.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1231-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

Network Service: ABC.

AM Affiliate: KGO, 50-kw, 810 kc (ABC). **FM Affiliate:** KGO-FM, 3.8-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

James H. Connolly, *v.p. & general manager*.
 David Sacks, *general sales manager*.
 Jon W. Barkhurst, *director, promotion-publicity*.
 Russell Baker, *program manager*.
 Robert Mitchell, *film manager*.
 Edith Kirby, *traffic manager*.
 Victor Reed, *manager of news, sports & special events*.
 Jeanne Rleman, *sales service manager*.
 Harry Jacobs, *chief engineer*.
 Edward Smith, *production manager*.
 Lorraine Duchene, *continuity acceptance editor*.

DIGEST OF RATE CARD NO. 9
(June 1, 1955)

Hour	30 Min.	15 min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA —7:30-10:30 p.m., daily.						
\$1350.00	\$810.00	\$540.00	\$450.00	\$360.00	\$270.00	\$135.00
Class A —7-7:30 p.m., daily.						
1100.00	660.00	440.00	365.00	295.00	220.00	110.00
Class BB —6:30-7 p.m., 10:30-11:30 p.m., daily; 2-7 p.m., Sun.						
750.00	450.00	300.00	250.00	200.00	150.00	75.00
Class B —5-6:30 p.m., daily; noon-2 p.m., Sun.						
600.00	360.00	240.00	200.00	160.00	120.00	60.00
Class C —All other times.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00

Subject to frequency discounts.

EMOTION
THAT HITS HOME



See pages 370-371 for

ZIV's new
TV
SMASH
DRAMA



Why is a trade paper like a television station?

Whether it's a television station, a radio station, or a trade publication they have this in common—they're all advertising vehicles in business to deliver selling messages to a *logical* audience.

The logical trade paper audience for you (if you're a radio or tv station) is the national timebuyer, the account executive, the ad manager, the man on the agency plans board. In short, advertiser and agency decision-makers.

If you can find a trade paper that guarantees regular and thorough readership by important decision-makers you've got that essential ingredient for advertising success—an advertising medium that's right for you.

One of the toughest jobs in advertising is finding the right vehicle. The advertising woods are full of wrecked campaigns that lacked only the right station or the right magazine to keep them on the road.

Trade papers come in all shapes, sizes, and abilities. They come in varied ability to deliver the right audience. Broadcast publications are no exceptions. How does SPONSOR rate as an advertising vehicle?

Answer: if you're a radio or television station it rates *number one*. SPONSOR led all broadcast publications in a large-scale study of agency/advertiser trade paper reading habits conducted by a leading radio and television firm. SPONSOR was number one among broadcast trade publications in every segment of this study, was 20% ahead of publication "B" in regular readership and 25% ahead in total readership.

A survey of top agency timebuyers made by an eastern agency showed SPONSOR the *most read, most preferred* publication. SPONSOR's own continuing study (July 1954) is soon to be released. This compares 1953 readership findings with 1954 and gives valid clues to the growth of the broadcast trade publications. Some of the summary findings are charted here.

1953-54 COMPARISONS OF BROADCAST TRADE PAPER READERSHIP*

Publication	"I read"		"I read regularly"		"I read thoroughly"	
	1953	1954	1953	1954	1953	1954
SPONSOR	86%	86%	63%	68%	32%	42%
BROADCASTING	68%	77%	68%	58%	39%	31%
TELEVISION	53%	73%	56%	45%	20%	24%
VARIETY	55%	51%	52%	44%	29%	27%
RADIO DAILY	40%	40%	62%	43%	35%	32%
BILLBOARD	47%	44%	31%	22%	8%	16%

Base: Total Readership

*1953 survey by CORE, 1954 survey by Alan C. Russell Marketing Research. Only agencies and advertisers surveyed; only broadcast publications at least one year old at time of survey included; only Standard Advertising Register and National Register Agency List used as sources; 1,100 questionnaires mailed and 245 returned.

S SPONSOR would like to tell you, in businesslike terms, what trade paper advertising can do for you. Interested?
PONSOR *the magazine radio and tv advertisers* **use**

KPIX
San Francisco

(Ch. 5)

Licensee: Westinghouse Broadcasting Co. Inc. (Cal.), 2655 Van Ness Ave.

Studio: 2655 Van Ness Ave.

Transmitter: Mt. Sutro Television Center.

Telephone: Prospect 6-5100. TWX No. SF 168.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 420-ft. above ground, 1354-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

Network Service: CBS.

AM Affiliate: None locally.

Ownership: Westinghouse Bcstg. Co. Inc. (Cal.); for other interests see KDKA-TV, Pittsburgh.

Began Operation: Dec. 25, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by the Katz Agency Inc.

Personnel:

Chris J. Witting, *pres.*, Westinghouse Broadcasting Co. Inc.
Philip G. Lasky, *general manager.*
George Mathlesen, *asst. to general manager.*
Louis Simon, *commercial manager.*
Herbert Bachman, *advertising & sales promotion manager.*
William Dempsey, *program manager.*
A. E. Towne, *director of engineering.*

DIGEST OF RATE CARD NO. 8
(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.						
\$1250.00	\$750.00	\$500.00	\$437.50	\$312.50	\$260.00	\$130.00
Class A—6:30-7:30 p.m., 10-10:45 p.m., Mon.-Fri.; 5-7:30 p.m., 10-11 p.m., Sat.; 4-7:30 p.m., 10-11 p.m., Sun.						
1100.00	660.00	440.00	385.00	275.00	220.00	110.00
Class B—5-6:30 p.m., 10:45-11:30 p.m., Mon.-Fri.; 4-5 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00

Subject to frequency discounts.

KQED

San Francisco

(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): Bay Area Educational Television Assn., 165 Post St.

Studio: O'Connell Trade School. Transmitter: Atop Mark Hopkins Hotel.

Telephone: Yukon 6-5910.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 510-ft. above av. terrain, 354-ft. above ground, 630-ft. above sea level, lat. 37° 47' 24", long. 122° 24' 40".

Ownership: Following are officers: Herbert C. Clish, chairman; Vaughn D. Seidel, pres.; J. Paul Leonard, secy.; Raymond Reeves, treas.; George A. Pettitt, v.p. Mr. Seidel is supt. of Alameda County schools.

Began Operation: April 2, 1954.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by R. A. Isberg.

Personnel:

James Day, *general manager.*
Jonathan C. Rice, *program manager.*
Gerald Marens, *production manager.*
Marianne Goldman, *publicity director.*
Bevins Austin, *community relations director.*
Robert Katz, *film director.*
Larry M. Reed, *chief engineer.*

**TRAFFIC STOPPING
IMPACT...**



ZIV'S NEW SMASH
TV DRAMA!

SEE PAGES 370-371

HOW TO BUY TV AUDIENCE IN SAN FRANCISCO...

for as little as 14¢ a thousand

for pre-5 p.m. ID's on the 45-12 plan

or...

for as little as 38¢ a thousand

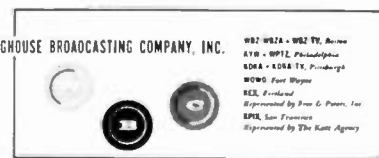
for 20-second spots in class AA time

Top-rated adjacencies on KPIX, San Francisco, provide unsurpassed opportunities for low-cost, high-response audience.

On the KPIX 45-12 plan, buying 12 or more ID spots per week earns a 45% discount on all spots telecast before 5 p.m. (frequency discounts apply only on ID's after 5 p.m.). And, Monday through Friday, 7 a.m. to 6 p.m. KPIX leads the second station by a 24.5% average.

And with 6 out of the top ten nighttime shows (second station has 3), and a Monday through Sunday average lead of 22% in Class AA time, KPIX, the time buyer can find rare opportunities for stretching sponsor dollars.

ASK YOUR KATZ MAN FOR THE WHOLE KPIX STORY... or telephone Lou Simon at KPIX, PProspect 6-5100.



California

KRON-TV San Francisco (Ch. 4)

Licensee: Chronicle Publishing Co., 901 Mission St.
Studio: 929 Mission St. Transmitter: Television Peak, San Bruno Mt.

Telephone: Garfield 1-1100. TWX No.: SF 283.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1441-ft. above sea level, lat. 37° 41' 12", long. 122° 26' 03".

Network Service: NBC.

AM Affiliate: None.

Ownership: Chronicle Publishing Co., publisher of *San Francisco Chronicle*; George T. Cameron, pres. Also owns 97.3% of KBAK-TV & KBAK, Bakersfield, Cal.

Began Operation: Nov. 15, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by John P. Hearne (San Francisco).

Represented (engineering) by Robert L. Hammett (San Francisco).

Personnel:

Charles Thieriot, *v.p. & general manager*.
Harold P. See, *station manager*.
Norman Louvain, *sales manager*.
L. Boyd Mullins, *merchandising & research manager*.
Thomas Mulhalley, *public affairs director*.
Roland D. Irving, *promotion manager*.
Douglas Elleson, *program manager*.
J. L. Berryhill, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (June 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$1500.00	\$840.00	\$700.00	\$560.00	\$490.00	\$350.00	\$300.00	\$150.00
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10:30-11 p.m., daily.							
1175.00	705.00	587.50	470.00	411.25	293.75	250.00	125.00
Class BB—6:30-7 p.m., 11-11:30 p.m., Mon.-Sat.							
750.00	450.00	375.00	300.00	262.50	187.50	180.00	90.00
Class B—5-6:30 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—All other times.							
450.00	270.00	225.00	180.00	157.50	112.50	90.00*	45.00**

* All other times, noon-midnight. ** All other times, midnight-noon: 20 Sec. \$68; 8 Sec. \$34.
Subject to frequency discounts.

KSAN-TV San Francisco (Ch. 32)

Grantee (STA): S. H. Patterson, 1355 Market St.

Studio: Atop Merchandise Mart. Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.

Telephone: Market 1-8171.

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1080-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

AM Affiliate: KSAN, .25-kw, 1450 kc.

Ownership: S. H. Patterson, 100%.

Began Operation: March 1, 1954.

Represented (sales) by Stars National Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Radio Engineering Co., San Francisco.

Personnel:

Norwood J. Patterson, *general manager*.

DIGEST OF RATE CARD NO. 1-B (May 10, 1954)

All hours.	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
\$225.00	\$135.00	\$90.00	\$67.50	\$33.75	\$18.00	\$10.00	

KNTV San Jose (Ch. 11)

(Due to Begin Operating in 1955)

Grantee (STA): Standard Radio & Television Co., 645 Park Ave.

Studio: 645 Park Ave. Transmitter: 4.6 mi. SSW of New Almaden, Peak Loma Prieta.

Telephone: Cypress 7-5577.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5.36-kw visual, 2.68-kw aural. Antenna: 2769-ft. above av. terrain, 273-ft. above ground, 4079-ft. above sea level, lat. 37° 06' 40", long. 121° 50' 34".

Ownership: Sunlite Bakery, 100% owned by A. T. Gilliland.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Harry Y. Maynard, *manager*.
Harry Bartolomei, *chief engineer*.

(ADDITIONAL DATA UNAVAILABLE)

KVEC-TV San Luis Obispo (Ch. 6)

Grantee (STA): Valley Electric Co., 787 Higuera St.

Studio: Mt. View & Hill Sts. Transmitter: Los Padres Forest.

Telephone: 1100.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16-kw visual, 8.9-kw aural. Antenna: 1260-ft. above av. terrain, 140-ft. above ground, 2390-ft. above sea level, lat. 35° 21' 37", long. 120° 38' 57".

Network Service: ABC, DuMont, CBS.

AM Affiliate: KVEC, 1-kw (.5-kw night) 920 kc (MBS).

Ownership: Christina M. Jacobson 2/3; Leslie H. Hacker 1/3.

Began Operation: May 25, 1953.

Represented (sales) by W. S. Grant Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Leslie H. Hacker, *manager*.
Si Darrah, *commercial manager*.
Bob Wilton, *program director*.
Ted Warner, *director of production*.
James Cochran, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$160.00	\$120.00	\$80.00	\$65.00	\$50.00	\$37.50	\$30.00
Class B—All other times.							
150.00	120.00	90.00	60.00	49.00	42.50	30.00	22.50

Subject to frequency discounts.

KEY-T Santa Barbara (Ch. 3)

Grantee (STA): Santa Barbara Bcstg. & TV Corp., 730 Miramonte.

Studio: 730 Miramonte Dr.

Transmitter: TV Peak, Santa Ynez Mountains.

Telephone: Woodland 5-8533. TWX No.: ZB 8998.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 3011-ft. above av. terrain, 211 ft. above ground, 4201-ft. above sea level, lat. 34° 31' 32", long. 119° 57' 08".

Network Services: ABC, CBS, DuMont, NBC.

Ownership: Harry C. Butcher, chairman, 13.2%; Colin M. Selph, pres., 18.5%; Cecil I. Smith, v.p. & treas., 10.8%; Arthur F. Marquette, director & secy., 9.2%; Alvin C. Weingand, director, 3.7%; C. H. Jackson Jr., director, 26.2%; P. M. Hamilton, director, 6.2%; Ronald Coleman, 9.2%.

Began Operation: July 24, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Seymour F. Johnson, Santa Barbara.

Personnel:

Colin M. Selph, *president and general manager*.
Russell L. Furse, *director of operations*.
Jim Eskilson, *production manager*.
Mary Ann Casey, *program supervisor*.
R. Hill Carruth, *regional sales manager*.
Thomas Chace, *sales service coordinator*.
Bill Huddy, *news editor*.
Lloyd M. Jones, *director of engineering*.
Mary Colores, *comptroller*.
Joe Costantino, *promotion*.

DIGEST OF RATE CARD NO. 2 (July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11 p.m.-midnight, daily.							
300.00	180.00	150.00	120.00	105.00	75.00	60.00	30.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; midnight-sign-off, daily.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.



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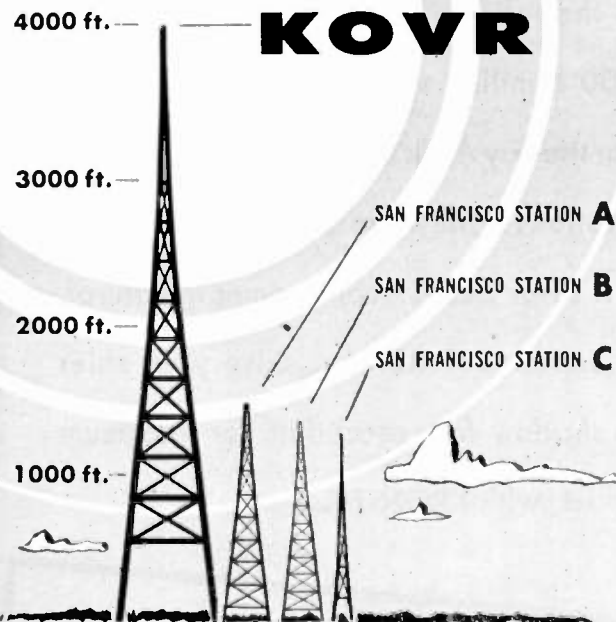
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SALES OFFICE

450 Ninth Street
San Francisco

225 E. Miner Ave.
Stockton

Terry H. Lee, General Manager

**KOVR
Stockton
(Ch. 13)**

Grantee (STA): Television Diablo Inc., 225 Miner St.
Studio: 225 Miner St. Transmitter: Atop Mt. Diablo.
Offices: 450 Ninth St., San Francisco.

Telephones: Howard 6-6981; Underhill 3-6727, San Francisco.
TWX No.: SF 988.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 138-kw visual, 72.2-kw aural. Antenna: 3172-ft. above av. terrain, 293-ft. above ground, 3923-ft. above sea level, lat. 37° 52' 49", long. 121° 55' 09".

Network Service: DuMont.

FM Affiliate: KSBK, 63-kw, 100.5 mc (No. 263), 3,100-ft. antenna height, San Bruno.

Ownership: H. L. Hoffman, chairman & pres., 63%; Orrin H. Brown, v.p., 3.6%; J. A. McCullough, v.p., 4.5%; W. W. Eitel, v.p., 4.5%; Joseph E. and Theodore R. Gamble, 10%; over 300 others, none owns over 3%.

Began Operation: Sept. 5, 1954.

Represented (sales) by Blair-TV.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

Terry Hamilton Lee, executive v.p. & general manager.
Jay Watson, asst. general manager.
Frank G. King, general sales manager.
Marshall Plant, sales service manager.
Gordon Grannis, publicity & sales promotion manager.
Stanton D. Bennett, chief engineer.

**DIGEST OF RATE CARD NO. 1
(Sept. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class B—5-7 p.m., 10:30-11 p.m. daily.						
525.00	315.00	210.00	183.75	131.25	100.00	50.00
Class C—All other times.						
350.00	232.75	140.00	122.50	87.50	75.00	37.00

Subject to frequency discounts.

**KVVG
Tulare
(Ch. 27)**

Grantee (STA): UHF Telecasting Corp., 1385 E. Tulare St.

Business office: 9155 Sunset Blvd., Los Angeles.

Studio: 1385 E. Tulare St. Transmitter: Eshom Point, 40-mi. NE of Tulare and 40-mi. E of Fresno.

Telephone: 6-3481; Crestview 4-5301, Los Angeles.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 151-kw visual, 81.3-kw aural. Antenna: 1630-ft. above av. terrain, 120-ft. above ground, 2370-ft. above sea level, lat. 37° 49' 17", long. 118° 56' 35".

Ownership: Milton B. Scott, 50%; Joseph Justman, 50%. Scott's advertising agency, Milton B. Scott Inc., operates KOPF, Ogden, Utah. Mr. Justman is movie producer.

Began Operation: Nov. 16, 1953; sale to present owners by trustees and representatives of creditors of Sheldon Anderson, approved by FCC March 16, 1955. (Television Digest, Vol. 11:12).

Represented (sales) by Adam Young Television Corp.

Represented (legal) by John P. Hearne, Los Angeles.

Personnel:

Wally Sherwin, general manager.
Ernie Beatie, v.p. for sales.
Herschel McKenzie, chief engineer.

**DIGEST OF RATE CARD NO. 3
(Aug. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$97.50	\$81.25	\$65.00	\$32.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	75.00	62.50	45.00	22.50
Class C—All other times.						
162.50	97.50	65.00	48.75	40.50	35.00	17.50

Subject to frequency discounts.

COLORADO

KKTV

Colorado Springs

(Ch. 11)

Grantee (STA): TV Colorado Inc., 512 S. Tejon.

Studio: 512 S. Tejon. **Transmitter:** Cheyenne Mt.

Telephone: Melrose 4-2844. **TWX No.:** COL SP 581.

Technical Facilities: Channel No. 11 (198-204 mc). Operating under Special Temporary Authorization with 107.5-kw visual power, 54 kw aural. Authorized power: 263-kw visual, 132-kw aural. Antenna: 1760-ft. above av. terrain, 194-ft. above ground, 9173-ft. above sea level, lat. 38° 45' 42", long. 104° 51' 51".

Network Service: ABC, CBS, Du Mont.

AM Affiliate: KGHF, 5-kw (1-kw, night) 1350 kc (ABC), Pueblo.

Ownership: James D. & Betty Z. Russell, 50%; Colorado Bcstg. Co. Inc., 50% (KGHF, Pueblo). James D. Russell, pres.-treas; Betty Z. Russell, v.p.; Robert D. Ellis, v.p.-secy. Mr. Ellis votes stock of Colorado Bcstg. Co. Inc.

Began Operation: Dec. 7, 1952.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

James D. Russell, *president and general manager.*
 Robert D. Ellis, *v.p. and national sales manager.*
 Cecil Seavey, *program director.*
 Carl Pehlman, *film editor.*
 Ralph Conner, *news director.*
 H. Cozine Strang, *transmitter supervisor.*
 Willis Shanks, *studio supervisor.*

DIGEST OF RATE CARD NO. 2 (March 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$70.00	\$60.00	\$50.00	\$40.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.						
120.00	72.00	56.00	48.00	40.00	32.00	20.00

Colorado

Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.

90.00 54.00 42.00 36.00 30.00 24.00 15.00

Subject to frequency discounts.

KRDO-TV

Colorado Springs

(Ch. 13)

Grantee (STA): Pikes Peak Broadcasting Co., 399 S. 8th St.

Studio and Transmitter: 399 S. 8th St.

Telephone: Melrose 2-1515.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11.5-kw visual, 5.8-kw aural. Antenna: minus 630-ft. above av. terrain, 465-ft. above ground, 6415-ft. above sea level, lat. 38° 49' 42", long. 104° 50' 15".

Network Service: NBC.

AM Affiliate: KRDO, 25-kw, 1240 kc.

Ownership: William J. Gregory, 39.22%; Harry C. Hoth, 27.17%; Harry W. Hoth, Jr., pres., 22.94%.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by Avery-Knodel Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by George O. Sutton.

Represented (engineering) by James C. McNary.

Personnel:

Harry W. Hoth Jr., *president & general manager.*
 Jack Finlayson, *program director.*
 William Gear, *news director.*
 Glenn E. Lilly, *film director.*
 Robert Fitzmorris, *technical production director.*
 Herbert Schubarth, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.						
\$125.00	\$75.00	\$50.00	\$43.75	\$37.50	\$25.00	\$12.50
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

For rate when sold in combination with KCSJ-TV, Pueblo, & KOA-TV, Denver, see listing for latter. For rate when sold in combination only with KCSJ-TV, see KCSJ-TV listing. Subject to frequency discounts.



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Colorado

KBTV Denver

(Ch. 9)

Grantee (STA): TV Denver Inc., 1089 Bannock St.

Studio: 1089 Bannock St. Transmitter: Lookout Mountain.

Telephone: Tabor 5-6386. TWX No.: DN 463.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 08".

Network Service: ABC.

Ownership: John C. Mullins, pres., 50%; Frank Leu, 50%. Mr. Leu owns .5% of WMSL-TV, Decatur, Ala.

Began Operation: October 12, 1952. Sale to present owners by local businessmen headed by W.D. Pyle approved March 23, 1955 by FCC (*Television Digest*, Vol. 11:7, 13).

Represented (sales) by Free & Peters Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

John C. Mullins, *president*.
Joseph Herold, *station manager*.
Robert W. Dupree, *business manager*.
Ray Gallagher, *executive producer and director*.
E. L. Colbourn, *executive sales director*.
Robert Brown, *local sales manager*.
Sam Worsham, *program manager*.
Bill Walker, *promotion manager*.
Mann Reed, *senior producer*.
W. L. Murray, *film manager*.
Charles Howard, *continuity editor*.
Bill Michelsen, *news editor*.
Russell Elias, *studio engineering supervisor*.
Carl Bliesner, *transmitter engineering supervisor*.

DIGEST OF RATE CARD NO. 4

(July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$120.00	\$60.00

Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10-11 p.m., daily.
360.00 210.00 144.00 126.00 108.00 72.00 36.00

Class C—All other times.

230.00 138.00 92.00 80.50 69.00 40.00 20.00

Subject to frequency discounts.

KFEL-TV Denver

(Ch. 2)

Licensee: Eugene P. O'Fallon Inc., 550 Lincoln St.

Studio: 550 Lincoln St.

Transmitter: Buffalo Bill Highway, Lookout Mountain.

Telephone: Keystone 4-8281. TWX No.: DN 367.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level, lat. 39° 43' 59", long. 105° 14' 11".

Network Service: DuMont.

Ownership: Eugene P. O'Fallon, pres., 97.86%; Joseph A. Myers, v. p., .17%; Frank L. Bishop, secy.-treas., 1.15%; 4 others, none holding more than .3%. Note: Sale to J. Elroy McCaw, owner of KTVW, Tacoma, Wash., pends FCC approval (*Television Digest*, Vol. 11:28).

Began Operation: July 18, 1952.

Represented (sales) by Hoag-Blair Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Gene O'Fallon, *general manager*.
Frank Bishop, *commercial director*.
Brad Robinson, *operations manager*.
Gene O'Fallon Jr., *promotion-publicity director*.
Dale Morgan, *program manager & film buyer*.
Harry Honstein, *asst. program manager*.
Rhean D. Cunningham, *chief engineer*.

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President
Joe Herold
General Manager
National Representative
Free & Peters

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DIGEST OF RATE CARD NO. 2
(March 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A —7:30-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$120.00	\$87.50	\$75.00	\$37.50
Class B —6-7:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 2:30-6 p.m., Sun.						
250.00	150.00	100.00	87.50	67.50	60.00	30.00
Class C —Sign-on-6 p.m., Mon.-Sat.; sign-on-2:30 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
175.00	105.00	70.00	60.00	43.75	35.00	17.50

Subject to frequency discounts.

KLZ-TV
Denver

(Ch. 7)

Licensee: Aladdin Bcstg. Corp., 131 Speer Blvd.

Studio: 131 Speer Blvd. Transmitter: Lookout Mt.

Telephone: Main 3-4271.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 12".

Network Service: CBS.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS). **FM Affiliate:** KLZ-FM, 5.3-kw, 94.1 mc (No. 231), 300-ft. antenna height.

Ownership: Time Inc., 100%. Time also operates KTVT, Salt Lake City, with radio KDYL, and owns 50% of KOB-TV & KOB, Albuquerque, N.M.

Began Operation: Oct. 27, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Hugh B. Terry, *president & general manager.*
Phil Hoffman, *station manager.*
Jack Tipton, *sales manager.*
Bob Hart, *local sales manager.*
Bill Day, *publicity director.*
Clayton Brace, *program manager.*
Harold W. Storm, *promotion & advertising manager.*
Jerro Wyatt, *production manager.*
Sheldon Peterson, *news director.*
Ruth Willhide, *traffic manager.*
Starr Yelland, *sports & special projects director.*
Eugene Jenkins, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$650.00	\$390.00	\$260.00	\$225.00	\$200.00	\$150.00	\$75.00
Class B —10-11 p.m., daily; 3-5 p.m., Sun.						
390.00	235.00	155.00	135.00	110.00	90.00	45.00
Class C —Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m. sign-off, daily.						
250.00	150.00	100.00	85.00	67.00	50.00	25.00

Subject to frequency discounts.

KOA-TV
Denver

(Ch. 4)

Grantee (STA): Metropolitan Television Co., 1625 California.

Studio: 1625 California. **Transmitter:** Lookout Mt.

Telephone: Main 3-6211. **TWX No.:** DN 207.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1030-ft. above av. terrain, 383-ft. above ground, 7697-ft. above sea level, lat. 39° 43' 50", long. 105° 14' 07".

Network Service: NBC.

AM Affiliate: KOA, 50-kw, 850-kc (NBC). **FM Affiliate:** KOA-FM, 23.5-kw, 95.7 mc (No. 239), 185-ft. antenna height.

Ownership: William Grant, pres., 5.5%; Don Searle, exec. v.p. & gen. mgr., 6%; Ralph Radetsky, secy., 1%; Richard M. Davis, treas., 1.36%; Hendrie & Bolthoff Co., 14%; Bob Hope (actor), 39%; James L. Saphier, 4.5%; and 15 others, none over 4%.

Began Operation: Dec. 24, 1953.

Represented (sales) by Edward Petry & Co., Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Don Searle, *exec. v.p. & general manager.*
Jud Woods, *program operations manager.*
James H. Butts, *TV operations supervisor.*
William F. MacCrystall, *sales manager.*
Ralph Radetsky, *director of public affairs.*
Dick Harris, *promotion manager.*
Royce Nation, *business manager.*
J. A. Slusser, *director of engineering.*
Harlan Mendenhall, *film director.*
Dick Crosswhite, *news editor.*
Chuck Muller, *farm director.*
Van Haaften, *program coordinator & film buyer.*

DIGEST OF RATE CARD NO. 3
(July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$650.00	\$390.00	\$260.00	\$225.00	\$200.00	\$150.00	\$75.00
Class B —10-11 p.m., daily.						
390.00	234.00	156.00	135.00	120.00	90.00	45.00
Class C —Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m. sign-off, daily.						
250.00	150.00	100.00	85.00	68.00	50.00	25.00
Combination Rates —KOA-TV, KRDO-TV, Colorado Springs & KCSJ-TV, Pueblo. (Gold Nuggett TV Network).						
Hour	30 Min.	15 Min.				
Class A —6-10:30 p.m., daily.						
\$697.50	\$418.50	\$284.00				
Class B —5:30-6 p.m., Mon.-Sat.; 3-6 p.m., Sun.; 10:30-11 p.m., daily.						
453.50	272.10	185.40				
Class C —1-5:30 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 11 p.m. sign-off, daily.						
314.00	188.40	128.60				
Class D —Sign-on-1 p.m., daily.						
223.75	134.25	92.50				

Subject to frequency discounts.
Note: For combination rate for KRDO-TV & KCSJ-TV only, see listing for latter.

KFXJ-TV
Grand Junction

(Ch. 5)

Grantee (STA): Western Slope Bcstg. Co. Inc., Box 30.

Studio & Transmitter: Hillcrest Manor.

Telephone: 1300.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.29-kw visual, .776-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level, lat. 39° 05' 15", long. 108° 33' 56".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KFXJ, 1-kw (.5-kw night), 920 kc (MBS).

Ownership: Rex G. Howell, pres., 71%; Ruth G. Howell, v.p., 3%; Laura Howell, director, 24%; Marlene Jane Howell, 2%. Also owns KGLN, Glenwood Springs, Colo.

Began Operation: May 22, 1954.

Represented (sales) by Hal Holman Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Rex Howell, *president & general manager.*
E. Anson Thomas, *exec. v.p. & commercial manager.*
Roy Adamson, *secy. & treas.*
J. Robinson, *TV director of operations.*
Ruth Howell, *program director.*
Cecil Whitchurch, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$12.00
Class B —All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.



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COMPETITION**

buy the Big Chief on Big Hill. In two short years, Big Chief has captured Southern Colorado's major mountain-locked markets. Reach Colorado's second market, Pueblo . . . plus Southern Colorado . . . plus exclusive mountain markets. Big Chief's powerful smoke signals reach 56,486 Southern Colorado TV homes.

Put Big Chief to work for you.

PROGRAMMING

NBC and Silver Dollar
Television Networks

Managed by Telerad, Inc.

KCSJ-TV

Pueblo's only TV station
Channel 5—Pueblo, Colo.

Represented nationally by
VERY-KNODEL, INC.

KCSJ-TV

Pueblo

(Ch. 5)

Licensee: Star Broadcasting Co. Inc., 2226 Television Lane.
Studio and Transmitter: Television Center, 2226 Television Lane.
Telephone: Lincoln 4-5782.
Technical Facilities: Channel 5 (76-82 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 400-ft. above av. terrain, 470-ft. above ground, 5330-ft. above sea level, lat. 38° 17' 19", long. 104° 37' 20".

Network Service: NBC.

AM Affiliate: KCSJ, 1-kw, 590-kc (MBS).

Ownership: Bankers Life & Casualty Co. (Chicago), 100%. Bankers Life also owns KGA, Spokane, Wash. TV & Radio stations are under management of Telerad Inc., Ray J. Williams, pres.

Began Operation: June 29, 1953; sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to present owners approved by FCC Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by Avery-Knodel Inc.; John L. McGulre & Co. (Denver).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Commercial Radio Equipment Co. Personnel:

Ray J. Williams, *president*.
Russ Truesdell, *station manager*.
John Henry, *sales manager*.
Cliff Hendrix, *production director*.
Robert Billman, *news director*.
Marion Cunningham, *chief engineer*.
Bob Murray, *promotion manager*.
Dave Baylor, *station relations*.

**DIGEST OF RATE CARD NO. 8
(Dec. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$150.00	\$90.00	\$65.00	\$55.00	\$45.00	\$35.00	\$18.00
Class B—5-6 p.m., 10:30-11:30 p.m., daily.						
120.00	72.00	52.00	44.00	36.00	28.00	14.00
Class C—All other times.						
80.00	48.00		30.00	25.00	20.00	10.00

Combination Rates—KCSJ-TV & KRDO-TV, Colorado Springs. Note: for combination rate of these two stations with KOA-TV, Denver, see listing for latter.

(Silver Dollar Stations)

Class A—6-10:30 p.m., daily.						
\$175.00	\$105.00	\$75.00	\$65.00	\$55.00	\$45.00	\$25.00
Class B—5-6 p.m., 10:30-11:30, daily.						
140.00	84.00	60.00	52.00	44.00	36.00	20.00
Class C—All other times.						
105.00	63.00	45.00	39.00	33.00	27.00	15.00

Subject to frequency discounts.

CONNECTICUT

WICC-TV

Bridgeport

(Ch. 43)

Grantee (STA): Southern Connecticut & Long Island Television Co. Inc., Booth Hill Rd.

Studio and Transmitter: Booth Hill Rd., Trumbull, Conn.

Telephone: Amherst 8-1601. TWX No.: BPT 366.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 180-kw visual, 91-kw aural. Antenna: 700-ft. above av. terrain, 470-ft. above ground, 1000-ft. above sea level, lat. 41° 16' 46", long. 73° 11' 09". Requests change to Ch. 6, 2.4-kw visual, 1.2-kw aural, 677-ft. above av. terrain, 999-ft. above sea level.

Network Service: ABC, Du Mont.

AM Affiliate: WICC, 1-kw (.5-kw night) 600-kc (MBS).

Began Operation: March 29, 1953.

Ownership: Bridgeport Bestg. Co. (WICC), 69%; Philip Merryman, pres., 4.6%; G. Gresham Griggs, treas., 5.7%; J. Kenneth Bradley, secy., 5.75%. Voting trust of Bridgeport Bestg. Co. also has Mr. Merryman as president.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank McIntosh & Assoc.

Personnel:

Philip Merryman, *president and general manager*.
Manning Slater, *sales manager*.
Joan Fisher, *promotion director*.
Irving Magilmick, *film editor*.
Bill Whalen, *news director*.
Alvin Andrus, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
All Times—Sign-on-sign-off, daily.						
\$100.00	\$60.00	\$40.00	\$33.00	\$26.50	\$20.00	\$10.00

Subject to frequency discounts.

WGTH-TV
Hartford
(Ch. 18)

Grantee (STA): General-Times Television Corp., 54 Pratt St.
Studio: 555 Asylum St. **Transmitter:** 3.85 mi. SE of Avon Village, Deercliff Rd.
Telephone: Jackson 7-9131. **TWX No.:** HF 198.
Technical Facilities: Channel No. 18 (494-500 mc). Authorized power, 187-kw visual, 85.2-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level, lat. 41° 45' 39", long. 72° 48' 08".
Network Service: ABC, DuMont.
AM Affiliate: WGTH, 5-kw, 1410 kc (MBS, ABC).
Ownership: General Teleradio Inc. (see WOR-TV, New York), 55%; Hartford Times (Gannett, see WHEC-TV, Rochester, N.Y.), 45%.
WGTH-TV officers: Thomas F. O'Neil, pres.; Fred W. Wagenvoord, v.p. Note: Sale to CBS pending FCC approval (*Television Digest*, Vol. 11:28).
Began Operation: Aug. 4, 1954.
Represented (sales) by: H-R Television Inc.
Represented (legal) by: Pierson Ball, & Dowd.
Represented (engineering) by: I. B. Robinson.

Personnel:

Thomas F. O'Neil, *president*.
Fred W. Wagenvoord, v.p. & *general manager*.
George H. Morris, *general sales manager*.
John O. Downey, *program director*.
Daniel German, *film director*.
Charles Norwood, *news & special events director*.
Rogers Holt, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8-10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$119.00	\$96.25	\$70.00	\$35.00
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-5 p.m., Sun.						
262.50	157.50	105.00	89.25	72.19	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	59.50	48.13	35.00	17.50

Subject to frequency discounts.

WKNB-TV
New Britain-Hartford
(Ch. 30)

Grantee (STA): New Britain Broadcasting Co., 1422 New Britain Ave., W. Hartford.
Studios: 1422 New Britain Ave., W. Hartford.
Transmitter: U.S. Route 6, Farmington, Conn.
Telephone: Adams 3-8551, Hartford; Baldwin 3-3603, New Britain. **TWX No.:** HF 560.
Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 210.4-kw maximum and 189.2-kw horizontal visual, 113.5-kw maximum and 102.1-kw horizontal aural. Antenna: 971-ft above av. terrain, 545-ft. above ground, 1285-ft. above sea level, lat. 41° 42' 00", long. 72° 49' 59". Requests change to 1000-kw maximum and 453-kw horizontal visual, 553-kw maximum and 251-kw horizontal aural, 750-ft. above av. terrain, 274-ft above ground, 1049-ft. above sea level, lat. 41° 32' 57", long. 72° 44' 22".
Network Service: CBS. (NBC after Oct. 1, 1955).
AM Affiliate: WKNB, 1-kw, 840-kc (NBC after Dec. 1, 1955).
Ownership: Julian Gross, pres., 47.7%; Peter B. Kenney, exec. v.p., 1.4%; Chester Bland, treas., 15.7%; Goodman Banks, 10%; Milton Conhaim, 6.5%; Beulah Gross, 4.9%; Laurence Whitehead, 3.4%; Lois Whitehead, 3.1%; Samuel Lebon, asst. treas., 3.1%; Wm. H. Ray, secy., 2%; Shirley Bland, 1.5%; others, 7%. Sale to NBC pending FCC approval (*Television Digest*, Vol. 11:2, 22, 26).

Began Operation: Feb. 11, 1953.

Represented (sales) by: The Bolling Co. Inc.

Represented (legal) by: Hogan & Hartson.

Represented (engineering) by: George C. Davis.

(Continued on next page)

1955 Fall-Winter Edition



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read less
and know more

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Television Digest
with **ELECTRONICS REPORTS**

WYATT BUILDING • WASHINGTON 5, D. C.

Connecticut

NEW BRITAIN-HARTFORD: WKNB-TV--(Continued)

Personnel:

Julian Gross, *president*.
 William H. Ray, *secretary*.
 Peter B. Kenney, *exec. v.p. & general manager*.
 David Scott, *national sales manager*.
 Erwin Needles, *local sales manager*.
 Frank A. Wooding, *promotion & publicity director*.
 Barry Barents, *program director*.
 Phillip B. Hale, *asst. program director & film supervisor*.
 Kenneth Houseman, *news director*.
 Ralph Kanna, *production manager*.
 John Shipley, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Jan. 15, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$400.00	\$320.00	\$240.00	\$160.00	\$136.00	\$110.00	\$80.00
Class B—5-7 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
300.00	240.00	180.00	120.00	102.00	82.50	60.00
Class C—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
200.00	160.00	120.00	80.00	68.00	55.00	40.00
Class D—7 a.m.-noon, Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
100.00	80.00	60.00	40.00	34.00	27.50	20.00

Subject to frequency discounts.

WNHC-TV

New Haven-Hartford

(Ch. 8)

Licensee: Elm City Broadcasting Corp., 1110 Chapel St.
 Studio: 1110 Chapel St. Transmitter: Gaylord Mt., Hamden, Conn
 Telephone: Spruce 7-3611. TWX No.: NH 87.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level, lat. 41° 20' 05", long. 72° 56' 42".

Network Service: ABC, CBS, DuMont (Also NBC until Oct. 1, 1955).

AM Affiliate: WNHC, 25-kw, 1340 kc (NBC). FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 630-ft. antenna height.

Ownership: Patrick J. Goode, pres. 10.11%; Aldo DeDominicis, secy-treas., 42.11%; Vincent DeLaurentis, v.p. engineering, 5.26%.

Began Operation: June 15, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Patrick J. Goode, *president*.
 Aldo De Dominicis, *secretary-treasurer & general manager*.
 Edward D. Taddel, *executive v.p.*
 Edward Obrist, *station manager & program director*.
 J. Vincent Callanan, *v. p., sales*.
 Vincent De Laurentis, *v. p., engineering*.
 Kenneth Wynne Jr., *production manager*.
 James W. Evans, *promotion & publicity director*.
 W. Rockwell Clark, *news director*.
 Sam P. Mastro, *office manager*.

DIGEST OF RATE CARD NO. 7

(Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.							
\$800.00	\$480.00	\$400.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.							
600.00	360.00	300.00	240.00	210.00	150.00	120.00	60.00
Class C—Noon-6 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11-p.m.-sign-off, daily.							
330.00	198.00	165.00	132.00	115.00	83.00	66.00	33.00
Class D—Sign-on-noon, Mon.-Fri.							
165.00	99.00	82.50	66.00	57.50	41.50	33.00	16.50

Subject to frequency discounts.

WATR-TV

Waterbury

(Ch. 53)

Grantee (STA): WATR Inc., 440 Meadow St.

Studio: 440 Meadow St.

Transmitter: West Peak, Meriden Mt., Meriden, Conn.

Telephone: Plaza 5-1121. TWX No.: WBY 195.

Technical Facilities: Channel No. 53 (704-710 mc). Operating under special temporary authorization with 24.5-kw visual, 12.5-kw aural. Authorized power: 245-kw visual, 125-kw aural. Antenna: 800-ft. above av. terrain, 120-ft. above ground, 1120-ft. above sea level, lat. 41° 33' 42", long. 72° 50' 41".

Network Service: ABC.

AM Affiliate: WATR, 1-kw, 1320 kc (ABC).

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., 5%; Lillian Thomas, director, 5%. Mr. Thomas has interest in WNAB, Bridgeport and WTOR, Torrington, Conn.

Began Operation: Sept. 4, 1953.

Represented (sales) by Burke Stuart Co. Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Garo W. Ray (Stratford, Conn.)

Personnel:

Harold Thomas, *president*.
 Sam Elman, *general manager*.
 Astrid Curtis, *program director*.
 Wally King, *promotion manager*.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$200.00	\$150.00	\$100.00	\$80.00	\$70.00	\$60.00	\$30.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
180.00	135.00	90.00	74.00	64.00	54.00	28.00
Class C—All other times.						
125.00	75.00	50.00	43.00	31.00	22.50	10.00

Subject to frequency discounts.

SMASH DRAMA! A BIG STAR!!



IT'S ZIV'S NEW TRAFFIC STOPPING TV SERIES

SEE PAGES 370-371



Outstanding

WTHA

Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

Since June 1948

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
(Per Family)

Only VHF in Connecticut†

TV Families — 934,448

SOURCE: 1955 Sales Management

represented by the katz agency, inc.

DELAWARE

WPFH (formerly WDEL-TV) Wilmington (Ch. 12)

Licensee: WDEL Inc., Tenth & West Sts.
Studio and Transmitter: Shipley Road.
Business Offices: 1425 Walnut St., Philadelphia; 10th & West Sts., Wilmington.
Telephones: Rittenhouse 6-7997, Philadelphia; 6-2567, Wilmington.
TWX No.: WL 185.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 620-ft. above av. terrain, 478-ft. above ground, 848-ft. above sea level, lat. 39° 49' 01", long. 75° 31' 53". Requests change to 623-ft. above av. terrain.

Network Service: DuMont.

AM Affiliate: WIBG (Philadelphia), 10-kw, 990 kc. **FM Affiliate:** WIBG-FM, 20-kw, 94.1 mc (No. 231), 355-ft. antenna height.

Ownership: Paul F. Harron, 100%. Also owns 79% of WIBG, Philadelphia.

Began Operation: June 30, 1949; sale to present owner by Steinman brothers, who retain radio WDEL, approved March 23, 1955 (*Television Digest*, Vol. 11:4, 13).

Represented (sales) by Meeker TV Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Paul F. Harron, *president*.
Robert R. Nelson, *station manager*.
Luther O. Piersol, *chief engineer*.
Harlan Ross, *production manager*.
William J. Conran, *promotion manager*.

DIGEST OF RATE CARD NO. 7 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—8-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00	\$100.00
Class A—7:30-8 p.m., Mon.-Sat.; 7-8 p.m., Sun.; 10-11 p.m., daily.						
800.00	480.00	320.00	280.00	240.00	160.00	80.00
Class B—5-7:30 p.m., Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m., Sun.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C—All other times.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00

Subject to frequency discounts.

DISTRICT OF COLUMBIA

WMAL-TV Washington (Ch. 7)

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave.
Studio: 4461 Connecticut Ave. **Transmitter:** American University.
Telephone: Kellogg 7-1100. **TWX No.:** WA 50

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 22-kw visual, 12-kw aural. Antenna: 515-ft. above av. terrain, 400-ft. above ground, 765-ft. above sea level, lat. 38° 58' 09.4", long. 77° 05' 33.4". CP for 251-kw visual, 135-kw aural, 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Network Service: ABC.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC). **FM Affiliate:** WMAL-FM, 20-kw, 107.3 mc (No. 297), 450-ft. antenna height.

Ownership: Evening Star Newspaper Co., 100%, publisher of *Washington Evening Star*. Officers of Evening Star Bcstg. Co. Inc.; John W. Thompson Jr., pres.; B. M. McKelway, v.p.; W. R. Little, secy.-treas.

Began Operation: Oct. 3, 1947.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

Frederick S. Houwink, *general manager*.
Neal J. Edwards, *TV sales manager*.
Allan T. Powley, *chief engineer*.
Charles Bishop, *program manager*.
E. H. Meeks, *director of promotion & publicity*.
Philip A. Melillo, *production manager*.

DIGEST OF RATE CARD NO. 8 (Revised) (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7:30-10:30 p.m., daily.					
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$150.00
Class A—7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7:30 p.m., 10:30-11 p.m., Sun.					
600.00	360.00	240.00	210.00	150.00	120.00
Class B—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.					
360.00	216.00	144.00	126.00	90.00	72.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily.					
240.00	144.00	96.00	84.00	60.00	48.00

Subject to frequency discounts.

WRC-TV Washington (Ch. 4)

Licensee: National Broadcasting Co. Inc., Sheraton Park Hotel.

Studio & Transmitter: Sheraton Park Hotel.

Telephone: Adams 4-5400. **TWX No.:** WA 89.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level, lat. 38° 55' 29", long. 77° 03' 22".

Network Service: NBC.

AM Affiliate: WRC, 5-kw, 980 kc (NBC). **FM Affiliate:** WRC-FM, 20-kw, 93.9 mc (No. 230), 410-ft. antenna height.

Ownership: See WRCA-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

Carleton D. Smith, *v.p. and general manager*.
Joseph Goodfellow, *director of sales*.
Charles de Lozier, *sales manager*.
Lefferts A. McClelland, *operations director*.
James E. Kovach, *program director*.
James McMurry, *production manager*.
John A. Lavan, *business manager*.
John Rogers, *engineer in charge*.
Jay Royen, *publicity director*.
Joan King, *advertising & promotion director*.
George Dorsey, *program manager*.
Burton Bridgens, *public service programs manager*.

DIGEST OF RATE CARD NO. 11 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$1250.00	\$750.00	\$500.00	\$437.50	\$412.50	\$350.00	\$165.00
Class A—7-7:30 p.m., Mon.-Sat.						
800.00	480.00	320.00	280.00	200.00	250.00	120.00
Class B—6-7 p.m., Mon.-Sat.; 1-3 p.m., Sun.						
600.00	360.00	240.00	210.00	150.00	110.00	50.00
Class C—Sign-on-10 a.m., Sun.; 11 p.m.-midnight, daily.						
450.00	270.00	180.00	157.50	112.50	65.00	30.00
Class D—Sign-on-10 a.m., 1-3 p.m., Mon.-Sat.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	87.50

* Class AA (7:45-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class A (7-7:45 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class B (6-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 1-6 p.m., Sun.). Class C (Sign-on-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11:15 p.m.-midnight, daily).

Subject to frequency discounts.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

WTOP-TV Washington (Ch. 9)

Licensee: WTOP Inc., Broadcast House, 40th & Brandywine Sts., NW.

Studio and Transmitter: Broadcast House.

Telephone: Emerson 2-9300. **TWX No.:** WA 63.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 175-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level, lat. 38° 57' 00", long. 77° 04' 45".

Network Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS). **FM Affiliate:** WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna height.

(Continued on page 86)

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



Represented by
MEEKER TV, Inc.

serving Philadelphia and the Greater Delaware Valley trading area

District of Columbia-Florida

WASHINGTON: WTOP-TV—(Continued)

Ownership: Washington Post Co., 100%, publisher of *Washington Post*. Washington Post Co. also owns WMBR-TV & WMBR, Jacksonville, Fla.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and *Washington Post* (55%) August 1950 (*Television Digest*, Vol. 6:25). *Washington Post* acquired 100% in October 1954 (*Television Digest*, Vol. 10:42).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

John S. Hayes, *president*.
George F. Hartford, *v.p. for television*.
Robert Bordley, *sales manager*.
Robert Adams, *promotion director*.
Thomas B. Jones, *director of TV program operations*.
Clyde M. Hunt, *v.p., engineering*.

DIGEST OF RATE CARD NO. 6—(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A, Group I—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$1500.00	\$900.00	\$600.00	\$300.00	\$125.00
Class A, Group II—7-8 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., Sun.						
800.00	480.00	320.00	185.00	85.00
Class B—6-7 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11-11:20 p.m. daily.						
475.00	285.00	190.00	\$158.33	\$142.50	110.00	50.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:20 p.m.-sign-off daily.						
375.00	225.00	150.00	124.88	112.50	85.00	40.00
Class D—Sign-on-9 a.m., Mon.-Sat.						
250.00	150.00	100.00	83.33	75.00	50.00	25.00

Subject to frequency discounts.

WTTG Washington (Ch. 5)

Grantee (STA): Allen B. DuMont Laboratories Inc., Raleigh Hotel.
Studio & Transmitter: Raleigh Hotel. Transmitter: 5217 Nineteenth Road, N., Arlington, Va.

Telephone: Sterling 3-5300. **TWX No.:** WA496.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 17.5-kw visual, 10.5-kw aural. Antenna: 587-ft. above av. terrain, 465-ft. above ground, 835-ft. above sea level, lat. 38° 53' 30", long. 77° 07' 55".

Network Service: DuMont.

Ownership: See WABD, New York.

Began Operation: January 1947.

Represented (sales) by H-R Television Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Allen B. DuMont Labs Inc.

Personnel:

Ted Cott, *general manager of owned & operated stations*.
Leslie G. Arries Jr., *general manager WTTG*.
Francis V. Guldice, *program manager*.
Malcolm M. Burleson, *chief engineer*.
Duncan Miller, *publicity & promotion manager*.
Robert Goodman, *producer-director*.
Fred O'Neill, *producer-director*.
Weston Harris, *special events director*.
John Rule, *film manager*.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., daily.							
\$600.00	\$360.00	\$300.00	\$240.00	\$200.00	\$150.00	\$120.00	\$50.00
Class B—6-7 p.m., Mon.-Sat.; 3-7 p.m., Sun.							
450.00	270.00	225.00	180.00	150.00	112.50	90.00	38.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily.							
300.00	180.00	150.00	120.00	100.00	75.00	60.00	26.00

Subject to frequency discounts.

FLORIDA

WITV Fort Lauderdale-Miami (Ch. 17)

Grantee (STA): Gerico Investment Co., 300 E. Las Olas Blvd., Fort Lauderdale.

Studio & Transmitter: 5500 W. Hallandale Beach Blvd., Hollywood, Fla.

National Sales Office: 228 N. E. 3rd St., Miami, Fla.

Telephone: 3-1566, 2-6650, Hollywood; 9-3268, Miami. **TWX No.:** 493.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 465-kw maximum and 204-kw horizontal visual, 252-kw maximum and 112-kw horizontal aural, using directional antenna. Antenna: 730-ft. above av. terrain, 752-ft. above ground, 762-ft. above sea level, lat. 25° 58' 46", long. 80° 11' 50".

Network Service: ABC, DuMont.

Ownership: Mortimer W. Loewi, 21.1%; Russell E. Lowell, pres., 14.1%; E. J. Richardson, v.p., 6.3%; George W. English, secy., 21.1%; Don McCullaugh, 10.55%; James Kirkwood, 7.4%; Robert W. Standart, 3%; Wm. Latham, 2%. Mr. Richardson owns 18% and Mr. English owns 4% of WBRD, Fort Lauderdale, operated by owners of WIL, St. Louis, under lease agreement.

Began Operation: Nov. 25, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Russell E. Lowell, *president*.
Walter M. Koessler, *v.p. & general manager*.
William W. Van der Busch, *v.p. in charge of sales*.
J. Arthur Stober, *station manager*.
Bill Bayer, *news director*.
William Latham, *chief engineer*.

DIGEST OF RATE CARD NO. 5

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WINK-TV Fort Myers (Ch. 11)

Grantee (STA): Fort Myers Bestg. Co., 54 Palm Beach Blvd.

Studio & Transmitter: 54 Palm Beach Blvd.

Telephone: Edison 4-1331. **TWX No.:** 482.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level, lat. 26° 39' 03", long. 81° 51' 20".

Network Service: ABC, CBS.

AM Affiliate: WINK, 25-kw, 1240 kc (CBS).

Ownership: United Garage & Service Corp. (Cleveland), 100%.
United G & S Owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Joseph Hershey McGillvra Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Russell P. May.

Personnel:

A. J. Bauer, *general manager*.
Ken Parke, *sales manager*.
Bob Bachman, *technical director*.
Frank Nodine, *program director*.
Vernon Lundquist, *news director*.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.								
112.00	90.00	68.00	46.00	45.00	40.00	28.00	20.00	12.00

Subject to frequency discounts.

WJHP-TV Jacksonville (Ch. 36)

Grantee (STA): Jacksonville Journal Co., 500 Laura St.

Studio & Transmitter: 4038 Phillips Hwy.

Telephone: Exbrook 8-9751. **TWX No.:** JK 375.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 276-kw visual, 138-kw aural. Antenna: 472-ft. above av. terrain, 472-ft. above ground, 497-ft. above sea level, lat. 30° 16' 55", long. 81° 37' 52".

Network Service: ABC, DuMont, NBC.

AM Affiliate: WJHP, 5-kw, 1320 kc (MBS). **FM Affiliate:** WJHP-FM, 9.7-kw, 96.9 mc (No. 245), 350-ft. antenna height.

Ownership: Perry Enterprises Inc., 100%; John H. Perry Jr. holds management control through voting trust. Publisher of *Jacksonville Journal* and other newspapers.

Began Operation: Dec. 13, 1953.

Represented (sales) by John H. Perry Associates.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

T. S. Gilchrist Jr., *general manager*.
Bill Fraker, *sales manager*.
Beecher Hayford, *technical director*.

DIGEST OF RATE CARD NO. 4
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec. * 10 Sec. *	10 Sec. *
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$75.00	\$35.00
Class B—5:30-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	67.50	35.00	12.50
Class C—All other times.						
150.00	90.00	60.00	50.00	45.00	25.00	7.50

* Class A, Group I (7:59-10 p.m., daily). Class A, Group II (6:29-7:59 p.m., 10:01-11 p.m., daily): Min. or 20 Sec., \$60, 10 Sec., \$25. Class B (5:30-6:29 p.m., Mon.-Fri.; 12:59 p.m.-6:29 p.m., Sat. & Sun).

Subject to frequency discounts.

WMBR-TV

Jacksonville

(Ch. 4)

Licensee: Washington Post Co., 605 S. Main St.

Studio: 605 S. Main St. **Transmitter:** Colorado at S. Hampton.

Telephone: Exbrook 8-0501. **TWX No.:** JK 97.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 440-ft. above av. terrain, 473-ft. above ground, 473-ft. above sea level, lat. 30° 18' 44.9", long. 81° 38' 57.9".

Network Service: ABC, CBS, Du Mont.

AM Affiliate: WMBR, 5-kw, 1460 kc (CBS). **FM Affiliate:** WMBR-FM, 63-kw, 96.1 mc (No. 241), 380-ft. antenna height.

Ownership: Washington Post Co., 100% owner, publisher of *Washington Post* and owner of WTOP-TV, Washington. Officers: Philip L. Graham, pres.; John S. Hayes, v.p.; Glenn Marshall Jr., pres., WMBR div.

Began Operation: Oct. 16, 1949. Sold to present owner Jan., 1953 (*Television Digest*, Vol. 8:51 & 9:1, 5).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

Glenn Marshall Jr., *president*.
Charles Stone, v.p., *WMBR-TV*.
Jerry White, *sales service manager*.
Harry Kalkines, *program director*.
Bob Booker, *production manager*.
Ernest Vordermark, *chief engineer*.
Charles Sears, *chief transmitter engineer*.
Roger Langston, *promotion director*.
Marion Rasmus, *traffic manager*.
Bob Austin, *farm director*.

DIGEST OF RATE CARD NO. 6
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$700.00	\$420.00	\$280.00	\$233.33	\$210.00	\$180.00*	\$80.00*
Class A—10:30-11 p.m., daily.						
600.00	360.00	240.00	200.00	180.00	140.00*	60.00*
Class B—5:30-7 p.m., Mon.-Fri.; 1-6 p.m., Sun.						
525.00	315.00	210.00	175.00	157.50	80.00*	30.00*
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	116.67	105.00	60.00*	20.00*
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
235.00	141.00	94.00	78.33	70.50	40.00*	15.00*

* Class AA (7:59-10:01 p.m., daily). Class A (6:29-7:59 p.m., 10:01-10:59 p.m., daily). Class B (5:31-6:29 p.m., Mon.-Sat.; 12:59-6:29 p.m.,

Sun.; 10:59-11:15 p.m., daily). Class C (8:59 a.m.-5:31 p.m., Mon.-Sat.; 9:59 a.m.-12:59 p.m., Sun.; 11:16-sign-off, daily). Class D (Sign-on-8:59 a.m., Mon.-Sat.; sign-on-9:59 a.m., Sun.).

Subject to frequency discounts.

WGBS-TV

Miami

(Ch. 23)

Grantee (STA): Storer Bcstg. Co., 316 N.E. 21st St.

Studio: 316 N.E. 21st St.

Transmitter: Honey Hill Dr., TV Antenna Farm.

Telephone: Jackson 3-6531. **TWX No.:** 289 X.

Technical Facilities: Channel No. 23 (524-530 mc). Operating under special temporary authorization with 185.5-kw visual, 92-kw aural using antenna 525-ft. above av. terrain, 540-ft. above ground, 551-ft. above sea level with 26° electrical beam tilt at lat. 25° 57' 24", long. 80° 12' 42". Authorized power: 191-kw visual, 95.5-kw aural. Antenna: 970-ft. above av. terrain, 994-ft. above ground, 1000-ft. above sea level, lat. 25° 57' 27", long. 80° 12' 43". Requests change to 187.2-kw visual, 94-kw aural, 915-ft. above av. terrain, 937-ft. above ground, 943-ft. above sea level.

Network Service: NBC.

AM Affiliate: WGBS, 50-kw (10-kw, night) 710-kc (CBS).

Ownership: Storer Bcstg. Co. See WJBK-TV, Detroit for other interests.

Began Operation: April 7, 1953. Physical facilities of WFTL-TV, Fort Lauderdale, sold to Storer Bcstg. by Tri-County Bcstg. Co. concurrent with sale of CP for WMIE-TV, Miami (Ch. 27) by E. D. Rivers Sr.; FCC approved transactions Dec. 16, 1954 which provided for shift to Ch. 23 and eventual move to site in Miami (*Television Digest*, Vol. 10:47, 51).

Represented (sales) by the Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Noran E. Kersta, *managing director*.
Robert Nashick, *promotion manager*.
John Crosby, *program director*.
William Needs, *engineer*.
Glenn Boundy Jr., *operations manager*.

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$80.00*	\$40.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
375.00	225.00	150.00	131.50	112.50	60.00	30.00
Class C—All other times.						
250.00	150.00	100.00	87.50	75.00	40.00	20.00

* Class AA (7:30-10:30 p.m., daily): Min. or 20 Sec. \$100; 8 Sec. \$50.

Subject to frequency discounts.

WTHS-TV

Miami

(Ch. 2)

Non-Commercial Educational Station

(Due to Begin Operating in August)

Grantee (STA): The Board of Public Instruction of Dade County, Dept. of Radio & Television Education, 275 N.W. 2d St.

Studio & Transmitter: Everglades Hotel.

Telephone: 82-6870.

Technical Facilities: Channel No. 2 (54-60 mc.). Authorized power: 9.55-kw visual, 5.75-kw aural. Antenna: 280-ft. above av. terrain, 300-ft. above ground, 309-ft. above sea level, lat. 25° 46' 35.5", long. 80° 11' 20.5".

FM Affiliate: WTHS, 5-kw, 91.7 mc (No. 219), 215-ft. antenna height.

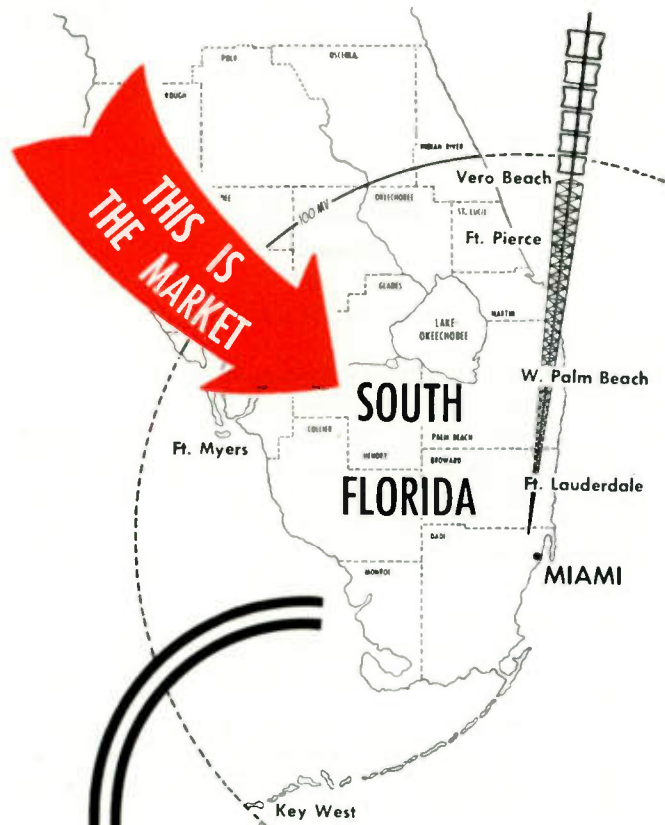
Ownership: W. R. Thomas, superintendent; Joe Hall, associate superintendent.

Represented (legal) by Krieger & Jorgenson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Vernon Bronson, *assistant director, radio-TV Education*.



14 S. 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	225,004,000.
DRUG	64,694,000.

Florida's FIRST Television Station

Preferred by 90% of the viewing audience.

(ARB. Jan. 1955)

WTVJ

Channel 4

MIAMI

Represented Nationally by Free & Peters, Inc.



Basic Affiliate

ALL FIGURES SRDS 1955

POWER — Maximum 100,000 watts . . . TOWER — 1,000 ft. tall . . . 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 90 shows for the networks.

WTVJ

Miami

(Ch. 4)

Licensee: WTVJ Inc., 316 N. Miami Ave.

Studio: 316 N. Miami Ave. Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Telephone: 2-6262. TWX No.: MM 92.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level, lat. 25° 59' 08.5", long. 80° 11' 34.5"

Network Service: CBS, ABC.

AM-FM Affiliates: None.

Ownership: Wolfson-Meyer Corp., 99.1%; Mitchell Wolfson, pres.; Sidney Meyer, secy.; E. H. Radloff, treas. Also has 10% interest in TV applications for Ch. 12, Jacksonville, Fla. and Ch. 9, Charlotte, N.C.

Began Operation: March 21, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Mitchell Wolfson, *president*.
 Lee Ruwitch, *executive v.p. & general manager*.
 John S. Allen, *v.p. & general sales manager*.
 John Shay, *v.p. in charge of operations*.
 Richard Wolfson, *legal director*.
 Earl Lewis, *chief engineer*.
 Robert J. Ross, *comptroller*.
 Louis Wolfson, *business manager & film director*.
 Burt Toppan, *promotion manager*.
 Stan Gordon, *national sales manager*.
 Joseph H. Kline, *director of engineering operations*.
 Lee Waller, *director of program operations*.
 Ash Dawes, *director of production operations*.
 Ralph Renick, *news director*.
 Mary Ford, *local sales manager*.
 Jack Cummins, *sports director*.
 Louis G. Jacobs, *public service director*.

DIGEST OF RATE CARD NO. 11

(March 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—6:59-10:30 p.m., daily.							
\$900.00	\$540.00	\$450.00	\$360.00	\$315.00	\$270.00	\$225.00
Class A—6-6:59 p.m., Mon.-Sat., 1-6:59 p.m., Sun., 10:30-11 p.m. daily.							
780.00	468.00	390.00	312.00	234.00	215.00	176.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11 p.m.-midnight, daily.							
600.00	360.00	300.00	240.00	210.00	165.00	135.00	135.00
Class C—All other times.							
375.00	225.00	188.00	150.00	131.00	104.00	85.00	85.00

Subject to frequency discounts.

WDBO-TV

Orlando

(Ch. 6)

Grantee (STA): Orlando Bcstg. Co. Inc., Box 3707, Orlando, Fla.

Studio: 30 S. Ivanhoe Blvd. Transmitter: 950 N. Texas Ave.

Telephone: 5-0541. TWX No.: ORL 84012.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 370-ft. above ground, 687-ft. above sea level, lat. 28° 35' 18", long. 81° 22' 53".

Network Service: CBS, ABC, NBC, DuMont.

AM affiliate: WDBO, 5-kw, 580 kc (CBS). FM Affiliate: WDBO-FM, 25-kw 92.3 mc (No. 222), 460-ft. antenna height.

Ownership: Harold P. Danforth, pres., 18.4%; James E. Yarbrough, v.p., 18.4%; J. Thomas Gurney, v.p.-secy., 16% (with wife); Frank W. Reed, treas., 7.3%; William G. McBride, director, 13.7%; Henry S. Jacobs, 11.73%; John M. Pedrick, 11.7%; J. Ray Campbell, 2%; T. Sherman Penny, .66%.

Began Operation: June 5, 1954.

Represented (sales) by Blair-TV.

Represented (legal) by George O. Sutton.

Represented (engineering) by George C. Davis.

Personnel:

Harold P. Danforth, *president & general manager*.
 Walter Sickles, *program director & film buyer*.
 Mark V. Barker Jr., *production director*.
 Harold P. Danforth Jr., *film director*.
 James E. Yarbrough, *v.p. & chief engineer*.

DIGEST OF RATE CARD NO. 2
(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —5:59-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$55.00	\$27.50
Class B —4:59-5:59 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00
Class C —Sign-on-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00

Subject to frequency discounts.

WJNO-TV
Palm Beach

(Ch. 5)

Grantee (STA): WJNO-TV Inc., 5 Cocoanut Row.

Studio: 5 Cocoanut Row, Palm Beach. **Transmitter:** Prosperity Farms Rd., .75 mi. N of Lake Park.

Telephone: 3-2471. **TWX No.:** WP 75.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 544-ft. above av. terrain, 544-ft. above ground, 549-ft. above sea level, lat. 26° 49' 07", long. 80° 04' 30".

Began Operation: Aug. 22, 1954.

Network Service: NBC, DuMont, CBS.

AM Affiliate: WJNO, .25-kw, 1230 kc (CBS).

Ownership: WJNO Inc., 50%; Theodore Granik, chairman, 21%; George H. Buck Jr., pres. (also pres. of WJNO Inc.); William H. Cook, exec. v.p., 18%; 14 others, none owns over 1%. Mr. Granik is producer & owner of *American Forum of the Air and Youth Wants To Know*.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

Theodore A. Elland, *general manager & sales director*.
William F. Housner, *sales manager*.
George W. DeBlieux, *chief engineer*.
Dan F. Durniak, *operations manager*.
Esther Witt, *traffic & continuity director*.
Charles W. Curtin, *sales promotion manager*.
Frank Struzzieri, *film director*.

DIGEST OF RATE CARD NO. 3-N—(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$25.00
Class B —5-7 p.m., Mon.-Fri.; 1-6 pm., Sat. & Sun., 11-11:30 p.m., daily.						
187.50	112.50	74.00	65.50	56.50	37.50	18.75
Class C —All other times.						
125.00	75.00	50.00	42.50	32.50	25.00	12.50

Subject to frequency discounts.

WJDM
Panama City

(Ch. 7)

Grantee (STA): J. D. Manly, Box 428, Panama City, Fla.

Studio & Transmitter: U. S. Hwy. 98, W. of Panama City.

Telephone: Adams 4-2251

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 10.7-kw visual, 5.36-kw aural. Antenna: 480-ft. above av. terrain, 487-ft. above ground, 502-ft. above sea level, lat. 30° 10' 58.7", long. 85° 46' 37.8".

Network Service: ABC, NBC, DuMont, CBS.

Ownership: J. D. Manly, 100%.

Began Operation: Dec. 1, 1953.

Represented (sales) by Clarke Brown Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, *general manager*.
Milt de Reyna, *asst. manager & national sales manager*.
Harry C. Babb Jr., *station manager*.
Ray McCay, *program director*.
Jim Smith, *chief engineer*.

DIGEST OF REVISED RATE CARD NO. 2—(Dec. 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$37.50	\$22.50	\$11.25

1955 Fall-Winter Edition

Florida

Class B —5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; sign-on-1 p.m., Sun.; 10:30 p.m.-midnight, daily.						
120.00	72.00	60.00	48.00	36.00	30.00	18.00
Class C —Sign-on-5 p.m., Mon.-Fri.; Sign-on-1 p.m., Sat.; midnight-sign-off daily.						
90.00	54.00	45.00	36.00	27.00	22.50	13.50

Subject to frequency discounts.

WEAR-TV
Pensacola

(Ch. 3)

Grantee (STA): Gulfport Bcstg. Corp., Box 1188, Pensacola, Fla.

Studio & Transmitter: U. S. Hwy. 90, W. of Pensacola.

Telephone: 8-4449. **TWX No.:** PS 82.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 55.4-kw visual, 33.2-kw aural. Antenna: 577-ft. above av. terrain, 613-ft. above ground, 677-ft. above sea level, lat. 30° 26' 42.7", long. 87° 17' 01.4".

Network Service: ABC, DuMont, CBS.

AM Affiliate: WEAR, .25-kw, 1230 kc (ABC, MBS).

Ownership: Charles W. Smith, pres., 51%; Mel Wheeler, v.p.-secy.-treas., 25%; F. M. Turner, 12%; A. C. Johnson, 12%. Mr. Wheeler also is gen. mgr. of WJDM, Panama City, Fla.

Began Operation: Jan. 13, 1954.

Represented (sales) by Clarke Brown Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, *general manager*.
Milt de Reyna, *asst. general manager & national sales manager*.
Jerry Williams, *program and film director*.
Irving Welch, *commercial manager*.
Dave Fulton, *news editor & farm director*.
Jim Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$225.00	\$135.00	\$90.00	\$67.50	\$56.00	\$45.00	\$22.50
Class B —5-6:30 p.m., Mon.-Fri.; 10:30-midnight, daily; 1-6:30 p.m., Sat.; sign-on-1 p.m., Sun.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00
Class C —Sign-on-5 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-1 p.m., Sat.						
135.00	81.00	54.00	50.50	33.75	27.00	13.50

Subject to frequency discounts.

WPFA-TV
Pensacola

(Ch. 15)

Grantee (STA): WPFA-TV Inc., Box 27, Pensacola.

Studio & Transmitter: Lolita & O Sts.

Telephone: Hemlock 3-1141.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 370-ft. above av. terrain, 353-ft. above ground, 433-ft. above sea level, lat. 30° 27' 18", long. 87° 14' 22".

AM Affiliate: WPFA, 1-kw, 790 kc.

Ownership: Charles W. Lamar Jr. holds CP under lease arrangement with minority stockholders (*Television Digest*, Vol. 10:42, 44). Mr. Lamar also has minority interest in WAFB-TV, Baton Rouge, and holds 40% of KTAG-TV, Lake Charles, La.

Began Operation: Oct. 9, 1953.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Charles W. Lamar Jr., *president*.
George Blanford, *general manager & film buyer*.
Taris I. Savell, *program director*.
Bill Blanford, *film editor*.
Lee Caput, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(June 17, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-10 p.m., daily.						
\$120.00	\$72.00	\$48.00	\$36.00	\$30.00	\$18.00	\$9.00
Class B —5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
100.00	60.00	36.00	27.00	18.00	10.00	5.00
Class C —10 a.m.-5 p.m., Mon.-Fri.						
60.00	36.00	27.00	18.00	10.00	5.00	3.00

Subject to frequency discounts.

Florida

WSUN-TV St. Petersburg

(Ch. 38)

Grantee (STA): City of St. Petersburg, Box 240.

Studio: Million Dollar Pier. Transmitter: W. end of Gandy Bridge.

Telephone: 5-4121. TWX No.: ST PBG 82082.

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 245-kw visual, 132-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level, lat. 27° 52' 40", long. 82° 35' 25".

Network Service: ABC, Dumont.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).

Ownership: City of St. Petersburg.

Began Operation: May 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by James C. McNary.

Personnel:

Charles L. Kelly, *general manager*.
Barney Kobres, *sales director*.
Mrs. Vera New, *commercial manager*.
Robert Gilbert, *TV program director*.
William Bowes, *news editor*.
Louis J. Link, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$115.00	\$90.00	\$65.00	\$32.50
Class A—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.						
260.00	156.00	104.00	90.00	70.00	55.00	27.00
Class B—6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.						
210.00	126.00	84.00	74.00	58.00	45.00	22.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.						
160.00	96.00	64.00	56.00	44.00	30.00	15.00

Subject to frequency discounts.

Tallahassee

(see Thomasville, Ga.)

WFLA-TV

Tampa-St. Petersburg

(Ch. 8)

Grantee (STA): The Tribune Co., Lafayette & Morgan Sts.

Studio: 905 Jackson St. Transmitter: 14-mi. SE of Tampa.

Phone: 2-0131. TWX No.: TP 82060.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum & 302-kw horizontal visual, 221-kw maximum & 209-kw horizontal aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level, lat. 27° 50' 26", long. 82° 15' 47".

Network Service: NBC.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC). FM Affiliate: WFLA-FM, 46-kw, 93.3 mc (No. 227), 960-ft. antenna height.

Began Operation: January 26, 1955.

Ownership: Same as *Tampa Tribune*. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Interlocking ownership with *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL), TV applicant.

Represented (sales) by Blair-TV; Harry E. Cummings (Southeast).

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Page, Creutz, Garrison & Waldschmidt.

Personnel:

George W. Harvey, *general manager*.
William B. Faber, *sales manager*.
Carl P. Bergquist, *program manager*.
L. George Gelger, *production manager*.
Tom M. Matthews, *promotion manager*.
Peter Holst, *film editor*.
Mardi Lilles, *farm director*.
Joe H. Mitchell, *chief engineer*.
Robert Marchman, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11:00 p.m., daily; 2-6 p.m., Sun.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	50.00	25.00

Subject to frequency discounts.

WTVT

Tampa-St. Petersburg

(Ch. 13)

Grantee (STA): Tampa Television Co., Box 1198, Tampa.

Studio: 1113 Memorial Hwy. Tampa. Transmitter: Prospect Rd. 6-mi. SE of Tampa.

Telephone: 71113. TWX No.: TPA 82116.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level, lat. 27° 53' 55", long. 82° 19' 16".

Ownership: Doyle E. Carlton, pres., 15%; W. Walter Tison, v.p.-gen. mgr., 20%; David E. Ward, secy.-treas., 10%; T. J. Bell, 10%; H. H. Baskin, 10%; B. G. Brumby Jr., 10%; L. Maxey, 10%; O. K. Reaves, 5%; G. E. Mabry, 5%; E. B. Rood, 4.8%; Michael G. Emmanuel, .2%.

Began Operation: April 1, 1955.

Represented (sales) by Avery-Knodel.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Kear & Kennedy.

Personnel:

W. Walter Tison, *v.p., general & commercial manager*.
Daniel H. Smith, *asst. general manager & chief engineer*.
Monte Gurwit, *program & production director*.
Pat Arnoux, *film manager*.
Edwin Jay, *promotion manager*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-7:30 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—11 p.m.-sign-off, daily sign-on-6 p.m., Mon.-Sat.; sign-on-noon, Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WEAT-TV

West Palm Beach

(Ch. 12)

Grantee (STA): WEAT-TV Inc., Box 70.

General Offices: Hotel Pennsylvania, West Palm Beach.

Studio & Transmitter: Congress Ave. & Lark Rd., West Palm Beach.

Telephone: 3-9668. TWX No.: WP 35.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 112-kw visual, 60-kw aural. Antenna: 320-ft. above av. terrain, 352-ft. above ground, 362-ft. above sea level, lat. 26° 38' 26.5", long. 80° 05' 13.5".

Network Service: ABC.

AM Affiliate: WEAT, 1-kw, 850 kc, NBC.

Ownership: J. Robert Meachem, pres., 70%; 8 other stockholders, none owning more than 4%. Note: Sale to General Teleradio pending FCC approval (*Television Digest*, Vol. 11:27).

Began Operation: Dec. 27, 1954.

Represented (sales) by The Walker Representation Co., Inc.; Dora Clayton Agency Inc. (Atlanta).

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

J. Robert Meachem, *president & general manager*.
Jack Rathbun, *operations manager*.
Ed J. Hennessy, *general sales manager*.
C. C. Levis, *local sales manager*.
J. Ross McPherson, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00

Subject to frequency discounts.

WIRK-TV
West Palm Beach

(Ch. 21)

Grantee (STA): WIRK-TV Inc., Box 2148.

Office Address: 711 S. Flagler Dr.

Studio & Transmitter: Harvey Bldg.

Telephone: 3-1711.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 18.6-kw visual, 10-kw aural. Antenna: 220-ft. above av. terrain, 248-ft. above ground, 260-ft. above sea level, lat. 26° 42' 22", long. 80° 03' 07".

AM Affiliate: WIRK, 5-kw (1-kw night), 1290 kc (MBS).

Ownership: Joseph S. Field Jr., pres., 17%; A. M. Shandloff, secy., 17%; E. H. Sills, 17%; J. J. Weed, 10%; Ken-Sell Inc. (WIRK), 17%.

Began Operation: Aug. 31, 1953.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Joseph S. Field Jr., *president & general manager.*
Sherlee Barish, *program director and film buyer.*
William P. Heltzman, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(June 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.							
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.							
112.00	90.00	68.00	45.00	40.00	28.00	20.00	12.00

Subject to frequency discounts.

GEORGIA

WALB-TV
Albany

(Ch. 10)

Grantee (STA): Herald Publishing Co., 138 Pine Ave.

Studio: Stuart Ave. Transmitter: Greenwood Dr. & Stuart Ave.

Telephone: Hemlock 5-8386.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 112-kw visual, 56.2-kw aural. Antenna: temporarily using 6-section antenna 387-ft. above ground. Regular antenna will be 400-ft. above av. terrain, 424-ft. above ground, 649-ft. above sea level, lat. 31° 36' 54", long. 84° 11' 26".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WALB, 1-kw, 1590 kc (ABC).

Ownership: James H. Gray, pres., 79.4%; Mrs. Martha M. Nall, secy.-treas., 2%; Mrs. W. B. Haley, 9.3% (as executrix, estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 10 others, none owns as much as 2%. Also publishes *Albany Herald*.

Began Operation: April 7, 1954.

Represented (sales) by Burn-Smith Co. Inc.; James S. Ayers (Southeast).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

James H. Gray, *president.*
T. R. Stillwagon, *general manager.*
John L. Rivard, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—1-6 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 p.m.-midnight, Sun.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00

Subject to frequency discounts.

Florida - Georgia

WAGA-TV
Atlanta

(Ch. 5)

Licensee: Storer Broadcasting Co., 1018 W. Peachtree St., N.W.

Studio and Transmitter: 1018 W. Peachtree St., N.W.

Telephone: Vernon 3553.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 530-ft. above av. terrain, 484-ft. above ground, 1484-ft. above sea level, lat. 33° 46' 32", long. 84° 23' 18". CP for 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level, lat. 33° 47' 49", long. 84° 20' 00"; transmitter to Briarcliff Rd. near Emory Rd.

Network Service: CBS, DuMont.

AM Affiliate: WAGA, 5-kw, 590 kc (CBS). FM Affiliate: WAGA-FM, 36-kw, 103.3 mc (No. 277), 960-ft. antenna height.

Ownership: See WJBK-TV, Detroit.

Began Operation: March 8, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. (Dallas).

Personnel:

George B. Storer, *president.*
Glenn Jackson, *managing director.*
Jack Collins, *station manager.*
Van Darby, *promotion manager.*
Don Naylor, *program director and film buyer.*
Dale Clark, *news & farm director.*
Hugo Bondy, *chief engineer.*

DIGEST OF RATE CARD NO. 9—(Feb. 15, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.								
\$850.00	\$510.00	\$425.00	\$340.00	\$298.00	\$213.00	\$150.00	\$150.00	\$75.00
Class B—6:30-7 p.m., 10:30-11 p.m., daily.								
630.00	378.00	315.00	252.00	221.00	158.00	100.00	80.00	50.00
Class C—All other times.								
425.00	255.00	213.00	170.00	149.00	106.00	70.00	52.00	35.00

Subject to frequency discounts.

WLW-A
Atlanta

(Ch. 11)

Licensee: Crosley Bcstg. of Atlanta Inc., 1611 W. Peachtree St. N.E.

Studio and Transmitter: 1611 W. Peachtree St. N.E.

Telephone: Vernon 1141. TWX No.: AT 197.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 567-ft. above av. terrain, 586-ft. above ground, 1521-ft. above sea level, lat. 33° 47' 58", long. 84° 23' 12". CP for 1330-ft. above av. terrain, 1326-ft. above ground, 2333-ft. above sea level, lat. 33° 45' 23.5", long. 84° 19' 55"; change transmitter to 110 Arizona St. N.E.

Network Service: ABC.

AM-FM Affiliates: None.

Ownership: Crosley Bcstg. Corp., 100%. See WLW-T, Cincinnati.

Began Operation: Sept. 30, 1951 as WLTV. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 8:51 & 9:5, 7).

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. Earl Cullum Jr. (Dallas).

Personnel:

Harry Le Brun, *general manager.*
J. P. Dwyer, *comptroller.*
Bernard I. Ochs, *national sales manager.*
Guy Tiller, *local sales manager.*
Harvey J. Aderhold, *chief engineer.*
Wilbur L. Fattig, *asst. chief engineer.*
George Durant, *promotion director.*
Bob Hendrickson, *program & news director.*
Frank Ennis, *traffic manager.*
James Sharp, *production manager.*
Dave G. Fisher, *film director.*

DIGEST OF RATE CARD NO. 3—(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$130.00	\$65.00
Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	96.00	48.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	100.00	60.00	30.00
Class D—Sign-on-noon, daily.						
250.00	150.00	100.00	87.50	62.50	40.00	20.00

Subject to frequency discounts.

Georgia

WSB-TV Atlanta (Ch. 2)

Licensee: Atlanta Newspapers Inc., Biltmore Hotel.
Studio: 1601 W. Peachtree St. Transmitter: 780 Willoughby Way
Telephone: Elgin 6711. TWX No.: AT 381.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 932-ft. above av. terrain, 1062-ft. above ground, 2032-ft. above sea level, lat. 33° 45' 51", long. 84° 21' 42".

Network Service: NBC.

AM Affiliate: WSB, 50-kw, 750 kc (NBC). FM Affiliate: WSB-FM, 52-kw, 98.5 mc (No. 253), 1050-ft. antenna height.

Ownership: Atlanta Newspapers Inc., 100%, publisher of *Atlanta Journal and Constitution*; James M. Cox Sr., chairman. For other Cox TV-radio-newspaper interests, see WHIO-TV, Dayton.

Began Operation: Sept. 29, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

J. Leonard Reinsch, *managing director*.
John M. Outler, Jr., *general manager*.
Marcus Bartlett, *station manager*.
M. K. Tolson, *production manager*.
C. F. Daugherty, *chief engineer*.
Jean Hendrix, *film director*.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$140.00	\$140.00	\$70.00
Class B—6:30-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.							
650.00	390.00	260.00	227.50	162.50	104.00	84.50	52.00
Class C—Noon-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 11 p.m. sign-off, daily.							
450.00	270.00	180.00	157.50	112.50	72.00	58.50	36.00
Class D—Sign-on-noon, daily.							
300.00	180.00	120.00	105.00	75.00	48.00	39.00	24.00

Subject to frequency discounts.

WJBF Augusta (Ch. 6)

Licensee: Georgia-Carolina Bcstg. Co., Box 490.
Studio & Transmitter: 1305 Georgia Ave.
Telephone: 7-7787. TWX No.: AU 77.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 67.6-kw aural. Antenna: 610-ft. above av. terrain, 479-ft. above ground, 950-ft. above sea level, lat. 33° 30' 23", long. 81° 57' 44".

Network Service: NBC, ABC, DuMont.

Ownership: J. B. Fuqua, pres., 59%; D. M. Kelly Jr., v.p., 6%; Martin Theatres of Ga., 35%. Martin Theatres also owns 75% of WDAK-TV, Columbus, Ga.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

J. B. Fuqua, *president*.
Donald M. Kelly Jr., *v.p. & general manager*.
Thomas J. Hennesy, *program manager*.
Steve Manderson, *promotion manager*.
John Jopling, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—3-7 p.m., 11 p.m.-sign-off, daily.						
187.50	112.50	75.00	65.60	47.00	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WRDW-TV Augusta (Ch. 12)

Grantee (STA): Radio Augusta, Inc., 8th & Broad Sts.
Studio & Transmitter: Georgia & Observatory Aves., N. Augusta.
Telephone: 7-5432.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 102-kw visual, 51.3-kw aural. Antenna: 650-ft. above av. terrain, 498-ft. above ground, 968-ft. above sea level, lat. 35° 30' 21", long. 81° 57' 43".

Network Service: CBS.

AM Affiliate: WRDW, 5-kw, 1480 kc (CBS).

Ownership: Grover C. Maxwell, pres., 20%; Harry W. Jernigan, v.p., 20%; W. R. Ringson, secy.-treas., 20%; Allen M. Woodall, exec., v.p., 20%; F. Frederick Kennedy, v.p., 20%; Mr. Woodall owns 25% of WDAK-TV, Columbus, Ga. (as pres. of radio WDAK).

Began operation: Feb. 9, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis.

Personnel:

James W. Hicks, *general manager*.
Joseph P. Gill, *chief engineer*.
Warren Hites, *news director*.
W. H. Mackenzie, *program director*.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—3-7 p.m., 10:30 p.m.-sign-off, daily.						
187.50	112.50	75.00	65.60	47.00	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WDAK-TV Columbus (Ch. 28)

Grantee (STA): Televison Columbus, Martin Bldg.

Studio: Martin Bldg. Transmitter: 2.6-mi. W of Columbus.

Telephone: 2-8828. TWX No.: CM 99.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 204-kw visual, 120-kw aural. Antenna: 650-ft. above av. terrain, 449-ft. above ground, 1049-ft. above sea level, lat. 32° 27' 48", long. 85° 02' 27".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WDAK, 25-kw, 1340 kc (NBC).

Ownership: Radio Columbus Inc. (WDAK), 25%; Martin Theatres of Georgia Inc., 75%. Allen Woodall is pres. of Radio Columbus, pres. and 20% owner of WMOG, Brunswick, Ga., and is v.p. and 20% owner of WRDW-TV & WRDW, Augusta, Ga. E. D. Martin is pres. of Martin Theatres which also owns 35% of WJBF-TV, Augusta.

Began Operation: Aug. 27, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Allen M. Woodall, *general manager*.
E. F. MacLeod, *station manager*.
John Hughes, *director of programs, production & traffic*.
Joe Windsor, *commercial manager*.
Ronnie Otwell, *film director*.
Bill Henry, *news director*.
Reeve Owen, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

Subject to frequency discounts.

WRBL-TV Columbus (Ch. 4)

Grantee (STA): Columbus Bcstg. Co. Inc., 1350 13th Ave.

Studio & Transmitter: Crawford Rd., 3.5 mi. from Phenix City, Ala.

Telephone: 2-0601. TWX No.: CM 04.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 630-ft. above av. terrain, 429-ft. above ground, 1049-ft. above sea level, lat. 32° 27' 57", long. 85° 03' 23".

Network Service: CBS, ABC.

AM Affiliate: WRBL, 5-kw, 1420 kc (CBS). **FM Affiliate:** WRBL-FM, 48-kw, 93.3 mc (No. 227), 270-ft. antenna height.

Ownership: R. W. Page Corp., publisher of *Columbus Enquirer and Ledger*, 51%; J. W. Woodruff, 19%; J. W. Woodruff Jr., 30%. **WRBL-TV officers:** J. W. Woodruff Jr., pres.; A. H. Chapman, v.p.; M. R. Ashworth Sr., secy.; J. W. Woodruff, director; W. E. Page, director.

Began Operation: Nov. 8, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by George C. Davis.

Personnel:

J. W. Woodruff Jr., *president & general manager*.
Ridley Bell, *assistant manager & film buyer*.
George A. Gingell, *program & production director*.
George (Red) Jenkins, *local sales manager*.
Joe A. Gamble, *chief engineer*.
Frank Hardman, *TV technical director*.
Boyd Hinton Jr., *news & farm director*.

DIGEST OF RATE CARD NO. 2

(April 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:59-10 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$60.00	\$40.00
Class A—6:30-8 p.m., 10-11 p.m., Mon.-Sat.; 5-6:59 p.m., 10:30-10:59 p.m., Sun.							
250.00	150.00	125.00	100.00	87.50	75.00	50.00	25.00
Class B—5-6:30 p.m., 11-11:30 p.m., Mon.-Sat.; 2-5 p.m., 11-11:30 p.m., Sun.							
200.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00
Class C—All other times.							
125.00	75.00	62.50	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.

WMAZ-TV

Macon (Warner Robins)

(Ch. 13)

Grantee (STA): Southeastern Bcstg. Co., 682 Cherry St., Macon.

Studio & Transmitter: U.S. 129, South of Macon.

Telephone: 2-7373. **TWX No.:** MAC 18.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 440-ft. above av. terrain, 514-ft. above ground, 848-ft. above sea level, lat. 32° 45' 09", long. 83° 33' 33".

Network Service: CBS, DuMont, ABC.

AM affiliate: WMAZ, 10-kw, 940 kc (CBS). **FM Affiliate:** WMAZ-FM, 3-kw, 99.1 mc (No. 256), 170-ft. antenna height.

Ownership: George P. Rankin Jr., pres., 71.4%; Wallace Miller, v.p., 3%; Wilton E. Cobb, secy.-treas., 22.6%; Mary S. Miller, 3%.

Began Operation: Aug. 29, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by George C. Davis.

Personnel:

George P. Rankin Jr., *president & chief engineer*.
Wilton E. Cobb, *secy.-treas. & general manager*.
Frank Crowther, *commercial manager*.
Albert Sanders, *local sales manager*.
Herb Johnson, *operations director*.
Robert Savage, *production director*.
Ed Pendleton, *film & promotion director*.
J. D. Lawhon, *engineering director*.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.						
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m. Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

Subject to frequency discounts.

WROM-TV

Rome

(Ch. 9)

Grantee (STA): WROM-TV Inc., 121 Broad St.

Studio: 121 Broad St. **Transmitter:** Horseleg Mt.

Telephone: 2-0833.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 720-ft. above av. terrain, 87-ft. above ground, 1468-ft. above sea level, lat. 34° 14' 00", long. 85° 14' 02".

AM Affiliate: WROM, 1-kw, 710 kc.

Ownership: Dean Covington, pres., 33½% (as executor of Leon Covington estate); Charles E. Doss, v.p.-treas., 33½%; Edward N. McKay, secy., 33½%.

Began Operation: June 15, 1953.

Represented (sales) by Joseph Hershey McGillvra Inc.

Personnel:

Dean Covington, *president*.
Ed McKay, *general manager*.
Charles Doss, *commercial manager*.
Bob Martin, *farm director*.
T. H. Robertson, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(May, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.						
112.00	68.00	45.00	40.00	28.00	20.00	12.00

Subject to frequency discounts.

WTOC-TV

Savannah

(Ch. 11)

Grantee (STA): Savannah Bcstg. Co., Box 858.

Studio & Transmitter: 516 Abercorn St.

Telephone: 2-0127. **TWX No.:** SV 36.

Technical Facilities: Channel No. 11 (198-204 mc). Operating under special temporary authorization with 60-kw visual, 30-kw aural. Authorized power: 209-kw visual, 110.7-kw aural. Antenna: 477-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level, lat. 32° 04' 07", long. 81° 05' 35".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS). **FM Affiliate:** WTOC-FM, 7.9-kw, 97.3 mc (No. 247), 397-ft. antenna height.

Ownership: William T. Knight Jr., pres.-treas., 51%; Grace Schley Knight, 16.6%; F. Schley Knight, v.p. for TV, 4.6%; S. P. Driscoll, v.p., 3.6%; over 80 other stockholders.

Began Operation: Feb. 2, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

William T. Knight Jr., *president & general manager*.
F. Schley Knight, *v.p. for TV*.
Ben B. Williams, *v.p. & commercial manager*.
Dwight J. Bruce, *v.p. & program director*.
Joan Purcell, *promotion manager*.
Kyle E. Goodman, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 10:30 p.m.-sign off, Mon.-Sat.; 1-6 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WCTV

Thomasville-Tallahassee (Fla.)

(Ch. 6)

(Due to Begin Operating in September)

Grantee (STA): John H. Phipps, Box 989, Tallahassee, Fla.

Office: 2225 N. Monroe St., Tallahassee.

Studios: 2225 N. Monroe St., Tallahassee; Scott Bldg., Thomasville.

Transmitter: Lake Iamonia, Fla.

Telephone: 2-1270, Tallahassee.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 692-ft. above av. terrain, 669-ft. above ground, 909-ft. above sea level, lat. 30° 39' 46", long. 84° 12' 36".

AM Affiliate: WKTG, 1-kw, 730 kc.

Ownership: John H. Phipps, 100%. Also operates Florida radio stations WTAL, Tallahassee and WTYS, Marianna.

Represented (sales) by Meeker TV Inc.

Personnel:

Herschel Graves, *general manager*.
W. A. Snowden, *chief engineer*.

(ADDITIONAL DATA UNAVAILABLE)

IDAHO

KBOI-TV

Boise

(Ch. 2)

Grantee (STA): Boise Valley Bcstrs. Inc., 311 N. 10th St.

Studio: 1009 W. Jefferson St.

Transmitter: Deer Point Peak, Shafer Butte.

Telephone: 3-2511.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 16.5-kw visual, 8.3-kw aural. Antenna: 2480-ft. above ave. terrain, 100-ft. above ground, 7170-ft. above sea level, lat. 43° 45' 12", long. 116° 06' 08".

Network Service: CBS, DuMont.

AM Affiliate: KBOI, 5-kw, 950 kc (CBS).

Ownership: H. Westerman Whillock, pres., 8.61%; Earl Glade, Jr., secy.-treas., 5.32%; Willis C. Moffatt, v.p., 11.6%; Fred M. Taylor, director, 10.3%; Stanley E. King, director, 16%; Edwin Snow, director, 5.32%; Theresa Whillock, 8.6%; Dr. Ralph Falk, 5%; Rudy Anderson, director, 3.4%; Robert Howell, director, 9.8%; 13 others, none owns over 3%.

Began Operation: Nov. 1, 1953.

Represented (sales) by Free & Peters Inc.; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Westerman Whillock, *president & general manager*.
Earl Glade Jr., *station & sales manager*.
Bill Gratton, *production supervisor*.
Dave Johnson, *news editor*.
Dar Dodds, *farm director*.
James A. Johnstz Jr., *chief engineer*.
Robert Howell, *film editor*.

DIGEST OF RATE CARD NO. 1—(Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—5:59-6:59 p.m., 10-11 p.m., Mon.-Sat.; 1-6:59 p.m., Sun.						
112.50	67.50	45.00	39.40	28.20	22.50	11.25
Class C—All other times.						
75.00	45.00		26.25	18.75	15.00	7.50

Subject to frequency discounts.

KIDO-TV

Boise

(Ch. 7)

Licensee: KIDO Inc., Chamber of Commerce Bldg.

Studio and Transmitter: 700 Crestline Dr.

Telephone: 2-4611.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 850-ft. above av. terrain, 387-ft. above ground, 3607-ft. above sea level, lat. 43° 37' 50", long. 116° 10' 44".

Network Service: ABC, NBC.

AM Affiliate: KIDO, 5-kw, 630 kc (NBC).

Ownership: Georgia M. Davidson, pres., 88.45%; Walter E. Wagstaff, v.p., 11.55%; Oscar W. Worthwine, secy.-treas. KIDO Inc. also holds 60% of applicant for Ch. 13, Twin Falls, Ida.

Began Operation: July 6, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Walter E. Wagstaff, *v.p. & general manager*.
Barry Tucker, *commercial manager*.
Jack Link, *program director*.
Bill Harvey, *film editor*.
Vern Moore, *news director*.
Harold W. Toedtemeler, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$65.00	\$55.00	\$35.00	\$30.00
Class B—All other times.						
140.00	84.00	56.00	44.00	32.00	22.00	20.00

Subject to frequency discounts.

KID-TV

Idaho Falls

(Ch. 3)

Grantee (STA): Idaho Radio Corp., Box 701.

Studio: Ammon Rd. Transmitter: Little Butte Mt., 8.5-mi. N.E. of Atomic City, Ida.

Telephone: 3 & 4. TWX No.: 291.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level, lat. 43° 29' 30", long. 112° 39' 05".

Network Service: CBS, NBO, DuMont, ABC.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Ownership: Radio Service Corp. of Utah (KSL-TV, Salt Lake City), 25.9%; Zion Securities Corp., 17.4%; A. W. Schweider, pres., 7.3%; Guy A. Poulsen, v.p., 6.7%; 10 others, none owns more than 4.8%.

Began Operation: Dec. 17, 1953.

Represented (sales) by Gill-Perna Inc.; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Boyden, Cragun & Barker.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

A. W. Schweider, *president*.
C. N. Layne, *general manager*.
Claude Cain, *commercial manager*.
Roy Southwick, *production manager*.
Carroll Secrist, *technical engineer*.

DIGEST OF RATE CARD NO. 2

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; all day Sun.						
\$175.00	\$105.00	\$70.00	\$60.00	\$45.00	\$30.00	\$12.50
Class B—All other times.						
120.00	72.00	48.00	40.00	30.00	20.00	8.00

Subject to frequency discounts.

KLIX-TV

Twin Falls

(Ch. 11)

Grantee (STA): Southern Idaho Bcstg. & Television Co., Box 432.

Studio: Elizabeth Blvd. & Eastland Dr. Transmitter: Flat Top Butte, 14 mi. north of city.

Telephone: 2820. TWX No.: 196.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29.5-kw visual, 14.9-kw aural. Antenna: 660-ft. above av. terrain, 257-ft. above ground, 4553-ft. above sea level, lat. 42° 43' 48", long. 114° 24' 52".

Network Service: CBS, ABC.

AM Affiliate: KLIX, 1-kw, 1310 kc (ABC, MBS).

Ownership: J. Robb Brady Trust Co., 50%; Frank O. Carman, pres., 12.5%; David G. Smith, 12.5%; Grant R. Wrathall, 12.5%; Edna O. McCrea, 12.5% (6.25% as guardian of estate of Sharon Lee Power). Ownership interlocks with KUTV, Salt Lake City, and radio stations KGEM, Boise, Ida.; KWIK, Pocatello, Ida.; KOPR, Butte, Mont. Mr. Wrathall also owns KPOO, San Francisco.

Began Operation: May 30, 1955.

Represented (sales) by Gill-Perna Inc.; Moore & Lund Inc. (Northwest).

Represented (legal) by John H. Midlen.

Represented (engineering) by Grant R. Wrathall, Aptos, Cal.

Personnel:

Frank C. McIntyre, *v.p., general manager & national sales manager*.
Paul Droubay, *program director*.
Vic Graybeal, *film buyer*.
C. W. Evans, *technical director*.

DIGEST OF RATE CARD NO. 1

(Sept. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 2-10 p.m., Sun.						
\$120.00	\$72.00	\$48.00	\$39.00	\$30.00	\$24.00	\$12.00
Class B—Noon-1 p.m., 5-6:30 p.m. & 10-11 p.m., Mon.-Fri.; noon-6:30 p.m. & 10-11 p.m., Sat.; noon-2 p.m. & 10-11 p.m., Sun.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00
Class C—All other times.						
80.00	48.00	32.00	26.00	20.00	16.00	8.00

Subject to frequency discounts.

ILLINOIS

WBLN

Bloomington

(Ch. 15)

Grantee (STA): WBLN Television Inc., Box 646.

Studio & Transmitter: SE of Bloomington on U. S. Bypass 66 at intersection of U.S. 150.

Telephone: 4-3031.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 15.8-kw visual, 8.51-kw aural. Antenna: 480-ft. above av. terrain, 443-ft. above ground, 1293-ft. above sea level, lat. 40° 27' 37", long. 88° 58' 22".

AM Affiliate: None locally.

Ownership: Worth S. Rough, 100%. Sale to present owner by Cecil W. Roberts approved by FCC July 13, 1955 (*Television Digest*, Vol. 11:29).

Began Operation: Dec. 1, 1953.

Represented (sales) by Joseph Hershey McGillvra Inc.

Represented (engineering) by Fred O. Grimwood & Co., St. Louis.

Personnel:

Cecil W. Roberts, *owner*.
Jerrell Henry, *general manager*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m.					
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00

Subject to frequency discounts.

WCIA

Champaign

(Ch. 3)

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St. **Transmitter:** Seymour, Ill.

Telephone: 6-8333.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 991-ft. above ground, 1701-ft. above sea level, lat. 40° 06' 23", long. 88° 26' 59".

Network Service: CBS, DuMont, NBC.

Ownership: August C. Meyer, *pres.*, 24.9%; Russel O. Derby, *secy.-treas.*, 5%; Clara R. Meyer, 26.1%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; J. A. McDermott, 2.1%; Illinois Bcstg. Co., 20% (owns WSOY, Decatur). Helen Stevick owns 60% and Marajen Chinigo owns 40% of *Champaign News-Gazette*, licensee of WDWS.

Began Operation: Nov. 12, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

August C. Meyer, *president*.
Guy Main, *v.p. & director of sales*.
James Fielding, *production manager*.
Len Davis, *national sales promotion manager*.
Bob Myers, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., daily.							
\$700.00	\$420.00					\$140.00	\$70.00
Class A—6:59-7:29 p.m., Mon.-Fri.; 5:59-7:29 p.m., Sat. & Sun.; 9:59-10:29 p.m., daily.							
600.00	360.00	\$240.00		\$135.00	\$120.00	105.00	55.00
Class B—5:59-6:59 p.m., Mon.-Fri.; noon-5:59 p.m., Sat. & Sun.; 10:29-10:59 p.m., daily.							
410.00	250.00	157.00	\$130.00	95.00	88.00	75.00	35.00
Class C—All other times.							
300.00	180.00	120.00	90.00	65.00	60.00	45.00	22.00

Subject to frequency discounts.

WILL-TV

Champaign-Urbana

(Ch. 12)

Non-Commercial Educational Station

Grantee (STA): University of Illinois, Office of University Broadcasting, 228 Gregory Hall, Urbana.

Studio & Transmitter: Memorial Stadium, Champaign.

Telephone: 7-6611, Urbana.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level, lat. 40° 05' 55", long. 88° 14' 14".

AM Affiliate: WILL, 5-kw, 580 kc. **FM Affiliate:** WILL-FM, 300-kw, 90.9 mc (No. 215), 500-ft. antenna height.

Ownership: University of Illinois; David D. Henry, *pres.*

Began Operation: July 14, 1955.

Represented (legal) by Landis, Taylor & Scoll, New York City

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Frank E. Schooley, *director of broadcasting*.
Richard L. Ruder, *program director*.
Richard G. Lawson, *operations director*.
Hubert V. Cordler, *production manager*.
John R. Brugger, *chief engineer*.

WBBM-TV

Chicago

(Ch. 2)

Licensee: Columbia Broadcasting System Inc., 410 N. Michigan Ave.

Studio: 190 N. State St. **Transmitter:** American National Bank Building.

Telephone: Whitehall 4-6000. **TWX No.:** CG 476.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 657-ft. above av. terrain, 663-ft. above ground, 1276-ft. above sea level, lat. 41° 52' 58", long. 87° 37' 55".

Network Service: CBS.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS). **FM Affiliate:** WBBM-FM, 10.5-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBBK); sold to present owner Feb. 9, 1953 (*Television Digest*, Vol. 9:7).

Represented (sales) by CBS-TV Spot Sales.

Personnel:

H. Leslie Atlans, *v.p. and general manager*.
E. H. Shomo, *asst. general manager*.
C. W. Doebler, *executive assistant*.
George Arkedis, *sales manager*.
Thomas Dawson, *promotion manager*.
Harry H. Coon, *sales service manager*.
William Ryan, *program director*.
Howard Mendelsohn, *publicity director*.
Don Dillion, *production manager*.
Vann Cominos, *film director*.
William G. Garry, *news director*.
George Menard, *farm director*.
Ed Shaeffer, *director of continuity*.
Virginia Renaud, *director of education*.
Luther A. Pierce, *director of technical operations*.

DIGEST OF RATE CARD NO. 4 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.						
\$3300.00	\$1980.00	\$1220.00			\$425.00 **	\$200.00 **
Class B—10:10-10:30 p.m., daily.						
2500.00	1500.00	1000.00	\$833.33	\$750.00	275.00 **	125.00 **
Class C—7 a.m.-6:30 p.m., Mon.-Sat.; 1-5:30 p.m., Sun.; 10:30-11 p.m., daily.						
1650.00	990.00	660.00	550.00	495.00	225.00 **	90.00 **
Class D—Sign-on-7 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
950.00	570.00	380.00	316.67	285.00	150.00 **	75.00 **

* Also has Class AA Announcements (6:59-10 p.m., daily), Min.-or 20 Sec. \$650; 10 Sec. \$325.

** Class A (6:29-6:59 p.m., 10-10:30 p.m., daily). Class B (4:59-6:39 p.m., Mon.-Sat.; 12:59-6:29 p.m., Sun.; 10:30-11 p.m., daily). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.; 11 p.m.-midnight, daily). Class D (Sign-on-8:59 a.m., Mon.-Sat.; midnight-to sign-off, daily).

Subject to frequency discounts.

Illinois

WBKB Chicago (Ch. 7)

Licensee: American Broadcasting Co., 20 N. Wacker Dr.

Studio and Transmitter: Opera Bldg.

Telephone: Andover 3-0800. TWX No.: CG 1440.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 658-ft. above ground, 1258-ft. above sea level, lat. 41° 52' 57.2", long. 87° 38' 15".

Network Service: ABC.

AM Affiliate: WLS, 50-kw, 890-kc (ABC), 60% owned by Agriculture Bostg. Co. (Prairie Farmer Publishing Co.); 40% by ABC.

FM Affiliate: WENR-FM, 14.5-kw, 94.7 mc (No. 234), 580-ft.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 17, 1948 (as WENR-TV).

Represented (sales) by Blair TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sterling C. Quinlan, *v.p. & general manager.*
 Clar W. Helder, *national spot sales manager.*
 Dan Schuffman, *program manager.*
 John F. Fitzpatrick, *production manager.*
 Ralph Andrews, *film director.*
 M. E. Vleracker, *treasurer.*
 Con O'Dea, *news director.*
 Chuck Bill, *farm director.*
 Elliott Henry, *publicity director.*
 William P. Kusack, *director of engineering.*
 Charles Buzzard, *asst. chief engineer.*
 Charles R. DeJanovich, *TV operations engineer.*

DIGEST OF RATE CARD NO. 8

(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$2200.00	\$1320.00	\$880.00	\$770.00	\$550.00

Class A—6-6:30 p.m., Sun.; 10-10:30 p.m., daily.						
2000.00	1200.00	800.00	700.00	500.00	\$400.00*	\$175.00*
Class B—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
1400.00	840.00	560.00	490.00	350.00	200.00*	75.00*
Class C—9 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.						
1000.00	600.00	400.00	350.00	250.00	150.00*	50.00*
Class D—All other times.						
825.00	495.00	330.00	288.75	206.25

* Class A (6:30-10:30 p.m., daily). Class B (5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily). Class C (All other times).
 Subject to frequency discounts.

WGN-TV Chicago (Ch. 9)

Licensee: WGN Inc., 441 N. Michigan Ave.

Studio and Transmitter: 441 N. Michigan Ave. (After Oct. 1, 1955, transmitter will be at 130 E. Randolph Dr.).

Telephone: Superior 7-0100. TWX No.: CG 561.

Technical Facilities: Channel No. 9 (186-192 mc). Operating under special temporary authorization with 120-kw visual power, 60-kw aural. Antenna: 585-ft. above av. terrain, 610-ft. above ground, 1205-ft. above sea level, lat. 41° 53' 25", long. 87° 37' 25". Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level, lat. 41° 53' 05", long. 87° 37' 23". (Operation using these facilities due to begin about Oct. 1, 1955).

Network Service: Du Mont.

AM Affiliate: WGN, 50-kw, 720 kc (MBS).

Ownership: Tribune Co., 100%, publisher of *Chicago Tribune*; J. Howard Wood, *pres.*, Interlocking ownership with WPIX (*New York News*).

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 441 N. Michigan Ave., Chicago. Eastern solicitation office: 220 E. 42nd St., New York. Station representative: George P. Hollingbery Co.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

WBKB
Channel 7
316,000 WATTS
CHICAGO

**CHICAGO'S
FAMILY
TELEVISION
STATION**

**CHICAGO'S
PIONEER
TELEVISION
STATION**

**FOREMOST AMONG
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IN
PROMOTION, ADVERTISING
PUBLICITY & MERCHANDISING**

**CONSISTENT
LEADER AMONG
CHICAGO STATIONS
IN NATIONAL
RORABAUGH REPORTS**

**OFFICES — 20 N. WACKER DR.
CHICAGO
STERLING C. QUINLAN,
VICE PRESIDENT & GENERAL MANAGER
Represented Nationally by
BLAIR-TV**



Personnel:

Frank P. Schreiber, *v.p. & general manager.*
 Theodore Weber, *sales director.*
 Ben H. Berentson, *eastern sales solicitor.*
 J. E. Faraghan, *program director.*
 Elizabeth Bain, *film director.*
 Charles A. Wilson, *sales promotion manager.*
 Donald A. Getz, *sales service representative.*
 George Petterson, *facilities director.*
 Spencer Allen, *news director.*
 Norman Kraeft, *farm director.*
 Jim Hanlon, *publicity director.*
 Carl J. Meyers, *director of engineering.*

DIGEST OF RATE CARD NO. 14
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-11 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$500.00	\$375.00	\$310.00*
Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.					
1125.00	675.00	450.00	375.00	281.25	135.00**
Class C—Sign-on to 5 p.m., Sun.; sign-on to 6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.					
750.00	450.00	300.00	250.00	187.50

* Class I—5-11 p.m., Sat. & Sun.; 6-11 p.m., Mon.-Fri.
 ** Class II—All other hours not in Class I.
 Subject to frequency discounts.

WNBQ
Chicago
(Ch. 5)

Licensee: National Broadcasting Co. Inc., Merchandise Mart.
 Studio: Merchandise Mart. Transmitter: Kemper Insurance Bldg.
 Telephone: Superior 7-8300. TWX No.: CG 3.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 748-ft. above av. terrain, 745-ft. above ground, 1346-ft. above sea level, lat. 41° 52' 57.4", long. 87° 38' 15".
 Network Service: NBC.
 AM Affiliate: WMAQ, 50-kw, 870 kc (NBC). FM Affiliate: WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.
 Ownership: See WRCA-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

Jules Herbuveaux, *general manager.*
 Henry Sjogren, *assistant general manager.*
 John M. Keys, *director sales.*
 Floyd E. Beaton, *sales manager.*
 Howard W. Coleman, *advertising & promotion manager.*
 Chet Campbell, *manager press department.*
 George Heinemann, *director of programming.*
 William Ray, *news director.*
 Everett Mitchell, *farm director.*
 John Whalley, *operations director.*
 Richard D. Johnson, *production manager.*
 Neil Murphy, *business manager.*
 Howard Luttgens, *engineer-in-charge.*

DIGEST OF RATE CARD NO. 9
(June 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec. * 10 Sec. *
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.					
\$3700.00	\$2220.00	\$1480.00	\$1295.00	\$925.00	\$750.00 \$350.00
Class A—10-10:30 p.m., daily.					
2500.00	1500.00	1000.00	875.00	625.00	450.00 220.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily.					
2000.00	1200.00	800.00	700.00	500.00	275.00 125.00
Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-6:30 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily.					
1850.00	1110.00	740.00	647.50	462.50	225.00 90.00
Class D—All other times.					
950.00	570.00	380.00	332.50	237.50

* Class AA—7-10:15 p.m., daily. Class A—6:30-7 p.m., 10:15-10:30 p.m., daily. Class B—5-6:30 p.m., 10:30-11:30 p.m., daily. Class C—All other times. Network time: Class A—6:30-9:30 p.m., Mon.-Fri.; 5-9:30 p.m., Sat. & Sun. Class B—2-5 p.m., Sat. & Sun. Class C—9 a.m.-noon, daily; 2-5 p.m., Mon.-Fri.
 Subject to frequency discounts.
 Color—20-Sec. station breaks \$190, 10-Sec. \$95 added to regular station-break rate; commissionable.

CHICAGO'S TOP TELEVISION STATION—WGN-TV, CHANNEL 9!

- ✓ Chicago Television's Top Morning Children's Program—"Romper Room"
- ✓ Chicago Television's Top Teenage Program, "Bandstand Matinee"
- ✓ Chicago Television's Highest Rated Feature Film Programs
- ✓ Exclusive Telecasts of All Cubs and White Sox Home Day Games (1000th Game Telecast in May, 1955)
- ✓ Highest Rated Half Hour Film Programs on Weeknight TV
- ✓ 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



Illinois

WTTW Chicago

(Ch. 11)

Non-Commercial Educational Station

(Due to Begin Operating in September)

Grantee (STA): Chicago Educational Television Association, 38 S. Dearborn St.

Studio: Chicago Museum of Science & Industry. **Transmitter:** Field Bldg.

Telephone: Financial 6-5230.

Technical Facilities: Channel No. 11 (198-204 mc.). Authorized power: 61.7-kw visual, 33.1-kw aural. Antenna: 610-ft. above av. terrain, 644-ft. above ground; 1239-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Requests change to 55.6-kw visual, 27.8-kw aural, 589-ft. above av. terrain, 617-ft. above ground, 1211-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 53".

Ownership: CETA officers: Edward L. Ryerson, pres.; Lenox R. Lohr, v.p.; Kent Chandler, v.p.; Renslow Sherer, v.p.; Lester Armour, treas.; Robert L. Foote, secy.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel:

John W. Taylor, *executive director*.
James Robertson, *program manager*.
Colby Lewis, *production manager*.
Judith Waller, *program consultant*.
Joan Kohn, *promotion manager*.
Norma Barts, *film editor*.
Duane M. Welse, *chief engineer*.

WDAN-TV Danville

(Ch. 24)

Grantee (STA): Northwestern Publishing Co., 1500 N. Washington Ave.

Studio & Transmitter: 1500 N. Washington Ave.

Telephone: 1700.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 19.1-kw visual, 9.55-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, lat. 40° 08' 58", long. 87° 37' 35". CP for 13.2-kw visual, 7.24-kw aural using 0.6° beam tilt.

Network Service: ABC.

AM Affiliate: WDAN, .25-kw 1490 kc (CBS).

Ownership: Northwestern Publishing Co., publisher of *Danville Commercial-News*, is owned by Gannett Co. Inc. For other Gannett holdings, see WHEC-TV, Rochester, N.Y.

Began Operation: Dec. 13, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

Robert J. Burow, *general manager*.
Max Shaffer, *station manager*.
John Eckert, *sales director*.
Honore Ronan, *program director*.
Bill Dorn, *production director*.
Orville Neely, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:00 p.m., Mon.-Sat.; 1-10 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$42.00	\$25.00	\$12.00
Class B—All other times.						
90.00	54.00	36.00	30.00	25.00	15.00	10.00

Subject to frequency discounts.

WTVP Decatur

(Ch. 17)

Grantee (STA): Prairie Television Co., Box 108.

Studio and Transmitter: South Side Dr.

Telephone: 8-4304. TWX No.: DEC 8256.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 174-kw visual, 93.3-kw aural. Antenna: 545-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level, lat. 39° 49' 28", long. 88° 58' 03".

Network Service: ABC, DuMont.

AM Affiliate: None.

Ownership: W. L. Shellabarger, pres. & treas., 68.75%; Gladys L. Burns, 7.5%; David S. Shellabarger, v.p., 1.25%; John A. Wagner, director, 2.5%; Dr. Arthur O. Simon, 3%, and 8 others, none owning over 2.5%.

Began Operation: Aug. 4, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Walter F. Kean.

Personnel:

W. L. Shellabarger, *president*
Shaun F. Murphy, *station manager*.
Robert G. Wright, *program director*.
Hubert F. Abfalter, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Oct. 15, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$300.00	\$240.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 5-6 p.m., Sun.							
225.00	180.00	135.00	90.00	79.00	67.50	45.00	22.50
Class C—All other times.							
180.00	144.00	108.00	72.00	63.00	54.00	36.00	18.00

Subject to frequency discounts.

WSIL-TV Harrisburg

(Ch. 22)

Grantee (STA): Turner-Farrar Assn., 21 W. Poplar St.

Studio & Transmitter: 21 W. Poplar St.

Telephone: 373. TWX No.: HBG ILL 8159.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 14.12-kw visual, 7.06-kw aural. Antenna: 520-ft. above av. terrain, 549-ft. above ground, 947-ft. above sea level, lat. 37° 44' 20", long. 88° 32' 25".

Network Service: ABC.

Ownership: Oscar L. Turner, pres., 25%; O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 20%; Harry R. Horning, 5%. This partnership also operates Southern Ill. theatre chain.

Began Operation: Dec. 6, 1953.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Oscar L. Turner, *president & manager*.
Jim Bolen, *program director*.
Charles Gilliam, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(Dec. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.								
\$150.00	\$100.00	\$80.00	\$50.00	\$45.00	\$40.00	\$30.00	\$25.00	\$15.00
Class B—All other times.								
105.00	70.00	56.00	35.00	31.00	28.00	21.00	17.50	10.50

Subject to frequency discounts.

WEEK-TV Peoria

(Ch. 43)

Grantee (STA): West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria.

Studio and Transmitter: 2907 Springfield Rd., E. Peoria.

Telephone: 6-5571. TWX No.: PE 8515.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 175-kw visual, 85-kw aural. Antenna: 550-ft. above av. terrain, 432-ft. above ground, 1161-ft. above sea level, lat. 40° 37' 42", long. 89° 32' 57".

Network Service: NBC.

AM Affiliate: WEEK, 1-kw, 1350 kc (NBC).

Ownership: Sen. Robert S. Kerr (D-Okla.), 50.61%; Mrs. Grayce B. Kerr, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla.

Began Operation: Jan. 29, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Fred C. Mueller, *general manager.*
 Wm. J. Flynn, *sales manager.*
 Vic Fletcher, *program director.*
 Wayne Lovely, *chief engineer.*
 F. R. Oakley, *publicity & promotion manager.*
 Robert F. Stockdale III, *business manager.*
 Bob Arthur, *news director.*
 F. D. (Chick) Heam, *sports director.*
 Robert Kroepel, *film editor.*

DIGEST OF RATE CARD NO. 2
(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A —6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m. Sun.					
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B —5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:30-11 p.m., daily.					
300.00	180.00	120.00	105.00	75.00	60.00
Class C —Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.					
200.00	120.00	80.00	70.00	50.00	40.00

Subject to frequency discounts.

WTVH-TV
Peoria
(Ch. 19)

Grantee (STA): Peoria Journal Star, Peoria, Ill.
Studio and Transmitter: 500 N. Stewart St., Creve Coeur, Ill.
Telephone: 6-5561. TWX No.: PE 8590.
Business Office: 234 N. Madison Ave. Peoria, Ill. Telephone: 6-5503.
Technical Facilities: Channel No. 19 (500-506 mc). Operating under special temporary authorization with 12.5-kw visual, 5.76-kw aural. Authorized power: 243-kw maximum and 214-kw horizontal visual, 131-kw maximum and 115-kw horizontal aural. Antenna: 290-ft. above av. terrain, 240-ft. above ground, 932-ft. above sea level, lat. 40° 39' 13", long. 89° 35' 15".
Network Service: CBS, ABC, DuMont.
Ownership: Peoria Journal Star, 91.66%; Harold C. Yeager, 5.6%; G. Abel Anderson, 2.8%. Journal Star officers: Carl P. Slane, pres., 37.5% (of which 26.5% is in trust for Mrs. Slane); Henry P. Slane, exec. v.p.; L. A. Welch, treas.; W. L. Rutherford, secy. Elizabeth P. Talbot, sister of Mrs. Slane, 26.5% (in trust).
Began Operation: Aug. 20, 1953. Sale to present majority owners by Hugh R. Norman group approved by FCC April 28, 1954 (*Television Digest*, Vol. 10:13, 15, 18).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Cohn & Marks.

Personnel:

Henry P. Slane, *president.*
 Edward G. Smith, *general manager.*
 Harold V. Phillips, *sales manager.*
 Lloyd Harvey, *promotion manager.*
 Robert G. Holben, *program manager & film buyer.*
 Wallace Wurz, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A —6:30-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B —4:30-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:30-11 p.m., daily.						
262.50	157.50	105.00	91.85	65.60	52.50	26.25
Class C —Sign-on-4:30 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

WGEM-TV
Quincy-Hannibal (Mo.)
(Ch. 10)

Grantee (STA): Quincy Bestg. Co., Hotel Quincy.
Studio: Hotel Quincy. **Transmitter:** North Columbus Rd., .7-mi. W of Franklin School.
Telephone: Baldwin 2-6840. TWX No.: QCY ILL 80.
Technical Facilities: Channel No. 10 (192-198 mc). Operating under special temporary authorization with 50.2-kw visual, 25.4-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 783-ft. above av. terrain, 673-ft. above ground, 1433-ft. above sea level, lat. 39° 57' 03", long. 91° 19' 54".
Network Service: NBC, ABC.
AM Affiliate: WGEM, 1-kw, 1440 kc (ABC). **FM Affiliate:** WGEM-FM, 8.9-kw, 105.1 mc (No. 286), 640-ft. antenna height.
Ownership: Quincy Newspapers Inc., publisher of *Quincy Herald-Whig*, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.
Began Operation: Aug. 27, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Joseph S. Bonansinga, *v.p.-treasurer & general manager.*
 James Muse, *commercial manager.*
 Ted Austin, *production & program director.*
 William Vaughn, *promotion manager.*
 Bill Wegman, *farm director.*
 Frank Laughlin, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A —5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B —4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.; 10:31-11 p.m., daily.						
150.00	90.00	75.00	60.00	50.00	40.00	30.00
Class C —7 a.m.-4:59 p.m., Mon.-Fri.						
100.00	60.00	40.00	35.00	25.00	20.00

Subject to frequency discounts.

WREX-TV
Rockford
(Ch. 13)

Grantee (STA): Greater Rockford Television Inc., Auburn & Winnebago Rds.
Studio & Transmitter: Auburn & Winnebago Rds.
Telephone: 8-1813. TWX No.: 8648, Winnebago.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level, lat. 42° 17' 50", long. 89° 14' 24".
Network Service: CBS, ABC.

Ownership: Rockford Bcstrs. Inc. (WROK), 10%; Louis E. Caster, pres., 7%; Swan Hillman, treas., 7%; Stanley H. Guyer, secy., 6%; Bruce Gran, 32.57%; more than 30 others, none holding more than 4.3%. *Rockford Star* and *Register Republic* owns WROK.

Began Operation: Sept. 18, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Weldon & Carr.

Personnel:

J. Michael Baisch, *general manager.*
 Al Bilardello, *local sales manager.*
 Jack Muzzle, *program director.*
 Rod MacDonald, *production manager.*
 Grace Kuehn, *traffic manager.*
 Richard Peck, *chief engineer.*
 Robert Pofelski, *studio technical supervisor.*
 Charles Olson, *promotion manager.*
 George Raubacher, *sports director.*
 Les Davis, *farm director.*
 Donna Muzzle, *film manager.*

DIGEST OF RATE CARD NO. 2
(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$40.00
Class B —4-6 p.m., Mon.-Sat.; noon-2 p.m., Sun.; noon-4 p.m., Sat.; 10:30 p.m.-midnight, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class C —Sign-on-4 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00

Subject to frequency discounts.

WTVO
Rockford
(Ch. 39)

Grantee (STA): Winnebago Television Corp., Meridian Rd.
Studio & Transmitter: Meridian Rd.
Telephone: 3-5413. TWX No.: RK 8619.
Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 19.6-kw visual, 9.8-kw aural. Antenna: 650-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level, lat. 42° 17' 14", long. 89° 10' 16".
Network Service: DuMont, NBC.
AM-FM Affiliates: None.

(Continued on next page)

Illinois - Indiana

ROCKFORD: WTVO—(Continued)

Ownership: H. & E. Balaban Corp., 50%; Dubinsky Brothers Theatre Corp., 50%. **Officers of Winnebago Television Corp.:** Harry Balaban, pres.; Irwin Dubinsky, v. p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. H. & E. Balaban Corp. also owns 34% of WICS, Springfield, Ill. (Ch. 20).

Began Operation: April 29, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Krooth & Altman.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:

Harold Froelich, *manager*.
John W. Keln, *production manager*.
Herbert Eckstein, *chief engineer*.
Carl P. Stemler, *film director*.

DIGEST OF RATE CARD NO. 3 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6:30 p.m., Sat.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

Subject to frequency discounts.

WHBF-TV Rock Island (Ch. 4)

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio and Transmitter: Telco Bldg.

Telephone: 6-5441. **TWX No.:** RI 181.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 493-ft. above ground, 1063-ft. above sea level, lat. 41° 30' 36", long. 90° 34' 28".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS). **FM Affiliate:** WHBF-FM, 37-kw, 98.9 mc (No. 255), 380-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v. p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of *Rock Island Argus*); Estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%.

Began Operation: July 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Ben H. Potter, *president and treasurer*.
Leslie C. Johnson, *v.p. and general manager*.
Maurice Corken, *asst. general manager*.
Ted Arnold, *sales manager*.
Forest W. Cooke, *program & production manager*.
Fern Hawks, *publicity and promotion*.
William Ellison, *news director*.
Paul Liggitt, *special events director*.
Joe Grear, *film manager*.
Robert J. Slinnett, *chief engineer*.
Jerry Keefe, *asst. chief engineer*.
Jim Booth, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 7 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WICS Springfield

(Ch. 20)

Grantee (STA): Plains Television Corp., 523 E. Capitol Ave.

Studio: 523 E. Capitol Ave. **Transmitter:** 3000 S. 4th St.

Telephone: 8-0465. **TWX No.:** SI 292.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 17.4-kw visual, 9.33-kw aural. Antenna: 455-ft. above av. terrain, 430-ft. above ground, 1037-ft. above sea level, lat. 39° 45' 36", long. 89° 39' 05".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WCVS, .25-kw, 1450 kc (ABC, MBS).

Ownership: Transcontinental Properties Inc., 34%; H. & E. Balaban Corp. (theatres), 34%; WCBS Inc. (licensee of WCVS, Springfield), 32%. Herbert Scheffel and Alfred G. Burger (theatres) each owns 26.68% of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. Harold L. Dewing and L. G. Pefferle each owns 49% of WCVS. **WICS officers:** L. G. Pefferle, pres.; Elmer Balaban, v.p.; Alfred G. Burger, v.p.; H. L. Dewing, v.p.; Harry Balaban, secy.; Herbert Scheffel, treas.

Began Operation: Sept. 17, 1953.

Represented (sales) by Adam Young Television Corp.; Robert S. Keller Inc. (network sales only).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Milton D. Friedland, *general manager*.
Warren King, *local commercial manager*.
Bazil O'Hagan, *chief engineer*.
Jerrold P. Merritt, *asst. chief engineer*.
Harold Hoskins, *program manager*.
Robert Steffan, *production manager*.
James M. Henneberry, *sales promotion director*.
William Shaw, *film director*.
Al Pigg, *farm director*.

DIGEST OF RATE CARD NO. 2 (May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.							
\$250.00	\$200.00	\$150.00	\$100.00	\$87.50	\$67.50	\$50.00	\$25.00
Class B—4-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.							
187.50	150.00	112.50	75.00	65.75	50.50	37.50	18.75
Class C—Sign-on-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.							
125.00	100.00	75.00	50.00	43.75	33.75	25.00	12.50

Subject to frequency discounts.

INDIANA

WTTV

Bloomington-Indianapolis

(Ch. 4)

Grantee (STA): Sarkes Tarzian Inc., 535 S. Walnut St., Bloomington.

Studio: E. Hillside Drive. **Transmitter:** 3-mi. SE of Cloverdale, Ind.

Business Office: Essex House, Indianapolis.

Telephones: 2-1407, Bloomington; Melrose 5-8656, Indianapolis. **TWX No.:** IP 74.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 953-ft. above ground, 1803-ft. above sea level, lat. 39° 28' 28", long. 86° 45' 40". CP for 996-ft. above av. terrain, 973-ft. above ground, 1800-ft. above sea level.

Network Service: NBC, DuMont.

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kc (ABC).

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15½%; Patricia Tarzian, 15½%. Firm also manufactures TV-radio parts & tubes. Also applicant for Ch. 21, Roanoke, Ind.

Began Operation: Nov. 11, 1949.

Represented (sales) by Meeker TV Inc.

Represented (legal) by A. L. Stein.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sarkes Tarzian, *president*.
Robert Lemon, *general manager*.
Norman Cissna, *asst. manager and sales director*.
Keith Wilson, *merchandising director*.
Robert Petranoff, *program manager*.
Jerry Danziger, *production manager*.
David Lewis, *director of news*.
Bill Anderson, *farm director*.
Warren Perney, *film director*.
Susan Bartlett, *traffic director*.
Carl Onken, *chief engineer*.

(Continued on p. 102)

WTTV

Reaching and Serving

The **GREAT HOOSIER HEARTLAND**

INDIANA

RETMA SET COUNT
OVER 650,000

Grade A Coverage
Indianapolis • Terre Haute

Grade B Pop. • 1,922,150
(SRDS—Consumer Markets)

PIONEERING
SINCE 1949

In **INDIANAPOLIS • TERRE HAUTE • BLOOMINGTON**

Low Channel 4 — 1000 Ft. Tower — Maximum 100,000 Watts
Offering Most Complete Merchandising Service in Indiana

WTTV Channel **4** Owned and Operated by Sarkes Tarzian

Represented Nationally by MEEKER TV, Inc.
New York • Chicago • Los Angeles • San Francisco

Indiana

BLOOMINGTON-INDIANAPOLIS: WTTV—(Continued)
DIGEST OF RATE CARD NO. 6
 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-10 p.m., daily.					
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00
Class B—6-7 p.m., 10-11 p.m., daily.					
600.00	360.00	240.00	210.00	150.00	120.00
Class C—4:30-6 p.m., daily.					
450.00	270.00	180.00	150.00	110.00	90.00
Class D—Sign on-4:30 p.m., 11 p.m.-sign off, daily.					
300.00	180.00	120.00	100.00	75.00	60.00

Subject to frequency discounts.

WSJV
Elkhart
 (Ch. 52)

Grantee (STA): Truth Publishing Co. Inc., 416 S. 2nd St.
Studio & Transmitter: Mishawaka & Oakland Rds.
Telephone: 2-1518. **TWX No.:** ELK 8713.

Technical Facilities: Channel No. 52 (698-704 mc). Authorized power: 248-kw maximum and 224-kw horizontal visual, 133-kw maximum and 121-kw horizontal aural using 35° electrical beam tilt. Antenna: 410-ft. above av. terrain, 445-ft. above ground, 1225-ft. above sea level, lat. 41° 39' 06", long. 85° 59' 01".

Network Service: ABC, Du Mont.

AM Affiliate: WTRC, .25-kw, 1340 kc (NBC). **FM Affiliate:** WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 350-ft. antenna height.

Ownership: John F. Dille Jr., pres., 35.5%; Carl D. Greenleaf, v.p., 14.42%; Walter E. Beardsley, v.p., 49.5% (for A. H. Beardsley trust); Charles W. Greenleaf, director, .575%. Carl & Walter Beardsley are officials of C. G. Conn Ltd. (band instruments); Mr. Beardsley is pres. of Miles Laboratories.

Began Operation: March 15, 1954.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

John F. Dille Jr., *president & general manager.*
 John J. Keenan, *commercial manager.*
 Edwin J. Lasko, *program manager.*
 John Alves, *production manager.*
 Arthur C. Whitaker Jr., *film director.*
 Lester W. Zellmer, *chief engineer.*
 R. J. Gillespie, *promotion director.*

DIGEST OF RATE CARD NO. 1
 (Jan. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11:01 p.m., Mon.-Sat.; noon-11 p.m., Sun.							
\$250.00	\$150.00	\$125.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00

Class B—All other times.

187.50	112.50	93.75	75.00	65.60	46.90	37.50	18.75
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Subject to frequency discounts.

WFIE
Evansville
 (Ch. 62)

Grantee (STA): Premier Television Inc., 1115 Mount Auburn Rd.

Studio & Transmitter: 1115 Mount Auburn Rd.

Telephone: Harrison 5-6201.

Technical Facilities: Channel No. 62 (758-764 mc.) Authorized power: 69.2-kw visual, 36.3-kw aural. Antenna: 550-ft. above av. terrain, 515-ft. above ground, 975-ft. above sea level, lat. 37° 59' 21", long. 87° 35' 37".

Network Service: NBC, ABC, DuMont.

Ownership: Grand-Carlton Corp. (theatres), 99.6%; Jesse D. Fine, pres., .1%; Isadore J. Fine, v.p., .1%; Oscar K. Fine, treas., .1%; Eugene P. Fine, secy., .1%. Jesse, Isadore & Oscar Fine own Grand-Carlton Corp.

Began Operation: Nov. 9, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

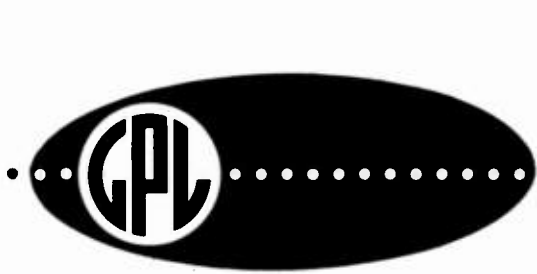
Ted Nelson, *general manager.*
 Charles Carey, *program manager.*
 Fred Rollison, *news & farm director.*
 Harvey Shellito, *chief engineer.*
 Jeanette Crawford, *women's director.*
 Kathy Wright, *home economist.*

DIGEST OF RATE CARD NO. 5
 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-6-30 p.m., Sun.						
225.00	135.00	90.00	79.00	56.25	45.00	22.50
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

Evansville
 (See Henderson, Ky.)



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WKJG-TV
Fort Wayne
 (Ch. 33)

Grantee (STA): Northeastern Indiana Bcstg. Co. Inc., 220 E. Jefferson St.

Studio: 220 E. Jefferson St. **Transmitter:** West State Blvd.

Telephone: Anthony 2295. **TWX No.:** FW 90.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 270-kw visual, 143-kw aural. Antenna: 775-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level, lat. 41° 05' 36", long. 85° 10' 28.47".

Network Service: NBC, DuMont.

AM Affiliate: WKJG, 5-kw, 1380 kc (MBS). **FM Affiliate:** WKJG-FM, 30-kw, 106.1 mc (No. 291), 310-ft. antenna height.

Ownership: Clarence L. Schust, pres., 28.5%; H. Leslie Popp, v.p. & treas., 28.5%; Edward G. Thoms, v.p. & secy., 18.8%; Walter L. Thoms, director, 18.8%; Earl Groth Jr., 4.8%; Herbert Willis, .6%.

Began Operation: Nov. 14, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Gautney & Jones.

Personnel:

- Edward G. Thoms, v.p. & general manager.
- Hilliard Gates, asst. manager.
- Carleton B. Evans, commercial manager.
- Calo O. Mablock, program manager.
- Paul Dawson, continuity director.
- Wayne Rothgeb, farm director.
- Eugene A. Chase, chief engineer.

DIGEST OF RATE CARD NO. 3
 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A—10-10:30 p.m., Mon.-Fri.; 6:30-7 p.m., daily; 10-11 p.m., Sat. & Sun.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class B—5-6:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.						
262.50	157.50	105.00	91.90	65.65	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

WINT
Waterloo
(Ft. Wayne Area)
 (Ch. 15)

Grantee (STA): Tri-State Television Inc., 2000 Lincoln Tower, Ft. Wayne, Ind.

Studio: Waterloo, Ind.

Transmitter: 2.3 mi. SE of Auburn, Ind., on Cemetery Rd.

Telephone: Anthony 8475, Ft. Wayne. **TWX No.:** FW 186.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 830-ft. above av. terrain, 853-ft. above ground, 1723-ft. above sea level, lat. 41° 20' 8.56", long. 85° 03' 15.74".

Network Service: CBS, ABC.

AM Affiliate: None.

Ownership: R. Morris Pierce, pres. 9.06%; Ralph Rehor, v. p., 5.43%; E. J. Sklenicka, secy., 3.62%; Frederick Wolf, treas., 9.06%; John F. Patt, 14.49%; following 7.24% each: Carl E. George, Worth Kramer, Sibley Moore, William Elavin & Jerry Smid; remainder held by 9 others. Mr. Patt is pres. of WJR, Detroit, which has CP for WJRT, Flint, Mich.

Began Operation: Sept. 26, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

- Ben B. Baylor Jr., v.p. & general manager.
- Robert C. Currie Jr., program manager.
- Ben K. West, promotion manager.
- Richard T. Hickox, news director.
- Charles Bloomquist, film director.

DIGEST OF RATE CARD NO. 1
 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-5 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.



POPULATION
722,500



HOUSEHOLDS
228,600



CONSUMER SPENDABLE
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\$768,150,000



PER CAPITA INCOME
\$1,944



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Indiana

WFBM-TV Indianapolis (Ch. 6)

Licensee: Consolidated Television & Radio Bcstrs. Inc., 1330 N. Meridian St.

Studio: 1330 N. Meridian St. Transmitter: 79th St. & Township Rd.
Telephone: Melrose 4-8521. TWX No.: IP 99.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above ave. terrain, 1019-ft. above ground, 1849-ft. above sea level, lat. 39° 53' 59", long. 86° 12' 02".

Network Service: NBC, ABC.

AM Affiliate: WFBM, 5-kw, 1260 kc (ABC).

Ownership: H. M. Bitner, chairman of board, 25.4%; H. M. Bitner Jr., pres., 10%; Frank O. Sharp, v.p., 8.1%; William F. Kiley Jr., v.p., 1%; Melvin C. Green, secy.-treas., 2.5%; Evelyn H. Bitner, director, 10%; Jeanne E. Bitner, 4.94%; Evelyn H. Pearson, 10%; Ralph S. Euler, 4.27%; Dorothy Kapner, 2.35%. Same company is 95% owner of WOOD-TV & WOOD, Grand Rapids, Mich. and owns 100% of WTCN-TV & WTCN, Minneapolis; and WFDF, Flint, Mich.

Began Operation: May 30, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dempsey & Kopolovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harry M. Bitner Jr., *president*.
William F. Kiley, v.p. & *general manager*.
Don Menke, *commercial manager*.
Hugh L. Kibbey, *sales-service manager*.
William Fall, *program director*.
Bernard W. Carney, *promotion manager*.
Harold Holland, *chief engineer*.
Harry Martin, *farm director*.

DIGEST OF RATE CARD NO. 7—(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10:30 p.m., daily.							
\$960.00	\$576.00	\$480.00	\$384.00	\$336.00	\$240.00	\$180.00	\$90.00
Class A—6-7 p.m., 10:30-11 p.m., daily.							
720.00	432.00	360.00	288.00	252.00	180.00	144.00	72.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
500.00	300.00	250.00	200.00	175.00	125.00	100.00	50.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.							
360.00	216.00	180.00	144.00	126.00	90.00	72.00	36.00

Subject to frequency discounts.

WISH-TV Indianapolis (Ch. 8)

Grantee (STA): Universal Bcstg. Co. Inc., 1440 N. Meridian St.

Studio: 1440 N. Meridian St. Transmitter: Rawls Ave. & South Post Rd.

Telephone: Melrose 4-6411. TWX No.: IP 276.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level, lat. 39° 45' 39", long. 86° 00' 21".

Network Service: CBS, DuMont.

AM Affiliate: WISH, 5-kw (1-kw night), 1310 kc (CBS).

Ownership: Bruce McConnell, pres., 50.071%; Robert B. McConnell, 1st v.p., .09%; Stokes Gresham Jr., 2d v.p., 4.5%; Frank E. McKinney, treas., 10%; Earl H. Schmidt, secy., 7%; Joseph E. Cain, director, 6.72%; Samuel R. Sutphin, 6.56%; Dudley V. Sutphin, 6.56%; Butler U., 3.8%; P. R. Mallory Co. Inc., 9.78%; 4 others, none owns over 1%. Mr. Cain also votes stock held by Butler U. and Mallory Co. Also holds CP for WANE-TV, Ft. Wayne and operates WANE & WHBU, Anderson, both Indiana.

Began Operation: June 26, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davls.

Personnel:

C. Bruce McConnell, *president*.
Robert B. McConnell, v.p. & *general manager*.
Robert F. Ohleyer, *sales manager*.
Steve Briggs, *program manager*.
Michael Ruppe, *continuity*.
Vince Leonard, *news director*.
Stokes Gresham Jr., *chief engineer*.
Robert Brockway, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 3 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$180.00	\$90.00
Class A—6-7 p.m., Mon.-Fri.; 10-11 p.m., daily.						
720.00	432.00	288.00	252.00	180.00	135.00	67.50
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
500.00	300.00	200.00	175.00	125.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9-1 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
360.00	216.00	144.00	126.00	90.00	64.00	32.00
Class D—Midnight-9 a.m., daily.						
250.00	150.00	100.00	87.50	62.50	45.00	22.50

Subject to frequency discounts.

WFAM-TV Lafayette (Ch. 59)

Grantee (STA): WFAM Inc., McCarty Lane.

Studio and Transmitter: McCarty Lane.

Telephone: 2-4300.

Technical Facilities: Channel No. 59 (740-746 mc). Authorized power: 20-kw visual, 10.5-kw aural. Antenna: 372-ft. above av. terrain, 369-ft. above ground, 1019-ft. above sea level, lat. 40° 24' 08", long. 86° 15' 59". CP for 204-kw maximum & 170-kw horizontal visual, 100-kw maximum & horizontal aural, 626-ft. above av. terrain, 637-ft. above ground, 1287-ft. above sea level, lat. 40° 24' 07", long. 86° 50' 59".

Network Service: DuMont, CBS, NBC.

AM Affiliate: WASK, .25-kw, 1450 kc (MBS).

Ownership: O. E. Richardson, pres., 100%.

Began Operation: May 8, 1953.

Represented (sales) by William G. Rambeau Co.

Personnel:

O. E. Richardson, *president*.
Herbert E. Nelson, *manager*.
Earl Richardson, *farm director*.
Richard Cochran, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 20, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00

Subject to frequency discounts.

WLBC-TV Muncie (Ch. 49)

Grantee (STA): Tri-City Radio Corp., 420 Alden Rd., Box 271.

Studio and Transmitter: State Rd. No. 35, SE of Muncie.

Telephone: 4403. TWX No.: MUN 187.

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 14.1-kw visual, 7.59-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level, lat. 40° 09' 01", long. 85° 22' 45".

Network Service: CBS, DuMont, NBC, ABC.

AM Affiliate: WLBC, .25-kw, 1340 kc (CBS). FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Walker Representation Co. Inc.; Hal Holman Co. (Chicago).

Represented (legal) by John H. Midlen.

Represented (engineering) by George C. Davis.

Personnel:

W. F. Craig, v.p. & *commercial manager*.
Lee Allerton, *program director*.
Maurice Crain, *chief engineer*.
Geo. Lee Marks, *production manager*.
Bill Summers, *musical director*.

DIGEST OF RATE CARD NO. 2—(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-11:30 p.m., Mon.-Fri.; 5-11:30 p.m., Sat. & Sun.						
\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$45.00	\$22.50
Class B—5-6:30 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.



OVER HALF THE

RETAIL

SALES MADE IN INDIANA

*are made to the
people served
by WFBM-TV*

**NO OTHER
INDIANA TV STATION
DELIVERS SO MUCH**

Retail sales state-wide:
\$4,634,271,000
Retail sales WFBM-TV-wide:
\$2,478,295,000

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.

Indiana-Iowa

WNDU-TV

Notre Dame-South Bend

(Ch. 46)

Grantee (STA): Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

Studio: Juniper Road, Notre Dame, Ind. **Transmitter:** Ironwood & Kern Rds.

Telephone: Central 3-7111, South Bend.

Technical Facilities: Channel No. 46 (662-668 mc). Authorized power: 97.7-kw visual, 49-kw aural. Antenna: 570-ft. above av. terrain, 538-ft. above ground, 1383-ft. above sea level, with 1° electrical beam tilt, lat. 41° 36' 26", long. 86° 12' 48".

Network Service: NBC.

AM Affiliate: WNDU, .25-kw, 1490 kc (ABC).

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secv.-treas.; Bernard C. Barth, v.p.

Began Operation: July 2, 1955.

Represented (sales) by Meeker TV Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Bernard C. Barth, v.p. & general manager.
Wm. Thomas Hamilton, sales manager.
Edward Roth, program manager.
Robert F. Stolfi, sales promotion & advertising manager.
Geo. B. Smith, chief engineer.
William A. Garden, production manager.
Jerome A. Fallon, director of public affairs.

DIGEST OF RATE CARD NO. 1—(July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 5-6:30 p.m., Sat. & Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—5-6 p.m., Mon.-Fri.; noon-5 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—11 p.m.-midnight, daily; 7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—Midnight-7 a.m., daily.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

Subject to frequency discounts.

WSBT-TV

South Bend

(Ch. 34)

Grantee (STA): South Bend Tribune, 223 W. Colfax Ave.

Studio: Tribune Bldg. **Transmitter:** Ironwood Rd.

Telephone: Central 3-3141. **TWX No.:** SB 8762.

Technical Facilities: Channel 34 (590-596 mc). Authorized power: 204-kw visual, 122-kw aural. Antenna: 540-ft. above av. terrain, 479-ft. above ground, 1349-ft. above sea level, lat. 41° 37' 05.4", long. 86° 13' 09", using 4° electrical beam tilt.

Network Service: CBS, DuMont.

AM Affiliate: WSBT, 5-kw, 960 kc (CBS).

Ownership: South Bend Tribune Publishing Co., 100%, publisher of South Bend Tribune.

Began Operation: Dec. 22, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Neal B. Welch, manager.
Richard Holloway, national sales manager.
Robert J. Drain, program director.
Walter A. Sweitzer, film director.
Arthur R. O'Neil, chief engineer.

DIGEST OF RATE CARD NO. 3

(May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.							
\$400.00	\$320.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily; noon-6 p.m., Sat. & Sun.							
300.00	240.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.							
225.00	180.00	135.00	90.00	79.00	56.25	45.00	22.50

Subject to frequency discounts.

WTHI-TV

Terre Haute

(Ch. 10)

Grantee (STA): Wabash Valley Bestg. Corp., 918 Ohio St.

Studio & Transmitter: 918 Ohio St.

Telephone: Crawford 9481. **TWX No.:** TH 1.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 549-ft. above ground, 1049-ft. above sea level, lat. 39° 27' 54", long. 87° 24' 24".

Network Service: CBS, ABC, DuMont.

AM affiliate: WTHI, 1-kw, 1480 kc (CBS). **FM Affiliate:** WTHI-FM, 7.4-kw, 99.9 mc (No. 260), 331-ft. antenna height.

Ownership: Anton Hulman, Jr., pres., 81.65%; J. R. Cloutier, v.p.-treas., 13.35%; Henry P. Smith, 5%.

Began Operation: July 21, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by George C. Davis.

Personnel:

Anton Hulman Jr., president.
Joseph M. Higgins, general manager.
Ben Falber Jr., director TV operations.
Pat Murphy, program director.
Ken Williams, local sales manager.
Don Petit, chief engineer.
Russ Arnold, asst. chief engineer.

DIGEST OF RATE CARD NO. 1—(June 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$135.00	\$120.00	\$80.00
Class B—All other times.					
240.00	144.00	96.00	80.00	72.00	48.00

Subject to frequency discounts.

IOWA

WOI-TV

Ames — (Des Moines)

(Ch. 5)

Licensee: Iowa State College of Agriculture & Mechanic Arts.

Studio: Service Bldg. **Transmitter:** 4 miles SW of Ames.

Telephone: Cedar 2-3400. **TWX No.:** 831.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level, lat. 41° 59' 20", long. 93° 41' 12".

Network Service: ABC, DuMont.

AM Affiliate: WOI, 5-kw, 640 kc. **FM Affiliate:** WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

Began Operation: Feb. 21, 1950.

Represented (sales) by Weed Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

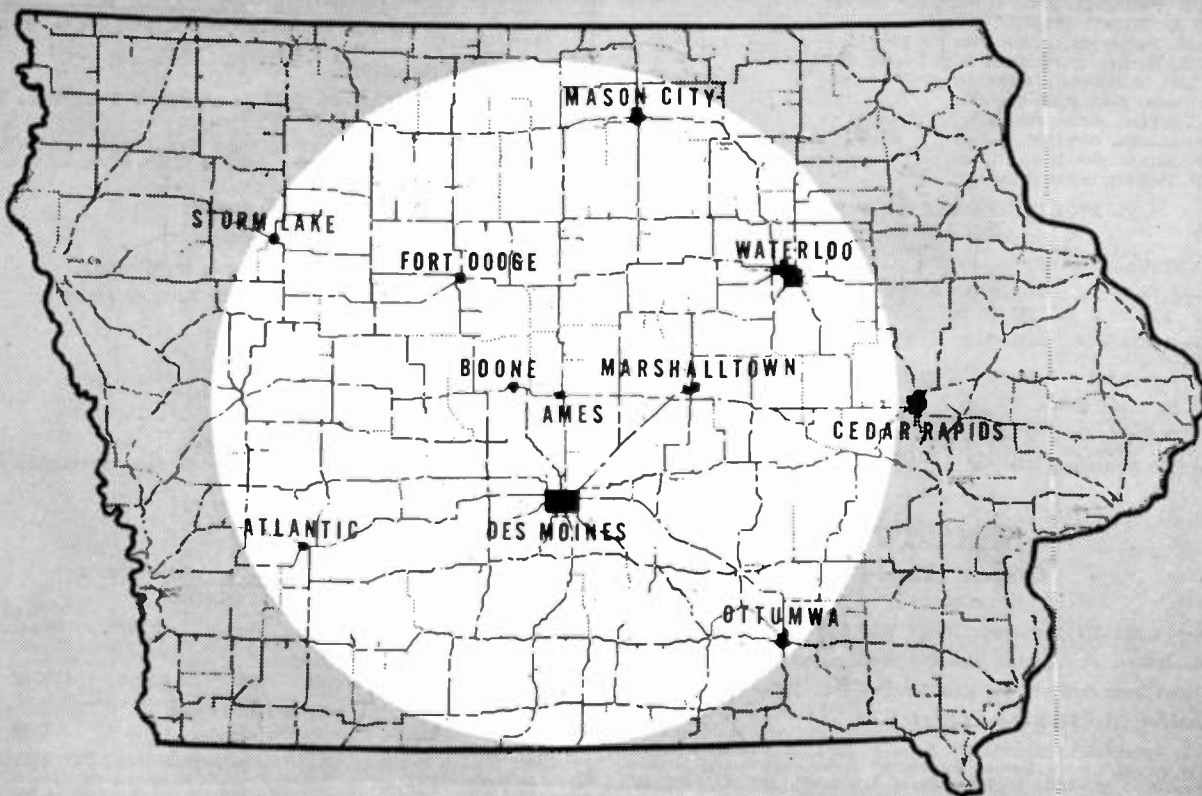
Dr. James Hilton, president of Iowa State College.
Richard B. Hull, general manager of TV-radio operations.
Merritt C. Ludwig, assistant to general manager.
Robert C. Mulhall, commercial manager.
Chris Donaldson, TV program manager.
George Halsey, news director.
Dale Williams, farm director.
Warren Royer, film director.
Marguerite Theobald, promotion manager.
Joseph North, TV training lab supervisor.
Keith Ketcham, chief engineer.

DIGEST OF RATE CARD NO. 5—(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:29 p.m., Mon.-Fri.; 4:59-10:29 p.m., Sat. & Sun.							
\$500.00	\$300.00	\$250.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 10:29-11 p.m., daily, p.m., Sat. & Sun.							
375.00	225.00	187.50	150.00	112.50	93.75	75.00	37.50
Class C—11:59 a.m.-4:59 p.m., Mon.-Fri.; 11:59 a.m.-4:59 p.m., Sat. & Sun.							
275.00	165.00	137.50	110.00	96.25	68.75	55.00	27.50
Class D—Sign-on-11:59 a.m., 11 p.m.-sign-off, daily.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

DOMINANCE COVERAGE EXPERIENCE



WOI-TV

AMES-DES MOINES
ESTABLISHED 1950
IOWA STATE COLLEGE
ABC DUMONT
REPRESENTED BY WEED TELEVISION

Iowa

KCRG-TV Cedar Rapids

(Ch. 9)

Grantee (STA): Cedar Rapids Television Co., 1st Ave. & 1st St. S.W.
Studio address: 1st Ave. & 1st St. S.W. Transmitter: Route 1, Marion, Ia.

Telephone: 4-4194. TWX No.: 14.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level, lat. 42° 03' 18", long. 91° 41' 41".

Network Service: ABC, DuMont.

AM Affiliate: KCRG, 5-kw, 1600 kc (MBS).

Ownership: The Gazette Co. (*Cedar Rapids Gazette*), 100%; Joseph F. Hladky Jr., exec. v.p.

Began Operation: Oct. 15, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

Joseph F. Hladky, Jr., *executive v.p.*
Wade S. Patterson, *general manager.*
Ralph D. Willey, *program director.*
Wade S. Patterson, *commercial manager.*
Edna A. Herbst, *promotion & publicity director.*
Jean Moe, *continuity director.*
Joyce Ross, *film director.*
Dick Yoakam, *news director.*
Ed Hutchings, *director.*
Robert Allard, *director.*
Carl R. Rollert, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$97.50	\$81.25	\$65.00	\$32.50
Class B—5-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-11 p.m., Sat. & Sun.						
250.00	150.00	100.00	75.00	62.50	45.00	22.50
Class C—All other times.						
162.50	97.50	65.00	48.75	40.50	35.00	17.50

Subject to frequency discounts.

WMT-TV Cedar Rapids

(Ch. 2)

Licensee: WMT-TV Inc., Barr Bldg., Washington 6, D.C.

Business Office: Paramount Theatre Bldg., Cedar Rapids.

Studio and Transmitter: 600 Old Marlon Rd., NE.

Telephone: 40171. TWX No.: CR 11.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 670-ft. above av. terrain, 703-ft. above ground, 1549-ft. above sea level, lat. 42° 01' 43", long. 91° 38' 27".

Network Service: CBS.

AM Affiliate: WMT, 5-kw, 600 kc (CBS).

Ownership: American Bcstg. Stations Inc. (Helen S. Mark, chairman), 51%; William B. Dolph, pres., 29%; William B. Quarton, v.p., 20%; Mr. Dolph owns 15% of KJBS, San Francisco, and Mrs. Mark owns 5%. KJBS owns 1/3 of KULA-TV, Honolulu and 22% of KGIL, San Fernando, Cal. American Bcstg. Stations owns 41.67% of KULA-TV; Wm. Quarton owns 5% of KULA-TV.

Began Operation: Sept. 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

William B. Quarton, *v.p. & general manager.*
Lew Van Nostrand, *general sales manager.*
Leo F. Cole, *business manager.*
Douglas B. Grant, *TV operations director.*
Robert Kenney, *promotion manager.*
Dick Cheverton, *news & public affairs director.*
Bob Johnson, *news editor.*
Charles Worcester, *farm director.*
George P. Hixenbaugh, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 9:30-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WOC-TV Davenport

(Ch. 6)

Licensee: Central Broadcasting Co., 805 Brady St.

Studio: 805 Brady St. Transmitter: Pleasant Valley.

Telephone: 3-3661. TWX No.: DV 82.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 600-ft. above av. terrain, 625-ft. above ground, 1305-ft. above sea level, lat 41° 32' 54", long. 90° 28' 37".

Network Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kc (NBC). **FM Affiliate:** WOC-FM, 33-kw, 103.7 mc (No. 279), 490-ft.

Ownership: Owns WHO-TV & WHO, Des Moines, and 25% of May Bcstg. Co., operating radio station KMA, Shenandoah, Ia., and TV station KMTV, Omaha.

Began Operation: Oct. 31, 1949.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

B. J. Palmer, *president.*
D. D. Palmer, *v.p. & treas.*
Ralph Evans, *executive v.p.*
Paul A. Loyet, *v.p.*
William D. Wagner, *secy.*
Ernest C. Sanders, *resident manager.*
Fred Reed, *asst. resident manager & sales promotion manager.*
Mark L. Wodlinger, *sales manager.*
Raymond E. Guth, *program director.*
Bob Frank, *news & farm director.*
Paul Arvidson, *chief engineer.*

DIGEST OF RATE CARD NO. 8 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WHO-TV Des Moines

(Ch. 13)

Grantee (STA): Central Bcstg. Co., 1100 Walnut St.

Studio: 1100 Walnut St. Transmitter: 1 mi. S. of Mitchellville, on Polk-Jasper County line.

Telephone: 8-6511. TWX No.: DM 286.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level, lat. 41° 39' 12", long. 93° 20' 56".

Network Service: NBC.

AM Affiliate: WHO, 50-kw, 1040 kc (NBC). **FM Affiliate:** WHO-FM, 24-kw, 100.3 mc (No. 262), 690-ft. antenna height.

(Continued on next page)

Too good to hide!

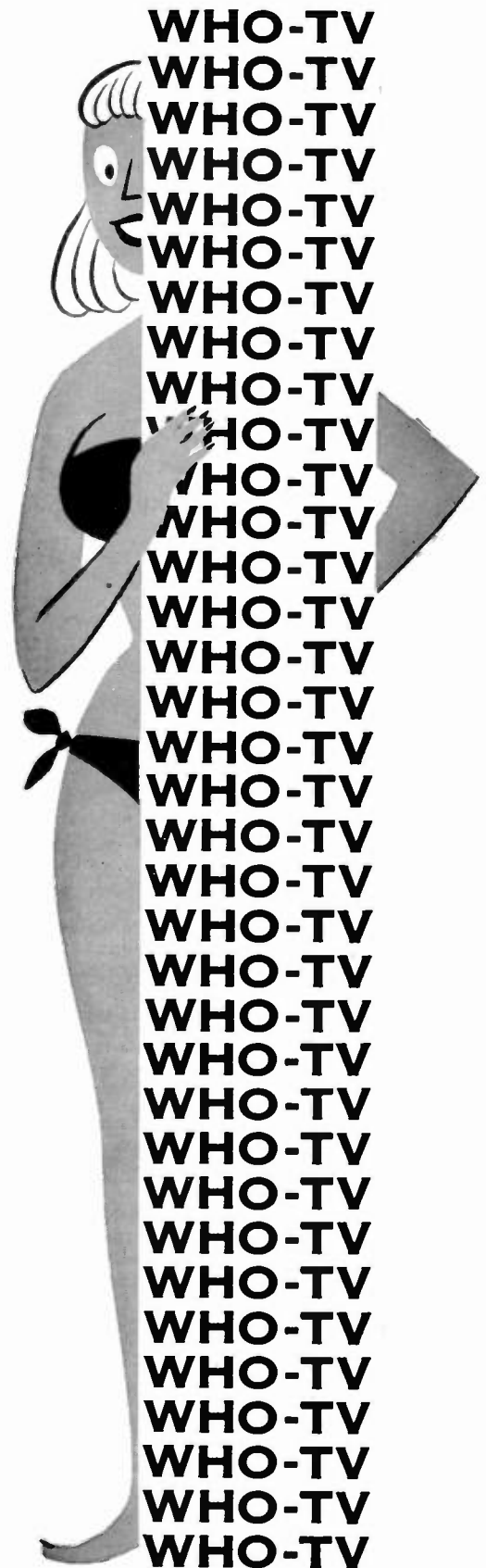
OWNERSHIP of television sets is increasing so rapidly in Iowa that nobody can keep up with it.

The 1954 Iowa Radio and Television Audience Survey was made in March, 1954. At that time, over one-quarter of all TV sets were less than six months old — yet, in March, 59.6% of all Iowa homes *had* television sets!

Here are the five-year figures from the Annual Survey:

INCREASE IN TELEVISION SET OWNERSHIP IN IOWA					
	1950	1951	1952	1953	1954
	Survey	Survey	Survey	Survey	Survey
All homes surveyed	1.7%	11.8%	25.7%	38.2%	59.6%
Urban homes	2.4	15.9	30.9	44.5	67.2
Village homes	1.3	8.7	21.0	32.7	53.3
Farm homes	1.1	8.7	21.2	31.9	52.7

Now there are more than 302,000 television sets in WHO-TV's Central Iowa — and 355,100 families. WHO-TV is giving them the best *programming* there is — from the tallest antenna in the State. Ask Free & Peters for all the facts!



WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives



Iowa

DES MOINES; WHO-TV—(Continued)

Ownership: Col. B. J. Palmer, pres., 8.5%; D. D. Palmer, v.p. & treas., 58.4%; Ralph Evans, exec. v.p., 1.5%; Paul A. Loyet, v.p. & resident mgr., 2.7%; Wm. D. Wagner, secy. H. E. Hender, 2.51%; H. B. Chance, 2.51%; remainder in Palmer family trusts. Central Bcstg. also operates WOC-TV, Davenport, and owns 25% of KMTV, Omaha & KMA, Shenandoah, Ia.

Began Operation: April 15, 1954.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Paul A. Loyet, v.p. & resident manager.
W. W. Woods, asst. manager.
Harold W. Fulton, sales manager.
Robert H. Harter, regional sales manager.
William A. Venell, local sales manager.
Jack Kerrigan, program director.
Kenneth Gfeller, production manager.
John Schewelker, sales promotion manager.
Jack Shelley, news bureau manager.
M. L. Nelsen, managing editor.
Herbert H. Plambeck, farm director.
Reed E. Snyder, chief engineer.

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$650.00	\$390.00	\$260.00	\$227.50	\$162.50	\$130.00	\$65.00
Class B—5-6:30 p.m., Sun.; 10-10:30 p.m., daily.						
550.00	330.00	220.00	192.50	137.50	110.00	55.00
Class C—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—Noon-5 p.m., Mon.-Sat.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class E—Sign-on-noon, 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

KRNT-TV Des Moines

(Ch. 8)

Grantee (STA): KRNT-TV Co., Ninth & Pleasant Sts.

Studio & Transmitter: KRNT Center, Ninth & Pleasant Sts.

Telephone: 3-2111.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 199.5-kw aural. Antenna: 615-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level, lat. 41° 35' 18", long. 93° 37' 46".

Network Service: CBS.

AM Affiliate: KRNT, 5-kw, 1350 kc (CBS). **FM Affiliate:** KRNT-FM, 50-kw, 104.5 mc (No. 283), 530-ft. antenna height.

Ownership: Cowles Broadcasting Company 100% owned by *Des Moines Register* and *Tribune*. For other Cowles interests, see KQTV, Sioux City, Ia. Note: Kingsley Murphy Jr. & family hold option for 40%.

Began Operation: June 20, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Bob Dillon, general manager.
Paul Elliott, commercial manager.
Bill Hippee, local sales manager.
Dick Covey, program director.
Joe Hudgens, assistant program director & director of promotion.
Bob Johnson, promotion manager.
Charles Quentin, chief engineer.
Bill Riley, public service director.
Guy Koenigsberger, production manager.

DIGEST OF RATE CARD NO. 1 (August, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$650.00	\$390.00	\$260.00	\$227.50	\$162.50	\$130.00	\$65.00
Class B—5-6:30 p.m., Sun.; 10-10:30 p.m., daily.						
550.00	330.00	220.00	192.50	137.50	110.00	55.00
Class C—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class E—Sign-on-9 a.m. daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KQTV Fort Dodge

(Ch. 21)

Grantee (STA): Northwest Television Co., 912 First Ave. S.

Studio & Transmitter: Television Square, Fort Dodge.

Telephone: Walnut 3761, 4031.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 214-kw visual, 160-kw aural. Antenna: 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level, lat. 42° 29' 16", long. 94° 12' 09".

Network Service: NBC, DuMont, CBS.

AM Affiliate: KVFD, .25-kw, 1400 kc (MBS).

Ownership: Edward Breen, pres., 20% (with wife); George Haire, v.p., 2%; Allen A. Loomis II, treas., .2%; L. V. Geer, secy., .2%; Northwest Bcstg. Co. (KVFD), 36.3%. Ownership interlocks with Northwest Bcstg. Co.

Began Operation: Nov. 2, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Edward Breen, president & general manager.
Vernon Glelow, assistant manager.
Max Landes, commercial manager.
Drexel Peterson, program director.
David Sinclair, chief engineer.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$22.50	\$15.00
Class B—4:59-5:59 p.m., Mon.-Sat.; 10:30 p.m.-sign off, daily & Sun.						
100.00	60.00	40.00	35.00	25.00	12.00	8.00
Class C—All other times.						
75.00	45.00	30.00	26.25	18.75	12.00	6.00

Subject to frequency discounts.

KGLO-TV Mason City

(Ch. 3)

Grantee (STA): Lee Radio Inc., 2d & Pennsylvania Ave.

Studio: 2d & Pennsylvania Ave. **Transmitter:** Kensett, Ia., 15 mi. N. of Mason City.

Telephone: 2800. **TWX No.:** MY 83.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level, lat. 43° 21' 25", long. 93° 12' 57".

Network Service: CBS, DuMont.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS). **FM Affiliate:** KGLO-FM 16-kw, 101.1 mc (No. 266), 230-ft. antenna height.

Ownership: Lee P. Loomis, pres., 9.28%; Herbert R. Ohrt, exec. v.p., 2.75%; Roger Sawyer, treas., .167%; Donald G. Harrer, secy., .167%; Ralph Norris estate (Elizabeth Norris, executrix), 16.67%; Elizabeth Norris, 13.25%; Laura Lee, 12%; James Powell, 5.833%; Mrs. James Powell, 5.1%; W. Earl Hall, 5%; Wanda Nell Eighmey, 4.6%; Henrietta Adler, 4.2%; and over 50 others, none owning over 2%. Mr. Loomis is publisher of *Mason City Globe-Gazette*. Ownership interlocks with KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill.

Began Operation: May 15, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Herbert R. Ohrt, exec. v.p. & general manager.
Walter Rothschild, national sales mgr. (Quincy headquarters)
Lloyd Loers, local sales manager.
Douglas F. Sherwin, program & production manager.
Don Harrer, promotion manager.
Ken Kew, news & sports manager.
Al Heinz, farm director.
Roger Sawyer, chief engineer.

DIGEST OF RATE CARD NO. 2 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:59-10 p.m., daily.							
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$37.50	\$25.00
Class B—5:59-6:59 p.m., 10:01-10:30 p.m., daily.							
200.00	120.00	80.00	65.00	50.00	40.00	30.00	20.00
Class C—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; 10:31-11 p.m., daily.							
150.00	90.00	60.00	50.00	37.50	30.00	22.50	15.00
Class D—All other times.							
100.00	60.00	40.00	33.00	25.00	20.00	15.00	10.00

Subject to frequency discounts.

KTIV
Sioux City
(Ch. 4)

Grantee (STA): KTIV Television Co., 10th & Grandview Blvd.
Studio: 10th & Grandview Blvd.
Transmitter: 1-mi. N of 54th & North Rustin (Plymouth County).
Telephone: 8-0545. TWX No.: SY 35.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 770-ft. above av. terrain, 633-ft. above ground, 2046-ft. above sea level, lat. 42° 34' 27", long. 96° 22' 11".

Network Service: NBC, ABC, DuMont.

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC).

Ownership: Dietrich Dirks group (Duane Kidder, Ryal Miller, Ben Knuth, Carleton Corbett, William Klinger, Ken Cotton, Burton Bridgens, Royal Rostenbach), 50%; Perkins Bros. Co. (KSCJ, also affiliated with Journal Tribune Publishing Co.), 50%. KTIV officers: W. R. Perkins, chairman; Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.

Began Operation: Sept. 23, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

Dietrich Dirks, *president & general manager.*
Gene Flaherty, *executive v.p.*
L. L. McCurnin, *sales director.*
Gordon E. Morehouse, *regional sales director.*
Bill Lucas, *program director.*
Max Schindler, *production director.*
Ken Wayman, *news director.*
Robert A. Wilson, *sports director.*
Al Smith, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m. Mon.-Sat.; 2-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KVTV
Sioux City
(Ch. 9)

Grantee (STA): Cowles Broadcasting Co., 614 Pierce St.
Studio: 614 Pierce St. Transmitter: 41st & Howard Sts.
Telephone: 2-2711. TWX No.: SY 14.

Technical Facilities: Channel No. 9 (186-192 mc). Operating under special temporary authorization with 288-kw visual, 144-kw aural. Antenna: 720-ft. above av. terrain, 537-ft. above ground, 1937-ft. above sea level, lat. 42° 32' 33", long. 96° 23' 34".

Network Service: CBS, ABC.

AM Affiliate: WNAX, Yankton, S. D., 5-kw, 570 kc (CBS).

Ownership: Register & Tribune Co., Des Moines, 100%, publisher of *Des Moines Register & Tribune*, *Minneapolis Star & Tribune*, *Look Magazine*. Cowles Bcstg. Co. officers: Gardner Cowles, chairman; Luther Hill, pres.; James S. Milloy, v.p.; Robert Tincher, v.p.; Robert Dillon, v.p.; Carl T. Koestler, treas.; Vincent Starzinger, secy. Same interests also operate KRNT-TV, Des Moines, Ia. and own 47% of WCCO-TV & WCCO, Minneapolis, thru Minneapolis Star & Tribune Co.

Began Operation: March 29, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Robert R. Tincher, *v.p. & general manager.*
Arthur J. Smith, *resident manager.*
Donald D. Sullivan, *director advertising.*
Norman Bacon, *program director.*
Ben Roen, *film director.*
Don Beedle, *promotion manager.*
Clair Giles, *business manager.*
Jack Iverson, *transmitter supervisor.*
Charles Prohaska, *studio supervisor.*

DIGEST OF RATE CARD NO. 3—(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50

Iowa-Kansas

Class C—All other times.

150.00	90.00	60.00	52.50	37.50	30.00	15.00
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Subject to frequency discounts.

KWWL-TV
Waterloo
(Ch. 7)

Grantee (STA): Black Hawk Bcstg. Co., Hotel Russell Lamson.
Studio & Transmitter: Route 20, 8-mi. E of city limits.

Telephone: Adams 4-4404. TWX No.: WX 17.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 550-ft. above av. terrain, 674-ft. above ground, 1609-ft. above sea level, lat. 42° 29' 13", long. 92° 16' 18". CP for 191-kw visual, 95.5-kw aural, 550-ft. above av. terrain, 576-ft. above ground, 1496-ft. above sea level, lat. 42° 29' 56", long. 92° 15' 51"; transmitter to 1.2-mi. E of Waterloo on US 20. Requests change to 316-kw visual, 158-kw aural, 1037-ft. above av. terrain, 996-ft. above ground, 1991-ft. above sea level, lat. 42° 24' 27", long. 92° 00' 42"; transmitter to 5-mi SE of Jessup on Farm Rd. "O".

Network Service: NBC, DuMont.

AM Affiliate: KWWL, 5-kw (1-kw night), 1330 kc (MBS).

Ownership: Ralph J. McElroy, pres., 50%; Donald M. Graham, v.p., 2%; E. Horslund, treas., 3%; Glenn E. Beers, secy., 1%; the following directors: Robert A. Buckmaster, 6%; C. K. Cropper, 3%; Robert H. Dunkelberg, 2%; Vivian Johnson, 2%; A. D. Donnell, 1%. The following stockholders do not hold office: William Bolster, 4%; George A. Loveall, 3.4%; John B. Young, 3.4%; Lowell J. Walker, 3.4%; Robert J. Lichty, 1.8%; Robert McCoy, 3% (2% as executor for Jackson R. McCoy estate); John G. Miller, 2%; R. A. Rath, 2%; Gene Thorne, 2%. There are 10 other stockholders, each owning 1% or less.

Began Operation: Nov. 15, 1953.

Represented (sales) by Avery-Knodel, Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Ralph J. McElroy, *president & general manager.*
Donald E. Inman, *director of sales.*
Warren Mead, *director of programming.*
Ed Falk, *director of news.*
Robert Newbrough, *farm director.*
T. W. Kirksey, *director of engineering.*
Virg Clark, *director of promotion.*

DIGEST OF RATE CARD NO. 4
(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.							
\$400.00	\$240.00	\$200.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-5 p.m., 10:30-11 p.m., Sun.							
300.00	180.00	150.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

KANSAS

KCKT
Great Bend
(Ch. 2)

Grantee (STA): Central Kansas Television Co. Inc., Box 182.

Studio & Transmitter: U. S. Hwy. 281, 4-mi. N of city limits.

Telephone: 7868.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level, lat. 28° 52' 54", long. 98° 46' 24".

Network Service: NBC.

Ownership: E. C. Wedell, pres., 10%; C. L. Roberts, v.p., 7.92%; Les Ware, v.p., 30%; Roy Zimmer, secy., 2.38%; Delbert Williams, treas., 42%; Ralph R. Rinker, 5.95%; Vic E. Baum, 3.27%; Eugene Brack, 2.86%; Lloyd Spruill, 2.86%; over 50 others, none owns as much as 3%. Zimmer owns 6% and is treas. of Haas Flynn Theatres Inc.

Began Operation: November 15, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

(Continued on next page)



blue chip PROGRAMMING

*of NBC pays
off for you on
KEDD in the
Wichita Market!*

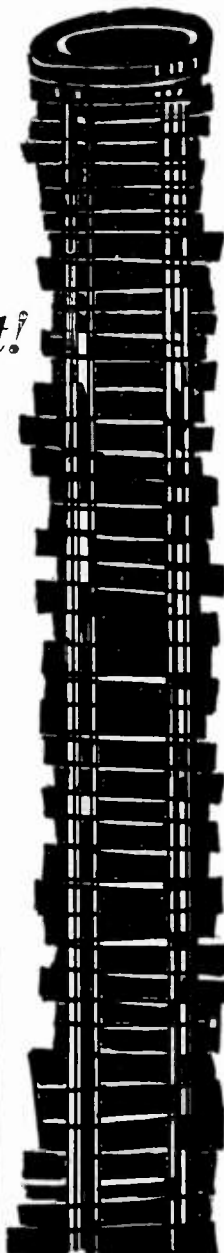
**KEDD Is First Choice
Among Viewers Topping
ALL Competition During
112 (52%) of all quar-
ter hours from 4 p.m.
to sign-off!*****

*KEDD dominates The 4 to
6 p.m. time segments Cap-
turing 54 out of 56 quar-
ter hours!****

*** Pulse, April '55.

**SEE YOUR PETRY
MAN TODAY!**

KEDD WICHITA



GREAT BEND: KCKT—(Continued)

Personnel:

Les Ware, *v.p. & general manager.*
Otis Cowan, *commercial manager.*
Ben Butler, *program director.*
Howard Morgan, *production director.*
Kenneth H. Cook, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—1-11 p.m., daily.					
\$225.00	\$135.00	\$90.00	\$75.00	\$45.00	\$20.00

Subject to frequency discounts.

KTVH Hutchinson (Ch. 12)

Grantee (STA): Hutchinson TV, Inc., 1800 N. Plum St.
Studios: 1800 N. Plum St., Hutchinson; Hotel Lassen, Wichita.
Transmitter: 8.3-mi. E. of Hutchinson.
Telephones: Hutchinson 5-5503; Wichita, Forest 3-0269. **TWX No.:** HU 02 and WI 235.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 810-ft. above av. terrain, 779-ft. above ground, 2324-ft. above sea level, lat. 38° 03' 23", long. 97° 46' 36".
Network Service: CBS, DuMont.
AM Affiliate: None locally; interlocking ownership with KFBI Wichita, 10-kw D, (1-kw night) 1070 kc (ABC).
Ownership: W. D. P. Carey, pres., 7.74%; J. H. Child, v.p., 5.6%; R. E. Dillon, secy., 4%; J. P. Harris, treas., 11.2%; Sidney Harris, 11.2%; Bess Wyse, 12%; Howard O. Peterson, 8%; Howard Carey, 6.98%; Charles Carey estate, 6.48%; R. J. Laubengayer, 6%; L. T. Child, 5.6%; J. N. Waddell, 4%; James Davis, 5.6%; Harry Stevens, 4%; Wesley E. Brown, 1.6%. J. P. Harris publishes *Hutchinson News-Herald*. Note: Sale to Cowles' *Minneapolis Star and Tribune* pending FCC approval (*Television Digest*, Vol. 11:28).

Began Operation: June 22, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum.

Personnel:

Howard O. Peterson, *general manager.*
E. W. Dallier Jr., *sales manager.*
Robert Paxson, *local sales manager.*
Robert Marye, *chief engineer.*
Ray Huffer, *program director.*
William S. Ritchie, *promotion manager.*
John B. Kirk, *merchandise manager.*
Harold F. Means Jr., *program supervisor.*

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00	\$50.00
Class B—6-6:30 p.m., Mon.-Fri.; 1:30-6:30 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
340.00	200.00	136.00	120.00	85.00	75.00	37.50
Class C—5-6 p.m., Mon.-Fri.; 10:30-11:00 p.m., daily; sign-on-1:30 p.m., Sat. & Sun.						
180.00	108.00	72.00	63.00	45.00	40.00	20.00
Class D—Sign-on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
160.00	96.00	64.00	56.00	40.00	35.00	17.50

Subject to frequency discounts.

KOAM-TV Pittsburg (Ch. 7)

Grantee (STA): Mid-Continent Telecasting Inc., Box 603.
Studio and Transmitter: Intersection of U. S. 69 & Lawton Rd., 4-mi. W. of Lawton, Kan.
Telephone: 2508. **TWX No.:** 8195.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 245-kw visual, 138-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1464-ft. above sea level, lat. 37° 13' 19", long. 94° 42' 17".
Network Service: NBC, ABC, Du Mont.
AM Affiliate: KOAM, 10-kw (5-kw night), 860 kc (NBC).
Ownership: Pittsburg Bestg. Co. (KOAM), 66.53%; Joplin Globe Publishing Co., publisher of *Joplin (Mo.) Globe and News-Herald*, 33.23%. Officers: E. V. Baxter, chairman; Cowgill Blair, pres.; Lester E. Cox, 1st v.p.; Lester L. Cox, 2d v.p.; Lang Rogers, 3d v.p.; Fred Hughes, secy.; R. E. Wade, treas. Mr. Lester E. Cox is curator of U of Missouri (which operates KOMU-TV) and owns 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bestg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Messrs. Blair, Rogers and Hughes represent Joplin Globe Publishing on KOAM-TV board.

Began Operation: Dec. 5, 1953.
 Represented (sales) by The Katz Agency Inc.
 Represented (legal) by George O. Sutton.
 Represented (engineering) by Craven, Lohnes & Culver.
Personnel:
 R. E. Wade, *general manager.*
 Louis R. Martin, *program director.*
 Leo Stafford, *chief engineer.*

DIGEST OF RATE CARD NO. 7—(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
187.50	112.50	75.00	65.00	47.00	37.50	19.00
Class C—All other times.						
125.00	75.00	50.00	44.00	31.00	25.00	12.50

Subject to frequency discounts.

Pittsburg
 (See, Joplin, Mo.)

WIBW-TV
Topeka
 (Ch. 13)

Grantee (STA): Topeka Bcstg. Assn. Inc., 1035 Topeka Blvd.
 Studio: 1035 Topeka Blvd. Transmitter: 1.5-mi. W of city limits.
 Telephone: 3-2377. TWX No.: TK 8605.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 87.1-kw visual, 52.5-kw aural. Antenna: 1010-ft. above av. terrain, 950-ft. above ground, 2030-ft. above sea level, lat. 39° 03' 51", long. 95° 45' 49.5".

Network Service: CBS, ABC, DuMont.
AM Affiliate: WIBW, 5-kw, 580 kc (CBS).
Ownership: Capper Publications Inc., 100%. Topeka Bcstg. officers: H. S. Blake, pres.; L. H. Schenck, v.p.-treas.; Roy Vogel, secy. Capper Publications also operate KCKN, Kansas City, and publish *Topeka Capital* and *State Journal, Kansas City* (Kan.) *Kansan*, *Cappers Farmer* and other publications.

Began Operation: Nov. 10, 1953.
Represented (sales) by Capper Publications Inc.
Represented (legal) by Hogan & Hartson.
Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.




















Personnel:
 Ben Ludy, *general manager.*
 Lewis Dickensheets, *engineering director & asst. general mgr.*
 Art Holbrook, *TV manager.*
 Hilton Hodges, *sales manager.*
 Jack Ostrode, *program manager.*
 Leroy Carlson, *studio director.*
 Vic Boutwell, *promotion manager.*
 Wes Seyler, *farm director.*
 Virginia Haggart, *traffic director.*

DIGEST OF RATE CARD NO. 2
 (Oct. 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 4:59-11 p.m., Sun.							
\$400.00	\$320.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$40.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1:59-5:59 p.m., Sat.; 12:59-4:59 p.m., Sun.							
200.00	240.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—All other time.							
200.00	130.00	120.00	80.00	70.00	60.00	40.00	20.00

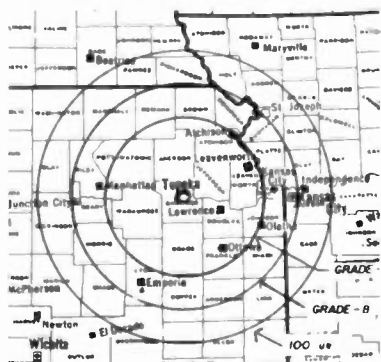
Subject to frequency discounts.

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.  Homes 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 live-stock income—\$238 million.  Crops income—\$123 million.  Total farms—53,605.

* 1955 Consumer Markets

PLUS A COVERAGE STORY YOU CAN BELIEVE!



Every advertiser knows that the FCC has pretty well equalized coverage for all stations by regulating their power and height of tower.

Let's apply these strict FCC standards to our Grade B Area only. As of April 1, WIBW-TV offers you 121,132 TV homes. That's 76.5% penetration at a cost-per-thousand that's mighty attractive to any advertiser.

P.S. For you folks who like to have every figure at your fingertips, there are 449,358 TV homes in our 100 uv area.



CBS
DuMONT
ABC

TOPEKA, KANSAS
 Ben Ludy, Gen. Mgr.
 WIBW & WIBW-TV in Topeka
 KCKN in Kansas City

COMING SOON!

KARD-TV

Channel
WICHITA
KANSAS **3**

- TOWER 1077 FT. ABOVE GROUND
- TOWER 1077 FT. ABOVE AV. TERRAIN
- 100,000 WATTS FULL POWER ON 1ST DAY OF TELECASTING

... and remember,

“THERE WILL BE MORE TO SEE CHANNEL 3” in

the billion dollar

PLUS WICHITA—
CENTRAL KANSAS
AREA.

KARD-TV

“THERE’S MORE TO SEE
ON CHANNEL 3”

218 N. BROADWAY, WICHITA, KAN.

KAKE-TV

Wichita

(Ch. 10)

Grantee (STA): KAKE-TV, Inc., 1500 North West St., Box 1010.
Studio: 1500 North West St. Transmitter: State Hwy. 96, 8 mi. NW of city.

Telephone: Whitehall 3-4221. TWX No.: WI 228.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 54", long. 97° 31' 10".

Network Service: ABC.

AM Affiliate: KAKE, 25-kw, 1240 kc, MBS.

Ownership: Mark Adams, pres., 6.25%; Martin Umansky, gen. mgr., 2.5%; Theodore Gore, v.p., 9.25%; Tom Palmer, v.p., 19.5%; H. E. Zoller, v.p., 14.5%; Owen McEwen, treas., 7.5%; Ralph Gore, secy., 9.25%; Charles E. Jones, asst. secy. & treas., 6.25%; Sherrill Corwin, 15%; S. O. Beren, 2%; George Bruce, 2%; Graeme Fletcher, 2%; Harold Newby, 2%; Lloyd Pickrell, 2%.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd; Cohn & Marks.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Martin Umansky, general manager.
John Quigley, operations manager.
Donivan Waldron, national sales manager.
Bryce Benedict, local sales manager.
Norman W. Larson, sales service director.
Robert C. Payne, promotion & publicity director.
Shirley Smith, continuity & traffic director.
Harold Newby, chief engineer.
Ethel Jane King, women's editor.
Gary Hultgren, film editor.
Paul Threlfall, film production.
Claude Clevenger, transmitter supervisor.
Keith Griggs, studio supervisor.
Arnold Wedel, office manager.

DIGEST OF RATE CARD NO. 1

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-9:30 p.m., daily.						
\$425.00	\$255.00	\$170.00	\$148.75	\$127.50	\$85.00	\$42.50
Class B—6-6:30 p.m., 9:30-10:30 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun.						
225.00	135.00	90.00	79.00	56.00	45.00	22.50
Class D—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KARD-TV

Wichita

(Ch. 3)

(Due to Begin Operating in Fall)

Grantee (STA): Wichita Television Corp. Inc., 218 N. Broadway.
Studio: 218 N. Broadway. Transmitter: 1½ mi. E of Colwich, Kan.
Telephone: Amhurst 5-5633.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 37", long. 97° 31' 01".

Ownership: George M. Brown, pres., 23%; Charles L. Brown, 4.6%; Helen P. Brown, 13.7%; William J. Moyer, v.p., 6.8%; Daniel M. Moyer, secy.-treas., 1.8%; over 100 other stockholders.

Represented (legal) by Koteen & Burt; Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

George M. Brown, president.
William J. Moyer, v.p. & general manager.
Dale W. McCoy Sr., v.p. & sales director.
Tom Maloney, v.p. & program director.
Robert Marle, chief engineer.

(ADDITIONAL DATA UNAVAILABLE)

KEDD

Wichita

(Ch. 16)

Grantee (STA): KEDD, Inc. Box 1740.

Studio & Transmitter: 37th Off Hillside.

Telephone: Temple 8-3321. TWX No.: WI 167.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 245-kw visual, 132-kw aural. Antenna: 670-ft. above av. terrain, 708-ft. above ground, 2048-ft. above sea level, lat. 37° 45' 01", long. 97° 18' 12".

Network Service: NBC.

(Continued on page 116)

RORABAUGH REPORT—

A MAJOR INFLUENCE IN MARKET SELECTION

This may come as a surprise to many TV broadcasters but, according to an unbiased panel of New York agency researchers, "the 250 TV stations participating in Rorabaugh Report are getting 90% of all National Spot TV dollars."

The reason behind that statistic warrants your close examination, whether you participate in Rorabaugh Report or not, whether your market is large or small, whether you have a considerable amount of national spot business or none.

Here are the straight facts--

In all Spot TV campaigns, the market list comes first. Significantly, this list is decided by the client and his top agency advisors--long before the campaign is announced, long before the timebuyer is authorized to buy a nickel's worth of time, and long before your representative is requested to submit availabilities.

If your market happens to be on the list, you stand a chance of getting the business. If your market is not on the list, you're out.

Before your market, or any market, is finally selected for a Spot TV campaign, many factors are carefully considered. One of these factors, perhaps the most basic of all, is BRAND COMPETITION. In other words, what specific competitors are active in your market? What are they buying? How much are they spending?

National advertisers insist that these questions be answered before any markets are selected--in fact, before the over-all budget can be approved. That, of course, is why every leading agency in the country is an enthusiastic subscriber of the quarterly Rorabaugh Report on Spot Television Advertising. Not only do we provide an authentic record of the users of Spot TV, brand by brand, market by market, we also prepare special reports showing Spot TV time expenditures, brand by brand, market by market.

Now here's the point--

Ask the president or the media director or the research director or the account executive of any leading agency, or ask your own representative, and they will readily attest to the fact that national advertisers will invariably use Spot TV in those markets where competing brands are known to be active.

That's why it is highly important for you to list all of your national and regional Spot clients--completely, accurately and consistently--in every issue of Rorabaugh Report. This holds true whether you have a total of 5 national accounts on your station or 150. For every national brand active in Spot TV in your market, there are at least five major competitive brands which can and should be using your market.

For details, please write

N. C. RORABAUGH, CO.

347 Madison Ave., New York 17, N.Y.

Kansas - Kentucky

WICHITA, KEDI—(Continued)

Ownership: Stanley H. Durwood, pres., 85%; Henry S. Ungerleider, v.p.-treas.; Richard M. Durwood, secy.; Beacon Publishing Co., publisher of *Wichita Beacon*, 5%; 14 others, each owns less than 5%.

Began Operation: Aug. 15, 1953.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Stanley Durwood, *president & general manager*.
Dean Campbell, *sales manager*.
Dwight Hinshaw, *regional sales manager*.
Francis N. McCord, *sales promotion manager*.
Mary Jo Taylor, *program manager*.
Keith Stagg, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-9:30 p.m., daily.						
\$425.00	\$255.00	\$170.00	\$148.75	\$127.50	\$85.00	\$42.50
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
375.00	225.00	150.00	112.50	93.75	75.00	37.50
Class B—6-6:30 p.m., 10-10:30 p.m., daily.						
280.00	168.00	112.00	84.00	70.00	56.00	28.00
Class C—Noon-6 p.m., 10:30-11:30 p.m., daily.						
140.00	84.00	56.00	42.00	35.00	28.00	14.00
Class D—Sign-on-noon, 11:30 p.m.-sign-off, daily.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

Subject to frequency discounts.

KENTUCKY

WEHT

Henderson-Evansville (Ind.)

(Ch. 50)

Grantee (STA): Ohio Valley Television Co., Box 395, Evansville, Ind.

Studio & Transmitter: Marywood Dr., Henderson County, Ky.

Telephone: 5-2634, Evansville. TWX No.: 61 (Henderson, Ky.).

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 11-kw horizontal visual, 5.89-kw horizontal aural. Antenna: 590-ft. above av. terrain, 537-ft. above ground, 998-ft. above sea level using 75° electrical beam tilt, lat. 37° 52' 00", long. 87° 33' 57".

Network Service: CBS.

AM Affiliate: WEOA, Evansville, Ind., 25-kw, 1400 kc (CBS).

Ownership: Malco Theatres Inc., 100%; TV officers: Herbert R. Levy, pres.; William McClure, v.p.; E. P. Sapsinsley, secy.; Leo King, treas.; and directors Claude Brown and M. A. Lightman Jr.

Began Operation: Sept. 11, 1953.

Represented (sales) by Meeker TV Inc.; Adam Young Television Co. (St. Louis only).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis.

Personnel:

Herbert R. Levy, *president*.
Cecil M. Sansbury, *general manager*.
Charles C. Palmisano, *sales manager*.
Roger Garrett, *asst. manager (operations)*.
Mrs. Bud Stewart, *traffic continuity director*.
Courtney Smith, *news director*.
Robert Cleveland, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—Noon-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.; 10-11 p.m., daily.						
150.00	90.00	60.00	52.00	37.00	30.00	15.00
Class D—Sign-on-noon, Mon.-Fri.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WLEX-TV Lexington

(Ch. 18)

Grantee (STA): WLEX-TV Inc., 134 N. Limestone St.

Studio & Transmitter: Russell Cave Pike.

Telephone: 4-8747.

Technical Facilities: Channel No. 18 (494-500 mc). Operating under special temporary authorization with 17-kw visual, 9.2-kw aural. Authorized power: 200-kw visual, 100-kw aural. Antenna: 630-ft. above av. terrain, 651-ft. above ground, 1601-ft. above sea level, lat. 38° 03' 56", long. 84° 29' 13".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WLEX, 1-kw, 1300 kc.

Ownership: Central Kentucky Bestg. Co. (WLEX), 44.44%; J. D. Gay Jr., pres., 28%; H. Guthrie Bell, secy.-treas., 28%; Wm. B. Gess, v.p., 11.4%; John G. Atchison Jr., 11.4%; Gay-Bell Corp., 34%. Messrs. Gay & Bell control Central Kentucky Bestg. Co.

Began Operation: March 15, 1955.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Earl L. Boyles, *v.p. & general manager*.
Jim Pennock, *sales manager*.
Jim Robertson, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (June 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:30-10:30 p.m., daily.						
\$165.00	\$99.00	\$55.00	\$49.50	\$38.50	\$27.50	\$16.50
Class B—All other times.						
110.00	66.00	44.00	38.50	33.00	22.00	13.20

Subject to frequency discounts.

WAVE-TV Louisville

(Ch. 3)

Licensee: WAVE Inc., 334 E. Broadway.

Studio: 334 E. Broadway. **Transmitter:** Bald Knob.

Telephone: Wabash 2201. TWX No.: LS 291.

Technical Facilities: Channel 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level, lat. 38° 22' 08", long. 85° 49' 44".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WAVE, 5-kw, 970 kc (NBC).

Ownership: George W. Norton Jr., pres., 98.4%; Nathan Lord, v.p. & gen. mgr., .8%; Charles C. Leonard, secy.-treas., .8%.

Began Operation: Nov. 24, 1948.

Represented (sales) by NBC Spot Sales.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

George W. Norton, *president*.
Nathan Lord, *general manager*.
C. C. Leonard, *secretary & treasurer*.
Ralph Jackson, *commercial manager*.
George Patterson, *program director*.
Charles Hill, *publicity & promotion director*.
Cyrus D. Crites, *research director*.
Rodney Ford, *news editor*.
Shirley Anderson, *farm director*.
Wilbur Hudson, *chief engineer*.
Pat O'Hara, *production manager*.
Bernie Holtman, *assistant chief engineer*.

DIGEST OF RATE CARD NO. 11 (July 15, 1955)

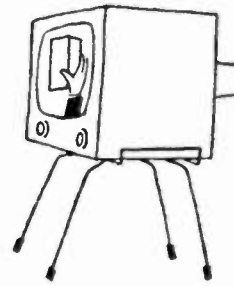
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$925.00	\$555.00	\$370.00	\$323.75	\$231.25	\$190.00	\$95.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
825.00	495.00	330.00	288.75	206.25	170.00	85.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
625.00	375.00	250.00	218.75	156.25	130.00	65.00
Class C—Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class D—9 a.m.-noon, Mon.-Fri.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Also have Class E Announcements (Sign-on-9 a.m., Mon.-Fri.): Min. or 20 Sec. \$55, 10 Sec. \$27.50.

All rates except Class AA Announcements subject to frequency discounts.

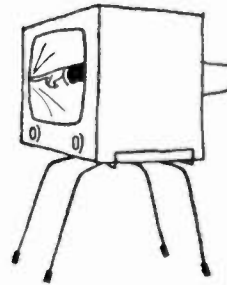
"SEE-PAY" TELEVISION!

2,770,528
People,



434,912
TV Sets

(As of May 1, '55)



in Kentucky
and Indiana,
VIA



WAVE-TV CHANNEL 3 LOUISVILLE

*Reaching As Many Families in Its Kentucky
and Indiana Area As:*

Affiliated with NBC, ABC, DUMONT



SPOT SALES

Exclusive National Representatives

- 26 Daily Newspapers Combined!
- 115 Weekly Newspapers Combined!
- 12 Leading General Magazines Combined!
- 16 Leading Farm Magazines Combined!
- 14 Leading Women's Magazines Combined!
- All Home and Fashion Magazines Combined!

Kentucky - Louisiana

WHAS-TV Louisville

(Ch. 11)

Licensee: WHAS Inc., Courier-Journal Bldg.

Studio: Courier-Journal Bldg. Transmitter: Sixth St. & Broadway.
Telephone: Wabash 2211. TWX No.: LS 594.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 529-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level, lat. 38° 14' 50", long. 85° 45' 50". Requests change to 2000-ft. above av. terrain, 2003-ft. above ground, 2673-ft. above sea level, lat. 38° 04' 43", long. 85° 31' 40"; transmitter to Waterford Pike, 2-mi. N of Mt. Washington.

Network Service: CBS.

AM Affiliate: WHAS, 50-kw, 840 kc (CBS).

Ownership: Courier-Journal & Louisville Times Co.

Began Operation: March 27, 1950.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Miller & Schroeder.

Personnel:

Barry Bingham, *president*.
Mark F. Ethridge, *v.p.*
Lisle Baker Jr., *v.p. and treasurer*.
Victor A. Sholis, *v.p. and station director*.
Neil D. Cline, *station manager*.
Albert John Gillen, *sales manager*.
William F. Loader, *promotion manager*.
Ralph Hansen, *program director*.
Richard Oberlin, *news director*.
James Van Sickle, *night news editor*.
Charles McDaniel, *film director*.
O. W. Towner, *director of engineering*.

DIGEST OF RATE CARD NO. 7† (Aug. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.				
\$850.00	\$510.00	\$340.00	\$212.50	\$170.00
Class B—5-6:30 p.m., Mon.-Fri.; Noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.				
637.50	382.50	255.00	159.50	127.50
Class C—Noon-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; sign-on-noon, Sat. & Sun.				
425.00	255.00	170.00	106.25	85.00
Class D—Midnight-noon, Mon.-Fri.				
340.00	204.00	136.00	85.00	68.00

Subject to frequency discounts.

LOUISIANA

KALB-TV Alexandria

(Ch. 5)

Grantee (STA): Alexandria Bcstg. Co., 601 Washington St.

Studio: 601 Washington St. Transmitter: Wardville, La.

Telephone: 3-2543. TWX No.: Alex LA 484.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.4-kw visual, 14.4-kw aural. Antenna: 543-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level, lat. 31° 18' 22.2", long. 92° 24' 56.4".

Network Service: NBC.

AM Affiliate: KALB, 5-kw (1-kw night) 580 kc (ABC). FM Affiliate: KALB-FM, 11-kw, 96.9 mc (No. 245), 380-ft. antenna height.

Ownership: W. H. Allen, *pres.*, 52%; Grove Stafford, *v.p.*, .08%; T. B. Lanford, *secy.-treas.*, 47.2%. Ownership interlocks with WSLI-TV, Jackson, Miss., radio KRRV, Sherman, Tex., and KPLC-TV, Lake Charles, La. Also interlocks with KRMD, Shreveport.

Began Operation: Sept. 29, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Stafford & Pitts.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Willard L. Cobb, *general station manager*.
Marvin Reuben, *sales manager*.
Tom Erwin, *program director*.
Jesse Sexton, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—All other times.						
175.00	105.00	72.00	54.00	46.00	35.00	17.50

Subject to frequency discounts.

WAFB-TV Baton Rouge

(Ch. 28)

Grantee (STA): Modern Broadcasting Co. of Baton Rouge Inc.

Studio and Transmitter: 844 Government St.

Telephone: 4-8571.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 169-kw maximum and 105-kw horizontal visual, 91-kw maximum and 56.2-kw horizontal aural. Antenna: Electrically tilted 1°, 490-ft. above av. terrain, 500-ft. above ground, 545-ft. above sea level, lat. 30° 26' 36", long. 91° 10' 52".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WAFB, 5-kw, 1-kw night, 1460 kc (MBS). FM Affiliate: WAFB-FM, 3.5-kw, 104.3 mc (No. 282), 354-ft. antenna.

Ownership: C. C. Barnard, 12.38%; T. E. Gibbens, *pres.*, 3.17%; Louis S. Prejean, *secy.*, 14.98%; Francis H. Lee, *treas.*, 2.69%; John S. Burk, *v.p.*, 12.38%; Charles W. Lamar Jr., 14.92%; WDSU Bcstg. Corp., 11.9%; Herman Moyse, 5.13%; and 21 others, each owning less than 2.5%. C. W. Lamar also operates KTAG-TV, Lake Charles, La., and controls WPFA-TV, Pensacola, Fla.

Began Operation: April 14, 1953.

Represented (sales) by Adam Young Television Corp.; Clarke Brown Co. (South).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Tom E. Gibbens, *president and general manager*.
John S. Burk, *v.p.*
Ron Litteral, *commercial manager*.
Donald K. Allan, *chief engineer*.
Don Hallman, *program manager*.
Grace McElveen, *publicity director*.

DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., 11 p.m.-sign-off, daily; noon-5 p.m., Sat. & Sun.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—Noon-5 p.m., Mon.-Fri.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WBRZ Baton Rouge

(Ch. 2)

Grantee (STA): Louisiana Television Broadcasting Corp., 1650 Highland Rd.

Studios & Transmitter: 1650 Highland Rd.

Telephone: 8-1491. TWX No.: BR 01.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level, lat. 30° 25' 57", long. 91° 11' 08".

Network Service: NBC, ABC.

Ownership: Baton Rouge Bcstg. Co., 49.33½%; Douglas L. Manship, .33½%; Charles P. Manship Jr., .33½%; Lewis Gottlieb, 9.415%; R. F. Cangelosi, 9.415%; Roland C. Kizer, 9.415%; Clint L. Pierson, 9%; Percy E. Roberts, 9.415%; Earl Smith, 3.34%. Douglas & Charles Manship control Baton Rouge Bcstg. Co. (WJBO) and *Baton Rouge Advocate and State Times*.

Began Operation: March 30, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Douglas L. Manship, *president*.
Roy Dabadie, *general manager*.
John Ferguson, *program manager*.
Bob Reed, *production director*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., daily; 11 p.m., sign-off, daily.						
187.50	112.50	75.00	56.25	46.88	37.50	18.75
Class C—8 a.m.-5 p.m., Mon.-Fri.; 8 a.m.-noon, Sat. & Sun.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.



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



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

BASIC CBS TV NETWORK



Louisiana

KLFY-TV Lafayette

(Ch. 10)

Grantee (STA): Camella Bcstg. Co. Inc., Box 398.

Studio: 1301 Oak Ave. Transmitter: Eraste Landry Rd. & State Hwy. 674.

Telephone: 8-9494. TWX No.: LF 88.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 52.5-kw visual, 30.2-kw aural. Antenna: 440-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level, lat. 30° 13' 34", long. 92° 03' 00".

Network Service: CBS.

AM Affiliate: KLFY, 1-kw (.5-kw night), 1420 kc (ABC).

Ownership: Paul H. DeClouet, pres., 25%; Thomas A. DeClouet, v.p., 25%; Harold J. Delhommer, v.p., 25%; John W. Mitchell, secy.-treas., 25%. The DeClouets each own 25% of KEUN, Eunice, La. and 20% each of KVPI, in Ville Platte, La.

Began Operation: June 3, 1955.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Personnel:

William Patton, *general manager*.
John H. Selleck, *program director*.
Maurice Wynne, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00

Subject to frequency discounts.

KPLC-TV Lake Charles

(Ch. 7)

Grantee (STA): Calcasieu Bcstg. Co., Box 1521.

Studio and Transmitter: 320 Division St.

Telephone: Hemlock 6-3631. TWX No.: LH 96.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 52.5-kw visual, 35.5-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level, lat. 30° 13' 47.6", long. 93° 12' 56.5".

Network Service: NBC, ABC.

AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).

Ownership: T. B. Lanford, 1/3; L. M. Sepaugh, 1/3; R. M. Dean, 1/6; Viola Lipe Dean Trust, 1/6. Ownership interlocks with WSLI-TV, Jackson, Miss., radio KRRV, Sherman, Tex., and KALB-TV, Alexandria, La. Also interlocking with KRMD, Shreveport.

Began Operation: Sept. 29, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

David Wilson, *general manager*.
Pelham Mills Jr., *sales manager*.
William Schock, *chief engineer & program manager*.
Pauline Mahoney, *promotion manager*.
Enid Norred, *continuity director*.
Eleanor Shirley, *traffic director*.
Sam Tarleton, *sports director*.
Carl Von Leuwen, *news director*.

DIGEST OF RATE CARD NO. 2 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—All other times.						
175.00	105.00	72.00	54.00	46.00	35.00	17.50

Subject to frequency discounts.

KTAG-TV Lake Charles

(Ch. 25)

Grantee (STA): KTAG-TV Inc., Box 173.

Studio: 631 Fifteenth St. Transmitter: NW corner of Center & Parkway Sts.

Telephone: Hemlock 9-9413. TWX No.: LH 83.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 330-ft. above av. terrain, 348-ft. above ground, 368-ft. above sea level, lat. 30° 12' 35", long. 93° 12' 43".

Network Service: CBS, DuMont.

Ownership: Warren Berwick, pres., 30.46%; Charles Lamar Jr., exec. v.p., 40.61%; Robert B. McCall, secy., 10.15%; Harold Knox, director, 10.15%; Charles Barnard, director (firm of Barnard & Burk owns 5.08%); 3 others, none owning over 2.5%. Mr. Lamar owns 14.92% of WAFB-TV, Baton Rouge, controls WPPA-TV, Pensacola, Fla.

Began Operation: Nov. 2, 1953.

Represented (sales) by Adam Young Television Corp.; Clarke Brown Co. (Southwest).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Warren Berwick, *president*.
William F. Hession, *general manager*.
Harper Clark, *asst. manager & sales manager*.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.							
\$150.00	\$90.00	\$60.00	\$52.50	\$41.25	\$25.00	\$17.50	\$12.50
Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., 11 p.m.-sign-off, daily.							
112.50	67.50	45.00	39.38	28.13	18.75	13.50	9.37
Class C—Noon-5 p.m., Mon.-Fri.							
75.00	45.00	30.00	26.25	20.63	12.50	9.50	6.25

Subject to frequency discounts.

KNOE-TV Monroe

(Ch. 8)

Licensee: James A. Noe, Box 1713.

Grantee (STA): James A. Noe, Box 1713.

Studio & Transmitter: Knoe Rd.

Telephone: 8155. TWX No.: MRO LA 371 & 491.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 750-ft. above av. terrain, 777-ft. above ground, 852-ft. above sea level, lat. 32° 31' 37", long. 92° 06' 16".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KNOE, 5-kw, 1390 kc (NBC).

Ownership: James A. Noe, 100%. Also operates WNOE, New Orleans, and is TV applicant there; owns 50% of KOTN, Pine Bluff, Ark.

Began Operation: Sept. 26, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Paul H. Goldman, *v.p. & general manager*.
Harry Arthur, *asst. general manager & program director*.
Jack Ansell Jr., *sales & promotion manager*.
Pete McCausland, *operations manager*.
Mac Ward, *news director*.
Leon Noland Jr., *chief photographer*.
Gene Milligan, *art director*.
Lee Hunt, *film director*.
Ray Boyd, *v.p. & technical director*.
Jack Ratliff, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat. & Sun.								
225.00	180.00	135.00	112.50	90.00	75.00	60.00	45.00	22.50
Class C—Sign on-5 p.m., Mon.-Fri.; sign on-10 a.m., Sat. & Sun.								
150.00	120.00	90.00	75.00	60.00	50.00	40.00	30.00	15.00

Subject to frequency discounts.

WDSU-TV
New Orleans

(Ch. 6)

Licensee: WDSU Broadcasting Corp., 520 Royal St.
Studio: 520 Royal St. Transmitter: Hibernia Bank Bldg.
Telephone: Tulane 4376. TWX No.: NO 290.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 395-ft. above av. terrain, 424-ft. above ground, 429-ft. above sea level, lat. 29° 57' 05", long. 90° 04' 17".
Network Service: NBC, ABC, CBS, DuMont.
AM Affiliate: WDSU, 5-kw, 1280 kc (NBC). FM Affiliate: WDSU-FM, 4.7-kw, 105.3 mc (No. 287), 240-ft. antenna height.
Ownership: Edgar B. Stern Jr., pres., 67%; Robert D. Swezey, exec. v.p., 20%; A. Louis Read, v.p., 10%; Lester E. Kabacoff, secy. & treas., 3%; A. B. Suhor, asst. secy. & asst. treas.; Edgar B. Stern, chairman of board; Monte M. Lemann, director. WDSU Bcstg. Corp. owns 19.3% of WAFB-TV, Baton Rouge.

Began Operation: Dec. 18, 1948.
Represented (sales) by Blair TV.
Represented (legal) by Pierson, Ball & Dowd.
Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:
Edgar B. Stern Jr., *president*.
Robert D. Swezey, *executive v.p. and general manager*.
Louis Read, *v.p. and commercial manager*.
Lester E. Kabacoff, *secretary-treasurer*.
Tom Hicks, *v.p. & program manager*.
Stanley Holiday, *operations manager*.
John Muller, *staging director*.
Herman Liveright, *program director*.
Marlon Annenberg, *publicity director*.
William Monroe, *news director*.
Stanley Rames, *art director*.
Lindsey Riddle, *chief engineer*.

DIGEST OF RATE CARD NO. 9—(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.							
\$850.00	\$510.00	\$340.00	\$287.50	\$255.00	\$180.00	\$180.00	\$90.00
Class A—6-7 p.m., 9:30-11 p.m., daily.							
700.00	420.00	280.00	245.00	210.00	150.00	130.00	75.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:15 p.m., daily.							
525.00	315.00	210.00	183.75	157.50	110.00	90.00	55.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11:15 p.m.-sign-off, daily.							
350.00	210.00	140.00	122.50	105.00	75.00	65.00	37.50
Class D—Sign-on-9 a.m., daily.							
250.00	150.00	100.00	87.50	75.00	50.00	40.00	25.00

Subject to frequency discounts.

Louisiana

WJMR-TV
New Orleans

(Ch. 61)

Grantee (STA): Supreme Bcstg. Co. Inc., 1500 Canal St.
Studio & Transmitter: Jung Hotel, 1500 Canal St.
Telephone: Canal 0356.

Technical Facilities: Channel No. 61 (752-758 mc). Operating under special temporary authorization with 50-kw visual, 25-kw aural. Authorized power: 200-kw visual, 100-kw aural. Antenna: 410-ft. above av. terrain, 416-ft. above ground, 421-ft. above sea level, lat. 29° 57' 24", long. 90° 04' 34". CP for Ch. 20, 1000-kw visual, 501-kw aural, 436-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level, lat. 29° 57' 35", long. 90° 04' 30". Requests change to 5000-kw visual, 2500-kw aural, 440-ft. above av. terrain.

Network Service: ABC, DuMont, CBS.
AM Affiliate: WJMR, .25-kw, 990 kc. FM Affiliate: WRCM, 5.9-kw, 97.1 mc (No. 248), 250-ft. antenna height.
Ownership: Chester F. Owens, pres., 96%; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Purchase of WKAB-TV, Mobile (Ch. 42) pending FCC approval (*Television Digest*, Vol. 11:12). Also plans to revive KNUZ-TV, Houston (Vol. 11:19). Also applicant for Ch. 11, Caguas, P. R. and is negotiating to buy 30% of Ch. 5 grantee WORA-TV, Mayaguez, P. R. (Vol. 11:19).

Began Operation: Nov. 1, 1953.
Represented (sales) by The Bolling Co.

Personnel:
George A. Mayoral, *v.p. & general manager*.
Tom Abbott, *operations coordinator*.
Patrick J. Shannon, *commercial manager*.
Paul Beville, *sales director*.
Aubrey Moore, *program director*.
Jack Petrik, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(Aug. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 11:59 a.m.-11 p.m., Sun.							
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00	\$25.00
Class B—All other times.							
150.00	120.00	90.00	60.00	50.00	45.00	30.00	15.00

Subject to frequency discounts.



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KSLA CHANNEL 12
SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. NATIONAL REPRESENTATIVES

KSLA* Shreveport

(Ch. 12)

Grantee (STA): Shreveport Television Co., Box 1661.

Studio: Washington Youree Hotel. Transmitter: 300 Lake St.

Telephone: 3-6151. TWX No.: SH 74.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 13-kw visual, 6.5-kw aural. Antenna: 270-ft. above av. terrain, 300-ft. above ground, 469-ft. above sea level, lat. 32° 30' 39", long. 93° 44' 40". Holds modification of CP for 316-kw visual, 158-kw aural, 1210-ft. above av. terrain, 1192-ft. above ground, 1446-ft. above sea level, lat. 32° 40' 29", long. 93° 56' 00"; transmitter to Washington Youree Hotel.

Ownership: Don George, manager, 43%; Carter Henderson, 7%; Henry E. Linam, 25%; Ben Beckham, 25%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (See *Television Digest*, Vol. 11:21).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Weaver & Glassie.

Represented (engineering) by Vandivere, Cohn & Wearn.

Personnel:

Don George, *manager*.
 Deane Flett, *national sales manager*.
 Carol Vinson, *promotion manager*.
 John Renshaw, *production and film manager*.
 Morris Barton, *chief engineer*.
 Don George, *film buyer*.

DIGEST OF RATE CARD NO. 2 (May 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 10 p.m.-sign off, daily; noon-3 p.m., Sun.; noon-6:30 p.m., Sat.							
225.00	135.00	112.50	90.00	75.00	67.50	45.00	22.50
Class C—All other times.							
180.00	108.00	90.00	72.00	60.00	54.00	36.00	18.00

Subject to frequency discounts.

* Temporarily assigned KCIS.

KTBS-TV Shreveport

(Ch. 3)

(Due to Begin Operating in September)

Grantee (STA): KBTS Inc., 312 East Kings Hwy.

Studio: 312 East Kings Hwy. Transmitter: 1½-mi. E. of Morringsport, La.

Telephone: 7-3644. TWX No.: SH 92.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 1140-ft. above av. terrain, 1151-ft. above ground, 1403-ft. above sea level, lat. 32° 41' 08", long. 93° 56' 00".

Network Service: NBC.

AM Affiliate: KTBS, 10-kw (5-kw night), 710 kc (NBC). **FM Affiliate:** KTBS-FM, 14-kw, 96.5 mc (No. 243), 320-ft. antenna height.

Ownership: George D. Wray Sr., chairman, 33½%; E. Newton Wray, pres., 33½%; George D. Wray Jr., v.p., 16½%; Charles W. Wray, secy.-treas., 16½%.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. Newton Wray, *president & general manager*.
 Patrick J. White, *station manager*.
 Mrs. Marie Gifford, *commercial manager*.
 Charles Saltsgaver, *production director*.
 S. Hegler Henry, *promotion manager*.
 Nick Gearheart, *news editor*.
 C. H. Maddox, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (September 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$50.00
Class B—5-6 p.m., 10-11 p.m., daily.						
260.00	156.00	104.00	91.00	78.00	52.00	26.00
Class C—1-5 p.m., 11 p.m.-midnight, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class D—Midnight-1 p.m., daily.						
120.00	72.00	48.00	42.00	36.00	24.00	13.00

Subject to frequency discounts.

MAINE

Maine

Bangor WABI-TV

(Ch. 5)

Grantee (STA): Community Telecasting Service, 57 State St.

Studio and Transmitter: Roundy Bldg., Hampden, Me.

Telephone: 8255. TWX No.: BG 84.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level, lat. 44° 44' 16", long. 68° 42' 00".

Network Service: DuMont, NBC, ABC.

Ownership: Community Bcstg. Service, 91%; Horace A. Hildreth (Ambassador to Pakistan and ex-Gov. of Maine), pres., 1%; John M. Kimball, v.p., 1%; Carleton D. Brown, v.p., 1%; Arnold L. Veague, secy., 1%; James F. White, treas., 1%; Leon P. Gorman Jr., asst. treas., 1%; William H. Rea, director, 1%; Harold P. Meyer, director, 1%; Walter L. Dickson, director, 1% (shares held by officers are beneficially owned by Community Bcstg. Service). Community Bcstg. Service is 60% owned by Mr. Hildreth; 34% owned by Oliver Bcstg. Corp. (WPOR), Portland, Me., & 6% by Kennebec Bcstg. Co. (WTVL), Waterville, Me. Mr. Hildreth is pres. and owns 35.2% of WMTW, TV grantee for Poland, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George C. Davis.

Personnel:

Leon P. Gorman Jr., general manager.
Walter Dickson, operations manager.
James C. Fletcher, network representative.
Leon H. Nelson, program director.
Richard E. Bronson, production director.
Elmer C. Snow, engineering supervisor.

DIGEST OF RATE CARD No. 2 (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—5:59-10:30 p.m., daily.						
\$200.00	\$150.00	\$100.00	\$85.00	\$65.00	\$50.00	\$25.00
Class B—All other times.						
150.00	120.00	70.00	60.00	45.00	35.00	20.00

Subject to frequency discounts.

W-TWO Bangor

(Ch. 2)

Grantee (STA): Murray Carpenter & Assoc., 7 Main St.

Studio: Mt. Hope Ave. Transmitter: Riders Peak, Holden, Me.

Telephone: 2-4822.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 14.1-kw visual, 8.52-kw aural. Antenna: 641-ft. above av. terrain, 99-ft. above ground, 888-ft. above sea level, lat. 44° 41' 10", long. 68° 40' 17".

Network Service: CBS.

Ownership: Murray Carpenter and Marie Zoldis Carpenter, 100% (directly and beneficially). Note: Maine Bcstg. Co. has option, which expires Sept. 11, 1955, to purchase up to 40%.

Began Operation: Sept. 12, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Robert Foster (New England).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Murray Carpenter, general manager.
Rudy Marcoux, business manager.
Robert Walton, local sales manager.
William Clark, operations manager.
James Robinson, production manager.

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—9 a.m.-7 p.m., daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—7-9 a.m., daily.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WMTW Poland Spring

(Ch. 8)

Grantees (STA): Mt. Washington TV Inc., Poland Spring.

Studio: Riccar Inn, Poland Spring. Transmitter: Mt. Washington, N.H.

Telephone: 51. TWX No.: Poland 65.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 52.5-kw aural. Antenna: 3840-ft. above av. terrain, 87-ft. above ground, 6375-ft. above sea level, lat. 44° 16' 13", long. 71° 18' 13".

Network Service: CBS, ABC, DuMont.

Ownership: Horace Hildreth, 35.2%; John Guider, pres., 11.8%; Tyrone Corp., 35.2% (controlled by WPOR, Portland, Me., interlocking with WENS, Pittsburgh); WTVL, Waterville, Me., 11.8%; Granite State Network Inc. (WTSL, Hanover, N.H., WKBR, Manchester, N.H., WTSV, Claremont, N.H.), 5.9%; Twin City Bcstg. Co. Inc., 1.5%. Mr. Hildreth is pres. & controls WABI-TV, Bangor, Me. Mr. Guider owns radio WMOU, Berlin, N.H.

Began Operation: Aug. 31, 1954.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

John H. Norton Jr., v.p. & general manager.
Paul Tiemer, Boston office mgr. & New England sales mgr.
John T. Madigan, program director.
Lester J. Richards, production manager.
Parker H. Vincent, chief engineer.

DIGEST OF RATE CARD NO. 2 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—All other times.						
240.00	144.00	96.00	84.00	60.00	48.00	24.00

Flat rates, no discounts.

WCSH-TV Portland

(Ch. 6)

Licensee: Maine Radio & Television Co., 157 High St.

Studio: Congress Square Hotel. Transmitter: Blackstrap Hill, West Falmouth, Me.

Telephone: 2-0181. TWX No.: PO 86.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 590-ft. above av. terrain, 380-ft. above ground, 800-ft. above sea level, lat. 43° 45' 45", long. 70° 19' 30".

Network Service: NBC, DuMont.

AM Affiliate: WCSH, 5-kw, 970 kc (NBC).

Ownership: Adeline B. Rines, pres., 99% (in trust). Also principal stockholder of AM stations WRDO, Augusta, and WLBZ, Bangor, both Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

William H. Rines, v.p. and managing director.
Jack S. Atwood, station manager & national sales manager.
Charles R. Brown, chief engineer.
Bruce McGorrill, commercial manager.
Burnel Poole Jr., program director.
Linwood T. Pitman, promotion director.
Phillip N. Johnson, news director.
William Kerkos, film director.
Linwood H. Brofee, farm director.

DIGEST OF RATE CARD NO. 3 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

Maine-Maryland

WGAN-TV

Portland

(Ch. 13)

Grantee (STA): Guy Gannett Bcstg. Services, 390 Congress St., Box 1731.

Studio: 390 Congress St.

Transmitter: Blackstrap Mt., Falmouth.

Telephone: 2-4661.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 314-ft. above ground, 783-ft. above sea level, lat. 43° 45' 32", long. 70° 19' 14".

Network Service: ABC, CBS.

AM Affiliate: WGAN, 5-kw, 560 kc (CBS).

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, 2%; Anne M. Gannett estate, 2%; Roger C. Williams, 2%; Laurence H. Stubbs, 2%; Creighton E. Gatchell, 2%. Officers: Jean Gannett Williams, pres.; Creighton E. Gatchell, v.p.-treas.; Francis H. Farnum Jr., asst. treas. Guy Gannett Publishing Co. publishes *Portland Press Herald*, *Evening Express* and *Sunday Telegram*, *Augusta Kennebec Journal* and *Waterville Sentinel*, all in Maine.

Began Operation: April 10, 1954.

Represented (sales) by Avery-Knodel Inc.; Robert C. Foster, Boston (New England).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

C. E. Gatchell, v.p. & general manager.
Richard E. Bates, sales manager.
Samuel G. Henderson Jr., program manager.
Earl W. Fenderson, film editor.
Nunzi Casavola, news editor.
Duncan Oliphant, educational director.
Linn Wells, sports editor.
Roger Hodgkins, chief engineer.

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$150.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—6-7:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—5-6 p.m., daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class D—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

MARYLAND

WAAM Baltimore

(Ch. 13)

Licensee: WAAM Inc., Television Hill.

Studio and Transmitter: Television Hill.

Telephone: Mohawk 4-7600. TWX No.: BA 53 & 386.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 550-ft. above av. terrain, 530-ft. above ground, 864-ft. above sea level, lat. 39° 20' 05", long. 76° 39' 05".

Network Service: ABC, Du Mont.

AM-FM Affiliations: None.

Ownership: Ben Cohen, pres., 738%; Herman Cohen, v.p.-secy.-treas., 3.312%; Norman C. Kal, exec. v.p., 7%; Dr. Harry Goldmann, director, 4.5%; Frederick Allman, director, 6 Cohen family trusts, 44.79%; Cohen Brothers (partnership of Ben and Herman Cohen), 16.38%; Henry G. Fischer, 7%; estate of Herbert Levy, 3.5%; Isaac and Etta C. Adelberg, 3%; Joseph R. Byrnes & Mrs. Byrnes, 1.75%; Rosa L. Cohen, 1.26%; Zelda G. Cohen, 1.26%; and 14 others, each owning less than 1%. Mr. Kal is partner in Kal, Ehrlich & Merrick Adv. Inc., Washington, D. C.

Began Operation: Nov. 2, 1948.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Fischer, Willis & Panzer.

Represented (engineering) by Kear & Kennedy.

Personnel:

Norman C. Kal, executive v.p.
Ken Carter, general manager.
Armand Grant, asst. general manager & sales manager.
Pel Schmidt, local sales manager.
Herbert B. Cahan, program manager & film buyer.
James Killian, asst. program manager & public service director.

Herbert Steinberg, program operations supervisor.
Tommy Dukehart, sports & public relations director.
Ted Jaffee, news director.
Betty Konigsberg, traffic manager.
Benjamin Wolfe, director of engineering.
Glenn H. Lahman, chief engineer.

DIGEST OF RATE CARD NO. 9 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—7:29-10:30 p.m., daily.					
\$975.00	\$585.00	\$390.00	\$195.00	\$175.00	\$87.50
Class B—10:30-10:59 p.m., daily.					
850.00	510.00	340.00	191.25	150.00	75.00
Class C—6:59-7:29 p.m., daily.					
700.00	420.00	280.00	157.50	125.00	62.50
Class D—5:59-6:59 p.m., Mon.-Fri.; 10:59-11:29 p.m., daily; 12:59-6:59 p.m., Sat. & Sun.					
550.00	330.00	220.00	123.75	100.00	50.00
Class E—12:59-5:59 p.m., Mon.-Fri.; 11:29-11:59 p.m., daily; 11:59-12:59 p.m., Sat. & Sun.					
375.00	225.00	150.00	84.25	75.00	37.50
Class F—11:59-12:59 p.m., Mon.-Fri.; 11:59 p.m.-11:59 a.m., Sat. & Sun.					
250.00	150.00	100.00	56.25	45.00	22.50

Subject to frequency discounts.

WBAL-TV

Baltimore

(Ch. 11)

Licensee: Hearst Corp., (Radio & TV Div.) 2610 N. Charles St.

Studio: 2610 N. Charles St. Transmitter: 2401 Violet Ave.

Telephone: Hopkins 7-3000. TWX No.: BA 560.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 543-ft. above av. terrain, 458-ft. above ground, 863-ft. above sea level, lat. 39° 19' 53", long. 76° 39' 28".

Network Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

Ownership: Hearst Corp. (newspapers & magazines, including *Baltimore News Post*); C. B. McCabe, exec. director. Officers of WBAL-TV Div., Hearst Corp., D. L. Provost, v.p.; Leslie H. Peard Jr., v.p.; John T. Wilner, v.p.; F. W. Cardall, asst. secy.-treas. Same interests operate WISN-TV, Milwaukee and radio stations WBAL, Baltimore, WISN, Milwaukee, and (through affiliation) WCAE, Pittsburgh; have TV application pending for Pittsburgh.

Began Operation: March 11, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Charles B. McCabe, v.p. & executive director.
D. L. Provost, v.p. & general manager.
Leslie H. Peard Jr., v.p. & station manager.
John T. Wilner, v.p., engineering.
Freeman W. Cardall, business manager.
Arnold Wilkes, director of public affairs & education.
Sydney King, program director.
John Frankenfield, production manager.
Willis K. Freiert, sales manager.
Thomas J. White Jr., news & publicity manager.
Conway Robinson, farm program director.
Mollie Martin, director of women's programs.
Jean Conwell, film editor.
Joseph M. Croghan, sports editor.
William C. Bareham, chief engineer.

DIGEST OF RATE CARD NO. 11 (Sept. 15, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—8-10:30 p.m., daily.					
\$1100.00	\$660.00	\$440.00	\$275.00	\$200.00	\$100.00
Class B—10:30-11 p.m., daily.					
900.00	540.00	360.00	225.00	175.00	87.50
Class C—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.					
800.00	480.00	320.00	200.00	150.00	75.00
Class D—6-7 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; noon-6 p.m., Sat. & Sun.					
600.00	360.00	240.00	150.00	120.00	60.00
Class E—Noon to 6 p.m., Mon.-Fri.					
400.00	240.00	160.00	100.00	75.00	37.50
Class F—All other times.					
300.00	180.00	120.00	75.00	40.00	20.00

Subject to frequency discounts.

WMAR-TV

Baltimore

(Ch. 2)

Licensee: A. S. Abell Co., Sun Square.

Studios: Old Sun Bldg. Transmitter: Mathleson Bldg.

Telephone: Mulberry 5-5670. TWX No.: BA 167.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 591-ft. above ground, 624-ft. above sea level, lat. 39° 17' 23", long. 76° 36' 56".

Network Service: CBS.

Ownership: Same as Baltimore Sunpapers (*Baltimore Sun* and *Evening Sun*); Harry C. Black, chairman of board; Gary Black, vice chairman; William F. Schmick, pres.; William F. Schmick Jr., exec. v.p.; Hamilton Owens, v.p.; Ewell K. Jett, v.p.; Emmett P. Kavanaugh, v.p.-secy.

Began Operation: Oct. 30, 1947.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

William F. Schmick, *president*.
E. K. Jett, *v.p. and director of television*.
Ernest A. Lang, *commercial manager*.
Robert Cochran, *program director*.
Edwin B. Mick, *production manager*.
Thomas J. Severin, *program manager*.
David V. Stickle, *film manager & news director*.
C. G. Nopper, *chief engineer*.
Bernice Harding, *promotion coordinator*.

DIGEST OF RATE CARD NO. 10 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.**
Class A—7:59-10:31 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$330.00	\$240.00	\$200.00	\$80.00
Class B—10:31-10:59 p.m., daily.						
900.00	540.00	360.00	270.00	200.00	175.00	70.00
Class C—7:01-7:59 p.m., daily.						
850.00	510.00	340.00	255.00	191.00	150.00	60.00
Class D—6:01-7:01 p.m., 10:59-11:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., 10:59-11:01 p.m., Sat. & Sun.						
650.00	390.00	260.00	195.00	162.00	130.00	52.00
Class E—11:59 a.m.-6:01 p.m., 11:01 p.m.-sign-off, Mon.-Fri.; 11:59 a.m.-12:59 p.m., 11:01 p.m.-sign-off, Sat. & Sun.						
440.00	264.00	176.00	132.00	85.00	68.00	27.00
Class F—Sign-on-11:59 a.m., Sun.-Sat.						
280.00	168.00	112.00	84.00	62.00	50.00*	20.00*

* Sign-on-9 a.m., Mon.-Fri., \$30.00 and \$12.00.

** For schedules of at least 20 station ID's per week on a combination of 21 station ID's and announcements, the ID rate is 1/3 of the announcement rate. Minimum contract 1 week.

Subject to frequency discounts.

WBOC-TV

Salisbury

(Ch. 16)

Grantee (STA): Peninsula Bcstg. Co., Radio Park.

Studio: Radio Park. Transmitter: U.S. Hwy. 13.

Telephone: 6131. TWX No.: SALIS MD 148.

Technical Facilities: Channel No. 16 (482-488 mc). Operating under special temporary authorization with 16.9-kw visual, 9.1-kw aural. Authorized power: 151-kw visual, 83.2-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level, lat. 38° 24' 15", long. 74° 34' 45".

Network Service: ABC, DuMont, CBS.

AM Affiliate: WBOC, 1-kw, 960 kc (MBS).

Ownership: John W. Downing, pres., 16%; Lee W. Allen, v.p., 9%; Charles J. Truitt, v.p., 3%; I. L. Benjamin, treas., 11%; T. Edward Webb, asst. treas., 3%; Virginia Phillips Ward, 6%; and over 50 others.

Began Operation: June 7, 1954.

Represented (sales) by Burn-Smith Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Charles J. Truitt, *v.p. & general manager*.
John W. Downing Jr., *program director*.
Carroll Long, *film director*.
Jack W. Ward, *chief engineer*.

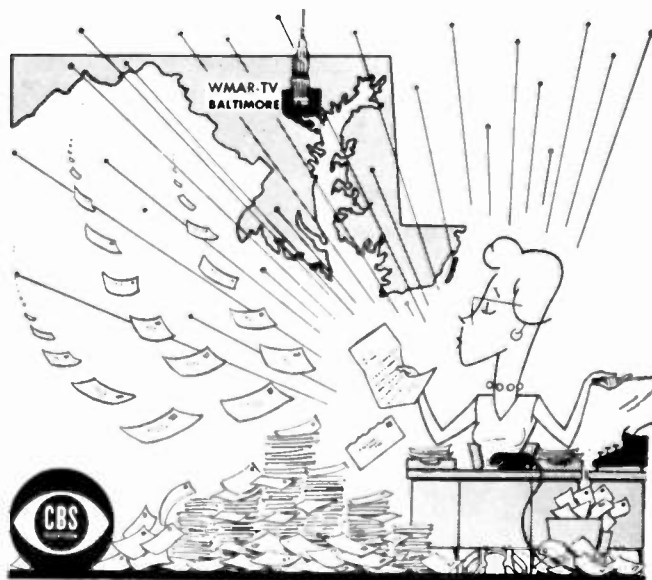
DIGEST OF RATE CARD NO. 1 (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$20.00
Class B—All other times.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50

1955 Fall-Winter Edition

FROM FAR AND NEAR THEY'RE WATCHING CHANNEL

2



Baltimore is a rich, prosperous market, and WMAR-TV covers its 602,840* telesets like a tent. But sponsors on Sunpapers Television get an extra bonus 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.

This 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.

WMAR-TV

Channel 2

SUNPAPERS TELEVISION, BALTIMORE, MD.

On Maximum Power — Televising Color

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.

MASSACHUSETTS

WMGT Adams (Ch. 19)

Grantee (STA): Grevlock Bcstg. Co., 8 Bank Row, Pittsfield, Mass.
Studio: 8 Bank Row, Pittsfield.

Transmitter: Atop Mt. Greylock, Adams.
Telephone: Pittsfield 2-1553.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 115-kw visual, 67.6-kw aural. Antenna: 2120-ft. above av. terrain, 251-ft. above ground, 3700-ft. above sea level, lat. 42° 38' 11", long. 73° 10' 04".

Network Service: ABC, DuMont.

AM Affiliate: WBRK, Pittsfield, 25-kw, 1340 kc (MBS).

Ownership: Leon Podolsky, pres., 36.06%; Gardner S. Morse, v.p., 11.56%; C. R. Burns, treas., Gordon W. Phelps, clerk, 1.01%; Lawrence R. Connor, 11.56%; Robert W. McCracken, 11.56%; Winnie Davis L. Crane, 10%; Zenas Crane Colt, 5.05%; 8 others, none owns over 2.52%.

Began Operation: Feb. 5, 1954.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by James C. McNary.

Personnel:

Leon Podolsky, *president*.
William P. Geary, *general manager*.
Edward Pearson, *program director*.
M. Richard Bolender, *film director*.
Dan Healy, *sports director*.
Larry Vaber, *news editor*.
Leonard Lavendol, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily.							
\$250.00	\$150.00	\$100.00	\$70.00	\$60.00	\$40.00	\$30.00	\$20.00
Class B—All other times.							
187.50	112.50	75.00	55.00	45.00	30.00	20.00	15.00

Subject to frequency discounts.

WBZ-TV

Boston

(Ch. 4)

Licensee: Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd.

Studio: 1170 Soldiers Field Rd. **Transmitter:** Murray St., Medford, Mass.

Telephone: Algonquin 4-5670. **TWX No.:** BRTN 1054.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 95.5-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 389-ft. above ground, 577-ft. above sea level, lat. 42° 25' 56", long. 71° 05' 20", during temporary use of WEEI-FM tower, Medford, Mass.

Network Service: NBC, Du Mont.

AM Affiliate: WBZ, 50-kw, 1030 kc (NBC).

Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; Chris J. Witting, pres. of Westinghouse Bcstg. Co. Inc.; Donald H. McGannon, v.p. & general executive; J. E. Baudino, v.p. (Washington); W. C. Swartley, v.p. (Boston); John W. Steen, counsel (Washington). Also operates TV stations WPTZ, Philadelphia; KPIX, San Francisco; KDKA-TV, Pittsburgh; radio stations WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne; KEX, Portland, Ore. Note: Deal whereby Westinghouse swaps WPTZ & KYW, Philadelphia for WNBK & WTAM, Cleveland, plus \$3,000,000 pends FCC approval (*Television Digest*, Vol. 11:21).

Began Operation: June 9, 1948.

Represented (sales) by Free & Peters Inc.

Personnel:

W. C. Swartley, *v.p. and general manager*.
W. H. Hauser, *assistant manager and chief engineer*.
Thomas T. Ely, *asst. chief engineer*.
C. S. Young, *assistant to manager*.
C. Herbert Masse, *sales manager*.
Eugene Murlaty, *advertising & sales promotion manager*.
William H. Youry, *sales service supervisor*.
W. Gordon Swan, *program manager*.
A. A. Palmer, *auditor*.
Robert G. Duffield, *film & traffic manager*.
Fred Laffey, *traffic supervisor*.
Iran Berlow, *program supervisor*.
J. P. Cullinane, *publicity director*.
Carl H. Lawton, *film editor*.
F. Whitmarsh, *news director*.

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	5,546,945	5,259,765
TV Homes (RETMA 1/1/55)	1,605,039	1,552,675
TV Homes (WBZ-TV Survey #80 5/1/55)	1,308,362	
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.

DIGEST OF RATE CARD NO 9
(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA —8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$2000.00	\$1200.00	\$800.00	\$700.00	\$500.00	\$400.00	\$200.00
Class A —7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.						
1700.00	1020.00	680.00	595.00	425.00	340.00	170.00
Class B —7-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
1500.00	900.00	600.00	525.00	375.00	300.00	150.00
Class C —5-7 p.m., Mon.-Sat.						
1300.00	780.00	520.00	455.00	325.00	260.00	130.00
Class D —11-11:45 p.m., daily.						
1000.00	600.00	400.00	350.00	250.00	200.00	100.00
Class E —9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.						
800.00	480.00	320.00	280.00	200.00	160.00	80.00
Class F —Sign-on-9 a.m., 11:45 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	150.00	120.00	50.00
Class F —20 Sec. announcement, \$90.						

Subject to frequency discounts.

WGBH-TV
Boston
(Ch. 2)

Non-Commercial Educational Station

Grantee (STA): WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.

Studio: 84 Massachusetts Ave., Cambridge. Transmitter: Blue Hill, Milton, Mass.

Telephone: University 4-6400.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level, lat. 42° 12' 42", long. 71° 06' 51".

FM Affiliate: WGBH-FM, 15.5-kw, 89.7 mc (No. 209), 550-ft. antenna height.

Ownership: Foundation officers: Trustee of the Lowell Institute, President of Harvard College, Treasurer of Harvard College, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Chairman of the Board of Trustees of Boston Symphony Orchestra, Inc., Director of the Lowell Institute Cooperative Broadcasting Council, Chairman or Vice-Chairman of the Board of Trustees of the Twentieth Century Fund.

Began Operation: Jan. 10, 1955.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Parker Wheatley, general manager.
Hartford N. Gunn Jr., director of operations.
Edward G. Sherburne Jr., program director.
Paul Rader, production director.
Norman Gross, art director.
Peter Winn, director of public relations.
Frank Harvey, director of engineering.
Arthur W. Richardson, chief engineer.

WNAC-TV
Boston
(Ch. 7)

Licensee: General Teleradio Inc. (Yankee Network Division), 21 Brookline Ave.

Studio: 21 Brookline Ave. Transmitter: Murray St., Medford.

Telephone: Commonwealth 6-0800. TWX No.: BS 89.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 428-ft. above ground, 600-ft. above sea level, lat. 42° 25' 56", long. 71° 05' 21".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WNAC, 50-kw, 680-kc (MBS). FM Affiliate: WNAC-FM, 20-kw, 98.5 mc (No. 253), 410-ft. antenna height.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

T. F. O'Neil, president & treasurer.
Norman Knight, executive v.p. & general manager.
George Steffy, vice president.
Tom Bateson, national sales manager.
Leland Bickford, news director.
Harry Whittemore, technical director.

DIGEST OF RATE CARD NO. 7A
(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA —7:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$2,000.00	\$1,200.00	\$800.00	\$700.00	\$500.00	\$420.00	\$380.00	\$190.00

Massachusetts

Class A —7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 4-6 p.m., 11-11:30 p.m., Sat. & Sun.							
1,600.00	960.00	640.00	560.00	400.00	330.00	300.00	150.00
Class B —6-7 p.m., 11-11:35 p.m., Mon.-Fri.; 2-4 p.m., 11:30 p.m.-midnight, Sat & Sun.							
1,400.00	840.00	560.00	490.00	350.00	280.00	260.00	130.00
Class C —9 a.m.-6 p.m., 11:35 p.m.-1 a.m., Mon.-Fri.; 9 a.m.-2 p.m., midnight-1 a.m., Sat. & Sun.							
800.00	480.00	320.00	280.00	200.00	180.00	160.00	80.00
Class D —1-9 a.m., daily.							
600.00	360.00	240.00	210.00	150.00	120.00	100.00	50.00

* Class AA (7:30-10:30 p.m., Mon.-Fri.; 5:30-11 p.m., Sat. & Sun.). Class A (7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 4-5:30 p.m., Sat. & Sun.). Class B (5:59-7 p.m., Mon.-Fri.; 2-4 p.m., Sat. & Sun.; 11-11:35 p.m., daily). Class C (8:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-2 p.m., Sat. & Sun.; 11:35 p.m.-1 a.m., daily). Class D (1-8:59 a.m., daily).

Subject to frequency discounts.

WTAO-TV
Cambridge-Boston
(Ch. 56)

Grantee (STA): Middlesex Bestg. Corp., 439 Concord Ave., Cambridge.

Studio and Transmitter: Zion Mt., Waltham St., Woburn, Mass.

Telephone: Eliot 4-0500.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 20.5-kw visual, 11.5-kw aural. Antenna: 470-ft. above av. terrain, 289-ft. above ground, 629-ft. above sea level, lat. 42° 27' 20", long. 71° 10' 50".

Network Service: DuMont, ABC.

AM Affiliate: WTAO, 25-kw, 740 kc. FM Affiliate: WXHR, 6.9-kw, 96.9 mc (No. 245), 440-ft. antenna height.

Ownership: Frank Lyman Jr., president & treasurer, 74%; Harvey Radio Laboratories Inc., 26%. Mr. Lyman is principal stockholder of Harvey Radio Labs.

Began Operation: Aug. 31, 1953.

Represented (sales) by Everett-McKinney Inc.; Robert S. Keller Inc. (network sales only).

Represented (legal) by Cottone & Scheiner.

Represented (engineering) by Gautney & Jones.

Personnel:

Frank Lyman Jr., president.
Wallace B. Dunlap, general manager.
Theodore B. Pitman Jr., commercial manager.
Carmen Ferraro, chief engineer.

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A —6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$250.00	\$150.00	\$125.00	\$100.00	\$87.50	\$62.50	\$50.00	\$37.50
Class B —5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.							
187.50	112.50	93.75	75.00	65.63	46.88	37.50	27.50
Class C —All other times.							
125.00	75.00	62.50	50.00	43.75	31.25

Subject to frequency discounts.

WHYN-TV
Springfield-Holyoke
(Ch. 55)

Grantee (STA): Hampden-Hampshire Corp., 1300 Liberty St., Springfield.

Studios: 1300 Liberty St., Springfield.

Transmitter: Top of Mt. Tom.

Telephone: Springfield 4-1126. TWX No.: SM 566.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 182-kw visual, 91-kw aural. Antenna: 990-ft. above av. terrain, 460-ft. above ground, 1329-ft. above sea level, lat. 42° 14' 32", long. 72° 38' 55".

Network Service: CBS, DuMont.

AM Affiliate: WHYN, 1-kw, 560 kc (CBS). FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 6.54%; Charles N. DeRose, v.p., 8.375%; Arthur Ryan, asst. treas., .084%; Harriet W. and Charles N. DeRose jointly, 8.29%. Valley Photo Engraving, 16.67%; Minnie Dwight, 10.04%. Same interests publish Holyoke Transcript and Northampton Daily Gazette. Republican Television Inc. is owned by Employees Beneficial Fund of the Springfield Union News and Sunday Republican.

(Continued on next page)

Massachusetts-Michigan

SPRINGFIELD-HOLYOKE: WHYN-TV—(Continued)

Began Operation: March 8, 1953. Sale of 50% to newspaper pension fund approved July 21, 1954. (See *Television Digest*, Vol. 10:10, 30.)

Represented (sales) by The Branham Co.; Weed Television Corp. (New England).

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles N. DeRose, *general manager*.
John T. Parsons, *manager*.
Patrick J. Montague, *commercial manager*.
Kendall Smith, *program director*.

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$300.00	\$180.00	\$120.00	\$110.00	\$90.00	\$75.00	\$60.00	\$30.00
Class B—6-7 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11 p.m.-sign-off, daily.							
225.00	135.00	90.00	75.00	60.00	56.00	45.00	22.50
Class C—All other times.							
150.00	90.00	60.00	50.00	40.00	37.50	30.00	15.00

Subject to frequency discounts.

WWLP Springfield (Ch. 22)

Licensee: Springfield Television Broadcasting Corp., 22 Pearl St. Studio and Transmitter: Provin Mt., Agawam, Mass.

Telephone: State 8-4521. TWX No.: SM 462.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 700-ft. above av. terrain, 369-ft. above ground, 1009-ft. above sea level, lat. 42° 05' 04", long. 72° 42' 18".

Network Service: ABC, NBC.

AM Affiliate: WSPR, 1-kw, 1270 kc (ABC).

Ownership: Roger L. Putnam, pres., 21%; William L. Putnam, treas. 6.1%; Raymond T. King, clerk, 3%; George R. Townsend, v.p. & chief engineer, 1.1%; the following directors: Charles L. Furcolo; Joseph J. Dellzo, 4.1%; George Vadhals, 19.2%; John Oakley, 1.8%; James Y. Scott, 4.5%; and following who are not officers: WSPR Inc., 12.1%; James Fitzgerald, 7.5%; Conrad Fafard, 7.5%; and 42 others, none owning over 2% each. WWLP owns 4.76%; J. F. Fitzgerald owns 2.98%; and Roger L. Putnam owns 1.99% of Ch. 5 applicant for Boston.

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Roger L. Putnam, *president*.
George R. Townsend, *v.p. and chief engineer*.
William L. Putnam, *treasurer and general manager*.
Howard S. Keefe, *assistant station manager*.
Wallace I. Green, *program director*.

DIGEST OF RATE CARD NO. 4

(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-11 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$119.00	\$96.25	\$70.00	\$35.00
Class B—4:59-6:59 p.m., 11 p.m.-midnight, daily.						
262.50	157.50	105.00	89.25	72.19	52.00	26.00
Class C—1:59-4:59 p.m., midnight-sign-off, daily.						
175.00	105.00	70.00	59.50	48.13	35.00	18.00
Class D—Sign-on-1:59 p.m., daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WWOR-TV Worcester (Ch. 14)

Licensee: Salisbury Bestg. Corp., Box 609.

Studio & Transmitter: Asnebumskit Hill, Paxton, Mass. Telephone: 7-8374. TWX No.: WO 691.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 16.2-kw visual, 8.71-kw aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level, lat. 42° 18' 13.6", long. 71° 53' 50.7".

Network Service: ABC, DuMont.

Ownership: John Z. Buckley, pres., 1.66%; Ansel E. Gridley, v.p., 4.16%; Kenneth P. Higgins, treas., .83%; James G. Rogers, director (associated with Fox, Wells & Co. which owns 26.74% of WWOR-TV); Ralph K. Hubbard, 9.16%; 26 others, none owns as much as 2%. Fox, Wells & Co., also controls KFSD-TV & KFSD, San Diego.

Began Operation: Nov. 16, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.; Nona Kirby Co. (New England).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Ansel E. Gridley, *v.p. & general manager*.
Leonard V. Corwin, *commercial manager*.
John S. McSheehy, *promotion manager*.
Thomas C. Sawyer, *program manager*.
Norman C. Locke, *production manager*.
Harold Eckman, *film director*.
Charles E. Turner, *farm director*.
Donald P. Wise, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Oct. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m. Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-7 p.m., Mon.-Sat.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

MICHIGAN

WPAG-TV

Ann Arbor

(Ch. 20)

Grantee (STA): Washtenaw Broadcasting Co. Inc., Hutzel Bldg.

Studio: Hutzel Bldg., Main & E. Liberty Sts. **Transmitter:** Scio Church & Maple Rds.

Telephone: 2-5517.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 17.063-kw visual, 9.595-kw aural. Antenna: 343-ft. above av. terrain, 274-ft. above ground, 1234-ft. above sea level, lat. 42° 15' 33", long. 83° 46' 39".

AM Affiliate: WPAG, 1-kw, 1050 kc.

Ownership: Arthur E. Greene, pres.-secy., 50%; Edward F. Baughn, v. p.-treas., 50%; John W. Conlin, director.

Began Operation: April 3, 1953.

Represented (sales) by Everett-McKinney Inc.; Robert S. Keller Inc. (network sales only).

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Edward F. Baughn, *general manager*.
David Pringle, *program director & film editor*.
Kenneth MacDonald, *sales manager*.
Donald Boudish, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(April 3, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00
Class B—All other times.					
120.00	72.00	48.00	36.00	24.00	12.00

Subject to frequency discounts.

WNEM-TV

Bay City-Saginaw

(Ch. 5)

Grantee (STA): North Eastern Michigan Corp., 814 Adams St., Bay City.

Studio and Transmitter: 3.8-mi. NE of Saginaw, Mich.

Telephone: 36505. TWX No.: 64.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 569-ft. above ground, 1154-ft. above sea level, lat. 43° 28' 15", long. 83° 50' 36". Requests change to 521-ft. above av. terrain; transmitter to 4700 Becker Rd., Buena Vista, Mich.

Network Service: NBC, DuMont.

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian and WPON, Pontiac, both Mich.

Began Operation: Feb. 16, 1954.

Represented (sales) by Headley-Reed TV; Michigan Spot Sales (Detroit).

Personnel:

Harry E. Travis, *general manager.*
 Claude Mendell, *client service.*
 Frank Benesh, *program director.*
 Ken Sanders, *production director.*
 Clint Stroebel, *continuity director.*
 Tom Matthews, *film director.*
 Virgil O'Dell, *sports director.*
 Robert Beurket, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$500.00	\$300.00	\$250.00	\$200.00	\$150.00	\$100.00	\$50.00
Class B —4:30-6:30 p.m., 10:30-11:30 p.m., Mon.-Fri.; noon-6 p.m., 11-11:30 p.m., Sat. & Sun.						
375.00	225.00	187.50	150.00	112.50	75.00	37.50
Class C —All other times.						
275.00	165.00	137.50	110.00	82.50	55.00	27.50

Subject to frequency discounts.

WWTV
Cadillac
(Ch. 13)

Grantee (STA): Sparton Bcstg. Co., 214 N. Mitchell St.

Studio & Transmitter: 5.7-mi. E of Tustin, Mich.

Telephone: Prospect 5-3478. **TWX No.:** 325.

Technical Facilities: Channel No. 13 (210-216 mc). Operating under special temporary authorization with 104-kw visual, 52-kw aural. Authorized power: 316-kw visual, 158-kw aural. Antenna: 1640-ft. above av. terrain, 1282-ft. above ground, 2986-ft. above sea level, lat. 44° 08' 12.4", long. 85° 20' 23.4".

Network Service: CBS, DuMont, ABC.

Ownership: Sparks-Withington Co., 100%. WWTV officers: John J. Smith, pres. (also pres. of Sparks-Withington Co.); Harold M. Johnston, secy.-treas. (treas. of Sparks-Withington); Harold P. Katherman, asst. secy.-treas.

Began Operation: Dec. 11, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Scharfeld, Jones & Baron.

Personnel:

John J. Smith, *president.*
 David F. Milligan, *general manager.*
 John Cundiff, *sales manager.*
 Alex Monahan, *program director.*
 Allen W. Daubendick, *chief engineer.*
 Daryl Sebastian, *promotion and merchandising manager.*

DIGEST OF RATE CARD NO. 2
(Dec. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A —6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B —5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
187.50	112.50	75.00	65.62	46.87	37.50	18.75
Class C —All other times.						
140.63	84.38	56.25	49.22	35.16	28.13	14.06

Subject to frequency discounts.

WJBK-TV
Detroit

(Ch. 2)

Licensee: Storer Broadcasting Co., 500 Temple St., Detroit.

Studio: Masonic Temple.

Transmitter: Southfield Township, Mich.

Telephone: Temple 3-7900. **TWX No.:** DE 891.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level, lat. 42° 27' 38", long. 83° 12' 47".

Network Service: CBS, DuMont.

AM Affiliate: WJBK, 25-kw, 1490 kc. **FM Affiliate:** WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. Also owns and operates: WAGA-TV & WAGA, Atlanta, Ga.; WSPD-TV & WSPD, Toledo, O.; WXEL & WJW, Cleveland, O.; KPTV, Portland, Ore.; WBRC-TV & WBRC, Birmingham, Ala.; WGBS-TV & WGBS, Miami, Fla.; and radio station WWVA, Wheeling, W. Va. Operates Empire Coil Co. Inc., manufacturer of coils and transformers in New Rochelle, N. Y., acquired from Herbert Mayer (*Television Digest*, Vol. 10:2, 14, 44), along with WXEL and KPTV. Also owns Sun Publishing Co., publishers of *Miami Beach Sun*, Miami Beach (daily except Sat.). Storer Bcstg. Co. officers: George B. Storer, pres.; J. Harold Ryan, v.p. & treas.; Lee B. Wallis, exec. v.p.; Stanton P. Kettler, district, v.p.;

William E. Rine, district v.p.; Allen L. Haid, v.p.; J. Robert Kerns, v.p.; George B. Storer Jr., district v.p.; Glen W. Harker, v.p.; Gayle V. Grubb, v.p.; John E. McCoy, v.p. & secy.; H. A. Steensen, asst. treas.; Bertha C. Prestler, asst. secy.

Began Operation: Oct. 24, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president.*
 Lee B. Wallis, *executive v.p.*
 William E. Rine, *district v.p.*
 Bill Michaels, *managing director.*
 Keith McKenney, *local sales manager.*
 Robert C. Wood, *national sales director* (New York City).
 Maurice E. McMurray, *WJBK-TV national sales mgr.* (N. Y. C.).
 Lewis P. Johnson, *midwest sales director.*
 Wm. E. Kelley, *eastern sales director.*
 Gayle V. Grubb, *west coast sales director* (San Francisco).
 Richard E. Fisher, *program director.*
 Ralph Rust, *TV production manager.*
 George Kenyon, *film manager.*
 Jack LeGoff, *news director.*
 Kenneth H. Boehmer, *promotion & publicity manager.*
 George L. Snyder, *merchandising manager.*
 Paul O. Frincke, *chief engineer.*

DIGEST OF RATE CARD NO. 10
(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA —8-10:30 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$500.00	\$400.00	\$160.00
Class A —7-8 p.m., 10:30-11 p.m., daily.						
1600.00	960.00	640.00	480.00	400.00	320.00	125.00
Class B —6-7 p.m., daily.						
1350.00	810.00	540.00	405.00	337.50	270.00	96.00
Class C —Noon-6 p.m., Sun.						
1200.00	720.00	480.00	360.00	300.00	240.00	85.00
Class D —All other times.						
850.00	510.00	340.00	255.00	213.00	170.00	70.00

Subject to frequency discounts.

WTVS
Detroit

(Ch. 56)

Non-Commercial Educational Station
(Due to Begin Operating in 1955)

Grantee (STA): Detroit Educational Television Foundation Inc., 474 W. Warren Ave.

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne U.; U. of Detroit.

Transmitter: 9345 Lawton Ave.

Telephone: Temple 1-5144.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 219.4-kw visual, 119.4-kw aural. Antenna: 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22' 25", long. 83° 06' 50".

FM Affiliate: WDET-FM, 52 kw, 101.9 mc (No. 270), 320-ft. antenna height.

Ownership: Foundation officials: C. Allen Harlan, pres.; James Cope, v.p.; Mrs. Frank Couzens, treas.; W. E. Stirton, secy. & asst. treas.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by William L. Foss Inc.

Personnel:

William E. Stirton, *secretary.*

WWJ-TV
Detroit

(Ch. 4)

Licensee: Evening News Assn., 622 Lafayette Ave.

Studio: 622 W. Lafayette Ave. **Transmitter:** Greenfield & 10½ Mile Rds.

Telephone: Woodward 2-2000. **TWX No.:** DE 24.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 50.1-kw aural. Antenna: 1010-ft. above av. terrain, 1064-ft. above ground, 1749-ft. above sea level, lat. 42° 28' 59", long. 83° 12' 20".

Network Service: NBC.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC). **FM Affiliate:** WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

(Continued on next page)

Michigan

DETROIT: WWJ-TV—(Continued)

Ownership: Evening News Assn., publisher of *The Detroit News*; Warren S. Booth, pres.

Began Operation: March 4, 1947.

Represented (sales) by George P. Hollingbery Co. (Free & Peters Inc. after Sept. 1).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Edwin K. Wheeler, *general manager*.
 Don DeGroot, *assistant general manager*.
 Henry C. Rogers, *business manager*.
 James Schiavone, *program & production manager*.
 Wendell Parmelee, *national sales manager*.
 Douglas L. Sinn, *assistant sales manager*.
 Glenn Kyker, *sales promotion manager*.
 James F. Clark, *news editor*.
 James Eberle, *public affairs manager*.
 Stephen F. Booth, *publicity manager*.
 E. J. Love, *general engineering manager*.
 Frank Picard, *film manager*.

DIGEST OF RATE CARD NO. 13
(Jan. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—8-10:30 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$500.00	\$400.00	\$160.00
Class A—7-8:00 p.m., 10:30-11 p.m., daily.						
1600.00	960.00	640.00	480.00	400.00	320.00	128.00
Class B—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.						
1400.00	840.00	560.00	420.00	350.00	280.00	112.00
Class C—Noon-6 p.m., Sun.; 6-6:30 p.m., Mon.-Sat.; 11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun.						
1000.00	600.00	400.00	300.00	250.00	200.00	80.00
Class D—10 a.m.-6 p.m., Mon.-Sat.; 10 a.m.-noon, Sun.; 11:15 p.m.-midnight, Mon.-Fri.; 11:30 p.m.-midnight, Sat. & Sun.						
840.00	504.00	336.00	252.00	210.00	168.00	67.20
Class E—All other times.						
700.00	420.00	280.00	210.00	175.00	140.00	56.00

Subject to frequency discounts.

WXYZ-TV Detroit (Ch. 7)

Licensee: WXYZ Inc., 1700 Mutual Bldg.

Studio and Transmitter: Maccabees Bldg.

Telephone: Woodward 3-8321. TWX No.: DE 663.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 460-ft. above av. terrain, 468-ft. above ground, 1097-ft. above sea level, lat. 42° 21' 28.09", long. 83° 03' 55.54".

Network Service: ABC.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC). **FM Affiliate:** WXYZ-FM, 4.1-kw, 101.1 mc (No. 266), 410-ft. antenna height.

Ownership: American Bcstg. Co., 100%, see WABC-TV, New York. WXYZ Inc.; James G. Riddell, pres.

Began Operation: Oct. 9, 1948.

Represented (sales) by Blair TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

James G. Riddell, *president & general manager*.
 John Pival, *v.p. for television*.
 Ralph Dawson, *sales director*.
 Peter Strand, *executive producer*.
 John Lee, *studio manager*.
 Jack Hurford, *operations manager*.
 Robert Baldrice, *director of promotion*.
 Chas. Kocher, *chief engineer*.
 Joe Avesian, *publicity director*.
 Richard Femmel, *news director*.

DIGEST OF RATE CARD NO. 10
(Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$1700.00	\$1020.00	\$793.33	\$680.00	\$566.66	\$425.00	\$325.00	\$130.00
Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun.							
1500.00	900.00	750.00	600.00	450.00	375.00	275.00	125.00
Class B—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.							
1250.00	750.00	625.00	500.00	375.00	312.50	225.00	110.00

Class C—11 p.m.-midnight, daily.							
850.00	510.00	425.00	340.00	255.00	212.50	200.00	100.00
Class D—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.							
750.00	450.00	375.00	300.00	225.00	187.50	150.00	75.00
Class E—All other times.							
600.00	360.00	300.00	240.00	180.00	150.00	100.00	50.00

Subject to frequency discounts.

CKLW-TV Windsor-Detroit (Ch. 9)

Licensee: W. Ontario Bcstg. Co. Ltd., Sandwich & Crawford Sts., Windsor, Ont.

Detroit & Business office: Guardian Bldg.

Studio & Transmitter: Sandwich & Crawford Sts., Windsor.

Telephone: Woodward 1-7200, Detroit. TWX No.: DE 48.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 650-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level, lat. 42° 18' 59", long. 83° 02' 58".

Network Service: CBC, DuMont.

AM Affiliate: CKLW, 50-kw, 800 kc (CBC, MBS). **FM Affiliate:** CKLW-FM, .25-kw, 93.9 mc (No. 230), 414-ft. antenna height.

Ownership: OKLW-TV officers: Harry Sedgwick, chairman; J. E. Campeau, pres.; J. E. Rogers, v.p.; Samuel Rogers, secy.; W. H. Gatfield, treas.

Began Operation: Aug. 30, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & All-Canada Television.

Represented (legal) by Samuel Rogers Q.C., Windsor.

Personnel:

J. E. Campeau, *president & general manager*.
 E. Wilson Wardell, *general sales manager*.
 S. Campbell Ritchie, *operations director*.
 Norman Hawkins, *national sales manager*.
 Arthur MacColl, *film director*.
 Arthur Gloster, *publicity & public relations director*.
 Bruce Chick, *traffic director*.
 W. J. Carter, *engineering director*.

DIGEST OF RATE CARD NO. 1 (U. S. rates)
(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$330.00	\$275.00	\$220.00	\$90.00
Class B—6-7 p.m., Mon.-Sat.; 3-7 p.m., Sun.						
825.00	495.00	330.00	248.00	206.00	165.00	66.00
Class C—5-6 p.m., Mon.-Sat.; noon-3 p.m., Sun.						
688.00	412.00	275.00	206.00	172.00	138.00	55.00
Class D—11 p.m.-midnight, daily; 9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.						
550.00	330.00	220.00	165.00	138.00	110.00	44.00

Subject to frequency discounts.

WJRT Flint (Ch. 12)

(Due to Begin Operating in 1955)

Grantee (STA): WJR, The Goodwill Station Inc., Fisher Bldg., Detroit.

Studio: 2302 Lapeer St. **Transmitter:** Burt & Gasper Rds., 4 mi. NE of Chesaning, Mich.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level lat. 43° 13' 48", long. 84° 03' 24".

AM Affiliate: WJR, Detroit, 50-kw, 760 kc, CBS. **FM Affiliate:** WJR-FM, 24-kw, 96.3 mc (No. 242), 480-ft. antenna height.

Ownership: Mrs. Walton Parker, 52.57% (of which 8.27% is in G. A. Richards trust, 26.12% held by estate of G. A. Richards, deceased husband). There are over 1300 other stockholders, none owns as much as 3%. Officers: John F. Patt, pres., 7%; Worth Kramer, v.p.; F. Sibley Moore, v.p.; William G. Siebert, secy.-treas. Patt owns 14.49% of WINT, Waterloo-Ft. Wayne, Ind.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Worth Kramer, *v.p. & general manager*.
 A. Donovan Faust, *operations manager*.
 Franklin Mitchell, *program director*.
 Clarence W. Jones, *chief engineer*.

ADDITIONAL DATA UNAVAILABLE

WOOD-TV
Grand Rapids
 (Ch. 8)

Licensee: Grandwood Broadcasting Co., 120 College Ave. SE.
 Studio: 120 College Ave. SE. Transmitter: 6101 Five Mile Rd.
 Telephone: 9-4125. TWX No.: GR 281.
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 925-ft. above ground, 1810-ft. above sea level, lat. 43° 02' 37", long. 85° 31' 08".
Network Service: NBC, ABC, DuMont.
AM Affiliate: WOOD, 5-kw, 1300 kc (NBC).
Ownership: Harry M. Bitner, chairman; Harry M. Bitner Jr., pres.; Willard Schroeder, v.p.-secy., 4.98%; Melvin C. Green, treas.; Mrs. Evelyn H. Bitner, director; Leonard Bridge, director; Consolidated TV & Radio Bestrs. Inc., Indianapolis, 95.01%. Same interests own WTCN-TV & WTCN, Minneapolis WFBM-TV & WFBM, Indianapolis, and WFDF, Flint, Mich.
Began Operation: Aug. 15, 1949, as WLAV-TV. Sold to present grantee Sept. 1951 (see *Television Digest*, Vol. 7:19, 38).
Represented (sales) by Katz Agency, Inc.
Represented (legal) by Dempsey & Koplovitz.
Represented (engineering) by Kear & Kennedy.

Personnel:
 Willard Schroeder, *general manager*.
 Frank Sisson, *program director*.
 Art Swift, *sales manager*.
 John H. Clay, *sales service manager*.
 Leonard Bridge, *controller*.
 John Dragomier, *promotion director*.
 Louis Bergenroth, *chief engineer*.
 David Hoyle, *continuity director*.

DIGEST OF RATE CARD NO. 4
 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$950.00	\$570.00	\$380.00	\$333.00	\$238.00	\$180.00	\$90.00
Class A—6-8 p.m., 10:30-11 p.m., daily.						
875.00	525.00	350.00	306.00	219.00	160.00	80.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m., midnight, daily.						
600.00	360.00	240.00	210.00	150.00	110.00	55.00
Class C—All other times.						
400.00	240.00	160.00	140.00	100.00	75.00	37.50

Subject to frequency discounts.

Michigan

WKZO-TV
Kalamazoo
 (Ch. 3)

Licensee: Fetzer Broadcasting Co., 124 W. Michigan Ave.
 Studio: 124 W. Michigan Ave.
 Telephone: 5-2101. TWX No.: KZ 33.
Technical Facilities: Channel No. 3 (60-66 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 1012-ft. above av. terrain, 952-ft. above ground, 1952-ft. above sea level, lat. 42° 24' 57", long. 85° 31' 49".
Network Service: CBS, ABC, DuMont.
AM Affiliate: WKZO, 5-kw, 590 kc (CBS).
Ownership: John E. Fetzer, pres.-treas., 52%; Rhea Y. Fetzer, v.p., 48%. Licensee also operates KOLN-TV, Lincoln, Neb., and radio station WJEF, Grand Rapids, Mich. Also has minority interest in WMBD, Peoria, Ill., TV applicant.
Began Operation: June 1, 1950.
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Dow, Lohnes & Albertson.

Personnel:
 John E. Fetzer, *president*.
 Carl E. Lee, *v.p. & managing director*.
 Donald DeSmit, *sales manager*.
 Robert Dye, *promotion director*.
 Charles T. Lynch, *program director*.
 Carl Collin, *farm director*.
 Len Colby, *news, sports & special events director*.
 Arthur Covell, *chief engineer*.

DIGEST OF RATE CARD NO. 9
 (Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8:39-10:30 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$330.00	\$264.00	\$200.00	\$100.00
Class A—5:59-8:29 p.m., 10:31-11:01 p.m., Mon.-Fri.; 11:59 a.m.-8:29 p.m., 10:31-11:01 p.m., Sat. & Sun.						
950.00	570.00	380.00	313.00	250.00	180.00	90.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 11:01-11:15 p.m., Mon.-Fri.; after 11:01 p.m., Sat. & Sun.						
710.00	426.00	284.00	234.00	187.00	135.00	67.50
Class C—All other times.						
450.00	270.00	180.00	160.00	125.00	85.00	42.50

Subject to frequency discounts.



... shines his
 brightest in ZIV's
 New Traffic Stopping TV series

see pages 370-371



Michigan

WJIM-TV Lansing

(Ch. 6)

Licensee: Gross Telecasting Inc., WJIM Country House.

Studio and Transmitter: Saginaw & Howard Sta.

Telephone: Ivanhoe 2-1333. TWX No.: LG 72.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 440-ft. above av. terrain, 502-ft. above ground, 1340-ft. above sea level, lat. 42° 44' 22", long. 84° 30' 49".

Network Service: ABC, CBS, NBC.

AM Affiliate: WJIM, 25-kw, 1240 kc (NBC-ABC).

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10.6%; Howard Finch, v.p., 1.2%. Mr. Gross also holds 10.593% of Ch. 11 applicant for Toledo, O.

Began Operation: May 1, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harold F. Gross, *president*.
Howard K. Finch, *v.p., program & production*.
Phil Sherck, *film director*.
Charles L. Brady, *technical operations director*.

DIGEST OF RATE CARD NO. 7

(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.; noon-11 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00	\$75.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; noon-5 p.m., Sat.						
600.00	360.00	240.00	210.00	150.00	112.50	56.25
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.						
450.00	270.00	180.00	157.50	112.50	75.00	37.50

Subject to frequency discounts.

WTOM-TV Lansing

(Ch. 54)

Grantee (STA): Inland Bestg. Co., 407 N. Washington Ave.

Studio: 407 N. Washington Ave. Transmitter: Olds Tower Bldg.

Telephone: Ivanhoe 2-1659. TWX No.: LG 16.

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 360-ft. above av. terrain, 378-ft. above ground, 1238-ft. above sea level, lat. 42° 43' 57", long. 84° 33' 15".

Network Service: ABC, DuMont.

Ownership: Leased for two years at \$5000 per month to Inland TV Co. by Lansing Bestg. Co. (Pomeroy family). Inland Officers: Thomas B. Shull, pres.-gen. mgr.; Herbert H. Upton, v.p., 38.46%; J. A. Straus, treas., 38.46%; Jas. C. Hendley, secy., 23.08%.

Began Operation: Aug. 13, 1953.

Represented (sales) by Everett-McKinney Inc.

Personnel:

Thomas B. Shull, *president & general manager*.
L. G. Christian, *commercial director*.
Ed Carson, *program director*.
Ken Borst, *film director*.

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$35.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	26.25	18.75

Subject to frequency discounts.

WKAR-TV East Lansing

(Ch. 60)

Non-Commercial Educational Station

Grantee (STA): Michigan State Board of Agriculture, Michigan State College.

Studio: Michigan State College campus.

Transmitter: Okemos, Mich.

Telephone: Edgewood 2-1511.

WJIM-TV

"Covering more"

...of Michigan than any other TV station!

● Lansing ● Flint

● Saginaw ● Bay City ● Jackson

● Battle Creek ● Grand Rapids

WJIM-TV

Channel 6...Lansing

NBC...CBS...ABC

Edward Petry and Company, Inc.

Technical Facilities: Channel No. 60 (746-752 mc). Authorized power: 205-kw visual, 105-kw aural. Antenna: 980-ft. above av. terrain, 1034-ft. above ground, 1874-ft. above sea level using .6° electrical beam tilt, lat. 42° 42' 08", long. 84° 24' 51". Note: Has filed share-time application for Channel 10, Onondaga, Mich. with Television Corporation of Michigan Inc. Will drop Channel 60 if granted.

AM Affiliate: WKAR, 5-kw, 870 kc. **FM Affiliate:** WKAR-FM, 9.7-kw, 90.5 mc (No. 213) 280-ft. antenna height.

Began Operation: Jan. 13, 1954.

Represented (legal) by Barnes & Nellson.

Represented (engineering) by William L. Foss Inc.

Personnel:

Dr. Armand L. Hunter, *general manager.*
J. D. Davis, *operations manager.*
Ken Richards, *program manager.*
Carl Williams, *film director.*
Linn Towsley, *chief engineer.*

WKNX-TV Saginaw-Bay City

(Ch. 57)

Grantee (STA): Lake Huron Bestg. Corp., 221 S. Washington Ave., Saginaw.

Studio: 221 S. Washington Ave. **Transmitter:** Bridgeport Twp.

Telephone: 3-4471. **TWX No.:** SG 61.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 450-ft. above av. terrain, 459-ft. above ground, 1061-ft. above sea level, lat. 43° 23' 32", long. 83° 55' 32".

Network Service: CBS, ABC.

AM Affiliate: WKNX, 1-kw, 1210 kc.

Ownership: William J. Edwards, pres., 33 $\frac{1}{3}$ %; Alvin M. Bentley (Congressman), v.p., 33 $\frac{1}{3}$ %; Howard H. Wolfe, secy.-treas., 33 $\frac{1}{3}$ %.

Began Operation: April 5, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Cottone & Scheiner.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

William J. Edwards, *president & general manager.*
Alvin M. Bentley, *v.p.*
Howard H. Wolfe, *station manager.*
Robert M. Chandler, *commercial manager.*
Wesley Lambert, *program director.*
John Hagerman, *sales promotion director.*
Max W. Thomas, *director technical operations.*
Lee Purvis, *business manager.*
Otto Allen, *film editor.*
Britton Temby, *news director.*
Boyd Harvey, *asst. news director.*
Jay Otto, *production coordinator.*

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WPBN-TV Traverse City

(Ch. 7)

Grantee (STA): Midwestern Bestg. Co., Paul Bunyan Bldg.

Studio & Transmitter: 3 mi. W. of center of Traverse City.

Telephone: 2700.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 30.9-kw aural. Antenna: 760-ft. above av. terrain, 462-ft. above ground, 1538-ft. above sea level, lat. 44° 46' 32", long. 85° 41' 02". Requests change to 53.6-kw visual, 32.1-kw aural, 761-ft. above av. terrain.

Network Service: NBC.

AM Affiliate: WTCM, .25-kw, 1400 kc (MBS).

Ownership: Les Blederman, pres., 30%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%; Edward Blederman, 22.5%. Also operates WATT, Clam Lake; WATZ, Alpena; WMBN, Bear Creek; WATC, Gaylord, all Michigan radio stations.

Began Operation: July 24, 1954.

Represented (sales) by Hal Holman Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

Les Blederman, *president & general manager.*
John Anderson, *station manager.*
R. E. Detwiler, *commercial manager.*
Wm. H. Kiker, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
\$120.00	\$72.00	\$48.00	\$38.50	\$30.00	\$18.00	\$12.00

Subject to frequency discounts.

MINNESOTA

KMMT

Austin

(Ch. 6)

Grantee (STA): Minnesota-Iowa Television Co., 405-A N. Main St.

Studio and Transmitter: 2.5-mi. S. of Austin on Hwy. No. 105.

Telephone: 8836. **TWX No.:** AUS MINN 369.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 18.5-kw visual, 9.3-kw aural. Antenna: 420-ft. above av. terrain, 445-ft. above ground, 1670-ft. above sea level, lat. 43° 37' 20", long. 92° 59' 22".

Network Service: ABC.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).

Ownership: Harry M. Smith, pres., 16 $\frac{2}{3}$ %; Albert W. Smith, v.p., 16 $\frac{2}{3}$ %; George Wilson, secy.-treas., 16 $\frac{2}{3}$ %; Harold O. Westby, 16 $\frac{2}{3}$ %; Martin Bustad, 16 $\frac{2}{3}$ %; Chester A. Weseman, 16 $\frac{2}{3}$ %. Has agreement with KWWL-TV, Waterloo, Iowa, whereby latter has option to buy KMMT & KAUS.

Began Operation: July 27, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank McIntosh & Assoc.

Personnel:

Gene P. Loffler, *general manager.*
Don Ritland, *farm director.*
Phillip Melone, *technical director.*

DIGEST OF RATE CARD NO. 2

(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5:59-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$30.00	\$18.00
Class B—4:59-5:59 p.m., Mon.-Fri.						
150.00	90.00	60.00	52.50	37.50	25.50	15.30
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	15.00	9.00

Subject to frequency discounts.

KDAL-TV

Duluth-Superior

(Ch. 3)

Grantee (STA): Red River Bestg. Co. Inc., Bradley Bldg., Duluth.

Studio: Bradley Bldg. **Transmitter:** Observation Rd. & 11th St.

Telephone: Randolph 2-4466. **TWX No.:** DU 7019.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 991-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level, lat. 46° 47' 08", long. 92° 07' 15".

Network Service: NBC, ABC.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).

Ownership: Dalton LeMasurier, pres.-treas., 70%; Robert A. Dettman, v.p., 10%; Odin S. Ramsland, v.p., 10%; Charles LeMasurier, 10%. Messrs. Dalton L. Masurier, Dettman & Ramsland each owns 10% of WIRL, Peoria, Ill.

Began Operation: Feb. 19, 1954.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Robert M. Sillman.

Personnel:

Dalton LeMasurier, *president & general manager.*
Odin S. Ramsland, *v.p. & commercial manager.*
John Grandy, *sales manager.*
Earl Henton, *program director.*
Robert Dettman, *v.p. & chief engineer.*

(Continued on next page)

Minnesota

DULUTH-SUPERIOR: KDAL-TV—(Continued) DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	8 Sec.
Class A—6:59-10:15 p.m., Mon.-Sat.; 5:59-10:15 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$113.75	\$81.25	\$65.00	\$32.50
Class B—4-6:59 p.m., 10:15-11 p.m., daily; 1-5:59 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—All other times.						
162.50	97.50	65.00	56.75	40.50	32.50	16.25

Subject to frequency discounts.

WDSM-TV Duluth-Superior (Ch. 6)

Grantee (STA): Northwest Publications Inc., 230 East Superior St., Duluth; 921 Tower Ave., Superior, Wis.

Studios: 230 E. Superior St., Duluth & 921 Tower Ave., Superior.

Transmitter: 5th Ave. W. & 10th St., Duluth.

Telephones: Randolph 7-6875, Duluth; Export 4-4451, Superior. TWX No.: DU 7042.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 791-ft. above av. terrain, 584-ft. above ground, 1828-ft. above sea level, lat. 46° 47' 20", long. 92° 06' 51".

Network Service: CBS, DuMont.

AM Affiliate: WDSM, 5-kw, 710 kc (ABC, MBS).

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes *Duluth Herald-News Tribune*. Ridder also controls WCCO-TV, Minneapolis-St. Paul. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

Rodney A. Quick, v.p. & general manager.
Tom Gavin, general sales manager.
Martin Olson, commercial manager.
Edwin M. Conrad, production manager.
Lew Martin, program director.
Bob Ball, news director.
Lute Mason, sports director.
Jerry Baumann, chief engineer.
Paul Andresen, promotion director.

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10:15 p.m., Mon.-Sat.; 5:59-10:15 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$113.75	\$81.25	\$65.00	\$32.50
Class B—3:59-6:59 p.m., Mon.-Sat.; 10:15-11 p.m., daily; 12:59-5:59 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—All other times.						
162.50	97.50	65.00	56.75	40.50	32.50	16.25

Subject to frequency discounts.

KEYD-TV Minneapolis-St. Paul (Ch. 9)

Grantee (STA): Family Bestg. Corp., Foshay Tower, Minneapolis.

Studio & Transmitter: Foshay Tower.

Telephone: Fillmore 8811. TWX No.: MP 470.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level, lat. 44° 58' 28.2", long. 93° 16' 16.7".

Network Service: DuMont.

AM Affiliate: KEYD, 5-kw, 1440 kc.

Ownership: Minneapolis Tower Co. (Baker Properties, Inc.), 84.3%; Lee L. Whiting, 10%; balance is held by original Family Bestg. Corp. stockholders. Note: Original stockholders have option to buy back up to 49% (with Leslie C. Park holding option for 10%), but Minneapolis Tower will retain 51% control.

Began Operation: Jan. 9, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Lee L. Whiting, general manager.
Raymond Tempenny, asst. general manager.
Robert C. Franssen, operations & program director.
J. Randolph Norris, operation & program director.
Harry Reasoner, news director.
Harvey Headen, chief engineer.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$162.00	\$120.00	\$60.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	108.00	80.00	40.00
Class C—Sign-on-5:30 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	54.00	40.00	20.00

Subject to frequency discounts.

WCCO-TV Minneapolis—St. Paul (Ch. 4)

Licensee: Midwest Radio-Television Inc., Radio City, Minneapolis.

Studio: Radio City, Minneapolis and Dispatch Bldg., St. Paul.

Transmitter: Foshay Tower.

Telephone: Lincoln 0552 and Nestor 8661. TWX No.: MP 2 & MP 36.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level, lat. 44° 58' 30", long. 93° 16' 01".

Network Service: CBS, DuMont.

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (Cowles). Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (*St. Paul Dispatch* and *Pioneer Press*, Ridder newspapers). Minnesota Tribune Co. owns 25.4% of WEMP, Milwaukee. Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; KILO, Grand Fork, N.D.; WDSM, Duluth-Superior. Other Ridder newspapers are *New York Journal of Commerce*, *Duluth Herald* and *News-Tribune*, Aberdeen (S.D.) *American and News*, Grand Fork (N.D.) *Herald*, Long Beach (Cal.) *Press-Telegram* and *Independent*, San Jose (Cal.) *News* and *Mercury*, and owns minority interest in *Seattle Times*. For other interests of Cowles see KVTU, Sioux City, Ia. Note: Minnesota Tribune Co.'s purchase of 80% of KTVH, Hutchinson, Kan. pends FCC approval (*Television Digest*, Vol. 11:28).

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (*Television Digest*, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (*Television Digest*, Vol. 10:45).

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

William J. McNally, chairman of board.
Robert B. Ridder, president.
F. Van Konynenburg, executive v.p. & general manager.
Sherman Headley, asst. manager.
R. N. Ekstrum, sales manager.
Richard Jensen, national sales representative.
Charles D. Miller, production manager.
John M. Sherman, director of engineering.
Gwen Harvey, program director.
Harry Jones, film director.
Gene Godt, publicity & promotion director.
William J. McGinnis, studio engineer.
Neil B. Coll, transmitter engineer.
Don Gillies, merchandising director.
Rollie Johnson, news, sports & special events director.
Arle Haerberle, director of women's activities.
Charles H. Smith, director of research.
Harry Sells, farm director.
H. W. Dornseif, controller.

DIGEST OF RATE CARD NO. 8 (Sept. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7-10 p.m., daily.							
\$1100.00	\$880.00	\$660.00	\$550.00	\$440.00	\$385.00	\$330.00	\$275.00
Class A—6:30-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily.							
900.00	720.00	540.00	450.00	360.00	315.00	270.00	225.00
Class B—6-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., daily.							
700.00	560.00	420.00	350.00	280.00	245.00	189.00	140.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.							
350.00	280.00	210.00	175.00	140.00	123.00	95.00	70.00

Subject to frequency discounts.

WTCN-TV
Minneapolis-St. Paul
 (Ch. 11)

Grantee (STA): Minnesota Television Public Service Corp., West Lake St. at Dean Blvd., Minneapolis.

Studio: West Lake St. at Dean Blvd. **Transmitter:** Foshay Tower, Telephone: Walnut 7-8881. **TWX No.:** MP 540.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 188.7-kw aural. Antenna: 470-ft. above av. terrain. 601-ft. above ground, 1450-ft. above sea level, lat. 44° 58' 28", long. 93° 16' 10".

Network Service: ABC.

AM Affiliate: WTCN, 5-kw (1-kw night), 1280 kc (ABC). **FM Affiliate:** WTCN-FM, 2.45-kw, 97.1 mc (No. 246), 430-ft. antenna height.

Ownership: Consolidated Television & Radio Bestrs. Inc. (Bitner). For other interests see WFBM-TV, Indianapolis.

Began Operation: Sept. 1, 1953 as share-time station with WMINTV, St. Paul. Sale of both time-sharing outlets and radio WTCN to present owners approved by FCC April 6, 1955 (*Television Digest*, Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harry M. Bitner, *president*.
 Miller Robertson, *v.p. and general manager*.
 Fred Kaufman, *program director*.
 David Cole, *TV sales manager*.
 G. E. LaRocque, *promotion director*.
 Paul Severeid, *chief newscaster*.
 Joe Kahnke, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$750.00	\$600.00	\$450.00	\$300.00	\$263.00	\$203.00	\$150.00	\$75.00
Class B—4:30-6:30 p.m., 10:30-11 p.m., daily.							
550.00	440.00	330.00	220.00	193.00	149.00	110.00	55.00
Class C—4-4:30 p.m., 11 p.m.-sign-off, daily.							
300.00	240.00	180.00	120.00	105.00	81.00	60.00	30.00
Class D—Sign-on-4 p.m., daily.							
200.00	160.00	120.00	80.00	70.00	54.00	40.00	20.00

Subject to frequency discounts.

Minnesota

KROC-TV
Rochester
 (Ch. 10)

Licensee: Southern Minnesota Bestg. Co., 100-First Ave. Bldg.

Studio and Transmitter: Highway 14, 2-mi. west of town.

Telephone: 3924.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 93.3-kw visual, 46.8-kw aural. Antenna: 630-ft. above av. terrain, 576-ft. above ground, 1780-ft. above sea level, lat. 44° 01' 27", long. 92° 32' 36".

Network Service: NBC.

AM Affiliate: KROC, 25-kw, 1340 kc (NBC).

Ownership: Agnes P. Gentling, pres., 12.25%; G. David Gentling, v.p. & treas., 8.31%; Calvin A. Smith, secy.; directors L. C. Miller and H. J. Postler; and the following who do not hold office: Gordon P. Gentling, 10.05%; Phillip H. Gentling, 5.9%; Agnes P. Gentling and other trustees, estate of G. P. Gentling, 63.59%. Mr. Miller is a director and owns 25¼% of KAAA, Red Wing, Minn.

Began Operation: July 14, 1953.

Represented (sales) by Meeker TV Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. David Gentling, *general manager*.
 Don Perry, *program director*.
 Willard N. Lampman, *station manager*.
 Warren L. Miller, *general sales manager*.
 Jerry Boyum, *farm director*.
 Robert Cross, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—4:59-5:59 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

BE A TWIN CITIES' FENCE BUSTER

with **WTCN-TV!**



Clinch your share of sales in the important Minneapolis-St. Paul market by batting with WTCN-TV's great line-up of personalities.

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.

Represented Nationally By
 The Katz Agency, Inc.

WTCN-TV Channel 11

Affiliated with WDFB, Flint;
 WOOD AM and TV, Grand
 Rapids; WFBM AM and TV,
 Indianapolis.

"THE STATION OF THE STARS"
 MINNEAPOLIS • ST. PAUL

ABC Network

Minnesota-Mississippi

KSTP-TV St. Paul-Minneapolis (Ch. 5)

Licensee: KSTP Inc., 3415 University Ave., St. Paul.
Studio and Transmitter: 3415 University Ave.
Telephone: Midway 5-2724.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 563-ft. above av. terrain, 571-ft. above ground, 1473-ft. above sea level, lat. 44° 58' 08", long. 93° 12' 20".

Network Service: NBC.

AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Ownership: Stanley E. Hubbard, pres. & director, 55.17%; Kenneth M. Hance, exec. v.p. & treas.; Else Ryberg, secy. Directors: A. G. Bush (Minnesota Mining & Manufacturing Co.); Thomas E. Bragg, 7.26%; Philip A. Du Frene; Stanley S. Hubbard; and the following stockholders not holding office: Siems Bros. Inc., 11.25%; Diddrikke S. Hubbard, 14.06%; Vera S. Bragg, 7.26%; Mrs. Paulette E. Godfrey, 5%. KSTP Inc. holds 23% of KWK-TV, St. Louis. Mr. Bush also owns 50% of WKAI, Macomb, Ill. and KLIL, Estherville, Ia.

Began Operation: April 23, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Stanley E. Hubbard, *president and general manager.*
Kenneth M. Hance, *executive v.p. and treasurer.*
Marvin L. Rosene, *v.p., sales.*
James E. Blake, *national sales manager.*
William P. Davey, *promotion manager.*
Del Franklin, *production supervisor.*
Dick Nesbitt, *sports director.*
William S. Sadler, *chief engineer.*
Ben G. Leighton, *film director.*

DIGEST OF RATE CARD NO. 14 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1200.00	\$720.00	\$480.00	420.00	\$340.00	\$280.00	\$110.00
Class A—6:30-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily.						
900.00	540.00	360.00	315.00	270.00	225.00	90.00
Class B—6-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—5:30-6 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—Sign-on-5:30 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	24.00

Subject to frequency discounts.

MISSISSIPPI

WCBI-TV Columbus (Ch. 4)

(Due to Begin Operating in Fall)

Grantee (STA): Birney Imes Jr., Gilmer Hotel.

Studio & Transmitter: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 538.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 19.8-kw visual, 9.9-kw aural. Antenna: 448-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level, lat. 33° 32' 34", long. 88° 23' 38".

Network Service: CBS, NBC.

AM Affiliate: WCBI, 25 kw, 1340 kc (MBS).

Ownership: Birney Imes Jr., pres., 100%; Mrs. Eunice T. Imes, v.p.; Mrs. Birney Imes Jr., treas. Mr. Imes also operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX, Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Represented (sales) by Joseph Hershey McGillivra Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Bob McRaney, *general manager.*
Tom McFerrin, *chief engineer.*

Base Hour Rate: \$140.00

ADDITIONAL DATA UNAVAILABLE

WJTV Jackson (formerly WSLI-TV) (Ch. 12)

Grantee (STA): Standard Life Bcstg. Co. Inc., Box 8187.

Studio & Transmitter: Robinson Rd. extension, .3-mi. N. of Route 18.

Telephone: 2-6625. **TWX No.:** JN 598.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 700-ft. above av. terrain, 666-ft. above ground, 1045-ft. above sea level, lat. 32° 17' 02", long. 90° 15' 52.5".

Network Service: ABC.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

Ownership: Mississippi Publishers Corp., publishers of *Jackson Clarion Ledger* and *Daily News*, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 47.2% of KALB-TV, Alexandria, La., 33 1/3% of KPLC-TV & KPLC, Lake Charles, La.; has interest in radios KRMD, Shreveport and KRRV, Sherman, Tex. Sepaugh also has 33 1/3% interest in KPLC-TV & KPLC.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (*Television Digest*, Vol. 11:16, 21, 23).

Represented (sales) by Weed Television Corp.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. M. Sepaugh, *general manager.*
Owens F. Alexander, *TV manager.*
William Carlier, *sales manager.*
Fitz Hooton, *film director.*
C. A. Perkins, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WLBT Jackson (Ch. 3)

Grantee (STA): Lamar Life Bcstg. Co., Box 2171.

Studio: 715 S. Jefferson St. **Transmitter:** Red Hill, 5-mi SE of Jackson.

Telephone: 2-2691.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 681-ft. above av. terrain, 589-ft. above ground, 1055-ft. above sea level, lat. 32° 15' 48", long. 90° 06' 22".

Network Service: NBC.

AM Affiliate: WJDX, 5-kw (1-kw night), 620 kc (NBC). **FM Affiliate:** WJDX-FM, 50-kw, 102.9 mc (No. 275), 600-ft. antenna height.

Ownership: Wiley P. Harris, pres., 20%; Fred L. Beard, secy.-treas., 20%; L. E. Alfred, v.p.; Maurice Thompson, v.p., 20%; Peter Koch Lutken, v.p., 20%; William Calvin Wells III, 20%. Mr. Lutken is pres. of Lamar Life Ins. Co.

Began Operation: Dec. 20, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Fred L. Beard, *general manager.*
Frank Gentry, *sales manager.*
Maurice Thompson, *program director.*
Chuck Allen, *promotion director.*
Howard Langfitt, *farm director.*
George Land, *film director.*
Bob Smathers, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class A—5:59-6:59 p.m., 10-11 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class B—Noon-5:59 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WTOK-TV
Meridian

(Ch. 11)

Grantee (STA): Southern Television Corp., Box 1771, Meridian, Miss.

Studio: Southern Bldg.

Transmitter: U.S. Highway 45, 1.8-mi. S of Meridian.

Telephone: 3-1441. **TWX No.:** MERID 281.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 31-kw visual, 15.5-kw aural. Antenna: 580-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level, lat. 32° 19' 40", long. 88° 41' 30". Holds modification of CP for 316-kw visual, 162-kw aural, 560-ft. above av. terrain, 315-ft. above ground. 996-ft. above sea level.

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliates: WTKO, .25-kw, 1450 kc (ABC)

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 18%; Thomas Y. Minniece, secy., 6%; S. A. Rosenbaum, treas., 12%; and the following directors: James H. Skewes, 6.5%; H. M. Minniece, 6%; I. A. Rosenbaum, Jr., 12%; H. K. Griffin; 4 other stockholders, none owns over 5%. Mr. Skewes publishes *Meridian Star*.

Began Operation: Sept. 25, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Robert F. Wright, *president & general manager.*
William B. Crooks, *sales manager.*
Cecil Germany, *traffic manager.*
George E. Shannon, *program director.*
Joe H. Saxon, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(July 15, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-sign off, daily.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WTWW
Tupelo

(Ch. 9)

(Due to Begin Operating in September)

Grantee (STA): Tupelo Citizens Television Co., 553 Main St.

Studio & Transmitter: Beech Spring Rd.

Telephone: 37.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 26.9-kw visual, 13.5-kw aural. Antenna: 370-ft. above av. terrain, 340-ft. above ground, 714-ft. above sea level, lat. 34° 15' 42", long. 88° 40' 18".

Ownership: Frank K. Spain, 35%; Joseph G. Petit, 25%; Walter D. Spain, 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%. Frank Spain is engineering director of WHEN-TV, Syracuse, N.Y.; Mr. Petit is TV development engineer with NBC-TV, N.Y.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Frank K. Spain, *general manager.*
Walter D. Spain, *sales manager.*
Bertha Petit, *program director.*
Miriam Petit, *production director.*
Joseph G. Petit, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Sept. 15, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—All times.					
	\$90.00	\$60.00	\$37.50	\$30.00	\$25.00

MISSOURI

KFVS-TV
Cape Girardeau
(Ch. 12)

Grantee (STA): Hirsch Bcstg. Co., Box 275.

Studio: 324 Broadway. **Transmitter:** 3 mi. NW on U.S. 61.

Telephone: 5-5511.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 892-ft. above ground, 1439-ft. above sea level, lat. 37° 20' 25", long. 89° 35' 21".

Network Service: CBS.

AM Affiliate: KFVS, 1-kw (.5 kw night), 960 kc (MBS).

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, v.p., .66%; David E. Hoche, secy., .66%. Mr. Hirsch also controls KFMO, Flat River, Mo., WKRO, Cairo, Ill., and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by George O. Sutton.

Personnel:

Oscar C. Hirsch, *president & general manager.*
Robert O. Hirsch, *manager of TV operations.*
Jack Ramey, *commercial manager.*

DIGEST OF RATE CARD NO. 2

(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
\$300.00	\$180.00	\$120.00	\$96.00	\$75.00	\$60.00	\$24.00

Subject to frequency discounts.

KOMU-TV
Columbia
(Ch. 8)

Grantee (STA): Curators of the University of Missouri.

Studio & Transmitter: Hwy. 63 South.

Telephone: 2-1122. **TWX No.:** CLBA 597.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 251-kw visual, 126-kw aural. Antenna: 794-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level, lat. 39° 53' 16", long. 92° 15' 48".

Network Service: NBC, ABC, DuMont.

Ownership: University of Missouri. Member of Curators is Lester E. Cox who owns 10% of KOAM-TV, Pittsburg, Kan., and 49% of radio KWTO, Springfield, Mo.

Began Operation: Dec. 20, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Edward C. Lambert, *director of television.*
Claude Ratliff, *station manager.*
John O. Conwell, *sales manager.*
Charles D. Sigsbee, *program manager.*
Frank Tuttle, *promotion manager.*
Phillip E. Berk, *news director.*
William J. Reagan, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—1-5 p.m., 11 p.m.-sign-off, Mon.-Sat.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

Subject to frequency discounts.

KHQA-TV
Hannibal
(Ch. 7)

Grantee (STA): Lee Bcstg. Inc., 510 Maine St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill.

Business & National Sales Office: WCU Bldg., Quincy.

Transmitter: Columbus Rd., Quincy, Ill.

Telephone: Baldwin 2-6200, Quincy; 2762, Hannibal. **TWX No.:** QCY 93.

(Continued on next page)

Missouri

HANNIBAL: KHQA-TV—(Continued)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level, lat. 39° 58' 22", long. 91° 19' 54".

Network Service: CBS, DuMont.

AM Affiliate: WTAD (Quincy), 5-kw, 930 kc (CBS). **FM Affiliate:** WTAD-FM, 27-kw, 99.5 mc (No. 258), 770-ft. antenna height.

Ownership: Lee Radio Inc., 52.254% (interlocking with Lee Bestg. Inc.); Courier-Post Publishing Co., publisher of *Hannibal Courier-Post*, 18.032%; Lee P. Loomis, pres., 2.254%; Herbert R. Ohrt, exec. v.p., 2.356%; E. L. Sparks, v.p.; Walter J. Rothschild, secy.-treas., 963%. Lee Radio Inc. operates KGLO-TV & KGLO, Mason City, Ia. Mr. Loomis also is pres. of Lee Enterprises Inc., stockholder in several Iowa newspapers and *Lincoln (Neb.) Star and Journal* (50% owner of KFAB, Lincoln). Minority interest in WIBA through holdings in *Wisconsin State Journal*, Madison.

Began Operation: Aug. 27, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Walter J. Rothschild, *general & national sales manager*.
Merritt Milligan, *program director & asst. manager*.
Paul Millen, *national sales asst.*
Dick Moore, *promotion director*.
Charles Lotz, *film director*.
Don Nicholson, *news director*.
Dick Faler, *farm director*.
J. E. Gray, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:59-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$40.00	\$20.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; 11:01-11:30 p.m., daily.						
187.50	112.50	75.00	65.60	46.90	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

Hannibal (See Quincy, Ill.)

KRCG Jefferson City (Ch. 13)

Grantee (STA): Jefferson Television Co., Callaway Hills Farm.

Studio: Callaway Hills Farm. **Transmitter:** U. S. Hwy. 54, 2 mi. S of New Bloomfield.

Telephone: 6-6188, 5-3122. **TWX No.:** JFS CY MO 641.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 63.1-kw aural. Antenna: 660-ft. above av. terrain, 573-ft. above ground, 1417-ft. above sea level, lat. 38° 41' 28", long. 92° 05' 43".

Network Service: CBS.

Ownership: Mrs. Betty Goshorn Handy, pres., 97.6%; Robert Blosser, v.p., .6%; Edward J. Schuelein, .6%; Jean Duensing, v.p., .6%; Camille Williams, secy.-treas., .6%. Mrs. Handy holds interest in *Jefferson City Capital News & Post Tribune*, licensee of radio KWOS, Jefferson City.

Began Operation: Feb. 3, 1955.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mrs. Betty G. Handy, *president & general manager*.
Bob Blosser, *asst. general manager*.
Ed Schuelein, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

Subject to frequency discounts.

KSWM-TV

Joplin (Ch. 12)

Grantee (STA): Air Time Inc., 1928 W. 13th St.

Studio & Transmitter: 1928 W. 13th St.

Telephone: Mayfair 3-7260.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 58.9-kw visual, 34.7-kw aural. Antenna: 506-ft. above av. terrain, 440-ft. above ground, 1490-ft. above sea level, lat. 37° 04' 37.4", long. 94° 32' 10.24".

Network Service: CBS.

AM Affiliate: KSWM, .25-kw, 1230 kc (CBS).

Ownership: Austin A. Harrison, pres., 35%; Eleanor F. Harrison, secy.-treas., 26%; H. Van Fleet, v.p., 1.65%; T. J. Cusack, director, 1.65%; Dewitt T. Knight, 1.4%; 13 other stockholders, none owns as much as 5%.

Began Operation: Aug. 26, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Personnel:

Austin Harrison, *president & general manager*.
Ronald Robson, *operations manager*.
D. T. Knight, *sales manager*.
Johnny R. Holmes, *sports director*.

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-11 p.m., daily; noon-5 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—6 a.m.-5 p.m., Mon.-Sat.; 6 a.m.-noon, Sun.; 11 p.m.-midnight, daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

Joplin (See also Pittsburg, Kan.)

KCMO-TV Kansas City (Ch. 5)

Grantee (STA): Meredith Engineering Co., 125 E. 31st St.

Studio & Transmitter: 125 E. 31st St.

Telephone: Jefferson 6789. **TWX No.:** KC 165.

Technical Facilities: Channel No. 5 (76-82 mc). Operating under special temporary authorization with 71.1-kw visual, 42.6-kw aural. Antenna: 1131-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level, lat. 39° 04' 14", long. 94° 34' 59".

Network Service: ABC, DuMont, CBS. (CBS basic after Sept. 27, 1955).

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (ABC; CBS after Dec. 1, 1955). **FM Affiliate:** KCMO-FM, 50-kw, 94.9 mc (No. 235), 760-ft. antenna height.

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohlen, secy.-treas.; Rowland G. Wright, asst. secy. & asst. treas.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N. Y.; KPHO-TV & KPHO, Phoenix, Ariz.; WOW-TV & WOW, Omaha.

Began Operation: Sept. 8, 1953. Sold to present owners Nov. 12, 1953 (*Television Digest*, Vol. 9:40, 46).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. K. Hartenbower, *general manager*.
Karl Troeglen, *technical director*.
Sid B. Tremble, *commercial manager*.
Ken Heady, *program director*.
F. C. Strawn, *promotion director*.
Jim Monroe, *news director*.
T. R. Thompson, *film director*.
C. W. Jackson, *agricultural director*.

DIGEST OF RATE CARD NO. 3 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$200.00	\$100.00

Class A—10-10:30 p.m., daily.	510.00	340.00	297.50	212.50	170.00	85.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.	600.00	360.00	240.00	210.00	150.00	60.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.	500.00	300.00	200.00	175.00	125.00	50.00
Class D—11 p.m.-sign-off, daily.	400.00	240.00	160.00	140.00	100.00	40.00
Class E—Sign-on-9 a.m., daily.	250.00	150.00	100.00	82.50	62.50	25.00

Subject to frequency discounts.

KMBC-TV Kansas City (Ch. 9)

Grantee (STA): KMBC Bcstg. Co., KMBC Bldg., 11th & Central, Kansas City, Mo.

Studio: KMBC Bldg. Transmitter: 5701 E. 22nd St.

Telephone: Harrison 2650. TWX No.: KC181.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1080-ft. above av. terrain, 1025-ft. above ground, 1946-ft. above sea level, lat. 39° 05' 51", long. 94° 35' 04".

Network Service: CBS (ABC after Sept 27, 1955).

AM Affiliates: KMBC, 5-kw, 980 kc (CBS); KFRM, Concordia, Kan., 5-kw, 550 kc (CBS). Note: Both changing to ABC after Dec. 1, 1955.

Ownership: Cook Paint & Varnish Co., 100%. Following officers are stockholders of record, but have no beneficial interests: Lathrop G. Backstrom, 99.4%; Donald D. Davis, pres., .2%; John F. Cash, v.p.-treas., .2%; R. B. Caldwell, secy., .2%.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. (Arthur B. Church); on June 9, 1954, FCC approved merger whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV & KMBC and retained KMBC call letters (*Television Digest*, Vol. 10:17, 20, 24).

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Donald D. Davis, v.p. sales, adv., programming & promotion.

John T. Schilling, v.p. & general manager.

George J. Higgins, v.p. & sales manager.

Morris Greiner, director of TV.

Phil Evans, farm director.

Sam Molen, sports director.

Bea Johnson, women's dept. director.

Edwin L. Dennis, local sales manager.

Genevieve Willock, promotion dept.

Henry Goldenberg, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1953)

	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$540.00	\$369.00	\$288.00	\$216.00	\$180.00	\$90.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.	360.00	240.00	192.00	144.00	120.00	60.00
Class C—5-6 p.m., 11 p.m.-midnight, Mon.-Sun.	300.00	200.00	160.00	120.00	100.00	50.00
Class D—8 a.m.-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.	240.00	160.00	128.00	96.00	80.00	40.00
Class E—Sign-on-8 a.m., daily.	180.00	120.00	96.00	72.00	60.00	30.00

Subject to frequency discounts.

WDAF-TV Kansas City (Ch. 4)

Licensee: The Kansas City Star Co., 1729 Grand Ave.

Studio and Transmitter: 3030 Summit St.

Telephone: Harrison 1200. TWX No.: KC 259 and KC 50.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level, lat. 39° 04' 19", long. 94° 35' 43".

Network Service: NBC.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

Ownership: The Kansas City Star Co., publisher of *The Kansas City Star*; Roy A. Roberts, pres.

Began Operation: Oct. 16, 1949.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Gautney & Jones.

Personnel:

H. Dean Fitzer, managing director.

Bill Bates, station manager.

E. Manne Russo, commercial manager.

Jay Barrington, program director.

Randall Jesse, director of news & special events.

Joseph Flaherty, chief engineer.

DIGEST OF RATE CARD NO. 8 (Jan. 1, 1954)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-10:30 p.m., daily.	\$860.00	\$516.00	\$344.00	\$301.00	\$215.00	\$172.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.	688.00	413.00	275.00	241.00	172.00	138.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.	516.00	310.00	206.00	181.00	129.00	103.00

10 Sec. rate is 50% of announcement rates in all time classifications.

Flat rates, no discounts.

KFEQ-TV St. Joseph (Ch. 2)

Licensee: KFEQ Inc., KFEQ Bldg.

Studio & Transmitter: 40th & Faraon Sts.

Telephone: 3-2528. TWX No.: ZJ 8396.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level, lat. 39° 46' 12", long. 94° 47' 53".

Network Service: CBS, DuMont.

AM Affiliate: KFEQ, 5-kw, 680 kc (MBS).

Ownership: Barton Pitts, pres., 98%; Glenn G. Griswold, treas., 1%; J. Ted Branson, secy., 1%.

Began Operation: Sept. 13, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis.

Personnel:

Barton Pitts, president & general manager.

Glenn Griswold, commercial manager.

Wally Johnson, program manager.

Lafe R. Williams, news editor.

Harold J. Schmitz, farm director.

J. Wesley Koch, chief engineer.

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1953)

	Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:29-10:30 p.m., Mon.-Sat.; 12:59-10:30 p.m., Sun.	\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—All other times.	200.00	160.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

KETC St. Louis (Ch. 9)

Non-Commercial Educational Station

Grantee (STA): St. Louis Educational Television Commission, Millbrook & Big Bend Blvd., Washington U. Campus.

Studio: Millbrook & Big Bend Blvd. Transmitter: Between St. Louis U. High School & Oakland Stadium.

Telephone: Volunteer 3-0995.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 560-ft. above av. terrain, 600-ft. above ground, 1080-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09".

Ownership: Commission officers: Philip Hickey (Supt. of Schools), chairman; Raymond H. Wittcoff, vice chairman; Malcolm Martin, secy.-treas.

Began Operation: Sept. 13, 1954.

Represented (legal) by Martin, Peper & Martin, St. Louis.

Represented (engineering) by Fred O. Grimwood & Co.

Personnel:

Jack Chenoweth, chief engineer.

Missouri

KSD-TV St. Louis (Ch. 5)

Licensee: The Pulitzer Publishing Co., 1111 Olive St.
Studio: 1111 Olive St. **Transmitter:** Post-Dispatch Annex.
Telephone: Main 1-1111. **TWX No.:** SL 480.
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 510-ft. above av. terrain, 544-ft. above ground, 1014-ft. above sea level, lat. 38° 37' 48", long. 90° 11' 47".
Network Service: NBC.
AM Affiliate: KSD, 5-kw, 500-kc (NBC).
Ownership: Same as *St. Louis Post-Dispatch*, Joseph Pulitzer Jr., pres.
Began Operation: Feb. 8, 1947.
Represented (sales) by NBC Spot Sales.
Represented (legal) by Segal, Smith & Hennessey.
Represented (engineering) by A. D. Ring & Co.
Personnel:
 George M. Burbach, *general manager*.
 Guy E. Yeldell, *sales manager*.
 Harold Grams, *program director*.
 David Pasternak, *promotion director*.
 Ed Risk, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—6:30-10:30 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$400.00	\$318.00	\$200.00	\$100.00
Class A—6-6:30 p.m., 10:30-11 p.m., daily.						
1000.00	600.00	400.00	333.00	265.00	175.00	87.50
Class B—9 a.m.-6 p.m., 11 p.m.-midnight, daily.						
600.00	360.00	240.00	200.00	159.00	105.00	52.50
Class C—Midnight-9 a.m., daily.						
333.00	200.00	133.00	111.00	88.00	58.00	29.00

Subject to frequency discounts.

KTVI St. Louis (Ch. 36)

(formerly WTVI on Ch. 54)

Grantee (STA): Signal Hill Telecasting Corp., 5915 Berthold Ave.
Studio & Transmitter: 5915 Berthold Ave.
Telephone: Mission 7-3600.
Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 417-kw visual, 209-kw aural. Antenna: 590-ft. above av. terrain, 592-ft. above ground, 1127-ft. above sea level, lat. 38° 37' 48", long. 90° 17' 08.5".
Network Service: Du Mont, ABC, CBS.
AM Affiliate: None.
Ownership: Paul E. Peltason, pres. & treas., 38.91%; Harry Tenenbaum, v.p. & asst.-treas., 38.91%; 7 others, none holds more than 4%.
Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted to facilities and Ch. 36, acquired from KSTM-TV, off-air (*Television Digest*, Vol. 11:16).
Represented (sales) by Radio-TV Representatives Inc.
Represented (legal) by Sher, Oppenheimer & Harris.
Personnel:
 Paul E. Peltason, *president & general manager*.
 Juby Schainblatt, *operations assistant*.
 Theodore F. Westcott, *program director*.
 James F. Jae Jr., *promotion director*.
 Richard J. Trompeter, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (April 9, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.							
\$400.00	\$240.00	\$160.00	\$132.00	\$100.00	\$60.00	\$46.00	\$26.00
Class B—6-6:30 p.m., 10:30-11 p.m., daily; sign-on-6:30 p.m., Sat. & Sun.							
320.00	192.00	128.00	105.60	80.00	48.00	36.80	20.80
Class C—Sign-on-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.							
240.00	144.00	96.00	79.20	60.00	36.00	27.60	15.60

Subject to frequency discounts.

KWK-TV St. Louis (Ch. 4)

Grantee (STA): KWK Inc., 1215 Cole St.
Studio & Transmitter: 1215 Cole St.
Telephone: Main 1-9100. **TWX No.:** SL 281.
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 521-ft. above av. terrain, 561-ft. above ground, 1029-ft. above sea level, lat. 38° 38' 10", long. 90° 11' 44".
Network Service: CBS, ABC.
AM Affiliate: KWK, 5-kw, 1380 kc (MBS).
Ownership: Robert T. Convey, voting trustee, 28%; 800 North 12th Inc. (formerly KXOK Inc.), 23%; Globe-Democrat Publishing Co. (Newhouse) 23%; KSTP Inc., 23%; Missouri Valley Television stockholders, 3%. KWK Inc. also owns WGTG, Haines City, Fla. For other Newhouse interests see WSYR-TV, Syracuse, N.Y.

Began Operation: July 8, 1954.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Dempsey & Koplovitz.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
 Robert T. Convey, *president & general manager*.
 Ray E. Dady, *v.p. & station director*.
 V. E. Carmichael, *v.p. & sales director*.
 James E. Goldsmith, *sales manager*.
 John W. Tinnea, *executive program director & film buyer*.
 Jack Griffin, *news editor*.
 Dick Kimball, *production coordinator*.
 Dave Allen, *farm director*.
 Fred Mueller, *promotion manager*.
 N. J. Zehr, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$402.00	\$300.00	\$250.00	\$125.00
Class A—6-7 p.m., 10-11 p.m., daily.						
1000.00	600.00	400.00	335.00	250.00	200.00	100.00
Class B—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
750.00	450.00	300.00	250.00	188.00	150.00	75.00
Class C—9 a.m.-4 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 9 a.m.-1 p.m., Sat & Sun.						
500.00	300.00	200.00	167.00	125.00	110.00	55.00
Class D—Midnight-9 a.m., daily.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00

Subject to frequency discounts.

KDRO-TV Sedalia (Ch. 6)

Grantee (STA): Milton J. Hinlein, 2100 W. Broadway.
Studio & Transmitter: 2100 W. Broadway.
Telephone: 4004.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16.2-kw visual, 8.71-kw aural. Antenna: 360-ft. above av. terrain, 321-ft. above ground, 1211-ft. above sea level, lat. 38° 42' 20", long. 93° 15' 13".
AM Affiliate: KDRO, .25-kw, 1490 kc (MBS).
Ownership: Milton J. Hinlein, 100%. Note: Sale of 50% to J. Albert Dear, publisher of *Sedalia Capital and Democrat*, approved May 10, 1955 by FCC. (*Television Digest*, Vol. 11:18, 21).
Began Operation: July 1, 1954.
Represented (sales) by John E. Pearson Television Inc.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Commercial Radio Equipment Co.
Personnel:
 Herb Brandes, *general manager*.
 James Glenn, *sales manager*.
 Bob Klein, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
\$200.00	\$114.00	\$62.00	\$46.00	\$35.00	\$30.00	\$25.00

Subject to frequency discounts.

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

Missouri-Montana

KTTS-TV Springfield (Ch. 10)

Licensee: Independent Bcstg. Co., Chamber of Commerce Bldg.
 Studio: Chamber of Commerce Bldg. Transmitter: Walnut & Jefferson Sts.
 Telephone: 2-7474. TWX No.: SO 8581.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.6-kw visual, 6.31-kw aural. Antenna: 265-ft. above av. terrain, 235-ft. above ground, 1551-ft. above sea level, lat. 37° 12' 24", long. 93° 17' 23". CP for 102-kw visual, 61.7-kw aural, 720-ft. above av. terrain, 671-ft. above ground, 2046-ft. above sea level, lat. 37° 13' 26", long. 93° 14' 33"; transmitter to E. Division St. Rd., 1-mi. E of Springfield.

Network Service: CBS, Du Mont.

AM Affiliate: KTTS, 25-kw, 1400 kc (CBS). FM Affiliate: KTTS-FM, 9.1-kw, 94.7 mc (No. 234), 660-ft. antenna height.

Ownership: J. H. G. Cooper, pres., 54.87% (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v. p., -treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 6.96%; 17 others, none holding as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. Pearson Ward, v.p. & manager.
 William F. Curry, chief engineer.
 Kevin McAndrews, program director.
 Bill Bowers, news editor.
 Bob Burke, national sales manager.
 Jack Lloyd, local sales manager.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00
Class B—Sign-on-6 p.m., Mon.-Fri.					
150.00	90.00	60.00	45.00	30.00	15.00

Subject to frequency discounts.

KYTV Springfield (Ch. 3)

Grantee (STA): Springfield Television Inc., 999 W. Sunshine.

Studio & Transmitter: 999 W. Sunshine.

Telephone: 6-2766. TWX No.: SO 8560.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 557-ft. above ground, 1835-ft. above sea level, lat. 37° 10' 59", long. 93° 18' 11".

Network Service: ABC, NBC.

Ownership: Springfield Newspapers, Inc., 49.866% (publishers of Springfield News and Leader & Press and operators of KGBX, Springfield); Tams Bixby Jr., pres., .033% (general mgr. of Springfield Newspapers); Lester L. Cox, v.p., 24.966%; T. W. Duvall, treas., .033% (pres. of Springfield Newspapers); Lynn E. Bussey, secy., 24.96%. Tams Bixby Jr., with son, owns 70% of Muskogee Phoenix and Times Democrat (KBIX). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Sept. 30, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Ralph L. Stufflebam, co-manager & sales manager.
 Carl Fox, co-manager & program director.
 E. Dennis White, chief engineer.

DIGEST OF RATE CARD NO. 4 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat.; 11 a.m.-11 p.m., Sun.						
\$240.00	\$144.00	\$96.00	\$84.00	\$72.00	\$60.00	\$24.00
Class B—Noon-1 p.m., 4-6 p.m., Mon.-Fri.						
180.00	108.00	72.00	63.00	54.00	45.00	18.00
Class C—All other times.						
120.00	72.00	48.00	42.00	36.00	30.00	12.00

Subject to frequency discounts.

MONTANA

KOOK-TV Billings (Ch. 2)

Grantee (STA): The Montana Network, 7002 S. Billings Blvd. Box 1498.

Studio & Transmitter: 2-mi. ESE of Billings on Westergard Hill.
 Telephone: 9-2382. TWX No.: 60.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 17.5-kw visual, 8.8-kw aural. Antenna: 520-ft. above av. terrain, 199-ft. above ground, 3999-ft. above sea level, lat. 45° 46' 18", long. 108° 28' 00".

Network Service: CBS, DuMont, ABC, NBC.

AM Affiliate: KOOK, 5-kw, 970 kc (CBS).

Ownership: C. L. Crist, pres., 32.46%; J. Carter Johnson, v.p., 31.55%; Jerome Anderson, secy.; Carl O. Hansen, director, 5.33%; R. I. Riedesel, director, 5.33%; Malcolm G. Long, director, 5.33%; Alice C. Holness, 5.33% (as executrix of will of Melvin H. Holness); 9 others, none owns over 3%.

Began Operation: Nov. 9, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by John H. Midlen.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

C. L. Crist, president.
 V. V. Clark, general manager.
 John Conner, commercial manager.
 Edmund Peiss, program & operations director.
 Grant French, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:29-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 10:30-midnight, daily & Sun.; 1-4:59 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00*	12.00

* Min. only; 20 Sec. is \$18.00.
 Subject to frequency discounts.

KXLF-TV Butte (Ch. 6)

Grantee (STA): Television Montana, Box 1988.

Studio & Transmitter: 1681 George St.

Telephone: 2-2696.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 2-kw visual, 1-kw aural. Antenna: 690-ft. above av. terrain, 120-ft. above ground, 5580-ft. above sea level, lat. 46° 00' 00", long. 112° 30' 51".

Network Service: NBC, DuMont, ABC.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Ownership: KXLF, Butte, 58.95%; KXLJ, Helena, 22.68%; KXLQ, Bozeman, 4.39%; KXLL, Missoula, 4.53%; KXLK, Great Falls, 2.27%. Officers: A. T. Hibbard, pres., .05% (owns 10% of KXLJ, KXLK, KXLL); Barclay Craighead, v.p., .05% (owns 58% of KXLK, 15% of KXLJ); E. B. Craney, treas., .1% (owns 49.6% of KXLQ, 49.4% of KXLF, 42% of KXLJ, 30% of KXLL); J. J. Manning, secy., .45% (owns 10% of KXLL). Mr. Craney also owns 46.8% of KXL, Portland.

Began Operation: Aug. 14, 1953.

Represented (sales) by The Walker Representation Co. Inc. (east); Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

E. B. Craney, president & general manager.
 Jim Manning, station manager.
 W. Jake Walker, commercial manager.
 Jack Provis, chief engineer.
 Bob Blush, farm director.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:29-10:31 p.m., Mon.-Sat.; 3:59-10:31 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
75.00	45.00	30.00	26.25	22.50	15.00	7.50

Note: Group discount offered advertisers who use more than one of following: KXLF-TV, Butte; KXLY-AM, Spokane; KXL-AM, Portland, Ore.; Z radio net of Mont. (KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula).

KFBB-TV
Great Falls
 (Ch. 5)

Grantee (STA): Wilkins Broadcast Inc., Box 1139.
Studio & Transmitter: 3-mi. W of city limits on U. S. Hwy. 89-91.
Telephone: 4-4377.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.4-kw visual, 12.6-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 4066-ft. above sea level, lat. 47° 31' 19", long. 111° 23' 18".

Network Service: CBS, DuMont, ABC, NBC.

AM Affiliate: KFBB, 5-kw, 1310 kc (CBS).

Ownership: Joseph P. Wilkins, pres., 50.04%; E. F. Galt, v.p. & secy.-treas., 1.8%; Fairmont Corp., 30.5%; Roy H. Glover, 5% (jointly with wife); Grace M. Hoover, 4.82%; 4 others, none owns as much as 4%. Fairmont Corp. is subsidiary of Anaconda Copper Co. and publishes daily newspapers in Butte, Livingston, Billings and Helena, Mont.

Began Operation: March 19, 1954.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by Weldon & Carr.

Personnel:

Joseph P. Wilkins, *president & general manager.*
 LeRoy Stahl, *station manager.*
 W. C. Blanchette, *commercial manager.*
 Paul Rahders, *program director.*
 Anthony J. Lopuch, *chief engineer.*

DIGEST OF RATE CARD NO. 1
 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily; all day Sun.							
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—All other times.							
112.00	90.00	68.00	48.00	40.00	36.00	25.00	12.00

Subject to frequency discounts.

KGVO-TV
Missoula
 (Ch. 13)

Grantee (STA): Mosby's Inc., 127 E. Main St.

Studio: 127 E. Main St. **Transmitter:** 10 mi. N of Missoula, near Evaro, Mont.

Telephone: 9-4169. **TWX No.:** MS 5.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 38-kw visual, 20.9-kw aural. Antenna: 2030-ft. above av. terrain, 274-ft. above ground, 7124-ft. above sea level, lat. 47° 01' 05", long. 114° 00' 41".

Network Service: ABC, CBS, NBC.

AM Affiliate: KGVO, 5-kw, 1290 kc (CBS).

Ownership: A. J. Mosby, pres., 99.36%; R. G. Mosby, v.p., .54%; Don Bradley, secy., .05%. Also operates radio KANA, Anaconda, Mont.

Began Operation: July 1, 1954.

Represented (sales) by Gill-Perna Inc.; H. Quenton Cox & Assoc. (Portland, Ore.)

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Archer Taylor, Missoula.

Personnel:

A. J. Mosby, *president & general manager.*
 Charles Cromwell, *program director.*
 Hugh Bader, *sales manager.*
 Colleen Hayden, *publicity director.*
 Charles Bloom, *film director.*
 Shirley Fahrman, *traffic manager.*
 Bill Musler, *art director.*
 Tony Rollins, *farm director.*
 Ken Hollingsworth, *supervising engineer.*

DIGEST OF RATE CARD NO. 2
 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., Mon.-Fri.; 1-4:49 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

NEBRASKA

KHOL-TV
Kearney
 (Ch. 13)

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.

Studio & Transmitter: 2.5-mi. E. of Axtell, Neb.

Telephone: Sherwood 3-4541.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 550-ft. above av. terrain, 581-ft. above ground, 2215-ft. above sea level, lat. 40° 29' 43", long. 99° 05' 01". CP for 204-kw visual, 100-kw aural.

Network Service: CBS, DuMont, ABC.

Ownership: F. Wayne Brewster, pres., 44.4%; C. E. Freas Jr., v.p., 13.9%; Harold J. Hamilton, secy.-treas., 5.6%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Brewster Hospital Inc., 22.2%.

Began Operation: Dec. 24, 1953.

Represented (sales) by Meeker TV Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Jack Gilbert, *station manager.*
 A. B. McPhillamy, *sales manager.*
 Fred Kempf, *art director.*
 Marlyn (Moe) Milliken, *production manager.*
 Violet M. Aspegren, *publicity & promotion director.*
 Maurine Eckloff, *traffic manager.*
 Art Eckdaal, *news director.*
 Jack Lewis, *chief engineer.*

DIGEST OF RATE CARD NO. 2
 (May 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$30.00	\$15.00
Class B—5-6 p.m., 10-10:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.							
150.00	90.00	75.00	60.00	52.50	37.50	22.50	11.25
Class C—All other times.							
112.50	67.50	56.50	45.00	40.00	28.50	17.00	8.50

Subject to frequency discounts.

KOLN-TV
Lincoln
 (Ch. 10)

Grantee (STA): Cornhusker Radio & Television Corp., 40th & W Sts.

Studio: 40th & W Sts. **Transmitter:** 6-mi. E. of Beaver Crossing.

Telephone: 6-2367. **TWX No.:** LI 8134.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level, lat. 40° 48' 07", long. 97° 10' 46".

Network Service: CBS, ABC, DuMont.

Ownership: Fetzer Bcstg. Co., see WKZO-TV, Kalamazoo, Mich.

Began Operation: Feb. 10, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954. (*Television Digest*, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

John E. Fetzer, *president.*
 A. James Ebel, *manager.*
 Thomas L. Young, *sales manager.*
 Paul Jensen, *program director.*
 Bill Hemke, *production director.*
 Bill L. Morris, *farm director.*
 Lois Weaver, *women's director.*
 Ray Taylor, *engineering director.*

DIGEST OF RATE CARD NO. 4
 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:29-10:01 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
Class B—4:59-6:29 p.m., Mon.-Sat.; 10:01-10:31 p.m., daily; 12:59-6:29 p.m., Sun.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00

Subject to frequency discounts.

Nebraska

KUON-TV

Lincoln

(Ch. 12)

Non-Commercial Educational Station

Grantee (STA): University of Nebraska, Byron J. Dunn, trustee c/o National Bank of Commerce.

Studio & Transmitter: 40th & W Sts.

Telephone: 2-7631.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 24.8-kw visual, 12.418-kw aural. Antenna: 360-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level, lat. 40° 49' 23", long. 96° 39' 28".

Ownership: Byron J. Dunn is operating station as trustee, with University TV Advisory Committee, until state legislature appropriates funds for actual transfer of facilities to University from Fetzer family for undetermined sum. (*Television Digest*, Vol. 10:45).

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln.

Represented (engineering) by Chief Engineer, KOLN-TV, according to terms of the trust agreement.

Personnel:

George Round, chairman of TV Advisory Committee.
Jack McBride, station director and program director.
Norris Heineman, production director
Bob Schlater, film & promotion director.
Betty Sohl, traffic manager.
Shirley Marsh, home economics specialist.
Rex Messersmith, agricultural specialist.

KMTV

Omaha

(Ch. 3)

Licensee: May Broadcasting Co., 2615 Farnam St.

Studio and Transmitter: 2615 Farnam St.

Telephone: Harney 3333. TWX No.: OM 165.

Technical Facilities: Channel No. 3 (60-66mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 550-ft. above ground, 1720-ft. above sea level, lat. 41° 15' 35", long. 95° 56' 58".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KMA, Shenandoah, Ia., 5-kw, 960 kc (ABC).

Ownership: May Broadcasting Co. 75% (licensee of radio station KMA, Shenandoah, Ia.); Central Bcstg. Co., 25% (owns and operates WOC-TV and WOC, Davenport, Ia., and WHO-TV & WHO, Des Moines). Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; R. H. Sawyer, secy.; Mark Eischeid, treas.; and the following directors: R. M. Gwynn, Gertrude W. May, Ralph Evans, William D. Wagner, J. D. Rankin Jr., Raymond Sawyer, and Owen L. Saddler.

Began Operation: Sept. 1, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Robert M. Sillman.

Personnel:

Edward W. May, president.
Owen Saddler, executive v.p. & general manager.
Arden Swisher, general sales manager.
Frank Peddle, local sales manager.
Glenn E. Harris, general program manager.
Lew Jeffrey, production manager.
Joe H. Baker, director of promotion & merchandising.
Amos E. Eastridge, publicity director.
R. J. Schroeder, chief engineer.
Wally Schwentser, engineering supervisor.

DIGEST OF RATE CARD NO. 9 (May 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$200.00	\$100.00
Class A—6-7 p.m., 9-10 p.m., daily.						
700.00	420.00	280.00	\$245.00	\$175.00	140.00	70.00
Class B—5:30-6 p.m., 10-11 p.m., daily.						
490.00	294.00	196.00	171.50	122.50	98.00	49.00
Class C—Sign-on-5:30 p.m., 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50

Subject to frequency discounts.

WOW-TV

Omaha

(Ch. 6)

Licensee: Meredith WOW Inc., Insurance Bldg.

Studio and Transmitter: 3509 Farnam St.

Telephone: Webster 3400. TWX No.: OM 297.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 580-ft. above av. terrain, 496-ft. above ground, 1696-ft. above sea level, lat. 41° 15' 26", long. 95° 57' 49".

Network Service: NBC, Du Mont.

AM Affiliate: WOW, 5-kw, 590 kc (NBC).

Ownership: Meredith Publishing Co., 1716 Locust St., Des Moines, Ia. Fred Bohlen, pres.; E. T. Meredith, v.p. & gen. mgr.; Payson Hall, director of radio & TV and treas. Meredith WOW Inc. officers: Fred Bohlen, chairman of board; E. T. Meredith, pres.; Frank P. Fogarty, v.p. & gen. mgr.; Payson Hall, v.p. & treas. Other Affiliations: KCMO-TV, Kansas City, Mo.; KPHO-TV, Phoenix, Ariz.; WHEN-TV, Syracuse, N.Y.

Began Operation: July 9, 1949. Sold to present owner Sept. 1951 (see *Television Digest*, Vol. 7:32, 39).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Frank P. Fogarty, v.p. & general manager.
Lyle DeMoss, asst. general manager.
Fred Ebener, sales manager.
J. M. "Willie" Wilson, local sales manager.
Bill McBride, program director.
Robert Froemming, production manager.
William J. Kotera, director of engineering.
Glenn Flynn, chief engineer.
Robert Seitzer, promotion manager.
Frank Kurtz, continuity director.
Mal Hansen, farm director.
James McGaffin, news editor.
William J. Templin, office manager.

DIGEST OF RATE CARD NO. 9 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-9 p.m., daily.						
\$800.00	\$479.00	\$296.00	\$259.00	\$185.00	\$160.00	\$75.00
Class A—6:30-7 p.m., 9-10 p.m., daily.						
700.00	420.00	260.00	227.00	162.00	140.00	70.00
Class B—6-6:30 p.m., 10-10:30 p.m., daily.						
550.00	330.00	220.00	187.00	154.00	108.00	54.00
Class C—10:30-11 p.m., daily; 5:30-6 p.m., Sun.						
420.00	252.00	168.00	134.00	101.00	84.00	42.00
Class D—11 p.m.-sign-off, daily; sign-on-6 p.m., Mon.-Sat.; sign-on-5:30 p.m., Sun.						
225.00	135.00	90.00	79.00	56.00	45.00	22.00

Subject to frequency discounts.

KSTF Scottsbluff

(Ch. 10)

(Satellite of KFBC-TV, Cheyenne, Wyo.)

(Due to Begin Operating in February)

Grantee (STA): Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

Studio: 2923 E. Lincolnway, Cheyenne. Transmitter: 10.25-mi. S of Scottsbluff.

Telephone: 4-4461, Cheyenne.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 600-ft. above av. terrain, 100-ft. above ground, 6500-ft. above sea level, lat. 41° 42' 46", long. 103° 38' 52".

Network Service: Same as KFBC-TV, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Koteen & Burt.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

NEVADA

KLRJ-TV Henderson-Las Vegas

(Ch. 2)

Grantee (STA): Southwestern Publishing Co. Inc., 4850 Henderson Highway.

Studio & Transmitter: 4850 Henderson Highway.

Telephone: Dudley 2-6260. TWX No.: LV 8649.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 12.2-kw visual, 6.3-kw aural. Antenna: 106-ft. above av. terrain, 324-ft. above ground, 2134-ft. above sea level, lat. 36° 07' 50", long. 115° 05' 06".

Network Service: NBC, ABC.

AM Affiliate: KORK, .25-kw, 1340 kc (NBC).

Ownership: Donald W. Reynolds, pres., 75%; A. E. Cahlan, v.p.-treas., 25%. Reynolds also controls KZTV, Reno and KFSA-TV, Fort Smith, Ark. and publishes *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma. For radio interests, see KFSA-TV, Fort Smith, Ark.

Began Operation: Jan 17, 1955.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Bob Gardner, *general manager*.
Rick Williams, *production manager*.
Stanley Sulek, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—All hours, sign-on to sign-off.						
\$225.00	\$135.00	\$90.00	\$67.50	\$45.00	\$30.00	\$22.50

Note: 25% discount if both KLRJ-TV & KZTV, Reno are used.

Subject to frequency discounts.

KLAS-TV Las Vegas

(Ch. 8)

Grantee (STA): Las Vegas Television Inc., Box 711.

Studio and Transmitter: Wilbur Clark's Desert Inn.

Telephone: 7138. TWX No.: LV 8654.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.9-kw visual, 14.4-kw aural. Antenna: 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level, lat. 36° 08' 06", long. 115° 09' 44".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KLAS, .25-kw, 1230 kc (CBS).

Ownership: R. G. Jolley, pres., 49.93%; J. Dewey Solomon, v.p., 10.5%; Herman M. Greenspun, 22.77%; Harvey E. Luce, 2%; A. Norval Solomon, 2.1%; L. W. Mechem, 2.54%; C. H. Huntington, 2.1%; Oran Gragson, 3.33%; George Albright, 2%; William Urga, 2.66%. Mr. Greenspun publishes *Las Vegas Sun*.

Nevada

Began Operation: July 8, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

R. G. Jolley, *president & general manager*.
Marlan Y. Komar, *commercial manager*.
Donald C. Graves, *program director*.
Ken O'Connell, *traffic manager*.
Ralph E. Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—All other times.						
187.50	112.50	75.00	65.50	46.90	37.50	18.75

Subject to frequency discounts.

KZTV Reno

(Ch. 8)

Grantee (STA): Nevada Radio-Television Inc., Box 2448.

Studio & Transmitter: 770 E. 5th St.

Telephone: 3-0721. TWX No.: RE 38.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.63-kw visual, 1.32-kw aural. Antenna: minus 520-ft. above av. terrain, 137-ft. above ground, 4627-ft. above sea level, lat. 39° 31' 58", long. 119° 48' 11".

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: KOLO, 1-kw, 920 kc, CBS.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. For Mr. Reynolds' holdings see KFSA-TV, Fort Smith, Ark.

Began Operation: Sept. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.; Network Representatives Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert L. Hammett.

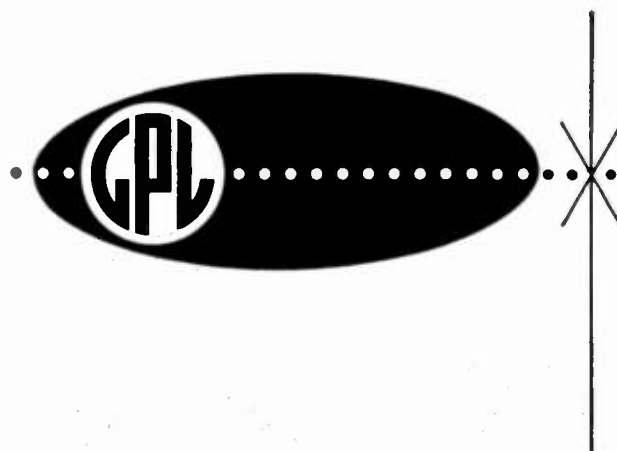
Personnel:

Harry Huey, *general manager*.
Ed Cardinal, *program director*.
Richard Colon, *development director*.
Loren Logan, *film supervisor*.
Thomas Hughes, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$225.00	\$135.00	\$90.00	\$67.50	\$45.00	\$37.50	\$30.00	\$22.50

Subject to frequency discounts.



GPL-WICKES Color TV test equipment

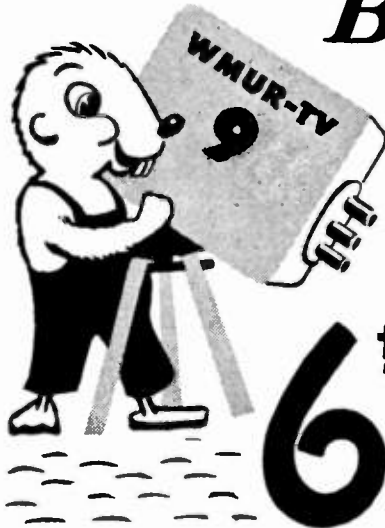
Meets strictest requirements of NTSC systems. Designed for convenience in practical use. Available in complete packages for station conversion or individual units to meet your needs. GPL's Color Consultation Service is at your disposal.

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Pleasantville, New York

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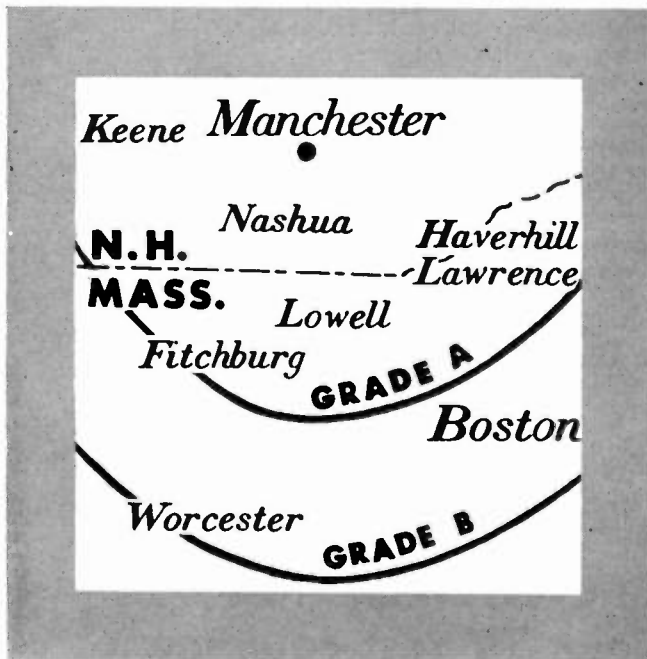
*"Busy as a
Beaver"*



**Beaming
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LARGEST
MARKET**

TOTAL POTENTIAL ON UNDUPLICATED BASIS - 880,000 TV HOMES



WMUR-TV
VHF Channel
MANCHESTER, N. H.

9

ABC Affiliate DuMont

Represented by
WEED TELEVISION CORP.

NEW HAMPSHIRE

**WMUR-TV
Manchester
(Ch. 9)**

Licensee: Radio Voice of New Hampshire Inc., 1819 Elm St.

Studio: WMUR Bldg. Transmitter: Goffstown, N. H.

Telephone: 5-5788. TWX No.: 94.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 112-kw visual, 67.6-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level, lat. 42° 58' 59", long. 71° 35' 19".

Network Service: ABC, DuMont.

AM Affiliate: WMUR, 5-kw (1-kw night), 610 kc (ABC).

Ownership: Francis P. Murphy, pres.-treas., 96.66%; James J. Powers, v.p., 3.33%.

Represented (sales) by Weed Television Corp.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Craven, Lohnes & Colver.

Personnel:

Francis P. Murphy, *president*.
Norman A. Gittleson, *exec. v.p. & general manager*.
Gordon Moore, *national sales manager*.
William Gildersleeve, *program manager*.
Robert Boak, *production supervisor*.
Charles Halle, *chief engineer*.

**DIGEST OF RATE CARD NO. 2
(April 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 11-11:30 p.m., daily.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

NEW JERSEY

**WATV, Newark
(See New York, N.Y.)**

NEW MEXICO

**KGGM-TV
Albuquerque
(Ch. 13)**

Grantee (STA): New Mexico Bestg. Co. Inc., Box 1294.

Studio: 14th & Coal SW. Transmitter: Sandia Crest.

Telephone: 3-4543. TWX No.: AQ 88.

Technical Facilities: Channel No. 13 (210-216 mc). Operating under special temporary authorization with 9.7-kw visual, 4.85-kw aural. Authorized power: 89-kw visual, 45-kw aural. Antenna 4186-ft. above av. terrain, 145-ft. above ground, 10,793-ft. above sea level, lat. 35° 12' 40", long. 106° 26' 57".

Network Service: CBS.

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

Ownership: A. R. Hebenstreit, pres., 62.79%; S. P. Vidal, v.p., 21.18%; N. M. Switzer, secy.-treas.; Gallup-Gamero Coal Co., 5.26%; Maurice Liberman, 5.3%; Clinton P. Anderson, 5.26%; and 3 others less than 1% each. Also owns KVSP, Santa Fe.

Began Operation: Sept. 24, 1953.

Represented (sales) by Weed Television Corp.; Clyde Melville Co. (Southwest).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

New Mexico

Personnel:

A. R. Hebenstreit, *president & general manager.*
 George Morgan, *commercial manager.*
 Bob Van Driel, *program director.*
 Ed Sanchez, *program manager.*
 Vergie Abeyta, *traffic manager.*
 Dick Coleman, *news director.*
 Leonard Dodds, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	ID*
Class A —6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$40.00	\$20.00
Class B —5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 10-10:30 p.m., Sun.-Sat.						
225.00	135.00	90.00	79.00	56.00	30.00	15.00
Class C —All other times.						
150.00	90.00	60.00	52.00	37.00	20.00	10.00

Subject to frequency discounts. *Class AA (7-9:30 p.m., daily): Min. \$50; ID \$25.

KOAT-TV Albuquerque (Ch. 7)

Grantee (STA): Alvarado Television Co. Inc., 122 S.E. Tulane Dr.
Studio: 122 S.E. Tulane Dr. **Transmitter:** U. S. Hwy. 66, 1.75-mi. W of Albuquerque.

Telephone: 5-8716. **TWX. No.:** AQ 187.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 25.1-kw visual, 12-kw aural. Antenna: 540-ft. above av. terrain, 318-ft. above ground, 5993-ft. above sea level, lat. 35° 03' 43", long. 106° 46' 51".

Network Service: ABC, DuMont.

AM Affiliate: KOAT, .25-kw, 1240 kc (ABC).

Ownership: Alvarado Bcstg. Co. Inc., 55.96% (KOAT); Albuquerque Exhibitors Inc., 34.96%. KOAT-TV officers: A. M. Cadwell, pres.; Herbert Wimberly, secy.-treas.; and the following directors: Pearce C. Rodney, owns 3% of KOAT-TV, and J. B. Stephenson, owns 2%. D. F. Prince owns 9.09% of KOAT, also 6.67% of WDIX-

TV, Jackson, Tenn. Note: Has applied for permission to issue new stock, reducing amounts now held by KOAT and Albuquerque Exhibitors to 33% & 30%, respectively (*Television Digest*, Vol. 11:23).

Began Operation: Sept. 28, 1953.

Represented (sales) by John L. McGuire & Co. (Denver).

Represented (legal) by Cohn & Marks.

Represented (engineering) by John H. Mullaney.

Personnel:

A. M. Cadwell, *president.*
 Walter Stiles, *v.p. & general manager.*
 Ted Snider, *national sales manager.*
 Neal Morris, *sales manager.*
 Dick True, *program director.*
 Bill Bozarth, *production & promotion manager.*
 Evelene Wills, *film director.*
 Chuck Stanton, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A —6:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$35.00	\$25.00 \$15.00
Class B —Noon-6:30 p.m., 10 p.m.-midnight, daily.						
110.00	66.00	44.00	36.00	28.00	19.00	14.00 8.00
Class C —Midnight-noon.						
65% of Class B rate.						

Subject to frequency discounts.

KOB-TV Albuquerque (Ch. 4)

Licensee: Albuquerque Broadcasting Co., 1430 Coal Ave. S.W.

Studio: 1430 Coal Ave. S.W. **Transmitter:** Sandia Crest.

Telephone: 3-4411.

(Continued on next page)

KOAT TV

ALVARADO TELEVISION CO. INC.

Channel

Phone 5-8716

KOAT

122 TULANE DR., S. E.



ALBUQUERQUE'S

REPRESENTED NATIONALLY

BY

George P. Hollingbery

Al Cadwell

President

Walter Stiles

Vice-President
General Manager

Ted L. Snider

National Sales Manager

John L. McGuire

Denver National Bank Bldg.
Denver Colorado
Cherry 4-8191

A. B. C.

and

DUMONT

TELEVISION NETWORKS

most powerful
television
station

New Mexico-New York

ALBUQUERQUE: KOB-TV—(Continued)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 10.2-kw visual, 5.13-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt, lat. 35° 12' 42", long. 106° 26' 57".

Network Service: NBC.

AM Affiliate: KOB, 50-kw D, 25-kw N, 770 kc (NBC).

Ownership: Time Inc., 50%; Wayne Coy, pres.-treas., 50%; Weston C. Pullen Jr., v.p.; Grace C. Coy, secy.; Chas. L. Stillman, director. Time Inc. also owns 80% of KTVT, Salt Lake City, with radio KDYL, and 100% of KLZ-TV and KLZ, Denver.

Began Operation: Nov. 29, 1948.

Represented (sales) by Branham Co.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Wayne Coy, *president & general manager.*
George S. Johnson, *chief engineer.*
Rolf S. Nielsen, *sales manager.*
Dorothy Smith, *program director.*
Al Jarrett, *executive producer & sales service director.*
Dallas Wyant, *promotion manager.*
George Morrison, *news director.*
Lawrence Billmaier, *technical operations.*

DIGEST OF RATE CARD NO. 5
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$50.00*	\$25.00*
Class B—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 10-10:30 p.m., daily.						
225.00	135.00	90.00	79.00	56.00	37.50	18.75
Class C—3-5 p.m., Mon.-Fri.; noon-5 p.m., Sat.; 10:30 p.m.-midnight, daily.						
150.00	90.00	60.00	52.50	37.50	25.00	12.50
Class D—All other times.						
100.00	60.00	40.00	35.00	25.00	16.50	8.25

* Class A (6-7 p.m., daily). Also has Class AA (7-10 p.m., daily): Min. \$60, 10 Sec. \$30.
Subject to frequency discounts.

KSWs-TV Roswell (Ch. 8)

Grantee (STA): John A. Barnett, Box 670.

Studio: 1723 W. Second St. **Transmitter:** Comanche Hill, 8-mi. E. of Roswell.

Telephone: 3737.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 905-ft. above av. terrain, 790-ft. above ground, 4540-ft. above sea level, lat. 33° 24' 05", long. 104° 22' 45". Requests 316-kw visual, 160-kw aural, 1000-ft. above av. terrain, 5299-ft. above sea level, lat. 33° 23' 18", long. 103° 47' 05"; transmitter move to 2-mi. S of U. S. Hwy. 380. Requests change to 1786-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level, lat. 33° 22' 32", long. 103° 46' 05"; transmitter to 2.5-mi. S of U. S. Hwy. 380, near Caprock, N. M.

Network Service: NBC, CBS, ABC, DuMont.

AM Affiliate: KSWs, 25-kw, 1230 kc (NBC).

Ownership: John A. Barnett, 100%.

Began Operation: June 18, 1953.

Represented (sales) by Meeker TV Inc.; Clyde Melville (Southwest).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Gautney & Jones.

Personnel:

John A. Barnett, *general manager.*
W. L. Shackelford, *asst. general manager.*
Paul B. McEvoy, *sales director.*
Jack Shafer, *program director.*
Ray Summersgill, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(June 24, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; All day Sun.						
\$150.00	\$90.00	\$60.00	\$37.50	\$20.00	\$15.00	\$10.00
Class B—All time prior to 6 p.m., Mon.-Sat.						
100.00	60.00	40.00	25.00	15.00	10.00	7.50

Subject to frequency discounts.

NEW YORK

WROW-TV Albany

(Ch. 41)

Grantee (STA): Hudson Valley Bestg. Co. Inc., Box 4100.

Studio & Transmitter: North Greenbush, N. Y.

Telephone: 3-2225. **TWX No.:** Troy, NY 373.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 269-kw visual, 138-kw aural. Antenna: 650-ft. above av. terrain, 690-ft. above ground, 810-ft. above sea level, lat. 42° 41' 23", long. 73° 42' 26".

Network Service: CBS, ABC.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (ABC).

Ownership: Lowell Thomas, 15.12%; Frank M. Smith, 20.16% (business mgr. for Thomas); Alger B. Chapman, 11.19%; Edward Elliot, 11.79% (held by wife); Dean Taylor, 6.65% (U.S. Congressman); William J. Casey, 5.89%; Louis H. Gross, 3.19%; remainder held by 17 others, none with more than 3%.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (*Television Digest*, Vol. 10:42, 45).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Thomas S. Murphy, *general manager.*
Harry L. Goldman, *station manager.*
C. G. Pogan, *director of operations.*
Hilda Nauman, *promotion & merchandising manager.*
Marc Edwards, *news director.*
Bob Wallace, *farm director.*
Charles R. Heisler, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(June 1, 1954)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7:15-10:30 p.m., daily.						
\$250.00	\$200.00	\$150.00	\$100.00	\$85.00	\$75.00	\$50.00
Class A—5:30-7:15 p.m., 10:30-11 p.m., daily.						
187.50	150.00	112.50	75.00	65.00	57.00	37.50
Class B—Noon-5:30 p.m., daily.						
125.00	100.00	75.00	50.00	44.00	37.50	25.00
Class C—11 p.m.-signoff, daily.						
100.00	80.00	60.00	40.00	35.00	30.00	20.00

Subject to frequency discounts.

WNBF-TV Binghamton

(Ch. 12)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 400 N. Broad St., Philadelphia, Pa.

Studio: Arlington Hotel. **Transmitter:** Ingraham Hill Rd.

Telephone: 3-7311. **TWX No.** BN 186.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 83.2-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level, lat. 42° 03' 33.5", long. 75° 57' 06".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: WNBF, 5-kw, 1290 kc (CBS).

Ownership: See WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949; sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (*Television Digest*, Vol. 11:11, 19).

Represented (sales) by Bolling Co.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

George Dunham, *general manager.*
A. G. Hubbell, *TV sales manager.*
E. M. Scala, *program director.*
John Turner, *promotion manager.*
L. H. Stantz, *chief engineer.*

DIGEST OF RATE CARD NO. 7
(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	I.D.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$120.00	\$60.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; Noon-5 p.m., Sun.						
450.00	270.00	180.00	135.00	112.50	90.00	45.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00

Subject to frequency discounts.

WBEN-TV

Buffalo

(Ch. 4)

Licensee: WBEN Inc., Hotel Statler.

Studios: Hotel Statler. Transmitter: Colden, N. Y.

Telephone: Mohawk 0930. TWX No.: BU 595.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 54-kw visual, 27-kw aural. Antenna: 1206-ft. above av. terrain, 1001-ft. above ground, 2641-ft. above sea level, lat. 42° 39' 33", long. 78° 37' 38".

Network Service: CBS.

AM affiliate: WBEN, 5-kw, 930 kc (CBS). FM Affiliate: WBEN-FM, 52-kw, 106.5 mc (No. 293), 1320-ft. antenna height.

Ownership: Same as *Buffalo Evening News*.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Edward H. Butler, *president*.

Alfred H. Kirchhofer, *v.p. and secretary*.

C. Robert Thompson, *general manager*.

George R. Torge, *station manager*.

N. J. Malter, *television sales manager*.

Fred Keller, *program director*.

Joseph Haefner, *publicity director*.

Ralph J. Kingsley, *technical director*.

Glenn Beerbower, *asst. technical director in charge of TV*.

John Hutchinson, *executive producer*.

DIGEST OF RATE CARD NO. 7—(April 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—7-11 p.m., daily.							
\$800.00	\$640.00	\$480.00	\$320.00	\$280.00	\$200.00	\$140.00	\$85.00
Class B—5-7 p.m., daily; noon-7 p.m., Sat. & Sun.							
600.00	480.00	360.00	240.00	210.00	150.00	105.00	63.00
Class C—Noon-5 p.m., 11 p.m.-midnight, Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.							
400.00	320.00	240.00	160.00	140.00	100.00	75.00	45.00
Class D—7 a.m.-noon, Mon.-Fri.							
350.00	280.00	210.00	140.00	105.00	84.00	50.00	30.00

Flat rates, no discounts.

WBUF-TV

Buffalo

(Ch. 17)

Grantee (STA): WBUF-TV Inc., 184 Barton St.

Studio & Transmitter: 184 Barton St.

Telephone: Summer 1717. TWX No.: BU 371.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 149-kw visual, 74.5-kw aural. Antenna: 420-ft. above av. terrain, 417-ft. above ground, 1039-ft. above sea level, lat. 42° 50' 03", long. 78° 53' 42". Requests change to 469-kw maximum and 401-kw horizontal visual, 235-kw maximum and 201-kw horizontal aural, 489-ft. above av. terrain, 549-ft. above ground, 1149-ft. above sea level, lat. 42° 57' 15", long. 78° 52' 30"; transmitter to Elmwood Ave., between Hertel & Hinman Aves.

Network Service: ABC, DuMont, CBS, NBC.

Ownership: Sherwin Grossman, pres., 26.03%; Gary L. Cohen, exec. v.p., 26.03%; Irving Cohen, secy.; Harry J. Grossman, treas.; and the following directors: Meyer A. Kahn, 5.17%; Claire Obletz, 2.47%; Harold S. Goldman, 2.25%; Lester Gross, 2.27%. There are 24 other stockholders, none owns over 3.62%. Note: Sale to NBC pending FCC approval (*Television Digest*, Vol. 11:11).

Began Operation: Aug. 17, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sherwin Grossman, *president*.

Gary L. Cohen, *executive vice-president*.

Robert L. Brenner, *commercial manager*.

Frank Fredrics, *news director*.

Ernest E. Retz, *director of operations*.

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$350.00	\$280.00	\$210.00	\$170.00	\$140.00	\$120.00	\$87.50	\$65.00
Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-6 p.m., Sun.							
250.00	200.00	150.00	120.00	100.00	87.50	67.50	55.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.							
175.00	140.00	105.00	85.00	70.00	60.00	44.00	32.50

Subject to frequency discounts.



**THIS MAN REPRESENTS
A TOTAL OF OVER
1,000,000 HOURS
OF TV EXPERIENCE!**

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is—by far—Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by WBEN-TV costs no more.*

in Buffalo-TV dollars count for more on channel 4

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And —WBEN-TV delivers this market as does no other television station.

CBS NETWORK
WBEN-TV
BUFFALO, N. Y.

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

New York

WGR-TV Buffalo (Ch. 2)

Grantee (STA): WGR Corp., Box 66, Buffalo.
Studio: 184 Barton St. **Transmitter:** Hotel Lafayette Penthouse.
Telephone: Summer 7115. **TWX No.:** BU 245.
Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 66.1-kw aural. Antenna: 380-ft. above av. terrain, 436-ft. above ground, 1049-ft. above sea level, lat. 42° 53' 05", long. 78° 52' 22".
Network Service: NBC, DuMont, ABC, CBS.
AM Affiliate: WGR, 5-kw, 550 kc (NBC).
Ownership: Alanson C. Deuel estate (which sold *Niagara Falls Gazette* to Gannett), 25%; George F. Goodyear, chairman and pres., 7.5%; Myron P. Kirk, v.p., 6% (with family); J. Fred Schoellkopf IV, 7.29%; Paul A. Schoellkopf Jr., 7.5% (with family); Seymour H. Knox, director, 7.5% (with family); Arthur Victor Jr., director, 4.5% (with family); J. Eugene McMahon, director, 4.5% (with family); Peter J. Crotty, 4.5% (with family); Norman Joseph, 3.97% (with family); Patrick J. McGroder Jr., 4.5% (with family); Barbara A. Shick, 4%; 19 others, none holding more than 2%.

Began Operation: July 26, 1954.
Represented (sales) by Headley-Reed TV. (Free & Peters Inc. after Sept. 1)
Represented (legal) by Pierson, Ball & Dowd.
Represented (engineering) by Geo. C. Davis.
Personnel:
 George F. Goodyear, *president*.
 Joseph Bernard, *v.p. and general manager*.
 Van DeVries, *program director*.
 Ollie Howard, *local sales manager*.
 G. Paschall Swift, *national sales manager*.
 Warren Rossell, *production director*.
 Walter L. Amidon, *traffic director*.
 Phillip H. Curtis, *promotion manager*.
 Karl B. Hoffman, *v.p. for engineering*.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.						
\$950.00	\$565.00	\$360.00	\$315.00	\$240.00	\$170.00	\$85.00
Class A—7-8 p.m., 10-11 p.m., daily.						
800.00	480.00	320.00	280.00	200.00	140.00	70.00
Class B—5-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	105.00	52.00
Class C—11-11:30 p.m., daily; noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—11:30 p.m.-sign-off, daily; sign-on-noon, Mon.-Fri.						
350.00	210.00	140.00	105.00	84.00	50.00	25.00

Subject to frequency discounts.

WCNY-TV Carthage-Watertown (Ch. 7)

Grantee (STA): The Brockway Co., 120 Arcade St., Watertown, N.Y.
Studio & Transmitter: Champlon Rd., 6 mi. W of Carthage & 9 mi. E of Watertown.
Telephone: Watertown 410; Sales office, Watertown 2930. **TWX No.:** Carthage 430.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 180-kw maximum and 174-kw horizontal visual, 95.9-kw maximum and 91.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using 36 electrical beam tilt, lat. 43° 57' 16", long. 75° 43' 45".
Network Service: CBS, ABC, DuMont.
AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS). **FM Affiliate:** WWNY-FM, 15.4-kw, 100.5 mc (No. 263), 379-ft. antenna height.
Ownership: John B. Johnson, pres. & treas., 75%; Catherine C. Johnson, v.p. & secy.; estate of Jessie R. Johnson, 25%. Also publishes *Watertown Daily Times* and operates WMSA and WMSA-FM, Massena, N.Y.

Began Operation: Oct. 22, 1954.
Represented (sales) by Weed Television Corp., (U. S.); Andy McDermott, (Toronto); Emery G. Richmond, (Montreal).
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by George C. Davis.
Personnel:
 Louis Salf Jr., *general manager*.
 James W. Higgins, *director of TV*.
 Alfred M. Tauroney, *sales manager*.

David M. Graves, *program manager*.
 Glenn H. Hall, *production manager*.
 John A. LaLiberte, *film director*.
 Raymond W. Steele, *art director*.
 John G. Case, *sports editor*.
 Mrs. Loretta Rich, *traffic manager*.
 Maynard B. Davis, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.00	38.00	30.00	15.00

Subject to frequency discounts.

WKNY-TV Kingston (Ch. 66)

Grantee (STA): WKNY-TV Corp., 601 Broadway.
Studio & Transmitter: Rt. 9W, Port Ewen, N. Y.
Telephone: 4500.
Technical Facilities: Channel No. 66 (782-788 mc). Authorized power: 21.4-kw visual, 11.5-kw aural. Antenna: 620-ft. above av. terrain, 641-ft. above ground, 916-ft. above sea level, lat. 41° 53' 07", long. 73° 58' 09". CP for change to Ch. 21, Poughkeepsie and change to 46.5-kw maximum visual, 28.5-kw maximum aural, 623-ft. above av. terrain, 649-ft. above ground, 929-ft. above sea level, lat. 41° 53' 07", long. 73° 58' 39"; transmitter to U. S. Hwy. 9-W, S of Kingston.
Network Service: NBC, CBS, DuMont, ABC.
AM Affiliate: WKNY, .25-kw, 1490 kc (MBS).
Ownership: John K. Close, pres., 12.24%; George W. Smith, treas., 3.25%; Robert M. Peebles, v.p., 1.22%; N. LeVan Haver, secy., 7.34%; Arthur H. Wicks, 9.18%; W. A. H. Birnie, 4.59%; WKNE Corp. (WKNE, TV grantee for Keene, N. H.), 21.42%; 21 others, none with more than 3.25%. Mr. Close owns 71.2% of WKNE.

Began Operation: April 23, 1954.
Represented (sales) by Meeker TV Inc.; Kettell-Carter (New England).
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Craven, Lohnes & Culver.
Personnel:
 Joseph K. Close, *president*.
 Robert M. Peebles, *v.p. & general manager*.
 Robert L. Sabin, *v.p., sales*.
 Irv Rose, *program & production director*.
 Charles B. Edwards, *chief engineer*.
 Harold S. F. Bates, *controller*.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—All hours.					
\$100.00	\$60.00	\$40.00	\$25.00	\$20.00	\$10.00

Subject to frequency discounts.

WABC-TV New York (Ch. 7)

Grantee (STA): American Broadcasting Co., 7 West 66th St.
Studio: 7 W. 66th St. **Transmitter:** Empire State Bldg.
Telephone: Susquehanna 7-5000. **TWX No.:** NY 1-2382.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 55-kw aural. Antenna: 1378-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".
Network Service: ABC.
AM Affiliate: WABC, 50-kw, 770 kc (ABC). **FM Affiliate:** WABC-FM 1.5-kw, 95.5 mc (No. 238), 1271-ft. antenna height.
Ownership: American Broadcasting Co. is a division of American Broadcasting-Paramount Theatres, Inc. (Merger approved by FCC Feb. 9, 1953—See *Television Digest*, Vol. 9:7); Leonard Goldenson, pres. **ABC officers:** Edward I. Noble, chairman; Robert E. Kintner, pres.; Geraldine Zorbaugh, secy. Also owns and operates WBBB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and AM stations WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; also FM stations WXYZ-FM, Detroit; WENR-FM, Chicago; KGO-FM, San Francisco; KABC-FM, Los Angeles.
Began Operation: Aug. 10, 1948.
Represented (sales) by WABC-TV Sales (in N.Y.), Weed Television Corp. (outside N.Y.).
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Kear & Kennedy.

(Continued on page 152)



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 CHANNEL 2

184 Barton Street, Buffalo 13, New York

New York

NEW YORK CITY: WABC-TV—(Continued)

Personnel:

Ted Oberfelder, *v.p. & general manager.*
Lawrence L. Wynn, *sales manager.*
Ardien B. Rodner, *program manager.*
Thomas Martinez, *treasurer.*
Marie Adams, *sales secretary.*
Daniel Norton, *traffic & national spot sales manager.*
George Rice, *film director.*
Stephen Strassberg, *publicity manager.*
Gordon Kunz, *production manager.*
G. Edward Hamilton, *chief engineer.*

DIGEST OF RATE CARD NO. 9 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$3750.00	\$2250.00	\$1500.00	\$1250.00	\$1125.00	\$675.00	\$425.00
Class B—6-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
2812.50	1687.50	1125.00	937.50	843.75	506.25	212.50
Class C—All other times.						
1125.00	675.00	450.00	375.00	337.50	202.50	90.00

Subject to frequency discounts.

WABD New York (Ch. 5)

Licensee: Allen B. DuMont Laboratories Inc., 515 Madison Ave.

Studios: Tele-Centre, 205 E. 67th St., Ambassador Theatre, Adelphi Theatre. Transmitter: Empire State Bldg.

Telephone: Murray Hill 8-2600. TWX No.: NY 1-3840.

Technical Facilities: Channel No. 5 (76-82 mc). Operating under special temporary authorization with 17-kw visual power, 8.91 kw aural. Antenna: 1340-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 09".

Network Service: Du Mont.

AM-FM Affiliates: None.

Ownership: Same as receiver-tube-electronics manufacturing concern of same name at East Paterson, N. J., which is listed on American Stock Exchange (20.1% of stock owned by Paramount Pictures Corp.). Allen B. DuMont, pres.; Stanley F. Patten, v.p.; Paul Raibourn, treas.; Bernard Goodwin, secy. Licensee also owns and operates WTTG, Washington and is applicant for Ch. 5 in Boston.

Began Operation: May 2, 1944.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Personnel:

Ted Bergmann, *managing director.*
Ted Cott, *general manager, owned & operated stations.*
George L. BarenBregge, *local manager.*
David Lowe, *director of programming.*
Lewis E. Arnold Jr., *production supervisor.*
Hank Humphrey, *film manager.*
Rodney D. Chipp, *director of engineering.*
Gerald Lyons, *director of publicity & public relations.*
Shirley S. Godley, *manager of promotion, advertising & merchandising.*
Herman Edel, *asst. manager, promotion, advertising & merchandising.*
Ida Antonazzl, *sales service manager.*
Frank Savage, *news editor.*

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1951)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$2200.00	\$1760.00	\$1320.00	\$1100.00	\$880.00	\$770.00	\$550.00
Min.	20 Sec.	8 Sec.				
\$500.00	\$425.00	\$212.50				
Class B—5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1850.00	1320.00	990.00	825.00	660.00	577.50	412.50
Min.	20 Sec.	8 Sec.				
325.00	275.00	137.50				
Class C—All other times.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
880.00	704.00	525.00	440.00	350.00	308.00	220.00
Min.	20 Sec.	8 Sec.				
175.00	150.00	75.00				

Subject to frequency discounts.

WATV Newark-New York

(Ch. 13)

(New York Metropolitan Area)

Grantee (STA): Bremer Broadcasting Corp., Television Center, 1020 Broad St., Newark, N.J.

Sales Office: 575 Madison Ave., New York.

Studio: Television Center. Transmitter: Empire State Bldg., New York.

Telephone: Mitchell 2-6400, Newark; Plaza 5-1331, New York.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 180-kw visual, 105-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".

AM Affiliate: WAAT, 5-kw (1-kw night), 970 kc. FM Affiliate: WAAT-FM, 13.5-kw, 94.7 mc (No. 234), 540-ft. antenna height.

Ownership: Matthew B. Rosenhaus, chairman, 10.38%; Irving R. Rosenhaus, pres., 21.66%; Frank V. Bremer, v.p., 4.44%; Edmund S. Lennon, v.p.; Emanuel Pollack, secy., 12.96%; Jerome Cossman, treas.; Marcia Brezin, 12.96%; Morton Pollack, 12.96%; Sarah Rosenhaus, 10.83%; and 4 others, none owning more than 4.44%.

Began Operation: Jan. 27, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Irving R. Rosenhaus, *president and general manager.*
Frank V. Bremer, *v.p.*
Edmund S. Lennon, *v.p.*
Edward L. Cossman, *director of sales.*
Sydney Kavaleer, *TV sales manager.*
Herb Green, *program coordinator.*
George Green, *program director.*
Robert Paskow, *film director.*
Ralph Amatrudi, *art director.*
Grace Reese, *traffic director.*
Robert MacDougall, *director of educational activities.*
Lou Frankel, *sales promotion & publicity director.*

DIGEST OF RATE CARD NO. 5 (Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—4-11 p.m., Mon.-Fri.; 2-11 p.m., Sat. & Sun.						
\$2000.00	\$1200.00	\$800.00	\$600.00	\$450.00	\$400.00	\$144.00
Class B—1-4 p.m., Mon.-Fri.; noon-2 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
1500.00	900.00	600.00	450.00	350.00	300.00	108.00
Class C—Noon-1 p.m., Mon.-Fri.; midnight-sign-off, daily; 8 a.m.-noon, Sat. & Sun.						
1000.00	600.00	400.00	300.00	225.00	200.00	72.00
Class D—8 a.m.-noon, Mon.-Fri.						
750.00	450.00	300.00	225.00	175.00	150.00	54.00

Subject to frequency discounts.

WCBS-TV New York (Ch. 2)

Licensee: Columbia Broadcasting System Inc., 485 Madison Ave.

Studios: 485 Madison Ave.

Telephone: Plaza 1-2345. TWX No.: NY 1-3550; NY 1-677.

Technical Facilities: Channel No. 2. (54-60 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 09".

Network Service: CBS.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 mc (No. 266), 1270-ft. antenna height.

Operation: Operated by CBS Television (a division of CBS Inc.); Jack L. Van Volkenburg, pres.; Merle S. Jones, v.p. in charge of CBS owned stations & general services; Craig Lawrence, director of station administration. CBS Television also is responsible for CBS TV network operations and for operation of other TV stations owned by CBS Inc.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange; William S. Paley, chairman of board (stockholdings, 11.15%); Frank Stanton, pres.; Julius F. Brauner, secy.; S. R. Dean, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; WXIX, Milwaukee; CBS Inc. also owns radio stations KCBS, San Francisco; KMOX, St. Louis (TV applicant); WEEL, Boston. Same company also owns 25% of Bing Crosby Enterprises Inc., Los Angeles.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Spot Sales.

Personnel:

Sam Cook Digges, *general manager.*
Clarence Worden, *asst. to the general manager.*
Frank Shakespeare Jr., *general sales manager.*
Haworth White, *business manager.*
Robert G. Patt, *promotion manager.*

Hal Hough, *program director.*
 Dan Gallagher, *asst. program director.*
 Marion Lonsberry, *operations manager.*
 Blaine Littell, *news bureau manager.*
 William C. Lacey, *manager of film department.*
 Robert Fuller, *publicity director.*

DIGEST OF RATE CARD NO. 15
 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class AA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$6500.00	\$3900.00	\$2600.00	\$1700.00	\$850.00
Class A—7-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.						
6250.00	3750.00	2500.00	\$2083.33	\$1875.00	1250.00	625.00
Class B—6-7 p.m., Mon.-Sat.						
4500.00	2700.00	1800.00	1500.00	1350.00	900.00	450.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-midnight, daily.						
3125.00	1875.00	1250.00	1041.67	937.50	600.00	300.00
Class D—Sign-on-9 a.m., midnight-sign-off, daily.						
1500.00	900.00	600.00	500.00	450.00	300.00	125.00

* Class AA (7:59-10:30 p.m., Mon.-Sat.; 6:29-11 p.m., Sun.).
 Class A (7:15-7:59 p.m., Mon.-Fri.; 10:30-11 p.m., Mon.-Sat.;
 6:59-7:59 p.m., Sat.; 5:59-6:29 p.m., Sun.). Class B (5:59-7:15
 p.m., Mon.-Fri.; 5:59-6:59 p.m., Sat.; 11-11:15 p.m., daily).
 Class C (8:59 a.m.-5:59 p.m., 11:15 p.m.-midnight, daily). Class
 D (sign-on-8:59 a.m., midnight-sign-off, daily).
 Subject to frequency discounts.

WOR-TV
New York
 (Ch. 9)

Licensee: General Teleradio Inc., 1440 Broadway.
Studios: Empire State Bldg. & Broadway.
Transmitter: Empire State Bldg.
Telephone: Longacre 4-8000. **TWX No.:** NY 1-587.
Technical Facilities: Channel No. 9 (186-192 mc). Authorized
 power: 129-kw visual, 64.6-kw aural. Antenna: 1240-ft. above av.
 terrain, 1240-ft. above ground, 1290-ft. above sea level, lat. 40°
 44' 55", long. 73° 59' 00".
AM Affiliate: WOR, 50-kw, 710 kc (MBS). FM Affiliate: WOR-FM,
 1.7-kw, 98.7 mc (No. 254), 1260-ft. antenna height.

New York

Ownership: Subsidiary of General Tire & Rubber Co., under 1951
 purchase deal approved by FCC, with R. H. Macy & Co. holding
 10% of stock in General Teleradio (see *Television Digest*, Vol.
 7:41, 46 & 8:3). General Teleradio officers: T. F. O'Neill, pres.;
 J. Glen Taylor, v.p.; Willet H. Brown, v.p.; Gordon Gray, v.p.
 WOR-TV & WOR; Earl M. Johnson, v.p.; Robert A. Schmid,
 v.p.; George N. Steffy, v.p.; Norman S. Knight, v.p.; Harry Tren-
 ner, v.p.; James E. Wallen, v.p. & treas.; John B. Poor, v.p. & gen-
 eral counsel; F. W. Knowlton, secy.; Patrick J. Winkler, gen. auditor.
 General Teleradio operates Mutual Broadcasting System;
 operates Yankee Network (with WNAC, Boston); and Don Lee
 Network (with KHJ, Los Angeles; KFRC, San Francisco). It
 also operates WNAC-TV, Boston, KHJ-TV, Los Angeles, WHBQ-
 TV, Memphis, Tenn. Same interests control WGTH-TV, Hartford
 (*Hartford Times* having 45%); are buying WEAT-TV & WEAT-
 W, Palm Beach, subject to FCC approval (*Television Digest*,
 Vol. 11:27); and have option to buy 40% of Ch. 2 applicant for
 Oakland.

Began Operation: Oct. 5, 1949.

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and
 Chicago Tribune Tower, Chicago; H-R Television Inc. (West
 Coast).

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

T. F. O'Neill, *president.*
 Gordon Gray, *v.p. in charge of WOR & WOR-TV Div.*
 Seymour Handy, *executive assistant.*
 William P. Dix Jr., *director of sales.*
 Robert J. Kolb, *regional sales manager.*
 George R. Jeneson, *sales manager, Midwest.*
 Estelle Hill, *sales service manager.*
 Robert M. Hoffman, *planning & development director.*
 Charles H. Singer, *chief engineer.*
 Robert J. Sullivan, *sales promotion manager.*
 Ivan Reiner, *production manager.*
 Richard A. Jackson, *publicity manager.*
 Irene Moran, *press editor.*
 Ted Steele, *musical director.*

DIGEST OF RATE CARD NO. 7
 (Revised to June 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:29-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$1500.00	\$900.00	\$600.00	\$375.00	\$300.00	\$200.00	\$125.00
Class B—6:30-7:29 p.m., Mon.-Fri.; noon-6 p.m. Sat. & Sun.; 10:30-11 p.m., daily.						
1125.00	675.00	450.00	285.00	225.00	150.00	95.00
Class C—All other times.						
600.00	360.00	240.00	150.00	120.00	80.00	50.00

Subject to frequency discounts.



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super power
316,000 WATTS

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

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published audience
GUARANTEE
 You pay for what you get

watv channel **13**
 NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

New York

WPIX New York (Ch. 11)

Licensee: WPIX Inc., 220 E. 42nd St.
Studio: 220 E. 42nd St. **Transmitter:** Empire State Bldg.
Telephone: Murray Hill 2-6500.
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1405-ft. above av. terrain, 1464-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".
AM-FM Affiliates: None.
Ownership: Same as *New York News*. Interlocking ownership with TV station WGN-TV, Chicago (*Chicago Tribune*).
Began Operation: June 15, 1948.
Represented (sales) by Free & Peters Inc.
Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.
Represented (engineering) by A. D. Ring & Assoc.
Personnel:
 F. M. Flynn, *president*.
 Fred M. Thrower, *v.p. & general manager*.
 Leavitt J. Pope, *asst. to general manager & operations mgr.*
 John Pasterson, *sales manager*.
 Walter Engels, *news & special events manager*.
 L. A. Hollingsworth, *publicity & public relations manager*.
 Keith Culverhouse, *promotion, advertising, research manager*.
 Otis S. Freeman, *chief engineer*.
 T. E. Mitchell, *controller*.

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10:30 p.m., daily.						
\$1500.00	\$900.00	\$600.00	\$500.00	\$450.00	\$360.00	\$240.00
Class B—5:30-7 p.m., 10:30-11 p.m., daily.						
1125.00	675.00	450.00	375.00	338.00	270.00	180.00
Class C—All other times.						
850.00	510.00	340.00	285.00	255.00	170.00	150.00

Subject to frequency discounts.

WRCA-TV New York (Ch. 4)

Licensee: National Broadcasting Co., 30 Rockefeller Plaza.
Studio: 67th St. & Columbus Ave. **Transmitter:** Empire State Bldg.
Telephone: Circle 7-8300. **TWX No.:** NY 1-3773.
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1445-ft. above av. terrain, 1465-ft. above ground, 1490-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10".
Network Service: NBC.
AM Affiliate: WRCA, 50-kw, 660 kc (NBC). **FM Affiliate:** WRCA-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.
Ownership: NBC is wholly owned subsidiary of RCA. NBC owns TV stations WRC-TV, Washington; WNBQ, Chicago; WNBK, Cleveland; KRCA, Los Angeles; and AM stations WRCA, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland, KNBC, San Francisco.
Began Operation: July 1, 1941.
Represented (sales) by NBC Spot Sales.
Personnel:
 Hamilton Shea, *v.p. & general manager*.
 Arthur Hamilton, *production & business affairs manager*.
 Ted Nathanson, *executive producer*.
 Jay J. Heitlin, *sales manager*.
 Steven Krantz, *director of programs*.
 William A. Berns, *news & special events director*.
 Peter Afe, *studio operations manager*.
 Max E. Buck, *director of promotion, adv. & merchandising*.
 Pegeen Fitzgerald, *retail merchandising manager*.
 Don Bishop, *director of publicity*.
 John O'Keefe, *publicity manager*.
 Phil Alamp, *farm director*.
 Fred E. Jackson, *technical operations supervisor*.

DIGEST OF RATE CARD NO. 15 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	* 10 Sec. *
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$8400.00	\$5040.00	\$3360.00	\$2940.00	\$2100.00	\$1400.00	\$690.00
Class A—7-7:30 p.m., Mon.-Sat.						
4500.00	2700.00	1800.00	1575.00	1125.00	1095.00	565.00
Class B—6-7 p.m., Mon.-Sat.						
3500.00	2100.00	1400.00	1225.00	875.00	850.00	420.00

Class C—9 a.m.-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.
 3150.00 1890.00 1260.00 1102.50 787.50 650.00 295.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; midnight-sign-off, daily.
 1850.00 1110.00 740.00 647.50 462.50 350.00 150.00

* Class AAA (7:59-10:30 p.m., Mon.-Sat.; 7:29-10:30 p.m., Sun.); 20 Sec. \$2050, 10 Sec. \$975. Class AA (7:30-7:59 p.m., Mon.-Sat.; 6:59-7:29 p.m., Sun.; 10:30-11 p.m., daily). Class A (7-7:30 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.). Class B (11-11:15 p.m., daily). Class C (5:59-7 p.m., Mon.-Sat.; 5:59-6:29 p.m., Sun.). Class D (3-5:59 p.m., Mon.-Sat.; sign-on-5:59 p.m., Sun.; 11:15 p.m.-sign-off, daily). Class E (Sign-on-3 p.m., Mon.-Sat.).

Subject to frequency discounts, with exception of Class AAA announcements.
 Color—20 Sec. stations break \$500, 10 Sec. \$250 added to regular station-break rate; commissionable.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

WIRI Plattsburgh

(Ch. 5)

Grantee (STA): Great Northern Television Inc., 361 Cornelia St.
Studio & Transmitter: Terry Mt., 7.3-mi W of Peru, N.Y.
Telephone: 3070.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 1205-ft. above av. terrain, 183-ft. above ground, 2264-ft. above sea level, lat. 44° 34' 18.5", long. 73° 40' 53.5".

Network Service: ABC, NBC, DuMont.

Ownership: Carl F. Stohn, pres., 12.75%; Vincent S. Jerry, 21.75%; Dr. E. S. McDowell, 12.75%; Joseph Edelstein, 4.25%; Joel Schele, 4.25%; Armand Mancuso, 4.25%; Cyril Schulman, 4.25%; Harry Schulman, 4.25%; Martin L. Schuman, 4.25%; Emma Zoll, 4.25%; 12 others, none owns over 3%.

Began Operation: Dec. 8, 1954.

Represented (sales) by Joseph Hershey McGillvra Inc.; Andy McDermott (Canada).

Represented (legal) by A. L. Stein.

Represented (engineering) by Craven, Lohnes, & Culver.

Personnel:

Carl F. Stohn Sr., *president & general manager*.
 Al LaFrance, *sales manager*.
 Carl Stohn Jr., *production director*.
 Jas. H. Sharman, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00
Class B—All other times.					
160.00	98.00	64.00	40.00	32.00	16.00

Subject to frequency discounts.

WHAM-TV Rochester

(Ch. 5)

Licensee: Stromberg-Carlson Bestg. Corp., 201 Humboldt St.
Studio: 201 Humboldt St. **Transmitter:** Pinnacle Hill, Brighton.
Telephone: Culver 7240. **TWX No.:** RO 571.
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".
Network Service: NBC, DuMont, ABC.

AM Affiliate: WHAM, 50-kw, 1180 kc (NBC). **FM Affiliate:** WHFM, 20-kw, 98.9 mc (No. 255), 390-ft. antenna height.

Ownership: Subsidiary of General Dynamics Corp. Robert C. Tait, chairman; William Fay, pres.; John W. Kennedy Jr., v.p., Charles W. Pritchard, secy-treas.

Began Operation: June 11, 1949.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

William Fay, *president*.
 John W. Kennedy Jr., *v.p.*
 A. N. Bender, *asst. in TV sales*.
 Charles Clerks, *director of TV sales service*.
 Walton Smith, *promotion & publicity director*.
 Charles W. Silverson, *general program director*.
 Eugene Zacher, *program director for TV*.
 David E. Kessler, *news director*.
 Robert Turner, *sports director*.
 David D. Manning, *film director*.
 George Haefner, *farm director*.
 Kenneth J. Gardner, *director of engineering*.
 George Driscoll, *director of studio engineering*.
 Alfred Balling, *transmitter supervisor*.

DIGEST OF RATE CARD NO. 9
(Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A —7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.					
\$700.00	\$410.00	\$290.00	\$260.00	\$200.00	\$150.00*
Class B —5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.					
525.00	307.50	217.50	195.00	150.00	135.00*
Class C —9 a.m.-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.					
350.00	205.00	145.00	130.00	100.00	80.00*

* **Class A** (6:59-7:59 p.m., 10:01-11:01 p.m., daily). **Class B** (5:59-6:59 p.m., Mon.-Fri.; 12:59-1:59 p.m., Sat. & Sun.). **Class C** (9 a.m.-5:59 p.m., Mon.-Fri.; sign-on-12:59 p.m., Sat. & Sun.; 11:01-11:30 p.m., daily). Also has **Class AA** (7:59-10:01 p.m., daily): \$170.
Subject to frequency discounts.

WHEC-TV
Rochester
(Ch. 10)

Grantee (STA): WHEC Inc., 40 Franklin St.
Studio: 40 Franklin St. **Transmitter:** Pinnacle Hill.
Telephone: Baker 6740. **TWX No.:** RO 461.
Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WVET-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 270-ft. above ground, 950-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".
Network Service: CBS, ABC.
AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).
Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Frank E. Gannett, pres.; Glover DeLaney, v.p.; Paul Miller, v.p. Gannett owns grantee WDAN-TV, Danville, Ill., 45% of WGTH-TV, Hartford, Conn. Gannett Co. owns chain of N.Y. newspapers, including *Rochester Times-Union* and *Democrat & Chronicle*, *Elmira Advertiser & Star Gazette*, *Niagara Falls Gazette*; also publishes *Danville (Ill.) Commercial-News*, *Hartford (Conn.) Times*, and *Plainfield (N.J.) Courier-News*.

Began Operation: Nov. 1, 1953.
Represented (sales) by Everett-McKinney Inc.
Represented (legal) by Dow, Lohnes & Albertson.

Personnel:
Glover DeLaney, v.p. & general manager.
Lowell MacMillan, asst. general manager.
LeMoine Wheeler, general sales manager.
William Adams, program director.
Warren Wightman, production director.
James Reidenbach, film director.
Dorothy Cotton, women's program director.
R. K. Blackburn, technical director.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.*	10 Sec.*
Class A —7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.								
\$600.00	\$480.00	\$360.00	\$300.00	\$240.00	\$200.00	\$180.00	\$120.00	\$40.00

New York

Class B —5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.								
450.00	360.00	270.00	225.00	180.00	150.00	135.00	90.00	30.00
Class C —9 a.m.-5 p.m., 11 p.m.-sign off, Mon.-Fri.; sign on-1 p.m., 11 p.m.-sign off, Sat. & Sun.								
300.00	240.00	180.00	150.00	120.00	100.00	90.00	60.00	20.00

* **Class AA** (7:59-10:01 p.m., daily): Min. or 20 sec., \$140.00; 8 or 10 sec., \$50.00.
Subject to frequency discounts.

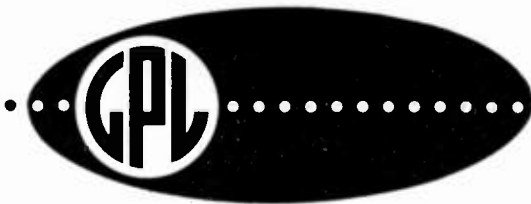
WVET-TV
Rochester
(Ch. 10)

Grantee (STA): Veterans Bestg. Co. Inc., 17 Clinton Ave. S.
Studio: 17 Clinton Ave. S. **Transmitter:** Pinnacle Hill.
Telephone: Hamilton 4820. **TWX No.:** RO 291.
Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WHEC-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".
Network Service: CBS, ABC.
* **AM Affiliate:** WVET, 5-kw, 1280 kc (ABC).
Ownership: Ervin F. Lyke, pres. & treas., 6.7%; Paul C. Louthier, v.p., 1.5%; Grantier Neville, secy., 1.2%. Of 12 other directors, only following own over 4%: Harry W. Bennett, 4.8%; William B. Mallefert, 4.8%; Hal James, 4.8%. Of more than 100 additional stockholders only following own over 3%: Fred W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%.
Began Operation: Nov. 1, 1953.
Represented (sales) by The Bolling Co. Inc.
Represented (legal) by Spearman & Roberson.
Personnel:
Ervin F. Lyke, president & general manager.
Paul C. Louthier, v.p. & program director.
Arthur Murrellwright, general sales manager.
F. Chase Taylor, operations manager.
Arthur V. Cook, film editor.
David Roberts, news director.
Tom Decker, sports director.
Ray Jobes, chief engineer.

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.*	10 Sec.*
Class A —7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.								
\$600.00	\$480.00	\$360.00	\$300.00	\$240.00	\$200.00	\$180.00	\$120.00	\$40.00
Class B —5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.								
450.00	360.00	270.00	225.00	180.00	150.00	135.00	90.00	30.00
Class C —9 a.m.-5 p.m. & 11 p.m.-sign-off, Mon.-Fri.; sign on-1 p.m. & 11 p.m.-sign off, Sat. & Sun.								
300.00	240.00	180.00	150.00	120.00	100.00	90.00	60.00	20.00

* **Class AA** (7:59-10:01 p.m., daily): Min. or 20 sec., \$140.00; 8 or 10 sec., \$50.00.
Subject to frequency discounts.



color program at low cost—with
GPL's Three-Vidicon Color Film Chain

Best color picture quality; yet easily fitted into your present telecine layout. See ad on page 347.

General Precision Laboratory Incorporated
Pleasantville, New York
A subsidiary of General Precision Equipment Corporation

New York

WRGB Schenectady

(Ch. 6)

Licensee: General Electric Co., 1 River Rd.
Studio: 60 Washington Ave. Transmitter: New Scotland, N. Y.
Telephone: 7-2261. TWX No.: SC DY 86.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1620-ft. above sea level, lat. 42° 38' 12", long. 73° 59' 45".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WGY, 50-kw, 810 kc (NBC). FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

Ownership: Licensee is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc. Philip D. Reed, chairman; Ralph J. Cordiner, pres.; Ray H. Luebbe, secy.; John D. Lockton, treas.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by NBC Spot Sales.

Personnel:

R. B. Hanna Jr., *mgr., GE broadcasting stations dept.*
E. W. Welpott, *manager.*
Edwin Scott West, *manager of finance.*
Robert F. Reid, *manager, sales.*
James Q. Cobb, *manager, promotion & publicity.*
A. G. Zink, *manager, programs.*
Caleb Paine, *manager broadcasting services.*
Donald A. Tuttle, *farm director.*
W. J. Purcell, *manager, engineering.*
W. B. Monroe, *operations desk.*

DIGEST OF RATE CARD NO. 8 (July 1, 1954)

Hour	45 Min.	40 Min.	30 Min.	20 Min.
Class A—6-11 p.m., daily.				
\$850.00	\$680.00	\$637.50	\$510.00	\$425.00
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
\$340.00	\$297.50	\$212.50	\$165.00*	\$82.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.				
Hour	45 Min.	40 Min.	30 Min.	20 Min.
550.00	440.00	412.50	330.00	275.00
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
220.00	192.50	137.50	100.00	50.00

Class C—All other times.

Hour	45 Min.	40 Min.	30 Min.	20 Min.
375.00	300.00	281.25	225.00	187.50
15 Min.	10 Min.	5 Min.	Min.	8 Sec.
150.00	131.25	93.75	75.00	37.50

Class D—Announcements (7-11 a.m., Mon.-Fri.): Min. or 20 Sec., \$60; 8 Sec., \$30. * Class AA—7:30-10:30 p.m. daily; Class A—6-7:30 p.m., 10:30-11 p.m. daily.

Subject to frequency discount.

WSYR-TV Syracuse

(Ch. 3)

Licensee: Central New York Broadcasting Corp., 224 Harrison St.
Studios: Syracuse University and 110 Harrison Pl. Transmitter: Sentinel Heights.

Telephone: 3-7111. TWX No.: SS 185.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 597-ft. above ground, 2037-ft. above sea level, lat. 42° 56' 40", long. 76° 07' 08".

Network Service: NBC.

AM Affiliate: WSYR, 5-kw, 570 kc (NBC). FM Affiliate: WSYR-FM, 10-kw, 94.5 mc (No. 233), 480-ft. antenna height.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 4%; William V. Rothrum, v.p.; Samuel I. Newhouse, 87%; Samuel I. Newhouse Jr., 4%; Donald E. Newhouse, 4%. Interlocking ownership with Newhouse newspapers: *Syracuse Post-Standard* and *Herald-Journal*, *Jersey City Journal*, *Newark Star Ledger*, *Long Island Press* and *Star Journal*, *Harrisburg Patriot and News*, *Staten Island Advance*, *Portland Oregonian*, *St. Louis Globe-Democrat*. Central New York Bcstg. also owns 50% of KOIN-TV, Portland, Ore. *St. Louis Globe-Democrat* owns 23% of KWK-TV and KWK, St. Louis. *Harrisburg Patriot and News* owns WTPA, Harrisburg.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

E. R. Vadeboncoeur, *president.*
William R. Alford, Jr., *director of sales.*
Louis B. Switzer, *promotion director.*
William V. Rothrum, *v. p. and program manager.*
Rod Swift, *film editor.*
Albert J. Eicholzer, *chief engineer.*

(Continued on page 158)

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.

New York-North Carolina

SYRACUSE: WSYR-TV—(Continued)

DIGEST OF RATE CARD NO. 8
(Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., Mon.-Sat.; 6 p.m.-7:30 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$150.00	\$65.00
Class B—6-7:30 p.m., Mon.-Sat.						
660.00	396.00	264.00	198.00	165.00	130.00	55.00
Class C—All other times.						
360.00	220.00	140.00	110.00	92.50	72.00	30.00

Subject to frequency discount.

WHEN-TV Syracuse (Ch. 8)

Grantee (STA): Meredith Syracuse Television Corp., 101 Court St. Studio: 101 Court St. Transmitter: .32 miles E. and .34 miles N. of Sentinel Heights & Jim Bull Rds.

Telephone: 74-5711. TWX No.: SS 463.

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 190-kw visual power, 100-kw aural. Antenna: 958-ft. above av. terrain, 554-ft. above ground, 1914-ft. above sea level, lat. 42° 57' 19", long. 76° 06' 34".

Network Service: ABC, CBS, DuMont.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (ABC).

Ownership: Meredith Engineering Co., 100%, subsidiary of Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*. Same interests own KPHO-TV & KPHO Phoenix, WOW-TV & WOW, Omaha & KCMO-TV & KCMO, Kansas City. Meredith Engineering Co. officers: E. T. Meredith Jr., pres.; F. O. Boken, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohlen, secy.-treas.; Payson Hall, v.p., asst. treas. & director of TV-radio. Meredith Syracuse Television Corp. officers: E. T. Meredith, pres.; Paul Adanti, v.p. & general manager; S. Payson Hall, treas.; Frank Furbush, secy.

Began Operation: Dec. 1, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Paul Adanti, v.p. and general manager.
Frederick Menzies, commercial manager.
Gordon J. Alderman, program director.
Robert G. Peel, promotion & publicity manager.
Frank K. Spain, director of engineering.
Donald F. Langhan, technical operations director.

DIGEST OF RATE CARD NO. 8
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$160.00	\$70.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sun.						
490.00	294.00	196.00	172.00	122.00	98.00	45.00
Class C—8:59 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 8:59 a.m.-6 p.m., 11 p.m.-sign-off, Sat.; 8:59 a.m.-1 p.m., 11 p.m.-sign-off, Sun.						
350.00	210.00	140.00	122.00	88.00	70.00	34.00
Class D—All other times.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

Subject to frequency discounts.

WKTV Utica (Ch. 13)

Licensee: Copper City Broadcasting Corp., Smith Hill Rd.

Studio and Transmitter: Smith Hill Rd.

Telephone: Utica 3-0404. TWX No.: UT 34.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 186.8-kw visual, 100-kw aural. Antenna: 790-ft. above av. terrain, 447-ft. above ground, 1647-ft. above sea level, lat. 43° 08' 38", long. 75° 10' 14".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WKAL, Rome, N. Y., .25-kw, 1450 kc (MBS).

Ownership: Same as Kallet Theatres Inc. (movie chain). Myron J. Kallet, pres., 56%; William T. MacNeilly, exec. v. p. & treas., 1.66%; Robert M. Kallet, v. p., 1.66%; Joseph S. Kallet, secy., 6.6%; Eva W. Zophy, asst. treas., .833%; Penn State Realty, 25%; Sidney J. Kallet, 4.06%; and 3 others, none owning over 1.66%. Also owns radio station WKAL, Rome; has 1/5 interest in TV applicant for Buffalo.

Began Operation: Dec. 1, 1949.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Myron J. Kallet, president.
William T. MacNeilly, executive v.p.
Michael C. Fusco, general & commercial manager.
Frank Grunewald, promotion manager.
DeForest T. Layton Jr., chief engineer.

DIGEST OF RATE CARD NO. 6
(April 1, 1954)

Hour	45 Min.	40 Min.	30 Min.	20 Min.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.				
\$475.00	\$380.00	\$356.25	\$285.00	\$237.50
15 Min.				
190.00	166.25	118.75	85.00	30.00
Class B—All other times.				
Hour				
375.00	300.00	281.25	225.00	187.50
15 Min.				
150.00	131.25	93.75	75.00	20.00

Subject to frequency discounts.

NORTH CAROLINA

WISE-TV Asheville (Ch. 62)

Grantee (STA): WISE-TV Inc., 100 College St.

Studio and Transmitter: Scenic Highway, Sunset Mt.

Telephone: 3-5381 (office), 3-4793 (studio). TWX No.: AV 58.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 417-ft. above av. terrain, 140-ft. above ground, 2858-ft. above sea level, lat. 35° 36' 33.5", long. 82° 32' 11.8".

Network Service: NBC, CBS.

AM Affiliate: WISE, 5-kw (1-kw night), 1310 kc (NBC).

Ownership: Harold H. Thoms, pres.-treas., 99%; Meredith S. Thoms, secy., 1%. Mr. Thoms owns 25% interest in radio WAYS, Charlotte and WCOG, Greensboro; and with his wife, M. S. Thoms, 71% of WEAM, Arlington, Va.

Began Operation: July 5, 1953.

Represented (sales) by The Bolling Co. Inc.; Dora-Clayton Agency Inc. (Atlanta).

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George C. Davis.

Personnel:

Harold H. Thoms, general manager.
J. J. Master, sales manager.
Gene Bessette, news director.
John Randolph, chief engineer.

DIGEST OF RATE CARD NO. 1
(June 15, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$150.00	\$120.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00
Class B—All other times.						
90.00	72.00	54.00	36.00	30.00	27.00	18.00

Subject to frequency discounts.

WLOS-TV Asheville (Ch. 13)

Grantee (STA): Skyway Bcstg. Co., Box 2150.

Studio: Battle House, 288 Macon Ave. Transmitter: Atop Mt. Pisgah, 16.7 mi. SW of city.

Telephone: 2-2431. TWX No.: AV 80.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 2850-ft. above av. terrain, 340-ft. above ground, 6089-ft. above sea level, lat. 35° 25' 32.4", long. 82° 45' 25.02".

Network Service: ABC, DuMont.

AM Affiliate: WLOS, 5-kw (1-kw night), 1380 kc (ABC, MBS).

FM Affiliate: 9.2-kw, 104.3 mc (No. 282), 130-ft. antenna height.

Ownership: Charles M. Britt, pres., 12.215%; Charles B. Britt, v.p., 13.89%; Joe H. Britt, 16.848%; over 70 others, none owns more than 6%. Note: Asheville Citizen-Times Co. has option to purchase 31.25% of stock.

Began Operation: Sept. 17, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

North Carolina

Personnel:

Charles B. Britt, *executive v.p.*
James E. Edmonds, *general manager.*
Bradley H. Roberts, *commercial manager.*
Sterling W. Wright, *production director.*
Bob Hensley, *film editor.*
Adelaide Casselberry, *promotion director.*
Margaret Hall, *traffic manager.*
M. D. Hunnicutt, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$50.00	\$25.00
Class B—5-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
180.00	108.00	72.00	54.00	45.00	33.00	16.50
Class C—All other times.						
150.00	90.00	60.00	45.00	37.50	25.00	12.50

Subject to frequency discounts.

WUNC-TV Chapel Hill (Ch. 4)

Non-Commercial Educational Station

Grantees (STA): Consolidated University of North Carolina, Venable Hall, Chapel Hill, N.C.

Studios: Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephone: 8-415, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level, lat. 35° 52' 07", long. 79° 10' 06".

FM Affiliate: WUNC, 15.5-kw. 91.5 mc (No. 218), 135-ft. antenna height.

Ownership: University officials: Gordon Gray, president; William D. Carmichael Jr., v.p., & controller; Harris Furks, v.p., & provost; C. H. Bostian, R. H. House & E. K. Graham, chancellors.

Began Operation: Dec. 27, 1954.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Robert F. Schenckan, *director of television.*
Alan B. MacIntyre, *chief engineer.*
Ralph L. Burgin, *program director, Raleigh.*
David M. Davis, *program director, Greensboro.*
Duff Browne, *program director, Chapel Hill.*

WBTW Charlotte (Ch. 3)

Licensee: Jefferson Standard Broadcasting Co., One Jefferson Place. Studio: One Jefferson Place. Transmitter: Spencer Mt., Gaston County.

Telephone: Edison 3-8833.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1090-ft. above av. terrain, 550-ft. above ground, 1866-ft. above sea level, lat. 35° 17' 50", long. 81° 06' 53".

Network Service: CBS, DuMont, NBC, ABC.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

Ownership: Jefferson Standard Life Insurance Co., 100%; Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v. p. Also owns 100% of WBTW, Florence, S.C.; 16.50% of WFMV-TV, Greensboro, N.C. (through Greensboro News Co.); 100% of radio WBIG, Greensboro; 100% of WBT.

Began Operation: July 15, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Co.

Personnel:

Joseph M. Bryan, *president.*
Charles H. Crutchfield, *executive v.p. & general manager.*
J. Robert Covington, *v.p., sales & promotion.*
Kenneth I. Tredwell Jr., *v.p., programs & public relations.*
Thomas E. Howard, *engineering v.p.*
C. Kenneth Spicer, *controller & asst. secy.*
Wallace Jorgenson, *general sales manager.*
Paul B. Marion, *TV sales manager.*
Lacy S. Sellars, *program supervisor.*
William L. Steele, *night administrator.*
Sam Zurich, *production supervisor.*
Jack Kneil, *news director.*
William Ward, *sports director.*
Nelson Benton, *Carolina news editor.*
John P. Dillon, *promotion supervisor.*
W. Chase Idol Jr., *personnel-public relations.*
Nat Tucker, *film supervisor.*
M. J. Minor, *chief engineer.*

DIGEST OF RATE CARD NO. 9 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$900.00	\$540.00	\$360.00	\$300.00	\$270.00	\$180.00*	\$90.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
675.00	405.00	270.00	225.00	202.50	135.00	67.50
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
450.00	270.00	180.00	150.00	135.00	90.00	45.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
375.00	225.00	150.00	125.00	112.50	75.00	37.50
Class AA (Announcements)—8-10 p.m.; Min., \$225; 10 Sec., \$105.						

*7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun.

Subject to frequency discounts.

WTVD Durham (Ch. 11)

Grantee (STA): Durham Bcstg. Enterprises Inc., Box 2009.

Studio: 1730 Newton Rd. Transmitter: 7 mi. N. of Durham.

Telephone: 22111. TWX No.: DHAM 5098.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 1000-ft. above av. terrain, 783-ft. above ground, 1489-ft. above sea level, lat. 36° 06' 39", long. 78° 58' 19".

Network Service: NBC, ABC.

Ownership: Harmon L. Duncan, pres.-treas., 12.5%; Virginia D. Duncan, 12.5%; J. Floyd Fletcher, v.p.-secy., 24.9%; Mildred M. Fletcher, .1%; Durham Radio Corp. (WDNC), 25%; 60 others, none owns as much as 1%.

Began Operation: Aug. 12, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Harmon L. Duncan, *president & general manager.*
J. Floyd Fletcher, *v.p.*
Ernie Greup, *program manager.*
Mike Thompson, *sales & commercial manager.*
Henry Cronin, *technical director.*
Harry N. Middleton, *production coordinator.*
Dale Baum, *film buyer.*
Clyde Knight, *film director.*
Jewell Lovette, *traffic director.*

DIGEST OF RATE CARD NO. 3 (August 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
337.50	202.50	135.00	101.25	84.40	67.50	33.75
Class C—1-5 p.m., 11 p.m.-midnight, daily.						
225.00	135.00	90.00	67.50	56.25	45.00	22.50
Class D—Midnight-1 p.m., daily.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00

Subject to frequency discounts.

WFLB-TV Fayetteville (Ch. 18)

Grantee (STA): Fayetteville Bcstrs. Inc., Box 512.

Studio & Transmitter: Bragg Blvd., near Westmont Dr.

Telephone: 2-7136. TWX No.: FYTVL 5002.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 13.2-kw visual, 7.41-kw aural. Antenna: 350-ft. above T. D. Hatcher, 11.2%; J. B. Stein, 11.2%; R. B. Minges, 11.2%.

Network Service: CBS, NBC.

AM Affiliate: WFLB, 25-kw, 1490 kc (ABC).

Ownership: Harry B. Stein, pres., 11.2%; L. W. Allen, exec. v.p., 10.4%; Neil A. Currie Jr., v.p., 11.2%; W. M. K. Bender, secy.-treas., 11.2%; John W. Hensdale, 11.2%; John D. Currie, 11.2%; T. D. Hatcher, 11.2%; J. B. Stein, 11.2%; R. B. Minges, 11.2%.

Began Operation: July 15, 1955.

(Continued on next page)

North Carolina

FAYETTEVILLE: WFLB-TV—(Continued)

Represented (sales) by Adam Young Television Corp.
 Represented (legal) by Koteen & Burt.
 Represented (engineering) by Commercial Radio Equipment Co.
Personnel:
 L. W. Allen, *exec. v.p. & general manager.*
 Wm. B. Belche, *sales manager.*
 Marvin Rosenburg, *program director.*
 J. D. Goodrich, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$41.25	\$30.00	\$20.00
Class B—All other times.						
112.50	67.50	45.00	39.38	28.13	22.50	15.50

Subject to frequency discounts.

WFMY-TV Greensboro

(Ch. 2)

Licensee: Greensboro News Co., 200 N. Davie St.
 Studio and Transmitter: Phillips Ave. & White St.
 Telephone: 4-0114. TWX No.: GN 347.
Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level, lat. 36° 05' 59", long. 79° 45' 47".
Network Service: CBS, ABC, DuMont.
AM-FM Affiliates: None.
Ownership: Greensboro News Co., 100%, publisher of *Greensboro Daily News and Record*; Jefferson Standard Life Insurance Co., owner of WBTB & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee.

Began Operation: Sept. 22, 1949.
Represented (sales) by Harrington, Righter & Parsons Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
 Gaines Kelley, *general manager.*
 Joe E. Lake, *commercial manager.*
 Gomer R. Lesch, *program director.*
 Jack Wiggins, *film director.*
 William E. Neill, *chief engineer.*

DIGEST OF RATE CARD NO. 7
(July 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.							
\$650.00	\$390.00	\$325.00	\$260.00	\$227.50	\$195.00	\$130.00	\$65.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, Sat.							
450.00	270.00	225.00	180.00	157.50	135.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, Sun.-Fri.							
300.00	180.00	150.00	120.00	105.00	90.00	60.00	30.00
Class D—Sign-on-9 a.m., Mon.-Fri.							
200.00	120.00	100.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

WNCT Greenville

(Ch. 9)

Grantee (STA): Carolina Bcstg. System Inc., Box 898.
 Studio & Transmitter: S. Evans St. extended, 2-mi. S. of city limits
 Telephone: 6181. TWX No.: GNVL NC 8701.
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 93-kw visual, 56-kw aural. Antenna: 860-ft. above av.

terrain, 873-ft. above ground, 943-ft. above sea level, lat. 35° 34' 15", long. 77° 22' 49". CP for 316-kw visual, 158-kw aural, 860-ft. above av. terrain.

Network Service: ABC, CBS, DuMont, NBC.

Ownership: Earl McD. Westbrook, pres., 24.6%; Josh Horne, v.p., 10%; Penn T. Watson, v.p., 10%; John H. Adams, v.p., 5.4%; A. Hartwell Campbell, secy., 5.7%; Mrs. John H. Adams, treas., 5.4%; directors: William S. Wellons, 1.1%; W. H. Woolard, 1.1%; Mrs. Elizabeth G. Swindell. Others owning more than 1%: *Wilson Daily Times*, 10%; Fred Jones, 5.4%; Mrs. Mary Jones, 8.7%. Remaining voting stock held by 28 other individuals. Mr. Horne publishes *Rocky Mount Evening Telegram*; Mrs. Swindell is business mgr. of *Wilson Times*.

Began Operation: Dec. 22, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
 A. Hartwell Campbell, *manager.*
 John G. Clark Jr., *commercial manager.*
 Mrs. M. J. Laughinghouse, *business manager.*
 Eck Wall, *program director.*
 Joe Reaves, *production manager.*
 David W. Mosler, *promotion director.*
 Malcolm Nicholson, *film editor.*
 Hank Tribbley, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—8-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 12:30-6:30 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—Noon-6 p.m., Mon.-Sat.						
187.50	112.50	75.00	65.03	46.88	37.50	18.75
Class D—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

Subject to frequency discount.

WNAO-TV Raleigh

(Ch. 28)

Grantee (STA): Sir Walter Television Co., 2128 Western Blvd.
 Studio: 2128 Western Blvd. Transmitter: Asbury, N.C.
 Telephone: 2-0321.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 182-kw visual, 102-kw aural. Antenna: 460-ft. above av. terrain, 346-ft. above ground, 851-ft. above sea level, lat. 35° 47' 29", long. 78° 44' 24".

Network Service: CBS, ABC, DuMont.

AM Affiliate: WNAO, 10-kw (5-kw night), 850 kc (ABC). **FM Affiliate:** WNAO-FM, 30-kw, 96.1 mc (No. 241), 420-ft. antenna.

Ownership: The following officers and stockholders hold the following interests: John W. English, pres., 12.5%; Frank A. Daniels, v.p. (as officer for the *Raleigh News & Observer and Times*, the actual owners), 12.5%; Mrs. Lydia McBrier Jarecki, 1st v.p., 12.5%; Thomas Watters, v.p., 3.125%; James R. McBrier, treas., 12.5%; George J. Mead, secy., 12.5% of the preferred. Directors: John J. Boland Jr., 12.5%; James B. Donovan, 6.25%. Stockholders: Marie Watters, 3.125%; Jean Devine Jarecki, 12.5%; Mary Evelyn Mead & John J. Boland Jr. as trustees, 12.5%. Ownership interlocks with WSEE, Erie, Pa. George J. Meade is co-publisher of *Erie Times*.

Began Operation: July 6, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes and Culver.

Personnel:
 John H. Bone, *general manager.*
 Pete Miller, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; noon-10:30 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00



TRAFFIC STOPPING!



See news of ZIV's NEW SMASH TV DRAMA . . . on Pages 370-371

WMFD-TV
Wilmington
(Ch. 6)

Grantee (STA): WMFD-TV Inc., 225 Princess St.
Studio: 225 Princess St. **Transmitter:** New River Rd.
Telephone: 3-4666. **TWX No.:** WM61.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 26.9-kw aural. Antenna: 385-ft. above av. terrain, 358-ft. above ground, 385-ft. above sea level, lat. 34° 13' 31", long. 77° 59' 17".
Network Service: NBC, ABC, DuMont.
AM Affiliate: WMFD, 1-kw, 630 kc (ABC).
Ownership: R. A. Dunlea, pres., 60%; Dan D. Cameron, v.p., 33%; Louise M. Dunlea, director, 2%; Mrs. D. V. Mitton, 4%.
Began Operation: April 8, 1954.
Represented (sales) by Weed Television Corp.; Robert S. Keller Inc. (network sales only).
Represented (legal) by Stephen Tuhy Jr.
Represented (engineering) by A. D. Ring & Assoc.

Personnel:
Richard A. Dunlea, *president.*
Richard A. Dunlea Jr., *manager.*
Claud Oshields, *sales manager.*
Wayne Jackson, *promotion & publicity director.*
Clint Long, *program manager & production manager.*
Al Compton, *farm director.*
Bob West, *news director.*
Bob Caudle, *sports director.*
E. I. Herring, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$34.00	\$19.00
Class B—All other times.						
150.00	90.00	60.00	52.00	37.00	26.00	17.00

Subject to frequency discounts.

WSJS-TV
Winston-Salem
(Ch. 12)

Grantee (STA): Triangle Bcstg. Corp., 419-421 N. Spruce St.
Studio: 419-421 N. Spruce St.
Transmitter: Sauratown Mt., 7-mi. N of King, N. C.
Telephone: 5-2311. **TWX No.:** W SAL 370.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 2000-ft. above av. terrain, 692-ft. above ground, 3107-ft. above sea level, lat. 36° 22' 31", long. 80° 22' 27".
Network Service: NBC.
AM Affiliate: WSJS, 5-kw, 600 kc (NBC). **FM Affiliate:** WSJS-FM, 42-kw, 104.1 mc (No. 281), 160-ft. antenna height.
Ownership: Piedmont Publishing Co. (Gordon Gray, pres.), 66 $\frac{2}{3}$ %; Mary Pickford Rogers, 18 $\frac{1}{3}$ %; Charles (Buddy) Rogers, 15%. Triangle Bcstg. Corp. officers: William K. Hoyt, pres.; W. Harold Essex, exec. v.p. & treas.; Wm. P. Sandridge, secy. Piedmont Pub. Co. publishes *Winston-Salem Journal* and *Twin City Sentinel*.
Began Operation: Sept. 29, 1953.
Represented (sales) by Headley-Reed TV.
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.
Represented (engineering) by Craven, Lohnes & Culver.

Personnel:
Harold Essex, *exec. v.p. & general manager.*
Harry B. Shaw, *sales manager.*
John Comas, *program manager.*
Robert C. Estes, *production manager.*
Phil Hedrick, *operations manager.*
Carl Wiegold, *film manager.*
Isabel Shaffer, *film librarian.*
P. O. Carver Jr., *news director.*
Harvey Dinkins, *farm director.*

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.						
350.00	210.00	140.00	105.00	87.50	70.00	35.00
Class C—All other times.						
225.00	135.00	90.00	67.50	56.25	45.00	22.50

Subject to frequency discounts.



Opening ceremonies dedicating expanded facilities at the High Point Furniture Building . . . in the heart of WSJS-TV coverage . . . where the world's greatest concentration of furniture manufacturing boosts the big buying power of the dynamic WSJS-TV market.

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WSJS
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WINSTON-SALEM, N. C.

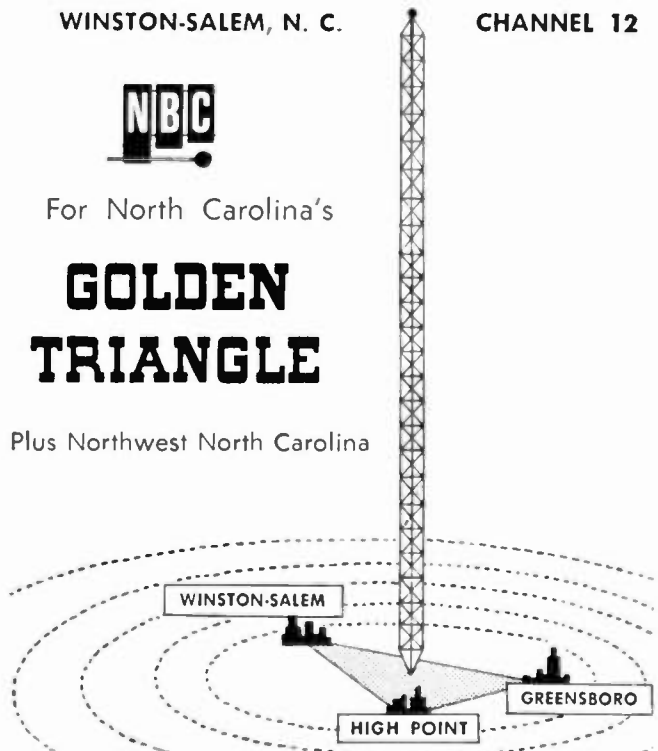
CHANNEL 12



For North Carolina's

GOLDEN TRIANGLE

Plus Northwest North Carolina



"The Golden Triangle Station"

Headley-Reed—Rep.

North Carolina - North Dakota

WTOB-TV Winston-Salem (Ch. 26)

Grantee (STA): Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P. O.

Studio & Transmitter: 300 S. Stratford Rd.

Telephone: 3-4353. TWX No.: W SAL 375.

Technical Facilities: Channel No. 26 (542-548 mc). Operating under special temporary authorization with 13.7-kw visual, 6-kw aural. Authorized power: 74.1-kw visual, 37.2-kw aural. Antenna: 570-ft. above av. terrain, 547-ft. above ground, 1447-ft. above sea level, lat. 36° 05' 30", long. 80° 16' 59".

Network Service: ABC, DuMont.

AM Affiliate: WTOB, 5-kw (1-kw night), 1380 kc (CBS, MBS).

Ownership: James W. Coan, pres., 15%; John G. Johnson, 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; and the following directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%. Also TV grantee for WOTV, Ch. 29 in Richmond, Va.

Began Operation: Sept. 18, 1953

Represented (sales) by H-R Television Inc; James S. Ayers, Atlanta (Southeast only).

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Kear & Kennedy.

Personnel:

James W. Coan, *president*.
John G. Johnson, *general manager*.
Tracy Lounsbury, *production manager & film director*.
Jim Hoke, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Sept. 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.	150.00	90.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.	100.00	60.00	40.00	32.00	24.00	20.00	10.00

Subject to frequency discounts.

WITN Washington (Ch. 7)

(Due to Begin Operating in September)

Grantee (STA): North Carolina Television Inc., Bank of Washington Bldg.

Studio: 2.5-mi. S of Washington on U. S. 17. Transmitter: 2.1-mi. E of center of Grifton, N.C.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 919-ft. above ground, 949-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 56".

Network Service: NBC.

Ownership: W. R. Roberson Jr., pres. & treas., 5.9%; H. W. Anderson, v.p., 25.38%; R. M. Fountain, v.p., 25.38%; Wm. S. Page, secy., 16.98%; W. R. Roberson Sr., 7.58% (with wife); J. P. Roberson, 5.5%; Hanna R. Bagwell, 5.5%; Wm. E. Barnes, 4.37% (with wife); 5 other stockholders, none with more than 1%. Mr. Roberson is pres. & owns 27% of WRRF, Washington, N.C. H. W. Anderson controls WVOT, Wilson, and owns 20% of WGTC, Greenville, both N.C. Wm. S. Page controls WELS, Kinston, N.C. R. M. Fountain owns 37% of WCPS, Tarboro, N.C.

Represented (sales) by Headley-Reed Television.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Geo. C. Davis.

Personnel:

W. R. Roberson Jr., *president & general manager*.
T. H. Patterson, *commercial manager*.
Hal Wilson, *production manager*.
L. E. Hilland, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class A—8-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.	\$325.00	\$195.00	\$130.00	\$115.00	\$90.00	\$65.00	\$32.50
Class B—6-8 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.; 10:30-11 p.m., daily.	260.00	156.00	104.00	90.00	70.00	55.00	27.50
Class C—Noon-6 p.m., daily.	210.00	126.00	84.00	74.00	58.00	45.00	22.50
Class D—All other times.	110.00	66.00	44.00	33.00	27.50	22.00	11.50

Subject to frequency discounts.

NORTH DAKOTA

KFYR-TV Bismarck (Ch. 5)

Grantee (STA): Meyer Bcstg. Co., 202½ Fourth St.

Studio: 202½ Fourth St. Transmitter: 2.5-mi. N. of Menoken, N. D.

Telephone: Capital 3-0900. TWX No.: BM 8115.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 667-ft. above ground, 2362-ft. above sea level, lat. 46° 51' 12", long. 100° 32' 32".

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

Ownership: Etta Hoskins Meyer, pres.-secy., 51.6%; Marietta Meyer Ekberg trust (Etta H. Meyer, trustee), 42.76%; F. E. Fitzsimonds, exec. v.p.-treas., 5.34%; Ward R. Lewis, 1%; Gordon V. Cox, 2%; William A. Ekberg, 1%.

Began Operation: Dec. 8, 1953.

Represented (sales) by Hoag-Blair Co.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Frank E. Fitzsimonds, *exec. v.p. & general manager*.
William Ekberg, *general supervisor*.
Cal Culver, *manager*.
Alvin Anderson, *sales manager*.
William Leingang, *photography director*.
Jack Swenson, *news director*.
Ivar Nelson, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
Class A—6-10 p.m., daily.	\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$22.50
Class B—5:30-6 p.m., 10-10:30 p.m., daily; 1-6 p.m., Sun.	112.50	67.50	45.00	37.50	28.00	22.50	17.00
Class C—All other times.	75.00	45.00	30.00	25.00	20.00	14.00	10.00

Subject to frequency discounts.

KBMB-TV Bismarck (Ch. 12)

(Due to Begin Operating in October)

Grantee (STA): North Dakota Bcstg. Co. Inc., Box 626, Fargo, N.D.

Sales Office: West Front St., Fargo.

Transmitte: State Capitol Bldg., Bismarck.

Telephone: Fargo 4461.

Technical Facilities: Channel No. 12 (206-210 mc). Authorized power 13.2-kw visual, 6.61-kw aural. Antenna: 310-ft. above av. terrain, 279-ft. above ground, 2074-ft. above sea level, lat. 46° 49' 15", long. 100° 46' 54".

Network Service: CBS.

Ownership: Same as KXJB-TV, Valley City and KCJB-TV, Minot, both N.D.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo and Kear & Kennedy.

Personnel:

John W. Boler, *president & general manager*.

DIGEST OF RATE CARD NO. 1 (October 1955)

Class AA—7:30-9:30 p.m., daily.	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class A—6-7:30 p.m., 9:30-10:30 p.m., daily.	112.00	68.00	45.00	37.50	28.00	22.50	11.50
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri.	75.00	45.00	30.00	25.00	18.50	15.00	8.00
Class C—All other times.	50.00	30.00	20.00	17.00	12.50	10.00	5.50

Combination rates—See KXJB-TV, Valley City.

Subject to frequency discounts.

WDAY-TV

Fargo

(Ch. 6)

Grantee (STA): WDAY Inc., 207 N. 5th St.

Studio: 207 N. 5th St. Transmitter: 2.5-mi. S. on U.S. 81.

Telephone: 2-3371.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 66-kw visual, 33-kw aural. Antenna: 390-ft. above av. terrain, 433-ft. above ground, 1335-ft. above sea level, lat. 46° 48' 55", long. 96° 47' 58".

Network Service: NBC, ABC.

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

Ownership: E. C. Reineke, pres., 54.44%; H. D. Paulson, v.p., 8.89%; N. D. Black Jr., secy.-treas., 1.11%; Marie E. Reineke, director, 1.11%; John D. Paulson-Jenny C. Black estate (N. D. Black Jr. & Charlotte Lontz, executors), 21.55%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black, trustees), 12.88%. Black family publishes *Fargo Forum*, *Moorehead* (Minn.) *Daily News*.

Began Operation: May 28, 1953.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Gillett & Associates.

Personnel:

- E. C. Reineke, *president*
- Tom Barnes, *general manager*
- Julius Hetland, *technical director*
- Jack Dunn, *TV-radio manager*
- Ken Kennedy, *program & production manager*
- Roy Pedersen, *promotion manager*
- Dick Berdahl, *asst. production director*
- Ernie Brevik, *farm director*
- Norm Schrader, *news director*

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00

North Dakota

Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.

225.00 135.00 90.00 79.00 56.50 45.00 22.50

Class C—All other times.

150.00 90.00 60.00 52.50 37.50 30.00 15.00

Subject to frequency discounts.

KCJB-TV

Minot

(Ch. 13)

Grantee (STA): North Dakota Broadcasting Co. Inc., W. Front St., Fargo, N.D.

Studio: 15-A West Central Ave. Transmitter: Hwy. 83, S of Minot.

Telephone: 15-161. TWX No.: 8205.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 29.5-kw visual, 15-kw aural. Antenna: 420-ft. above av. terrain, 416-ft. above ground, 2159-ft. above sea level, lat. 48° 11' 57", long. 101° 17' 37".

Network Service: CBS, NBC, DuMont, ABC.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS). KSJB, Jamestown, 5-kw, 600 kc (CBS).

Ownership: John W. Boler, pres.; Mary Frances Boler, treas.; John Hjellum, secy.; Jamestown Bcstg. Co. Inc., 63.5%. Jamestown Bcstg. Co. is licensee of KSJB, Jamestown, and is 100% owned by its pres. John Boler. Also operator of KXJB-TV, Valley City, N.D. & holds CP for Ch. 12 in Bismarck, N.D.

Began Operation: April 4, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

- John W. Boler, *president & general manager*
- William H. Johnson, *v.p. and director of news & public relations*
- Judith Lawton, *operations manager*
- Pete Evenson, *program director*
- Cls Hadley, *director of women's programs*

(Continued on next page)

The "MARKET MAKERS" made

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.)

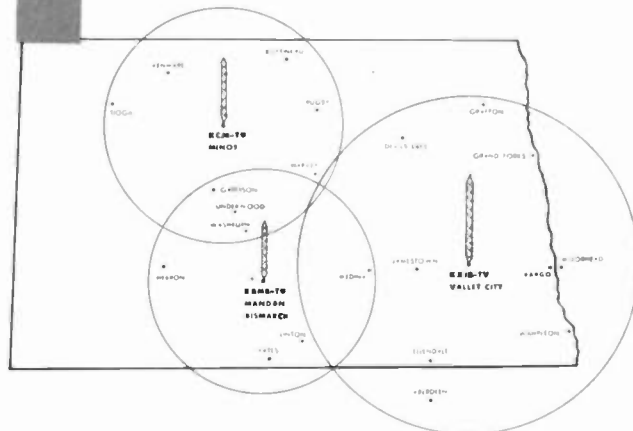
What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of one television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

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%.

market out of North Dakota!



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

North Dakota-Ohio

MINOT: KCJB-TV—(Continued) DIGEST OF RATE CARD NO. 2 (Revised) (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$20.00
Class A—6-7:30 p.m., 9:30-10:30 p.m., daily.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri.						
112.00	68.00	45.00	38.00	28.00	22.50	11.50
Class C—All other times.						
75.00	45.00	30.00	25.00	18.75	15.00	7.50

Combination rates—See KXJB-TV, Valley City.

Subject to frequency discounts.

KXJB-TV Valley City (Ch. 4)

Licensee: North Dakota Bcstg. Co. Inc., 4000 W Front St., Fargo, N.D.

Studios: Granger Hill, Valley City, W. Front St., Fargo; 911 N. 6th St., Grand Forks, N.D.

Transmitter: 7.5 mi. S. of Pillsbury, N.D.

Telephones: Fargo 4461; Valley City 1500. TWX No.: 185.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 57.5-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2495-ft. above sea level, lat. 47° 05' 29", long. 97° 51' 15".

Network Service: CBS, DuMont.

Ownership: Jamestown Bcstg. Co. Inc., 63.5%; over 500 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KCJB-TV, Minot, N.D., and radio stations KCJB, Minot, and KSJB, Jamestown. KXJB-TV officers: John Boler, pres.; William L. Hurley, v.p. for sales; John Hjellum, secy. Also holds CP for Ch. 12, Bismarck, N.D.

Began Operation: July 12, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

John W. Boler, *president & general manager.*
William L. Hurley, *v.p. & national sales manager.*
Elmer Hanson, *Grand Forks sales & operations manager.*
Judith Lawton, *operations manager.*
Hal Kennedy, *sales service manager.*
Chester Rietan, *sales manager.*
Robert Ridgeway, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Revised)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$133.50	\$100.00	\$80.00	\$40.00
Class A—6-7:30 p.m., 9:30-10:30 p.m., daily.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class B—5-6 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00

Combination rates—KXJB-TV, KCJB-TV & KBMB-TV: 15% discount allowed for identical services on all 3 stations. Discount is 10% for identical services on 2 stations.

Subject to frequency discounts.

OHIO

WAKR-TV Akron (Ch. 49)

Grantee (STA): The Summit Radio Corp., 853 Copley Rd.

Studio: Television Center of Akron, 853 Copley Rd. Transmitter: First National Tower.

Telephone: Portage 2-8811. TWX No.: AK 24.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 18.2-kw visual, 9.1-kw

aural. Authorized power: 182-kw visual, 91-kw aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level, lat. 41° 04' 56", long. 81° 31' 07".

Network Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc (ABC). FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy.-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron *Beacon Journal*, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Charlotte (N.C.) Observer*; has interests in WIND-TV, grantee for Chicago, and in TV application for Miami.

Began Operation: June 7, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

S. Bernard Berk, *president.*
Roger G. Berk, *v.p. & general manager.*
Kenneth M. Keegan, *v.p., sales.*
Bloyce M. Wright, *program director.*
Frank Legow, *production manager.*
William Mavrides, *film editor.*
Ed McDonald, *news director.*
Irwin L. Knopp, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6:30 p.m., Sun.						
200.00	120.00	80.00	67.00	60.00	40.00	20.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WICA-TV Ashtabula (Ch. 15)

Grantee (STA): WICA Inc., Box 372.

Studio and Transmitter: Rt. 46, 3.5-mi. S. of Ashtabula.

Telephone: 32-126.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19-kw visual, 10-kw aural. Antenna: 340-ft. above av. terrain, 358-ft. above ground, 1188-ft. above sea level, lat. 41° 48' 45", long. 80° 47' 15". Holds modification of CP for 191-kw visual, 102-kw aural, 330-ft. above av. terrain, lat. 41° 49' 02", long. 80° 46' 52".

AM Affiliate: WICA, 5-kw (1-kw night), 970 kc. FM Affiliate: WICA-FM, 40-kw, 103.7 mc (No. 279), 270-ft. antenna height.

Ownership: D. C. Rowley, pres.-treas., 50%; Olive D. Rowley, 50% (as executrix of estate of R. B. Rowley). Same interests publish *Ashtabula Star Beacon*, *Painesville Telegraph*, *Conneaut News Herald & Geneva Free Press*, all in Ohio.

Began Operation: Aug. 25, 1953.

Represented (engineering) by Gautney & Jones.

Personnel:

John A. Colin, *v.p. & general manager.*
Vernon Webster, *sales manager.*
Lawrence E. Gerrety, *promotion manager.*
Donald Fassett, *business manager.*
John Strasen, *program director.*
George Murray, *traffic manager.*
Frank Bernato, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(July 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-9 p.m., daily.							
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$20.00	\$15.00

Subject to frequency discounts.

WCET Cincinnati (Ch. 48)

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 1243 Elm St.

Studio: Music Hall, 1243 Elm St. Transmitter: 2222 Chickasaw St.

Telephone: Dunbar 4033.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 15.1-kw visual, 8.13-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18".

Ownership: Foundation officers: Dr. Claude V. Courter (Supt. Cincinnati Public Schools), chairman; Rt. Rev. Msgr. Carl Ryan (Supt. of Schools, Archdiocese of Cincinnati), vice-chairman; Ernest I. Miller (assoc. director, Cincinnati & Hamilton County Public Library), secy.-treas.

Began Operation: June 29, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Represented (engineering) by R. J. Rockwell, Crosley Bcstg. Corp.

Personnel:

Uberto T. Neely, *general manager.*
Bob Huber, *program director.*
John Morris, *production director.*
James R. Leonard, *chief engineer.*

WCPO-TV Cincinnati

(Ch. 9)

Licensee: Scripps-Howard Radio Inc., 2345 Symmes St.

Studio and Transmitter: Dover & Symmes Sts.

Telephone: Capitol 1-0777. **TWX No.:** CI 327.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level, lat. 39° 07' 31", long. 84° 29' 57".

Network Service: ABC, Du Mont.

AM Affiliate: WCPO, .25-kw, 1230 kc (MBS). **FM Affiliate:** WCPO-FM, 12.5-kw, 105.1 mc (No. 286), 590-ft. antenna height.

Ownership: E. W. Scripps Co., 100%, publisher of *Cincinnati Post* and other newspapers. Also owns WEWS, Cleveland, WMCT & WMC, Memphis and WNOX, Knoxville. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Radio Inc., see WEWS, Cleveland.

Began Operation: July 26, 1949.

Represented (sales) by Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

M. O. Watters, *v.p. & general manager.*
Glenn C. Miller, *station director.*
Ed Weston, *general program manager.*
Clarence L. Doty, *director of sales.*
Pat Crafton, *natl. sales director.*
John Sweeney, *business manager.*
Dave Wilson, *promotion director.*
Dolores Jennings, *film buyer.*
Harvey Freeman, *film supervisor.*
Bob Otto, *news director.*
Al Lewis, *art director.*
Abe Cowan, *farm director.*
Paul Adams, *chief engineer.*

DIGEST OF RATE CARD NO. 6

(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.	\$850.00	\$510.00	\$340.00	\$297.50	\$255.00	\$135.00

Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.	600.00	360.00	240.00	210.00	180.00	65.00
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Class C—Sign-on-5 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-noon, Sat & Sun.	425.00	255.00	170.00	148.75	127.50	50.00
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Subject to frequency discounts.

WKRC-TV Cincinnati

(Ch. 12)

Licensee: Radio Cincinnati Inc., Hotel Alms.

Studio: Times-Star Bldg. **Transmitter:** 1932 Highland Ave.

Telephone: Garfield 1-1331. **TWX No.:** CI 554.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 316-kw visual, 158-kw aural. Antenna: 612-ft. above av. terrain, 540-ft. above ground, 1365-ft. above sea level, lat. 39° 07' 00", long. 84° 30' 08". *CP for 316-kw visual, 195-kw aural.*

Network Service: CBS.

AM Affiliate: WKRC, 5-kw (1-kw night), 550 kc (CBS). **FM Affiliate:** WKRC-FM, 15.5-kw, 101.9 mc (No. 270), 530-ft. antenna.

Ownership: Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star*, 80%; Hulbert Taft, 18%; Hulbert Taft Jr., 1%; David G. Taft, 1%. Radio Cincinnati Inc. officers: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth W. Church, v.p.; Dorothy S. Murphy, treas.; Robert Taft Jr., secy. Also owns WTVN-TV, Columbus, and holds 20% interest in WBIR, Knoxville. TV applicant. David & Hulbert Taft Jr. have minority interest in TV applicant for Toledo, O.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis.

Personnel:

Hulbert Taft Jr., *president.*
David G. Taft, *executive v.p. & general manager.*
Kenneth W. Church, *v.p. & national sales manager.*
Don Chapin, *national sales director, Tri-State network (WKRC-TV, WTVN-TV, WHIO-TV).*
Robert T. Schlinkert, *general sales manager.*
Roger Read, *assistant sales manager.*
George Rogers, *commercial production manager.*
Donald H. Edgeman, *public relations director.*
John J. Walsh, *coordinating director of merchandising, promotion & publicity.*
Lila Lambert, *promotion & merchandising manager.*
George Palmer, *news director.*
Paul Shumate, *program director.*
Emil Bergdoit, *film director.*
George Wilson, *director of engineering.*
Hugh J. La Crosse, *chief engineer.*

DIGEST OF RATE CARD T-9

(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
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Class AA—7:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. (Winter Cycle);

7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. (Summer Cycle).	\$1000.00	\$600.00	\$400.00	\$330.00	\$250.00	\$190.00
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Class A—7-7:30 Mon.-Sat. (Winter Cycle); 10-11 p.m., daily (Summer Cycle).

800.00	480.00	320.00	264.00	200.00	115.00*
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Class B—6-7 p.m., Mon.-Sat.; 3-5 p.m., Sun.; 11-11:15 p.m., daily.

675.00	405.00	270.00	222.75	168.75	85.00*
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Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11:15 p.m.-midnight, daily.

440.00	264.00	176.00	145.00	110.00	50.00*
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Class D—Midnight-9 a.m., daily.

335.00	201.00	134.00	110.00	83.75	20.00
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* Class A Winter Cycle (6-7:30 p.m., Mon.-Sat., 11 p.m.-midnight, daily). Summer Cycle (6-7 p.m., Mon.-Sat., 10 p.m.-midnight, daily). Class B (3-5 p.m., Sun.). Class C (9 a.m.-6 p.m., Mon.-Sat., 9 a.m.-3 p.m., Sun.).

Subject to frequency discounts.

WLW-TV Cincinnati

(Ch. 5)

Licensee: Crosley Broadcasting Corp., 140 W. 9th St.

Studio: 140 W 9th St. **Transmitter:** 2222 Chickasaw St. Clifton Heights.

Telephone: Cherry 1822. **TWX No.:** CI 376.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level, lat. 39° 07' 28.3", long. 84° 31' 18".

Network Service: NBC.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, MBS).

Ownership: 100% owned by AVCO Manufacturing Corp.; Crosley Div. is TV-radio and appliance manufacturing subsidiary. Crosley Bcstg. Corp. officers: James D. Shouse, chairman of board; R. E. Dunville, pres. & gen. mgr.; Ward L. Quaal, v.p. & asst. gen. mgr.; John T. Murphy, v.p. in charge of TV; Harry Mason Smith, v.p. in charge of sales; K. T. Murphy, v.p. & treas.; Gilbert W. Kingsbury, v.p. in charge of public relations; E. J. Rockwell, v.p. & director of engineering. Crosley Bcstg. Corp. also owns and operates TV stations WLW-C, Columbus, and WLW-D, Dayton (inter-connected with WLW-TV to form regional network); owns and operates Crosley Bcstg. of Atlanta Inc., licensee of WLW-A; is TV applicant for Indianapolis; owns and operates AM station WLW, Cincinnati (AM).

Began Operation: Feb. 9, 1948.

Represented (sales) by Crosley Broadcasting Corp. (N.Y., Chicago, Cincinnati, Atlanta); NBC Spot Sales (Detroit, San Francisco, Hollywood).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

J. D. Shouse, *chairman of the board.*
R. E. Dunville, *president and gen. manager.*
Ward L. Quaal, *v.p. & asst. general manager.*
H. M. Smith, *v.p. in charge of sales.*
James H. Burgess, *national sales representative.*
K. T. Murphy, *v.p. & treasurer.*
J. T. Murphy, *vice-president, TV.*
R. J. Rockwell, *v.p. & engineering director.*
G. Kingsbury, *v.p. in charge of public relations.*
B. Musnik, *v.p. & eastern sales manager.*
H. Albrecht, *v.p. & central division manager.*
C. George Henderson, *national sales mgr., TV.*
William J. McCluskey, *WLW-TV sales service director.*
Robert H. Boulware, *station manager, WLW-TV.*
Wm. P. Robinson, *head of specialized sales plans.*
Richard K. Jones, *director of promotional activities, client service dept.*

(Continued on next page)

Ohio

CINCINNATI: WLW-T—(Continued)

James E. Allen, promotion director, client service dept. & publicity director for WLW-T and WLW.
 John K. Frazier, msg. director, client service dept.
 J. M. MacDonald, asst. engineering director.
 James Bruce, program director, WLW-T.
 Pete Katz, executive producer.
 Bob Roberts, production manager.
 Arthur Nevins, film director.
 Bob Miller, farm director.
 Terry Flynn, news director.
 Howard Lepple, chief engineer, WLW-T.

DIGEST OF RATE CARD NO. 9—(April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class AA—7:30-10:30 p.m., daily.							
\$1000.00	\$600.00	\$550.00	\$400.00	\$350.00	\$250.00	\$190.00	\$85.00
Class A—10:30-11 p.m., daily; 6-7:30 p.m., Sat. & Sun.							
900.00	540.00	495.00	360.00	315.00		100.00	40.00
Class B—5-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.							
675.00	405.00	371.00	270.00	236.25	168.75	75.00	30.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
450.00	270.00	247.50	180.00	157.50	112.50	50.00	25.00
Class D—Midnight-9 a.m., daily.							
285.00	170.00	156.75	115.00	99.75	75.00	30.00	15.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Subject to frequency discounts.

Combination rates—WLW-T, WLW-D, Dayton & WLW-C, Columbus.

Class AA—7:30-10:30 p.m., daily.							
\$2340.00	\$1404.00	\$1287.00	\$936.00	\$819.00	\$585.00	\$440.00	\$130.00
Class A—6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
2115.00	1269.00	1163.25	846.00	740.25	528.75	240.00	100.00
Class B—5-7:30 p.m., Mon.-Friday.; 3-6 p.m., Sun.; 5-6 p.m., Sat.							
1575.00	945.00	866.25	630.00	551.25	393.75	195.00	80.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
1057.50	634.50	581.63	423.00	370.13	264.38	130.00	55.00
Class D—Midnight-9 a.m., daily.							
634.50	380.70	348.98	253.80	222.08	158.63	70.00	35.00

WEWS Cleveland

(Ch. 5)

Licensee: Scripps-Howard Radio Inc., 1816 E. Thirteenth St.

Studio: 1816 E. Thirteenth St. Transmitter: Parma, Ohio.

Telephone: Tower 1-5454. TWX No.: CV 11.

Technical Facilities: Channel No. 5. (76-82 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level, lat. 41° 22' 27", long. 81° 43' 05".

Network Service: ABC, DuMont.

AM-FM Affiliates: None locally.

Ownership: Principal Stockholders & Other Interests. Licensed to Scripps-Howard Radio, Inc., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald, Scripps-Howard Radio, Inc. also owns WCPO & WCPO-TV, Cincinnati, and WNOX, Knoxville.

Began Operation: Dec. 17, 1947.

Represented (sales) by Branham Co.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

James C. Hanrahan, general manager.
 J. Harrison Hartley, station director.
 Floyd E. Weldman, general executive.
 John H. Foley, local sales manager.
 Betty Cope, executive program manager.
 Donald E. Ferris, director, promotion & publicity.
 J. B. Epperson, chief engineer.

DIGEST OF RATE CARD NO. 10 (As Modified—May 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$1050.00	\$630.00	\$420.00	\$315.00	\$252.00	\$275.00*	\$225.00*	\$80.00*

Class B—5-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 1-6 p.m., Sun.; 11 p.m.-midnight, daily.

712.50 427.50 285.00 213.75 171.00 200.00 150.00 40.00

Class C—1-5 p.m., Mon.-Fri.; 11 a.m.-6 p.m., Sat.; 11 a.m.-1 p.m., Sun.; midnight-sign-off daily.

450.00 270.00 180.00 135.00 108.00 100.00 75.00 25.00

Class D—Sign-on-1 p.m., Mon.-Fri.; Sign-on-11 a.m., Sat. & Sun.

200.00 120.00 80.00 55.00 42.00 55.00 50.00 10.00

*Group II (7:30-8 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class A Group I (8-10:30 p.m., Mon.-Sat.; 6-11 p.m., Sun.): Min. \$350; 20 Sec. \$300; 10 Sec. \$100.

Subject to frequency discounts.

NOTE: Above rates are basic air charges only. Studio & rehearsal charges are extra; consult station rate card.

WNBK Cleveland

(Ch. 3)

Licensee: National Broadcasting Co., 815 Superior Ave.

Studio: 815 Superior Ave. Transmitter: 6600 Broadview Rd., Parma, O.

Telephone: Cherry 1-0942. TWX No.: CV 52.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level, lat. 41° 23' 09", long. 81° 41' 19".

Network Service: NBC.

AM Affiliate: WTAM, 50-kw, 1100 kc (NBC). FM Affiliate: WTAM-FM, 3.7-kw, 105.7 mc (No. 289), 900-ft. antenna height.

Ownership: See WRCA-TV, New York. Note: Transfer to Westinghouse in deal whereby NBC swaps WNBK for WPTZ & KYW, Philadelphia, plus \$3,000,000 pending FCC approval (Television Digest, Vol. 11:21).

Began Operation: Oct. 31, 1948.

Represented (sales) by NBC Spot Sales.

Personnel:

Lloyd E. Yoder, general manager.
 William N. Davidson, asst. general manager & sales director.
 Theodore H. Walworth Jr., sales manager.
 John L. McHale, business manager.
 George W. Cyr, program manager.
 Albert L. Odeal, film director.
 Samuel E. Leonard, engineer in charge.
 George F. Way, press & publicity manager.
 William Howard, technical operations supervisor.
 Morris Wattenberg, advertising & promotion manager.
 William Dallmann, merchandising manager.
 Edward Wallace, news & special events director.
 Gene Walz, manager, public affairs & continuity acceptance.

DIGEST OF RATE CARD NO. 8

(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$1300.00	\$780.00	\$520.00	\$455.00	\$325.00	\$375.00	\$185.00
Class A—7-7:30 p.m., Mon.-Sat.						
1100.00	660.00	440.00	385.00	275.00	290.00	130.00
Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 2-6 p.m., Sun.						
850.00	510.00	340.00	297.50	212.50	165.00	85.00
Class C—All other times.						
600.00	360.00	240.00	210.00	150.00	100.00	35.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-6 p.m., Sun. Class B—6-7 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 2-5 p.m., Sun. Class C—1-6 p.m., Mon.-Fri.; Sign-on-2 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. Also has Class D (Sign-on-1 p.m., Mon.-Fri.), 20 Sec., \$55, 10 Sec., \$15.

Time res. for network: Class A (7:30-10:30 p.m. daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m. daily; 3-5 p.m., Mon.-Fri.). Subject to frequency discounts.

WXEL Cleveland

(Ch. 8)

Licensee: Storer Broadcasting Co., 1630 Euclid Ave.

Studio: 1630 Euclid Ave.

Transmitter: 4501 Pleasant Valley Rd.

Telephone: Tower 1-8989. TWX No.: CV 207.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1937-ft. above sea level, lat. 41° 21' 47", long. 81° 42' 58".

Network Service: CBS.

AM Affiliate: WJW, 5-kw, 850 kc. (ABC). FM Affiliate: WJW-FM, 2.8-kw, 104.1 mc (No. 281), 510-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests see WJBK-TV, Detroit.

(Continued on page 168)



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.

Ohio

CLEVELAND: WXEL—(Continued)

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coll. Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Franklin Snyder, *managing director*.
Ben Wickham, *director of program operations*.
R. C. Wright, *commercial manager*.
Barbara Snyder, *publicity director*.
H. A. Brinkman, *chief engineer*.

DIGEST OF RATE CARD NO. 9 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.						
\$1700.00	\$1020.00	\$680.00	\$570.00	\$460.00	\$375.00	\$175.00
Class A—7-8 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.						
1350.00	810.00	540.00	450.00	365.00	300.00	120.00
Class B—6-7 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 11-11:30 p.m., daily.						
900.00	540.00	360.00	300.00	245.00	200.00	80.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
725.00	435.00	290.00	242.00	195.00	145.00	55.00
Class D—Sign-on 9 a.m., daily.						
360.00	216.00	144.00	120.00	97.00	70.00	30.00

Subject to frequency discounts.

WBNS-TV Columbus (Ch. 10)

Licensee: Dispatch Printing Co., 33 N. High St.

Studio and Transmitter: 495 Olentangy Blvd.

Telephones: Capital 8-3538; Capital 8-2611. TWX No.: CL 585.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 218.8-kw visual, 124.46-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level, lat. 39° 58' 14", long. 83° 01' 23".

Network Service: CBS.

AM Affiliate: WBNS, 5-kw (1-kw night) 1460 kc (CBS).

Ownership: Same as *Columbus Dispatch* and *Ohio State Journal*. Dispatch Printing Co. officers: Edgar T. Wolfe, co-publisher and director; H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

R. A. Borel, *director of TV*.
R. D. Thomas, *sales director*.
Frank N. Jones, *local sales manager*.
Jerome Reeves, *program director*.
Lawrence F. Rhodes, *public service director*.
L. H. Nafzger, *technical director*.
M. J. Sherman, *merchandising director*.
Chet Long, *news director*.
William H. Zipl, *farm director*.

DIGEST OF RATE CARD NO. 5 (Revised) (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—8-10 p.m., daily.						
\$825.00	\$480.00	\$320.00	\$266.66	\$240.00	\$175.00	\$70.00
Class A—6:30-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10-11 p.m., daily.						
780.00	468.00	312.00	260.00	234.00	150.00	60.00
Class B—5-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
585.00	351.00	234.00	195.00	175.50	100.00	40.00
Class C—All other times.						
390.00	234.00	156.00	130.00	117.00	75.00	30.00

Subject to frequency discounts.

WLW-C Columbus (Ch. 4)

Licensee: Crosley Broadcasting Corp., 3165 Olentangy River Rd.

Studio and Transmitter: 3165 Olentangy River Rd.

Telephone: Amherst 3-5441. TWX No.: CL 397.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level, lat. 40° 01' 31", long. 83° 01' 48".

Network Service: NBC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100% (See WLW-T, Cincinnati.)

Began Operation: April 4, 1949.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

James Leonard, *v.p. & general manager*.
C. R. Dodsworth, *director of sales*.
Richard Reed, *commercial operations director*.
Bud Gillis, *program manager*.
Charles Sloan, *chief engineer*.
Richard Zavon, *client service director*.
Sidney Barger, *production manager*.
Dave Nichols, *news director*.
William Clark, *film director*.

DIGEST OF RATE CARD NO. 7 (April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$800.00	\$480.00	\$440.00	\$320.00	\$280.00	\$200.00	\$175.00*	\$60.00*
Class A—6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m. daily.							
700.00	420.00	385.00	280.00	245.00	175.00	70.00*	30.00*
Class B—5-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.							
525.00	315.00	288.75	210.00	183.75	131.25	60.00*	25.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
350.00	210.00	192.50	140.00	122.50	87.50	40.00	15.00
Class D—Midnight-9 a.m., daily.							
210.00	125.00	115.50	85.00	73.50	55.00	20.00	10.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Note: For combination rates see WLW-T, Cincinnati.
Subject to frequency discounts.

WOSU-TV Columbus (Ch. 34)

Non-Commercial Educational Station

(Due to Begin Operating in Late Fall)

Grantee (STA): Ohio State U, c/o station WOSU.

Studio & Transmitter: N. Starr & W. Lane Ave.

Telephone: University 3148.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 205-kw visual, 110-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level, lat. 40° 00' 28", long. 83° 02' 49".

AM Affiliate: WOSU, 5-kw, 820 kc. FM Affiliate: WOSU-FM, 14-kw, 89.7 mc (No. 209), 300-ft. antenna height.

Ownership: Ohio State U. Officers: Forrest G. Ketner, chairman, board of trustees; Howard L. Bevis, pres., Ohio State U.

Personnel:

Robert C. Higgy, *director*.

WTVN-TV Columbus (Ch. 6)

Licensee: WTVN Inc., 753 Harmon Ave.

Studio: Harmon & Griggs Ave.

Transmitter: Obetz Rd. between Parsons Ave. & Lockbourne Rd.

Telephone: Capital 8-5801. TWX No.: CL 87.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level, lat. 39° 52' 29", long. 82° 58' 46".

Network Service: ABC, Du Mont.

AM Affiliate: WTVN, 5-kw, 610 kc (MBS).

Ownership: Radio Cincinnati (Cincinnati Times-Star Co.), 90% owner; see WKRC-TV, Cincinnati. Officers of WTVN: Hubert Taft Jr., pres., 4%; Kenneth W. Church, exec. v.p., 2%; David G. Taft, v.p., 4%; Robert Taft Jr., secy.; Dorothy S. Murphy, treas.

Began Operation: Aug. 30, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953. (see *Television Digest*, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- Hulbert Taft Jr., *president.*
- Kenneth Church, *executive v.p.*
- Wally McGough, *general manager*
- Robert Wiegand, *asst. general manager.*
- Edwin G. Richter Jr., *local sales manager.*
- Joseph A. Jenkins, *program director.*
- Mrs. Sue Sternberg, *publicity & promotion director.*
- Harry Mohr, *asst. program director.*
- Richard A. J. McKinney, *film director.*
- Joe Hill, *sports director.*
- William H. Hansher, *chief engineer.*

DIGEST OF RATE CARD NO. 9
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$750.00	\$450.00	\$300.00	\$263.00	\$188.00	\$125.00	\$50.00
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11 p.m.-sign-off, daily.						
375.00	225.00	150.00	130.00	94.00	60.00	24.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.						
250.00	150.00	100.00	88.00	63.00	30.00	15.00
Class D—All other times.						
170.00	102.00	68.00	60.00	43.00	20.00	10.00

Subject to frequency discounts.

WHIO-TV
Dayton
(Ch. 7)

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave.

Studio: 1414 Wilmington Ave. **Transmitter:** 3316 Germantown Rd.

Telephone: Madison 6581. **TXW No.:** DY 116.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level, lat. 39° 44' 03", long. 84° 14' 50".

Network Service: CBS.

AM Affiliate: WHIO, 5-kw, 1290 kc (CBS). **FM Affiliate:** WHIO-FM, 19-kw, 99.1 mc (No. 256), 515-ft. antenna height.

Ownership: Same as *Dayton Daily News* and *Journal Herald*. Miami Valley Bcstg. Corp. officers and stockholders: James M. Cox Jr., pres., 31.07%; Glenn L. Cox, v. p., .06%; Robert C. Snyder, secy.-treas., .06%; Springfield Newspapers Inc., 37%; the Evening News Publishing Co., 31.8%. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (*Atlanta Journal and Constitution*); radio station WIOD, Miami (*Miami Daily News*); and publish *Springfield* (O.) *News and Sun* (Springfield Newspapers Inc.) James M. Cox Jr. has 30½% interest in TV applicant for Miami.

Began Operation: Feb. 23, 1949.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

- James M. Cox Jr., *president.*
- J. Leonard Reinsch, *managing director.*
- Robert H. Moody, *general manager.*
- Harvey R. Young Jr., *assistant to general manager.*
- Wade H. Alley, *business manager.*
- Charles E. Gay, *program & promotion director.*
- Don Wayne, *news director.*
- Joseph Rockhold, *farm director.*
- Ernest L. Adams, *chief engineer.*

DIGEST OF RATE CARD NO. 7
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$175.00	\$55.00
Class A—6:30-8 p.m., 10-11 p.m., Mon.-Sat.; 3:30-8 p.m., 10-11 p.m., Sun.						
750.00	450.00	300.00	200.00	175.00	150.00	50.00
Class B—Noon-6:30 p.m., 11 p.m.-midnight, daily; 11 a.m.-3:30 p.m., 11 p.m.-sign-off, Sun.						
500.00	280.00	190.00	160.00	100.00	80.00	40.00
Class C—All other times.						
350.00	200.00	130.00	115.00	90.00	50.00	30.00

Subject to frequency discounts.

WLW-D
Dayton

(Ch. 2)

Licensee: Crosley Broadcasting Corp., 4595 S. Dixie Highway.

Studio: 4595 S. Dixie Highway. **Transmitter:** Frytown & W. Carrollton Rds.

Telephone: Walnut 2101. **TXW No.:** DY 118; DY 233.

Technical Facilities: Channel No 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1421-ft. above sea level, lat. 39° 43' 05", long. 84° 15' 21".

Network Service: NBC, ABC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Crosley Broadcasting Corp.; NBC Spot Sales (Detroit, San Francisco, Hollywood).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Weldon & Carr.

Personnel:

- H. P. Lasker, *general manager.*
- George Gray, *sales manager.*
- Dorothy Sanders, *publicity-promotion manager.*
- Walter Ohlmann, *program-sales coordinator.*
- Robert Provence, *executive producer.*
- Arlene Hadley, *program administrator.*
- Bill Ditzel, *news director.*
- Carol E. Cline, *public affairs director.*
- Lester Sturgill, *chief engineer.*

DIGEST OF RATE CARD NO. 7—(April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$800.00	\$480.00	\$440.00	\$320.00	\$280.00	\$200.00	\$175.00*	\$70.00*
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
750.00	450.00	412.50	300.00	262.50	187.50	100.00*	50.00*
Class B—5-7 p.m., Mon.-Fri.; 3-6 p.m., Sun.; 5-6 p.m., Sat.							
550.00	330.00	302.50	220.00	192.50	137.50	60.00*	25.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
375.00	225.00	206.25	150.00	131.25	93.75	40.00	15.00
Class D—Midnight-9 a.m., daily.							
210.00	125.00	115.50	85.00	73.50	55.00	20.00	10.00

*Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Note: For combination rates see WLW-T, Cincinnati. Subject to frequency discounts.

WIMA-TV
Lima
(Ch. 35)

(formerly WLOK-TV on Ch. 73)

Grantee (STA): WLOK Inc., 1424 Rice Ave.

Studio and Transmitter: 1424 Rice Ave.

Telephone: 6-3411. **TXW No.:** 195

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 16.2-kw visual, 9.55-kw aural. Antenna: 340-ft. above av. terrain, 345-ft. above ground, 1215-ft. above sea level, lat. 40° 44' 53.5", long. 84° 07' 55.5".

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC). **FM Affiliate:** WIMA-FM, 9.5-kw, 102.1 mc (No. 271), 190-ft. antenna height.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 50%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%. **Began Operation:** March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by George C. Davis.

Personnel:

- R. W. Mack, *manager.*
- Easter Straker, *program director.*
- Don Sherwood, *news director.*
- Albert Smith, *chief engineer.*

DIGEST OF RATE CARD NO. 1 — (Feb. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—All other times.						
112.00	67.50	45.00	39.50	28.25	17.50	8.75

Subject to frequency discounts.

Ohio

WSTV-TV Steubenville (Ch. 9)

Grantee (STA): WSTV Inc., Exchange Realty Bldg.
Studio: Exchange Realty Bldg.
Transmitter: Altamont Heights, 1.3-mi. S. of business center.
Telephone: Atlantic 2-6265. TWX No.: 60.
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 955-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level, lat. 40° 20' 32", long. 80° 37' 14".
AM Affiliate: WSTV, 25-kw, 1340 kc (MBS). **FM Affiliate:** WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.
Ownership: Jack N. Berkman, pres., 15.31¼%; Louis Berkman, v.p., 15.31¼%; John J. Laux, exec. v.p., 10.31¼%; Richard Teitlebaum, treas., 3.12½%; Carl Weinman, secy., 4.37½%; Allen Berkman, 8.12½%; over 20 other stockholders, none owns as much as 4%. Ownership interlocks with WFPG-TV, Atlantic City (off air May 17, 1954, reverting to CP status) and TV applicant for Ch. 7, Buffalo, and radio stations WPIT, Pittsburgh, WFPG, Atlantic City, and WBMS, Boston.

Began Operation: Dec. 10, 1953.
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.
Represented (engineering) by George C. Davis.
Personnel:
 John J. Laux, *exec. v.p. & general manager.*
 Joseph M. Troesch, *asst. manager & commercial manager.*
 Rod Gibson, *national sales manager.*
 Burke Waters, *Pittsburgh sales director.*
 Robert E. Holt, *program-production manager.*
 William McClinton, *merchandising & promotion director.*
 Scott McMurray, *news editor.*
 Charles Donley, *sports editor.*
 Carl Kroskey, *film editor.*
 Francis P. Taylor, *farm director.*
 Charles Shepherd, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-midnight, daily.						
320.00	192.00	128.00	112.00	80.00	64.00	32.00
Class C—5-6 p.m., Mon.-Sat.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class D—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; mid-night-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WSPD-TV Toledo (Ch. 13)

Licensee: Storer Broadcasting Co., 136 Huron St.
Studio: 136 Huron St. **Transmitter:** 117 S. Superior St.
Telephone: Fulton 6201. TWX No.: TO 494.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 510-ft. above av. terrain, 557-ft. above ground, 1147-ft. above sea level, lat. 41° 38' 45", long. 83° 32' 25".
Network Service: CBS, ABC, NBC, Du Mont.
AM Affiliate: WSPD, 5-kw, 1370 kc (NBC). **FM Affiliate:** WSPD-FM, 23-kw, 101.5 mc (No. 268), 440-ft. antenna height.
Ownership: See WJBK-TV, Detroit (Storer).
Began Operation: July 21, 1948.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Personnel:
 George B. Storer, *president.*
 Allen L. Hald, *v.p. & managing director.*
 William Ashworth, *national sales manager.*
 Al Ruhfel, *program director.*
 John Saunders, *production manager & asst. program director.*
 Elaine Phillips, *film director.*
 Liz Wagner, *promotion director.*
 W. M. Stringfellow, *chief engineer.*

DIGEST OF RATE CARD NO. 10 (Nov. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$850.00	\$510.00	\$425.00	\$340.00	\$297.50	\$212.50	\$170.00	\$85.00
Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
750.00	450.00	375.00	300.00	262.50	187.50	150.00	75.00
Class C—All other times.							
425.00	255.00	212.50	170.00	149.00	106.00	85.00	42.50

Subject to frequency discounts.

WFMJ-TV Youngstown (Ch. 21)

Grantee (STA): The Vindicator Printing Co., Vindicator Square.
Studio: 101 W. Boardman St. **Transmitter:** Mabel St.
Telephone: Riverside 3-4121. TWX No.: YO 79.
Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 91.2-kw horizontal visual, 45.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt, lat 41° 04' 46", long. 80° 38' 25".
Network Service: NBC.
AM Affiliate: WFMJ, 5-kw, 1390-kc (NBC).
Ownership: Vindicator Printing Co., publisher of *Youngstown Vindicator*, 43.88% (treasury stock); William O. Brown, pres.-treas., 1.133%; William F. Maag Jr., v. p. & gen. mgr., 18.166%; William J. Brown, secy., 10.33%; Alma M. Brown, 12.833%; Elizabeth M. Brown, 10.33%; Katherine Smith, 7.09%; J. Floyd Tower, 5.27%; John W. Smith, 3.59%; and 14 others, none over 1%.
Began Operation: Feb. 9, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (See *Television Digest*, Vol. 10:19).
Represented (sales) by Headley-Reed TV.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by A. Earl Cullum.
Personnel:

William F. Maag, Jr., *president & general manager.*
 Mitchell F. Stanley, *station manager.*
 Warren Park, *program manager.*
 Gene Donahay, *film director.*
 Elden Groves, *farm director.*
 Frank Dieringer, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11:30 p.m., Mon.-Sat.; 1-11:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.00	\$105.00	\$70.00	\$35.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 11:30 p.m.-sign-off, daily.						
262.50	157.50	105.00	91.90	78.75	52.50	26.25
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

Subject to frequency discounts.

WKBN-TV Youngstown (Ch. 27)

Grantee (STA): WKBN Broadcasting Corp., 3930 Sunset Blvd.
Studio and Transmitter: 3930 Sunset Blvd.
Telephone: Sterling 2-1145. TWX No.: YO 81.
Technical Facilities: Channel 27 (548-554 mc). Authorized power: 178-kw maximum and 93.3-kw horizontal visual, 89-kw maximum and 50-kw horizontal aural. Antenna: 553-ft. above av. terrain, 539-ft. above ground, 1656-ft. above sea level, lat. 41° 03' 30", long. 80° 38' 42".
Network Service: CBS, ABC, DuMont.
AM Affiliate: WKBN, 5-kw, 570 kc (CBS).
FM Affiliate: WKBN-FM, 25-kw, 98.9 mc (No. 255), 940-ft. antenna height.
Ownership: W. P. Williamson Jr., pres., 59.37%; Gladys S. Williams, treas.; Arthur L. Jones, secy.; Sterling E. Graham, director; Herman L. Vall, director; Myron E. Roberts, director; Forest City Pub. Co., 40.63%. Forest City Pub. Co. publishes *Cleveland Plain Dealer* and *News*, owns WHK, Cleveland; CP for WHK-TV.
Began Operation: Jan. 11, 1953.
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (legal) by Loucks, Zias, Young & Jansky.
Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.
Personnel:
 W. P. Williamson, Jr., *president & general manager.*
 J. L. Bowden, *station director.*
 Paul Turner, *TV program director.*
 Stu Wilson, *farm director.*
 B. T. Wilkens, *chief engineer.*

DIGEST OF RATE CARD NO. 3

(May 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:59-11 p.m., Mon.-Sat.; 2:59-11 p.m. Sun.								
\$350.00	\$280.00	\$210.00	\$175.00	\$140.00	\$122.50	\$105.00	\$70.00	\$35.00
Class B—4:59-6:59 p.m., Mon.-Fri.; 12:59-6:59 p.m., Sat.; 12:59-2:59 p.m., Sun.; 11:01 p.m.-midnight, daily.								
262.50	210.00	157.50	131.25	105.00	91.90	78.75	52.50	26.25
Class C—All other times.								
175.00	140.00	105.00	87.50	70.00	61.25	52.50	35.00	17.50

Subject to frequency discounts.

WHIZ-TV
Zanesville

(Ch. 18)

Grantee (STA): Southeastern Ohio Television System.

Studio and Transmitter: Downerd Rd.

Telephone: 2-5431 and 3-0361. TWX No.: ZAN 67.

Technical Facilities: Channel No. 18 (494-500 mc). Operating under special temporary authorization with 14.8-kw visual, 8.1-kw aural. Authorized power: 74.1-kw visual, 40.7-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level, lat. 39° 55' 42", long. 81° 59' 06".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: WHIZ, 25-kw, 1240 kc (NBC).

Ownership: General partnership: Zanesville Publishing Co., publisher of Zanesville Times-Recorder and Signal, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 87.5%; Arthur S. Littick, 3.3%; Wm. O. Littick, 9.2%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence A. Graham, 20%. Zanesville Publishing also operates WTAP, Parkersburg, W.Va.

Began Operation: May 15, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Allan Land, general manager.
Nate Milder, director of sales.
William Hunt, chief engineer.
Reed Mellon, director of programs.
Ralph Young, film operation manager.
Ed Fisher, production manager.

DIGEST OF RATE CARD NO. 1—(April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8-Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m. to sign-off, daily.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.						
80.00	48.00	32.00	28.00	20.00	16.00	8.00

Subject to frequency discounts.

OKLAHOMA

KTEN
Ada

(Ch. 10)

Grantee (STA): Eastern Oklahoma Television Co. Inc., Box 10.

Studio & Transmitter: 8.5 mi. N. of Ada on State Hwy. 99.

Telephone: 1010. TWX No.: 288.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 251-kw visual, 141-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level, lat. 34° 54' 08", long. 96° 40' 37".

Network Service: ABC.

AM Affiliate: KADA, .25-kw, 1230 kc (ABC, MBS).

Ownership: C. C. Morris, pres., 32.3% (beneficially); Bill Hoover, v.p., 32.3%; Brown Morris, secy.-treas., 32.3%. Ownership interlocks with KADA, Ada, and KWSE, Wewoka.

Began Operation: April 28, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandivere, Cohen & Wear.

Personnel:

Dr. C. C. Morris, president.
Bill Hoover, v.p. & general manager.
Brown Morris, secy.-treas. & station manager.

Ohio-Oklahoma

Jack Hoover, coordinator.
Mrs. Nadine Wheeler, program manager.
Mrs. Z. D. Parker, woman's director.
George Miller, news director.
Roddie Peoples, farm director.
Fred Smith, chief engineer.

DIGEST OF RATE CARD NO. 1

(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; noon-6 p.m., Sun.							
\$225.00	\$135.00	\$112.50	\$90.00	\$75.00	\$50.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., 11 p.m.-sign-off, daily; sign-on-11:59 Sun.							
175.00	105.00	87.50	70.00	52.50	35.00	17.50	8.75

Subject to frequency discounts.

KGEO-TV
Enid

(Ch. 5)

Grantee (STA): Streets Electronics Inc., Box 168.

Studio: 206 E. Randolph. Transmitter: 9.4 mi. East of Enid.

Telephone: 835. TWX No.: 467.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 819-ft. above av. terrain; 649-ft. above ground, 2084-ft. above sea level, lat. 36° 23' 10", long. 97° 42' 33". Requests change to 1386-ft. above av. terrain, 1356-ft. above ground, 2516-ft. above sea level, lat. 35° 58' 56", long. 97° 41' 43"; transmitter to 6-mi. WNW of Crescent.

Network Service: ABC.

AM Affiliate: None.

Ownership: P. R. Banta, pres., 21.3%; Bruce E. Wallace, vice pres., 10.7%; George Streets, secy., 21.3%; Walter P. Scheffe, treas., 4.3%; L. D. Banta, 21.3%; James Cummins, 14.9%; Ed McGivney, 6.2%; Enid Radiophone Co. has option to buy 20%.

Began Operation: July 6, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George Streets, general manager.
Tom Belcher, commercial manager.
Marilyn Ellis, program director.
Casey Cohlmlia, news-sports director.
William Teitzel, chief engineer.
Eugene Clark, studio engineer.

DIGEST OF RATE CARD NO. 1

(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$225.00	\$135.00	\$90.00	\$75.00	\$50.00	\$30.00	\$15.00
Class B—4-6 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, daily; 1-4 p.m., Sat.						
175.00	105.00	70.00	52.50	35.00	17.50	8.75
Class C—Sign-on-1 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
112.50	67.50	45.00	37.50	25.00	15.00	7.50

Subject to frequency discounts.

KSWO-TV
Lawton

(Ch. 7)

Licensee: Oklahoma Quality Broadcasting Co., Box 1385.

Studio & Transmitter: Administration Bldg., 4-mi. E. of Lawton.

Telephone: 7777; sales office: 7725. TWX No.: 472.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 9.12-kw visual, 4.57-kw aural. Antenna: 540-ft. above av. terrain, 520-ft. above ground, 1700-ft. above sea level, lat. 35° 35' 31", long. 98° 19' 08".

Network Service: ABC, DuMont.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Ownership: Co-partnership composed of R. H. Drewry, 53.5%; J. R. Montgomery, 15.5%; T. R. Warkentin, 15.5%; R. P. Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Messrs Drewry & Warkentin are principals in KMID-TV, Midland, Tex.

Began Operation: March 8, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Ross B. Baker, general manager.
Paul Goode, comptroller.
Willard Cochran, chief engineer.
B. J. Wheatley, production manager.
Wretha Barnhart, traffic manager.

(Continued on next page)

Oklahoma

LAWTON: KSWO-TV—(Continued) DIGEST OF RATE CARD NO. 2 (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A —6-10:30 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B —All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

KTVX Muskogee (Ch. 8)

Grantee (STA): Tulsa Bcstg. Co., 111 S. Cherokee St.
Studios: 720 Eastside Blvd., Muskogee, Okla.; Lookout Mt., Tulsa.
Transmitter: Concharty Mt., 6 mi. NW of Haskell, Okla.
Telephones: 7-4447, Muskogee; Hickory 6-6185, Tulsa. **TWX No.** TU 91.
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 719-ft. above ground, 1700-ft. above sea level, lat. 35° 51' 43", long. 95° 46' 01".

Network Service: ABC.

AM Affiliate: KTUL, Tulsa, 5-kw, 1430 kc, CBS.

Ownership: John T. Griffin, pres., 56.5%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; James C. Leake, v.p., 3.61%; Bryan Mathes, secy.-treas., .212%. Also licensee of radios KTUL, Tulsa & KFPW, Fort Smith, Ark. Interlocking ownership with KOMA, Oklahoma City (owns 50% of KWTU, Oklahoma City) and KATV, Pine Bluff, Ark.

Began Operation: Sept. 18, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

L. A. Blust Jr., v.p. & general manager.
Ben January, station manager.
Ben Holmes, national sales manager.
William D. Swanson, local & regional sales manager.
George Ketcham, promotion director.
Robert E. Snider, engineering director.
Louis O. Brown, chief engineer.
Jack Morris, news director.
Bob Mays, sports director.
Albert A. (Bus) Dory, film manager.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A —6-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$133.35	\$100.00	\$80.00	\$40.00
Class B —5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6 p.m., Sun.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class C —Sign-on-5 p.m., Mon.-Sat.						
200.00	120.00	80.00	66.65	50.00	40.00	20.00

Subject to frequency discounts.

WKY-TV Oklahoma City (Ch. 4)

Licensee: WKY Radiophone Co., 500 E. Britton Rd.
Studio and Transmitter: 500 E. Britton Rd.
Telephone: Trinity 8-2161. **TWX No.:** OC 568.
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 927-ft. above av. terrain, 969-ft. above ground, 2128-ft. above sea level, lat. 35° 33' 24", long. 97° 30' 25".
Network Service: NBC, ABC.
AM Affiliate: WKY, 5-kw, 930 kc (NBC).

Ownership: Oklahoma Publishing Co., publisher of The Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman. WKY Radiophone Co. officers: E. K. Gaylor, pres.; P. A. Sugg, exec. v.p.; Hoyt Andres, v.p.; Edw. L. Gaylor, secy.-treas.; Eugene B. Dodson, asst. secy. Also operates WSFA-TV & WSFA, Montgomery, Ala.

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. K. Gaylor, president.
P. A. Sugg, executive v.p. & manager.
Eugene B. Dodson, v.p. & assistant manager.
John M. Haberlan, national sales manager.
Wally Kinnan, public relations & publicity manager.
Robert Olson, operations manager.
Joseph Jerkins, production supervisor.
Jack Stratton, farm director.
Don Cusenberry, continuity supervisor.
H. J. Lovell, chief engineer.
Aaron Britton, color coordinator.

DIGEST OF RATE CARD NO. 8 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA —7-10 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$175.00	\$88.00
Class A —6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily.						
650.00	390.00	260.00	228.00	163.00	140.00	70.00
Class B —10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C —5-6 p.m., Mon.-Fri.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class D —Sign-on-5 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts.

KWTU Oklahoma City (Ch. 9)

Grantee (STA): Oklahoma Television Corp., Box 8788.
Studio & Transmitter: 7401 N. Lincoln Rd., 8-mi. NE of Oklahoma City.

Telephone: Victor 3-6641. **TWX No.:** OC 322.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 48", long. 97° 29' 48".

Network Service: CBS, DuMont.

AM Affiliate: KOMA, 50-kw, 1520 kc (CBS).

Ownership: KOMA Inc., 50%; Roy J. Turner, pres., 12½%; Henry S. Griffing, 12½%; Luther T. Dulaney, v.p., 12½%; F. E. Harper, v.p., 12½%. John T. Griffin is pres. and majority stockholder of KOMA Inc. KOMA ownership interlocks with KATV, Pine Bluff, Ark. and with KTVX, Muskogee, Okla.

Began Operation: Dec. 20, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by George C. Davis.

Personnel:

Edgar T. Bell, general manager.
Fred L. Vance, sales manager.
W. Perry Dickey, program director.
Montez Tjaden, promotion-publicity director.
David Hunt, film editor.
John Arville, continuity director.
Bruce Palmer, news editor.
Wayne C. Liles, farm director.
Morris W. Thomas, chief engineer.

DIGEST OF RATE CARD NO. 4 (July 1, 1955)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA —7-10 p.m., daily.					
\$750.00	\$450.00	\$300.00	\$150.00	\$150.00	\$75.00
Class A —6:30-7 p.m., 10-10:30 p.m., daily.					
600.00	360.00	240.00	120.00	120.00	60.00
Class B —6-6:30 p.m., Mon.-Sat.; 4-6:30 p.m., Sun.; 10:30-11 p.m., daily.					
500.00	300.00	200.00	100.00	100.00	50.00
Class C —Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.					
250.00	150.00	100.00	50.00	37.50	18.75

Subject to frequency discounts.

KTVQ Oklahoma City (Ch. 25)

Grantee (STA): Republic Television & Radio Co., Northwest Station.
Studio: 18th & Classen Blvd. **Transmitter:** Atop First National Bank Bldg.

Telephone: Jackson 5-1561.

(Continued on page 174)

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.

Oklahoma - Oregon

OKLAHOMA CITY: KTVQ—(Continued)

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 141-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level, lat. 35° 28' 08", long. 97° 30' 58".

Network Service: ABC.

Ownership: E. A. (Jack) Fariss, 100%. Operated by National Affiliated Television Stations.

Began Operation: Oct. 28, 1953.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Represented (management) by Robert M. Purcell.

Personnel:

E. A. (Jack) Fariss, *president*.
R. M. Lester Jr., *general manager*.
Richard Kirchner, *program director*.
John L. Green, *studio chief engineer*.
Gillia Wood, *transmitter chief engineer*.
Buddy Myers, *film director*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$225.00	\$135.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
150.00	90.00	80.00	67.00	60.00	40.00	20.00
Class C—All other times.						
112.50	67.50	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KOTV Tulsa (Ch. 6)

Licensee: KOTV Inc., Third & Frankfort Sts.

Studio: Third & Frankfort. **Transmitter:** 6.4-mi. WNW of Tulsa near Sand Springs.

Telephone: 2-9233. **TWX No.:** TU 844.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50".

Network Service: CBS.

AM-FM Affiliates: None.

Ownership: J. H. Whitney & Co., N.Y., owns 100% of KOTV Inc. KOTV board: C. Wrede Petersmeyer, William H. Jackson, Robert F. Bryan, Maria H. Alvarez, Jack D. Wrather Jr.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:14, 20).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. Earl Cullum, Jr.

Personnel:

C. Wrede Petersmeyer, *president & general manager*.
James C. Richdale Jr., *commercial manager*.
Dick Campbell, *operations manager & program manager*.
Robert Freeland, *public relations director*.
George G. Jacobs, *chief engineer*.
Audrey DeBoer, *traffic manager*.

DIGEST OF RATE CARD NO. 7 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class A—6-7 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 9 a.m.-1 p.m., Sun.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class D—Sign-on-9 a.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

KVOO-TV

Tulsa

(Ch. 2)

Grantee (STA): Central Plains Enterprises Inc., 311 S. Denver St. **Studio:** 311 S. Denver St. **Transmitter:** Bigheart Mt.

Telephone: Luther 4-7204. **TWX No.:** TU 1314.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1172-ft. above ground, 2147-ft. above sea level, lat. 36° 11' 40", long. 96° 06' 00".

Network Service: NBC.

AM Affiliate: KVOO, 50-kw, 1170 kc, (NBC).

Ownership: William Skelly, pres., 38.88% (held by Southwest Sales Corp.); Dean A. McGee, chairman, 7.41%; Sen. Robert F. Kerr, v.p., 27.89%; Travis M. Kerr, 6.86%; Harold C. Stuart, 12%; F. C. Love, 2.02%; C. B. Akers, 1.81%; Tulsa U., 1.52%; Oklahoma A&M, 1.52%. Kerr family also controls WEEK-TV, Peoria, Ill.

Began Operation: Nov. 15, 1954.

Represented (sales) by Blair-TV.

Represented (legal) by Doerner, Rinehart, Stuart & Clammer.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

C. B. Akers, *general manager*.
John Devine, *sales manager & promotion director*.
William Sadler, *program director & production manager*.
Ken Miller, *news director*.
Wayne Taylor, *film editor*.
Jim Warren, *sports director*.
John M. Bushnell Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 1—(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class D—Sign-on-noon, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

OREGON

KVAL-TV

Eugene

(Ch. 13)

Grantee (STA): Eugene Television Inc., Blanton Heights, Eugene. **Studio & Transmitter:** Blanton Heights.

Telephone: 4-3245. **TWX No.:** EG 019.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 56-kw visual, 34-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level, lat. 44° 00' 05", long. 123° 06' 37".

Network Service: NBC, ABC, Du Mont.

Ownership: Robert P. Booth, pres., 6.66%; C. H. Fisher, v.p., 25.66%; Lee P. Bishop, treas., 6.66%; Thomas Winn, secy., 6.66%; W. D. Abel, director, 6.66%; Harvey S. Benson, asst. secy., 6.66%; E. T. Gardner, 6.66%; William N. Russell, 6.66%; Willis B. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, 6.66%; Edna Fisher, 1%. Messrs. Abel, Bishop, Gardner, Smith & Thoms own KORE, Eugene. Mr. Fisher owns KIHRR, Hood River, Ore. holds CPs for AM stations in The Dalles and Pendleton, Ore. and is applicant, with wife, for AM stations in Gresham, Ore. and Anacortes, Wash. Eugene Television owns 50% of TV grantee for Ch. 4 satellite in Roseburg, Ore.

Began Operation: April 15, 1954.

Represented (sales) by George P. Hollingbery Co.; Moore & Lund

Personnel:

S. W. McCready, *general manager*.
Robert Anderson, *production manager*.
Glenn Nickell, *commercial manager*.
Robert Anderson, *program director*.
Tru Vosburg, *traffic & continuity*.
Martin Levinson, *film director*.
Alvin Barnard, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(April 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.						
\$225.00	\$142.00	\$92.00	\$80.00	\$57.00	\$45.00	\$23.00
Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.						
167.00	100.00	68.00	60.00	42.00	35.00	17.00
Class C—All other times.						
150.00	96.00	61.00	53.00	38.00	30.00	15.00

Subject to frequency discounts.

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NBC**

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KV_{oo}-TV

FOR CURRENT AVAILABILITIES CALL THE OFFICES OF **BLAIR**

Oregon

KBES-TV Medford

(Ch. 5)

Grantee (STA): California-Oregon Television Inc., Box 1189.
Studio: 2000 Crater Lake Hwy. Transmitter: TV Peak, Medford.
Telephone: Medford 3-4581. TWX No.: MF 47.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.9-kw visual, 15.8-kw aural. Antenna: 460-ft. above av. terrain, 190-ft. above ground, 2190-ft. above sea level, lat. 42° 25' 43", long. 123° 00' 09". Requests change to 24.6-kw visual, 13.2-kw aural, 2325-ft. above av. terrain, 169-ft. above ground, 6263-ft. above sea level, lat. 42° 03' 54", long. 122° 28' 39"; transmitter to Soda Mt., 15-mi. SE of Ashland, Ore.

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: KUIN (Grants Pass), .25-kw, 1340 kc (MBS). FM Affiliate: KGPO (Grants Pass), 3.1-kw, 96.9 mc (No. 245), -1650-ft.

Ownership: Subsidiary of Southern Oregon Bcstg. Co. Amos E. Voorhies, pres., 16 2/3%; Everett A. Faber, v.p.; Edward A. Malone, v.p.; William B. Smullin, secy.-treas.; Earle Voorhies, 16 2/3%; John Voorhies, 16 2/3%; Redwood Bcstg. Co. Inc., 50%. Mr. Voorhies is publisher of Grants Pass Courier (KUIN); Redwood Bcstg. Co. Inc. (William B. Smullin) operates KIEM-TV & KIEM. Eureka, Cal. Southern Oregon Bcstg. also holds 50% of TV grantee for Roseburg, Ore.

Began Operation: July 14, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Jerry Poulos, manager.
Everett A. Faber, v.p. and business manager.
Ed A. Malone, v.p. and station manager.
William B. Smullin, general manager.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10 p.m., daily.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$50.00	\$38.00	\$30.00	\$15.00
Class B—Noon-1 p.m., Mon.-Fri.; 5-6:30 p.m., 10-11 p.m., daily; noon-5 p.m., Sat. & Sun.								
120.00	96.00	72.00	60.00	48.00	42.00	30.00	24.00	12.60
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

KLOR Portland

(Ch. 12)

Grantee (STA): Oregon Television Inc., 915 NE Davis St.

Studio & Transmitter: 4700 SW 19th St.

Telephone: Belmont 4-9721.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 229-kw visual, 129-kw aural. Antenna: 1000-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level, lat. 45° 29' 20", long. 122° 41' 40".

Network Service: ABC.

Ownership: Henry A. White, pres., 19.13%; Stephen E. Thompson, v.p., & treas., 19.13%; Robert L. Sabin, secy., 7.54%; William A. Healey 19.3%; Huntington Malarkey estate, 7.54%; (Kathleen E. Malarkey & Robert L. Sabin, executors); Julius L. Meier Jr., director, 26.88%.

Began Operation: March 7, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

John Schile, general manager.

DIGEST OF RATE CARD NO. 1 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 4:30-10:30 p.m., Sat. & Sun.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-4:30 p.m., Sat. & Sun.; 10:30-11:30 p.m., daily.						
375.00	225.00	150.00	125.00	100.00	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

KOIN-TV Portland

(Ch. 6)

Grantee (STA): Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St.

Studio: 140 S.W. Columbia St.

Transmitter: 5516 S. W. Barnes Rd.

Telephone: Atwater 3333. TWX No.: PD 769.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1530-ft. above av. terrain, 708-ft. above ground, 1773-ft. above sea level, lat. 45° 30' 58", long. 122° 43' 59".

Network Service: CBS.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS). FM Affiliate: KOIN-FM, 48-kw, 101.1 mc (No. 266), 1390-ft. antenna height.

Ownership: Theodore R. Gamble & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Central New York Bcstg. Corp., 50%. KOIN-TV officers: T. R. Gamble, pres.; C. Howard Lane, v.p.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; S. I. Newhouse Jr., director; Mltzi Newhouse, director; Fred W. Albertson, director. Mr. Gamble owns 49% of KCMJ, Palm Springs, Cal. and 30% of KOMO-TV, Seattle. Mr. Lane owns 33.33% of KOMO-TV and 23.75% of KFBI, Wichita, Kan. Central New York Bcstg. (Newhouse family) operates WSYR-TV and WSYR, Syracuse, N. Y. and WTPA, Harrisburg, Pa.; Newhouse family also publishes Portland Oregonian, Syracuse Post-Standard and Herald-Journal, Harrisburg Patriot and News, St. Louis Globe-Democrat, and other newspapers.

Began Operation: Sept. 29, 1953.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

C. Howard Lane, v.p. & managing director.
Frank Coffin, local sales manager.
John Palmer, national sales manager.
Ted W. Cooke, program director.
T. M. Williams, film director.
Louis Bookwalter, chief engineer.
Luke Roberts, production manager.
Robert McGill, promotion director.
William Drips, farm director.
Ralph Greer, traffic manager.

DIGEST OF RATE CARD NO. 4 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$205.00	\$140.00*	\$70.00*
Class B—4:59-6:29 p.m., Mon.-Fri.; 1:59-6:29 p.m., Sat.; 11:59-2:59 p.m., Sun.; 10:59 p.m.-midnight, daily.						
525.00	315.00	210.00	183.75	153.75	105.00	52.50
Class C—10:59 a.m.-4:59 p.m., Mon.-Fri.; 10:59 a.m.-1:59 p.m., Sat.; 10:59 a.m.-11:59 a.m., Sun.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	102.50	70.00	35.00
Class D—Sign-on-10:59 a.m., daily.						
300.00	180.00	120.00	105.00	87.50	60.00	30.00

* Class A (6:29-7:29 p.m., Mon.-Sat.; 2:59-6:29 p.m., Sun.; 10:29-10:59 p.m., daily. Also has Class AA (7:29-10:29 p.m., Mon.-Sat.; 6:29-10:29 p.m., Sun.): Min. \$175; 8 Sec. \$75.
Subject to frequency discounts.

KPTV Portland

(Ch. 27)

Grantee (STA): Empire Coil Co., Inc., 735 S.W. 20th Pl.

Studio: 735 S.W. 20th Pl. Transmitter: 3405 S.W. Council Crest Dr.

Telephone: Capitol 9921. TWX No.: PD 40.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 204-kw visual, 110.6-kw aural. Antenna: 1020-ft. above av. terrain, 251-ft. above ground, 1300-ft. above sea level, lat. 45° 30' 00", long. 122° 42' 00". CP for 1000-kw maximum and 646-kw horizontal visual, 500-kw maximum and 324-kw horizontal aural, 1280-ft. above av. terrain, 534-ft. above ground, 1589-ft. above sea level with 55° electrical beam tilt.

Network Services: NBC, DuMont.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests see WJBK-TV, Detroit.

Began Operation: September 20, 1952. Sale to present owners by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954. (Television Digest, Vol. 10:2, 44).

Represented (sales) by NBC Spot Sales; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president.*
Lee B. Wallis, *executive v.p.*
Stanton P. Kettler, *v.p. in charge operations.*
George B. Storer, Jr., *district v.p.*
Russell K. Olsen, *managing director.*
Charles R. White, *sales manager.*
Tom Harker, *national sales director (New York)*
Robert C. Wood, *midwest sales director (Chicago).*
Gayle V. Grubb, *west coast sales director (San Francisco).*
Tom Myers, *acting program director.*
D. Donald Lonie Jr., *advertising & promotion director.*
Norman Wallace, *traffic manager.*
William H. McAlister, *chief engineer.*

DIGEST OF RATE CARD NO. 4 †
(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A —6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 3-11 p.m., Sun.						
\$550.00	\$330.00	\$220.00	\$192.50	\$137.50	\$110.00	\$55.00
Class B —5-6:30 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 1-6 p.m., Sat.; 1-3 p.m., Sun.						
350.00	210.00	140.00	122.50	87.50	80.00	40.00
Class C —3-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; sign on-1 p.m., Sat. & Sun.						
275.00	165.00	110.00	96.25	68.75	60.00	30.00
Class D —Sign on-3 p.m., Mon.-Fri.						
225.00	135.00	90.00	78.75	56.25	50.00	25.00

Subject to frequency discounts.

PENNSYLVANIA

WFBG-TV
Altoona
(Ch. 10)

Grantee: Gable Broadcasting Co., 1320 11th Ave.
Studio and Transmitter: Wopsonnock Mt.
Telephone 6467. TWX No.: AO 89.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 980-ft. above av. terrain, 163-ft. above ground, 2553-ft. above sea level, lat. 40° 34' 01", long. 78° 26' 31".
Network Service: ABC, CBS, NBC, DuMont.
AM Affiliate: WFBG, 25-kw, 1340 kc (NBC).
Ownership: William F. Gable Co. (dept. store), 100%; Geo. Gable, pres.
Began Operation: March 1, 1953.
Represented (sales) by H-R Television Inc.
Represented (legal) by George O. Sutton.
Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

George P. Gable, *president.*
W. Stanley Truby, *v.p.*
Jack Snyder, *managing director & program manager.*
George Burgoon, *operations manager.*
B. Harley Shook, *film director.*
Samuel Patten, *sales promotion.*
K. R. Brubaker, *chief engineer.*

DIGEST OF RATE CARD NO. 5.
(April 1, 1955)

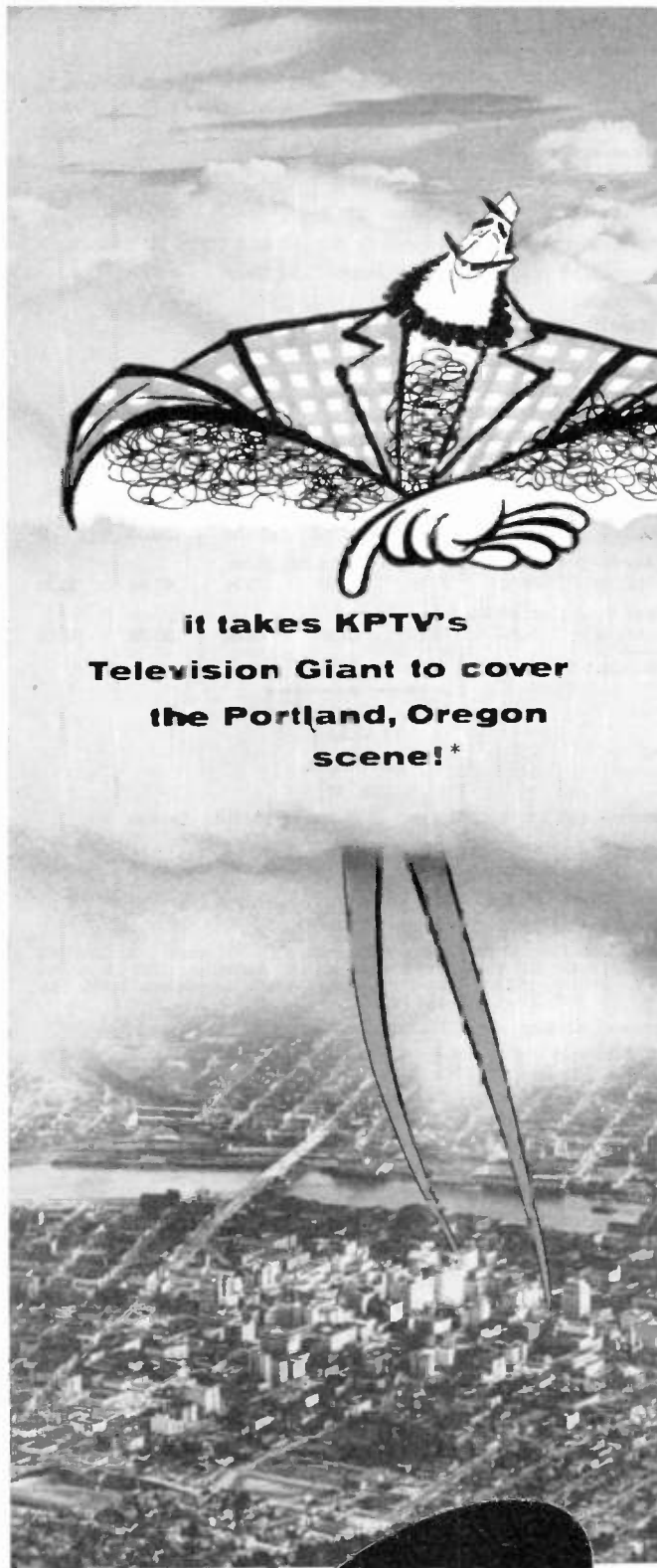
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A —6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class B —All other times.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts.

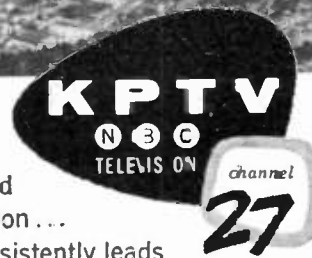
WLEV-TV
Bethlehem
(Ch. 51)

Licensee: Associated Broadcasters Inc., Box 111.
Business Office: Savercool Ave., Fountain Hill.
Studio and Transmitter: Savercool Ave., Fountain Hill.
Telephone: Allentown, Hemlock 4-6278. TWX No.: An 29.
Technical Facilities: Channel No. 51 (692-698 mc). Authorized power: 20-kw maximum and 7.41-kw horizontal visual, 10.7-kw maximum and 3.98-kw horizontal aural. Antenna: 600-ft. above av. terrain, 235-ft. above ground, 1095-ft. above sea level using 1° electrical beam tilt. lat. 40° 35' 55", long. 75° 25' 12".
Network Service: NBC.

(Continued on next page)



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Television Giant to cover
the Portland, Oregon
scene!*



*KPTV
is Oregon's first and
most powerful TV station...
the one that consistently leads
in total and local sales.



STORER NATIONAL SALES HEADQUARTERS
TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, E.L.D. 5-7690
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUTTER 1-3631
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRANKLIN 2-6498
Represented Nationally by NBC Spot Sales

Pennsylvania

BETHLEHEM: WLEV-TV—(Continued)

AM Affiliate: WEST, 25 kw, 1400 kc (NBC). FM Affiliate: WEST-FM, 11-kw, 107.9 mc (No. 300), 172-ft. antenna height, Easton.

Ownership: See WGAL-TV, Lancaster.

Began Operation: April 21, 1953.

Represented (sales) by Meeker TV Inc.

Represented (legal) by George O. Sutton and Duke M. Patrick.

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, station director.
Elwood C. Anderson, station manager.
J. Robert Gulick, national sales manager.
George H. Ettele, commercial manager.
Bernard M. Ames, program director.
J. E. Mathiot, chief engineer.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-11 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
150.00	90.00	75.00	60.00	52.50	37.50	22.50
Class C—All other times.						
100.00	60.00	50.00	40.00	35.00	25.00	15.00

Subject to frequency discounts.

WGLV Easton (Ch. 57)

Grantee (STA): WGLV Inc., 2857 Nazareth Rd., Easton, Pa.

Business address: 2857 Nazareth Rd., Easton.

Studio: 2857 Nazareth Rd.

Transmitter: Gaffney Hill, Pa.

Telephone: 3-3557. TWX No.: 71.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 100-kw visual, 49.89-kw aural. Antenna: 1063-ft. above av. terrain, 471-ft. above ground, 1481-ft. above sea level, lat. 40° 37' 35", long. 75° 15' 19".

Network Service: ABC, DuMont.

AM Affiliate: WEEEX, 25-kw U, 1230 kc (CP). FM Affiliate: WEEEX-FM, 1-kw, 98.3 mc (No. 252), 115-ft. antenna height.

Ownership: Same as Easton Publishing Co. (Easton Express); J. L. Stackhouse, pres.-treas.

Began Operation: June 26, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Paul Godley Co.

Personnel:

Charles R. Thon, general manager.
Nelson Rounsley, business manager.
Robert Francett, chief engineer.

DIGEST OF RATE CARD NO. 2—(Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
112.50	67.50	45.00	37.50	30.00	22.50	11.50
Class C—All other times.						
75.00	45.00	30.00	26.25	18.75	15.00	7.50

Subject to frequency discounts.

WICU Erie (Ch. 12)

Licensee: Dispatch Inc., 3514 State St.

Studio & Transmitter: 3514 State St.

Telephone: 4-5201. TWX No.: ER 81.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 30-kw visual power, 15-kw aural. Antenna: 115-ft. above av. terrain, 309-ft. above ground, 1113-ft. above sea level, lat. 42° 06' 14", long. 80° 04' 11". Requests 207.5-kw visual, 103.8-kw aural, 782-ft. above av. terrain, 569-ft. above ground, 1949-ft. above sea level, lat. 42° 03' 53", long. 80° 00' 18"; transmitter to 5.6-mi. SE of center of Erie.

Network Service: NBC, ABC, DuMont.

AM Affiliate: WIKK, 5-kw, 1330 kc (NBC).

Ownership: Same as Erie Dispatch. Edward Lamb, pres.-treas., 70.83%; J. Howard McGrath, exec. v.p.; Frank C. Oswald, v.p.; Cecile Huebner, secy.; Edward H. Lamb, asst. secy.; Prudence H. Lamb, director, 21.1% (as trustee for 3 Lamb family trusts, holds remaining 8.06%). Holds CP for WMAC-TV, Massillon, O.; is TV applicant for Toledo; operates WTOD, Toledo and WHOO, Orlando, Fla.

Began Operation: March 15, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McGrath & Brown.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Edward Lamb, president.
Frank C. Oswald, asst. to president.
Ben McLaughlin, general manager.
Karl Nelson, commercial manager.
Bob Lunquist, program director.
Dick Johnson, production supervisor.
Jack Schumacher, promotion director.
Michael Csop, chief engineer.

DIGEST OF RATE CARD NO. 9 (Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00	\$70.00
Class B—5-6 p.m., 11-11:30 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	105.00	52.50
Class C—Noon-5 p.m., 11:30 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	105.00	70.00	35.00
Class D—Midnight-noon, daily.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

Subject to frequency discounts.

WSEE Erie (Ch. 35)

Grantee (STA): Great Lakes Television Co., 1220 Peach St.

Studio: 1220 Peach St. Transmitter: U.S. Hwy. 19, 5 mi. S of Erie.

Telephone: 5-7575. TWX No.: ER 80.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 948-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level, lat. 42° 05' 55.7", long. 80° 03' 14.5".

Network Service: CBS, ABC, DuMont.

Ownership: Jacob A. Young, chairman, 11.66%; George J. Mead, pres., 16.66%; Charles E. Denny, exec. v.p., 5.33%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 15.33%; James A. Quisenberry, secy.-treas., 2.66%; John J. Mead Jr., 13%; Charles Simmons, 8%; J. T. Simmons, 3.33%; John W. English, 6.95%; John J. Boland Jr., 6.95%; Edward Mead, 1.3%; J. B. Held, 3.66%; Mary Mead, 1.05%; Joseph Mead, 1.05%. Ownership interlocks with WNAO-TV, Raleigh, N. C. George J. & John J. Mead Jr., are copublishers of Erie Times. Jacob A. Young is part owner of Erie radios WERC (5-kw, 1260 kc) and WERC-FM, (9.7-kw, 99.99 mc).

Began Operation: April 25, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles E. Denny, v.p. & general manager.
Frank Palmer, station manager.
Don Boyce, commercial manager.
Art Hook, program & production director.
Dick Morgan, news director.
Ed Zellefrow, chief engineer.
James Penna, assistant engineer.

DIGEST OF RATE CARD NO. 1 (April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WCMB-TV Harrisburg (Ch. 27)

Grantee (STA): Rossmoyne Corp., 228 Court St.

Studio: 228 Court St. Transmitter: Blue Mt., approx. 1-mi. NE of Summerdale, Pa.

Telephone: Cedar 4-3005.

(Continued on page 180)

Cause:

- the healthiest, soundest gathering of dealers ever assembled in our industry—advocating better business management, harder selling, greater brand loyalty and commanding of supplier respect through powerful sales performance.
- sparking the first really deep-seated promotion in our entire industry, National Radio and Television Week, and working conscientiously with all other elements in the industry to make it a success.
- conducting a major national business bettering convention every January . . . educational regional meetings attracting distributors and dealers throughout areas, sometimes state-wide, in many parts of the country . . . a national salesman-of-the-year competition in cooperation with LADIES HOME JOURNAL, and many other valuable programs, NARDA is a powerful force working in your and the industry's behalf.
- and tying it all together, bringing realization of the role of this organization in their business lives and reporting important essentials to the dealers in a form they read thoroughly and conscientiously: THE NARDA NEWS.

Effect:

- an advertising medium of exceptional concentrated power in which your message gets conspicuous attention, as well as that extra warmth of response that comes to the supporter of an organization and activities dear to the heart of the reader you seek to reach.

That's why NARDA NEWS deserves to be on your trade advertising schedule.

NARDA NEWS

official publication of the

NATIONAL APPLIANCE AND RADIO-TV DEALERS ASSN.

1141 Merchandise Mart

• Chicago 54, Ill.

• Michigan 2-5505

Pennsylvania

HARRISBURG: WCMB-TV—(Continued)

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 186-kw visual, 105-kw aural. Antenna: 930-ft. above av. terrain, 400-ft. above ground, 1450-ft. above sea level, using .6° beam tilt, lat. 40° 18' 58", long. 76° 56' 57".

AM Affiliate: WCMB, 5-kw, 1460 kc (MBS).

Ownership: Edgar T. Shepard Jr., pres., 66 $\frac{2}{3}$ %; Edgar K. Smith, v.p., 33 $\frac{1}{3}$ %.

Began Operation: Sept. 2, 1954.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Ed K. Smith, v.p. & general manager.
J. Howard Bair, chief engineer.

DIGEST OF RATE CARD NO. 1—(March 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-11 p.m., daily.							
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$60.00	\$50.00	\$30.00
Class B—All other times.							
150.00	120.00	90.00	75.00	60.00	45.00	37.50	22.50

Subject to frequency discounts.

WHP-TV Harrisburg

(Ch. 55)

Grantee (STA): WHP Inc., 216 Locust St.

Studio: 216 Locust St. **Transmitter:** Blue Mountain.

Telephone: Cedar 4-3211. **TWX No.:** HB 194.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 241-kw maximum and 182-kw horizontal visual, 130-kw maximum and 100-kw horizontal aural. Antenna: 910-ft. above av. terrain, 179-ft. above ground, 1489-ft. above sea level, lat. 40° 20' 44", long. 76° 52' 09".

Network Service: CBS.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). **FM Affiliate:** WHP-FM, 1.55-kw, 97.3 mc (No. 247), -35-ft. antenna height.

Ownership: Telegraph Press Inc., 96.25%; E. J. Stackpole, pres.-treas., .0823%; A. K. Redmond, v.p., 3.5%; A. H. Stackpole, v.p., .0823%; Bowman A. Brown, secy. & asst. treas., .0823%.

Began Operation: April 1, 1953.

Represented (sales) by Bolling Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis

Personnel:

A. K. Redmond, general manager.
Dick Redmond, program manager.
Beatrice Pottelger, sales service director.
Joe Harper, news director.
E. Dan Liebensperger, chief engineer.

DIGEST OF RATE CARD NO. 3 (March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$325.00	\$195.00	\$130.00	\$115.00	\$100.00	\$65.00
Class B—6-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 2-5 p.m., Sun.					
250.00	150.00	100.00	85.00	75.00	50.00
Class C—All other times.					
150.00	90.00	60.00	52.50	45.00	30.00

Subject to frequency discounts.

WTPA Harrisburg

(Ch. 71)

Grantee (STA): The Patriot News Co., 812 Market St.

Studio: 3235 Hoffman St. **Transmitter:** E. Pennsboro Twp.

Telephone: Cedar 8-7171. **TWX No.:** HB 91.

Technical Facilities: Channel No. 71 (812-818 mc). Authorized power: 175-kw visual, 93-kw aural. Antenna: 990-ft. above av. terrain, 439-ft. above ground, 1519-ft. above sea level, lat. 45° 19' 03", long. 76° 56' 50".

Network Service: ABC.

AM Affiliate: None.

Ownership: The Patriot News Co., 100%; officers: Edwin F. Russell, pres.; S. I. Newhouse, v.p. & secy.; Sarah Russell, treas.; B. F. Lantz, asst. secy. & asst. treas. Also publishes *Harrisburg Patriot and News*. For other Newhouse family interests, see WSYR-TV, Syracuse, N. Y.

Began Operation: June 19, 1953.

Represented (sales) by Harrington, Righter & Parsons, Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Craven, Lohnes & Culver

Personnel:

David J. Bennett, general manager.

Allen Solada, sales manager.

Don Wear, program director.

Roy McCauley, sports director.

Gladys Swift, promotion & news director.

Paul Gross, chief engineer.

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—6:30-11 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$110.00	\$87.50	\$70.00
Class B—5-6:30 p.m., daily; 1-5 p.m., Sat. & Sun.					
265.00	159.00	106.00	79.50	66.00	53.00
Class C—All other times.					
175.00	105.00	71.00	55.00	43.75	35.00

Subject to frequency discounts.

WARD-TV Johnstown

(Ch. 56)

Grantee (STA): Rivoli Realty Co., Porch Bldg.

Studio & Transmitter: Cover Hill.

Telephone: 8-1216. **TWX No.:** 501.

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 91-kw visual, 46-kw aural. Antenna: 610-ft. above av. terrain, 540-ft. above ground, 2461-ft. above sea level, lat. 40° 19' 47", long. 78° 53' 45".

Network Service: CBS, DuMont, ABC.

AM Affiliate: WARD, 25-kw, 1490 kc (CBS). **FM Affiliate:** WARD-FM, 285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

Ownership: Walter M. Thomas, pres.-treas., 17.24%; Dr. George D. Gartland, v.p., 17.24%; Margaret E. Gartland, secy., 51.72%; Clarence B. Hammerle, 6.89%; George D. Gartland Sr., 6.89%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis.

Personnel:

Millard Coleman, chief engineer.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$37.50	\$15.00
Class B—All other times.							
125.00	75.00	62.50	50.00	37.50	25.00	22.00	10.00

WJAC-TV Johnstown

(Ch. 6)

Licensee: WJAC Inc., 329 Main St.

Studio: Chestnut St. & 10th Ave.

Transmitter: Laurel Hill Mt.

Telephone: 4-1267, 9-1965 & 58-251. **TWX No.:** JNTN 79.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 35.4-kw aural. Antenna: 1120-ft. above av. terrain, 162-ft. above ground, 2872-ft. above sea level, lat. 40° 22' 22", long. 78° 58' 51".

Network Service: ABC, CBS, DuMont, NBC.

AM Affiliate: WJAC, 25-kw, 1400 kc (NBC). **FM Affiliate:** WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft. antenna height.

Ownership: Same as *Johnstown Tribune*. WJAC Inc. officers: Walter W. Krebs, pres.; A. D. Schrott, secy.-treas.; N. L. Straub, v. p.

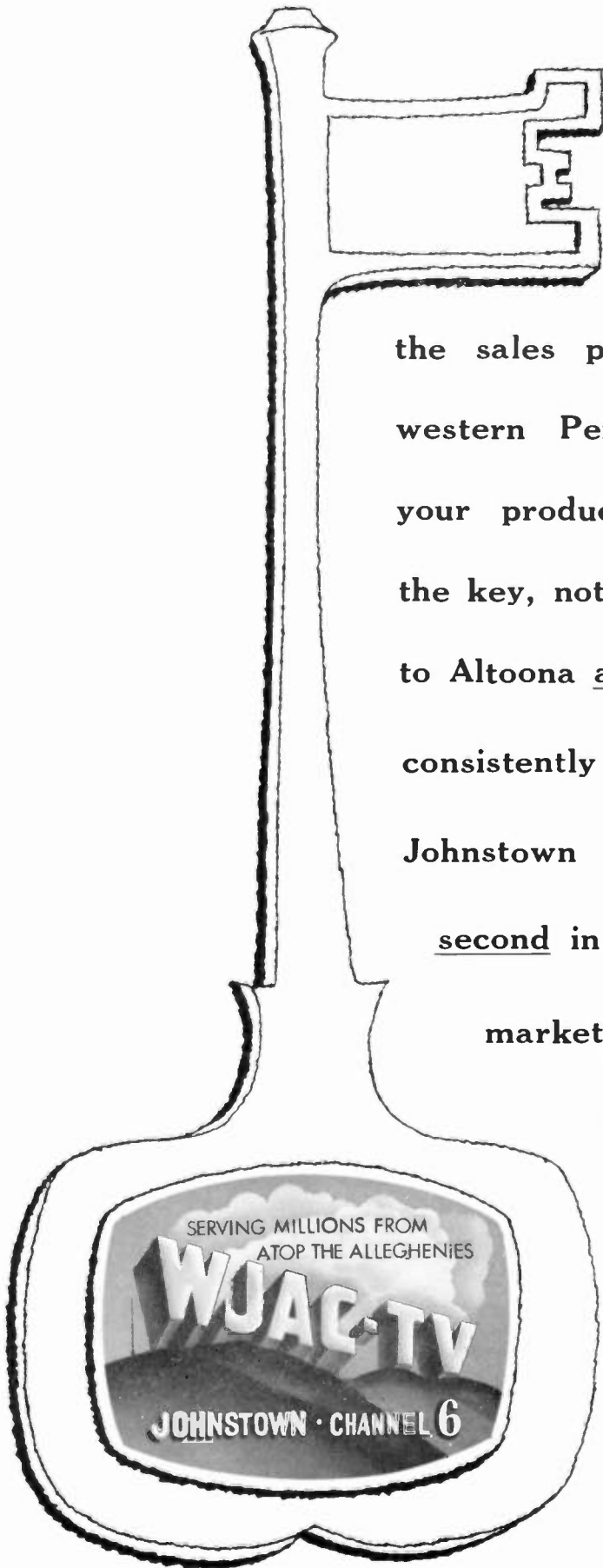
Began Operation: Sept. 15, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by James C. McNary.

(Continued on page 182)



UNLOCK

the sales potential of the Southwestern Pennsylvania market for your product. WJAC-TV provides the key, not only to Johnstown, but to Altoona and Pittsburgh. Hooper consistently shows WJAC-TV first in Johnstown (a 2-station market), second in Pittsburgh (a 3-station market), first in Altoona (a 2-station market). Buy

the ONE that covers
THREE!

Call your KATZ man
for complete information



Pennsylvania

JOHNSTOWN: WJAC-TV—(Continued)

Personnel:

Walter W. Krebs, *president.*
 Alvin D. Schrott, *manager.*
 Frank P. Cummins, *program director.*
 John H. Hepburn, *commercial manager.*
 Nevin L. Straub, *director of technical operation.*
 Theodore Campbell, *chief engineer.*

DIGEST OF RATE CARD NO. 9
 (Jan. 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$750.00	\$450.00	\$375.00	\$300.00	\$263.00	\$188.00	\$150.00	\$68.00
Class A—6-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 5-7:30 p.m., 10:30-11 p.m., Sat. & Sun.							
700.00	420.00	350.00	280.00	245.00	175.00	140.00	63.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.							
350.00	210.00	175.00	140.00	123.00	88.00	70.00	32.00
Class C—9 a.m.-5 p.m., midnight-sign-off, daily.							
330.00	200.00	165.00	130.00	115.00	85.00	60.00	27.00
Class D—Sign-on-9 a.m. 50% of Class C rates.							

Subject to frequency discounts.

WGAL-TV
Lancaster
 (Ch. 8)

Licensee: WGAL Inc., 24 S. Queen St.
 Studio: 24 S. Queen St. Transmitter: 2.25 m. NE of Hallam, Pa.
 Telephone: 5246. TWX No.: LN 34.
 Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 500-ft. above ground, 1523-ft. above sea level, lat. 40° 02' 06", long. 76° 37' 14".
 Network Service: CBS, DuMont, NBC.
 AM Affiliate: WGAL, 25-kw, 1490 kc (NBC). FM Affiliate: WGAL-FM, 3.8-kw, 101.3 mc (No. 267), 215-ft. antenna.

Ownership: Same interests (Steinman brothers) also operate WLEV-TV, Bethlehem, Pa., and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading, all in Pennsylvania, Steinmans also publish *Lancaster New Era* and *Intelligencer-Journal*.

Began Operation: March 18, 1949.
 Represented (sales) by Meeker TV Inc.
 Represented (legal) by George O. Sutton and Duke M. Patrick.
 Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, *president & general manager.*
 J. Robert Gullick, *asst. general manager in charge of sales.*
 Harold E. Miller, *station manager.*
 Leroy K. Strine, *commercial manager.*
 Paul C. Rodenhauser, *program director.*
 Robert Mallick, *farm director.*
 Paul I. Woodland, *promotion manager.*
 J. E. Mathiot, *chief engineer.*

DIGEST OF RATE CARD NO. 10
 (August 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class AA—8-10 p.m., daily.					
\$1200.00	\$720.00	\$480.00	\$360.00	\$240.00	\$120.00
Class A—6:30-8 p.m., 10-11 p.m., daily.					
1000.00	600.00	400.00	300.00	200.00	100.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.					
750.00	450.00	300.00	225.00	150.00	75.00
Class C—All other times.					
500.00	300.00	200.00	150.00	100.00	50.00

Subject to frequency discounts.

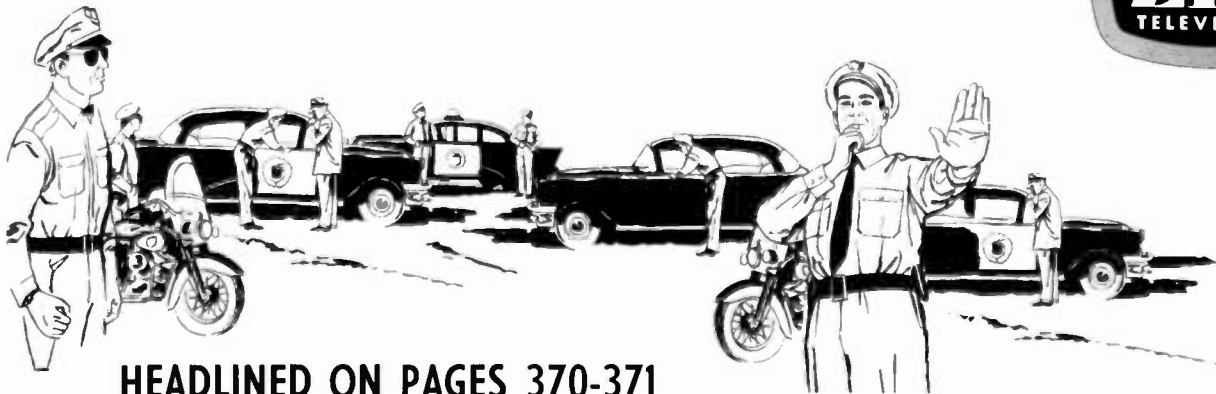
WLBR-TV
Lebanon
 (Ch. 15)

(Due to Resume Operation in Fall)

Grantee (STA): Lebanon TV Corp., 8th & Cumberland Sts.
 Note: Began operation Oct. 9, 1953, but quit air Oct. 16, 1954, reverting to CP status; sale to Triangle Publications Inc. (WFIL-TV, Philadelphia & WBNF-TV, Binghamton, N.Y.) pending FCC approval; see *Television Digest*, Vol. 10:42 & 11:27. (For details about facilities etc., see p. xx.)

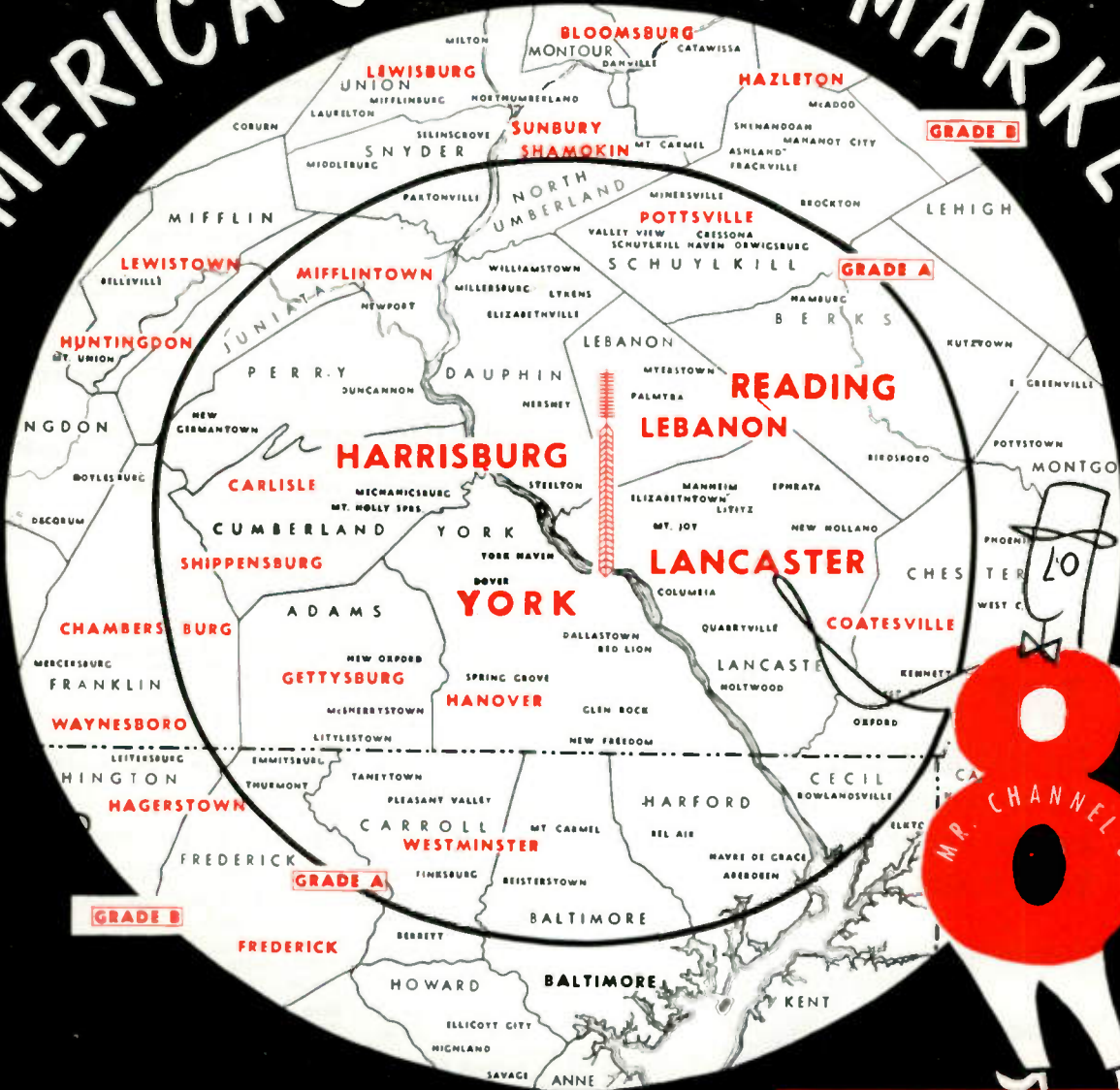
FRONT PAGE EXCITEMENT!

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 TV SERIES



HEADLINED ON PAGES 370-371

AMERICA'S 10th TV MARKET



316,000 Watts

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

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.

Representatives:

MEEKER TV, INC. New York
Los Angeles

Chicago
San Francisco

for the complete Philadelphia Story



12 CHANNEL

WPFH

The MAXIMUM POWER
station serving Philadelphia
and the greater Delaware
Valley trading area.

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



Represented by
MEEKER TV, Inc.

See listing under Wilmington, Delaware, on Page 85

WCAU-TV Philadelphia

(Ch. 10)

Licensee: WCAU Inc., City & Monument Aves.

Studio: City & Monument Aves. Transmitter: Domino Lane & Fowler St.

Telephone: Greenwood 7-8300.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level, lat. 40° 02' 36", long. 75° 14' 12".

Network Service: CBS.

AM Affiliate: WCAU, 50-kw, 1210 kc (CBS). FM Affiliate: WCAU-FM, 11-kw, 98.1 mc (No. 231), 630-ft. antenna height.

Ownership: Same as *Philadelphia Bulletin*.

Began Operation: March 15, 1948.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Donald W. Thornburgh, *president & general manager*.
Joseph L. Tinney, *v.p. & asst. general manager*.
Charles Vanda, *v.p. in charge of television*.
John G. Leitch, *v.p. in charge of engineering*.
Robert N. Pryor, *v.p. in charge of promotion and publicity*.
Robert M. McGredy, *sales manager*.
John McClay, *asst. manager for television*.
Robert A. Forrest, *program manager*.
Mel Levine, *operations manager*.
Charles Shaw, *news editor*.
Amos Kirby, *farm director*.
Louls De Marco, *production facilities manager*.
Norman Leebron, *head of film operations*.
Jan Ozog, *scenic director*.
John Ferlaine, *art director*.
Margaret M. Kearney, *educational director*.
Charles Gimbom, *photography director*.
Francis J. Haney, *general engineer for color*.

DIGEST OF RATE CARD NO. 10

(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$3000.00	\$1800.00				\$600.00	\$300.00
Class A—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
2000.00	1200.00	\$800.00	\$700.00	\$500.00	400.00	200.00
Class B—5-7:30 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-7 p.m., Sun.						
1500.00	900.00	600.00	525.00	375.00	300.00	150.00
Class C—8:30 a.m.-5 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11 pm-1 am., daily.						
1100.00	660.00	440.00	385.00	275.00	210.00	105.00
Class D—1-8:30 a.m., Mon.-Fri.; 1-10 a.m., Sat.-Sun.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00

Subject to frequency discounts.

WFIL-TV Philadelphia

(Ch. 6)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts.

Studio: 46th & Market Sts. Transmitter: Roxborough, Pa.

Telephone: Evergreen 2-4700. TWX No.: PH 670.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 660-ft. above av. terrain, 659-ft. above ground, 924-ft. above sea level, lat. 40° 02' 40" long, 75° 14' 30".

Network Service: ABC and Du Mont.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC). FM Affiliate: WFIL-FM, 10-kw, 102.1 mc (No. 271), 270-ft. antenna height.

Ownership: Same as *Philadelphia Inquirer*. Walter H. Annenberg, *pres.*, 99.3% (in trust); Joseph First, *v.p. & secy.*; S. C. Annenberg, *treas.*; S. Silverman, *asst. secy.*; C. A. Andrews, *asst. treas.* Triangle Publications Inc. also operates WNBK-TV & WNBK. Binghamton, N.Y.; publishes *TV Guide* and other publications and owns 50% of WHGB, Harrisburg. Note: Purchase of WLBR-TV, Lebanon, Pa. (Ch. 15) pending FCC approval (*Television Digest*, Vol. 11:27).

Began Operation: Sept. 13, 1947.

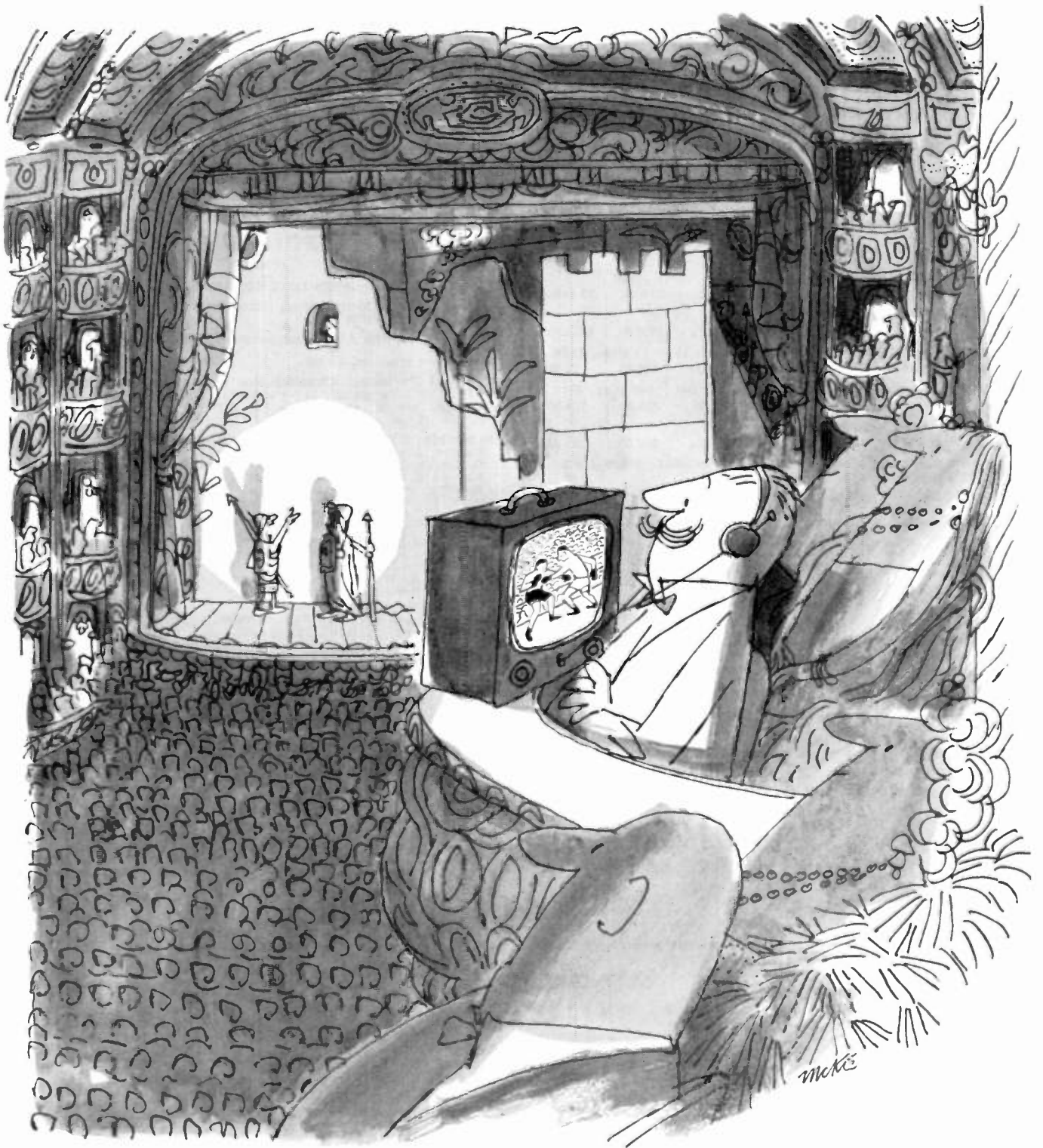
Represented (sales) by Blair-TV.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Kear & Kennedy.

(Continued on page 186)

Some people are born leaders



...like WCAU, Philadelphia

WCAU-TV's average share of audience, day and night, is 30% greater than Station B and 100% greater than Station C.

source upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

1955 Fall-Winter Edition

Pennsylvania

PHILADELPHIA: WFIL-TV—(Continued)

Personnel:

Roger W. Clipp, *general manager*.
 Howard W. Maschmeyer, *executive asst.*
 George A. Koehler, *station manager*.
 Kenneth W. Stowman, *general sales manager*.
 Sherman Gregory, *TV sales*.
 Edward H. Benedict, *national sales manager*.
 Jack Steck, *executive program director*.
 John B. Scheuer, *public relations director*.
 Joe Zimmermann, *director, advertising and promotion*.
 Chet Cooper, *production operations manager*.
 John C. Harlan, *business manager*.
 Charles Harrison, *director, news-special events*.
 Howard Jones, *farm director*.
 Henry E. Rhea, *chief operations & maintenance engineer*.

DIGEST OF RATE CARD NO. 12 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—8-10:30 p.m., daily.						
\$2400.00	\$1440.00				\$450.00	\$225.00
Class B—7:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10:30-11 p.m., daily.						
1800.00	1080.00	\$720.00	\$630.00	\$450.00	350.00	175.00
Class C—5-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-6 p.m., Sun.						
1300.00	780.00	520.00	455.00	325.00	250.00	125.00
Class D—3-5 p.m., Mon.-Fri.						
1000.00	600.00	400.00			200.00	100.00
Class E—8 a.m.-3 p.m., Mon.-Fri.; 9 a.m.-2 p.m., Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
850.00	510.00	340.00	297.50	212.50	170.00	85.00

Subject to frequency discounts.

WPTZ Philadelphia (Ch. 3)

Licensee: Westinghouse Bcstg. Co. Inc., Architects Bldg.

Studio: 1619 Walnut St. Transmitter: 1300 E. Mermaid Lane, Wyndmoor, Pa.

Telephone: Locust 4-5500. TWX No.: PH 335.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 750-ft. above av. terrain, 602-ft. above ground, 1014-ft. above sea level, lat. 40° 05' 00", long. 75° 10' 47".

Network Service: NBC.

AM Affiliate: KYW, 50-kw, 1060 kc (NBC).

Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; E. V. Huggins, corporate v.p. & secy.; Chris J. Witting, pres. of Westinghouse Bcstg. Co. Inc.; J. E. Baudino, exec v.p. (Washington); John W. Steen, counsel (New York). Also operates TV stations: KDKA-TV, Pittsburgh; WBZ-TV, Boston & KPIX, San Francisco; radio stations WBZ, Boston; WBZA, WOWO, Fort Wayne; KEX, Portland, Ore. Note: Deal whereby Westinghouse swaps WPTZ & KYW with NBC for WNBK & WTAM, Cleveland, plus \$3,000,000 pends FCC approval (*Television Digest*, Vol. 11:21).

Began Operation: September 1941; sold to present owner by Philco Corp. (*Television Digest*, Vol. 9:8, 22).

Represented (sales) by Free & Peters Inc.

Personnel:

Rolland V. Tooke, *general manager*.
 George D. Borden, *chief engineer*.
 Alexander W. Dannenbaum Jr., *sales manager*.
 Stan Lee Broza, *program manager*.
 Edward G. Murray, *film buyer*.
 E. Preston Stover, *manager of program operations*.
 Edward Wallis, *promotion & publicity manager*.
 Ernest Leiss, *acting news director*.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.
Class AA—8-10:30 p.m., Mon.-Sun.				
\$2500.00	\$2000.00	\$1500.00	\$1250.00	\$1000.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
875.00	625.00	500.00	250.00	
Class A—7:30-8 p.m., Mon.-Sat.; 7-8 p.m., Sun.; 10:30-11 p.m., daily.				
1800.00	1440.00	1080.00	900.00	720.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
630.00	450.00	360.00	180.00	
Class B—5-7:30 p.m., Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m., Sun.				
1300.00	1040.00	780.00	650.00	520.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
455.00	325.00	260.00	130.00	

Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 1 p.m.-1 a.m., daily.

Hour	45 Min.	30 Min.	20 Min.	15 Min.
850.00	680.00	510.00	425.00	340.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
297.50	212.50	170.00	85.00	

Class D—1-9 a.m., daily.

Hour	45 Min.	30 Min.	20 Min.	15 Min.
500.00	400.00	300.00	250.00	200.00
10 Min.	5 Min.	20 Sec.	10 Sec.	
175.00	125.00	60.00*	30.00	

* Class D Min. rate, \$100.

Subject to frequency discounts.

WQED Pittsburgh (Ch. 13)

Non-Commercial Educational Station

Grantee (STA): Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave.

Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.

Telephone: Museum 3-1300.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 620-ft. above av. terrain, 574-ft. above ground, 1739-ft. above sea level, lat. 40° 26' 46", long. 79° 57' 51".

Ownership: Officers of this publicly financed station are: Leland Hazard, pres.; Leon Falk Jr., v.p.; J. R. Ryan Jr., v.p.; George D. Lockhart, treas.; Dr. E. A. Dimmick, secy. Mr. Hazard is v.p. of Pittsburgh Plate Glass Co., which donated building housing WQED studios to U. of Pittsburgh. Dr. Dimmick is supt. of Pittsburgh public schools.

Began Operation: March 19, 1954.

Represented (legal) by Fischer, Willis & Panzer.

Personnel:

William A. Wood, *general manager*.
 Edward Horstman, *chief engineer*.
 John Ziegler, *program manager*.
 Harriet Ackerman, *publicity director*.

WENS Pittsburgh (Ch. 16)

Grantee (STA): Telecasting Inc., Carlton House.

Studio & Transmitter: 700 Ivory Ave.

Sales Office: Carlton House, Pittsburgh. Express 1-1545.

Telephone: Wellington 1-1200. TWX No.: PG 409.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 200-kw visual, 106-kw aural. Antenna: 870-ft. above av. terrain, 552-ft. above ground, 1883-ft. above sea level, lat. 40° 29' 39", long. 80° 00' 16". Requests change to Ch. 11 with 316-kw visual, 158-kw aural, 856-ft. above av. terrain, 539-ft. above ground, 1879-ft. above sea level, lat. 40° 29' 41.3", long. 80° 00' 16.8".

Network Service: ABC, CBS, NBC.

Ownership: Thomas P. Johnson, pres., 13.8%; Larry H. Israel, v.p., 5%; William H. Rea, secy.-treas.; Henry Oliver Rea, director, 8.35%; John W. Galbreath, 5.55%; Donald C. Lott, 2.77%; Ralph McP. Kiner, 2.77%; Robert F. Prince, 2.77%; Norton Cotterill, 2.22%; A. Donovan Faust, 4.5%; Tyrone Corp., 5.55%; and 16 others, each owning less than 1%. H. O. Rea owns 32.2% and W. H. Rea owns 4.49% of WPOR, Portland, Me., whose stockholders control Tyrone Corp. Tyrone Corp. owns 35.2% of WMTW, Portland, Me. Note: The 5% owned by Larry H. Israel carries 50% voting interest, his holdings embracing all outstanding Class B stock.

Began Operation: Aug. 25, 1953.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Thomas P. Johnson, *president*.
 Larry Israel, *v.p. & general manager*.
 William H. Rea, *secretary-treasurer*.
 Betty Jane Wylie, *traffic manager*.
 James Hurley, *chief engineer*.

DIGEST OF RATE CARD NO. 2-a (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—6-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6:30 p.m., Sat. & Sun.						
337.50	202.50	135.00	101.25	84.40	67.50	33.75
Class C—5-6:00 p.m., Mon.-Fri.; 11-11:30 p.m., daily.						
270.00	162.00	108.00	81.00	67.50	54.00	27.00

Subject to frequency discounts.

ADVERTISING PIONEER

Ben Franklin had a discerning eye for value and a knowing eye for trade. He recognized the power of advertising well directed to the buyer.

Today in the city of Franklin, you'll find his enterprising spirit best expressed in the station that serves Philadelphia in the way he dreamed of.

To sell Philadelphia today in the best tradition, schedule WFIL-TV. Ask any Blair man for availabilities.



WFIL-TV channel 6

ABC Television Network

The Voice of Delaware Valley, U.S.A.

Radio-Television Division of Triangle Publications, Inc.

Pennsylvania

KDKA-TV

(formerly WDTV)

Pittsburgh

(Ch. 2)

Licensee: Westinghouse Broadcasting Co. Inc., Gateway Center.

Studios: 1 Gateway Center. Transmitter: 4101 Grizella St.

Telephone: Express 1-3000. TWX No.: PG 188.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1840-ft. above sea level, lat. 40° 29' 32", long. 80° 01' 05". CP for 995-ft. above av. terrain, 679-ft. above ground 2049-ft. above sea level, lat. 40° 29' 38.22", long. 80° 01' 9.4".

Network Service: ABC, CBS, Du Mont, NBC.

AM Affiliate: KDKA, 50-kw, 1020 kc, NBC. **FM Affiliate:** KDKA-FM, 12.5-kw, 92.9 mc (No. 225), 590-ft. antenna height.

Ownership: Subsidiary of Westinghouse Electric Corp.; Gwilym A. Price, pres.; E. V. Huggins, corporate v.p. & secy.; Chris J. Witting, pres. of Westinghouse Bcstg. Co. Inc.; J. E. Baudino, v.p. (Washington); John W. Steen, counsel (Washington). Also operates TV stations WPTZ, Philadelphia, WBZ-TV, Boston & KPIX, San Francisco; radio stations KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, Mass.; WOWO, Fort Wayne; KEX, Portland, Ore. Note: Deal whereby Westinghouse swaps WPTZ & KYW, Philadelphia, with NBC for WNBK & WTAM, Cleveland, plus \$3,000,000 pends FCC approval (*Television Digest*, Vol. 11:21).

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (*Television Digest*, Vol. 10:49 & 11:2).

Represented (sales) by Free & Peters, Inc.

Personnel:

Harold C. Lund, *general manager*.
Byron Dowty, *program director*.
Roger Wolfe, *asst. program manager*.
Lloyd G. Chapman, *sales director*.
William Krough, *assistant sales director*.
David N. Lewis, *promotion director*.
Peter Thornton, *public relations director*.
Richard C. Dreyfuss, *film manager*.
Bill Burns, *news director*.
Julian Drob, *facilities manager*.
Jean Connelly, *women's program director*.
Raymond W. Rodgers, *chief engineer*.

DIGEST OF RATE CARD NO. 10

(April 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—7-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$1500.00	\$1200.00	\$900.00	\$600.00	\$450.00	\$375.00	\$300.00 \$150.00
Class A—6-7 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun.	1300.00	1040.00	780.00	520.00	390.00	325.00	255.00 127.50
Class B—5-6 p.m., Mon.-Fri.; 1-4 p.m., Sat. & Sun.; 11:30 p.m.,-midnight, daily.	1200.00	950.00	720.00	480.00	360.00	300.00	220.00 110.00
Class C—Noon-5 p.m., Mon.-Fri.	1000.00	800.00	600.00	400.00	300.00	250.00	160.00 80.00
Class D—9 a.m.-noon, Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.	850.00	680.00	510.00	340.00	255.00	212.50	140.00 70.00
Class E—Sign-on-9 a.m., midnight-sign-off, daily.	600.00	490.00	360.00	240.00	180.00	150.00	100.00 50.00

Subject to frequency discounts.

WHUM-TV

Reading

(Ch. 61)

Grantee (STA): Eastern Radio Corp., Skyline Studios, Skyline Dr.

Studio: Skyline Studios, Skyline Dr.

Transmitter: Route 83, Blue Mountain, Summit Station, Pa.

Telephone: 4-4805. TWX No.: RD 15.

Technical Facilities: Channel No. 61 (752-758 mc). Authorized power: 260-kw visual, 135-kw aural. Antenna: 1784-ft. above av. terrain, 1036-ft. above ground, 2688-ft. above sea level, lat. 40° 31' 36", long. 76° 13' 30".

Network Service: CBS, ABC.

AM Affiliate: WHUM, .25-kw, 1240 kc (CBS).

Ownership: Humboldt J. Greig, pres., 39.4%; John E. Schuler, v.p., 2.0%; Jessie P. Greig, treas., 25.6%; Paul A. Flickinger, secy., 4.4%; Arthur W. Helm, director, 11.5%; Max O'Rell Truitt, 8.5%; and others, none holding as much as 2%.

Began Operation: Feb. 22, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. Earl Cullum Jr.

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

	Grade A & B Coverage
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.

Personnel:

Humboldt J. Greig, *president and general manager.*
 John E. Schuler, *v.p.*
 Elliott Rothschild, *regional sales manager.*
 Robert Bostian, *program director.*
 Alan Lane, *film buyer.*
 Joseph Risse, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1952)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.							
225.00	135.00	112.50	90.00	79.00	56.50	45.00	22.50
Class C—All other times.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WARM-TV
Scranton
 (Ch. 16)

Grantee (STA): Union Bestg. Co., 333 Madison Ave.
 Studio: 333 Madison Ave. Transmitter: Mt. Dewey.
 Telephone: Diamond 3-1245. TWX No.: SN 20.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 191-kw visual, 102-kw aural. Antenna: 1223-ft. above av. terrain, 347-ft. above ground, 2415-ft. above sea level, lat. 41° 26' 06", long. 75° 43' 35".

Network Service: ABC.

AM Affiliate: WARM, 5-kw, 590 kc (ABC).

Ownership: Martin F. Memolo, pres., 20.7%; William W. Scranton, treas., 79%; John J. Memolo, v.p., .1%; James S. Scandale, 2%.

Began Operation: Jan. 27, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

William M. Dawson, *v.p. & general manager.*
 Sam M. Feigenbaum, *sales manager.*
 Art Bolin, *production manager.*
 Jane O'Hara, *advertising & promotion director.*
 Roswell J. Parker, *chief engineer.*
 Earl E. Gress, *technical supervisor.*

DIGEST OF RATE CARD NO. 3
 (June 1, 1955)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$225.00	\$135.00	\$120.00	\$90.00	\$75.00	\$60.00	\$45.00	\$22.50
Class B—6-7 p.m., Mon.-Sat.; 2-6 p.m., Sat.; 1-5 p.m., Sun.							
168.75	101.25	90.00	67.50	56.25	45.00	33.75	16.88
Class C—All other times.							
112.50	67.50	60.00	45.00	37.50	30.00	22.50	11.25

Subject to frequency discounts.

HEADLINE EXCITEMENT

...it's ZIV's
 New Smash
 TV Drama!



See pages
 370-371



Pennsylvania

WGBI-TV
Scranton
 (Ch. 22)

Grantee (STA): Scranton Broadcasters Inc., 1000 Wyoming Ave.
 Studio: 1000 Wyoming Ave. Transmitter: Bald Mt., Ransom Township, Pa.

Telephone: Diamond 2-7634. TWX No.: SN 10.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 1170-ft. above av. terrain, 150-ft. above ground, 2350-ft. above sea level, lat. 41° 25' 38", long. 75° 44' 58". CP for 1000-kw visual, 537-kw aural, lat. 41° 25' 33", long. 75° 44' 57".

Network Service: CBS.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kc (CBS). FM Affiliate: WGBI-FM, 1.8-kw, 101.3 mc (No. 267), 1200-ft. antenna height.

Ownership: Mrs. M. E. Megargee, pres. & treas., 85% (55% as executrix, estate of Frank Megargee); Mrs. K. A. Megargee, secy., 15%; Marcella Megargee Holcomb, v.p.

Began Operation: June 7, 1953.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

George D. Coleman, *general and commercial manager.*
 R. E. McDowell, *station manager.*
 Jack Nedell, *local sales manager.*
 Mort Rosenthal, *program director.*
 K. R. Cooke, *chief engineer.*

DIGEST OF RATE CARD NO. 3
 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-11 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—4:59-6:59 p.m., Mon.-Fri.; 1-6:59 Sat. & Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WTVU
Scranton
 (Ch. 73)

[Off air July 1-Sept. 1 to convert to Ch. 44]

Grantee (STA): The Appalachian Co. Inc., Hotel Jermyn.
 Studio: Hotel Jermyn. Transmitter: Television Hill, West Mt.
 Telephone: Diamond 7-3334.

Technical Facilities: Channel No. 73 (824-830 mc). Authorized power: 12.84-kw visual, 8.42-kw aural. Antenna: 1272-ft. above av. terrain, 367-ft. above ground, 2443-ft. above sea level, lat. 41° 26' 09", long. 75° 43' 45". CP for Ch. 44, 13.2-kw visual, 7.08-kw aural, 1280-ft. above av. terrain, 371-ft. above ground, 2447-ft. above sea level.

AM Affiliate: None.

Ownership: Frank J. Collins, pres., 50%; Jane C. Collins, treas. 50%.

Began Operation: Aug. 17, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by John H. Mullaney.

Personnel:

Frank Collins, *president.*
 James H. Crowley, *v.p.*
 Thomas W. Jones, *general manager.*
 Adolph Oschmann, *chief engineer.*

DIGEST OF RATE CARD NO. 2
 (May 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$45.00	\$40.00
Class B—All other times.						
120.00	96.00	72.00	48.00	40.00	36.00	24.00

Subject to frequency discounts.

Pennsylvania

WBRE-TV Wilkes-Barre

(Ch. 28)

Grantee (STA): WBRE-TV Inc., 62 S. Franklin St.

Studio: 62 S. Franklin St.

Transmitter: Bear Creek Twp., Wyoming Mountain.

Telephone: Valley 3-3101. TWX No.: WKBR 60.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 1220-ft. above av. terrain, 426-ft. above ground, 2520-ft. above sea level, lat. 41° 11' 56.5", long. 75° 49' 05.5".

Network Service: NBC.

AM Affiliate: WBRE, 25-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253) 1160-ft. antenna height.

Ownership: Louis G. Baltimore, 75%; David M. Baltimore & family, 25%.

Began Operation: Jan. 1, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Hogan & Hartson.

Personnel:

Louis G. Baltimore, *president*.
David M. Baltimore, *v.p. & general manager*.
Charles Sakoski Sr., *chief engineer*.
Franklin D. Coslett, *operations director*.

DIGEST OF RATE CARD NO. 4 (July 1, 1955)

Hour	30 Min.	20 Sec.	15 Min.	10 Min.	5 Min.	Min.
Class AA—8-10:30 p.m., daily.						
\$450.00	\$270.00	\$225.00	\$180.00	\$157.50	\$112.50	\$90.00
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
400.00	240.00	200.00	160.00	140.00	100.00	80.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat. & Sun.						
300.00	180.00	150.00	120.00	105.00	75.00	60.00
Class C—2-5 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat.; 11 p.m.-1 a.m., daily.						
200.00	120.00	100.00	80.00	70.00	50.00	35.00
Class D—7 a.m.-2 p.m., Mon.-Fri.; 7-10 a.m., Sat.; 7 a.m.-1 p.m., Sun.						
160.00	96.00	80.00	64.00	56.00	40.00	28.00

Subject to frequency discounts.

WILK-TV Wilkes-Barre

(Ch. 34)

Grantee (STA): Wyoming Valley Bestg. Co., 88 N. Franklin St.

Studio: 88 N. Franklin St. Transmitter: Penobsco Knob.

Telephone: Valley 4-4666. TWX No. WKBR 65.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 1000-kw maximum and 776-kw horizontal visual, 500-kw maximum and 389-kw horizontal aural. Antenna: 1095-ft. above av. terrain, 254-ft. above ground, 2363-ft. above sea level, lat. 41° 10' 58", long. 75° 52' 25".

Network Service: ABC, DuMont.

AM Affiliate: WILK, 5-kw (1-kw night), 980 kc (ABC).

Ownership: Mitchell Jenkins, pres., 12½%; Roy E. Morgan, exec. v.p. & secy., 12½%; Harold T. Gray, 1st v.p., 12½%; Vernon L. Wise, 2d v.p., 12½%; Thomas P. Shelburne, treas., 12½%; Edna W. Morgan, asst. treas., 12½%; Gerald L. Wise, asst. secy., 12½% (in trust); Leon Schwartz, 12½%. Mr. Gray is pres. and 25% owner of WCED, DuBois, Pa., and publishes *DuBois Courier-Express*, Vernon & Gerald Wise each owns 16½% of *Butler (Pa.) Eagle*.

Began Operation: Sept. 7, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

Roy E. Morgan, *executive v.p.*
Thomas P. Shelburne, *treas. & TV managing director*
Malcolm Dale, *sales manager*
Hal Berg, *program director*
Thomas Bieker, *news editor*
James Hutchinson, *farm director*
William P. Williams, *production manager*
Martin Musket, *continuity director*
Mrs. Dorothy Albee, *promotion manager*
Marion Kresge, *operations desk*
Theodore French, *chief engineer*

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily & Sun.; noon-6 p.m., Sat.						
187.50	112.50	75.00	66.00	47.00	30.00	15.00
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	20.00	10.00

Subject to frequency discounts.

WNOW-TV York

(Ch. 49)

Grantee (STA): Helm Coal Co., Broadcast Division, 25 S. Duke St., Box 306.

Studio & Transmitter: Pleasureville, R.D. 5.

Telephone: 2-7821.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 384-ft. above ground, 1174-ft. above sea level, lat. 39° 59' 59.6", long. 76° 41' 33.3".

Network Service: DuMont.

AM Affiliate: WNOW, 1-kw, 1250 kc. FM Affiliate: WNOW-FM, 13-kw, 105.7 mc (No. 289), 500-ft. antenna height.

Ownership: General partnership consisting of Howard J. Williams, 30.4%; Morgan E. Cousler, 43.5%; Lowell W. Williams, 26.1%.

Began Operation: Nov. 9, 1953.

Represented (sales) by Robert S. Keller Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey, Inc.

Personnel:

Lowell W. Williams, *partner & general manager*.
Richard E. Burg, *station manager & program director*.
Robert Stough, *sales manager*.
J. E. Schwalm, *promotion director*.
Glenn Winter, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (March 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50
Class C—All other times.							
100.00	62.50	45.00	35.00	27.50	19.00	15.50	10.50

Subject to frequency discounts.

WSBA-TV York

(Ch. 43)

Grantee (STA): Susquehanna Broadcasting Co., 53 N. Duke St.

Studio & Transmitter: S. Queen St., Extended.

Telephone: 2-5531. TWX No.: YK 69.

Technical Facilities: Channel No. 43 (644-650 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 200-kw visual, 55-kw aural. Antenna: 550-ft. above av. terrain, 400-ft. above ground, 1127-ft. above sea level, lat. 39° 56' 25", long. 76° 41' 59".

Network Service: ABC.

AM Affiliate: WSBA, 1-kw, 910 kc (ABC, MBS).

Ownership: Estate of Louis J. Appell, 100% (Helen P. Appell, Louis Appell Jr. and George N. Appell, executors). Susquehanna Bestg. Co. officers: Louis J. Appell Jr., pres.; Helen P. Appell, v.p.; George N. Appell, treas.; Philip H. Kable, secy.; Frederick R. Woltman, asst. treas.

Began Operation: Dec. 22, 1952.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Loucks, Zias, Young & Jansky

Represented (engineering) by George C. Davis.

Personnel:

Louis J. Appell Jr., *president*.
Jim Curtis, *program director*.
Tom Miller, *film director*.
Otis B. Morse, *news editor*.
Jeanne Padden, *promotion director*.
Llewellyn Jones, *chief engineer*.

(Continued on page 192)

WBRE-TV

COVERAGE LEADERSHIP



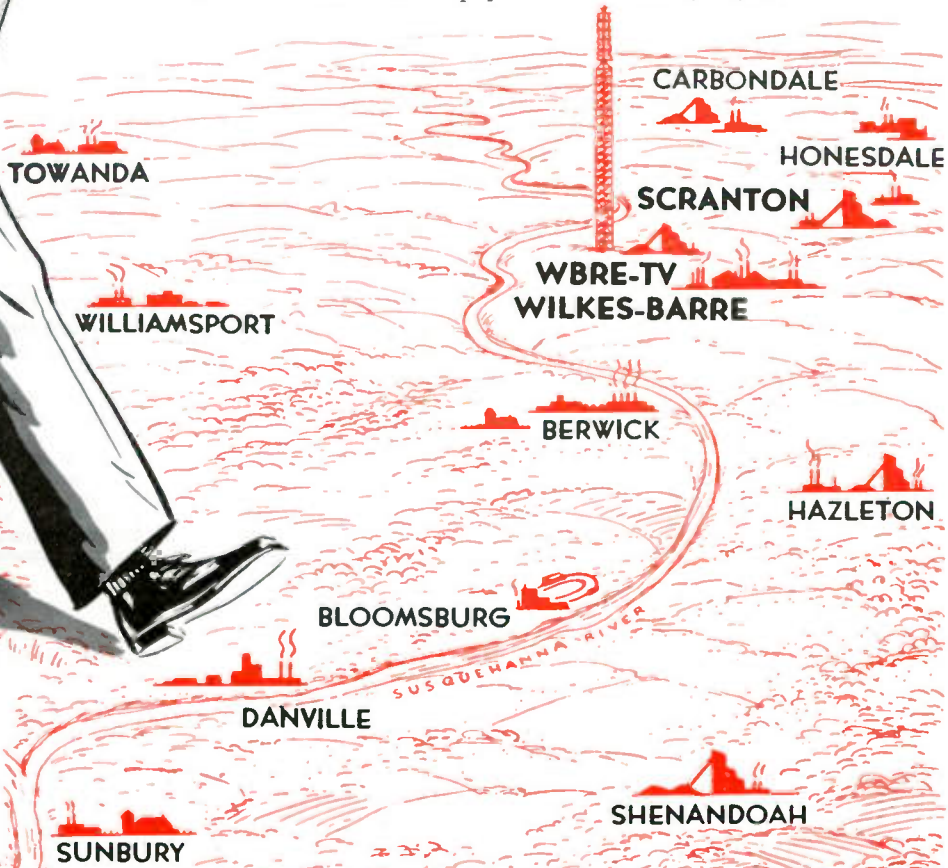
VERIFIED

by ARB* and PULSE*

*WBRE-TV . . . the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better than 40% and leads all other stations coming into this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.



**Your Headley-Reed representative has all ARB studies that prove WBRE-TV's leadership in coverage; in audience; in programming; in perfect picture . . . which all adds up to making it the leader in Advertising Value.*

VERIFIED SET COUNT OF 263,000 as of July 1, 1955

WBRE - TV Ch. 28 Wilkes-Barre, Pa.

AN **NBC** BASIC BUY! National Representative
The Headley-Reed Co.

Rhode Island-S. Carolina

YORK: WSBA-TV—(Continued) DIGEST OF RATE CARD NO. 1 (Oct. 1, 1952)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$200.00	\$125.00	\$105.00	\$90.00	\$70.00	\$55.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
150.00	94.00	79.00	67.50	52.50	41.50	15.50
Class C—All other times.						
100.00	62.50	52.50	45.00	35.00	27.50	10.50

Subject to frequency discounts.

RHODE ISLAND

WJAR-TV Providence (Ch. 10)

Licensee: The Outlet Co., 176 Weybosset St.

Studio: 176 Weybosset St. Transmitter: Rehoboth, Mass.

Telephone: Gaspee 1-8255. TWX No.: PR 92.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 916-ft. above av. terrain, 853-ft. above ground, 1049-ft. above sea level, lat. 41° 51' 54", long. 71° 17' 15".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WJAR, 5-kw, 920 kc (NBC).

Ownership: The Outlet Co. (dept. store).

Began Operation: July 10, 1949.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

George O. Griffith, *v.p. & treasurer.*
Peter B. James, *station manager.*
Thomas C. J. Prior, *chief engineer.*
Seymour Horowitz, *program manager.*
Joseph S. Sinclair, *director of public relations.*
Frederick Griffiths, *TV operations manager.*
Manning V. Tesser, *production manager.*
Edward Boghosian, *sales manager.*
James Canavan, *promotion director.*

DIGEST OF RATE CARD NO. 6 (REVISED)—(Sept. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.							
\$1000.00	\$600.00	\$500.00	\$400.00	\$350.00	\$250.00	\$180.00	\$90.00
Class B—5-6 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 4-6 p.m., Sat. & Sun.							
750.00	450.00	375.00	300.00	262.50	187.50	115.00	57.50
Class C—Noon-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:15 p.m.-12:30 a.m., daily.							
500.00	300.00	250.00	200.00	175.00	125.00	85.00	42.50
Class D—Sign-on-noon, daily; 12:30 a.m.-sign-off, daily.							
250.00	150.00	125.00	100.00	80.00	60.00	50.00	25.00

Subject to frequency discounts.

WPRO-TV Providence (Ch. 12)

Grantee (STA): Cherry & Webb Bldg. Co., WPRO Bldg., 24 Mason St.

Studio: WPRO Bldg., 24 Mason St. Transmitter: Neutaconkanut Hill, near Hwy. 14, Johnston, R.I.

Telephone: Plantations 1-9776. TWX No.: PR 95.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 615-ft. above av. terrain, 557-ft. above ground, 849-ft. above sea level, lat. 41° 48' 18", long. 71° 28' 24".

Network Service: CBS.

AM Affiliate: WPO, 5-kw, 630 kc, (CBS). FM Affiliate: WPRO-FM, 20-kw, 92.3 mc (No. 222) 560 ft. antenna height.

Ownership: William S. Cherry Jr., pres., 44.9%; Anna Cherry Gross, v. p., 44.9%; Charles W. Knowles, treas., 10.2%.

Began Operation: March 27, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by James C. McNary.

Personnel:

Arnold F. Schoen Jr., *general manager.*
Eugene W. Wilkin, *sales manager.*
Fred D. Shavor, *program manager.*
E. Paul Abert, *operations manager.*
John V. Ferri, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (March 27, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$180.00	\$90.00
Class B—5:30-7:30 p.m., Mon.-Sat.; 4-6 p.m., Sun.						
750.00	450.00	300.00	262.50	187.50	120.00	60.00
Class C—10 a.m.-5:30 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	90.00	45.00
Class D—All other times.						
250.00	150.00	100.00	87.50	62.50	45.00	22.50

Subject to frequency discounts.

SOUTH CAROLINA

WAIM-TV Anderson (Ch. 40)

Grantee (STA): Wilton E. Hall, Box 806.

Studio & Transmitter: 321 Kingsley Rd.

Telephone: Canal 6-1511. TWX No.: AND SC 6030.

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level, lat. 34° 30' 53", long. 82° 38' 15".

Network Service: CBS.

AM Affiliate: WAIM, 25-kw, 1230 kc (CBS). FM Affiliate: WCAO, 6.4-kw, 101.1 mc (No. 266), 330-ft. antenna height.

Ownership: Wilton E. Hall, 100%, publisher of *Anderson Independent and Mail.*

Began Operation: Dec. 1, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Spearman & Roberson and Benedict P. Cottone.

Represented (engineering) by George C. Davis.

Personnel:

Wilton E. Hall, *owner.*
Glenn P. Warnock, *general manager.*
John McCallum, *sales manager.*
Ray Barath, *production director.*
John Willis, *engineering director.*
Virginia Barath, *promotion manager.*
James Brownell, *farm director.*

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$66.67	\$60.00	\$45.00	\$30.00
Class B—4:30-6 p.m., daily.							
160.00	96.00	80.00	64.00	53.34	48.00	36.00	28.80

Subject to frequency discounts.

WCSC-TV Charleston (Ch. 5)

Licensee: WCSC Inc., 485 East Bay.

Studio and Transmitter: 485 East Bay St.

Telephone: 3-8371. TWX No.: CS 336.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 515-ft. above ground, 525-ft. above sea level, lat. 32° 47' 23", long. 79° 55' 49".

Network Service: CBS, ABC.

AM Affiliate: WCSC, 5-kw, 1390 kc (CBS). FM Affiliate: WCSC-FM, 36-kw, 96.9 mc (No. 245), 330-ft. antenna height.

Ownership: John M. Rivers, pres.-treas., 63.74%; G. L. B. Rivers, v.p., .94%; Martha Rivers, secy., .01%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.31%); Arthur L. Rivers II, 1.88%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

John M. Rivers, *president and general manager.*
Roland Weeks, *manager and national sales manager.*
Ralph Thornley, *regional sales manager.*
Charles Hall, *program manager.*
Annie Lee Small, *promotion manager.*
Harry Gianaris, *news director.*
Patsy Hicken, *copy chief.*
Annie Laurie Quarterman, *traffic manager and film director.*
Wilbur Albee, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(March 1, 1954)

Hour	30 Min	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$200.00	\$180.00	\$150.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-6:59 p.m., Mon.-Sat.; noon-6:59 p.m., Sun.; 10:30-11:29 p.m., daily.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

South Carolina

**WUSN-TV
Charleston
(Ch. 2)**

Grantee (STA): Southern Eastg. Co. Inc., Box 154.

Studio & Transmitter: Hwy. 17, W of Cooper River Bridge.

Telephone: Mount Pleasant 4141. TWX No.: Mount Pleasant 295.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level, lat. 32° 47' 53", long. 79° 53' 51".

Network Service: NBC, DuMont.

AM Affiliate: WUSN, .25-kw, 1450 kc (MBS).

Ownership: *Charleston Evening Post*, 40%; J. Drayton Hastie family, 43%; remainder held by 150 other stockholders.

Began Operation: Sept. 10, 1954.

Represented (sales) by H-R Television Inc.; James S. Ayers Co.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

J. Drayton Hastie, *president & general manager.*
Douglas Bradham, *secy. & asst. general manager.*
Grange Cuthbert, *sales manager.*
Harry R. Wagner, *production manager.*
Walter Nelson, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:10-30 p.m., daily.						
\$300.00*	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

* To be \$350 after Jan. 1, 1955.
Subject to frequency discounts.

Your Best Buy
**IN THIS RICH COASTAL EMPIRE
WITH ITS 185,000 TV HOMES**

Lowest Channel - Highest Tower

NBC

GET THE COMPLETE STORY FROM H-R TELEVISION, INC.

WUSN-TV CHANNEL 2

J. Drayton Hastie, President
CHARLESTON, S.C.

South Carolina

WCOS-TV Columbia (Ch. 25)

Grantee (STA): Radio Columbia, Cornell Arms Bldg.
Studio and Transmitter: Two Notch Rd. & Wisteria Dr.
Telephone: 2-2177. TWX No.: CO 7074.

Technical Facilities: Channel No. 25 (536-542 mc). Operating under special temporary authorization with 15.7-kw visual, 7.9-kw aural. Authorized power: 83.2-kw visual, 44.7-kw aural. Antenna: 650-ft. above av. terrain, 554-ft. above ground, 965-ft. above sea level. lat. 34° 03' 22", long. 80° 58' 52".

Network Service: ABC, DuMont.

AM Affiliate: WCOS, 25-kw, 1400 kc (ABC). FM Affiliate: WCOS-FM, 5.3-kw, 97.9 mc (No. 250), 260-ft. antenna height.

Ownership: Charles W. Pittman, pres., 71.3%; Henry W. Pittman, v.p., 26.6%; Mrs. Margaret B. Pittman, secy.-treas.

Began Operation: April 25, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis.

Personnel:

Charles W. Pittman, *president & general manager*.
Stewart Spencer, *director of TV*.
Robert D. Lambert Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5:30-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.

WIS-TV Columbia (Ch. 10)

Grantee (STA): WIS-TV Corp., 1111 Bull St.
Studio: 1111 Bull St. Transmitter: Gervais & Bull Sts.
Telephone: 3-6431. TWX No.: CO 7145.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 269-kw visual, 135-kw aural. Antenna: 640-ft. above av. terrain, 582-ft. above ground, 905-ft. above sea level, lat. 34° 00' 06", long. 81° 01' 44".

Network Service: NBC.

AM Affiliate: WIS, 5-kw, 560 kc (NBC). FM Affiliate: WIS-FM, 1.3-kw, 94.5 mc (No. 233), 270-ft. antenna height.

Ownership: Broadcasting Co. of the South (WIS), 81%; E. Grenville Seibels II, 5.77%; 16 others, none owns more than 3%. WIS-TV officers: G. Richard Shafto, pres.; B. Calhoun Hipp, v.p.; Herman N. Hipp, v.p.; Charles A. Batson, v.p.; Francis M. Hipp, treas.; R. R. Scales Jr., secy.; Thomas B. Boyle, director, 2.7%; Frank B. Gary Jr., director, 2.2%. Bcstg. Co. of the South is controlled by Hipp family, operates WIST, Charlotte, N.C., and owns 43% of Ch. 9 applicant there.

Began Operation: Oct. 24, 1953.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

G. Richard Shafto, *president*.
Charles A. Batson, v.p. & *managing director*.
Law Epps, *sales manager*.
Adrian E. Munzell, *program coordinator*.
Dixon Lovvorn, *production supervisor*.
John Bondeson, *promotion manager*.
E. Grenville Seibels, *news director*.
Robert Bailey, *farm director*.
Barnett F. Goldberg, *technical supervisor*.

DIGEST OF RATE CARD NO. 2—(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily & Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00*	\$35.00*
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.-midnight, daily & Sun.						
262.50	157.50	105.00	92.00	65.75	52.50	26.25

Class C—All other times.
175.00 105.00 70.00 61.25 43.75 35.00 17.50

* Class AA (7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.): Min. or 20 Sec., \$87.50; 10 Sec., \$43.75.
Subject to frequency discounts.

WNOK-TV Columbia (Ch. 67)

Grantee (STA): Palmetto Radio Corp., Box 5307.
Studio: 1811 Main St. Transmitter: Cushman Rd.
Telephone: 3-9401. TWX No.: CO 7076.

Technical Facilities: Channel No. 67 (788-794 mc). Operating under special temporary authorization with 93.5-kw visual, 47-kw aural. Authorized power: 741-kw visual, 372-kw aural. Antenna: 624-ft. above av. terrain, 536-ft. above ground, 916-ft. above sea level, lat. 34° 02' 41", long. 80° 59' 51".

Network Service: CBS.

AM Affiliate: WNOK, 25-kw, 1230 kc (MBS).

Ownership: Irwin Kahn, pres., 29.8%; W. Croft Jennings, v.p., 6.9%; J. W. Lindau III, v.p., 11.4%; Carlisle Roberts, secy., 7.35%; Samuel Litman, treas., 10%; Louis G. Merritt, 4.82% (with wife); over 40 other stockholders, none with more than 3.5%.

Began Operation: Sept. 1, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Kear & Kennedy.

Personnel:

H. Moody McElveen Jr., *general manager*.
Bill Routh, *program manager*.
Paul von Hagel, *commercial manager*.
Charlton W. Bowers, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$66.67	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	90.00	75.00	65.00	50.00	45.00	30.00	15.00
Class C—Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.							
100.00	60.00	50.00	40.00	33.34	30.00	20.00	10.00

Subject to frequency discounts.

WBTW Florence (Ch. 8)

Grantee (STA): Jefferson Standard Bcstg. Co. Box 630.
Studio & Transmitter: New Cashua Ferry Rd.
Telephone: 2-1566. TWX No.: 361 or CE 295.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 790-ft. above av. terrain, 827-ft. above ground, 923-ft. above sea level, lat. 34° 16' 13", long. 79° 43' 39".

Network Service: CBS, DuMont, NBC, ABC.

Ownership: Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTW, Charlotte, N.C.; 100% of WBIG, Greensboro, and 16.59% of Greensboro News Co. (WFMV-TV).

Began Operation: Oct. 18, 1954.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joseph M. Bryan, *president*.
Charles H. Crutchfield, *executive v.p. & general manager*.
J. William Quinn, *managing director*.
Melvin Purvis, *station manager*.
Wallace J. Jorgenson, *general sales manager*.
Robert Pierson, *program & production director*.
John Brock, *local sales manager*.
Whiteford Smith, *promotion & publicity director*.
Harry Hughes, *film director*.
JoAnn Hodge, *women's director*.
Tom Rogers, *farm director*.
Emil A. Sellars, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Sept. 26, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$83.33	\$75.00	\$50.00*	\$25.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	62.50	56.25	37.50	18.75
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-1 p.m.; 11 p.m.-sign-off, Sat. & Sun.						
125.00	75.00	50.00	41.67	37.50	25.00	12.50
Class D—Sign-on-9 a.m., Mon.-Fri.						
100.00	60.00	40.00	33.33	30.00	20.00	10.00

* 7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun. Also has Class AA (8-10 p.m., daily): Min. \$60; 10 Sec. \$30.
Subject to frequency discounts.

WFBC-TV Greenville

(Ch. 4)

Grantee (STA): WMRC Inc., 505 Rutherford St.
Studio: 505 Rutherford St. **Transmitter:** Paris Mt.
Telephone: 9-1321. **TWX No.:** GV 6011.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1204-ft. above av. terrain, 158-ft. above ground, 2204-ft. above sea level, lat. 34° 56' 28", long. 82° 24' 40".

Network Service: NBC.

AM Affiliate: WFBC, 5-kw, 1330 kc (NBC). **FM Affiliate:** WFBC-FM, 8.7-kw, 93.7 mc (No. 229), 170-ft. antenna height.

Ownership: Greenville News-Piedmont (WFBC), 46.087% Robert A. Jolley, pres., 4.95%; John I. Smith, v.p., 1.3%; J. Kelly Sisk, treas., 2.64%; C. F. Haynesworth Jr., secy., .99%; James E. Jolley, asst. secy., 2.015%; James D. Poag, director, 5.15% (with wife); Alester G. Furman Jr., director, 2.2%; Mamie J. Bruce, 2.015%; Robert A. Jolley Jr., 2.015%; Noland Meyers, 2.011%; 8 stockholders own slightly over 1% each; remainder held by over 25 stockholders, none owns as much as 1%. Executive committee: Robert A. Jolley, C. F. Haynesworth Jr., Roger Peace (votes Greenville News-Piedmont Co. stock), James D. Poag and J. Kelly Sisk. Greenville News-Piedmont Co. also owns Asheville Citizen-Times, which holds option for 31.25% of WLOS-TV, Asheville, N.C.

Began Operation: Dec. 26, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

B. T. (Bevo) Whitmire, general manager.
Norvin C. Duncan, asst. manager and program director.
Vance Johnson, production director.
Robert Edwards, promotion director.
Ivan Reese, copy department.
Robert Q. Glass Jr., commercial manager.
Ben Leonard, farm director.
Wilson C. Wearn, director of engineering.

DIGEST OF RATE CARD NO. 3 (Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 2 1/2 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00*	\$45.00*
Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	101.25	84.38	67.50	33.75
Class C—Noon-6 p.m., Mon.-Sat.						
270.00	162.00	108.00	81.00	67.50	54.00	27.00
Class D—Sign-on-noon, Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00

* Class AA—(7:30-10 p.m., daily): Min. \$112.50; 10 Sec. \$56.25.
Subject to frequency discounts.

WGVL Greenville

(Ch. 23)

Licensee: Greenville Television Co., Calhoun Towers.

Studio: Calhoun Towers. **Transmitter:** Paris Mountain.

Telephone: 5-0471. **TWX No.:** GV 6091.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 17-kw visual, 8.51-kw aural. Antenna: 1130-ft. above av. terrain, 131-ft. above ground, 2166-ft. above sea level, lat. 34° 56' 26", long. 82° 24' 34".

Network Service: ABC, DuMont.

AM Affiliate: None.

Ownership: R. M. Caine, 41%; Edgar M. Norris, 7%; Lewis Village, 5%; Vivian M. Manning, 3%; Hugh K. Alken, 5%; Calvin F. Teague, 3%; Burdett K. Maybank, 3%; Ben K. McKinnon, 2%; J. I. Converse, 3%.

Began Operation: July 15, 1953.

Represented (sales) by H-R Television.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Ben K. McKinnon, v.p. & general manager.
John Wrightson, business manager.
Ben Greer, program director.
Bill Banner, film director.
Bob Shoaff, promotion manager.
Harley Reynolds, chief engineer.

DIGEST OF RATE CARD NO. 1-A (August 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00

South Carolina-South Dakota

Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.
150.00 120.00 90.00 75.00 60.00 50.00 40.00 30.00 15.00
Class C—All other times.
100.00 80.00 60.00 50.00 40.00 32.00 24.00 20.00 10.00

Subject to frequency discounts.

SOUTH DAKOTA

KDLO-TV Florence

(Ch. 3)

(Satellite of KELO-TV, Sioux Falls, S.D.)

(Due to Begin Operating in September)

Grantee (STA): The Hills Bcstg. Co., Phillips Ave. & 8th St., Sioux Falls S.D.

Studio & Transmitter: Garden City, S.D., 9 mi. N of Hwy. 212.

Telephone: 45841, Sioux Falls. **TWX No.:** SX 8314.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 25.7-kw visual, 15.5-kw aural. Antenna: 710-ft. above av. terrain, 706-ft. above ground, 2572-ft. above sea level, lat. 45° 00' 34", long. 97° 39' 35".

Network Service: Same as KELO-TV, Sioux Falls, S.D.

Ownership: Subsidiary of Midcontinent Bcstg. Co., operator of KELO-TV, Sioux Falls, S.D.

Represented (sales) by H-R Television Inc.; Bulmer & Johnson Inc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joe Floyd, president.
Les Froke, chief engineer.

Rates: Sold in combination with KELO-TV, Sioux Falls, with rates applying to simultaneous telecasts on both stations.

KOTA-TV Rapid City

(Ch. 3)

Grantee (STA): Black Hills Broadcast Co. of Rapid City, Box 1752.

Business Office: 1819 W. St. Joe.

Studio & Transmitter: Skyline Dr.

Telephone: Fillmore 2-2000. **TWX No.:** RC 8481.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 1.32-kw visual, .794-kw aural. Antenna: 340-ft. above av. terrain, 350-ft. above ground, 4050-ft. above sea level, lat. 44° 04' 10", long. 103° 14' 38".

Network Service: CBS.

AM Affiliate: KOTA, 5-kw, 1380 kc (CBS).

Ownership: Helen S. Duhamel, pres., 98 8/29%; Peter A. Duhamel, v.p., 10/29%; Leo D. Borin, secy., 10/29%; J. Norman Heffron, treas., 10/29%; Joseph H. Bottum Jr., 10/29%; Marguerite Heffron, 10/29%.

Began Operation: May 29, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Helen S. Duhamel, president.
Leo D. Borin, general manager.
J. Norman Heffron, production director.
William F. Turner, business manager.
Robert Musfeldt, chief engineer.
Gene Taylor, farm director.
Al McDonald, promotion director.

DIGEST OF RATE CARD NO. 1 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
\$150.00	\$90.00	\$60.00	\$48.00	\$36.00	\$25.00	\$12.00

Subject to frequency discounts.

So. Dakota - Tennessee

KELO-TV Sioux Falls (Ch. 11)

Licensee: Midcontinent Broadcasting Co., 8th St. & Phillips Ave.
Studio: 8th St. & Phillips Ave. Transmitter: Near Shindler, 7-mi.
S.E. of Sioux Falls.

Telephone: 4-5841. TWX No.: SX 8314.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized
power: 200-kw visual, 120-kw aural. Antenna: 528-ft. above av.
terrain, 574-ft. above ground, 1982-ft. above sea level, lat. 43°
29' 19", long. 96° 38' 09".

Network Service: ABC, CBS, NBC, DuMont.

AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p.,
33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests
hold CP for KDLO-TV (Ch. 3), Florence, S. D., to be operated in
conjunction with KELO-TV, also own radio WLOL, St. Paul.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Bulmer & Johnson
Inc. (Minneapolis)

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joe Floyd, *president*.
Evans A. Nord, *general manager*.
Les Froke, *chief engineer*.
Dane Dedrick, *production manager*.
Jack Townsend, *promotion manager*.
Les Harding, *farm director*.

DIGEST OF RATE CARD NO. 5 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$123.00	\$105.00	\$70.00	\$35.00
Class B—5-6:30 p.m., noon-1 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11:30 p.m., Sun.						
275.00	165.00	110.00	96.00	82.50	55.00	27.50
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

TENNESSEE

WDEF-TV Chattanooga (Ch. 12)

Grantee: (STA): WDEF Bdcstg. Co., Volunteer Bldg.
Studio: Volunteer Bldg. Transmitter: Atop Signal Mt.
Telephone: 6-0124. TWX No.: CT 7056.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized
power: 105.2-kw visual, 52.6-kw aural. Antenna: 994-ft. above av.
terrain, 379-ft. above ground, 2287-ft. above sea level, lat.
35° 08' 05", long. 85° 19' 25".

Network Service: NBC, CBS, ABC, DuMont.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).

Ownership: 160 stockholders. Officers: Carter M. Parham, pres.,
17.67%; Moses Lebovitz, v.p., 6.15% (theatres); Edward Finlay
Jr., secy., 11.01%; Alex Guerry Jr., treas., 1.35%.

Began Operation: April 15, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Russell P. May.

Personnel:

Carter M. Parham, *president*.
H. E. "Hap" Anderson, *station manager*.
Otis H. Segler, *sales manager*.
Morris Quave, *program manager*.
David Andrews, *production manager*.
Warren Herring, *promotion manager*.
Mort Lloyd, *news director*.
Richard Phipps, *continuity director*.
B. C. Baker, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$90.00	\$45.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.- midnight, daily.						
300.00	180.00	120.00	105.25	75.25	60.00	30.00
Class C—Noon-6 p.m., Mon.-Fri.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

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

WDXI-TV

Jackson

(Ch. 7)

Grantee (STA): Dixie Bestg. Co., Williams Bldg.
Studio: Williams Bldg. Transmitter: Muse St. at city limits.
Telephone: 7-9611. TWX No.: JA 09.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 673-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level, lat. 35° 38' 32", long. 88° 48' 27".

Network Service: CBS.

AM Affiliate: WDXI, 5-kw (1-kw night), 1316 kc (MBS).

Ownership: Aaron B. Robinson, pres., 57.33%; Dr. Frank M. Davis, v.p., 6.67%; Harley M. Moses, v.p., 6.67%; Dave M. Palmer Jr., v.p., 6.67%; Cecil G. Murdock, 6.67%; Harold L. Simpson, 6.67%; D. F. Prince, 6.67%; James W. Hoppers, 1.95%; T. J. Williams, .65%. Mr. Robinson owns 45.8% of WCMA, Corinth and is sole owner of WDXN, Clarksville, and WDXL, Lexington, both Tenn. He also controls and other WDXI stockholders have minority interest in Tennessee radio stations WENK, Union City, WDXE, Lawrenceburg, WTPR, Paris. Prince owns 25% of radio WBSR, Pensacola, Fla. and 9.09% of KOAT, Albuquerque, N. M.

Began Operation: March 6, 1955.

Represented (sales) by Burn-Smith Co. Inc.; Dora-Clayton Agency Inc. (Atlanta).

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:

Aaron B. Robinson, *president & general manager.*
Jack Murphy, *sales manager.*
Larry Crenshaw, *program manager.*
Dave O'Brien, *promotion & publicity director.*
James Thomas, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	45.00	37.50	30.00	15.00

Subject to frequency discounts.

WJHL-TV

Johnson City

(Ch. 11)

Grantee (STA): WJHL Inc., 145 W. Main St.

Studio and Transmitter: Tannery Knob.

Telephone: 2780. TWX No.: 467.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 309-kw visual, 155-kw aural. Antenna: 720-ft. above av. terrain, 630-ft. above ground, 2541-ft. above sea level, lat. 36° 19' 26", long. 82° 20' 36".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: WJHL, 5-kw (1-kw night), 910 kc (ABC). FM Affiliate: WJHL-FM, 8.1-kw, 100.7 mc (No. 264), 622-ft. antenna height.

Ownership: W. H. Lancaster Sr., pres., 19.38%; W. H. Lancaster Jr., 1st v.p., 4%; Mrs. Harriet B. Campbell, 2d v.p., 15.72% (in trust); T. F. Dooley, secy.-treas., 4%; Evelyn Lancaster, 22.19%; Miss Harriet B. Campbell, 9.33%; Edna M. Dooley, 8.65%; S. H. Campbell III, 4.66%; In trust for S. H. Campbell III & Miss Harriet B. Campbell, 15.72%.

Began Operation: Oct. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. Lancaster Sr., *president.*
W. H. Lancaster Jr., *general manager.*
W. A. McDonald, *promotion & publicity director.*
Jack Sausman, *production director.*
Walter Heeb, *program director.*
Al Renfro, *supervisor operational engineering.*
Rowland Medler, *supervisor transmitter engineering.*

DIGEST OF RATE CARD NO. 2 (Nov. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$85.00	\$65.00	\$50.00	\$25.00
Class B—4-6 p.m., 11 p.m.-midnight, Mon.-Fri., 1-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	65.00	46.00	38.00	19.00
Class C—All other times.						
125.00	75.00	50.00	42.50	32.50	25.00	12.50

Subject to frequency discounts.

Tennessee

WATE

Knoxville

(Ch. 6)

Grantee (STA): Greater East Tennessee TV Inc., 612 Gay St. S.W.
Studio: Sharps Ridge Memorial Rd. (temporary).

Transmitter: Sharps Ridge Memorial Rd.

Telephone: 2-7111. TWX No.: KX 95.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level, lat. 36° 00' 13", long. 83° 56' 35".

Network Service: NBC, ABC.

AM Affiliate: WROL, 5-kw, 620 kc (NBC).

Ownership: Following officers and stockholders are voting trustees: Paul Mountcastle, pres., 32.14%; Cowan Rodgers Jr., exec. v.p., 4.91%; Frank A. Tucker, treas., 4.29%; John A. Ayres, secy.; W. H. Linebaugh, v.p. & gen. mgr., 4.29%; Herbert J. Madden, v.p., 2.80%; Other stockholders: R. Douglas Cunningham, 4.29%; I. Wayne Longmire, 4.29%; Myron J. Marks, 4.29%; Julian G. Morton, 4.26%; Clarence Beeman Jr., 14.29%; 12 others, none owns over 2.5%.

Began Operation: Sept. 24, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

W. H. Linebaugh, *v.p. & general manager.*
John H. Reese, *program director.*
John T. McCloud, *sales manager.*
Carl Tibbetts, *production manager.*
Wayne Hudson, *promotion manager.*
Fred M. Andrews, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$133.35	\$100.00	\$80.00	\$40.00
Class B—6:30-7:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—5-6:30 p.m., 11 p.m.-midnight, daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class D—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WTSK-TV

Knoxville

(Ch. 26)

Grantee (STA): South Central Bestg. Co., Box 148, Evansville, Ind.
Studio & Transmitter: Sharps Ridge Memorial Rd.

Office: 2313 N. Broadway.

Telephone: 5-2113. TWX No.: KX 85.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 21-kw visual, 10.5-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level, lat. 36° 00' 37", long. 83° 55' 56".

Network Service: CBS, ABC, DuMont.

Ownership: John A. Engelbrecht, pres., 39.6%; George F. Stoltz, v.p., 39.6%; Leighman D. Groves, secy.-treas., 19.8%; Eileen O. Stoltz, director, .5%; Bettie G. Engelbrecht, director, .5%. South Central Bestg. also operates radio WIKY, Evansville, Ind.

Began Operation: Oct. 1, 1953. Sale to present owners approved By FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

John A. Engelbrecht, *general & commercial manager.*
William E. Eckstein, *program manager.*
Elsie Peters, *publicity & public service director.*
Jack F. Joyner, *news & sports director.*
Joe Broyles, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
187.50	112.50	75.00	65.63	46.88	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

1st in Memphis because..

1. 1088-foot tower

1335 feet above sea level, WMCT's "topper" tower assures the highest grade signal service delivered from Memphis, Tennessee

2. preferred "low band" Channel 5

WMCT, on preferred low band Channel 5, serves a larger area with a clearer picture than any other Memphis television station.

3. program preference 2 to 1

According to the ARB Report of October, 1954, between 6 P.M. and 10:30 P.M., of the total of 126 quarter-hours, WMCT had 87 top-rated periods.

ask your regional distributor or district sales manager in Memphis . . .

... what television station he recommends to cover most effectively the more than 335,000 TV homes in the five-state area that makes up the Memphis market. We know (from experience) the answer will be WMCT.

WMCT

Memphis • Channel 5

WMC-WMCF-WMCT
MEMPHIS' first TV station

Covering the largest area with the clearest picture from Memphis

100,000 WATTS

Affiliated with ABC and DUMONT
Owned and operated by

THE COMMERCIAL APPEAL

National Representatives The Branham Co.

WHBQ-TV

Memphis

(Ch. 13)

Grantee (STA): General Teleradio Inc., 1440 Broadway, New York City, N.Y.

Studio: 1381 Madison Ave. Transmitter: Raleigh-LeGrange Rd.

Telephone: 32-1705. TWX No.: ME 146.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level, lat. 35° 10' 32", long. 89° 50' 43".

Network Service: CBS, ABC.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc (MBS).

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954. (*Television Digest*, Vol. 10:5, 11.)

Represented (sales) by Blair-TV Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

John H. Cleghorn, *v.p. & general manager.*
William H. Grumbles, *operations manager.*
L. O. Dobson, *general sales director.*
William C. Rucker, *promotion director.*
W. O. Beeman, *business manager.*
Gorden A. Lawhead, *sales service director.*
Wilson Northcross, *program director.*
Mark Forrester, *production director.*
Gene Roper, *news director.*
Welton M. Roy, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily							
\$700.00	\$560.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$62.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.							
525.00	420.00	315.00	210.00	183.75	131.25	105.00	46.88
Class C—Noon-5 p.m., Mon.-Sat.; 7 a.m.-noon, Sun.; 10:30-11:30 p.m., daily.							
420.00	336.00	252.00	168.00	147.00	105.00	84.00	37.50
Class D—7 a.m.-noon, Mon.-Sat.; 11:30 p.m. sign-off, daily.							
280.00	224.00	168.00	112.00	98.00	70.00	58.00	25.00

Subject to frequency discounts.

WMCT Memphis

(Ch. 5)

Licensee: Memphis Publishing Co., 495 Union Ave.

Studio: Goodwyn Institute Bldg. Transmitter: U. S. Highway 70 & Macon Rd.

Telephone: 8-7464. TWX No.: ME 385.

Technical Facilities Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1010-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level, lat. 35° 10' 15", long. 89° 53' 12".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WMC, 5-kw, 790 kc (NBC). FM Affiliate: WMCF, 300-kw, 99.7 mc (No. 259), 940-ft. antenna height.

Ownership: Same company publishes *Memphis Commercial Appeal* and *Press-Scimitar*. Same ownership (Scripps-Howard) also operates WCPO-TV & WCPO, Cincinnati; TV station WEWS, Cleveland, radio station WNOX, Knoxville (TV applicant). For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

H. W. Slavick, *general manager.*
Earl Moreland, *station manager.*
Wilson Mount, *program director.*
E. C. Frase Jr., *chief engineer.*
Edward Greaney, *production manager.*
Derek Rooke, *farm director.*

DIGEST OF RATE CARD NO. 11—(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.							
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$125.00	\$62.50
Class B—5-6 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.							
525.00	315.00	210.00	183.75	131.25	105.00	93.75	46.88
Class C—Noon-5 p.m., Mon.-Sat.; 6 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.							
420.00	252.00	168.00	147.00	105.00	65.00	60.00	30.00
Class D—6 a.m.-noon, Mon.-Fri.							
280.00	168.00	112.00	98.00	70.00	45.00	40.00	20.00

Subject to frequency discounts.

WREC-TV

Memphis

(Ch. 3)

(Due to Begin Operating in December)

Grantee (STA): WREC Bcstg. Service, Hotel Peabody Bldg.

Studio: Hotel Peabody Bldg. Transmitter: 2.75-mi. SE of Bartlett.

Telephone: 5-1313. TWX No.: ME 280.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1002-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level, lat. 35° 10' 52.19", long. 89° 49' 56.11".

Network Service: CBS.

AM Affiliate: WREC, 5-kw, 600 kc (CBS).

Ownership: Hoyt B. Wooten, 100%.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Hoyt B. Wooten, *general manager.*

Charles Brakefield, *sales manager.*

Jack Michael, *program director.*

Wilson Raney, *chief engineer.*

ADDITIONAL DATA UNAVAILABLE

WLAC-TV

Nashville

(Ch. 5)

Grantee (STA): WLAC-TV Inc., 159 Fourth Ave. N.

Studio: 159 Fourth Ave. N. Transmitter: Brick Church Pike & Old Hickory Blvd.

Telephone: 42-4331. TWX No.: NV 68.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level, lat. 36° 16' 05", long. 86° 47' 18".

Network Service: CBS.

AM Affiliate: WLAC, 50-kw, 1510-kc (CBS).

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Gullford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas.

Began Operation: July 9, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

T. B. Baker Jr., *exec. v.p. & general manager.*

Ruth C. Holly, *asst. to manager.*

Robert M. Reuschel, *national sales manager.*

William W. Walker, *commercial manager.*

Roy A. Smith, *operations manager.*

James G. Wharton, *promotion manager.*

Ralph Hucaby, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Aug. 6, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$550.00	\$330.00	\$220.00	\$193.00	\$138.00	\$110.00	\$50.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., dally; 5-6 p.m., Sat.; noon-6 p.m., Sun.						
330.00	198.00	132.00	116.00	83.00	66.00	30.00
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-midnight, dally.						
220.00	132.00	88.00	77.00	55.00	44.00	20.00
Class D—All other times.						
165.00	99.00	66.00	58.00	42.00	33.00	15.00

Subject to frequency discounts.

WSIX-TV

Nashville

(Ch. 8)

Grantee (STA): WSIX Inc., Nashville Trust Bldg.

Studio & Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

Telephone: 5-5431. TWX No.: NV 178.

Technical Facilities: Channel No. 8 (180-186 mc). Operating under special temporary authorization with 109-kw visual, 58-kw aural, using antenna 247-ft. above ground. Authorized power: 178-kw visual, 89-kw aural, 1360-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level.

Network Service: ABC, DuMont.

1955 Fall-Winter Edition

Tennessee

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

Ownership: Louis R. Draughon, 33½%; W. H. Criswell, 33½%; R. D. Stanford Jr., 33½%.

Began Operation: Nov. 28, 1953; sale to present owners by Draughon family approved by FCC Sept. 1, 1954 (*Television Digest*, Vol. 10:29, 36).

Represented (sales) by George P. Hollingbery Co.

Personnel:

R. D. Stanford Jr., *general manager.*

Shelton Weaver, *director of operations.*

E. S. Tanner, *commercial manager.*

Charles Duke, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 6-10:30 p.m., Sun.						
\$425.00	\$255.00	\$170.00	\$148.75	\$106.25	\$75.00	\$40.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m.-midnight, Sat.; 10:30-11:30 p.m., Sun.-Fri.						
262.50	157.50	105.00	91.88	65.63	45.00	22.50
Class C—Noon-5 p.m., Mon.-Fri.; 11:30 p.m.-midnight, Sun.-Fri.; 9 a.m.-noon, Sat.						
175.00	105.00	70.00	61.25	43.75	30.00	15.00
Class D—All other times.						
116.67	70.00	46.67	40.84	29.17	20.00	10.00

Subject to frequency discounts.

WSM-TV

Nashville

(Ch. 4)

Licensee: WSM Inc., National Bldg.

Studio and Transmitter: 14th & Compton Aves.

Telephone: 4-9541. TWX No.: NV 77.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 575-ft. above ground, 1275-ft. above sea level, lat. 36° 07' 49", long. 86° 47' 27". Requests change to 1542-ft. above av. terrain, 1340-ft. above ground, 2200-ft. above sea level, lat. 36° 15' 54", long. 86° 54' 22" and transmitter move to Eaton Creek Rd.

Network Service: NBC, Du Mont.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Ownership: 100% subsidiary of National Life & Accident Insurance Co.

Began Operation: Sept. 30, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

E. W. Craig, *chairman.*

J. H. DeWitt Jr., *president.*

George Reynolds, *v.p. and technical director.*

Irving Waugh, *commercial manager.*

William R. McDaniel, *director of public relations.*

Harold Baker, *news director.*

Dick Shively, *director of sports.*

Brad Crandall, *operations manager.*

Aaron Shelton, *chief engineer.*

DIGEST OF RATE CARD NO. 7—(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., dally.							
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$128.00	\$64.00
Class A—6:30-7 p.m., 10-10:30 p.m., Mon.-Fri.; 6:30-7 p.m., 10-11 p.m., Sat. & Sun.							
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$110.00	\$55.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
360.00	216.00	144.00	126.00	90.00	72.00	65.00	32.50
Class C—Noon-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat.; 11 p.m.-midnight, dally.							
240.00	144.00	96.00	84.00	60.00	48.00	43.00	21.50
Class D—All other times.							
180.00	108.00	72.00	63.00	41.00	36.00	32.40	16.20

Subject to frequency discounts.

T E X A S

KRBC-TV

Abilene

(Ch. 9)

Grantee (STA): Abilene Radio & Television Co., 4510 S. 14th St.
Studio: 4510 S. 14th St. **Transmitter:** Cedar Gap Mt.
Telephone: 2-8491. **TWX No.:** AE 10.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 29.5-kw visual, 14.7-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level, lat. 32° 17' 13", long. 99° 44' 20".

Network Service: NBC, ABC, DuMont.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Ownership: Dale Ackers, pres., 25%; Lewis J. Ackers, v.p., 25%; Jack Andrews, secy.-treas., 25%; Christine Ackers Cagle, 25%. Mrs. Cagle is married to Gene L. Cagle, pres. & 34.5% owner of KFDA-TV, Amarillo.

Began Operation: Aug. 24, 1953. Sale to present owners by *Abilene Reporter News* approved by FCC Sept. 16, 1953 (*Television Digest*, Vol. 9:35, 38).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Eugene Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Dale Ackers, *president & general manager.*
 John Kelly, *station manager & program director.*
 Forest Lane, *national sales manager.*
 John Higgins, *commercial manager.*
 Larry Fitzgerald, *production director.*
 Cleo Rosson, *continuity director.*
 Harry Holt, *farm director.*
 Don Wilson, *news director.*
 Bill Kessel, *chief engineer.*

DIGEST OF RATE CARD NO. 4

(Jan 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$225.00	\$155.00	\$105.00	\$80.00	\$60.00	\$40.00	\$20.00
Class B—Sign-on-6 p.m., 10:30 p.m.-sign-off, daily.						
180.00	124.00	84.00	64.00	48.00	32.00	16.00

Subject to frequency discounts.

KFDA-TV

Amarillo

(Ch. 10)

Grantee (STA): Amarillo Broadcasting Co. Inc., Broadway at Cherry Ave.

Studio and Transmitter: Broadway at Cherry Ave.

Telephone: Drake 4-5343. **TWX No.:** AM 20.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 550-ft. above av. terrain, 456-ft. above ground, 4038-ft. above sea level, lat. 35° 17' 33", long. 101° 50' 48".

Network Service: ABC, CBS.

AM Affiliate: KFDA, 5-kw (1-kw N), 1440 kc (ABC).

Ownership: Texas State Network Inc., Gene L. Cagle, pres., 34.5%; Sid W. Richardson, 62%. Texas State Network owns KRIO, McAllen; KFJZ-TV, grantee for Fort Worth; and owns radios KFJZ, Ft. Worth & WACO, Waco. Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex.

Began Operation: April 4, 1953.

Represented (sales) by H-R Television Inc.; Clarke Brown Co. (South).

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Ed Moore, *general manager.*
 Dan Hayslett, *sales manager.*
 John Chappel, *program manager.*
 Dan Hayslett, *public relations director.*
 Bill Johns, *news editor.*
 Warren Anderson, *director of announcers.*
 Doug Rains, *sports director.*
 Tom Shaw, *farm director.*
 Yvonne Silvey, *traffic manager.*
 Elizabeth Merchant, *director of women's news.*
 Gene Shaver, *continuity director.*
 Bill Spiller, *chief engineer.*
 Don Daniels, *technical supervisor.*
 Lynn May, *accountant.*
 Jerry Gardner, *production manager.*
 Jimmie Stephens, *film editor.*

DIGEST OF RATE CARD NO. 3

(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$81.25	\$62.50	\$50.00	\$25.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
150.00	90.00	60.00	48.75	37.50	30.00	15.00
Class C—Sign-on-5:30 p.m., Mon.-Sat.; 10:31 p.m.-sign-off, daily.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

Subject to frequency discounts.

KGNC-TV

Amarillo

(Ch. 4)

Grantee (STA): Globe News Publishing Co., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St. **Transmitter:** 5-mi. N. of city limits.

Telephone: Drake 4-4601. **TWX No.:** AM 4.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 770-ft. above av. terrain, 833-ft. above ground, 4295-ft. above sea level, lat. 35° 18' 52", long. 101° 50' 47".

Network Service: NBC, DuMont.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC).

Ownership: Globe News Publishing Co. publishes *Amarillo Globe News*, owns *Lubbock Avalanche* and *Journal* and operates radio KFYO, Lubbock, Tex. Roy N. Whittenburg & family 91.8%, having increased holdings from 35.6% by acquiring stock of Parker F. Prouty group (*Television Digest*, Vol. 11:19, 26).

Began Operation: March 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Wes Izzard, *general manager.*
 Aubrey Jackson, *asst. & commercial manager.*
 Bob Watson, *station manager.*
 Bill Clarke, *local sales.*
 Leon Burt, *promotion & publicity director.*
 Bud Pursley, *production manager.*
 Calvin Handy, *business manager.*
 Bill Torrey, *chief engineer.*
 Clair Sheets, *film editor.*
 Bob Izzard, *news director.*

DIGEST OF RATE CARD NO. 5

(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$80.00	\$70.00	\$35.00
Class B—6-6:30 p.m., 10-10:30 p.m., daily.						
250.00	150.00	100.00	75.00	60.00	50.00	25.00
Class C—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
180.00	108.00	72.00	54.00	45.00	35.00	17.50
Class D—All other times.						
125.00	75.00	50.00	37.50	30.00	25.00	12.50

Subject to frequency discounts.

KTBC-TV

Austin

(Ch. 7)

Licensee: Texas Broadcasting Corp., Driskill Hotel.

Studio: Driskill Hotel, Box 717. **Transmitter:** Mt. Larson.

Telephone: 2-2424. **TWX No.:** AZ 74.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 158-kw maximum and 126-kw horizontal aural. Antenna: 740-ft. above av. terrain, 576-ft. above ground, 1498-ft. above sea level, lat. 30° 18' 23", long. 97° 47' 26".

Network Service: CBS, ABC, DuMont, NBC.

AM Affiliate: KTBC, 5-kw (1-kw night), 590-kc (CBS).

Ownership: Claudia T. Johnson, pres., 94.4%. Texas Bcstg. also operates KANG-TV, Waco.

Began Operation: Nov. 27, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

J. C. Kellam, *v. p. & general manager.*
 (Cactus) Pryor, *program director.*
 O. P. (Bob) Bobbitt, *sales manager.*
 Charles Brooks, *sales promotion director.*
 Paul Bolton, *news editor.*
 Ben Hearn, *chief engineer.*
 Elmo Brown, *film editor.*
 Dave Shanks, *farm director.*
 Charles Brown, *merchandising & promotion director.*

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$112.00	\$84.00	\$70.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
262.50	157.50	105.00	84.00	63.00	52.50
Class C—All other times.					
175.00	105.00	70.00	56.00	42.00	35.00

8 Sec. rate: 50% of Min. or 20 Sec.

Subject to frequency discounts.

**KBMT
Beaumont
(Ch. 31)**

Grantee (STA): Television Bcstrs. Inc., Box 1192, Beaumont, Tex.
Studio & Transmitter: U. S. Hwy. 90, between Vidor and Beaumont.
Telephone: 92476.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power 224-kw visual, 117-kw aural. Antenna: 460-ft. above av. terrain, 484-ft. above ground, 500-ft. above sea level, lat. 30° 06' 50", long. 94° 01' 44".

Network Service: NBC.

Ownership: Randolph C. Reed, pres., 50%; N. D. Williams, secy., 50%.

Began Operation: April 9, 1954.

Represented (sales) by ForJoe TV Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Randolph C. Reed, *pres. & general manager.*
Walter Morris, *program director.*
Frank Leins, *chief engineer.*

**DIGEST OF RATE CARD NO. 2
(April 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 9:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

**KFDM-TV
Beaumont
(Ch. 6)**

Grantee (STA): Beaumont Bcstg. Corp., 1420 Calder Ave.
Studio: 1420 Calder Ave. **Transmitter:** U. S. Hwy. 90, 2 mi. E. of Vidor, Tex.
Telephone: 4-7524.

Technical Facilities: Channel No. 6 (78-84 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 537-ft. above av. terrain, 600-ft. above ground, 618-ft. above sea level, lat. 30° 08' 29", long. 93° 58' 38".

Network Service: CBS, ABC.

AM Affiliate: KFDM, 5-kw, 560-kc, ABC.

Ownership: D. A. Cannan, pres., 20.88%; C. B. Locke, exec. v.p., 23.88%; Howard H. Fry, secy-treas., 1.76%; L. H. Cullum, 8.23%; over 20 others, none owns as much as 4%. Mr. Cannan owns 59.35% of KFDM-TV, Wichita Falls, Tex.

Began Operation: April 24, 1955.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

C. B. Locke, *exec. v.p. & general manager.*
Mott M. Johnson, *sales & operations manager.*
Harold Bartlett, *chief engineer.*

**DIGEST OF RATE CARD NO. 1
(Feb. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$36.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	27.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00

Subject to frequency discounts.

**KBST-TV
Big Spring
(Ch. 4)**

(Due to Begin Operating in September)

Grantee (STA): Big Spring Television Inc., 702 Johnson St.

Studio and Transmitter: 1600 Kentucky Way.

Telephone: 4-6391.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5.13-kw visual, 2.57-kw aural. Antenna: 323-ft. above av. terrain, 440-ft. above ground, 2900-ft. above sea level, lat. 32° 15' 16", long. 101° 26' 44". Requests change to 12.7-kw visual, 5.7-kw aural, 433-ft. above av. terrain, 550-ft. above ground, 3010-ft. above sea level.

Network Service: CBS.

AM Affiliate: KBST, .25-kw, 1490-kc (ABC).

Ownership: William J. Wallace, pres., 25.514%; Howard Barrett, v.p., 12.757%; Lewis O. Seibert, secy-treas., 12.757%; Robert W. Whipkey, v.p., 12.757%; Raymond L. Tollett, 20.25%; over 100 other stockholders, none owns over 1%. Mr. Whipkey publishes *Big Spring Herald*. Mr. Seibert owns 45% of KPLT, Paris, Tex., and 100% of KGKL, San Angelo, Tex.

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

William J. Wallace, *president and general manager.*
Andrew M. Jones, *chief engineer.*

**DIGEST OF RATE CARD NO. 1
(Sept. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; Sign-on-10:30 p.m. Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
112.50	67.50	45.00	39.40	33.75	22.50	11.25

Subject to frequency discounts.

**KVDO-TV
Corpus Christi
(Ch. 22)**

Grantee (STA): Coastal Bend Television Co., 409 S. Staples St.

Studio: 409 S. Staples St. **Transmitter:** Intersection of Agnes & Staples Sts.

Telephone: 2-5321.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power 16.6-kw visual, 8.91-kw aural. Antenna: 310-ft. above av. terrain, 232-ft. above ground, 355-ft. above sea level, lat. 27° 47' 15", long. 97° 24' 01".

Ownership: Gabriel Lozano, pres., 11.11%; Aroldo O. Lerma, v.p., 11.11%; E. E. Mireles, secy., 11.11%; M. L. Ramirez, 11.11%; Alonzo M. Gonzales, 11.11%; C. V. Guzman, 11.11%; Joe Garza, 11.11%; E. G. Estrada, 11.11%; Victor Moreno, 11.11%. Messrs. Lozano and Lerma hold 20% each of radio KCCT, Corpus Christi.

Began Operation: June 9, 1954.

Represented (sales) by Adam Young Television Corp.; Clarke Brown Co. (South)

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. W. Smith, *general manager.*
R. B. Williams, *commercial manager.*
Karl King, *production director.*
Nestor Cuesta, *chief engineer.*

**DIGEST OF RATE CARD NO. 1
(May 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

Texas

KRLD-TV Dallas (Ch. 4)

Licensee: KRLD Radio Corp., Herald Square.

Studio: Herald Square. Transmitter: Camp & Griffin Sts

Telephone: Randolph 6811. TWX No.: DL 71.

Technical Facilities: Channel No. 4 (66-72 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 465-ft. above av. terrain, 568-ft. above ground, 1001-ft. above sea level, lat. 32° 47' 16", long. 96° 47' 58". CP for 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34"; transmitter to 1-mi. W. of Cedar Hill, Tex. (Operation from new site scheduled to begin approximately Nov. 1, 1955).

Network Service: CBS.

AM Affiliate: KRLD, 50-kw, 1080 kc (CBS). **FM Affiliate:** KRLD-FM, 40-kw, 92.5 mc (No. 223), 480-ft. antenna height.

Ownership: Same as *Dallas Times-Herald*; John W. Runyon, chairman; Clyde W. Rembert, pres.; D. A. Greenwell, v.p.

Began Operation: Dec. 3, 1949.

Represented (sales) by Branham Co.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

J. W. Runyon, chairman of the board.
Clyde W. Rembert, president & managing director.
Roy M. Flynn, station manager.
W. A. Roberts, asst. general mgr. in charge of sales.
Ves Box, program director.
Fritz Kuler, asst. program director.
Larry Rasco, news director.
A. B. Jolly, farm director.
Nick Mueller, mgr. film dept.
William B. Honeycutt, technical supervisor.
A. J. Putman, promotion-publicity director.

DIGEST OF RATE CARD NO. 10 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1100.00	\$660.00	\$440.00	\$385.00	\$330.00	\$225.00	\$125.00
Class A—6:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.						
950.00	570.00	380.00	316.65	285.00	190.00	114.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	115.00	70.00
Class C—6 a.m.-6 p.m., Mon.-Sat.; 6 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
275.00	165.00	110.00	96.25	82.50	65.00	35.00

Subject to frequency discounts.

WFAA-TV Dallas (Ch. 8)

Licensee: A. H. Belo Corp., Young & Houston Sts.

Studio and Transmitter: 3000 Harry Hines Blvd.

Telephone: Riverside 3315. TWX No.: DL 41.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 274-kw visual, 137-kw aural. Antenna: 328-ft. above av. terrain, 377-ft. above ground, 848-ft. above sea level, lat. 32° 47' 48", long. 96° 48' 24". CP for 316-kw visual, 158-kw aural, 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34"; transmitter to 1-mi. W of Cedar Hill, Tex.

Network Service: ABC, DuMont, NBC.

AM Affiliate: WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

Ownership: Same as *Dallas Morning News*; Mrs. G. B. Dealey, chairman; E. M. Dealey, pres.; James M. Moroney, v. p. & secy.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (*Television Digest*, Vol. 6:4, 11).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

E. M. (Ted) Dealey, president.
James M. Moroney, v.p. & secretary.
Ralph W. Nimmons, station manager.
Mike Shapiro, commercial manager.
Charles E. Larkins, sales promotion manager.
Tom Journeay, news director.
Bob Blase, production manager.
G. E. Hamilton, film director.
Jim W. Cooper, chief engineer.
George E. Krutliker, technical supervisor.

DIGEST OF RATE CARD NO. 11 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$225.00	\$125.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	115.00	70.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
275.00	165.00	110.00	96.25	82.50	65.00	35.00

Subject to frequency discounts.

KOKE El Paso (Ch. 13)

(Due to Begin Operating in October)

Grantee (STA): Trinity Bestg. Corp., 2104 Jackson St., Dallas, Tex.

Studio & Transmitter: Delta & French Sts.

Telephone: 3-3658.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 28.2-kw visual, 17-kw aural. Antenna: 120-ft. above av. terrain, 352-ft. above ground, 4052-ft. above sea level, lat. 31° 45' 42", long. 106° 28' 15".

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kc.

Ownership: Barton R. McLendon, pres., 50%; Gordon B. McLendon, v.p., 49%; Bill W. A. R. S. Y. T. S. J. Trinity Bestg. operates radio stations KELP, El Paso & KLIF, Dallas and holds CP for KLIF-TV, Dallas (Ch. 29). Barton & Gordon McLendon each owns 20% of Tri-State Theatres and are stockholders in WRIT, Milwaukee.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Fred O. Grimwood & Co.

Personnel:

Joe Roddy, general manager.

(ADDITIONAL DATA UNAVAILABLE)

KROD-TV El Paso (Ch. 4)

Grantee (STA): El Paso Times Inc., 2201 Wyoming St.

Studio: 2201 Wyoming St. **Transmitter:** Atop Mount Franklin.

Telephone: 2-6551. TWX No.: EP 466.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.3-kw visual, 28.2-kw aural. Antenna: 1585-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level, lat. 31° 41' 29", long. 106° 28' 49".

Network Service: CBS, Du Mont, ABC.

AM Affiliate: KROD, 5-kw, 600 kc (CBS).

Ownership: Dorrance Roderick, pres., 75% with members of Roderick family. Also publishes *El Paso Times*. Val Lawrence, v.p. & 5.5% owner of *El Paso Times*, is 50.9% owner of KAVE, Ch. 6 grantee for Carlsbad, N. M.; Edward P. Talbott, chief engineer with 5% of KROD-TV, has 20% interest in KAVE.

Began Operation: Dec. 14, 1952.

Represented (sales) by The Branham Co.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Val Lawrence, general manager.
Richard Watts, commercial manager.
Ken McClure, promotion manager.
Edward P. Talbott, chief engineer.
Bernie Bracher, program director.
Louis Hendrick, news director.
Paul Stevenson, farm director.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30 p.m.-midnight, daily.						
281.25	168.75	112.50	98.75	70.00	56.25	28.15
Class C—All other times.						
187.50	112.50	75.00	65.25	46.90	37.50	18.75

Subject to frequency discounts.

KTSM-TV

El Paso

(Ch. 9)

Grantee (STA): Tri-State Broadcasting Co. Inc.

Studio: 801 N. Oregon St. Transmitter: Thrd & Santa Fe Sts.

Telephone: 2-5423. TWX No.: EP 193.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 58.7-kw visual, 29.35-kw aural. Antenna: 111-ft. above av. terrain, 472-ft. above ground, 4173-ft. above sea level, lat. 31° 45' 12", long. 106° 29' 19".

Network Service: NBC.

AM Affiliate: KTSM, 1-kw, (.5-kw night), 1380 kc (NBC).

Ownership: Karl O. Wyler, pres., 85%; Roy T. Chapman, v.p.; Karl O. Wyler Jr., secy.-treas.; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: Jan. 4, 1953.

Represented (sales) by George P. Hollingbery Co.; Clarke Brown Co. (South).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Karl O. Wyler, *president & general manager.*
Karl O. Wyler Jr., *administrative assistant.*
Roy T. Chapman, *v. p. & sales manager.*
Jack B. Chapman, *program director.*
Jack Rye, *production director.*
Conrey Bryson, *news director.*
William Thonson, *art director.*
Kenneth Walton, *chief engineer.*
John Phelan, *promotion & publicity director.*

DIGEST OF RATE CARD NO. 2

(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$60.00	\$50.00	\$25.00
Class B—1-6 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

Texas

KFJZ-TV

Fort Worth

(Ch. 11)

(Due to begin operating in September)

Grantee (STA): Texas State Network Inc., 1201 W. Lancaster Ave.

Studio: 4801 W. Freeway. Transmitter: .75-mi. E of White Lake, .25-mi. N of Ederville, Tex.

Telephone: Edison 3473.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level, lat. 32° 45' 42", long. 97° 14' 40".

AM Affiliate: KFJZ, 5-kw, 1270 kc (MBS).

Ownership: Gene L. Cagle, pres., 20%; Sid W. Richardson, 62%; Perry R. Bass, 15%; remainder in Dillard and Harrison family trusts. Texas State Network operates KFJZ-TV, Amarillo, also owns KFJZ, Fort Worth; WACO, Waco; KRIO, McAllen. Mr. Cagle also owns 25% of KTOK, Oklahoma City and Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex.

Represented (sales) by H-R Television, Inc.; Clarke Brown Co. (South).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Gene L. Cagle, *president.*
Charles B. Jordan, *v.p. and general manager.*
Dale Drake, *national sales manager.*
Norman C. Long, *program director.*
Joseph B. Haigh, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7-10:30 p.m., daily; 6-10 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$150.00	\$60.00
Class B—1-6 p.m., Sun.; 6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	100.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	50.00	20.00

Subject to frequency discounts.

Note: All advertisers using facilities between on-air dates and Dec. 31, 1955, receive additional 25% discount.



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Best picture quality;
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General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

Texas

WBAP-TV Fort Worth (Ch. 5)

Licensee: Carter Publications Inc., 3900 Barnett St.
Studio and Transmitter: 3900 Barnett St.
Telephone: Fort Worth, Lockwood 1981; Dallas, Tremont 9757.
TWX No.: FT 8116.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power; 100-kw visual, 60.3-kw aural. 1072-ft. above av. terrain, 1113-ft. above ground, 1739-ft. above sea level, lat. 32° 45' 01.25", long. 97° 16' 07".

Network Service: NBC, ABC.

AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WFAA, Dallas. FM Affiliate: WBAP-FM, 51-kw, 100.5 mc (No. 263), 475-ft. antenna height.

Ownership: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., pres. & treas.; B. N. Honea, v.p.

Began Operation: Sept. 29, 1948.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Harold Hough, director.
George Cranston, manager.
Roy Bacus, commercial manager.
Jack Rogers, regional sales manager.
Margaret McDonald, publicity-promotion-merchandising director.
Robert Gould, program director.
Lynn Trammell, film program manager.
Phil Wygant, production supervisor.
Robert Grammer, operations supervisor.
James A. Byron, news editor.
W. A. Ruhmann, farm director.
Roberta Wygant, continuity chief.
Jan Goodman, traffic chief.
Marshall Atwell, art director.
Merl Hartung, film laboratory chief.
Jett Jamison, commercial film producer.
Margaret McDonald, home economist.
R. C. Stinson, engineering director.

DIGEST OF RATE CARD NO. 10 (May 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:59-10:30 p.m., Mon.-Sat.; 5:59-10:30 p.m., Sun.						
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$200.00	\$100.00
Class B—5:59-7 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	110.00	55.00
Class C—Noon-5:59 p.m., 11 p.m.-midnight, daily.						
320.00	192.00	128.00	112.00	80.00	65.00	32.50
Class D—7 a.m.-noon, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

KGUL-TV Galveston (Ch. 11)

Licensee: Gulf Television Co., 2002 45th St.
Studios: 2002 45th St., Galveston; Prudential Bldg., Houston.
Transmitter: Arcadia, Tex.
Telephone: 3-1607. TWX No.: GL 05.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 224-kw visual, 120-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 608-ft. above sea level, lat. 29° 26' 25", long. 95° 04' 03". CP for 261-kw visual, 131-kw aural, 1185-ft. above av. terrain, 1213-ft. above ground, 1249-ft. above sea level, lat. 29° 27' 57", long. 95° 13' 24"; transmitter to Alvin-Friendswood Rd., 3-mi. NNE of Alvin. Note: CP set for hearing following protest by KTRK-TV, Houston. Examiner's initial decision June 1, 1955 favored KGUL-TV.

Network Service: CBS.

AM Affiliate: None.

Ownership: Paul E. Taft, pres., 40.5%; Ballinger Mills, v.p., 1.66%; V. W. McLeod, secy.-treas., 1.66%; R. Lee Kempner, 20%; F. Kirk Johnson, 9.16%; James M. Stewart, 9.16%; Wigley, McLeod, Mills & Shirley (law partnership), 4.17%; 8 others, none owning as much as 2.5%.

Began Operation: March 11, 1953.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Scharfeld, Jones & Baron.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Paul E. Taft, president and general manager.
Robert S. Wilson, commercial manager.
Thomas L. Thompson, program director.
John L. Eisele, sales promotion manager.
William D. Evans Jr., publicity director.
Danny Cochrane, Galveston sales manager.
Leslie T. Hunt, Houston sales manager.
M. B. Johnson, film director.
William R. Sloat, chief engineer.
L. V. Deskins, office manager.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$233.33	\$210.00	\$165.00	\$75.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
600.00	360.00	240.00	200.00	180.00	125.00	62.50
Class B—5-6 p.m., 10:30-11 p.m., daily.						
525.00	315.00	210.00	175.00	157.50	100.00	50.00
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	116.67	105.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.						
250.00	150.00	100.00	83.33	75.00	50.00	25.00

Subject to frequency discounts.

KGBT-TV Harlingen (Ch. 4)

Grantee (STA): Harbenito Bcstg. Co. Inc., Box 711.
Studio & Transmitter: U. S. Hwy. 83, between Harlingen and San Benito, Tex.
Telephone: Garfield 3-4880. TWX No.: HA 47.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 93.3-kw visual, 30.1-kw aural. Antenna: 410-ft. above av. terrain, 428-ft. above ground, 469-ft. above sea level, lat. 26° 09' 24", long. 97° 40' 22".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KGBT (CP), 50-kw (10-kw night), 1530 kc (CBS).

Ownership: McHenry Tichenor, pres., 38.5%; James Cullen Looney, v.p., 39.3%; Troy R. McDaniel, secy.-treas., 10%; Genevive Tichenor, 12.2%.

Began Operation: Sept. 17, 1953.

Represented (sales) by H-R Television Inc.; Clarke Brown Co. (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Troy R. McDaniel, secy.-treas. & general manager.
Ingham S. Roberts, commercial manager.
Ray Gordon, program director.
Bob McDonald, farm director.
Al Beck, chief engineer.

DIGEST OF RATE CARD NO. GT 3 (Nov. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$30.00
Class B—5-6 p.m., daily.					
166.67	100.00	66.67	50.00	33.34	20.00
Class C—All other times.					
125.00	75.00	50.00	37.50	25.00	15.00

Subject to frequency discounts.

KPRC-TV Houston (Ch. 2)

Licensee: Houston Post Co., 2318 Polk Ave.
Studio and Transmitter: 3014 Post Oak Rd.
Telephone: Madison 9271. TWX No.: HO 98.

Technical Facilities: Channel No. 2 (54-60 mc). Operating under special temporary authorization with 100-kw visual, 50-kw aural. Antenna: 635-ft. above av. terrain, 686-ft. above ground, 749-ft. above sea level, lat. 29° 44' 02", long. 95° 27' 43".

Network Service: NBC.

AM Affiliate: KPRC, 5-kw, 950 kc (NBC). FM Affiliate: KPRC-FM, 48-kw, 102.9 mc (No. 275), 550-ft. antenna height.

Ownership: Same as Houston Post; William P. Hobby, pres.

(Continued on page 206)

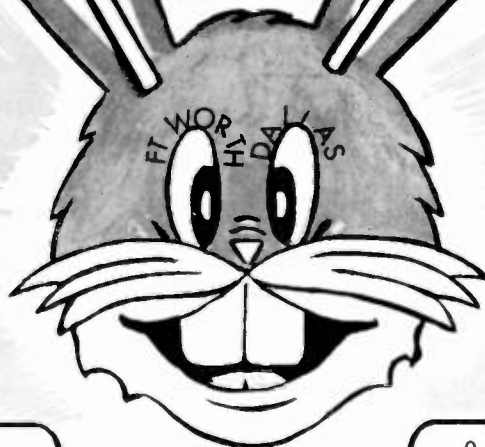
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5

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WBAP TV

Counties.....	24
Population.....	1,894,500
Families.....	579,800
Total Retail Sales.....	\$2,260,240,000
Buying Income.....	\$3,084,413,000

Source: Sales Management Survey of Buying Power May, 1955.

SOON STARTING OUR 7TH YEAR OF TELECASTING

WBAP-TV

CHANNEL

5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

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Chairman

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

Texas

HOUSTON: KPRC-TV—(Continued)

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (see *Television Digest*, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Jack Harris, v.p. & general manager.
 Jack McGrew, commercial manager.
 Jack Healy, local sales manager.
 James A. Ahlgrimm, sales service director.
 Bert Mitchell, program director.
 Kirt Harriss, promotion & merchandising director.
 Earl Corridon, film operation manager.
 Edna Forester, publicity director.
 George Roesner, farm director.
 Kathryn Estes, traffic.
 Paul Huhndorff, chief engineer.

DIGEST OF RATE CARD NO. 8

(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	ID
Class AA —7-9:30 p.m., Mon.-Fri.; 6-9:30 p.m., Sat. & Sun.						
\$900.00	\$540.00	\$360.00	\$300.00	\$250.00	\$180.00	\$90.00
Class A —6:30-7 p.m., Mon.-Fri.; 9:30-10:30 p.m., daily.						
750.00	460.00	300.00	240.00	200.00	150.00	75.00
Class B —5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	175.00	120.00	60.00
Class C —Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class D —Sign-on-noon, Mon.-Fri.						
300.00	175.00	115.00	100.00	90.00	60.00	30.00

Subject to frequency discounts.

KTRK-TV Houston

(Ch. 13)

Grantee (STA): Houston Consolidated TV Co., 4513 Cullen Blvd.

Studio: 4513 Cullen Blvd. Transmitter: Alameda, Tex.

Telephone: Jackson 6-1313. TWX No.: HO 863.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level, lat. 29° 34' 25", long. 95° 28' 31".

Network Service: ABC.

Ownership: KTRH, 32% (Houston Chronicle owns 70% of KTRH); Roy Hofheinz, 16% (mayor of Houston); John Paul Goodwin, 2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by 26 individuals, none owning as much as 3%, who held stock in other two applicants for channel. KTRK-TV officers: Wright Morrow, chairman; John T. Jones Jr., pres. (also pres. of Houston Chronicle); Willard E. Walbridge, exec. v.p.; Roy Hofheinz, v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S. Bruce Jr., treas. Mr. Hofheinz also owns 25% of Houston's KTHT.

Began Operation: Nov. 20, 1954.

Represented (sales) by Blair TV

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by George C. Davis.

Personnel:

John T. Jones Jr., president.
 Willard E. Walbridge, exec. v.p. & general manager.
 William F. Bennett, commercial manager.
 John E. Hill, program manager.
 William T. Wagner, production director.
 Lee Curran, promotion manager.
 Tom Hiner, chief engineer.

DIGEST OF RATE CARD NO. 1—(Oct. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class AA —7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$140.00	\$70.00
Class A —6-7 p.m., 10-10:30 p.m., daily.						
600.00	330.00	220.00	200.00	150.00	120.00	60.00
Class B —5-6 p.m., 10:30-11 p.m., daily.						
500.00	300.00	200.00	150.00	125.00	100.00	50.00
Class C —Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00

Subject to frequency discounts.

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

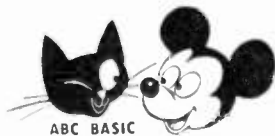
Bedelia Land
 Kitirick Comics
 Little Rascals
 Mickey Mouse
 Playschool
 Romper Room
 The Phantom Sheriff

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
 Commercial Mgr., Bill Bennett
 Blair-TV, 150 E. 43rd St.,
 New York 17, N. Y.
 THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS

**KUHT
Houston**

(Ch. 8)

Non-Commercial Educational Station

Grantee (STA): University of Houston, 1500 Louisiana.

Studio: Ezekiel W. Cullen Bldg. Transmitter: Cullen Blvd. at Blodgett Ave.

Telephone: Charter 0141.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 640-ft. above av. terrain, 658-ft. above ground, 707-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52".

AM Affiliate: None. FM Affiliate: KUHF, 9.3-kw, 91.3 mc (No. 217), 320-ft. antenna height.

Ownership: University of Houston Board of Regents, H. R. Cullen, chairman; Houston Independent School Dist., James Delmar, pres.

Began Operation: May 12, 1953.

Represented (legal) by Reagan Cartwright, Houston.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

John C. Schwarzwald, *station manager.*
Roy Barthold, *program coordinator.*
George Arms, *producer-director.*
Paul Owen, *producer-director.*
Tom C. Battin, *producer & director.*
Richard Uray, *news director.*
John Meaney, *film director.*
Lillian Thorson, *producer-director.*
Carolyn Schnarr, *office manager.*
Dean Johnston, *assistant producer.*
James Byrd, *chief engineer.*
George Collins, *art director.*

KTVE

Longview-Tyler

(Ch. 32)

Grantee (STA): East Texas Television Co., Box 2029, Longview.

Studio & Transmitter: Kilgore Highway, Longview.

Telephone: Plaza 8-5551.

Texas

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 224-kw visual, 132-kw aural. Antenna: 290-ft. above av. terrain, 340-ft. above ground, 650-ft. above sea level, lat. 32° 26' 37", long. 94° 49' 5.5".

Ownership: A. James Henry, 100%.

Began Operation: Oct. 24, 1953.

Represented (sales) by Forjoe-TV Inc.

Personnel:

A. James Henry, *owner-general manager.*
Barre Monigold, *station manager.*
Bill Bennett, *news director.*
Wes Dean, *sports director.*
Dera Arrington, *women's director.*
W. H. Dixon, *chief engineer.*

**DIGEST OF RATE CARD NO. 2
(Dec. 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—3:45-11:15 p.m., Sun.-Fri.; 5-11 p.m., Sat.						
	\$175.00	\$105.00	\$70.00	\$60.00	\$52.50	\$35.00

Subject to frequency discounts.

KDUB-TV

Lubbock

(Ch. 13)

Licensee: Texas Telecasting Inc., 74th & College Ave.

Studio and Transmitter: 74th & College Ave.

Telephone: Sherwood 4-2345.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 841-ft. above ground, 4067-ft. above sea level, lat. 33° 31' 35", long. 101° 52' 12".

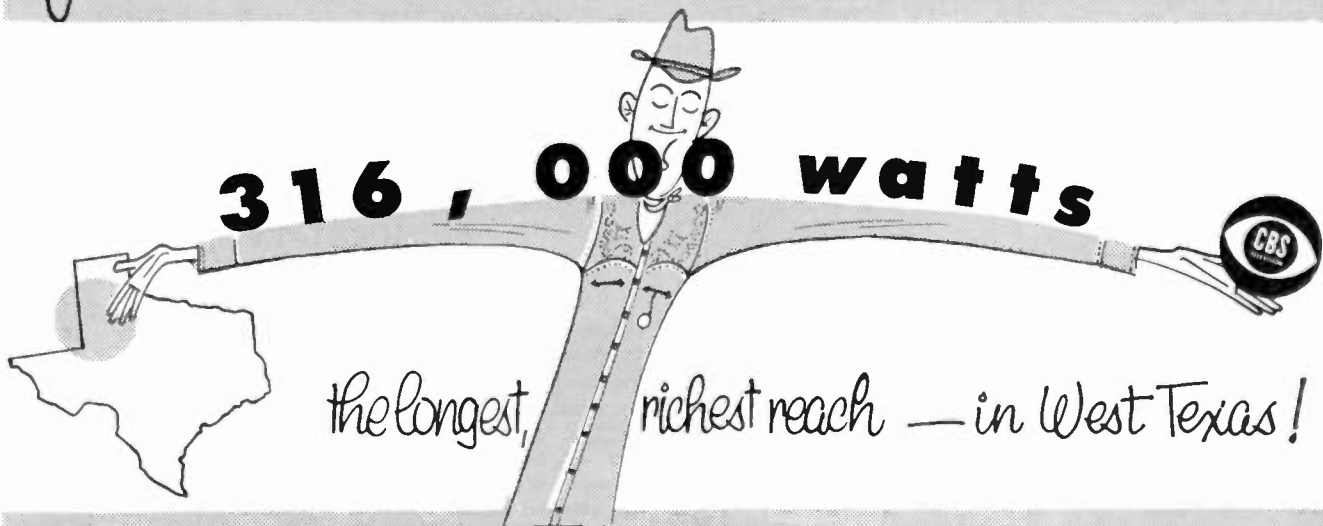
Network Service: CBS, DuMont.

AM Affiliate: KDUB, 25-kw, 1340 kc.

(Continued on next page)

KDUB-TV

first TV in West Texas—established 1952



LUBBOCK

fastest growing metropolitan area in Texas

Texas

LUBBOCK: KDUB-TV—(Continued)

Ownership: W. D. Rogers, pres., 24.88%; Vernice Ford, v.p., 14.93%; W. W. Conley, secy.-treas., 5.64%; Roger L. Kuykendall, 13.74%; A. L. Lott, 1.18%; Flora C. Kampmann, 9.99%; Charles Balthrope, 3.78%; Nell Kirkland Tharpe, 2.34%; Herbert Bloomberg, 5.62%; James B. Tharp, 2.8%; 16 others, none owns over 2.1%. Same interests also own grantee KPAR-TV, Sweetwater.

Began Operation: Nov. 13, 1952.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

W. D. (Dub) Rogers, *president*.
George Collie, *national sales manager*.
W. H. Shipley, *promotion manager*.
Jimmie Isaacs, *local sales manager*.
Ray Trent, *program & film director*.
Dave Sherrell, *farm director*.
Vernon Poerner, *director*.
John Reynolds, *accountant and office manager*.
Rudy Starnes, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$85.00	\$70.00	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.								
225.00	180.00	135.00	112.50	90.00	63.75	52.50	37.50	18.75
Class C—1-5 p.m., Mon.-Fri.								
150.00	120.00	90.00	75.00	60.00	42.50	35.00	25.00	12.50
Class D—7 a.m.-1 p.m., daily.								
90.00	72.00	54.00	45.00	36.00	25.50	21.00	15.00	7.50

Subject to frequency discounts.

KCBD-TV

Lubbock

(Ch. 11)

Grantee (STA): Bryant Radio & Television Inc., Box 1507.

Studio and Transmitter: 5600 Ave. A.

Telephone: Sherwood 4-1414. TWX No.: LU 8093.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 760-ft. above av. terrain, 788-ft. above ground, 3988-ft. above sea level, lat. 33° 32' 28", long. 101° 50' 15".

Network Service: NBC, ABC.

AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).

Ownership: Caprock Bestg. Co., 55%; Carl H. Montgomery and Kenneth F. Montgomery (trustees, estate of Lella Y. Post Montgomery), 20%; J. D. Leftwich, 10%; Maple Wilson, 5%; C. E. Davis estate, 5%; Hub K. Jones, 2.5%; Marvin Jones, 2.5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bestg. Co., licensee of AM station KCBD).

Began Operation: May 10, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Weldon & Carr.

Personnel:

Joe H. Bryant, *president*.
Robert L. Snyder, *secretary-treasurer*.
George L. Tarter, *v.p. for sales*.
Ray Poindexter, *national sales*.
Frank Lee, *chief engineer*.
Bill Taylor, *program director*.
Joe Gilbert, *news director*.

DIGEST OF RATE CARD NO. 3

(July 1, 1954)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily; noon-6 p.m., Sun.								
\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$85.00	\$70.00	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.								
225.00	180.00	135.00	112.50	90.00	63.75	52.50	37.50	18.75
Class C—Noon-5 p.m., Mon.-Sat.								
150.00	120.00	90.00	75.00	60.00	42.50	35.00	25.00	12.50
Class D—Sign-on-noon, daily.								
90.00	72.00	54.00	45.00	36.00	25.50	21.00	15.00	7.50

Subject to frequency discounts.

KTRE-TV *

Lufkin

(Ch. 9)

(Due to Begin Operating in August)

Grantee (STA): Forest Capital Bestg. Co., Box 701.

Studio and Transmitter: 1.4 mi. NW. of Clawson.

Telephone: 3-7771.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level, lat. 31° 25' 09", long. 94° 48' 02".

Network Service: Same as KPRC-TV, Houston.

AM Affiliate: KTRE, 1-kw, 1420 kc (MBS).

Ownership: R. W. Wortham Jr., pres., 32%; E. L. Kurth Sr., v.p., 16.8%; Henry B. Clay, 11%; Richman Lewin, v.p., 2.5%; remainder held by 13 others, none owns more than 10%. Mr. Clay also is exec. v.p. of KTHV, grantee for Little Rock, Ark.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Richman Lewin, *v.p. & general manager*.
Murphy Martin, *commercial manager*.
Boyd Porter Jr., *program director*.
Lum Burr, *production manager*.
Fred Hill, *chief engineer*.

Base Hourly Rate: \$150.00.

*Note: To be operated as affiliate of KPRC-TV, Houston.

ADDITIONAL DATA UNAVAILABLE

KMID-TV

Midland

(Ch. 2)

Grantee (STA): Midessa Television Co. Inc., Box 2758.

Studio and Transmitter: Tower Rd., 1-mi. S. of Midland.

Telephone: 2-7322, Midland; 7-7321, Odessa.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.3-kw visual, 13.8-kw aural. Antenna: 500-ft. above av. terrain, 547-ft. above ground, 3349-ft. above sea level, lat. 31° 57' 33", long. 102° 06' 15".

Network Service: NBC, ABC, DuMont, CBS.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; Ted R. Warkentin, director, 18.4%; Paul Davis, director, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. Messrs. Drewry and Warkentin are principals in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan, Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (Southwest).

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by William D. Buford, Lawton, Okla.

Personnel:

Ray Herndon, *general manager*.
Don Cole, *commercial manager*.
Bob McClellan, *program director*.

DIGEST OF RATE CARD NO. 2—(Nov. 1, 1954)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—Sign-on-6:30 p.m., 10:30 p.m.-sign-off, daily.							
150.00	90.00	75.00	60.00	52.00	37.00	30.00	15.00

Subject to frequency discounts.

KTXL-TV

San Angelo

(Ch. 8)

Licensee: Westex Television Co., 1015 E. 28th St.

Studio and Transmitter: 1015 E. 28th St.

Telephone: 7183. TWX No.: 8585.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level, lat. 31° 29' 29", long. 100° 26' 03".

Network Service: CBS, ABC, NBC, DuMont.

AM Affiliate: KTXL, 25-kw, 1340 kc (MBS).

Ownership: Armistead D. Rust, pres., 49.7%; B. P. Blutworth, v.p., 50%; Sarah J. Rust, secy.-treas., 3%.

Began Operation: June 26, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

Personnel:

J. Harley Hubbard, *general manager*.
George Olsen, *commercial manager*.
Charles Cathey, *production manager*.
Doug Thompson, *program director*.
Bob Benson, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(June 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—After 6 p.m., Mon.-Sun.								
\$200.00	\$170.00	\$120.00	\$80.00	\$65.00	\$50.00	\$30.00	\$22.00	\$15.00
Class B—Before 6 p.m., Mon.-Sun.								
150.00	127.50	90.00	60.00	50.00	40.00	25.00	19.00	14.00

Subject to frequency discounts.

KCOR-TV
San Antonio

(Ch. 41)

Grantee (STA): KCOR Inc., 310-326 S. Flores St.

Studio and Transmitter: 111 Martinez St.

Telephone: Capitol 5-2751.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 14.4-kw visual, 6.03-kw aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level, lat. 29° 03', long. 98° 29' 26".

AM Affiliate: KCOR, 5-kw (1-kw night), 1350 kc.

Ownership: R. A. Cortez, pres.-treas., 62%; R. A. Cortez Jr., v.p. 7%; Wm. P. Smith, v.p. 9%; Robert L. Bobbitt Jr., v.p. 1.7%; Ruth Burleson, secy., .03%; Wm. R. Slinkin, 2.63%; Amado Cavazos, 2.29%; June Yuck Wong, 2.29%; Victor Rogers, 1.63%; N. J. Rogers, 1.63%; S. J. Rogers, 1.63%; Ben Rogers, 1.63%; remainder is treasury stock.

Began Operation: June 2, 1955.

Represented (sales) by Richard O'Connell; Dora-Clayton Agency Inc. (Southern Region).

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert M. Silliman.

Personnel:

Nathan Safir, *general manager.*
R. A. Cortez Jr., *commercial manager.*
Henry Guttierrez, *program manager.*
Marvin L. Fiedler, *chief engineer.*

Texas

DIGEST OF RATE CARD NO. 1
(June 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.					
\$200.00	\$125.00	\$80.00	\$50.00	\$35.00	\$22.50
Class B—All other times.					
180.00	108.00	72.00	42.00	28.00	18.00

Subject to frequency discounts.

KENS-TV
San Antonio

(Ch. 5)

Licensee: Express Publishing Co., Transit Tower Bldg.

Studio and Transmitter: Transit Tower Bldg.

Telephone: Capital 7-8151. **TWX No.:** SA 100.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.2-kw aural. Antenna: 450-ft. above av. terrain, 555-ft. above ground, 1187-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22".

Network Service: CBS, DuMont, ABC.

AM Affiliate: KENS, 50-kw (10-kw night), 680 kc (CBS).

Ownership: Same as *San Antonio Express and News*. Frank G. Huntress, chairman, 6.73%; Frank G. Huntress Jr., pres., 18.1%; Mrs. Carrie S. Frost, 1st v.p., 11.43%; Mrs. W. Dorsey Brown, 2nd v.p., .6%; Geo. B. Brackenridge estate, 33.33% (Frank Huntress, Frank Huntress Jr., Leroy G. Denman Jr. & John B. McDaniel Jr., trustees); Mrs. Mildred Wood Hazzard, 14%; Mrs. Catherine P. Hart, 11.4%; 4 others, none owns over 2.1%.

Began Operation: Feb. 15, 1950. Sale to present owners by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954. (*Television Digest*, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales) by Free & Peters Inc.

Represented (legal) by Dow, Lohnes & Albertson.

(Continued on next page)



SAN ANTONIO, TEXAS
100,000 WATT CBS STATION

Owned and Operated by the
EXPRESS PUBLISHING COMPANY



San Antonio, Texas
America's 25th City

Represented Nationally by **FREE & PETERS**

Texas

SAN ANTONIO: KENS-TV—(Continued)

Personnel:

Albert D. Johnson, *general manager*.
Wayne Kearl, *general sales manager*.
Barney Higgins, *Texas sales manager*.
Edward Uhler Jr., *program manager*.
Robert Farrar, *production manager*.
W. J. Jackson, *chief engineer*.
Lucille Peters, *office manager*.
Faye Leavitt, *film director*.
Bill Shomette, *farm director*.
Bob Miller, *promotion manager*.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class AA—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.					
\$700.00	\$420.00	\$280.00	\$210.00	\$140.00	\$70.00
Class A—9:30-10:30 p.m., daily; 6:30-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.					
600.00	360.00	240.00	180.00	120.00	60.00
Class B—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-5 p.m., Sun.					
450.00	270.00	180.00	135.00	90.00	45.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; noon-1 p.m., Sun.					
325.00	195.00	130.00	97.50	65.00	32.50
Class D—Sign-on-1 p.m., Mon.-Sat.; sign-on-noon, Sun.					
200.00	120.00	80.00	60.00	40.00	20.00

Subject to frequency discounts.

WOAI-TV San Antonio (Ch. 4)

Licensee: Southland Industries Inc., 1031 Navarro St.

Studio and Transmitter: 1031 Navarro St.

Telephone: Garfield 4221. TWX No.: SA 37.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 480-ft. above av. terrain, 569-ft. above ground, 1219-ft. above sea level, lat. 29° 25' 50", long. 98° 29' 25".

Network Service: NBC, ABC, DuMont.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).

Ownership: G. A. C. Half estate, 95.95% (Hugh A. L. Half, executor); Hugh A. L. Half, pres. & treas., 9% ; Hugh A. L. Half as trustee of Hugh Half Jr. trust, 30% ; Fannie H. Askin, 5% ; Jane Sonnentheil Mayer, 5% ; Helen Levy Rau, 5% ; Frances Levy Russell, 5% ; Ann Sonnentheil Stein, 5% ; National Jewish Hospital at Denver, 18% ; G. A. C. Half Foundation, 18% . Hugh A. L. Half votes stock of Foundation and Fannie H. Askin for control of 62% . Jewish Hospital stock is voted by Philip Houtz.

Began Operation: Dec. 11, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Co.

Personnel:

Hugh A. L. Half, *president*.
James M. Gaines, *v.p. & general manager*.
Edward V. Cheviot, *commercial manager*.
James F. Anderson, *promotion manager*.
Imogene Stanley, *publicity director*.
French Ferguson Jr., *production manager*.
Bill McReynolds, *farm director*.
Charles L. Jeffers, *director of engineering*.

DIGEST OF RATE CARD NO. 12 (Jan. 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.					
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00
Class A—6:30-7 p.m., Mon.-Sat.; 9:30-10:30 p.m., daily.					
600.00	360.00	240.00	210.00	180.00	120.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.					
450.00	270.00	180.00	157.50	135.00	90.00
Class C—1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.					
300.00	180.00	120.00	105.00	90.00	60.00
Class D—All other times.					
180.00	108.00	72.00	63.00	54.00	36.00

Subject to frequency discounts.

KCEN-TV Temple

(Ch. 6)

Grantee (STA): Bell Publishing Co., Box 188, Temple.

Business Office: 17 S. Third St.

Studio and Transmitter: Eddy, Tex., 14-mi. N. of Temple on Hwy. 81.

Telephone: Prospect 3-6868. TWX No.: Eddy Tex 8486.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level, lat. 31° 17' 06", long. 97° 15' 34".

Network Service: NBC.

Ownership: Frank W. Mayborn, pres., 95% ; Mrs. Frank W. Mayborn, v.p. ; C. A. Schulz, secy-treas., 5% . Bell Publishing Co. publishes *Temple Daily Telegram*. Mr. Mayborn also is pres. & 50% owner of *Sherman (Tex.) Democrat* and owns 85% of the Bell Broadcasting Co. which operates radio KTEM, Temple.

Began Operation: Nov. 1, 1953.

Represented (sales) by George P. Hollingbery Co.; Clyde Melville Co. (Southwest).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Frank W. Mayborn, *president*.
Burton Bishop, *assistant to president & general manager*.
Harry Abbott, *station manager & film buyer*.
Jim Bentley, *program director & film editor*.
Woodrow B. Cox, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
187.50	112.50	75.00	65.65	46.90	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

KCMC-TV Texarkana

(Ch. 6)

Licensee: KCMC Inc., Summerhill Rd.

Studio & Transmitter: Summerhill Rd.

Telephone: 32-3201. TWX No.: TEX 260.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 391-ft. above ground, 729-ft. above sea level, lat. 33° 26' 56", long. 94° 04' 04".

Network Service: CBS, ABC, DuMont.

AM Affiliate: KCMC, .25-kw, 1230 kc (ABC). FM Affiliate: KCMO-FM, 1.4-kw, 98.1 mc (No. 251), 275-ft. antenna height.

Ownership: Walter E. Hussman, Betty P. Hussman & Camden News Publishing Co. W. E. Hussman is pres. & owns 28.4% & Betty Hussman is v.p. & owns 49.2% of Camden News Publishing Co., publisher of *Camden (Ark.) News*.

Began Operation: Aug. 16, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest); James S. Ayers Co. (Southeast).

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

C. E. Palmer, *president*.
W. E. Hussman, *v.p.*
Walter M. Windsor, *general manager*.
Charles E. Wade, *production manager*.
Howard Garland, *program director*.
Richard Peters, *promotion-merchandising manager*.
Harvey Robertson, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$260.00	\$156.00	\$104.00	\$84.00	\$62.00	\$52.00	\$26.00
Class B—5-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 4-6 p.m., 10:30-11 p.m., Sat. & Sun.						
180.00	108.00	72.00	58.00	43.00	36.00	18.00
Class C—All other times.						
100.00	60.00	40.00	32.00	24.00	20.00	10.00

Subject to frequency discounts.

KLTV
Tyler-Longview
(Ch. 7)

Grantee (STA): Lucille Ross Lansing, 115 S. College, Tyler.
Studio & Transmitter: Kilgore Hwy. East.
Telephone: 2-3875. TWX No.: TY 8672.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 100.3-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 495-ft. above ground, 1,021-ft. above sea level, lat. 32° 21' 06", long. 95° 16' 00".

Network Service: NBC, ABC, CBS, DuMont.

AM Affiliate: KGKB, .25-kw, 1490 kc (MBS).

Ownership: Lucille Ross Lansing, 100%.

Began Operation: Oct. 14, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Marshall H. Pengra, *general manager*.
Bob Norris, *program-production director*.
Bonnie Lenox, *traffic manager*.
Gerry Lansing, *news director*.
Hudson Collins, *chief engineer*.
John Lenox, *sports director*.

DIGEST OF RATE CARD NO. 2
(April 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—4:30-6:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00

Subject to frequency discounts.

KANG-TV
Waco
(Ch. 34)

Grantee (STA): Texas Broadcasting Corp., Box 3127.
Studio & Transmitter: Lakeair Dr. & Bosque Blvd.
Telephone: 31525. TWX No.: WC 8483.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 18.6-kw visual, 10-kw aural. Antenna: 500-ft. above av. terrain, 444-ft. above ground, 1034-ft. above sea level, lat. 31° 32' 08", long. 91° 11' 21".

Network Service: CBS.

Ownership: Same as KTBC-TV, Austin, Tex.

Began Operation: Oct. 17, 1953. Sale to present owner by Clyde Weatherby approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:48, 49).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Bob Walker, *station manager*.
Charles L. Howell, *assistant manager*.
J. H. Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 1-R
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$150.00	\$90.00	\$60.00	\$48.00	\$36.00	\$30.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
112.50	67.50	45.00	35.00	27.00	22.50
Class C—All other times.					
75.00	45.00	30.00	24.00	18.00	15.00

Subject to frequency discounts.

KWTV-TV
Waco
(Ch. 10)

Grantee (STA): KWTV Broadcasting Co., Box 3128.
Studio & Transmitter: 4520 Bosque Blvd.
Telephone: 3-7331.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 107.2-kw visual, 53.6-kw aural. Antenna: 525-ft. above av. terrain, 461-ft. above ground, 1049-ft. above sea level, lat. 31° 22' 10", long. 97° 11' 03".

Network Service: ABC.

AM Affiliate: KWTV, .25-kw, 1230 kc (MBS).

Ownership: W. W. Naman, pres., 19.38%; Milford N. Bostick v.p., 12.82%; Robert E. Levy, treas., 12.16%; Thos. D. Stribling, secy., 8.82%; Ross M. Sams, 13.79%; Hilton E. Howell, 14.27%; W. W. Callan, 13.79%; Ellender S. Chase, 4.97%.

Began Operation: March 30, 1955.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

W. N. (Buddy) Bostick, *v.p. & general manager*.
Charles Boland, *national & regional sales manager*.
Gene Lewis, *program director*.
Bill Stinson, *news director*.
John Watkins, *farm & garden editor*.
Marvel Russell, *woman's editor*.

DIGEST OF RATE CARD NO. 1
(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KRGV-TV
Weslaco
(Ch. 5)

Grantee (STA): KRGV Television Inc., Box 626, Weslaco.

Studio: 311 Missouri St. **Transmitter:** La Feria, Tex.

Telephone: 517. TWX No.: 72.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.8-kw visual, 14.5-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level, lat. 26° 09' 54", long. 97° 48' 45".

Network Service: NBC.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Ownership: O. L. Taylor, pres., 99.2%; H. C. Cockburn, v.p., .4%; James F. Tolleson, secy.-treas., .4%. Mr. Taylor also controls KANS, Wichita, Kan.

Began Operation: April 10, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

O. L. (Ted) Taylor, *president*.
Byron W. Ogle, *executive director & general manager*.
Kenneth E. Markel, *regional & national commercial manager*.
Jim Cook, *program director*.
Bill Rucker, *sales service director*.
Jacque Elliott, *production director*.
Harry Van Slyke, *news director*.
Charlie Rankin, *farm director*.
Opal Ginsbach, *continuity chief*.
Kay McFarland, *traffic*.
Lewis Hartwig, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(Dec. 1, 1953)

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:30 p.m., daily.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—5-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.								
150.00	120.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.								
100.00	80.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

KFDX-TV
Wichita Falls
(Ch. 3)

Licensee: Wichtex Radio & Television Co., Box 2040.

Studio and Transmitter: New Seymour Rd.

Telephone: 2-8668. TWX No.: WF 3363.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60-kw visual, 36-kw aural. Antenna: 504-ft. above av. terrain, 550-ft. above ground, 1550-ft. above sea level, lat. 33° 53' 22", long. 98° 33' 26".

Network Service: NBC, ABC.

(Continued on next page)

Texas-Utah

WICHITA FALLS: KFDX-TV—(Continued)

Ownership: Darrold A. Cannan, pres., 59.35%; Mayme Kahfuss, secy.-treas., .76%; Howard H. Fry, v.p., 3.4%; Darrold A. Cannan Jr., 13.1%; 8 others, none holding as much as 3.33%. D. A. Cannan owns 20.8% of KPDM-TV, Beaumont, Tex.

Began Operation: March 29, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Samuels, Brown, Herman & Scott, Fort Worth.

Represented (engineering) by George C. Davis.

Personnel:

Darrold A. Cannan, *president*.
Howard H. Fry, v.p. & *general manager*.
Warren Silver, *program director*.
Gene Jones, *film editor*.
John Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$36.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00

Subject to frequency discounts.

KWFT-TV Wichita Falls

(Ch. 6)

Grantee (STA): Wichita Falls Television Inc., Box 420.

Studio and Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 3-4181. TWX No.: WF 8364.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 23.4-kw visual, 11.7-kw aural. Antenna: 450-ft. above av. terrain, 465-ft. above ground, 1475-ft. above sea level. lat. 33° 54' 00", long. 98° 32' 25". Requests change to 100-kw visual, 50-kw aural.

Network Service: CBS, DuMont.

AM Affiliate: KWFT, 5-kw, 620 kc (CBS).

Ownership: Rowley-Brown Bestg. Co., 100% (E. H. Rowley, pres., 16 2/3%; Kenyon Brown, v.p., 33 1/3%; John H. Rowley, v.p., 33 1/3%; Agnes D. Rowley, 16 2/3%; Frank M. Dowd, secy.-treas. Wichita Falls Television Inc. officers: Kenyon Brown, pres.; John H. Rowley, v.p.; C. V. Jones, v.p.; E. H. Rowley, secy.; Frank M. Dowd, treas. Mr. Brown has interest in radio KGLC, Miami, Okla., and KBYE, Oklahoma City.

Began Operation: February 27, 1953.

Represented (sales) by Hoag-Blair Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) A. Earl Cullum Jr.

Personnel:

Kenyon Brown, *president*.
Roy George, *program director*.
Ed Hamlyn, *press editor*.
Herbert T. Wiley, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

UTAH

KSL-TV

Salt Lake City

(Ch. 5)

Licensee: Radio Service Corp. of Utah, 10 S. Main St.

Studio: 145 Social Hall Ave. Transmitter: Coon Peak, Oquirrh Range.

Telephone: 5-4641. TWX No.: SU 373.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5-kw visual, 17.8-kw aural. Antenna: 3970-ft. above av. terrain, 90-ft. above ground, 9144-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 05".

Network Service: CBS, DuMont.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 5.9-kw, 100.3 mc (No. 262), -390-ft. antenna height.

Ownership: Subsidiary of Church of Jesus Christ of Latter Day Saints (Mormon). Also owns 25.9% interest in KID-TV, Idaho Falls, Ida. (KID); interlocking interest (Mormon Church) in KGMB-TV, Honolulu (KGMB).

Began Operation: June 1, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Wilkinson, Boyden & Cragun.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Ivor Sharp, *executive v.p.*
J. W. Wright, *administrative v.p.*
D. Lennox Murdoch, v.p. & *manager*.
Ted Kimball, *sales manager*.
Frank B. McLatchy, *sales development manager*.
Wayne F. Richards, *program director*.
Dick Robertson, *promotion manager*.
Raymond W. Fritch, *merchandising director*.
Scott R. Clawson, *production manager*.
Richard V. Thiriot, *film editor*.
Vincent E. Clayton, *chief engineer*.

DIGEST OF RATE CARD NO. 6 (July 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$575.00	\$345.00	\$230.00	\$191.67	\$172.50	\$115.00*	\$57.50*
Class B—6-7 p.m., 10:30-11 p.m., daily.						
430.00	258.00	172.00	143.33	129.00	85.00	42.50
Class C—1-6 p.m., 11-midnight, daily.						
200.00	120.00	80.00	66.67	60.00	40.00	20.00
Class D—Sign-on-1 p.m., midnight-sign-off, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00

*Class A (6:59-7:29 p.m., 9:30-10:30 p.m., daily). Also has Class AA (7:29-9:30 p.m., daily): Min. \$150; 10 Sec. \$75.

Subject to frequency discounts.

KTVT

Salt Lake City

(Ch. 4)

Licensee: Intermountain Broadcasting & Television Corp., 130 Social Hall Ave.

Studio: 130 Social Hall Ave. Transmitter: Mt. Vision.

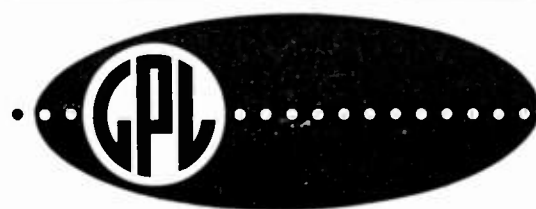
Telephone: 22-5681. TWX No.: SU 71.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.9-kw visual, 14.4-kw aural. Antenna: 3080-ft. above av. terrain, 182-ft. above ground, 8684-ft. above sea level, lat. 40° 36' 20", long. 112° 09' 58".

Network Service: NBC.

AM Affiliate: KDYL, 5-kw, 1320 kc (NBC). FM Affiliate: KDYL-FM, 1.2-kw, 98.7 mc (No. 254), 2970-ft. antenna height.

Ownership: Intermountain Broadcasting Corp. (Time Inc., 80%, G. Bennett Larson, 20%). Time Inc. also owns KLZ-TV & KLZ, Denver and 50% of KOB-TV & KOB, Albuquerque.



superior portable GPL Synchronizing Generator

Provides circuit reliability and stability comparable to that of much larger, rack-mounted studio equipment.

General Precision Laboratory Incorporated

A subsidiary of General Precision Equipment Corporation

Pleasantville, New York

Began Operation: July 1, 1948. Sale to present owners by Inter-mountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (see *Television Digest*, Vol. 9:14, 26).

Represented (sales) by The Katz Agency Inc.
 Represented (legal) by Pierson, Ball & Dowd.
 Represented (engineering) by Jansky & Bailey Inc.

Personnel:
 G. Bennett Larson, *president*.
 John M. Baldwin, *v.p. and director of operations*.
 Del Leeson, *promotion manager*.
 Dan Rainger, *program director*.
 Allen L. Gunderson, *technical director*.
 James E. Chubb, *film supervisor*.
 Jack Goodman, *news, farm & special events director*.

DIGEST OF RATE CARD NO. 11
 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$600.00	\$360.00	\$265.00	\$230.00	\$180.00	\$125.00*	\$50.00*
Class B—5:30-6 p.m., 10:30-11 p.m., daily.						
300.00	180.00	132.00	114.00	90.00	70.00	30.00
Class C—1-5:30 p.m., daily.						
200.00	120.00	88.00	76.00	60.00	40.00	15.00
Class D—9 a.m.-1 p.m., 11 p.m.-sign-off, daily.						
140.00	84.00	61.50	53.25	42.00	25.00	10.00
Class E—Sign-on-9 a.m., daily.						
80.00	48.00	35.25	30.50	24.00	20.00	7.00

* Class A (6-7:29 p.m., 9:31-10:29 p.m., daily). Also has Class AA (7:29-9:30 p.m., daily): Min. \$150; 10 Sec. \$75.
 Subject to frequency discounts.

KUTV
Salt Lake City
 (Ch. 2)

Grantee (STA): Utah Bcstg. & Television Corp., Social Hall Ave.
 Studio: 179 Social Hall Ave. Transmitter: Pix Peak.
 Telephone: 22-2505.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45.71-kw visual, 24.66-kw aural. Antenna: 3185-ft. above av. terrain, 201-ft. above ground, 8709-ft. above sea level, lat. 40° 36' 23", long. 112° 09' 47".

Network Service: ABC.

AM Affiliate: KUTA, 5-kw, 570 kc (ABC). **FM Affiliate:** KUTF (CP), 23.5-kw, 97.1 mc (No. 246), -190-ft. antenna height.

Ownership: Frank C. Carman, pres., 25%; Grant R. Wrathall, 25%; Kearns-Tribune Corp., 50%. Kearns-Tribune Corp. controls *Salt Lake Tribune*. Messrs. Carman and Wrathall also have interest in KLIX-TV, Twin Falls, Ida. and in radio stations KGEM, Boise, Ida.; KWIK, Poocatello, Ida.; KOPR, Butte, Mont. Mr. Wrathall also owns KPOO, San Francisco.

Began Operation: Sept. 10, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Frank C. Carman, *president & general manager*.
 Brent Kirk, *station manager*.
 John P. Brophy, *national sales manager*.
 Alan F. Frank, *program-production manager*.

DIGEST OF INTERIM RATE CARD NO. 1
 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$147.00	\$135.00	\$75.00	\$37.50
Class B—6-7 p.m., Mon.-Sat.; 3-6:30 p.m., Sun.						
307.00	184.00	123.00	100.50	92.25	56.25	28.13
Class C—10:30-11 p.m., daily; 3-6 p.m., Mon.-Sat.; 1-3 p.m., Sun.						
143.00	86.00	57.25	46.75	43.00	26.25	13.12
Class D—Sign-on 3 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
102.00	61.25	40.75	33.30	30.60	18.75	9.38

Subject to frequency discounts.

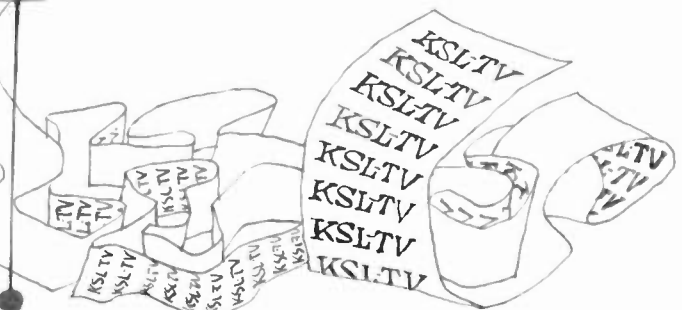
THE ANSWER IS ALWAYS THE SAME



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 Salt Lake City

The buy that's **BEST**
 in the Mountain
 West!

Represented by CBS-TV Spot Sales



CBS-TV in the Mountain West

VERMONT

WCAX-TV (formerly WMVT) Burlington (Ch. 3)

Grantee (STA): Mt. Mansfield Television Inc., 135 Main St., Burlington, Vt.

Studios: 50 Barrett St., Burlington, Vt.

Transmitter: Atop Mt. Mansfield.

Telephone: Burlington 2-5761.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.3-kw visual, 9.65-kw aural. Antenna: 2729-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level, lat. 44° 31' 36", long. 72° 48' 57".

Network Service: CBS.

AM Affiliate: WCAX, Burlington, 5-kw, 620 kc (CBS).

Ownership: C. P. Hasbrook, pres.-treas., 64.8%; S. T. Martin, v.p., 5%; Marcia B. Hasbrook, secy., 1%; A. Pearley Feen, director, 1%; John Dobson, 10%; John H. Patrick, 5%; Robert Patrick, 5%; John D. Swan, 5%; I. Munn Boardman, 2.5%; Hickock & Boardman Inc., 2.5%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

Stuart T. Martin, v.p., general manager & program director.
John A. Dobson, sales manager.
Richard G. Huntley, production manager.
John A. Sullivan, news editor.
Lee Varker, film manager.
James W. Tierney, chief engineer.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:29 p.m., Mon.-Fri.; 1-4:59 p.m., Sat. & Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

VIRGINIA

WVEC-TV Hampton-Norfolk (Ch. 15)

Grantee (STA): Peninsula Bcstg. Corp., Box 481, Hampton.

Offices: 812-W. 21st St., Norfolk; 1490 Pembroke Blvd., Hampton.

Studios: 1490 Pembroke Blvd., Hampton; 812 W. 21st St., Norfolk.

Transmitter: 1490 Pembroke Blvd.

Telephone: Madison 7-7774, Norfolk; 6332, Hampton. **TWX No.:** 45.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 110-kw aural. Antenna: 500-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 37° 02' 20", long. 76° 18' 30".

Network Service: NBC.

AM Affiliate: WVEC, 250-kw, 1490 kc (NBC).

Ownership: Thomas P. Chisman, pres., 19.74%; Harrol A. Brauer Jr., v.p., 10.85%; James E. Swafford, v.p., 19.74%; J. W. Chisman, secy.-treas., 21.45%; and 25 others, none owning more than 2.6%.

Began Operation: Aug. 15, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Thomas P. Chisman, president and general manager.
Harrol A. Brauer Jr., v.p. and director of sales.
H. A. (Pete) Franklin, promotion manager.
June Saunders, traffic manager.
Gordon Walsh, film coordinator.
Howard Keller, program director.
Mrs. Alice Brewer White, women's director.
L. W. (Duff) Kilewer, operations manager.
William C. King Jr., chief engineer.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 5-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5:30-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.; 2-5 p.m., Sun.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—Noon-5:30 p.m., Mon.-Fri.; noon-3 p.m., Sat.; noon-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class D—Sign-on-noon, daily.						
105.00	62.50	41.50	31.50	25.00	20.00	9.00

Subject to frequency discounts.

WSVA-TV Harrisonburg (Ch. 3)

Grantee (STA): Shenandoah Valley Bcstg. Corp., Rawley Pike

Studio: Rawley Pike. **Transmitter:** Big Mt., Endless Caverns, New Market, Va.

Telephone: 4-4431. **TWX No.:** 85.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural. Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level, lat. 38° 36' 05", long. 78° 37' 57".

Network Service: CBS, DuMont, NBC, ABC.

AM Affiliate: WSVA, 5-kw, 550 kc (NBC). **FM Affiliate:** WSVA-FM, 7.2-kw, 100.7 mc (No. 264), 350-ft. antenna height.

Ownership: Frederick L. Allman, pres., 99.35%; Mary P. Allman, v.p., .65%; Harold A. Wright, secy.-treas.

Began Operation: Oct. 9, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Kear & Kennedy.

Personnel:

Frederick L. Allman, president & general manager.
Howard C. Evans, commercial manager.
Robert E. Lee, program director.
Homer Quann, farm director.
Warren L. Braun, chief engineer.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$15.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.						
150.00	90.00	60.00	45.00	30.00	22.50	11.25
Class C—All other times.						
100.00	60.00	40.00	30.00	20.00	15.00	7.50

Subject to frequency discounts.

WLVA-TV Lynchburg (Ch. 13)

Grantee (STA): Lynchburg Broadcasting Corp., 925 Church St.

Studio: 925 Church St. **Transmitter:** Johnson Mt.

Telephone: 2-1242. **TWX No.:** LY 80.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1094-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level, lat. 37° 11' 50", long. 79° 21' 07".

Network Service: CBS, DuMont, ABC.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).

Ownership: Edward A. Allen, pres., 27.77%; Philip P. Allen, v.p., 27.77%; J. P. Read Jr., secy.-treas., 4.16%; O. B. Barker Jr., 4.16%; Fontaine H. Scott, 4.16%; E. H. Hancock, 2.03%; Thomas S. Kirkpatrick, 1.58%; Bessie A. Starke, 2.66%; Thomas E. Clayton, 2.77%; treasury stock, 14.06%; remainder held by 24 others, none owning as much as 2.1%.

Began Operation: Feb. 2, 1953.

Represented (sales) George P. Hollingbery Co.

Represented (legal) by George O. Sutton.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Edward A. Allen, president.
Philip P. Allen, general manager.
Joseph F. Wright Jr., sales manager.
John T. Orth, chief engineer.
Warren Uttal, program director.
Wayne Tyler, farm director.

DIGEST OF RATE CARD NO. 2
(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:29-11:01 p.m., Mon.-Fri.; 2-11:01 p.m., Sun.; 5:59-11:01 p.m., Sat.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:29 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.						
225.00	135.00	90.00	79.00	56.00	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.00	37.00	30.00	15.00

Subject to frequency discounts.

WTAR-TV
Norfolk
(Ch. 3)

Licensee: WTAR Radio Corp., 720 Boush St.

Studio: 720 Boush St.

Transmitter: Old Suffolk Rd. near Drivers, Va.

Telephone: Madison 5-6711. TWX No.: NF 91.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 48' 56", long. 76° 28' 00".

Network Service: CBS, ABC, Du Mont.

AM Affiliate: WTAR, 5-kw, 790 kc (CBS).

Ownership: Same as Norfolk Virginia-Pilot and Ledger-Dispatch, also Portsmouth Star. S. L. Slover, chairman; Campbell Arnoux, pres. of WTAR and board member of Norfolk Newspapers Inc.

Began Operation: April 2, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Campbell Arnoux, *president & general manager*.
John Peffer, *asst. general manager*.
Robert Lambe, *general sales manager*.
Robert M. Davis, *promotion manager*.
Harold Soldinger, *general program manager*.
Joel Carlson, *public service director*.
Richard Lindell, *chief engineer*.
Gilbert McLeod, *news director*.
Harry Nicholas, *film director*.
George Brantley, *traffic manager*.
Joseph J. Friedman, *continuity manager*.
Adele DeFord, *office manager*.

DIGEST OF RATE CARD NO. 12
(July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$875.00	\$525.00	\$350.00	\$262.50	\$218.75	\$175.00	\$87.50
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-7 p.m., Sun.; 10-11 p.m., daily.						
800.00	480.00	320.00	240.00	200.00	160.00	80.00
Class B—6-6:30 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily.						
571.00	343.00	229.00	171.00	143.00	114.00	57.00
Class C—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-2 p.m., Sun.						
320.00	192.00	128.00	96.00	80.00	64.00	32.00
Class D—11:30 p.m.-10 a.m., daily.						
250.00	150.00	100.00	75.00	62.50	50.00	25.00

Subject to frequency discounts.

WTOV-TV
Norfolk
(Ch. 27)

Grantee (STA): Tim Brite Inc., 1318 Spratley St., Portsmouth, Va.

Studio & Transmitter: 1318 Spratley St.

Telephone: Export 3-2871.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 19.6-kw visual, 11.7-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level, lat. 36° 49' 44", long. 76° 19' 25". Holds CP for 166-kw visual, 89.1-kw aural, lat. 36° 50' 40", long. 76° 18' 57"; transmitter to Armstrong & Spratley Sts.

Ownership: Temus R. Bright, pres., 95.3%; Anna Catherine Bright, secy.-treas., 4.7%.

Virginia

Began Operation: Oct. 22, 1953, but quit air Oct. 3, 1954; sale by E. L. Scott group to present owners approved by FCC March 9, 1955; station resumed operation May 25, 1955 (*Television Digest*, Vol. 10:40; 11:6, 11, 22).

Personnel:

A. V. Bamford, *general manager*.
Ray Speareberg, *program manager*.
Henry G. Root, *chief engineer*.
Lee Marshall, *production manager*.
Pat Minshull, *public relations*.

DIGEST OF RATE CARD NO. 1
(May 25, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Schedule A—Time and programming.					
\$350.00	\$200.00	\$135.00	\$87.50	\$50.00	\$35.00
Schedule B—Time only.					
200.00	137.50	100.00	57.50	50.00	35.00

* Deduct 10% for any time before 4 p.m. and after 11 p.m. Add 10% for select time between 4 & 11 p.m.

Subject to frequency discounts.

WXEX-TV

Petersburg-Richmond

(Ch. 8)

(Due to Begin Operating in August)

Grantee (STA): Petersburg Television Corp., 124 W. Tabb St., Petersburg.

Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad St. Rd., Richmond.

Studio: 124 W. Tabb St. Transmitter: Hundred Rd., 12 mi. S of Richmond.

Telephone: Regent 3-7876, Petersburg.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level, lat. 37° 20' 33", long. 77° 18' 17".

Network Service: NBC.

AM Affiliate: WLEE, Richmond, 5-kw, 1480 kc (MBS). FM Affiliate: WLEE-FM, 21.5-kw, 102.9 mc (No. 275), 300-ft. antenna height.

Ownership: Thomas G. Tinsley Jr., pres., 45% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 2.2%; H. Carter Myers Jr., v.p., 2.2%; Alexander Hamilton Jr., secy., 1.1%; Benjamin T. Kinsey, treas., 2%; James L. Dodd Jr., asst. secy., .22%; over 40 other stockholders, none owns more than 3%. Tinsley also owns WITH, Baltimore, which has CP for WITH-TV.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

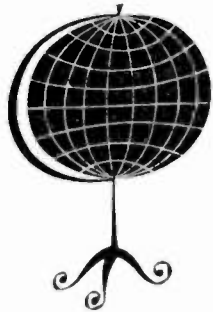
Thomas G. Tinsley Jr., *president*.
Irvin G. Abeloff, *v.p., managing director & national sales mgr.*
George R. Oliviere, *local sales manager*.
Charles B. Seward, *operations manager*.
James L. Dodd Jr., *program director*.
John Costello, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(June 13, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.						
\$750.00	\$450.00	\$300.00	\$260.00	\$225.00
Class A—6-7:30 p.m., 10:30-11 p.m., daily.						
700.00	420.00	280.00	245.00	210.00	\$140.00*	\$70.00*
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
500.00	300.00	200.00	170.00	150.00	90.00*	45.00*
Class C—Noon-5 p.m., Mon.-Fri.						
300.00	225.00	125.00	100.00	75.00	50.00	25.00
Class D—Midnight-noon, daily.						
225.00	140.00	100.00	80.00	65.00	40.00	20.00

* Class A (6:29-10:31 p.m., daily). Class B (4:59-6:29 p.m., Mon.-Fri.; 10:31 p.m.-12:01 a.m., daily; 11:59 a.m.-3:29 p.m., Sat. & Sun.)

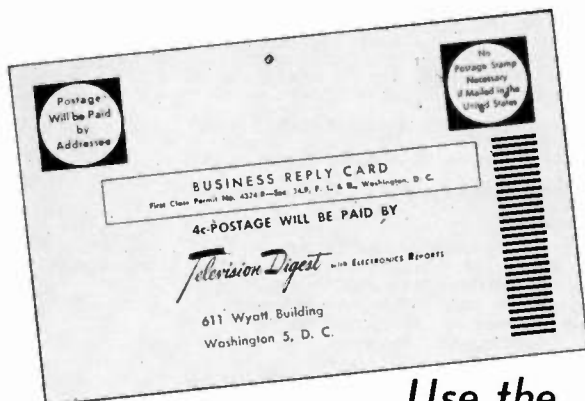
Subject to frequency discounts.



So that
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and junior officers
can see
at a glance
what's going on
and where,
each of them should have a
**WALL MAP OF TV STATIONS
AND NETWORK ROUTES**

This valuable map shows all present and projected microwave and coaxial routes (accurately drafted by AT & T engineers), station-owned microwave and off-air facilities, time zones, all stations in operation as of July 15th, 1955 (with channel numbers), all cities over 10,000 pop., all cities with TV applications or CPs—in U. S., Canada and on Mexican border.

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Television Digest
with **ELECTRONICS REPORTS**

WYATT BUILDING • WASHINGTON 5, D. C.

WTVR

Richmond

(Ch. 6)

Licensee: Havens & Martin Inc., 3301 W. Broad St. (P.O. Box 5229).

Studio and Transmitter: 3301 W. Broad St.

Telephone: 5-8611. **TWX No.:** RH 87.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level, lat. 37° 34' 00", long. 77° 28' 36".

Network Service: ABC. CBS.

AM Affiliate: WMBG, 5-kw, 1380 kc. **FM Affiliate:** WCOD, 34-kw, 98.1 mc (No. 251), 430-ft. antenna height.

Ownership: Wilbur M. Havens, pres., 100%; Thelma M. Havens, v.p.; Katherine H. Germain, secy.; Walter A. Bowry Jr., treas.; James W. Kyle, director.

Began Operation: April 15, 1948.

Represented (sales) by Blair TV.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

Wilbur M. Havens, *general manager.*

W. A. Bowry Jr., *asst. mgr., merchandising & promotion director.*

John V. Shand, *program & production manager.*

John Macklin, *asst. program director.*

James W. Kyle, *chief engineer.*

John Kellogg, *director of continuity.*

Roy Roman, *news editor.*

Tom Finnegan, *sports director.*

DIGEST OF RATE CARD NO. K

(April 1, 1954)

Class AA—7:30-10:30 p.m., daily

Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.
\$875.00	\$831.25	\$787.50	\$721.88	\$656.25	\$590.63	\$525.00

25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
481.25	437.50	393.75	350.00	306.25	140.00	140.00

Class A—6-7:30 p.m., 10:30-11 p.m., daily; noon-6 p.m., Sat. & Sun.

Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.
775.00	736.25	697.50	639.38	581.25	523.13	465.00

25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
426.25	387.50	348.75	310.00	271.25	140.00	140.00

Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.

Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.
581.25	552.19	523.13	479.53	435.94	392.34	348.75

25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
319.68	290.62	261.56	232.50	203.44	94.00	94.00

Class C—All other times.

Hour	55 Min.	50 Min.	45 Min.	40 Min.	35 Min.	30 Min.
387.50	368.13	348.75	319.69	290.63	261.57	232.50

25 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
213.13	193.75	174.38	155.00	135.63	70.00	70.00

Flat rates, no discounts.

WDBJ-TV

Roanoke

(Ch. 7)

(Due to Begin Operating in Fall)

Grantee (STA): Times-World Corp., 124 W. Klrk Ave., Box 150.

Studio: Mountain Trust Bldg. **Transmitter:** Temporarily located on Mill Mt. pending approval of proposed site on Poor Mt.

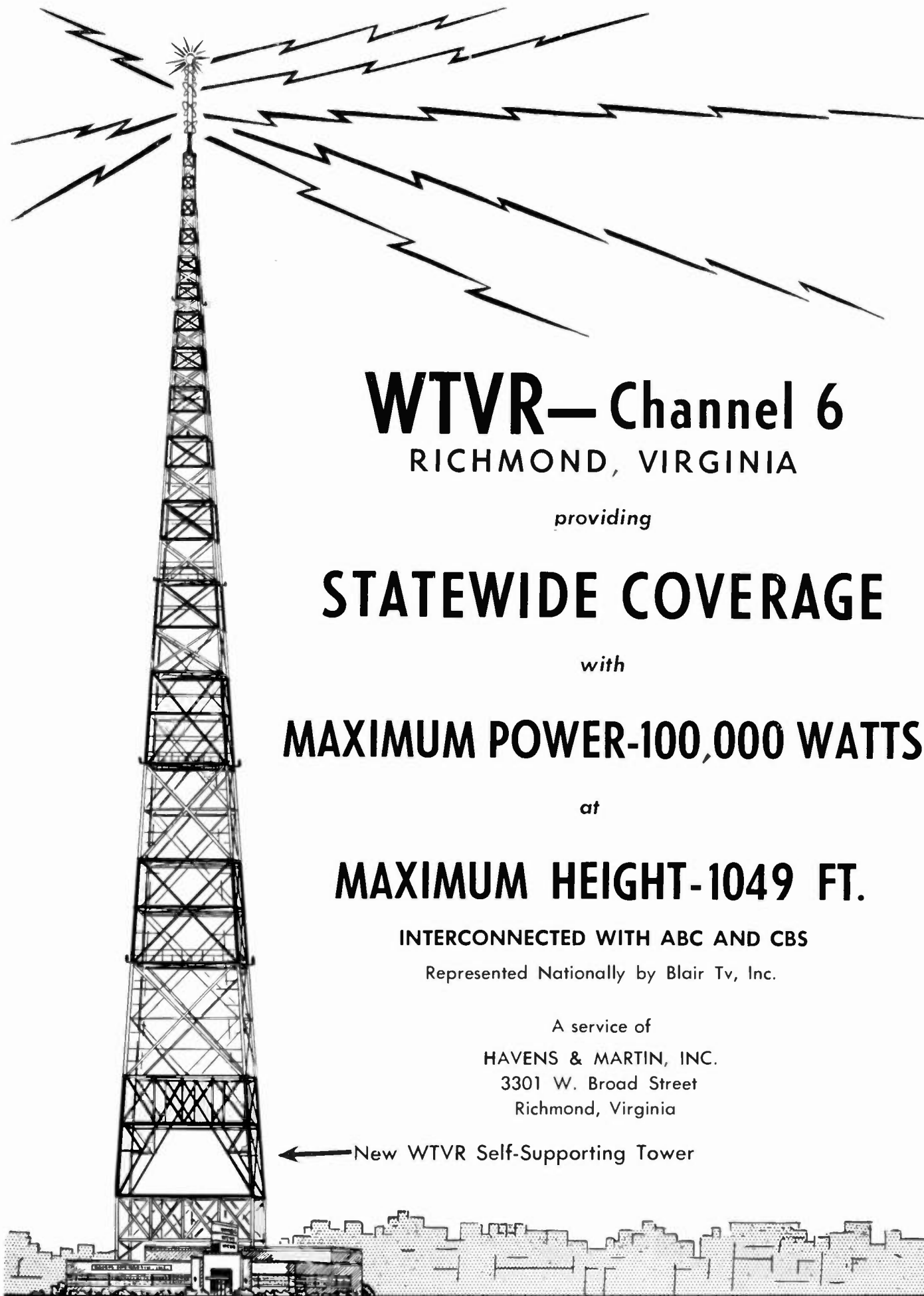
Telephone: 8131. **TWX No.:** RV01.

Technical Facilities: Channel No. 7 (174-180 mc). Operating under special temporary authorization with 25-kw visual, 12.5-kw aural, 677-ft. above av. terrain, lat. 37° 14' 55", long. 79° 56' 08". Authorized power: 316-kw visual, 158-kw aural. Antenna: 1997-ft. above av. terrain, 553-ft. above ground, 3613-ft. above sea level, lat. 37° 20' 37", long. 80° 04' 14".

Network Service: CBS.

AM Affiliate: WDBJ, 5-kw, 960 kc (CBS). **FM Affiliate:** WDBJ-FM, 41-kw, 94.9 mc (No. 235), 1550-ft. antenna height.

(Continued on page 218)



WTVR—Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER-100,000 WATTS

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MAXIMUM HEIGHT-1049 FT.

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A service of

HAVENS & MARTIN, INC.

3301 W. Broad Street

Richmond, Virginia

← New WTVR Self-Supporting Tower

Virginia-Washington

ROANOKE: WDBJ-TV—(Continued)

Ownership: Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (49%) & J. B. Fishburn (40%) now held in fiduciary capacity as Executor-Trustee by The First National Exchange Bank of Roanoke; 8 other stockholders (all in Fishburn family) own 11%. Times-World Corp. publishes *Roanoke Times* and *World-News*.

Represented (sales) by Free & Peters Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by George C. Davis.

Personnel:

Ray P. Jordan, *managing director*.
John W. Harkrader, *asst. managing director & commercial mgr.*
Blake H. Brown, *sales manager*.
Paul E. Reynolds, *program director*.
Charles A. Ballou, *program manager*.
J. Edward Newman, *technical director*.

Network rate \$500.00 per hour.

ADDITIONAL DATA UNAVAILABLE

WLSL-TV

Roanoke

(Ch. 10)

Grantee (STA): Shenandoah Life Stations Inc., Shenandoah Bldg.

Studio: Shenandoah Bldg. **Transmitter:** Poor Mountain.

Telephone 4-9227. **TWX No.:** RV 25.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 296-kw visual, 148-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level, lat. 37° 11' 51", long. 80° 09' 10". CP for 316-kw visual, 158-kw aural, 1970-ft. above av. terrain, lat. 37° 11' 50", long. 80° 09' 11"; transmitter to U. S. 221 on Poor Mt.

Network Service: NBC, ABC.

AM Affiliate: WLSL, 1-kw, 610 kc (NBC). **FM Affiliate:** WLSL-FM, 10.5-kw, 99.1 mc (No. 256), 1910-ft. antenna height.

Ownership: Shenandoah Life Insurance Co. Inc., 100%; Paul C. Buford, pres.

Began Operation: Dec. 11, 1952.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by George C. Davis.

Personnel:

James H. Moore, *executive v. p.*
Horace Fitzpatrick, *assistant & commercial manager*.
George Chermant, *TV program director*.
Fred Corstaphney, *promotion director*.
Glenwood Howell, *farm director*.
J. P. Briggs, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—8-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—6-8 p.m., 10:30-11 p.m., daily; noon-6 p.m., Sun.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

WASHINGTON

KVOS-TV

Bellingham

(Ch. 12)

Grantee (STA): KVOS Inc., 1151 Ellis St.

Studio: 1151 Ellis St. **Transmitter:** Mt. Constitution, Orcas Island, Wash.

Telephone: 790. **TWX No.:** BX 01.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 38.9-kw visual, 19.5-kw aural. Antenna: 2380-ft. above av. terrain, 140-ft. above ground, 2549-ft. above sea level, lat. 48° 40' 40", long. 122° 49' 48".

Network Service: CBS, DuMont.

AM Affiliate: KVOS, 1-kw, 790 kc (ABC).

Ownership: Rogan Jones, pres., 94%; C. W. Jones, secy.-treas.; David Mintz, 4%; Ernest E. Harper, 2%. Rogan Jones is board chairman of KPQ, Wenatchee, Wash.

Began Operation: May 22, 1953.

Represented (sales) by ForJoe-TV Inc.; Horace N. Stovin & Co. (Canada).

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Rogan Jones, *president*.
Ernest E. Harper, *chief engineer*.
Fred Elsethagen, *sales manager*.
David Mintz, *production manager*.
Hal Reeves, *farm director*.

DIGEST OF RATE CARD NO. 4 (Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$111.00	\$90.00	\$60.00	\$30.00
Class A—4:59-5:59 p.m., 11 p.m.-midnight, daily; 2-5:59 p.m., Sat.						
200.00	120.00	80.00	74.00	60.00	40.00	20.00
Class B—All other times.						
150.00	90.00	60.00	55.00	45.00	30.00	15.00

Subject to frequency discounts.

KEPR-TV

Pasco

(Ch. 19)

(Satellite of KIMA-TV, Yakima)

Grantee (STA): Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash.

Studio: Radio & Television Center, Yakima. **Transmitter:** Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Telephone: 6104, Yakima. **TWX No.:** YA 39.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 9.12-kw horizontal visual, 4.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level, lat. 46° 05' 48", long. 119° 11' 36".

Network Service: Same as KIMA-TV, Yakima.

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954.

Represented (sales) by Weed Television Corp.; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Rates: Sold only in combination with KIMA-TV, Yakima, with rates applying to simultaneous telecasts on both stations.

KCTS

Seattle

(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): University of Washington, Seattle 5.

Studio: University of Washington campus. **Transmitter:** Edison Technical School.

Telephone: Melrose 0630.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.2-kw visual, 17.8-kw aural. Antenna: 470-ft. above terrain, 287-ft. above ground, 602-ft. above sea level, lat. 47° 37' 02", long. 122° 19' 13".

FM Affiliate: KUOW, 3.4-kw, 90.5 mc (No. 213), 100-ft. antenna height.

Ownership: University of Washington, Dr. Henry Schmitz, president.

Began Operation: Nov. 18, 1954.

Personnel:

Loren B. Stone, *manager*.
Milo Ryan, *program director*.
John Boor, *engineering director*.
Gordon Tuell, *production manager*.
Nick Foster, *transmitter engineer*.
Norman Jensen, *director, schools programs*.
George W. Mally, *director, college programs*.

WSLS tv

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with money in their pockets



at the Advertiser's point of sale



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an impressive example of coordination in

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ROANOKE, VIRGINIA

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2,500,000 PEOPLE

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325,000 TV SETS

78%

of them look at

WSLS-TV more DAY & NIGHT

(Jan. 1955 ARB Study)

* 63 Counties in 3 States

Represented Nationally by

AVERY-KNODEL, INC.

Washington

KING-TV Seattle (Ch. 5)

Licensee: KING Broadcasting Co., 320 Aurora Ave.

Studio: Television Center, 320 Aurora Ave. Transmitter: 301 Galer St.

Telephone: Mutual 3555. TWX No.: SE 458.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 822-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59".

Network Service: ABC.

AM Affiliate: KING, 50-kw, 1090 kc (ABC). FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Ownership: Mrs. A. Scott Bullitt, principal stockholder, through The Bullitt Co. has interests in General America Corp. (insurance) and other properties in Seattle and Northwest region. Licensee has 60% interest in TV grantee for Portland, Ore., and minority interest in KGW, Portland.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (see *Television Digest*, Vol. 5:20, 23, 30).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Craven, Lohnes & Culver.

Personnel:

Mrs. A. Scott Bullitt, *president*.
Otto P. Brandt, *v.p. & general manager*.
John Elchhorn, *assistant to general manager*.
Henry B. Owen, *executive v.p.*
A. P. Hunter, *commercial manager*.
James Neldigh, *national sales manager*.
Robert A. Kilpatrick, *local sales manager*.
Charles Herring, *news director*.
Richard Ross, *associate news director*.
Bill O'Mara, *sports director*.
Lee Schulman, *program director*.
Tom Dargan, *program operations manager*.
Bernie Carey, *production manager*.
James L. Middlebrooks, *engineering director*.
Robert A. Ferguson, *chief engineer*.
Robert F. Prins, *public affairs director*.

Gloria Chandler, *public service director*.
Betty Evans, *educational director*.
Mel Anderson, *promotion director*.
G. W. Parker, *merchandising director*.

DIGEST OF RATE CARD NO. 12 (May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.							
\$900.00	\$720.00	\$540.00	\$360.00	\$300.00	\$270.00	\$180.00	\$90.00
Class A—6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10-10:30 p.m., daily.							
700.00	560.00	420.00	280.00	245.00	175.00	150.00	70.00
Class B—5-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30-11 p.m., daily.							
525.00	420.00	315.00	210.00	185.00	130.00	105.00	50.00
Class C—Noon-5 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11 p.m.-midnight, daily.							
350.00	280.00	210.00	140.00	125.00	90.00	60.00	35.00
Class D—All other times.							
175.00	105.00	70.00	62.00	52.00	35.00	20.00

Subject to frequency discounts.

KOMO-TV Seattle (Ch. 4)

Grantee (STA): Fisher's Television Co., 100 4th Ave. N.

Studio: 100 4th Ave. N. Transmitter: 157 Galer St., Queen Anne Hill.

Telephone: Seneca 6000. TWX No.: SE 71.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level, lat. 47° 37' 55", long. 122° 21' 09".

Network Service: NBC.

AM Affiliate: KOMO, 50-kw, 1000 kc (NBC).

Ownership: Fisher Flouring Mills Co., 66.66%; Theodore R. Gamble, 30%; C. Howard Lane, 3.33%. For other interests of Gamble and Lane, see KOIN-TV, Portland, Ore.

Began Operation: Nov. 17, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Demonstrate the Product, We Always Say



And who can make a better pitch for U.S. Keds than the pooch that delights half a million kids on Seattle's most popular afternoon TV strip, KING'S CLUBHOUSE WITH STAN BORESON?

To get extra *sell* into KING-TV campaigns, we insist on talent tie-ins with client products. KING-TV personalities provide a big *plus*. They've had a five-year headstart on the competition—and they work before Seattle's largest TV audience.

So, whether you're selling tennis shoes or toothpaste, the place to go is KING-TV. In the Pacific Northwest, that's where sales begin.

Channel 5—ABC
100,000 Watts
BLAIR TV

FIRST IN SEATTLE

KING-TV

Personnel:

O. D. Fisher, *president*.
 W. W. Warren, *executive v.p. & general manager*.
 Ray Baker, *v.p. & commercial manager*.
 William J. Hubbach, *national sales manager*.
 George E. Dean, *local sales manager*.
 William Cathey, *advertising-promotion*.
 Dave Crockett, *manager of programming, radio & TV*.
 Tom Rogstad, *TV program manager*.
 Lester Pope, *educational coordinator*.
 Ruth McCloy, *women's director*.
 Cliff Miller, *engineering director*.
 Reg Miller, *public service manager*.
 Herb Robinson, *news editor*.
 Bill Moshier, *farm director*.
 Keith Jackson, *production manager*.
 C. E. Miller, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$950.00	\$570.00	\$380.00	\$330.00	\$285.00	\$190.00	\$95.00
Class A—7-7:30 p.m., daily.						
800.00	480.00	320.00	280.00	200.00	160.00	80.00
Class B—6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., daily.						
700.00	420.00	280.00	245.00	175.00	150.00	70.00
Class C—5-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 11 p.m.-1 a.m., daily.						
525.00	315.00	210.00	185.00	130.00	105.00	50.00
Class D—Noon-5 p.m., Mon.-Fri.; 7 a.m.-5 p.m., Sat.; noon-4 p.m., Sun.						
350.00	210.00	140.00	125.00	90.00	60.00	35.00
Class E—All other times.						
175.00	105.00	70.00	62.00	50.00	35.00	20.00

Subject to frequency discounts.

KHQ-TV
Spokane
(Ch. 6)

Grantee (STA): KHQ Inc., Radio Central Bldg.

Studio and Transmitter: 4102 S. Regal.

Telephone: Madison 5131. TWX No.: SP 197.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 941-ft. above av. terrain, 826-ft. above ground, 3143-ft. above sea level, lat. 47° 37' 00", long. 117° 22' 30".

Network Service: NBC.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC).

Ownership: Same as *Spokane Chronicle* and *Spokesman-Review*; W. H. Cowles, pres. KHQ Inc officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Hugh Felts & Assoc. (Seattle); H. Quenton Cox & Assoc. (Portland, Ore.).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by George C. Davis.

Personnel:

R. O. Dunning, *president & general manager*.
 M. O. Fritsch, *assistant secy. & treasurer*.
 John Pindell, *commercial manager*.
 Charles E. Lohnes, *operations manager*.
 William A. Nelson, *program director*.
 Rex R. Gerlach, *promotion manager*.
 Tom Temperton, *farm director*.
 Al Sparling, *engineering director*.

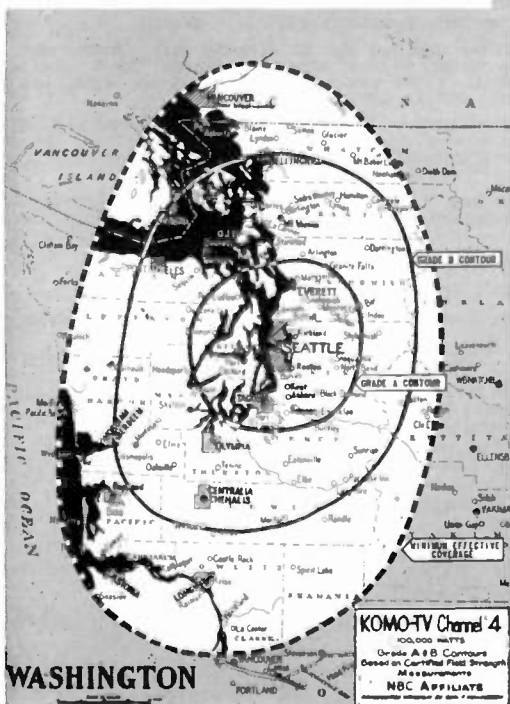
DIGEST OF RATE CARD NO. 6
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$550.00	\$330.00	\$220.00	\$165.00	\$137.50	\$137.50	\$68.75
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
412.50	247.50	165.00	144.35	123.75	103.10	51.55
Class C—All other times.						
275.00	165.00	110.00	96.25	82.50	55.00	27.50

Subject to frequency discounts.

target market

When you consider Washington State as a target for your sales drive, consider KOMO-TV—the one medium that gives you coverage of over two-thirds of the market—all of Western Washington.



KOMO-TV covers a market area of 1,833,694 people
71% of Washington State's Total

KOMO-TV covers a market area of 611,231 families
71% of Washington State's Total

KOMO-TV covers a market area with over 3 billion dollars of Effective Buying Income
70% of Washington State's Total

FACT NOT FANCY—These contours are the result of actual field strength measurements — not estimates of engineering data. They are confirmed by our daily mail count which proves that Western Washington people can view and do view KOMO-TV.

KOMO-TV covers a market area where almost 2 billion dollars in retail sales are made annually
68% of Washington State's Total

KOMO-TV gives you a bonus coverage in Canada and Oregon that totals an additional 585,000 people!
Figures Based on Sales Management's Survey of Annual Buying Power, May 10, 1955

KOMO-TV
Fully equipped for network, slide, and film color.

channel 4
100,000 Watts



for SEATTLE and Western Washington

Represented by
Geo. P. Hollingbery

Washington

KREM-TV Spokane (Ch. 2)

Grantee (STA): Louis Wasmer, 4103 S. Regal St.

Studio & Transmitter: 4103 S. Regal St.

Telephone: Keytone 0466. TWX No.: SP 08.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 747-ft. above ground, 3072-ft. above sea level, lat. 47° 36' 56", long. 117° 22' 06".

Network Service: ABC.

AM Affiliate: KREM, 5-kw (1-kw night), 970 kc. FM Affiliate: KREM-FM, 4.8-kw, 92.9 mc (No. 225), 720-ft. antenna height.

Ownership: Louis Wasmer, 100%.

Began Operation: Oct. 29, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Robert M. Silliman.

Personnel:

Robert H. Temple, *manager*.
Walter Scharr, *film editor*.
Hommer Mead, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily; noon-6:30 p.m., Sun.						
210.00	126.00	84.00	73.50	52.50	42.00	21.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
105.00	63.00	42.00	36.75	26.25	21.00	10.50

Subject to frequency discounts.

KXLY-TV Spokane (Ch. 4)

Licensee: KXLY-TV, 315 W. Sprague Ave.

Studio: 315 W. Sprague Ave. Transmitter: Top of Mount Spokane.

Telephone: Madison 4291.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 26.9-kw aural. Antenna: 3070-ft. above av. terrain, 140-ft. above ground, 6018-ft. above sea level, lat. 47° 55' 18", long. 117° 06' 48".

Network Service: CBS, DuMont.

AM Affiliate: KXLY, 5-kw, 920 kc (CBS)

Ownership: Joseph Harris, chairman, 45%; Norman Eisenstein, pres., 45%; Richard E. Jones, v.p., 10%.

Began Operation: Jan. 16, 1953. Sale to present owners by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (Television Digest, Vol. 9:49; 10:2).

Represented (sales) by Avery-Knodel, Inc. (East); Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Richard E. Jones, *v.p. & general manager*.
Robert Struble, *sales manager*.
Gene Roth, *program director*.
Dave Green, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$525.00	\$315.00	\$210.00	\$183.75	\$131.25	\$105.00	\$52.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m. daily.						
380.00	228.00	152.00	133.00	95.00	76.00	38.00
Class C—All other times.						
180.00	108.00	72.00	63.00	45.00	36.00	18.00

Subject to frequency discounts.

KTNT-TV Tacoma (Ch. 11)

Grantee (STA): Tribune Publishing Co., Tacoma, Wash.

Studio and Office: S. 11th & Grant St. Transmitter: 7-m. SW of Seattle.

Telephone: Fulton 2561. TWX No.: TA 010.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 157.97-kw aural, 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level, lat. 47° 28' 43", long. 122° 32' 32".

Network Service: CBS, DuMont.

AM Affiliate: KTNT, .25-kw, 1400 kc. FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

Ownership: Same as Tacoma News-Tribune, Frank S. Baker, pres. & publisher.

Began Operation: February 22, 1953.

Represented (sales) by Weed Television Corp.; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Alvin H. Barnard, Portland, Ore.

Personnel:

Len Higgins, *manager*.
Larry Carino, *commercial manager*.
Max Bice, *chief engineer*.
Burke Ormsby, *program director*.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$70.00
Class B—6:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sun.; 10:30-11 p.m., daily.						
625.00	375.00	250.00	220.00	160.00	135.00	60.00
Class C—5-6:30 p.m., Mon.-Fri.; 2-7 p.m. Sat.; 1-5 p.m., Sun.						
475.00	285.00	190.00	165.00	120.00	95.00	40.00
Class D—All other times.						
325.00	195.00	130.00	115.00	85.00	55.00	25.00

Subject to frequency discounts.

KTVW Tacoma (Ch. 13)

Grantee (STA): KTVW, 5544 N. 35th St., Tacoma.

Studios: 5544 N. 35th St., Tacoma; 230 Eighth Ave. N., Seattle.

Transmitter: 5544 N. 35th St.

Telephone: Skyline 3544, Tacoma; Seneca 3113, Seattle.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level, lat. 47° 16' 41", long. 122° 30' 42".

Ownership: J. Elroy McCaw, 100%. Mr. McCaw also owns 25% of KONA, Honolulu and operates radio WINS, New York; also buying KFEL-TV, Denver. For other radio interests, see KONA, Honolulu.

Began Operation: Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Garrison & Waldschmitt.

Personnel:

J. Elroy McCaw, *president*.
William Veneman, *executive assistant*.
Roger D. Rice, *station manager*.
Charles R. Morris, *chief engineer*.
Edna K. Hanna, *promotion manager*.

DIGEST OF RATE CARD NO. 2 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$425.00	\$255.00	\$170.00	\$148.75	\$127.50	\$85.00	\$42.50
Class B—All other times.						
318.75	191.25	127.50	111.56	95.63	63.75	31.88

Subject to frequency discounts.

KIMA-TV

Yakima

(Ch. 29)

Grantee (STA): Cascade Broadcasting Co. Inc.

Studio: Radio & Television Center. Transmitter: Ahtanum Ridge.

Telephone: 6104. TWX No.: YA 39.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 10.5-kw visual, 5.3-kw aural. Antenna: 960-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level, lat. 46° 31' 57", long. 120° 30' 26". Holds CP for 191-kw maximum and 126-kw horizontal visual, 95.5-kw maximum and 63-kw horizontal aural, 973-ft. above av. terrain.

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KIMA, 5-kw, 1460 kc (CBS).

Ownership: A. W. Talbot, pres., 72.5%; Thomas C. Bostic, v.p., 16.5%; Frank E. Mitchell, treas., .5%; J. D. Rolfe, secy., .5%; Ralph Sundquist, director, 8%; J. Barry Watkinson, director, .5%; Mel Burrill, .5%. Cascade operates satellite KEPR-TV, Pasco, Wash. (Ch. 19); also holds CPs for KLEW-TV, Ch. 3 in Lewiston, Ida. & KBAS-TV, Ch. 43, Ephrata, Wash.; is applicant for Ch. 8 in Walla Walla and owns 40% of radio KWIE, Kennewick, all Wash.

Began Operation: July 19, 1953.

Represented (sales) by Weed Television Corp.; Moore & Lund Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Thomas C. Bostic, v.p. & general manager.
Herchel Cary, sales manager.
Jim Nolan, program director.
Ed. M. Morrissey, public relations & promotion director.
J. Barry Watkinson, director of engineering.
Mel Burrill, TV chief engineer.
Tom Ewing, production manager.
Joe Ryan, continuity-promotion manager.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 4-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.						
150.00	90.00	60.00	52.00	38.00	32.00	15.00

Subject to frequency discounts. Sold only in combination with KEPR-TV Pasco, Wash., with rates applying to simultaneous telecasts on both stations.

WEST VIRGINIA

WHIS-TV

Bluefield

(Ch. 6)

(Due to Begin Operation in August)

Grantee (STA): Daily Telegraph Printing Co., 623 Commerce St.

Studio: Municipal Bldg. Transmitter: top of East River Mt. Ridge.

Telephone: 5160. TWX No.: BF 30.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50.1-kw visual, 28.1-kw aural. Antenna: 1225-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level, lat. 37° 15' 21.31", long. 81° 10' 55.43".

Network Service: NBC.

AM Affiliate: WHIS, 5-kw, 1440 kc (NBC).

Ownership: Same as Bluefield Daily Telegram and Sunset News. H. I. Shott estate, 29.2%; Hugh I. Shott Jr., 23.6%; Jim H. Shott, pres., 23.48%; Ned Shott, treas., .12%; Mrs. Lillian S. Brant, 23.36%; Mrs. B. L. Early, 24%.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Mullaney.

Personnel:

Hugh I. Shott Jr., general manager.
P. T. Flanagan, station manager.
J. F. Byers, chief engineer.

DIGEST OF RATE CARD NO. 1 (August, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B—						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Washington

WCHS-TV

Charleston

(Ch. 8)

Grantee (STA): WCHS-TV Inc., 1111 Virginia St. E.

Studio: 1111 Virginia St. E. Transmitter: Nease Mt., 4.5 mi. W of Charleston.

Telephone: 6-5358. TWX No.: CH 90.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 670-ft. above av. terrain, 649-ft. above ground, 1549-ft. above sea level, lat. 38° 22' 36", long. 81° 42' 04".

Network Service: CBS, DuMont.

AM Affiliate: WCHS, 5-kw, 580 kc (CBS).

Ownership: Tierney Co. (WCHS), 60%; Capital Television Inc., 40%. WCHS-TV Officers: Lewis C. Tierney, pres.; Sam G. Rahall, secy.; George L. Kallam, treas.

Began Operation: Aug. 16, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Weldon & Carr.

Personnel:

Lewis C. Tierney, president.
John T. Gelder Jr., general manager.
John L. Sinclair Jr., sales manager.
Morton S. Cohn, program director.
Frank Annand, production manager.
John L. Sinclair Jr., promotion & publicity director.
Bob Boaz, news director.
William E. Dixon, chief engineer.

DIGEST OF RATE CARD NO. 1 (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$550.00	\$330.00	\$275.00	\$190.00	\$135.00	\$125.00	\$62.50
Class A—7-7:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; 5-7:30 p.m., Sat.; 5-6 p.m., Sun.						
500.00	300.00	200.00	175.00	125.00	105.00	52.50
Class B—5-7 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 1-5 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	90.00	45.00
Class C—All other times.						
275.00	165.00	110.00	95.00	70.00	55.00	27.50

Subject to frequency discounts.

WJPB-TV

Fairmont

(Ch. 35)

Grantee (STA): WJPB-TV Inc., 108 Gaston Ave.

Studio: 108 Gaston Ave. Transmitter: Radio Park, Leonard Ave.

Telephone: 5000.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 10.08-kw horizontal & 22.55-kw maximum visual, 8.8-kw horizontal & 16.14-kw maximum aural using 1° beam tilt. Antenna: 240-ft. above av. terrain, 222-ft. above ground, 1462-ft. above sea level, lat. 39° 28' 19", long. 80° 08' 27".

Network Service: DuMont, NBC.

Ownership: J. Patrick Beacom, 95%; Donn Baer, 5%. Mr. Beacom owns 25% of WVWV, Fairmont; 10% of WETZ, New Martinsville, W.Va.; and 100% of WBUT, Butler, Pa.; also publishes Man-nington (W.Va.) Times (weekly).

Began Operation: March 17, 1954.

Represented (sales) by Gill-Perna Inc.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

J. Patrick Beacom, president.
R. M. Drummond, v.p.-general manager.
R. B. Frazier, program director.
Numa Fabre, director-TV.
Joseph Strelauski, chief engineer.

DIGEST OF RATE CARD NO. 1—(Oct. 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:30-11:30 p.m., Thu.-Tue.							
150.00	90.00	75.00	60.00	50.00	40.00	30.00	20.00

Subject to frequency discounts.

West Virginia

WHTN-TV Huntington (Ch. 13)

(Due to Begin Operating in September)

Grantee (STA): Greater Huntington Radio Corp., 1112½ Fourth Ave.

Studio: 1112½ Fourth Ave. **Transmitter:** Eighth St. Hill, .04-mi. from city limits.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 550-ft. above av. terrain, 340-ft. above ground, 1340-ft. above sea level, lat. 38° 23' 22", long. 82° 25' 34".

Network Service: ABC, DuMont.

AM Affiliate: WHTN, 1-kw, 800 kc (MBS). **FM Affiliate:** WHTN-FM, 53-kw, 100.5 mc (No. 263). 560-ft. antenna height.

Ownership: Greater Huntington Theatre Corp., 99%; S. J. Hyman, chairman; Fred Weber, pres. Mr. Weber also is pres. of WFPG, Atlantic City, N. J. which holds CP for WFPG-TV, now off air.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

S. J. Hyman, *chairman*.
Fred Weber, *president and general manager*.
John Phillips, *station manager*.
Harold Sturm, *chief engineer*.

**DIGEST OF RATE CARD NO. 1
(Sept. 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$160.00	\$115.00	\$100.00	\$50.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	80.00	55.00	45.00	22.50
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
160.00	95.00	65.00	55.00	40.00	32.00	16.00

Subject to frequency discounts.

WSAZ-TV

Huntington-Charleston

(Ch. 3)

Licensee: WSAZ Inc., WSAZ Bldg., 201 Ninth St., Huntington.

Studios: WSAZ Bldg. Huntington; 210 Dickinson St., Charleston, W. Va. **Transmitter:** Barker's Ridge, W. Va.

Telephone: 44126; Charleston, 30-150. **TWX No.:** HT 40.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level, lat. 38° 30' 34", long. 82° 13' 09".

Network Service: NBC.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (ABC).

Ownership: Huntington Publishing Co., 89%, publisher of *Huntington Herald-Dispatch* and *Advertiser* (Col. J. H. Long, pres.); Mrs. Eugene Katz, New York, 11% (The Katz Agency Inc.) Ownership interlocks with WGKV, Charleston, W. Va.

Began Operation: Nov. 15, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

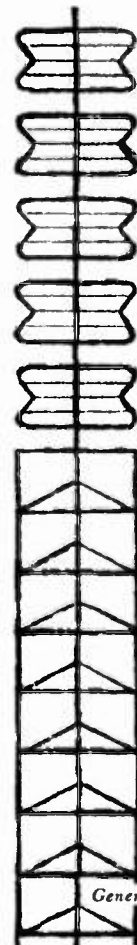
Personnel:

Lawrence H. Rogers II, *v.p. & general manager*.
Leroy E. Kilpatrick, *v.p. & technical director*.
C. T. Garten, *asst. general manager*.
James H. Ferguson, *program director*.
Robert E. White, *sales manager*.
Elizabeth Conaty, *national sales director*.
William R. Murray, *Charleston regional manager*.
Ned E. Brooke, *production manager*.
Nick Basso, *news & public relations director*.
Bert Shimp, *education, public service & public affairs director*.
William T. Romaine, *administrative assistant*.
Gayle E. MacCracken, *film director*.
W. D. Click, *farm director*.
Charles W. Dinkins, *promotion and merchandising director*.
John P. Clay, *chief engineer*.

**DIGEST OF RATE CARD NO. 9
(April 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00

Archimedes was right!



"Give me a place to stand," he said 2,200 years ago, "and I will move the world." Amended, this sums up what happens when advertisers use WSAZ-TV as their fulcrum for moving goods in our industrially rich Huntington-Charleston world. Look at the leverage you get:

- the *only* single medium covering a five-state area with four billion buying potential!
- the top favorite TV station — with 73% share of audience (says Hooper), seven days a week, 6 P.M. to midnight!
- every one of the "First 15" line-up, including six ties, in the most recent Huntington-Charleston TV-Hooperating!
- choice of 208 national and 115 local advertisers to date in 1955 — more than any other TV station by a big plurality.

WSAZ-TV is the perfect place to stand when you want to move Huntington-Charleston families to action. Try it — and you'll say "Eureka"... another sage and appropriate comment of Archimedes readily quoted by those

who have found out what WSAZ-TV can do.

Huntington-Charleston, West Virginia CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC & Du Mont

also affiliated with
Radio Stations WSAZ,
Huntington and
WGKV, Charleston
Lawrence H. Rogers,
Vice President and
General Manager, WSAZ, Inc.
represented nationally
by the Katz Agency



Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., daily.						
500.00	300.00	200.00	175.00	137.50	100.00	50.00
Class C—9 a.m.-5 p.m., 11-11:30 p.m., daily.						
300.00	180.00	120.00	105.00	83.00	60.00	30.00
Class D—11:30 p.m.-9 a.m., daily.						
300.00	180.00	120.00	105.00	83.00	36.00	18.00

Subject to frequency discounts.

WOAY-TV

Oak Hill

(Ch. 4)

Grantee (STA): Robert R. Thomas Jr., Box 251.
Studio & Transmitter: U. S. Hwy. 21, 7-mi. S. of Oak Hill.
Telephone: 651.
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level, lat. 37° 57' 30", long. 81° 09' 03".
Network Service: ABC.
AM Affiliate: WOAY, 10-kw, 860 kc. **FM Affiliate:** WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.
Ownership: Robert R. Thomas Jr., 100%. Note: Joe L. Smith Jr., operator of WJLS, Beckley & WKNA-TV & WKNA, Charleston, W. Va., has option for 40%.
Began Operation: Dec. 3, 1954.
Represented (sales) by John E. Pearson Television Inc.
Represented (legal) by Barnes & Neilson.
Represented (engineering) by Robert M. Silliman.
Personnel:
 Robert R. Thomas Jr., *general manager.*
 Vic Ludington, *sales manager.*
 James Pridemore, *program director.*
 Kenneth Rice, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	48.00	36.00	30.00	15.00

Subject to frequency discounts.

WTAP

Parkersburg

(Ch. 15)

Grantee (STA): West Virginia Enterprises Inc., Box 1880.
Studio: 121 W. Seventh St. **Transmitter:** Dole's Knob, Constitution, O.
Telephone: 7-4580.
Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 10.5-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level, lat. 39° 20' 50", long. 81° 33' 46".
Network Service: NBC, ABC, DuMont.
Ownership: Zanesville Publishing Co. For details see WHIZ-TV, Zanesville, O.
Began Operation: Oct. 8, 1953. Sale to present owners by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (*Television Digest*, Vol. 11:10, 14).
Represented (sales) by John E. Pearson Television Inc.
Personnel:
 Allan Land, *general manager WTAP & WHIZ-TV.*
 Milton Komito, *station manager.*
 Jerry Burns, *sales manager.*
 William A. Hunt Sr., *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Sept. 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$50.00	\$35.00	\$25.00	\$12.50
Class B—5-6 p.m., Mon.-Sat.							
112.50	67.50	56.25	45.00	37.50	26.25	18.75	9.40
Class C—All other times.							
75.00	45.00	37.50	30.00	25.00	17.50	12.50	6.25

Subject to frequency discounts.

West Virginia - Wisconsin

WTRF-TV

Wheeling

(Ch. 7)

Licensee: Tri-City Bestg. Co., Ogden Bldg. 1329 Market St., Wheeling.
Studio: Ogden Bldg. **Transmitter:** R.D. 1, Kirkwood Heights, Bridgeport, O.
Telephone: Wheeling 1177. **TWX No.:** WG 77.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 155-kw aural. Antenna: 590-ft. above av. terrain, 358-ft. above ground, 1643-ft. above sea level, lat. 40° 03' 41", long. 80° 45' 08".
Network Service: NBC, ABC.

Ownership: Thomas M. Bloch, pres., 6.7%; Robert W. Ferguson, v.p., 6%; Albert V. Dix, v.p., 22.6%; Gordon C. Dix, secy.-treas., 7.3%; News Publishing Co., 30%; Betty Block Harris, 6.7%; Jesse A. Bloch estate, 16.7% (Thomas M. Bloch & Betty Block Harris, co-executors). News Publishing Co. owns 89% of TV grantee for Clarksburg, W. Va. and publishes *Wheeling Intelligencer & News-Register* and other W. Va. newspapers. Dix family publishes *Martins Ferry-Bellaire Times-Leader* and other Ohio-W. Va. newspapers and has interest in WWST, Wooster, O.

Began Operation: Oct. 23, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John A. Moffet.

Personnel:

Robert W. Ferguson, *exec. v.p. & general manager.*
 H. Needham Smith, *sales manager.*
 Greg Van Camp, *promotion manager.*
 Gary Vorhees, *production director.*
 Louis Meyer, *program director.*
 By Williams, *asst. program director.*
 Albert Jones, *merchandise manager.*
 Irene Kogat, *traffic manager.*
 Wesley Manley, *administrative assistant.*
 George Diab, *news & sports director.*
 Don Murdock, *continuity chief.*
 William Ney, *film manager.*
 Howard Daubenmeyer, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$40.00
Class B—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:15 p.m., daily.						
360.00	216.00	144.00	126.00	90.00	72.00	32.00
Class C—5-6 p.m., Mon.-Fri.; 11 a.m.-1 p.m., Sat. & Sun.; 11:15 p.m.-sign-off, daily.						
292.50	175.50	117.00	102.37	73.12	58.50	25.00
Class D—7 a.m.-5 p.m., Mon.-Fri.; 9-11 a.m., Sat.						
225.00	135.00	90.00	78.75	56.25	45.00	20.00

Subject to frequency discounts.

WISCONSIN

WEAU-TV

Eau Claire

(Ch. 13)

Licensee: Central Bestg. Co., 2415 S. Hastings Way.
Studio & Transmitter: 2415 S. Hastings Way.
Telephone: 2-3589. **TWX No.:** EU 8211.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 57.5-kw visual, 28.8-kw aural. Antenna: 430-ft. above av. terrain, 489-ft. above ground, 1336-ft. above sea level, lat. 44° 47' 58", long. 91° 47' 59".
Network Service: NBC, ABC, DuMont.
AM Affiliate: WEAU, 5-kw, 790 kc (NBC). **FM Affiliate:** WEAU-FM, 60-kw, 94.1 mc (No. 231), 360-ft. antenna height.
Ownership: Elizabeth B. Murphy, 40%; Eau Claire Press Co., 24 1/3%; W. C. Bridges, pres., 18 2/3%; M. B. Atkinson, v.p., 2/3%; Morgan Murphy, secy.-treas., 14 1/3%; Frances H. Lavine, 2%. Mr. Atkinson is pres. of Eau Claire Press Co., publisher of *Eau Claire Leader-Telegram*. Mr. Murphy is publisher of *Superior (Wis.) Telegram*; owns various other newspapers and with Mr. Bridges holds interest in KGTV, Des Moines; also has interests in various radio stations, one of which is WISC, Madison, a TV applicant.

(Continued on next page)

Wisconsin

EAU CLAIRE: WEAU-TV—(Continued)

Began Operation: Dec. 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Bulmer & Johnson Inc. (Minneapolis).

Represented (legal) by Scharfeld, Jones & Baron.

Personnel:

Leo Howard, *general manager*.
Richard Kepler, *program manager*.
T. O. Jorgenson, *chief engineer*.

DIGEST OF RATE CARD No. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00
Class B—4-6:30 p.m., 10:30 p.m.—sign-off, daily.					
150.00	90.00	60.00	48.00	36.00	30.00
Class C—All other times.					
100.00	60.00	40.00	32.00	24.00	20.00

Subject to frequency discounts.

WBAY-TV Green Bay

(Ch. 2)

Licensee: Norbertine Fathers, 115 S. Jefferson St.

Studio: 115 South Jefferson St. Transmitter: Town of DePere, Wis.

Telephone: Hemlock 2-3331. TWX No.: GB 8348.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 861-ft. above av. terrain, 750-ft. above ground, 1731-ft. above sea level, lat. 44° 24' 38", long. 80° 00' 00".

Network Service: CBS.

AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killen, pres.

Began Operation: March 17, 1953.

Represented (sales) by Weed Television Corp.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis.

Personnel:

Haydn R. Evans, *general manager*.
Burke Farquhar, *station manager*.
Robert C. Nelson, *sales manager*.
Jim Krause, *film director*.
Leo E. Perssell, *program director*.
Bob Parker, *farm director*.
Robert M. Melster, *promotion manager*.

DIGEST OF RATE CARD NO. 5 (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:30-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—1-5:30 p.m., Mon.-Sat.; 10:30 p.m.—midnight, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WFRV-TV Green Bay

(Ch. 5)

Grantee (STA): Valley Telecasting Co., Bellin Bldg.

Studios: Scrays Hill; Radio & TV Park, .7-mi. S of Neenah.

Transmitter: Scray's Hill, 4-mi. E of DePere, Wis.

Telephones: Hemlock 7-5411, Green Bay; 2-6471, Neenah. TWX No.: 8343.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 394-ft. above ground, 1264-ft. above sea level, lat. 44° 24' 59", long. 88° 59' 10".

Network Service: ABC, DuMont.

AM Affiliate: none locally.

Ownership: Samuel N. Pickard, 48.5%; Clayton Ewing, pres., 10.9%; Don C. Wirth, v.p., 1%; Reinhold D. Molzow, secy.-treas., 1.2%; Dortha W. Pickard, 2.6%; Manufacturers Bank, 4.8% (as trustee for S. N. Pickard charitable trust); George Nau Burridge, 10.9%; F. J. Lenfestey, 5.8%; Robert Brebner, 4.5%; 10 other stockholders, none with more than 1.5% each. Mr. Pickard controls radio WNAM, Neenah, Wis.

Began Operation: May 21, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter Kean.

Personnel:

Don C. Wirth, *v.p. & general manager*.
Robert Kranz, *operations director*.
John Schultz, *station manager*.
Ward Gage, *sales manager*.
Harry Hill, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-11 p.m., Mon.-Fri.; 4:59-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$60.00	\$30.00
Class B—All other times.						
210.00	125.00	105.00	84.00	73.50	42.00	21.00

Subject to frequency discounts.

WKBT La Crosse

(Ch. 8)

Grantee (STA): WKBH Television Inc., 409 Main St.

Studio: 141 S. 6th St. Transmitter: Town Rd. & School Section Rd., 9 mi. S of city.

Telephone: 2-4678. TWX No.: LC 8418.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 578-ft. above ground, 1746-ft. above sea level, lat. 43° 41' 44", long. 91° 12' 09".

Network Service: NBC, CBS, DuMont, ABC.

AM Affiliate: WKBH, 5-kw, 1410 kc (NBC).

Ownership: LaCrosse Tribune, 41%; WKBH Inc. (controlled by Howard & Kenneth Dahl), 40%; Howard Dahl, 9%; and the following, each owning 2%; Charles D. Gellatt, Allan Schilling, Albert Funk Jr., Runge Sletten, Orval Nelson.

Began Operation: Aug. 1, 1954.

Represented (sales) Paul H. Raymer Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Howard Dahl, *general manager*.
Raymond O. Scaran, *program manager*.
Al Leeman, *chief engineer*.
Robert Z. Morrison Jr., *sales manager*.

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:15 p.m., Mon.-Sat.; 1-10:15 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:15-11 p.m., daily.						
187.50	112.50	75.00	65.65	46.90	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WHA-TV Madison

(Ch. 21)

Non-Commercial Educational Station

Grantee (STA): Wisconsin State Radio Council, Radio Hall.

Studio & Transmitter: Radio Hall, 600 N. Park St., U of Wisconsin campus.

Telephone: Alpine 5-2988.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 11.9-kw visual, 7.4-kw aural. Antenna: 230-ft. above av. terrain, 274-ft. above ground, 1174-ft. above sea level, lat. 43° 04' 34.2", long. 89° 24' 06".

AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 22-kw, 88.7 mc (No. 204), 185-ft. antenna height.

Ownership: Officers of Wisconsin State Radio Council: Henry L. Ewbank, chairman; George E. Watson, state supt. of public instruction, vice-chairman; H. B. McCarty, exec. director.

Began Operation: March 26, 1954.

Represented (legal) by Vernon W. Thomson, Wis. attorney general.

Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:

H. B. McCarty, *executive director*.
William G. Harley, *program director*
John H. Stiehl, *chief engineer*.
Glenn Koehler, *technical consultant*.
Raymond Stanley, *research director*.

WKOW-TV Madison (Ch. 27)

Grantee (STA): Monona Bcstg. Co., 215 W. Washington Ave.

Studio and Transmitter: Gilbert Rd.

Telephone: 3-5329. TWX No.: MN 8537.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 162-kw visual, 87.1-kw aural. Antenna: 688-ft. above av. terrain, 597-ft. above ground, 1677-ft. above sea level, lat. 43° 03' 09", long. 89° 28' 38".

Network Service: CBS.

AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).

Ownership: Stewart Watson, pres., 12%; E. B. Rundell, v.p., 8.7%; George W. Icke, v.p., 6%; E. C. Severson, treas., 11%; B. W. Hulskamp, secy., 8%; Otto Sanders, 6.1%; Theodore J. Pankow, 6%; J. Raiman Feldman, 5.4%; and many others, none owning as much as 5%.

Began Operation: June 30, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Walter F. Keane.

Personnel:

Ben F. Hovel, *general manager*.
Cloven Smith, *technical supervisor*.

DIGEST OF RATE CARD NO. 2 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:15 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$50.00	\$25.00
Class B—5:30-6:30 p.m., 10:15-11 p.m., Mon.-Sat.						
187.50	112.50	75.00	65.63	56.25	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.

WMTV Madison (Ch. 33)

Grantee (STA): Bartell Television Corp., W. Beltline Hwy.

Studio and Transmitter: W. Beltline Hwy.

Telephone: Cedar 3-5381. TWX No.: MN 8539.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw visual, 112-kw aural. Antenna: 690-ft. above av. terrain, 594-ft. above ground, 1679-ft. above sea level, lat. 43° 03' 03", long. 89° 29' 15".

Network Service: ABC, DuMont, NBC.

AM-FM Affiliates: None locally.

Began Operation: July 8, 1953.

Ownership: Gerald A. Bartell, pres., 33.66%; David Bartell, v.p., 33.66%; Lee Bartell, secy., 30.12%; Morton J. Wagner, treas., .11%; Earl W. Fessler, director, .11%; Robert Arthur, director, .11%. Gerald, Lee and David Bartell are principals in AM stations WOKY, Milwaukee, and WAPL, Appleton, Wis.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Samuel Miller.

Represented (engineering) by Ralph E. Evans, Milwaukee.

Personnel:

Gerald A. Bartell, *president and general manager*.
Morton J. Wagner, *station & sales manager*.
Gene C. Harrison, *production manager*.
John Sgrist, *studio manager*.
William Edwards, *film editor*.
Wanda Montz, *continuity director*.
Michael Griffin, *news editor*.
Dorothy Geiser, *promotion manager*.
L. Stanley Sadler, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (May 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.							
\$200.00	\$160.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times							
120.00	96.00	72.00	48.00	40.00	36.00	24.00	12.00

Subject to frequency discounts.

WMBV-TV Marinette-Green Bay (Ch. 11)

Grantee (STA): M & M Bcstg. Co. Inc., Radio-TV Park, Marinette. Studios: Radio-TV Park, Marinette; Madison & Cherry Sts., Green Bay.

Transmitter: Bayside Rd., 5 mi. NE of Oconto, Wis.

Telephone: Marinette 2-6631; Hemlock 2-6468 (Green Bay). TWX No.: 8332.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 234-kw visual, 132-kw aural. Antenna: 777-ft. above av. terrain, 825-ft. above ground, 1402-ft. above sea level, lat. 44° 56' 40", long. 87° 49' 48".

Network Service: NBC.

AM Affiliate: WMAM, .25-kw (.10-kw night), 570 kc (NBC).

Ownership: William E. Walker, pres., 50%; Joseph D. Mackin, secy.-treas., 23.3%; 8 others, none owns over 7%. Ownership interlocks with WBEV, Beaver Dam, Wis.; WRRR, Rockford, Ill., and WIBA, Madison, Wis., Ch. 3 applicant.

Began Operation: Aug. 9, 1954.

Represented (sales) by Venard, Rintoul & McConnell.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joseph D. Mackin, *general manager*.
William R. Walker, *station manager*.
Tom Reading, *news editor*.
Pat Kehoe, *program director*.
Charles Dietsch, *Green Bay manager*.
Alister Alexander, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:15 p.m. Mon.-Sat.; 2-10:15 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—4-5:59 p.m., Mon.-Sat.; 10:15-11 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	30.00	15.00
Class C—7 a.m.-3:59 p.m., Mon.-Sat.; 11 p.m.-midnight, daily.						
150.00	100.00	60.00	52.50	37.50	24.00	12.00

Subject to frequency discounts.

WISN-TV (formerly WTVW) Milwaukee (Ch. 12)

Grantee (STA): Hearst Corp., Empire Bldg.

Studio: 19th & Wisconsin Ave. Transmitter: 5201 Belle Isle Dr.

Telephone: Broadway 1-4644. TWX No.: MI 489.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-ft. visual, 158-kw aural. Antenna: 999-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level, lat. 43° 06' 41", long. 87° 55' 38".

Network Service: ABC, DuMont.

AM Affiliate: WISN, 5-kw, 1150 kc (CBS).

Ownership: Hearst Corp. (newspapers & magazines, including *Milwaukee Sentinel*). C. B. McCabe, exec. director. Same interests operate WBAL-TV, Baltimore, and radio stations WISN, Milwaukee, WBAL, Baltimore, and (through affiliation) WCAE, Pittsburgh; have TV application pending for Pittsburgh.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

(Continued on next page)

Wisconsin

MILWAUKEE: WISN-TV—(Continued)

Personnel:

D. L. Provost, *v.p.*
 I. E. Showerman, *resident v.p. & general manager.*
 L. A. Larson, *sales manager.*
 C. J. Lanphier, *promotion director.*
 Mel Quinn, *program director.*
 Donald A. Weller, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00*	\$60.00
Class B—5-6 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C—Noon-5 p.m., 11 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class D—Midnight-noon, daily.						
150.00	90.00	60.00	55.00	45.00	30.00	15.00

* 20 Sec.—\$120.
 Subject to frequency discounts.

WTMJ-TV Milwaukee (Ch. 4)

Licensee: The Journal Co., 333 W. State St.

Studio and Transmitter: 720 E. Capitol Drive.

Telephone: Broadway 1-6000. TWX No.: MI 297.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 921-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level, lat. 43° 05' 27", long. 87° 54' 12".

Network Service: NBC.

AM Affiliate: WTMJ, 5-kw, 620 kc (NBC).

Ownership: The Journal Co. (Milwaukee Journal).

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

Walter J. Damm, *v.p. & gen. mgr. of TV & radio, The Journal Co.*
 R. G. Winnie, *asst. general manager of TV & radio.*
 George Comte, *station manager.*
 George Nicoud, *asst. to the station manager.*
 L. W. Herzog, *research & development co-ordinator.*
 Neale V. Bakke, *sales manager.*
 Sprague Vouler, *supervising producer-director.*
 Hugo Birmingham, *production supervisor.*
 Jim Fitzgerald, *film editor.*
 Bob Helss, *chief announcer-sports director.*
 Jack Krueger, *news editor.*
 Hugo Murray, *farm director.*
 Bruce Wallace, *mgr., public service broadcasts & promotion.*
 Wendell Palmer, *continuity manager.*
 Maurice Kipen, *musical director.*
 Phillip B. Laeser, *manager, AM & TV engineering.*
 Edwin L. Cordes, *TV chief engineer.*
 Henry Goeden, *field supervisor.*
 Alva Van Alstyne, *TV transmitter supervisor.*
 Nick Brauer, *studio supervisor.*
 Herman Lache, *audio supervisor.*
 Ed Stenzel, *manager, art dept.*

DIGEST OF RATE CARD NO. 17 (July 1, 1955)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.					
\$1150.00	\$690.00	\$460.00	\$300.00	\$200.00	\$80.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.					
787.50	472.50	315.00	220.00	150.00	60.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat & Sun; 11 p.m.-midnight, daily.					
525.00	315.00	210.00	150.00	100.00	40.00
Class D—Midnight-9 a.m., daily.					
350.00	210.00	140.00	120.00	75.00	30.00

Flat rates, no discounts.

WXIX

(formerly WOKY-TV)

Milwaukee

(Ch. 19)

Grantee (STA): Columbia Broadcasting System Inc., 5445 N. 27th St.

Studio: 5445 N. 27th St. Transmitter: Schroeder Hotel.

Telephone: Uptown 3-1919. TWX No.: MI 378.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 263-kw visual, 143-kw aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level, lat. 43° 02' 20", long. 87° 55' 04".

Network Service: CBS.

Ownership: See WCBS-TV, New York.

Began Operation: Sept. 25, 1953. Acquired by CBS Inc. from Gerald A. Bartel group in transfer deal approved by FCC Jan. 14, 1955 (Television Digest, Vol. 10:47 & 11:3).

Represented (sales) by CBS Television Spot Sales.

Personnel:

Edmund C. Bunker, *general manager.*
 Theodore F. Shaker, *general sales manager.*
 By Colvig, *director of promotion and publicity.*
 Leon Drew, *program manager.*
 Jack Reeves, *production manager.*
 Jerry Dunphy, *news director.*
 J. Lathrop Viemeister, *business manager.*
 Trudi Johnston, *traffic manager.*
 Arthur F. Schoenfuss, *director of operations.*
 F. R. Heuberger, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$100.00*	\$50.00*
Class A—6-6:30 p.m., Mon.-Sat.; 4-6:30 p.m., Sun.; 10-11 p.m., daily.						
500.00	300.00	200.00	\$166.67	\$150.00	90.00*	45.00*
Class B—5-6 p.m., Mon.-Sat.						
425.00	255.00	170.00	141.67	127.50	80.00	40.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-4 p.m., Sun.; 11 p.m.-midnight, daily.						
350.00	210.00	140.00	116.67	105.00	50.00	25.00
Class D—Sign-on-9 a.m., midnight-sign-off, daily.						
250.00	150.00	100.00	83.33	75.00	40.00	20.00

* Class AA (6:59-10 p.m., Mon.-Sat.; 4:59-10 p.m., Sun.). Class A (5:59-6:59 p.m., Mon.-Sat.; 3:59-4:59 p.m., Sun.; 10-11 p.m., daily).

Subject to frequency discounts.

WSAU-TV Wausau

(Ch. 7)

Grantee (STA): Wisconsin Valley Television Corp., 714 Fifth St.

Studio: 714 Fifth St. Transmitter: Coates Ave.

Telephone: 2-1021. TWX No.: WS 8869.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 460-ft. above av. terrain, 421-ft. above ground, 1830-ft. above sea level, lat. 44° 58' 58", long. 89° 36' 06".

Network Services: CBS, ABC, NBC, DuMont.

AM Affiliate: WSAU, 25-kw, 1400 (NBC).

Ownership: Charles Lemke, 25% (formerly owning 49% of radio WSAU); Wausau Record-Herald, 25%; Wisconsin Rapids Tribune, 12.5% (6.25% being held by its radio WFHR); Antigo Journal, 8.36% (4.18% being held by its radio WATK); Marshfield News-Herald, 12.5%; Rhinelander News, 8.32%; Merrill Herald, 8.32%. WSAU-TV officers: John C. Sturtevant, pres. (Wausau Record-Herald); George T. Frechette, v.p. (WFHR); A. F. Berner, secy. (Antigo Journal); Charles Lemke, treas.

Began Operation: Oct. 24, 1954.

Represented (sales) by Meeker TV Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:

George T. Frechette, *v.p. & general manager.*
 Richard D. Dudley, *asst. general & commercial manager.*
 James K. Harelson, *program manager.*
 Roland W. Richardt, *chief engineer.*
 Norbert F. Kellnhauser, *film director.*

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$65.00	\$40.00	\$20.00
Class B—All other times.						
175.00	105.00	87.50	70.00	55.00	35.00	17.50

Subject to frequency discounts.

WYOMING

KFBC-TV Cheyenne (Ch. 5)

Grantee (STA): Frontier Bcstg. Co., 2923 E. Lincolnway.
Studio & Transmitter: Borie, Wyo., 10.2-mi. W.S.W. of Cheyenne.
Telephone: 4-4461. TWX No.: CY 62.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level, lat. 41° 06' 03", long. 105° 00' 16".

Network Service: CBS, NBC, ABC, DuMont.

AM Affiliate: KFBC, 25-kw, 1240 kc (ABC).

Ownership: Robert S. McCracken, pres.; W. A. Corsan, v.p., 12.8%; O. B. Koerfer, secy., 2.56%; Wm. C. Grove, 13%; A. E. Stoddard, 6.19%; Tracy S. McCracken, 4.42%; Lillian D. McCracken, 4.42%; F. H. Ricketson Jr., 4.45%; Raymond F. List, 3.69%; D. E. Woodson, 3.29%; Cheyenne Newspapers Inc., 38.82%; 7 others, none owns as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of *Wyoming Eagle* and *Wyoming State Tribune*. Mr. McCracken and associates also publish *Laramie Republican-Boomerang* and *Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *World Northern Wyoming News*; they also operate radio stations KRAL, Rawlins, and KVRB, Rock Springs and satellite KSTF, Scottsbluff, Neb. Wm. C. Grove owns KSID, Sidney, Neb.

Began Operation: March 2, 1954.

Represented (sales) by George P. Hollingbery Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Koteen & Burt.

Personnel:

Robert S. McCracken, *president*.
William C. Grove, *general manager*.
Charles P. Cahill, *commercial manager*.
Kirk H. Knox, *news director*.
Joyce Pratt, *program director*.
Robert C. Pfannenschmid, *chief engineer*.

DIGEST OF RATE CARD NO. 1* (Nov. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:29-11 p.m., Mon.-Fri.; 4:59-11 p.m., Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 12-59 p.m.-4:59 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

* Note: KSTF, Scottsbluff, Neb. (Ch. 10) will be sold in combination with KFBC-TV, foregoing rates applying at no additional cost.

ALASKA

KENI-TV (formerly KFIA) Anchorage (Ch. 2)

Grantee (STA): Midnight Sun Bcstg. Co., Box 939.
Studio & Transmitter: Westward Hotel.
Telephone: 5-2201.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 8.13-kw aural. Antenna: 40-ft. above av. terrain, 150-ft. above ground, 250-ft. above sea level, lat. 61° 13' 08", long. 149° 53' 45".

Network Service: NBC, ABC.

AM Affiliate: KENI, 5-kw., 550 kc (ABC, NBC, MBS).

Ownership: Lathrop Co. (stock voted by Harry J. Hill, pres.), 73.6%; Richard R. Rollins, 19.09%; 11 other stockholders. Midnight Sun officers: A. G. Cooley, pres.; Miriam Kinsey, v.p.; A. O. Bramstedt, secy.-treas. Midnight Sun also operates KFAR-TV, Fairbanks (Ch. 2) and radio stations KENI, Anchorage; KFAR, Fairbanks; KABI, Ketchikan; KJNO, Juneau.

Began Operation: Oct. 16, 1953. Sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:47 & 11:1).

Represented (Sales) Del Day (West Coast); James Fletcher (New York, Chicago).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Jack D. Ellison, *general manager*.
James Duncan, *sales manager*.
Richard Randlett, *production director*.
Dave Hassinger, *operations supervisor*.
Edward Wasey, *chief engineer*.

Wyoming-Alaska

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00	\$15.00

Subject to frequency discounts.

KTVA Anchorage (Ch. 11)

Grantee (STA): Northern Television Inc., Mt. McKinley Bldg.

Studio & Transmitter: Mt. McKinley Bldg.

Telephone: 5-4321, 2-2101.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.22-kw visual, 1.61-kw aural. Antenna: 168-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level, lat. 61° 13' 13", long. 149° 52' 33".

Network Service: CBS, DuMont.

Ownership: A. G. Hiebert, pres., 27.63%; Jack M. Walden, v.p., 6.76%; B. J. Gottstein, treas., 4.17%; Wm. J. Wagner, v.p., 6%; M. B. Kirkpatrick, secy., 4.17%; over 20 other stockholders, none owns as much as 5%. Northern also operates KTVP, Fairbanks. Mr. Wagner operates KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan; KIBH, Seward; KIFW, Sitka, all in Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

Personnel:

A. G. Hiebert, *president & general manager*.
Jack Walden, *chief engineer*.
Del Malkie, *news editor*.
Hal Knutson, *program manager*.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$22.50	\$15.00

Sold in combination with KTVP, Fairbanks, at 10% Discount.
Subject to frequency discounts.

KFAR-TV (formerly KFIF) Fairbanks (Ch. 2)

Grantee (STA): Midnight Sun Bcstg. Co., Lathrop Bldg.

Studio: First & Lacy Sts. Transmitter: 516 Second Ave.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.6-kw visual, 2.76-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level, lat. 64° 50' 42", long. 147° 42' 42".

Network Service: NBC, ABC.

AM Affiliate: KFAR, 10-kw, 660 kc (ABC, MBS, NBC).

Ownership: Midnight Sun, Bcstg. Co. For other interests see KENI-TV, Anchorage.

Began Operation: March 2, 1955.

Represented (sales) by Del Day (West Coast); James Fletcher (New York, Chicago).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

A. O. Bramstedt, *general manager*.
Don McCune, *station manager*.
Robert Johnson, *commercial manager*.
John Miller, *program director*.
Charles Gray, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (March 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
All Times—Sign-on-sign-off, daily.								
\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00	\$15.00

Subject to frequency discounts.

Alaska-Hawaii

KTVF Fairbanks (Ch. 11)

Grantee (STA): Northern Television Inc., 4th & Denali Sts., Anchorage.

Studio & Transmitter: 3rd & Lacey Sts., Fairbanks.

Telephone: 3636.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 5.6-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level, lat. 64° 50' 35.7", long. 147° 42' 47.6".

Network Service: CBS, DuMont.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

Personnel:

A. G. Hiebert, *president & general manager*.
Walt Welch, *station manager*.
Bill Hunt, *commercial manager*.
Jack M. Walden, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$135.00	\$81.00	\$54.00	\$33.75	\$27.00	\$20.25	\$13.50

Sold in combination with KTVA, Anchorage, at 10% discount. Subject to frequency discounts.

HAWAII

KGMB-TV Honolulu (Ch. 9)

Grantee (STA): Hawaiian Broadcasting Co. Ltd., 1534 Kapiolani Blvd.

Studio and Transmitter: 1534 Kapiolani Blvd.

Telephone: 9-2011. TWX No.: AH (RCA) & GK (Mackay).

Technical Facilities: Channel 9 (186-192 mc). Authorized power: 105-kw visual, 83.2-kw aural. Antenna: minus 150-ft. above av. terrain, 338-ft. above ground, 343-ft. above sea level, lat. 21° 17' 48", long. 157° 50' 34".

Network Service: CBS.

AM Affiliate: KGMB, 5-kw, 590 kc (CBS).

Ownership: Also owns & operates KHBC, Hilo; company is owned 68.72% by Consolidated Amusement Co. (film exhibitors); 24.55% by *Honolulu Star-Bulletin*; 6.73% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints (Mormon Church). Also operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU, Wailuku (Ch. 3).

Began Operation: Dec. 1, 1952.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Vandivere, Wearn & Cohen.

Personnel:

J. Howard Worrall, *president*.
C. Richard Evans, *v.p. & general manager*.
John T. Quinlan, *promotion director*.
Ralph Davison, *sales manager*.
Melvin B. Wright, *national sales account executive*.
Robert Costa, *program director*.
Wayne Collins, *news director*.
Sheridan D. Reid, *production manager*.
Dan Hunter, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-4 p.m. Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00

Above rates included satellite operation of KHBC-TV, Hilo, and KMAU, Wailuku. Subject to frequency discounts.

KONA Honolulu (Ch. 11)

Grantee (STA): Radio Honolulu Ltd., 206 Koula St.

Studio: 206 Koula St. Transmitter: Ala Moana Blvd. & Piikoi St.

Telephone: 6-2366.

Technical Facilities: Channel 11 (198-204 mc). Operating under special temporary authorization with 35-kw visual, 19.44-kw aural. Antenna: minus 160-ft. above av. terrain, 337-ft. above ground, 346-ft. above sea level, lat. 21° 17' 41", long. 157° 50' 59". CP for Ch. 2 with 55-kw visual, 33.1-kw aural.

Network Service: NBC.

Ownership: Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser* and licensee of KGU (AM), 50%; John D. Keating & J. Elroy McCaw, 50%. Messrs. Keating & McCaw also operate WINS, New York City. Mr. McCaw also owns KTVW, Tacoma, Wash. and has interest in KELA, Centralia, Wash.; KYAK, Yakima, Wash.; KALE, Richland, Wash.; KYA, San Francisco; KORC, Mineral Wells, Tex. and is TV applicant for Walla Walla, Wash. His purchase of KFEL-TV, Denver, pends FCC Approval (*Television Digest*, Vol. 11:28).

Began Operation: Dec 15, 1952. Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (See *Television Digest*, Vol. 9:26.)

Represented (sales) by NBC Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Lorin P. Thurston, *chairman*.
John D. Keating, *president and general manager*.
J. Elroy McCaw, *v.p.*
Paul H. Anderson, *v.p.*
Allen McGuire, *secretary-treasurer*.
James Wethington, *sales manager*.
Trent Christman, *program manager*.
Miss Gene Terrell, *promotion-publicity manager*.
Marlene Miller, *continuity director*.
Lawrence Trombly, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6 p.m., 10-11 p.m., Mon.-Sat.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KULA-TV Honolulu (Ch. 4)

Grantee (STA): Pacific Frontier Bcstg. Co. Ltd., 1290 Ala Moana Blvd.

Studio & Transmitter: 1290 Ala Moana Blvd.

Telephone: 6-3666.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level, lat. 21° 17' 44", long. 157° 51' 06".

Network Service: ABC, DuMont.

AM Affiliate: KULA, 10-kw 690 kc (ABC).

Ownership: American Bcstg. Stations Inc., 41.67%; KJBS, San Francisco, 33.33%; Jack A. Burnett, 10%; E. P. Franklin, jointly with wife, 7.5%; William B. Quarton, 5%; Stanley G. Breyer, 2.5%. Messrs. Franklin & Breyer are gen. & commercial mgrs., respectively of KJBS. Pacific Frontier officers: Herbert L. Pettey, pres.; Jack A. Burnett, exec. v.p.; Winston C. Ingman, secy.; Wm. B. Dolph, treas. American Bcstg. controls WMT-TV, Cedar Rapids, Ia., in which Dolph has 29% interest, Quarton 20%.

Began Operation: April 2, 1954.

Represented (sales) by Adam Young Television Corp.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

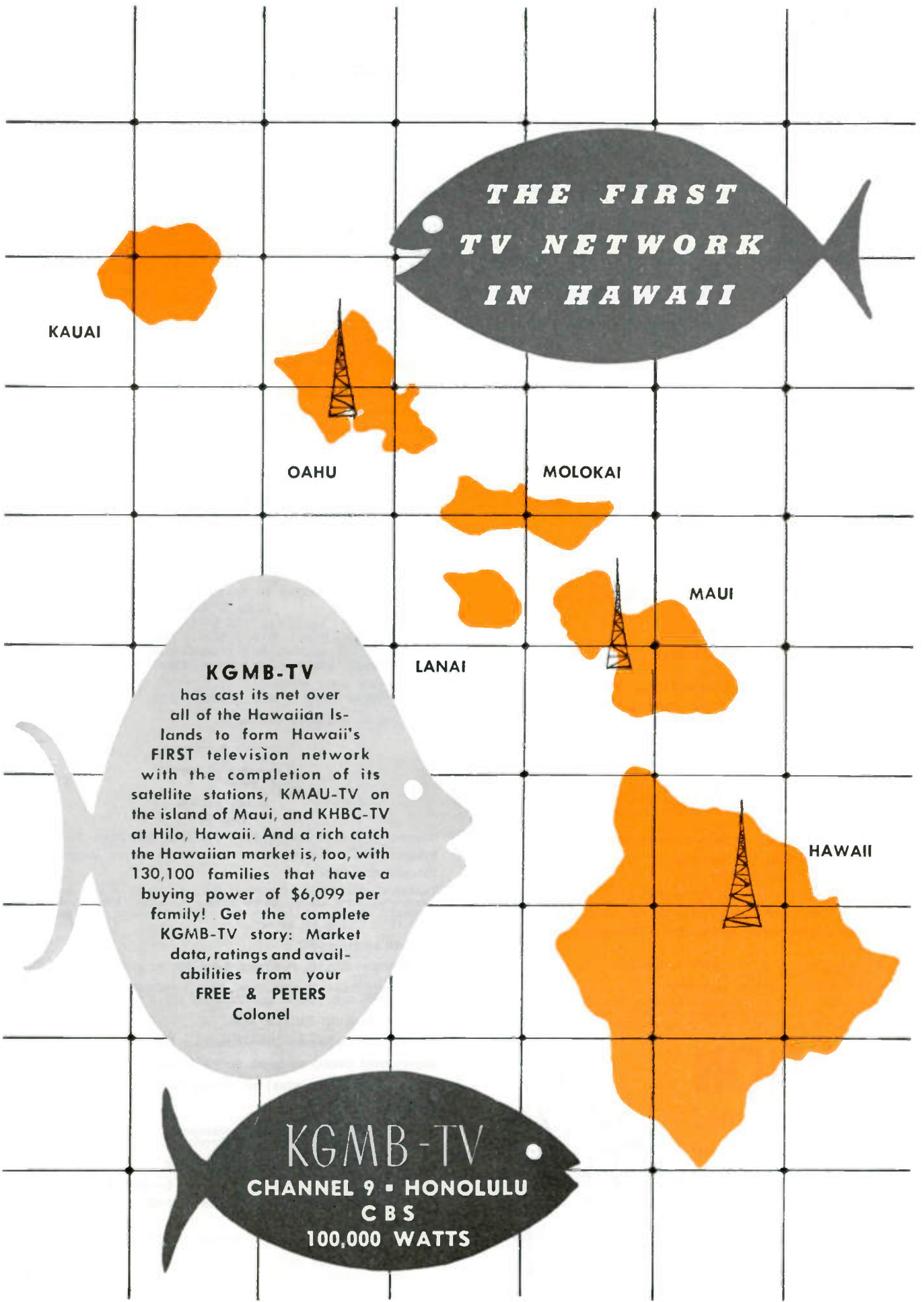
Personnel:

Jack Burnett, *general manager*.
M. Franklyn Warren, *general sales manager*.
Art Sprinkle, *asst. general manager*.
Bob Sevey, *production manager & sports-special events director*.
Ronald T. Mlyahira, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-9 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$45.00	\$30.00

(Continued on page 232)



**THE FIRST
TV NETWORK
IN HAWAII**

KAUAI

OAHU

MOLOKAI

MAUI

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HAWAII

KGMB-TV

has cast its net over all of the Hawaiian Islands to form Hawaii's **FIRST** television network with the completion of its satellite stations, KMAU-TV on the island of Maui, and KHBC-TV at Hilo, Hawaii. And a rich catch the Hawaiian market is, too, with 130,100 families that have a buying power of \$6,099 per family! Get the complete KGMB-TV story: Market data, ratings and availabilities from your **FREE & PETERS** Colonel

KGMB-TV
CHANNEL 9 - HONOLULU
CBS
100,000 WATTS

Hawaii - Puerto Rico

HONOLULU: KULA-TV—(Continued)

Class A—9-10:30 p.m., daily.						
250.00	150.00	90.00	70.00	50.00	40.00	25.00
Class B—All other times.						
150.00	90.00	60.00	45.00	30.00	24.00	15.00

Subject to frequency discounts.

KHBC-TV

Hilo

(Ch. 9)

(Satellite of KGMB-TV, Honolulu)

Grantee (STA): Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

Studios: 1534 Kapiolani Blvd., Honolulu; Piihonua Rd., Hilo.

Transmitter: Piihonua Rd.

Telephones: 9-2011, Honolulu; 4616, Hilo.

AM Affiliate: KHBC, 1-kw, 970 kc (CBS).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level, lat. 19° 43' 00", long. 155° 08' 13".

Network Service: Same as KGMB-TV, Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: March 25, 1955.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Vandivere, Wearn & Cohen.

Personnel:

C. Richard Evans, v.p., and general manager.
Dan Hunter, chief engineer.
Harold Marques, station supervisor.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KMAU, Wailuku, Maui, with rates applying to simultaneous telecasts on all three stations.

KMAU

Wailuku

(Ch. 3)

(Satellite of KGMB-TV, Honolulu)

Grantee (STA): Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

Studios: 1534 Kapiolani Blvd., Honolulu; Piihonua Rd., Hilo.

Transmitter: Kolekole Hill, Haleakala Crater, Maui.

Telephone: 9-2011, Honolulu.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5.95-kw visual, 2.98-kw aural, 5960-ft. above av. terrain, 74-ft. above ground, 10,054-ft. above sea level, lat. 20° 42' 41" long. 156° 15' 35".

Network Service: Same as KGMB-TV, Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: April 12, 1955.

Represented (sales) by Free & Peters Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Vandivere, Wearn & Cohen.

Personnel:

C. Richard Evans, v.p., and general manager.
Dan Hunter, chief engineer.
Hiroschi Hironaka, station supervisor.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KHBC-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

PUERTO RICO

WAPA-TV

San Juan

(Ch. 4)

Grantee (STA): Ponce de Leon Bcstg. Co. Inc., 357 Ponce de Leon, San Juan, P. R.

Studio & Transmitter: 357 Ponce de Leon.

Telephone: 3-3006.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 221-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level, lat. 18° 28' 02", long. 66° 05' 48".

Network Service: NBC, DuMont, ABC.

AM Affiliate: WAPA, 10-kw, 680 kc (MBS).

Ownership: Jose Ramon Quinones, pres., 80.9%; Segismundo Quinones, secy., 1%; Jose Arnaldo Maynerd, 1%; Goar Mestre, 6.35%; Abel Mestre, 4.76%; Luis Augusto Mestre, 6%. Goar & Abel Mestre are principals in CMQ-TV, Havana, Cuba & Circuito CMQ-TV-radio networks. Also applicant for Ch. 3 in Mayaguez, P. R.

Began Operation: March 5, 1954.

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Delfin Fernández, general manager.
Camilo Fraticelli, general sales manager.
Mariano Angelet, sales manager.
Jose A. Alvarez, commercial manager.
José E. Franco, program director.
Howard Hayes, chief engineer.
Frank Quinn, technical supervisor.
Luis Domínguez, production manager.
José E. Vigulé, film editor.

DIGEST OF RATE CARD NO. 2

(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.							
\$200.00	\$135.00	\$90.00	\$78.75	\$56.50	\$50.00	\$45.00	\$25.00 \$15.00
Class B—All other times.							
168.75	102.25	62.50	59.15	42.02	40.00	36.00	20.00 12.00

Subject to frequency discounts.

WKAQ-TV

San Juan

(Ch. 2)

Grantee (STA): El Mundo Inc., Box 1072, San Juan, P. R.

Studio: Stop 8, Fernandez Juncos. Transmitter: Marquessa Mt.

Telephone: 3-3800

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1280-ft. above av. terrain, 300-ft. above ground, 1973-ft. above sea level, lat. 18° 16' 53", long. 68° 06' 46".

Network Service: CBS.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc (CBS).

Ownership: Angel Ramos, pres., 99.9%; publisher of *El Mundo*. El Mundo Inc. also is applicant for Ch. 3 in Mayaguez.

Began Operation: Jan. 29, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

Angel Ramos, president.
R. Delgado Marquez, general manager.
Fernando Cortes Jr., program director.
Evello Otero, news director.
Jack H. Tudor, director of engineering.

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$65.00	\$25.00
Class B—All other times.						
200.00	150.00	100.00	87.00	67.50	50.00	15.00

Subject to frequency discounts.

EMOTION

That Hits Home!

See Pages 370-371 for

ZIV's new
SMASH
TV
DRAMA!



CANADA

CKVR-TV
Barrie, Ont.

(Ch. 3)

(Due to Begin Operating in Fall)

Grantee (STA): Ralph Snelgrove Television Ltd., 26 Dunlop St. W., Box 267.

Studio Transmitter: 2 mi. S. of Barrie.

Telephone: 5585.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 14-kw visual, 7-kw aural. Antenna: 369-ft. above av. terrain, 175-ft. above ground, 1212-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55".

Network Service: CBC, CBS.

AM Affiliate: CKBB, .25-kw, 1230 kc.

Ownership: Ralph Snelgrove, pres.; R. Stanley Dilworth, v.p.; H. L. VanWyck, secy.; W. Elmer Webster, treas.; Paul Mulvihill, director; Peter A. Sinclair, director.

Represented (sales) by Adam Young Television Corp. (for U.S.) & Paul Mulvihill.

Personnel:

Ralph Snelgrove, *president & general manager.*
Charles Tierney, *sales manager.*
Jack Mattenley, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$240.00	\$144.00	\$96.00	\$84.00	\$72.00	\$48.00	\$36.00	\$24.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
180.00	108.00	72.00	63.00	54.00	36.00	27.00	18.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Sat.							
144.00	86.40	57.60	50.40	43.20	28.80	21.60	14.40

Subject to frequency discounts.

CKX-TV
Brandon, Man.

(Ch. 5)

Grantee (STA): Western Manitoba Bcstrs. Ltd., City Hall Square.

Studio & Transmitter: City Hall Square.

Telephone: 5393.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 19.3-kw visual, 9.65-kw aural. Antenna: 259-ft. above av. terrain, 277-ft. above ground, 1557-ft. above sea level, lat. 49° 50' 26", long. 99° 58' 26".

Network Service: CBC.

AM Affiliate: CKX, 1-kw, 1150 kc (CBC).

Ownership: Western Manitoba Bcstrs. Ltd.

Began Operation: Jan. 17, 1955.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

John B. Craig, *president & general manager.*
Eric Davies, *assistant manager.*
Archie Olson, *sales manager.*
Douglas A. Lee, *program director.*
Jim Struthers, *news editor.*
Ken Milton, *sports director.*
E. H. Davies, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—						
\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$33.00	\$26.50
Class B—						
90.00	54.00	36.00	32.00	27.00	20.00	15.00

CHCT-TV
Calgary, Alta.

(Ch. 2)

Licensee: Calgary Television Ltd., 955 Rideau Rd.

Studio: 955 Rideau Rd. **Transmitter:** Old Banff Coach Rd.

Telephone: 44-7471.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4843-ft. above sea level, lat. 51° 04' 24", long. 114° 15' 34".

Network Service: CBC.

Ownership: Calgary Bcstg. Co. (CFAC), 33 1/3%; Voice of the Prairies Inc. (CFCN), 33 1/3%; Albertan Bcstg. Co. (CKXL), 33 1/3%. Calgary Bcstg. is affiliated with *Calgary Herald* (Southernham Newspapers). Southernham also publishes *Hamilton Spectator*, *Vancouver Province & Edmonton Journal*; owns 1/2 of **CHCH-TV**, Hamilton; operates radio stations CJCA, Edmonton, CKOY, Ottawa and CJSB-FM, Hamilton. **CHCT-TV** officers: H. G. Love, pres.; H. R. Carson, managing director; A. M. Cairns, secy.-treas.

Began Operation: Oct. 2, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by K. A. Mackinnon, Ottawa.

Personnel:

Herbert S. Stewart, *manager.*
Lee Crawley, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$62.50	\$50.00	\$37.50
Class B—Noon-1:30 p.m., 4-6 p.m., 11 p.m.-sign-off, Mon.-Sat.							
187.50	112.50	75.00	65.63	56.25	46.88	37.50	28.13
Class C—7 a.m.-noon, 1:30-4 p.m., Mon.-Sat.							
150.00	90.00	60.00	52.50	45.00	37.50	30.00	22.50

Subject to frequency discounts.

CFRN-TV
Edmonton, Alta.

(Ch. 3)

Licensee: Sunwapta Bcstg. Co. Ltd., 102 C. P.R. Bldg.

Studio & Transmitter: Jasper Hwy., 6 mi. W of Edmonton.

Telephone: 2-2101.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power 27.4-kw visual, 13.7-kw aural. Antenna: 488-ft. above av. terrain, 488-ft. above ground, 2714-ft. above sea level, lat. 53° 32' 40", long. 113° 38' 50".

Network Service: CBC, CBS, ABC, NBC, DuMont.

AM Affiliate: CFRN, 5-kw 1260 kc (CBC). **FM Affiliate:** CFRN-FM, 279-kw, 100.3 mc (No. 262), 156-ft. antenna height.

Ownership: G. R. A. Rice, 100%.

Began Operation: Oct. 17, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Radio Representatives Ltd. (Canada); John N. Hunt & Assoc. (Western Canada).

Personnel:

G. R. A. Rice, *manager.*
F. G. A. Makepeace, *chief engineer.*
S. S. Lancaster, *production & operations manager.*
B. D. Alloway, *sales manager.*

DIGEST OF RATE CARD NO. 2
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.*
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$260.00	\$156.00	\$104.00	\$91.00	\$78.00	\$50.00	\$25.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat.						
195.00	117.00	78.00	68.25	58.50	40.00	20.00
Class C—All other times.						
156.00	93.60	62.40	54.60	46.80	30.00	15.00

* Class AA (7:30-10:30 p.m., daily) Min. \$65; 8 Sec. \$40.
Subject to frequency discounts.

CBHT
Halifax, N.S.

(Ch. 3)

Licensee: Canadian Bcstg. Corp., 100 Sackville St., Box 175.

Studio: Bell Rd. **Transmitter:** Gelzer's Hill, NW of city.

Telephone: 3-6188.

(Continued on next page)

Canada

HALIFAX: CBHT—(Continued)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 746-ft. above av. terrain, 446-ft. above ground, 896-ft. above sea level, lat 44° 39' 07", long. 63° 39' 31".

Network Service: CBC, CBS.

AM Affiliate: CBH, 1-kw, 1330 kc (CBC).

Began Operation: Dec. 20, 1954.

Personnel:

G. F. Brickenden, *director*.
Donald G. LeBlanc, *commercial representative*.
J. Simonsen, *technical director*.
Carl MacCaull, *program director*.
Herman Noelle, *film director*.

DIGEST OF RATE CARD NO. 3

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$220.00	\$132.00	\$88.00	\$77.00	\$66.00	\$44.00*	\$33.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
165.00	99.00	66.00	57.75	49.50	33.00	24.75
Class C—All other times.						
132.00	79.20	52.80	46.20	39.60	26.40	19.80

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.); Min. \$55, 20 Sec. \$44. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

CHCH-TV

Hamilton, Ont.

(Ch. 11)

Licensee: Niagara Television Ltd., Box 94.

Studio: 163 Jackson St. W. Transmitter: 1 mi. SW of Stoney Creek, atop Escarpment.

Telephone: JACKSON 2-1121.

Technical Facilities: Channel No. 11 (198-204 mc). Temporary power: 16.9-kw visual, 10.05-kw aural. Authorized power: 42.9-kw visual, 25.75-kw aural. Antenna: 540-ft. above av. terrain, 536-ft. above ground, 1146-ft. above sea level, lat. 43° 12' 27", long. 79° 46' 05". Approved for change to 100-kw visual, 60-kw aural, 641-ft. above av. terrain.

Network Service: CBC.

Ownership: Wentworth Bcstg. Co. Ltd. (H. R. Carson), operating CKOC, 33.33%; Maple Leaf Bcstg. Co. Ltd. (Kenneth & Frances Soble), operating CHML, 33.33%; *Hamilton Spectator* (St. Clair Balfour Jr.), operating CJSH-FM, 33.33%. Clifford Sifton, operator of CKCK-TV, Regina is minority owner. *Hamilton Spectator* is owned by Southam newspapers, also owning 1/3 of CHCT-TV, Calgary, where it publishes *Calgary Herald* (CFAC). For other Southam holdings see CHCT-TV.

Began Operation: June 7, 1954.

Represented (sales) by Adam Young Television Corp. (for U. S.) & All-Canada Television.

Personnel:

Kenneth D. Soble, *president & general manager*.
S. J. Bibby, *assistant manager*.
R. J. Peters, *commercial manager*.
T. J. Sutton, *production manager*.

DIGEST OF RATE CARD NO. 1

(Sept. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11:30 p.m., Mon.-Sat.; 1-11:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00	\$40.00
Class B—5-6 p.m. & 11:30 p.m.-sign-off, Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-1 p.m., Sun.						
300.00	180.00	120.00	105.00	90.00	70.00	30.00
Class C—Sign-on-5 p.m., Mon.-Fri.						
240.00	144.00	96.00	84.00	72.00	54.00	24.00

Subject to frequency discounts.

CKRS-TV

Jonquiere, Que.

(Ch. 12)

(Due to Begin Operating in Fall)

Licensee: Radio Saguenay Limitee, 735 St. Hubert.

Studio and Transmitter: Sir Wilfrid Laurier St.

Telephone: 2-3551.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level, lat. 48° 24' 29", long. 71° 14' 52".

Network Service: CBC.

AM Affiliate: CKRS, 1-kw, 590 kc.

Ownership: Henry LePage, pres.

Represented (sales) by Joseph A. Hardy & Co. Ltd.

Personnel:

Tom Burham, *manager*.

ADDITIONAL DATA UNAVAILABLE

CKWS-TV

Kingston, Ont.

(Ch. 11)

Licensee: The Frontenac Bcstg. Co. Ltd., 170 Queen St.

Studio: 170 Queen St. Transmitter: Bath, 12 mi. west of Kingston.

Telephone: 24977.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 257-kw visual, 154-kw aural. Antenna: 419-ft. above av. terrain, 400-ft. above ground, 907-ft. above sea level, lat. 44° 19' 26", long. 76° 49' 07".

Network Service: CBC.

AM Affiliate: CKWS, 5-kw, 960 kc (CBC). **FM Affiliate:** CKWS-FM, .35-kw, 96.3 mc (No 242), 94-ft. antenna height.

Ownership: Sen. W. Rupert Davies, pres., 51%; Roy Thomson, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Sen. Davies publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Began Operation: Dec. 9, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

R. W. Hofstetter, *manager*.
Harry Edgar, *commercial manager*.
Bill Luxton, *program manager*.
Bert Cobb, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$37.50	\$25.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.							
187.50	112.50	75.00	65.63	56.25	37.50	28.13	18.75
Class C—Sign-on-noon, 1-5 p.m., daily.							
150.00	90.00	60.00	52.50	45.00	30.00	22.50	15.00

Subject to frequency discounts.

CKCO-TV

Kitchener, Ont.

(Ch. 13)

Licensee: Central Ontario Television Ltd., 864 King St. W.

Studio: 864 King St. W. Transmitter: Baden Hill, Ontario.

Telephone: Sherwood 4-4703.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power 16-kw visual, 8.45-kw aural. Antenna: 501-ft. above av. terrain, 210-ft. above ground, 1645-ft. above sea level, lat. 43° 24' 15", long. 80° 38' 05". Approved for change to 29.4-kw visual, 14.6-kw aural, 928-ft. above av. terrain.

Network Service: CBC, CBS.

Ownership: Carl A. Pollock, pres., 25%; radio CKCR (licensee of CKCR, Kitchener), 25%; Famous Players Canadian Corp., 50%. Famous Players also owns 25% of CFCM-TV, Quebec City.

Began Operation: Dec. 24, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & Joe A. Hardy & Co. Ltd.: John N. Hunt & Assoc. (Western Canada).

Personnel:

Eugene E. Fitzgibbons, *general manager*.
W. D. McGregor, *director of operations*.
A. G. Day, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00	\$52.50	\$35.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
262.50	157.50	105.00	91.87	78.75	52.50	39.37	26.25
Class C—All other times.							
210.00	126.00	84.00	73.50	63.00	42.00	31.50	21.00

Subject to frequency discounts.

**CFPL-TV
London, Ont.**

(Ch. 10)

Licensee: London Free Press Printing Co. Ltd., 442 Richmond St.
Studio & Transmitter: Commissioners Road, Box 488.
Telephone: 4-2115.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 117-kw visual, 59.6-kw aural. Antenna: 576-ft. above av. terrain, 575-ft. above ground, 1434-ft. above sea level, lat. 42° 57' 15", long. 81° 15' 58".

Network Service: CBS, NBC, ABC (via CBC).

AM Affiliate: CFPL, 5-kw, 980 kc (CBC). FM Affiliate: CFPL-FM, 4.44-kw, 95.9 mc (No. 240), 131-ft antenna height.

Ownership: London Free Press Printing Co. Ltd., publisher of London Free Press; W. J. Blackburn, pres.

Began Operation: Nov. 17, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by Keith A. MacKinnon, Ottawa.

Personnel:

Walter J. Blackburn, *president & managing director.*
Murray T. Brown, *station manager.*
Robert A. Reinhart, *assistant manager.*
W. Clifford Wingrove, *sales & promotion manager.*
G. Robitaille, *director of engineering.*
Kevin Knight, *production coordinator.*
Ron Laldia, *newsreel supervisor.*

DIGEST OF RATE CARD NO. 3

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.							
\$370.00	\$220.00	\$150.00	\$130.00	\$110.00	\$85.00	\$75.00	\$45.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-6 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, Sat. & Sun.							
280.00	170.00	115.00	100.00	85.00	65.00	55.00	35.00
Class C—Sign-on-5 p.m., midnight-sign-off, Mon.-Fri.; sign-on-noon, Sat.							
200.00	120.00	80.00	70.00	60.00	40.00	30.00	20.00

Subject to frequency discounts.

**CKCW-TV
Moncton, N.B.**

(Ch. 2)

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg.

Studio: Halifax St. Transmitter: Caledonia Mt., near Rosevale.

Telephone: 4-9601.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-kw visual, 3-kw aural. Antenna: 990-ft. above terrain, 326-ft. above ground, 1626-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".

Network Service: CBC.

AM Affiliate: CKCW, 10-kw, 1220 kc (CBC).

Ownership: F. A. Lynds, pres.; Dr. C. H. Blakeny, v.p.; C. E. Leger v.p.; R. M. Palmer, secy-treas.; C. L. Peters, director.

Began Operation: Nov. 30, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & Horace N. Stovin & Co.

Personnel:

F. A. Lynds, *president & general manager.*
J. S. Irvine, *commercial manager.*
H. Button, *production manager.*
Helen Savage, *film manager.*
Arnold Brewster, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m. daily; all day Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.						
120.00	72.00	48.00	36.00	30.00	24.00	12.00
Class C—All other times.						
80.00	48.00	32.00	24.00	20.00	16.00	8.00

Subject to frequency discounts.

**CBFT
Montreal, Que.**

(Ch. 2)

(French Outlet)

Licensee: Canadian Broadcasting Corp., Box 6000.

Studio: Radio-Canada Bldg., 1425 Dorchester St. W. Transmitter: Mount Royal Park.

Telephone: University 6-2571.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 15.7-kw visual, 8.28-kw aural. Antenna: 912-ft. above av. terrain, 259-ft. above ground, 1003-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".

Network Service: CBC, ABC, CBS, Du Mont, NBC.

AM Affiliate: CBF, 50-kw, 690 kc (CBC). FM Affiliate: CBF-FM, 3.86-kw, 95.1 mc (No. 236) 183-ft. antenna height.

Began Operation: Sept. 6, 1952; changed from bi-lingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

Personnel:

Andre Oulmet, *director.*
Yves Vien, *asst. director.*
Fernand Guerard, *program director.*
Jean-Paul Ladouceur, *asst. program director.*
Charles Frenette, *technical director.*
Maurice Vallquette, *commercial manager.*
J.-P. LePailleur, *film supervisor.*
Jacques Pelletier, *supervisor of design.*
Robert Elle, *press & information supervisor.*

DIGEST OF RATE CARD NO. 7

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00*	\$120.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	180.00	120.00	90.00
Class C—All other times.						
480.00	288.00	192.00	168.00	144.00	96.00	72.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$150, 20 Sec. \$120. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

CBMT

Montreal, Que.

(Ch. 6)

Licensee: Canadian Bcstg. Corp., Box 6000.

Studio: Radio Canada Bldg., 1425 Dorchester St. W.

Transmitter: Mount Royal Park.

Telephone: University 6-2571.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 43.8-kw visual, 26.2-kw aural. Antenna: 820-ft. above av. terrain, 167-ft. above ground, 911-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".

Network Service: CBC, ABC, CBS, DuMont, NBC.

AM Affiliate: CBM, 50-kw, 940 kc (CBC). FM Affiliate: CBM-FM, 3.86-kw, 95.1 mc (No. 236) 183-ft. antenna height.

Began Operation: Jan. 10, 1954.

Personnel:

Andre Oulmet, *TV director.*
Yves Vien, *asst. director.*
Harold P. Capozzi, *program director.*
Maurice Vallquette, *commercial manager.*
C. Frenette, *technical director.*
Robert Elle, *press & information supervisor.*

DIGEST OF RATE CARD NO. 5

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$120.00*	\$90.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
450.00	270.00	180.00	157.50	135.00	90.00*	67.50
Class C—All other times.						
360.00	216.00	144.00	126.00	108.00	72.00	54.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$150, 20 Sec. \$120. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

CBOFT

Ottawa, Ont.

(Ch. 9)

(French Outlet)

Licensee: Canadian Bcstg. Corp., 140 Wellington St.

Studio & Transmitter: Lanark Ave.

Telephone: Parkway 8-1771.

(Continued on next page)

Canada

OTTAWA: CBOFT—(Continued)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 31-kw visual, 17-kw aural. Antenna: 403-ft. above av. terrain, 500-ft. above ground 701.5-ft. above sea level, lat. 45° 23' 50", long. 75° 45' 10".

Network Service: CBC.

Began Operation: June 24, 1955.

Personnel:

C. P. Wright, *stations manager (Ottawa)*.
W. E. Powell, *commercial manager (Toronto)*.
Georges Huard, *manager of TV operations*.
Maxted Gilbert, *chief operator*.

DIGEST OF RATE CARD NO. 1 (July 1, 1955)

Class	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.*
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m. Sun.							
	\$230.00	\$138.00	\$92.00	\$80.50	\$69.00	\$46.00*	\$23.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.							
	172.50	103.50	69.00	60.38	51.75	34.50	17.25
Class C—All other times.							
	138.00	82.80	55.20	48.30	41.40	27.60	13.80

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$57.50, 8 Sec. \$34.50. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

CBOT Ottawa, Ont. (Ch. 4)

Licensee: Canadian Broadcasting Corp., 140 Wellington St.

Studio and Transmitter: Lanark Ave., Westboro.

Telephone: Parkway 8-1771.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 50.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 406-ft. above ground, 607-ft. above sea level, lat. 45° 23' 50", long. 75° 45' 10".

Network Service: CBC.

AM Affiliate: CBO, 5-kw, 910 kc (CBC). **FM Affiliate:** CBO-FM, 38-kw, 103.3 mc (No. 277), 250-ft. antenna height.

Began Operation: June 2, 1953.

Personnel:

Charles P. Wright, *stations manager*.
Georges Huard, *manager, TV operations*.
Bruce McPherson, *program director*.
J. H. Book, *technical director*.
L. M. O'Neill, *commercial representative*.
P. Murphy, *film director*.
K. Brown, *news editor*.
R. Bourton, *design director*.

DIGEST OF RATE CARD NO. 7 (July 1, 1955)

Class	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.								
	\$320.00	\$192.00	\$128.00	\$112.00	\$96.00	\$64.00*	\$48.00*	\$32.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.								
	240.00	144.00	96.00	84.00	72.00	48.00	36.00	24.00
Class C—All other times.								
	192.00	115.20	76.80	67.20	57.60	38.40	28.80	19.20

Note: No announcements scheduled on Sunday.

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$80, 20 Sec. \$64, 8 Sec. \$48. Subject to frequency discounts.

CHEX-TV Peterborough, Ont. (Ch. 12)

Licensee: Kawartha Broadcasting Co. Ltd., Box 1036.

Studio & Transmitter: 2-mi NE of Peterborough in Douro Twp.

Telephone: Riverside 2-0451.

Technical Facilities: Channel 12 (204-210 mc). Authorized power in preferred direction: 260-kw visual, 156-kw aural. Antenna: 1200-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Network Service: CBC.

AM Affiliate: CHEX, 1-kw, 1430 kc (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies, pres., 51%; Roy H. Thomson, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Sen. Davies publishes *Kingston Whig-Standard & Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Began Operation: March 26, 1955.

Represented (sales) by Weed Television Corp. (for U. S.) & All Canada Television.

Personnel:

Jack Davidson, *general manager*.
D. R. Lawrie, *manager*.
Doug Manning, *commercial manager*.
William Straiton, *program director*.
Bert Crump, *chief engineer*.
Jacques Frappier, *operations supervisor*.

DIGEST OF RATE CARD NO. 1 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.						
	150.00	90.00	60.00	52.50	45.00	30.00
Class C—All other times.						
	120.00	72.00	48.00	42.00	36.00	24.00

Subject to frequency discounts.

CFPA-TV Port Arthur, Ont. (Ch. 2)

Licensee: Ralph H. Parker Ltd., 87 N. Hill St.

Studio & Transmitter: 87 N. Hill St.

Telephone: 4-2404.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.10-kw visual, 2.55-kw aural. Antenna: 174-ft. above av. terrain, 225-ft. above ground, 1025-ft. above sea level, lat. 48° 26' 30", long. 89° 14' 03".

Network Service: CBC, CBS, NBC.

AM Affiliate: CFPA, 25-kw, 1230 kc (CBC).

Ownership: Ralph H. Parker, 100%.

Began Operation: Sept. 17, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

Ralph H. Parker, *president & manager*.

DIGEST OF RATE CARD NO. 2 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
	\$170.00	\$102.00	\$68.00	\$59.50	\$51.00	\$35.00	\$25.00

Subject to frequency discounts.

CFCM-TV Quebec City, Que. (Ch. 4)

Licensee: Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Studio & Transmitter: 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Telephone: Murray 3-4985.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 1.27-kw visual, .635-kw aural. Antenna: 473-ft. above av. terrain, 420-ft. above ground 685-ft. above sea level, lat. 46° 47' 04", long. 71° 15' 54".

Network Service: CBC, CBS.

Ownership: Famous Players Canadian Corp., 25%; CHRC, 25%; CKCV, 25%; Mr. A. C. Picard, 25%. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont.

Began Operation: July 13, 1954.

Represented (sales) by Weed Television Corp. (N.Y., Chicago); Jos. A. Hardy & Co. (Montreal, Toronto); John N. Hunt & Associates (Western Canada).

Personnel:

Gaston Pratte, *president*.
A. C. Picard, *executive director*.
Ernest W. Miller, *director of operations*.
A. P. Fitzgibbons, *commercial manager*.
Suzanne Guinard, *program manager*.

DIGEST OF RATE CARD NO. 3 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
	\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00	\$52.50
Class B—5-6 p.m., daily; noon-6 p.m., Sat.							
	262.50	157.50	105.00	91.87	78.75	52.50	39.37
Class C—All other times.							
	210.00	126.00	84.00	73.50	63.00	42.00	31.50

Subject to frequency discounts except min., 20 Sec. & 8 Sec.

CKCK-TV
Regina, Sask.

(Ch. 2)

Licensee: Transcanada Communications Ltd., Leader Post Bldg.

Studio & Transmitter: Hwy. No. 1, 3 mi. E of city.

Telephone: 36671.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 18.9-kw visual, 10-kw aural. Antenna: 588-ft. above av. terrain, 634-ft. above ground, 2534-ft. above sea level, lat. 50° 28' 46", long. 104° 30' 00".

Network Service: CBC, CBS.

AM Affiliate: CKCK, 5-kw, 620 kc.

Ownership: Transcanada also operates CKCK, Regina & CKRC, Winnipeg. Clifford Sifton, pres., owns minority interest in CHCH-TV, Hamilton. Sifton newspapers publish Regina Leader-Post, Saskatoon Star-Phoenix.

Began Operation: July 28, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by Keith McKinnon.

Personnel:

Clifford Sifton, *president*.
H. A. Crittenden, *general manager*.
Lloyd Westmoreland, *sales manager*.
Larry Glover, *production manager*.
William Rees, *promotion director*.
Lloyd J. Saunders, *sports director*.
Jim McLeod, *news director*.
E. A. Strong, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$235.00	\$141.00	\$94.00	\$82.25	\$70.00	\$50.00	\$40.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	52.50	40.00	30.00
Class C—All other times.						
140.00	84.00	56.00	50.00	42.00	30.00	20.00

Subject to frequency discounts.

CJBR-TV
Rimouski, Que.
(Ch. 3)

Licensee: Lower St. Lawrence Radio Inc., 6 St. John St.

Studio: 6 St. John St. Transmitter: Peak Champlain, St. Fabien, P. Q.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 34.55-kw aural. Antenna: 1137-ft. above av. terrain, 120-ft. above ground, 1257-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Network Service: CBC.

AM Affiliate: CJBR, 10-kw, 900 kc (CBC). FM Affiliate: CJBR-FM, .57-kw, 101.5 mc (No. 268), 485-ft. antenna height.

Ownership: Lower St. Lawrence Radio Inc. Jacques Brilliant, pres.; (Subsidiary of The Central Public Service Corp. Ltd.).

Began Operation: Nov. 21, 1954.

Represented (sales) by Adam Young Television Corp. (for U.S.) & Horace N. Stovin & Co.

Personnel:

Jacques Brilliant, *president*.
Andre Lecomte, *station manager*.
Francols Raymond, *program director*.

DIGEST OF RATE CARD NO. 1
(June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—Noon-1 p.m. & 5:30-10:30 p.m., Mon.-Sat.; all day, Sun.							
\$200.00	\$150.00	\$75.00	\$52.00	\$45.00	\$30.00	\$25.00	\$15.00
Class B—All other times.							
160.00	120.00	60.00	42.00	36.00	24.00	20.00	12.00

CHSJ-TV
Saint John, N.B.
(Ch. 4)

Licensee: New Brunswick Bcstg. Co. Ltd., 14 Church St.

Studio: 14 Church St. Transmitter: Mt. Champlain.

Telephone: 3-3304.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain, 40-ft. above ground, 1500-ft. above sea level, lat. 45° 28' 40", long. 66° 13' 55".

Network Service: CBC.

AM Affiliate: CHSJ, 5-kw, 1150 kc (CBC).

Ownership: New Brunswick Bcstg. Co. Ltd.; Thomas F. Drummie, pres.

Began Operation: March 22, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) and All-Canada Television.

Personnel:

George A. Cromwell, *general manager*.
Earl McCarron, *production director*.
Fred Blizzard, *program supervisor*.
Dennis Townsend, *program director*.
Jene L. Wood, *women's program supervisor*.
Norma D. B. Porter, *continuity director*.
T. Reid Dowling, *technical director*.
Jack Bishop, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$82.00	\$70.00	\$55.00	\$28.00
Class B—Noon-1 p.m., 4-6 p.m., 11 p.m.-sign-off, daily.						
175.00	115.00	75.00	65.00	50.00	35.00	18.00
Class C—Sign-on-noon, 1-4 p.m., daily.						
100.00	60.00	40.00	32.00	27.00	22.00	11.00

Subject to frequency discounts.

CJON-TV
St. John's, Newfoundland
(Ch. 6)

(Due to Begin Operating in Summer)

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E5105.

Studio: CJON Television Bldg., Prince of Wales St. Transmitter: Kenmount Rd., 4 mi. from city.

Telephone: 7105. TWX No.: 7109X.

Technical Facilities: Channel No. 6 (168-174 mc). Temporary power 1.06-kw visual, .63-kw aural, with antenna 176-ft. above ground, 451-ft. above sea level, lat. 47° 33' 39", long. 52° 43' 24". Authorized power: 21.04-kw visual, 11-kw aural. Antenna: 359-ft. above av. terrain, 594-ft. above ground, 1150-ft. above sea level, lat. 47° 32' 08", long. 52° 49' 20".

Network Service: CBC, CBS.

AM Affiliate: CJON, 5-kw, 930 kc.

Ownership: G. W. Stirling, pres.; Don Jamieson, v.p.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

G. W. Stirling, *president & general manager*.
Don Jamieson, *v.p. & program director*.
Art Harnett, *production director*.
Oscar Hierlihy, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun.							
\$200.00*	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$33.00	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sun.; 11 p.m.-sign-off, daily.							
150.00	90.00	60.00	52.50	45.00	35.00	25.00	18.00
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.							
120.00	72.00	48.00	42.00	36.00	24.00	18.00	12.00

Subject to frequency discounts.

* Since this rate does not become effective until Oct. 1, 1955, the base rate for the first 90 days of operation will be \$160.

CFQC-TV
Saskatoon, Sask.
(Ch. 8)

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.

Studio: 216 1st Ave. N. Transmitter: 14-mi. ENE of Saskatoon.

Telephone: 2-6611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11' 30", long. 106° 23' 01".

Network Service: CBC, NBC, ABC.

AM Affiliate: CFQC, 5-kw, 600 kc (CBC).

(Continued on next page)

Canada

SASKATOON: CFQC-TV—(Continued)

Ownership: CFQC-TV officers: A. A. Murphy, pres., G. Blair Nelson, v.p.

Began Operation: Dec. 4, 1954.

Represented (sales) by Adam Young Television Corp. (for U. S.); Harlan G. Oakes & Associates (West Coast); Radio Representatives Ltd. (Canada); John N. Hunt & Assoc. (Western Canada).

Personnel:

A. A. Murphy, *president*.
G. Blair Nelson, *v.p. & general manager*.
Vernon Dallin, *asst. manager*.
Walter Romanow, *production director*.
Godfrey Hudson, *news service director*.
Lyn Hoskins, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$230.00	\$138.00	\$92.00	\$86.50	\$69.00	\$46.00	\$34.50	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Sat.							
172.50	103.50	69.00	60.38	51.75	34.50	25.88	17.25
Class C—All other times.							
138.00	\$2.80	55.20	48.30	41.40	27.60	20.70	13.80

Subject to frequency discounts.

CJIC-TV

Sault Ste. Marie, Ont.

(Ch. 2)

Licensee: Hyland Radio-TV Ltd., Box 370.

Studio & Transmitter: 119 East St.

Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.9-kw visual, 2.8-kw aural. Antenna: minus 19-ft. above av. terrain, 252-ft. above ground, 835-ft. above sea level, lat. 46° 30' 42", long. 84° 19' 36".

Network Service: CBC, CBS, NBC, ABC.

AM Affiliate: CJIC, 25-kw, 1490 kc (CBC).

Ownership: J. G. Hyland, 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

J. G. Hyland, *president & general manager*.
Sam Pitt, *program manager*.
Gene Plouffe, *commercial manager*.
Dave Irwin, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; sign-on-11 p.m., Sun.							
\$170.00	\$102.00	\$68.00	\$59.50	\$51.00	\$37.00	\$30.00	\$20.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.							
102.00	61.20	40.80	35.70	30.60	25.00	20.00	15.00
Class C—All other times.							
68.00	40.80	27.20	23.80	20.40	15.00	13.00	9.00

Subject to frequency discounts except Min., 20 Sec. & 8 Sec.

CKSO-TV

Sudbury, Ont.

(Ch. 5)

Licensee: CKSO Radio Ltd., Regent & Ash St.

Studio & Transmitter: Regent at Ash St.

Telephone: Osborne 4-0711.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 2.02-kw visual, 1.21-kw aural. Antenna: 309-ft. above av. terrain, 265-ft. above ground, 1226-ft. above sea level, lat. 46° 29' 37", long. 81° 00' 32".

Network Service: CBC, CBS, NBC, ABC, DuMont (via CBC).

AM Affiliate: CKSO, 5-kw, 790 kc (CBC).

Ownership: George M. Miller, Q.C., pres.; Judge J. M. Cooper, v.p.

Began Operation: Oct. 20, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

W. J. Woodill, *general manager*.
J. A. Boyd, *program manager*.
Bob Evans, *news editor*.
James McRae, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

CJCB-TV

Sydney, N.S.

(Ch. 4)

Licensee: Cape Breton Bestrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill.

Telephone: 3431.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Network Service: CBC.

AM Affiliate: CJCB, 5-kw (1-kw night), 1270 kc (CBC). FM Affiliate: CJCB-FM, 63-kw, 94.9 kc (No. 235), 260-ft. antenna height.

Ownership: CJCB-TV officers: J. Marven Nathanson, pres.; Norris L. Nathanson, secy.

Began Operation: Sept. 30, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

J. Marven Nathanson, *president & general manager*.
Norris Nathanson, *business manager*.
Robert J. Norton, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
\$240.00	\$144.00	\$96.00	\$84.00	\$50.00	\$40.00	\$28.00

Subject to frequency discounts.

CBLT

Toronto, Ont.

(Ch. 9)

Licensee: Canadian Broadcasting Corp., 354 Jarvis St.

Studios: 354 Jarvis St. and 1140 Yonge St.

Transmitter: 354 Jarvis St.

Telephone: Walnut 35481.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 25.65-kw visual, 12.72-kw aural. Antenna: 382-ft. above av. terrain, 481-ft. above ground, 825-ft. above sea level, lat. 43° 39' 43", long. 79° 22' 42".

Network Service: CBC, ABC, CBS, DuMont, NBC.

AM Affiliates: CBL & CJBC, 50-kw, 740 kc & 50-kw, 860 kc (CBC). FM Affiliate: CBL-FM 11.9-kw, 99.1 mc (No. 256), 505-ft. antenna height.

Began Operation: Sept. 8, 1952.

Personnel:

Fergus Mutrie, *director*.
J. R. W. Graham, *assistant director*.
R. W. McGall, *program director*.
Reginald Horton, *technical director*.
W. H. Clark, *supervisor of commercial sales*.
Peter Francis, *film supervisor*.
William McCrow, *supervisor of design*.
James Creighton, *press & information representative*.

DIGEST OF RATE CARD NO. 7

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$950.00	\$570.00	\$380.00	\$332.50	\$285.00	\$190.00*	\$95.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
712.50	427.50	285.00	249.38	213.75	142.50	71.25
Class C—All other times.						
570.00	342.00	228.00	199.50	171.00	114.00	57.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.); Min. \$237.50, 8 Sec. \$142.50. Note: No announcements scheduled on Sunday.
Subject to frequency discounts.

CBUT
Vancouver, B.C.
 (Ch. 2)

Licensee: Canadian Bcstg. Corp. (Pacific Region), 701 Hornby St.
 Studio: 1200 Georgia St. Transmitter: Mt. Seymour.

Telephone: Marine 6121

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 89.4-kw visual, 47.8-kw aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2965-ft. above sea level, lat. 49° 21' 12", long. 122° 57' 18".

Network Service: CBC.

AM Affiliate: CBU, 10-kw, 690 kc CBC). FM Affiliate: CBU-FM. 1.4-kw, 105.7 mc (No. 289), 234-ft. antenna height.

Began Operation: Dec. 16, 1953.

Personnel:

CBC Pacific Region officers:
 Kenneth P. Caple, regional representative.
 F. B. C. Hilton, regional engineer.
 Harold W. Paulson, commercial representative.
 J. D. Nixon, regional program director.
 Reg. Jessup, press & information representative.

CBUT officers:

Peter McDonald, television director.
 Marce L. Munro, program director.
 Ross L. Whiteside, technical director.
 R. L. Elson, newsreel editor-in-charge.
 Don Lytle, film director.
 Cliff Robinson, design director.

DIGEST OF RATE CARD NO. 5
 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00*	\$60.00*	\$40.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
300.00	180.00	120.00	105.00	90.00	60.00	45.00	30.00
Class C—All other times.							
240.00	144.00	96.00	84.00	72.00	48.00	36.00	24.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$100, 20 Sec. \$80, 8 Sec. \$60.
 Note: No announcements scheduled on Sunday.
 Subject to frequency discounts.

CKLW-TV
Windsor, Ont.
 (Ch. 9)

(For additional details, see Detroit listing)

Licensee: Western Ontario Bcstg. Co. Ltd., Sandwich and Crawford Sts.

Detroit office: Guardian Bldg.

Studio & Transmitter: Sandwich & Crawford Sts., Windsor.

Telephones: Clearwater 4-1155, Windsor; Woodward 1-7200, Detroit.

Network Service: CBC, DuMont.

DIGEST OF RATE CARD NO. 2 (Canadian rates)
 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$450.00	\$315.00	\$270.00	\$225.00	\$180.00	\$90.00	\$45.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat.						
337.50	236.25	202.50	168.75	135.00	67.50	33.75
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.						
270.00	189.00	162.00	135.00	108.00	54.00	27.00

Subject to frequency discounts.

Total Sets-in-Use, U.S.: 1946-55
 (NBC Research Dept. Estimates)

January 1, 1946	10,000
January 1, 1947	16,476
January 1, 1948	189,900
January 1, 1949	1,000,000
January 1, 1950	3,950,000
January 1, 1951	10,549,500
January 1, 1952	15,777,000
January 1, 1953	21,234,000
January 1, 1954	27,812,000
January 1, 1955	33,500,000
June 1, 1955	36,100,000

Note: Latest Canadian Sets-in-use estimate: 1,500,000 as of July 1.

Canada

CKNX-TV
Wingham, Ont.
 (Ch. 8)

(Due to Begin Operating in Fall)

Licensee: Radio Station CKNX Ltd., Wingham.

Studio: Wingham & District High School. Transmitter: 4-mi. S. of Walkerton.

Telephone: 158. TWX No.: 3.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05' 26", long. 81° 12' 26".

Network Service: CBC.

AM Affiliate: CKNX, 1-kw, 920 kc.

Ownership: W. T. Cruickshank, pres., 100%.

Represented (sales) by Adam Young Television Corp. (for US) and All-Canada Television.

Personnel:

W. T. Cruickshank, president & general manager.
 G. W. Cruickshank, station manager.
 Vin Dittmer, sales manager.
 Don Hildebrand, production director.
 Scott Reid, chief engineer.
 Glen Scheifele, transmitter engineer.

DIGEST OF RATE CARD NO. 1
 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.						
150.00	90.00	60.00	52.50	45.00	32.00	16.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

CBWT
Winnipeg, Man.
 (Ch. 4)

Licensee: Canadian Bcstg. Corp. (Prairie Region), Box 160, Winnipeg, Manitoba.

Studio & Transmitter: 541 Portage Ave. W.

Telephone: 742-541.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.2-kw visual, 33.7-kw aural. Antenna: 242-ft. above av. terrain, 203-ft. above ground, 964-ft. above sea level, lat. 49° 53' 25", long. 97° 09' 20".

Network Service: CBC.

AM Affiliate: CBW, 50-kw, 990 kc (CBC).

Began Operation: May 31, 1954.

Personnel:

CBC Prairie Region officers:
 J. R. Finlay, director for the Prairie Provinces.
 Roy Cahoon, regional engineer.
 Ralph Horley, commercial representative.
 J. S. Brickenden, press & information representative.

CBWT officers:

W. G. Carpentier, television director.
 Gordon Atkinson, program director.
 Harry Heywood, technical director.
 Grace Brown, film director.

DIGEST OF RATE CARD NO. 4
 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$320.00	\$192.00	\$128.00	\$112.00	\$96.00	\$64.00*	\$32.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
240.00	144.00	96.00	84.00	72.00	48.00*	24.00*
Class C—All other times.						
192.00	115.20	76.80	67.20	57.60	38.40	19.20

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Class B (1-6 p.m., Sat.; 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$80, 8 Sec. \$48. Note: No announcements scheduled on Sunday.
 Subject to frequency discounts.

MEXICAN BORDER

XEJ-TV

Juarez

(Ch. 5)

(El Paso, Texas)

Licensee: Television de la Frontera, S.A., Box 442, El Paso.

Studio & Transmitter: Vte. Guerro 704, Juarez.

Telephone: 111-511.

Technical Facilities: Channel No. 5 (76-82 mc). Temporarily operating with .5-kw visual, .25-kw aural. Authorized power: 250-kw visual, 125-kw aural. Antenna: 385-ft. above av. terrain, 265-ft. above ground, lat. 31° 44' 23", long. 106° 28' 41".

AM Affiliate: XEJ, 10-kw (5-kw night), 970 kc.

Ownership: Pedro Meneses Hoyos, 100%.

Began Operation: May 17, 1954.

Represented (sales) by National Time Sales.

Represented (engineering) by Mort Zimmerman, Dallas, Tex.

Personnel:

Pedro Meneses Hoyos, *president & general manager.*

H. Gutierrez, *film buyer.*

Jose Louls de Lira, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(May 17, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—					
\$120.00	\$68.00	\$38.00	\$29.00	\$22.00	\$11.00

Television Stations in Cuba and Mexico

Operating or Authorized as of July 15, 1955

(Data obtained from principals or other best available sources)

CUBA

CMQ-TV, HAVANA (Ch. 6)—Circuito CMQ, S. A. (CMQ-TV & radio networks) Address: Radiocentro, Havana, Telephone: F-9911. Owned by Goar, Luis Augusto & Abel Mestre. Goar Mestre, president & gen. mgr.; Abel Mestre, chairman of board; Arturo Chabau, v.p. in charge of sales; Manuel Cores, v.p. in charge of programs; Rene Puig, v.p. in charge of personnel; Raul Lopez Guiral, v.p. in charge of engineering. Also operates CMJL-TV, Camaguey (Ch. 6); CMGQ-TV, Matanzas (Ch. 9); CMHQ-TV, Santa Clara (Ch. 5); CMKU-TV, Santiago de Cuba (Ch. 2). Time purchasable as group. Stations linked via microwave relays. Holds construction permits for Ciego de Avila (Ch. 2) and Holguin (Ch. 8).

CMBF-TV HAVANA (Ch. 7)—Radio Universal S. A. (radio CMBF). Address: Radiocentro, Havana. Telephone: F-9911. Owned by operators of CMBF with Goar, Luis Augusto & Abel Mestre and other local interests as part owners.

CMA-TV, HAVANA (Ch. 2)—Telemundo, S. A. Edificio Ambar Motors, Calle 23 No. 55. Telephone: UO-9421. Owned by Amadeo Barletta, publisher of Havana daily *El Mundo* and Cuban distributor for Cadillac, Oldsmobile & Chevrolet. Dr. Luis H. de Hita, sales mgr.; Humberto Bravo, program mgr.; Carlos M. Lechuga, film & news mgr.; Ventura Montes, technical director. N. Y. Office: Ambar Corp., 1775 Broadway (John A. Chiesa). Holds construction permits for Santa Clara (Ch. 10), Camaguey (Ch. 11), Holguin (Ch. 12) Santiago de Cuba (Ch. 13).

CMUR-TV, HAVANA (Ch. 4)—Radio Television Nacional, S. A. Address: Mazon & San Miguel, Havana. Telephone: UO-9366. Angel Roca, president; Miguel Humara, v.p. (Humara & Lastra, RCA distributors for Cuba); Jose Ignacio Montaner, Angel Barranco, Ramiro Gomez Kemp, Miguel Angel Gutiérrez and Pedro Alvarez Rios, executive vice-presidents. Also operates CMG-TV, Santa Clara (Ch. 3). Holds construction permits for Matanzas (Ch. 13), Ciego de Avila (Ch. 7), Camaguey (Ch. 4), Holguin (Ch. 3), Santiago de Cuba (Ch. 5).

Note: Cuban Ministry of Communications (Ramon Vasconcelos, Minister; Jose Maria Baquero, director of radio) also has issued construction permit for Ch. 11 in Santiago de Cuba to Cadena Oriental de Radio, S. A. Address: Estrada Palma 685, Santiago (radio CMKL).

XETV

Tijuana

(Ch. 6)

(Near San Diego, California)

Licensee: Radio-Television, S.A.

Business Address: 4229 Park Blvd., San Diego 3, Cal.

Studio and Transmitter: Mount San Antonio, Tijuana, B.C. Mexico.

Telephone: Cypress 8-7191. TWX No.: SD194.

Technical Facilities: Channel 6 (82-88 mc). Authorized power: 38-kw visual, 17-kw aural. Antenna: 1500-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level, lat. 32° 30' 49", long. 117° 01' 08".

Ownership: George I. Rivera and Emilio Azcarraga, co-owners.

Began Operation: Feb. 18, 1953.

Represented (sales) by Weed Television Corp.

Personnel:

Julian M. Kaufman, *general manager.*

Alejandro Nervo, *manager of operations.*

Patricia Carey, *traffic manager.*

William G. Mueller, *business manager.*

Marvin Schulman, *chief engineer.*

Jose Marquez, *engineer in charge of operations.*

DIGEST OF RATE CARD NO. 3

(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—5-6 p.m., 10:30-11 p.m., daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

MEXICO

XEJ-TV, JUAREZ (Ch. 5)—Opposite El Paso, Tex. Licensed to Television de la Frontera, S. A. Box 442, El Paso. Channel 5. Owner, Pedro Meneses Hoyos. Affiliated with radio XEJ. [See above.]

XETV, TIJUANA (Ch. 6)—Near San Diego, Calif. Licensed to Radio y Television. Business address: 4233 Park Blvd., San Diego. Telephone: Woodcrest 5-3345. Owned by George I. Rivera (XEAC-AM, Tijuana) with Emilio Azcarraga. Alexander Nervo, mgr. Represented in U. S. by Weed TV. [See above.]

XEW-TV, MEXICO CITY (Ch. 2)—Telesistema Mexicano, S. A. Avenida Chapultepec 18, Mexico City, D. F. Telephone: 18-50-20. Officers and principal stockholders: Emilio Azcarraga Sr., president & general manager (owner of theatres and radio stations); Romulo O'Farrill Sr., executive vice president (industrialist and publisher of *Mexico City Novedades and News*); Romulo O'Farrill Jr., co-manager; Emilio Azcarraga Jr., co-manager; Fernando Diez Barroso, treasurer. Operations: Miguel Pereyra, chief engineer; Ernesto Barrientos, commercial manager; Luis De Llano, production manager; Antonio R. Cabrera, administrative manager; Carlos Cabello, traffic manager.

XEQ-TV, MEXICO CITY (Ch. 9)—Same address and ownership as XEW-TV, with transmitter atop 13,405-ft. Cortex Pass.

XHIV-TV, MEXICO CITY (Ch. 4)—Same address and ownership as XEW-TV.

XHGC-TV, MEXICO CITY (Ch. 5)—Same address and ownership as XEW-TV; operated experimentally by Gonzalez Camarena.

Mexican Ministry of Communications (Carlos Lazo, Minister; Walter Buchanan, radio director) has also issued construction permit to University of Mexico (Ch. 13). CPs have also been issued to Romulo O'Farrill Sr. for new stations in Acapulco (Ch. 6); Guadalajara (Ch. 6); Guanajuato (Ch. 12); Hermosillo (Ch. 6); Veracruz (Ch. 12); XEC-TV, Juarez (Ch. 2); Merida (Ch. 4); XEDC-TV, Mexicali (Ch. 3); XENS-TV, Nogales (Ch. 2 & 10); XELN-TV, Nuevo Laredo (Ch. 3); Monterrey (Ch. 2 & 10); XEPN-TV, Piedras Negras (Ch. 2); XERD-TV, Reynosa (Ch. 9); XETC-TV, Tijuana (Ch. 12); Torreon (Ch. 7); Veracruz (Ch. 12); CPs have also been issued to Emilio Azcarraga for Guadalajara (Ch. 10); Guanajuato (Ch. 3); Monterrey (Ch. 6); Reynosa (Ch. 12); Tampico (Ch. 4). In addition CPs have been issued for XECJ-TV, Juarez (Ch. 2); XEDI-TV, Juarez (Ch. 11); Mexicali (Ch. 11); Reynosa (Ch. 6); Tijuana (Ch. 2). No other details available, but official notifications to U.S. State Dept. from Mexican Govt. (in conformity with Part E of U.S.-Mexican Agreement on Television Channel Assignments) indicate these border assignments: XEBC-TV, Mexicali, Baja California (Ch. 3); XETV, Tijuana (Ch. 6); XETC-TV, Tijuana (Ch. 12)—cancelled equipment order in early 1954 (see *Television Digest*, Vol. 10:4); XECZ-TV, Juarez (Ch. 2); XECJ-TV, Juarez (Ch. 5); XEDI-TV, Juarez (Ch. 11); XEPN-TV, Piedras Negras (Ch. 2); XENS-TV, Nogales (Ch. 2); XELD-TV, Matamoros (Ch. 7)—discontinued April 18, 1954 after operating since Sept. 1951 (see *Television Digest*, Vol. 10:18); XELN-TV, Nueva Laredo (Ch. 3); XERO-TV, Reynosa (Ch. 9); XERA-TV, Reynosa (Ch. 12).

Note: Channel allocations to O'Farrill and Azcarraga interests have been processed for assignment to new Telesistema Mexicano, S. A. (Television System of Mexico) owned jointly by both parties (*Television Digest*, Vol. 11:15).

Handy Directory of

TV STATIONS IN FOREIGN COUNTRIES

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from
Equipment Manufacturers and Other Trade Sources
Including Stations on Air, Under Construction, Planned and Operating Experimentally
and Estimates of Sets-in-Use as of July 1, 1955

(For Canadian, Cuban and Mexican Stations, see pp. 233-240; for U.S. Military TV Stations, see p. 53)

TECHNICAL TRANSMISSION STANDARDS are indicated by code letters after name of country: **Am.**—American: 525 lines, 30 frames, 6-mc channel, FM sound. **Br.**—British: 405 lines, 25 frames, 5-mc. channel, AM sound. **Eu.**—European: 625 lines, 25 frames, 7-mc. channel, FM sound. **Fr.**—French: 819 lines, 25 frames, 14-mc. channel, AM sound. **Ru.**—Eastern European: 625 lines, 25 frames, 8-mc. channel, FM sound. [Detailed specifications on p. 246.]

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
ALGERIA (Fr.)					
Algiers	—	Radiodiffusion-Television Francaise (RDF) (Govt.)	V-173.4 A-162.25	V— 50 A— 20	Planned for late 1955
ARGENTINA (Eu., 6-mc channel) (Sets-in-use: 60,000)					
Buenos Aires	LR3-TV	*Asociacion Promotora Tele-Radio- Difusion (APT)	Ch. 7	V-5 40 A-2.5 20	Sept. 1951
Buenos Aires	LR1-TV	*Radio El Mundo	Ch. 5	V-5 50 A-2.5 25	Due to start in 1955
Planned: 4 privately owned stations, each 50-kw ERP; 2 owned by Radio del Estado (Govt.), 200-kw					
AUSTRALIA (Eu.)					
Melbourne	—	*General Television Corp. Pty. Ltd.	—	— —	Due 1956
Melbourne	—	*Herald & Weekly Times Ltd.	—	— —	Due 1956
Melbourne	—	Govt.	—	— —	Planned
Sydney	—	*Amalgamated Television Services Pty. Ltd.	—	— —	Due 1956
Sydney	—	*Television Corp. Ltd.	—	— —	Due 1956
Sydney	—	Govt.	—	— —	Planned
AUSTRIA (Eu.) (Sets-in-use: 700)					
Vienna	—	Austrian Broadcasting System (Govt.)	V-175.25 A-180.75	V-1 — A— —	May 1955
Planned: Additional stations Vienna, Graz, Linz, Salzburg					
BELGIUM (Fr. standards in French districts, Eu. with AM sound in Flemish districts) (Sets-in-use: 30,000)					
Antwerp (Eu.)	—	Institute National du Radio Communication (INR)	V-48.25 A-53.75	V-5 6 A-2.5 1.5	Nov. 1954
Brussels (Fr.)	—	Institute National du Radio Communication (INR)	V-196.25 A-201.75	V-1 2 V-.05 .5	Oct. 1953
Brussels (Eu.)	—	Institute National du Radio Communication (INR)	V-210.25 A-215.75	V-1 2 A-.05 .5	Oct. 1953
Liege (Fr.)	—	Institute National du Radio Communication (INR)	V-55.25 A-60.75	V-5 6 A-2.5 1.5	Nov. 1954
BRAZIL (Am.) (Sets-in-use: 130,000)					
Belo Horizonte	PRH6-TV	*Radio Guarani (Emissoras Associadas)	Ch. 4	V-5 20 A-2.5 —	Under construction
Porte Alegre	—	*Emissoras Associadas	Ch. 4	— —	Planned
Rio de Janeiro (Eu., due to change to Am.)	PRG3-TV	*Radio Televisao Tupi (Emissoras Associadas)	Ch. 6	V-5 21.2 A-2.5 12.7	Jan. 1951
Rio de Janeiro	—	*Radio Record TV (J. B. Amoral)	Ch. 13	— —	March 1955
Rio de Janeiro (Roquete Pinto)	PRD5-TV	Radio Televisao Roquete Pinto (city-owned educational)	Ch. 2	— 25	Planned
Rio de Janeiro	PRA9-TV	*R. Mayrink Velga S.A. (Victor Costa)	Ch. 7	— —	Construction permit
Rio de Janeiro	PRD8-TV	*Societe Radio Emissoras Continen- tal	Ch. 9	— —	Construction permit
Rio de Janeiro	PRE8-TV	*Emp. Radio Nacional (Victor Costa)	Ch. 4	— —	Construction permit
Sao Paulo (Banco de Estado)	PRF3-TV	*Radio Difusora de Sao Paulo (Emissoras Associadas)	Ch. 3 (Due to shift to Ch. 4)	V-5 18.4 A-2.5 9.2	Sept. 1950
Sao Paulo	—	*Radio Televisao Paulista (Hello Marmo)	Ch. 5	V-5 19.4 A-2.5 9.7	March 1952
Sao Paulo	PRB9-TV	*Radio Record TV (J. B. Amaral)	Ch. 7	V-10 32 A-5 16	Sept. 1953
Sao Paulo	PRA6-TV	*Fundacao Caspar Libero	Ch. 2	— —	Construction permit
Sao Paulo	PRE4-TV	*S. R. Cultra a Voz de Espaco (Dirceu Fontoura)	Ch. 11	— —	Construction permit
Sao Paulo	PRG9-TV	*Radio Nacional de Sao Paulo (J. B. Ramos)	Ch. 9	— —	Construction permit
Sao Paulo	PRH9-TV	*Radio Bandeirantes S.A. (Ademar de Barros)	Ch. 13	V-10 — A-3 —	1955

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
CANADA (Am.) —See pp. 233-239 (Sets-in-use: 1,500,000)					
COLOMBIA (Am.) (Sets-in-use: 15,000)					
Barranquilla	—	*Emisoras Unidas (Barranquilla) & Emisoras Fuentes (Cartagena)	—	—	Planned
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7	V-1 A-.25	June 1954
Call	—	Televisora Nacional (Govt.)	—	—	Planned
Manizales (satellite)	—	Televisora Nacional (Govt.)	Ch. 10	V-.25 A—	July 1954
Medellin	—	Televisora Nacional (Govt.)	Ch. 10	—	Planned
CUBA (Am.) —See p. 240 (Sets-in-use: 150,000)					
CZECHOSLOVAKIA (Ru.) (Sets-in-use: 500)					
Ostrava	—	Govt.	—	—	Due late 1955
Prague	—	Govt.	V-49.75 A-56.25	V-.5 A—	May 1953; programming in June 1954
DENMARK (Eu.) (Sets-in-use: 3500)					
Aalborg	—	Danish State Radio	—	—	Planned for 1958
Aarhus	—	Danish State Radio	—	V-2.5 A-.66	Planned for 1956
Copenhagen	—	Danish State Radio	V-62.25 A-67.75	V-.5 A-.05	Experimental 1949; pro- gramming Oct. 1954
Noestved	—	Danish State Radio	—	—	Planned for 1958
Odense	—	Danish State Radio	—	V-.5 A-1.25	Planned for mid-1955
Rangstrup	—	Danish State Radio	—	—	Planned for 1957
Skive	—	Danish State Radio	—	—	Planned for 1958
DOMINICAN REPUBLIC (Am.) (Sets-in-use: 5500)					
Ciudad Trujillo	HIT-TV	*La Voz Dominicana	Ch. 4	V-5 A-2.5	16 8 Aug. 1952
EL SALVADOR (Am.)					
San Salvador	YSU-TV	*Radio Television YSU	—	—	Planned
San Salvador	YSEB-TV	*—	—	—	Construction permit
EIRE (Sets-in-use: 2500)					
Dublin	—	Govt.	—	—	Experimental, due 1955
FRANCE (Fr.) (Sets-in-use: 225,000)					
Cannes-Nice	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V— A—	10 2.5 Under construction
Cherbourg	—	Radiodiffusion-Television Francaise (RDF)	V-212.85 A-201.7	V— A—	5 1.2 Under construction
Forbach	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V— A—	1 .025 Under construction; due 1955
LeHavre	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V— A—	1 .25 Under construction
Lille	—	Radiodiffusion-Television Francaise (RDF)	V-185.25 A-174.1	V-20 A-.5	150 35 April 1950
Lorraine	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V— A—	50 12 Under construction
Lyon (Mt. Pilat)	—	Radiodiffusion-Television Francaise (RDF)	V-212.85 A-201.7	V-20 A-5	200 50 Due late 1955
Lyon-ville	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V— A—	.1 .025 Oct. 1954
Marseilles	—	Radiodiffusion-Television Francaise (RDF)	V-186.55 A-175.4	V-20 A-5	100 25 Sept. 1954
Metz	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V— A—	.1 .025 Jan. 1955
Mulhouse	—	Radiodiffusion-Television Francaise (RDF)	V-186.55 A-175.4	V— A—	200 50 Due late 1955
Nancy-ville	—	Radiodiffusion-Television Francaise (RDF)	V-177.15 A-188.3	V— A—	.1 .025 Under construction; due 1955
Paris (441 lines, 25 frames, 9-mc., AM sound)	—	Radiodiffusion-Television Francaise (RDF)	V-46 A-42	V-30 A-6	25 5 Dec. 1949
Paris	—	Radiodiffusion-Television Francaise (RDF)	V-185.25 A-174.1	V-20 A-5	150 35 1951
Rouen	—	Radiodiffusion-Television Francaise (RDF)	V-199.7 A-188.55	V— A—	50 12 Under construction
Strasbourg	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V-3.5 V-.8	20 5 Sept. 1953
Toulon	—	Radiodiffusion-Television Francaise (RDF)	V-203.45 A-214.6	V— A—	10 2.5 Under construction
GERMANY, EAST (Ru.) (Sets-in-use: 4500)					
Berlin (east sector) (Stadtmitte)	—	Statliches Rundfunk-Komitee (Govt.)	V-99.9 A-106.4	V-1 A-.25	2 — Dec. 1952
Berlin (east sector) (Grunau)	—	Statliches Rundfunk-Komitee (Govt.)	V-41.75 A-48.25	V— A—	— — 1955
Dresden	—	Statliches Rundfunk-Komitee (Govt.)	V-145.25 A-151.75	V— A—	— — June 1954
Leipzig	—	Statliches Rundfunk-Komitee (Govt.)	V-59.25 A-65.75	V-3 A-.6	— — Reported on air

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
GERMANY, WEST (Eu.) (Sets-In-use: 300,000)					
Baden Baden	—	*Sudwestfunk	V-189.25 A-194.75	V-.04 .1 A-.008 .02	June 1954
Berlin (west sector)	—	*Sender Freies Berlin	V-189.25 A-194.75	V-1 4 A-.25 1	Nov. 1951
Bielefeld	—	Nordwestdeutscher Rundfunk	UHF	V— — A— —	Experimental
Bonn	—	*Nordwestdeutscher Rundfunk	V-175.25 A-180.75	V-.4 — A-.08 —	June 1954 (directional)
Bremen-Oldenberg	—	*Nordwestdeutscher Rundfunk	V-48.25 A-53.75	V-10 100 A-2 20	Due late 1955
Bremen	—	*Radio Bremen	V-55.25 A-60.75	V-.04 .1 A-.008 .02	1954
Cologne	—	*Nordwestdeutscher Rundfunk	V-217.27 A-222.75	V-1 5 A-.25 1	Dec. 1952
Flensburg	—	*Nordwestdeutscher Rundfunk	V-62.25 A-67.75	V— 50 A— 10	Due 1956
Frankfurt (Feldberg)	—	*Hessischer Rundfunk	V-196.26 A-201.76	V-10 100 A-2.5 20	June 1953
Freiburg	—	*Sudwestfunk	V-189.25 A-194.75	V-.04 .1 A-.008 .02	June 1954
Hamburg	—	*Nordwestdeutscher Rundfunk	V-203.25 A-208.75	V-10 100 A-2 20	Dec. 1952
Hannover	—	*Nordwestdeutscher Rundfunk	V-196.25 A-201.75	V-1 5 A-.25 1	Dec. 1952
Harz West	—	*Nordwestdeutscher Rundfunk	V-210.25 A-215.75	V-10 100 A-2 20	1954
Helde	—	*Nordwestdeutscher Rundfunk	V-175.25 A-180.75	V-10 100 A-2 20	Planned
Hoher Meissner	—	*Hessischer Rundfunk	V-189.25 A-194.75	V-10 100 A-2.5 20	Began 1955
Hornisgrinde	—	*Sudwestfunk	V-203.25 A-208.75	V— 2 A— .04	Under construction
Kaiserslautern	—	*Sudwestfunk	V-189.25 A-194.75	V-.04 .1 A-.008 .02	June 1954
Kiel	—	*Nordwestdeutscher Rundfunk	V-217.25 A-222.75	V-5 — A-1 —	Due summer 1955
Koblenz	—	*Sudwestfunk	V-175.25 A-180.75	V-.04 .1 A-.008 .02	June 1954
Langenburg (Ruhr)	—	*Nordwestdeutscher Rundfunk	V-203.25 A-208.75	V-10 100 A-2 20	Sept. 1952
Munch (Wendelstein)	—	*Bayerischer Rundfunk	V-210.25 A-215.75	V-10 100 A-2 20	Nov. 1954
Pirmasens	—	*Sudwestfunk	V-182.24 A-187.75	V-.04 .1 A-.008 .02	Reported in operation
Rachberg	—	*Sudwestfunk	V-62.25 A-67.75	V-10 100 A-2 20	Under construction
Stuttgart	—	*Suddeutscher Rundfunk	V-217.25 A-222.75	V-10 100 A-2 20	Aug. 1954
Teutoberger Wald (Bielstein)	—	*Nordwestdeutscher Rundfunk	V-217.25 A-222.75	V-10 100 A-2 20	1955
Trier	—	*Sudwestfunk	V-182.25 A-187.75	V-.04 .1 A-.008 .02	June 1954
Weinblet (Mannheim-Heldelberg)	—	*Sudwestfunk	V-210.25 A-215.75	V-1 48 A-2 —	June 1953 (directional)
Zweibruecken	—	*Sudwestfunk	V-189.25 A-194.75	V-.04 .1 A-.002 .02	June 1954
GREAT BRITAIN (Br.) (Sets-In-use: 5,000,000)					
Aberdeen (Redmoss)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	low power	Dec. 1954; temporary pending completion of Meldrum station
Aberdeen (Meldrum)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V-5 20 A-2 —	Due late 1955
Belfast (Divis)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-5 20 A-2 —	June 1955
Birmingham (Sutton Coldfield)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V-50 100 A-12 24	Dec. 1949
Brighton (Truleigh Hill)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V— .3 A— —	May 1953; temporary pending full power for Isle of Wight station
Cardiff (Wenvoe)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-50 100 A-12 24	Dec. 1952
Cardigan (Blaen Plwy)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V— 1 A— —	Due 1956-57
Carlisle	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V— 1 A— —	Due late 1956
Channel Isles (Les Platons, Jersey)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V— 1 A— —	Due Sept. 1955
Cumberland	—	British Broadcasting Corp. (BBC)	—	low power	Due 1956-57
Dover	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V— .1-1 A— —	Due 1956-57; directional
Edinburgh (Kirk O' Shotts)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V-50 100 A-12 24	Aug. 1952
Edinburgh	—	*Independent Television Authority (ITA)	V- — A- —	V— — A— —	Due late 1956
Inverness (Rosemarkle)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V— 1 A— —	Due 1956-57
Isle of Man (Douglas)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V— .25 A— .1	Dec. 1953; 1-kw 1956-57
Isle of Wight (Rowridge)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V-5 1-32 A-2 —	Nov. 1954; directional antenna
Lancashire (Bolton)	—	*Independent Television Authority (ITA)	V-194.75 A-191.25	V-50 100 A-12 24	Due spring 1956

(Continued on next page)

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
London (Alexandra Palace)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-17 34 A-3 6	Nov. 1936; to move to Crystal Palace early 1956
London (Croydon)	—	*Independent Television Authority (ITA)	V-194.75 A-191.25	V-10 60 A-2.5 15	Due Sept. 1955; temporary site
London (Croydon)	G9AED	Belling & Lee Ltd.	V-194.75 A-191.25	V-.25 1 A— —	April 1955; experimental
London (Crystal Palace)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-30 200 A— —	Due Jan. 1956
Londonderry	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V— .5 A— —	Due 1956-57
Manchester (Holme Moss)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V-50 100 A-12 24	Oct. 1951
Midlands (Lichfield)	—	*Independent Television Authority (ITA)	V-189.75 A-186.25	V-50 100 A-12 24	Due early 1956
Newcastle (Pontop Pike)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-5 10 A-2 —	May 1953
Norwich (Tacolneston)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V— 1-10 A— —	Feb. 1955; full power 1956
Plymouth (North Hessary Tor)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V-5 1-16 A-2 —	Dec. 1954; directional antenna
Yorkshire (Bolton)	—	*Independent Television Authority (ITA)	V— — A— —	V— — A— —	Due fall 1956
GUATEMALA (Am.)					
Guatemala City	TGK-TV	*Radio-TV Guatemala S.A. (J. H. Wilson Jr.)	Ch. 3	V-10 — A-5 —	Due Oct. 1955
HUNGARY (Ru.) (Sets-in-use: 200)					
Budapest	—	Govt.	—	V-1 — A-.05 —	Experimental; Jan. 1954
INDIA					
Bombay	—	Govt.	—	— —	Due 1956-57
ITALY (Eu.) (Sets-in-use: 120,000)					
Florence	—	Radio Audizione Italiana (RAI)	V-201.25 A-206.75	V-.5 2.5 A-.25 1	June 1954
Genoa (Mt. Portofino)	—	Radio Audizione Italiana (RAI)	V-210.25 A-215.75	V-5 100 A-2.5 50	Sept. 1953
Milan	—	Radio Audizione Italiana (RAI)	V-201.25 A-206.75	V-5 30 A-2.5 15	April 1951; regular programming Jan. 1954
Mt. Peglia	—	Radio Audizione Italiana (RAI)	V-210.25 A-215.75	V-2.5 20 A-1 10	June 1954
Mt. Penice	—	Radio Audizione Italiana (RAI)	V-62.25 A-67.75	V-10 100 A-5 50	May 1953
Mt. Serra	—	Radio Audizione Italiana (RAI)	V-175.25 A-180.75	V-7.5 200 A-2.5 70	June 1954
Naples	—	Radio Audizione Italiana (RAI)	V— — A— —	V— — A— —	Due late 1955
Rome (Mt. Mario)	—	Radio Audizione Italiana (RAI)	V-201.25 A-206.75	V-7.5 100 A-2.5 35	Jan. 1954
Sicily	—	Radio Audizione Italiana (RAI)	V— — A— —	V— — A— —	Due late 1956
Trieste	—	Radio Audizione Italiana (RAI)	V-201.25 A-206.75	V-5 18 A-2.5 9	Due 1955
Turin-Eremo	—	Radio Audizione Italiana (RAI)	V-82.25 A-87.75	V-5 15 A-2.5 7.5	1948; regular programming Jan. 1954
Venice (Mt. Venda)	—	Radio Audizione Italiana (RAI)	V-175.25 A-180.75	V-5 80 A-2.5 40	June 1954
JAPAN (Am.) (Sets-in-use: 37,000)					
Hamamatsu	—	Univ. of Shizuoko	V-103.25 A-107.75	V-.025 — A— —	Experimental
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	V-103.25 A-107.75	V-10 — A-5 —	1953
Osaka	JOBK-TV	Bestg. Corp. of Japan (NHK)	V-171.25 A-175.75	V-10 — A-5 —	April 1954
Tokyo	JOAK-TV	Bestg. Corp. of Japan (NHK)	V-103.25 A-107.75	V-10 — A-5 —	Feb. 1953
Tokyo	JOAX-TV	*Nippon TV Network Corp. (Matsutaro Shoriki)	V-171.25 A-175.75	V-10 — A-5 —	Aug. 1953
Tokyo	JOKR-TV	*Radio Toyko (Tadashi Adachi)	V-183.25 A-187.75	V-10 — A-5 —	April 1955
Planned: By NHK (Govt), 10 new stations in 1955, 10 in 1956, 9 in 1957; by Radio Toyko, 13 stations					
LUXEMBOURG (Fr.) (Sets-in-use: 1000)					
Luxembourg (Dudelange)	—	*Compagnie Luxembourgeoise de Radiodiffusion	V-189.26 A-194.75	V-3 30 A-.75 7.5	Jan. 1955; 200-kw ERP by late 1955
MEXICO (Am.) —See p. 240 (Sets-in-use: 125,000)					
MONACO (Fr.) (Sets-in-use: 500)					
Monte Carlo	—	*Tele Monte-Carlo	V-199.70 A-188.55	V-5 50 A-1.25 12.5	Nov. 1954
MOROCCO (Fr.) (Sets-in-use: 3000)					
Casablanca	—	*Compagnie Marocaine de Radio-Television (Telma)	V-212.85 A-201.70	V-4 — A— —	Feb. 1954
Rabat	—	*Compagnie Marocaine de Radio-Television (Telma)	V-186.55 A-175.40	— 28 — 7	Sept. 1954

(Stations are in financial difficulty, probably will be taken over by France's non-commercial Radiodiffusion-Television Française)

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operations Began or Status
NETHERLANDS (Eu.) (Sets-in-use: 15,000)					
Amsterdam (Utrecht-Lopik)	—	Netherlands Television Foundation (Govt.)	V-62.25 A-67.75	V-5 22.5 A-3.5 12	Oct. 1951
Eindhoven	PAB-2	Philips Ltd.	V-48.25 A-53.75	V-1 5 A— 2.4	Experimental (1951)
Eindhoven	—	Netherlands Television Foundation (Govt.)	V-175.25 A-180.75	V-5 — A-5 —	1954
Planned: Stations in Bokkeveen, Enschede & Roermond in 1955					
NORWAY (Eu.) (Sets-in-use: 300)					
Oslo	—	Norwegian State Bcstg. System (Norsk Rikskringkasting)	V-62.25 A-67.75	V-.13 .5 A-.7 .25	Experimental; Jan. 1954
PHILIPPINE ISLANDS (Am.) (Sets-in-use: 4000)					
Manila	DZAQ-TV	*Alto Sales & Management Corp. (Judge Antonio Quirino)	Ch. 3	V-2 7.2 A-1 3.6	Sept. 1953
Manila	DZBB-TV	*Republic Broadcasting System (Robert Stewart)	—	— 30	Due 1955; booster in Cebu
Manila	—	*Manila Broadcasting Co. (Ira E. Davis)	—	— —	Planned
POLAND (Ru.)					
Lodz	—	Communications Institute (TV Dept.) (Govt.)	—	— —	Reported under construc- tion
Warsaw	—	Communications Institute (TV Dept.) (Govt.)	V-89.25 A-94.75	— —	Oct. 1952; experimental
SAAR (Fr. & Eu.) (Sets-in-use: 1500)					
Saarbruchen (Fr.)	—	*Telesaar	V-177.15 A-188.3	V-.1 .2 A-.03 .06	Oct. 1954
Saarlouis (Eu.) (Felsberg)	—	*Telesaar (Europe No. 1)	V-41.25 A-52.4	V-40 100 A— —	Due 1955
SPAIN (Eu.) (Sets-in-use: 500)					
Barcelona	—	Radio Nacional de Espana (Govt.)	—	V-5 — A-3 —	Planned
Bilbao	—	Radio Nacional de Espana (Govt.)	—	V-5 — A-3 —	Planned
Madrid	—	Radio Nacional de Espana (Govt.)	V-55.25 A-60.75	V-.5 — A— —	Experimental (1951)
SWEDEN (Eu.) (Sets-in-use: 3000)					
Stockholm	—	Royal Television Commission	V-62.25 A-67.75	V-1 3 A-.3 1	Experimental (1951)
Stockholm	—	Royal Television Commission	V-175.25 A-180.75	V-5 25 A-2.5 12.5	Experimental (1952)
Planned: Stations in Stockholm, Uppsala, Gothenburg & Malmo by 1957 Radiotjanst (Govt.-private)					
SWITZERLAND (Eu.) (Sets-in-use: 7000)					
Basel (Crischona)	—	Swiss General Post Office (Govt.)	V-210.25 A-215.75	V-.5 — A-1 —	Experimental booster
Berne (Bantiger)	—	Swiss General Post Office (Govt.)	V-48.25 A-53.75	V— 30 A— —	Began 1955
Geneva (Dole)	—	Swiss General Post Office (Govt.)	V-62.25 A-67.75	V— 100 A— 20	Dec. 1954
Zurich (Uetliberg)	—	Swiss General Post Office (Govt.)	V-55.25 A-60.75	V-5 30 A-1 6	Aug. 1953
THAILAND (Am.) (Sets-in-use: 1200)					
Bangkok	—	Chulalongkorn University	174-217 band	V-.03 —	Experimental
Bangkok	HSI-TV	*Thai Television Co.	—	V-10 —	June 1955
TUNISIA (Fr.)					
Tunis	—	Radiodiffusion-Television Francais (RDF) (Govt.)	V-212.85 A-201.7	V— 20 A— —	Planned mid-1956
TURKEY (Eu.) (Sets-in-use: 1000)					
Istanbul	—	Technical University of Istanbul	V-62.25 A-67.75	V-.1 — A-.1 —	Experimental
URUGUAY (Am.)					
Montevideo	—	Servicio Oficial de Difusion Radio Electrica (SODRE) (Govt.)	Ch. 6	V-5 — A-2.5 —	Planned early 1956
USSR (Ru.) (Sets-in-use: 800,000)					
Kalinin	—	Ministry of Culture	—	— —	1954
Kharkov	—	Ministry of Culture	V-59.25 A-65.75	— —	1951
Kiev	—	Ministry of Culture	V-77.25 A-83.75	V— 5 A— 2.5	1952
Leningrad	—	Ministry of Culture	V-59.25 A-65.75	V— 20 A— —	1946
Moscow	—	Ministry of Culture	V-49.75 A-56.25	V— 20 A— —	1946
Moscow	—	Ministry of Culture	V-78 A-87.75	V— — A— —	Experimental (color)
Odessa	—	Ministry of Culture	V-49.75 A-56.25	V-.5 — A-.3 —	Experimental
Riga	—	Ministry of Culture	—	— —	1954
Stations reported being built in Baku, Dniepropetrovsk, Minsk, Tashkent, Sverdlovsk, Stalingrad, Tallin, Vilnius, Gorky, Kuibyshev					

Location & Standards	Call Letters	Operator (*Carries Advertising)	U.S. Channel or Freq. (mc)	Power in kw Xmtr. ERP	Date Operation Began or Status
VATICAN CITY (Fr.; plans Eu.)					
Vatican City	HVJ	Radio Vatican	V-185.25 A-174.1	V-16 — A-1 —	1953; intermittent
VENEZUELA (Eu., 6-mc. channel) (Sets-in-use: 42,000)					
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5	V-10 37.2 A-5 18.6	Nov. 1952
Caracas	YVLV-TV	*Television Venezolana, S.A.	Ch. 4	V-5 15 A-3 7.5	May 1953
Caracas	YVKS-TV	*Radio Caracas TV	Ch. 2	V-10 62.6 A-5 31.3	Sept. 1953
Caracas	—	*Radio Continente	—	—	Planned for 1955
Maracaibo	—	*Radio Popular TV	—	V-5 — A-2.5 —	Planned
Maracaibo	—	*Ondas de Lago TV	—	—	Planned for 1955
YUGOSLAVIA (Eu.)					
Belgrade	YZO	Radiodifusion Yougoslave (Govt.)	V-42.5 A-47	V-5 — A-1 —	Experimental
Ljubljana	YZO-2	Radiodifusion Yougoslave (Govt.)	V-51.5 A-56	V-5 — A-1 —	Due late 1955; experi- mental
Zagreb	YZO-3	Radiodifusion Yougoslave (Govt.)	V-60.5 A-65	V-5 — A-1 —	Planned

Note: Under the Stockholm European vhf channel allocation plan, subscribed to by majority of European countries, these are the number of TV channels assigned to each country: Albania 4, Austria 9, Belgium 4, Bielorussia 8, Bulgaria 7, Czechoslovakia 9, Denmark 8, Eire 5, Finland 14, France 50, Germany (East) 6, Germany (West) 27, Great Britain 40, Hungary 8, Italy 15, Luxembourg 1, Monaco 2, Morocco & Tunis 5, Netherlands 4, Norway 34, Poland 24, Rumania 11, Saar 1, Spain 21, Sweden 50, Switzerland 13, Trieste 2, Turkey 43, USSR (European) 76, Ukraine 33, Vatican City 2, Yugoslavia 22.

BRITISH TELEVISION SYSTEMS

BRITISH BROADCASTING CORP.—Broadcasting House, London W. 1. Telephone: Langham 4468. Serves 13 TV transmitters (locations, etc., pp. 243-244) operated by the Post Office Dept. (Brig. L. H. Harris, engineer-in-chief). Board of governors of BBC: Rt. Hon. Sir Alexander Cadogan, chairman; Sir Philip Morris, vice chancellor, Bristol University, vice chairman; Rt. Hon. Lord Clydesmuir, national governor for Scotland; Rt. Hon. Lord Macdonald of Gwaenysgor, national governor for Wales; Rt. Hon. Sir Harry Mulholland, national governor for northern Ireland; Prof. Barbara Wootton, Sir Ivan Stedeford, Lady Rhys-Williams, Lord Rochdale. Director-General: Sir Ian Jacob. Television executives: Sir George Barnes, director of TV broadcasting; Robert McCall, asst. director of TV broadcasting; Cecil McGivern, controller, TV programs; S. J. de Lotbiniere, asst. controller, TV programs; Cecil Madden & Mrs. Mary Adams, assistants to the controller, TV programmes; M. J. L. Pulling, senior supt. engineer; J. R. Spicer, head of program planning; Ronald Waldman, head of light entertainment; Michael Barry, head of drama; Leonard Miall, head of talks; Kenneth Wright, head of music programs; Miss Freda Lingstrom, head of children's programs; Peter Dimmock, head of outside broadcasts; Richard Levin, head of design; J. H. Mewett, acting head of films; Miss Doreen Stephens, editor, women's programmes.

INDEPENDENT TELEVISION AUTHORITY—14 Princess Gate, London, S.W.7. Controlling body for commercial TV system transmitted from stations (owned and operated by the Authority) starting in London Sept. 22, 1955, Birmingham at end of 1955, and Manchester in spring of 1956 with these program-contractors: Associated-Rediffusion Ltd., to utilize London station, Mon. thru Fri.; Granada T.V. Ltd., Manchester station, Mon. thru Fri.; Associated Broadcasting Co. Ltd., Birmingham station, Mon. thru Fri., and London, Sat. & Sun.; Kemsley Winnick Television Group, Birmingham & Manchester stations, Sat. & Sun. Governing body: Sir Kenneth Clark, chairman; Sir Ronald Matthews, vice-chairman; Miss Margaret Popham, ex-principal, Cheltenham Ladies College; Miss Dillys Powell, movie critic, *London Sunday Times*; Lord Aberdare of Duffryn, pres. of Welsh National School of Medicine; Lt. Col. Arthur Chichester, chairman, Moygashel Textile Mills; Sir Henry Hinchliffe, director, Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, director, British Travel & Holidays Assn.; Lord Layton, publisher, *London News Chronicle* and *Star*. Permanent staff: Sir Robert Fraser, director general; P. A. T. Bevan, chief engineer; A. Wolstencroft, secretary.

ITA PROGRAMME CONTRACTORS:

Associated-Rediffusion Ltd., Stratton House, Piccadilly, London W. 1. Telephone: Mayfair 8866. J. S. Wills, chairman; Stuart Maclean, deputy chairman; Paul Adorian, J. Clayton, Sir Edwin Herbert, R. A. Redhead, G. F. Sanger, C. W. V. Truefitt, directors; Capt. T. M. Brownrigg, gen. mgr.; F. Coven, pers. advisor to gen. mgr.; J. D. Tucker, tech. asst. to gen. mgr.; Roland Gillett, programme controller; Lloyd Williams, co-ordinator of prod.; Ernest Gartside, co-ordinator of progs.; Weston Drury, casting director; Norman Marshall, head of drama; Peter Cotes, drama producer; Mary Hill, head of women's progs.; R. S. Bull, script editor; R. T. Harris, business mgr.; E. G. Derington, studio mgr.; E. L. Ellis, house mgr.; N. Maskelyn, contracts officer; Sally Sutherland, publicity asst.; G. A. Laskey, advertisement mgr.; Michael Westmore, head of children's progs.; K. Johnstone, org. sports progs.; Peter Wills, head light entertainment; Cmdr. A. Fisher, staff appointments.

Principal Television Systems of the World

	405	525	625 ¹	625 ²	819
Symbol Used in Table on pp. 241-245	Br.	Am.	Eu.	Ru.	Fr.
Number of Lines per Picture	405	525	625	625	819
Video					
Bandwidth (mc)	3	4	5	6	10.4
Channel Width (mc)	5	6	7	8	14
Sound Carrier Relative to Vision Carrier (mc)	-3.5	+4.5	+5.5	+6.5	11.15*
Sound Carrier Relative to Edge of Channel (mc)	+25	-25	-25	-25	.10*
Interlace	2/1	2/1	2/1	2/1	2/1
Line Frequency (cycles per sec.)	10,125	15,750	15,625	15,625	20,475
Field Frequency (cycles per sec.)	50	60	50	50	50
Picture Frequency (cycles per sec.)	25	30	25	25	25
Vision Modulation	+	—	—	—	+
Level of Black as Percentage of Peak Carrier	30	75	75	75	25
Sound Modulation	AM	FM	FM	FM	AM

¹ Characteristics as established by the International Radio Consultative Committee (CCIR).

² Standards as established for use by the Soviet Union and countries following the Soviet pattern of television broadcasting.

* French standards invert the video and audio frequencies for certain channels.

Associated Broadcasting Co. Ltd., Television House, Kingsway, London, W.C. 2. Telephone: Chancery 4488. Prince Littler, chairman; Norman Collins, deputy chairman; J. A. L. Drummond, Viscount Duncannon, Lew Grade, Richard Meyer, Sir Robert Renwick, C. O. Stanley, Harry Allan Towers, directors; Patrick J. Henry, sales director; I. G. Murray, company secretary; Leslie Lewis, administrative controller; Leslie Abbott, contracts mgr.; Cyril Marks, traffic mgr.; H. G. Watkins, continuity controller; Bill Ward, senior producer light entertainment; Keith Rogers, senior producer outside broadcasts; Susanne Warner, press relations; Desmond Davis, script production, drama; Howard Clewes, script editor.

Granada T.V. Ltd., 36 Golden Sq., London W. 1. Telephone: Gerrard 3554. Sidney L. Bernstein, director; Cecil G. Bernstein, director; Harry Watt, production executive; Denis Forman, production executive; R. H. Hammans, technical executive; Therese Denny, press relations.

Kemsley-Winnick Television Group—Ingersoll House, Kingsway, London, W.C. 2. Telephone: Covent Garden 2133. John McMillan, gen. mgr. (Note: Franchise withdrawn in July.)

Independent TV News Co.—Alden Crawley, editor-in-chief; Phillip Dorte, director of operations; James Bredin, producer; T. Trall, secy.

Major Ownership Changes

Sales & Transfers of Television Stations, 1949-55 *

Volume References Are to Issues of *Television Digest* Reporting Details of Deals

† Indicates FCC approval still pending as of July 15, 1955

ALABAMA

WABT, Birmingham (Ch. 13)—Purchased with leasehold on WAPI (AM) by Birmingham News Co. for \$2,400,000 from Edward L. Norton and Thad Holt. Former call letters WAFM-TV. (Vol. 9:15, 17, 24).

WBRC-TV, Birmingham (Ch. 6)—Purchased with WBRC (AM) by Storer Broadcasting Corp. for \$2,400,000 from Mrs. Eloise Hanna. (Vol. 9:13, 21).

WSFA-TV, Montgomery (Ch. 12)—Purchased as it neared completion by WKY Radiophone Co., Oklahoma City, operator of WKY-TV & WKY there and publisher of *Daily Oklahoman*. Consideration \$562,598 plus assumption of certain obligations, deal including radio WSFA. Selling group headed by Judge David E. Dunn includes R. F. Hudson, publisher of *Montgomery Advertiser & Journal* whose son was to have operated stations but took ill. (Vol. 10:38, 40, 50; 11:8).

ARIZONA

KOY-TV, Phoenix (Ch. 10)—Half-time station, sharing with KOOL-TV, sold for \$200,000 to Gene Autry group and merged with KOOL-TV in order to give latter fulltime. KOY-TV principals were John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook, Glenn Snyder. (Vol. 10:14, 19).

KPHO-TV, Phoenix (Ch. 5)—Purchased with KPHO (AM) by Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*) for \$1,500,000 from John C. Mullins, et al. (Vol. 8:18, 26). Ownership previously acquired from W. L. Pickens, R. L. Wheelock & H. H. Coffield, each holding 25% stock in original grantee company. (Vol. 5:26 & 6:6, 20).

* **Editor's Note:** This tabulation does not purport to cover all TV station ownership changes, particularly does not undertake to list hundreds of minority stockholder changes; this list includes only those deals involving changes of control or otherwise regarded as being of major importance. For present ownership of individual stations, see individual listings in the *Television Station Directory*.

KVAR, Phoenix (Ch. 12)—Sold to KTAR Broadcasting Co. (and call letters changed from KTYL-TV) by Harry L. Nace estate, Dwight Harkins & Lorenzo K. Lisonbee in consideration of payment of liabilities of about \$251,242. (Vol. 10:18, 25).

KVOA-TV, Tucson (Ch. 4)—Sold with radio KVOA for \$450,000 to group headed by ex-Congressman Clinton McKinnon and Frank Oxarat, sales mgr. of Los Angeles KPWB, by John J. Louis family (Needham, Louis & Brorby) who previously had bought KVAR, Phoenix (Ch. 12) & who operate KTAR. (Vol. 11:11, 21, 27).

ARKANSAS

KRTV, Little Rock (Ch. 17)—Rowley-Brown Broadcasting Co., two-thirds owned by Rowley theatre family and one-third by Kenyon Brown, purchased 50% interest in KRTV from publisher Donald Reynolds (KFSA-TV, Ft. Smith) for \$42,500 cash and assumed approximately \$300,000 obligations. Physical assets sold March 1954 to owners of KATV, Pine Bluff, Ark., and KRTV quit air (Vol. 10:11, 13). Mr. Reynolds also made deal with Mr. Brown to take over CP for KZTV, Reno, Nev. (now on air), paying Brown \$1250 for out-of-pocket expenses and relinquishment of 50% interest. (Vol. 9:30).

CALIFORNIA

KBAK-TV, Bakersfield (Ch. 29)—Sheldon Anderson and family sold 51⅓% control of TV and radio stations (then known as KAFY-TV & KAFY) for approximately \$85,000 to *San Francisco Chronicle* group (Vol. 9:47, 50). In April, 1954 *Chronicle Publishing Co.*, San Francisco (KRON-TV), became 97⅓% owner by purchasing minority interests. (Vol. 10:16).

KABC-TV, Los Angeles (Ch. 7)—Formerly KECA-TV. See WABC-TV, New York City.

KCOP, Los Angeles (Ch. 13)—Sold for \$1,375,000 by Mrs. Dorothy Schiff Sonneborn, publisher of *New York Post*, to Copley Press Inc., publisher of *San Diego Union and Tribune*, 8 Los Angeles county dailies and various other newspapers. Former call letters KLAC-TV. (Vol. 9:46, 49, 52).

(Continued on next page)

ALLEN KANDER

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(Continued from page 247)

KHJ-TV, Los Angeles (Ch. 9)—Purchased by Thomas C. Lee Enterprises Inc. (now General Teleradio Inc.) for \$2,500,000 from Earl C. Anthony. Former call letters KFI-TV. (Vol. 7:23, 32, 36).

KNXT, Los Angeles (Ch. 2)—Purchased by CBS for considerations totalling \$3,600,000 from Thomas S. Lee estate. (Vol. 6:52). Former call letters KTSL. CBS required to divest itself of 49% interest in KTTV, Los Angeles, which it sold to 51% owner *Los Angeles Times* for \$200,900 and other considerations.

KMBY-TV, Monterey, Cal. (Ch. 8)—Sold for \$230,000 to time-sharing KSBW-TV, Salinas, Cal. in order to effect merger. Sellers include Kenyon Brown, George Coleman & Bing Crosby. (Vol. 10:45 & 11:16).

KFMB-TV, San Diego (Ch. 8)—Purchased with radio KFMB by John A. Kennedy interests for \$925,000 and other considerations from Jack O. Gross (Vol. 6:46 & 7:17). Sold by Kennedy to Wrather-Alvarez Bcstg. Co. (Jack D. Wrather & Mrs. Helen Alvarez) for \$3,150,000 (Vol. 9:5, 9, 13). 22.22% interest sold in June 1953 to Edward Petry & Co. for \$633,330. (Vol. 9:23).

KFSD-TV, San Diego (Ch. 10)—One-third interest in KFSD-TV & KFSD transferred from Thomas E. Sharp to T.B.C. group headed by Harrison G. Sloan in consideration of about \$350,000 and in conformity with deal paving way for TV grant. (Vol. 9:46). Sold with radio KFSD for \$3,200,000, to Fox, Wells & Co., N. Y., investments, holding 95.5%; Glen McDaniel, attorney, 3%; Wm. T. Lane, 1.5%. Sellers were Tom Sharp, Charles E. Salk and TBC Television (about 40 stockholders), who secured CP for TV jointly. (Vol. 10:31, 32, 34, 38, 42).

KGO-TV, San Francisco (Ch. 7)—See WABC-TV, New York City.

KPIX, San Francisco (Ch. 5)—Acquired by Westinghouse in exchange-of-stock deal approved by FCC July 2, 1954; stock valued at \$6,000,000 when deal was closed Feb. 15, 1954, valued at \$7,787,280 on date of FCC approval. Sellers and considerations: Associated Broadcasters Inc., 100% owned by Wesley I. Dumm, for 81,755 shares of Westinghouse common; Philip G. Lasky, gen. mgr., 11,845 shares plus \$209,994 cash; R.C.D. Bell, 8461 shares plus \$149,980 cash; Franklin Dumm, 2538 shares plus \$45,010 cash; George Hughes, 1692 shares plus \$30,006 cash. (Vol. 10:3, 4, 13, 15, 19, 27).

KVVG, Tulare (Ch. 27)—Purchased by Milton B. Scott & Joseph Justman for token \$1 plus assumption of about \$350,000 in liabilities from Sheldon Anderson, who retains local radio KCOK. Previous sale to Byron Walters & Cordell Fray fell through after getting FCC approval and station had been in hands of creditors. (Vol. 10:41; 11:3, 12).

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—50.37% interest of Joseph Rohrer in TV and radio KRDO acquired for \$24,500 by Wm. J. Gregory, now 39.21%; Harry Hoth Sr., 27.16%; Harry Hoth Jr., 22.93%; Priscilla Gitz, 6.13%. (Vol. 10:44, 49).

KBTV, Denver (Ch. 9)—Purchased by partners John C. Mullins and Frank Leu from group of local businessmen for \$900,000 and assumption of some \$100,000 in obligations. (Vol. 11:7, 13).

♦ **KFEL-TV, Denver (Ch. 2)**—Purchased from Gene O'Fallon for approximately \$400,000 plus assumption of some \$300,000 in liabilities by J. Erroy McCaw, operator of KTVW, Tacoma, Wash. and 25% owner of KONA, Honolulu. (Vol. 11:25, 28).

KLZ-TV, Denver (Ch. 7)—Purchased with radio KLZ by Time Inc. from Aladdin Radio & TV Inc. (Harry E. Huffman, Hugh B. Terry, J. Erroy McCaw, Theodore R. Gamble, Frank H. Ricketson Jr., et al.) for total of \$3,533,760. (Vol. 10:11, 15, 18, 26).

KSCJ-TV, Pueblo (Ch. 5)—Acquired with radio KSCJ by Bankers Life & Casualty Co., Chicago, which assumed \$323,000 in obligations from owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%). Kahle, continuing as mgr., had option to buy back 25% if managerial contract is extended for 5 years after first year. (Vol. 10:35, 40).

CONNECTICUT

WGTH-TV, Hartford (Ch. 18)—Purchased for approximately \$650,000 by CBS from General Teleradio, latter having made deal with Gannett Newspapers' *Hartford Times* to acquire its 45% interest. (Vol. 11:28).

♦ **WKNB-TV, New Britain-Hartford (Ch. 30)**—Purchased with WKNB by NBC from group headed by adman Julian Gross for \$606,000 cash plus assumption of about \$400,000 in obligations. NBC plans to build 1000-kw transmitter plant on Mt. Higby, Middletown. (Vol. 11:2, 26).

DELAWARE

WPFH, Wilmington (Ch. 12)—Purchased from Steinman brothers by Paul F. Harron, operator of radio WIBG, Philadelphia, for \$3,720,500. Formerly WDEL-TV. (Vol. 11:4, 13).

DISTRICT OF COLUMBIA

WTOP-TV, Washington (Ch. 9)—Purchased 55% by *Washington Post*, operator of radio WTOP, and 45% by CBS for \$1,400,000 from R. H. Macy interests in 1950; call letters then WOIC. (Vol. 6:25). CBS sells its holdings in 1954 to *Washington Post* for sum in "excess of \$3,000,000." (Vol. 10:35, 42).

FLORIDA

WMBR-TV, Jacksonville (Ch. 4)—Purchased with radio WMBR by *Washington Post Co.*, publisher of *Washington Post* and then 55% owner of WTOP Inc. (WTOP-TV & WTOP, Washington) for \$2,470,000 from Edward L. Norton, Frank King and Glenn Marshall Jr. (Vol. 8:51, 9:1, 3).

♦ **WOBS-TV, Jacksonville (Ch. 30)**—Control of radio WOBS (60%) and CP for Ch. 30 sold by E. D. Rivers Sr. for \$90,000 to Carmen (Jim) Macri, who increases holdings from about 20% to 80%. (Vol. 11:27).

WGBS-TV, Miami (Ch. 23)—Acquired by Storer Broadcasting Co. through purchase of CP for WMIN-TV, Miami (Ch. 27) for \$35,409 expenses from E. D. Rivers Sr. and purchase of facilities of WFTL-TV, Ft. Lauderdale (Ch. 23) for \$300,000 from Ft. Lauderdale Daily News. Shift of Ch. 27 to Ch. 23 approved by FCC Dec. 16, 1954. (Vol. 10:47-51).

† **WEAT-TV, West Palm Beach (Ch. 12)**—Purchased with radio WEAT from J. Robert Meachem for \$194,000 by General Teleradio, with Meachem retained as mgr. for 5 years at \$12,000 annual salary. (Vol. 11:27).

GEORGIA

WLWA, Atlanta (Ch. 11)—Purchased by Broadcasting Inc., local group, for \$525,000 in swap of channels with CP holder WCON-TV from newly merged *Atlanta Journal and Constitution* (Vol. 7:32-34, 38-39). Purchased by Crosley Broadcasting Corp. (Avco) for \$1,500,000 from Broadcasting Inc. Former call letters WLTV. (Vol. 8:51 and 9:5).

WOKA, Macon (Ch. 47)—Acquired for token \$1 and assumption of some \$249,889 in liabilities by broadcaster E. C. Cargill and oilman J. C. Barnes, owning 25% & 75% respectively, from operators of Radio WNEX and 18% stockholder W. A. Pickling. Former call letters WNEX-TV. Quit air May 31, 1955. (Vol. 11:14, 17, 23).

WCTV, Thomasville (Ch. 6)—CP acquired for \$88,700 by John H. Phipps from E. D. Rivers Sr.; Phipps also buying Thomasville radio WKTG for \$62,000 from Fred Scott family. (Vol. 11:5, 20).

ILLINOIS

WBLN, Bloomington (Ch. 15)—Sold for token \$1 and assumption of some \$200,000 in liabilities to Worth S. Rough by Ceil W. Roberts. (Vol. 11:26, 29).

WBBM-TV, Chicago (Ch. 2)—Purchased (as WBKB) by CBS for \$6,000,000 from newly merged ABC-United Paramount, AB-UP retaining WENR-TV but changing its call letters to WBKB. (Vol. 7:21, 8:28, 46 & 9:7).

WBKB, Chicago (Ch. 7)—See WABC-TV, New York City.

WTVH-TV, Peoria (Ch. 19)—Purchased with radio WTVH by Peoria Journal Star Inc. for \$55,000 cash plus assumption of notes and obligations totaling \$155,000 from Hugh R. Norman (52%) and L. W. Hicks (36%); newspaper company owns 91 2/3% (Vol. 10:13-14, 18).

IOWA

KCRG-TV, Cedar Rapids (Ch. 9)—100% acquired, along with radio KCRG, by *Cedar Rapids Gazette*, already 30% owner, by purchasing holdings of 11 other stockholders for \$101,500. Former call letters KCRI-TV & KCRI. (Vol. 10:29, 33).

KANSAS

† **KT VH, Hutchinson-Wichita (Ch. 12)**—Purchased for \$1,070,000 by *Minneapolis Star and Tribune* (Cowles), with 6 former owners obtaining 20% interest in new operating company. (Vol. 11:28).

KENTUCKY

† **WKLO-TV, Louisville (Ch. 21)**—CP for off-air uhf station and radio WKLO purchased from group headed by Joe Eaton for \$350,000 by Great Trails Bcstg. Corp. (WING, Dayton, O.), owned by ex-Secy. of Commerce Charles Sawyer. (Vol. 11:27).

MAINE

WABI-TV, Bangor (Ch. 5)—Murray Carpenter sold his 50% interest in WABI-TV & WABI for \$125,000, thus giving 50% owner ex-Gov. Horace Hildreth 60% control. (Vol. 9:31, 41).

MASSACHUSETTS

WHYN-TV, Springfield-Holyoke (Ch. 55)—50% acquired, along with radio WHYN, by Republican Television Inc., owned by Employes Beneficial Fund of the *Springfield Union, News and Sunday Republican* for consideration of \$250,000. Wm. Dwight, publisher, of *Northampton Gazette*, relinquished 3/4 control, gen. mgr. Charles DeRose, *Holyoke Transcript*, 1/4. (Vol. 10:30).

MICHIGAN

WXYZ-TV, Detroit (Ch. 7)—See WABC-TV, New York City.

WOOD-TV, Grand Rapids (Ch. 8)—Purchased by Harry Bitner interests for \$1,382,086 from Leonard A. Versluis. Former call letters WLAV-TV. (Vol. 7:19, 38).

WTOM-TV, Lansing (Ch. 54)—Leased for \$5000 monthly, with option to buy for \$166,254 at end of 2 years, to Inland TV Co., headed by Thomas B. Shull, by John C. Pomeroy and associates. Call letters formerly WILS-TV. (Vol. 10:36, 39).

MINNESOTA

KEYD-TV, Minneapolis (Ch. 9)—Sale of controlling interest (84.3%) in CP, along with radio KEYD, for \$337,200 approved by FCC to acquire financing for construction. Purchaser was Minneapolis Tower Co., owner of Foshay Tower Bldg. (Morris T. Baker, pres.). Original stockholders, headed by gen. mgr. Lee L. Whiting (40%) given option to buy back 49% interest. (Vol. 10:34, 38).

WCCO-TV, Minneapolis (Ch. 4)—CBS acquired 47% interest in old WTCN-TV by turning over to Midwest Radio-Television Inc. (Ridder Newspapers) 53% interest in radio WCCO in July, 1952. (Vol. 8:10, 53). CBS sells its interest to Minneapolis Star & Tribune Co. (Cowles) in Nov. 1954 for \$3,950,000. (Vol. 10:45).

WTCN-TV, Minneapolis (Ch. 11)—Acquired with time-sharing WMIN-TV, St. Paul and radio WTCN for \$3,135,000 by Consolidated TV & Radio Broadcasters Inc. (Bitner)—WTCN-TV becoming full-time outlet. Robert Butler got \$1,900,000 for WTCN-TV & WTCN; N. L. Benton group got \$1,235,000 for WMIN-TV, having previously sold radio WMIN for \$75,000 to Wm. F. Johns family. (Vol. 11:5, 15).

MISSISSIPPI

WJTV, Jackson (Ch. 25)—Merged with WSLI-TV (Ch. 12) in deal whereby WJTV call letters were retained and Mississippi Publishers Corp. (*Jackson Clarion Ledger and Daily News*) paid \$176,000 for 40% of new stock in uhf; later, in turn, paid newspaper \$175,000 for physical assets of its uhf plant after uhf was discontinued. (Vol. 11:16, 21).

MISSOURI

KCMO-TV, Kansas City (Ch. 5)—Purchased with KCMO by Meredith Publishing Co. (WHEN-TV, WOW-TV, KPHO-TV) from Tom Evans and Lester E. Cox for \$2,000,000 plus long-term debt not to exceed \$450,000. (Vol. 9:40-42, 46).

KCTV, Kansas City (Ch. 25)—Transferred by Empire Coil Co. (Herbert L. Mayer) to DuMont Network Dec. 31, 1953 for token consideration of \$1. (Vol. 10:1). Operation discontinued by DuMont March 1, 1954. (Vol. 10:7).

KMBC-TV, Kansas City (Ch. 9)—Half-time station (sharing Ch. 9 equally with WHB-TV) sold by Arthur B. Church interests, along with KMBC and KFRM, Concordia, Kan., to Cook Paint & Varnish Co., owning WHB-TV & WHB; under merger Cook subsidiary became KMBC Broadcasting Co., with KMBC call letters retained, WHB-TV dropped and WHB (AM) sold. Purchase price: \$1,750,000 cash plus assumption of about \$865,000 in obligations, plus 10-year contract with Mr. & Mrs. Arthur B. Church at \$25,000 a year. (Vol. 10:17, 20, 24).

KWK-TV, Louis (Ch. 4)—Samuel I. Newhouse (for other holdings see WSYR-TV) acquired 23% by purchase of *St. Louis Globe-Democrat* for \$6,250,000. (Vol. 11:13).

KDRO-TV, Sedalia (Ch. 6)—J. Albert Dear (*Sedalia Capital and Democrat*) purchased option on 50% of KDRO-TV with radio KDRO for \$40,000 from Milton J. Hinlein. (Vol. 11:12, 18, 21).

NEBRASKA

KOLN-TV, Lincoln (Ch. 10)—Purchased as Ch. 12 outlet with radio KOLN by Fetzer Broadcasting Co., controlled by John Fetzer (WKZO-TV & WKZO, Kalamazoo, Mich.), from Edwin M. O'Shea-Barrett S. Martin interests for \$145,000 cash plus assumption of about \$500,000 in liabilities. (Vol. 9:30, 34). Fetzer interests also purchased KFOR-TV, Lincoln (then Ch. 10) for \$300,000 from James Stuart, and FCC authorized KOLN-TV to take over KFOR-TV's Ch. 10. (Vol. 10:13-14). Ch. 12 turned over to U. of Nebraska by Fetzer interests, now operated as non-commercial KUON-TV. (Vol. 10:31).

WOW-TV, Omaha (Ch. 6)—Purchased with radio WOW by Meredith Publishing Co. interests for \$2,525,000 from Francis P. Matthews (deceased) and John J. Gillen estate, purchaser acquiring surplus account of \$720,000. (Vol. 7:32, 39).

NEW MEXICO

KOB-TV, Albuquerque (Ch. 4)—Purchased with radio KOB by Time Inc. (75%) and Wayne Coy (25%) for \$900,000, including net quick assets of \$300,000 from T. H. Pepperday, publisher of *Albuquerque Journal*. (Vol. 8:9, 16, 17, 22).

NEW YORK

† **WROW-TV, Albany (Ch. 41)**—83.8% control purchased by Lowell Thomas-Frank Smith group, along with radio WROW, for \$298,800 cash plus assumption of \$380,000 obligations, with Louis H. Gross retaining 7.88% and Congressman Dean Taylor, 8.66%. Transfer protested by WTRI (Harry Wilder-Stanley Theatre) interests. (Vol. 10:42, 45, 49, 51, 11:1-3, 5, 6, 9, 18, 20).

† **WBUF-TV, Buffalo (Ch. 17)**—Sold to NBC for \$312,000 by Sherwin Grossman-Garry Cohen group. (Vol. 11:9, 11, 15).

WNBF-TV, Binghamton (Ch. 12)—Sold with WNBF for \$3,000,000, less \$300,000 net quick assets, to Triangle Publications Inc. (Walter Annenberg) by John C. Clark interests. Triangle operates WFIL-TV, Philadelphia, publishes *Philadelphia Inquirer*, *TV Guide* and other publications. (Vol. 11:11, 19).

WABC-TV, New York City (Ch. 7)—Transferred as WJZ-TV in merger of American Broadcasting Co. with United Paramount Theatres Corp. (now American Broadcasting-United Paramount Inc.), along with WENR-TV, Chicago (now WBKB); WXYZ-TV, Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles (now KABC-TV); and AM counterparts. Approved by FCC Feb. 9, 1953. (Vol. 9:7).

WOR-TV, New York City (Ch. 9)—Merged with Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.), along with radio WOR, in November, 1951; sale by R. H. Macy Co. involved payment of \$4,500,000 cash or other assets, plus 25-year lease on New York studio & transmitter properties at \$315,000 a year, plus 10% stock interest in Thomas S. Lee Enterprises Inc., now General Teleradio Inc. (Vol. 7:46).

NORTH CAROLINA

WAYS-TV, Charlotte (Ch. 36)—Transferred to Hugh Deadwyler for token \$4 by G. W. Dowdy, B. T. Whitmire, J. Horton Doughton & Harold H. Thoms; radio WAYS not involved. (Vol. 10:51 & 11:1).

OHIO

† **WNBK, Cleveland (Ch. 3)**—NBC deal with Westinghouse proposes to exchange WNBK with radio WTAM, plus \$3,000,000 cash, for WPTZ, Philadelphia (Ch. 3) & KYW. (Vol. 11:21, 25-26).

WXEL, Cleveland (Ch. 8)—Sold with KPTV, Portland, Ore. and Empire Coil Co., New Rochelle, N. Y., for total consideration of approximately \$10,000,000, to Storer Broadcasting Co., by Herbert L. Mayer interests. (Vol. 10:2, 44).

WTVN-TV, Columbus (Ch. 6)—Purchased by Radio Cincinnati Inc. (Taft) for \$1,500,000 from Edward Lamb. (Vol. 9:3, 9).

WLOK-TV, Lima (Ch. 73)—Acquired with radio WLOK for \$750 plus \$150,000 liabilities by Northwestern Ohio Bcstg. Corp., operator of WIMA and holding CP for WIMA-TV (Ch. 35). WIMA owners dropped CP for WIMA-TV (Ch. 35) after getting shift to Ch. 35 for WLOK-TV, keep radio WIMA, drop radio WLOK. (Vol. 10:44, 49).

OKLAHOMA

KTVQ, Oklahoma City (Ch. 25)—Transferred to attorney-oilman Jack Farris (who cancelled \$100,000 indebtedness) by John Esau & Duke Duvall, as bankruptcy trustees. (Vol. 10:52, 11:20, 21).

KOTV, Tulsa (Ch. 6)—Sold for \$4,000,000 to J. H. Whitney & Co. by General Television Inc. (Mrs. Helen Maria Alvarez, 50%; Jack D. Wrather Jr., 25%; Mrs. Mazie Wrather, 25%). Transfer approved in May 1954 (Vol. 10:14, 20). Station had been purchased in 1950 by General Television Inc. for \$2,500,000 from George Cameron Jr. & Mrs. Helen Maria Alvarez. (Vol. 8:19).

OREGON

KPTV, Portland (Ch. 27)—See WXEL, Cleveland, O.

(Continued on next page)

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LOGAN 4-3312

PENNSYLVANIA

† WLBR-TV, Lebanon (Ch. 15)—Off-air station purchased for \$115,000 plus assumption of \$125,000 indebtedness by Triangle Publications Inc. (WFIL-TV-Philadelphia Inquirer) from owners radio WLBR, holding 52%, and Lebanon News, 36%. (Vol. 11:27).

TENNESSEE

WTSK-TV, Knoxville (Ch. 26)—Sold for \$300,000, including assumption of \$216,500 liabilities, by W. R. Tuley, 80% owner, and Harold Thoms & J. Horton Doughton, 10% each, to So. Central Broadcasting Co. (John A. Engelbrecht, pres.), licensee of radio WIKY, Evansville, Ind. (Vol. 10:23, 29, 31).

TEXAS

KRBC-TV, Abilene (Ch. 9)—Purchased with radio KRBC by oilman Lewis J. Ackers and family for \$500,000 from group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks. (Vol. 9:35, 38).

UTAH

KTVT, Salt Lake City (Ch. 4)—Purchased with KDYL (AM) by Time Inc. for \$2,100,000 from S. S. Fox group, mgr. G. Bennett Larson acquiring 20% of new operating company. Former call letters KDYL-TV. (Vol. 9:14, 26).

VIRGINIA

WTOV-TV, Norfolk (Ch. 27)—Sold to Tim Brite Inc., Hyattsville, Md. (Temus Bright, used cars) for \$95,000 after going dark Oct. 3, 1954. Resumed operations May 25, 1955. (Vol. 11:6, 11).

WASHINGTON

KING-TV, Seattle (Ch. 5)—Purchased by Mrs. A. Scott Bullitt for \$375,000 from P. K. Leberman (Vol. 5:20); 25% interest sold to Hearst Radio for \$375,000 (Vol. 7:26) but repurchased from Hearst for \$450,000 in 1953 (Vol. 9:11). Former call KRSC-TV.

WEST VIRGINIA

WJPB-TV, Fairmont (Ch. 35)—75% control, along with radio WVWV, sold by J. Patrick Beacom to Donn Baer for \$147,000, Beacom retaining 25%. (Vol. 10:47, 51). Station left air Feb. 28, 1955 reverting to CP status. (Vol. 11:9). Beacom June 7, 1955, got FCC permission to set aside transfer to Baer, in order to take back 70%, bringing his holdings to 94% in return for assuming liabilities; station meanwhile having returned to air. (Vol. 11:23, 27).

WISCONSIN

WFRV-TV, Green Bay (Ch. 5)—Control of CP acquired by operators of WNAM-TV, Neenah-Appleton-Menasha (Ch. 42) which dropped UHF operation in order to go on Ch. 5 in Green Bay—WFRV-TV group retaining part interest. (Vol. 10:49; 11:9, 17, 21).

ALASKA

KENI-TV, Anchorage, Alaska (Ch. 2)—(Formerly KFIA)—Control sold for \$100,000 by Richard R. Rollins to Midnight Sun Broadcasting Co. (Lathrop Co.), operator of 4 AM stations in Alaska, which also took over CP for KFFI, Fairbanks (Ch. 2), now on air as KPAR-TV. Rollins retained 19%. (Vol. 10:47 & 11:1).

HAWAII

KONA, Honolulu (Ch. 11)—Transferred to new company 50% owned by Honolulu Advertiser (KGU) and 50% by J. Elroy McCaw & John D. Keating (KPOA) by Herbert M. Richards group, on condition KPOA sold within 90 days of transfer. (Vol. 9:13, 23).

Congressional Committees Handling TV-Radio Matters

SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE

Democrats

Warren G. Magnuson, Wash. chairman
* John O. Pastore, R.I.
* A. S. Mike Monroney, Okla.
George A. Smathers, Fla.
Price Daniel, Tex.
* Sam Ervin, N.C.
Alan Bible, Nev.
J. Strom Thurmond, S.C.

Republicans

* John W. Bricker, Ohio
Andrew F. Schoeppl, Kan.
John Marshall Butler, Md.
* Charles E. Potter, Mich.
James H. Duff, Pa.
William A. Purtell, Conn.
Frederick A. Payne, Me.

Staff

Edward S. Jarrett, chief clerk
Bertram O. Wissman, assistant clerk
Frank Pellegrini, chief counsel
Sidney Davis, special counsel
industry investigation

Robert D. L'Heureux, special counsel
industry investigation
Wayne Geissinger, asst. chief counsel
Edward C. Sweeney
Nicholas Zapple (communications)
Harold Baynton

HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE

Democrats

J. Percy Priest, Tenn. chairman
Oren Harris, Ark.
Arthur G. Klein, N.Y.
William T. Granahan, Pa.
F. Ertel Carlyle, N.C.
John Bell Williams, Miss.
Peter F. Mack Jr., Ill.
Kenneth A. Roberts, Ala.
Morgan M. Maulder, Mo.
Harley O. Staggers, W.Va.
Isidore Dollinger, N.Y.
Walter Rogers, Texas
Martin Dies, Texas
Samuel N. Friedel, Md.
John J. Flynt Jr., Ga.
Torbert MacDonald, Mass.
Don Hayworth, Mich.

Republicans

Charles A. Wolverton, N.J.
Carl Hinshaw, Cal.
Joseph P. O'Hara, Minn.
Robert Hale, Me.
James I. Dolliver, Ia.
John W. Heselton, Mass.
John B. Bennett, Mich.
Richard W. Hoffman, Ill.
John V. Beamer, Ind.
William L. Springer, Ill.
Alvin R. Bush, Pa.
Paul F. Schenck, Ohio
Joseph L. Carrigg, Pa.
Steven B. Derounian, N.Y.

Staff

Elton J. Layton, clerk
Kenneth J. Painter, asst. clerk
Herman C. Beasley, asst. clerk
Georgia G. Glasmann, asst. clerk
Helen A. Grickis, asst. clerk

Roy P. Wilkinson, asst. clerk
Kurt Borchart (communications)
Andrew Stevenson
Sam G. Spal
Martin W. Cunningham

National Sales Representatives of TV Stations

With Lists of Stations Represented as of July 15, 1955

(For reported starting dates of CP holders, see starred items in blue section)

EVERY-KNODEL INC.

New York 19	720 Fifth Ave. Judson 6-5536	Lewis H. Avery
Chicago 1	75 E. Wacker Drive Andover 3-4710	J. W. Knodel R. M. Neihengen
San Francisco 4	235 Montgomery St. Yukon 2-2053	David H. Sandeberg David Meblin
Los Angeles 48	6363 Wilshire Blvd. Webster 3-9583	Murray Grabhorn
Atlanta 3	41 Marietta St., NW Cypress 7545	Charles C. Coleman
Dallas 1	1915 Elm St. Sterling 1558	Clyde B. Melville

TV Stations Represented:

KHSL-TV, Chico, Cal.	•WABD, New York City
KRDO-TV, Colorado Springs, Colo.	WVEC-TV, Newport News-Hampton, Va.
KDAL-TV, Duluth, Minn.-Superior, Wis.	KWTV, Oklahoma City, Okla.
WSEE, Erie, Pa.	WGAN-TV, Portland, Me.
WKZO-TV, Kalamazoo-Grand Rapids, Mich.	KCSJ-TV, Pueblo, Colo.
WATE, Knoxville, Tenn.	WGEM-TV, Quincy, Ill.
KOLN-TV, Lincoln, Neb.	WNAO-TV, Raleigh, N.C.
KATV, Little Rock-Pine Bluff, Ark.	WLSL-TV, Roanoke, Va.
KDUB-TV, Lubbock, Tex.	WHBF-TV, Rock Island, Ill.
WMAZ-TV, Macon, Ga.	WTOC-TV, Savannah, Ga.
KTVX, Muskogee-Tulsa, Okla.	KXLY-TV, Spokane, Wash.
•Outside New York area.	WSTV-TV, Steubenville, O.
	WTVT, Tampa-St. Petersburg
	WILK-TV, Wilkes-Barre, Pa.
	KWWL-TV, Waterloo, Ia.
	WKRQ-TV, Mobile, Ala. (CP)

BLAIR-TV

New York 17	150 E. 43rd St. Murray Hill 2-5644	William H. Weldon, Pres.
Chicago 11	520 N. Michigan Ave. Superior 7-5580	Jack Davis
Detroit 26	Book Bldg. Woodward 1-6030	Gabe Dype
Jacksonville 2	Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
St. Louis 1	Paul Brown Bldg. Chestnut 1-5688	Richard Quigley
San Francisco 4	Russ Bldg. Yukon 2-7068	Lindsey Spight
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland
Dallas 2	Rio Grande Bldg. Riverside 4228	Steven Beard
Boston 16	Statler Office Bldg. Hubbard 2-3163	Bruce Pattysen
Seattle	White-Henry-Stuart Bldg. Elliott 6270	John Burr

TV Stations Represented:

WABT, Birmingham, Ala.	WDBO-TV, Orlando, Fla.
WBKB, Chicago, Ill. (ABC)	WFIL-TV, Philadelphia
WBNS-TV, Columbus, O.	WPRO-TV, Providence, R.I.
WXYZ-TV, Detroit, Mich. (ABC)	WTVR, Richmond, Va.
KTRK-TV, Houston, Tex.	WGBI-TV, Scranton, Pa.
KTTV, Los Angeles, Cal.	KING-TV, Seattle, Wash.
WBBQ-TV, Memphis, Tenn.	KOVR, Stockton-San Francisco
WDSU-TV, New Orleans, La.	WFLA-TV, Tampa, Fla.
WOW-TV, Omaha, Neb.	KVOO-TV, Tulsa, Okla.

Note: See also Hoag-Blair Co.

THE BOLLING CO. INC.

New York 17	247 Park Ave. Plaza 9-8150	Geo. W. Bolling, Pres. G. Richard Swift, TV V.P.
Boston 16	80 Boylston St. Hubbard 2-0346	Richard A. Keating
Chicago 11	435 N. Michigan Ave. Whitehall 3-2040	John D. Stebbins
Beverly Hills	204 S. Beverly Dr. Bradshaw 2-0544	G. W. Bolling III
San Francisco 3	5 Third St. Garfield 1-6740	John T. Coy

TV Stations Represented:

WISE-TV, Asheville, N.C.	WMTV, Madison, Wis.
WBNF-TV, Binghamton, N.Y.	WKNB-TV, New Britain-Hartford, Conn.
WTVP, Decatur, Ill.	WJMR-TV, New Orleans, La.
KCKT, Great Bend, Kan.	WVET-TV, Rochester, N.Y.
WHP-TV, Harrisburg, Pa.	WTHI-TV, Terre Haute, Ind.
WISH-TV, Indianapolis, Ind.	

THE BRANHAM CO.

New York 16	99 Park Ave. Murray Hill 2-4606	J. F. Timlin
Chicago 1	360 N. Michigan Ave. Central 6-5726	Eugene F. Corcoran, Pres.
Dallas 1	Fidelity Life Bldg. Sterling 5831	G. T. Harding
Atlanta 3	Rhodes-Haverty Bldg. Walnut 3025	H. L. Ralls
Detroit 2	General Motors Bldg. Trinity 1-0440	F. A. Weber
St. Louis 1	Title Guaranty Bldg. Chestnut 1-6192	John J. Schwarz
Memphis 3	Sterick Bldg. Memphis 8-2344	S. L. Nichols
Charlotte 2	Liberty Life Bldg. 2-8839	B. C. Finch
Los Angeles 48	6399 Wilshire Blvd. Webster 1-1551	Norman E. Noyes
San Francisco 3	703 Market St. Yukon 2-1582	James M. Lowman

TV Stations Represented:

KOB-TV, Albuquerque, N.M.	KROD-TV, El Paso, Tex.
WCHS-TV, Charleston, W.Va.	KJEO-TV, Fresno, Cal.
WDEF-TV, Chattanooga, Tenn.	WMCT, Memphis, Tenn.
WCPO-TV, Cincinnati, O.	WHYN-TV, Springfield-Holyoke, Mass.
WEWS, Cleveland, O.	KTHV, Little Rock, Ark. (CP)
KRLD-TV, Dallas, Tex.	

CLARKE BROWN CO.

Dallas 2	Rio Grande Nat'l Bldg. Randolph 5149	Clarke R. Brown, Pres. Robert E. Stuart, Sales V.P.
Houston 6	520 Lovett Blvd. Jackson 8-1601	Jack Lee
Atlanta	Marietta St. Bldg. Cypress 7797	Bill McRae, V.P.
New Orleans	649 Claiborne Towers Raymond 7721	Clarke R. Brown

TV Stations Represented (Southern region only):

KFDA-TV, Amarillo, Tex.	WTVY-TV, Dothan, Ala.
KVDO-TV, Corpus Christi, Tex.	WJDM-TV, Panama City, Fla.
KTSM-TV, El Paso, Tex.	WEAR-TV, Pensacola, Fla.
KFJZ-TV, Fort Worth, Tex.	WAFB-TV, Baton Rouge, La.
KGFT-TV, Harlingen, Tex.	KLFY-TV, Lafayette, La.
KMID-TV, Midland, Tex.	KTAG-TV, Lake Charles, La.

BULMER & JOHNSON INC.

Minneapolis, 2	Roanoke Bldg. Lincoln 7017	Vivian H. Bulmer
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TV Stations Represented (Minneapolis):

WEAU-TV, Eau Claire, Wis.	KDLO-TV, Florence, S.D. (CP)
KELO-TV, Sioux Falls, S.D.	[To be satellite of KELO-TV]

BURKE STUART CO. INC.

New York 16	270 Park Ave. Plaza 3-0542.	Jack Masia, V.P. Howard Harcourt
Los Angeles 28	6636 Hollywood Blvd. Hollywood 4-0388	Jack Porter

TV Station Represented: WATR-TV, Waterbury, Conn.

BURN-SMITH CO. INC.

New York 36	19 West 44th St. Murray Hill 2-3124	C. Stanley Bailey V.P. & Eastern Mar
Chicago 1	307 N. Michigan Ave. Central 6-4437	John A. Toothill Pres.
San Francisco 4	110 Sutter St. Sutter 1-7971	Norman Cunningham
Los Angeles 57	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes Pacific Coast Mar.

TV Stations Represented:

WALB-TV, Albany, Ga.	WDXI-TV, Jackson, Tenn.
WBOC-TV, Salisbury, Md.	

CAPPER PUBLICATIONS

New York 17	420 Lexington Ave. Lexington 2-1250	Philip Zach K. H. Constant W. L. McKee
Chicago 1	333 N. Michigan Ave. Central 6-5977	Frank Gaughen Bernard Clark Terry Hughes
Kansas City 6	21 W. Tenth St. Harrison 4700	Joe Story
Los Angeles 15	1151 S. Broadway Richmond 6184	Walter Biddick Co.
San Francisco 4	Russ Bldg. Douglas 5220	Fred Jameson
Cleveland 14	Union Commerce Bldg. Main 1-6774	Felix Morris Andrew Gent

TV Station Represented: WIBW-TV, Topeka, Kan.

CBS TELEVISION SPOT SALES (Columbia Broadcasting System)

New York 22	485 Madison Ave. Plaza 1-2345	Clark B. George Gen. Sales Mgr John A. Schneider. Eastern Sales Mgr.
Chicago 11	410 N. Michigan Ave. Whitehall 4-6000	Tom W. Judge. Midwest Sales Mgr
Detroit 2	Fisher Bldg. Trinity 2-5500	Richard R. Loftus
Los Angeles 28	1313 N. Vine St. Hollywood 9-1212	Edward A. Larkin
San Francisco 5	Palace Hotel Yukon 2-7000	John H. White
Atlanta 5	Peachtree Bldg., NE. Elgin 0737	H. H. Holtshouser

TV Stations Represented:

WCBS-TV, New York, N.Y.	WTOP-TV, Washington, D.C.
WBBM-TV, Chicago, Ill.	WMBR-TV, Jacksonville, Fla.
KNXT, Los Angeles, Cal.	KGUL-TV, Galveston-Houston
WCAU-TV, Philadelphia, Pa.	WBTW, Florence, S.C.
WBTV, Charlotte, N.C.	KOIN-TV, Portland, Ore.
KSL-TV, Salt Lake City, Utah	WXIX, Milwaukee, Wis.

CBS Television Pacific Network

DONALD COOKE INC.

New York 17	331 Madison Ave. Murray Hill 2-7270	Donald Cooke
Chicago 1	228 North La Salle State 2-5096	Fred Jones
Los Angeles 48	111 N. LaCienega Blvd. Crestview 5-2022	Lee O'Connell
San Francisco 4	233 Sansome St. Yukon 6-2981	William A. Ayres

TV Stations Represented:
WKTU, Utica, N. Y. WIRK-TV, W. Palm Beach, Fla.

H. QUENTON COX & ASSOCIATES

(Associated with Hugh Feltis & Associates, Seattle)

Portland 5, Ore.	Terminal Sales Bldg. Atwater 5191	H. Quenton Cox
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TV Stations Represented (Portland area only):
KHQ-TV, Spokane, Wash. KGVO-TV, Missoula, Mont.

CROSLY BROADCASTING CORP.*

Cincinnati 2	140 W. Ninth St. Cherry 1822	Harry Mason Smith George Henderson
Chicago 1	360 N. Michigan Ave. State 2-6693	Harry P. Albrecht
New York 20	630 Fifth Ave. Circle 6-1616	Bernard Musnik
Atlanta	1161 W. Peachtree, NE Vernon 1141	Barney Ochs
Miami 36	3001 S.W. Fourth Ave. Miami 2-4772	Walter A. Callahan

TV Stations Represented:
WLW-T, Cincinnati, O. WLW-D, Dayton, O.
WLW-C, Columbus, O. WLW-A, Atlanta, Ga.

* Represented in Detroit and on Pacific Coast by NBC Spot Sales. Crosley acts as NBC Spot Sales stations representative in Cincinnati, Columbus & Dayton.

DORA-CLAYTON AGENCY INC.*

Atlanta 3	Mortgage Guarantee Bldg. Alpine 7841	Dora C. Cosse Clayton J. Cosse
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TV Stations Represented (Southern region only):
WISE-TV, Asheville, N.C. KCOR-TV, San Antonio, Tex.
WDXI-TV, Jackson, Tenn. WEAT-TV, W. Palm Beach, Fla.

* Also acts as Southeastern regional office for ForJoe-TV Inc.

EVERETT-McKINNEY INC.

New York 17	40 E. 49th St. Plaza 9-3747	Powell Ensign, Exec. V.P.
Chicago 11	400 N. Michigan Ave. Superior 7-9052	Robert Meskill
Los Angeles	111 N. LaCienega Blvd. Crestview 5-2022	Lee F. O'Connell
San Francisco	233 Sansome St. Yukon 6-2981	William Ayres

TV Stations Represented:
WPAG-TV, Ann Arbor, Mich. WKST-TV, New Castle, Pa.
WTAO-TV, Cambridge-Boston, Mass. WHEC-TV, Rochester, N. Y.
WDAN-TV, Danville, Ill. WTVU-TV, Scranton, Pa.
WTOM-TV, Lansing, Mich. WRAC-TV, Williamsport, Pa. (CP)

HUGH FELTIS & ASSOCIATES

(Associated with H. Quenton Cox & Associates, Portland, Ore.)

Seattle 4	Central Bldg. Elliot 4489	Hugh Feltis Ross Vieths
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TV Stations Represented (Seattle-Tacoma area only):
KHQ-TV, Spokane, Wash. KGVO-TV, Missoula, Mont.

FORJOE-TV INC.

New York 36	580 Fifth Ave. Judson 6-3100	Joseph Bloom, Pres. Zangwill Golobe, V.P. Al Shepard, Dir. TV Station Relations J. A. Ruggiero, Gen Mgr.
Chicago 11	Tribune Tower Delaware 7-1874	Tom Cinquina
Los Angeles 17	1127 Wilshire Blvd. Madison 6-8329	Lawrence Krasner, V.P.
San Francisco 5	593 Market St. Sutter 1-7569	Zona Samson
Atlanta 3	Mortgage Guarantee Bldg. Alpine 7841	Clayton Cosse Dora Cosse
Dallas 18	9718 Tralee Dr. Davis 7-4541	Hal Falter

TV Stations Represented:
KBMT, Beaumont, Tex. WLEX-TV, Lexington, Ky.
KVOS-TV, Bellingham, Wash. WXEX-TV, Petersburg-
KTVE, Longview, Tex. Richmond, Va. (CP)
WCMB-TV, Harrisburg, Pa.

FREE & PETERS INC.

New York 17	250 Park Ave. Plaza 1-2700	H. Preston Peters Pres. Lloyd Griffin, V.P. Dir. of TV John W. Brooke, East. TV Sales Mgr.
Chicago 1	230 N. Michigan Ave. Franklin 2-6373	John A. Cory, V.P. William J. Tynan Midwest TV Sales
Detroit 26	Penobscot Bldg. Woodward 1-4255	Lou Hummel
Atlanta 3	Glenn Bldg. Main 5667	Wm. J. Stubbs
Fort Worth 2	406 W. Seventh St. Fortune 3349	Hal Thompson
Hollywood 28	6331 Hollywood Blvd. Hollywood 9-2151	Hal W. Hoag, V.P. John A. Serrao
San Francisco 4	Russ Bldg. Sutter 1-3798	Wm. A. Exline

TV Stations Represented:

WBZ-TV, Boston, Mass.	WCCO-TV, Minneapolis-St. Paul
WGR-TV, Buffalo, N. Y.	KMBC-TV, Kansas City, Mo.
WWJ-TV, Detroit, Mich.	WBAP-TV, Fort Worth, Tex.
WPIX, New York City	KFDM-TV, Beaumont, Tex.
WPTZ, Philadelphia, Pa.	KENS-TV, San Antonio, Tex.
KDKA-TV, Pittsburgh, Pa.	KBOI-TV, Boise, Ida.
WCSC-TV, Charleston, S. C.	KBTU, Denver, Colo.
WIS-TV, Columbia, S. C.	KRON-TV, San Francisco, Cal.
WTVJ, Miami, Fla.	KGMB-TV, Honolulu, Hawaii
WHO-TV, Des Moines, Ia.	*KHBC-TV, Hilo, Hawaii
WOC-TV, Davenport, Ia.	*KMAU, Wailuku, Maui
WDSM-TV, Duluth, Minn.-Superior, Wis.	WDBJ-TV, Roanoke, Va. (CP)
WDAY-TV, Fargo, N. D.	

† Effective Sept. 1, 1955.

* Satellite of KGMB-TV, Honolulu.

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WRCA New York **KSD** St. Louis **WAVE** Louisville
WMAQ Chicago **WRC** Washington, D.C. **KGU** Honolulu, Hawaii
KNBC San Francisco **WTAM** Cleveland
and the **NBC Western Radio Network**

representing TELEVISION STATIONS:

WRCA-TV New York **WRC-TV** Washington, D.C. **WRGB** Schenectady-Albany-Troy
WNBQ Chicago **WNBK** Cleveland
KRCA Los Angeles **KPTV** Portland, Ore. **KONA-TV** Honolulu, Hawaii
KSD-TV St. Louis **WAVE-TV** Louisville

GILL-PERNA INC.

New York 21	654 Madison Ave. Templeton 8-4740	Helen Gill, Pres. John J. Perna Jr., Exec. V.P.
Chicago 1	75 East Wacker Drive Franklin 2-8665	Walter Beadell Mid-West Mgr.
Los Angeles	2330 West Third St. Dunkirk 7-4388	Robert W. Walker
San Francisco	57 Post St. Sutter 1-5568	Rogers Parratt

TV Stations Represented:

KJD-TV, Idaho Falls, Ida. WKNX-TV, Saginaw, Mich.
WJPB-TV, Fairmont, W.Va. KLIX-TV, Twin Falls, Ida.
KGVO-TV, Missoula, Mont.

W. S. GRANT CO. INC.

San Francisco	703 Market St. Exbrook 2-6685	W. S. Grant
Los Angeles	1127 Wilshire Blvd. Madison 9-2653	George Grant
New York	33 W. 42d St. Bryant 9-1374	Jack Davis
Chicago	612 N. Michigan Ave. Superior 7-8177	Burt Sears

TV Stations Represented:

KVEC-TV, San Luis Obispo, Cal. KFJI-TV, Klamath Falls, Ore. (CP)

HARRINGTON, RIGHTER & PARSONS INC.

New York 17	589 Fifth Ave. Murray Hill 8-7050	John E. Harrington Jr.
Chicago 11	Tribune Tower Whitehall 4-0074	Carroll Layman
San Francisco 4	235 Montgomery St. Sutter 1-4125	Frank Dougherty

TV Stations Represented:

WROW-TV, Albany, N.Y. WDAF-TV, Kansas City, Mo.
WAAM, Baltimore, Md. WHAS-TV, Louisville, Ky.
WBEN-TV, Buffalo, N. Y. WTMJ-TV, Milwaukee, Wis.
WPMY-TV, Greensboro, N. C. WSYR-TV, Syracuse, N.Y.
WTPA, Harrisburg, Pa. WJRT, Flint, Mich. (CP)
WMTW, Poland Spring-Portland, Me.

HEADLEY-REED TV

New York 17	420 Lexington Ave. Murray Hill 5-8701	Frank W. Miller, Sr., Chairman Frank W. Miller Jr., Director Sterling B. Beeson, Pres. Richard P. Hogue, V.P. & Sales Mgr.
Chicago 1	230 N. Michigan Ave. Franklin 2-4686	John H. Wrath, Exec. V.P.
Atlanta 3	Palmer Bldg. Cypress 4311	Ell W. Sweatman Jr. William E. Ellwell
San Francisco	300 Montgomery St. Yukon 6-1265	Alan Torket
Hollywood 28	Taft Bldg. Hillside 7738	Clark Barnes Art Astor
Philadelphia	Lincoln-Liberty Bldg. Locust 4-6027	Robert S. Dome

TV Stations Represented:

WAIM-TV, Anderson, S. C. WTOK-TV, Meridian, Miss.
WRDW-TV, Augusta, Ga. WALA-TV, Mobile, Ala.
WNEM-TV, Bay City, Mich. WEEK-TV, Peoria, Ill.
KOOK-TV, Billings, Mont. KOTA-TV, Rapid City, S. D.
WRG-TV, Buffalo, N. Y. WTVO, Rockford, Ill.
KFVS-TV, Cape Girardeau, Mo. KFEQ-TV, St. Joseph, Mo.
WCOO-TV, Columbia, S. C. WBRE-TV, Wilkes-Barre, Pa.
WDAK-TV, Columbus, Ga. WSJS-TV, Winston-Salem, N. C.
WGLV, Easton, Pa. WFMJ-TV, Youngstown, O.
WFRV-TV, Green Bay, Wis. WITN, Washington, N.C. (CP)
WKOW-TV, Madison, Wis.

TG-BOL, Guatemala City, Guatemala

HOAG-BLAIR CO.*

City	Address & Telephone	TV Executive
New York 17	405 Lexington Ave. Murray Hill 4-3722	Robert Hoag Richard L. Foote
Chicago 11	737 N. Michigan Ave. Delaware 7-2145	Don Ward
San Francisco	Russ Bldg. Yukon 2-7068	Lindsey Spight
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland

TV Stations Represented:

KFYR-TV, Bismarck, N. D. KFBB-TV, Great Falls, Mont.
KIDO-TV, Boise, Ida. KRCG, Jefferson City, Mo.
KFEL-TV, Denver, Colo. KBES-TV, Medford, Ore.
KIEM-TV, Eureka, Cal. KWFT-TV, Wichita Falls, Tex.

*Firm is subsidiary of Blair-TV and parent firm represents these stations in St. Louis, Detroit, Dallas, Seattle, Boston and Jacksonville.

GEORGE P. HOLLINGBERRY CO.

Chicago 1	307 N. Michigan Ave. Dearborn 2-6060	G. P. Hollingbery
New York 36	500 Fifth Ave. Oxford 5-5560	F. E. Spencer Jr. John I. Peterson
Atlanta 3	223 Peachtree St. Lamar 5710	Richard N. Hunter
Los Angeles 13	411 W. 5th St. Madison 6-1351	Harry H. Wise Jr.
San Francisco 5	625 Market St. Douglas 2-2541	George E. Lindman

TV Stations Represented:

WJBF, Augusta, Ga. WLVA-TV, Lynchburg, Va.
KERO-TV, Eakersfield, Cal. WSLX-TV, Nashville, Tenn.
WABI-TV, Eangor, Me. KOOL-TV, Phoenix, Ariz.
WBRZ, Baton Rouge, La. KLOL, Portland, Ore.
WCIA, Champaign, Ill. WHAM-TV, Rochester, N. Y.
KFBC-TV, Cheyenne, Wyo. KUTV, Salt Lake City, Utah
*WGN-TV, Chicago, Ill. KEYT, Santa Barbara, Cal.
KKTU, Colorado Springs, Colo. WARM-TV, Scranton, Pa.
WRBL-TV, Columbus, Ga. KOMO-TV, Seattle, Wash.
WHIO-TV, Dayton, O. KTIV, Sioux City, Ia.
WWJ-TV, Detroit, Mich. WWLP, Springfield-Holyoke,
WEAT-TV, Eau Claire, Wis. Mass.
KTSM-TV, El Paso, Tex. KYTV, Springfield, Mo.
KVAL-TV, Eugene, Ore. KCEN-TV, Temple-Waco, Tex.
WLBT, Jackson, Miss. KOPO-TV, Tucson, Ariz.
WTRF-TV, Wheeling, W. Va.
**KSTF, Scottsbluff, Neb. (CP)

*For limited areas.

**Satellite of KFBC-TV, Cheyenne, Wyo.

HAL HOLMAN CO.

Chicago 1	64 E. Lake St. Franklin 2-0016	Hal Holman
New York 17	535 Fifth Ave. Murray Hill 7-5365	Ed Devney
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
San Francisco 5	Monadnock Block Exbrook 2-6444	Charles E. Haddix

TV Stations Represented:

KFKX-TV, Grand Junction, Colo. WLBC-TV, Muncie, Ind.
WPBN-TV, Traverse City, Mich. (except N. Y.)

H-R TELEVISION INC.

New York 17	380 Madison Ave. Oxford 7-3120	Frank Headley, Pres. Frank Pellegrin, V.P. Paul Weeks, V.P.
Chicago 1	35 East Wacker Drive Randolph 6-6431	Dwight S. Reed, V.P. Carlin S. French, V.P.
San Francisco	155 Montgomery St. Yukon 2-5701	John T. Bradley
Hollywood	Equitable Bldg. Hollywood 2-6453	James C. McCormick
Dallas	Rio Grande Nat'l. Bldg. Randolph 5149	Clarke Brown
Houston	520 Lovett Blvd. Justin 1601	Jack Lee
Atlanta	Marletta St. Bldg. Cypress 7797	Bill McRae

TV Stations Represented:

*WOR-TV, New York City WTOB-TV, Winston-Salem, N. C.
WNAC-TV, Boston, Mass. WSJV, Elkhart, Ind.
WHUM-TV, Reading, Pa. WUSN-TV, Charleston, S. C.
WFBG-TV, Altoona, Pa. WOTH-TV, Hartford, Conn.
WIMA-TV, Lima, O. WINT, Waterloo-Ft. Wayne, Ind.
KHJ-TV, Los Angeles, Cal. KGBT-TV, Harlingen, Tex.
KTUH, Hutchinson-Wichita, Kan. KPDA-TV, Amarillo, Tex.
KNOE-TV, Monroe, La. KEYD-TV, Minneapolis, Minn.
KOMU-TV, Columbia, Mo. KSBW-TV, Sacramento, Cal.
WBUF-TV, Buffalo, N. Y. KSBW-TV, Salinas-Monterey,
WVGL, Greenville, S. C. Cal.
WREX-TV, Rockford, Ill. KELO-TV, Sioux Falls, S. D.
WITV, Ft. Lauderdale-Miami, Fla. KFJZ-TV, Fort Worth, Tex. (CP)
WTTG, Washington, D. C. KOKE, El Paso, Tex. (CP)
KDLQ-TV, Florence, S. D. (CP)
[To be satellite of KELO-TV, Sioux Falls, S.D.]

*For West Coast.

HARRY S. HYETT CO.

Minneapolis	Northwestern Bank Bldg. Fillmore 5636	Harry S. Hyett
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Stations Represented (Midwest only):

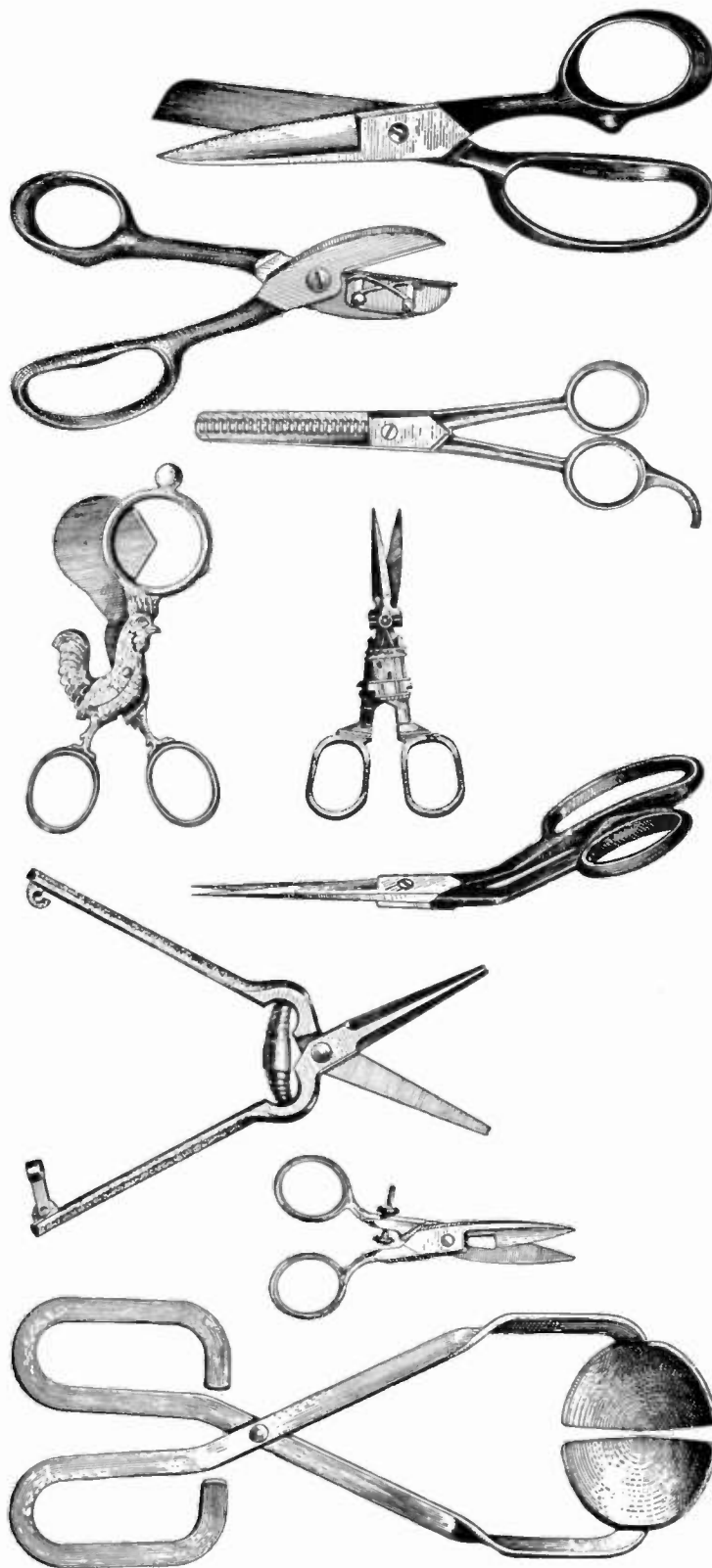
KDAL-TV, Duluth, Minn. WBAY-TV, Green Bay, Wis.
KROC-TV, Rochester, Minn. WSAU-TV, Wausau, Wis.
KFYR-TV, Bismarck, N. D.

*each one is
different*

The job to be done determines
the design to do it. Like
different pairs of shears,
each quality television station
is shaped to the job it must do
— the need it fills —
the market it serves.

For television stations,
Harrington, Righter and Parsons'
representation has special meaning.

Our only concern
— to interpret and sell
the unique design of each quality
television station we represent.



Harrington, Righter and Parsons, Inc.

*New York
Chicago
San Francisco*

television — the *only* medium we serve

WAAM	Baltimore
WBEN-TV	Buffalo
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WSYR-TV	Syracuse

THE KATZ AGENCY INC.

New York 22	477 Madison Ave. Plaza 9-4460	Edward Codel, TV Director Scott Donahue Jr., Sales Mgr.
Chicago 1	307 N. Michigan Ave. Central 6-7343	G. H. Gunst, V.P. Wm. W. Joyce, Sales Mgr.
Atlanta 3	55 Marietta St. Alpine 1637	K. S. Byerly
Detroit 26	Penobscot Bldg. Woodward 3-8420	Fiske Lochridge
Dallas 1	2006 Bryan St. Riverside 4036	David Rutledge
Kansas City 6	Bryant Bldg. Victor 7095	T. J. Flanagan Jr.
San Francisco 4	Russ Bldg. Sutter 1-7434	S. J. Reulman
Los Angeles 14	530 W. 6th St. Tucker 8167	Richard Hasbrook

TV Stations Represented:

KGNC-TV, Amarillo, Tex.	WLAC-TV, Nashville, Tenn.
WAGA-TV, Atlanta, Ga.	WNHC-TV, New Haven-Hartford, Conn.
WMAR-TV, Baltimore, Md.	WKY-TV, Oklahoma City, Okla.
WBRC-TV, Birmingham, Ala.	KPHO-TV, Phoenix, Ariz.
WMT-TV, Cedar Rapids, Ia.	KOAM-TV, Pittsburg, Kan.
WKRC-TV, Cincinnati, O.	KTVT, Salt Lake City, Utah
WXEL, Cleveland, O.	KFSD-TV, San Diego, Cal.
WTVN-TV, Columbus, O.	KPIX, San Francisco, Cal.
KLZ-TV, Denver, Colo.	KVTI, Sioux City, Ia.
KRNT-TV, Des Moines, Ia.	KHQ-TV, Spokane, Wash.
WJBE-TV, Detroit, Mich.	KWK-TV, St. Louis, Mo.
WOOD-TV, Grand Rapids, Mich.	WHEN-TV, Syracuse, N. Y.
WSAZ-TV, Huntington, W. Va.	WSPD-TV, Toledo, O.
WFBS-TV, Indianapolis, Ind.	WMAL-TV, Washington, D. C.
WJAC-TV, Johnstown, Pa.	KAKE-TV, Wichita, Kans.
KCMO-TV, Kansas City, Mo.	WHIS-TV, Bluefield, W. Va. (CP)
WGBS-TV, Miami, Fla.	WREC-TV, Memphis, Tenn. (CP)
WTCN-TV, Minneapolis-St. Paul	
WSPA-TV, Montgomery, Ala.	

ROBERT S. KELLER INC.

New York 14	72 Barrow St. Watkins 4-6599	Bob Keller
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TV Stations Represented:

*WPAG-TV, Ann Arbor, Mich.	*WMFD-TV, Wilmington, N.C.
*WTAO-TV, Boston, Mass.	WNOV-TV, York, Pa.
*WICS, Springfield, Ill.	

* Network sales only.

KETTELL-CARTER

Boston	118 Newbury St. Kenmore 6-1966	Elmer Kettell Marjorie Carter
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TV Stations Represented (New England only):

WABI-TV, Bangor, Me.	WKNY-TV, Kingston, N. Y.
WWLP, Springfield, Mass.	

JOSEPH HERSHEY MCGILLVRA INC.

New York 17	366 Madison Ave. Murray Hill 2-8755	Joseph H. McGillvra
Chicago 1	185 N. Wabash Ave. State 2-5282	John B. Shelton
Los Angeles 5	638 S. Van Ness Ave. Dunkirk 4-7352	Fred Crawford
San Francisco 4	155 Montgomery St. Exbrook 2-0167	Al Tewksbury
Memphis 3	210 Madison Ave. 5-5338	Denise R. Howard

TV Stations Represented:

WBLN-TV, Bloomington, Ill.	WCBI-TV, Columbus, Miss. (CP)
WINK-TV, Fort Myers, Fla.	WESH-TV, Daytona Beach, Fla. (CP)
WIRI, Plattsburgh, N. Y.	
WROM, Rome, Ga.	

JOHN L. MCGUIRE & CO.

Denver	Denver National Bank Bldg. Cherry 4-8191	John L. McGuire
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TV Stations Represented (Denver area only):

KOAT-TV, Albuquerque, N. M.	KFXJ-TV, Grand Junction, Colo.
KCSJ-TV, Pueblo, Colo.	KFBC-TV, Cheyenne, Wyo. Colo.
KRDO-TV, Colorado Springs, Colo.	

MEEKER TV INC.

New York 17	521 Fifth Ave. Murray Hill 2-2170	Robert D. C. Meeker
Chicago 1	333 N. Michigan Ave. Central 6-1742	Carlton F-J Jewett
San Francisco 4	Russ Bldg. Yukon 6-4940	Don Pontius
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
Lancaster	8 W. King St. 5251	Dick Sheetz

TV Stations Represented:

WLEV-TV, Bethlehem, Pa.	KROC-TV, Rochester, Minn.
WTTV, Bloomington-Indianapolis	KSWS-TV, Roswell, N. M.
WEHT, Henderson, Ky.	WSAU-TV, Wausau, Wis.
KHOL-TV, Kearney, Neb.	WPFH, Wilmington, Del.
WKNY-TV, Kingston, N. Y.	WNDU-TV, Notre Dame-South Bend, Ind.
WGAL-TV, Lancaster, Pa.	WCTV, Thomasville, Ga. (CP)

CLYDE MELVILLE CO.

Dallas, Tex.	Melba Bldg. Sterling 5239	Clyde B. Melville
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TV Stations Represented (Southwest region only):

KCEN-TV, Temple-Waco, Tex.	KGGM-TV, Albuquerque, N. M.
KCMG-TV, Texarkana, Tex.-Ark.	KSWS-TV, Roswell, N. M.
	KTXL-TV, San Angelo, Tex.

MOORE & LUND INC.

Seattle 1	Jones Bldg. Mutual 3377	Art Moore Jack Clarke Bob Rogers
Portland 4, Ore.	Cascade Bldg. Atwater 7284	Ru Lund Ed Henry

TV Stations Represented (Pacific Northwest region only):

KXLY-TV, Spokane, Wash.	KXLF-TV, Butte, Mont.
KTNT-TV, Tacoma, Wash.	KID-TV, Idaho Falls, Ida.
KIMA-TV, Yakima, Wash.	KBOI-TV, Boise, Ida.
*KEPR-TV, Pasco, Wash.	KLIX-TV, Twin Falls, Ida.
KVAL-TV, Eugene, Ore.	KFJI-TV, Klamath Falls, Ore. (CP)
KPTV, Portland, Ore.	

* Satellite of KIMA-TV, Yakima.

NBC SPOT SALES *

(National Broadcasting Co.)

New York 20	30 Rockefeller Plaza Circle 7-8300	Thomas B. McFadden John H. Reber Richard H. Close Mort Gaffin Edwin Jameson
Chicago 54	Merchandise Mart Superior 7-8300	John Mulholland
Cleveland 14	815 Superior Ave. Cherry 1-0942	John C. Treacy
Detroit 26	Penobscot Bldg. Woodward 1-1610	Allan W. Kerr
Hollywood 28	Sunset & Vine Hollywood 9-6161	Walter B. Davison
San Francisco 2	Taylor & O'Farrell Graystone 4-8700	George W. Fuerst
Atlanta	770 Spring St. N.W. Elgin 3726	Bomar Lowrance & Assoc., Sales Rep.
Charlotte 2	1527 Elizabeth Ave. Charlotte 6-6581	Bomar Lowrance & Assoc., Sales Rep.
Dallas	Fidelity Union Bldg. Randolph 8206	Bomar Lowrance & Assoc., Sales Rep.

TV Stations Represented:

WRCA-TV, New York City	WNBK, Cleveland, O.
WNBQ, Chicago, Ill.	KPTV, Portland, Ore.
KRCA, Los Angeles, Cal.	WAVE-TV, Louisville, Ky.
KSD-TV, St. Louis, Mo.	WRGB, Schenectady, N. Y.
WRC-TV, Washington, D.C.	KONA, Honolulu, Hawaii

Note: Purchase of WKNB-TV, New Britain-Hartford; purchase of WBUF-TV, Buffalo; and exchange of WNBK, Cleveland, for WPTZ, Philadelphia pend FCC approval.

* Also represents Crosley stations (WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta) in Detroit and on Pacific Coast; Crosley represents NBC Spot Sales stations in Cincinnati, Dayton & Columbus.

JOHN E. PEARSON TELEVISION INC.

New York 22	444 Madison Ave. Plaza 1-3366	John E. Pearson
Chicago, Ill.	333 N. Michigan Ave. State 2-7494	Frank M. Reed
Dallas, Tex.	Fidelity Union Life Bldg. Prospect 3723	Thomas R. Murphy
Minneapolis, Minn.	Northwestern Bank Bldg. Lincoln 5689	James Bowden
Los Angeles 57	2330 W. Third St. Dunkirk 7-4388	Robert W. Walker
San Francisco 4	57 Post St. Sutter 1-5568	Rogers Parratt
Atlanta	Glenn Bldg. Alpine 2912	Robert Baird

TV Stations Represented:

KRBC-TV, Abilene, Tex.	KSWS-TV, Lawton, Okla.
KGEO-TV, Enid, Okla.	WTAP, Parkersburg, W. Va.
KQTV, Fort Dodge, Ia.	WOAY-TV, Oak Hill, W. Va.
KFSA-TV, Fort Smith, Ark.	KZTV, Reno, Nev.
WNCT, Greenville, N.C.	KDRO-TV, Sedalia, Mo.
WSVA-TV, Harrisonburg, Va.	KLTV, Tyler, Tex.
KLBJ-TV, Henderson-Las Vegas, Nev.	KWTV-TV, Waco, Tex.
WJHL-TV, Johnson City, Tenn.	KRGV-TV, Weslaco, Tex.
WTSK-TV, Knoxville, Tenn.	WHIZ-TV, Zanesville, O.
	KRBB, El Dorado, Ark. (CP)

JOHN H. PERRY ASSOCIATES

New York 36, N.Y.	19 W. 44th St. Murray Hill 7-5047	William K. Dorman
Philadelphia 7	12 S. 12th St. Walnut 2-3555	Robert Hitchings
Chicago 3	122 S. Michigan Ave. Harrison 7-8085	F. W. Thurnau
Detroit 2	General Motors Bldg. Trinity 5-1803	John F. Cole
Atlanta 3	Glenn Bldg. Main 3988	J. D. Whitehead
Beverly Hills	9538 Brighton Way Crestview 6-5032	V. E. Atkinson
San Francisco 3	5 Third St. Garfield 1-6740	Kathryn Close

TV Station represented: WJHP-TV, Jacksonville, Fla.

EDWARD PETRY & CO. INC.

New York 22	488 Madison Ave. Murray Hill 8-0200	Edward Petry, Pres. Thomas E. Knode, V.P. & Gen. Mgr
Chicago 11	400 N. Michigan Ave. Whitehall 4-0011	Edward E. Voynow, Exec. V.P. Louis A. Smith, Sales Mgr.
Atlanta 3	101 Marietta St. Lamar 8861	Richard W. Hughes
Detroit 2	General Motors Bldg. Trinity 5-1035	Franklin M. Walker
Los Angeles 14	530 W. 6th St. Tucker 3171	Wm. Larimer
San Francisco 4	Russ Bldg. Yukon 2-3631	Edward L. Smith
St. Louis 3	915 Olive St. Chestnut 7191	George Stevens

TV Stations Represented:

WSB-TV, Atlanta, Ga.	KMTV, Omaha, Neb.
WBAL-TV, Baltimore, Md.	WTVH-TV, Peoria, Ill.
WFAA-TV, Dallas, Tex.	WENS, Pittsburgh, Pa.
KOA-TV, Denver, Colo.	WOAI-TV, San Antonio, Tex.
WTVD, Durham, N.C.	KFMB-TV, San Diego, Cal.
WICU, Erie, Pa.	KGO-TV, San Francisco (ABC)
KPRC-TV, Houston, Tex.	KREM-TV, Spokane, Wash.
WJIM-TV, Lansing, Mich.	KOTV, Tulsa, Okla.
KARK-TV, Little Rock, Ark.	KEDD, Wichita, Kan.
KABC-TV, Los Angeles, Cal.	WHTN-TV, Huntington, W. Va.
(ABC)	(CP)
WISN-TV, Milwaukee, Wis.	KCRA-TV, Sacramento, Cal.
KSTP-TV, Minneapolis-St. Paul	(CP)
WSM-TV, Nashville, Tenn.	KTBS-TV, Shreveport, La. (CP)
WATV, Newark-New York City	ABC-TV Pacific Regional
WTAR-TV, Norfolk, Va.	Network

RADIO-TV REPRESENTATIVES INC.

New York 17	480 Lexington Ave. Murray Hill 8-4340	Peggy Stone, V.P.
Chicago 1	75 E. Wacker Drive Financial 6-0982	Ed Nickey, Gen. Mgr.
Beverly Hills, Cal.	111 N. LaClenera Blvd. Oleander 5-7597	Lee F. O'Connell
San Francisco	233 Sansome St. Yukon 6-2982	William Ayres

TV Station Represented: KTVI, St. Louis, Mo.

WILLIAM G. RAMBEAU CO.

New York 17	347 Madison Ave. Murray Hill 6-5940	William G. Rambeau
Chicago 1	185 N. Wabash Ave. Andover 3-5566	Boyd W. Lawlor
Minneapolis 2	Roanoke Bldg. Lincoln 7017	Vivian Bulmer Ella May Johnson
Los Angeles 28	6636 Hollywood Blvd Hollywood 4-0388	Jack Porter
San Francisco 5	607 Market St. Garfield 1-0426	Hal Hoffman

TV Station Represented: WFAM-TV, Lafayette, Ind.

PAUL H. RAYMER CO. INC.

New York 22	444 Madison Ave. Plaza 9-5570	Paul H. Raymer, Pres. Fred C. Brokaw, Exec. VP.-Sales Mgr.
Chicago 11	435 No. Michigan Ave. Superior 7-4473	Clay E. Forker
Dallas 1	Mercantile Securities Bldg. Riverside 5663	John H. Hicks, Jr.
San Francisco 4	Russ Bldg. Douglas 2-8909	Ray Rhodes
Detroit 26	Penobscot Bldg. Woodward 3-0764	Robert B. Rains
Hollywood 28	1680 Vine St. Hollywood 2-2376	John D. Gale
Atlanta 3	Glenn Bldg. Alpine 6508	Edward D. Brandt

TV Stations Represented:

KTBC-TV, Austin, Tex.	KVAR, Phoenix, Ariz.
WNOK-TV, Columbia, S. C.	KSLA, Shreveport, La.
WKJG-TV, Ft. Wayne, Ind.	WSBT-TV, South Bend, Ind.
KMJ-TV, Fresno, Cal.	KVOA-TV, Tucson, Ariz.
WKBT, LaCrosse, Wis.	KANG-TV, Waco, Tex.
KTLL, Los Angeles, Cal.	KFDX-TV, Wichita Falls, Tex.
KCBD-TV, Lubbock, Tex.	WWOR-TV, Worcester, Mass.
WCOV-TV, Montgomery, Ala.	WKBN-TV, Youngstown, O.

STARS NATIONAL INC.

New York 17	400 Madison Ave. Plaza 8-0555	Bernard Howard Alan Bress
Chicago 1	35 E. Wacker Dr. State 2-7942	Paul V. Elsberry
Atlanta	Candler Bldg. Lamar 7755	John Nutting
Los Angeles 57	2550 Beverly Blvd. Dunkirk 8-6178	Maurice A. Kimball
San Francisco 3	681 Market St. Exbrook 2-3365	Jules Thompson
Detroit 2	3049 E. Grand Blvd. Trinity 2-3914	Paul Pequinot

TV Stations Represented:

KSAN-TV, San Francisco, Cal. WOBS-TV, Jacksonville, Fla. (CP)

VENARD, RINTOUL & McCONNELL INC.

New York 17	579 Fifth Ave. Murray Hill 8-1088	Lloyd George Venard Stephen R. Rintoul James V. McConnell Abner Lichtman
Chicago 1	35 E. Wacker Dr. State 2-5260	Howard B. Meyers
San Francisco	Mills Bldg. Garfield 1-7950	Duncan A. Scott
Los Angeles 5	2978 Wilshire Blvd. Dunkirk 8-4151	A. O. Dillenbeck

TV Stations Represented:

KTEN, Ada, Okla.	WMBV-TV, Green Bay-Mari- nette, Wis.
WLOS-TV, Asheville, N.C.	KMID-TV, Midland, Tex.
WTO, Bangor, Me.	WJNO-TV, Palm Beach, Fla.
KCRG-TV, Cedar Rapids, Ia.	KTXL-TV, San Angelo, Tex.
WFIE, Evansville, Ind.	KCMC-TV, Texarkana, Tex.
KSWM-TV, Joplin, Mo.	KTRE-TV, Lufkin, Tex. (CP)
KLFY-TV, Lafayette, La.	

THE WALKER REPRESENTATION CO. INC.

New York 17	347 Madison Ave. Murray Hill 3-5830	Wythe Walker C. Otis Rawalt
Chicago 1	360 N. Michigan Ave. Andover 3-5771	Wythe Walker & Ralph C. Kelley
Los Angeles 5	672 S. Lafayette Park Pl. Fairfax 3200	Harlan Oakes
San Francisco 4	Russ Bldg. Yukon 6-5820	Norm Cunningham
Atlanta	Mortgage Guarantee Bldg. Alpine 1241	Tom Atkinson
Boston	80 Boylston St. Hubbard 2-4370	William Creed

TV Stations Represented:

WMGT, Adams-Pittsfield, Mass.	•WLBC-TV, Muncie, Ind.
KXLF-TV, Butte, Mont.	WSLV-TV, Harrisburg, Ill.
WMSL-TV, Decatur, Ala.	WEAT-TV, W. Palm Beach, Fla.

*Chicago representative is Hal Holman.

WEED TELEVISION CORP.

New York 17	579 Fifth Ave. Plaza 9-4700	Joseph J. Weed, Pres. E. J. Fitzsimmons, Gen. Sales Mgr. Bates Halsey, East. Mgr.
Chicago 6	20 N. Wacker Dr. Randolph 6-9668	Neal Weed, V.P. George Lindsay Western Mgr.
Detroit 26	Book Bldg. Woodward 1-2685	Bernard P. Pearce
Atlanta 3	Glenn Bldg. Cypress 4081	George L. Griesbauer
Hollywood 28	6331 Hollywood Blvd. Hollywood 2-6676	Edwin C. Metcalfe
San Francisco 5	625 Market St. Exbrook 7-0535	Donald Staley
Boston 16	Statler Bldg. Hubbard 2-5677	Robert R. Reardon

(Continued on next page)

TV Stations Represented:

WAKR-TV, Akron, O.
 KGGM-TV, Albuquerque, N. M.
 KALB-TV, Alexandria, La.
 KBAK-TV, Bakersfield, Cal.
 WCAK-TV, Burlington, Vt.
 WWTN-TV, Cadillac, Mich.
 WCNY-TV, Carthage-Watertown, N.Y.
 WOI-TV, Des Moines (Ames), Ia.
 WBAY-TV, Green Bay, Wis.
 WFBC-TV, Greenville, S. C.
 KHQA-TV, Hannibal, Mo. (Quincy, Ill.)
 WJTV, Jackson, Miss.
 KPCL-TV, Lake Charles, La.
 KLAS-TV, Las Vegas, Nev.
 KCOF, Los Angeles, Cal.
 WMUR-TV, Manchester, N. H.
 KGLO-TV, Mason City, Ia.
 KCJB-TV, Minot, N. D.
 WABC-TV, New York City (ABC)

*KPRK-TV, Pasco, Wash.
 KTVK, Phoenix, Ariz.
 WCSH-TV, Portland, Me.
 WJAR-TV, Providence, R. I.
 KCCC-TV, Sacramento, Cal.
 KTTS-TV, Springfield, Mo.
 KTNT-TV, Tacoma (Seattle)
 WSUN-TV, St. Petersburg (Tampa)
 KXJB-TV, Valley City, N. D.
 WMFD-TV, Wilmington, N. C.
 KIMA-TV, Yakima, Wash.
 XETV, Tijuana, Mex. (San Diego)
 **KBMB, Bismarck, N. D. (CP)

* Satellite of KIMA-TV, Yakima, Wash.
 **To be semi-satellite of KXJB-TV, Valley City, N. D.

Canadian TV Stations Represented:

CKX-TV, Brandon, Man.
 CHCT-TV, Calgary, Alta.
 CKWS-TV, Kingston, Ont.
 CKCO-TV, Kitchener, Ont.
 CFPL-TV, London, Ont.
 CHEX-TV, Peterborough, Ont.
 CFPA-TV, Port Arthur, Ont.

CFCM-TV, Quebec City, Que.
 CKCK-TV, Regina, Sask.
 CHSJ-TV, Saint John, N.B.
 CJIC-TV, Sault Ste. Marie, Ont.
 CKSO-TV, Sudbury, Ont.
 CJCB-TV, Sydney, N.S.
 CJON-TV, St. John's, Nfld. (CP)

CANADIAN REPRESENTATIVES

ALL-CANADA TELEVISION

Toronto, Ont.	80 Richmond St. W. Empire 6-9236	Reo Thompson, <i>Mgr.</i>
Montreal, Que.	Dominion Square Bldg. University 6-9868	Burt Hall, <i>Mgr.</i>
Vancouver, B. C.	1161 Melville St. Tatlow 7461	J. E. Baldwin
Calgary, Alta.	Taylor-Pearson & Carson Bldg. 2-5791	J. E. Cavanaugh
Winnipeg, Man.	Electric Railway Chambers 926 & 861	M. V. Chesnut

TV Stations Represented (in Canada):

CJCB-TV, Sydney, N. S.	CJIC-TV, Sault Ste. Marie, Ont.
CHSJ-TV, Saint John, N. B.	CFPA-TV, Port Arthur, Ont.
CKWS-TV, Kingston, Ont.	CKX-TV, Brandon, Man.
CHEX-TV, Peterborough, Ont.	CKCK-TV, Regina, Sask.
CHCT-TV, Calgary, Alta.	CHCT-TV, Calgary, Alta.
CHCH-TV, Hamilton, Ont.	CJON-TV, St. John's, Nfld. (CP)
CFPL-TV, London, Ont.	CKNX-TV, Wingham, Ont. (CP)
CKLW-TV, Windsor, Ont.-Detroit, Mich.	CJOC-TV, Lethbridge, Alta. (CP)
CKSO-TV, Sudbury, Ont.	

CANADIAN BROADCASTING CORP.

Toronto	354 Jarvis St. Walnut 3-5481	W. E. Powell, <i>commercial mgr.</i>
Montreal	Radio Canada Bldg. University 6-2571	M. Valliquette, <i>Que. commercial mgr.</i>

TV Stations Represented:

*CBFT, Montreal, Que.	CBLT, Toronto, Ont.
CBMT, Montreal, Que.	CBUT, Vancouver, B.C.
CBOT, Ottawa, Ont.	CBWT, Winnipeg, Man.
*CBQFT, Ottawa, Ont.	CBHT, Halifax, N.S.

* French language stations.

**JOS. A. HARDY & CO. LTD
(TV Division)**

Quebec	39 St. John St. 5-7373	
Montreal	1489 Mountain St. Plateau 1101	Gilles Loslier
Toronto	129 Adelaide St. W. Empire 3-6009	R. C. Armstrong

TV Stations Represented (in Canada):

CKCO-TV, Kitchener, Ont.	CKRS-TV, Jonquiere, Que. (CP)
CFCM-TV, Quebec City	

JOHN N. HUNT & ASSOC.

Vancouver, B.C.	198 W. Hastings St. Tatlow 6277	John Hunt
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TV Stations Represented (Western Canada):

CFRN-TV, Edmonton, Alta.	CFCM-TV, Quebec City, P.Q.
CKCO-TV, Kitchener, Ont.	CFQC, Saskatoon, Sask.

ANDY McDERMOTT

Toronto, Ont.	10 E. Adelaide St. Empire 6-8945	A. A. McDermott
Montreal, Que.	Castle Bldg. Belair 7042	E. G. Richmond

New York 16	477 Madison Ave. Plaza 9-1810	Adam J. Young Jr S. J. Machcinski, Jr.
Chicago 2	55 E. Washington St. Andover 3-5448	William J. Reilly
St. Louis	6 North Seventh St. Victor 3-5785	John B. Hetherington
Los Angeles 28	Guaranty Bldg. Hollywood 2-2287	William L. Wallace
San Francisco	593 Market St. Yukon 6-8769	Chas. R. Christianson
Boston	Statler Office Bldg. Hubbard 2-6117	Nona Kirby

TV Stations Represented:

WAFB-TV, Baton Rouge, La.	WICS, Springfield, Ill.
WICC-TV, Bridgeport, Conn.	KTVW, Tacoma, Wash.
KVDO-TV, Corpus Christi, Tex.	KVVG, Tulare, Cal.
CKLW-TV, Detroit, Mich.-Windsor, Ont.	WSBA-TV, York, Pa.
WTVY, Dothan, Ala.	KULA-TV, Honolulu, Hawaii
KTAG-TV, Lake Charles, La.	WFLB-TV, Fayetteville, N.C.
	KARD-TV, Wichita, Kan. (CP)

Canadian TV Stations Represented:

CFRN-TV, Edmonton, Alta.	CKWC-TV, Moncton, N.B.
CHCH-TV, Hamilton, Ont.	CFQC-TV, Saskatoon, Sask.
CKLW-TV, Windsor (Detroit)	CKVR-TV, Barrie, Ont. (CP)
CJBR-TV, Rimouski, Que.	CHLT-TV, Sherbrooke, Que. (CP)

TV Stations represented (in Canada):

WABD, New York, N. Y.	WTVN-TV, Columbus, O.
WKTU, Utica, N. Y.	WGN-TV, Chicago, Ill.
WHEN-TV, Syracuse, N. Y.	WPBM-TV, Indianapolis, Ind.
WHAM-TV, Rochester, N. Y.	WOW-TV, Omaha, Neb.
WICU, Erie, Pa.	WGR-TV, Buffalo, N. Y.
WGAL-TV, Lancaster, Pa.	WIRI, Plattsburgh, N. Y.
WMTW, Poland Spring, Me.	WCNY-TV, Carthage-Watertown, N. Y.
WXEL, Cleveland, O.	KLOR, Portland, Ore.
WWJ-TV, Detroit, Mich.	

PAUL MULVIHILL & CO.

Toronto	77 York St. Empire 8-6554	Paul Mulvihill Alex Bedard
Montreal	1250 College McGill Ave. University 6-8105	Murray MacIvor

TV Station Represented: CKVR-TV, Barrie, Ont. (CP)

RADIO REPRESENTATIVES LTD.

Toronto	25 Adelaide St. W. Empire 8-2381	Gordon Ferris, <i>Pres.</i>
Montreal	Dominion Square Bldg. University 6-8508	Wilf Dipple
Vancouver	198 W. Hastings St. Tatlow 6277	John Hunt
Winnipeg	Lindsay Bldg. 9-6374	A. J. Messner

TV Stations Represented:

CFRN-TV, Edmonton, Alta.	CFQC-TV, Saskatoon, Sask.
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RADIO TIME SALES (QUEBEC) LTD.

Montreal	1231 St. Catherine St. W. Plateau 1143	Ralph J. Judge, <i>Pres.</i>
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TV Station Represented: WMVT, Burlington, Vt.

HORACE N. STOVIN & CO.

Toronto 5, Ont.	406 Jarvis St. Walnut 4-5768	Lee Raeburn
Montreal, Que.	Keefer Bldg. University 6-6291	T. C. Maguire
Winnipeg, Man.	1111-211 Portage Ave. 925-097	Godfrey Tudor
Vancouver, B. C.	Crown Bldg. Tatlow 4831	J. W. Stovin

TV Stations represented (in Canada):

KVOS-TV, Bellingham, Wash.	WABC-TV, New York, N. Y.
WLEV-TV, Bethlehem-Allentown, Pa.	KMTV, Omaha, Neb.
WTV, Bloomington, Ind.	WFL-TV, Philadelphia, Pa.
WBZ-TV, Boston, Mass.	KROC-TV, Rochester, Minn.
WEWS, Cleveland, O.	WHCC-TV & WVET-TV, Rochester, N. Y.
WBNS-TV, Columbus, O.	KWSW-TV, Roswell, N. M.
WOC-TV, Davenport, Ia.	KTVT, Salt Lake City, Utah
WHIO-TV, Dayton, O.	KGO-TV, San Francisco, Cal.
WXYZ-TV, Detroit, Mich.	WSYR-TV, Syracuse, N. Y.
WEHT, Henderson, Ky.-Evansville, Ind.	WSAU-TV, Wausau, Wis.
WJAC-TV, Johnstown, Pa.	WPFH, Wilmington, Del.
KHOL-TV, Kearney, Neb.	WTCN-TV, Minneapolis, Minn.
WKNY-TV, Kingston, N. Y.	WNDU-TV, Notre Dame-South Bend, Ind. (CP)
WGAL-TV, Lancaster, Pa.	CKCW-TV, Moncton, N.B.
WJIM-TV, Lansing, Mich.	CJBR-TV, Rimouski, Que.
KABC-TV, Los Angeles, Cal.	

**Territorial and Foreign-Language
Station Representatives**

ALASKA RADIO-TV SALES

New York	370 Lexington Ave. Murray Hill 5-1303	Roy V. Smith Charles E. Soden
Seattle 1	Securities Bldg. Seneca 6333	William J. Wagner, Pres.
San Francisco 4	Mills Bldg. Garfield 1-7950	Duncan A. Scott Cy Jobson
Los Angeles 5	2978 Wilshire Blvd. Dunkirk 8-4151	A. O. Dillenbeck

TV Stations Represented:
KTVA, Anchorage, Alaska KTVF, Fairbanks, Alaska

CARIBBEAN NETWORKS INC.

New York 19	200 W. 57th St. Circle 5-7433	A. M. Martinez, Exec. V.P. Vicente Ramos, V.P. Juan J. Cerna, V.P.
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TV Stations Represented:
WAPA-TV, San Juan, P.R. RPC-TV, Panama, Panama,
CMBF-TV, Havana, Cuba (CP)
CMQ-TV Network, Cuba YSEB-TV, San Salvador, El
RPC-TV, Colon, Panama (CP) Salvador (CP)

DEL DAY

Seattle	White-Henry-Stuart Bldg. Seneca 6682	Del Day
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TV Stations Represented (Western U.S.):
KENI-TV, Anchorage, Alaska KFAR-TV, Fairbanks, Alaska

JAMES C. FLETCHER CO.

New York	60 W. 46th St. Circle 6-4084	James C. Fletcher Jr.
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TV Stations Represented (New York & Chicago):
KENI-TV, Anchorage, Alaska KFAR-TV, Fairbanks, Alaska

INTER-AMERICAN PUBLICATIONS INC.

New York 17 41 E. 42d St. Angel Ramos
Murray Hill 2-0884

TV Station Represented: WKAQ-TV, San Juan, P. R.

NATIONAL TIME SALES

New York 17	370 Lexington Ave. Murray Hill 5-1300	Arthur Gordon
Los Angeles	672 S. Lafayette Park Place, Dunkirk 2-3200	Harlan G. Oakes
San Francisco	110 Sutter St. Sutter 1-7971	Harlan G. Oakes

TV Stations Represented:
XEJ-TV, Juarez, Mex. XEFE-TV, Nuevo Laredo, Mex.
(El Paso, Tex.) (CP) (Laredo, Tex.)

RICHARD O'CONNELL

New York 17	40 E. 49th St. Plaza 5-9140	Richard O'Connell
Los Angeles 57	2550 Beverly Blvd. Dunkirk 8-6178	Maurice A. Kimball
San Francisco	681 Market St. Exbrook 2-3365	John Banister

TV Station Represented: KCOR-TV, San Antonio, Tex.
[Spanish Language Station.]

PAN AMERICAN BROADCASTING CO.

New York 17	370 Lexington Ave. Murray Hill 5-1300	E. Bernald
Los Angeles	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes
San Francisco	110 Sutter St. Sutter 1-7971	Harlan Oakes

TV Station Represented: DZAQ-TV, Manila, Philippines

Selected List of

TV-Radio Editors of Major U.S. Newspapers

Note: Due to frequent turnover, mailings should always include designation "TV-Radio Editor"

ALABAMA

Birmingham Post-Herald—Fred Woodress
Birmingham News—Lily May Caldwell
Mobile Register and Press—Vivian Cannon
Montgomery Advertiser and Journal—Bob
Hugger

ARIZONA

Phoenix Arizona Republic—Maggie Wilson
Phoenix Gazette—Bobbie Johnson

ARKANSAS

Little Rock Gazette—Paul Mendy

CALIFORNIA

Hollywood Citizen-News—Zuma Palmer
Los Angeles Examiner—Jack Lait Jr.
Los Angeles Herald & Express—Bob Hull
Los Angeles Mirror—Hal Humphrey
Los Angeles Times—Walter Ames
Sacramento Bee—William C. Glackin
San Diego Union—Don Freeman
San Diego Tribune—Dave McIntyre
San Francisco Call-Bulletin—Bob Hall
San Francisco Chronicle—Terrence O'
Flaherty
San Francisco Examiner—A. Dwight Newton
San Francisco News—Paul Speegle

COLORADO

Denver Post—Bruce Hamby

CONNECTICUT

Hartford Courant—H. Viggo Andersen
Hartford Times—Leslie Young

DISTRICT OF COLUMBIA

Washington News—Dave Reque
Washington Post & Times-Herald—Law-
rence Laurent

FLORIDA

Miami Herald—Jack Anderson
Miami News—Louise Leyden
Miami Beach Sun—Gertrude Edmonds
Tampa Tribune—Phil Barney

GEORGIA

Atlanta Constitution—Paul Jones
Atlanta Journal—Paul Rawlings

ILLINOIS

Chicago American—Janet Kern
Chicago News—Ethel Daccardo
Chicago Sun-Times—Lucie Carter
Chicago Tribune—Larry Wolters
Rock Island Argus—Charles Sanders

INDIANA

Fort Wayne Journal-Gazette—Jean Mack
Indianapolis Times—Kathleen Cvangros
South Bend Tribune—Robert Spangler

IOWA

Cedar Rapids Gazette—Nadine Subotnik
Des Moines Register and Tribune—Marjory
Laws

KANSAS

Topeka Capital—Allan Young
Wichita Beacon—Mary Grice
Wichita Eagle—Dorothy Beemiller

KENTUCKY

Louisville Courier Journal—Bill Ladd
Louisville Times—Jack Eisen

LOUISIANA

Baton Rouge State-Times and Morning Ad-
vocate—Charles East
New Orleans Item—T. R. Liuzza
New Orleans Times-Picayune—Ed Brooks
Shreveport Journal—Wallace Beene

MAINE

Portland Herald—William S. Chapin
Portland Express—D. L. Galbraith
Portland Telegram—Richard Woodbury

MARYLAND

Baltimore Sun—Donald Kirkley
Baltimore Evening Sun—Hope Pantell

MASSACHUSETTS

Boston Globe—Elizabeth Sullivan
Boston Herald—Bill Buchanan
Springfield Union and News—John Ryan
Worcester Telegram—Frederick L. Rushton
Worcester Gazette—James A. Gourgouras

MICHIGAN

Detroit Free Press—Betty Lou Peterson
Detroit News—Herschell Hart
Detroit Times—Andy Wilson

MINNESOTA

Minneapolis Tribune—Will Jones
Minneapolis Star—Florence Murphy
St. Paul Pioneer Press and Dispatch—T. L.
Ayers

MISSOURI

Kansas City Star and Times—R. J. Hoyland
St. Louis Post-Dispatch—Warner O. Schoyen

NEBRASKA

Omaha World-Herald—Irene Provost

NEW JERSEY

Newark News—Roland E. Lindblom

NEW YORK

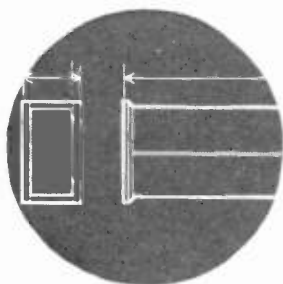
Albany Times-Union—Charles E. Davis
Buffalo Courier-Express—Jean Dingle
Buffalo News—Ray Finch
New York Herald Tribune—John Crosby,
Marie Torre
New York Journal-American—Jack O'Brian
(TV), Don Short (radio)
New York News—Ben Gross
New York Post—Albert Cusick
New York Telegraph—Leo Mishkin
New York Times—Jack Gould, Joseph
Shanley, Val Adams
New York World-Telegram & Sun—Harriet
Van Horne

Continued on Page 313

*from
transmitter
to antenna...*

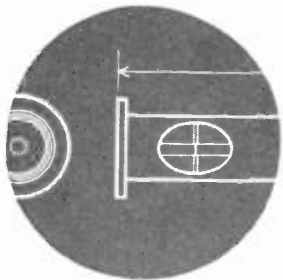
ANDREW TV TRANSMISSION SYSTEMS

For nearly 15 years ANDREW Corporation has been foremost in the engineering and designing of complete transmission systems for leading TV stations. Each ANDREW system is carefully planned with specifications prepared to station requirements.



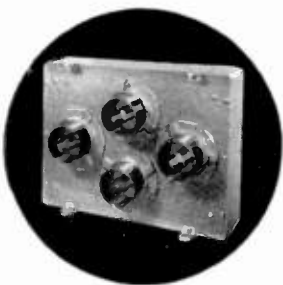
WAVEGUIDE

ANDREW copper clad steel waveguide is the most efficient transmission line for UHF-TV. It is economical to install and maintain — no spring hangers or sliding flanges are necessary because the steel construction allows for expansion and contraction in the same ratio as the tower members.



COAXIAL LINE FOR UHF, VHF-TV

High efficiency lines engineered and built to the industry's most exacting standards. Preferred by TV station engineers because of its ruggedness and dependability. Available in 1½", 3½", and 6½" diameters.



COAXIAL SWITCH

Avoid costly "off-the-air" time. ANDREW remotely controlled coaxial switch makes changeovers to stand-by equipment almost instantaneous. Actual time: 4 seconds. Simplifies station tune-up and testing. Manually operated switch also available.

Let an ANDREW engineer consult with you when planning or re-designing your UHF, VHF-TV transmission system. Request this free service by contacting the Sales Engineering Department.

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CPs Outstanding and Applications Pending

For New Stations (Including Off-Air Stations in CP Status)

(Canadian CPs on pp. 280-281)

With Probable Starting Dates and National Representatives of New Stations Authorized as Reported by Principals

STAR (★) AND BOLDFACE CAPITAL LETTERS OF CITIES DENOTE GRANTEES OF CPs; ALL OTHERS ARE APPLICANTS ONLY
Dagger (†) indicates non-commercial educational station

For list of CPs relinquished, see pages 283-284

FCC's BPCT File No. given where available; for further details, consult file in FCC Reference Room

NOTE: This listing can be kept up-to-date and corrected with the weekly *TV Addenda* (blue sheets) published for its full-service subscribers by *Television Digest*, reporting all current FCC grants, applications, changes, etc.

ALABAMA

★ **ANDALUSIA** (Ch. 2, educational)—WAIQ, Alabama Educational Television Commission, 714 Protective Life Bldg., Birmingham, Ala. CP 3-9-55; 100-kw visual, 60.3-kw aural, 670-ft. above av. terrain, 601-ft. above ground, 1042-ft. above sea level, lat. 31° 33' 13", long. 86° 23' 28". Transmitter, Mervills Mill Rd. Plant, \$166,500; yearly operating, \$16,000. Equipment, RCA. Raymond D. Hurlburt, pres. Also operates WTIQ, Munford and WBIQ, Birmingham. Counsel, Hogan & Hartson; Consulting engineers, A. D. Ring & Assoc. BPET-54. Starting Date (as reported): Sept., 1955.

★ **BIRMINGHAM** (Ch. 48)—WJLN-TV, Johnston Broadcasting Co. Homewood (WJLD) CP 12-10-52; 230-kw visual, 120-kw aural, 650-ft. above av. terrain, 331-ft. above ground, 1291-ft. above sea level, lat. 33° 29' 02", long. 86° 48' 35". Transmitter, 1817 11th Place S. Plant, \$234,578; yearly operating, \$200,000. Equipment, GE. George Johnston, 40%; George Johnston Jr., 60%. Counsel, Pehle, Lessen, Mann, Riemer & Luxford; consulting engineers, Craven, Lohnes & Culver. BPCT-1335. Starting Date: Unreported.

★ **MOBILE** (Ch. 48)—WKAB-TV, Pursley Bestg. Service Inc., Box 1306 (WKAB). CP 8-6-52; 270-kw visual, 140-kw aural, 316-ft. above av. terrain, 303-ft. above ground, 333-ft. above sea level, lat. 30° 42' 26", long. 88° 05' 12". Transmitter, 525 Donald St. Plant, \$152,200; yearly operating, \$183,500. Equipment, GE. Louise P. Pursley, chairman, 85%; Robert H. Moore, pres., 1.66%; C. L. Pursley, secy.-treas., 13.33%. Counsel, Haley, Doty & Wollenberg; consulting engineer, George P. Adair Engineering Co. BPCT-988. [Note: Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status; sale pending to operators of WJMR-TV, New Orleans, La.; see *Television Digest*, Vol. 10:40 & 11:12, 19. CP expires Sept. 1, 1955.]

★ **Mobile** (Ch. 5)—WKRQ-TV, WKRQ-TV Inc., Downtown Theatre Bldg. (WKRQ-CBS). CP 3-23-55; 100-kw visual, 50-kw aural, 530-ft. above av. terrain, 459-ft. above ground, 644-ft. above sea level, lat. 30° 39' 12", long. 88° 08' 59". Transmitter, Cottage Hill Rd., 58 mi. W. of Azalea Rd. Plant, \$294,000; yearly operating \$212,298. Equipment, DuMont transmitter, RCA antenna. Kenneth R. Giddens, pres., 20%; Joseph H. Little, v.p., 6.66% (physician); Andrew C. Smith, S.J., treas. (pres. of Spring Hill College); Shirley R. Konrad, 10%; T. J. Rester Jr., 10% (farm equipment); Spring Hill College, 6.66%; Alfred F. Delchamps, 4.44% (real estate & grocery stores); Louie Brannan, 6.66% (sporting goods); O. H. May, 4.44% (plumbing supplies); Thomas A. Twitty, 4% (attorney & nursery); Wm. H. Armbricht, Jr., secy., 4% (attorney); T. K. Jackson Jr., 8.88% (attorney); 9 others, none holding more than 3.33%. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-690. Rep: Avery-Knodel. Starting Date (as reported): Sept., 1955.

★ **SELMA** (Ch. 8)—WSLA, Deep South Bestg. Co., Box 1447, Montgomery, Ala. (WBAM, Montgomery). CP 2-24-54; 2.51-kw visual, 1.26-kw aural, 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level, lat. 32° 24' 00", long. 87° 05' 10". Transmitter, 3-mi. W. of Selma. Plant, \$136,541; yearly operating, \$100,000. Equipment, Standard Electronics transmitter, GE antenna. Wm. J. Brennan, pres., 45% (mgr., WBAM, Montgomery, Ala.; 50% of Vulcan Tower Co.); Cyril G. Brennan, v.p., (chief eng., WBAM); Wm. E. Bennis Jr., treas., 45% (50% of Vulcan Tower Co.; 10% of WVOK, Birmingham); Barbara Bennis, 5%; Frances U. Brennan, 5%. Counsel, Charles S. Rhyne; consulting engineer, Wm. E. Bennis Jr. BPCT-1814. Starting Date: Unreported. [Note: Delayed by hearing on request for higher tower & new site.]

ARIZONA

★ **Tucson** (Ch. 9)—KDWI-TV, D. W. Ingram & Kathleen Ingram d/b as Tucson Television Co., Box 2528. CP 4-19-55; 57.5-kw visual, 34.7-kw aural, 190-ft. above av. terrain, 337-ft. above ground, 2787-ft. above sea level, lat. 32° 12' 27", long. 110° 56' 45". Transmitter, 1151 S. Warren St. Plant, \$271,655; yearly operating, \$276,068. Equipment, RCA. D. W. Ingram is warehouse operator and owns building material firm. Counsel, Welch, Mott & Morgan; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1974. Starting Date: Unreported.

ARKANSAS

★ **EL DORADO** (Ch. 10)—KRBB, South Arkansas Television Co. Inc., c/o KVMA, Magnolia, Ark. CP 2-24-54; 24-kw visual, 12-kw aural, 630-ft. above av. terrain, 637-ft. above ground, 855-ft. above sea level, lat. 33° 07' 40", long. 92° 38' 28". Transmitter, U. S. 167, 5.3-mi. S. of town. Plant, \$95,000; yearly operating, \$93,000. Equipment Gates transmitter, RCA an-

tenna. Dr. Joe F. Rushton, pres., 33.3% (physician; 30% owner of KVMA); W. C. Blewster Jr., v.p., 33.3% (banker; 3.9% of KVMA); Wm. M. Bigley, secy.-treas., 33.3% (gen. mgr. & 12½% of KVMA). Consulting engineer, Robt. M. Silliman. BPCT-1590. Rep: Pearson. Starting Date (as reported): Fall of 1955.

★ **FORT SMITH** (Ch. 5)—KNAC-TV, American Television Co., Inc., 15 Court St. (KWHN). CP 6-4-54; 50-kw visual, 25-kw aural, 645-ft. above av. terrain, 448-ft. above ground, 1231-ft. above sea level, lat. 35° 27' 11", long. 94° 22' 26". Transmitter, 5.3-mi. NNE of Fort Smith's center. Plant, \$338,600; yearly operating, \$300,000. Equipment, RCA. H. S. Nakdimen, pres., 33.33% (banking & real estate); Edgar E. Bethell, secy.-treas., 33.33%; Dick Allis, v.p., 33.33% (food broker). Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-842. [Note: Sale of CP to KFSA-TV, Fort Smith (Ch. 22) pending FCC approval, see *Television Digest*, Vol. 10:52; transfer designated for hearing, see Vol. 11:8.]

★ **JONESBORO** (Ch. 8)—KBTM-TV, Regional Bestg. Co., Box 794. (KBTM). CP 1-12-55; 11.7-kw visual, 7.08-kw aural, 200-ft. above av. terrain, 212-ft. above ground, 497-ft. above sea level, lat. 35° 50' 21", long. 90° 34' 44". Transmitter, 1-mi. E of Jonesboro on Hwy. 4. Plant, \$100,000; yearly operating, \$120,000. Equipment, RCA. Harold E. & Helen W. King, partners, are husband & wife. Harold & Helen King also own KGH, Little Rock. Consulting engineer, Gary O. Sandstedt, Kansas City, Mo. BPCT-1900. Starting Date: Unreported.

★ **LITTLE ROCK** (Ch. 11)—KTHV, Arkansas TV Co., 119 E. Capitol. CP 11-4-54; 316-kw visual, 158-kw aural, 1736-ft. above av. terrain, 1158-ft. above ground, 2188-ft. above sea level, lat. 34° 47' 55", long. 92° 29' 58". Transmitter, Shinall Mt. Plant, \$830,637; yearly operating, \$535,716. Equipment, RCA. Radio Broadcasting Inc. (KTHS, Little Rock, Ark.), 42%; *Arkansas Democrat*, 32%; National Equity Life Insurance Co., 16%; K. August Engel, pres., 10%; William H. Bronson, board chmn. Interlocking ownership with Times Publishing Co. (KWKH), Shreveport La., and publisher of *Shreveport Times, Monroe* (La.) *Morning World & News Star*. Counsel, Dempsey & Koplovitz. Consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1057. Rep: Branham. Starting Date (as reported): Sept., 1955.

CALIFORNIA

★ **CORONA** (Ch. 52)—KCOA, KOWL Bestg. Co. Pico Blvd., Santa Monica, Cal. (KOWL). CP 9-16-53; 38-kw visual, 20.4-kw aural, 2910-ft. above av. terrain, 191-ft. above ground, 5884-ft. above sea level, lat. 34° 13' 34.4", long. 118° 03' 57.6". Transmitter, Mt. Wilson, N. of County Rd. Plant, \$206,660; yearly operating, \$225,000. Equipment, RCA. J. D. Funk, pres., 12.5%; Robert E. McClure, v.p., 37%; C. D. Funk, treas., 12.5%; R. D. Funk, secy., 12.5%; Ellnor M. Funk, asst. treas., 12.5%. Funk & McClure families publish *Santa Monica Evening Outlook*. Consulting engineer, Harry R. Lubecke. BPCT-1494. Starting Date: Unreported.

★ **FRESNO** (Ch. 53)—KBID-TV, John Poole Bestg. Co. Hotel Californian, Fresno. (KBIF). CP 8-12-53; 188-kw visual, 97.7-kw aural, 2254-ft. above av. terrain, 145-ft. above ground, 3543-ft. above sea level, lat. 36° 44' 45", long. 119° 16' 52". Transmitter, Bear Mt. Plant, \$238,000; yearly operating \$160,000. Equipment, GE. For Mr. Poole's holdings, see KBIC-TV, Los Angeles. Counsel, McKenna & Wilkinson; consulting engineer, Jay E. Tapp, Long Beach, Cal. BPCT-1069. [Note: Began operating Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status; also asking for lower uhf channel; see *Television Digest*, Vol. 10:29 & 11:9. CP expires Oct. 12, 1955.]

Fresno (Ch. 12)—California Inland Broadcasting Co., T. W. Patterson Bldg. (KFRE-CBS). 235-kw visual, 117-kw aural, 1943-ft. above av. terrain, 174-ft. above ground, 4674-ft. above sea level, lat. 37° 04' 38.882", long. 119° 26' 482". Transmitter, approximately ¾ mile S.W. of Auberry Shaver Lake Rd. at Meadow Lake Junction. Plant \$428,957; yearly operating, \$355,236. Equipment, GE. Paul R. Bartlett, pres., 57%; Wm. C. Crossland, secy.-treas., 38%; Keith L. Mealey, v.p., engineering, 2.38%; Edward J. French, v.p. programs, 2.38%; Helen Johnson, 24%. Washington counsel, Flerson & Ball; consulting engineers, Craven, Lohnes & Culver. BPCT-413. [Note: Initial decision by examiner Basil P. Cooper Sept. 9, 1954 recommended denial of application.]

Fresno (Ch. 12)—KARM, The George Harm Station, 1333 Van Ness Ave. (KARM-ABC). 316-kw visual, 158-kw aural, 2000-ft. above av. terrain, 360-ft. above ground, 4818-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31". Transmitter, Bald Mt., 30-mi. NE of Fresno. Plant, \$398,533; yearly operating, \$300,000. Equipment, GE. Hattie Harm, pres., 50%; Clyde F. Coombs,

v.p. & secy., 50%; Gilbert H. Jertberg, treas. (attorney). Washington counsel, Hogan & Hartson; consulting engineers, A. D. Ring & Assoc. BPCT-478. [Note: Initial decision by examiner Basil P. Cooper Sept. 9, 1954 recommended grant of application.]

★ **LOS ANGELES (Ch. 22)**—KBIC-TV, John Poole Broadcasting Co., Security Bldg., Long Beach, Cal. CP 12-10-52, 540-kw visual, 320-kw aural, 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level, lat. 34° 13' 36", long. 118° 03' 59". Transmitter, Mt. Wilson. Plant, \$392,000; yearly operating, \$150,000. Equipment, GE. John H. Poole, 100% owner, also owns KBID, Fresno; KBIG, Avalon, Cal.; KSJV, Sanger, Cal., and holds CP for KBID-TV, Fresno. Counsel, McKenna & Wilkinson; consulting engineer, George P. Adair Engineering Co. BPCT-1345. Starting Date: Unreported.

★ **MODESTO (Ch. 14)**—KTRB-TV, KTRB Bcstg Co. Inc., Box 593 (KTRB). CP. 2-17-54; 20.4-kw visual, 11-kw aural, 300-ft. above av. terrain, 328-ft. above ground, 420-ft. above sea level, lat. 37° 40' 15", long. 120° 58' 47". Transmitter, S. side of Norwegian Ave., W. of Coffee Rd. Plant, \$175,824; yearly operating, \$101,450. Equipment, RCA. Wm. H. Bates Jr., pres.-treas. 80%; I. W. Fiscallini, v.p.; Margie W. Cleary, secy., 20%. Counsel, Eliot C. Lovett; engineers, Gautney & Jones. BPCT-1721. Starting Date: Unreported.

Oakland—See also San Francisco.

Oakland (Ch. 2)—Channel Two Inc., Central Bank Bldg. 100-kw visual, 60-kw aural, 1247-ft. above av. terrain, 232-ft. above ground, 1480-ft. above sea level, lat. 37° 41' 19", long. 122° 26' 07". Transmitter, San Bruno Mt., 7.75-mi. SSW of San Francisco, Cal. Equipment, RCA. Stoddard P. Johnston, pres., 35% (v.p. KFMB-TV, San Diego); M. B. Skaggs, v.p., 5% (wholesale merchant); Ingraham Read, 5% (advertising); Howard L. Chernoff, exec. director, 5%; A. M. Bleiler, secy.-treas., 5% (investment broker); Kinco Enterprises, 10% (John A. Kennedy, chairman); J. R. Knowland, 5% (publisher of Oakland Tribune); remainder held by 5 others holding 5% each, and 2 others owning 2.5%. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1660.

Oakland (Ch. 2)—San Francisco-Oakland Television Inc., 609 Central Bank Bldg. 100-kw visual, 70-kw aural, 1174-ft. above av. terrain, 181-ft. above ground, 1406-ft. above sea level, lat. 37° 41' 20", long. 122° 26' 07". Transmitter, Television Peak, San Bruno Mt. Plant, \$85,209 (all physical properties to be leased from General Teleradio Inc.); yearly operating, \$1,384,518. Equipment, RCA. Ward D. Ingram, pres.-treas., 47½% (v.p. & dir. of General Teleradio Inc., exec. v.p. of Don Lee Div.); William D. Pabst, exec. v.p.-secy., 47½% (v.p., Don Lee Div., General Teleradio Inc.); Harry R. Lubcke, v.p., 5% (consulting engineer). Includes agreement whereby General Teleradio Inc. may purchase 40% of Messrs. Pabst's and Ingram's stock on pro-rata basis any time after Jan. 1, 1957 and prior to Jan. 1, 1958. Counsel, Plerson & Ball; consulting engineer, Harry R. Lubcke. BPCT-1842.

★ **SACRAMENTO (Ch. 3)**—KCRA-TV, KCRA Inc., 1010 Eleventh St. (KCRA-NBC). CP 4-13-55; 100-kw visual, 50-kw aural, 495-ft. above av. terrain, 553-ft. above ground, 573-ft. above sea level, lat. 38° 35' 16", long. 121° 29' 22". Transmitter, 10th and C Sts. Plant, \$517,896; yearly operating, \$576,000. Equipment, RCA. Ewing Kelly, press & gen. mgr., 50%; C. Vernon Hansen, v.p., 16.66%; Gerald Hansen, secy.-treas., 16.66%; Kenneth W. Hansen, 16.66%. Counsel, Loucks, Zias, Young & Jansky; consulting engineering, Jansky & Bailey Inc. BPCT-669. Rep: Petry. Starting Date (as reported): Sept., 1955.

Sacramento (Ch. 6, educational)—Central California Educational Television, c/o Postmaster, Sacramento, Cal. 100-kw visual, 50-kw aural, 1074-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37' 49", long. 120° 51' 20". Transmitter, 3.5-mi. S of El Dorado. Plant, \$256,350; yearly operating, \$160,500. Equipment, GE. Kenneth R. Hammaker, pres.; John C. Crabbe, exec. secy. Counsel, Krieger & Jorgensen; consulting engineer, Peter K. Onnigian, Sacramento. BPET-55.

† Sacramento, Cal. (Ch. 6, educational)—North Central California Assoc. for Educational Television Inc., 1333 Grand Ave., Del Paso Heights, Cal. 69.18-kw visual, 39.8-kw aural, 1475-ft. above av. terrain, 484-ft. above ground, 2540-ft. above sea level, lat. 38° 43' 05", long. 120° 59' 23". Transmitter, Pine Hill Look-out on Green Valley Rd. Plant, \$400,000; yearly operating, \$150,000. Equipment, RCA. Richard J. Klesewetter, pres. Counsel, John E. Malone, 1020 8th St., Sacramento; engineer, Louis Bourget, 3996 McKinley Blvd., Sacramento. BPET-35.

San Francisco—See also Oakland.

★ **SAN FRANCISCO (Ch. 20)**—KBAY-TV, Dr. & Mrs. Leonard Averett d/b as Bay Television, 414 N. Camden Dr., Beverly Hills, Cal. CP 3-11-53; 151-kw visual, 81.3-kw aural, 1070-ft. above av. terrain, 370-ft. above ground, 1201-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05". Transmitter, 1 La Avenzada. Plant, \$336,900; yearly operating, \$275,000. Equipment, RCA. Dr. & Mrs. Averett are equal partners. Transfer of CP from Lawrence A. Harvey approved by FCC Dec. 29, 1954 (Televison Digest, Vol. 10:45 & 11:1). Counsel, Prichard & Brenner. BPCT-1490. Starting Date: Unreported.

San Francisco (Ch. 2)—Television East Bay, 717 N. Highland Ave., Los Angeles. 100-kw visual, 50-kw aural, 1266-ft. above av. terrain, 245-ft. above ground, 1775-ft. above sea level, lat. 37° 49' 08", long. 122° 10' 44". Transmitter, 2-mi. WNW from Redwood Peak on Ridge M. Plant, \$734,172; yearly operating, \$540,000. Equipment, G.E. Edwin W. Pauley, chairman, 57.5% (oil properties); Ross H. Chamberlain, pres. 5% (contractor); Donald A. Norman, exec. v.p. 2%; Larry M. Reed, v.p., 2%; Bestor Robinson, secy., 5%; William H. Hale, treas., 1%; John B. Condrey, 5%; LeRoy Lutes, 5%; Edgar B. Stewart, 5%; Pacific Tire & Rubber Co., 5%; James F. Coonan, 5%; Fremont B. Hitchcock, 5%; Claude L. Cameron, 1%; remainder held by 8 others, none more than 3% of total stock. Counsel, Haley, Doty & Wollenberg; consulting engineers, George P. Adair Engineering Co. BPCT-375.

★ **SAN JOSE (Ch. 11)**—KNTV, Standard Radio & Television Co., 702-10 Commercial Bldg. CP 4-15-54, 5.36-kw visual, 2.68-kw

aural, using 2° beam tilt, 2769-ft. above av. terrain, 273-ft. above ground, 4079-ft. above sea level, lat. 37° 06' 40", long. 121° 50' 34". Transmitter, 4.6 mi. SSW of New Almaden on Peak Loma Prieta. Plant, \$491,352; yearly operating, \$274,718. Equipment, RCA. Sunlite Bakers (A. T. Gilliland, 100% owner). Counsel, Krieger & Jorgensen; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1542. Starting Date (as reported): In 1955.

★ **STOCKTON (Ch. 36)**—KTVU, San Joaquin Telecasters, 2293 E. Main St. CP 1-7-53; 537-kw maximum & 151-kw horizontal visual, 268-kw maximum & 81.3-kw horizontal aural, 1° electrically tilted antenna 1630-ft. above av. terrain, 120-ft. above ground, 2370-ft. above sea level, lat. 37° 49' 17", long. 121° 46' 49". Transmitter: 10-mi. N of Livermore, Cal. Plant, \$288,049; yearly operating, \$200,000. Equipment, GE. Brown Industries (Warren Brown Jr., pres.), 100%. Also publishes Fontana Herald News, Richmond Independent and LaMesa Scout (weekly), all in Cal. Counsel, John P. Hearne, Los Angeles; consulting engineer, Robert L. Hammett, San Francisco. BPCT-1465. [Note: Began operating Dec. 15, 1953, but quit air April 30, 1955, reverting to CP status; see Television Digest, Vol. 11:19. CP expires Oct. 7, 1955.]

★ **VISALIA (Ch. 43)**—KAKI, Sequoia Telecasting Corp., 400 E. Tulare St., Tulare, Cal. CP 10-6-54; 22.73-kw visual, 12.19-kw aural, 309-ft. above av. terrain, 319-ft. above ground, 639-ft. above sea level, lat. 36° 18' 49", long. 119° 19' 06". Transmitter, Walnut Ave. off Mooney Blvd. Plant, \$122,545; yearly operating, \$180,000. Equipment, DuMont, Irving V. Willat, 100% (retired motion picture producer & director; real estate, lumber & other investments); Eldon E. Cory, secy.-treas. (accountant); also secy.-treas. of Nevada Telecasting Corp., Ch. 4 grantee in Reno. Consulting engineer, James R. Bird, Oroville, Cal. BPCT-1878. Starting Date: Unreported.

COLORADO

★ **DENVER (Ch. 6, educational)**—KRMA-TV, School District No. 1 in the City and County of Denver and State of Colorado School Dist., 414-14th St. CP 7-1-53; 20-kw vis., 10.3-kw au., 950-ft. above av. terrain, 210-ft. above ground, 7740-ft. above sea level, lat. 39° 43' 47", long. 105° 14' 59". Transmitter, 2.5-mi. NE of center of Golden, Colo. Plant, \$299,044; yearly operating, \$82,000. Equipment, GE. Dr. Kenneth E. Oberholzer, supt. of schools. Counsel, Krieger & Jorgensen; consulting engineer, George P. Adair Engineering Co. BPET-30. Starting Date: Unreported.

CONNECTICUT

★ **BRIDGEPORT (Ch. 71, ed.)**—WCTB, Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 220-kw visual, 110-kw aural, 610-ft. above av. terrain, 492-ft. above ground, 1132-ft. above sea level, lat. 41° 20' 31", long. 73° 22' 48.5". Transmitter, 2.8-mi. NW of Redding. Plant \$348,540; yearly operating, not given. Equipment, GE. Also applicant for Hartford & Norwich. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPET-15. Starting Date: Unreported.

★ **HARTFORD (Ch. 24, ed.)**—WEDEH, Connecticut State Bd. of Education, State Office Bldg., Hartford, CP 1-29-53; 235-kw visual, 120-kw aural, 780-ft. above av. terrain, 99-ft. above ground, 1084-ft. above sea level, lat. 41° 33' 33", long. 72° 50' 35". Transmitter, 2.7-mi. NW of Meriden. Plant, \$514,440; yearly operating, not given. Equipment, GE. Also applicant for Bridgeport & Norwich. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPET-16. Starting Date: Unreported.

Hartford (Ch. 3)—Travelers Broadcasting Service Corp., 26 Grove St. (WTIC-NBC). 100-kw visual, 60-kw aural, 917-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level, lat. 41° 46' 30", long. 72° 48' 20". Transmitter, Deercliff Rd. Plant, \$608,896; yearly operating cost, \$455,096. Equipment, ROA. Travelers Insurance Co., 100%; Paul W. Morency, pres.; Gladden W. Baker, v.p. & treas.; Carroll P. Osgood, secy.; Walter O. Johnson, secy. Includes agreement between applicant and Connecticut Bcstg. Co. whereby Connecticut may purchase after grant of CP, 23.076% of stock in applicant for \$369,216 provided Connecticut disposes of WDRG, Hartford. Washington counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, A. D. Ring & Assoc. BPCT-193. [Note: Initial decision by examiner Fanny N. Litvin May 31, 1955 recommended grant of application.]

Hartford (Ch. 3)—Hartford Telecasting Co. Inc., 780 Windsor St. 100-kw visual, 50-kw aural, 922-ft. above av. terrain, 559-ft. above ground, 1244-ft. above sea level, lat. 41° 47' 48.5", long. 72° 47' 50". Transmitter, 390-ft. N.E. of Junction of Avon-W. Hartford township with Albany Ave. Plant, \$866,353; yearly operating, \$912,000. Equipment, ROA. Clifford S. Strike, pres., 99%; Charles F. Gannon, v.p.-gen. mgr., 5%; F. J. McClean, secy.-treas., 5%. [Note: After grant of CP officers & stockholders will be following: Clifford S. Strike, chairman, 25.26%; Harry C. Butcher, pres. & gen. mgr., 24%; Francis J. McClean, secy.-treas., 2.1%; George E. Cameron Jr., 24.21%; H. G. Spencer Smith, 5.26%; Ture B. Holmes, 2.1%; Cecil C. Hutchens, 2.1%; Charles F. Gannon, 6.8%; Edmund M. McCarthy, 6.8%; Ralph L. Mansfield, 2.3%.] Counsel, Edmund M. McCarthy, N. Y.; consulting engineers, Jansky & Bailey. BPCT-1540. [Note: Initial decision by examiner Fanny N. Litvin May 31, 1955 recommended denial of application.]

★ **NEW HAVEN (Ch. 59)**—WELI-TV, Conn. Radio Foundation, 221 Orange St. (WELI-ABC). CP 6-24-53; 19.25-kw visual, 10.3-kw aural, 563-ft. above av. terrain, 335-ft. above ground, 875-ft. above sea level, lat. 41° 22' 00", long. 72° 58' 24". Trans., Baldwin Drive, on West Rock Ridge. Plant \$320,000; yearly operating \$110,000. Equipment, GE. Richard W. Davis, pres., 26.17%; Edwin H. Schwelzer, v.p., 7.12%; Rudy Frank, v.p., 3.88%; William Horowitz, v.p., 6.4%; John B. Grant, secy., 1.29%; Wm. J. Faisey, treas., 3.3%; Anna M. Costa, asst. secy.-treas., 3.95%; Harris Iron & Metal Co. Inc., 3.23%; George R. Willis, 2.59%; Louis D. Kennedy, 1.29%; remainder held by 8 others, each owning less than 3% and over 50 others, each owning less than 1%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-456. Starting Date: Unreported.



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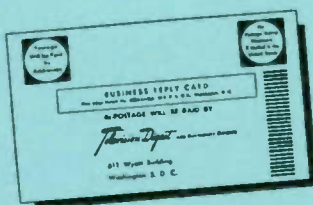
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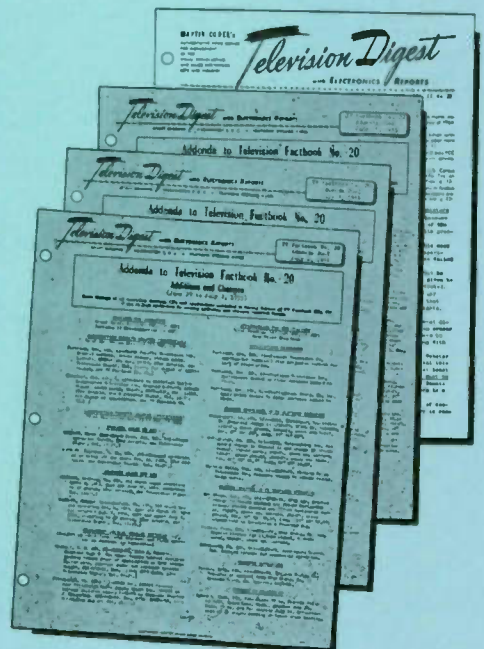


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★ **NEW LONDON (Ch. 26)**—WNLC-TV, Thames Bcstg. Corp., 281 State St. (WNLC-MBS). CP 12-31-52; 19.1-kw visual, 10.2-kw aural, 700-ft. above av. terrain, 468-ft. above ground, 938-ft. above sea level, lat. 41° 26' 52", long. 72° 09' 02". Transmitter Sharps Hill Rd. Plant, \$161,430; yearly operating, \$104,000. Equipment, DuMont transmitter, RCA antenna. Gerald J. Morey, pres.-treas., 50.4%; Roderick L. Morey, secy.-v.p., 49%; Mary L. Morey, 6%. Washington counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-1217. Starting Date (as reported): "Late in 1955."

★ **NORWICH (Ch. 63, ed.)**—WCTN Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 215-kw visual, 110-kw aural, 590-ft. above av. terrain, 520-ft. above ground, 900-ft. above sea level, lat. 41° 36' 37", long. 72° 08' 27". Transmitter, 1.3-mi. WSW of Baltic Plant, \$348,540; yearly operating, not given. Equipment GE. Also applicant for Bridgeport & Hartford. Counsel, State Atty. Gen.; consulting engineers, Craven, Lohnes & Culver. BPCT-17. Starting Date: Unreported.

★ **STAMFORD (Ch. 27)**—WSTF, Stamford-Norwalk Television Corp. c/o Prentiss M. Brown, Washington Loan & Trust Bldg., Washington, D.C. CP 5-27-53; 19.5-kw vis., 11-kw au., 240-ft. above av. terrain, 374-ft. above ground, 394-ft. above sea level, lat. 41° 03' 10.1", long. 73° 32' 27.1". Transmitter, Washington Bldg. Plant, \$156,937; yearly operating, \$150,000. Equipment, DuMont transmitter, GE antenna. Prentiss M. Brown, pres., 42½% (member of Washington law firm of Brown, Lund & Fitzgerald, chairman of Detroit Edison Co. and ex-U. S. Senator from Michigan); Vincent M. Gaughan, v.p., 15% (attorney & 33¼% owner of WBES-TV, Buffalo, N.Y., which turned in its CP Dec. 18, 1953); Wendell Lund, secy.-treas., 42½% (Washington attorney). Counsel, Vincent M. Gaughan, Hotel Lafayette, Buffalo; consulting engineer, John H. Mullaney. BPCT-1672. Starting Date: Unreported.

DISTRICT OF COLUMBIA

★ **WASHINGTON (Ch. 14)**—WOOK-TV, United Bcstg. Co. Inc., 8th & Eye Sts. NW. (WOOK). CP 2-24-54; 275-kw visual, 162-kw aural, 330-ft. above av. terrain, 341-ft. above ground, 551-ft. above sea level, lat. 38° 57' 17", long. 77° 00' 17". Transmitter, First Pl. & Riggs Rd. NE. Plant, \$130,840; yearly operating, \$175,000. Equipment, used GE from off-air KACY, St. Louis. Richard Eaton, pres., 99%; Margaret G. Eaton, secy.-treas., 1%. Mr. Eaton also holds CP for WTLE, Baltimore (Ch. 18), and operates radio WSID, Essex, Md.; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. Counsel, Cohn & Marks. BPCT-1819. Rep: United Bcstg. Co. Starting Date (as reported): Fall of 1955.

★ **WASHINGTON (Ch. 20)**—WETV, Washington Metropolitan Television Corp., 1125 Vermont Ave. N.W. (WGMs). CP 10-21-54; 188-kw visual, 97.28-kw aural, 519-ft. above av. terrain, 410-ft. above ground, 790-ft. above sea level, lat. 38° 52' 27", long. 77° 09' 19". Transmitter, East Broad St. & Wilson Blvd., Falls Church, Va. Plant, \$370,412; yearly operating cost, \$250,000. Equipment, RCA. M. Robert Rogers, pres. Owned by Good Music Station, Inc.: Morris Rodman, pres., 20%; M. Robert Rogers, v.p., 20%; Irwin Geiger, v.p., 20%; Pierson Underwood, secy.-treas., 20%; Lawrence M. C. Smith, 20%. Mr. Smith also owns WFLN(FM), Philadelphia, and 25% of WAEB, Allentown, Pa. Counsel, Sher, Oppenheimer & Harris; consulting engineer, Robert M. Silliman, BPT-1518. Starting Date: Unreported.

FLORIDA

★ **CLEARWATER (Ch. 32)**—WPGT, Pioneer Gulf Television Broadcasters, Box 1146. CP 12-2-53; 93.3-kw visual, 53.7-kw aural, 320-ft. above av. terrain, 344-ft. above ground, 354-ft. above sea level, lat. 27° 57' 26", long. 82° 46' 24.5". Transmitter, 3835 Gulf to Bay Blvd. Plant, \$179,186; yearly operating cost, \$160,000. Equipment, DuMont transmitter, RCA antenna. W. Frank Hobbs, owner (attorney). Consulting engineer, W. J. Holey, Atlanta. BPCT-1301. Starting Date: Unreported.

★ **DAYTONA BEACH (Ch. 2)**—WESH-TV, Telrad Inc., 444 N. Beach St. CP 7-8-54; 1.26-kw visual, .72-kw aural, 317-ft. above av. terrain, 349-ft. above ground, 364-ft. above sea level, lat. 29° 13' 57", long. 81° 02' 40". Transmitter, 6th & Center St. Plant, \$185,000; yearly operating cost, \$100,000. Equipment, RCA. W. Wright Esch, pres.-treas., 40%; A. B. Esch, secy., 40%; Louis Ossinsky Sr., v.p., 20%; Counsel, A. L. Stein; consulting engineer, Lynne C. Smeby. BPCT-1219. Starting Date: (as reported): Summer of 1955.

★ **FORT PIERCE (Ch. 19)**—WTVI, Gene T. Dyer, RFD 4, Riviera Beach, Fla. CP 4-19-55; 17.8-kw visual, 9.77-kw aural, 270-ft. above av. terrain, 294-ft. above ground, 309-ft. above sea level, lat. 27° 28' 29", long. 80° 20' 18". Transmitter, U. S. Hwy. 1, 1.2-mi. N. of Fort Pierce, Plant, \$123,750; yearly operating, \$78,000. Equipment, RCA. Gene T. Dyer, 100% (tomato farmer; ex-broadcaster). Counsel, Haley, Doty & Wollenberg; consulting engineer, W. J. Holey, Atlanta. BPCT-1969. Starting Date: Unreported.

★ **JACKSONVILLE (Ch. 30)**—WOBS-TV, Southern Radio & Equipment Co., 10 E. Forsyth St. (WOBS). CP 8-12-53; 18.2-kw visual 11-kw aural, 430-ft. above av. terrain, 446-ft. above ground, 466-ft. above sea level, lat. 30° 16' 33.1", long. 81° 38' 11.9". Transmitter, Linder St. & Jernigan St. Plant, \$150,370; yearly operating, \$120,000. Equipment, RCA. E. D. Rivers Sr., pres., 60%; Jack R. Sharpe, treas., 10%; Carmen Macri, secy., 20%; Mrs. J. J. Mangham Jr., 10%. Mr. Rivers also is majority stockholder of WGAA, Cedartown, Ga. & WMIE, Miami; Macri owns 40% of WABR, Winter Park, Fla. TV applicant for Orlando, and has minority interest in WMIE. [Note: Sale of Rivers' 60% to Macri pending FCC approval; see *Television Digest*, Vol. 11:27.] Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1391. Rep: Stars National Inc. Starting Date (as reported): Fall of 1955.

† **Jacksonville (Ch. 7, educational)**—Educational Television Inc., 203 Greenleaf Bldg. 18.48-kw visual, 9.94-kw aural, 483-ft. above av. terrain, 513-ft. above ground, 533-ft. above sea level, lat. 30° 17' 09.3", long. 81° 44' 52.1". Transmitter, Hyde Park Cedar Hills Golf & Country Club. Plant, \$349,493; yearly operating, \$60,000. Equipment, GE transmitter, RCA antenna. Heywood

A. Dowling, pres.; Paul L. Johnson, v.p. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-48.

★ **Jacksonville (Ch. 12)**—City of Jacksonville, Municipal Bldg. (WJAX-NBC). 316-kw visual, 158-kw aural, 553-ft. above av. terrain, 595-ft. above ground, 615-ft. above sea level, lat. 30° 17' 09.36", long. 81° 44' 52.18". Transmitter, Hyde Park, Cedar Hills Municipal Golf and Country Club. Plant, \$390,290; yearly operating cost, \$245,000. Equipment, DuMont transmitter, GE antenna. John T. Hopkins III, mgr. & chief engineer. Counsel, Dow, Lohnes & Albertson. Consulting engineers, Paul Godley Co. BPCT-749. [Note: Initial decision by examiner Charles J. Frederick April 4, 1955 recommended denial of application.]

★ **Jacksonville (Ch. 12)**—Florida-Georgia Television Co. Inc., 1746 E. Adams St. 316-kw visual, 158-kw aural, 507-ft. above av. terrain, 544-ft. above ground, 549-ft. above sea level, lat. 30° 19' 15", long. 81° 38' 03". Transmitter location, 1746 East Adams St. Plant cost, \$645,537; yearly operating cost, \$456,475. Equipment, GE. Geo. H. Hodges, pres., 26% (contractor); Alexander Brest, secy.-treas., 26% (contractor); Harold S. Cohn, v.p., 19% (owner of WREC, Jacksonville); Mitchell Wolfson, v.p., 5% (theatres); Sidney Meyer, 5% (theatres); Wolfson-Meyer Theatre Enterprises Inc., 10% (own WTVJ, Miami); 7 other stockholders, none owns over 3%. Messrs. Wolfson & Meyer each hold 15% of Ch. 9 applicant for Charlotte, N. C. Counsel Koteen & Burt; consulting engineers, Weldon & Carr. BPCT 1624. [Note: Initial decision by examiner Chas. J. Frederick April 4, 1955 recommended denial of application.]

★ **Jacksonville (Ch. 12)**—Jacksonville Broadcasting Corp., Gulf Life Bldg. (WPDQ-ABC). 316-kw visual, 189.7-kw aural, 495-ft. above av. terrain, 538-ft. above ground, 546-ft. above sea level, lat. 30° 18' 56", long. 81° 39' 03". Transmitter, Iowa St. & Colorado Ave. Plant, \$478,900; yearly operating, \$230,000. Equipment, RCA. James R. Stockton, pres., 60%; Robert R. Feagin, v.p., 20%; Stockton, Whatley, Davin & Co., 20%. Washington counsel, Miller & Schroeder; consulting engineer, George C. Davis. BPCT-1625. [Note: Initial decision by examiner Charles J. Frederick April 4, 1955 recommended grant of application.]

★ **Miami**—See also North Miami.

★ **MIAMI (Ch. 2, ed.)**—WTHS-TV, Lindsey Hopkins Vocational School of Dade County Board of Public Instruction, 1410 N.E. 2d Ave. (WTHS). CP 11-12-53; 9.55-kw visual, 5.75-kw aural, 280-ft. above av. terrain, 300-ft. above ground, 309-ft. above sea level, lat. 25° 46' 35.5", long. 80° 11' 20.5". Transmitter, 244 Biscayne Ave. Plant, \$78,500; yearly operating, \$25,000. Equipment, GE. Dade County Board of Public Instruction; Angus W. Graham, chairman; C. Raymond Van Dusen, vice chairman; James M. Noel, Milton Weiss, Joseph L. Plummer. Washington counsel, Krieger & Jorgensen; consulting engineer, George P. Adair Engineering Co. BPET-2. Starting Date (as reported): Aug., 1955.

★ **MIAMI (Ch. 33)**—WMFL, Miami Biscayne Television Corp., Biscayne Terrace Hotel. CP 12-9-53; 182-kw visual, 97.7-kw aural, 480-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 25° 46' 42", long. 80° 11' 22". Transmitter, 432 Biscayne Blvd. Plant, \$357,500; yearly operating, \$318,000. Equipment, RCA. Nathaniel J. Klein, pres., 20% (attorney; owns minority stock in WINZ, Hollywood, Fla.); Irving Kipnis, secy., 50% (hotel owner); Edward Mercer, v.p. & treas., 10% (banker; insurance); Rex Rand, 20% (gen. mgr., WINZ, Hollywood). Counsel, Cohn & Marks; consulting engineer, Robt. M. Silliman. BPCT-1616. Starting Date: Unreported.

★ **Miami (Ch. 7)**—Biscayne Television Corp., Northside 79th St. Causeway. 316-kw visual, 158-kw aural, 966-ft. above av. terrain, 994-ft. above ground, 1000-ft. above sea level, lat. 25° 57' 49"; long. 80° 12' 44". Transmitter, 4.6-mi. SW of Hollywood City Hall. Plant, \$1,249,951; yearly operating \$1,134,332. Equipment, RCA. Niles Trammell, pres., 15% (ex-NBC chairman); John B. Knight, v.p., 17½% (publisher, *Miami Herald* and owner of WQAM, Miami); James M. Cox Jr., 30½% (v.p., *Miami Daily News* & v.p., WIOD, Miami); James L. Knight, treas., 10% (v.p. Knight Newspapers & v.p.-treas., WQAM); J. Leonard Reinisch, secy., 5% (exec. director of Cox TV-radio stations); C. Blake McDowell, 5% (attorney & director of Knight Newspapers); Lee Hills, 5% (ex-executive editor, *Miami Herald* and *Detroit Free Press*); Owen Urdige, 5% (mgr. of WQAM); James M. LeGate, 3½% (mgr. of WIOD); Milton C. Scott, 3½% (chief engineer, WIOD). Knight Newspapers are *Miami Herald*, *Detroit Free Press*, *Chicago Daily News*, *Akron Beacon-Journal*; Charlotte (N.C.) *Observer*; same interests own 45% of WAKR-TV; also 27.7% of WIND, Chicago (TV grantee). James M. Cox interests publish *Miami News*, *Dayton News* and *Journal-Herald*, *Atlanta Journal* and *Constitution*, *Springfield (O.) News* and *Sun*; also own WIOD, Miami; WHIO & WHIO-TV, Dayton; WSB & WSB-TV, Atlanta. Counsel, Dow, Lohnes & Albertson and Loucks, Zias, Young & Jansky; engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1453. [Note: Initial decision by examiner James D. Cunningham Jan. 18, 1955 recommended grant of application.]

★ **Miami (Ch. 7)**—East Coast Television Corp., c/o E. Albert Pallot, DuPont Bldg. 316-kw visual, 190-kw aural, 966-ft. above av. terrain, 995-ft. above ground, 1000-ft. above sea level, lat. 25° 57' 43", long. 80° 12' 56". Transmitter, 2.2-mi. N. of N. Miami Beach. Plant, \$643,240; yearly operating, \$900,000. Equipment, GE. Charles Silvers, chairman, 30.6% (furniture & window mgr.); D. Richard Mead, pres., 30.6% (real estate); E. Albert Pallot, v.p.-secy., 8.4% (attorney); Wm. Atwill Jr., treas., 8.4% (investment broker); Lee Phillips, v.p., 8%; Edwin Mead, 5%; Jack O. W. Rash, 3%; Gail W. Compton, 2%; Joseph J. Orr, 2%; Russell A. Williams, 1%; Esther A. Poppell, 1%. Counsel, Scharfeld, Jones & Baron; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1612. [Note: Initial decision by examiner James D. Cunningham Jan. 18, 1955 recommended denial of application.]

★ **Miami (Ch. 7)**—South Florida Television Corp., 204 Pathman Bldg., Miami Beach, Fla. 316-kw visual, 158.4-kw aural, 966-ft. above av. terrain, 990-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 59", long. 80° 11' 50". Transmitter, Pembroke Rd. Plant, \$1,093,800; yearly operating, \$1,097,589. Equipment, DuMont

transmitter, RCA antenna. Jack C. Stein, pres., 27.17% (real estate; TV-radio distributor); James F. Fly, chairman, 13.04% (attorney); Bernard A. Mayer, v.p., 10.87% (food broker); M. Lewis Hall, secy., 3.26% (attorney; real estate); Charles D. Leffer, treas., 3.26% (real estate); Harry L. Carpel, 16.3% (food distributor; real estate); Leo J. Adeeb, 5.43% (auto dealer); John M. Kuder, 3.26% (citrus by-product mfr.); remainder held by 8 others, each owning 2.17%. Counsel, Fly, Shuebruk, Blume & Gaguline; consulting engineers, Gautney & Jones. BPCT-1806. [Note: Initial decision by examiner James D. Cunningham Jan. 18, 1955 recommended denial of application.]

Miami (Ch. 7)—Sunbeam Television Corp., 130 Biscayne Blvd., Miami. 316-kw visual, 158-kw aural, 966-ft. above av. terrain, 991-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 08.5", long. 80° 11' 49". Transmitter, Hollandale Rd. & NE 2nd Ave. Plant, \$868,479; yearly operating, \$1,027,544. Equipment, RCA. Sidney D. Ansin, pres., 10% (owns 25% of Ansin Shoe Mfg. Co.); Harold Zinn, v.p., 10% (attorney); Edwin M. Spence, v.p., 5% (publicity); Catchings Therrel, secy., 10% (attorney); Charles L. Clements, treas., 10% (insurance); A. H. McClain, asst. secy.-treas., 10% (accountant); Sally Milledge, 5%; Clyde H. Lucas, 5% (ex-band leader, musical equip. sales); W. R. Robbins, 5% (roofing business); David J. Heffernan, 2.5% (senior judge, state of Fla.); T. W. Slack, 2.4% (real estate); Edmund N. Ansin, 11.3%; Ronald M. Ansin, 11.3%; Philip E. Groh Jr., 1.25%; Loraine L. Groh, 1.25%. Counsel, Koteen & Burt; consulting engineers, Weldon & Carr. BPCT-1816. [Note: Initial decision by examiner James D. Cunningham Jan. 18, 1955 recommended denial of application.]

Miami (Ch. 10)—Public Service Television Inc., 3240 N.W. 27th Ave. 316-kw visual, 189-kw aural, 905-ft. above av. terrain, 991-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 8.5", long. 80° 11' 49". Transmitter, N.E. 4th Ave. & Hallandale Rd. Plant, \$682,500; yearly operating, \$750,000. Equipment, RCA. National Airlines Inc., 100%. G. T. Baker, pres.; George W. Gibbs Jr., v.p. Counsel, Denning & Wohlstetter; consulting engineer, George P. Adair Engineering Co. BPCT-1792. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

Miami (Ch. 10)—L. B. Wilson Inc., Hotel Sheraton Gibson, 5th & Walnut Sts., Cincinnati, O. 316-kw visual, 168-kw aural, 628-ft. above av. terrain, 654-ft. above ground, 658-ft. above sea level, lat. 25° 57' 10", long. 80° 11' 46". Transmitter, near intersection of Royal Glades Canal & Hwy. Rt. 7. Plant, \$778,797; yearly operating, \$624,000. Equipment, GE. C. H. Topmiller, pres.-gen. mgr.; Constance F. Wilson, v.p.-treas., 20%; Thomas A. Welstead, v.p.; Sawyer Smith, 7% (attorney); Hansford B. Wilson, 2.8%. Mrs. Wilson, Topmiller & Welstead also hold 76% as executors of L. B. Wilson estate which owns WCKY, Cincinnati. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1645. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

Miami Beach (Ch. 10)—WKAT Inc., 1759 N. Bay Rd. (WKAT-MBS). 316-kw visual, 190-kw aural, 766-ft. above av. terrain, 791-ft. above ground, 800-ft. above sea level, lat. 25° 58' 17", long. 80° 11' 06". Transmitter, near Ojus, Fla. Plant, \$428,081; yearly operating, \$144,000. Equipment, RCA. A. Frank Katzenzine, pres., 100%. Counsel, Arnold, Fortas & Porter; consulting engineer, James C. McNary. BPCT-399. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended grant of application.]

North Miami (Ch. 10)—North Dade Video Inc., Biscayne Bldg., Miami, Fla. 262.5-kw visual, 131.5-kw aural, 573-ft. above av. terrain, 603-ft. above ground, 608-ft. above sea level, lat. 25° 57' 25", long. 80° 12' 55". Transmitter, .58-mi. W of Hwy. 7 near Honey Hill. Plant, \$680,756; yearly operating, \$758,130. Equipment, RCA. Frank Bryson, pres., 10% (steel); Angus W. Graham, exec. v.p., 10% (contractor); Walter Compton, v.p. & gen. mgr., 10%; Wm. Sottile, v.p., 10%; Perry E. Willits, treas., 10% (contractor); Lucille M. Van Arx, secy., 10% (attorney); H. L. Clark Jr., 10% (excavation contractor); Kenneth M. Dunning, 10% (asphalt mgr.); Marshal G. Luce, 10% (wholesale auto parts); Wm. Eichenbaum, 10% (real estate). Counsel, A. Harry Becker; consulting engineer, Geo. C. Davis. BPCT-1685. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

Orlando (Ch. 9)—Mid-Florida TV Corp., 809 Metcalf Bldg. (WLOF). 103-kw visual, 61.7-kw aural, 553-ft. above av. terrain, 574-ft. above ground, 672-ft. above sea level, lat. 28° 32' 28", long. 81° 26' 24". Transmitter, .9-mi. E of Orlovista, Fla. Plant, \$348,850; yearly operating, \$800,000. Equipment, RCA. Class B stockholders: Joseph L. Brechner, pres., 28% (v.p. & 15% owner of N. Y. Institute of Dietetics; secy.-treas. WGAY, Silver Spring, Md.); John W. Kluge, treas., 25% (pres. & 25% owner of N. Y. Institute of Dietetics; food broker, pres. & majority stockholder of WGAY); Vasil Polyzos, asst. secy.-treas., 20% (accountant); Harris H. Thomson, 15% (paving & tool supply; interest in WHIM, Providence, R. I.); Mrs. John Kluge, 10%; Ernest Tannen, 4% (employee of WGAY). Class A stockholders: Hyman N. Roth, secy., 20% (attorney); Donn E. Cole, v.p., 5% exec. v.p. & gen. mgr. of WLOF, Orlando; Abraham H. Spivack, 10% (surgeon); Alvin H. Savage, 10% (dentist); remainder held by 14 others, none with more than 5%. Principals also control WLOF (Mid-Florida Radio Corp.); KXLW, St. Louis; WKDA, Nashville, Tenn.; WILY, Pittsburgh, Pa.; WTRX, Belair, O. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-1801.

Orlando (Ch. 9)—WORZ, Inc., 790 N. Orange Ave. (WORZ-NBO). 10.13-kw visual, 5.07-kw aural, 337-ft. above av. terrain, 355-ft. above ground, 457-ft. above sea level, lat. 28° 32' 53", long. 81° 25' 37". Transmitter, on Orlovista Rd. about 3-mi. W of business section of Orlando. Plant, \$168,469; yearly operating, \$92,500. Equipment, RCA. Naomi T. Murrell, pres., 56%; William O. Murrell Jr., secy.-treas., 20%; Eugene D. Hill, v.p., and Joaquin M. Hill, 11% jointly. Central Florida Bcast. Co. (WORZ), holding remaining 14%, is wholly owned by applicant. Washington counsel, Elliot C. Lovett; consulting engineers, Commercial Radio Equipment Co. BPCT-1153.

Orlando (Ch. 18)—Orange County Bcstrs. Inc., Box 7547. (WABR, Winter Park). 20.9-kw visual, 12.6-kw aural, 228-ft. above av.

terrain, 250-ft. above ground, 347-ft. above sea level, lat. 28° 35' 18", long. 81° 22' 53". Transmitter, 222 Hazard St. Plant, \$88,737; yearly operating, \$60,000. Equipment, GPL transmitter, RCA antenna. R. H. Gunckel Jr., pres., 40%; James H. Sawyer, v.p., 20%; Carmen Macri, secy.-treas., 40%. Macri also is gen. mgr. and buying control of grantee WOBS-TV, Jacksonville & WOBS, also has minority interest in WMIE, Miami. Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1990.

GEORGIA

★ **ATLANTA (Ch. 36)**—WQXI-TV, Robert W. Rounsaville, 3165 Mathieson Dr. NE (WQXI). CP 11-19-53; 219-kw visual, 117-kw aural, 440-ft. above av. terrain, 447-ft. above ground, 1407-ft. above sea level, lat. 33° 47' 36", long. 84° 24' 22". Transmitter, rear of 325 Bishop St. Plant, \$295,500; yearly operating, \$300,000. Equipment, GPL. Robert W. Rounsaville, 100%. Also holds CPs for WQXL-TV, Louisville & WQXN-TV, Cincinnati and owns radio stations WBAC, Cleveland, Tenn.; WMBM, Miami Beach, Fla.; WLOU, Louisville, Ky.; WCIN, Cincinnati, O.; WWOK, Charlotte, N.C.; also owns 51% of WBEJ, Elizabethton, Tenn. and has option to buy WAKE, Greenville, S.C. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1513. [Note: Began operation Oct. 13, 1954 with 20-kw visual, 12-kw aural ERP, but quit air May 31, 1955, reverting to CP status; see *Television Digest*, Vol. 11:23. CP expires Oct. 19, 1955.]

† **Atlanta (Ch. 30 educational)**—Board of Education of City of Atlanta, 68 Mitchell St. S.W. (WABE-FM) (Haskell Boyter, dir. of radio education.) 60.4-kw visual, 30-kw aural, 697-ft. above av. terrain, 636-ft. above ground, 1636-ft. above sea level, lat. 33° 43' 48", long. 84° 26' 00". Transmitter, 1401 Bridges Ave. S.W. Plant, \$449,925; yearly operating, \$150,000. Equipment, DuMont transmitter, GE antenna. Dr. Chas C. Rife, pres.; Devereaux F. McClatchey, v.p. Counsel, Krieger & Jorgensen; engineer, K. Winston Bugg. BPET-22.

★ **MACON (Ch. 47)**—WOKA, Macon Television Co., Box 2245. CP 2-11-53; 170-kw visual, 91.2-kw aural, 490-ft. above av. terrain, 437-ft. above ground, 903-ft. above sea level, lat. 32° 49' 03", long. 83° 39' 53". Transmitter, 2411 Pio Nona Ave. Plant, \$255,300; yearly operating, \$240,000. Equipment, RCA. J. C. Barnes, 75% (Texas oilman); E. K. Cargill, 25% (ex-owner of WMAZ, Macon), Counsel, Dempsey & Koplovitz and Pierson & Ball; consulting engineers, Craven, Lohnes & Culver. BPCT-1247. [Note: Began operation Aug. 25, 1953 as WETV, later changed call to WNEK-TV, then was sold by owners of radio WNEK and W. A. Fickling to present owners, who took station off air May 31, 1955, reverting to CP status; see *Television Digest*, Vol. 11:14, 17, 23. CP expires Sept. 3, 1955.]

★ **SAVANNAH (Ch. 3)**—WSAV-TV, WSAV Inc., Liberty National Bank Bldg. (WSAV-NBC). CP 1-26-55; 29.7-kw visual, 14.9-kw aural, 370-ft. above av. terrain, 363-ft. above ground, 405-ft. above sea level, lat. 32° 04' 44", long. 81° 05' 32". Transmitter, Liberty National Bank Bldg. Plant, \$171,905; yearly operating, \$120,000. Equipment, RCA. Harben Daniel, pres., 41.78%; Catherine M. Daniel, v.p., 10.66%; Donald K. Jones, v.p., 33%; Meredith E. Thompson, secy.-treas., 66%; William K. Jenkins, 19.83%; trustees under will of Arthur Lucas, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, 2.2%. Counsel, Cohn & Marks; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-703. Starting Date: Unreported. [Note: Delayed by protest.]

† **Savannah (Ch. 9, educational)**—Board of Public Education for the City of Savannah and the County of Chatham, 208 Bull St. 15.64-kw visual, 7.725-kw aural, 273-ft. above av. terrain, 260-ft. above ground, 303-ft. above sea level, lat. 32° 04' 48", long. 81° 05' 29". Transmitter, Savannah Bank & Trust Bldg., 4 E. Bryan St. Plant, \$182,720; yearly operating, \$71,500. Equipment, RCA, transmitter, Federal antenna. W. A. Early, supt. of schools. Engineer, Kyle E. Goodman, Radio Station WTOG, Savannah. BPET-32.

★ **THOMASVILLE (Ch. 6)**—WCTV, John H. Phipps, Box 989, Tallahassee, Fla. (WKTG). CP 12-23-53; 100-kw visual, 50-kw aural, 692-ft. above av. terrain, 669-ft. above ground, 909-ft. above sea level, lat. 30° 39' 46", long. 84° 12' 36". Transmitter, 1-mi. N. of Fla. Hwy. 12. Plant, \$110,335; yearly operating, \$60,000. Equipment, RCA. John H. Phipps, 100%. Note: Sale of CP by E. D. Rivers Sr. to Phipps approved by FCC May 11, 1955 (*Television Digest*, Vol. 11:5, 20). Phipps also owns radios WTAL, Tallahassee and WTVS, Marianna, both Fla. BPCT-1254. Starting Date (as reported): Sept., 1955.

IDAHO

★ **LEWISTON (Ch. 3)**—KLEW-TV, Lewiston TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. CP 2-9-55; 14.8-kw visual, 7.41-kw aural, 1010-ft. above av. terrain, 199-ft. above ground, 2899-ft. above sea level, lat. 46° 27' 48", long. 117° 01' 04". Transmitter, 2.5-mi. N. of Lewiston. Plant, \$102,605; yearly operating, \$120,000. Equipment, RCA. Cascade Bcast. Co. Inc., 100% (owns KIMA-TV and KIMA, Yakima, Wash.; 40% of KWIE, Kennewick, Wash.; operates satellite KEPR-TV, Pasco, Wash.; is applicant for satellites in Walla Walla and Ephrata, Wash.). Thomas C. Bostic, pres.; J. Barry Watkinson, v.p.; Frank E. Mitchell, secy.-treas. Counsel, Prince, Taylor, Crampton & Goodson; consulting engineers, Frank H. McIntosh & Assoc. BPCT-1904. Starting Date (as reported): Nov., 1955.

Twin Falls (Ch. 13)—Magic Valley Television Corp., 709 Idaho St., Boise, Ida. 12.4-kw visual, 6.2-kw aural, 588-ft. above av. terrain, 218-ft. above ground, 4521-ft. above sea level, lat. 42° 43' 48", long. 114° 25' 05". Transmitter, Flat Top Butte. Plant, \$86,374; yearly operating \$92,000. Equipment, RCA. KIDO Inc. (KIDO-TV & KIDO, Boise), 60%; Radio Bcast. Corp. of Idaho (licensee of KTFI, Twin Falls), 40%. Georgia M. Davidson, pres. (pres. & 88% owner of KIDO); Florence M. Gardner v.p. (pres. of KTFI); Walter E. Wagstaff, secy.-treas. (v.p. & 11% of KIDO). Counsel, Fisher, Woelund, Duvall & Southmayd; consulting engineer, H. W. Toydemeler, Boise. BPCT-1953.

Twin Falls (Ch. 13)—August H. Vogeler d/b as Twin Falls Television Co., Box 829, Elko, Nev. 13-kw visual, 6.5-kw aural, 596-ft. above av. terrain, 217-ft. above ground, 4475-ft. above

sea level, lat. 42° 43' 48", long. 114° 24' 52". Transmitter, Flat Top Butte, 4.7 mi. E of Jerome. Plant, \$86,450; yearly operating, \$92,000. Equipment, RCA. August H. Vogeler, 100% (storage & warehouse business). Proposes to offer satellite facilities to KSL-TV & KUTV, Salt Lake City, KBOI-TV, Boise & KID-TV, Idaho Falls. Also plans film camera chain for local programming and installation in two years of live camera. Engineer, Howard D. Johnson, Salt Lake City. BPCT-1970.

ILLINOIS

Chicago—See also Evanston.

★**CHICAGO (Ch. 11, educational)—WTTW, Chicago Educational Television Association, 38 S. Dearborn St. CP 11-5-53; 61.7-kw visual, 33.1-kw aural, 610-ft. above av. terrain, 644-ft. above ground, 1239-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Transmitter, 105 W. Adams St. Plant, \$350,677; yearly operating, \$303,000. Equipment, GE. Robert L. Fotte, secy., 11 S. LaSalle St. Counsel, Sidley, Austin, Burgess & Smith, Chicago; engineer, G. William Lang, 714 May St., Elgin, Ill. BPCT-38. Starting date (as reported): Sept., 1955.**

★**CHICAGO (Ch. 20)—WIND-TV, WIND Inc., 400 N. Michigan Ave. (WIND). CP 3-18-53; 1000-kw visual, 500-kw aural, 570-ft. above av. terrain, 602-ft. above ground, 1197-ft. above sea level, lat. 41° 52' 55", long. 87° 38' 25". Transmitter, Daily News Bldg., Madison & Canal. Plant, \$513,247; yearly operating, \$935,000. Equipment, GE. Ralph Atlas, pres., 11.1%; John T. Carey, v.p. & secy., 5.5%; H. Leslie Atlas Jr., treas., 29.7% (under voting trust consisting of himself as 9.9% owner; Frank Atlas, 9.9%; Harriet Jane Atlas, 9.9%); the following directors; Frank Atlas, John S. Knight (The Chicago Daily News 27.7% of WIND-TV); William J. Hagenah Jr. The following stockholders do not hold office: Helen A. Wrigley, 6.5%; William Wrigley, 6.5%; Blanche W. Hagenah, 6.5%; Dorothy W. Rich, 6.5%. For Knight-TV radio and newspaper interests, see Biscayne Television Corp., Miami. H. Leslie Atlas Jr. & Frank Atlas each owns 1/3 of Atlas Amusement Co. Counsel, Pierson & Ball, consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-187. Starting Date: Unreported.**

★**CHICAGO (Ch. 26)—WHFC-TV, WHFC Inc., 3350 S. Kedzie Ave. (WHFC). CP 1-7-53; 219-kw visual, 110-kw aural, 600-ft. above av. terrain, 627-ft. above ground, 1220-ft. above sea level, lat. 41° 53' 05", long. 87° 38' 00". Transmitter, 188 W. Randolph St. Plant, \$353,000; yearly operating, \$230,000. Equipment, RCA. Richard W. Hoffman, pres., 75%; Rose M. Hoffman, secy., 25%. Hoffman is member of Congress and publisher of 4 suburban newspapers. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-1343. Starting Date: Unreported.**

★**CHICAGO (Ch. 44)—WOPT, WOPA Inc., 408 South Oak Park Ave., Oak Park, Ill. (WOFA). CP 2-10-54; 204-kw visual, 110-kw aural, 660-ft. above av. terrain, 682-ft. above ground, 1277-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Transmitter, 105 W. Adams St. Plant, \$275,605; yearly operating, \$252,000. Equipment, RCA. Edmont Sonderling, pres., 25% (television film producer); Richard Goodman, v.p., 55% (real estate); Mason Loundy, secy., 20% (real estate). Ownership interlocks with KXEL, Waterloo, Ia. Counsel, A. Harry Becker; consulting engineers, Vandivere, Cohen & Wear. BPCT-1820. Starting Date: Unreported.**

East St. Louis—See also St. Louis, Mo.

East St. Louis (Ch. 11 allocated to St. Louis)—Broadcast House Inc., 5915 Berthold Ave., St. Louis, Mo. 316-kw visual, 168-kw aural, 581-ft. above av. terrain, 594-ft. above ground, 1129-ft. above sea level, lat. 38° 37' 48", long. 90° 17' 08.5". Transmitter, 6000 blk. of Berthold Ave. Plant, \$115,000; yearly operating, \$260,000. Equipment, GE. William H. Biggs, chairman, 11% (5% as trustee for Mrs. W. H. Biggs & Thomas B. Harvey); P. H. Wire, pres., 28% (also pres.-gen. mgr. of East St. Louis Journal); Oscar D. Guth, v.p., 8%; Ward Pickle, secy., 1%; Edward E. Haverstick Jr., treas., 1.29%; Albert G. Blanke, 13.08%; East St. Louis Journal, 11.42%; Radio St. Louis Inc. (KSTL), 7.14%; remainder held by 40 others, none with as much as 4%. Mr. Haverstick owns 17.68% of KSTL. Counsel, Franklin C. Sallsbury; consulting engineers, George P. Adair Engineering Co. BPCT-1835. [Note: Broadcast House operated KSTM-TV, St. Louis, Mo. (Ch. 36) from Oct. 20, 1953 to Aug. 3, 1954, when it left the air reverting to CP status; then dropped CP on Aug. 26, 1954; see *Television Digest*, Vol. 10:32.]

Evanston—See also Chicago.

★**EVANSTON (Ch. 32)—WTLE, Northwestern Television Bestg. Corp., 2201 Oakton St. CP 8-12-53; 24-kw visual, 12.9-kw aural, 160-ft. above av. terrain, 233-ft. above ground, 791-ft. above sea level, lat. 42° 01' 40", long. 87° 42' 18". Transmitter, 2201 Oakton St. Plant, \$165,300; yearly operating, \$200,000. Equipment, GE. Angus D. Pfaff, pres.-treas., 50% (owns WNMP, Evanston); Howard S. Martin, v.p.-secy., 50% (scientific glassware mfr.). Counsel, Miller & Schroeder; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1724. Starting Date: Unreported.**

Peoria (Ch. 8)—WIRL Television Co., 115 N. Jefferson St. (WIRL-ABC). 316-kw visual, 158-kw aural, 991-ft. above av. terrain, 875-ft. above ground, 1645-ft. above sea level, lat. 40° 35' 27", long. 89° 31' 43". Transmitter, 28-mi. E. of Groveland. Plant, \$305,000; yearly operating, \$305,000. Equipment, RCA. Timothy W. Swain, pres., 15%; Katherine A. Swain, secy., 15%; Edward J. Altorf, treas., 15%; John H. Altorf, v.p., 15%; Dalton LeMasurier, v.p., 10% (pres. & owns 70% of KDAL-TV Duluth, Minn.); owns 79% of WQUA, Moline, Ill.; Robert Detman, 10% (minority interest in KDAL-TV & WQUA); Odin Ramsland, 10% (minority in KDAL-TV & WQUA); Harry Neumiller, 5%; Alice Orber, 5%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Robert M. Silliman. BPCT-702. [Note: Initial decision by examiner Elizabeth C. Smith Nov. 15, 1954 recommended grant of application.]

Peoria (Ch. 8)—WMBD Inc., 212 S. Jefferson St. (WMBD-CBS). 316-kw visual, 158-kw aural, 543-ft. above av. terrain, 442-ft. above ground, 1197-ft. above sea level, lat. 40° 34' 35", long. 89° 32' 03". Transmitter, 1-mi. S. of Groveland, Ill. Plant, \$538,369; yearly operating, \$428,819. Equipment, DuMont transmitter, RCA antenna. Charles C. Caley, pres.-treas., 66.87%

(pres. & 37.93% owner of WDZ, Decatur, Ill.); John E. Fetzer, v.p., 33.33% (pres. & 52% owner of WKZO & WKZO-TV, Kalamazoo, Mich. and WJEF, Grand Rapids, Mich.). Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-668. [Note: Initial decision by examiner Elizabeth C. Smith Nov. 15, 1954 recommended denial of application.]

Springfield (Ch. 2)—Sangamon Valley Television Corp., U. S. Highway 66 & East Cook St., Box 214 (WTAX-CBS). 100-kw visual, 50-kw aural, 900-ft. above av. terrain, 951-ft. above ground, 1526-ft. above sea level, lat. 39° 44' 09", long. 89° 31' 23". Transmitter, 1.2-mi. SE of Rochester, Ill. on State Hwy. 29. Plant, \$331,275; yearly operating, \$325,000. Equipment, DuMont transmitter, RCA antenna. WTAX Inc., 40%; O. J. Keller, pres.; C. H. Lanphier, v.p., 6.25%; H. B. Bartholf, estate, 6.25%; Stanley C. Meyers, 6.25%; R. C. Lanphier, 5%; Donald S. Funk, 5%; A. C. Schlipf, 4%; H. L. Robinson, secy., 3.5%; George W. Bunn Jr., 3.75%; 15 others, each with less than 3%. Counsel, Hogan & Hartson; consulting engineers, Kear & Kennedy. BPCT-589. [Note: Initial decision by examiner Millard F. French Dec. 3, 1954 recommended grant of application.]

Springfield (Ch. 2)—WMAY-TV Inc., 504 E. Monroe St. (WMAY). 100-kw visual, 50-kw aural, 716-ft. above av. terrain, 751-ft. above ground, 1341-ft. above sea level, lat. 39° 45' 34", long. 89° 37' 04". Transmitter, U. S. Hwy. 66. Plant, \$384,282; yearly operating, \$510,424. Equipment, DuMont transmitter; GE antenna. Lincoln Bcstg. Co., 50% (licensee of WMAY); Gordon Sherman, pres., 25%; Lee Ruwitch, v.p., 28.5% (v.p. & gen. mgr. RTVJ, Miami); Richard S. Cohen, 18%; Syl Binkin, v.p., 25%; Robt. Weiner, secy., 25%; Melvin Feldman, treas., 25%; Melvin Kampe, 2%; John R. O'Shea, 5%. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1768. [Note: Initial decision by examiner Millard F. French Dec. 3, 1954 recommended denial of application.]

INDIANA

★**ANDERSON (Ch. 61)—WCBC-TV, Great Commission Schools Inc., Box 727 (WCBC). CP 2-2-55; 24.5-kw visual, 13.2 kw aural, 340-ft. above av. terrain, 371-ft. above ground, 1251-ft. above sea level, lat. 40° 06' 18", long. 85° 40' 51". Transmitter, 204 Tower Bldg. Plant, \$71,000 (buying used equipment); yearly operating, \$120,000. Equipment, RCA, purchased from off-air WBKZ-TV, Battle Creek, Mich. (Ch. 64). Applicant is non-profit corp. engaged in religious education; owns all stock of Civic Bcstg. Corp. licensee of WCBC, Anderson. Paul E. Billheimer, pres.; Jenny Billhemier, secy.-treas. Consulting engineer, A. R. Bitter, Toledo. BPCT-1925. Starting Date: Unreported.**

Evansville (Ch. 7)—Evansville Television Inc., 408 South East First St. 316-kw visual, 158-kw aural, 607-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level, lat. 37° 59' 57", long. 87° 37' 06". Transmitter, N. of New Harmony Rd. 2.5 miles N.W. of center of Evansville. Plant, \$439,246; yearly operating, \$240,000. Equipment, DuMont transmitter, RCA antenna. Rex Schepp, pres., 45%; B. F. Schepp, v.p., 13.5%; John W. Spencer, secy.-treas., 7.5%; Marv Eaton Schepp, 9%; Freeman Keyes, 9%; estate of George R. Bayard, 1%; John W. Krueger, 7.5%; Ferris E. Traylor, 7.5%. Counsel, Barnes & Neilson and Welch, Mott & Morgan; consulting engineer, William L. Foss Inc. BPCT-934. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended grant of application.]

Evansville (Ch. 7)—On the Air Inc., 1001 Diamond Ave. (WGBF-NBC). 316-kw visual, 158-kw aural, 609-ft. above av. terrain, 569-ft. above ground, 1049-ft. above sea level, lat. 38° 01' 31", long. 87° 21' 43". Transmitter, Chandler Rd., 10 miles E.-N.E. of Evansville. Plant, \$350,000; yearly operating, \$190,000. Equipment, RCA. Curtis Broadcasting Corp., 100%; Alvin G. Eades, pres. Applicant is also licensee of AM stations WTMV, East St. Louis, Ill.; WBOW, Terre Haute, Ind. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Robert M. Silliman. BPCT-991. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended denial of application.]

Evansville (Ch. 7)—Consolidated Television & Radio Bcstrs., Inc., 1330 Meridian St., Indianapolis (WBOA-CBS). 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 979-ft. above ground, 1439-ft. above sea level, lat. 37° 58' 03", long. 87° 25' 46". Transmitter, Lincoln Ave. & Grimm St. Plant, \$683,018; yearly operating, \$431,340. Equipment, RCA. Harry M. Bitner, Jr., pres. Same ownership as WFBM-TV & WFBM, Indianapolis, & WTCN-TV, Minneapolis, and interlocking ownership with WOOD-TV, Grand Rapids. Counsel, Dempsey & Koplovitz. BPCT-1131. [Note: Initial decision by examiner Herbert Sharfman Oct. 6, 1954 recommended denial of application.]

★**FORT WAYNE (Ch. 69)—WANE-TV, Radio Fort Wayne Inc., Fort Wayne Bank Bldg. (WANE-CBS). CP 9-29-54; 200-kw horizontal visual, 107-kw horizontal aural, 740-ft. above av. terrain, 786-ft. above ground, 1586-ft. above sea level, lat. 41° 05' 32", long. 85° 10' 30". Transmitter, 1-mi. W of city between State Blvd. & Spring St. Plant, \$197,900; yearly operating, \$195,940. Equipment, RCA. Universal Bcstg. Co. Inc., 100%. Stockholders of Universal: C. Bruce McConnell, pres., 50.69%; Robert B. McConnell, v.p., 0.9%; Stokes Gresham Jr., v.p., 4.5%; Frank E. McKinney, treas., 10%; Earl H. Schmidt, secy., 7%; Joseph E. Cain, 6.72%; Samuel R. Sutpin, 6.56%; Dudley V. Sutpin, 6.56%; P. R. Mallory Co., 9.78%; Butler U., 38%; 4 others, none owns over 1%. Universal owns WISH-TV & WISH, Indianapolis, and WHBU, Anderson. Counsel, Segal, Smith & Hennessey; consulting engineer, Geo. C. Davis. BPCT-1040. Starting Date: Unreported. [Note: Delayed by Protest.]**

Hatfield (Ch. 9)—Owensboro on the Air Inc., 324 Allen St. (WVJ8-ABC, Owensboro, Ky.). 194.1-kw visual, 103.7-kw aural, 632-ft. above av. terrain, 675-ft. above ground, 1055-ft. above sea level, lat. 37° 54' 08", long. 87° 13' 54". Transmitter, State Hwy. 66. Plant, \$404,506; yearly operating, \$412,500. Equipment, GE. V. J. Steele, pres., 69.4% (beer & coal distributor, real estate); Malcolm Greep, v.p., 11%; M. A. Rhodes, secy.-

treas., 19% (variety store, oil interests); Pauline H. Steele, .6%. [Note: Applicant held CP for Ch. 14 in Owensboro, Ky. which was relinquished.] Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1787.

Hatfield (Ch. 9)—Owensboro Publishing Co., 100 E. Third St., Owensboro, Ky. (WOMI-MBS). 20-kw visual, 10.7-kw aural, 641-ft. above av. terrain, 676-ft. above ground, 1065-ft. above sea level, lat. 37° 54' 04", long. 87° 13' 41". Transmitter, State Hwy. 66. Plant, \$669,116; yearly operating, \$545,000. Equipment, GE. Lawrence W. Hager, pres., 27.2%; W. Bruce Hager, secy.-treas., 16%; George M. Fuqua, v.p., 12%; 9 others, none holding more than 8%. Applicant publishes *Owensboro Messenger* and *Inquirer*. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1790.

Indianapolis (Ch. 13)—Crosley Bestg. Corp., 140 W. 9th St., Crosley Square, Cincinnati, O. 316-kw visual, 158-kw aural, 982-ft. above av. terrain, 1016-ft. above ground, 1846-ft. above sea level, lat. 39° 55' 43", long. 86° 10' 55". Transmitter, NE corner of Ditch Rd. & 96th St. Plant, \$1,276,000; yearly operating, \$1,050,000. Equipment, RCA. James D. Shouse, chairman; R. E. Dunville, pres. Applicant is subsidiary of Avco Mfg. Corp. and operates TV stations WLW-A, Atlanta, WLW-T, Cincinnati, WLW-C, Columbus, and WLW-D, Dayton. Also operates AM station WLW, Cincinnati. Counsel, Hogan & Hartson. BPCT-1594. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended denial of application.]

Indianapolis (Ch. 13)—Indianapolis Bestg. Inc., 307 N. Pennsylvania St. (WIRE-NBC). 316-kw visual 158-kw aural 1000-ft. above av. terrain 941-ft. above ground 1836-ft. above sea level, lat. 39° 43' 48", long. 86° 02' 20". Transmitter Fisher Rd. & Troy Ave. approx., 7-mi SE of Indianapolis Plant, \$566,622; yearly operating, \$350,000. Equipment, RCA. Central Newspapers Inc., 100%; (Eugene C. Pulliam, pres.), publishes *Indianapolis Star*, *Muncie Star* and *Press*, *Vincennes* (Ind.) *Sun-Commercial* and *Huntington* (Ind.) *Herald-Press*; also owns AM station WAOV, Vincennes; controls Phoenix Newspapers Inc., publishers of *Arizona Republic* & *Phoenix Gazette*. Counsel, Pierson & Ball; consulting engineers, Craven, Lochnes & Culver. BPCT-281. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended denial of application.]

Indianapolis (Ch. 13)—Mid-West T.V. Corp., Inland Bldg., Market & Delaware Sts., 316-kw visual, 190-kw aural, 994-ft. above av. terrain, 1014-ft. above ground, 1849-ft. above sea level, lat. 39° 54' 10", long. 86° 12' 02". Transmitter, Tremont St. between 79th & 86th Sts. Plant, \$465,746; yearly operating, \$504,000. Equipment, DuMont. George Saddler, pres., 37.73% (banker); Paul A. Walk, v.p., 2.5% (auto dealer); Harry D. Leer, secy.-treas., 5.38% (dentist); Wake Up Oil Co., 16.67%; Herbert F. Krimendahl, v.p., 13.33% (pres. Stokley-Van Camp Co.); Berchman F. Donovan, 6.67%; Burkett O. Herrick, 5%; Harold D. Taylor, 4.9% (savings & loan); Lawrence E. Morris, 4.05% (dentist); James K. Northam, 2.69%; remainder held by 4 others, none owning as much as 1%. Counsel, Barnes & Neilson and Welch, Mott & Morgan; consulting engineer, William L. Foss Inc. BPCT-1599. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended grant of application.]

Indianapolis (Ch. 13)—WIBC Inc., 30 W. Washington St. (WIBC-MBS). 286-kw visual, 143-kw aural, 1031-ft. above av. terrain, 1005-ft. above ground, 1870-ft. above sea level, lat. 39° 44' 39", long. 86° 01' 40". Transmitter, W. side of S. Franklin Rd. between E. Raymond St. & U. S. Highway 52. Plant, \$739,547; yearly operating, \$779,677. Equipment, RCA. Richard M. Fairbanks, pres.-gen. mgr., 51%; Cornelia F. Ericourt, 8.2%; Charles W. Fairbanks, 8.2%; Adelaide F. Caucourt, 16.3%; Edith P. Simpson, 8.1%; Cornelia F. Vallancourt, 8.1%. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-328. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended denial of application.]

★ PRINCETON (Ch. 52)—WRAY-TV, Southern Indiana Tele-Casting Inc., Outer West Broadway (WRAY). CP 3-11-53; 166-kw visual, 89.1-kw aural, 500-ft. above av. terrain, 461-ft. above ground, 943-ft. above sea level, lat. 38° 21' 25", long. 87° 35' 25". Transmitter, Outer West Broadway. Plant, \$180,282; yearly operating, \$60,000. Equipment, RCA. M. R. Lankford, 100% (farm & hatchery operator). He also operates WDQN, Du Quoin, Ill. and WCBQ Sarasota, Fla. Counsel, Leon Sclawy; consulting engineers, Commercial Radio Equipment Co. BPCT-1563. [Note: Began operating with 50-kw visual ERF Dec. 6, 1953, but quit the air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. CP expires Sept. 11, 1955.]

Roanoke (Ch. 21, allocated to Huntington)—Sarkes Tarzian Inc., Bloomington, Ind. 251-kw visual, 126-kw aural, 763-ft. above av. terrain, 753-ft. above ground, 1593-ft. above sea level, lat. 41° 06' 30", long. 85° 13' 45". Transmitter, 3.3-mi. E of Arcola, Ind. Plant, \$345,222; yearly operating, \$300,000. Equipment, RCA. Sarkes Tarzian & family, 100%. Tarzian is electronics mfr. and operates WTTV & WTTT, Bloomington, Ind. Counsel, A. L. Stein; consulting engineers, Kear & Kennedy. BPCT-1988.

IOWA

★ DES MOINES (Ch. 17)—KGTV, Rib Mt. Television Inc., 2d Ave. & Hobson Dr. CP 3-25-53; 162-kw visual, 87.1-kw aural, 470-ft. above av. terrain, 492-ft. above ground, 1402-ft. above sea level, lat. 41° 40' 05", long. 93° 37' 05". Transmitter, 2nd Ave. & Hobson Dr., 2.1-mi. N of city limits. Plant, \$301,557; yearly operating \$100,000. Equipment, RCA. Central Bestg. Co., 60% (WEAU-TV, Eau Claire, Wis.); *Superior* (Wis.) *Telegram*, 30%. W. C. Bridges, pres., 10% (WEAU-TV); Morgan Murphy, v.p. (WEAU-TV & *Superior Telegram*); Norman Postles, secy.-treas. Counsel, Scharfeld, Jones & Baron; consulting engineer, Charles B. Persons, Duluth, Minn. BPCT-1552. [Note: Began operation Nov. 14, 1955 under special temporary authorization with 22.1-kw visual, 19.4-kw aural, but quit air April 15, 1955, reverting to CP status and asking for interim use of unapplied-for educational channel 11; see *Television Digest*, Vol. 11:15. CP expires Nov. 24, 1955.]

Ottumwa—See also Kirksville, Mo.

KANSAS

★ GOODLAND (Ch. 10)—KWGB-TV, Goodland Bestg. Co., c/o Station KWGB, Goodland, Kan. CP 5-11-55; 204-kw visual, 110-kw aural, 580-ft. above av. terrain, 574-ft. above ground, 4266-ft. above sea level, lat. 39° 20' 31", long. 101° 42' 33". Transmitter 17th St. & Broadway Ave. Plant, \$286,749; yearly operating, \$130,271. Equipment, GE. James E. Blair, 100%. Counsel, Frank Stollenwerck; consulting engineer, Russell P. May. BPCT-1947. Starting Date: Unreported.

† Lawrence (Ch. 11, educational)—Univ. of Kansas, Lawrence. (KFKU). 55.4-kw visual, 33.2-kw aural, 610-ft. above av. terrain, 507-ft. above ground, 1524-ft. above sea level, lat. 38° 57' 15", long. 95° 15' 48". Transmitter, 6-mi. N. of 23rd St. on Ottawa Rd. Plant, \$249,595; yearly operating, \$100,000. Equipment, RCA. R. Edwin Browne, director of TV-radio. Counsel, Krieger & Jorgensen; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPET-36.

★ † MANHATTAN (Ch. 8, ed.)—KSAC-TV, Kansas State Coll. of Agriculture & Applied Science (KSAC). CP 7-24-52; 52-kw visual, 26-kw aural, 450-ft. above av. terrain, 273-ft. above ground, 1628-ft. above sea level, lat. 39° 13' 31", long. 96° 37' 10". Transmitter 2.9 mi. N.W. of Manhattan. Plant, \$362,624; yearly operating, \$332,800. Equipment, GE. Consulting engineer, R. G. Kloeffler, Dept. of Electrical Engineering, Kansas State College. BPET-1. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 9:15.]

★ WICHITA (Ch. 3)—KARD-TV, Wichita Television Corp. Inc., 218 N. Broadway. CP 6-8-55; 100-kw visual, 50.12-kw aural, 1000-ft. above av. terrain, 1077-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 37", long. 97° 31' 01". Transmitter 1½-mi. E. of Colwich. Plant, \$460,626; yearly operating, \$371,891. Equipment, RCA. George M. Brown, pres., 23% (ice mfr.); Charles L. Brown, 4.6% (ice mfr.-liquor dealer); Helen Brown, 13.7% (mother of Geo. & Chas.); Wm. J. Moyer, v.p., 6.8%; Daniel M. Moyer, secy.-treas. 1.8% (attorney); over 100 other stockholders. Counsel, Miller & Schroeder; consulting engineer, George C. Davis. BPCT-961. Starting Date (as reported): Fall of 1955.

KENTUCKY

★ ASHLAND (Ch. 59)—WPTV, Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan & Lake Polan Jr., d/b as Polan Industries, 321 8th St., Huntington, W. Va. CP 8-13-52; 250-kw visual, 130-kw aural, 470-ft. above av. terrain, 234-ft. above ground, 1194-ft. above sea level, lat. 38° 24' 40", long. 82° 33' 54". Transmitter, N. Kenova. Plant, \$311,000; yearly operating, \$150,000. Equip., DuMont. For interest and holdings of partners, see CP for WLTW, Wheeling, W. Va. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1009. Starting Date: Unreported.

★ LEXINGTON (Ch. 27)—WLAP-TV, American Bestg. Corp., Radio Bldg. (WLAP-ABC). CP 12-3-53; 250-kw visual, 125-kw aural, 625-ft. above av. terrain, 548-ft. above ground, 1610-ft. above sea level, lat. 38° 01' 50", long. 84° 26' 59". Transmitter, Northern Belt Line & Liberty Rd. Plant, \$394,406; yearly operating, \$240,000. Equipment, GE. J. Lindsay Nunn, chairman, 40%; Gilmore N. Nunn, pres., 51%; J. E. Willis, v.p., 4.80%; Miller Welch, secy.-treas., 3.20%; Bettie N. Nunn, 1%. Nunn owns WCMI (Ashland, Ky.); Gilmore Nunn owns 30% of WBIR, TV applicant for Knoxville. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1140. Starting Date: Unreported.

★ LOUISVILLE (Ch. 21)—WKLO-TV, Mid-America Bestg. Corp., Henry Clay Hotel. (WKLO-ABC). CP 11-26-52; 251-kw visual, 129-kw aural, 720-ft. above av. terrain, 404-ft. above ground, 1384-ft. above sea level, lat. 38° 21' 55", long. 85° 50' 17". Transmitter, Bald Knob, Ind., near Louisville. Plant, \$293,000; yearly operating, \$350,000. Equipment, GE. James F. Brownlee, chairman, 5.18%; Milton S. Trost, 1st v.p., 10.78%; W. H. Veeneman, 2nd v.p., 5.24%; E. L. Alteshether Jr., secy. & treas., 5.23%; Henry Fitzhugh, director, 5.24%; E. R. Plunkett, director, 15.73%; Emanuel Levi, director, 11.1%; Harold J. Plunkett, 15.73%; Mary P. Fitzhugh, 5.24%; John Kadel, 5.2%. Allen D. Emil, 5%; D. C. Summerford, 3.58%; 5 others, none as much as 2%. Counsel, Haley, Doty & Wollenberg. BPCT-552. [Note: Began operating Sept. 7, 1953, but quit the air April 20, 1954, reverting to CP status; *Television Digest*, Vol. 10:17. CP expires Feb. 1, 1956.] Sale of WKLO & WKLO-TV to radio WING, Dayton, O., owned by ex-Secy. of Commerce Charles Sawyer, pending FCC approval.]

★ LOUISVILLE (Ch. 41)—WQXL-TV, Robt. W. Rounsaville, 2549 S. Third St. (WLOU). CP 1-14-53; 200-kw visual, 105-kw aural, 210-ft. above av. terrain, 293-ft. above ground, 753-ft. above sea level, lat. 38° 12' 42.5", long. 85° 45' 39.6". Transmitter, 2549 S. Third St. Plant, \$293,500; yearly operating, \$300,000. Equip., GE. Mr. Rounsaville holds CP for off-air WQXI-TV, Atlanta, Ga.; is TV grantee for Cincinnati, O. Mr. Rounsaville also owns 75% of a stamp trading concern. For other radio interests see WQXI-TV, Atlanta. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1442. Starting Date: Unreported.

★ NEWPORT (Ch. 74, allocated to Cincinnati)—WNOP-TV, Tri-City Bestg. Co., 606 Monmouth St. (WNOP). CP 12-24-53; 17.52-kw visual, 8.762-kw aural, 515-ft. above av. terrain, 500-ft. above ground, 1215-ft. above sea level, lat. 39° 05' 26", long. 84° 28' 51". Transmitter, SE corner of Race & Center Sts. Plant, \$218,900; yearly operating, \$225,000. Equipment, GE. James G. Lang, pres., 52.3%; Vincent Herold, v.p., 6.6%; Ann R. Lang, secy.-treas.; Olin W. Davis, 17.6% (Purdue U professor); Wm. A. Geoghegan, 6.5% (attorney); Earl M. Britenberg, 5.3% (physician); remainder held by 6 others, none owning more than 2.3%. Counsel, Maurice R. Barnes; consulting engineers, Robert M. Sillman. BPCT-1737. Starting Date: Unreported.

Owensboro (Ch. 14)—Aircast Inc., 3015 Radiance Rd., Louisville, Ky. 20.9-kw visual, 11.35-kw aural, 275-ft. above av. terrain, 303-ft. above ground, 703-ft. above sea level, lat. 37° 46' 27", long. 87° 06' 49". Transmitter, 214 Frederica St. Plant, \$77,550; yearly operating, \$84,000. Equipment, RCA. Stephen P. Bellinger, pres., 30% (owns 25% of WVMC, Mt. Carmel, Ill. & 22.5% of WIZZ, Streator, Ill.); Ben H. Townsend, v.p., 20%

(atty.; 18.75% of WVMC & 6% of WIZZ); Morris E. Kemper, treas., 30% (accountant); 37.5% of WVMC & 11.5% of WIZZ); Joel W. Townsend, secy., 20% (18.75% of WVMC, 6% of WIZZ). Consulting engineers, Fred O. Grimwood & Co. Inc. BPCT-1985.

Paducah (Ch. 6)—Columbia Amusement Co. Inc., Arcade Theatre Bldg. 51.2-kw visual, 25.6-kw aural, 632-ft. above av. terrain, 583-ft. above ground, 1043-ft. above sea level, lat. 37° 02' 34", long. 88° 39' 38". Transmitter, U.S. 45, 5.4 mi. from center of Paducah. Plant, \$533,948; yearly operating, \$375,000. Equipment RCA. Leo F. Keller (theatre owner), pres.-treas.-gen. mgr., 41.9%; Irene B. Keller III, v.p., 37.3%; John W. Keller II, first v.p., 8.4%; R. R. Kirkland, second v.p., 12.4%. Counsel, Cohn & Marks; consulting engineers, Kear & Kennedy. BPCT-1170. [Note: Initial decision by examiner William G. Butts April 11, 1955 recommended grant of application.]

Paducah (Ch. 6)—Paducah Newspapers Inc., 408 Kentucky Ave. (WKYB-MBS). 58.3-kw visual, 35-kw aural, 628-ft. above av. terrain, 583-ft. above ground, 1043-ft. above sea level, lat. 37° 02' 55", long. 88° 38' 36". Transmitter, Elmdale Rd. ext. & city limits. Plant, \$563,744; yearly operating, \$390,129. Equipment, RCA. Publishers of *Paducah Sun-Democrat*. E. J. Paxton Sr., pres., 8%; E. J. Paxton Jr., v.p., 11.2% (25% of WFRK, West Frankfort, Ill.); F. R. Paxton, secy., 11.2%; J. L. Roth, treas., 4%; Mrs. F. B. Paxton, 11.1%; P. A. Paxton, 11.2%; J. F. Paxton, 11.2%; Mrs. Louise P. Decker, 11.2%; Mrs. F. D. Paxton, 6%; E. H. Mammen, 5%; Mrs. Ida L. Roth, 4.6%; Mrs. F. P. Mitchell, 4.5%; J. G. Mitchell, 3%; E. C. Mitchell Jr., 3%; Wm. P. Mitchell, 3%; W. P. Paxton estate, 2.8%. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1824. [Note: Initial decision by examiner William G. Butts April 11, 1955 recommended denial of application.]

LOUISIANA

Monroe (Ch. 13, educational)—State Dept. of Education, State of La., c/o Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge, La. 27-kw visual, 13.5-kw aural, 522-ft. above av. terrain, 537-ft. above ground, 612-ft. above sea level, lat. 32° 31' 59", long. 92° 06' 40". Transmitter, Forsythe Ave. NE of RR crossing. Plant \$236,961; yearly operating, \$125,000. Equipment, GE. Shelby M. Jackson, superintendent. Counsel, Roberts & McInnis; consulting engineers, Frank H. McIntosh & Assoc. BPET-56.

★ NEW ORLEANS (Ch. 26)—WOKG, WCKG-TV Co., Melrose Bldg., Houston, Tex. (WMRY). CP 4-2-53; 100-kw visual, 54-kw aural, 330-ft. above av. terrain, 356-ft. above ground, 356-ft. above sea level, lat. 29° 54' 30", long. 90° 02' 26". Transmitter, Whitney Rd., 25-mi. S of Hamilton St. Plant, \$204,200; yearly operating, \$245,000. Equipment, RCA. Lester Kamin, pres., 33 1/3% (advertising); Pat Coon, v.p., 33 1/3% (attorney); Billy B. Goldberg, secy.-treas., 33 1/3% (attorney). Each owns 25% interest in KCIJ, Shreveport. Counsel, A. L. Stein; consulting engineer, L. J. N. duTrell, New Orleans. BPCT-1474. Starting Date: Unreported.

New Orleans (Ch. 4)—Loyola University, 6363 St. Charles Ave. (WWL-CBS). 100-kw visual, 50-kw aural, 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 27", long. 90° 02' 24". Transmitter, Cooper Rd., 1000-ft. W. of Whitney Ave., near Gretna, La. Plant, \$543,539; yearly operating, \$616,927. Equipment, GE. Rev. Patrick Donnelly, S.J., pres.; Rev. Edward Doyle, S.J., v.p.; W. H. Summerville, gen. mgr. Counsel, Segal, Smith & Hennessey. BPCT-359. [Note: Initial decision by examiner Elizabeth C. Smith July 7, 1955 recommended denial of application.]

New Orleans (Ch. 4)—James A. Noe & Co. St. Charles Hotel (WNOE). 100-kw visual, 50-kw aural, 707-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 01' 01", long. 90° 01' 01". Transmitter, Behrman Hwy. S of Donner canal. Plant, \$836,000; yearly operating, \$789,080. Equipment, RCA. James A. Noe, 100%; also operates KNOE-TV, Monroe & owns 50% of KOTN, Pine Bluff, Ark. Counsel, Roberts & McInnis; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1588. [Note: Initial decision by examiner Elizabeth C. Smith July 7, 1955 recommended denial of application.]

New Orleans (Ch. 4)—Times Picayune Publishing Co. 601 North St. (WTPS-MBS). 100-kw visual, 60-kw aural, 711-ft. above av. terrain, 753-ft. above ground, 753-ft. above sea level, lat. 29° 54' 41.5", long. 90° 02' 49.8". Transmitter, Hamilton Ave. Plant, \$585,450; yearly operating, \$260,000. Equipment, RCA. J. P. Tims, pres.; C. H. Hyams III, v.p. & secy. Publishers of *New Orleans Times-Picayune*. Counsel, Dempsey & Koplovitz BPCT-648. [Note: Initial decision by examiner Elizabeth C. Smith July 7, 1955 recommended grant of application.]

★ SHREVEPORT (Ch. 12)—KCLIS, Shreveport Television Co. 516 Crockett St. CP 5-19-55. For details, see KSLA in Station Directory section; this was one of three applicants operating interim KSLA on Ch. 12.

★ SHREVEPORT (Ch. 3)—KTBS-TV, KTBS Inc., Radio Station KTBS, 312 East Kings Highway. (KTBS-NBC). CP 2-16-55; 100-kw visual, 69.2-kw aural, 1140-ft. above av. terrain, 1151-ft. above ground, 1404-ft. above sea level, lat. 32° 41' 08", long. 93° 56' 00". Transmitter, 1.5-mi. E. of Mooringsport on Hwy. 1. Plant, \$542,900; yearly operating, \$400,000. Equipment, RCA. George D. Wray Sr., chairman of the board, 33 1/3%; E. Newton Wray, pres., 33 1/3%; George D. Wray Jr., v.p., 16 2/3%. Charles W. Wray, secy.-treas., 16 2/3%. Counsel, Spearman & Roberson. Consulting engineers, A. D. Ring & Assoc. BPCT-464. Rep: Petry. Starting Date (as reported): Sept., 1955.

MAINE

★ LEWISTON (Ch. 17)—WLAM-TV, Lewiston-Auburn Bcstg. Corp., 129 Lisbon St. (WLAM-ABC). CP 7-8-53; 15.8-kw visual 8.51-kw aural, 370-ft. above av. terrain, 456-ft. above ground, 666-ft. above sea level, lat. 44° 09' 13", long. 70° 16' 36". Transmitter, Apple-Sass Hill. Plant, \$149,387; yearly operating, \$130,000. Equipment, RCA. Elden H. Shute Jr., pres., 2%; Frank S. Hoy treas., 67%; Gladys Parker Hoy, clerk, 16%; Fred Parker Hoy, asst. treas., 9%; Gerald T. Higgins, director, 2%; G. Emilio Ouletto, 2%; Romeo E. Sansoucy, 2%. Mr. Hoy for-

merly owned 73% of WPMT, Portland, Me., now off air & CP transferred to Carrell K. Pierce, bankruptcy trustee. Counsel, Dempsey & Koplovitz; consulting engineers, Craven, Lohnes & Culver. BPCT-736. [Note: Began operating Nov. 22, 1953, but quit air March 25, 1955, retaining license; see *Television Digest*, Vol. 11:13. License expires April 1, 1957.]

★ PORTLAND (Ch. 53)—WPMT, Carrell K. Pierce. Columbia Hotel. CP 2-11-53; 10.2-kw visual, 5.49-kw aural, 260-ft. above av. terrain, 240-ft. above ground, 357-ft. above sea level, lat. 43° 39' 12", long. 70° 15' 58". Transmitter, Columbia Hotel. Plant, \$170,333; yearly operating, \$175,000. Equipment RCA, Carrell K. Pierce, 100%. Counsel, Dempsey & Koplovitz; engineer, George P. Adair Engineering Co. BPCT-1528. [Note: Began operating Aug. 27, 1953, but quit air Dec. 15, 1954, reverting to CP status, then was transferred from Frank S. Hoy family to bankruptcy trustee Carrell K. Pierce, with Hoy retaining defunct WLAM-TV, Lewiston, Me.; see *Television Digest*, Vol. 10:52. CP expires Aug. 16, 1955.]

MARYLAND

★ BALTIMORE (Ch. 18)—WTLF, United Bcstg. Co. of Eastern Maryland Inc., 912 N. Charles St. (WSID, Essex, Md.). CP 12-9-53; 21.4-kw visual, 12.6-kw aural, 480-ft. above av. terrain, 501-ft. above ground, 691-ft. above sea level, lat. 39° 18' 00", long. 76° 36' 59". Transmitter, 912 N. Charles St. Plant, \$275,935; yearly operating, \$175,000. Equipment, used RCA from off-air WECT, Elmira, N.Y. Richard Eaton, pres., 2%; Margaret G. Eaton, secy.-treas., 1%; United Bcstg. Co. Inc., controlled by Richard Eaton, 97%. Mr. Eaton also controls WARK, Hagerstown, Md.; WOOK, Washington, D. C. (TV grantee); WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. Counsel, Cohn & Marks; engineer, A. A. Snowberger, director UBC engineering dept. BPCT-1791. Rep: United Bcstg. Co. Starting Date (as reported): Fall of 1955.

★ BALTIMORE (Ch. 72)—WITH-TV, WITH-TV Inc., 7 East Lexington St. (WITH). CP 12-17-52; 95.5-kw visual, 52.5-kw aural, 510-ft. above av. terrain, 335-ft. above ground, 835-ft. above sea level, lat. 39° 17' 08", long. 76° 44' 23". Transmitter, Edmondson Ave. between Ingleside & Winters Lane. Plant, \$283,500; yearly operating, \$250,000. Equipment DuMont transmitter, RCA antenna. Maryland Bcstg. Co., 100%; Thomas G. Tinsley Jr., pres.-gen. mgr. Mr. Tinsley also is pres. of WPRG, TV grantee for Petersburg, Va. Counsel, Arnold, Fortas & Porter; consulting engineers, Jansky & Bailey Inc. BPCT-1338. Starting Date: Unreported.

★ CUMBERLAND (Ch. 17)—WTBO-TV, Cumberland Valley Bcstg. Co., 31 Frederick St. (WTBO-NBC). CP 11-12-53; 19.1-kw visual, 9.55-kw aural, 1010-ft. above av. terrain, 446-ft. above ground, 2223-ft. above sea level, lat. 39° 41' 31", long. 78° 45' 54". Transmitter, Willis Mt., 2.5-mi. N. of Cumberland. Plant, \$240,508; yearly operating, \$150,000. Equipment, RCA. Arthur W. German, pres., 60% (former Republic Pictures eastern TV sales mgr.); Edward G. Murray, v.p., 30% (WPTZ film buyer); Morris H. Bergreen, secy.-treas., 10% (attorney); Wm. J. German, director (pres. of W. J. German Inc., unexposed film distributor). [Sale to present owners by Chernoff-Baer group approved by FCC 9-1-54; see *Television Digest*, Vol. 10:32, 36.] Counsel, Cohn & Marks; consulting engineer, Vlah Brooks, Parkersburg, W.Va. BPCT-1146. Starting Date: Unreported.

MASSACHUSETTS

★ BOSTON (Ch. 44)—WJDW, J. D. Wrather, Jr., 172 Delfern Dr., Beverly Hills, Cal. CP 8-12-53; 282-kw visual, 145-kw aural, 580-ft. above av. terrain, 539-ft. above ground, 779-ft. above sea level, lat. 42° 13' 31", long. 71° 18' 30". Transmitter, 1.92-mi. S.W. of Dover. Plant, \$466,385; yearly operating \$610,000. Equipment, GE. Mr. Wrather, an oilman, has 25% interest in application for Corpus Christi, Tex.; owns 38.89% of KFMB-TV, San Diego. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1656. Starting Date (as reported): "Next fall."

Boston (Ch. 5)—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York, N. Y. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 992-ft. above ground, 1152-ft. above sea level, lat. 42° 20' 53", long. 71° 10' 19". Transmitter, Glenley Terrace. Plant, \$2,109,950; yearly operating, \$2,000,000. Equipment, DuMont transmitter, RCA antenna. Allen B. DuMont Laboratories, 100%. Allen B. DuMont, pres.; Ted Bergmann, dir. of broadcasting. Also owns & operates WAED, New York, and WTTG, Washington. Counsel, Roberts & McInnis. BPCT-1854.

Boston (Ch. 5)—Greater Boston Television Corp., 10 State St. 100-kw visual, 50.12-kw aural, 994-ft. above av. terrain, 1005-ft. above ground, 1255-ft. above sea level, lat. 42° 18' 45", long. 71° 24' 50". Transmitter, 25-mi. NW of junction of Beaver & Summer Sts. Plant, \$458,000; yearly operating, \$600,000. Equipment, GE. There are 36 stockholders, each holding 2.77%. Arthur D. Crohn, pres. (insurance); Michael Henry, v.p. (ex-mgr., WKOW-TV, Madison, Wis.); Delphin F. Young, treas. (banker); Joseph A. DeMambo (electronic supplies); John E. Sullivan Jr. (investments); Paul J. Cifirino (gen. mgr. of food chain); John Quincy (real estate & auto sales); Jacob W. Shoul (insurance); Henry G. Bowen (attorney & pres. of street railway); Joseph Gannon (investments); David A. Kressfield (display mgr.); Wm. F. Morrissey (real estate); Wm. A. Costello (attorney); Chester A. Dolan Jr. (clerk, Mass. Supreme Court & .057% of WORL); Sidney R. Rabb (food chain); Richard Maguire (attorney & 10% of WORL); Wm. J. McDonald engineer & .04% of WORL); Thomas E. McGovern (tax consultant); Wm. A. Riley (architect); Wm. F. Heavey (warehousing); John J. Drummey, Jr. (auditor); Vincent T. Robinson (New England div. mgr. for Encyclopedia Britannica); Edward C. Maher (attorney & banker); Francis T. Leahy (attorney & banker); Daniel J. Lynch (attorney, clerk of criminal court); John T. Spinelli (contractor & real estate); John I. Donovan (mgr., Draper, Sears & Co., Winchester, Mass.); James M. Sampson (attorney); Albert S. Murphy (surgeon); Charles E. Dockser (real estate); Wm. F. Hickey (banking); Gerald F. Scally (funeral director); Frederick A. Connor; W. Chester Browne (architect); Raymond P. Harold (savings & loan); Arthur E. Haley (v.p., WORL). Counsel, McGuire, Roche & Garrity, Boston; consulting engineers, Craven, Lohnes & Culver. BPCT-1657.

Boston (Ch. 5)—Massachusetts Bay Telecasters Inc., 10 Post Office Square. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 685-ft. above ground, 1285-ft. above sea level, lat. 42° 20' 44", long. 71° 27' 03". Transmitter, Nobscot Hill, Framingham. Plant, \$1,100,000; yearly operating, \$1,800,000. Equipment, RCA, Alan Steinert, pres., 2.38% (pres. & 38% of Eastern Co., RCA & Whirlpool distributor); Forrester A. Clark, v.p., 2.98% (auto dealer; investments); Henry E. Foley, v.p., 60% (attorney); Helen S. Johnson, v.p., 1.19%; Louis J. Hunter, treas., 2.98% (financial services; shoe mfg.); Eastern Co., 16.67%; Springfield Television Bcstg. Corp., 4.76% (grantee of WWLP, Springfield); following own 2.98% each: James F. Fitzgerald (contractor; owns 7.52% of WWLP); Henry A. Laughlin (pres., Houghton Mifflin Co., publishers); Jerome Preston (investments); Horace O. Bright (broker); Gerald Henderson (insurance); Cammann Newberry (ex-admin. asst. to Henry Cabot Lodge Jr.); Richard M. Russell (attorney); Helen M. Roble; Fosdick Productions Inc. (Al Capp); Alexander H. Bright (stock broker); Joe W. Gerrity (lumber); Joseph P. Maloney (v.p. & 15% of Eastern Co.); Joseph R. Segel (gen. mgr. & 7.5% of Eastern Co.); A. M. Sonnabend (hotels in Boston, Chicago, Cleveland & N.Y.); remainder held by 39 others, none with more than 1.43%. Counsel, McKenna & Wilkinson; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1844.

Boston (Ch. 5)—WHDE Inc., 6 St. James Ave. (WHDE). 65.2-kw visual, 32.6-kw aural, 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level, lat. 42° 18' 27", long. 71° 13' 27". Transmitter, Chestnut St., Newton Upper Falls, Newton, Mass. Plant, \$514,763; yearly operating, \$600,000. Equipment, GE. *Boston Herald-Traveler*, 100%; Robert B. Chant, publisher of *Boston Herald-Traveler*, pres.; Roger P. Talmadge, treas. Counsel, Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-248.

Boston (Ch. 5)—Post Publishing Co., 257 Wash. St. (WCOP). 100-kw visual, 60-kw aural, 1000-ft. above av. terrain, 1085-ft. above ground, 1190-ft. above sea level, lat. 42° 18' 39", long. 71° 12' 59". Transmitter, 225 Needham St. Plant, \$1,332,500; yearly operating, \$1,500,000. Equipment, GE transmitter, RCA antenna. Post Publishing Co. publishes *Boston Post*. John Fox, pres., 100% (pres. & publisher). McHenry Browne, v.p.; Ches-editor; Rita Doten, treas. Counsel, Segal, Smith & Hennessey; consulting engineers, A. D. Ring & Assoc. BPCT-1861.

★ BROCKTON (Ch. 62)—WHEF-TV, Trans-American Television Enterprises Inc., 225 Washington St., Boston. CP 7-29-53; 195-kw visual, 105-kw aural, 430-ft. above av. terrain, 458-ft. above ground, 549-ft. above sea level, lat. 42° 03' 16", long. 70° 57' 07". Transmitter, Rt. 18, 16-mi. N. of Highland St. & 1.5-mi. E. of East Bridgewater. Plant, \$311,016; yearly operating, \$232,000. Equipment, RCA. Harry E. Franks, pres.-treas., 100% (clothing mfr.); Morton M. Goldfine, secy. Counsel, Sam Miller; consulting engineer, Robert M. Silliman. BPCT-1731. Starting Date: Unreported.

★ WORCESTER (Ch. 20)—WAAB-TV, WAAB Inc., 34 Mechanic St. (WAAB-ABC). CP 8-12-53; 74.1-kw visual, 41.7-kw aural, 820-ft. above av. terrain, 250-ft. above ground, 1625-ft. above sea level, lat. 42° 18' 13.1", long. 71° 53' 53.9". Transmitter, Ashnebumskit Hill. Plant, \$232,088; yearly operating, \$275,000. Equipment, GE. Geo. F. Wilson, pres.-treas., 80% (owns WCNT, Centralia, Ill.); Kathleen I. Wilson, secy., 20%. Counsel, Pierson & Ball; consulting engineer, Felix D. Bonvouloir, Worcester. BPCT-1241. Starting Date: Unreported.

MICHIGAN

★ ANN ARBOR (Ch. 26, educational)—WUOM-TV, Board of Regents of the U of Michigan, 504 S. State St. CP 11-4-53; 263-kw visual, 138-kw aural, 1110-ft. above av. terrain, 1047-ft. above ground, 1997-ft. above sea level, lat. 42° 17' 37", long. 83° 43' 26". Transmitter, Cedar Bend Dr., 1.3-mi. NE of Ann Arbor. Plant, \$535,000; yearly operating, \$292,000. Equipment, GE. W. K. Pierpont, v.p. Counsel, Edmund A. Cumiskey, U of Mich.; consulting engineer, J. J. Swantek, U of Mich. BPET-27. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]

★ BATTLE CREEK (Ch. 58)—WBCK-TV, Michigan Bcstg. Co., 402 Security Natl. Bank Bldg. (WBCK-MBS). CP 11-19-52; 74.1-kw visual, 40.7-kw aural, 580-ft. above av. terrain, 540-ft. above ground, 1489-ft. above sea level, lat. 42° 21' 25", long. 85° 20' 15". Transmitter, 74-mi. N of M-96 on 44th St., Augusta, Mich. Plant, \$161,000; yearly operating, \$120,000. Equip., DuMont. Robert H. Holmes, pres., 50%; David N. Holmes, secy.-treas., 50%. Counsel, Gullford S. Jameson; consulting engineers, Kear & Kennedy. BPCT-1076. Starting Date: Unreported.

Cheboygan (Ch. 4)—Midwestern Bcstg. Co., Paul Bunyan Bldg., Traverse City, Mich. 5.16-kw visual, 2.58-kw aural, 434-ft. above av. terrain, 340-ft. above ground, 1080-ft. above sea level, lat. 45° 38' 58", long. 84° 20' 20". Transmitter, U.S. Rt. 23. 6.7-mi. E. of center of Cheboygan. Plant \$88,406; yearly operating, \$43,990. Equipment, RCA. For ownership, see WPBN-TV, Traverse City, Mich. Station will pick up and rebroadcast programs of WPBN-TV. Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-1992.

★ DETROIT (Ch. 56, educational)—WTVS, Detroit Educational Television Foundation, 474 W. Warren Ave. (WDR-FM). CP 7-14-54; 219-kw visual, 120-kw aural, 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22' 25", long. 83° 06' 50". Transmitter, 9345 Lawton Ave. Plant, \$754,160; yearly operating, \$69,000. Equipment, RCA. C. Allen Harlan, pres.; James Cope, v.p.; Wm. E. Stilton, exec. secy. Counsel, Krieger & Jorgensen; consulting engineer, Wm. L. Foss Inc. BPET-37. Starting Date: (as reported): In 1955.

★ DETROIT (Ch. 50)—WBID-TV, Woodward Bcstg. Co., 3315 Barlum Tower. CP 11-19-53; 1000-kw visual, 500-kw aural, 640-ft. above av. terrain, 670-ft. above ground, 1270-ft. above sea level, lat. 42° 19' 49", long. 83° 02' 52". Transmitter, Penobscot Bldg. Plant, \$883,147; yearly operating, \$488,908. Equipment, GE. Max Osnos, pres.-treas., 93% (druggist & dept. store; owns 9% of Ch. 6 CP for WITI-TV, Whitefish Bay, Wis.); Jacob Kellman, v.p., 4.5% (dept. store exec.); Prof. Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); Geo. Edwards, 1.25%

(probate court judge). Woodward also holds CP for WTOH-TV, Toledo, O. Counsel, Fly, Shuebruk, Blume & Gagline; consulting engineers, Vandivere, Cohen & Wearn. [Note: Woodward Bcstg. Co. dismissed Ch. 50 application and purchased this CP for \$100 from UAW-CIO; see *Television Digest*, Vol. 10:26, 29]. BPCT-1589. Starting Date: Unreported.

★ FLINT (Ch. 12)—WJRT, WJR, The Goodwill Station Inc., Fisher Bldg., Detroit. (WJR-CBS). CP 5-13-54; 316-kw visual, 158-kw aural, 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level, lat. 43° 13' 48", long. 84° 03' 35". Transmitter, Burt & Gasper Rds., 4-mi. NE of Chesaning, Mich. Plant, \$1,172,500; yearly operating, \$525,000. Equipment, RCA. John F. Patt, pres., 1.14% (Mr. Patt also has minority interest in WINT, Waterloo-Ft. Wayne, Ind.); Mrs. Walton Parker, 18.18%. Many other stockholders, none owns as much as 5%. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-967. Rep: Harrington, Righter & Parsons. Starting Date (as reported): In 1955. [Note: CP for change of site to location listed above from one near Clarkson, Mich. stayed by FCC pending hearing on protests, see *Television Digest*, Vol. 11:24.]

★ GRAND RAPIDS (Ch. 23)—WMCN, Peninsular Bcstg. Co., 123 Pearl St. NW. CP 9-2-54; 216-kw visual, 110-kw aural, 484-ft. above av. terrain, 445-ft. above ground, 1205-ft. above sea level, lat. 42° 57' 56", long. 85° 43' 08". Transmitter, near intersection of Covell Rd. & Bridge St. Plant, \$340,808; yearly operating, \$260,000. Equipment, GE. John D. Loeks, pres., 40% (theatres); Edward A. McCready Jr., v.p., 20% (air service); Howard W. Freck, v.p.-secy., 20% (theatres); E. A. McCready, treas., 20% (furniture mfg. & air service). Counsel, Kirkland, Fleming, Green, Martin & Ellis; engineer, Craven, Lohnes & Culver. BPCT-1730. Starting Date: Unreported.

★ MARQUETTE (Ch. 6)—WAGE-TV, Peninsula Television Inc., 2525 W. Wisconsin Ave., Milwaukee. CP 4-7-54; 24.5-kw visual, 13.2-kw aural, 630-ft. above av. terrain, 508-ft. above ground, 1768-ft. above sea level, lat. 46° 32' 21", long. 87° 30' 06". Transmitter, U.S. Hwy. 41. Plant, \$205,945; yearly operating, \$180,000. Equipment, GE. Jerome Sill, pres., 65%; Ethel Sill, v.p. 2%; Herbert R. Herzberg, secy.-treas., 33%. Sill owns 21% of WMIL, Milwaukee. Consulting engineer, D. W. Gellerup, Milwaukee. BPCT-1783. Starting Date: Unreported. [Note: Sale to *Marquette Mining Journal* (WDMJ) pends FCC approval; see *Television Digest*, Vol. 11:28.]

★ MUSKEGON (Ch. 35)—WTVM, Versluis Radio & Television Inc., 6 Fountain St. N.E., Grand Rapids, Mich. (WLAV, Grand Rapids). CP 12-23-52; 268-kw visual, 140-kw aural, 974-ft. above av. terrain, 843-ft. above ground, 1743-ft. above sea level, lat. 43° 06' 58", long. 85° 49' 52". Transmitter, 5-mi. W of Wilson St. & 16th Ave. Plant, \$293,385; yearly operating, \$225,000. Equipment, GE. Leonard M. Versluis, pres.-treas., 100%. Counsel, Pierson & Ball. BPCT-1208. Starting Date: Unreported.

Onondaga (Ch. 10)—Michigan State Board of Agriculture, Michigan State College, E. Lansing, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Television Corp. of Michigan Inc., but will maintain separate studios.] Plant, \$453,115; yearly operating, \$350,000. Equipment, GE. John A. Hannah, pres. Applicant also operates WKAR-TV & WKAR, E. Lansing and has filed petition to allocate above channel for educational use. If petition is denied, applicant proposes non-commercial operation on this commercial channel. Counsel, Barnes & Neilson; consulting engineers, Wm. L. Foss Inc. BPCT-1835.

Onondaga-Parma (Ch. 10)—Television Corp. of Michigan Inc., 407-11 N. Washington Ave., Lansing 30, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Michigan State Board of Agriculture, Michigan State College, but will maintain separate studios.] Plant, \$717,581; yearly operating, \$590,000. Equipment, RCA. John C. Pomeroy, pres. & secy. (pres. & 27% owner of WILS, Lansing); Edward E. Wilson, v.p. & treas., 60% (auto & truck dealer); Lansing Bcstg. Co., 40% (operator of WILS, Lansing). Counsel, Leo Resnick; consulting engineer, John H. Mullaney. BPCT-1870.

Parma (Ch. 10)—Triad Television Corp., 842 N. Parma Rd. 258.6-kw visual, 144.7-kw aural, 554-ft. above av. terrain, 573-ft. above ground, 1583-ft. above sea level, lat. 42° 15' 56", long. 84° 36' 46". Transmitter, Scott Rd., between Old & New U.S. Hwy. 12. Plant, \$328,783; yearly operating, \$343,030. Equipment, RCA. C. Wayne Wright, pres., 32.5% (sales, WBCK, Battle Creek, Mich.); Clem Davis, v.p., 2.5% (auto dealer); Adeline M. Amsden, secy., 2.5%; Leland S. Bisbee Jr., treas., 2.5% (banker); Donald G. Fox, asst. secy., 1% (attorney); Arnold VanZanten, asst. treas., 1.25% (banker); Jae D. Kitchen, 9.5% (theatre owner); Wilfred L. Kitchen, 5% (theatre owner); Leon L. Raymond, 3.25% (sales, WJIM-TV & WJIM, Lansing); Simon A. Tesson, 2.75% (investments); remainder held by 9 others, none with more than 2.5%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1846.

Parma-Onondaga (Ch. 10)—Booth Radio & Television Stations Inc., 700 Buhl Bldg., Detroit, Mich. (WIBM, Jackson, Mich.) 188.8-kw visual, 105.7-kw aural, 1017-ft. above av. terrain, 1075-ft. above ground, 2035-ft. above sea level, lat. 42° 16' 42", long. 84° 37' 41". Transmitter, 2470 W. Michigan Ave., Parma, Mich. Plant, \$558,444; yearly operating, \$350,000. Equipment, RCA. John L. Booth, pres.-treas., 69.24%; Mrs. John L. Booth, 13.97%; John L. Booth II, 10.93%; Ralph H. Booth II, 5.85%. Applicant owns radio stations WBBC, Flint, WJLB, Detroit, WSGW, Saginaw. Counsel, Cohn & Marks; consulting engineer, George C. Davis. BPCT-1866.

Parma-Onondaga (Ch. 10)—Jackson Bcstg. & Television Corp, 441 Wildwood Ave., Jackson, Mich. (WKHM-MBS). 230-kw visual, 115-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 2016-ft. above sea level, lat. 42° 16' 01", long. 84° 38' 00". Transmitter, 1.45-mi. W of Parma on U.S. 12. Plant, \$698,196; yearly operating, \$425,000. Equipment, RCA. Frederick A. Knorr,

pres., 33.31% (pres., gen. mgr. & 1/2 owner of WKMH. Dearborn, WKMF, Flint, & WSAM, Saginaw); Harvey R. Hansen, v.p., 33.31% (v.p. & 1/2 owner of WKMH, WKMF & WSAM); William H. McCoy, secy.-treas., 33.31% (secy.-treas. & 1/2 owner of WKMH, WKMF & WSAM); remainder held by 21 others, each owning .0024%. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Kear & Kennedy, BPCT-1871.

MINNESOTA

★ **DULUTH (Ch. 38)**—WFTV, Great Plains Television Properties of Minnesota Inc., 4 W. 58th St., New York 19, N.Y.; 230 E. Superior St., Duluth, Minn. CP 10-23-52; 20-kw visual, 10-kw aural, 731-ft. above av. terrain 483-ft. above ground, 1743-ft. above sea level, lat. 46° 47' 28", long. 92° 06' 52". Transmitter, 4th Ave. W. at 10th St. Plant, \$240,122; yearly operating, \$125,000. Equipment, RCA. Transcontinental Properties Inc., 100%; Herbert Scheffel, pres. & secy. (owns 44.833% of Transcontinental); Alfred G. Burger, treas. (44.833% of Transcontinental); Stuart S. Scheffel, director. Transcontinental also owns 34% of WICS, Springfield, Ill. Herbert Scheffel also is chairman and part owner of Tele-news Productions (industry & government TV films), which publishes trade journals through subsidiary Industrial Publishing Co., Cleveland, O. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-1155. [Note: Began operating with 8.7-kw visual ERP May 31, 1953, but quit the air July 11, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. CP expires Jan. 16, 1955.]

★ **HIBBING (Ch. 10)**—KHTV, North Star Television Co., 3100 First National Bank Bldg., St. Paul, Minn. CP 1-13-54; 10.5-kw visual, 5.25-kw aural, 630-ft. above av. terrain, 437-ft. above ground, 2077-ft. above sea level, lat. 47° 22' 52", long. 92° 57' 18". Transmitter, Maple Hill. Plant, \$180,000; yearly operating, \$150,000. Equipment, RCA. Q. J. David, pres., 6.16% (advertising); William Peters, v.p., 6.25% (meat packer); Ryland Rothschild, treas., 12.5% (real estate); owns 9.09% of WSPT, Stevens Point, Wis.; Roland Faricy, secy., 12.5% (attorney); owns 9.09% of WSPT; Oliver Skellet, 12.5% (transfer & storage); 9.09% of WSPT; following own 6.5% each of applicant: Randolph Light (auto dealer); William Riedel (dairyman); Walter Villaume (macaroni mfr.); owns 9.09% of WSPT; Robert Peters (meat packer); Arthur Gluek (brewer); Roland Sheadle (hotel); Paul Hitchcock, v.p. & gen. mgr. of *Hibbing Tribune*; Robert Albrecht, Counsel, McKenna & Wilkinson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1774. Starting Date: Unreported. [Note: Cited by FCC on extension of CP; *Television Digest*, Vol. 10:37; granted extension to Nov. 11, 1955.]

MISSISSIPPI

Biloxi (Ch. 13)—Radio Associates Inc., Box 152 (WVMI). 63.8-kw visual, 37.4-kw aural, 220-ft. above av. terrain, 238-ft. above ground, 255-ft. above sea level, lat. 30° 23' 50", long. 88° 59' 20". Transmitter, Edgewater Gulf Hotel, Edgewater Park, Miss. Plant, \$119,090; yearly operating, \$120,000. Equipment, RCA. Odes E. Robinson, pres.-treas., 62.8%; James H. McKee, v.p., 30.4% (TV-radio distributor); Frances L. Robinson, secy., 2%. Odes Robinson also owns 20% of WOKY, Bluefield, W. Va. and has minority in WPTW, Piqua, O. Counsel, Barnes & Nelson. BPCT-1150. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended grant of application; June 1, 1955, FCC decided to reopen case and hold hearing in Biloxi at earliest possible date.]

Biloxi (Ch. 13)—WLOX Bestg. Co., Buena Vista Hotel. (WLOX-MBS). 11.7-kw visual, 5.85-kw aural, 216-ft. above av. terrain, 234-ft. above ground, 250-ft. above sea level, lat. 30° 23' 40", long. 88° 53' 38". Transmitter, Buena Vista Hotel. Plant, \$132,000; yearly operating, \$100,000. Equipment, RCA. J. S. Love Jr., pres., 44.6% (hotel); Mrs. J. S. Love Jr., 44.6% (hotel); 6 others, none holding more than 4%. Counsel, Elliot C. Lovett; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1157. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended denial of application; June 1, 1955 FCC decided to reopen case and hold hearing in Biloxi at earliest possible date.]

★ **COLUMBUS (Ch. 4)**—WCBI-TV, Birney Imes Jr., c/o WCBI, Columbus, Miss. CP 7-28-54; 10.7-kw visual, 5.37-kw aural, 390-ft. above av. terrain, 425-ft. above ground, 640-ft. above sea level, lat. 33° 29' 43", long. 88° 25' 51". Transmitter, Gilmer Hotel. Plant, \$196,057; yearly operating, \$100,000. Equipment, RCA. Birney Imes Jr., 100%. Also operates WCBI, Columbus; WELO, Tupelo; WNAG, Grenada; WMOX, Meridian, all Miss. Mr. Imes also is pres. of *Columbus Commercial Dispatch*. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum Jr. BPCT-1868. Rep: McGillivra. Starting Date (as reported): Fall of 1955.

★ **HATTIESBURG (Ch. 9)**—WDAM, Lion Television Co., c/o Fine Bros.-Matison Co., Hattiesburg. CP 5-4-55; 28.2-kw visual, 16.2-kw aural, 490-ft. above av. terrain, 537-ft. above ground, 732-ft. above sea level, lat. 31° 27' 12", long. 89° 17' 05". Transmitter, U. S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie. Plant, \$185,409; yearly operating, \$144,000. Equipment, DuMont transmitter, RCA antenna. Dave A. Matison Jr., 33 1/3% (owns 6.25% of WHSY, Hattiesburg; 28.35% of WAML, Laurel & WABO, Waynesboro, Miss.; 16 1/3% of Fine Bros.-Matison Co. clothing store); Harold M. Matison, 33 1/3% (28.35% of WAML & WABO; 16 1/3% of store); Milton J. Fine, 33 1/3% (32 1/3% of store). Counsel, Cottone & Scheiner; consulting engineers, George P. Adair Engineering Co. BPCT-1963. Starting Date: Unreported.

★ **MERIDIAN (Ch. 30)**—WCOC-TV, Mississippi Bestg. Co., Three-foot Bldg. (WCOC-CBS). CP 12-23-52; 252-kw visual, 134-kw aural, 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level lat. 32° 19' 40", long. 88° 41' 28". Transmitter, approx. 2-mi. S. of Meridian on Bozeman Way & U. S. Hwy. 45. Plant, \$139,050; yearly operating, \$185,000. Equipment, GE transmitter, RCA antenna. D. W. Gavin, pres.-secy.-gen. mgr., 75%; Mrs. R. S. Gavin, v.p., 25%. Applicant also owns WJQS, Jackson, Miss.; publishes *Clarke County Tribune* (Quitman, Miss.) and *Meridian Record*. Counsel, Harry J. Daly; consulting engineers, F. O. Grimwood & Co., St. Louis. BPCT-1181. [Note: Began operating in Dec. 1953, but quit the air July 30, 1954, reverting to CP status; also asking for assign-

ment of Ch. 7 to Pachuta, Miss.; see *Television Digest*, Vol. 10:31 & 11:28. CP expires Aug. 12, 1955.]

★ **TUPELO (Ch. 9)**—WTWV, Tupelo Citizens Television Co., 553 Main St. CP 12-8-54; 26.9-kw visual, 13.5-kw aural, 370-ft. above av. terrain, 340-ft. above ground, 714-ft. above sea level, lat. 34° 15' 42", long. 88° 40' 18". Transmitter, 2-mi. E of Tupelo. Plant, \$143,753; yearly operating, \$91,992. Equipment, composite transmitter, GE antenna. General partnership consisting of following: Frank K. Spain, manager, 35% (director of engineering, WHEN-TV, Syracuse, N. Y.); Joseph G. Pettit, chief engineer, 25% (TV development engineer, NBC-TV, N. Y.); Walter D. Spain, 15% (mortuary service operator); Perrin Purvis, 15% (insurance); Margaret H. Spain, 10% (housewife). Counsel, Haley, Doty & Wollenberg; engineer, Frank K. Spain. BPCT-1917. Starting Date (as reported): Sept., 1955.

MISSOURI

★ **CLAYTON (Ch. 30, allocated to St. Louis)**—KFUO-TV, Lutheran Church-Missouri Synod (KFUO), 210 Broadway, St. Louis. CP 2-4-53; 175-kw visual, 91-kw aural, 580-ft. above av. terrain, 536-ft. above ground, 1121-ft. above sea level, lat. 38° 38' 20", long. 90° 18' 57". Transmitter, 801 DeMun Ave. Plant, \$590,158; yearly operating, \$421,219. Equipment, GE. Rev. J. W. Behnken, pres.; Emerson Russell, gen. mgr. Counsel, Cummings, Stanley, Truitt & Cross; consulting engineers, Gautney & Jones. BPCT-404. Starting Date: Unreported.

★ **KIRKSVILLE (Ch. 3)**—KTVO, KBIZ Inc., 2513 N. Court, Ottumwa, Ia., (KBIZ-MBS). CP 12-16-53; 100-kw visual, 50-kw aural, 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level, lat. 40° 31' 41", long. 92° 26' 33". Transmitter, 4.5-mi. E of Lancaster on U. S. Hwy. 136. Plant, \$260,000; yearly operating, \$168,000. Equipment, RCA. James J. Conroy, pres., 66.16% (attorney); controls WBEZ, Eau Claire, and WLCK, La Crosse, both Wis.; Merrill Gilmore, v.p., 16 1/3%; Alice E. Fisher, secy.-treas., 16 1/3%; B. E. Allison, director, 16 1/3%; Raymond E. Russell, 33.33%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1452. Starting Date: (as reported): Oct., 1955.

St. Louis—See also Clayton, Mo., East St. Louis, Ill.

★ **ST. LOUIS (Festus)**—(Ch. 14)—KACY, Ozark Television Corp., 4010 Lindell Blvd., St. Louis. CP 12-31-52; 490-kw visual, 280-kw aural maximum, using directional antenna mechanically tilted .53"; average ERP is 234-kw visual, 123-kw aural, 930-ft. above av. terrain, 742-ft. above ground, 1524-ft. above sea level, lat. 38° 24' 53", long. 90° 28' 24". Transmitter, 5-mi. NW of Kimmswick, Mo. Plant, \$279,694; yearly operating, \$206,316. Equipment, GE. Now in hands of James E. Darst, trustee. Original owners: Jack G. Garrison, pres., 15%; Carl G. McIntire, v.p., 16.4%; Philip L. Sincoff, treas., 17.5%; Robert S. Kilker, secy., 2.8% and the following directors: William E. Gallager, 2.8%; Clarence H. Kilker, 8.739%; Donald E. Kilker, 2.1%; Ernest H. Schultz Jr., 7%; John E. Simon, 7%; Julian J. Sincoff, 7%. Six other stockholders, none owned as much as 4.5%. Counsel, Roberts & McInnis; engineers, Commercial Radio Equipment Co. BPCT-1419. [Note: Began operating Oct. 31, 1953, but quit the air April 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:15. CP expired July 30, 1955.]

★ **ST. LOUIS (Ch. 42)**—WIL-TV, Missouri Bestg. Corp., Chase Hotel (WIL). CP 2-11-53; 170-kw visual, 89-kw aural, 490-ft. above av. terrain, 540-ft. above ground, 1030-ft. above sea level, lat. 38° 39' 06", long. 90° 17' 02". Transmitter, 520 De-Ballviere Ave. Plant, \$312,051; yearly operating, \$500,000. Equipment, DuMont transmitter, RCA antenna. Lester A. Benson, pres., 100% (real estate); John W. Glesecke, v.p.-secy. Also operates WBRD, Ft. Lauderdale, Fla. Counsel, John Glesecke; consulting engineers, Commercial Radio Equipment Co. BPCT-1444. Starting Date: Unknown.

St. Louis (Ch. 11)—Columbia Bestg. System Inc., 485 Madison Ave., New York, N. Y. (KMOX-CBS). 318-kw visual, 190-kw aural, 1050-ft. above av. terrain, 1018-ft. above ground, 1608-ft. above sea level, lat. 38° 32' 06", long. 90° 22' 22". Transmitter, intersection of Gravois & Lindberg Blvds. Plant, \$1,791,727; yearly operating, \$800,000. Equipment, GE. Frank Stanton, pres. For holdings of applicant, see WCBS-TV, New York, in *Television Station Directory* section. Counsel, Julius Brauner, v.p.; engineer, Jay W. Wright, CBS. BPCT-1565.

St. Louis (Ch. 11)—St. Louis Amusement Co., 527 N. Grand St. 316-kw visual, 158-kw aural, 596-ft. above av. terrain, 573-ft. above ground, 1109-ft. above sea level, lat. 38° 38' 24", long. 90° 13' 47". Transmitter, Grand & Delmar Blvds. Plant, \$779,353; yearly operating, \$1,042,025. Equipment, RCA. Fanchon & Marco Inc. (theatres & talent), 97%. Counsel, Hardy & Hardy; consulting engineer, William L. Foss Inc. BPCT-745.

St. Louis (Ch. 11)—St. Louis Telecast Co., 221 N. Grand Blvd. 316-kw visual, 158-kw aural, 629-ft. above av. terrain, 673-ft. above ground, 1153-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09". Transmitter, 5100 Berthold Ave. Plant, \$560,000; yearly operating, \$700,000. Equipment, RCA. St. Louis University, 60%; Paul C. Reinert, S.J., pres.; George A. Volz, v.p.; Henry J. Lunnemann, secy.; Frederick A. Bertram, treas.; Howard F. Baer, 4%; Donald Danforth, 4%; Leo C. Fuller, 4%; Gale F. Johnson, 4%; Bernard C. MacDonald, 4%; Richard C. Muckerman, 4%; James J. Mullen Jr., 4%; Daniel M. Sheehan, 4%; Lelf J. Sverdrup, 4%. Counsel, Segal, Smith & Hennessey; consulting engineer, Charles C. Casey, St. Louis. BPCT-294.

St. Louis (Ch. 11)—220 Television Inc., 220 No. Kingshighway Blvd. 316-kw visual, 189.7-kw aural, 1009-ft. above av. terrain, 998-ft. above ground, 1548-ft. above sea level, lat. 38° 36' 51", long. 90° 17' 07". Transmitter, Hampton Ave. between Columbia & Elizabeth Ave. Plant, \$976,623; yearly operating, \$1,428,043. Equipment, RCA. Harold Koplar, pres., 64.27% (hotel owner); Howard S. Frazier, v.p. & gen. mgr.; Lillian K. Shenker, treas., 11.37% (hotel & theatre owner); James L. Ford Jr., chairman, 14.27% (hotel operator). All stock held by above parties as trustees for 220 No. Kingshighway Inc., beneficial owner of 100%. Counsel, Koteen & Burt; consulting engineer, George C. Davis. BPCT-1778.

NEBRASKA

★ **HASTINGS (Ch. 5)**—KHAS-TV, Seaton Publishing Co., 906 W. 2nd St. CP 2-11-55; 100-kw visual, 50-kw aural, 768-ft. above av. terrain, 769-ft. above ground, 2709-ft. above sea level, lat. 40° 39' 06", long. 98° 23' 04". Transmitter, approx. 2.5-mi. N. of Hastings. Plant, \$40,000; yearly operating, \$180,000. Equipment, DuMont transmitter, GE antenna. Asst. Defense Secy. Fred A. Seaton, pres., 33½%; Richard M. Seaton, secy.-treas., 33½%; Fay N. Seaton estate, 33½%. Applicant publishes *Hastings Tribune*. Principals also control KGGF, Coffeyville, Kan.; KHAS, Hastings, Neb.; KMAN, Manhattan, Kan., and following newspapers: *Sheridan* (Wyo.) Press, Lead (S. D.) Call, Deadwood (S. D.) Pioneer-Times, Manhattan (Kan.) Mercury-Chronicle, Winfield (Kan.) Courier, Coffeyville (Kan.) Journal and Alliance (Neb.) Times-Herald. Counsel, Dow Lohnes & Albertson; consulting engineer Frank H. McIntosh & Assoc. BPCT-1265. Starting Date (as reported): Fall of 1955.

Hayes Center (Ch. 6)—BI-States Co., 414 East Ave., Holdrege, Neb. 28.4-kw visual, 14.2-kw aural, 707-ft. above av. terrain, 583-ft. above ground, 3848-ft. above sea level, lat. 40° 37' 29", long. 101° 01' 58". Transmitter, on County Rd., 8-mi. N of Hayes Center. Plant, \$188,166; yearly operating, \$24,000. Equipment, GE. Also operates KHOL-TV (Ch. 13), Kearney, Neb., from which all programs of this proposed satellite station would originate. F. Wayne Brewster, pres., 44.4% (physician; owns 50% of Brewster Hospital; 50% of Brewster Clinic; raises livestock); C. E. Freas Jr., v.p., 13.9% (owns 75% of clothing store; farmer); Harold J. Hamilton, secy.-treas., 5.6% (administrator of hospital & clinic); Brewster Hospital, 22.2%; Wm. S. Bivens, 2.8% (physician); Willard F. Anderson, 10% (50% of plumbing & heating business); Wm. F. & Willard F. Anderson, jointly, 1.1%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. [Note: Above channel assignment pends FCC approval.]

Omaha (Ch. 7)—Herald Corp., 14th & Dodge Sts. 316-kw visual, 158-kw aural, 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level, lat. 41° 15' 29.5", long. 95° 57' 04". Transmitter, 27th & Douglas Sts. Plant, \$838,239; yearly operating, \$691,723. Equipment, GE. Herald Corp. owned 100% by World Publishing Co., Omaha World-Herald, Ben H. Cowdery, pres.; Henry Doorly, v.p.; W. E. Christenson, v.p.; Jewell Hargleroad, secy.-treas. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Jansky & Bailey Inc. BPCT-1663. [Note: Initial decision by examiner Isadore A. Honig April 6, 1955 recommended grant of application.]

Omaha (Ch. 7)—KFAB Bestg. Co., 620 Farnam Bldg. (KFAB-CBS). 316-kw visual, 170.5-kw aural, 1016-ft. above av. terrain, 1050-ft. above ground, 2250-ft. above sea level, lat. 41° 27' 43", long. 96° 10' 48". Transmitter 1-mi. S of Kennard, Neb. Plant, \$876,702; yearly operating, \$480,000. Equipment, RCA. R. Lyell Bremser, pres.; Joe W. Seacrest, v.p. Mr. Bremser is proxy for Sidles Co. (auto dealer), 50% stockholder. Mr. Seacrest is proxy for Journal-Star Printing Co. (State Journal), 50%. Counsel, Segal, Smith & Hennessey; consulting engineer, George C. Davis. BPCT-390. [Note: Initial decision by examiner Isadore A. Honig April 6, 1955 recommended denial of application.]

★ **SCOTTSBLUFF (Ch. 10)**—KSTF, Frontier Bestg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. CP 8-18-54; 12.3-kw visual, 6.17-kw aural, 620-ft. above av. terrain, 117-ft. above ground, 4857-ft. above sea level, lat. 41° 42' 46", long. 103° 38' 52". Transmitter, 10.25-mi. S. of Scottsbluff. Plant, \$67,000; yearly operating, \$48,000. Equipment, RCA. Robert S. McCracken, pres. Also operate KFBC-TV & KFBC, Cheyenne, Wyo., and radio stations KRAL, Rawlins, & KQRS, Rock Springs, both Wyo. For other officers & interests of applicant, see KFBC-TV, Cheyenne, in Station Directory section. Counsel, Koteen & Burt. BPCT-1874. Starting Date (as reported): Summer of 1955. [Note: Will rebroadcast KFBC-TV programs.]

NEVADA

Las Vegas (Ch. 13)—Moritz Zenoff, 343 Desert Inn Rd. 12.72-kw visual, 6.38-kw aural, 98-ft. above av. terrain, 207-ft. above ground, 2223-ft. above sea level, lat. 36° 10' 12.5", long. 115° 08' 34". Transmitter, Fremont Hotel. Plant, \$74,000; yearly operating, \$200,000. Equipment, RCA. Moritz Zenoff, 100% (publishes *Boulder City News*, Boulder City, Nev.; *Henderson Home News*, Henderson, Nev.; owns KBMI, Henderson). Counsel, David Zenoff, Las Vegas; consulting engineer, Grant R. Wrathall, Aptos, Cal. [Note: Station would begin without live studio facilities, use film & local spots and eventually hopes to operate 24-hours per day with film to be repeated four times within 48 hours.] BPCT-1987.

★ **RENO (Ch. 4)**—KAKJ, Nevada Telecasting Corp., Mapes Hotel. CP 4-19-55; 27.5-kw visual, 16.6-kw aural, minus 170-ft. above av. terrain, 245-ft. above ground, 4735-ft. above sea level, lat. 39° 31' 32.5", long. 119° 48' 40". Transmitter, Mapes Hotel. Plant, \$195,040; yearly operating, \$192,000. Equipment, RCA. Robert C. Fish, pres., 100% (real estate & refrigeration); A. Laurence Tuma, v.p. (securities); Eldon E. Cory, secy.-treas. (accountant; also paid secy.-treas. of Sequola Telecasting Corp., Visalia, Cal.). Counsel, Clyde C. Sherwood, San Francisco; consulting engineer, James R. Bird, Oroville, Cal. BPCT-1952. Starting Date: Unreported.

NEW HAMPSHIRE

★ **KEENE (Ch. 45)**—WKNE-TV, WKNE Corp., 17 Dunbar St. (WKNE-CBS). CP 4-22-53; 23-kw visual, 12.5-kw aural, 800-ft. above av. terrain, 375-ft. above ground, 1720-ft. above sea level, lat. 43° 01' 06", long. 72° 21' 31". Transmitter, 7.5 miles NW of Keene. Plant, \$164,616; yearly operating, \$74,100. Equipment, RCA. Joseph K. Close, pres., 71.2%; Abbott K. Spencer, 4.8%; Lyman Spitzer, 5%; Luette S. Close, 5.8%; Mildred M. Smith, 4.2%; Frank B. Estes, v.p., .04%; George W. Smith, treas., .02%; Robert T. Colwell, 4.8%; William A. H. Birnie, 4%. Note: Percentages will change after stock subscriptions are issued. Mr. Close also is pres. of WKNY-TV, Kingston, N.Y., and

WKNE Corp. holds 21.42% of WKNY-TV. Counsel, Dow Lohnes & Albertson; consulting engineers Craven, Lohnes & Culver. BPCT-1300. Starting Date: Unreported.

NEW JERSEY

★ **ASBURY PARK (Ch. 58)**—WRTV, Atlantic Video Corp., Eaton-town, N. J. CP 10-1-52; 17.10-kw visual, 9.12-kw aural, 440-ft. above av. terrain, 466-ft. above ground, 550-ft. above sea level, lat. 40° 17' 31", long. 74° 02' 56". Transmitter, Eatontown Traffic Circle, Eatontown, N. J. Plant, \$367,750; yearly operating, \$250,000. Equipment, RCA. Walter Reade Theatres Inc. owning Atlantic Video, has following officers: Walter Reade Jr., pres. 51%; Suzanne Gage, 49%; Edwin Gage, v.p.-secy. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1213. [Note: Began operating Dec. 14, 1953, but quit the air April 1, 1955, reverting to CP status; see *Television Digest*, Vol. 11:13. CP expires Aug. 1, 1955.]

★ **ATLANTIC CITY (Ch. 46)**—WFFG-TV, Neptune Broadcasting Corp., Steel Pier (WFFG-CBS). CP 10-29-52; 18-kw visual, 9.5-kw aural, 426-ft. above av. terrain, 448-ft. above ground, 454-ft. above sea level, lat. 39° 22' 33", long. 74° 27' 10". Transmitter, Murray & Ohio Aves. Estimated plant cost, \$152,700; yearly operating, \$125,000. Equipment, RCA. Jack N. Berkman, chairman, 20%; Fred Weber, pres.; John J. Laux, exec. v.p. & secy., 10%; Louis Berkman, 1st v.p. 20%; Allen H. Berkman, director, 10%; WPIT Inc., 40% (owns 4.92% of radio station WBMS, Boston). Ownership interlocks with Ch. 7 applicant for Buffalo, N. Y. Messrs Jack, Louis & Allen Berkman, Laux and Tietlebaum have minority interest in WPIT, Pittsburgh; WBMS, Boston; and WSTV-TV, Steubenville, O. Fred Weber is v.p. of grantee WHTN-TV, Huntington, W.Va. (Ch. 13). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Craven, Lohnes & Culver. BPCT-629. [Note: Began operating Dec. 21, 1953, but quit the air May 17, 1954 reverting to CP status; see *Television Digest* Vol. 10:19. CP expires Jan. 16, 1956.]

★ **ATLANTIC CITY (Ch. 52)**—WOCN, David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa. CP 1-7-53; 24.5-kw visual, 13.2-kw aural, 360-ft. above av. terrain, 378-ft. above ground, 388-ft. above sea level, lat. 39° 21' 31", long. 74° 25' 16". Transmitter, Haddon Hall Hotel. Plant, \$159,500; yearly operating, \$300,000. Equipment, RCA. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1457. Starting Date: Unreported.

Camden—See also Philadelphia, Pa.

★ **CAMDEN (Ch. 17, allocated to Philadelphia)**—WKDN-TV, South Jersey Bestg. Co., 2881 Mt. Ephraim Ave. (WKDN). CP 1-28-54; 17.8-kw visual, 9.77-kw aural, 250-ft. above av. terrain, 217-ft. above ground, 337-ft. above sea level, lat. 39° 54' 30", long. 75° 06' 00". Transmitter, 2381 Mt. Ephraim Ave. Plant, \$232,500; yearly operating, \$144,000. Equipment, RCA. Ranulf Compton, pres.-treas., 34%; Florence J. Compton, v.p., 20%; Alice True C. Giffen, secy., 14%; Gordon Giffen, v.p., 1%; Wm. R. Compton, 14%; Douglas M. Compton, v.p., 14%; treasury stock, 3%. Ownership interlocks with radio WGMA, Hollywood, Fla. Counsel, McKenna & Wilkinson; consulting engineers, A. D. Ring & Assoc. BPCT-1522. Starting Date: Unreported.

★ **NEW BRUNSWICK (Ch. 19, educational)**—WTLV, New Jersey Dept. of Ed., State House, Trenton. CP 12-3-52; 105-kw vis., 53-kw aural, 780-ft. above av. terrain, 461-ft. above ground, 1000-ft. above sea level, lat. 40° 36' 49", long. 74° 28' 31". Transmitter, Washington Rock, approx. 1.2-mi. NNW of Dunellen, N.J. Plant, unknown; yearly operating, \$146,000. Equipment, DuMont transmitter, RCA antenna. Chester Robbins, acting Comm. of Education. Counsel, Atty. General of New Jersey; consulting engineer, Paul Godley Co. BPCT-13. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]

NEW MEXICO

★ **CARLSBAD (Ch. 6)**—KAVE-TV, Carlsbad Bestg. Corp., 601 N. Canal St. (KAVE). CP 6-22-55; 1.41-kw visual, .852-kw aural, 380-ft. above av. terrain, 341-ft. above ground, 3691-ft. above sea level, lat. 32° 25' 42", long. 104° 16' 01". Transmitter, beyond W end of Church St. Plant, \$79,218; yearly operating, \$168,000. Equipment, RCA. Val Lawrence, pres., 50.9% (v.p. & 5.5% owner of El Paso Times; gen. mgr. of KROD-TV, El Paso; v.p. & 28% of radio time sales business); Norman R. Loose, v.p. & treas., 28.5%; Edward P. Talbott, secy., 20.2% (chief engr. & 5% owner of KROD-TV); Gladys P. Lawrence, 3%; James Morrow Jr., 1% (rancher). Consulting engineer, Edward P. Talbott, El Paso. BPCT-1986. Starting Date: Unreported.

NEW YORK

★ **ALBANY (Ch. 17, ed.)**—WTVZ, U. of New York State, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. above av. terrain, 541-ft. above ground, 2281-ft. above sea level, lat. 42° 37' 54", long. 74° 00' 57". Transmitter, Albany. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Lewis A. Wilson, Commissioner of Education; John P. Myers, Chancellor, Board of Regents. Also holds CPs for Binghamton, Buffalo, New York City, Rochester, Syracuse; applicant for Ithaca, Utica. Counsel, Fisher, Willis & Panzer; engineer, Francis E. Almstead, State University of New York, Albany. BPET-3. Starting Date: Unreported. [Note: Funds have not been made available for construction and operation of TV grants to U of New York State and majority of Special Legislative Commission has recommended against state grants, see *Television Digest*, Vol. 9:9.]

★ **ALBANY (Ch. 23)**—WPTR-TV, Patron Bestg. Co. Inc., Hotel Ten Eyck (WPTR). CP 6-10-53; 257-kw visual, 135-kw aural, 1010-ft. above av. terrain, 248-ft. above ground, 1828-ft. above sea level, lat. 42° 38' 04", long. 74° 00' 11". Transmitter, E. Berne Rd. Plant, \$445,000; yearly operating, \$296,718. Equipment, GE. J. Meyer Schine, pres. Owned 55% by Schine Chain Theatres Inc. Other stockholders: Harold E. Blodgett, 30%; Bertha R. Asch, 10%; W. R. David Sr., 2.5%; M. L. Prescott, 2.5%. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-405. Starting Date: Unreported.

★ **ALBANY-SCHENECTADY-TROY (Ch. 35)**—WTRI, Van Curler Bcstg. Corp., 15 N. Pearl St., Menands, Albany 4, N. Y. (WTRY, Troy). CP 6-10-53; 380-kw maximum visual, 200-kw maximum aural, directional antenna 994-ft. above av. terrain, 543-ft. above ground, 1503-ft. above sea level, lat. 42° 47' 08", long. 73° 37' 46.5". Transmitter, Mt. Rafinesque, approx. 2-mi. E of Troy. Plant, \$404,000; yearly operating \$300,000. Equipment, GE. Troy National City Bank, 50% (as trustee for former owners of Troy radio WTRY); Stanley Warner Corp. (theatre chain, operates Cinerama; owns International Latex Corp.), 50%. WTRI officers: Col. Harry C. Wilder, pres.; Edward L. Fabian, v.p.; Thomas W. Rourke, secy.; Paul Jacobson, treas. Counsel, Arnold, Fortas & Porter; consulting engineers, Craven, Lohnes & Culver. BPCT-408. [Note: This station began operating Feb. 19, 1954, but quit the air Jan. 31, 1955, reverting to CP status; see *Television Digest*, Vol. 11:6, 29. CP expires Jan. 16, 1956.]

★ **BINGHAMTON (Ch. 40)**—WINR-TV, Southern Tier Radio Service Inc., 58 Exchange St. (WINR-NBC). CP 9-29-54; 190-kw visual, 99-kw aural, 561-ft. above av. terrain, 405-ft. above ground, 1845-ft. above sea level, lat. 42° 06' 47", long. 75° 51' 15". Transmitter, Hiner Rd. Plant, \$245,714; yearly operating, \$202,625. Equipment, GE. Donald W. Kramer, pres., 27.6%; James C. Colella, v.p., 22.5%; Mrs. Arvida R. Duvall, treas., 10.3%; George J. O'Connor, secy., 1%; Lewis Ryan, 9.13% (less than 1% of CP holder, WELI-TV, New Haven); Samuel Allerton, 8.05%; George Ives, 8.05%; Armand G. Belle Isle estate, 6.3%; Mrs. Laura MacClary, 5.37%; Harry E. Stabler, 2.67%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Craven, Lohnes & Culver. BPCT-892. Starting Date: Unreported.

★ **BINGHAMTON (Ch. 46, ed.)**—WQTV, U. of State of New York, State Education Dept., Albany. CP 8-13-52; 200-kw visual, 105-kw aural, 540-ft. above av. terrain, 531-ft. above ground, 1811-ft. above sea level, lat. 42° 06' 46", long. 75° 52' 01". Transmitter, grounds of State Veterans Hospital. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, Albany. BPET-11. Starting Date: Unreported, see WTVZ, Albany.

★ **BUFFALO (Ch. 23, ed.)**—WTVF, U. of State of New York, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 630-ft. above av. terrain, 539-ft. above ground, 1639-ft. above sea level, lat. 42° 42' 51", long. 78° 44' 38". Transmitter, Buffalo. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-4. Starting Date: Unreported, see WTVZ, Albany.

Buffalo (Ch. 7)—Great Lakes Television Inc., 785 Main St. 74-kw visual, 38.7-kw aural, 1555-ft. above av. terrain, 1323-ft. above ground, 2891-ft. above sea level, lat. 42° 39' 36.5", long. 78° 37' 55.5". Transmitter, 2.9-mi. NE of Golden on Biestein Rd. Plant, \$638,781; yearly operating, \$750,000. Equipment, RCA. Buffalo Courier-Express Inc., 33 1/3%; WPIT Inc., 16 2/3% (licensee of WPIT, Pittsburgh, Pa.); Cataract Theatre Corp., 16 2/3% (movie exhibitors, Niagara Falls); Copper City Bcstg. Corp., 33 1/3% (owns WKTU, Utica, and WKAL, Rome, N. Y.); Howard W. Clothier, pres., (treas., Buffalo Courier-Express); Myron J. Kallett, v.p. (pres. WKTU, Utica); John J. Laux, v.p. (owns 10% of WSTV-TV, Steubenville, O.; 10% of WFGP-TV, now off air and in CP status; also has minority interest in WPIT, Pittsburgh and WBMS, Boston); Wm. J. Connors III, treas. (pres.-secy. and owns 51% of Buffalo Courier-Express); Robert C. Hayman, secy. (owns 11% of Cataract Theatres Corp.); Wm. T. MacNelly, asst. treas. (exec. v.p. WKTU). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1812.

Buffalo (Ch. 7)—Leon Wyszatycki d/b as Greater Erie Bcstg. Co. 315 Main St. (WWOL), 140-kw visual, 70-kw aural, 1285-ft. above av. terrain, 1078-ft. above ground, 2418-ft. above sea level, lat. 42° 40' 36", long. 78° 44' 12". Transmitter, Chestnut Ridge Rd., 2.1-mi. ESE of North Boston. Plant, \$716,500; yearly operating, \$730,000. Equipment, RCA. Leon Wyszatycki, 100%. Counsel, Welch, Mott & Morgan; consulting engineers, Jansky & Bailey. BPCT-1827.

Buffalo (Ch. 7)—WKBW-TV Inc., 1420 Main St. (WKBW-ABC), 263-kw visual, 132-kw aural, 425-ft. above av. terrain, 404-ft. above ground, 1049-ft. above sea level, lat. 42° 54' 44", long. 78° 52' 00". Transmitter, 1430 Main St. Plant, \$582,879; yearly operating, \$721,000. Equipment, DuMont transmitter, GE antenna. Clinton H. Churchill, pres., 32.11% (Pastor of Churchill Tabernacle, holding 45.67%); Warren E. Detenbeck, 11.1%; Matthew Klepfer estate, 11.1%. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1841.

★ **ELMIRA (Ch. 24)**—WTVL, Elmira Television, Box 89, 159 Madison Ave. CP 11-5-52; 39-kw visual, 19.5-kw aural, 900-ft. above av. terrain, 484-ft. above ground, 2249-ft. above sea level, lat. 42° 01' 51", long. 77° 47' 05". Transmitter, Comfort Hill, Ashland Township, Chemung County. Plant, \$241,380; yearly operating, \$200,000. Equipment, DuMont transmitter, GE antenna. Equal partnership consisting of T. K. Cassel and John S. Booth. Mr. Booth owns 1/4 of WCHA, Chambersburg, Pa. Mr. Cassel owns 25.8% of WCHA, also owns radio WATS, Sayre, Pa. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Kear & Kennedy. BPCT-1161. [Note: Began operating June 1, 1953, but quit air Oct. 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:45. CP expires Jan. 16, 1956.]

★ **ITHACA (Ch. 14, ed.)**—WIET, U. of State of New York, State Education Dept., Albany. CP 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. above av. terrain, 544-ft. above ground, 2644-ft. above sea level, lat. 42° 23' 12", long. 76° 40' 10". Transmitter, Connecticut Hill, 10-mi. SW of Ithaca. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, Albany. BPET 10. Starting Date: Unreported, see WTVZ, Albany.

★ **ITHACA (Ch. 20)**—WHCU-TV, Cornell University, Savings Bank Bldg. (WHCU-CBS), CP 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. above av. terrain, 440-ft. above ground, 2335-ft. above sea level, lat. 42° 23' 10", long. 76° 40' 10". Transmitter,

Connecticut Hill, Newfield. Plant, \$335,000; yearly operating, \$150,000. Equipment, GE. Michael R. Hanna, gen. mgr. Counsel, Cohn & Marks; consulting engineer, Howard G. Smith, Ithaca. BPCT-534. Starting Date: Unreported.

★ **NEW YORK CITY (Ch. 25, ed.)**—WGTU, U. of State of New York, Albany. CP 8-13-52; 205-kw visual, 110-kw aural, 680-ft. above av. terrain, 712-ft. above ground, 743-ft. above sea level, lat. 40° 42' 51", long. 74° 00' 26". Transmitter, New York City. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-5. Starting Date: Unreported, see WTVZ, Albany.

★ **NEW YORK (Ch. 31)**—WNYC-TV, City of New York, Municipal Bcstg. System, Municipal Bldg. (WNYC). CP 5-12-54; 251.55 kw visual, 150-kw aural. 588-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 40° 42' 47", long. 74° 00' 14". Transmitter, Municipal Bldg., Chambers St. at Centre St. Plant, \$335,000; yearly operating, \$200,000. Equipment, RCA. Seymour N. Siegel, director; William H. Pitkin, chief engineer. BPCT-899. Starting Date: Unreported.

Niagara Falls—See also Buffalo.

★ **ROCHESTER (Ch. 15)**—WCBF-TV, Star Bcstg. Co. Inc., 87 Seneca St., Geneva, N.Y. (WGVA-ABC, Geneva & WBBF-FM, Rochester). CP 6-10-53; 288-kw visual, 151-kw aural, 430-ft. above av. terrain, 325-ft. above ground, 1005-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02". Transmitter, Pinnacle Hill. Plant, \$427,214; yearly operating, \$200,000. Equipment, GE. Maurice R. Forman, pres., 71.59% (adv. & real estate); Thomas L. Brown, v.p., 11.84% (gen. mgr., WGVA); R. Carleton Greene, secy., 4.73% (chief engr., WGVA); Edward Menden, 11.84% (real estate). Counsel, McKenna & Wilkinson; consulting engineers, Craven, Lohnes & Culver. BPCT-1608. Starting Date: Unreported.

★ **ROCHESTER (Ch. 21, ed.)**—WROH, U. of State of New York, Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 700-ft. above av. terrain, 540-ft. above ground, 1200-ft. above sea level, lat. 43° 08' 23", long. 77° 34' 37". Transmitter, Rochester. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-6. Starting Date: Unreported, see WTVZ, Albany.

Schenectady—See also Albany.

★ **SYRACUSE (Ch. 43, ed.)**—WHTV, U. of State of New York, Albany. CP 9-17-52; 200-kw visual, 105-kw aural, 560-ft. above av. terrain, 531-ft. above ground, 1111-ft. above sea level, lat. 43° 02' 04", long. 76° 07' 36". Transmitter, Syracuse. Plant, \$251,000; yearly operating, not indicated. Equipment, GE. BPET-7. Starting Date: Unreported, see WTVZ, Albany.

Troy—See also Albany.

† **Utica (Ch. 25, ed.)**—U. of State of New York, Education Dept., Albany. 198-kw visual, 105-kw aural, 714-ft. above av. terrain, 538-ft. above ground, 1088-ft. above sea level, lat. 43° 09' 29", long. 75° 17' 32". Transmitter, 5-mi. NW of Utica. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; engineer, Francis E. Almstead, Albany. BPET-12. Starting Date: Unreported, see WTVZ, Albany.

NORTH CAROLINA

★ **CHARLOTTE (Ch. 36)**—WQMC, WQMC Television Inc., 3229 S. Blvd. CP 2-25-53; 24-kw visual, 12-kw aural, 380-ft. above av. terrain, 360-ft. above ground, 1145-ft. above sea level, lat. 80° 53' 24", long. 35° 18' 05". Transmitter, Rt. 9, Oakdale Section. Plant, \$421,400; yearly operating, \$293,600. Equipment, RCA. Hugh Deadwyler, 100% (advertising). Counsel, Krieger & Jorgensen; consulting engineers, Craven, Lohnes & Culver. BPCT-344. [Note began operation Dec. 7, 1953 as WAYS-TV, but quit air March 15, 1955 after sale to present owner by G. W. Dowdy, B. T. Whitmire, Horton Doughton & Harold Thoms, and reverted to CP status; see *Television Digest*, Vol. 11:1, 12. Plans return to air in Oct., 1955. CP expires Jan. 16, 1956.]

Charlotte (Ch. 9)—Carolinas' Television Corp., 112 S. Tryon St. 228-kw visual, 114-kw aural, 830-ft. above av. terrain, 828-ft. above ground, 1596-ft. above sea level, lat. 35° 17' 08", long. 80° 48' 51". Transmitter, 1.1-mi. SW of Derita center. Plant, \$966,060; yearly operating, \$1,050,000. Equipment, RCA. G. Richard Shafto, pres., 4.25% (pres., WIS-TV); Geo. M. Ivey, chairman, 5.5% (dept. store exec.); J. E. Burnside, v.p., 5.5% (insurance); James J. Harris, v.p., 11% (insurance); Charles A. Batson, v.p., 5% (v.p., WIS-TV); Edward M. O'Herron Jr., treas., 5.5% (wholesale drugs); Bcstg. Co. of the South, 43% (owners of WIST, Charlotte; WIS-TV & WIS, Columbia); Rush S. Dickson, 11% (investments; farm machinery mfg.); Wm. H. Barnhardt, 5.5% (textile mfg.); 4 others, none with as much as 3%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Jansky & Bailey Inc. BPCT-1817.

Charlotte (Ch. 9)—Piedmont Electronics & Fixture Corp., Box 2777. 316-kw visual, 158-kw aural, 1146-ft. above av. terrain, 1049-ft. above ground, 1892-ft. above sea level, lat. 35° 15' 35", long. 80° 44' 02". Transmitter, Plaza Rd., 1.4-mi. S of Newell. Plant, \$690,797; yearly operating, \$480,000. Equipment, GE. Herschel Hill Everett, pres., 10% (theatres); Henderson Belk, v.p., 22% (department store); Mitchell Wolfson, v.p., 15% (theatres); David M. McConnell, secy., 10% (counsel for Belk interests); Carl G. McGraw, treas., 5% (banker); Sidney Meyer, 15% (theatres); Wolfson-Meyer Theatre Enterprises Inc., 10%; Thomas M. Belk, 4% (dept. store); Irwin Belk, 3% (dept. store); remainder held by 8 others each owning 1% or less. Messrs. Wolfson & Meyer own WTVJ, Miami; have interest in TV application for Jacksonville. Counsel, Cohn & Marks; consulting engineers, Kear & Kennedy. BPCT-1621.

Charlotte (Ch. 9)—Radio Station WSOC Inc., Box 2536. (WSOC-NBC). 316-kw visual, 189.7-kw aural, 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level, lat. 35° 15' 41", long. 80° 43' 38". Transmitter, 1.4-mi. SSE of Newell, N. C. Plant, \$575,000; yearly operating, \$834,000. Equipment, RCA. E. J. Gluck, pres. & gen. mgr., 72%; R. S. Morris, secy., 36.416%; E. E. Jones, v.p., 31.432%; Charles M. Marshall, v.p., 5%; Larry Walker, v.p., 0.007%; Hunter Marshall, 16.332%; Mrs. Adelaide M. Marshall, 14.6%. Counsel, Segal, Smith & Hennessey; consulting engineer, George C. Davis. BPCT-304.

Fayetteville (Ch. 54)—Ralph E. Hess, 1216 Edmonds Ave., Drexel Hill, Pa. (WFAI). 183.4-kw visual, 95.26-kw aural, 478-ft. above av. terrain, 551-ft. above ground, 659-ft. above sea level, lat. 35° 04' 19", long. 78° 52' 45". Transmitter, near city limits between Ramsey & North St. Plant, \$264,340; yearly operating, \$150,000. Equipment, GE, Ralph E. Hess, 100% (advertising). Counsel, Maurice A. Barnes; consulting engineer, G. R. Chambers, Rehoboth Beach, Del. BPCT-1822.

★ GASTONIA (Ch. 48)—WTVX, Air Pix Corp., Lowell, N. C. CP 4-7-54; 14.4-kw visual, 7.59-kw aural, 902-ft. above av. terrain, 900-ft. above ground, 1737-ft. above sea level, lat. 35° 14' 01", long. 81° 16' 36". Transmitter, Crowders Mt., 5.5-mi. SW of Gastonia. Plant, \$145,560; yearly operating, \$200,000. Equipment, GE. Coit M. Robinson, pres., 24.31% (yarn mfg.); W. C. Bivens, v.p., .08% (free lance TV-radio announcer & producer); Coit M. Robinson Jr., secy.-treas., .83% (yarn mfg.); C. C. Dickson, 12.57% (wholesale air conditioning); Cary C. Boshamer, 4.2% (textile mfg.); Bontex Fabrics Inc., 4.2% (yarn trading); Frank P. Hall Jr., 4.2% (yarn & hosiery mfg.); Robert H. Pinnix, 4.2% (building & insurance); Mrs. Jane W. Richardson, 4.2%; Bruce E. Rowzie, 4.2%; remainder held by 35 others, none owning more than 2.1%. Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engr. Co. BPCT-1848. Starting Date: Unreported.

★ NEW BERN (Ch. 13)—WNBE-TV, Nathan Frank, Box 810, Henderson, N. C. (WHNC, Henderson). CP 2-9-55; 48.75-kw visual, 26.31-kw aural, 459-ft. above av. terrain, 493-ft. above ground, 511-ft. above sea level, lat. 35° 08' 15", long. 77° 03' 31". Transmitter, 2-mi. NNW of city on W side of Neuse River. Plant, \$248,496; yearly operating, \$105,000. Equipment, RCA. Mr. Frank is licensee of WHNC, Henderson. Counsel, Haley, Doty & Wollenberg; consulting engineers, Commercial Radio Equipment Co. BPCT-1908. Starting Date: Unreported.

Raleigh (Ch. 5)—Capitol Bcstg. Co. Inc., 130 South Salisbury St. (WRAL-MBS). 100-kw visual, 50-kw aural, 1171-ft. above av. terrain, 1170-ft. above ground, 1510-ft. above sea level, lat. 35° 40' 37", long. 78° 32' 06". Transmitter, 1.6-mi. SE of Auburn. Plant, \$380,902; yearly operating, \$240,000. Equipment, DuMont transmitter, RCA antenna. A. J. Fletcher, pres. & treas., 90.27%; Fred Fletcher, v.p. & gen. mgr., 5.41%; Louise S. Stephenson, secy., .54%; Ray Reeve, 2.7%; D. H. Witherspoon, .54%; L. H. Bryan, .54%. Counsel, Spearman & Roberson; consulting engineers, Kear & Kennedy. BPCT-824. [Note: Initial decision by examiner Millard F. French April 19, 1955 recommended grant of application.]

Raleigh (Ch. 5)—WPTF Radio Co., Insurance Bldg. (WPTF-NBC). 100-kw visual, 60-kw aural, 1231-ft. above av. terrain, 1189-ft. above ground, 1549-ft. above sea level, lat. 35° 40' 19", long. 78° 31' 39". Transmitter, off U.S. Rt. 70, 1.9-mi. SE of Auburn. Plant, \$523,000; yearly operating, \$415,000. Equipment, RCA. Majority of stock (99.01%) is held by Durham Life Insurance Co.; S. B. Coley, pres. Richard H. Mason is WPTF pres.-gen. mgr. Counsel, Loucks, Zias, Young & Jansky; consulting engineer, James C. McNary. BPCT-511. [Note: Initial decision by examiner Millard F. French April 19, 1955 recommended denial of application.]

★ WASHINGTON (Ch. 7)—WITN, North Carolina Television Inc., Bank of Washington Bldg. (WRRF). CP 10-27-54; 316-kw visual, 158-kw aural, 270-ft. above av. terrain, 919-ft. above ground, 949-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 56". Transmitter, 2.1-mi. E of center of Grifton, N.C. Plant, \$345,362; yearly operating, \$150,000. Equipment, RCA. W. R. Roberson Jr., pres. & treas., 5.9% (pres. & 27% of WRRF); H. W. Anderson, v.p., 25.38% (pres. & 60% of WVOT, Wilson, N.C.); 20% of WGTC, Greenville, N.C.); R. M. Fountain, v.p., 25.38% (36.66% of WCPS, Tarboro, N.C.); Wm. S. Page, secy., 16.98% (pres. & gen. mgr. & 80% of WELS, Kinston, N.C.); W. R. Roberson Sr., 7.58% (with wife); J. P. Roberson, 5.5%; Hanna R. Bagwell, 5.5%; Wm. E. Barnes, 4.37% (with wife); 5 other stockholders, none with more than 1%. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. C. Davis. BPCT-1856. Rep: Headley-Reed. Starting Date (as reported): Sept., 1955.

★ WILMINGTON (Ch. 3)—WHTT, Wilmington Television Corp. Box 604. CP 2-17-54; 6.03-kw visual, 3.02-kw aural, 220-ft. above av. terrain, 245-ft. above ground, 265-ft. above sea level, lat. 34° 14' 07", long. 77° 58' 55". Transmitter, 101 Market St., Wilmington, N. C. Plant, \$161,968; yearly operating, \$117,000. Equipment, GE. O. C. Tucker, pres., 25% (real estate, mechanical contractor); Glenn M. Tucker, v.p., 15% (real estate-investments-construction); Milton Hammer, secy., 25%, producer of TV program *Washington Spotlight*, and 50% owner of Govt. Business Services); A. L. Wheeler, treas., 25% (lawyer). George W. Brownlow Jr., 5%; R. L. Brownlow, 5%. Counsel, Wheeler & Scott; consulting engineers, Craven, Lohnes & Culver. BPCT-1755. Starting Date: Unreported. [Note: Initial decision by examiner Basil P. Cooper April 27, 1955, recommended denial of application for extension of time to construct.]

NORTH DAKOTA

★ BISMARCK (Ch. 12)—KBMB-TV, North Dakota Bcstg. Co. Inc., Minot, N. D. CP 5-18-55; 13.2-kw visual, 6.61-kw aural, 310-ft. above av. terrain, 279-ft. above ground, 2074-ft. above sea level, lat. 46° 49' 15", long. 100° 46' 54". Transmitter, State Capitol Bldg. Plant, \$49,550; yearly operating, \$36,000. Equipment, RCA. Same ownership as KXJB-TV, Valley City, and KCJB-TV, Minot. Counsel, D. F. Prince; consulting engineer, Lloyd R. Amoo, Valley City. BPCT-1951. Rep: Weed. Starting Date (as reported): Oct., 1955. [Note: Will rebroadcast program of KXJB-TV, Valley City.]

★ GRAND FORKS (Ch. 10)—KNOX-TV, Community Radio Corp., c/o Carroll E. Day, Grand Forks, N.D. (KNOX-MBS). CP 3-10-54; 2.84-kw visual, 1.42-kw aural, 177-ft. above av. terrain, 203-ft. above ground, 1028-ft. above sea level, lat. 47° 56' 22", long. 97° 03' 03". Transmitter, State Mill Rd. Plant, \$164,500; yearly operating, \$140,000. Equipment, RCA. Carroll E. Day, pres., 16.66% (state senator, real estate, soft drink bottler, attorney); Don E. Whitman, v.p., 16.66% (retired merchant); Adolph Lund, v.p., 16.66% (implement & lumber business); Elmer O. Hanson, v.p. & gen. mgr., 16.66% (mgr. of KNOX); Arthur Tweet, treas., 16.66% (chain groceries); Elroy Schroe-

der, secy., 16.66% (farmer, supt. of schools). [Note: Issue of new stock will change these percentages.] Counsel, Lyon, Wilner & Bergson; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1760. Starting Date (as reported): "This year."

OHIO

Athens (Ch. 62)—Ohio U., Athens. (WOU). 240-kw visual, 123-kw aural, 643-ft. above av. terrain, 634-ft. above ground, 1454-ft. above sea level, lat. 39° 18' 57", long. 82° 06' 08". Transmitter, 1-mi. S. of center of city. Plant, \$437,000; yearly operating, \$50,000. Equipment, GE. Laverne Lausche, business mgr. Engineer, Thomas B. Friedman, 2830 Van Aken Blvd., Cleveland. BPCT-1757.

Canton (Ch. 29)—Brush-Moore Newspapers Inc., 500 Market Ave. S. (WHBC-ABC). 221-kw visual, 115-kw aural, 664-ft. above av. terrain, 546-ft. above ground, 1786-ft. above sea level, lat. 40° 45' 08", long. 81° 19' 04". Transmitter, 4.5-mi. E.E. of Canton. Plant, \$329,500; yearly operating, \$162,000. Equipment, DuMont transmitter, RCA antenna. Eugene Carr, pres.; William H. Vodrey estate, 8.184%; Joseph K. Vodrey, v.p., 7.4%; William H. Vodrey Jr., asst. secy., 7.4%; Thomas S. Brush, v.p., 4.2%; William T. Moore, 7.116%; Louise Vodrey Boyd, 7.4%; Maude S. Brush, 18.18%; Roy D. Moore estate, 9.15%; Louis H. Brush, estate, 8% (Thos. S. Brush & Wm. H. Vodrey, trustees); Jane Moore Hershey, 7.114%; Lucille D. Moore, 7%; Elizabeth Brown Thompson, 4%; Parness & Co., trustee for Gladys Thompson, 4.784%. Applicant publishes *Canton Repository*. Also owns WPAV, Portsmouth, O. and 4.79% of *Cleveland Plain Dealer* (WHK & CP for WHK-TV). Counsel, Dow, Lohnes & Albertson; consulting engineers, A. D. Ring & Assoc. BPCT-264. [Note: Initial decision by examiner Fanny N. Litvin Nov. 19, 1954 recommended denial of application.]

Canton (Ch. 29)—Stark Telecasting Corp., Hills & Dales Rd. (WCMW). 220.8-kw visual, 116.4-kw aural, 651-ft. above av. terrain, 568-ft. above ground, 1783-ft. above sea level, lat. 40° 47' 12", long. 81° 18' 24". Transmitter, Rt. 30, near Broadway Rd. Plant, \$270,250; yearly operating, \$198,120. Equipment, RCA. S. L. Huffman, pres., 25%; Albert J. Oyer, v.p., & treas., 25%; Hoy L. Powell, secy., 25%; J. Irvin Schultz estate, 25% (Geneva P. & Richard W. Schultz executors). Counsel, George O. Sutton; consulting engineer, James O. McNary. BPCT-949. [Note: Initial decision by examiner Fanny N. Litvin Nov. 19, 1954 recommended denial of application.]

Canton (Ch. 29)—Tri-Cities Telecasting Inc., 848 Market Ave. N. 206.5-kw visual, 108-kw aural, 673-ft. above av. terrain, 640-ft. above ground, 1780-ft. above sea level, lat. 40° 45' 10", long. 81° 20' 45". Transmitter, 2-mi. SE of Canton. Plant, \$337,539; yearly operating, \$215,000. Equipment, GE transmitter, Workshop Assoc. antenna. Morton Frank, pres., 23.4% (publishes *Canton Economist* and *Stark County Times*, weekly and bi-weekly newspapers, respectively); Wallace R. Pearsons Jr., v.p., 9.4% (welding machinery); Loren E. Souers Jr., secy.-treas., 2% (sheet metal fabrication); Dale C. Hall, asst. secy.-treas., .6% (metal products); Fred W. Danner, 9.4% (printer); Oral S. Pflug, 9.4% (owns *Steubenville Jeffersonian*; advertising); Ethel M. Pritz, 9.4%; Samuel M. Sparks, 9.4% (physician); Donald M. Stein, 9.4% (scrap iron & steel); Michael Rocco, 9.4% (real estate & fruit dealer); David B. Hanna, 5% (steel fabrication); Agnes D. Frank, 4.7% (v.p. of *Canton Economist* and *Stark County Times*); Joseph B. Looker Jr., 1% (community theatre director); John D. Cowing Jr., 2% (advertising); Howard Harmony, 2% (advertising). Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1738. [Note: Initial decision by examiner Fanny N. Litvin Nov. 19, 1954 recommended grant of application.]

★ CINCINNATI (Ch. 54)—WQXN-TV, Robert W. Rounsaville, 3165 Mathieson Dr., N.E., Atlanta, Ga. CP 5-13-53; 129-kw visual, 67.6-kw aural, 530-ft. above av. terrain, 487-ft. above ground, 1279-ft. above sea level, lat. 39° 06' 17", long. 84° 33' 21". Transmitter, 8th & Matson Place. Plant, \$221,660; yearly operating, \$250,000. Equipment, DuMont transmitter, GE antenna. Robert Rounsaville, 100% (holds CP for off-air WQXI-TV, Atlanta, and CP for WQXL-TV, Louisville; for radio station ownership see WQXI-TV); George M. Clark (banker); 49% of WBEZ, Elizabethton, Tenn., has option to buy 45% under agreement under which he advances money toward construction. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1681. Starting Date: Unreported.

★ CLEVELAND (Ch. 19)—WHK-TV, United Bcstg. Co., 5000 Euclid Ave. (WHK-MBS). CP 12-3-53; 220-kw visual, 120-kw aural, 645-ft. above av. terrain, 759-ft. above ground, 1419-ft. above sea level, lat. 41° 29' 55", long. 81° 41' 41". Transmitter, Terminal Tower Bldg. Plant, \$593,430; yearly operating, \$430,000. Equipment, RCA. Owned 100% by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News*. Sterling E. Graham, pres. Same interests own 40% of WKBN-TV, Youngstown, O. Counsel, Loucks, Zias, Young & Jansky. BPCT-216. Starting Date: Unreported.

★ CLEVELAND (Ch. 65)—WERE-TV, Cleveland Bcstg. Inc., 1501 Euclid Ave. (WERE). CP 6-17-53; 204-kw visual, 110-kw aural, 650-ft. above av. terrain, 434.5-ft. above ground, 1595.5-ft. above sea level, lat. 41° 20' 28", long. 81° 44' 29". Transmitter, 9256 Ridge Rd. Plant, \$406,735; yearly operating, \$330,000. Equipment, RCA. Herbert Gleitz, chairman, 7% (plane mfg.); Ray T. Miller, pres., 21.98% (investments); Paul C. Aiken, v.p., 3.28% (lawyer); Dan W. Duffy, v.p., 1.78%; Harry E. Small, v.p. & treas., 3.1% (with wife); Ray L. Lamb, secy., 2.20% (investments); Walter R. Miller, 9.06%; Donald W. Hornbeck, 7.16% (lawyer, also interest in Cleveland Indians); over 50 others, none owns over 4%. Counsel, Spearman & Roberson; consulting engineers, George P. Adair Engineering Co. BPCT-279. Starting Date: Unreported.

★ COLUMBUS (Ch. 34, educational)—WOSU-TV, Ohio State U., c/o Robt. C. Higgy, dir. WOSU (WOSU). CP 4-22-53; 205-kw visual, 110-kw aural, 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level, lat. 40° 00' 28", long. 83° 02' 49". Transmitter, N. Starr & W. Lane Ave. Plant, \$425,400; yearly operating, \$150,000. Equipment, RCA. Robt. N. Gorman, chairman, board of trustees. Counsel, Attorney General of Ohio; engineer, Robt. C. Higgy, dir. & engineer, WOSU. BPCT-23. Starting Date (as reported): "Late fall of 1955."

★ **DAYTON (Ch. 22)**—WIFE, Skyland Broadcasting Corp., 380 W. First St. (WONE). CP 11-26-52; 257-kw visual, 132-kw aural, 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level, lat. 39° 43' 15.5", long. 84° 15' 38.9". Transmitter, West Carlton Rd., 4.5-mi. SW of Dayton. Plant, \$349,377; yearly operating, not listed. Equipment, GE. Ronald B. Woodyard, pres.-gen. mgr., 17.87%. Interlocking ownership with CP for Pittsburgh and radio WAAA, Winston-Salem, N.C. Counsel, Fly, Shuebruk & Blume; consulting engineer, George P. Adair. BPCT-884. [Note: This station began operating Oct. 3, 1953, but quit the air March 13, 1954, reverting to CP status; see *Television Digest*, Vol. 10:11. CP expires Aug. 4, 1955.]

★ **ELYRIA (Ch. 31, allocated to Lorain)**—WEOL-TV, Elyria-Lorain Bstg. Co. Elyria Savings & Trust Co. Bldg. (WEOL). CP 2-12-54; 96-kw visual, 51.8-kw aural, 357-ft. above av. terrain, 380-ft. above ground, 1140-ft. above sea level, lat. 41° 19' 40", long. 82° 05' 20". Transmitter, E of Indian Hollow Rd., 2.5-mi. SSE of Elyria. Plant, \$304,425; yearly operating, \$225,000. Equipment, RCA. Roy W. Ammel, pres., 23.12%; D. O. Thomas, v.p., 1.9%; R. J. Fitch, treas., .5%; I. L. Porter, asst. secy.-treas., .5%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9%; James Holan, 3.3%; Ralph Henderson, 4.1%; remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for WTVG, Pittsburgh & WIFE Dayton, which went off air March 13, 1954 & reverted to CP status. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1124. Starting Date: Unreported.

Lorain—See also Elyria.

★ **MANSFIELD (Ch. 36)**—WTVG, Fergum Theatres, Inc., Madison Theatre. CP 6-4-54; 17-kw visual, 9.1-kw aural, 712-ft. above av. terrain, 542-ft. above ground, 2002-ft. above sea level, lat. 40° 44' 11", long. 82° 35' 59". Transmitter, Alta West Rd. 4-mi. S.W. of center of Mansfield. Plant, \$236,360; yearly operating, \$200,000. Equipment, RCA. William N. Skirball, pres., 40.7%; Jack H. Skirball, v.p., 40.7%; Grace Skirball, 6.2%. Counsel, Lyon, Wilner & Bergson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1179. Starting Date: Unreported.

★ **MASSILLON (Ch. 23)**—WMAC-TV, Midwest TV Co., 500 Security Bldg., Toledo, O. CP 9-4-52; 99-kw visual, 50-kw aural, 430-ft. above av. terrain, 524-ft. above ground, 1524-ft. above sea level, lat. 40° 52' 18", long. 81° 34' 33". Transmitter, Rt. 21, near Butler Bridge. Plant, \$257,930; yearly operating, \$170,979. Equip., GE. Lamb Enterprises Inc., 100%, own TV station WICU, Erie, Pa.; AM stations, WTOD, Toledo; WIKK, Erie; WHOO, Orlando, Fla.; publish *Erie Dispatch*; also TV applicant for Toledo, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1010. Starting Date: Unreported.

Steuenville—See also Wheeling, W.Va.

★ **TOLEDO (Ch. 79)**—WTOH-TV, Woodward Bstg. Co., 3315 Cadillac Tower, Detroit, Mich. CP 10-20-54; 166-kw visual, 87.1-kw aural, 420-ft. above av. terrain, 437-ft. above ground, 1040-ft. above sea level, lat. 41° 39' 03.7", long. 83° 32' 06.5". Transmitter, St. Clair St. & Madison Ave. Plant, \$359,217; yearly operating, \$500,000. Equipment, GE. Max Osnos, pres. & treas., 93% (druggist & dept. store; owns 9% of CP for WITI-TV, Whitefish Bay, Wis.); Jacob Kellman, v.p. & secy., 4.5% (dept. store exec.); Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); George Edwards, 1.25% (probate court judge). Applicant is grantee for Ch. 50, Detroit, having acquired CP from UAW-CIO July 14, 1954 (See *Television Digest*, Vol. 10:26, 29). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, George P. Adair Engineering Co. BPCT-1899. Starting Date: Unreported.

Toledo (Ch. 11)—Anthony Wayne Television Corp., 2300 Ohio Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1619-ft. above sea level, lat. 41° 40' 32", long. 83° 23' 30". Transmitter, Cedar Point & Norden Rd. Plant, \$828,656; yearly operating, \$1,000,000. Equipment, RCA. Mason B. Jones, pres., 10.593% (diversified mfg.); Howard P. DeVilbiss, v.p., 10.593% (spraying equipment mfg.); Harold F. Gross, v.p., 10.593% (pres. & gen. mgr. and 78% owner of WJIM-TV & WJIM, Lansing, Mich.); C. Barnes Walbridge, v.p., 10.593% (commercial photographer); Wm. H. Black Jr., secy., 3.178% (attorney); Durwood DuBols, treas., 2.119% (banker); Arthur L. Baker, 5.296% (machine tool mfg.); Robert G. Landers, 5.296% (plastic & rubber coated fabrics mfg.; building); Randolph H. Barnard, 5.296% (glass fiber mfg.); John O. Halsted, 5.296% (real estate); George B. Secor, 5.296% (sales rep.); Lynn Troxel, 4.237% (architect); John Duncan Jr., 3.178% (dir. of trade relations, Owens-Ill. Glass Co.); James E. Kirk, 3.178% (real estate); Howard E. Zink, 3.178% (auto seat cover mfg.); Conant M. Ohl, 4.237% (employee benefit plans); Jules D. Lippman, 5.296% (pres. of Tertleather div. of General Tire); 3 others, none owning as much as 1.5%. Counsel, Bingham, Collins, Porter & Kistler; engineer, Charles E. Brady, Bank of Lansing Bldg., Lansing, Mich. BPCT-1855.

Toledo (Ch. 11)—Citizens Bstg. Co., 611 Huron St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1043-ft. above ground, 1618-ft. above sea level, lat. 41° 38' 50", long. 83° 17' 26". Transmitter, Sacks & Teachout Rds. Plant, \$726,820; yearly operating, \$627,000. Equipment, GE. Willys-Overland Unit of Local 12 UAW-CIO owns 63.4%; Local 16, 1.2%; remainder of stock held by other UAW locals. Howard H. Rediger, pres., Thomas H. Burke, exec. v.p.-secy.; Clem Holewinski, treas. Counsel, Rau & Levy. BPCT-1720.

Toledo (Ch. 11)—Community Bstg. Co., 709 Madison Ave. (WTOL). 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1034-ft. above ground, 1614-ft. above sea level, lat. 41° 40' 22", long. 83° 22' 47". Transmitter, Cedar Point R. near Norden Rd., 3-mi. E. of Harbor View. Plant, \$805,383; yearly operating, \$1,033,127. Equipment, RCA. Frazier Reams, pres.-treas., 70% (attorney & Congressman); Morton Neipp, v.p., 10% (attorney); Thomas S. Bretherton, secy., 10% (attorney); Glenn H. Reams, asst. secy., 10% (physician). Counsel, Pierson & Ball; consulting engineers, A. D. Ring & Assoc. BPCT-590.

Toledo (Ch. 11)—Great Lakes Bstg. Co., 620 Security Bldg. 316-kw visual, 158-kw aural, 841-ft. above av. terrain, 879-ft. above ground, 1469-ft. above sea level, lat. 41° 37' 20", long. 83° 21'

34.5". Transmitter, Brown Rd., .65-mi. NE of Curtice, O. Plant, \$747,411; yearly operating, \$800,000. Equipment, GE. Arthur W. Reichert, pres., 15.9% (advertising); Seymour N. Siegel, exec. v.p.; Wellington F. Roemer, v.p.-treas., 15.9% (insurance); John N. Richards, v.p., 15.9% (architect); Wayne E. Shawaker, v.p.-secy., 15.9% (industrial visual aids); Harold Anderson, v.p., 15.9% (grain elevator); Smith L. Rairdon, 7.9% (v.p., Owens-Illinois Glass Co.); James M. Acklin, 7.9% (mfr. & distributor of women's apparel); remainder held by 4 others, none owns over 1.6%. Counsel, Cohn & Marks; consulting engineers, Jansky & Bailey Inc. BPCT-1805.

Toledo (Ch. 11)—Maumee Valley Bstg. Co., 902 Toledo Trust Bldg. 288.3-kw visual, 150-kw aural, 1023-ft. above av. terrain, 1055-ft. above ground, 1640-ft. above sea level, lat. 41° 38' 38", long. 83° 21' 14". Transmitter, Cousino Rd. Plant, \$766,231; yearly operating, \$709,490. Equipment, GE. Bernard R. Baker II, pres., 4.4%; George P. Crosby, v.p., 3.5%; Robt. L. Ballintyne, v.p., 2.45%; Robert N. Torbet, secy., 2.1%; Wendell V. Gorton, asst. secy.-treas., 2.1%; Hulbert Taft Jr., 4.2%; David G. Taft, 1.4%; Marvin H. Rorick Sr., 4.9%; remainder held by over 30 others, none holding more than 3.5%. Messrs. Hulbert & David Taft also have interest in WKRC-TV, Cincinnati; WTVN-TV, Columbus; WBIR, Knoxville, Tenn. (TV applicant). Counsel, Roberts & McInnis; engineer, George C. Davis. BPCT-1741.

Toledo (Ch. 11)—Toledo Blade Co., 533 Superior St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1036-ft. above ground, 1623-ft. above sea level, lat. 41° 38' 37", long. 83° 22' 06". Transmitter, N. Curtice Rd., .5-mi. N of Jerusalem Rd. Plant, \$400,441; yearly operating, \$620,000. Equipment, GE. Paul Block Jr., first v.p., 33½%; William Block, v.p., 33½%; Dina W. Block, 2%; Grove Patterson, pres. Same interests publish *Toledo Blade & Pittsburgh Post-Gazette*, latter licensee of WWSW, Pittsburgh, TV applicant. Counsel, Segal, Smith & Hennessey; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-262.

Toledo (Ch. 11)—Unity Corp. Inc., 515 Madison Ave. (WTOD). 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1629-ft. above sea level, lat. 41° 38' 09", long. 83° 22' 22". Transmitter, Jerusalem Rd. & N. Curtice Rd., 1-mi. N of Curtice, O. Plant, \$619,058; yearly operating, \$916,000. Equipment, DuMont transmitter, RCA antenna. Edward Lamb, pres.-treas., 48%; J. Howard McGrath, exec. v.p.; Stephen A. Mack, v.p., 3.9%; Prudence H. Lamb, 16.6%; Edward Lamb, trustee for Priscilla P. Lamb, 14.5%; Edward Lamb, trustee for Edward H. Lamb, 14.5%. Same interests also own TV station WICU, Erie, Pa., and AM stations WIKK, Erie; WHOO, Orlando, Fla.; publish *Erie Dispatch*; hold CP for Massillon, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1609.

† **Toledo (Ch. 30, educational)**—Greater Toledo Educational Television Foundation, Board of Education Bldg., 121 Southard Ave. 22.39-kw visual, 11.21-kw aural, 216-ft. above av. terrain, 244-ft. above ground, 864-ft. above sea level, lat. 41° 39' 44", long. 83° 36' 52". Transmitter, 2801 W. Bancroft St. Plant, \$101,300; yearly operating, \$101,300. Equipment, RCA. Asa S. Knowles, pres., (pres. of Toledo); Msgr. Norbert M. Schumaker, v.p., E. L. Bowsher, secy. (supt. Toledo public schools); W. Clyde Slater, treas., (clerk-treas. Toledo Board of Education). Consulting engineer, A. R. Bitter. BPET-53.

OKLAHOMA

★ **ARDMORE (Ch. 12)**—KVSO-TV, John F. Easley, 1614 Stanley St. (KVSO-ABO). CP 5-12-54; 27.3-kw visual, 13.7-kw aural, 645-ft. above av. terrain, 355-ft. above ground, 1625-ft. above sea level, lat. 34° 22' 29", long. 97° 08' 23". Transmitter, Hwy. 77 & North Carter County Line. Plant, \$194,000; yearly operating, \$120,000. Equipment, GE. John F. Easley, owns KVSO, Ardmore, and is publisher of *Daily Ardmorette*. Consulting engineer, A. Earl Cullum Jr. BPCT-1821. Starting Date: Unreported.

★ **OKLAHOMA CITY (Ch. 19)**—KMPT, KLPR Television Inc., 128 W. Commerce (KLPR). CP 2-11-53; 178-kw visual, 93.3-kw aural, 960-ft. above av. terrain, 971-ft. above ground, 2141-ft. above sea level, lat. 35° 33' 48", long. 97° 29' 23". Transmitter, 700 block of E. Britton Rd. Plant, \$214,916; yearly operating, \$170,500. Equipment, GE. Byrne Ross, pres., 4.5%; R. Lewis Barton, v.p., 11.26%; Lester E. Johnson, secy.-treas.; Monty Wells, 6.94%; J. J. Whalen, 6.75%; 66 others, none owns over 4%. Mr. Ross owns KLPR. Counsel, William Howard Payne; consulting engineers, Commercial Radio Equipment Co. BPCT-1448. [Note: This station began operating Nov. 8, 1953, was placed in hands of Everett E. Cotter as Trustee & Receiver on Feb. 12, 1954 having quit air Feb. 4, 1955, reverting to CP status; see *Television Digest*, Vol. 11:6. CP expired June 28, 1955.]

★ **OKLAHOMA CITY (Ch. 13, educational)**—KETA, Oklahoma Educational Television Authority, Box 3241, State Capitol. CP 12-2-53; 316-kw visual, 191-kw aural, 1440-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 58", long. 97° 29' 48". Transmitter, 7301 N. Lincoln Blvd. Plant, \$1,640,000; yearly operating, \$500,000. Equipment, RCA. Dial Currin, chairman; Wm. D. Little, vice-chairman; Guy H. James, secy.; Wharton Mathies, associate secy. Applicant owns AM station WNAD, Norman and is Ch. 11 grantee in Tulsa. Counsel, Cohn & Marks; consulting engineer, George O. Davis. BPET-21. Starting Date: Unreported.

★ **TULSA (Ch. 11, educational)**—KOED-TV, Oklahoma Educational Television Authority, State Capitol, Oklahoma City. CP 7-21-54; 75.9-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50". Transmitter, 6.4-mi. WNW of center of Tulsa. Plant, \$233,827; yearly operating, \$31,160. Equipment, RCA. Charles Franklin Spencer, chairman; Rex E. Pettijohn, vice chairman; J. B. Harper, secy.-treas. Also holds CP for KETA, Oklahoma City (Ch. 13). Counsel, Cohn & Marks; consulting engineer, George C. Davis. BPET-51. Starting Date: Unreported.

★ **TULSA (Ch. 17)**—KSPG, Arthur R. Olson, Box 2680. CP 2-5-54; 215.2-kw visual, 116.2-kw aural, 864-ft. above av. terrain, 651-ft. above ground, 1669-ft. above sea level, lat. 36° 11' 25", long.

96° 05' 51". Transmitter, 6.4-mi. WNW of Tulsa. Plant, \$701,052; yearly operating, \$300,000. Equipment, GE. Mr. Olson manufactures magnesium & aluminum castings and has oil interests. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1628. Starting Date: Unreported.

★ **TULSA (Ch. 23)**—KCEB, Elfred Beck, Lookout Mt., Red Fork Station, Tulsa. CP 2-25-53; 171-kw visual, 92.3-kw aural, 700-ft. above av. terrain, 491-ft. above ground, 1400-ft. above sea level, lat. 36° 07' 00", long. 96° 01' 28". Transmitter, Lookout Mt., 3-mi. N of 36th St. & 28th Ave. W. Plant, \$435,126; yearly operating, \$260,000. Equipment, RCA. Elfred Beck, 100% (real estate & oil production). Counsel, Cottone & Scheiner; consulting engineer, Geo. C. Davis. BPCT-1392. [Note: Began operating Feb. 22, 1954, but quit air Dec. 1, 1954, reverting to CP status; see *Television Digest*, Vol. 10:49 & 11:2. CP expires Jan. 16, 1956.]

OREGON

★ **KLAMATH FALLS (Ch. 2)**—KFJI-TV, KFJI Bcstrs., P.O. Box 692. (KFJI-MBS). CP 12-1-54; 13.07-kw visual, 6.54-kw aural, 460-ft. above av. terrain, 229-ft. above ground, 4879-ft. above sea level, lat. 42° 12' 55.5", long. 121° 47' 56". Transmitter, near W. City limits. Plant, \$56,200; yearly operating, \$175,000. Equipment, GE. W. D. Miller, pres. & treas., 100%; also owns 70% of KWLN, Ashland, Ore. Counsel, McKenna & Wilkinson; consulting engineer, Grant S. Felkert, Corvallis. BPCT-1299. Rep: W. S. Grant. Starting Date (as reported): Fall of 1955.

Portland—See also Vancouver, Wash.

★ **PORTLAND (Ch. 8)**—North Pacific Television Inc., 604 Mead Bldg. (KGW). CP 6-29-55; 316-kw visual, 158-kw aural, 1311-ft. above av. terrain, 574-ft. above ground, 1636-ft. above sea level, lat. 45° 27' 16", long. 122° 32' 54". Transmitter, Ridgeway Dr. & East View Dr. Plant, \$853,775; yearly operating, \$702,697. Equipment, RCA. Gordon D. Orput, pres., 6% (insurance); Paul F. Murphy, v.p., 11.17% (real estate); Henry A. Kuckenberger, v.p., 11.16% (construction); W. Calder McCall, treas., 11.17% (oil & gas distributor); Dorothy S. Bullitt, exec. v.p., .01%; King Bcstg. Co., 59.97% (licensee of KING & KING-TV, Seattle, of which Mrs. Bullitt is pres. and controlling stockholder). Counsel, Haley, Doty & Wollenberg; engineers, Craven, Lohnes & Culver. BPCT-1138. Starting Date: Unreported.

★ **ROSEBURG (Ch. 4)**—KPIC, South West Oregon Television Bestg. Corp., c/o Harvey S. Benson, 506 Public Service Bldg., Portland, Ore. CP 6-8-55; 5.42-kw visual, 2.71-kw aural, 640-ft. above av. terrain, 143-ft. above ground, 1568-ft. above sea level, lat. 43° 11' 58", long. 123° 22' 58". Transmitter, 2-mi. SW of center of Roseburg. Plant, \$100,450; yearly operating, \$48,000. Equipment, RCA. Eugene Television Inc. (licensee of KVAL-TV, Eugene, Ore.), 50%; California-Oregon TV Inc., (KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.), 50%; C. H. Fisher, pres.; Wm. B. Smullin, v.p. & treas.; Harvey Benson, secy. Counsel, Loucks, Zias, Young & Jansky; consulting engineer, Alvin H. Barnard, Eugene. BPCT-1933. Starting Date: Unreported.

★ **SALEM (Ch. 3)**—KSLM-TV, Oregon Radio Inc., Senator Hotel (KSLM-MBS). CP 9-30-53; 5.5-kw visual, 2.75-kw aural, 970-ft. above av. terrain, 224-ft. above ground, 1294-ft. above sea level, lat. 44° 58' 10", long. 123° 08' 14". Transmitter, 4.8-mi. N.W. of Salem. Plant, \$203,907; yearly operating, \$200,000. Equipment, RCA. Glenn E. McCormick, pres., 100%; Lulu C. McCormick, secy.-treas.; John W. Kendall, v.p. (attorney). Principals own KORE, Eugene, Ore. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Alvin H. Barnard, Portland. BPCT-1180. Starting Date: Unreported.

PENNSYLVANIA

★ **ALLENTOWN (Ch. 39)**—WQCY, Queen City TV Co. Inc., Box 689. CP 8-10-53; 263-kw visual, 141-kw aural, 714-ft. above av. terrain, 349-ft. above ground, 1204-ft. above sea level, lat. 40° 35' 53", long. 75° 25' 11". Transmitter, 403 Savercool Ave. Plant, \$331,378; yearly operating, \$240,000. Equipment, GE. Frank Hausman, pres., 15% (contractor); Max Cornfeld, v.p., 15% (auto sales); Harold Stephens, v.p., 10% (wholesale grocer); Farris E. Rahall, 34% (bus line operator); Ogden R. Davies, secy., 7% (golf course owner); Bernard B. Naef, 6% (real estate & attorney); Frank Cordaro, 2%; Clyde R. Fry, treas., 2% (accountant); Jack Greenblat, 4% (auto sales); Marian M. Scholl, 1%; Harold Cornfeld, 4% (restaurant operator). Rahall also owns 23.4% of WKAP, Allentown; 23.8% of WNAR, Norristown, Pa.; 15.25% of WNNR, Beckley, W.Va. Counsel, Welch, Mott & Morgan; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1001. Starting Date: Unreported.

★ **ALLENTOWN (Ch. 67)**—WFMZ-TV, Penn-Allen Bestg. Co., Masonic Temple Bldg. (WFMZ-FM). CP 7-5-53; 79.4-kw visual, 43.6-kw aural, 970-ft. above av. terrain, 495-ft. above ground, 492-ft. above sea level, lat. 40° 33' 59", long. 75° 26' 03". Transmitter, South Mt., about 3-mi. SSE of Allentown. Plant, \$160,973; yearly operating, \$260,000. Equipment, Du Mont transmitter, Gabriel antenna. Raymond F. Kohn, pres., 3.6%; Earl J. Kohn, v.p., 3.3%; Horace W. Gross, treas., 4.2%; Daniel Houck, secy., .02%; Ben Strouse, director, 31.9% (gen. mgr. of WWDC, Wash., D.C.); 21 others, none holding more than 5%. Counsel, Koteen & Burt; consulting engineers, Commercial Radio Equipment Co. BPCT-486. [Note: Began operation Dec. 4, 1954, but quit air April 15, 1955, reverting to CP status; see *Television Digest* Vol. 11:16. CP expires Jan. 16, 1956.]

Braddock—See also Irwin, Pittsburgh, White Oak & Wilkinsburg.

★ **BRADDOCK (Ch. 4, allocated to Irwin)**—Matta Enterprises, 1223 Braddock Ave. (WLOA). 100-kw visual, 60-kw aural, 989-ft. above av. terrain, 925-ft. above ground, 2047-ft. above sea level, lat. 40° 15' 56", long. 79° 46' 21". Transmitter, 2-mi. SE of Frank. Plant, \$325,000; yearly operating \$522,000. Equipment, RCA. William G. Matta, 50%; G. O. Matta, 50%. General partnership, both engaged in real estate and coal stripping business. Counsel, Scharfeld, Jones & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1467.

★ **HAZLETON (Ch. 63)**—WAZL-TV, Hazleton Television Corp., Hazleton Nat'l Bank Bldg. (WAZL-NBC). CP 12-17-52; 20-kw

visual, 10.7-kw aural, 660-ft. above av. terrain, 408-ft. above ground, 2128-ft. above sea level, lat. 40° 56' 24", long. 75° 58' 04". Transmitter, Thirwell Ave. between Mill & East Sts. Plant, \$227,957; yearly operating, \$187,296. Equipment, RCA. Victor C. Diehm, pres., 25%; Hilda M. Deisroth, v.p., 25%; E. H. Whitney, v.p., 25%; Geo. M. Chisnell, treas., 25%. Mr. Diehm also has interest in WVDA, Boston. WIDE, Bliddeford, Me., and WHOL, Allentown, Pa. Counsel, Geo. O. Sutton; consulting engineer, James C. McNary. BPCT-481. Starting Date: Unreported.

Irwin—See also Braddock, White Oak, Pittsburgh, Wilkinsburg.

★ **IRWIN (Ch. 4)**—Irwin Community Television Co., 407 Oak St. 100-kw visual, 50-kw aural, 475-ft. above av. terrain, 310 ft. above ground, 1540-ft. above sea level, lat. 40° 21' 52", long. 79° 48' 49". Transmitter, Foster Rd., N. Versailles Twsp., Pa. Plant, \$454,199; yearly operating, \$630,000. Equipment, Federal transmitter, GE antenna. Edward J. Hirschberg, pres., 6% (pres. & gen. mgr. of WEDO, McKeesport, Pa., and gen. mgr. of WEIR, Weirton, W. Va., and WACB, Kittanning, Pa.); Clarence T. Schade, v.p., 10% (auto dealer); H. Clair Altman, treas., 10% (feed stores); George Sowash, secy., 4% (publicity); Lee Hirschberg, 3% (secy.-treas. of dept. store); R. E. Talley, 4% (bank pres.); remainder held by 150 others, none with more than 3%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Gautney & Jones. BPCT-1742.

★ **IRWIN (Ch. 4)**—Wespen Television Inc., 415 Main St. 100-kw visual, 57-kw aural, 744-ft. above av. terrain, 729-ft. above ground, 1849-ft. above sea level, lat. 40° 19' 04", long. 79° 41' 49". Transmitter, 25-mi. S. of city limits. Plant, \$637,093; yearly operating, \$789,959. Equipment, RCA. Scott Fink, pres., 5.681% (attorney & theatre owner); David Fink, secy., 1% (student); Jerry Fink, v.p., 1% (student); John T. Barclay Jr., treas., 5.681% (merchant & banking interest); Barclay-Westmoreland Trust Co., 18.181% (in trust for David & Jerry Fink); remainder held by 21 others, all prominent western Pennsylvania residents, none with as much as 5%. Counsel, Haley, Doty & Wollenberg; consulting engineers, George P. Adair Engineering Co. BPCT-1732.

★ **LANCASTER (Ch. 21)**—WWLA, Harold C. Burke, #2 Rona St., Interiaken, N. J. CP 5-6-53; 18-kw visual, 10-kw aural, 610-ft. above av. terrain, 505-ft. above ground, 1005-ft. above sea level, lat. 40° 03' 41", long. 76° 23' 30". Transmitter, 3.6-mi. N.E. of Lancaster. Plant, \$189,669; yearly operating, \$190,000. Equipment, RCA. Harold C. Burke, 100% (ex-mgr. of WBAL & WBAL-TV, Baltimore, and consultant for off-air WRTV, Asbury Park, N. J.). Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1670. Starting Date: Unreported.

★ **LEBANON (Ch. 15)**—WLBR-TV, Lebanon TV Corp., 8th & Cumberland Sts. (WLBR). CP 6-26-53; 129-kw visual, 69.2-kw aural, 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level, lat. 40° 15' 49", long. 76° 27' 42". Transmitter, Television Hill, approx. 5.7-mi. SSE of Lebanon. Plant, \$211,000; yearly operating, \$98,000. Equipment, RCA. Lebanon Bestg. Co. (WLBR), 52%; Lebanon News Publishing Co., 37.78% (publisher of *Lebanon News*); Lester P. Etter, pres.; Jack Schropp, v.p.; H. Raymond Stadlem, treas.; Eugene Silverstein, secy.; Joseph Sansone, asst. treas.; Julian F. Skinnel, director, 4.26%; David S. Etter, 4.26% Leonard Savage, 2%. Messrs. L. P. Etter, Stadlem & Silverstein each owns 1/3 of Lebanon Bestg. Co. Mr. Schropp is business mgr. & Mr. Sansone is gen. mgr. of *Lebanon News*. Counsel, Miller & Schroeder; engineers, A. D. Ring & Assoc. BPCT-1011. [Note: Began operating Oct. 9, 1953, but quit the air Oct. 16, 1954, reverting to CP status; see *Television Digest*, Vol. 10:42 & 11:14. CP expires Aug. 26, 1955. Sale pending to Triangle Publications (WFIL-TV), which plans to revive it 45 days after FCC approval. Vol. 11:27.]

★ **NEW CASTLE (Ch. 45)**—WKST-TV, WKST Inc., Cathedral Bldg., E. Lincoln Ave. CP 9-4-52; 17.8-kw visual, 9.55-kw aural, 570-ft. above av. terrain, 218-ft. above ground, 1608-ft. above sea level, lat. 40° 57' 15", long. 80° 19' 03". Transmitter, Old Pittsburgh & Savannah Center Church Rds., 3 1/2-mi. SW of New Castle. Estimated plant cost, \$152,623; yearly operating, \$111,836. Equipment, RCA. S. W. Townsend, pres. & treas., 38%; Wanda E. Townsend, v.p., 36%; A. W. Graham, secy., 7.2%; Charles H. Johnson Jr., 18.8%. Counsel, Pierson & Ball; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-985. [Note: Began operating April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status; see *Television Digest*, Vol. 11:2. Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

Philadelphia—See also Camden, N. J.

★ **PHILADELPHIA (Ch. 29)**—Philadelphia Bestg. Co. Inc., Western Saving Fund Bldg. 225.4-kw visual, 121.6-kw aural, 634-ft. above av. terrain, 707-ft. above ground, 752-ft. above sea level, lat. 39° 57' 06", long. 75° 09' 39". Transmitter, 12 S. 12th St. Plant, \$445,000; yearly operating, \$520,000. Equipment, RCA. Theodore R. Hanff, pres., 57 1/7% (v.p. of toll bridge Co.); Isadore B. Sley, treas., 28 4/7% (parking lots & garages); Murray Borkon, v.p., 14 2/7% (pres. & 50% of Community TV Systems Inc., community antenna construction & operating firm); Rita Simister, secy. Counsel, Welch, Mott & Morgan; consulting engineers, Jansky & Bailey Inc. BPCT-1966.

† **PHILADELPHIA (Ch. 35, educational)**—Delaware Valley Educational Television Corp., c/o Walter Biddle Saul, Administration Building, 21st & Parkway. 156.5-kw visual, 84.4-kw aural, 446-ft. above av. terrain, 305-ft. above ground, 705-ft. above sea level, lat. 40° 03' 33", long. 75° 14' 20". Transmitter, between Ridge Ave. & Roxboro Reservoir, N.W. of Philadelphia. Plant, \$450,000; yearly operating, \$250,000. Equipment, RCA. Non-profit corporation composed of educational & cultural institutes in the Philadelphia area. Walter Biddle Saul, pres. Counsel, Saul, Ewing, Remick & Saul, Packard Bldg., Philadelphia; consulting engineers, George P. Adair Engineering Co. BPET-39.

Pittsburgh—See also Braddock, Irwin, White Oak, Wilkinsburg.

★ **PITTSBURGH (Ch. 47)**—WTVQ, Golden Triangle Television Corp., 5 S. Jefferson St., Dayton, O. CP 12-23-52; 230-kw visual, 120-kw aural, 490-ft. above av. terrain, 430-ft. above ground,

1530-ft. above sea level, lat. 40° 25' 52", long. 80° 00' 25". Transmitter, Shiloh St. bounded by Grandview Ave., Wyoming Ave. and Sycamore St. at old KQV-FM site. Plant, \$259,800; yearly operating, approx. \$200,000. Equipment, GE. Equal partnership, Loren Berry & Ronald B. Woodyard; have interest in WIFE(TV) Dayton, which went off air March 13, 1954 & reverted to CP status. Mr. Berry also has 20.5% interest in WEOL, Elyria, O., TV grantee. Note: Transfer of ownership to Ed Lamb pending FCC approval; see *Television Digest*, Vol. 9:30. Counsel, Fly, Shuebruk, Blume & Gaglone. Consulting engineer, John H. Mullaney. BPCT-1417. Starting Date: Unreported.

★ **PITTSBURGH (Ch. 53)**—WKJF-TV, Agnes J. Reeves Greer, 1715 Grandview Ave. CP 1-7-53; 174-kw horizontal and 230-kw maximum visual, 93.3-kw horizontal and 124-kw maximum aural, using 7° electrical beam tilt, 530-ft. above av. terrain, 426-ft. above ground, 1586-ft. above sea level, lat. 40° 26' 28", long. 80° 01' 34". Transmitter, 1715 Grandview Ave. Plant, \$337,632; yearly operating, \$225,000. Equipment, RCA. Mrs. Greer owns steel plant & coal mine; controls *Morgantown Dominion News*; Controls stations WAJR & WAJR-FM, Morgantown, W.D.N.E., Elkins, W.Va.; WJER, Dover, O. Counsel, Dow, Lohnes & Albertson; consulting engineer, Geo. C. Davis. BPCT-1384. [Note: Began operating July 14, 1953, but quit the air July 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:19. CP expires Sept. 1, 1955.]

Pittsburgh (Ch. 11)—WWSW Inc., Hotel Sheraton, 286-kw visual, 143-kw aural, 855-ft. above av. terrain, 700-ft. above ground, 1900-ft. above sea level, lat. 40° 27' 47", long. 80° 00' 17". Transmitter, 341 Rising Main St. Plant, \$547,000; yearly operating, \$620,000. Equipment, RCA transmitter, GE antenna. Owned 100% by P.G. Publishing Co., publisher of *Pittsburgh Post-Gazette*. Oscar M. Schloss, president of WWSW Inc. Same interests also publish *Toledo Blade* and are TV applicants for Toledo. Counsel, Segal, Smith & Hennessey. Consulting engineer, Henry R. Kaiser, Pittsburgh. BPCT-254. [Note: To merge with owners of WJAS, each holding 50% and WJAS to be sold. Initial decision by examiner Charles J. Frederick June 30, 1955 recommended grant of application.]

Pittsburgh (Ch. 11)—Pittsburgh Radio Supply House Inc., 1406 Chamber of Commerce Bldg. (WJAS-CBS). 316-kw visual, 158-kw aural, 915-ft. above av. terrain, 634-ft. above ground, 1949-ft. above sea level, lat. 40° 29' 52", long. 80° 00' 08". Transmitter, Troy Hill Rd., 4-mi. N. of Pittsburgh. Plant, \$1,170,038; yearly operating, \$750,000. Equipment, RCA. H. Kenneth Brennen, pres., 15%; Margaret M. Brennen, treas., 15%; Sara A. Brennen, 45%; Mary J. Klein, 10%; Mary Thelma Bregenser, 15%. Same interests own WHJB, Greensburg, Pa. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Page, Creutz, Garrison & Waldschmitt BPCT-345. [Note: Initial decision by examiner Charles J. Frederick June 30, 1955 recommended denial of application.]

★ **READING (Ch. 33)**—WEEU-TV, Hawley Broadcasting Co., 433 Penn St. (WEEU-ABC). CP 9-3-52; 167-kw visual, 87-kw aural, 1036-ft. above av. terrain, 408-ft. above ground, 1508-ft. above sea level, lat. 40° 21' 08", long. 75° 53' 55". Transmitter, Skyline Dr. on Mt. Penn. Plant, \$440,922; yearly operating, \$200,000. Equip. GE. Reading Eagle Co. publisher of *Reading Eagle*, 99%; Hawley Quier, pres.-treas.; Thomas E. Martin, exec. v.p.; H. F. Flippin, v.p.; Wm. J. Rohn, secy. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-239. [Note: Began operating April 9, 1953, but quit air June 30, 1955, reverting to CP status; see *Television Digest*, Vol. 11:27. Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

★ **SUNBURY (Ch. 38)**—WKOK-TV, Sunbury Bestg. Corp., 1150 N. Front St. (WKOK-CBS). CP 2-9-55; 12.9-kw maximum and 6.92-kw horizontal visual, 6.45-kw maximum and 3.45-kw horizontal aural, 880-ft. above av. terrain, 341-ft. above ground, 1663-ft. above sea level, lat. 40° 47' 07", long. 76° 41' 53". Transmitter, 7-mi. SE of Sunbury on Rt. 890. Plant, \$82,000 (purchasing bulk of equipment from former Ch. 46 station in Chambersburg, Pa.); yearly operating, \$196,000. Equipment, RCA. Harry H. Haddon, pres. 37.5%; Basse A. Beck, treas., 45.5%; George S. Beck estate, 8%; Mrs. Leon B. Moyer, 8%; Homer R. Smith, secy., 1%. Also publish *Sunbury Daily Item*. Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-1934. Starting Date: Unreported.

White Oak—See also Braddock, Pittsburgh, Wilkinsburg.

White Oak Borough, Pittsburgh (Ch. 4, allocated to Irwin, Pa.)—Allegheny Bestg. Corp. Grant Bldg., Pittsburgh, Pa. (KQV-CBS). 100-kw visual, 50.1-kw aural, 485-ft. above av. terrain, 290-ft. above ground, 1550-ft. above sea level, lat. 40° 21' 45", long. 79° 49' 00". Transmitter, off Foster Rd. Plant, \$1,368,561; yearly operating, \$1,200,000. Equipment, RCA. Earl F. Reed, pres., 8%; Irwin D. Wolf, v.p., 10%; Lee W. Eckels, secy.-treas., 5%; Dora Bell Reed, 10%; Martha K. Wolf, 6.7%; J. O. Ritchie, 2%; Columbia Broadcasting System, 45.666%. Earl F. Reed & Irwin D. Wolf as voting trustees for 54.333%. For holdings of CBS, see WCBS-TV in *Television Station Directory* section. Counsel, Geo. O. Sutton and Pierson & Ball; consulting engineers, Cravens, Lohnes & Culver. BPCT-147.

Wilkinsburg—See also Braddock, Pittsburgh, White Oak.

Wilkinsburg (Ch. 4, allocated to Irwin)—WCAE Inc., 550 Grant St., Pittsburgh (WCAE-ABC). 100-kw visual, 50-kw aural, 991-ft. above av. terrain, 927-ft. above ground, 2049-ft. above sea level, lat. 40° 15' 55", long. 79° 46' 18". Transmitter, Sutersville-Rillton Rd. Plant, \$1,500,000; yearly operating, \$1,450,000. Equipment, RCA. Leonard Kapner, pres. Owned 100% by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*, *New York Journal-American*, *New York Mirror*, *Albany Times-Union*, *Boston Record and American* and *Sunday Advertiser*, *Baltimore News-Post* and *Sunday American*, *Chicago Herald-American*, *Milwaukee Sentinel*, *Detroit Times*, *San Francisco Examiner*, *San Francisco Call-Bulletin*, *Los Angeles Examiner*, *Los Angeles Herald-Express*, *San Antonio Light* and *Seattle Post-Intelligencer*; also owns WBAL-TV Baltimore, and WISN-TV & WISN, Milwaukee. Counsel, Dempsey & Koplovitz; consulting engineer A. Earl Cullum Jr. BPCT-293.

★ **WILLIAMSPORT (Ch. 36)**—WRAK-TV, WRAK Inc., 244 West 4th St. (WRAK-NBC). CP 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. above av. terrain, 242-ft. above ground, 2132-ft. above

sea level, lat. 41° 11' 21", long. 76° 58' 53". Transmitter, North White Deer Ridge Rd. Plant, \$137,000; yearly operating, \$50,000. Equipment RCA. George E. Joy, pres., 9.9%; Margaretta T. Steele, v.p., 41.9%; Anna Steele Joy, secy., 20%; Mary S. Talley, 28.4% (in trust). The Joy family & Mrs. Steel own *Williamsport Gazette* and *Bulletin*. Counsel, Spearman & Robertson; consulting engineer, George C. Davis. BPCT-521. Starting Date: Unreported.

RHODE ISLAND

★ **PROVIDENCE (Ch. 16)**—WNET, Channel 16 of Rhode Island Inc., Box 1533. CP 4-8-53; 214-kw visual, 128-kw aural, 510-ft. above av. terrain, 473-ft. above ground, 650-ft. above sea level, lat. 41° 52' 13", long. 71° 17' 47". Transmitter, Pine & Walker Sts., Rehoboth, Mass. Plant, \$291,800; yearly operating, \$275,000. Equipment, RCA. Harold C. Arcaro, pres., 33.04% (attorney); Samuel Hamlin, v.p., 33.04% (jewelry mfr.); John Dunne, v.p., 33.04% (auto dealer); TV Associates of R.I. Inc., 86%. Counsel, Cotton & Scheiner; consulting engineer, George C. Davis. BPCT-1597. [Note: Began operating March 23, 1954 with 22-kw visual, 11-kw aural ERP, but quit air July 10, 1955, reverting to CP status; see *Television Digest*, Vol. 11:28. CP expires Feb. 11, 1956.]

† **Providence (Ch. 22, educational)**—Board of Education, State of Rhode Island and Providence Plantations, 205 Benefit St. 250.2-kw visual, 131.2-kw aural, 406-ft. above av. terrain, 340-ft. above ground, 632-ft. above sea level, lat. 41° 48' 12", long. 71° 28' 24". Transmitter, Neutaconkanut Hill near Hwy. 14. Plant, \$300,000; yearly operating, \$100,000. Equipment, GE. Dr. Michael F. Walsh, commissioner of education. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-41.

SOUTH CAROLINA

★ **CAMDEN (Ch. 14)**—WACA-TV, Camden Bestg. Corp., Camden (WACA). CP 6-5-53; 78-kw visual, 45-kw aural, 550-ft. above av. terrain, 579-ft. above ground, 823-ft. above sea level, lat. 34° 13' 36", long. 80° 40' 45". Transmitter, U. S. Hwy. 14-mi. SW of Camden at junction of State Hwy. 213. Plant, \$151,400; yearly operating, \$75,000. Equipment, DuMont transmitter, RCA antenna. Haywood S. Bowden, pres., 30.9%; Woodrow R. Bowden, 15%; Thomas J. Richards, v.p.-treas., 2%; Harold W. Funderburk, secy., 8% (att'y.); 23 others, none holding more than 3%. Counsel, A. L. Stein; consulting engineer, Wm. E. Bennis Jr. BPCT-1544. Starting Date: Unreported.

★ **SPARTANBURG (Ch. 7)**—WSPA-TV, Spartan Radiocasting Co., 291 E. Main St. (WSPA). CP 11-25-53; 200-kw visual, 120-kw aural, 1182-ft. above av. terrain, 445-ft. above ground, 2209-ft. above sea level, lat. 34° 55' 41", long. 82° 24' 22". Transmitter, Paris Mountain, 25 miles N.W. of Spartanburg. Plant, \$376,671; yearly operating, \$430,470. Equipment, DuMont transmitter, GE antenna. Walter J. Brown, pres., & Ruth Taylor Brown together hold 50.48%. D. S. Burnside, secy.-treas., 4.1%; over 50 others, none holding as much as 3%. Counsel, Dempsey & Koplovitz; consulting engineers, A. D. Ring & Assoc. BPCT-1216. Starting Date: Unreported. [Note: Delayed by protests to locating transmitter on Paris Mt.; see *Television Digest*, Vol. 10:14, 18.20 & 11:13.]

SOUTH DAKOTA

★ **FLORENCE (Ch. 3, Watertown, S.D.)**—KDLO-TV, The Hills Bestg. Co., Phillips Ave. & 8th St., Sioux Falls, S.D. CP 4-6-55; 25-kw visual, 15-kw aural, 840-ft. above av. terrain, 856-ft. above ground, 2,703-ft. above sea level, lat. 44° 58' 30", long. 97° 34' 28". Transmitter, 5-mi. N. of Garden City, S.D. Plant, \$150,000; yearly operating, \$170,000. Equipment, RCA. Midcontinent Bestg. Co. (operates KELO-TV & KELO, Sioux Falls), 100%; N. L. Bentson, pres.; Edmond R. Ruben, v.p.; Joseph L. Floyd, secy.-treas. Bentson heads group buying radio WLOL, St. Paul, Minn. Floyd & Ruben operate drive-in & other theatres. [Note: Applicant plans to operate an off-the-air interconnected network schedule from KELO-TV.] Counsel, Dow, Lohnes & Albertson; consulting engineers A. D. Ring & Assoc. BPCT-1930. Rep: H-R Television Starting Date (as reported): Sept., 1955.

TENNESSEE

Bristol—See also Bristol, Va.

Bristol (Ch. 5)—Tri-Cities Television Corp., 310 State St. (WOPI-NBC). 72.25-kw visual, 41.4-kw aural, 2421-ft. above av. terrain, 309-ft. above ground, 4549-ft. above sea level, lat. 36° 26' 56", long. 82° 06' 31". Transmitter, 3 mi. NW of Carter, Tenn. Plant, \$373,027; yearly operating, \$336,000. Equipment, RCA. R. V. Stone, pres., 6.65% (building supplies); C. P. Edwards Jr., v.p., 13.4% (Investments-Insurance; pres. & publisher of *Kingsport (Tenn.) News and Times*); W. A. Wilson Sr., exec. v.p. (owner of WOPI); Howard Long, secy., 7.5% (Kingsport postmaster; v.p. of *News and Times*); Radiophone Bestg. Station WOPI Inc. (WOPI), 16.67%; Kingsport Bestg. Co. Inc. (KWPT), 16.67%; C. P. Edwards Jr., 14.47%; L. M. Faucette, 6.65% (merchant); O. R. Gallher, 5.34% (hardware); 22 others, none holding over 4%. Counsel, McKenna & Wilkinson; consulting engineers, Geo. P. Adair Engineering Co. BPCT-1250. [Note: Initial decision by examiner Isadore A. Honig Feb. 1, 1955 recommended denial of application.]

Chattanooga (Ch. 3)—Mountain City Television Inc., c/o Read House, 100-kw visual, 50-kw aural, 1131-ft. above av. terrain, 300-ft. above ground, 2380-ft. above sea level, lat. 35° 09' 39", long. 85° 18' 53". Transmitter, Fairmount Rd. near State Hwy. 8. Plant, \$381,963; yearly operating, \$290,000. Equipment, composite transmitter, RCA antenna. Ramon G. Patterson, pres., 50%; Will Cummings, treas., 50%. Mr. Patterson is pres. & owns 20% of WAPO, Chattanooga. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineers, Gautney & Jones. BPCT-882. [Note: Initial decision by examiner J. D. Bond July 9, 1954, recommended grant of application.]

Chattanooga (Ch. 3)—WDOD Broadcasting Corp., Hamilton National Bank Bldg. (WDOD-CBS). 100-kw visual, 50-kw aural, 1062-ft. above av. terrain, 284-ft. above ground, 2364-ft. above sea level, lat. 35° 09' 41", long. 85° 19' 05". Transmitter, Taft

Highway, Signal Mountain, 7 mi. N. of Chattanooga. Plant, \$284,600; yearly operating, \$200,000. Equipment, GE. Earl W. Winger, pres.-treas., 50%; Norman A. Thomas, v.p.-secy., 50%. Counsel, Dow, Lohnes & Albertson; consulting engineer, George C. Davis. BPCT-676. [Note: Initial decision by examiner J. D. Bond July 9, 1954 recommended denial of application.]

Knoxville (Ch. 10)—Radio Station WBIR Inc., 618 S. Gay St. (WBIR-ABC). 316-kw visual, 158-kw aural, 925-ft. above av. terrain, 640-ft. above ground, 1985-ft. above sea level, lat. 36° 00' 20", long. 83° 56' 22". Transmitter, Sharp Ridge Memorial Rd. Plant, \$411,483; yearly operating, \$330,000. Equipment, GE. Radio Cincinnati Inc., 30% (WKRC-TV, Cincinnati & WTVN, Columbus, O.); Hulbert Taft Jr., chairman (exec. v.p. of Radio Cincinnati and owns 4.7% of Ch. 11 applicant for Toledo); John P. Hart, pres., 10%; Gilmore N. Nunn, v.p., 30% (owns 51% of WLAP, Lexington, Ky., TV grantee; 15% of WCMI, Ashland, Ky.; also owns 50% of Southern Network Inc.); Robert L. Ashe, v.p., 7.5% (gen. mgr. & minority owner of Standard Knitting Mills); Martha Henderson Ashe, secy.-treas., 22.5%. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-686. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended grant of application.]

Knoxville (Ch. 10)—Scripps-Howard Radio Inc., 110 South Gay St. (WNOX-CBS). 316-kw visual, 158-kw aural, 958-ft. above av. terrain, 620-ft. above ground, 2000-ft. above sea level, lat. 35° 59' 57", long. 83° 56' 59". Transmitter, top of Sharp Ridge. Plant, \$546,693; yearly operating, \$441,480. E. W. Scripps Co., 74.226%; Karl A. Bickel, chairman of board; Jack R. Howard, pres., 10.309%; J. C. Hanrahan, v.p., 5.155%; M. C. Watters, 5.155%; R. B. Westergaard, v.p., 5.155%. For other holdings see WEWS, Cleveland, *Television Station Directory* section. Counsel, Segal, Smith & Hennessey; engineer, J. B. Epperson, 1816 East 13th St., Cleveland. BPCT-630. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended denial of application.]

Knoxville (Ch. 10)—Tennessee Television Inc., Box 1390. 316-kw visual, 190-kw aural, 914-ft. above av. terrain, 705-ft. above ground, 1985-ft. above sea level, lat. 36° 00' 40", long. 83° 55' 52". Transmitter, Sharp Ridge, N. Knoxville. Plant, \$559,720; yearly operating, \$400,000. Equipment, RCA. Gullford Glazer, pres., 30.83%; Louis A. Glazer, v.p., 25%; Jerome S. Glazer, treas., 25%; I. B. Cohen, secy., 19.17%. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1002. [Note: Initial decision by examiner Herbert Sharfman Jan. 10, 1955 recommended denial of application.]

★ **MEMPHIS (Ch. 3)**—WREC-TV, WREC Bestg. Service, Hotel Peabody Bldg. (WREC-CBS). CP 5-26-55; 100-kw visual, 60-kw aural, 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level, lat. 35° 10' 52.19", long. 89° 49' 56.11". Transmitter, 2 1/2-mi. S.E. of Bartlett. Plant, \$500,216; yearly operating, \$450,000. Equipment, RCA. Hoyt B. Wooten, 100%. Counsel, Spearman & Robertson; consulting engineers, A. D. Ring & Assoc. BPCT-452. Starting Date (as reported): Dec., 1955.

† **Memphis (Ch. 10, educational)**—Memphis Community Television Foundation, 268 Jefferson Ave. 31.4-kw visual, 15.7-kw aural, 390-ft. above av. terrain, 395-ft. above ground, 653-ft. above sea level, lat. 35° 08' 41", long. 90° 03' 00". Transmitter, 3rd & Madison Sts. Plant, \$227,000; yearly operating, \$100,000. Equipment, GE transmitter, RCA antenna. Julian Beasley Bonduant, pres. & trustee. Counsel, Robert W. Pharr, Memphis; consulting engineer, George O. Davis. BPET-49.

• **Nashville (Ch. 2, educational)**—Nashville Educational Television Foundation, Box 6188 Acklen Station. 12-kw visual, 6-kw aural, 266-ft. above av. terrain, 124-ft. above ground, 849-ft. above sea level, lat. 36° 08' 17.280", long. 86° 48' 58.702". Transmitter, Love Circle. Plant, \$199,956; yearly operating, \$100,000. Equipment, GE. Dr. Randolph A. Light, pres. Counsel, Murphy, Dulker, Smith & Burwell; engineer, Wm. A. Hill, Station WSM, Nashville. BPET-31.

TEXAS

Beaumont—See also Port Arthur.

★ **BIG SPRING (Ch. 4)**—KBST-TV, Big Spring Television Inc. 702 Johnson St. (KBST-ABC). CP 7-22-54; 5.13-kw visual, 2.57-kw aural, 323-ft. above av. terrain, 440-ft. above ground, 2900-ft. above sea level, lat. 32° 15' 16", long. 101° 26' 44". Transmitter, 600 Kentucky Way, Plant, \$129,708; yearly operating, \$144,000. Equipment, RCA. Wm. J. Wallace, pres., 25.514%; Howard Barrett, v.p., 12.757%; Lewis O. Seibert, secy.-treas., 12.757% (owns KGKL, San Angelo, and 45% of KPLT, Paris, Tex.); Robert W. Whipkey, asst. secy.-treas., 12.757% (publisher of *Big Spring Herald*); Raymond L. Tollett, 20.25% (banker & building materials); over 100 other stockholders, none owns over 1%. Counsel, Eugene L. Burke; consulting engineers, Commercial Radio Equipment Co. BPCT-1479. Rep: Pearson. Starting Date (as reported): Sept., 1955.

Corpus Christi (Ch. 6)—Gulf Coast Bestg. Co., Box 840 (KRIS-NBC). 53.5-kw visual, 32.1-kw aural, 651-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level, lat. 27° 46' 46", long. 97° 37' 31". Transmitter, 13.5-mi. W. of Corpus Christi on State Hwy. 44. Plant, \$254,091.76; yearly operating, \$125,000. Equipment, RCA. T. Frank Smith, pres., 100%; Helen Smith, secy.-treas.; T. Frank Smith Jr., v.p. Counsel, A. M. Herman, Fort Worth; consulting engineer, George C. Davis. BPCT-723. [Note: Initial decision by examiner H. Gifford Irion June 18, 1954 recommended grant of application.]

Corpus Christi (Ch. 10)—KEYS-TV Inc., Box 1460 (KEYS-CBS). 214-kw visual, 114-kw aural, 650-ft. above av. terrain, 674-ft. above ground, 740-ft. above sea level, lat. 27° 47' 23", long. 80° 03' 07". Transmitter, Hwy. 44. Plant, \$320,500; yearly operating, \$195,000. Equipment, RCA. E. C. Hughes, pres., 8 1/3%; Sam E. Wilson Jr., v.p., 33 1/3%; Bruce L. Collins, v.p., 33 1/3%; Charles W. Rossi, v.p., 8 1/3%; Earl C. Dunn, treas., 8 1/3%; H. B. Lockhart, secy., 8 1/3%. Counsel, Pierson & Ball; consulting engineers, A. D. Ring & Assoc. BPCT-1045. [Note: Initial decision by examiner H. Gifford Irion Jan. 21, 1955 recommended denial of application.]

Corpus Christi (Ch. 10)—K-SIX Television Inc., Show Room Bldg. (KSLX-ABC), 212-kw visual, 106-kw aural, 698-ft. above av. terrain, 724-ft. above ground, 792-ft. above sea level, lat. 27° 46' 50", long. 97° 38' 03". Transmitter, State Hwy. 44, 1.7-mi. E. of Robstown, Tex. Plant, \$445,286; yearly operating, \$294,000. Equipment, GE. Vann M. Kennedy, pres., 1.33% (pres. & 50% owner of KSIX); Guy I. Warren, v.p., 13.33% (oil & gas producer); Chas. R. Manning, v.p., 66% (v.p. & 13.33% owner of KSIX); Cecil E. Burney, secy., 1.33% (attorney & 25% owner of KSIX); James H. Burney, treas., .666%; Corpus Christi Bestg. Co. Inc. (KSLX), 51.133%; remainder held by 58 others, none with more than 3%. Counsel, McKenna & Wilkinson; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1434. [Note: Initial decision by examiner H. Gifford Irion Jan. 21, 1955 recommended grant of application.]

Corpus Christi (Ch. 10)—Superior Television Inc., 2727 Agnes St. 316-kw visual, 189.8-kw aural, 621-ft. above av. terrain, 640-ft. above ground, 699-ft. above sea level, lat. 27° 47' 00", long. 97° 34' 16". Transmitter, Rt. 44, 7-mi. W. of Corpus Christi. Plant, \$596,000; yearly operating, \$720,000. Equipment, RCA. J. D. Wrather, pres., 25% (owns 39% of KFMB-TV, San Diego, is TV grantee for Boston); Maria Helen Alvarez, v.p.-treas., 25% (owns 39% of KFMB-TV); Edgar M. Limkenhoger, v.p., 25% (petroleum transport & distribution); John F. Lynch, 15% (oil production); Binford Arnev, 10% (oil production). Counsel, Welch, Mott & Morgan; engineers, Geo. P. Adair Engineering Co. BPCT-10-31. [Note: Initial decision by examiner H. Gifford Irion Jan. 21, 1955 recommended denial of application.]

★ **DALLAS (Ch. 29)**—KLIF-TV, Trinity Bestg. Corp., 2104 Jackson St. (KLIF). CP 2-11-53; 50-kw visual, 25-kw aural, 490-ft. above av. terrain, 539-ft. above ground, 990-ft. above sea level, lat. 32° 46' 56", long. 96° 47' 16". Transmitter, 2004 Jackson St. Plant, \$338,700; yearly operating, approx. \$275,000. Equipment, RCA. Barton R. McLendon, pres., 50% (theatreman, brick & clay business); Gordon B. McLendon, v.p., 49% (theatreman and ex-pres., Liberty Bestg. System); Cecil Hobbs, secy.-treas. Trinity Bestg. operates KFLP, El Paso, and has CP for Ch. 13 there and McLendons have interest in radio WRIT, Milwaukee. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1388. Starting Date: Unreported.

★ **EL PASO (Ch. 13)**—KOKE, Trinity Bestg. Corp., 2104 Jackson St., Dallas (KELP). CP 3-18-54; 28.2-kw visual, 17-kw aural, 120-ft. above av. terrain, 352-ft. above ground, 4052-ft. above sea level, lat. 31° 45' 42", long. 106° 26' 15". Transmitter, Delta & French Sts. Plant, \$180,946; yearly operating, \$158,610. Equipment, DuMont transmitter, RCA antenna. Barton R. McLendon, pres., 50% (brick & clay business and 20% of Tri-State Theatres); Gordon B. McLendon, v.p., 49% (owns 20% of Tri-State Theatres, ex-pres., Liberty Bestg. System); Cecil Hobbs, secy.-treas. Trinity Bestg. Corp. operates KLIF, Dallas and holds CP for Ch. 29 there and McLendons have interest in radio WRIT, Milwaukee. Counsel, Cohn & Marks; consulting engineers, Weldon & Carr. BPCT-1840. Rep: H-R Television. Starting Date (as reported): Oct., 1955.

★ **FORT WORTH (Ch. 11)**—KFJZ-TV, Texas State Network Inc., 1201 W. Lancaster Ave. (KFJZ-MBS). CP 9-17-54; 316-kw visual, 158-kw aural, 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level, lat. 32° 45' 42", long. 97° 14' 40". Transmitter, .75-mi. E. of White Lake, .25-mi. N. of Ederville. Plant, \$535,935; yearly operating, \$375,000. Equipment, RCA. Gene L. Cagle, pres., 20%; Sid W. Richardson, 62%; Perry R. Bass, 15%; remainder held in Dillard and Harrison family trusts. Mr. Cagle also owns 25% of KTOK, Oklahoma City. Texas State Network operates KFDA-TV, Amarillo; also owns AM station WACO, Waco; KRIO, McAllen, Tex. Counsel, Eugene L. Burke; consulting engineers, Commercial Radio Equipment Co. BPCT-571. Rep: H-R Television. Starting Date (as reported): Sept., 1955.

★ **HOUSTON (Ch. 29)**—KXYZ-TV, Shamrock Bestg. Co., Gulf Bldg. (KXYZ-ABC). CP 6-17-53; 1000-kw visual, 500-kw aural; 670-ft. above av. terrain, 699-ft. above ground, 748-ft. above sea level, lat. 29° 42' 53", long. 95° 20' 54". Transmitter, Cullen Blvd., S. of Wheeler Ave. Plant, \$581,640; yearly operating, \$400,000. Equipment, GE. Glenn H. McCarthy (oilman), pres., 86 2/3%; 7 stockholders, none holding more than 5%. Counsel, McKenna & Wilkinson; consulting engineers, Craven, Lohnes & Culver. BPCT-319. Starting Date: Unreported.

★ **HOUSTON (Ch. 39)**—KNUZ-TV, KNUZ Television Co., Box 2631 (KNUZ). CP 1-7-53; 89-kw visual, 50-kw aural, 680-ft. above av. terrain, 700-ft. above ground, 749-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52". Transmitter, Texas Television Center, Cullen Blvd. Plant, \$347,679; yearly operating, \$360,379. Equipment, DuMont. Max H. Jacobs, pres., 40%; Irving M. Shlenker, v.p. & treas., 40%; David H. Morris, v.p., 5%; Bailey A. Swenson, secy., 5%; Leon Green, asst. secy., 5%; Douglas B. Hicks, asst. treas., 5%. Messrs. Jacobs, Hicks, Swenson & Green own KNUZ. Counsel, Cohn & Marks; engineers, Weldon & Carr. BPCT-1356. [Note: Began operating with 20-kw visual ERP Oct. 10, 1953, but quit the air June 25, 1954, reverting to CP status; see *Television Digest*, Vol. 10-27. CP expires Jan. 18, 1956. Owners of WJMR-TV, New Orleans, plan to revive station with KNUZ mgr. David Morris; see Vol. 11-19.]

Laredo (Ch. 8)—Vidicon Industries of America, Midland, Tex. 28.2-kw visual, 16.1-kw aural, 241-ft. above av. terrain, 318-ft. above ground, 734-ft. above sea level, lat. 27° 30' 23", long. 99° 30' 29". Transmitter, 820 Convent Ave. Plant, \$105,450; yearly operating, \$77,380. Equipment, DuMont transmitter, RCA antenna. H. C. Avery Jr., 50% (architect & engineer; real estate); David H. Cole, 50% (roofing & construction contractor). Counsel, Ross K. Prescott; consulting engineer, Guy C. Hutcheson. BPCT-1982.

★ **LUFKIN (Ch. 9)**—KTRE-TV, Forest Capital Bestg. Co., Box 701 (KTRE-MBS). CP 11-17-54; 25.1-kw visual, 12.6-kw aural, 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level, lat. 31° 25' 09", long. 94° 48' 02". Transmitter, 1.4-mi. N. of Clawson. Plant, \$133,554; yearly operating, \$75,000. Equipment, RCA. R. W. Wortham Jr., pres., 32%; E. L. Kurth Sr., v.p., 16.8%; Richman Lewin, v.p., 2.5%; Earl

Snelling, secy.-treas., 2.5%; Henry B. Clay, 11% (exec. v.p. of KTHV, Little Rock); remainder held by 10 others, none owning more than 10%. Counsel, Cohn & Marks; consulting engineer, A. Earl Cullum Jr. BPCT-1905. Rep: Vernard, Rintoul & McConnell. Starting Date (as reported): Aug-Sept., 1955. [Note: Held CP for same channel, but relinquished it for economic reasons, now plans to re-transmit programs of KPRC-TV, Houston; see *Television Digest*, Vol. 10:42, 47; 11:7, 19, 24.]

★ **ODESSA (Ch. 7)**—KOSA-TV, Cecil L. Trigg, Pres., Odessa Television Co. (a joint venture), Mercantile Securities Bldg., Dallas, Tex. CP 7-13-55; 20.2-kw visual, 10.12-kw aural, 390-ft. above av. terrain, 468-ft. above ground, 3340-ft. above sea level, lat. 31° 49' 52", long. 102° 22' 09". Transmitter, Old Crane Hwy. Plant. \$205,200; yearly operating, \$159,140. Equipment, RCA. Odessa Bcstg. Co. (KOSA), 50%; Cecil Mills, 50%. Odessa Television officers: C. L. Trigg, pres. (75% of KOSA); Cecil Mills, v.p.; Brooks L. Harman, treas. (10% of KOSA); Ed Talbot, engineering director (5% of KOSA); John Vacca, secy. Counsel, Johnson, Bohannon, Prescott & Abney, Dallas; consulting engineer, Guy O. Hutcherson, Arlington, Tex. BPCT-1258. Starting Date: Unreported.

Port Arthur—See also Beaumont.

Port Arthur (Ch. 4)—Port Arthur College, 1500 Procter St. (KPAC-MBS). 100-kw visual, 50-kw aural; 505-ft. above av. terrain, 543-ft. above ground, 548-ft. above sea level, lat. 29° 52' 47", long. 93° 55' 32.5". Transmitter, 1650 Lake Shore Dr. Plant, \$289,128; yearly operating, \$250,000. Equipment, RCA. J. W. Williams, pres. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-839.

Port Arthur (Ch. 4)—Smith Radio Co., 430 Austin Ave. (KPBX-Beaumont). 100-kw visual, 50-kw aural; 545-ft. above av. terrain, 583-ft. above ground, 593-ft. above sea level, lat. 30° 02' 13", long. 93° 50' 55". Transmitter, 2.5-mi. S. of Orangefield Plant, \$344,500; yearly operating, \$150,000. Equipment, RCA. Equal partnership consisting of Joe B. Carrigan, attorney; James K. Smith, salesman. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, A. D. Ring & Assoc. BPCT-1013.

† **San Antonio (Ch. 9, educational)**—San Antonio Council for Educational Television, c/o W. W. Jackson, American Hospital & Life Ins. Bldg., San Antonio. 30.2-kw visual, 18.1-kw aural; 388-ft. above av. terrain, 465-ft. above ground, 1105-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22". Transmitter, N. St. Marys & Villita Sts. Plant, \$177,000; yearly operating, \$30,000. Equipment, RCA. W. W. Jackson, chairman; Trevor Clarke, co-chairman. Counsel, Norman Case; consulting engineer, Frank McIntosh & Assoc. BPET-45.

San Antonio (Ch. 12)—Mission Telecasting Corp., 317 Arden Grove (KONO). 316-kw visual, 158-kw aural, 485-ft. above av. terrain, 573-ft. above ground, 1223-ft. above sea level, lat. 29° 26' 20", long. 98° 29' 03". Transmitter, 317 Arden Grove. Plant, \$605,000; yearly operating, \$925,000. Equipment, RCA. Mission Bcstg. Co. 50% (licensee of KONO, San Antonio); Eugene J. Roth, pres. (94% of KONO); James M. Brown, v.p. (2% of KONO); Bob A. Roth, secy. (2% of KONO); Jack Roth, treas. (2% of KONO); Joe R. Straus, 13% (rancher and real estate); James Calvert, 10% (pres. Joske Bros. dept. store); Lafayette Ward, 7.5% (rancher); Leslie D. Flowers, 7.5% (oil production & ranching); Sylvan Lang, 5% (attorney); L. A. Douglas, v.p. 5% (oil production); Jesse H. Oppenheimer, 2% (attorney). Counsel, Welch, Mott & Morgan; consulting engineer, George W. Ing, San Antonio. BPCT-1808. [Note: Initial decision by examiner James D. Cunningham June 16, 1955 recommended grant of application.]

San Antonio (Ch. 12)—Howard W. Davis tr/as The Walmac Co., 222 W. Commerce St. (KMAC-MBS). 316-kw visual, 158-kw aural, 551-ft. above av. terrain, 515-ft. above ground, 1162-ft. above sea level, lat. 29° 23' 24", long. 98° 21' 00". Transmitter, U. S. Hwy. 87 & Martinez Converse Rd. Plant, \$370,722; yearly operating, \$195,000. Equipment, GE. Howard W. Davis, 100%. Also is AM applicant for McAllen & Corpus Christi, Tex. Counsel, Al M. Heck, San Antonio; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1836. [Note: Initial decision by examiner James D. Cunningham June 16, 1955 recommended denial of application.]

★ **SWEETWATER (Ch. 12)**—KPAR-TV, Texas Telecasting Inc., 7400 College Ave., Lubbock, Tex. CP 8-26-53; 28.2-kw visual, 14.1-kw aural 340-ft. above av. terrain, 437-ft. above ground, 2517-ft. above sea level, lat. 32° 28' 57", long. 100° 22' 20". Transmitter, 1-mi. W. of city. Plant, \$93,213; yearly operating, \$90,000. Equipment, DuMont transmitter, RCA antenna. Same ownership as KDUB-TV, Lubbock, Tex. W. D. Rogers Jr., pres. Counsel, Eliot C. Lovett; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1736. Starting Date: Unreported.

★ **TYLER (Ch. 19)**—KETX, Jacob A. Newborn Jr., Box 1572, Beaumont, Tex. CP 1-29-53; 270-kw visual, 141-kw aural, 900-ft. above av. terrain, 710-ft. above ground, 1341-ft. above sea level, lat. 32° 27' 12", long. 95° 07' 46". Transmitter, 12-mi. NE of Tyler on U. S. Hwy. 271. Plant, \$110,000; yearly operating, \$98,400. Equipment, GE. Mr. Newborn owns laundry & real estate. BPCT-1422. [Note: Began operation Aug. 24, 1953, but quit air Oct. 24, 1954, reverting to CP status; see *Television Digest*, Vol. 10:43. CP expires Dec. 1, 1955.]

VIRGINIA

Bristol—See also Bristol, Tenn.

Bristol (Ch. 5)—Appalachian Bcstg. Corp., Cumberland & Front Sts. (WCYB). 100-kw visual, 53.5-kw aural, 1973-ft. above av. terrain, 120-ft. above ground, 4260-ft. above sea level, lat. 36° 27' 30", long. 82° 04' 32". Transmitter, Holston High Knob, 700-ft. NE of Triangulation Station, Elizabethon No. 13. Plant, \$335,120; yearly operating, \$330,000. Equipment, GE. J. Frey Rogers, v.p. & sales mgr., 25%; Robert H. Smith, pres. & gen. mgr., 25%; Charles M. Gore, secy., 16.2%; Harry M. Daniel, v.p., 16.2%; Frank W. DeFriece Jr., treas., 16.2% (gen. mgr. pharmaceutical products mfr.). Counsel, Fly Shuebruk & Blume; consulting engineer, George C. Davis. BPCT-850. [Note: Initial decision by examiner Isadore A. Honig Feb. 1, 1955 recommended grant of application.]

★ **DANVILLE (Ch. 24)**—WBTV-TV, Piedmont Bcstg. Corp., 710 Grove St. (WBTV-ABC). CP 12-17-52; 22.4-kw visual, 11.8-kw aural, 647-ft. above av. terrain, 273-ft. above ground, 1363-ft. above sea level, lat. 36° 44' 28", long. 79° 23' 05". Transmitter, White Oak Mt., 10-mi. N. of Danville. Plant, \$234,438; yearly operating, \$135,000. Equipment, RCA. L. N. Dibrell, pres., 4.1%; W. E. Gardner Jr., 8%; James W. Ray, v.p., 5.8%; F. Hamilton Vass, secy., 1.19%; E. J. Wyatt Jr., 2.67%; over 40 others, none with more than 4%. Counsel, John Midlen; consulting engineer, Geo. C. Davis. BPCT-643. [Note: Began operating Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status; see *Television Digest*, Vol. 11:1, 2. CP expires Jan. 16, 1956.]

NEWPORT NEWS-NORFOLK (Ch. 33)—WACH-TV Eastern Bcstg. Corp., 114 24th St., Newport News (WACH). CP 2-4-53; 20.9-kw visual, 10.5-kw aural, 310-ft. above av. terrain, 318-ft. above ground, 351-ft. above sea level, lat. 36° 58' 36", long. 76° 25' 54". Transmitter, 114 24th St. Plant, \$152,050; yearly operating, \$130,000. Equipment, Federal transmitter, Workshops antenna. John Doley, pres.-treas., 23%; Stuart A. Smith, v.p., 16%; Margaret S. Doley, asst. treas., 21%; George H. Hill, secy., 1%; C. Archer Smith, 20.53%; 5 others, none as much as 3.5%. Counsel, Eugene L. Burke; consulting engineers, George F. Adair Engineering Co. BPCT-889. [Note: Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status; see *Television Digest*, Vol. 10:14, 31 & 11:27. Holds CP without expiration date as it complied with FCC requirements concerning program tests.]

Norfolk—See also Portsmouth.

Norfolk (Ch. 10)—Beachview Bcstg. Corp., 431 Granby St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 49' 49", long. 76° 27' 45". Transmitter, .6-mi. S. of Deane, Va. Plant, \$642,825; yearly operating, \$750,000. Equipment, RCA. Dudley Cooper, pres.-treas., 77.77% (retail jewelry & real estate); Irving M. Kipnes, secy., 10.03% (adv. agency account exec.); Vernon T. Myers, v.p. 2.71% (real estate); John R. Roughton, v.p., 6.77% (auto dealer & real estate); W. Gerald Akers, v.p., 2.7% (W & M College dept. head); Paul O. Hirschbuhl, treas., 1.36% (banker); Francis V. Guidice, .87% (asst. operations mgr., WTTG, Washington); Ruth Anne Flaherty, 42% (producer, WMAL-TV, Washington). Counsel, Welch, Mott & Morgan; consulting engineers, Kear & Kennedy. BPCT-1605. [Note: Initial decision by examiner Charles J. Frederick Dec. 29, 1954 recommended grant of application.]

★ **PETERSBURG (Ch. 8)**—WXEX-TV, Petersburg Television Corp., 701 Union Trust Bldg. CP 10-1-54; 316-kw visual, 158-kw aural, 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level, lat. 37° 20' 33", long. 77° 18' 17". Transmitter, Hundred Rd., 7.5 mi. E. of Chester. Plant, \$597,546; yearly operating, \$685,000. Equipment DuMont transmitter, RCA antenna. Thomas G. Tinsley Jr., pres. (owns WITH, Baltimore, and WLEE, Richmond; holds CP for WITH-TV, Baltimore, Md.); Lee Bcstg. Corp., 45% (licensee of WLEE); Irvin G. Abelow, v.p., 2.2%; H. Carter Myers Jr., v.p., 2.2% (auto dealer & real estate); Alexander Hamilton Jr., secy., 1.1% (attorney); Benjamin T. Kinsey, treas., 2% (attorney & real estate); James L. Dodd Jr., asst. secy., 2.2%; remainder held by 50 others, none owning more than 3%. Counsel, Arnold, Fortas & Porter; consulting engineers, Kear & Kennedy. BPCT-1772. Rep: ForJoe. Starting Date (as reported), Aug., 1955.

Portsmouth—See also Norfolk.

Portsmouth (Ch. 10)—Portsmouth Radio Corp., 205 Professional Bldg. (WAVY-NBC). 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level, lat. 36° 49' 13", long. 76° 30' 32". Transmitter, Kings Hwy., Drivers, Va. Plant, \$685,656; yearly operating, \$700,000. Equipment, RCA. Hunter C. Phelan, pres.; Carl J. Burkland, v.p.-gen. mgr.; George T. McLean, v.p.; Henry C. Hofheimer II, secy.-treas. There are 61 stockholders, none owning as much as 10%. Note: Following are voting trustees under arrangement with other stockholders who continue as beneficial owners; J. O. Aspinwall Jr.; Carl J. Burkland; Wm. M. Camp; R. D. Cooke; E. T. Gresham; Porter R. Hardy Jr.; Henry C. Hofheimer II; C. K. Hutchers; J. W. Luter; George T. McLean; Hunter C. Phelan. Engineers, A. D. Ring & Assoc. BPCT-1750. [Note: Initial decision by examiner Charles J. Frederick Dec. 29, 1954 recommended denial of application.]

★ **RICHMOND (Ch. 29)**—WOTV, Winston-Salem Bcstg. Co. Inc., 826½ W. Fourth St., Winston-Salem, N. C. CP 12-2-53; 17-kw visual, 9.33-kw aural, 540-ft. above av. terrain, 546-ft. above ground, 761-ft. above sea level, lat. 37° 30' 16", long. 77° 30' 39". Transmitter, 1.6-mi. from Richmond on Midlothian Turnpike. Plant, \$153,954; yearly operating, \$180,000. Equipment, RCA. James W. Coan, pres., 15%; John G. Johnson, secy.-treas., 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%; Gordon Hanes, 3.71%; Agnew H. Bahnsen Jr., 1.66%; Kenneth Mountcastle Jr., 1.85%; Katherine K. Bahnsen, 1.85%. Also operates WTOB-TV, Winston-Salem. Counsel, Krieger & Jorgensen. BPCT-1623. Starting Date: Unreported.

Richmond (Ch. 12)—Richmond Newspapers Inc., 111 North Fourth St. (WRNL-ABC). 316-kw visual, 158-kw aural, 768-ft. above av. terrain, 800-ft. above ground, 1000-ft. above sea level, lat. 37° 36' 25", long. 77° 31' 15". Transmitter, 6.6-mi. NW of Richmond near U.S. 250 & Penick Rd. Plant, \$721,848; yearly operating, \$575,000. Equipment, RCA. David Tennant Bryan, pres. & treas.; J. D. Wise, v.p. & asst. treas. Applicant publishes *Richmond Times-Dispatch* and *News-Leader* and has interlocking ownership with *Tampa Tribune* operating WFLA-TV & WFLA. Counsel, Segal, Smith & Hennessey; consulting engineers, Jansky & Bailey Inc. BPCT-321. [Note: Initial decision by examiner H. Gifford Irlon Feb. 21, 1955 recommended denial of application.]

Richmond (Ch. 12)—Richmond Television Corp., 1013-A E. Main St. 316-kw visual, 200-kw aural, 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level, lat. 37° 30' 25", long. 77° 30' 05". Transmitter, U. S. Rt. 60, Midlothian Turnpike.

Plant, \$700,000; yearly operating, \$850,000. Equipment, RCA. Larus & Brother Co. Inc., 60%; Neighborhood Theatres Inc., 14.32%; remainder held by 44 others, none owning more than 2%. C. T. Lucy, pres.; Wm. T. Reed Jr., v.p.; Barron Howard, v.p. & gen. mgr.; Morton G. Thalheimer, v.p.; Robt. T. Barton Jr., secy-treas. Counsel, Cohn & Marks and Fisher, Wayland, Duvall & Southmayd; consulting engineers, Weldon & Carr. BPCT-1622. [Note: Initial decision by examiner H. Gifford Irion Feb. 21, 1955 recommended grant of application.]

★ **ROANOKE (Ch. 7)**—WDBJ-TV, Times-World Corp., 201 W. Campbell Ave. (WDBJ-CBS). CP 3-31-55; 316-kw visual, 158-kw aural, 1997-ft. above av. terrain, 553-ft. above ground, 3613-ft. above sea level, lat. 37° 20' 37", long. 80° 04' 14". Transmitter, Mill Mt. Plant, \$525,063; yearly operating, \$238,450. Equipment, DuMont transmitter, RCA antenna. First National Exchange Bank of Roanoke for estates of J. P. & J. B. Fishburn, 86%; J. P. Fishburn trust, 2.7%; 7 others, none holding more than 2%. Applicant publishes *Roanoke Times & World-News*. Counsel, George O. Sutton; consulting engineer, George C. Davis, BPCT-1056. Rep: Free & Peters. Starting Date (as reported): Fall of 1955.

WASHINGTON

★ **EPHRATA (Ch. 43)**—KBAS-TV, Basin TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. CP 5-4-55; 16.9-kw maximum and 13.3-kw horizontal visual, 6.7-kw aural, 656-ft. above av. terrain, 139-ft. above ground, 2239-ft. above sea level, lat. 47° 18' 45", long. 119° 35' 00". Transmitter, 1-mi. W of Ephrata. Plant, \$82,405; yearly operating, \$25,000. Equipment, GE. Cascade Bestg. Co. Inc., 100%. Thomas C. Bostic, pres. Also owns KIMA-TV & KIMA, Yakima; KEPR-TV, Pasco and KLEW-TV, Lewiston, Ida.; is applicant for Ch. 8 in Walla Walla. This station will operate as satellite of KIMA-TV, Yakima. Counsel, Prince, Taylor & Crampton; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1977. Starting Date: Unreported. [Note: CP stayed pending hearing on protest filed by KSEM, Moses Lake, Wash.]

★ **SEATTLE (Ch. 20)**—KCTL, Seattle Construction Co. Inc., 200 W. Mercer St. CP 4-7-54, 200-kw visual, 100-kw aural, 630-ft. above av. terrain, 373-ft. above ground, 800-ft. above sea level, lat. 47° 38' 02", long. 122° 21' 16". Transmitter, 1601 1st Ave. N. Plant, \$225,198; yearly operating, \$131,500. Equipment, RCA. Edward J. Schneider, pres., 33 1/3%; Wm. G. Clark, v.p., 33 1/3%; Frank J. Capretto, secy-treas., 33 1/3%. BPCT-1811. Starting Date: Unreported.

Seattle (Ch. 7)—KXA Inc., 312 Bigelow Bldg. (KXA), 200-kw visual, 100-kw aural, 766-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59". Transmitter, 301 Galer St. Plant, \$340,678; yearly operating, \$510,000. Equipment, RCA. Cassius E. Gates, chairman, 10% (attorney); Wesley I. Dumm, pres., 16.25% (ex-pres. of KPIX, San Francisco); Philip G. Lasky, 4.5% (v.p. & gen. mgr. KPIX; v.p. KSFO); Hugh Smith, v.p. & gen. mgr., 6.5%; S. L. Savidge, treas., 1.5%; George F. Kachlein, secy., 1%; Howard H. Wright, director, 5%; Franklin M. Dumm, 8.65%; Geo. Van Waters, 5%; Victor E. Rabel, 5%; over 15 others, none owns as much as 4%. Counsel, Fly, Shuebruk, Blume & Gagin; consulting engineer, A. E. Towne, San Francisco. BPCT-902. [Note: Initial decision by examiner Thomas H. Donahue April 5, 1955 recommended denial of application.]

Seattle (Ch. 7)—Puget Sound Bestg. Co., Camlin Hotel (KVI-MBS), 256-kw visual, 144-kw aural, 1350-ft. above av. terrain, 385-ft. above ground, 1765-ft. above sea level, lat. 47° 32' 38", long. 122° 06' 24". Transmitter, 4-mi. NW of Issaquah, Wash. Plant, \$390,683; yearly operating, \$400,000. Equipment, RCA. Vernice Irwin, pres., 11.46%; Laura M. Doernbecher, v.p.-secy., 19.84%; Dorothy Butler, treas., 14.58% (4.58% as trustee for Pamela D. Butler); George Vance, 12.13%; Donal F. Hedlund, 12.12%; Elmer Nordstrom, 12.12%; Earl T. Irwin, 3.64%; over 15 other stockholders, none owns over 1.5%. Counsel, Segal, Smith & Hennessey; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1592. [Note: Initial decision by examiner Thomas H. Donahue April 5, 1955 recommended denial of application.]

Seattle (Ch. 7)—Queen City Bestg. Co., 1530 Queen Anne Ave. (KIRO-CBS), 316-kw visual, 158-kw aural, 817-ft. above av. terrain, 598-ft. above ground, 1000-ft. above sea level, lat. 47° 38' 01", long. 122° 21' 20". Transmitter, 1530 Queen Anne Ave. Plant, \$534,354; yearly operating, \$560,000. Equipment, GE. Saul Haas, pres., 62.05%; Harold N. Graves, v.p. & secy-treas., 0.54%; Wm. F. Tucker, v.p.; Sen. Warren G. Magnuson, 4.01%; Louis K. Lear estate, 12.3%; U. N. Banks, 5.12% (as trustee for Harry Lear); Ruth Cooper trust, 5.12%; 40 other stockholders, none owns over 2%. Counsel, Arnold Fortas & Porter; consulting engineer, J. B. Hatfield, Seattle. BPCT-453. [Note: Initial decision by examiner Thomas H. Donahue recommended grant of application.]

★ **VANCOUVER (Ch. 21)**, allocated to Portland, Ore.—KVAN-TV, KVAN Inc., 707 1/2 Main St. (KVAN). CP 9-23-53; 107-kw visual, 62-kw aural, 1014-ft. above av. terrain, 254-ft. above ground, 1297-ft. above sea level, lat. 45° 29' 21", long. 122° 41' 41". Trans., Portland, about 10 miles S.W. of center of Vancouver. Plant, \$220,386; yearly operating \$560,000. Equipment, DuMont transmitter, RCA antenna. Sheldon F. Sackett, pres., 75%; Fred F. Chitty estate, 5%; D. Elwood Caples, v.p., 20%. Mr. Sackett also is principal stockholder of KROW, Oakland, and KOOS, Coos Bay, Ore. and publisher of *Coos Bay Times*. Counsel, Krieger & Jorgensen; consulting engineers, A. D. Ring & Assoc. BPCT-959. Starting Date: Unreported.

Walla Walla (Ch. 5)—KHQ Inc., 700 Radio Central Bldg., Spokane, Wash. 1.42-kw visual, .85-kw aural, 1369-ft. above av. terrain, 140-ft. above ground, 4320-ft. above sea level, lat. 45° 59' 25", long. 118° 08' 52". Transmitter, Pikes Peak, 10.8-mi. SE of Walla Walla. Plant, \$136,626; yearly operating, \$31,200. Equipment, RCA. Spokane Chronicle Co., 100%. Officers of KHQ Inc.: Richard O. Dunning, pres.; Wm. B. Hyde, secy.; Milton O. Fritsch, treas.-asst. secy. For other interests, see KHQ-TV, Spokane. Plans rebroadcast of KHQ-TV programs. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, George C. Davis. BPCT-1942.

Walla Walla (Ch. 5)—J. Elroy McCaw, The Highlands, Seattle, Wash. 11.76-kw visual, 5.88-kw aural, 274-ft. above av. terrain, 509-ft. above ground, 1465-ft. above sea level, lat. 46° 03' 58", long. 118° 20' 07". Transmitter, First Ave. & Poplar St. Plant, \$118,800; yearly operating, \$120,000. Equipment, RCA. J. Elroy McCaw, 100% (100% owner of KTVW, Tacoma, Wash.); 75% of WINS, N.Y.; 50% of KYA, San Francisco and KELA, Centralia, Wash., 33 1/3% of KYAK, Yakima and KALE Richland, Wash.; 25% of KONA, Honolulu; 100% of KORC, Mineral Wells, Tex.) Counsel, Phillip M. Baker; consulting engineers, George P. Adair Engineering Co. BPCT-1960.

Walla Walla (Ch. 8)—Walla Walla TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. 3.04-kw visual, 1.52-kw aural, 6-ft. above av. terrain, 207-ft. above ground, 1157-ft. above sea level, lat. 46° 04' 00", long. 118° 20' 23". Transmitter, Marcus Whitman Hotel. Plant, \$42,405; yearly operating, \$25,000. Equipment, RCA. Cascade Bestg. Co. Inc., 100%. Thomas C. Bostic, pres.; J. Barry Watkinson, v.p.; Frank E. Mitchell, secy-treas. Cascade Bestg. Co. is permittee of KIMA-TV and licensee of KIMA Yakima. Also operates KEPR-TV, Pasco, holds CP for Ch. 3 in Lewiston, Ida. and is applicant for satellite in Ephrata, Wash. This application is for proposed TV satellite of KIMA-TV. Counsel, Prince, Taylor & Crampton; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1945.

★ **YAKIMA (Ch. 23)**—KRSB, Chinook Television Co., c/o Radio Station KYAK, Box 172, CP 3-30-55; 21.9-kw visual, 11.7-kw aural, 960-ft. above av. terrain, 150-ft. above ground, 2150-ft. above sea level, lat. 46° 31' 56", long. 120° 30' 30". Transmitter, Ahtanum Ridge Rd., 5-mi. S of Yakima. Plant, \$144,156; yearly operating, \$120,000. Equipment, RCA. Robert S. McCaw, 100%. Mr. McCaw holds CP for new radio station in Moses Lake, Wash.; is pres. & 33 1/3% owner of KYAK, Yakima and KALE, Richland, Wash.; has 10% interest in Harbor TV Corp., Aberdeen, and 20% in Tri-City TV Service, Kennewick, both community antenna systems; is manager and has option to buy 33 1/3% of Mutual Electronic Supply Co., Seattle, supplier of community antenna system gear and coaxial cable. Engineer, John Walker, Aberdeen. BPCT-1924. Starting Date: Unreported.

WEST VIRGINIA

★ **BLUEFIELD (Ch. 6)**—WHIS-TV, Daily Telegraph Printing Co., 623 Commerce St., Bluefield, W. Va. (WHIS-NBC, Bluefield). CP 10-29-54; 50.112-kw visual, 28.146-kw aural, 1225-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level, lat. 37° 15' 21.31", long. 81° 10' 55.43". Transmitter, top of East River Mt. Ridge. Plant, \$226,000; yearly operating, \$120,000. Equipment, RCA. H. I. Shott estate, 29.2% (*Bluefield Daily Telegraph*); Hugh I. Shott Jr., 23.6%; Jim H. Shott, pres., 23.48%; Ned Shott, treas., 12%; Mrs. Lillian S. Brant, 23.36%; Mrs. B. L. Early, 2.4%. Counsel, Dow, Lohnes & Albertson; consulting engineer, John H. Mullaney. BPCT-1515. Rep: Katz. Starting Date (as reported): Aug., 1955.

★ **CHARLESTON (Ch. 49)**—WKNA-TV, Joe L. Smith Jr. Inc., Main & Kanawha Sts., Beckley, W. Va. (WKNA-NBC). CP 3-4-53; 225-kw visual, 120-kw aural, 390-ft. above av. terrain, 342-ft. above ground, 1292-ft. above sea level, lat. 38° 21' 22", long. 81° 40' 02". Transmitter, 5 mi. E of S. Charleston. Plant \$326,917; yearly operating, \$141,660. Equipment, RCA. Joe L. Smith Jr., pres.-treas., 100% (also owns WJLS, Beckley). Counsel, Plerson & Ball; consulting engineers, A. D. Ring & Assoc. BPCT-591. [Note: Began operation Sept. 17, 1953 with 22.5-kw visual, 12-kw aural, but quit air Feb. 12, 1955, reverting to CP status; see *Television Digest*, Vol. 11:6. CP expires Jan. 16, 1956.]

★ **CLARKSBURG (Ch. 12)**—WBLK-TV, Ohio Valley Bestg. Corp., 211 5th St., Parkersburg (WBLK-NBC). CP 2-17-54; 4.36-kw visual, 2.19-kw aural, 740-ft. above av. terrain, 420-ft. above ground, 1920-ft. above sea level, lat. 39° 17' 02", long. 89° 19' 47". Transmitter, 1-mi. N of city atop Pinnicknick Mt. Plant, \$312,141; yearly operating, \$200,000. Equipment, RCA. News Publishing Co., Wheeling, 89%; also licensee of WPAR, Parkersburg, 60% owner of WKWK, Wheeling, and 30% owner of WTRF-TV, Wheeling. Frances Ogden Stubblefield owns 53.9% of News Publishing Co., publisher of *Wheeling Intelligencer & News-Register*, *Fairmont Times-West Virginian*, *Elkins Inter-Mountain*, *Parkersburg News & Sentinel*, *Weirton Times*, *Welch News*, *Martinsburg Journal*, all in West Virginia. Austin V. Wood, pres., 2%; George H. Clinton, v.p., 2%; Louis F. Committee, secy-treas., 2%; John R. Williams, 2%; Wm. G. Stathers, 1%; James M. Guilher, 1%; Luther S. Berry, 1%. Counsel, Leonard Marks; consulting engineer, Vilah G. Brooks, Parkersburg. BPCT-849. Starting Date: Unreported. [Note: Delayed by protest, see *Television Digest*, Vol. 10:47 & 11:24, 25, 28.]

★ **HUNTINGTON (Ch. 13)**—WHTN-TV, Greater Huntington Radio Corp., 1112 1/2 Fourth Ave., P.O. Box 1957 (WHTN). CP 9-2-54; 316-kw visual, 158-kw aural, 1270-ft. above av. terrain, 1079-ft. above ground, 2054-ft. above sea level, lat. 38° 17' 52", long. 82° 38' 35". Transmitter, 13.6-mi. SW of Huntington. Plant, \$324,806; yearly operating, \$260,000. Equipment, RCA. Applicant controlled 99% by Greater Huntington Theatre Corp.; A. B. Hyman, pres.; S. J. Hyman, v.p.; Fred Weber, v.p. (pres. of WFPQ-TV, Atlantic City, off air). Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Jansky & Bailey Inc. BPCT-773. Rep: Petry. Starting Date (as reported): Sept., 1955.

★ **WHEELING (Ch. 51)**—WLTW, Polan Industries, 321 Eighth St., Huntington. CP 2-11-53; 120-kw visual, 67.6-kw aural, 178-ft. above av. terrain, 241-ft. above ground, 1261-ft. above sea level, lat. 40° 04' 16", long. 80° 43' 13". Transmitter, Palo Alto St. between 9th & 10th Sts. Plant, \$224,500; yearly operating, \$200,000. Equipment, RCA. Equal partnership of 5 brothers—Lincoln M., Albert S., Charles M., E. G. and Lake Polan Jr. In addition, E. G. Polan owns 20% interest in WPLH, Huntington, W. Va. Also holds CP for WPTV, Ashland, Ky. (Ch. 59). Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1048. Starting Date: Unreported.

WISCONSIN

Glendale—See also Milwaukee.

★ **GLENDALÉ (Ch. 6, allocated to Whitefish Bay)**—WITI-TV, Independent Television, Inc., 212 W. Wisconsin, Milwaukee. CP 6-29-55; 100-kw visual, 64-kw aural, 983-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12' 30", long. 87° 55' 19". Transmitter, Port Washington Rd. & Donges Bay Rd. Plant, \$613,305; yearly operating, \$725,000. Equipment, DuMont transmitter, RCA antenna. Jack Kahn, pres., 25% (yarn & hosiery mfg.); Richard G. Fried, v.p., 14% (glove & mitten mfg.); Laurence Fleischman, secy.-treas., 10% (adv. & auto dealer); owns 15% of Leaders Newspapers Inc., Plymouth, Mich., publisher of 2 suburban newspapers; Robert K. Straus, 10% (33½% Omnibook Inc., N.Y., publishers); Arthur Fleischman, 10% (floor covering & real estate); Max Osnos, 9% (dept. store); owns 93% of Woodward Bcstg. Co., which holds CPs for WIBD-TV, Detroit and WTOH-TV, Toledo, O.); Manistee Investment Corp., 10% (investments, Stanley Glen, pres. is also v.p. of applicant); Sol. J. Kahn, 7% (attorney); William A. Roberts, 4% (Washington attorney). Counsel, Roberts & McInnis; consulting engineer, Russell F. May. BPCT-1831. Starting Date (as reported): Jan., 1956.

Madison (Ch. 3)—Badger Television Co. Inc., 110 E. Main St. (WIBA-NBC). 100-kw visual, 50-kw aural, 756-ft. above av. terrain, 751-ft. above ground, 1751-ft. above sea level, lat. 43° 04' 01", long. 89° 26' 18". Transmitter, Glenway & Regent Sta. Plant, \$545,773; yearly operating, \$240,000. Equipment, RCA. Capital Times Co., 31.5%; Wisconsin State Journal Co., 13.5%; Wm. E. Walker, pres., 10% (owner of 50% of WMBV-TV, Marinette-Green Bay, Wis.); Don Anderson, v.p., 1.5% (publisher Wisconsin State Journal); Bernard M. Mautz, v.p., 5% (paint mfr.); Frank A. Jones, treas., 9.5% (furniture dealer); Arthur Towell, 9.5% (advertising); Paul A. Kayser, 9.5% (auto dealer); Louis Hlrsig, 5% (hardware); Ralph C. Bolz, 4.5% (v.p., Oscar Mayer & Co., packers); J. Martin Wolman, 5% (bus. mgr., Wisconsin State Journal). Counsel, Dow Lohnes & Albertson; consulting engineer, Geo. C. Davis. BPCT-1472. [Note: Initial decision by examiner James D. Cunningham Aug. 3, 1954 recommended grant of application.]

Madison (Ch. 3)—Radio Wisconsin Inc., 114 N. Carroll St. (WISCA-ABC). 100-kw visual, 50-kw aural, 795-ft. above av. terrain, 706-ft. above ground, 1826-ft. above sea level, lat. 43° 01' 52", long. 89° 30' 18". Transmitter, highway PD, 6.9-mi. WSW of center of Madison. Plant, \$485,773; yearly operating, \$240,000. Equipment, RCA. Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 17.5% (attorney with interest in multiple planasonic vibrations research firm); Russell A. Nelson, v.p., 5% (construction); Ralph R. O'Connor, secy., 5%; H. Kenneth Harley, treas., 5% (investment securities). Directors: Morgan Murphy, 15.2%; George H. Johnson, 5% (machine tool mfr.); W. C. Bridges. Harry Sauthoff, not an officer, holds 12.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes

Superior Evening Telegram. For holdings of Murphy & Bridges, see WEAU-TV, Eau Claire, Wis. Counsel, Scharfeld, Jones & Baron; consulting engineer, Charles B. Persons, Duluth, Minn. BPCT-410. [Note: Initial decision by examiner James D. Cunningham Aug. 3, 1954 recommended denial of application.]

Milwaukee—See also Glendale.

★ **MILWAUKEE (Ch. 25)**—WCAN-TV, Midwest Bcstg. Co., 704 W. Wisconsin Ave. CP 2-4-53; 229-kw visual, 123-kw aural, 410-ft. above av. terrain, 470-ft. above ground, 1170-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5401 W. Marten Dr. Plant, \$196,350; yearly operating \$180,000. Equipment, RCA. Lou Poller, pres., 85.2%; Alex Rosenman, v.p., 4.8%; Theodore Rosenak, exec. v.p., 10%. Counsel, Phillip M. Baker and Cottone & Scheiner; engineer, Russell May. BPCT-784. [Note: This station began operating Sept. 5, 1953, but quit the air Feb. 27, 1955, reverting to CP status after FCC approved deal whereby WCAN-TV physical facilities were sold to CBS at same time CBS bought CP of WOKY-TV (Ch. 19), turning WOKY-TV facilities over to Poller group; see Television Digest, Vol. 10:47 & 11:3. CP expires Sept. 14, 1955.]

★ **MILWAUKEE (Ch. 31)**—WFOX-TV, Business Management Inc., 4531 W. Forest Home Ave. (WFOX). CP 5-4-55; 21.2-kw visual, 11.9-kw aural, 353-ft. above av. terrain, 434-ft. above ground, 1064-ft. above sea level, lat. 43° 02' 20", long. 87° 54' 17". Transmitter, 208 E. Wisconsin Ave. Plant, \$124,961; yearly operating, \$150,000. Equipment, GE. Joseph A. Clark, pres. & treas., 100% (dairyman); Edward I. Stillman, v.p.; Charles L. Goldberg, secy. Counsel, McKenna & Wilkinson; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1964. Starting Date: Unreported.

† **Milwaukee (Ch. 10, ed.)**—Board of Vocational & Adult Education, 1015 N. Sixth St. 29-kw visual, 14.5-kw aural, 416-ft. above av. terrain, 456-ft. above ground, 1156-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5407 W. Martin Dr. Plant, \$260,000; yearly operating, \$75,000. Equipment, GE transmitter, RCA antenna. Otto A. Jirikowic, pres., Richard S. Falk, v.p.; John J. Metz, secy. Counsel, Walter J. Mattison, city atty.; engineer, Glenn Koehler, U of Wisconsin. BPET-19.

† **Milwaukee (Ch. 10, educational)**—Wisconsin State Radio Council, c/o H. B. McCarty, executive director, Radio Hall, U of Wisconsin, Madison. 58-kw visual, 29-kw aural, 416-ft. above av. terrain, 456-ft. above ground, 1156-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5407 W. Martin Dr. Plant, \$277,000; yearly operating, \$20,000. Equipment, RCA. Henry L. Ewbank, chairman (prof. of speech, U of Wis.); George E. Watson, vice-chairman (state supt. of public instruction). Counsel, Vernon W. Thompson, attorney general of Wis. and Dow, Lohnes & Albertson; consulting engineer, Glenn Koehler, 2406 Chamberlain Ave., Madison, Wis. BPET-46.

Superior—See Duluth, Minn.

Whitefish Bay—See also Milwaukee, Glendale.

Territories and Possessions

HAWAII

★ **WAILUKU, Maui (Ch. 12)**—KMVI-TV, Maui Publishing Co., Ltd., Box 374, Wailuku. (KMVI-NBC). CP 5-25-55; 30-kw visual, 15-kw aural, 5910-ft. above av. terrain, 100-ft. above ground, 10,030-ft. above sea level, lat. 20° 42' 43", long. 156° 15' 26". Transmitter, Mt. Haleakala. Plant, \$80,000; yearly operating, \$42,000. Equipment, GE. J. Walter Cameron, pres., 41.7%; Maui Pineapple Co. Ltd., 41.267%; Kahului Railroad Co., 8.4%; H. P. Baldwin Ltd., 3.7%; Merryll C. Shaver, secy.-treas., 8.3%; F. P. Baldwin, 1%; W. J. Lanquist, W. H. Balthis, O. H. Barnett Jr., each 3.33%. Plans to re-transmit programs of KONA, Honolulu. Counsel, Dow, Lohnes & Albertson; consulting engineer, Lawrence Trombley, Honolulu. BPCT-1981. Rep: NBC Spot Sales. Starting Date (as reported): Sept., 1955.

PUERTO RICO

Caguas (Ch. 11)—American Colonial Bcstg. Corp., Box 4189, San Juan, P. R. (WKVM, San Juan). 2.67-kw visual, 1.34-kw aural, 1177-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level, lat. 18° 16' 54", long. 66° 06' 46". Transmitter, 6-mi. NW of Caguas on Cerro Marquesa Mt. Plant, \$35,809 (tower & antenna available; transmitter partially paid for); yearly operating, \$60,000. Equipment, Gates transmitter, RCA antenna. Ralph Perez Perry, 100%. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-1980.

Caguas (Ch. 11)—Supreme Bcstg. Co. Inc., 1500 Canal St., New Orleans, La. 29.8-kw visual, 17.9-kw aural, 1082-ft. above av. terrain, 387-ft. above ground, 1863-ft. above sea level, lat. 18° 16' 10", long. 66° 05' 37". Transmitter, Aguas Buenas Rd. Plant, \$20,000 (most equipment on hand); yearly operating, \$120,000. Equipment, RCA. Chester F. Owens, pres., 96%; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Also operate WJMR-TV, New Orleans, and are negotiating for purchase of 30% of WORA-TV, Mayaguez, P. R. (Ch. 5). For other interests, see WJMR-TV. Counsel, Owens, Levy & Voelker; engineer, J. S. Petrick, New Orleans. BPCT-1991.

★ **MAYAGUEZ (Ch. 5)**—WORA-TV, Radio Americas Corp., Box 43 (WORA). CP 1-27-55; 1.48-kw visual, .891-kw aural, 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level, lat. 18° 09' 02", long. 66° 59' 20". Transmitter, 2.2-mi. S of Maricao on Insular Rd. No. 81. Plant, \$104,403; yearly operating, \$80,000. Equipment, RCA. Alfredo R. de Arellano Jr., pres., 93.55% (sugar cane grower); 5 other stockholders, none owns over 1.25% Radio Americas also owns 21.4% of WPRP, Ponce and 12.5% of WIBS, San Juan. [Note: Owners of WJMR-TV, New Orleans, are negotiating to buy 30%. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Page, Creutz, Garrison & Waldschmitt. BPCT-1713. Starting Date: Unreported.

Mayaguez (Ch. 3)—El Mundo Inc., Box 1072, San Juan, Puerto Rico. 25.2-kw visual, 13.6-kw aural, 695-ft. above av. terrain, 284-ft. above ground, 898-ft. above sea level, lat. 18° 04' 16",

long. 67° 07' 47". Transmitter, 1.75-mi. SE of Cabo Rojo. Plant, \$231,294; yearly operating, \$25,000. Equipment, GE. Angel Ramos, pres., 70.38% (publisher of El Mundo, San Juan, operator of WKAQ-TV); Belen Boada, 16.54% (real estate); Jose Coll Vidal, 8.76% (real estate); Juan Coll Vidal, 3.29% (real estate); Alejandro J. Bozzo Pou, .09%. Counsel, Segal, Smith & Hennessey; consulting engineer, Geo. C. Davis. BPCT-1892. [Note: Will apply for Ch. 7 if FCC approves move of channel from Ponce to Mayaguez.]

Mayaguez (Ch. 3)—Ponce de Leon Bcstg. Co. Inc. Box 4563, San Juan, P. R. 5.86-kw visual, 2.93-kw aural, 628-ft. above av. terrain, 349-ft. above ground, 848-ft. above sea level, lat. 18° 04' 09", long. 67° 07' 38". Transmitter, 2-mi. SE of center of Cabo Rojo. Plant, \$133,977; yearly operating, \$28,000. Equipment, RCA. For ownership and other interests see WAPA-TV, San Juan. Station proposed herein is to be used, generally, as a satellite for WAPA-TV, San Juan. Counsel, Dow, Lohnes & Albertson; consulting engineers, Commercial Radio Equipment Co. BPCT-1906.

★ **Puerto Rico (Ch. 6, educational)**—WUTV, Dept. of Education of Puerto Rico, San Juan. CP 2-2-55; 100-kw visual, 50-kw aural, 1120-ft. above av. terrain, 485-ft. above ground, 1863-ft. above sea level, lat. 18° 16' 00", long. 66° 05' 05". Transmitter, 1.3-mi. ENE of Aguas Buenas. Plant, \$548,715; yearly operating, \$250,000. Equipment, GE. Mariano Villaronga, secy. of education. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum. BPET-42. Starting Date: Jan., 1956.

CANADIAN CPs OUTSTANDING

(As of July 15, 1955.)

★ **Barrie, Ont. (Ch. 3)**—CKVR-TV, Ralph Snelgrove Television Ltd., 26 Dunlop St. W., Box 267 (CKBB). Recommended 9-22-54; 14-kw visual, 7-kw aural, 369-ft. above av. terrain, 175-ft. above ground, 1212-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55". Transmitter, 2-mi. S of Barrie. Equipment, GE. Ralph Snelgrove, pres.; R. Stanley Dilworth, v.p. (Dilworth Equipment Co., Toronto); H. L. Van Wyck, secy. (lawyer); W. Elmer Webster, treas.; and following directors: Peter A. Sinclair (former Barrie mayor); Paul Mulvihill (sales rep). Reprs: Adam Young and Paul Mulvihill (Toronto-Montreal). Starting Date (as reported): Fall of 1955.

★ **Charlottetown, P.E.I. (Ch. 13)**—CFCY-TV, The Island Radio Bcstg. Co., Ltd., 85 Kent St. (CFCY). Recommended 4-15-55; 21-kw visual, 12.5-kw aural, 401-ft. above av. terrain. Note: Additional data not available. Starting Date: Unreported.

★ **Jonquiere, Que. (Ch. 12)**—CKRS-TV, Radio Saguenay Limitee, 735 St. Hubert. (CKRS). Recommended 2-21-55; 20-kw visual,

10-kw aural, 312-ft. above av. terrain, 228-ft. above ground, 748-ft. above sea level, lat. 48° 24' 29", long. 71° 14' 52". Transmitter, Sir Wilfrid Lauier St. Equipment, unknown. Henry LePage, pres.; Tom Burham, mgr. Starting Date (as reported): Fall of 1955.

- ★ **Lethbridge, Alta. (Ch. 7)**—CJOC-TV, Lethbridge Television Ltd., 1015 3rd Ave. S. (CJOC). Recommended 4-15-55; 182.5-kw visual, 105.2-kw aural, 668-ft. above av. terrain, 635-ft. above ground, 3015-ft. above sea level, lat. 49° 42' 55", long. 112° 47' 56". Transmitter, address not specified. Equipment, Standard Electronics transmitter, Alford antenna. Equally owned by radio CJOC and *Lethbridge Herald*; H. P. Buchanan, pres.; N. Botterill, managing director. Reprs: Weed and All-Canada. Starting Date (as reported): "Fall of 1955."
- ★ **North Bay, Ont. (Ch. 10)**—CKGN-TV, Gerald A. Alger, c/o Nipissing Electric Supply Co. Ltd., 110 Maine St. East. Recommended 6-24-55; 28.5-kw visual, 14.25-kw aural, 495-ft. above av. terrain, using directional antenna, 373-ft. above ground. Starting Date (as reported): "Perhaps Dec. of 1955."
- ★ **Sherbrooke, Que. (Ch. 7)**—CHLT-TV, La Tribune Limitee, 221 Dufferin St. (CHLT). Recommended 12-10-53; 17.3-kw visual, 8.8-kw aural, 1848-ft. above av. terrain, 71-ft. above ground, 2796-ft. above sea level, lat. 45° 18' 43", long. 72° 14' 32". Equipment, not specified. *La Tribune* (French language), 100%; Sen. Jacob Nicol, pres. Starting Date (as reported): Early in 1956.
- ★ **St John's, Nfld. (Ch. 6)**—CJON-TV, Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E5105 (CJON). Authorized 10-20-54; 21.04-kw visual, 11-kw aural, 359-ft. above av. terrain, 594-ft. above ground, 1150-ft. above sea level, lat. 47° 32' 08", long. 52° 49' 20". Equipment, RCA. Transmitter: Kenmount Rd., 4 mi. from city. G. W. Stirling, pres.; Don Jamieson, v.p. Reprs: Weed and All-Canada. Starting Date (as reported): Summer of 1955. [Note: Plans start with temporary 1.06-kw visual, .63-kw aural, with antenna 176-ft. above ground, 451-ft. above sea level, lat. 47° 33' 39", long. 52° 43' 24".]
- ★ **Timmins, Ont. (Ch. 6)**—CFCL-TV, J. Conrad Lavigne, 175 Third Ave. (CFCL). Recommended 6-24-55; 18.5-kw visual, 9.25-kw aural, 362-ft. above av. terrain. Rep: Omer Renaud & Co. Ltd. Starting Date (as reported): "Late fall of 1956."
- ★ **Wingham, Ont. (Ch. 8)**—CKNX-TV, Radio Station CKNX Ltd. (CKNX). Recommended 4-15-55; 20-kw visual, 12-kw aural, 793-ft. above av. terrain. W. T. Cruickshank, pres.; G. W. Cruickshank, station mgr. Rep: All-Canada. Starting Date (as reported): Fall of 1955.

Pre-Freeze CPs Relinquished

(With formerly assigned call letters)

- KARO-TV**, Riverside, Cal. (Ch. 1)—Bcstg. Corp. of America (KPRO). Dropped June 22, 1949, because FCC eliminated Channel No. 1.
- KGDM-TV**, Stockton, Cal. (Ch. 8)—E. F. Peffer (KGDM). Dropped June 15, 1949.
- WJAX-TV**, Jacksonville, Fla. (Ch. 2)—City of Jacksonville (WJAX). Cancelled by FCC July 26, 1950.
- WJHP-TV**, Jacksonville, Fla. (Ch. 8)—Jacksonville Journal Co. (WJHP-Perry). Cancelled by FCC April 13, 1949.
- WPDQ-TV**, Jacksonville, Fla. (Ch. 6)—Jacksonville Bcstg. Corp. (WPDQ). Dropped July 22, 1949.
- WSEE**, St. Petersburg, Fla. (Ch. 7)—Sunshine Television Corp. (Robt. R. Guthrie). Dropped Oct. 7, 1949.
- WTZR**, Chicago, Ill. (Ch. 2)—Zenith Radio Corp. (WEFM). Dropped Jan. 9, 1947.
- WEEK-TV**, Peoria, Ill. (Ch. 12)—West Central Bcstg. Co. (WEEK). Cancelled by FCC June 8, 1949.
- WMBD-TV**, Peoria, Ill. (Ch. 6)—Peoria Bcstg. Co. (WMBD). Dropped Sept. 29, 1949.
- WUTV**, Indianapolis, Ind. (Ch. 3)—Wm. H. Block Co. (dept. store). Dropped March 30, 1949.
- WRTV**, New Orleans, La. (Ch. 4)—Maison Blanche-Paramount (WSMB). Dropped Jan. 18, 1950.
- WTFS-TV**, New Orleans, La. (Ch. 7)—Times-Picayune Publishing Co. (WTFS). Dropped July 29, 1949.
- WRTV**, Waltham-Boston, Mass. (Ch. 2)—Raytheon Mfg. Co. Cancelled by FCC March 15, 1950.
- Worcester, Mass. (Ch. 5)**—Worcester Telegram Publishing Co. (WTAG). Dropped Aug. 15, 1946.
- KRTV**, Minneapolis, Minn. (Ch. 9)—Minneapolis Star & Tribune (Cowles). Cancelled by FCC March 30, 1948.
- WAGE-TV**, Syracuse, N.Y. (Ch. 10)—WAGE Inc. (WAGE). Dropped Feb. 16, 1949.
- WTVL**, Utica, N.Y. (Ch. 3)—Utica Observer-Dispatch Inc. (Gannett). Dropped Feb. 3, 1949.
- KGWG**, Portland, Ore. (Ch. 6)—Oregonian Publishing Co. Dropped Jan. 17, 1948.
- KTVU**, Portland, Ore. (Ch. 3)—Video Bcstg. Co. Cancelled by FCC Nov. 22, 1949.

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Post-Freeze**Stations That Have Gone Off Air
Up to July 15, 1955**

(Does not include stations that quit temporarily but resumed)

WKAB-TV, Mobile, Ala. (Ch. 48)—Pursley Bcstg. Service Inc. Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status (see *Television Digest*, Vol. 10:31). CP expires Sept. 1, 1955. [Note: Sale to owners of WJMR-TV, New Orleans (Ch. 61) pending FCC approval; see *Television Digest*, Vol. 11:12, 14, 19.]

KOY-TV, Phoenix, Ariz. (Ch. 10)—KOY Bcstg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954 (see *Television Digest*, Vol. 10:19).

KRTV, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc. Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).

KBID-TV, Fresno, Cal. (Ch. 53)—John Poole Bcstg. Co. Began operation Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status, also asking for lower uhf channel (see *Television Digest*, Vol. 10:29 & 11:9). CP expires Oct. 12, 1955.

KTHE, Los Angeles, Cal. (Ch. 28, educational)—University of Southern California. Began operation Aug. 3, 1953, but quit air Sept. 10, 1954, reverting to CP status; dropped CP Feb. 9, 1955 (see *Television Digest*, Vol. 10:37 & 11:7).

KMBY-TV, Monterey-Salinas, Cal. (Ch. 8)—Monterey Radio-Television Co. Began operation Aug. 17, 1953, sharing time with KSBW-TV, Salinas, but quit air permanently when FCC approved merger with KSBW-TV Feb. 2, 1955 (see *Television Digest*, Vol. 11:6).

KTVU, Stockton, Cal. (Ch. 36)—San Joaquin Telecasters. Began operation Dec. 15, 1953, but quit air April 30, 1955, reverting to CP status (see *Television Digest*, Vol. 11:19). CP expires Oct. 7, 1955.

KDZA-TV, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. Began operation March 16, 1953, but quit air on April 21, 1954, reverting to CP status; CP canceled by FCC Sept. 17, 1954 (see *Television Digest*, Vol. 10:20).

WFTL-TV, Fort Lauderdale, Fla. (Ch. 39)—Tri-County Bcstg. Co. Began operation Apr. 7, 1953 on Ch. 23, but quit air permanently Dec. 29, 1954 after Storer Bcstg. purchased CP of WMIE-TV (Ch. 27) and physical facilities of WFTL-TV, then got FCC approval to change call letters to WGBS-TV and switch to Ch. 23 (see *Television Digest*, Vol. 10:47, 51).

WQXI-TV, Atlanta, Ga. (Ch. 36)—Robert W. Rounsaville. Began operation Oct. 13, 1954, but quit air May 31, 1955, reverting to CP status (see *Television Digest*, Vol. 11:23). CP expires Oct. 19, 1955.

WOKA, Macon, Ga. (Ch. 47)—Macon Television Co. Began operation Aug. 25, 1953 as WETV, later changed call to WNEK-TV, left air May 31, 1955, reverting to CP status (see *Television Digest*, Vol. 11:23). CP expires Sept. 3, 1955.

KFXD-TV, Nampa, Ida. (Ch. 6)—Frank E. Hurt & Sons, Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bcstg. & Television Co. Jan. 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15); dropped CP Oct. 27, 1954.

WRAY-TV, Princeton, Ind. (Ch. 52)—Southern Indiana Telecasting Inc. Began operation Dec. 6, 1953, but quit air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). CP expires Sept. 11, 1955.

KGTV, Des Moines, Ia. (Ch. 17)—Rib Mt. Television Inc. Began operation Nov. 14, 1953, but quit air April 15, 1955 reverting to CP status and asking for interim use of unapplied-for educational channel 11 (see *Television Digest*, Vol. 11:16). CP expires Nov. 24, 1955.

WKLO-TV, Louisville, Ky. (Ch. 21)—Mid-America Bcstg. Corp. Began operation Sept. 7, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:17). CP expires Aug. 1, 1955.

KFAZ, Monroe, La. (Ch. 43)—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status; CP cancelled by FCC Dec. 6, 1954 (see *Television Digest*, Vol. 10:19).

WLAM-TV, Lewiston, Me. (Ch. 17)—Lewiston-Auburn Bcstg. Corp. Began operation Nov. 22, 1953, but quit air March 25, 1955, retaining license (see *Television Digest*, Vol. 11:13). License expires April 1, 1957.

WPMT, Portland, Me. (Ch. 53)—Carrell K. Pierce. Began operation Aug. 27, 1953, but quit air Dec. 16, 1954, reverting to CP status; March 18, 1955 CP was transferred from Frank S. Hoy family to bankruptcy trustee C. K. Pierce (see *Television Digest*, Vol. 10:52). CP expires Aug. 16, 1955.

WBKZ-TV, Battle Creek, Mich. (Ch. 64)—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich.; dropped CP Oct. 22, 1954 (see *Television Digest*, Vol. 10:17, 18, 21).

WTAC-TV, Flint, Mich. (Ch. 16)—Trendle-Campbell Bcstg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status; dropped CP Aug. 10, 1954 (see *Television Digest*, Vol. 10:19, 31).

WFTV, Duluth, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota. Began May 31, 1953, but quit air July 11, 1954 (see *Television Digest*, Vol. 10:28). CP expires Jan. 16, 1956.

WMIN-TV, St. Paul-Minneapolis (Ch. 11)—WMIN Bcstg. Co. Inc. Began operation Aug. 27, 1953, sharing time with WTCN-TV, then, April 6, 1955, FCC approved sale of both WMIN-TV & WTCN-TV, with radio WTCN, to Harry M. Bitner's Consolidated TV & Radio Bcstrs. Inc. Immediately thereafter WMIN-TV went off air permanently & WTCN-TV became full-time operation (see *Television Digest*, Vol. 11:5, 15).

WJTV, Jackson, Miss. (Ch. 25)—Mississippi Publishers Corp. Began operation Jan. 20, 1953, but quit air permanently May 31, 1955, after acquiring 40% of WSLI-TV (Ch. 12), with latter changing call letters to WJTV (see *Television Digest*, Vol. 11:23).

WCOC-TV, Meridian, Miss. (Ch. 30)—Mississippi Bcstg. Co. Began operation in Dec., 1953, but quit air July 30, 1954, reverting to CP status and asking for Ch. 7 allocation (see *Television Digest*, Vol. 10:31). CP expires Aug. 12, 1955.

KCTV, Kansas City, Mo. (Ch. 25)—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).

KMBC-TV, Kansas City, Mo. (Ch. 9)—Midland Bcstg. Co. Began operation Aug. 1, 1953, sharing time with WHB-TV, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bcstg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).

KACY, St. Louis (Festus), Mo. (Ch. 14)—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:15). CP expired July 30, 1955.

KSTM-TV, St. Louis, Mo. (Ch. 36)—Broadcast House Inc. Began operation Oct. 20, 1953, but quit air Aug. 3, 1954, reverting to CP status; dropped CP Aug. 26, 1954; is applicant for Ch. 11, East St. Louis, Ill. Later facilities & Channel 36 were acquired by WTVI, Belleville, Ill., which moved to St. Louis & changed call to KTVI (see *Television Digest*, Vol. 10:32; 11:16).

KOPR-TV, Butte, Mont. (Ch. 4)—Copper Bcstg. Co. Began operation Aug. 23, 1953, but quit air Sept. 19, 1954, reverting to CP status; FCC cancelled CP April 26, 1955 (see *Television Digest*, Vol. 10:38 & 11:18).

KFOR-TV, Lincoln, Neb. (Ch. 10)—Cornbelt Bcstg. Corp. Began operation May 25, 1953, sold to Fetzer Bcstg. Co. Feb. 1954; went off air permanently March 13, 1954. KOLN-TV (under same ownership) switching from Ch. 12 to 10. Ch. 12 facilities transferred to KUON-TV c/o Byron J. Dunn, acting as trustee for U. of Nebraska, July 28, 1954. (For details see *Television Digest*, Vol. 10:9, 11, 31, 45).

WRTV, Asbury Park, N.J. (Ch. 58)—Atlantic Video Corp. Began operation Dec. 14, 1953, but quit air April 1, 1955, reverting to CP status (see *Television Digest*, Vol. 11:13). CP expires Aug. 1, 1955.

WFPG-TV, Atlantic City, N.J. (Ch. 46)—Neptune Bcstg. Corp. Began operation Dec. 21, 1952, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires Jan. 16, 1956.

WTRI, Albany-Schenectady-Troy, N.Y. (Ch. 35)—Van Curler Bcstg. Corp. Began operation Feb. 19, 1954, but quit air Jan. 31, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). CP expires Jan. 16, 1956.

WBES-TV, Buffalo, N.Y. (Ch. 59)—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).

WECT, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc. Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status; dropped CP Sept. 23, 1954 (see *Television Digest*, Vol. 10:22).

WTVE, Elmira, N.Y. (Ch. 24)—Elmira Television. Began operation June 1, 1953, but quit air Oct. 15, 1954, reverting to CP status (see *Television Digest*, Vol. 10:45). CP expires Jan. 16, 1956.

WQMC, Charlotte, N.C. (Ch. 36)—WQMC Television Inc. Began operation as WAYS-TV Dec. 7, 1953, then was sold to present owner Dec. 29, 1954, and quit air March 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:12). CP expires Jan. 16, 1956.

WIFE, Dayton, O. (Ch. 22)—Skyland Bcstg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (see *Television Digest*, Vol. 10:11). CP expires Aug. 4, 1955.

KMPT, Oklahoma City, Okla. (Ch. 19)—KLPR Television Inc. Began operation Nov. 8, 1953, then on Feb. 12, 1954 was placed in receivership, quit air Feb. 4, 1955, reverting to CP status (see *Television Digest*, Vol. 10:9, 14 & 11:6). CP expires June 28, 1955.

KCEB, Tulsa, Okla. (Ch. 23)—Elfred Beck. Began operation Feb. 22, 1954, but quit air Dec. 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:49 & 11:2). CP expires Jan. 16, 1956.

WFMZ-TV, Allentown, Pa. (Ch. 67)—Penn-Allen Bcstg. Co. (WFMZ). Began operation Nov. 22, 1954, but quit air April 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:16). CP expires Jan. 16, 1956.

WCHA-TV, Chambersburg, Pa. (Ch. 46)—Chambersburg Bcstg. Co. Began operation Sept. 3, 1953, but quit air July 18, 1954, reverting to CP status; dropped CP Nov. 8, 1954 (see *Television Digest*, Vol. 10:29).

WLBR-TV, Lebanon, Pa. (Ch. 15)—Lebanon TV Corp. Began operation Oct. 9, 1953, but quit air Oct. 16, 1954, reverting to CP status (see *Television Digest*, Vol. 10:42 & 11:14). CP expires Aug. 26, 1955. [Note: Being sold to WFIL-TV, Philadelphia, which plans return to air within 45 days after FCC approval of transfer; *Television Digest*, Vol. 11:27.]

WKST-TV, New Castle, Pa. (Ch. 45)—WKST Inc. Began operation April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status (see *Television Digest*, Vol. 11:2). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WKJF-TV, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). CP expires Sept. 1, 1955.

WEEU-TV, Reading, Pa. (Ch. 33)—Hawley Bcstg. Co. Began operation April 9, 1953, but quit air June 30, 1955, reverting to CP status (see *Television Digest*, Vol. 11:27). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WNET, Providence, R. I. (Ch. 16)—Channel 16 of Rhode Island Inc. Began operation March 23, 1954, but quit air July 10, 1955, reverting to CP status (see *Television Digest*, Vol. 11:28). CP expires Feb. 11, 1956.

KNUZ-TV, Houston, Tex. (Ch. 39)—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (*Television Digest*, Vol. 10:27). CP expires Jan. 16, 1956. [Note: Owners of WJMR-TV, New Orleans plan to revive station with KNUZ mgr. David Morris; see *Television Digest*, Vol. 11:19].

KETX, Tyler, Tex. (Ch. 19)—Jacob A. Newborn Jr. Began operation Aug. 24, 1953, but quit Oct. 23, 1954, reverting to CP status and applying for Ch. 9 (see *Television Digest*, Vol. 10:43). CP expires Dec. 1, 1955.

WBTM-TV, Danville, Va. (Ch. 24)—Piedmont Bcstg. Corp. Began operation Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status (see *Television Digest*, Vol. 11:2). CP expires Jan. 16, 1956.

WACH-TV, Newport News-Norfolk, Va. (Ch. 33)—Eastern Bcstg. Corp. Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status (see *Television Digest*, Vol. 10:14, 31, 11:27). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).

WKNA-TV, Charleston, W. Va. (Ch. 49)—Joe L. Smith Jr. Inc. Began operation Sept. 17, 1953, but quit air Feb. 12, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). CP expires Jan. 16, 1956.

WCAN-TV, Milwaukee, Wis. (Ch. 25)—Midwest Bcstg. Co. Began operation Sept. 5, 1953, but quit air Feb. 20, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). CP expires Sept. 14, 1955.

WNAM-TV, Neenah-Appleton-Menasha, Wis. (Ch. 42)—Neenah-Menasha Bcstg. Co. Began operation Dec. 10, 1953, but quit air Jan. 2, 1955, reverting to CP status, then dropped CP March 10, 1955, after FCC approved purchase of Ch. 5 CP for WFRV-TV (see *Television Digest*, Vol. 10:49 & 11:2, 9).

WOSH-TV, Oshkosh, Wis. (Ch. 48)—Oshkosh Bcstg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).

XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Television de Matamoros, S.A. Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

Post-Freeze

CPs Granted But Relinquished

Before Going on Air

(Dropped at Request of Grantee or Cancelled by FCC)
To July 15, 1955

WSGN-TV, Birmingham, Ala. (Ch. 42)—Jemison Bcstg. Co. Inc. Dropped April 30, 1954.

WTVS, Gadsden, Ala. (Ch. 21)—Jacob A. Newborn Jr. Dropped May 26, 1953.

KCNA-TV, Tucson, Ariz. (Ch. 9)—Catalina Bcstg. Co. Dropped Sept. 2, 1953.

KTVR, Hot Springs, Ark. (Ch. 9)—Southern Newspapers Inc. Cancelled by FCC Dec. 8, 1954.

KETV, Little Rock, Ark. (Ch. 23)—Great Plains Television Properties of Arkansas Inc. Dropped Jan. 6, 1955.

KPIC-TV, El Centro, Cal. (Ch. 16)—Valley Empire Telecasters. Cancelled by FCC Nov. 18, 1954.

KMER, Merced, Cal. (Ch. 34)—Merced Television Corp. Cancelled by FCC May 20, 1954.

KBIE-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co. Dropped May 27, 1955.

KICU, Salinas, Cal. (Ch. 28)—Salinas-Monterey Television Co. Dropped Dec. 30, 1953.

KITO-TV, San Bernardino, Cal. (Ch. 18)—KITO Inc. Dropped April 9, 1954.

KUSH, San Diego, Cal. (Ch. 21)—Elliott L. Cushman. Dropped April 29, 1955.

KVIE, San Jose, Cal. (Ch. 48)—John A. Victor, Jr. Dropped Feb. 18, 1954.

KAGR-TV, Yuba City, Cal. (Ch. 52)—John Steventon. Dropped March 27, 1954.

KUSH, San Diego, Cal. (Ch. 21)—Elliott L. Cushman. Dropped April 29, 1955.

KBIE-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co. Dropped May 27, 1955.

KDEN, Denver, Colo. (Ch. 26)—Empire Coll Co. Inc. Dropped Dec. 31, 1953.

KIRV, Denver, Colo. (Ch. 20)—Mountain States Television Co. Cancelled by FCC Dec. 11, 1953.

WSJL, Bridgeport, Conn. (Ch. 49)—Harry L. Liftig. Dropped April 29, 1954.

WHRN, Dover, Del. (Ch. 40)—Rollins Bcstg. Inc. Dropped Nov. 5, 1954.

WILM-TV, Wilmington, Del. (Ch. 83)—Delaware Bcstg. Co. Dropped Dec. 15, 1954.

WOTV, Lakeland, Fla. (Ch. 16)—WONN-TV Inc. Dropped Nov. 13, 1953.

WGOV-TV, Valdosta, Ga. (Ch. 37)—WGOV-TV Inc. Dropped Nov. 5, 1954.

KTVI, Boise, Ida. (Ch. 9)—Idaho Bcstg. & Television Co. Dropped March 8, 1954 in order to comply with FCC requirements after purchase of KFXD-TV, Nampa (Ch. 6); for details, see *Television Digest*, Vol. 10:5). CP for Nampa dropped Oct. 27, 1954.

KIFT, Idaho Falls, Ida. (Ch. 8)—Idaho Falls Television Inc. Dropped Oct. 27, 1954.

KTVI, Nampa-Boise, Ida. (Ch. 6)—Idaho Bcstg. & Television Co. Dropped Oct. 27, 1954.

KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bcstg. & Television Co. Dropped Oct. 27, 1954. [Note: KWIK-TV took over Ch. 6 CP, after merger by which New Pocatello Television Corp. was formed with Eastern Idaho Bcstg. and Tribune Journal Co. as equal owners. This Ch. 6 CP was dropped April 22, 1955.]

WCUI, Champaign, Ill. (Ch. 21)—Champaign-Urbana Television Inc. Cancelled by FCC June 17, 1954.

WJOL-TV, Joliet, Ill. (Ch. 48)—Joliet TV Inc. Dropped Dec. 23, 1954.

WJRE, Indianapolis, Ind. (Ch. 26)—Marion Bcstg. Corp. Dropped April 30, 1954.

WNES, Indianapolis, Ind. (Ch. 67)—Empire Coll Co. Inc. Dropped Dec. 31, 1953.

WMRI-TV, Marion, Ind. (Ch. 29)—Chronicle Publishing Co. Inc. Dropped Jan. 22, 1954.

KEYC, Cedar Rapids, Ia. (Ch. 20)—Hawkeye Television Corp. Dropped Jan. 29, 1954.

KDIO, Davenport, Ia. (Ch. 36)—Mel Foster-Harold Hoersch. Dropped Nov. 18, 1953.

KCTV, Sioux City, Ia. (Ch. 36)—Great Plains Television Properties of Iowa Inc. Dropped Jan. 6, 1955.

KTKA, Topeka, Kan. (Ch. 42)—Alf M. Landon. Dropped Nov. 15, 1954.

WVJS-TV, Owensboro, Ky. (Ch. 14)—Owensboro On The Air. Dropped Sept. 25, 1953. [Now applicant for Ch. 9, Hatfield, Ind.]

WTLK, Paducah, Ky. (Ch. 43)—Paducah Television Corp. Cancelled by FCC May 19, 1954.

WBGTV, Richmond, Ky. (Ch. 60)—Blue Grass Television Co. Dropped Nov. 6, 1953.

KSPJ, Alexandria, La. (Ch. 62)—Barnet Brezner. Dropped Feb. 8, 1954.

KHTV, Baton Rouge, La. (Ch. 40)—Capital Television & Bcstg. Co. Dropped Feb. 18, 1954.

KVOL-TV, Lafayette, La. (Ch. 10)—Evangeline Bcstg. Co. Inc. Dropped Jan. 19, 1955 as result of sale of share time CP to KLFY-TV, Lafayette, and merger into one station (see *Television Digest*, Vol. 11:4).

WCNO-TV, New Orleans, La. (Ch. 32)—Community Television Corp. Dropped March 10, 1955.

WTLO, New Orleans, La. (Ch. 20)—New Orleans Television Co. Cancelled by FCC Sept. 17, 1954.

WFMD-TV, Frederick, Md. (Ch. 62)—Monocacy Bcstg. Co. Dropped Dec. 11, 1953.

WBOS-TV, Boston, Mass. (Ch. 50)—E. Anthony & Sons Inc. Dropped July 30, 1954.

WSEE-TV, Fall River, Mass. (Ch. 46)—New England Television Co. Inc. Dropped Nov. 4, 1953.

WGLM, Lawrence, Mass. (Ch. 72)—General Bcstg. Co. Dropped April 22, 1954.

WTEV-TV, New Bedford, Mass. (Ch. 28)—E. Anthony & Sons Inc. Dropped July 30, 1954.

WNOH, Northampton, Mass. (Ch. 36)—Regional TV Corp. Dropped Sept. 18, 1953.

(Continued on next page)

CPs RELINQUISHED—(Continued)

- WBEC-TV**, Pittsfield, Mass. (Ch. 64)—Western Massachusetts Bcstg. Co. Dropped June 23, 1954.
- WHFB-TV**, Benton Harbor, Mich. (Ch. 42)—Palladium Publishing Co. Dropped Feb. 18, 1954.
- WJLB-TV**, Detroit, Mich. (Ch. 50)—Booth Radio & Television Stations Inc. Dropped Dec. 23, 1954.
- WCTV**, Flint, Mich. (Ch. 28)—Trans-American Television Corp. Dropped Nov. 20, 1953.
- WIBM-TV**, Jackson, Mich. (Ch. 48)—WIBM Inc. Dropped Dec. 3, 1953.
- WKMI-TV**, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped Aug. 12, 1953.
- WSBM-TV**, Saginaw, Mich. (Ch. 51)—Booth Radio & Television Stations Inc. Dropped Dec. 23, 1954.
- WJON-TV**, St. Cloud, Minn. (Ch. 7)—Granite City Bcstg. Co. Dropped Dec. 11, 1953.
- WCOW-TV**, St. Paul, Minn. (Ch. 17)—WCOW Telecasting Co. Dropped Jan. 19, 1954.
- WCBI-TV**, Columbus, Miss. (Ch. 28)—Birney Imes Jr. Dropped May 12, 1954. [Note: Later Birney Imes applied for Ch. 4, now holds CP for WCBI-TV (Ch. 4) in Columbus.]
- WGCN-TV**, Gulfport, Miss. (Ch. 56)—WGCN Television Corp. Dropped Jan. 14, 1954.
- KGMO-TV**, Cape Girardeau, Mo. (Ch. 18)—KGMO Radio Television Inc. Cancelled by FCC Sept. 17, 1954.
- ERHT**, Billings, Mont. (Ch. 8)—Rudman-Hayutin Television Co. Cancelled by FCC Feb. 26, 1954.
- KMON-TV**, Great Falls, Mont. (Ch. 3)—Montana Farmer, Inc. Dropped Jan. 22, 1954.
- WDHN**, New Brunswick, N.J. (Ch. 47)—Home News Publishing Co. Dropped May 19, 1954.
- KNEH**, Clovis, N.M. (Ch. 12)—Teleopolitan Bcstg. Co. Cancelled by FCC March 15, 1954.
- WTTM-TV**, Trenton, N.J. (Ch. 41)—Peoples Bcstg. Corp. Cancelled by FCC May 20, 1954.
- KTVK**, Santa Fe, N.M. (Ch. 2)—Greer & Greer. Dropped Nov. 20, 1953.
- WJTN-TV**, Jamestown, N.Y. (Ch. 58)—James Bcstg. Co. Inc. Dropped June 11, 1954.
- WEOK-TV**, Poughkeepsie, N.Y. (Ch. 21)—Mid-Hudson Bcstrs. Inc. Dropped March 3, 1954.
- WRNY-TV**, Rochester, N.Y. (Ch. 27)—Genesee Valley Television Corp. Dropped July 11, 1955.
- WFRB**, Utica, N.Y. (Ch. 19)—Richard H. Balch. Dropped Sept. 24, 1954.
- WWNY-TV**, Watertown, N.Y. (Ch. 48)—Brockway Co. Dropped March 5, 1954. [Note: Brockway Co. was granted CP for Ch. 7 in Carthage, N.Y., on March 3, 1954, provided they dropped this CP.]
- WCIG-TV**, Durham, N.C. (Ch. 46)—T. E. Allen & Sons Inc. Dropped Feb. 26, 1954.
- WTVX**, Goldsboro, N.C. (Ch. 34)—Goldsboro Television Corp. Dropped May 26, 1954.
- WCOG-TV**, Greensboro, N.C. (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. Dropped Sept. 22, 1954.
- WHKP-TV**, Hendersonville, N. C. (Ch. 27)—Radio Hendersonville Inc. Dropped Nov. 5, 1953.
- WPAQ-TV**, Mt. Airy, N.C. (Ch. 55)—Ralph D. Epperson. Dropped Jan. 19, 1954.
- KBSM**, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped Sept. 11, 1953.
- KNDK**, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped Sept. 11, 1953.
- WIMA-TV**, Lima, O. (Ch. 35)—Northwestern Ohio Bcstg. Corp. Dropped Dec. 9, 1954. [Note: Bought WLOK-TV, Lima (Ch. 73) & got permission to shift to Ch. 35; see *Television Digest*, Vol. 10:49.]
- WLEC-TV**, Sandusky, O. (Ch. 42)—Lake Erie Bcstg. Co. Dropped Aug. 25, 1953.
- WHHH-TV**, Warren, O. (Ch. 67)—Warren Tribune Radio Station Inc. Dropped July 10, 1953.
- KMIV**, Miami, Okla. (Ch. 58)—Miami Television Co. Cancelled by FCC March 7, 1955.
- KTVF**, Eugene, Ore. (Ch. 20)—W. Gordon Allen. Dropped Dec. 30, 1953.
- KPIC**, Salem, Ore. (Ch. 24)—Lawrence A. Harvey. Dropped March 22, 1954.
- WLEU-TV**, Erie, Pa. (Ch. 66)—Commodore Perry Bcstg. Service Inc. Dropped March 16, 1955.
- WMRF-TV**, Lewistown, Pa. (Ch. 38)—Lewistown Bcstg. Co. Dropped Feb. 27, 1954.
- WIP-TV**, Philadelphia, Pa. (Ch. 29)—Pennsylvania Bcstg. Co. Dropped May 25, 1954.
- WIBG-TV**, Philadelphia, Pa. (Ch. 23)—Daily News Television Co. Dropped March 25, 1955 after majority owner Paul F. Harron purchased WDEL-TV, Wilmington, Del. and changed call to WPFH.
- WSHA**, Sharon, Pa. (Ch. 39)—Leonard J. Shaftz. Dropped Jan. 6, 1955.
- WAKN-TV**, Alken, S.C. (Ch. 54)—Alken Electronics Adv. Corp. Cancelled by FCC Sept. 17, 1954.
- WCRS-TV**, Greenwood, S.C. (Ch. 21)—Grenco Inc. Dropped May 24, 1954.
- WSCV**, Spartanburg, S.C. (Ch. 17)—Sterling Telecasting Co. Dropped May 14, 1954.
- KTLV**, Rapid City, S.D. (Ch. 7)—Hills Bcstg. Co. Dropped Sept. 10, 1954.
- WOUC**, Chattanooga, Tenn. (Ch. 49)—Chattanooga T-V Inc. Dropped April 20, 1954.
- WTVT**, Chattanooga, Tenn. (Ch. 43)—Tom Potter. Cancelled by FCC March 22, 1954.
- KLYN-TV**, Amarillo, Tex. (Ch. 7)—Plains Empire Bcstg. Cancelled by FCC Jan. 14, 1955.
- KCTV**, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped June 4, 1953.
- KTVA**, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.
- KTLG**, Corpus Christi, Tex. (Ch. 43)—Trinity Bcstg. Corp. Dropped Jan. 1, 1955.
- KDTX**, Dallas, Tex. (Ch. 23)—UHF Television Co. Cancelled by FCC March 24, 1955.
- KEPO-TV**, El Paso, Tex. (Ch. 13)—KEPO Inc. Dropped Dec. 29, 1953.
- KTCO**, Fort Worth, Tex. (Ch. 29)—Tarrant County Television Co. Dropped April 6, 1954.
- KTVR**, Galveston, Tex. (Ch. 41)—Rudman Television Co. Cancelled by FCC Oct. 15, 1953.
- KTVP**, Houston, Tex. (Ch. 23)—UHF Television Co. Cancelled by FCC March 24, 1955.
- KFYO-TV**, Lubbock, Tex. (Ch. 5)—Globe News Publishing Co. Inc. Dropped Dec. 9, 1954.
- KTRE-TV**, Lufkin, Tex. (Ch. 9)—Forest Capital Bcstg. Co. Dropped June 1, 1954. [Note: Re-filed, now has CP again for KTRE-TV (Ch. 9), plans to operate as satellite of KPRC-TV, Houston.]
- KMSL**, Marshall, Tex. (Ch. 16)—Marshall Television Corp. Cancelled by FCC May 19, 1954.
- KRIO-TV**, McAllen, Tex. (Ch. 20)—Texas State Network Inc. Dropped June 19, 1953.
- KMID-TV**, Midland, Tex. (Ch. 2)—Permian Basin Television Co. Dropped May 6, 1953. [Channel and call letters reassigned to Midessa Television Co.]
- KGKL-TV**, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March 27, 1953.
- KALA**, San Antonio, Tex. (Ch. 35)—Alamo Television Co. Cancelled by FCC June 7, 1955.
- KSHM**, Sherman, Tex. (Ch. 46)—Sherman Television Co. Dropped Jan. 27, 1954.
- KNAL-TV**, Victoria, Tex. (Ch. 19)—KNAL Television Co. Dropped Nov. 18, 1954.
- KTVW**, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped July 28, 1953.
- KOVO-TV**, Provo, Utah (Ch. 11)—KOVO Bcstg. Co. Dropped Feb. 2, 1955.
- WCHV-TV**, Charlottesville, Va. (Ch. 64)—Barham & Barham. Dropped Jan. 20, 1954.
- WWOD-TV**, Lynchburg, Va. (Ch. 16)—Old Dominion Bcstg. Corp. Dropped July 10, 1953.
- WMFV-TV**, Marion, Va. (Ch. 50)—Mountain Empire Bcstg. Corp. Dropped Feb. 12, 1954.
- KIT-TV**, Yakima, Wash. (Ch. 23)—KIT Inc. Dropped Dec. 4, 1953.
- WBEY**, Beckley, W.Va. (Ch. 21)—Appalachian Television Corp. Cancelled by FCC May 20, 1954.
- WRBJ**, Beloit, Wis. (Ch. 57)—Beloit Bcstg. Co. Dropped Oct. 8, 1953.
- WTLB**, LaCrosse, Wis. (Ch. 38)—LaCrosse Television Corp. Cancelled by FCC March 24, 1955.
- WMIL-TV**, Milwaukee, Wis. (Ch. 31)—Cream City Bcstg. Co. Inc. Dropped Dec. 5, 1953.
- WOSA-TV**, Wausau, Wis. (Ch. 16)—Alvin E. O'Konski. Dropped Oct. 7, 1954.
- KSPR-TV**, Casper, Wyo. (Ch. 2)—Donald Lewis Hathaway. Dropped July 16, 1954.

Note: WUTV, Youngstown, O. (Ch. 21)—Polan Industries. This CP was sold on May 5, 1954 to Vindicator Printing Co., operator of WFMJ-TV (Ch. 73), which shifted to Ch. 21.

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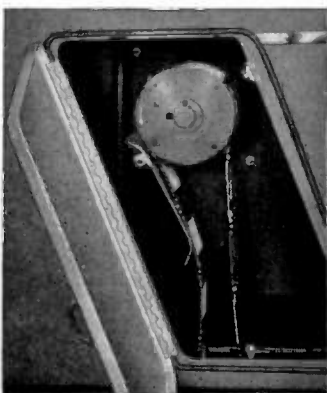
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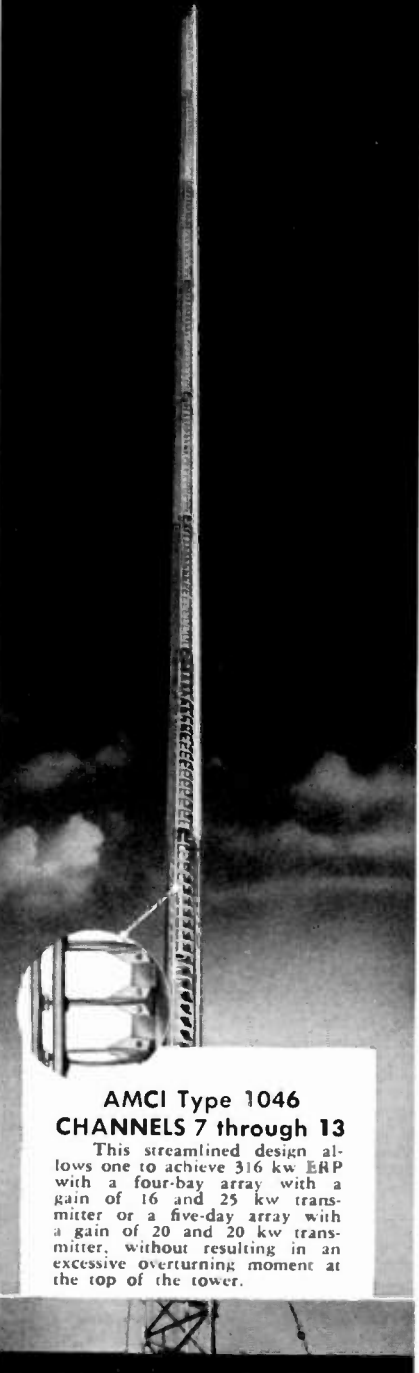
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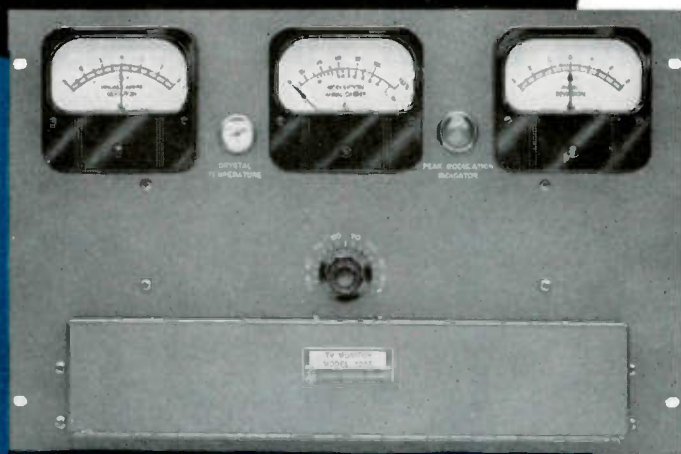
ORGANIZATIONS FOR FREE-TV—608 Fifth Ave., New York 20, N.Y. Judson 2-2825. Alfred Starr, Trueman Rembusch, co-chairmen.

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ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. For personnel, see listing in *Manufacturers of TV Receivers* section.

Compact, low-cost all-channel monitor for color or black-and-white



hp 335E TV MONITOR

Channels 2 to 83
Monitors visual, aural frequencies;
or % aural modulation
Use now for monochrome;
later for color
Reads intercarrier separation directly
Only 12¼" high; rack mount
High stability, accuracy
Continuous, precise indication
without adjustment

Model 335E is the most compact and inexpensive quality TV Monitor offered. Yet this versatile instrument performs every important TV carrier monitoring function continuously and without adjustment, and with the dependability and accuracy you expect from Hewlett-Packard. The instrument is equally useful in monochrome or color broadcasting; you can buy it now for black-and-white monitoring and later use the same low-cost monitor—without modification—when you convert to color.

In addition to continuous, precise indication of visual and aural frequency deviation and percentage of aural modulation, Model 335E shows inter-carrier separation directly. No calculation is required.

And, since discriminator accuracy does not depend on a tuned circuit, no front panel adjustment is required during operation. It is never necessary to reset carrier level or realign circuits. Proper operation can be checked easily with controls behind the hinged panel cover.

-hp- 335E is particularly designed for long years of trouble-free operation.

Highest quality components and construction are used throughout. A new chassis design increases accessibility of components and makes possible cool operation. The chassis is mounted on slides for easy withdrawal from the rack. Other features include provision for remote indicating meters, remote peak modulation indicator lamp, and a demodulated signal for aural monitoring. The instrument also includes a front-panel crystal temperature indicator and illuminated meter faces. Model 335E fits the standard relay rack; and can be color finished to match your installation.

SPECIFICATIONS

AURAL FREQUENCY MONITOR

Deviation Meter Range: +3 KC to -3 KC.
Accuracy: Same as visual monitor accuracy ± 500 cps.

AURAL MODULATION METER

Modulation Range: Meter reads full scale on 33.3 KC swing. Calibrated to 100% at 25 KC swing; 133% at 33.3 KC swing. Also includes db scale (0 db = 100%).

Accuracy: Within 5% of indicated mod. percentage over entire scale.

Meter Characteristics: Meter damped in accordance with F. C. C. requirements. Reads peak value of modulation peak of duration between 40 and 90 milliseconds. Meter returns from full reading to 10% of full value within 500 to 800 msec.

Frequency Response: Flat within $\pm 1/2$ db, 50 to 15,000 cps.

MODULATION PEAK INDICATOR

Peak Flash Range: From 50% to 120% modulation (25 KC = 100%).

VISUAL FREQUENCY MONITOR

Deviation Meter Range: +3 KC to -3 KC.

Accuracy: Channel 2 to 6 ± 500 cps for 90 days. Channel 7 to 13, ± 500 cps for 45 days. Channel 14 to 83, ± 500 cps for 14 days.

Inter-Carrier Spacing: Directly measured, accuracy ± 500 cps.

AUDIO OUTPUT

Frequency Range: 50 to 15,000 cps. Response flat within $\pm 1/2$ db. Standard 75 μ sec de-emphasis circuit.

Distortion: Less than 0.25% at 100% modulation.

Output Voltage: 10 volts into 20,000 ohms at 100% modulation (low frequencies).

Monitoring Output: 1 milliwatt into 600 ohms, balanced, at 100% modulation (low frequencies).

Residual Noise: At least 70 db below output level corresponding to 100% modulation (low frequencies).

GENERAL

Frequency Range: Channels 2 to 83 inclusive, including offset channels.

R. F. Power Required: Approx. 1 watt.

External Meter Indication: Available for aural carrier deviation, visual carrier deviation, aural modulation percentage and peak indication.

Size: 12¼" x 19" x 13". Rack mounting.

Power: 115 volts, 50/60 cps, 180 watts.

Price: \$2,050.00 f.a.b. factory.

Data subject to change without notice

HEWLETT-PACKARD COMPANY

3272-F PAGE MILL ROAD
 PALO ALTO, CALIFORNIA, U.S.A.

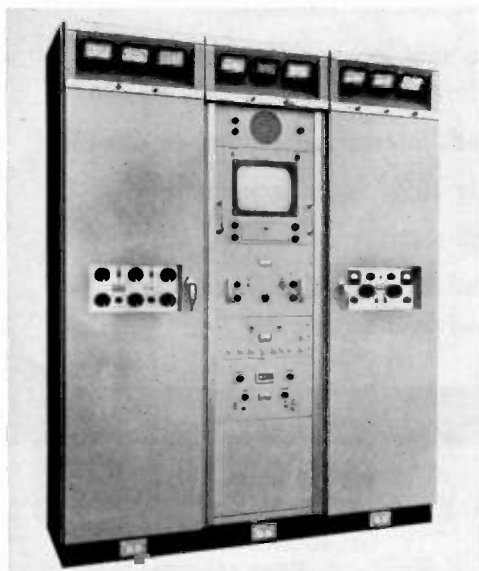
Field Representatives in all principal areas



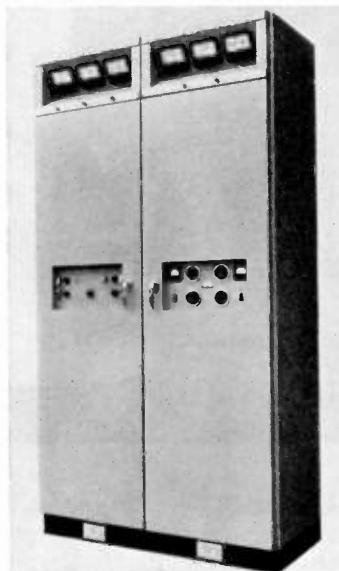
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Complete Coverage

The **ACL** Line of TV Terminal Equipment and Low Power and Satellite/Booster TV Transmitters is designed to fill your needs



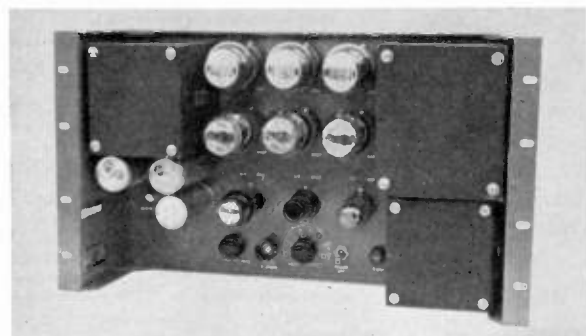
UST-150 TV Transmitter, 150 watts peak visual power, UHF Channels 14 to 83.



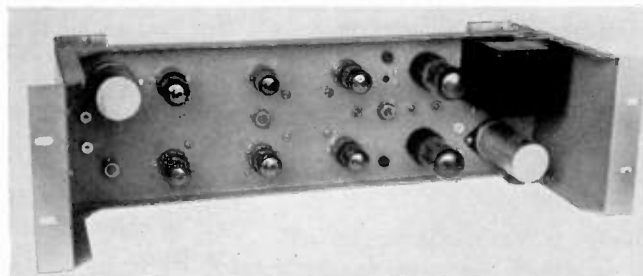
VST-150 TV Transmitter, 150 watts peak visual power, VHF Channels 2 to 13.



M-16 Master Monitor. High quality picture and wave form display.

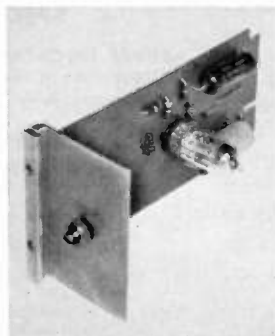


PS-12C regulated 280 v. d-c, 600 ma. standard TV power supply.



VA-19 video clamp and sync mixing amplifier.

Whatever your requirements for TV equipment, either complete systems or component units, check with Adler Communications Laboratories first.



VA-17 switchpoint used in printed circuit, plug-in, modular construction, electronic video switching and distribution systems.



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² Reappointed for full 7-year term in 1952.

³ Reappointed for full 7-year term in 1949.

⁴ Appointed for remainder of term of Wayne Coy.

⁵ Reappointed for full 7-year term in 1954.

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- District No. 16—Uptown Post Office & Federal Courts Bldg., St. Paul, Minn. Capitol 2-8011. Donald A. Murray, *Engineer-in-Charge*.
- District No. 17—Federal Office Bldg., Kansas City, Mo. Baltimore 7000. Harold T. Gallaher, *Engineer-in-Charge*.
- District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 7-4700. H. D. Hayes, *Engineer-in-Charge*.
- District No. 19—New Federal Bldg., Detroit, Mich. Woodward 3-9330. Edwin S. Heiser, *Engineer-in-Charge*.

**Former Members of
Federal Communications Commission**

- *Hampson Gary, Texas: July 11, 1934-Dec. 24, 1934
- *Anning S. Prall, New York: Jan. 17, 1935-July 23, 1937
- Irvin Stewart, Texas: July 11, 1934-June 30, 1937
- *Frank R. McNinch, North Carolina: Oct. 1, 1937-Aug. 31, 1939
- *Eugene O. Sykes, Mississippi: July 11, 1934-April 5, 1939
- *Thad H. Brown, Ohio: July 11, 1934-June 30, 1940
- *Frederick I. Thompson, Alabama: April 8, 1939-June 30, 1941
- *George H. Payne, New York: July 11, 1934-June 30, 1943
- T. A. M. Craven, District of Columbia: Aug. 21, 1937-June 30, 1944
- Norman S. Case, Rhode Island: July 11, 1934-June 30, 1945
- James Lawrence Fly, Texas: Sept. 1, 1939-Nov. 13, 1944
- *William H. Wills, Vermont: July 1, 1945-March 6, 1946
- Paul A. Porter, Kentucky: Dec. 21, 1944-Feb. 25, 1946
- Charles R. Denny, Dist. of Columbia: March 30, 1945-Oct. 31, 1947
- Ewell K. Jett, Maryland: Feb. 15, 1944-Dec. 31, 1947
- *Ray C. Wakefield, California: March 22, 1941-June 30, 1947
- Clifford J. Durr, Alabama: Nov. 1, 1941-June 30, 1948
- Wayne Coy, Indiana: Dec. 29, 1947-Feb. 21, 1952
- Robert F. Jones, Ohio: Sept. 5, 1947-Sept. 19, 1952
- Eugene F. Merrill, Utah: Oct. 14, 1952-April 14, 1953
- Paul A. Walker, Oklahoma: July 11, 1934-June 30, 1953
- George E. Sterling, Maine: Jan. 2, 1948-Sept. 30, 1954
- Frieda B. Henneck, New York: July 1, 1948-June 30, 1955

* Deceased.

**Members of Old
Federal Radio Commission**

Feb. 23, 1927-July 10, 1934

- *Adm. W. H. G. Bullard, Pennsylvania: March 15, 1927-Nov. 24, 1927
- Orestes H. Caldwell, New York: March 15, 1927-Feb. 23, 1929
- *Eugene O. Sykes, Mississippi: March 15, 1927-July 10, 1934
- *Henry A. Bellows, Minnesota: March 15, 1927-Oct. 31, 1927
- *Col. John F. Dillon, California: March 15, 1927-Oct. 8, 1927
- Sam Pickard, Kansas: Nov. 1, 1927-Jan. 31, 1929
- *Harold A. Lafount, Utah: Nov. 14, 1927-July 10, 1934
- Ira E. Robinson, West Virginia: March 29, 1928-Jan. 15, 1932
- *Gen. C. McK. Saltzman, Iowa: May 2, 1929-July 19, 1932
- *William D. L. Starbuck, New York: May 2, 1929-Feb. 23, 1934
- *Thad H. Brown, Ohio: Jan. 21, 1932-July 10, 1934
- *James H. Hanley, Nebraska: April 1, 1933-July 10, 1934

* Deceased.

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1955 Fall-Winter Edition

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all the way up**

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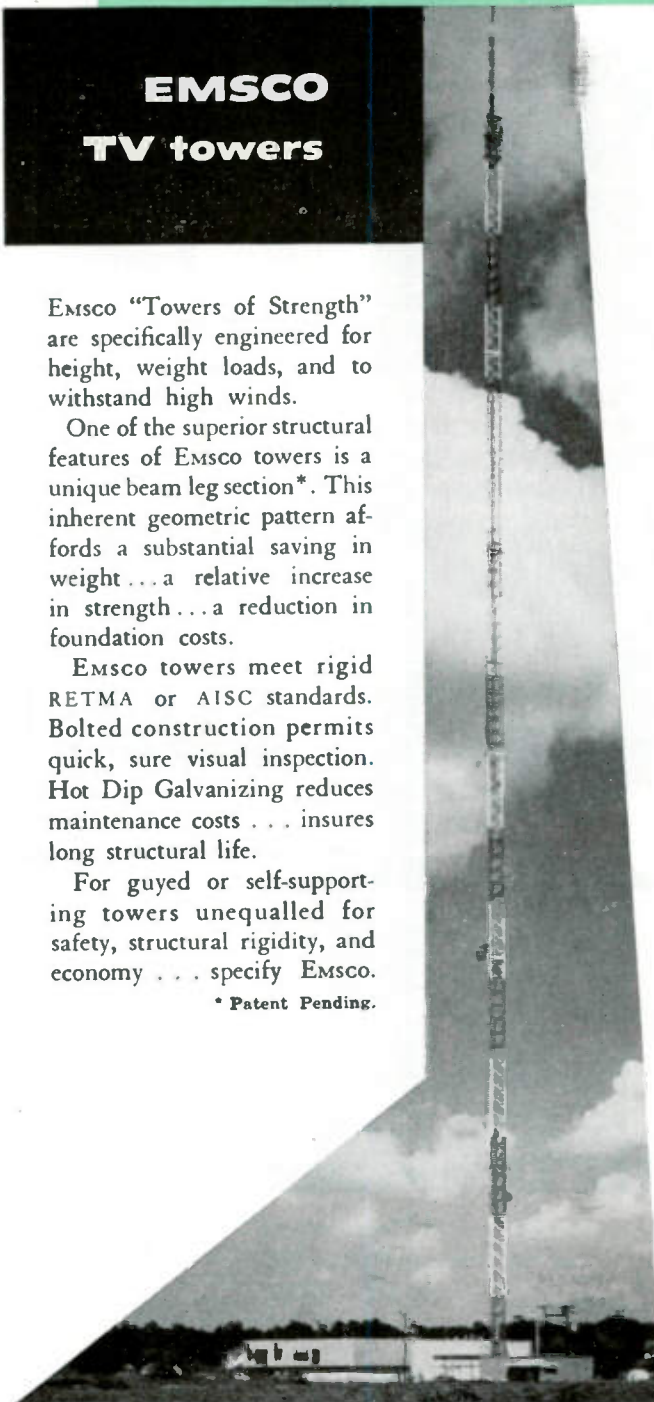
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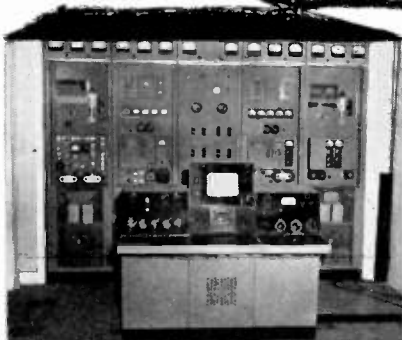
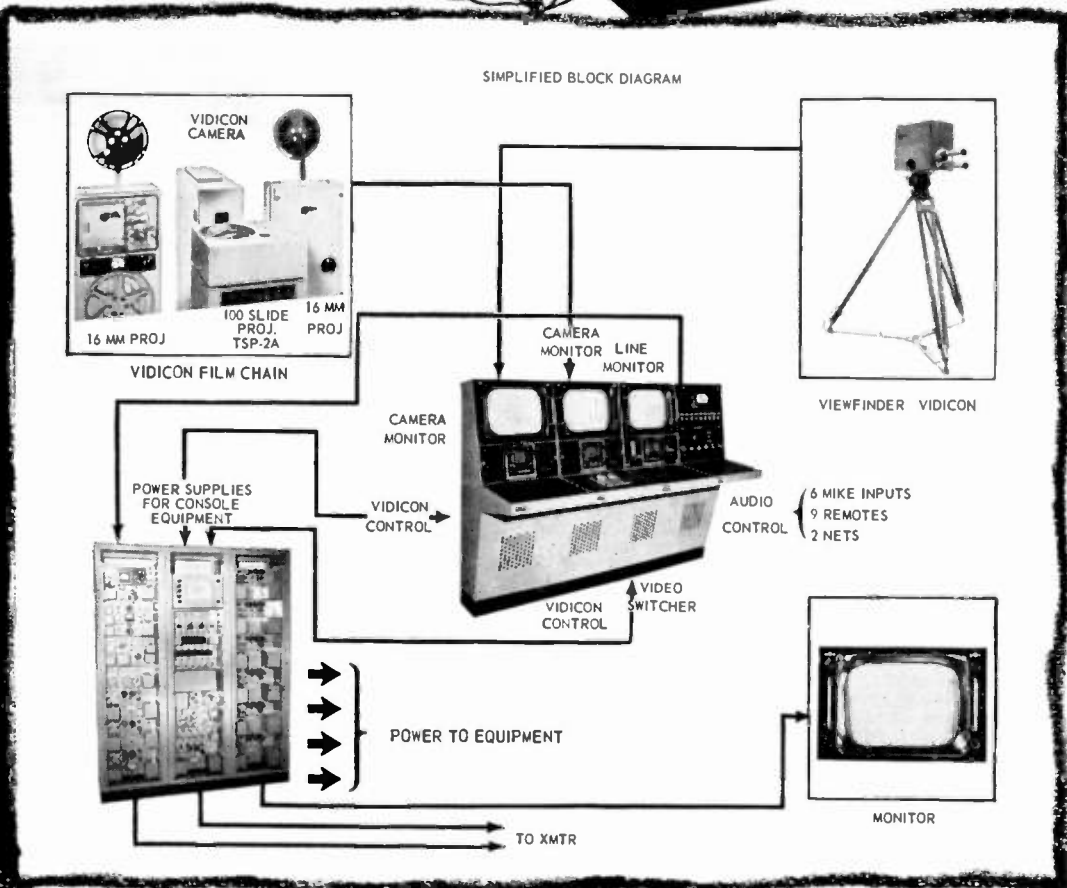
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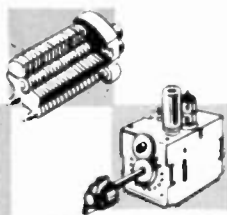
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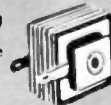
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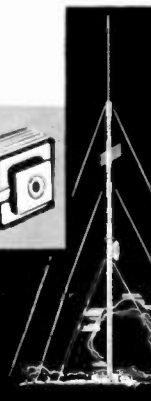
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ADLER COMMUNICATIONS LABORATORIES—1 LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620. Ben Adler, owner & gen. mgr.; Harry Adler, plant mgr. Low power TV, boosters & satellites, UHF & VHF.

CANADIAN GENERAL ELECTRIC CO. LTD.—Royce Works, 830 Lansdowne Ave., Toronto, Ont. Oliver 6511. Electronic Equipment & Tube Dept.: R. M. Robinson, v.p.-gen. mgr.; W. D. Scholfield, mgr. marketing; J. R. Warren, mgr. manufacturing; H. S. Dawson, mgr. engineering; C. H. Hathaway, mgr. finance; G. S. MacDonnell, mgr. employe & plant community relations; G. P. Adamson, mgr. gen. sales.

CONTINENTAL ELECTRONICS INC.—4212 S. Buckner Blvd. Dallas 27, Tex. Evergreen 1137. James O. Weidon, pres.; Lester H. Carr, v.p. UHF transmitters.

DAGE TELEVISION DIV., Thompson Products Inc.—W. 10th St., Michigan City, Ind. Phone 3-3251. J. L. Lahey, operations mgr.; John R. Holland, sales mgr.; Neff Cox Jr., broadcast sales mgr.; J. A. Alinsky, chief engineer; G. H. Fathauer, mgr. research & development. Regional offices: Atlanta—734A Buton Rd.; Wynne Stewart, mgr. Holland, Pa.—Buck Rd.; John Mullen, mgr. Downey, Cal.—7402 Ciro St.; Joseph B. Farnum, mgr. Dallas—1027 Levee St.; Mort Zimmerman, mgr. Low-power VHF transmitters and complete station packages.

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Research div., 2 Main Ave., Passaic, N.J. International Div., 515 Madison Ave., N.Y., Murray Hill 8-2600, Ernest A. Marx, director; Robert I. Gaines, asst. director. DuMont Television & Electronics Ltd., Bank of Canada Bldg., Montreal, Thomas T. Goldsmith Jr., pres.; Ernest A. Marx, v.p.; Bert L. Graham, secy.-treas. UHF & VHF transmitters, dippers, notching filters, dummy loads, frequency monitoring & transmitter test equipment, transmitter control equipment, switching equipment, color broadcast & mobile communications equipment.

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FEDERAL TELECOMMUNICATION LABORATORIES, div. of IT&T—500 Washington Ave., Nutley 10, N. J. Nutley 2-3600. TV branch, 335 Cortland St., Belleville, N.J. Plymouth 9-4540. Wm. H. Harrison, pres.; Henri G. Busignies, exec. v.p.; John G. Copelin, v.p. & comptroller; Wm. Hatton, v.p.; Walter H. Hawk, operations mgr. TV div.; Louis Pollack, engineering dept. head, TV div.; Emil W. Deiss, TV installation & service dept. head, Graybar Electric Co., TV distributor.

FLEETWOOD CORP.—4037 Custer Dr., Toledo 12, O. Klondike 9339. John D. Cole, pres.; Homer Humiston, v.p., engineering; John A. Hurst, v.p.-director of sales; A. R. Bitter, v.p., educational sales. UHF transmitters & related equipment; complete station packages.

GATES RADIO CO.—123 Hampshire St., Quincy, Ill. Telephone BA 2-8202. P. S. Gates, president; U. F. Whitman, mgr. TV sales; A. S. Petzoldt, secy.; L. J. Cervone, sales mgr.; N. L. Jochem, dir. of engineering. Washington: Warner Bldg. Houston, Tex.: 2700 Polk Ave. New York: 51 E. 42nd St. Atlanta: 13th & Spring Sts. Los Angeles: 7501 Sunset Blvd.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N. Y. Telephone: 76-4411. Paul L. Chamberlain, mgr., broadcast equipment; F. P. Barnes, marketing mgr.; A. F. Wild, mgr., sales; C. W. Michaels, mgr., admin. & research; C. J. Simon, mgr., product planning; Roy Jordan, mgr., adv. & sales promotion; M. R. Duncan, mgr., product service; G. R. Lord, mgr., mfg.; C. G. Lloyd, mgr., engineering; G. C. Lasher, mgr., instruments & industrial electronics.

GENERAL PRECISION LABORATORY INC.—63 Bedford Road, Pleasantville, N.Y. Telephone 2-4100. H. G. Place, president; R. L. Garman, J. W. Murray & Blair Foulds, v.p.'s; N. M. Marshall, mgr. broadcast TV; J. W. Belcher, mgr. industrial TV. Sales agent for Continental Electronics (above).

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MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Marconi House, Chelmsford, Essex, England. Telephone: 3221. Sir George H. Nelson, chairman; F. Nell Sutherland, gen. mgr.; B. N. McLarty, engineer-in-chief; H. A. Lewis, mgr. & K. Elphinstone, asst. mgr., broadcasting div. New York Office: 23 Beaver St.; Hanover 2-0199; J. S. V. Walton.

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Broadcast Regional Offices: Camden—Woodlawn 3-8000, E. S. Clammer. **Atlanta**—522 Forsyth Building, Lamar 7703, J. W. Hillegas, P. G. Walters, J. M. Walters. **Boston**—200 Berkeley St., Hubbard 2-1700, J. P. Ulasiewicz, J. R. Sims. **Chicago**—1186 Merchandise Mart Plaza, Delaware 7-0700. W. G. Eberhart, J. L. Nickels, F. A. Timberlake, M. M. Carpenter. **Cleveland**—1600 Keith Bldg., Cherry 1-3450, D. S. Newborg, J. H. Keachie, R. S. Emch. **Dallas**—1907-11 McKinney Ave., Riverside 1371, J. N. Barclay, W. D. Wenger, E. H. Hoff, M. R. Norton. **Kansas City**—1006 Grand Ave., Harrison 6480, J. F. Ingels, C. A. Wallack, J. S. Almen. **New York**—36 W. 49th St., Circle 6-4030, A. Josephsen.

Hollywood—1560 N. Vine St., Hollywood 9-2154, E. Frost, E. Edison. **San Francisco**—420 Taylor St., Hemlock 1-8300, R. J. Newman. **Seattle**—2250 First Ave. S., Main 8350, J. A. Renhard.

Washington—1625 K St. N.W., District 7-1260, P. Bergquist.

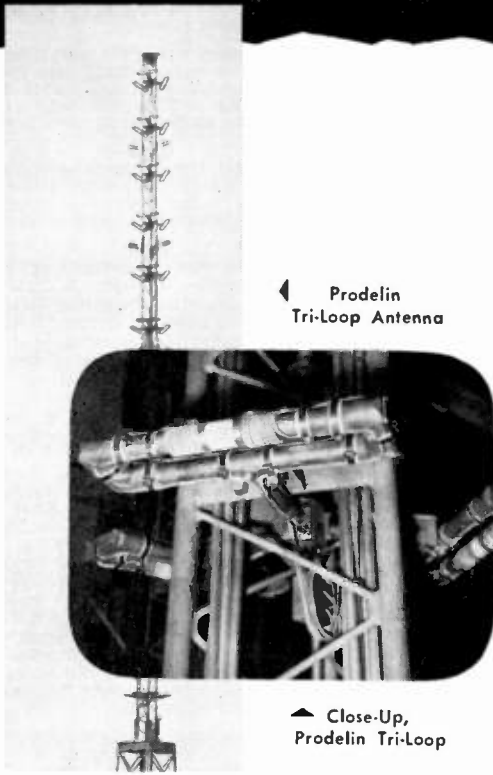
STANDARD ELECTRONICS CORP. (subsidiary of Dynamics Corp. of America)—285 Emmet St. Newark 5, N.J. Bigelow 3-5540 Wm. H. Zillger, v.p.; Harry Smith, mgr., TV engineering; W. H. Rappolt, mgr., customers service dept. **District sales engineering managers:** James T. Campbell, 1026 17th St. NW, Washington 6, D. C.; Republic 7-2246. S. Perry Jenkins, 478 Overlook Dr. NW, Atlanta; Atwood 0710. Lew E. Pett, 432 S. Curson Ave., Los Angeles, Cal.; Webster 1-4382. Clyde B. Rush, 3757 Wilshire Blvd., Los Angeles 5, Cal.; Dunkirk 2-2301. **Export, TV equipment, International Lema Co., 230 Church St., New York, N.Y. Cortlandt 7-7450. Export, AM-FM equipment, Westrex Corp., 111 8th Ave., New York, N. Y.; Chelsea 3-2300. VHF & UHF transmitters.**

SYLVANIA ELECTRIC PRODUCTS INC.—Electronic Systems Div., 175 Great Arrow Dr., Buffalo 7, N.Y. Delaware 9148. Henry Lehne, div. gen. mgr.; H. S. Moncton, planning mgr.; L. A. Rooney, commercial sales mgr. Plans to manufacture booster-satellite equipment.

SARKES TARZIAN INC.—539 S. Walnut St., Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; Mary Tarzian, v.p.-secy.; F. Dan Meadows, commercial mgr., broadcast equipment div. Low-power transmitters, complete station packages.

TELECHROME INC.—632 Merrick Rd. Amityville, N.Y. Amityville 4-4446. J. Raymond Popkin-Curman, pres. & director of engineering. Raymond Reiser, secy. & counsel; E. G. Popkin-Curman, v.p.; E. W. London, exec. v.p.; H. Charles Riker, v.p., sales, adv. & publicity; S. S. Krinsky, chief engineer; K. Harris, purchasing agent.

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CANADIAN GENERAL ELECTRIC CO. LTD.—Royce Works, 830 Lansdowne Ave., Toronto, Ont. Oliver 6511. Manufactures antennas. For personnel, see listing under *Transmitters*.

DORNE & MARGOLIN INC.—30 Sylvester St., Westbury, N.Y. Edge-wood 4-3200. Arthur Dorne, pres.; Joseph Margolin, v.p.-treas.-secy.; H. M. Horton, chief mechanical designer, Thomas L. Evans, purchasing agent. Antenna research, development & production.

ALLEN B. DuMONT LABORATORIES INC.—750 Bloomfield Av., Clifton, N.J. Mulberry 4-7400. VHF & UHF antennas, transmission line, waveguide, microwave antennas & reflectors. For personnel, see listing under *Transmitters*.

ELECTRO PRECISION PRODUCTS INC.—139-30 34th Rd., Flush- ing, N.Y. Flushing 8-1795. J. J. McCann, pres.; D. McCann, v.p. Coaxial connectors, waveguides, RF fittings.

FEDERAL TELECOMMUNICATION LABORATORIES div. of IT&T—TV branch, 335 Cortlandt St., Belleville, N.J. Plymouth 9-4540. VHF & UHF antennas. For personnel, see listing under *Trans- mitters*.

GABRIEL ELECTRONICS Div. (formerly Workshop Associates Div.) **The Gabriel Co.**—Endicott St., Norwood, Mass. Norwood 7-3300. Wm. P. Short, gen. mgr.; C. W. Coleman, comptroller; John Martin, chief engineer; C. R. Lane, commercial sales mgr. VHF & UHF transmitting antennas, microwave relay antennas for systems & STL, passive reflectors, parabolic reflectors, mobile communications antennas, etc.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N.Y. Tele- phone 76-4411. VHF & UHF antennas. For personnel, see listing under *Transmitters*.

E. F. JOHNSON CO.—Waseca, Minn. Telephone: 990. E. F. John- son, gen. mgr.; E. T. Herbig Jr., gen. sales mgr.; M. L. Johnson, purchasing agent; B. M. Hess, works mgr.; E. N. Weise, com- ptroller; E. R. Johnson, treas.; A. M. Pichitino, chief engineer; M. W. Will, broadcast sales mgr. Antenna phasing equipment, antenna accessories, antenna insulators, coaxial transmission line, tower lighting filters, etc.

JOHN E. LINGO & SON INC.—2814 Buren Ave., Camden 5, N. J. Woodlawn 4-0487. John E. Lingo, president; A. E. Lingo Jr., v.p.; Joseph J. Taylor, secy.-treas.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Chelmsford, Essex, England. Manufactures antennas. See listing under *Transmitters*.

PRODELIN INC.—307 Bergen Ave., Kearny, N. J. Kearny 2-8600. L. A. Bondon, pres.; R. F. Lewis, v.p. engineering; R. G. Maddox, v.p. sales; J. F. Cosgrove, sales mgr.; W. C. Cothron, sales promo- tion mgr.; G. D. Higgins, purchasing agent. Antenna systems including Tri-Loop antennas for high-band VHF, low-power Cover-Loop for UHF, parabolic for microwave relay; VHF & UHF coaxial line, UHF waveguide, microwave coaxial line, VHF & UHF filters.

RADIO CORP. OF AMERICA, Electronic Products, Engineering Products Div.—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. VHF superturnstile antennas; UHF pylon antennas; transmission line & accessories; sleet melting equipment; wave- guide transmission line, supergain & custom. For personnel, see listing under *Transmitters*.

Tower Manufacturers & Erectors

ALLISON STEEL MFG. CO.—S. 19th Ave., Phoenix, Ariz. Alpine 8-7731. W. L. Allison, pres.; W. L. Allison Jr., v.p.; J. August Rau, exec. v.p. & chief engineer; Don Leahy, secy. & asst. treas.; Dorth E. Richter, treas. & asst. secy. Manufactures towers.

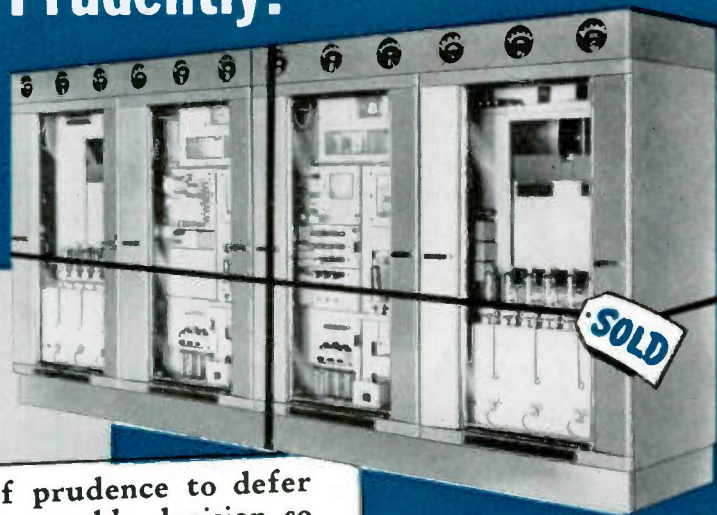
ALPAR MFG. CORP.—2910 Spring St., Redwood City, Cal. Emers- on 8-4701. R. V. Lastrup, pres. & sales mgr.; C. R. Parmenter, v.p. & chief engineer; Edmund D. Buckley, secy. Manufactures towers.

ANDREWS TOWER INC.—1421 Oak Knoll Dr. & 1420 Layton Ave., Fort Worth 11, Tex. Valley 1222. Johnnie Andrews, owner & mgr.; Leo Daniel, shop foreman; M. H. Roberts, erection fore- man; Murl Williams, construction foreman. Manufactures and erects towers, including lighting, painting and installation of foundations.

(Continued on page 306)

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Compare S-E's New 10 KW VHF TV Transmitter



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— George Washington

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AT \$55,000
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Now . . . a lower cost transmitter with design and construction features far superior to any other in its power class! Amazingly low price is made possible by use of a newly developed, high efficiency, three phase AmerTran

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Low investment makes the transmitter ideally suited for new stations . . . offers a practical way for established stations to replace outmoded equipment.

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TUBE LIFE . . .
MORE THAN
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FLOOR
SPACE**

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 51 square feet; its overall length is 15.6

feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators.

And, the transmitter is adaptable to any station layout, conforming to desired or existing walls and floor areas. Because each unit is self-contained, no external blowers, vaults, trenches or plumbing are needed.

**ADVANCED
DESIGN
FEATURES**

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front at all times. Impressive in appearance, the equipment has built-in safety interlocks to insure electrical

neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by ganged tuning. The RF input to the amplifier is designed as two quarter wave, tuned

coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide for a continuous check on every major circuit during operation.

**INSTANT
PATCHOVER
PLUS
"ADD-A-UNIT"
FLEXIBILITY!**

Patchover is an S-E exclusive development which is used to route a TV signal in order to by-pass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to

the antenna and used for transmission at reduced power. This is possible because the resistive input impedance is the same for the final amplifier and the antenna.

The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier — without obsoleting or replacing existing equipment.

**ADDED
S-E
FEATURES**

Completely air cooled • Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasitics • Built in sync stretcher permits adjustment of sync-to-picture ratio of the signal • Peak output power 14 KW

• Meets and exceeds all applicable FCC requirements for monochrome and color transmission • 208/230 V three phase operation requires no special wiring or transformers • Low power consumption of 30.2 KW at 90% p.f. at black level.

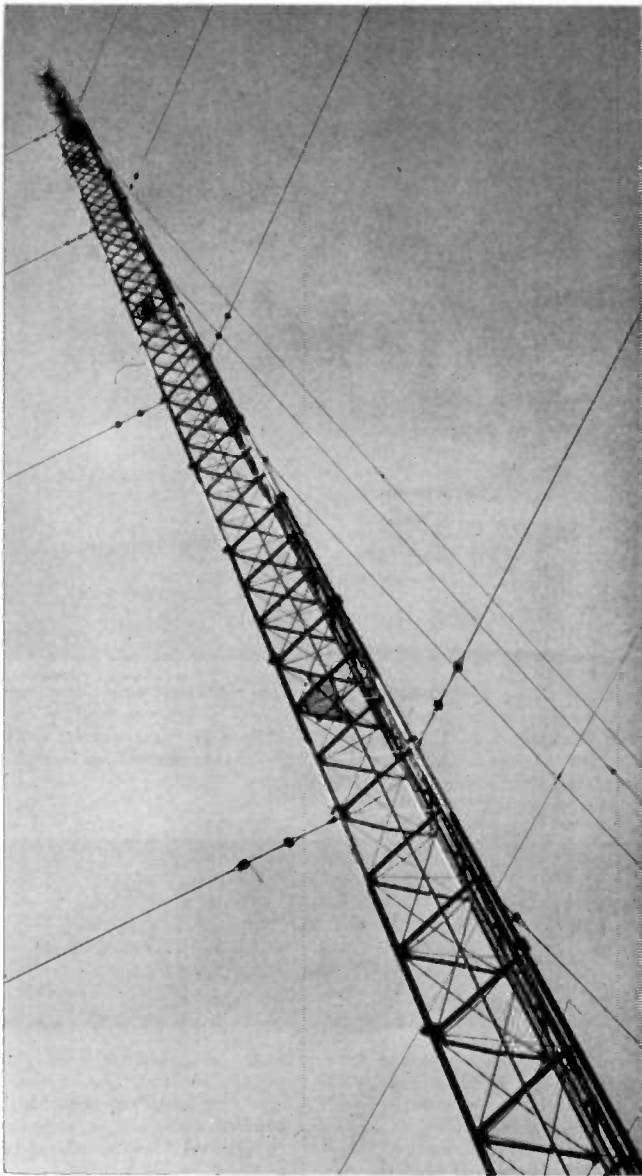
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- JOHN F. BEASLEY CONSTRUCTION CO.**—402 South D St., Muskogee, Okla. Murray 7-6381. Mercantile Bank Bldg., Dallas. Riverside 3228. 20 N. Wacker Dr., Chicago. State 2-7589. John F. Beasley, pres.; L. E. Berg, v.p.; A. B. Lytle, secy.-treas.; B. V. Pruden, v.p. & mgr., tower dept. Erection & maintenance.
- BLAW-KNOX EQUIPMENT DIVISION, Blaw-Knox Co.**—Box 1198, Pittsburgh 30, Pa. Sterling 1-2700. Tower dept: R. A. Troman, mgr. Manufactures towers.
- JOHN A. COSTELOW CO. INC.**—121 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, president; K. A. Costelow, v.p.-treas. Distributes Lehigh towers, Andrew Co. antennas, coaxial line, etc., Hughey & Phillips tower lighting equipment.
- THE COSTELOW CO. INC.**—125 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, pres.; K. A. Costelow, v.p.-treas. Suppliers & erectors of towers.
- CROUSE-HINDS CO.**—Wolf & 7th Sts., Syracuse 1, N.Y. Phone: 74-1011. Albert F. Hills, pres.; W. C. Blanding, exec. v.p.; John R. Tuttle, v.p.-treas.; Robert J. Sloan, secy.; Erle R. Monesmith, v.p. sales; A. H. Clarke, commercial v.p. illumination. Aviation obstruction marker lighting, flashing beacons, fixed lights, flashing switches, photoelectric controls.
- DETROIT STEEPLEJACK CO.**—13739 Shady Lane, Bolles Harbor, Monroe, Mich. Alva T. Elmes, pres. Makes & erects towers.
- DRESSER-IDECO CO.**—875 Michigan Ave., Columbus 8, O. University 2123. J. L. Pausch, pres.; J. M. Hogan, gen. sales mgr.; J. Roger Hayden, industrial sales mgr.; G. W. Iles & S. E. Wilson, tower sales. Branch office: 8909 S. Vermont Ave., Los Angeles, Cal.
- ELECTRICAL TOWER SERVICE INC.**—206 S. Washington St., Peoria, Ill. Telephone: 3-9846. Stanley Bernstein, president; Walter Greenberg, v.p.; Bettye Bernstein, secy.; Louis Glass, treas. Tower erection; microwave systems.
- ELIZABETH IRON WORKS INC.**—P. O. Box 360, Elizabeth, N. J. Elizabeth 4-2000. Harry Diamond, pres.; Irving Diamond, secy.-treas.; Edward Lewin, gen. sales mgr. Manufactures towers.
- EMSCO MANUFACTURING CO.**—6811 S. Alameda St., Los Angeles 1, Cal. Ludlow 7-5261. W. T. Powell, pres.; W. C. Kinder, v.p.; A. H. Miller, v.p.-secy.-treas. Tower sales.
- C. H. FISHER & ASSOCIATES**—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher. Tower sales & erection.
- GRAND IRON WORKS INC.**—525 Tiffany St., New York 59, N. Y. Dayton 8-2600. B. E. Alpern, president; J. J. Alpern, secy.-treas. Manufactures and erects towers.
- J. M. HAMILTON & CO.**—Box 2432, Gastonia, N. C. Telephone: 4-2115. Tower erection & maintenance.
- HUGHEY & PHILLIPS INC.**—3300 N. San Fernando Blvd., Burbank, Cal. Victoria 9-1104. J. H. Ganzenhuber, v.p.-gen. mgr. Sales reps: Chicago, R. L. Lang, 6677 Northwest Hwy. & M. J. Cudahy, 5858 Sheridan Rd.; Dallas, L. R. Ward Co., 3009 Canton St.; Dayton, Epps & Fedotin, 1434 Vancouver Dr.; Houston, L. R. Ward Co., 1814 Texas Ave.; Los Angeles, Maydwell & Hartzell Inc., 427 W. 5th St.; Phoenix, Maydwell & Hartzell, 324 S. 2nd Ave.; Portland, Ore., Maydwell & Hartzell, 1238 N. W. Gilsan St.; San Francisco, Maydwell & Hartzell, 158 11th St.; Seattle, Maydwell & Hartzell, 306 Dexter Ave.; Stamford, Conn., Electronics Assoc., 200 5th St. 300mm code beacons, obstruction lights, photo-electric controls, beacon flashers, microwave tower control & alarm units, remote lamp failure indicator systems, complete tower lighting kits, sleet melter circuits.
- IDECO DIVISION, Dresser-Stacey Co.**—See Dresser-Ideco Co.
- KIMCO SALES, INC.**—11 W. 42nd St., New York 18, N. Y. Oxford 5-3782. John W. Newton, exclusive representative for Kimco towers of Kline Iron & Metal Co., Columbia, S. C. Manufactures & erects towers.
- KLINE IRON & METAL CO.**—1225 Huger St., Columbia, S. C. Telephone: 4-0301. Manufactures and erects towers. (See Kimco Sales Inc., above.)
- LEHIGH STRUCTURAL STEEL CO.**—17 Battery Place, New York 4, N. Y. Whitehall 4-1424. J. F. Neary, sales mgr., radio & export div. Manufactures towers.
- LIBERTY TOWER ERECTION CO. INC.**—P.O. Box 9123, 8300 S. Sunny Lane, Oklahoma City 15, Okla. Melrose 7-3381. Earl Griffith, pres.-gen. mgr.; Evelyn Griffith, secy.-treas.; Bob Stanley, sales mgr. Manufactures & erects towers.
- GUNNAR A. OLSEN CORP.**—225 Broadway, New York 7, N. Y. Barclay 7-8390. Gunnar A. Olsen, pres.-treas.; Gunnar Olsen, v.p. Tower erection, antenna installation, lighting, painting, maintenance service, foundation installation & design.
- PARKERSBURG RIG & REEL CO.** div. of Parkersburg-Aetna Corp. —620 Depot St., Parkersburg, W. Va. Parkersburg 7-4521. W. A. Wood, pres.; W. V. Rathbone, J. J. Rozner, v.p.'s; A. G. Evans-Lombe, v.p.-sales mgr. Manufactures & erects towers.
- RACINE TOWER CONSTRUCTION CO. INC.**—Center St., Brandon, Vt. Telephone: 85. Emile Racine, pres. Tower erection, TV antenna & coaxial line installation, maintenance.
- RADIO CONSTRUCTION CO. INC.**—550 Grant St., Pittsburgh 19, Pa. Court 1-1712. 6601 E. Seven Mile Rd., Detroit 34, Mich. Twinbrook 1-6600. Tower erection.
- RADIO CORP. OF AMERICA, Electronic Products, Engineering Products Div.**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. For personnel, see listing under Transmitters.
- PAUL SHEPARD CO.**—1675 Galvez St., San Francisco 24, Cal. Atwater 8-0482. Paul Shepard, owner-mgr. Tower erection.
- STAINLESS INC.**—North Wales, Pa. Telephone 4871. 200 Plandome Rd., Manhasset, N.Y. Manhasset 7-5961. Walter J. Guzewicz, pres.; Henry J. Guzewicz, v.p.; Richard J. Eberle, secy.-treas. Manufactures towers.

TOWER CONSTRUCTION CO.—2700 Hawkeye Dr., Slouy City Ia. Telephone: 5-7653. M. M. Lasensky, owner; A. C. Tilton, mgr. Manufactures and erects towers; manufactures & installs passive reflectors & microwave buildings.

TOWER SALES & ERECTING CO.—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher. Tower sales & erection.

JOHN D. TRILSCH INC.—1310 McKinney Ave., Houston, Tex. Atwood 9351. John D. Trilsch, president; R. M. Thornton, v.p.; Jack Cambron, secy.-treas.; James Gillespie, chief engineer; George Patrick, gen. supt. Manufactures and erects towers, erects & repairs antennas and coaxial cable.

TRUSCON STEEL DIVISION, Republic Steel Corp.—Youngstown 1, O. Riverside 6-7211. C. B. McGehee, gen. sales mgr.; G. F. Bateson, sales mgr., towers; A. C. Wallen, asst. sales mgr. Manufactures towers.

VULCAN TOWER CO.—Box 2467, Birmingham, Ala. Telephone: 54-4441. W. J. Brennan Washington office: 3738 Kanawha St. NW. Emerson 2-8071. W. E. Bennis Jr. Manufactures and erects towers.

WINCHARGER CORP.—E. 7th St. at Division, Slouy City 2, Ia. Telephone: 2-1844. R. F. Weinig, v.p.-gen. mgr.; W. A. Amsler, controller-asst. treas.; John Alberts, secy.; V. V. Holmes, mgr., antenna tower dept. Eastern representative: Thomas L. Aye, 7 E. 48th St., New York 17, N. Y.

WIND TURBINE CO.—E. Market St. and P.R.R., West Chester, Pa. Telephone: 3110. Robert W. Weeks, president; Kenneth B. Havens, v.p.; Davis B. Oat, sales mgr. Makes & erects towers.

ZANE CONSTRUCTION CO. INC.—18 Northfield Ave., West Orange, N.J. Orange 3-2576. H. Bernard Zane, pres.; Archie Carter erection supt. Tower erection & maintenance.

Other Station & Studio Equipment

ACL PRODUCTS INC.—Sales subsidiary of Adler Communications Laboratories (below).

ACME CAMERA CORP.—2704 W. Olive Ave., Burbank, Cal. Victoria 9-3144. John Klei, gen. mgr. Distribution & rental of equipment handled by Producers Sales Corp. & Producers Service Corp., same address. TV recording cameras & special effects motion picture equipment.

ADLER COMMUNICATIONS LABORATORIES—1 Le Fevre Lane, New Rochelle, N.Y. New Rochelle 6-1620. Designs & constructs TV station control & studio systems; manufactures ACL vacuum tube operated video switchers, audio switchers, video amplifiers, control consoles, monitors, etc. For personnel, see listing under *Transmitters*.

AERO ELECTRONICS CO.—1512 N. Wells St., Chicago 10, Ill. Whitehall 3-0401. B. S. Maximoff, pres.; T. A. Beresney, gen. mgr. Custom built equipment, engineering services, research & development.

AFFILIATED PHOTOGRAPHIC CO.—21 W. 45th St., New York 36, N.Y. Judson 2-0522. T. Meyer, mgr., TV div. Slides, telops, ballops, flipcards.

ALTEC LANSING CORP.—9356 Santa Monica Blvd., Beverly Hills, Cal. Crestview 5-5101. G. L. Carrington, pres.; A. A. Ward, v.p.-gen. mgr.; E. M. Honan, engineering mgr.; J. K. Hilliard, chief engineer; R. S. Clayton, purchasing agent. Microphones, amplifiers, speakers, speech input equipment, transformers.

ANIMATION EQUIPMENT CORP.—38 Hudson St., New Rochelle, N. Y. New Rochelle 6-8138. John W. Oxberry, pres.; A. Kip Livingston, v.p.-secy.; Paschal Mathison, treas. Animation stands, compounds, punches, process cameras & accessories.

A. R. F. PRODUCTS INC.—7627 Lake St., River Forest, Ill. Forest 9-6000. Arthur H. Maciszewski, pres.; John J. Pagan, v.p.; Teresa H. Maciszewski, secy.-treas.; Dr. Julius J. Hupert, research dir.; Milton S. Riddiford, chief mechanical engineer; Stanley Grycko, chief operations engineer; Stanley W. Torode, engineer in charge of general electronics laboratory; M. Stanley Danisch, sales engineer. FM signal generators, converters & deviation meters, crystal controlled frequency calibrators with sampler, audio & video amplifiers.

AUDIO & VIDEO PRODUCTS CORP.—730 Fifth Ave., New York 19, N. Y. Plaza 7-3091. Robert D. Winston, commercial products sales mgr. Tape recording equipment & accessories.

AURICON DIVISION, Berndt-Bach Inc.—6950 Romaine St., Hollywood 38, Cal. Hollywood 2-0931. Erich M. Berndt, president; Walter Bach, exec. v.p.-treas. TV transcription and motion picture cameras, 16mm sound-on-film.

SEMON BACHE & CO.—636 Greenwich St., New York 14, N. Y. Watkins 4-2121. David Hirsch, pres.; Ben Newton, v.p., sales & advertising; R. M. Dreyfuss, secy. Mirrors (1st & 2nd surface), lenses, other glass items.

BACKGROUND ENGINEERS—7313 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 5-4161. W. S. Tillsch, gen. partner; B. M. Bodde, technical dir. Leases & sells Bodde rear projection equipment screens and background slides.

E. J. BAUGHMAN CO.—1914 N. Cogswell Rd., El Monte, Cal. Forrest 0-7586. E. J. Baughman, owner; E. C. Baughman, mgr. Microphone booms, hangers, studio lighting & equipment, camera dollies.

BAUSCH & LOMB OPTICAL CO.—683 St. Paul St., Rochester, N. Y. Locust 3000. Joseph F. Taylor, chairman; Carl S. Hallauer, pres.; Carl L. Bausch, v.p., research & engineering; L. B. McKinley, v.p., scientific instrument sales; Carl Day, v.p., mfg.; W. W. McQuilkin, v.p.-treas.; J. W. Taylor, asst. treas & secy.; M. C. Williamson, adv. mgr. Baloptycon TV slide projection & motion picture camera lenses.

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BERLANT CONCERTONE—4917 W. Jefferson St., Los Angeles 16, Cal. Republic 1-2141. Emmanuel Berlant, pres.; Brian Jenkins, gen. mgr.; Ed Altschuler, marketing dir. Tape recorders.

CHARLES BESELER CO.—219 S. 18th St., East Orange, N.J. Bigelow 8-7280. H. Herbert Myers, partner & gen. mgr. Projectors for transmissions & effects.

BODDE SCREEN CO.—P.O. Box 711, San Fernando, Cal. Empire 5-2551. B. M. Bodde Sr., president; B. M. Bodde Jr., v.p.-gen. mgr. Background translucent screens, background projectors.

BURKE & JAMES INC.—321 S. Wabash Ave., Chicago, Ill. Harrison 7-8393. George Drucker, pres.; S. Drucker, v.p.-sales mgr. Photo equipment, TV camera lenses & mounts.

THE CALVIN CO.—1105 Truman Rd., Kansas City, Mo. Harrison 1230. Larry Sherwood, v.p.-gen. mgr. Motion picture projection & sound equipment.

CAMERA EQUIPMENT CO.—1600 Broadway, New York 19, N. Y. Judson 6-1420. Frank C. Zucker, gen. mgr.; Burton H. Zucker, sales mgr.; Eugene H. Levy, asst. gen. mgr.; Louis J. Girola, gen. & industrial sales. Manufactures TV tripod heads, TV camera lens mounts, dollies, special effects, custom design equipment. Rents, sells, services motion picture & lighting equipment.

CANADIAN GENERAL ELECTRIC CO. LTD.—Royce Works, 830 Lansdowne Ave., Toronto, Ont. Oliver 6511. Station electronic equipment. For personnel, see listing under *Transmitters*.

CANADIAN MARCONI CO.—2442 Trenton Ave., Montreal 16, Que. Regent 8-9441. S. M. Finlayson, president; J. J. Kingan, gen. mgr.; T. C. Adams, comptroller; R. McCormick, purchasing agent; W. H. Hopkins, secy.; C. P. McNamara, mgr., commercial products div. Station equipment.

CANNON ELECTRIC CO.—3209 Humboldt St., Los Angeles 31, Cal. Capitol 5-1251. Robert J. Cannon, president-gen. mgr.; Donald A. Davis, sales mgr. Audio & TV camera connectors.

CENTURY LIGHTING INC.—521 W. 43rd St., New York 36, N. Y. Chickering 4-7050. 1820 Berkeley St., Santa Monica, Cal. Texas 0-6961. Edward F. Kook, pres.; Saul Levy, v.p.; Donald Levy, treas. TV studio lighting layouts & lighting equipment, dimmer switchboards (autotransformer magnetic amplifier & all-electronic C-I switchboards), "C-lector" mike booms, light lifts, etc., special effect projection machines, projectorama rear screen projector, wiring devices.

CENTURY PROJECTOR CORP.—729 Seventh Ave., New York 19 N. Y. Circle 5-7048. H. E. Hammons, pres.; W. D. Hauser v.p.-gen. mgr.; L. W. Davee, sales mgr. & engineer. 35mm projectors & sound equipment.

CINEMA ENGINEERING DIV., Aerovox Corp.—1100 Chestnut St., Burbank, Cal. Victoria 9-5511. James L. Fouch, gen. mgr. Studio & motion picture sound equipment.

CINEMATIC DEVELOPMENTS & CINECHROME LABORATORY—2125 32nd Ave., San Francisco 16, Cal. Montrose 4-2435. Arthur H. Hart, pres.; Florence B. Hart, secy.-treas.; A. Hamlin, operations. Design & development of special motion picture equipment, editing, titling, film laboratory services, etc.

COAST INSULATING PRODUCTS—2316 San Fernando Rd., Los Angeles 65, Cal. Capitol 2-8131. W. M. Binford, pres.; J. S. Baum, C. J. Krause, v.p.'s; J. E. Lederman, secy.-treas.; M. P. deLax, comptroller. Acoustic products & sound control engineering for TV-radio studios.

COLLINS RADIO CO.—Cedar Rapids, Ia. Telephone: 3-0281. A. A. Collins, pres.; R. S. Gates, exec. v.p.; H. O. Olson, broadcast sales mgr. Audio equipment and accessories, TV microwave relay systems.

CONRAC INC.—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p.; K. L. Peyton, treas.; P. C. Kemp, secy.; W. B. Goodman, credit mgr. Manufactures Utility video monitors (color & monochrome), TV tuners for off-the-air signal checking.

CUBIC CORP.—2841 Canon St., San Diego 6, Cal. Academy 3-8191. Walter J. Zable, pres.; R. V. Werner, v.p.; W. Hillyer, secy. Microwave test equipment & components.

DAGE ELECTRONICS DIV., Thompson Products Inc.—W. 10th St., Michigan City, Ind. Phone 3-3251. Film & studio camera, microwave equipment, monitors, switching equipment & accessories. For personnel, see listing under *Transmitters*.

DA-LITE SCREEN CO. INC.—2711-23 N. Pulaski Rd., Chicago 39, Ill. Dickens 2-9200. C. C. Cooley, pres.; H. E. Christensen, v.p.; D. Cooley, treas.; W. V. Hoffman, v.p.-secy.; C. J. Cerny, sales v.p.; G. Heck, sales mgr.; M. E. Painter, adv. mgr. Projection screens, accessories.

DAVEN CO.—191 Central Ave., Newark 4, N. J. Mitchell 2-6555. Lewis Newman, pres.; E. L. Grayson, gen. mgr. Test equipment, audio & RF attenuators, components, switches, etc.

GALE DOROTHEA MECHANISMS INC.—39-39 63rd St., Woodside L. I., N. Y. Twining 8-5500. Gale Dorothea, pres.; Ed Burnett, secy-treas. Projectors, dimmers, animation mechanisms, mechanical books, turntables.

ALLEN B. DuMONT LABORATORIES INC.—750 Bloomfield Ave., Clifton, N.Y. Mulberry 4-7400. I. O. camera chains. Multiscanner equipment, Vitascan live color scanner, video switching & mixing equipment, special effect, central control, color, monitoring, microwave relay, audio, film production & test equipment, Electronic live-film camera. For personnel, see listing under *Transmitters*.

DYNAMIC ELECTRONICS-NEW YORK INC.—73-39 Woodhaven Blvd., Forest Hills, N.Y. Illinois 9-7000. J. M. Winer, pres.; Louis Pafarman, treas.; George Ginsburg, secy.-gen. counsel; Seymour Levy, exec. v.p., production; Jules D. Winer, v.p.-gen. mgr., gov't. contracts div.; Dr. H. S. Bennett, director research & development; P. F. Gale, chief engineer. Field intensity & noise measuring equipment, electronic test equipment, broadband amplifiers, communication & microwave receivers, TV monitors, etc.

EASTMAN KODAK CO.—343 State St., Rochester 4, N. Y. Locust 6000. T. J. Hargrave, chairman; A. K. Chapman, president; Donald McMaster, v.p. & gen. mgr.; M. K. Robinson, secy.; A. H. Robinson, treas.; C. J. Van Niel, comptroller; C. E. Kenneth Mess, research v.p.; James E. McGhee, v.p., domestic sales & adv.; Edward P. Curtis, v.p. professional motion picture sales; D. E. Hyndman, mgr. motion picture film dept. Motion picture film and equipment for TV use, recording cameras, camera lenses, TV projectors.

ELECTRONICS RESEARCH LABORATORIES—1231 Vine St., Hollywood 38, Cal. Hollywood 2-6646. Design, development, packaging & air-to-ground TV transmitters; Audiplex sound duplexing equipment. For personnel, see listing under *Transmitters*.

ELECTRO-VOICE INC.—Buchanan, Mich. Telephone: 1000. A. R. Kahn, pres.; R. E. Stekman, exec. v.p.; Lawrence LeKashman, sales v.p.; A. M. Wiggins, engineering v.p.; W. F. Soules, jobber sales mgr.; Howard Souther, reproducing components div. mgr.; Everett Leedom, adv. & sales promotion mgr. Microphones & accessories, monitor & auditioning loudspeakers, systems & enclosures, amplifiers.

EQUIPMENT & SERVICE CO.—137 Parkhouse, Dallas 7, Tex. Dixon 9918. John A. Green, owner. Custom manufacturing, consulting engineering.

FEDERAL TELECOMMUNICATION LABORATORIES, div of IT&T—TV branch, 335 Cortlandt St., Belleville, N.J. Plymouth 9-4540. James M. Valentine, sales mgr.; Louis Pollack, TV engineering dept. head. Studio & microwave equipment. For other personnel, see listing under *Transmitters*.

FEDERAL TELEPHONE & RADIO CORP. div. of IT&T—100 Kingsland Rd., Clifton, N. J. Nutley 2-3600. R. S. Perry, pres.; G. T. Scharfenberger, v.p.; T. M. Douglas, v.p., apparatus div.; S. J. Powers, v.p., components div.; W. P. Maginnis, v.p. & works mgr., components div.; C. G. Sherwood, v.p., director of purchases; R. deF. Osborne, v.p. & comptroller; J. A. Frabutt, gen. sales mgr.; W. C. Schmitt, product line mgr., vacuum tube dept. Microwave & cable equipment.

FISH-SCHURMAN CORP.—70 Portman Rd., New Rochelle, N. Y. New Rochelle 6-1300. Murray Yawitz, pres.; M. F. Hertel, treas. High vacuum coated dichroic mirrors & beam splitters for color TV. lenses, prisms, glass slides for transparencies, etc.

FLEETWOOD CORP.—1037 Custer Dr., Toledo 12, O. Klondike 9339. Vidicon cameras & camera chains, audiovisual trucks, mobile TV trucks, studio equipment. For personnel, see listing under *Transmitters*.

FLETT LABORATORY—3711 Marshal Rd., Drexel Hill, Pa. Clearbrook 9-4500. W. J. Flett, director. Manufactures Title-Master news type and optical slide projector, film camera bench, cameras for training and special purposes. Designs and constructs special equipment.

FOTO-VIDEO LABORATORIES INC.—P.O. Box 296, Clifton, N. J.; 49 Bell St., Bloomfield, N. J. A. J. Baracet, pres. & chief engineer; C. E. Fiore, treas.; C. E. Baracet, secy.; P. deHagara, agent. TV test equipment, cameras, video amplifiers, sync generators, keyed video generators, power supplies; test pattern & special slides & opaques for film & live cameras in monochrome & color.

JACK A. FROST—234 Piquett Ave., Detroit 2, Mich.; 425 Burnamthorpe Rd., Toronto 18, Ont. Supplier of temporary lighting equipment.

GATES RADIO CO.—123 Hampshire St., Quincy, Ill. BA 2-8202. Audio equipment & studio accessories. For personnel, see listing under *Transmitters*.

GENERAL COMMUNICATIONS—Box 169, ½ mi. on Janesville Rd., Fort Atkinson, Wis. Fort Atkinson 954. E. D. Peterson, pres.; B. Lenox Dunbar, v.p.; C. E. Bell, secy.-treas. Monitors; power supplies; camera, program (video & audio) and dial monitor relay switching systems; sync & video mixing and clamp isolation, video & sync distribution amplifiers; consoles; equipment racks.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N.Y. Telephone 76-4411. Station and microwave equipment. For personnel, see listing under *Transmitters*.

GENERAL PRECISION LABORATORY INC.—63 Bedford Pl., Pleasantville, N.Y. Telephone 2-4100. Complete studio & portable TV equipment. For personnel, see listing under *Transmitters*.

GENERAL RADIO CO.—275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. Harold B. Richmond, chairman; Errol H. Locke, president; Frank L. Tucker, treas.; Arthur E. Thiessen, sales v.p.; Charles C. Carey, production v.p.; Myron T. Smith, sales mgr.; C. Wm. Harrison, engineer. TV transmitter video, audio and color subcarrier monitors, AM & FM frequency & modulation monitors, distortion & noise meters, RF & AF bridges, variacs, frequency standards, strobotacs, test equipment, antenna measuring equipment, etc.

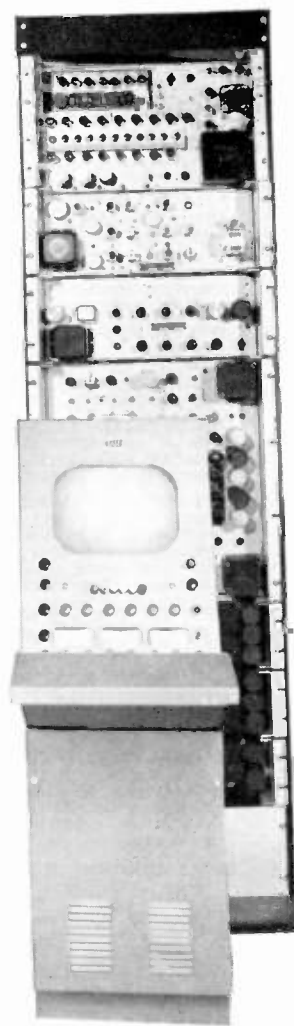
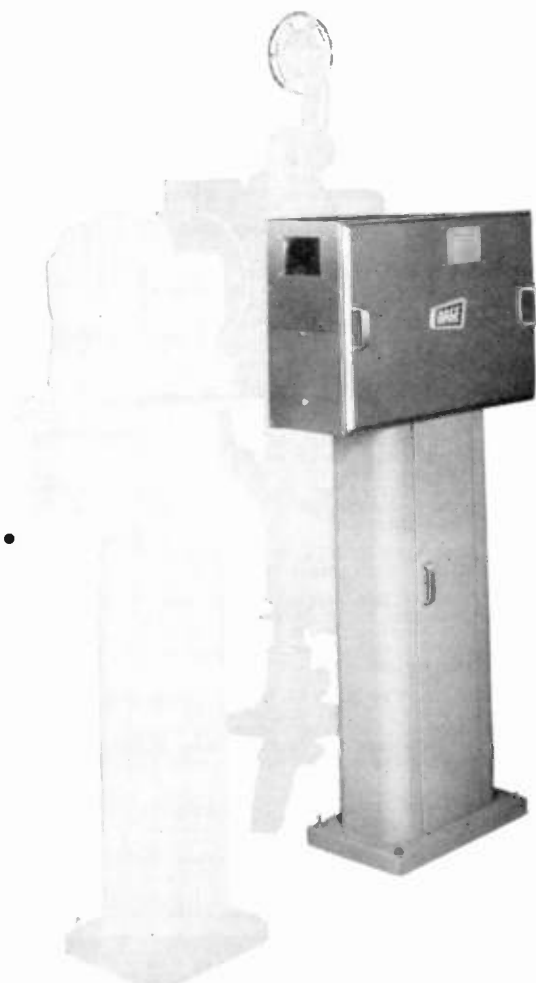
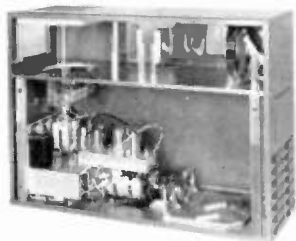
GRAY RESEARCH & DEVELOPMENT CO.—658 Hilliard St., Manchester, Conn. Adams 3-1271 & Mitchell 9-4506. W. E. Dittmars, pres. and treas.; V. H. Hogg, v.p.; N. F. Smith, v.p.-gen. mgr.; J. W. Wibel, secy.; J. F. McGovern, controller; C. B. Hayes, gen. sales mgr.; C. A. Snow, chief engineer. Telops, Telectors, multiplexers, camera turrets, vertical titler units, video devices, transcription pick-up arms & equalizers, audio devices.

HARWALD CO. INC.—1216 Chicago Ave., Evanston, Ill. Davis 8-7070. Robert Grunwald, pres.; Marilyn Grunwald, v.p.; Henry Yankow, treas.; Shirley A. Day, secy. Admatic automatic slide projector, Inspect-O-Film automatic film inspecting machine.

(Continued on page 310)

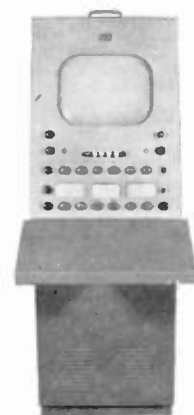
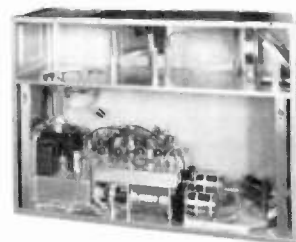
In Monochrome!

Top quality monochrome reproductions provided by single camera channel. Console has built-in power supply and single scope for monochrome use . . .



In Color!

Two camera channels, shading generator and rack mounted power supply are added; three-scope unit replaces monochrome scope. We do the work.



NOW—MONOCHROME or COLOR WITH THE NEW DAGE COLOR-VISION SYSTEM!

Station Owners, Managers, Engineers—here's the way to buy your color film equipment. Purchase the finest monochrome chain which occupies no more space than your existing equipment. Then, when *you* are ready, add the color components, and without loss of air time you have color facilities. We supply the engineer. You may, of course, purchase the complete color system initially if you wish. The cost for the entire system is attractively low. Your investment in money and space is protected by the Dage Plan.

Phone, write . . . or wire collect for complete specifications and demonstration details. Before you buy—see *Dage Color!*

New Dage COLOR-VISION System Features

- Fast warm-up time
- Compact design . . . occupies approximately 48 sq. ft. of floor space
- Prompt delivery
- Advantages of vidicon for film use
- Low power consumption
- Superb performance in either color or black and white
- Complete package: Camera, Console, power supply, color or monochrome monitor.



DAGE TELEVISION DIVISION

THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA

1955 Fall-Winter Edition

Other Dage-Thompson Products: Complete Low Powered TV Stations; Monochrome Studio Cameras; Complete line of Industrial TV Equipment . . . both Monochrome and Color! For detailed information on any Dage-Thompson Products, write Dage-Thompson, Michigan City, Indiana. Ask for your free copy of "Dage Practical Planning for Color."

STUDIO EQUIPMENT—(Continued)

HARWOOD MANUFACTURING CO.—466 W. Superior St., Chicago 10, Ill. Whitehall 3-0465. Sidney Swislow, pres.; James P. Kennedy, v.p.-gen. mgr.; Jordan Lippman, secy.-treas. Photographic & electronic lighting equip., sheet metal fabricating; spun metal reflectors, portable lighting bars.

HEWLETT-PACKARD CO.—275 Page Mill Rd., Palo Alto, Cal. Davenport 5-4451. David Packard, president; William R. Hewlett, v.p.; Barney Oliver, research dir.; W. Noel Eldred, sales mgr. TV & FM monitors and test equipment.

HOUSTON-FEARLESS, div. of Color Corp. of America—11801 W. Olympic Blvd., Los Angeles 64, Cal. Bradshaw 2-4331. R. C. Wilcox, president; B. B. Smith, secy.-treas.; H. W. Houston, engineering v.p.; K. B. Elliott, sales v.p. Motion picture processing machines, printers, cranes, dollies and associated TV studio equipment.

HYCON MFG. CO.—2961 E. Colorado St., Pasadena, Cal. Sycamore 5-4241. Alden E. Acker, pres.; Grover Judy, exec. asst. to pres.; Dr. W. O. Wetmore, v.p.-gen. mgr.; Wm. McFadden, v.p.-chief engineer; John Thompson, mgr. coml. sales. Microwave systems & components, TV service equipment.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., president; Louis M. Rehak, v.p.; Charles M. Puckette Jr., v.p.; Robert J. Harrington, secy.-treas. Monochrome & color monitors, field strength meters.

INTERNATIONAL RESEARCH ASSOCIATES, Div. of Iresco Inc.—2221 Warwick Ave., Santa Monica, Cal. Texas 0-4415, Exbrook 4-6330. L. E. Brown, president; TV monitors, receivers, video sync equipment, relay equipment, field survey, low power TV transmitters, broad band amplifiers on-frequency re-radiation transmitters; color TV receivers & test equipment.

JENFRED INC.—36 W. 57th St., New York 19, N. Y. C. M. Frederick, pres.; Grace Frederick, secy.-treas. Rear projection equip.

KAY LAB INC.—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. R. T. Silberman, pres.-gen. mgr.; R. E. Langworthy, chief engineer; J. P. Day, chief TV engineer; R. H. Applin, factory mgr. Camera chains, remote control systems, monitors, switching & distribution equipment for station use.

KLIEGL BROS. INC.—321 W. 50th St., New York 19, N. Y. Columbus 5-0130. Western representative: Kliegl Lighting Co. of Calif., 1060 W. 6th St., Los Angeles 17. Midwest: Midwest Stage Lighting Co., 55 W. Wacker Dr., Chicago 1. Manufactures TV studio & field lighting fixtures, accessories, wiring devices, switchboards, etc.

KOLLMORGEN OPTICAL CORP.—347 King St., Northampton, Mass. Telephone: 283. E. O. Kollmorgen, pres.; John L. Maulbetsch, v.p.; W. A. Rudd, secy.-treas.; R. G. Walsh, purchasing agent; J. A. Fetherston, sales mgr. New York sales office: 30 Church St. Motion picture equipment, TV projection lenses & mirrors.

LADUE SUPPLY INC.—8870 Ladue Rd., St. Louis 24, Mo. Parkview 5-6490. Wm. E. Ball, pres.; J. C. Coonrod, v.p. Cemsteel package TV & radio stations, including complete building, heating & air conditioning (without electronic equipment).

LAMBDA-PACIFIC ENGINEERING INC.—P.O. Box 105, 14725 Arminta St., Van Nuys, Cal. State 6-1801. Microwave relay & test equipment, parabolic dishes, camera cables. For personnel, see listing under *Transmitters*.

LANGEVIN MANUFACTURING CORP.—37 W. 65th St., New York 23, N.Y. Endicott 2-7200. N. S. Prime, pres.; A. Schneider, v.p.; George Schatz, sales mgr. Audio & electronic equipment.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Chelmsford, Essex, England. Cameras, links, mobile, master control and film recording equipment. See listing under *Transmitters*.

METROPOLITAN ELECTRIC MFG. CO., Lumi-Tron Div.—22-50 Steinway St., Long Island City 5, N.Y. Astoria 8-3200. E. L. Lustig, mgr.; George Gill, planning consultant. Manufactures studio lighting control boards, lighting fixtures & accessories, electrical distribution systems, panelboards, etc.

MICROLAB—71 Okner Pkwy., Livingston, N. J. Livingston 6-0692. Harry A. Augenblick Jr., pres.; Albert Sachs Jr., chief engineer. Coaxial attenuators, filters, multipliers, terminations, UHF test equipment.

MICROWAVE ASSOCIATES—22 Cummington St., Boston 15, Mass. Dana W. Atchley Jr., pres.; Vess Chigas, treas.; Richard M. Walker, engineering v.p.; Wm. P. Toorks & Julian Pathe, v.p.'s. Microwave tubes & waveguide components. (33 $\frac{1}{3}$ % owned by American Broadcasting-Paramount Theatres Inc., 33 $\frac{1}{3}$ % by Western Union)

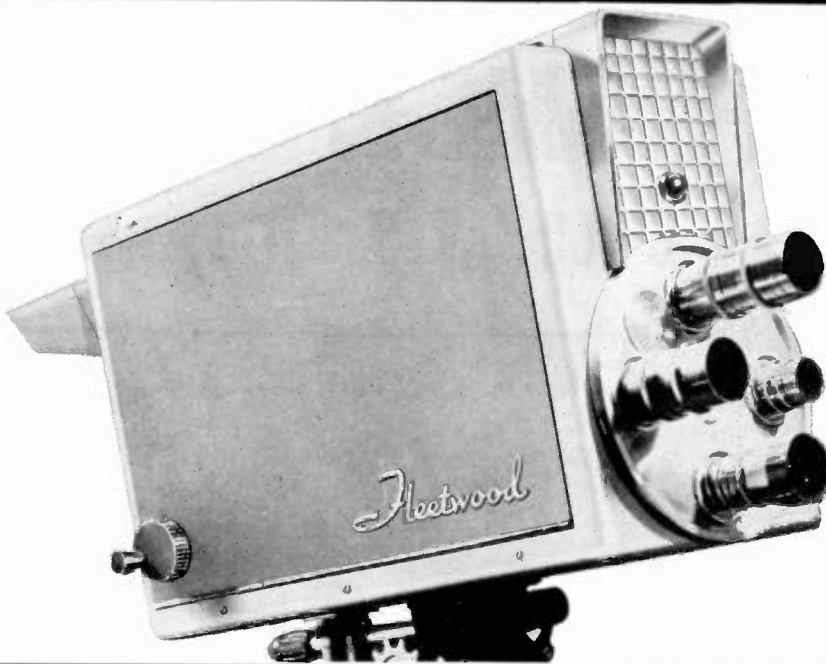
MITCHELL CAMERA CORP.—666 W. Harvard St., Glendale 4, Cal. Chapman 5-1086. Mrs. Eva Fox, pres.; Mona Fox, secy.; Belle Fox, J. D. McCall, Joe Leo, v.p.'s. Film cameras & projectors.

MOLE-RICHARDSON CO.—937 N. Sycamore Ave., Hollywood 38, Cal. Oldfield 4-3660. Peter Mole, president; Warren K. Parker, 1st v.p.-treas.; E. C. Palmer, exec. v.p.-treas. TV & photographic lighting equipment.

MOTOROLA INC.—4501 W. Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Paul V. Galvin, pres.; Robert W. Galvin, exec. v.p. Communications & electronics div.; Daniel E. Noble, v.p.; Henry Magnuski, assoc. dir. engineering; Eugene S. Goebel, national sales mgr.; Harold A. Jones, exec. asst. to national sales mgr.; Arthur L. Reese, national marketing mgr.; Robert Schulz, microwave product mgr. Mobile, portable & fixed station 2-way radio systems; microwave monochrome & color TV STL relay & communications systems; supervisory control, carrier & telemetering equipment.

MOVIOLA MANUFACTURING CO.—1451 Gordon St. Hollywood 28, Cal. Hollywood 7-3178. Mark Serrurier, pres. Motion picture film editing equipment.

FLEETWOOD . . . TELEVISION CAMERAS AND CAMERA CHAINS FOR 1955



The Fleetwood Camera, using the number 6198 vidicon tube, produces and maintains a standard of better than 500 lines over many hours of continuous operation. 7" viewer produces a clear, sharp picture.

Camera console includes DC power supply, and stabilization amplifier, adjusted to produce a standard video signal of 1 volt with controlled black level set-up. For single chain operation, sync pulses may also be mixed to produce the standard composite video signal.

Fleetwood gives live camera response within minutes.

Size: 10" x 15" x 23"—weight 50 pounds

THE FLEETWOOD CORPORATION
1037 Custer Drive
Toledo 12, Ohio

. . . the Fleetwood VIDICON

NATIONAL CINE EQUIPMENT INC.—209 W. 48th St., New York 36, N. Y. Circle 6-0348. John A. Clemens, pres.; Erwin G. Harwood, secy.-treas. Sells, rents & services TV dollies, lenses, microphone booms, lighting equipment & motion picture equip.

NEMS-CLARK INC.—919 Jesup-Blair Drive, Silver Spring, Md. Juniper 5-8300. A. S. Clark, pres.; R. E. Harmon, v.p. finance; E. J. Wiley, v.p. personnel; F. E. Floyd, v.p. production; E. C. Kogok, secy.-treas. TV rebroadcast receivers, field intensity meters, video jacks & plugs.

NEUMADE PRODUCTS CORP.—250 W. 57th St., New York 19, N. Y. Judson 6-5810. Oscar F. Neu, pres.; Helene E. Neu, secy.; L. E. Jones, sales mgr. Film equipment.

O'BRIEN ELECTRIC CORP.—6514 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 4-1117. Frank O'Brien, pres.; Robert A. Felburg, v.p.-gen. mgr.; John Greene, v.p. sales; W. B. Scales, secy. Broadcast switchers, audio facilities, custom cabinets & consoles.

OTTO K. OLESEN CO.—1534 Cahuenga Blvd., Hollywood 28, Cal. Daniel E. Murphy, pres.-gen. mgr.; Dudley Thompson, v.p.-sales mgr.; Stewart S. Romans, v.p. mfg.; B. E. Frieberg, secy.-treas. TV lighting equipment, booms.

PEMBREX THEATRE SUPPLY CORP.—1969 S. Vermont Ave., Los Angeles 7, Cal. Republic 1-3111. Louis M. Wutke, pres. & gen. mgr.; Edwin C. Wutke, v.p.; "Pemar" high intensity arc background slide projectors. "Telinc" incandescent background projectors. 16 & 35mm background motion picture projectors, screens, Visual Cast prompting units.

PHILCO CORP.—Govt. & Industrial Div., 4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. TV broadcast film scanners & associated equipment, monochrome & color; microwave STL & intercity TV & communications relay equipment; satellite-booster equipment. For personnel, see listing under *Transmitters*.

POLARAD ELECTRONICS CORP.—100 Metropolitan Ave., Brooklyn 11, N. Y. Stagg 2-3464. Dr. D. L. Jaffe, pres.; P. H. Odessey, exec. v.p.; C. J. Elsen, treas. NTSC color flying spot scanners, color synchronizing generators, color bar generators, color video monitors; black-&-white monoscope cameras, sync generators, picture & waveform monitors, portable video monitors, distribution amplifiers, power supplies, studio control consoles, radio cue systems, etc.

PROJECTION OPTICS CO. INC.—330 Lyell Ave., Rochester 6, N. Y. Glenwood 0870. Fred E. Aufhauser, pres. Projection lenses, motion picture equipment.

RADIANT MANUFACTURING CORP.—2627 W. Roosevelt Rd., Chicago 8, Ill. Crawford 7-6300. Harry E. Eler, pres.; Adolph M. Werthelmer, v.p.; Knute Petersen, production v.p. Projection screens.

RADIO CORP. OF AMERICA, Electronic Products, Engineering Products Div.—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Field & relay video equipment, mobile units, studio cameras & film equipment, studio lighting & related studio & station equipment, relay switching equipment, switching consoles, TV audio equipment, custom video equipment, complete TV station packages. For personnel, see listing under *Transmitters*.

RADIO ENGINEERING LABORATORIES INC.—36-40 37th St., Long Island City 1, N. Y. Stillwell 6-2100. C. R. Runyon Jr., pres.; Frank A. Gunther, v.p.-sales mgr.; James R. Day, v.p.-research dir.; Joseph Behr, v.p.; C. R. Runyon III, secy. Aural studio-transmitter links.

RAVEN SCREEN CORP.—124 E. 124th St., New York 35, N. Y. Lehigh 4-8408. Roy Martin, chief engineer; Fred Rose, mgr.; Ernest D. Reif, secy.-treas. Projection screens.

RAYTHEON MANUFACTURING CO.—Waltham 54, Mass. Waltham 5-5860. C. F. Adams Jr., pres.; D. T. Schultz, v.p.-treas.; E. F. Leatham, asst. to pres.; A. E. Reed, comptroller; W. L. Gifford, v.p.; I. A. Getting, engineering & research v.p.; P. F. Hannah, secy. & gen. counsel. Equipment div.: D. R. Hull, v.p.-mgr.; G. S. Humphrey, exec. asst.; D. J. Webster, marketing mgr.; A. E. Keleher Jr., mgr., communications product planning. Microwave relay links.

RESDEL ENGINEERING CORP.—330 S. Fair Oaks Ave., Pasadena 1, Cal. Ryan 1-7689. H. K. Abajtan, pres.-gen. mgr.; J. L. DeDiemar, asst. gen. mgr.; Alfred J. Stegmuth, chief engineer. Electronic measuring equipment, industrial electronics.

SHIELDS STUDIO—5537 Suburban Tracks, St. Louis, Mo. Forrest 7-2535. Tom M. Shields, owner. Scenic TV settings, "St. Louis Stagette", painted drops, draperies, rigging, curtain tracks.

S.O.S. CINEMA SUPPLY CORP.—602 W. 52nd St., New York 19, N.Y. Plaza 7-0440. J. A. Tanney, president-gen. mgr.; Oscar Lightstone, v.p.-sales mgr.; Dom J. Capano, v.p. Acmiola film editing machines, Bridgamatic film developing equipment, Cinemaphone film recorders, animation stand, hot press title machine, Link retractable mike boom, Moy film edge numbering machine, Ediola sound reader & action picture viewer, S.O.S. titler & special effects kit, body-brace camera pod, S.O.S. motion picture background equipment for TV.

STANCIL-HOFFMAN CORP.—921 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7461. Wm. V. Stancil, pres. Magnetic tape & motion picture equipment.

STANDARD ELECTRONICS CORP.—285 Emmet St., Newark 5, N.J. Bigelow 3-5540. Multicon TV cameras, master picture & waveform monitors, video amplifiers, clamp amplifiers, sync generators, audio & video switching gear, linearity correctors, receiver correcting networks, filters, power supplies, etc. For personnel, see listing under *Transmitters*.

STEVENS MANUFACTURING CORP.—8538 Warner Dr., Culver City, Cal. Tru-Sonic wireless and wired microphones.

STRONG ELECTRIC CORP.—87 City Park Ave., Toledo 2, O. Garfield 3091. Harry H. Strong, president; Arthur J. Hatch Jr., v.p.; R. B. LaRue, secy.; Ralph N. Harder, treas. Carbon arc spotlights, slide projectors, projection arc lamps.

STUDIO TELEVISION PRODUCTS SALES CORP.—11 W. 42nd St., New York N. Y. Oxford 5-2199. John Newton, pres. Manufactures & sells camera dollies, bases, tripods, mike booms.

SYVANIA ELECTRIC PRODUCTS INC.—Electronic Systems Div., 175 Great Arrow Dr., Buffalo 7, N. Y. Delaware 9148. Plans to manufacture telecasting equipment. For personnel, see listing under *Transmitters*.

TARC ELECTRONICS INC.—48 Urban St., Westbury, N.Y. Edge-wood 4-3900. H. Wilson Cain, pres.; M. L. Singer, exec. v.p.; Hazel Cain, secy.-treas. Broadcast & test equipment for color & monochrome TV.

SARKES TARZIAN INC.—539 S. Walnut St., Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; Mary Tarzian, v.p.-secy.; F. Dan Meadows, commercial mgr., broadcast equipment. Complete studio equipment, station packages, microwave relays, TRF, STL & intercity.

TECHNICRAFT LABORATORIES INC.—Thomaston-Waterbury Rd., Thomaston, Conn. Atlas 3-4315. A. M. Winchell, pres.-gen. mgr.; A. R. Anderson, v.p.; E. T. Candee, secy.-treas. Microwave components, including waveguides, test plumbing.

TEKTRONIX INC.—P. O. Box 831, Portland 7, Ore. Cypress 2-2611. Howard Vollum, pres. & engineering dir.; Richard L. Roplequet, chief engineer; W. K. Dallas, field engineering mgr. TV oscilloscopes, square wave bar generators & other video test equipment.

TELECHROME INC.—632 Merrick Rd., Amityville, N. Y. Amityville 4-4466. Color & monochrome TV instrumentation, broadcast color TV equipment, color bar generators, video monitors, picture and waveform monitors, sync generators, flying spot & 3-vidicon film scanner, special effects, cueing system. For personnel, see listing under *Transmitters*.

TELECOLOR INC.—920 N. Michigan Ave., Chicago 11, Ill. Superior 7-9481. Maurice Wetzel, pres.; Helen Spencer, v.p. Animated color lighting apparatus synchronized with music.

TELEPROMPTER CORP.—300 W. 43rd St., New York 36, N. Y. Judson 2-3800. Irving B. Kahn, chairman & pres.; Hubert J. Schafly Jr., v.p. engineering; Fred H. Barkau, v.p.; Charles Stevens, treas.; Don Redell, mgr. TV & motion pictures operation; Bill Marsh, mgr. public speaking div.; Herb Hobler, v.p. National Sales Corp. (stations). Branches: Washington, 1346 Conn. Ave., Columbia 5-3161, Fred Barton, mgr.; Chicago, 177 N. State St., Franklin 2-8826, Ted Boisumeau, mgr. midwest operation; Los Angeles, 6151 Santa Monica Blvd., Hollywood 9-6239, George Kane, mgr., west coast operations; Canada, Teleprompter of Canada Ltd., c/o S. W. Caldwell Ltd., 447 Jarvis St., Toronto. Manufactures, leases & licenses equipment for cueing actors & speakers, remote control rear screen projection equipment & all physical staging facilities.

TELE-Q CORP.—1227 6th Ave., New York, N. Y. Judson 6-5719. John Jacobs III, pres.; C. R. Bitting III, treas. Cueing device (distributed by Du Mont).

TELEVISION ASSOCIATES INC.—E. Michigan St., Michigan City, Ind. Telephone: 7-7207. W. C. Eddy, president; K. P. Humbert, plant supt. TV lighting equipment, dollies, tripods, relay mounting equipment, film magazines, projectors, rear projection screens, microwave aerial surveys.

TELEVISION SPECIALTY CO. INC.—350 W. 31st St., New York 1, N. Y. Longacre 4-2334. K. Alfred Jenkins, pres.; Lee Jenkins, secy.-treas. Motion picture cameras & production equipment, 16mm film processors, rear screen projectors, studio dollies, microphone booms, lighting equipment, film room equipment.

TELEVISION UTILITIES CORP.—1315 Jericho Turnpike, New Hyde Park, N. Y. Floral Park 4-0408. A. E. Siegel, president; Charles H. Odom, v.p. & chief engineer; Frank P. Venamen, project engineer; Ernest Sharp, plant supt. & asst. engineer. Designs & manufactures "Private Eye" monitors, pulse cross monitors, video line & distribution amplifiers.

TELEVISION ZOOMAR CORP.—500 Fifth Ave., New York 18, N. Y. Bryant 9-5835. Jack A. Pegler, president; Frank G. Back, v.p.-secy.-treas. Television Zoomar lenses & studio Zoomar.

TEL-INSTRUMENT CO.—728 Garden St., Carlstadt, N.J. Webster 9-9250. J. L. Roemisch, pres.; E. W. Brinkerhoff, v.p.-sales mgr.; D. L. Schacher, chief engineer. Test equipment, studio equipment for monochrome & color TV.

THOMPSON PRODUCTS INC.—2196 Clarkwood Rd., Cleveland 3, O. Henderson 1-6765. Electronics div.: J. W. Davidson, operations mgr.; F. J. Wehmiller, sales mgr.; C. F. Schunemann, chief engineer. TV transmitter switches. (See also Dage Television Div.)

TRANS-LUX CORP.—1270 Avenue of the Americas, New York 20, N. Y. P. E. Furber, pres.; A. Giles, v.p.; B. W. Roth, sales director. Rear projection screens, slide projectors, etc.

TRESSEL TELEVISION PRODUCTIONS INC.—111 W. Washington St., Chicago 2, Ill. Financial 6-2976. Frank Tracey, president & gen. mgr.; Arthur Main, v.p. Manufactures Projectal remote controlled automatic slide & opaque projector with multiplexer mirrors designed for use with iconoscope, vidicon and 3-V color cameras. Western sales, 906 E. Amelia, Phoenix, Ariz.

VALLEN INC.—225 Bluff St., Akron 4, O. Blackstone 3-4933, E. J. Vallen, pres. Curtain controls, curtain tracks, Panorama tracks for TV studios & special devices.

VANDIVERE LABORATORIES INC.—3520 S. Four Mile Run Dr., Arlington 6, Va. Jackson 7-3422. Edgar P. Vandivere Jr., pres.; Wilson C. Wearn, v.p.; Jules Cohen, secy.-treas. Equipment for automation of station programming.

VICTOR ANIMATOGRAPH CORP.—Davenport, Ia. Davenport 3-9917. Sam G. Rose, pres.; H. O. Jones, & A. J. McClelland, v.p.'s; R. H. Kulka, v.p., Latin America; T. M. Arp, secy.; D. J. Holzinger, treas.; K. Spelletich Jr., sales mgr. Motion picture projectors; Magnesium recording attachment for projectors.

(Continued on next page)

STUDIO EQUIPMENT—(Continued)

- VICTORLITE INDUSTRIES INC.**—4117 W. Jefferson Blvd., Los Angeles 16, Cal. Republic 2-4033. H. G. FitzGerald, president; Ralph W. Siegel, sales mgr.; William Cole, shop mgr. Visual-Cast, OpaCast, and IdentiCast projection aid for studio use.
- VIEWLEX INC.**—35-01 Queens Blvd., Long Island City 1, N. Y. Exeter 2-0100. L. A. Peirez, pres.; Ben Peirez, secy.-treas. Automatic projectors, slide & strip film.
- WARE COUPLING & NIPPLE CO.**—Electronics div., 5 Milner St., Ware, Mass. Ware 905. Donald W. Howe Sr., pres.; Donald W. Howe Jr., v.p.; Haldimand S. Putnam Jr., treas. Conelrad alarm, remote control equipment, audio automatic gain control.
- WICKES ENGINEERING & CONSTRUCTION CO.**—Box 590, Camden 1, N. J. Woodlawn 4-4912. Howard C. Wickes, pres.; Richard G. Wickes, v.p.-gen. mgr.; John W. Millon Jr., v.p., engineering; Max F. King, secy.-treas. TV test equipment, signal generating equipment, color & monochrome monitors, distribution equip.
- WOLLENSAK OPTICAL CO.**—850 Hudson Ave., Rochester 21, N. Y. Baker 4740. E. A. Springer, pres.; A. A. Wollensak, v.p.; R. E. Springer, treas. Lenses & shutters.
- ZENITH OPTICAL LABORATORY**—1940 Great Neck Rd., Copiague, N. Y. Amity 4-4616. Walter Goldstein, gen. mgr. Lenses, mirrors.

Community Antenna Equipment

- AMPLITEL INC.**—342 W. 40th St., New York 18, N. Y. Bryant 9-0710. Herbert M. Ardston, pres.; Harry Morris Jr., v.p.
- A. R. F. PRODUCTS INC.**—7627 Lake St., River Forest, Ill. Forest 9-6000. Community systems. For personnel, see listing under *Studio Equipment*.
- BLONDER-TONGUE LABORATORIES INC.**—526 North Ave., Westfield, N. J. Westfield 2-7032. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr.; Joseph H. Gibbs, asst. sales mgr.; Bernard A. Coler, sales engineer. Add-A-Unit & Masterline TV systems, AGC amplifiers, cable tap-offs, directional couplers, radiation-proof accessories.
- BRACH MFG. DIV., General Bronze Corp.**—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. H. D. Halperin, J. B. Cejka & I. Kamen, v.p.'s; M. Jungman, distributor sales mgr.
- ENTRON INC.**—4902 Lawrence St., Box 287, Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas. Community systems & Equatrol RF systems.

- HOLT ELECTRONIC MANUFACTURERE**—105 E. Spruce St., Mahanoy City, Pa. Telephone 1228. Marion Holt, owner; Luther D. Holt, chief engineer; Martin F. Kerrigan, mgr. Antenna site pre-amplifiers, crystal converters, mixers, AGC-controlled single-channel amplifiers, line amplifiers, splitters, distribution units, service taps, traps, pads.
- INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Community antenna system components. (For personnel, see listing under *Studio Equipment*.)
- INTERNATIONAL TELEMETER CORP.** (subsidiary of Paramount Pictures Corp.)—2000 Stoner Ave., Los Angeles 25, Cal. Granite 8-7751. Paul Raibourn, chairman; Louis A. Novins, Paul Mac-Namara, Chester I. Lappen, v.p.'s; Eugene J. Zukor, treas. & asst. secy.; Jacob S. Karp, secy.; Will Baltin, admin. asst. Ampli-Vision community equipment.
- DR. HENRY JASIK**—61 Second St., Mineola, N. Y. Pioneer 6-4335. Antennas & allied components for community antenna systems.
- JERROLD ELECTRONICS CORP.**—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon Garfield, asst. to pres.; Henry J. Arbeiter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood C. Cooley, v.p. field service organization; Wm. H. Miller, mgr. community operations div.; Robert J. Tarlton, community constructions; Robert N. Vendeland, promotion mgr.
- LYNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, pres.; Samuel Sabaroff, v.p.; Donald R. Trilling, secy.-treas.
- PHILCO CORP.**—Govt. & Industrial Div., 4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Community systems & equipment. For personnel, see listing under *Transmitters*.
- RADIO CORP. OF AMERICA, Engineering Products Div.**—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. M. J. Yahr, mgr. theatre & sound products; D. R. Berne, mgr. sound & community antenna equipment.
- SPENCER-KENNEDY LABORATORIES INC.**—186 Massachusetts Ave., Cambridge 39, Mass. University 4-0400. George W. W. Brewster, chairman & asst. treas.; Fitzroy Kennedy, pres.; James H. Laubach Jr., treas.; Lester C. Smith, chief engineer; W. K. Headley, sales mgr.; A. W. Bridgett, engineering; W. W. Bemis, field engineering.
- TELEVISION TRANSMISSION CO.**—301 Peru St., Peru, Ill. Telephone: 1106. E. S. Nelson, v.p.-mgr.; J. A. Biggs, chief engineer.
- TRANVISION INC.**—460 North Ave., New Rochelle, N. Y. New Rochelle 6-6000. Herbert Suesholtz, pres.
- WESTBURY ELECTRONICS CO.**—40 Urban Ave., Westbury, N. Y. Edgewood 3-2080. H. B. Abajian, pres.; H. C. Cochran, production mgr.; Wm. J. McBride, sales mgr.

Styroflex Coaxial Cable

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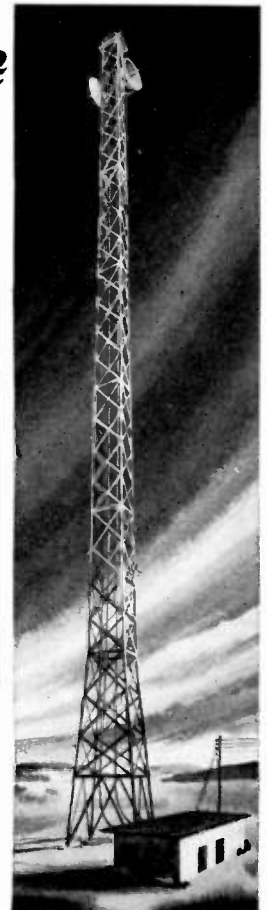
Television Broadcast



Community Antenna



Mobile Pickup



Microwave



PHELPS DODGE COPPER PRODUCTS CORPORATION

General Offices: 40 WALL STREET, NEW YORK 5, N. Y.

Closed-Circuit Industrial TV

- CANADIAN GENERAL ELECTRIC CO. LTD.**—Royce Works, 830 Lansdowne, Ave., Toronto, Ont. Oliver 6511. For personnel, see listing under *Transmitters*.
- CBS-COLUMBIA**, div. of Columbia Broadcasting System Inc.—3400 47th Ave., Long Island City 1, N. Y. Exeter 2-3000. Henry C. Bonfig, pres.; Robert K. Hartman, v.p. of govt. & industrial contracts. Closed-circuit field sequential color system.
- DAGE TELEVISION DIV.**, Thompson Products Inc.—W. 10th St., Michigan City, Ind. Phone 3-3251. For personnel, see listing under *Studio Equipment*.
- DIAMOND POWER SPECIALTY CORP.**—Lancaster, O. Telephone: 4830. W. P. Thomas, chairman of board; W. J. Fitzburgh, president; L. B. Schueler, gen. sales mgr.; J. A. Good, mgr., electronics dept. "Utiliscope" industrial TV systems.
- AILEN B. DUMONT LABORATORIES INC.**—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. "Tel-Eye" industrial TV systems. For personnel, see listing under *Transmitters*.
- ELECTRONICS RESEARCH LABORATORIES**—1231 Vine St., Hollywood 38, Cal. Hollywood 6646. Vidauplex low-power closed-circuit transmitter. For personnel, see listing under *Transmitters*.
- FARNSWORTH ELECTRONICS CO.**, div. of IT&T—3700 E. Pontiac St., Fort Wayne, Ind. Eastbrook 7571. Harvard L. Hull, pres.; Philo T. Farnsworth, v.p.; W. F. Hoepfner, v.p.; H. C. Crisman, comptroller; C. H. Wiggin, secy. & gen. attorney; C. C. Larson, director of research & development; C. A. McNeill, director of industrial relations; M. S. Klinedinst, director of marketing; I. C. Hunter, admin. asst. to pres. Other offices: 1909 Massachusetts Ave. NW, Washington 6, D.C., Hobart 2-0110; 5720 Vanalden Ave., Tarzana, Cal., Hollywood 9-6723 (R. S. Benson). Farnsworth TV systems, infra-red viewers, memory tubes, etc.
- FLEETWOOD CORP.**—1037 Custer Dr., Toledo 12, O. Klondike 9339. For personnel, see listing under *Transmitters*.
- FOTO-VIDEO LABORATORIES INC.**—P. O. Box 296, Clifton, N. J.: 49 Bell St., Bloomfield, N. J. Cameras, monitors and standard test equipment. For personnel, see listing under *Studio Equipment*.
- GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N. Y. Telephone 76-4411. C. G. Lasher, mgr., instruments & industrial engineering. Closed-circuit color & monochrome TV equipment. For other personnel, see listing under *Transmitters*.
- GENERAL PRECISION LABORATORY INC.**—63 Bedford Rd., Pleasantville, N. Y. Telephone 2-4100. J. W. Belcher, mgr. industrial TV. Vidicon & image orthicon, monochrome & color systems. For other personnel, see listing under *Transmitters*.
- INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Special industrial systems & development. For personnel, see listing under *Studio Equipment*.
- JERROLD ELECTRONICS CORP.**—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Max Kraus, mgr. systems sales div. For other personnel, see listing under *Community Antenna Equipment*.
- KAYE-HALBERT CORP.**—3623 Eastham Dr., Culver City, Cal. Texas 0-4891. Harry Kaye, pres.; Dave Kaye, production mgr.; Morris Adler, comptroller. "Cyclops" custom-made system.
- KAY LAB INC.**—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. For personnel, see listing under *Studio Equipment*.
- MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. See listing under *Transmitters*.

LYTLE ENGINEERING & MFG. CO.—105 W. Monroe St., 9th floor, Chicago 6, Ill. Andover 3-0333. Chester W. Lytle, pres. Branch offices: Los Angeles, Albuquerque, New York.

PHILCO CORP.—Govt. & Industrial Div., 4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Industrial TV equipment. For personnel, see listing under *Transmitters*.

RADIO CORP. OF AMERICA, Engineering Products Div.—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. R. A. Teare, mgr., industrial equipment section; W. P. Davison, mgr. industrial TV sales. Industrial systems using vidicon tube, TV Eye closed-circuit system.

RADIO RECEPTOR CO. INC.—251 W. 19th St., New York 11, N. Y. Evergreen 8-6000. Hugo Cohn, pres.; Ralph Mendel, David DeWitt & Adm. Joseph J. Clark, v.p.; Harold Zeaman, secy.-treas. & counsel.

TARC ELECTRONICS INC.—48 Urban Ave., Westbury, N. Y. Edgewood 4-3900. Monochrome & color equipment for schools, labs and TV receiver manufacturers. For personnel, see listing under *Studio Equipment*.

TELECHROME INC.—632 Merrick Rd., Amityville, N. Y. Amityville 4-4466. Industrial TV equipment, including color TV test & transmitting equipment, color monitors & reproducers. For personnel, see listing under *Transmitters*.

TELEVISION UTILITIES CORP.—1315 Jericho Turnpike, New Hyde Park, N.Y. Floral Park 4-0408. "Private Eye" monitors for industrial TV use. For personnel, see listing under *Studio Equipment*.

TELEVISION TRANSMISSION CO.—301 Peru St., Peru, Ill. Telephone 1106. Earle S. Nelson, v.p.-mgr.; J. A. Biggs, chief engineer. Makes transmitters, sync generators & camera equipment for closed-circuit.

TEL-INSTRUMENT CO.—728 Garden St., Carlstadt, N. J. Webster 9-9250. For personnel, see listing under *Studio Equipment*.

WICKES ENGINEERING & CONSTRUCTION CO.—Box 590, Camden 1, N.J. Woodlawn 4-4912. For personnel, see listing under *Studio Equipment*.

Large-Screen Projection TV (Including Theatre-TV Systems)

FLEETWOOD CORP.—1037 Custer Dr., Toledo 12, O. Klondike 9339. Theatre, school & hotel projection units. For personnel, see listing under *Transmitters*.

GENERAL PRECISION LABORATORY INC.—63 Bedford Rd., Pleasantville, N. Y. Telephone 2-4100. Large theatre projection systems and portable projection systems for small theatres, auditoriums & classrooms. For personnel, see listing under *Transmitters*.

PARAMOUNT PICTURES CORP.—1501 Broadway, New York 36, N. Y. Bryant 9-8700. Paul Raibourn, v.p.; Richard Hodgson, director of TV development; Albert Chesnes, mgr. theatre TV dept. 35mm intermediate film system.

TELECHROME INC.—632 Merrick Rd., Amityville, N. Y. Amityville 4-4466. Plans to manufacture theatre-TV systems. For personnel, see listing under *Transmitters*.

TRAD ELECTRONICS CORP.—1001 First Ave., Asbury Park, N. J. Prospect 6-7447. George Trad, pres.; Joseph Trad, exec. v.p.; Ben M. Moser, operations v.p.

TWENTIETH CENTURY-FOX FILM CORP.—444 West 56th St., New York 19, N. Y. Columbus 5-3320. Spyros P. Skouras, president; Earl I. Sponable, director of research & development. Holds world rights for manufacture & distribution of Eldophor color system (to be manufactured by General Electric under contract).

TV-Radio Editors

(Continued from Page 259)

NEW YORK—(Continued)

- Rochester Democrat & Chronicle—Robert J. Fischer
Rochester Times-Union—Al Sigl, John C. Hadley
Syracuse Post-Standard—Peg Simpson
Syracuse Herald-Journal—Jeremy Gaige

NORTH CAROLINA

- Charlotte Observer—Wriston Locklair
Raleigh News & Observer—Jane Hall

OHIO

- Akron Beacon-Journal—A. L. Cullison
Cincinnati Enquirer—James Devane
Cincinnati Times-Star—Chariton Wallace
Cleveland News—Maurice Van Metre
Cleveland Plain Dealer—George Condon
Cleveland Press—Stanley Anderson
Columbus Citizen—Mrs. Jo Reed
Columbus Dispatch—Robert Connors
Columbus Ohio State Journal—Glenna Hunter
Toledo Times and Blade—Ray Oviatt

OKLAHOMA

- Tulsa Tribune and World—Russell Gideon

OREGON

- Portland Oregonian—Francis Murphy
Portland Oregon Journal—William Moyes

PENNSYLVANIA

- Philadelphia Bulletin—Robert J. Williams
Philadelphia Inquirer—Mrs. Eugenia K. Rozanski
Philadelphia News—Mitchell Swartz
Pittsburgh Post-Gazette—Win Fanning
Pittsburgh Press—Fred Remington
Pittsburgh Sun-Telegraph—Wilbur D. Clark, James Pettican

RHODE ISLAND

- Providence Journal and Bulletin—William H. Keogh

TENNESSEE

- Knoxville Journal—Georgia Higman
Knoxville News-Sentinel—Hugh Allen
Memphis Commercial Appeal—Paul Molloy
Memphis Press-Scimitar—Robert Johnson, Louise Nolan Ahrens
Nashville Banner—Eddie Jones
Nashville Tennessean—Joan Armour

TEXAS

- Dallas News—Fairfax Nisbet
Dallas Times-Herald—Walter Kempley

- Fort Worth Press—Jack Gordon
Fort Worth Star-Telegram—Bill Hitch
Houston Chronicle—Ann Hodges
Houston Post—David Westheimer
Houston Press—Thomas Mahr
San Antonio Express and News—Leona Pappas

UTAH

- Salt Lake City Deseret News-Telegram—Howard Pearson

VIRGINIA

- Norfolk Virginian-Pilot—Warner Twyford
Norfolk Ledger-Dispatch—Clarence Walton
Richmond Times-Dispatch—John Stratton
Richmond News Leader—Norman Rowe
Roanoke World-News—A. G. Smith

WASHINGTON

- Seattle Times—Edwin Baker
Tacoma News-Tribune and Ledger—Helen Rogers

WISCONSIN

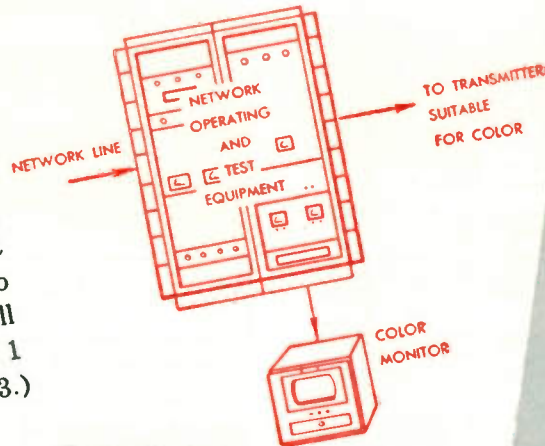
- Madison Wisconsin State Journal—William Doudna
Milwaukee Journal—Don Dornbrook
Milwaukee Sentinel—Buck Herzog

RCA's 3 Easy Steps

Step 1

TRANSMITTING NETWORK COLOR SHOWS

The first step in color for a TV station. Equipment includes: (a) everything you need to transmit network color pictures through your existing system, and (b) color test equipment you need to check signal quality. (All equipment used in Step 1 is used in Steps 2 and 3.)



NEW!

Step 2

ORIGINATING

Everything additionally needed to originate color film shows and color "spots," insert station breaks and provide a color bar test pattern for system checks. Includes: (a) color bar and origination equipment and (b) 3-Vidicon color film and slide equipment.

NEW!



To simplify your build-up to full-scale color operation RCA television engineers have developed new color equipments which are available now. Among them are:

NEW 3V Color TV Film Camera

New 3V Color TV Film Camera requires less than half the auxiliary equipment and cabinet racks needed by other types of color film systems.

NEW Improved Live Camera Chain

RCA's improved Color Camera Chain, the TK-41, reduces auxiliary camera equipment to 1½ racks.

A new processing amplifier used with both the 3V and Studio Color Cameras combines all signal processing functions in a single chassis.

More than 100 TV stations have already installed RCA color equipment and these are the steps they are using as they swing to color, or expand their present color facilities. Many of these stations are already programming local color on regular schedules.

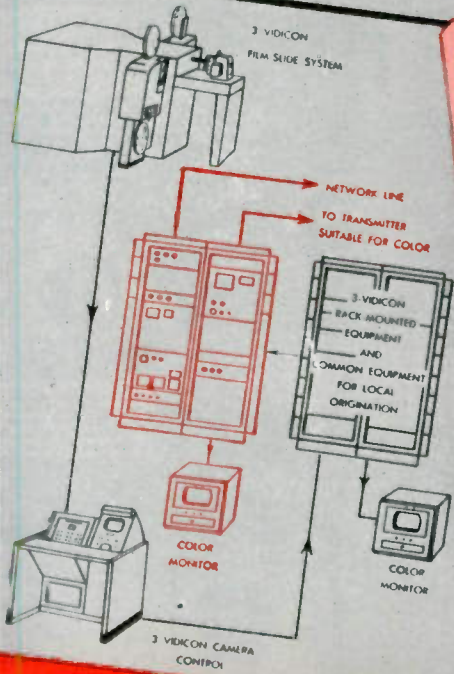
For help in planning color, start right. Talk to your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA Pioneered and Developed Compatible Color Television

to **COLOR**

...with new
RCA color equipments
 now in production!

COLOR FILM SHOWS

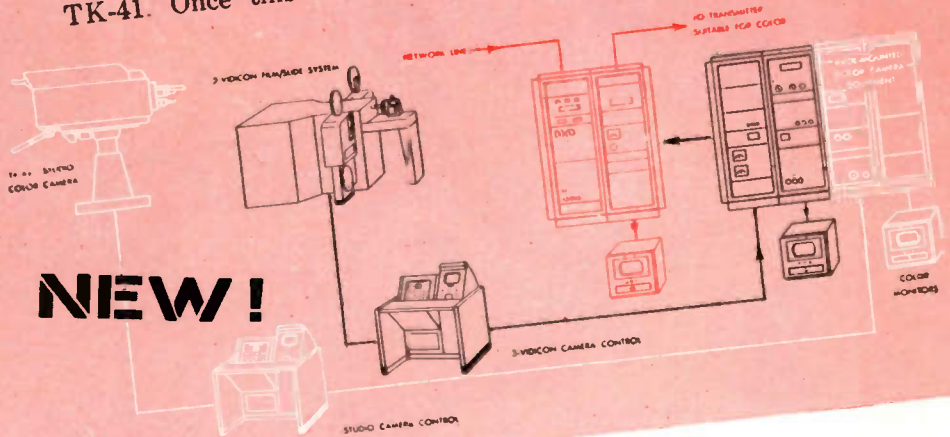


Step 3

ORIGINATING LIVE COLOR PROGRAMS

Additional equipment needed for originating live-color programs at your station. Includes a complete RCA Studio Color Camera Chain, TK-41. Once this is added to

the equipment in Steps 1 and 2 you can program from four different sources: (1) network, (2) films, (3) slides, (4) your own studio.



NEW... Catalog on Color Equipment for Television contains a complete explanation of these three steps, describes and illustrates all the latest RCA color equipments. The only book of its kind—it's ready now. Ask your RCA Broadcast Sales Representative for a copy.



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 CAMDEN, N. J.

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BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal



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Telephone: Delaware 7-0700

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John Hancock Bldg.
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Telephone: HUBbard 2-1700

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Cleveland 15, Ohio
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Telephone: District 7-1260

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Telephone: Lamar 7703

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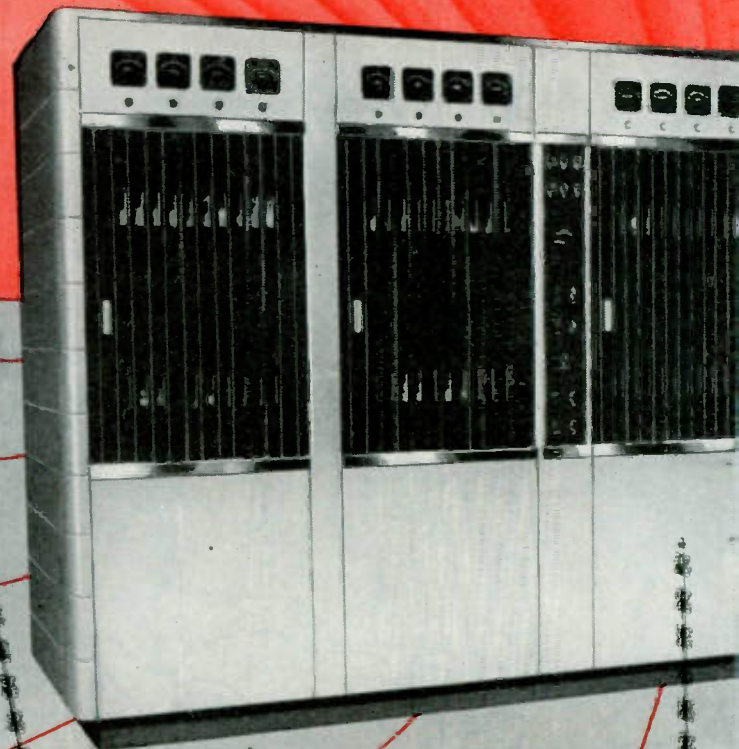
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NATION

MOST HIGH-POWER TV STATIONS

Over 100 RCA High-Power TV Transmitter Equipments Already Delivered

Not by towns—not by cities—not by states—but across the entire country as a whole—most high-power TV stations are using RCA equipment. Today, more than 70 are "on-air" and operating at the maximum power permitted by the FCC. Almost every week more Television stations are going to high power—with RCA equipment.



RCA'S 50-KW VHF TRANSMITTER
RCA High-Power transmitter-and-antenna combinations can literally "flood" TV service areas with strong signals—close in AND far out!

ALLY... ARE RCA-EQUIPPED!

Your investment in high-power equipment is going to be a major step. Make sure you make the **RIGHT** decision. Specify RCA—as most high-power stations are doing across the country, and deal with just **ONE** responsible equipment manufacturer. *It's important!*

For technical planning help on the system best suited for your specific requirements, call in the man who has already helped many of the high-power TV stations get started—**YOUR RCA BROADCAST SALES REPRESENTATIVE**. In Canada write RCA Victor, Ltd., Montreal.

Why this sweeping acceptance across the nation?

"SATURATION" COVERAGE. RCA High-Power TV transmitters—operated in combination with RCA antennas—deliver high ERP at low operating cost.

SUPERIOR PERFORMANCE. RCA High-Power TV transmitters deliver superior picture quality—have plenty of reserve power for color operation. They are conservatively rated—operate with remarkable stability day in and day out.

ALL AIR-COOLED. ALL VHF High-Power TV transmitters currently being delivered are air-cooled—a feature that saves substantially on equipment installation and maintenance. RCA TV transmitters use conventional, inexpensive tubes that every station man is familiar with.

RCA SERVICE. RCA High-Power TV transmitters are backed by a nationally-famous broadcast engineering service organization—plus 'round-the-clock service on all replacement parts for RCA equipment.

COMPLETE MATCHED SYSTEMS. RCA supplies High-Power TV transmitters—and everything else needed by a high-power plant; antennas, towers, dummy loads, monitors, measurement equipment. *And note this fact:* RCA TV systems are matched throughout. No time wasted on critical adjustments of mismatched components. Peak performance is assured now and in the future.

RCA Pioneered and Developed Compatible Color Television



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.

Handy Reference Tables

Allocations by States and Cities: VHF & UHF

Part III, Subpart E, Sec. 3.606 of FCC Rules & Regulations Governing TV

These Channel Allocations Include All Changes Promulgated Since Final Allocation Report Up to July 15, 1955 and Supersede All Existing and Proposed Tables

FOR CANADIAN AND MEXICAN ALLOCATIONS, SEE PAGE 336

Asterisks (*) indicate channels reserved for non-commercial educational use
Plus (+) and Minus (-) symbols designate offset carrier positions of channels

ALABAMA		ARKANSAS—Continued		COLORADO—Continued		
VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	
Andalusia	*2-	Jonesboro	8	Grand Junction ..	5-	21+
Anniston	—	Little Rock	*2- 4 11+	Greeley	—	50
Auburn	—	Magnolia	—	La Junta	—	24
Bessemer	—	Malvern	—	Lamar	—	18-
Birmingham	6- *10-	Morrilton	—	Leadville	—	14+
	13-	Newport	—	Longmont	—	32
Brewton	—	Paragould	—	Loveland	—	38
Clanton	—	Pine Bluff	7-	Montrose	10+	18
Cullman	—	Russellville	—	Pueblo	3- 5 *8	28- 34-
Decatur	—	Searcy	—	Salida	—	25
Demopolis	—	Springdale	—	Sterling	—	25-
Dothan	9+	Stuttgart	—	Trinidad	—	21-
Enterprise	—			Walsenburg	—	30-
Eufaula	—					
Florence	—	CALIFORNIA		CONNECTICUT		
Fort Payne	—	Alturas	9	Bridgeport	—	43- 49-
Gadsden	—	Bakersfield	10-			*71
Greenville	—	Brawley	—	Hartford	3+	18- *24
Guntersville	—	Chico	12-	Meriden	—	65-
Huntsville	—	Corona	—	New Britain	—	30+
Jasper	—	Delano	—	New Haven	8+	59+
Mobile	5+ 10+	El Centro	—	New London	—	26+ 81
Montgomery	12	Eureka	3- 13-	Norwalk (see Stamford)	—	
Munford	*7-	Fresno	12+	Norwich	—	57+ *63-
Opelika	—	Hanford	—	Stamford-Norwalk	—	27
Selma	—	Los Angeles	2 4 5 7 9	Waterbury	—	53
Sheffield	—		11 13			
Sylacauga	—	Madera	—	DELAWARE		
Talladega	—	Merced	—	Dover	—	40
Thomasville	—	Modesto	—	Wilmington	12	*59- 83+
Troy	—	Monterey (see Salinas)	—			
Tuscaloosa	—	Napa	—	DISTRICT OF COLUMBIA		
Tuskegee	—	Oakland (see San Francisco)	—	Washington	4- 5- 7+ 14- 20+ *26-	
University	*74+	Oxnard	—		50- 9-	
		Palm Springs	—	FLORIDA		
		Petaluma	—	Belle Glade	—	27+
		Pittsburg	—	Bradenton	—	28-
		Port Chicago	—	Clearwater	—	32+ 50
		Porterville	—	Daytona Beach	2-	53
		Red Bluff	—	De Land	—	44+
		Redding	7	Fort Lauderdale ..	—	17- 39
		Riverside	—	Fort Myers	11+	—
		Sacramento	3 *6 10	Fort Pierce	—	19
		Salinas-Monterey ..	8+	Gainesville	*5-	20+
		San Bernardino	—	Jacksonville	4+ *7 12-	30+ 36-
		San Buenaventura ..	—	Key West	—	14+ 20
		San Diego	8 10	Lake City	—	33+
				Lakeland	—	16+ 22+
		San Francisco	2+ 4- 5+	Lake Wales	—	14
		Oakland	7- *9+	Leesburg	—	26-
		San Jose	11+	Marianna	—	17+
		San Luis Obispo	6+	Melbourne	—	37-
		Santa Barbara	3-	Miami	*2 4 7-	
		Santa Cruz	—		10+	23- 33
		Santa Maria	—	Ocala	—	15+
		Santa Paula	—	Orlando	6- 9	18 *24- 47
		Santa Rosa	—	Palatka	—	17
		Stockton	13+	Panama City	7+	*30 36+
		Tulare	—	Pensacola	3-	15- *21 46
		Ukiah	—	Quincy	—	54+
		Visalia	—	St. Augustine	—	25+
		Watsonville	—	St. Petersburg (see Tampa)	—	
		Yreka City	11	Sanford	—	35+
		Yuba City	—	Sarasota	—	34+
				Tallahassee	*11-	24 51
		COLORADO		Tampa-St.		
		Alamosa	—	Petersburg	*3 8- 13-	38
		Boulder	*12	West Palm Beach ..	5 12	*15 21+
		Canon City	—			
		Colorado Springs ..	11 13	GEORGIA		
		Craig	—	Albany	10	25
		Delta	—	Americus	—	31
		Denver	2 4- *6-	Athens	*8	60-
			7 9-	Atlanta	2 5- 11+	*30 36
		Durango	6+			
		Fort Collins	—			
		Fort Morgan	—			

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assumes tower leadership with:

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- Economy of cost
- Swift, trouble-free erection
- Meets 'on-the-air' deadlines

RECENT KIMCO TOWERS

each an outstanding achievement in the TV tower field:

W J H L —TV	550' tower	Johnson City, Tennessee
K X J B —TV	1000' tower	Valley City, North Dakota
W B T W —TV	750' tower	Florence, South Carolina
W B T V —TV	150' tower	Charlotte, North Carolina
W T V D —TV	700' tower	Durham, North Carolina
W U S N —TV	733' tower	Charleston, South Carolina
W F M Z —TV	460' tower	Allentown, Pennsylvania
W L V A —TV	500' tower	Lynchburg, Virginia
W S J S —TV	618' tower	Winston-Salem, North Carolina
W G M S	four 450' radio towers	Bethesda, Maryland
W T O K —TV	240' tower	Meridian, Mississippi
K T B S —TV	200' micro-wave tower	Shreveport, Louisiana

DESIGN

A skilled engineering staff designs each tower to individual requirements. KIMCO designed towers meet with and exceed RETMA specifications. Towers, foundations and footings are individually engineered to highest standards of the profession.

SERVICES

The facilities of KIMCO'S consultant services are at your disposal at no cost and with no obligation to you. Years of tower and structural engineering experience, specialized skills and highly trained personnel at every level are available to you in the KIMCO organization. The advice of experts on your tower requirements and problems is freely offered.

Simply get in touch with . . .

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KLINE IRON AND METAL CO.

11 West 42nd Street, New York 17, N. Y.

OXford 5-3782

plant, Columbia, S.C.

GEORGIA—Continued

	VHF Channel No.	UHF Channel No.
Augusta	6+ 12+	—
Bainbridge	—	35—
Brunswick	—	28+ 34—
Cairo	—	45+
Carrollton	—	33
Cartersville	—	63—
Cedartown	—	53—
Columbus	4	28 *34
Cordele	—	43
Dalton	—	25+
Douglas	—	32—
Dublin	—	15
Elberton	—	24+
Fitzgerald	—	53+
Fort Valley	—	18+
Gainesville	—	52
Griffin	—	39+
La Grange	—	50
Macon	—	*41+ 47+
Marietta	—	57+
Milledgeville	—	51+
Moultrie	—	48—
Newnan	—	61+
Rome	9	59
Savannah	3+ *9—	11
Statesboro	—	22
Swainsboro	—	20—
Thomasville	6	27
Tifton	—	14—
Toccoa	—	35
Valdosta	—	37+
Vidalia	—	26
Warner Robins	13+	—
Waycross	—	16

IDAHO

Blackfoot	—	33
Boise	2 *4+ 7	—
Burley	—	15—
Caldwell	9—	—
Coeur d'Alene	12—	—
Emmett	—	26—
Gooding	—	23
Idaho Falls	3 8+	—
Jerome	—	17
Kellogg	—	33—
Lewiston	3—	—
Moscow	—	*15
Nampa	6 12+	—
Payette	—	14+
Pocatello	6— 10	—
Preston	—	41
Rexburg	—	27+
Rupert	—	21
Sandpoint	9+	—
Twin Falls	11 13—	—
Wallace	—	27—
Weiser	—	20—

ILLINOIS

Alton	—	48
Aurora	—	16
Belleview	—	54+
Bloomington	—	15—
Cairo	—	24—
Carbondale	—	34 *61—
Centralia	—	32+ 59+
Champaign-Urbana	3+ *12—	21 27 33
Chicago	2— 5 7 9+	20 26 32
	*11	38 44
Danville	—	24
Decatur	—	17 23+
De Kalb	—	*67
Dixon	—	47+
Elgin	—	28+
Freeport	—	23
Galesburg	—	40—
Harrisburg	—	22
Jacksonville	—	29
Joliet	—	48+
Kankakee	—	14
Kewanee	—	60—
La Salle	—	35
Lincoln	—	53+
Macomb	—	61+
Marion	—	40
Mattoon	—	46—
Moline (see Davenport, Iowa)	—	—
Mt. Vernon	—	38—
Olney	—	16—
Pekin	—	69+
Peoria	8	19 *37—
Quincy	10—	21+

ILLINOIS—Continued

	VHF Channel No.	UHF Channel No.
Rockford	13+	39+ *45+
Rock Island (see Davenport, Iowa)	—	—
Springfield	2+	20+ *66+
Streator	—	65—
Urbana (see Champaign)	—	—
Vandalla	—	28—
Waukegan	—	22+

INDIANA

Anderson	—	61
Angola	—	15+
Bedford	—	68
Bloomington	4	*30— 36
Columbus	—	42—
Connersville	—	38+
Elkhart	—	52
Evansville	7	50— *56 62
Fort Wayne	—	*27+ 33—
	—	69
Gary	—	50 *66
Hammond	—	56—
Hatfield	9+	—
Huntington	—	21+
Indianapolis	6 8— 13—	*20— 26+
	—	67—
Jasper	—	19+
Kokomo	—	31
Lafayette	—	*47 59
Lebanon	—	18
Logansport	—	51
Madison	—	25—
Marion	—	29+
Michigan City	—	62+
Muncie	—	49 55+ *71
Princeton	—	52+
Richmond	—	32—
Shelbyville	—	58+
South Bend	—	34— *40+
	—	46
Tell City	—	31—
Terre Haute	10	*57+ 63—
	—	73+
Vincennes	—	44+
Washington	—	60+

IOWA

Algona	—	37+
Ames	5	25—
Atlantic	—	45—
Boone	—	19—
Burlington	—	32— 38+
Carroll	—	39
Cedar Rapids	2 9—	20— *26+
Centerville	—	31—
Charles City	—	18—
Cherokee	—	14
Clinton	—	64
Creston	—	43
Davenport-	—	—
Rock Island-	—	*30+ 36+
Moline, Ill.	4+ 6+	42—
Decorah	—	44+
Des Moines	8— *11+	17+ 23—
	—	13—
Dubuque	—	56+ 62—
Estherville	—	24+
Fairfield	—	54
Fort Dodge	—	21
Fort Madison	—	50+
Grinnell	—	71
Iowa City	*12+	24—
Keokuk	—	44—
Knoxville	—	33—
Marshalltown	—	49
Mason City	3+	35—
Muscatine	—	58
Newton	—	65+
Oelwein	—	28
Oskaloosa	—	52+
Ottumwa	—	15+ 63
Red Oak	—	32+
Shenandoah	—	20+
Sioux City	4— 9	*30 36—
Spencer	—	42+
Storm Lake	—	34+
Waterloo	7+	16— *22—
	—	46+
Webster City	—	27

KANSAS

Abilene	—	31+
Arkansas City	—	49
Atchison	—	60+
Chanute	—	50—
Coffeyville	—	33—
Colby	—	22—
Concordia	—	47—
Dodge City	6+	23

KANSAS—Continued

	VHF Channel No.	UHF Channel No.
El Dorado	—	55+
Emporia	—	39—
Fort Scott	—	27
Garden City	9 11+	—
Goodland	10	31
Great Bend	2	28
Hays	7—	20—
Hutchinson	12	18
Independence	—	20
Iola	—	44+
Junction City	—	29+
Larned	—	15—
Lawrence	*11	17—
Leavenworth	—	54—
Liberal	—	14
McPherson	—	28—
Manhattan	*8	23+
Newton	—	14+
Olathe	—	52—
Ottawa	—	21—
Parsons	—	46—
Pittsburg	7+	38—
Pratt	—	36+
Salina	—	34
Topeka	13+	42 *48+
Wellington	—	24—
Wichita	3— 10—	16— *22+
Winfield	—	43+

KENTUCKY

Ashland	—	59—
Bowling Green	13	17+
Campbellsville	—	40+
Corbin	—	16
Danville	—	35+
Elizabethtown	—	23
Frankfort	—	43—
Glasgow	—	28+
Harlan	—	73+
Hazard	—	19—
Hopkinsville	—	20
Lexington	—	18+ 27— 64
	—	70+
Louisville	3— 11+	*15 21—
	—	41— 51—
Madisonville	—	26
Mayfield	—	63
Maysville	—	24+
Middlesborough	—	57 63+
Murray	—	33—
Owensboro	—	14—
Paducah	6+	43 72
Pikeville	—	14—
Princeton	—	45—
Richmond	—	60
Somersett	—	29—
Winchester	—	37+

LOUISIANA

Abbeville	—	27+
Alexandria	5	62+ 74
Bastrop	—	53+
Baton Rouge	2 28 *34	40—
Bogalusa	—	69 78
Crowley	—	21+
De Ridder	—	14
Eunice	—	64—
Franklin	—	46+
Hammond	—	57
Houma	—	30+
Jackson	—	18—
Jennings	—	48
Lafayette	10	38— 67—
Lake Charles	7—	*19 25 60+
Minden	—	30
Monroe	8+ *13	43+
Morgan City	—	36+
Natchitoches	—	17+
New Iberia	—	15+
New Orleans	4+ 20— 26	32+
	6+ *8	61
Oakdale	—	54+
Opelousas	—	58
Ruston	—	20
Shreveport	3— 12	—
Thibodaux	—	24
Winnfield	—	22—

MAINE

Auburn	—	23+
Augusta	10—	29+
Bangor	2— 5+	*16—
Bar Harbor	—	22—
Bath	—	65
Belfast	—	41—

New!

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Raytheon KTR-1000A TV Microwave Link

A new addition to the proven KTR series[†]



The ultimate in simplicity and portability. Only 4 compact units per system.

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Excellence in Electronics

MAINE—Continued

	VHF Channel No.	UHF Channel No.
Biddeford	—	59
Calais	7—	20—
Dover-Foxcroft	—	18+
Fort Kent	—	17+
Houlton	—	24
Lewiston	8—	17
Millinocket	—	14+
Orono	*12—	—
Portland	6+ 13+	*47— 53+
Presque Isle	8	19
Rockland	—	25—
Rumford	—	55—
Van Buren	—	15—
Waterville	—	35+

MARYLAND

Annapolis	—	53—
Baltimore	2+ 11— 13+	18 *24+72—
Cambridge	—	22+
Cumberland	—	17+ 30—
Frederick	—	62+
Hagerstown	—	52 68+
Salisbury	—	16+

MASSACHUSETTS

Amherst	—	*82
Barnstable	—	25+
Boston	*2+ 4— 5— 7+	44+ 38 56
Brockton	—	62
Easthampton	—	61
Fall River	—	46— 68
Greenfield	—	58—
Holyoke (see Springfield)	—	—
Lawrence	—	72
Lowell	—	32+
New Bedford	—	28— 34+
North Adams	—	19 *80
Pittsfield	—	64+
Springfield-Holyoke	—	22 55
Worcester	—	14 20

MICHIGAN

Alma	—	41+
Alpena	9+ *11	30—
Ann Arbor	—	20+ *26—
Bad Axe	—	46—
Battle Creek	—	58— 64—
Bay City	5—	63— *73+
Benton Harbor	—	42
Big Rapids	—	39
Cadillac	13—	45
Calumet	13+	—
Cheboygan	4+	36+
Coldwater	—	24—
Detroit	2+ 4 7—	50— *56 62
East Lansing	—	60+
East Tawas	—	25—
Escanaba	3+	*49
Flint	12—	16— *22— 28
Gladstone	—	40—
Grand Rapids	8+	*17+ 23—
Hancock	10—	—
Houghton	—	19 *25
Iron Mountain	9	27
Iron River	—	33—
Ironwood	12—	31—
Jackson	—	48
Kalamazoo	3—	36— *74
Lansing	6—	54
Ludington	—	18+
Manistee	—	15—
Manistiquette	—	14+
Marquette	6—	17 *35
Midland	—	19+
Mount Pleasant	—	47—
Muskegon	—	29— 35+
Parma-Onondaga	10—	—
Petoskey	—	31
Pontiac	—	44+
Port Huron	—	34+
Rogers City	—	24
Saginaw	—	51— 57—
Sault Ste. Marie	8 10+	28— *34
Traverse City	7+	20— *26+
West Branch	—	21

MINNESOTA

Albert Lea	—	57—
Alexandria	—	36
Austin	6—	51+
Bemidji	13—	24—
Brainerd	12	—
Cloquet	—	44

MINNESOTA—Continued

	VHF Channel No.	UHF Channel No.
Crookston	—	21—
Detroit Lakes	—	18+
Duluth-Superior, Wis.	3 6+ *8—	32 38
Ely	—	16
Fairmont	—	40+
Fairbault	—	20
Fergus Falls	—	16—
Grand Rapids	—	20—
Hastings	—	29+
Hibbing	10+	—
International Falls	11	—
Little Falls	—	14+
Mankato	—	15—
Marshall	—	22+
Minneapolis-St. Paul	*2— 4 5— 9+ 11—	17 23+

Montevideo	—	19
New Ulm	—	43—
Northfield	—	26
Owatonna	—	45
Red Wing	—	63—
Rochester	10	55—
St. Cloud	7	33
St. Paul (see Minneapolis)	—	—
Stillwater	—	39—
Thief River Falls	—	15
Virginia	—	26+
Wadena	—	27+
Willmar	—	31+
Winona	—	61
Worthington	—	32

MISSISSIPPI

Biloxi	13+	*44+ 50—
Brookhaven	—	37+
Canton	—	16
Clarksdale	6	32
Columbia	—	35+
Columbus	4—	28—
Corinth	—	29—
Greenville	—	21— 27
Greenwood	—	24+
Grenada	—	15
Gulfport	—	56—
Hattiesburg	9	17—
Jackson	3+ 12+	*19+ 25— 47
Kosciusko	—	52—
Laurel	—	33—
Laurel-Pachuta	7	—
Louisville	—	46—
McComb	—	31—
Meridian	11—	30— *36—
Natchez	—	29+
Pascagoula	—	22
Picayune	—	14—
Starkville	—	34—
State College	*2+	—
Tupelo	9—	38
University	—	*20+
Vicksburg	—	41+
West Point	—	56+
Yazoo City	—	49

MISSOURI

Cape Girardeau	12	18+ 69
Carthage	—	56—
Caruthersville	—	27—
Chillicothe	—	14—
Clinton	—	49—
Columbia	8+	16+ 22—
Farmington	—	52
Festus	—	14+
Fulton	—	24+
Hannibal	7—	27+
Jefferson City	13	33+
Joplin	12+	30+
Kansas City	4 5+ 9+	*19+ 25+ 65
Kennett	—	21
Kirkville	3—	18
Lebanon	—	23
Marshall	—	40+
Maryville	—	26
Mexico	—	45
Moberly	—	35+
Monett	—	14
Nevada	—	18—
Poplar Bluff	—	15+
Rolla	—	46
St. Joseph	2—	30— *36
St. Louis	4— 5— *9	—
Sedalia	11—	30 36— 42+
Sikeston	6—	28+
Springfield	3+ 10	*26+ 32
West Plains	—	20—

MONTANA

	VHF Channel No.	UHF Channel No.
Anaconda	—	2+
Billings	2 8 *11	—
Bozeman	—	*9 22—
Butte	4 6+ *7—	15+
Cut Bank	—	20+
Deer Lodge	—	25+
Dillon	—	20
Glasgow	—	16
Glendive	—	18—
Great Falls	3+ 5+	*23—
Hamilton	—	17+
Hardin	—	4+
Havre	9+ 11+	—
Helena	10+ 12	—
Kalispell	8—	—
Laurel	—	14+
Lewistown	13	—
Livingston	—	16—
Miles City	3— *6 10	—
Missoula	*11— 13—	21+
Polson	—	18
Red Lodge	—	18+
Shelby	—	14—
Sidney	—	14
Whitefish	—	16+
Wolf Point	—	20—

NEBRASKA

Alliance	13—	21
Beatrice	—	40
Broken Bow	—	14—
Columbus	—	49+
Fairbury	—	33
Falls City	—	38
Fremont	—	52
Grand Island	11—	21+
Hastings	5—	27—
Kearney	13	19
Lexington	—	23—
Lincoln	10+ 12—	*18+ 24
McCook	8—	17
Nebraska City	—	56
Norfolk	—	33+
North Platte	2— 4+	—
Omaha	3 6+ 7	*16 22 28—
Scottsbluff	10—	16+
York	—	15

NEVADA

Boulder City	4+	—
Carlin	—	14
Carson City	—	37
Elko	10—	—
Ely	3— 6+	—
Fallon	—	29—
Goldfield	5—	—
Hawthorne	—	31
Henderson	2—	—
Las Vegas	8— *10+	—
Lovelock	13—	18+
McGill	8+	—
Reno	4 8	*21+ 27—
Tonopah	9—	—
Winnemucca	7+	—
Yerington	—	33

NEW HAMPSHIRE

Berlin	—	26
Claremont	—	37
Concord	—	75+
Durham	*11	—
Hanover	—	*27+
Keene	—	45—
Laconia	—	43
Littleton	—	24—
Manchester	9—	48+
Nashua	—	54
Portsmouth	—	15
Rochester	—	51

NEW JERSEY

Andover	—	*69
Asbury Park	—	58
Atlantic City	—	46 52+
Bridgeton	—	64—
Camden	—	*80
Freehold	—	*74
Hammonton	—	*70
Montclair	—	*77
Newark	13—	—
New Brunswick	—	*19— 47+
Paterson	—	37+
Trenton	—	41+
Wildwood	—	48—

NEW MEXICO

	VHF Channel No.	UHF Channel No.
Alamogordo	—	17
Albuquerque	4+ *5+ 7+	—
	13+	—
Artesia	—	21+
Atrisco-Five Points	—	18+
Belen	—	24+
Carlsbad	6—	23
Clayton	—	27—
Clovis	12+	35
Deming	—	14+
Farmington	—	17—
Gallup	3 *8— 10	—
Hobbs	—	46
Hot Springs	—	19
Las Cruces	—	22—
Las Vegas	—	14—
Lordsburg	—	23+
Los Alamos	—	20—
Lovington	—	27
Portales	—	22+
Raton	—	46— *52
Roswell	*3+ 8 10—	—
Santa Fe	2+ *9+	—
	11—	—
Silver City	*10+ 12	—
Socorro	—	15+
Tucumcari	—	25+

NEW YORK

Albany-Schenectady-Troy	6	*17+ 23— 35 41
Amsterdam	—	52—
Auburn	—	37—
Batavia	—	33—
Binghamton	12—	40— *46+
Buffalo	—	17 *23
(also see Buffalo-Niagara Falls)		
Buffalo-Niagara Falls ..	2 4— 7+	59
Carthage	7—	—
Cortland	—	56+
Dunkirk	—	46
Elmira	—	18+ 24—
Glens Falls	—	39+
Gloversville	—	29—
Hornell	—	50
Ithaca	—	*14+ 20—
Jamestown	—	58+
Kingston	—	66—
Lake Placid	5	—
Malone	—	20+ *66
Massena	—	14—
Middletown	—	60
New York	2— 4 5+ 7	*25 31—
	9+ 11+	—
Niagara Falls (see Buffalo-Niagara Falls)		
Ogdensburg	—	24+
Olean	—	54+
Oneonta	—	62—
Oswego	—	31
Patchogue	—	75
Plattsburg	—	28+
Poughkeepsie	—	21— *83
Rochester	5— 10+	15— *21 27+
Rome (see Utica)		
Saranac Lake	—	18
Schenectady (see Albany)		
Syracuse	3— 8	*43+
Troy (see Albany)		
Utica-Rome	13	*25+ 54—
Watertown	—	48

NORTH CAROLINA

Ahoskie	—	53
Albemarle	—	20
Asheville	13— *56— 62+	78
Burlington	—	63
Burnsville	—	18
Chapel Hill	*4+	—
Charlotte	3 9+	36+ *42+
Durham	11+	*40— 46+ 73—
	—	31+
Elizabeth City	—	54—
Fayetteville	—	18— 54—
Gastonia	—	48
Goldboro	—	34 72
Greensboro	2—	*51— 57—
Greenville	9	—
Henderson	—	52—
Hendersonville	—	27
Hickory	—	30—
High Point	—	15+
Jacksonville	—	16
Kannapolis	—	59+

NORTH CAROLINA—Continued

	VHF Channel No.	UHF Channel No.
Kinston	—	45
Laurinburg	—	41—
Lumberton	—	21+
Mount Airy	—	55
New Bern	13—	—
Raleigh	5	*22— 28—
Roanoke Rapids ..	—	30+
Rocky Mount	—	50+
Salisbury	—	80
Sanford	—	38
Shelby	—	39
Southern Pines ..	—	49
Statesville	—	64—
Washington	7	—
Wilmington	3— 6	29— *35+
Wilson	—	56
Winston-Salem ..	12	26+ *32—

NORTH DAKOTA

Bismarck	5 12—	18 *24
Bottineau	—	16+
Carrington	—	26—
Devils Lake	8+	14—
Dickinson	2+ 4	*17
Fargo	6 11+	*34— 40
Grafton	—	17
Grand Forks	*2 10	—
Harvey	—	22+
Jamestown	7—	42
Lisbon	—	23
Minot	*6+ 10—	—
	13+	—
New Rockford ..	—	20+
Rugby	—	38—
Valley City	4—	32—
Wahpeton	—	45+
Williston	8— 11—	*34+

OHIO

Akron	—	49+ *55— 61+ 15
Ashtabula	—	62—
Athens	—	63
Bellefontaine ..	—	*70
Bowling Green ..	—	26
Cambridge	—	29
Canton	—	56+
Chillicothe	—	74—
Cincinnati	5— 9 12	*48— 54— 74—
Cleveland	3 5+ 8	19 *25+ 65+
Columbus	4— 6+	*34 40— 10+
Coshocton	—	20
Dayton	2 7+	*16+ 22+ 43
Defiance	—	53
Findlay	—	59+
Fremont	—	72
Gallipolis	—	65
Hamilton-Middletown ..	—	28—
Lancaster	—	35— 73
Lima	—	31—
Lorain	—	36+
Mansfield	—	17—
Marion	—	23+
Massillon	—	58
Middletown (see Hamilton)		
Mount Vernon ..	—	60—
Newark	—	*14+
Oxford	—	44—
Piqua	—	30
Portsmouth	—	42+
Sandusky	—	52— 76
Springfield	—	47+
Steubenville (see Wheeling, W. Va.)		
Tiffin	—	11— 13
Toledo	—	*30+ 79
Warren	—	67+
Youngstown	—	21— 27 73—
Zanesville	—	18— 50+

OKLAHOMA

Ada	10+	50+
Altus	—	36
Alva	—	30
Anadarko	—	58—
Ardmore	12—	55—
Bartlesville	—	62—
Blackwell	—	51—
Chickasha	—	64
Claremore	—	15
Clinton	—	32—
Duncan	—	39—

OKLAHOMA—Continued

	VHF Channel No.	UHF Channel No.
Durant	—	27—
Elk City	—	15+ 26+
El Reno	—	56+
Enid	5	21 *27+
Frederick	—	44
Guthrie	—	48
Guymon	—	20+
Hobart	—	23+
Holdenville	—	14—
Hugo	—	21+
Lawton	7+	*28+ 34—
McAlester	—	47
Miami	—	58+
Muskogee	8—	*45+ 68+
Norman	—	31— *37—
Oklahoma City ...	4— 9—	*13 19+ 25—
Okmulgee	—	26
Pauls Valley	—	61
Ponca City	—	40—
Pryor Creek	—	54
Sapulpa	—	42—
Seminole	—	59
Shawnee	—	53—
Stillwater	—	29— *69
Tulsa	2+ 6 *11—	17+ 23
Vinita	—	28—
Woodward	8+	—

OREGON

Albany	—	55+
Ashland	—	14—
Astoria	—	30—
Baker	—	37+
Bend	—	15—
Burns	—	16
Corvallis	*7—	49—
Eugene	*9+ 13	20+ 26
Grants Pass	—	30
Klamath Falls ...	2—	17
La Grande	13+	—
Lebanon	—	43+
McMinnville	—	46—
Medford	5	—
North Bend	—	16+
Pendleton	—	28
Portland	6+ 8— *10	21— 27+
	12	—
Roseburg	4+	28+
Salem	3+ *18—	24+ 66
Springfield	—	37—
The Dalles	—	32

PENNSYLVANIA

Allentown	—	39 67
Altoona	10—	19+ 25—
Bethlehem	—	51—
Bradford	—	70—
Butler	—	43—
Chambersburg ...	—	46—
Du Bois	—	31+
Easton	—	57—
Emporium	—	42—
Erie	12	35+ *41— 66+
	—	27— 55+
Harrisburg	—	71+
	—	63
Hazleton	—	—
Irwin	4+	—
Johnstown	6	56—
Lancaster	8—	21+
Lebanon	—	15+
Lewistown	—	74—
Lock Haven	—	32—
Meadville	—	37
New Castle	—	45—
Oil City	—	64
Philadelphia ...	3 6— 10	17— 23+ 29
	—	*35—
Pittsburgh	2— 11	16 47— 53+
	*13—	—
Reading	—	33+ 61—
Scranton	—	16— 22— 44
Shamokin	—	65
Sharon	—	39+
State College	—	*48
Sunbury	—	38
Uniontown	—	14
Washington	—	63+
Wilkes-Barre	—	28 34
Williamsport	—	36—
York	—	43 49

RHODE ISLAND

Providence	10+ 12+	* 16 *36+
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SOUTH CAROLINA

	VHF Channel No.	UHF Channel No.
Alken	—	54
Anderson	—	40 58—
Camden	—	14
Charleston	2+ 5+ *13	17+
Clemson	—	*68
Columbia	10—	*19+ 25— 67+
Conway	—	23—
Florence	8—	60
Georgetown	—	27—
Greenville	4—	23+ *29
Greenwood	—	21—
Lake City	—	55+
Lancaster	—	31—
Laurens	—	45—
Marion	—	43—
Newberry	—	70
Orangeburg	—	44—
Rock Hill	—	61—
Spartanburg	7+	17— 74—
Sumter	—	47
Union	—	65—

SOUTH DAKOTA

Aberdeen	9—	17+
Belle Fourche	—	23+
Brookings	*8	25
Hot Springs	—	17+
Huron	12+	15+
Lead	5—	26
Madison	—	46
Mitchell	5+	20—
Mobridge	—	27—
Pierre	6— 10+	*22+
Rapid City	3+ 7+	15—
Sioux Falls	11 13+	38+ *44—
Sturgis	—	20
Vermillion	*2+	41
Watertown	3—	35+
Winnier	—	18—
Yankton	—	17—

TENNESSEE

Athens	—	14+
Bristol, Tenn.- Bristol, Va.	5+	46—
Chattanooga	3+ 12— 43+ 49+	*55—
Clarksville	—	53
Cleveland	—	38+
Columbia	—	39—
Cookeville	24	*69
Covington	—	19—
Crossville	—	*77
Dyersburg	—	46+
Elizabethton	—	22+
Fayetteville	—	27+
Gallatin	—	48+
Harriman	—	67
Humboldt	—	25
Jackson	7+	16+
Johnson City	11—	34+
Kingsport	—	28
Knoxville	6 10+	*20+ 26—
Lawrenceburg	—	50+
Lebanon	—	58
Lexington	*11	—
McMinnville	—	46
Maryville	—	51
Memphis	3 5+ *10+ 13+	42— 48—
Morristown	—	54+
Murfreesboro	—	18—
Nashville	*2— 4+ 8+	30+ 36+
Oak Ridge	—	32+
Old Hickory	5	—
Paris	—	51+
Pulaski	—	44—
Shelbyville	—	62—
Sneedville	*2+	—
Springfield	—	42
Tullahoma	—	68—
Union City	—	55

TEXAS

Ablene	9+	33—
Alice	—	34+
Alpine	12—	—
Amarillo	*2— 4 7 10	—
Athens	—	25+
Austin	7+ 18— 24	*70—
Ballinger	—	25
Bay City	—	33
Beaumont- Port Arthur	4— 6—	31+ *37
Beeville	—	38—
Big Spring	4—	34+
Bonham	—	43
Borger	—	33

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Brady	—	15—
Breckenridge	—	14+
Brenham	—	52—
Brownfield	—	15
Brownsville (also see Brownsville- Harlingen-Weslaco)	—	36
Brownsville-Harlingen- Weslaco ¹	4+ 5—	—
Brownwood	—	19
Bryan	—	54—
Childress	—	40
Cleburne	—	57
Coleman	—	21—
College Station	*3+	48—
Conroe	—	20+
Corpus Christi	6+ 10—	*16+ 22 43
Corsicana	—	47+
Crocket	—	56
Crystal City	—	28+
Cuero	—	25—
Dalhart	—	16
Dallas	4+ 8 *13+	23 29 73
Del Rio	—	16—
Denison	—	52
Denton	*2	17
Eagle Pass	—	26
Edinburg	—	26—
El Campo	—	27
El Paso	4 *7 9 13	20+ 26+
Falfurrias	—	52
Floydada	—	45
Fort Stockton	—	22
Fort Worth	5+ 11—	20— *26—
Gainesville	—	49—
Galveston	11+ 35— 41—	*47—
Gonzales	—	64+
Greenville	—	69—
Harlingen (also see Brownsville- Harlingen-Weslaco)	—	23
Hebbronville	—	58
Henderson	—	42+
Hereford	—	19—
Hillsboro	—	63
Houston	2— *8— 13—	23+ 29— 39—
Huntsville	—	15
Jacksonville	—	36—
Jasper	—	49+
Kermit	—	14
Kilgore	—	59—
Kingsville	—	40
Lamesa	—	28
Lampasas	—	40—
Laredo	8 13	*15+
Levelland	—	38—
Littlefield	—	32
Longview	—	32 38+
Lubbock	5— 11 13—	*20 26
Lufkin	—	9
McAllen	—	20—
McKinney	—	65—
Marfa	—	19+
Marshall	—	16—
Mercedes	—	32
Mexia	—	50—
Midland	2+	18
Mineral Wells	—	38
Mission	—	14
Monahans	9—	—
Mount Pleasant	—	35
Nacogdoches	—	40+
New Braunfels	—	62—
Odessa	7—	24—
Orange	—	43—
Pampa	—	17—
Paris	—	33+
Pearsall	—	31
Pecos	—	16+
Perryton	—	22
Plainview	—	29+
Port Arthur (see Beaumont)	—	—
Quanah	—	42
Raymondville	—	42
Rosenberg	—	17—
San Angelo	3— 8+	17+ *23—
San Antonio	4 5 *9— 12+	35+ 41+
San Benito	—	48
San Marcos	—	53+
Seguin	—	14—
Seymour	—	24+
Sherman	—	46+
Snyder	—	30+
Stephenville	—	32+

¹ These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Sulphur Springs	—	41
Sweetwater	12	—
Taylor	—	58+
Temple	6	16 22+
Terrell	—	53
Texarkana	6+	*18 24—
Tyler	7	19— 72
Uvalde	—	20
Vernon	—	18+
Victoria	—	19+
Waco	10+	*28— 34
Waxahachie	—	45—
Weatherford	—	51
Weslaco (see Brownsville-Harlingen Weslaco)	—	—
Wichita Falls	3 6—	*16+ 22—

UTAH

Brigham	—	36—
Cedar City	5	—
Logan	12—	30 *46
Ogden	9+	*18— 24
Price	6	—
Provo	11+	22 *28
Richfield	13+	—
St. George	—	18+
Salt Lake City	2— 4— 5+ *7—	20+ 26
Tooele	—	44
Vernal	3+	—

VERMONT

Bennington	—	74+
Brattleboro	—	77+
Burlington	3	*16+ 22+
Montpelier	—	40
Newport	—	46
Rutland	—	49+
St. Albans	—	34—
St. Johnsbury	—	30

VIRGINIA

Blacksburg	—	*60+
Bristol (see Bristol, Tenn.)	—	—
Charlottesville	—	*45+ 64+
Covington	—	44+
Danville	—	24—
Emporia	—	25+
Farmville	—	19
Fredericksburg	—	47
Front Royal	—	39—
Harrisonburg	3—	34—
Lexington	—	54
Lynchburg	13	16—
Marion	—	50
Martinsville	—	35—
Newport News (see Norfolk-Ports- mouth-Newport News)	—	—
Norfolk-Portsmouth (also see Nor- folk-Portsmouth-Newport News)	—	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3+ 10+ 15	*21— 33
Norton	—	52+
Petersburg	8	41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	—	—
Pulaski	—	37—
Richmond	6+ 12—	*23 29+
Roanoke	7— 10	27+ *33—
South Boston	—	14+
Staunton	—	36
Waynesboro	—	42
Williamsburg	—	17
Winchester	—	28+

WASHINGTON

Aberdeen	—	58
Anacortes	—	34
Bellingham	12+	18+ 24—
Bremerton	—	44 50
Centralia	—	17
Ellensburg	—	49 *65
Ephrata	—	43
Everett	—	22— 28—
Grand Coulee	—	37
Hoquiam	—	52
Kelso	—	39
Kennewick (also see Kennewick- Richland-Pasco)	—	25
Kennewick- Richland-Pasco	—	*41
Longview	—	33
Olympia	—	60
Omak- Okanogan	—	*35—
Okanogan (see Omak)	—	—

WASHINGTON—Continued

	VHF Channel No.	UHF Channel No.
Pasco (also see Kennewick-Richmond-Pasco)	—	19—
Port Angeles	—	16—
Pullman	*10—	24
Richland (also see Kennewick-Richmond-Pasco)	—	31
Seattle	4 5+ 7 *9	20 26+
Spokane	2— 4—	—
	6— *7+	—
Tacoma	11+ 13—	*56 62
Walla Walla	5— 8	*22
Wenatchee	—	*45 55 67
Yakima	—	23+ 29+ *47

WEST VIRGINIA

Beckley	4	21 66
Bluefield	6—	41+
Charleston	8+	*43+ 49—
Clarksburg	12+	22 69—
Elkins	—	40+
Fairmont	—	35
Hinton	—	31
Huntington	3+ 13+	*53—
Logan	—	23—
Martinsburg	—	58—
Morgantown	—	*24
Parkersburg	—	15—
Welch	—	25
Weston	*5	32
Wheeling	—	*57+
(also see Wheeling-Steubenville)		
Wheeling-Steubenville, O.	7 9+	51+
Williamson	—	17

WISCONSIN

Adams	—	*58+
Appleton	—	42+
Ashland	—	15+
Beaver Dam	—	37
Beloit	—	57
Chilton	—	*24+
Eau Claire	13	*19+ 25+
Fond du Lac	—	54+
Green Bay	2+ 5+	70+
Janesville	—	63+
Kenosha	—	61—
La Crosse	8+	*32+ 38—72

WISCONSIN—Continued

	VHF Channel No.	UHF Channel No.
Madison	3	*21— 27— 33+
Manitowoc	—	65
Marquette	11+	32— *38+
Milwaukee	4— *10+	19— 25 31+
	12	—
Oshkosh	—	48—
Park Falls	—	*18
Portage	—	17—
Prairie du Chien	—	34
Racine	—	49— 55
Rhineland	—	22
Rice Lake	—	21+
Richland Center	—	15 *66—
Sheboygan	—	59—
Shell Lake	—	*30—
Sparta	—	50—
Stevens Point	—	20+ 26—
Sturgeon Bay	—	44—
Superior (see Duluth, Minn.)	—	—
Wausau	7—	16+ *46—
Whitefish Bay	6	—
Wisconsin Rapids	—	14—

WYOMING

Buffalo	—	29
Casper	2+ 6+	—
Cheyenne	3 5+	—
Cody	—	24—
Douglas	—	14
Evanston	—	14—
Gillette	—	31—
Green River	—	16
Greybull	—	40
Lander	—	17—
Laramie	*8+	18+
Lovell	—	36+
Lusk	—	19—
Newcastle	—	28+
Powell	—	30+
Rawlins	11—	—
Riverton	10+	—
Rock Springs	13	—
Sheridan	9— 12+	—
Thermopolis	—	15
Torrington	—	27
Wheatland	—	24+
Worland	—	34

**Allocation Table
U.S. TERRITORIES AND POSSESSIONS**

	VHF Channel No.	UHF Channel No.
ALASKA		
Anchorage	2— *7—	—
	11 13—	—
Fairbanks	2+ 4+ 7+	—
	*9+ 11+ 13+	—
Juneau	*3 8 10	—
Ketchikan	2 4 *9	—
Seward	4— 9—	—
Sitka	13	—

HAWAIIAN ISLANDS

Hilo, Hawaii	2 * 7 9 11 13	—
Honolulu, Oahu	2+ 4— *7+ 9—	—
	11+ 13—	—
Lihue, Kauai	3+ *8— 10+ 12—	—
Walluku, Maui	3 8 *10 12	—

VIRGIN ISLANDS

Charlotte Amalie	10— 12+	—
Christiansted	8+	—

PUERTO RICO

Arecibo	13+	—
Caguas	11—	—
Mayaguez	3+ 5—	—
Ponce	7+ 9—	—
San Juan	2+ 4— *6+	—

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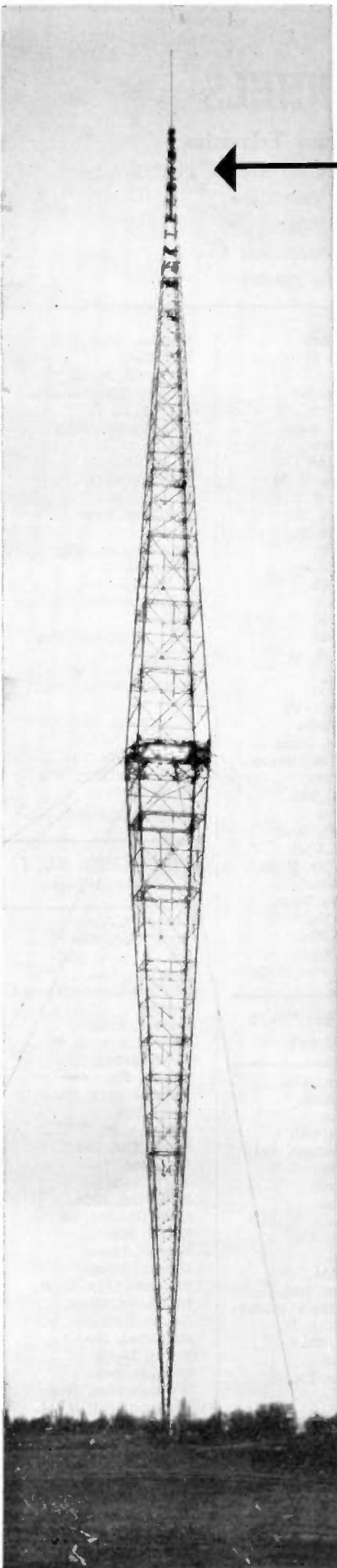
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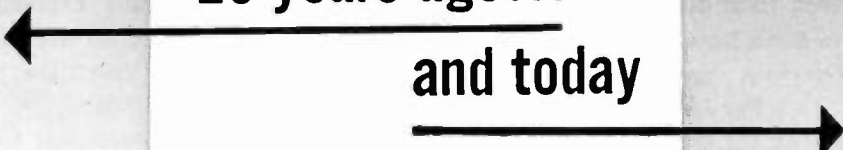
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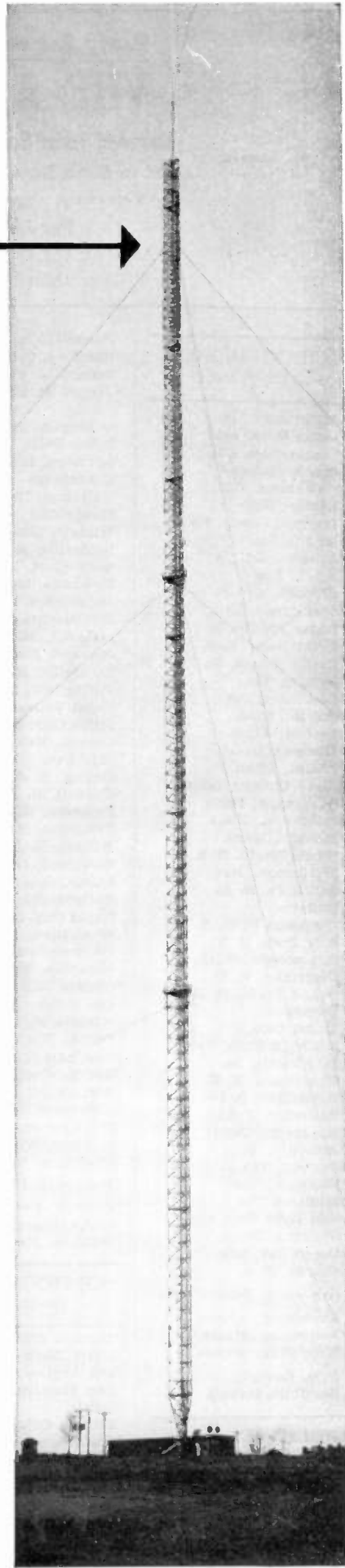
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VHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

As Contained in Sixth Report and Order of FCC (52-294)—The Final Allocation Report, Published by
Television Digest, April 14, 1952, Including All Changes Since That Date

For List of Existing Grants by Channels, See Pages 337-340

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

For Offset Carrier Position of Each Assignment, See Pages 320-328

CHANNEL NO. 2 (54-60 mc)

*Andalusia, Ala.
*Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Daytona Beach, Fla.
*Miami, Fla.
Atlanta, Ga.
Boise, Ida.
Chicago, Ill.
Springfield, Ill.
Cedar Rapids, Ia.
Great Bend, Kan.
Baton Rouge, La.
Bangor, Me.
Baltimore, Md.
*Boston, Mass.
Detroit, Mich.
*Minneapolis-St. Paul, Minn.
*State College, Miss.
St. Joseph, Mo.
Anaconda, Mont.
Billings, Mont.
North Platte, Neb.
Henderson, Nev.
Santa Fe, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
Greensboro, N. C.
Dickinson, N. D.
*Grand Forks, N. D.
Dayton, O.
Tulsa, Okla.
Klamath Falls, Ore.
Pittsburgh, Pa.
Charleston, S. C.
*Vermillion, S. D.
*Nashville, Tenn.
*Sneedville, Tenn.
*Amarillo, Tex.
*Denton, Tex.
Houston, Tex.
Midland, Tex.
Salt Lake City, Utah
Spokane, Wash.
Green Bay, Wis.
Casper, Wyo.
San Juan, Puerto Rico
Anchorage, Alaska
Fairbanks, Alaska
Ketchikan, Alaska
Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 3 (60-66 mc)

Douglas, Ariz.
Phoenix, Ariz.
Eureka, Cal.
Sacramento, Cal.
Santa Barbara, Cal.

Pueblo, Colo.
Hartford, Conn.
Pensacola, Fla.
*Tampa-St. Petersburg, Fla.
Savannah, Ga.
Idaho Falls, Ida.
Lewiston, Ida.
Champaign-Urbana, Ill.
Mason City, Ia.
Wichita, Kan.
Louisville, Ky.
Shreveport, La.
Escanaba, Mich.
Kalamazoo, Mich.
Duluth-Superior (Wis.), Minn.
Jackson, Miss.
Kirksville, Mo.
Springfield, Mo.
Great Falls, Mont.
Miles City, Mont.
Omaha, Neb.
Ely, Nev.
Gallup, N. M.
*Roswell, N. M.
Syracuse, N. Y.
Charlotte, N. C.
Wilmington, N. C.
Cleveland, O.
Salem, Ore.
Philadelphia, Pa.
Rapid City, S. D.
Watertown, S. D.
Chattanooga, Tenn.
Memphis, Tenn.
*College Station, Tex.
San Angelo, Tex.
Wichita Falls, Tex.
Vernal, Utah
Burlington, Vt.
Harrisonburg, Va.
Norfolk-Portsmouth-Newport News, Va.
Huntington, W. Va.
Madison, Wis.
Cheyenne, Wyo.
Mayaguez, Puerto Rico
*Juneau, Alaska
Lihue, Hawaii
Wailuku, Hawaii

CHANNEL NO. 4 (66-72 mc)

Tucson, Ariz.
Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Washington, D. C.
Jacksonville, Fla.
Miami, Fla.
Columbus, Ga.
*Boise, Ida.
Bloomington, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.

Sioux City, Ia.
New Orleans, La.
Boston, Mass.
Cheboygan, Mich.
Detroit, Mich.
Minneapolis-St. Paul, Minn.
Columbus, Miss.
Kansas City, Mo.
St. Louis, Mo.
Butte, Mont.
Hardin, Mont.
North Platte, Neb.
Boulder City, Nev.
Reno, Nev.
Albuquerque, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
*Chapel Hill, N. C.
Dickinson, N. D.
Valley City, N. D.
Columbus, O.
Oklahoma City, Okla.
Roseburg, Ore.
Irwin, Pa.
Greenville, S. C.
Nashville, Tenn.
Amarillo, Tex.
Beaumont-Port Arthur, Tex.
Big Spring, Tex.
Brownsville-Harlingen-Weslaco, Tex.
Dallas, Tex.
El Paso, Tex.
San Antonio, Tex.
Salt Lake City, Utah
Seattle, Wash.
Spokane, Wash.
Beckley, W. Va.
Milwaukee, Wis.
San Juan, Puerto Rico
Fairbanks, Alaska
Ketchikan, Alaska
Seward, Alaska
*Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 5 (76-82 mc)

Mobile, Ala.
Phoenix, Ariz.
Fort Smith, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Grand Junction, Colo.
Pueblo, Colo.
Washington, D. C.
*Gainesville, Fla.
West Palm Beach, Fla.
Atlanta, Ga.
Chicago, Ill.
Ames, Ia.
Alexandria, La.
Bangor, Me.
Boston, Mass.

Bay City, Mich.
Minneapolis-St. Paul, Minn.
Kansas City, Mo.
St. Louis, Mo.
Great Falls, Mont.
Hastings, Neb.
Goldfield, Nev.
*Albuquerque, N. M.
Lake Placid, N. Y.
New York, N. Y.
Rochester, N. Y.
Raleigh, N. C.
Bismarck, N. D.
Cincinnati, O.
Cleveland, O.
Enid, Okla.
Medford, Ore.
Charleston, S. C.
Lead, S. D.
Mitchell, S. D.
Bristol, Tenn.-Va.
Memphis, Tenn.
Old Hickory, Tenn.
Brownsville-Harlingen-Weslaco, Tex.
Fort Worth, Tex.
Lubbock, Tex.
San Antonio, Tex.
Cedar City, Utah
Salt Lake City, Utah
Seattle, Wash.
Walla Walla, Wash.
*Weston, W. Va.
Green Bay, Wis.
Cheyenne, Wyo.
Mayaguez, Puerto Rico

CHANNEL NO. 6 (82-88 mc)

Birmingham, Ala.
Kingman, Ariz.
*Tucson, Ariz.
*Sacramento, Cal.
San Luis Obispo, Cal.
*Denver, Colo.
Durango, Colo.
Orlando, Fla.
Augusta, Ga.
Thomasville, Ga.
Nampa, Ida.
Pocatello, Ida.
Indianapolis, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Dodge City, Kan.
Paducah, Ky.
New Orleans, La.
Portland, Me.
Lansing, Mich.
Marquette, Mich.
Austin, Minn.
Duluth-Superior (Wis.), Minn.
Clarksdale, Miss.
Sedalia, Mo.
Butte, Mont.
*Miles City, Mont.

Omaha, Neb.
Ely, Nev.
Carlsbad, N. M.
Albany-Schenectady-Troy, N. Y.
Wilmington, N. C.
Fargo, N. D.
*Minot, N. D.
Columbus, O.
Tulsa, Okla.
Portland, Ore.
Johnstown, Pa.
Philadelphia, Pa.
Pierre, S. D.
Knoxville, Tenn.
Beaumont-Port Arthur, Tex.
Corpus Christi, Tex.
Temple, Tex.
Texarkana, Tex.
Wichita Falls, Tex.
Price, Utah
Richmond, Va.
Spokane, Wash.
Bluefield, W. Va.
Whitefish Bay, Wis.
Casper, Wyo.
*San Juan, Puerto Rico

CHANNEL NO. 7 (174-180 mc)

*Munford, Ala.
Pine Bluff, Ark.
Los Angeles, Cal.
Redding, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Washington, D. C.
*Jacksonville, Fla.
Miami, Fla.
Panama City, Fla.
Boise, Ida.
Chicago, Ill.
Evansville, Ind.
Waterloo, Ia.
Hays, Kan.
Pittsburg, Kan.
Lake Charles, La.
Calais, Me.
Boston, Mass.
Detroit, Mich.
Traverse City, Mich.
St. Cloud, Minn.
Laurel-Pachuta, Miss.
Hannibal, Mo.
*Butte, Mont.
Omaha, Neb.
Winnemucca, Nev.
Albuquerque, N. M.
Buffalo-Niagara Falls, N. Y.
Carthage, N. Y.
New York, N. Y.
Washington, N. C.
Jamestown, N. D.
Dayton, O.
Lawton, Okla.
*Corvallis, Ore.

Spartanburg, S. C.
 Rapid City, S. D.
 Jackson, Tenn.
 Amarillo, Tex.
 Austin, Tex.
 *El Paso, Tex.
 Odessa, Tex.
 Tyler, Tex.
 *Salt Lake City, Utah
 Roanoke, Va.
 Seattle, Wash.
 *Spokane, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Wausau, Wis.
 Ponce, Puerto Rico
 *Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 *Honolulu, Hawaii

CHANNEL NO. 8
 (180-186 mc)

Selma, Ala
 *Phoenix, Ariz.
 Jonesboro, Ark.
 Salinas-
 Monterey, Cal.
 San Diego, Cal.
 *Pueblo, Colo.
 New Haven, Conn.
 Tampa-St. Petersburg,
 Fla.
 *Athens, Ga.
 Idaho Falls, Ida.
 Peoria, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.
 *Manhattan, Kan.
 Monroe, La.
 New Orleans, La.
 Lewiston, Me.
 Presque Isle, Me.
 Grand Rapids, Mich.
 Sault Ste. Marie, Mich.
 *Duluth-Superior
 (Wis.), Minn.
 Columbia, Mo.
 Billings, Mont.
 Kalspell, Mont.
 McCook, Neb.
 Las Vegas, Nev.
 McGill, Nev.
 Reno, Nev.
 *Gallup, N. M.
 Roswell, N. M.
 Syracuse, N. Y.
 Devils Lake, N. D.
 Williston, N. D.
 Cleveland, O.
 Muskogee, Okla.
 Woodward, Okla.
 Portland, Ore.
 Lancaster, Pa.
 Florence, S. C.
 *Brookings, S. D.
 Nashville, Tenn.
 Dallas, Tex.
 *Houston, Tex.
 Laredo, Tex.
 San Angelo, Tex.
 Petersburg, Va.
 Walla Walla, Wash.
 Charleston, W. Va.
 La Crosse, Wis.
 *Laramie, Wyo.

Juneau, Alaska
 *Lihue, Hawaii
 Walluku, Hawaii
 Christiansted, Virgin
 Islands

CHANNEL NO. 9
 (186-192 mc)

Dothan, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Hot Springs, Ark.
 Alturas, Cal.
 Los Angeles, Cal.
 *San Francisco-Oakland,
 Cal.
 Denver, Colo.
 Washington, D. C.
 Orlando, Fla.
 Rome, Ga.
 *Savannah, Ga.
 Caldwell, Ida.
 Sandpoint, Ida.
 Chicago, Ill.
 Hatfield, Ind.
 Cedar Rapids, Ia.
 Sioux City, Ia.
 Garden City, Kan.
 Alpena, Mich.
 Iron Mountain, Mich.
 Minneapolis-St. Paul,
 Minn.
 Hattiesburg, Miss.
 Tupelo, Miss.
 Kansas City, Mo.
 *St. Louis, Mo.
 *Bozeman, Mont.
 Havre, Mont.
 Tonopah, Nev.
 Manchester, N. H.
 *Santa Fe, N. M.
 New York, N. Y.
 Charlotte, N. C.
 Greenville, N. C.
 Cincinnati, O.
 Oklahoma City, Okla.
 *Eugene, Ore.
 Aberdeen, S. D.
 Abilene, Tex.
 El Paso, Tex.
 Lufkin, Tex.
 Monahans, Tex.
 *San Antonio, Tex.
 Ogden, Utah
 *Seattle, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Sheridan, Wyo.
 Ponce, Puerto Rico
 *Fairbanks, Alaska
 *Ketchikan, Alaska
 Seward, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

CHANNEL NO. 10
 (192-198 mc)

*Birmingham, Ala.
 Mobile, Ala.
 Phoenix, Ariz.
 El Dorado, Ark.
 Bakersfield, Cal.
 Sacramento, Cal.

San Diego, Cal.
 Montrose, Colo.
 Miami, Fla.
 Albany, Ga.
 Pocatello, Ida.
 Quincy, Ill.
 Terre Haute, Ind.
 Goodland, Kan.
 Wichita, Kan.
 Lafayette, La.
 Augusta, Me.
 Hancock, Mich.
 Parma-Onandaga, Mich.
 Sault Ste. Marie, Mich.
 Hibbing, Minn.
 Rochester, Minn.
 Springfield, Mo.
 Helena, Mont.
 Miles City, Mont.
 Lincoln, Neb.
 Scottsbluff, Neb.
 Elko, Nev.
 *Las Vegas, Nev.
 Gallup, N. M.
 Roswell, N. M.
 *Silver City, N. M.
 Rochester, N. Y.
 Grand Forks, N. D.
 Minot, N. D.
 Columbus, O.
 Ada, Okla.
 *Portland, Ore.
 Altoona, Pa.
 Philadelphia, Pa.
 Providence, R. I.
 Columbia, S. C.
 Pierre, S. D.
 Knoxville, Tenn.
 *Memphis, Tenn.
 Amarillo, Tex.
 Corpus Christi, Tex.
 Waco, Tex.
 Norfolk-Portsmouth-
 Newport News, Va.
 Roanoke, Va.
 *Pullman, Wash.
 *Milwaukee, Wis.
 Riverton, Wyo.
 Juneau, Alaska
 Lihue, Hawaii
 *Walluku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 11
 (198-204 mc)

Yuma, Ariz.
 Little Rock, Ark.
 Los Angeles, Cal.
 San Jose, Cal.
 Yreka City, Cal.
 Colorado Springs, Colo.
 Fort Myers, Fla.
 *Tallahassee, Fla.
 Atlanta, Ga.
 Savannah, Ga.
 Twin Falls, Ida.
 *Chicago, Ill.
 *Des Moines, Ia.
 Garden City, Kan.
 *Lawrence, Kan.
 Louisville, Ky.
 Baltimore, Md.
 *Alpena, Mich.
 International Falls,
 Minn.

Minneapolis-St. Paul,
 Minn.
 Meridian, Miss.
 St. Louis, Mo.
 *Billings, Mont.
 Havre, Mont.
 *Missoula, Mont.
 Grand Island, Neb.
 *Durham, N. H.
 Santa Fe, N. M.
 New York, N. Y.
 Durham, N. C.
 Fargo, N. D.
 Williston, N. D.
 Toledo, O.
 *Tulsa, Okla.
 Pittsburgh, Pa.
 Sioux Falls, S. D.
 Johnson City, Tenn.
 *Lexington, Tenn.
 Ft. Worth, Tex.
 Galveston, Tex.
 Lubbock, Tex.
 Provo, Utah
 Tacoma, Wash.
 Marinette, Wis.
 Rawlins, Wyo.
 Caguas, Puerto Rico
 Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

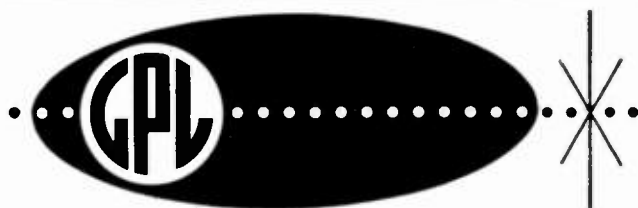
CHANNEL NO. 12
 (204-210 mc)

Montgomery, Ala.
 Mesa, Ariz.
 Chico, Cal.
 Fresno, Cal.
 *Boulder, Colo.
 Wilmington, Del.
 Jacksonville, Fla.
 West Palm Beach, Fla.
 Augusta, Ga.
 Coeur d'Alene, Ida.
 Nampa, Ida.
 *Champaign-
 Urbana, Ill.
 *Iowa City, Ia.
 Hutchinson, Kan.
 Shreveport, La.
 *Orono, Me.
 Flint, Mich.
 Ironwood, Mich.
 Brainerd, Minn.
 Jackson, Miss.
 Cape Girardeau, Mo.
 Joplin, Mo.
 Helena, Mont.
 Lincoln, Neb.
 Clovis, N. M.
 Silver City, N. M.
 Binghamton, N. Y.
 Winston-Salem, N. C.
 Bismarck, N. D.
 Cincinnati, O.
 Ardmore, Okla.
 Portland, Ore.
 Erie, Pa.
 Providence, R. I.
 Huron, S. D.
 Chattanooga, Tenn.
 Alpine, Tex.
 San Antonio, Tex.
 Sweetwater, Tex.
 Logan, Utah

Richmond, Va.
 Bellingham, Wash.
 Clarksburg, W. Va.
 Milwaukee, Wis.
 Sheridan, Wyo.
 Lihue, Hawaii
 Walluku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 13
 (210-216 mc)

Birmingham, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Yuma, Ariz.
 *Fayetteville, Ark.
 Eureka, Cal.
 Los Angeles, Cal.
 Stockton, Cal.
 Colorado Springs, Col.
 Tampa-St. Petersburg
 Fla.
 Warner Robins, Ga.
 Twin Falls, Ida.
 Rockford, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.
 Topeka, Kan.
 Bowling Green, Ky.
 *Monroe, La.
 Portland, Me.
 Baltimore, Md.
 Cadillac, Mich.
 Calumet, Mich.
 Bemidji, Minn.
 Biloxi, Miss.
 Jefferson City, Mo.
 Lewistown, Mont.
 Missoula, Mont.
 Alliance, Neb.
 Kearney, Neb.
 Las Vegas, Nev.
 Newark, N. J.
 Albuquerque, N. M.
 Utica-Rome, N. Y.
 Asheville, N. C.
 New Bern, N. C.
 Minot, N. D.
 Toledo, O.
 *Oklahoma City, Okla.
 Eugene, Ore.
 La Grande, Ore.
 *Pittsburgh, Pa.
 *Charleston, S. C.
 Sioux Falls, S. D.
 Memphis, Tenn.
 *Dallas, Tex.
 El Paso, Tex.
 Houston, Tex.
 Laredo, Tex.
 Lubbock, Tex.
 Richfield, Utah
 Lynchburg, Va.
 Tacoma, Wash.
 Huntington, W. Va.
 Eau Claire, Wis.
 Rock Springs, Wyo.
 Arecibo, Puerto Rico
 Anchorage, Alaska
 Fairbanks, Alaska
 Sitka, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii



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 Pleasantville, New York
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Handy Reference Table

UHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

These Channel Allocations Include All Changes Promulgated Since Final Allocation Report Up to July 15, 1955 and Supersede All Existing and Proposed Tables

CHANNEL NO. 14 (470-476 mc)

Clanton, Ala.
Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
Modesto, Cal.
Palm Springs, Cal.
Leadville, Colo.
Washington, D. C.
Key West, Fla.
Lake Wales, Fla.
Tifton, Ga.
Payette, Ida.
Kankakee, Ill.
Cherokee, Ia.
Liberal, Kan.
Newton, Kan.
Owensboro, Ky.
Pikeville, Ky.
DeRidder, La.
Millinocket, Me.
Worcester, Mass.
Manistique, Mich.
Little Falls, Minn.
Picayune, Miss.
Chillicothe, Mo.
Festus, Mo.
Monett, Mo.
Laurel, Mont.
Shelby, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
*Oxford, O.
Holdenville, Okla.
Ashland, Ore.
Uniontown, Pa.
Camden, S. C.
Athens, Tenn.
Breckenridge, Tex.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.

CHANNEL NO. 15 (476-482 mc)

Gadsden, Ala.
Bisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
Red Bluff, Cal.
*San Diego, Cal.
Durango, Colo.
Ft. Morgan, Colo.
Ocala, Fla.
Pensacola, Fla.
*West Palm Beach, Fla.
Dublin, Ga.
Burley, Ida.
*Moscow, Ida.
Bloomington, Ill.

Angola, Ind.
Ottumwa, Ia.
Larned, Kan.
*Louisville, Ky.
New Iberia, La.
Van Buren, Me.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Grenada, Miss.
Poplar Bluff, Mo.
Butte, Mont.
York, Neb.
Portsmouth, N. H.
Socorro, N. M.
Rochester, N. Y.
High Point, N. C.
Ashtabula, O.
Claremore, Okla.
Elk City, Okla.
Bend, Ore.
Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.
*Laredo, Tex.
Norfolk-Portsmouth-
Newport News, Va.
Parkersburg, W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

CHANNEL NO. 16 (482-488 mc)

Tuskegee, Ala.
Winslow, Ariz.
*Fort Smith, Ark.
El Centro, Cal.
Pittsburg, Cal.
Santa Paula, Cal.
Lakeland, Fla.
Waycross, Ga.
Aurora, Ill.
Olney, Ill.
Waterloo, Ia.
Wichita, Kan.
Corbin, Ky.
*Bangor, Me.
Salisbury, Md.
Flint, Mich.
Ely, Minn.
Fergus Falls, Minn.
Canton, Miss.
Columbia, Mo.
Glasgow, Mont.
Livingston, Mont.
Whitefish, Mont.
*Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
*Dayton, O.
Burns, Ore.
North Bend, Ore.
Pittsburgh, Pa.
Scranton, Pa.
Providence, R. I.
Jackson, Tenn.
*Corpus Christi, Tex.
Dalhart, Tex.

Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
*Wichita Falls, Tex.
*Burlington, Vt.
Lynchburg, Va.
Port Angeles, Wash.
Wausau, Wis.
Green River, Wyo.

CHANNEL NO. 17 (488-494 mc)

Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
*Colorado Springs, Colo.
Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Ida.
Decatur, Ill.
Des Moines, Ia.
Lawrence, Kan.
Bowling Green, Ky.
Natchitoches, La.
Fort Kent, Me.
Lewiston, Me.
Cumberland, Md.
*Grand Rapids, Mich.
Marquette, Mich.
Minneapolis-St. Paul,
Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*Albany-Schenectady-
Troy, N. Y.
Buffalo, N. Y.
*Dickinson, N. D.
Grafton, N. D.
Marion, O.
Klamath Falls, Ore.
Tulsa, Okla.
Philadelphia, Pa.
Charleston, S. C.
Spartanburg, S. C.
Aberdeen, S. D.
Hot Springs, S. D.
Yankton, S. D.
Denton, Tex.
Pampa, Tex.
Rosenberg, Tex.
San Angelo, Tex.
Williamsburg, Va.
Centralia, Wash.
Williamson, W. Va.
Portage, Wis.
Lander, Wyo.

CHANNEL NO. 18 (494-500 mc)

Demopolis, Ala.
Casa Grande, Ariz.
*Fresno, Cal.
San Bernardino, Cal.
Ukiah, Cal.
Lamar, Colo.
Montrose, Colo.
Hartford, Conn.
Orlando, Fla.

Fort Valley, Ga.
Lebanon, Ind.
Charles City, Ia.
Hutchinson, Kans.
Lexington, Ky.
Jackson, La.
Dover-Foxcroft, Me.
Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
Cape Girardeau, Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
*Lincoln, Neb.
Lovelock, Nev.
Atrisco-Five Points,
N. M.
Elmira, N. Y.
Saranac Lake, N. Y.
Burnsville, N. C.
Fayetteville, N. C.
Bismarck, N. D.
Zanesville, O.
*Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.
*Texarkana, Tex.
Vernon, Tex.
*Ogden, Utah
St. George, Utah
Bellingham, Wash.
*Park Falls, Wis.
Laramie, Wyo.

CHANNEL NO. 19 (500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.
Peoria, Ill.
Jasper, Ind.
Boone, Ia.
Hazard, Ky.
*Lake Charles, La.
Presque Isle, Me.
North Adams, Mass.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.
*Jackson, Miss.
*Kansas City, Mo.
Kearney, Neb.
*New Brunswick, N. J.
Hot Springs, N. M.
Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
*Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Marfa, Tex.
Tyler, Tex.
Victoria, Tex.
Farmville, Va.

Pasco, Wash.
*Eau Claire, Wis.
Milwaukee, Wis.
Lusk, Wyo.

CHANNEL NO. 20 (506-512 mc)

Montgomery, Ala.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
Weiser, Ida.
Chicago, Ill.
Springfield, Ill.
*Indianapolis, Ind.
Cedar Rapids, Ia.
Shenandoah, Ia.
Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
New Orleans, La.
Ruston, La.
Calais, Me.
Worcester, Mass.
Ann Arbor, Mich.
Traverse City, Mich.
Faribault, Minn.
Grand Rapids, Minn.
*University, Miss.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
Ithaca, N. Y.
Malone, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, O.
Guymon, Okla.
Eugene, Ore.
Mitchell, S. D.
Sturgis, S. D.
*Knoxville, Tenn
Conroe, Tex.
El Paso, Tex.
Fort Worth, Tex.
*Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 21 (512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Hanford, Cal.
San Diego, Cal.
Grand Junction, Colo.
Trinidad, Colo.
*Pensacola, Fla.
West Palm Beach, Fla.
Rupert, Ida.
Champaign-
Urbana, Ill.

Quincy, Ill.
 Huntington, Ind.
 Fort Dodge, Ia.
 Ottawa, Kan.
 Louisville, Ky.
 Crowley, La.
 West Branch, Mich.
 Crookston, Minn.
 Greenville, Miss.
 Kennett, Mo.
 Missoula, Mont.
 Alliance, Neb.
 Grand Island, Neb.
 *Reno, Nev.
 Artesia, N. M.
 Poughkeepsie, N. Y.
 *Rochester, N. Y.
 Lumberton, N. C.
 Youngstown, O.
 Enid, Okla.
 Hugo, Okla.
 Portland, Ore.
 Lancaster, Pa.
 Greenwood, S. C.
 Coleman, Tex.
 *Norfolk-Portsmouth-
 Newport News, Va.
 Beckley, W. Va.
 *Madison, Wis.
 Rice Lake, Wis.

CHANNEL NO. 22
 (518-524 mc)

Opelika, Ala.
 Forrest City, Ark.
 Fort Smith, Ark.
 Los Angeles, Cal.
 Watsonville, Cal.
 Boulder, Colo.
 Lakeland, Fla.
 Statesboro, Ga.
 Harrisburg, Ill.
 Waukegan, Ill.
 *Waterloo, Ia.
 Colby, Kan.
 *Wichita, Kan.
 Winnfield, La.
 Bar Harbor, Me.
 Cambridge, Md.
 Springfield-Holyoke,
 Mass.
 *Flint, Mich.
 Marshall, Minn.
 Pascagoula, Miss.
 Columbia, Mo.
 Bozeman, Mont.
 Omaha, Neb.
 Las Cruces, N. M.
 Portales, N. M.
 *Raleigh, N. C.
 Harvey, N. D.
 Dayton, O.
 Scranton, Pa.
 *Pierre, S. D.
 Elizabethton, Tenn.
 Corpus Christi, Tex.
 Fort Stockton, Tex.
 Perryton, Tex.
 Temple, Tex.
 Wichita Falls, Tex.
 Provo, Utah
 Burlington, Vt.
 Everett, Wash.
 *Walla Walla, Wash.
 Clarksburg, W. Va.
 Rhinelander, Wis.

CHANNEL NO. 23
 (524-530 mc)

Brewton, Ala.
 Decatur, Ala.
 Little Rock, Ark.
 Colorado Springs, Colo.
 Miami, Fla.
 Gooding, Ida.
 Decatur, Ill.
 Freeport, Ill.

Des Moines, Ia.
 Dodge City, Kan.
 Manhattan, Kan.
 Elizabethtown, Ky.
 Auburn, Me.
 Grand Rapids, Mich.
 Minneapolis-St. Paul,
 Minn.
 Lebanon, Mo.
 *Great Falls, Mont.
 Lexington, Neb.
 Carlsbad, N. M.
 Lordsburg, N. M.
 Albany-Schenectady-
 Troy, N. Y.
 *Buffalo, N. Y.
 Lisbon, N. D.
 Massillon, O.
 Hobart, Okla.
 Tulsa, Okla.
 Philadelphia, Pa.
 Conway, S. C.
 Greenville, S. C.
 Belle Fourche, S. D.
 Dallas, Tex.
 Harlingen, Tex.
 Houston, Tex.
 *San Angelo, Tex.
 *Richmond, Va.
 Yakima, Wash.
 Logan, W. Va.

CHANNEL NO. 24
 (530-536 mc)

Sylacauga, Ala.
 Eloy, Ariz.
 Harrison, Ark.
 Fresno, Cal.
 *San Bernardino, Cal.
 Delta, Colo.
 La Junta, Colo.
 *Hartford, Conn.
 *Orlando, Fla.
 Tallahassee, Fla.
 Elberton, Ga.
 Cairo, Ill.
 Danville, Ill.
 Estherville, Ia.
 Iowa City, Ia.
 Wellington, Kan.
 Maysville, Ky.
 Thibodaux, La.
 Houlton, Me.
 *Baltimore, Md.
 Coldwater, Mich.
 Rogers City, Mich.
 Bemidji, Minn.
 Greenwood, Miss.
 Fulton, Mo.
 Lincoln, Neb.
 Littleton, N. H.
 Belen, N. M.
 Elmira, N. Y.
 Ogdensburg, N. Y.
 *Bismarck, N. D.
 Salem, Ore.
 Cookeville, Tenn.
 Austin, Tex.
 Odessa, Tex.
 Seymour, Tex.
 Texarkana, Tex.
 Ogden, Utah
 Danville, Va.
 Bellingham, Wash.
 Pullman, Wash.
 *Morgantown, W. Va.
 *Chilton, Wis.
 Cody, Wyo.
 Wheatland, Wyo.

CHANNEL NO. 25
 (536-542 mc)

Clifton, Ariz.
 Williams, Ariz.
 Brawley, Cal.
 Salida, Colo.
 Sterling, Colo.

St. Augustine, Fla.
 Albany, Ga.
 Dalton, Ga.
 Madison, Ind.
 Ames, Ia.
 Lake Charles, La.
 Rockland, Me.
 Barnstable, Mass.
 East Tawas, Mich.
 *Houghton, Mich.
 Jackson, Miss.
 Kansas City, Mo.
 Deer Lodge, Mont.
 Tucumcari, N. M.
 *New York, N. Y.
 *Utica-Rome, N. Y.
 *Cleveland, O.
 Oklahoma City, Okla.
 Altoona, Pa.
 Columbia, S. C.
 Brookings, S. D.
 Humboldt, Tenn.
 Athens, Tex.
 Ballinger, Tex.
 Cuero, Tex.
 Emporia, Va.
 Kennewick, Wash.
 Welch, W. Va.
 Eau Claire, Wis.
 Milwaukee, Wis.

CHANNEL NO. 26
 (542-548 mc)

*Montgomery, Ala.
 El Dorado, Ark.
 San Francisco-Oakland,
 Cal.
 Santa Barbara, Cal.
 Denver, Colo.
 New London, Conn.
 *Washington, D. C.
 Leesburg, Fla.
 Vidalia, Ga.
 Emmett, Ida.
 Chicago, Ill.
 Indianapolis, Ind.
 *Cedar Rapids, Ia.
 McPherson, Kan.
 Madisonville, Ky.
 New Orleans, La.
 *Ann Arbor, Mich.
 *Traverse City, Mich.
 Northfield, Minn.
 Virginia, Minn.
 Maryville, Mo.
 *Springfield, Mo.
 Elk City, Okla.
 Berlin, N. H.
 Winston-Salem, N. C.
 Carrington, N. D.
 Cambridge, O.
 Okmulgee, Okla.
 Eugene, Ore.
 Lead, S. D.
 Knoxville, Tenn.
 Eagle Pass, Tex.
 Edinburg, Tex.
 El Paso, Tex.
 *Fort Worth, Tex.
 Lubbock, Tex.
 Salt Lake City, Utah
 Seattle, Wash.
 Stevens Point, Wis.

CHANNEL NO. 27
 (548-554 mc)

Thomasville, Ala.
 San Diego, Cal.
 Tulare, Cal.
 Stamford-Norwalk,
 Conn.
 Belle Glade, Fla.
 Thomasville, Ga.
 Rexburg, Ida.
 Wallace, Ida.

Champaign-
 Urbana, Ill.
 *Fort Wayne, Ind.
 Webster City, Ia.
 Abbeville, La.
 Fort Scott, Kan.
 Lexington, Ky.
 Iron Mountain, Mich.
 Wadena, Minn.
 Greenville, Miss.
 Caruthersville, Mo.
 Hannibal, Mo.
 Hastings, Neb.
 Reno, Nev.
 *Hanover, N. H.
 Clayton, N. M.
 Lovington, N. M.
 Rochester, N. Y.
 Redersonville, N. C.
 Youngstown, O.
 Durant, Okla.
 *Enid, Okla.
 Portland, Ore.
 Harrisburg, Pa.
 Georgetown, S. C.
 Mobridge, S. D.
 Fayetteville, Tenn.
 El Campo, Tex.
 Norfolk-Portsmouth, Va.
 Roanoke, Va.
 Madison, Wis.
 Torrington, Wyo.

CHANNEL NO. 28
 (554-560 mc)

Miami, Ariz.
 Magnolia, Ark.
 Newport, Ark.
 *Los Angeles, Cal.
 Pueblo, Colo.
 Bradenton, Fla.
 Brunswick, Ga.
 Columbus, Ga.
 Elgin, Ill.
 Vandalia, Ill.
 Oelwein, Ia.
 Great Bend, Kan.
 Glasgow, Ky.
 Baton Rouge, La.
 New Bedford, Mass.
 Flint, Mich.
 Sault Ste. Marie, Mich.
 Columbus, Miss.
 Sedalia, Mo.
 Omaha, Neb.
 Plattsburg, N. Y.
 Raleigh, N. C.
 Lancaster, O.
 *Lawton, Okla.
 Vinita, Okla.
 Pendleton, Ore.
 Roseburg, Ore.
 Wilkes-Barre, Pa.
 Kingsport, Tenn.
 Crystal City, Tex.
 Lamesa, Tex.
 *Waco, Tex.
 *Provo, Utah
 Winchester, Va.
 Everett, Wash.
 Newcastle, Wyo.

CHANNEL NO. 29
 (560-566 mc)

Andalusia, Ala.
 Bakersfield, Cal.
 Jacksonville, Ill.
 Marion, Ind.
 Junction City, Kan.
 Somerset, Ky.
 Augusta, Me.
 Muskegon, Mich.
 Hastings, Minn.
 Corinth, Miss.
 Natchez, Miss.
 Fallon, Nev.
 Gloversville, N. Y.

Wilmington, N. C.
 Canton, O.
 Stillwater, Okla.
 Philadelphia, Pa.
 *Greenville, S. C.
 Dallas, Tex.
 Houston, Tex.
 Plainview, Tex.
 Richmond, Va.
 Yakima, Wash.
 Buffalo, Wyo.

CHANNEL NO. 30
 (566-572 mc)

Coolidge, Ariz.
 Batesville, Ark.
 Madera, Cal.
 San Bernardino, Cal.
 Walsenburg, Colo.
 New Britain, Conn.
 Jacksonville, Fla.
 *Panama City, Fla.
 *Atlanta, Ga.
 *Bloomington, Ind.
 *Davenport-Rock Island-
 Moline (Ill.), Ia.
 *Stoux City, Ia.
 Houma, La.
 Minden, La.
 Cumberland, Md.
 Alpena, Mich.
 Meridian, Miss.
 Joplin, Mo.
 St. Joseph, Mo.
 St. Louis, Mo.
 Hickory, N. C.
 Roanoke Rapids, N. C.
 Portsmouth, O.
 *Toledo, O.
 Alva, Okla.
 Astoria, Ore.
 Grants Pass, Ore.
 Nashville, Tenn.
 Snyder, Tex.
 Logan, Utah
 St. Johnsbury, Vt.
 *Shell Lake, Wis.
 Powell, Wyo.

CHANNEL NO. 31
 (572-578 mc)

Huntsville, Ala.
 Morenci, Ariz.
 Americus, Ga.
 Kokomo, Ind.
 Tell City, Ind.
 Centerville, Ia.
 Abilene, Kan.
 Goodland, Kan.
 Ironwood, Mich.
 Potoskey, Mich.
 Willmar, Minn.
 McComb, Miss.
 Hawthorne, Nev.
 New York, N. Y.
 Oswego, N. Y.
 Elizabeth City, N. C.
 Lorain, O.
 Norman, Okla.
 DuBois, Pa.
 Lancaster, S. C.
 Beaumont-Port Arthur,
 Tex.
 Pearsall, Tex.
 Richland, Wash.
 Hinton, W. Va.
 Milwaukee, Wis.
 Gillette, Wyo.

CHANNEL NO. 32
 (578-584 mc)

Montgomery, Ala.
 Oxnard, Cal.
 San Francisco-Oakland,
 Cal.

Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralla, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Ia.
Red Oak, Ia.
New Orleans, La.
Lowell, Mass.
Duluth-Superior (Wis.), Minn.
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
•Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
•La Crosse, Wis.
Marquette, Wis.

CHANNEL NO. 33
(584-590 mc)

Searcy, Ark.
San Diego, Cal.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga.
Blackfoot, Ida.
Kellogg, Ida.
Champaign-Urbana, Ill.
Fort Wayne, Ind.
Knoxville, Ia.
Coffeyville, Kan.
Murray, Ky.
Iron River, Mich.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
Reading, Pa.
Ablene, Tex.
Bay City, Tex.
Borger, Tex.
Paris, Tex.
Norfolk-Portsmouth-Newport News, Va.
•Roanoke, Va.
Longview, Wash.
Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

Globe, Ariz.
Arkadelphia, Ark.
Los Angeles, Cal.
Merced, Cal.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.
•Columbus, Ga.
Carbondale, Ill.
South Bend, Ind.
Storm Lake, Ia.
Salina, Kan.
•Baton Rouge, La.
New Bedford, Mass.
Port Huron, Mich.
•Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
•Fargo, N. D.
•Williston, N. D.
•Columbus, O.
Lawton, Okla.
Wilkes-Barre, Pa.

Johnson City, Tenn.
Alice, Tex.
Big Spring, Tex.
Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

CHANNEL NO. 35
(596-602 mc)

Springdale, Ark.
Salinas-Monterey, Cal.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Ia.
Danville, Ky.
Waterville, Me.
•Marquette, Mich.
Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
Albany-Schenectady-Troy, N. Y.
•Wilmington, N. C.
Lima, O.
Erie, Pa.
•Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
San Antonio, Tex.
Martinsville, Va.
•Omak-Okanogan, Wash.
Fairmount, W. Va.

CHANNEL NO. 36
(602-608 mc)

Pine Bluff, Ark.
Stockton, Cal.
Canon City, Colo.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Sioux City, Ia.
Pratt, Kan.
Morgan City, La.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
•Meridian, Miss.
•St. Joseph, Mo.
St. Louis, Mo.
Charlotte, N. C.
Mansfield, O.
Altus, Okla.
Williamsport, Pa.
•Providence, R. I.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Lovell, Wyo.

CHANNEL NO. 37
(608-614 mc)

Delano, Cal.
Melbourne, Fla.
Valdosta, Ga.
•Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.

Paterson, N. J.
Auburn, N. Y.
•Norman, Okla.
Baker, Ore.
Springfield, Ore.
Meadville, Pa.
•Beaumont-Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

CHANNEL NO. 38
(614-620 mc)

Troy, Ala.
San Buenaventura, Cal.
San Francisco-Oakland, Cal.
Loveland, Colo.
Tampa-St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Ia.
Pittsburg, Kan.
Lafayette, La.
Boston, Mass.
Duluth, Minn.-Superior (Wis.)
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Sunbury, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
•Marquette, Wis.

CHANNEL NO. 39
(620-626 mc)

Ft. Smith, Ark.
Jonesboro, Ark.
San Diego, Cal.
Griffin, Ga.
Rockford, Ill.
Carroll, Ia.
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
Houston, Tex.
Front Royal, Va.
Kelso, Wash.

CHANNEL NO. 40
(626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Cal.
Sacramento, Cal.
Dover, Del.
Galesburg, Ill.
Marion, Ill.
•South Bend, Ind.
Campbellsville, Ky.
Baton Rouge, La.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
•Durham, N. C.
Fargo, N. D.
Columbus, O.

Ponca City, Okla.
Anderson, S. C.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Montpelier, Vt.
Elkins, W. Va.
Greybull, Wyo.

CHANNEL NO. 41
(632-638 mc)

Florence, Ala.
Fayetteville, Ark.
•Macon, Ga.
Preston, Ida.
Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-Troy, N. Y.
Laurinburg, N. C.
•Erie, Pa.
Vermillion, S. D.
Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
•Kennewick-Richland-Pasco, Wash.
Bluefield, W. Va.

CHANNEL NO. 42
(638-644 mc)

Birmingham, Ala.
•Mobile, Ala.
•Stockton, Cal.
Columbus, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Spencer, Ia.
Topeka, Kan.
Benton Harbor, Mich.
St. Louis, Mo.
•Charlotte, N. C.
Jamestown, N. D.
Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanah, Tex.
Raymondville, Tex.
Waynesboro, Va.
Appleton, Wis.

CHANNEL NO. 43
(644-650 mc)

Morrilton, Ark.
Visalia, Cal.
Bridgeport, Conn.
Cordele, Ga.
Peoria, Ill.
Creston, Ia.
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
New Ulm, Minn.
Laconia, N. H.
•Syracuse, N. Y.
Defiance, O.
Lebanon, Ore.
Butler, Pa.
York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
Corpus Christi, Tex.
Orange, Tex.
Ephrata, Wash.
•Charleston, W. Va.

CHANNEL NO. 44
(650-656 mc)

Eufala, Ala.
San Francisco-Oakland, Cal.
Santa Maria, Cal.
Fort Collins, Colo.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Ia.
Keokuk, Ia.
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
•Biloxi, Miss.
Piqua, O.
Frederick, Okla.
•State College, Pa.
Orangeburg, S. O.
•Stouxs Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Calro, Ga.
•Rockford, Ill.
Atlantic, Ia.
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
•Muskogee, Okla.
New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
•Charlottesville, Va.
•Wenatchee, Wash.

CHANNEL NO. 46
(662-668 mc)

Malvern, Ark.
Riverside, Cal.
Sacramento, Cal.
Pensacola, Fla.
Mattoon, Ill.
South Bend, Ind.
Waterloo, Ia.
Parsons, Kan.
Franklin, La.
Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
Rolla, Mo.
Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
•Binghamton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Bristol, Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
•Logan, Utah
Newport, Vt.
•Wausau, Wis.

CHANNEL NO. 47
(668-674 mc)

Sheffield, Ala.
Fresno, Cal.
Orlando, Fla.
Macon, Ga.
Dixon, Ill.
*Lafayette, Ind.
Concordia, Kan.
*Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, O.
McAlester, Okla.
Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
*Galveston, Tex.
Fredericksburg, Va.
*Yakima, Wash.

CHANNEL NO. 48
(674-680 mc)

Birmingham, Ala.
Mobile, Ala.
San Jose, Cal.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
*Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.
Gastonia, N. C.
*Cincinnati, O.
Guthrie, Okla.
Gallatin, Tenn.
Memphis, Tenn.
College Station, Tex.
San Benito, Tex.
Oshkosh, Wis.

CHANNEL NO. 49
(680-686 mc)

Greenville, Ala.
Visalia, Cal.
Bridgeport, Conn.
Muncie, Ind.
Marshalltown, Ia.
Arkansas City, Kan.
*Escanaba, Mich.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
Akron, O.
Corvallis, Ore.
York, Pa.
Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

CHANNEL NO. 50
(686-692 mc)

Camden, Ark.
Santa Rosa, Cal.
Greeley, Colo.
Washington, D. C.
Clearwater, Fla.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Ia.
Chanute, Kan.
Detroit, Mich.

Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexico, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

CHANNEL NO. 51
(692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Saginaw, Mich.
Austin, Minn.
Rochester, N. H.
*Greensboro, N. C.
Blackwell, Okla.
Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
Wheeling, W. Va.
Steubenville, O.

CHANNEL NO. 52
(698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Cal.
Gainesville, Ga.
Elkhart, Ind.
Princeton, Ind.
Oskaloosa, Ia.
Olathe, Kan.
Hagerstown, Md.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
Atlantic City, N. J.
*Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, O.
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

CHANNEL NO. 53
(704-710 mc)

Fresno, Cal.
Waterbury, Conn.
Daytona Beach, Fla.
Cedartown, Ga.
Fitzgerald, Ga.
Lincoln, Ill.
Bastrop, La.
Portland, Me.
Annapolis, Md.
Ahoskie, N. C.
Findlay, O.
Shawnee, Okla.
Pittsburgh, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
*Huntington, W. Va.

CHANNEL NO. 54
(710-716 mc)

Bessemer, Ala.
Helena, Ark.
*San Jose, Cal.
Quincy, Fla.

Belleville, Ill.
Fairfield, Ia.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Utica-Rome, N. Y.
Fayetteville, N. C.
Cincinnati, O.
Fryor Creek, Okla.
Atken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

CHANNEL NO. 55
(716-722 mc)

Porterville, Cal.
Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
Springfield-Holyoke,
Mass.
Rochester, Minn.
Mount Airy, N. C.
*Akron, O.
Ardmore, Okla.
Albany, Ore.
Harrisburg, Pa.
Lake City, S. C.
*Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

CHANNEL NO. 56
(722-728 mc)

*Auburn, Ala.
El Centro, Cal.
Santa Cruz, Cal.
*Evansville, Ind.
Hammond, Ind.
Dubuque, Ia.
Boston, Mass.
*Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
Cortland, N. Y.
*Asheville, N. C.
Wilson, N. C.
Chillicothe, O.
El Reno, Okla.
Johnstown, Pa.
Crockett, Tex.
*Tacoma, Wash.

CHANNEL NO. 57
(728-734 mc)

Norwich, Conn.
Marietta, Ga.
*Terre Haute, Ind.
Middlesborough, Ky.
Hammond, La.
Saginaw, Mich.
Albert Lea, Minn.
Greensboro, N. C.
Easton, Pa.
Cleburne, Tex.
*Wheeling, W. Va.
Beloit, Wis.

CHANNEL NO. 58
(734-740 mc)

Selma, Ala.
Paragould, Ark.
Modesto, Cal.
Shelbyville, Ind.
Muscatine, Ia.
Opelousas, La.
Greenfield, Mass.

Battle Creek, Mich.
Asbury Park, N. J.
Jamestown, N. Y.
Mount Vernon, O.
Anadarko, Okla.
Miami, Okla.
Centralia, Ill.
Anderson, S. C.
Lebanon, Tenn.
Hebronville, Tex.
Taylor, Tex.
Aberdeen, Wash.
Martinsburg, W. Va.
*Adams, Wis.

CHANNEL NO. 59
(740-746 mc)

New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralia, Ill.
Lafayette, Ind.
Ashland, Ky.
Biddeford, Me.
Buffalo-Niagara Falls,
N. Y.
Kannapolis, N. C.
Fremont, O.
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

CHANNEL NO. 60
(746-752 mc)

Cullman, Ala.
San Jose, Cal.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.
Atchison, Kan.
Richmond, Ky.
Lake Charles, La.
E. Lansing, Mich.
Middletown, N. Y.
Newark, O.
Florence, S. C.
*Blacksburg, Va.
Olympia, Wash.

CHANNEL NO. 61
(752-758 mc)

Newnan, Ga.
*Carbondale, Ill.
Macomb, Ill.
Anderson, Ind.
New Orleans, La.
Easthampton, Mass.
Winona, Minn.
Akron, O.
Pauls Valley, Okla.
Reading, Pa.
Rock Hill, S. C.
Kenosha, Wis.

CHANNEL NO. 62
(758-764 mc)

Conway, Ark.
Napa, Cal.
Evansville, Ind.
Michigan City, Ind.
Dubuque, Ia.
Alexandria, La.
Frederick, Md.
Brockton, Mass.
Detroit, Mich.
Oneonta, N. Y.
Asheville, N. C.
Athens, O.
Bartlesville, Okla.
Shelbyville, Tenn.
New Braunfels, Tex.
Tacoma, Wash.

CHANNEL NO. 63
(764-770 mc)

*Norwich, Conn.
Cartersville, Ga.
Terre Haute, Ind.
Ottumwa, Ia.
Mayfield, Ky.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontaine, O.
Hazleton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

CHANNEL NO. 64
(770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Stockton, Cal.
Clinton, Ia.
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
Battle Creek, Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

CHANNEL NO. 65
(776-782 mc)

Meriden, Conn.
Streator, Ill.
Newton, Ia.
Bath, Me.
Kansas City, Mo.
Cleveland, O.
Hamilton-Middletown,
O.
Shamokin, Pa.
Union, S. C.
McKinney, Tex.
*Ellensburg, Wash.
Manitowoc, Wis.

CHANNEL NO. 66
(782-788 mc)

Merced, Cal.
*Springfield, Ill.
*Gary, Ind.
Kingston, N. Y.
*Malone, N. Y.
Muskogee, Okla.
Erie, Pa.
Beckley, W. Va.
*Richland Center, Wis.

CHANNEL NO. 67
(788-794 mc)

*DeKalb, Ill.
Indianapolis, Ind.
Lafayette, La.
Warren, O.
Allentown, Pa.
Columbia, S. C.
Harriman, Tenn.
Wenatchee, Wash.

CHANNEL NO. 68
(794-800 mc)

Petaluma, Cal.
Bedford, Ind.
Hagerstown, Md.
Fall River, Mass.
*Clemson, S. C.
Tullahoma, Tenn.

CHANNEL NO. 69
(800-806 mc)

Pekin, Ill.
Port Wayne, Ind.
Bogalusa, La.
Cape Girardeau, Mo.
*Andover, N. J.
*Cookeville, Tenn.
Greenville, Tex.
*Stillwater, Okla.
Clarksburg, W. Va.

CHANNEL NO. 70
(806-812 mc)

Anniston, Ala.
Port Chicago, Cal.
Lexington, Ky.
*Hammonton, N. J.
*Bowling Green, O.
Bradford, Pa.
Newberry, S. O.
*Austin, Tex.
Green Bay, Wis.

CHANNEL NO. 71
(812-818 mc)

*Bridgeport, Conn.
*Muncie, Ind.
Grinnell, Ia.
Harrisburg, Pa.

CHANNEL NO. 72
(818-824 mc)

Paducah, Ky.
Baltimore Md.
Lawrence, Mass.
Goldsboro, N. C.
Gallipolis, O.
Tyler, Tex.
La Crosse, Wis.

CHANNEL NO. 73
(824-830 mc)

Terre Haute, Ind.
Harlan, Ky.
*Bay City, Mich.

Durham, N. C.
Lima, O.
Youngstown, O.
Scranton, Pa.
Dallas, Tex.

CHANNEL NO. 74
(830-836 mc)

*University, Ala.
Blytheville, Ark.
Alexandria, La.
*Kalamazoo, Mich.
*Freehold, N. J.
Cincinnati, O.
Lewistown, Pa.
Spartanburg, S. C.
Bennington, Vt.

CHANNEL NO. 75
(836-842 mc)

Concord, N. H.
Patchogue, N. Y.

CHANNEL NO 76
(842-848 mc)

Springfield, O.

CHANNEL NO. 77
(848-854 mc)

*Montclair, N. J.
*Crossville, Tenn.
Brattleboro, Vt.

CHANNEL NO. 78
(854-860 mc)

Bogalusa, Ala.
Asheville, N. C.

CHANNEL NO. 79
(860-866 mc)

Toledo, O.

CHANNEL NO. 80
(866-872 mc)

*North Adams, Mass.
*Camden, N. J.
Salisbury, N. O.

CHANNEL NO. 81
(872-878 mc)

New London, Conn.

CHANNEL NO. 82
(878-884 mc)

*Amherst, Mass.

CHANNEL NO. 83
(884-890 mc)

Wilmington, Del.
*Poughkeepsie, N. Y.

Assignments Affecting Borders

Channel Allocations for Canada and Mexico

Editor's Note: All allocations within 250 miles of Canadian and Mexican borders are as agreed upon by U.S. and respective countries through exchange of diplomatic notes. Though allocations beyond 250 miles of border do not require agreement between countries, Canada reports assignments beyond 250 miles; Mexico does not.

CANADA

ALBERTA

Calgary 2+ 4 10 12 17 23 29 35
Edmonton 3 5- 11-
 13+
Grande Prairie ... 2-
Lacombe 8
Lethbridge 7 22+
Medicine Hat ... 6- 15-
Red Deer 6

BRITISH COLUMBIA

Chilliwack 3 42
Cranbrook 19+
Dawson Creek ... 5
Fernie 24+
Kamloops 4+ 16
Kelowna 13 21
Nanaimo 48
Nelson 5 17-
New Westminster (see Vancouver)
Penticton 15+
Port Alberni 19
Prince Rupert ... 6+ 7
Trall 11 14
Vancouver-New
 Westminster ... 2+ 8+ 10+ 14+ 30 36
Vernon 2 27
Victoria 6 40 46

MANITOBA

Brandon 5+ 9+ 21 32
 11
Dauphin 8 14+
Flin Flon 3+
Portage la Prairie. 34
St. Boniface (see Winnipeg)
Winnipeg- 4+ 6- 7+ 18- 24+ 30
 St. Boniface 13 36+ 42-

NEW BRUNSWICK

Campbellton 12 20+
Edmundston 13- 27-
Fredericton 9+ 28
Moncton 2 16
Newcastle 18
St. John 4+ 6- 17- 23
St. Stephen 26-
Sackville 8+ 22
Woodstock 36-

NOVA SCOTIA

Amherst 41+
Antigonish 9 34
Bridgewater 10 43+
Halifax 3 5 12+ 15 21 27 37
Kentville 19-
New Glasgow ... 18-
Sydney 2+ 4 6 15+ 21+
Truro 31

Windsor - 25+
Yarmouth 13- 14

ONTARIO

Barrie 3+ 14
Belleville - 39-
Brantford 16+
Brockville - 46-
Chatham - 14-
Cornwall - 36
Fort Frances 5 19-
Fort William (see Port Arthur)
Guelph - 55
Hamilton 11+ 51 57 68 78
Kenora 9 22-
Kingston 11- 26- 44-
Kitchener 13+ 45+
Kirkland Lake ... 9-
London 10 18
Niagara Falls ... - 29+
North Bay 10- 15
Orillia - 30
Oshawa - 53-
Ottawa-Hull 4+ 9+ 30- 40+
Owen Sound - 26
Pembroke 13- 32
Peterborough ... 12+ 22
Port Arthur-
 Port William ... 2 4- 14 20 30+
St. Catharines ... - 49-
St. Thomas - 24+
Sarnia - 40
Sault Ste. Marie .. 2- 12+ 22+
Smiths Falls - 42
Stratford - 27-
Sudbury 5 7 17- 23+
Timmins 6 25
Toronto 6+ 9 19- 25
Windsor 9- 32+ 38-
Wingham 8- 36
Woodstock - 47

PRINCE EDWARD ISLAND

Charlottetown ... 13+ 14+
Summerside 11 20

QUEBEC

Amos 4
Chicoutimi 2+ 12+ 14
Drummondville ... - 19-
Granby - 25
Hull (see Ottawa, Ont.)
Jonquiere - 20
La Sarre 13
Matane 7 23-
Montreal-Verdun. 2 6- 15+ 44
 10 12
New Carlisle 5 14-
Quebec 4 5- 9 29 39
 11+
Rimouski 3- 21-
Riviere du Loup . 6 30+

Roberval 8 17
Rouyn 11+ 14
St. Hyacinthe - 50+
Ste. Anne de la
 Pocatiere 10+ 33+
Shawinigan Falls. 27
Sherbrooke 7 42- 48-
Sorel - 17-
Thetford Mines .. - 31+
Three Rivers 13 21
Val d'Or 8
Valleyfield - 38-
Verdun (see Montreal)
Victoriaville - 37+
Ville Marie 2

SASKATCHEWAN

Gravelbourg - 22
Moose Jaw 4- 7- 18+ 24-
North Battleford . 3-
Prince Albert 11
Regina 2 9- 12 21+ 27
Saskatoon 8+ 13-
Swift Current ... - 14
Watrous 6 30-
Yorkton 3 15+

YUKON

Dawson 3
White Horse 2+

MEXICO

BAJA CALIFORNIA

Tijuana 6 12
Mexicali 3

SONORA

Nogales 2+ 7- 11
Hermosillo 6- 8- 10-
 12+
Ciudad Obregon .. 3 7+ 9+
Navojoa 5 11- 13+

CHIHUAHUA

Chihuahua 2- 4+ 5+
 11-
Hidalgo del Parral 3+
Ciudad Juarez ... 2 5 11+

COAHUILA

Saltillo 4-
Piedras Negras ... 2
Villa Acuna 10

NUEVO LEON

Monterrey 2+ 6 10+

TAMAULIPAS

Nuevo Laredo 3 11
Matamoros 7
Reynosa 9 12

Existing & Authorized Stations by Channels (VHF and UHF)

Asterisk (*) Indicates Grantee Not on Air as of July 15, 1955

CHANNEL NO. 2 (54-60 mc)

*WAIQ, Andalusia, Ala.
KNXT, Los Angeles, Cal.
KFEL-TV, Denver, Colo.
*WESH-TV, Daytona Beach, Fla.
*WTHS-TV, Miami, Fla.
WSB-TV, Atlanta, Ga.
KBOI-TV, Boise, Ida.
WBMM-TV, Chicago, Ill.
WMT-TV, Cedar Rapids, Ia.
KCKT, Great Bend, Kan.
WBRZ, Baton Rouge, La.
WTWO, Bangor, Me.
WMAR-TV, Baltimore, Md.
WGBH-TV, Boston, Mass.
WJBK-TV, Detroit, Mich.
KFJQ-TV, St. Joseph, Mo.
KOOK-TV, Billings, Mont.
KLRJ-TV, Henderson, Nev.
*WGR-TV, Buffalo, N.Y.
WCBS-TV, New York, N. Y.
WFMY-TV, Greensboro, N. C.
WLWD, Dayton, O.
KVOO-TV, Tulsa, Okla.
*KFJI-TV, Klamath Falls, Ore.
KDKA-TV, Pittsburgh, Pa.
WUSN-TV, Charleston, S.C.
KPRC-TV, Houston, Tex.
KMID-TV, Midland, Tex.
KUTV, Salt Lake City, Utah
KREM-TV, Spokane, Wash.
WBAY-TV, Green Bay, Wis.
Keni-TV, Anchorage, Alaska
KFAR-TV, Fairbanks, Alaska
KONA, Honolulu, T. H. (granted CP to move from Ch. 11)
WKAQ-TV, San Juan, P. R.

CHANNEL NO. 3 (60-66 mc)

KTVK, Phoenix, Ariz.
KIEM-TV, Eureka, Cal.
*KCRA-TV, Sacramento, Cal.
KEYT, Santa Barbara, Cal.
WEAR-TV, Pensacola, Fla.
*WSAV-TV, Savannah, Ga.
KID-TV, Idaho Falls, Ida.
*KLEW-TV, Lewiston, Ida.
WCIA, Champaign, Ill.
KGLO-TV, Mason City, Ia.
*KARD-TV, Wichita, Kan.
WAVE-TV, Louisville, Ky.
*KTBS-TV, Shreveport, La.
WEZO-TV, Kalamazoo, Mich.
KDAL-TV, Duluth, Minn.
WLBT, Jackson, Miss.
*KTVO, Kirksville, Mo.
KYTV, Springfield, Mo.
KMTV, Omaha, Neb.
WSYR-TV, Syracuse, N. Y.
WBT, Charlotte, N. C.
*WHT, Wilmington, N. C.
WNBK, Cleveland, O.
*KSLM-TV, Salem, Ore.
WPTZ, Philadelphia, Pa.
*KDLO-TV, Florence, S. D.
*KOTA-TV, Rapid City, S. D.
*WREC-TV, Memphis, Tenn.
KFDX-TV, Wichita Falls, Tex.
WSVA-TV, Harrisonburg, Va.
WTAR-TV, Norfolk, Va.
WCAX-TV, Burlington, Vt.
WSAZ-TV, Huntington W. Va.
KMAU, Wailuku, Maui, Hawaii

CHANNEL NO. 4 (66-72 mc)

KVOA-TV, Tucson, Ariz.
KARK-TV, Little Rock, Ark.
KRCA, Los Angeles, Cal.
KRON-TV, San Francisco, Cal.

KOA-TV, Denver, Colo.
WRC-TV, Washington, D. C.

WMBR-TV, Jacksonville, Fla.
WTVJ, Miami, Fla.
WRBL-TV, Columbus, Ga.
WBBF-TV, Rock Island, Ill.
WTTV, Bloomington, Ind.
KTIV, Sioux City, Ia.
WBZ-TV, Boston, Mass.
WWJ-TV, Detroit, Mich.
WCCO-TV, Minneapolis-St. Paul, Minn.
*WCBI-TV, Columbus, Miss.
WDAF-TV, Kansas City, Mo.
KWK-TV, St. Louis, Mo.
*KAKJ, Reno, Nev.
KOB-TV, Albuquerque, N. M.
WBEN-TV, Buffalo, N. Y.
WRCA-TV, New York, N. Y.
WUNC-TV, Chapel Hill, N. C.
KXJB-TV, Valley City, N. D.
WLWC, Columbus, O.
WKY-TV, Oklahoma City, Okla.
*KPIC, Roseburg, Ore.
WFBC-TV, Greenville, S. C.
WSM-TV, Nashville, Tenn.
KGNC-TV, Amarillo, Tex.
*KBST-TV, Big Spring, Tex.
KRLD-TV, Dallas, Tex.
KROD-TV, El Paso, Tex.
KGBT-TV, Harlingen, Tex.
WOAI-TV, San Antonio, Tex.
KTVT, Salt Lake City, Utah
KOMO-TV, Seattle, Wash.
KXLY-TV, Spokane, Wash.
WOAY-TV, Oak Hill, W. Va.
WTMJ-TV, Milwaukee, Wis.
KULA-TV, Honolulu, T. H.
WAPA-TV, San Juan, P. R.

CHANNEL NO. 5 (76-82 mc)

*WKRK-TV, Mobile, Ala.
KPHO-TV, Phoenix, Ariz.
*KNAC-TV, Fort Smith, Ark.
KTLA, Los Angeles, Cal.
KPIX, San Francisco, Cal.
KFXJ-TV, Grand Junction, Colo.
KCSJ-TV, Pueblo, Colo.
WTTG, Washington, D. C.
WJNO-TV, West Palm Beach, Fla.
WAGA-TV, Atlanta, Ga.
WNBQ, Chicago, Ill.
WOI-TV, Ames, Ia.
KALB-TV, Alexandria, La.
WABI-TV, Bangor, Me.
WNEM-TV, Bay City, Mich.
KSTP-TV, Minneapolis-St. Paul, Minn.
KCMO-TV, Kansas City, Mo.
KSD-TV, St. Louis, Mo.
KFBB-TV, Great Falls, Mont.
*KHAS-TV, Hastings, Neb.
WABD, New York, N. Y.
WIRI, Plattsburg, N. Y.
WHAM-TV, Rochester, N. Y.
KFYR-TV, Bismarck, N. D.
WLWT, Cincinnati, O.
WEWS, Cleveland, O.
KGEO-TV, Enid, Okla.
KBES-TV, Medford, Ore.
WCSC-TV, Charleston, S. C.
WMCT, Memphis, Tenn.
WLAC-TV, Nashville, Tenn.
WBAP-TV, Fort Worth, Tex.
KENS-TV, San Antonio, Tex.
KRGV-TV, Weslaco, Tex.
KSL-TV, Salt Lake City, Utah
KING-TV, Seattle, Wash.
WFRV-TV, Green Bay, Wis.
KFBC-TV, Cheyenne, Wyo.
*WORA-TV, Mayaguez, P. R.

Note: Also operating on Channel 5 is XEJ-TV, Juarez, Mexico (opposite El Paso, Tex.).

CHANNEL NO. 6 (82-88 mc)

WBRC-TV, Birmingham, Ala.
KVEC-TV, San Luis Obispo, Cal.
*KRMA-TV, Denver, Colo.
WDBO-TV, Orlando, Fla.
WJBF-TV, Augusta, Ga.
*WCTV, Thomasville, Ga.
WPBM-TV, Indianapolis, Ind.
WOC-TV, Davenport, Ia.
WDSU-TV, New Orleans, La.
WCSH-TV, Portland, Me.
WJIM-TV, Lansing, Mich.
*WAGE-TV, Marquette, Mich.
KMMT, Austin, Minn.
WDSM-TV, Duluth-Superior, Minn.
KDRO-TV, Sedalia, Mo.
KXLF-TV, Butte, Mont.
WOW-TV, Omaha, Neb.
*KAVE-TV, Carlsbad, N. M.
WRGB, Schenectady, N. Y.
WMFD-TV, Wilmington, N. C.
WDAX-TV, Fargo, N. D.
WTVN-TV, Columbus, O.
KOTV, Tulsa, Okla.
KOIN-TV, Portland, Ore.
WJAC-TV, Johnstown, Pa.
WFIL-TV, Philadelphia, Pa.
WATE, Knoxville, Tenn.
KFDM-TV, Beaumont, Tex.
KCN-TV, Temple, Tex.
KCMC-TV, Texarkana, Tex.
KWFT-TV, Wichita Falls, Tex.
WTVR, Richmond, Va.
KHQ-TV, Spokane, Wash.
*WHIS-TV, Bluefield, W. Va.

*WITI-TV, Glendale, Wis.
*WUTV, San Juan, P. R.

Note: Also operating on Channel 6 is XETV, Tijuana, Mexico (near San Diego, Cal.).

CHANNEL NO. 7 (174-180 mc)

WTIQ, Munford, Ala.
KATV, Pine Bluff, Ark
KABC-TV, Los Angeles
Cal.
KGO-TV, San Francisco
Cal.
KLZ-TV, Denver, Colo
WMAL-TV, Washington,
D. C.
WJDM, Panama City,
Fla.
KIDO-TV, Boise, Ida.
WBKB, Chicago, Ill.
KWWL-TV, Waterloo,
Ia.
KOAM-TV, Pittsburg,
Kan.
KPLC-TV, Lake Charles,
La.
WNAC-TV, Boston,
Mass.
WXYZ-TV, Detroit,
Mich.
*WPBM-TV, Traverse
City, Mich.
KHQA-TV, Hannibal,
Mo.
KOAT-TV, Albuquerque,
N. M.
WCNY-TV, Carthage,
N. Y.
WABC-TV, New York,
N. Y.
*WITN, Washington,
N. C.
WHIO-TV, Dayton, O.
KSWO-TV, Lawton,
Okla.
*WSPA-TV, Spartan-
burg, S. C.
WDXI-TV, Jackson,
Tenn.
KTBC-TV, Austin, Tex.
KLTV, Tyler, Tex.
*WDBJ-TV, Roanoke, Va.
WTRF-TV, Wheeling,
W. Va.
WSAU-TV, Wausau,
Wis.

CHANNEL NO. 8 (180-186 mc)

*WSLA, Selma, Ala.
*KBTM-TV, Jonesboro,
Ark.
KSBW-TV, Salinas, Cal.
KFMB-TV, San Diego,
Cal.
WNHC-TV, New Haven,
Conn.
WFLA-TV, Tampa, Fla.
WISH-TV, Indianapolis,
Ind.
KRNT-TV, Des Moines,
Ia.

*KSAC-TV, Manhattan,
Kan.
KNOE-TV, Monroe, La.
WMTW, Poland, Me.
WOOD-TV, Grand Rap-
ids, Mich.
KOMU-TV, Columbia,
Mo.
KLAS-TV, Las Vegas,
Nev.
KZTV, Reno, Nev.
KSWS-TV, Roswell,
N. M.
WHEN-TV, Syracuse,
N. Y.
WXEL, Cleveland, O.
KTVX, Muskogee,
Okla.
_____, Portland, Ore.
WGAL-TV, Lancaster,
Pa.
WBTW, Florence, S. C.
WSIX-TV, Nashville,
Tenn.
WFAA-TV, Dallas, Tex.
KUHT, Houston, Tex.
KTXL-TV, San Angelo,
Tex.
*WXEX-TV, Petersburg,
Va.
WCHS-TV, Charleston,
W. Va.
WKBK, La Crosse, Wis.

CHANNEL NO. 9 (186-192 mc)

WTVY, Dothan, Ala.
*KDWI-TV, Tucson, Ariz.
KHJ-TV, Los Angeles,
Cal.
KQED, San Francisco,
Cal.
KBTV, Denver, Colo.
WTOP-TV, Washing-
ton, D. C.
WROM-TV, Rome, Ga.
WGN-TV, Chicago, Ill.
KCRG-TV, Cedar
Rapids, Ia.
KVTY, Sioux City, Ia.
KEYD-TV, Minneapolis,
Minn.
*WDAM-TV, Hattiesburg,
Miss.
*WTWV, Tupelo, Miss.
KMBC-TV, Kansas City,
Mo.
KETC, St. Louis, Mo.
WMUR-TV, Manchester,
N. H.
WOR-TV, New York,
N. Y.
WNCT, Greenville, N. O.
WCPO-TV, Cincinnati,
O.
WSTV-TV, Steuben-
ville, O.
KWTW, Oklahoma City,
Okla.
KRBC-TV, Abilene,
Tex.
KTSM-TV, El Paso, Tex.
*KTRE-TV, Lufkin, Tex.
KCTS, Seattle, Wash.
KHBC-TV, Hilo, Hawaii
KGMV-TV, Honolulu,
T.H.

CHANNEL NO. 10 (192-198 mc)

WBIQ, Birmingham,
Ala.
WALA-TV, Mobile, Ala.
KOOL-TV, Phoenix,
Ariz.
*KRBB, El Dorado, Ark.
KERO-TV, Bakersfield,
Cal.
KBET-TV, Sacramento,
Cal.
KFSD-TV, San Diego,
Cal.
WALB-TV, Albany, Ga.
WGEM-TV, Quincy, Ill.
WTHI-TV, Terre Haute,
Ind.
*KWGB-TV, Goodland,
Kan.
KAKE-TV, Wichita,
Kan.
KLFY-TV, Lafayette,
La.
*KHTV, Hibbing, Minn.
KROC-TV, Rochester,
Minn.
KTTS-TV, Springfield,
Mo.
KOLN-TV, Lincoln,
Neb.
*KSTF, Scottsbluff, Neb.
WHEC-TV, Rochester,
N. Y., (shared time
with WVET-TV).
WVET-TV, Rochester,
N. Y., (shared time
with WHEC-TV).
*KNOX-TV, Grand
Forks, N.D.
WBNS-TV, Columbus, O.
KTEN, Ada, Okla.
WFBG-TV, Altoona, Pa.
WCAU-TV, Philadel-
phia, Pa.
WJAR-TV, Providence,
R. I.
WIS-TV, Columbia,
S. C.
KFDA-TV, Amarillo,
Tex.
KWTX-TV, Waco, Tex.
WSLS-TV, Roanoke, Va.

CHANNEL NO. 11 (198-204 mc)

KIVA, Yuma, Ariz.
*KTHV, Little Rock, Ark.
KTTV, Los Angeles, Cal.
*KNTV, San Jose, Cal.
KKTU, Colorado
Springs, Colo.
WINK-TV, Fort Myers,
Fla.
WLWA, Atlanta, Ga.
WTOC-TV, Savannah,
Ga.
KLIX-TV, Twin Falls,
Ida.
*WTTW, Chicago, Ill.
WHAS-TV, Louisville,
Ky.

WBAL-TV, Baltimore,
Md.
WTCN-TV, Minneap-
olis, Minn.
WTOK-TV, Meridian,
Miss.
WPIX, New York, N. Y.
WTVD, Durham, N. C.
*KOED-TV, Tulsa, Okla.
KELO-TV, Sioux Falls,
S. D.
WJHL-TV, Johnson
City, Tenn.
*KFJZ-TV, Ft. Worth,
Tex.
KGUL-TV, Galveston,
Tex.
KCBF-TV, Lubbock,
Tex.
KTNT-TV, Tacoma,
Wash.
WMBV-TV, Marinette,
Wis.
KTVA, Anchorage,
Alaska
KTVF, Fairbanks,
Alaska
KONA, Honolulu, T. H.
(granted CP to move
to Ch. 2)

CHANNEL NO. 12 (204-210 mc)

WSFA-TV, Montgom-
ery, Ala.
KVAR, Mesa (Phoe-
nix), Ariz.
KHSL-TV, Chico, Cal.
WPFH, Wilmington,
Del.
WEAT-TV, West Palm
Beach, Fla.
WRDW-TV, Augusta,
Ga.
WILL-TV, Champaign-
Urbana, Ill.
KTVH, Hutchinson,
Kan.
KCIS, Shreveport, La.
(Changing to KSLA)
*WJRT, Flint, Mich.
WJTV, Jackson, Miss.
KFVS-TV, Cape Girar-
deau, Mo.
KSWM-TV, Joplin, Mo.
KUON-TV, Lincoln,
Neb.
WNBFTV, Binghamton,
N. Y.
WSJS-TV, Winston-
Salem, N.C.
*KBMB-TV, Bismarck,
N. D.
WKRC-TV, Cincinnati
*KVSO-TV, Ardmore,
Okla.
KLOR, Portland, Ore.
WICU, Erie, Pa.
WPRO-TV, Providence,
R. I.
WDEF-TV, Chatta-
nooga, Tenn.
*KTLJ, Houston, Tex.
*KPAR-TV, Sweetwater,
Tex.
KVOS-TV, Bellingham,
Wash.

*WBLK-TV, Clarksburg,
W. Va.
WISN-TV, Milwaukee,
Wis.
*KMVI-TV, Walluku,
Maui, Hawaii

CHANNEL NO. 13 (210-216 mc)

WABT, Birmingham,
Ala.
KOPO-TV, Tucson,
Ariz.
KCOP, Los Angeles,
Cal.
KQVR, Stockton, Cal.
KRDO-TV, Colorado
Springs, Colo.
WTVT, Tampa, Fla.
WMAZ-TV, Macon,
(Warner Robins), Ga.
WREX-TV, Rockford,
Ill.
WHO-TV, Des Moines,
Ia.
WIBW-TV, Topeka,
Kan.
WGAN-TV, Portland,
Me.
WAAM, Baltimore, Md.
WWTW, Cadillac, Mich.
KRCG, Jefferson City,
Mo.
KGVO-TV, Missoula,
Mont.
KHOL-TV, Kearney,
Neb.
WATV, Newark, N. J.
KGGM-TV, Albuquer-
que, N. M.
WKTV, Utica, N. Y.
WLOS-TV, Asheville,
N. C.
*WNBE-TV, New Bern,
N. C.
KCJB-TV, Minot, N. D.
WSPD-TV, Toledo, O.
*KETA, Oklahoma City,
Okla.
KVAL-TV, Eugene, Ore.
WQED, Pittsburgh, Pa.
WHBQ-TV, Memphis,
Tenn.
*KOKE, El Paso, Tex.
KTRK-TV, Houston,
Tex.
KDUB-TV, Lubbock,
Tex.
WLVA-TV, Lynchburg,
Va.
KTVW, Tacoma, Wash.
*WHTN-TV, Huntington,
W. Va.
WEAU-TV, Eau Claire,
Wis.

CHANNEL NO. 14 (470-476 mc)

*KTRB-TV, Modesto,
Cal.
*WOOK-TV, Washington,
D. C.
WWOR-TV, Worcester,
Mass.
*KACY, Festus, Mo.

- *WIET, Ithaca, N. Y.
- *WACA-TV, Camden, S. C.

CHANNEL NO. 15
(476-482 mc)

- WPFA, Pensacola, Fla.
- WBLN, Bloomington, Ill.
- WINT, Waterloo, Ind. (allocated to Angola, Ind.)
- WICA-TV, Ashtabula, O.
- *WLBR-TV, Lebanon, Pa.
- *WCBF-TV, Rochester, N. Y.
- WVEC-TV, Hampton, Va. (allocated to Norfolk)
- WTAP, Parkersburg, W. Va.

CHANNEL NO. 16
(482-488 mc)

- *KPIC-TV, El Centro, Cal.
- KEDD, Wichita, Kan.
- WBOC-TV, Salisbury, Md.
- WENS, Pittsburgh, Pa.
- WARM-TV, Scranton, Pa.
- WNET, Providence, R.I.

CHANNEL NO. 17
(488-494 mc)

- WITV, Ft. Lauderdale, Fla.
- WTVP, Decatur, Ill.
- *KGTV, Des Moines, Ia.
- *WLAM-TV, Lewiston, Me.
- *WTBO-TV, Cumberland, Md.
- *WKDN-TV, Camden, N.J.
- *WTVZ, Albany, N. Y.
- WBUF-TV, Buffalo, N. Y.
- *KSPG, Tulsa, Okla.

CHANNEL NO. 18
(494-500 mc)

- WGTH-TV, Hartford, Conn.
- WLEX-TV, Lexington, Ky.
- *WTLF, Baltimore, Md.
- WFLB-TV, Fayetteville, N.C.
- WHIZ-TV, Zanesville, O.

CHANNEL NO. 19
(500-506 mc)

- *WTVI, Ft. Pierce, Fla.
- WTVH-TV, Peoria, Ill.
- WMGT, Adams, Mass.
- *WTLV, New Brunswick, N. J.
- *WHK-TV, Cleveland, O.
- *KMPT, Oklahoma City, Okla.
- *KETX, Tyler, Tex.

- *KNAL-TV, Victoria, Tex.
- KEPR-TV, Pasco, Wash.
- WXIX, Milwaukee, Wis.

CHANNEL NO. 20
(506-512 mc)

- WCOV-TV, Montgomery, Ala.
- KBAY-TV, San Francisco, Cal.
- *WETV, Washington, D. C.
- *WIND-TV, Chicago, Ill.
- WICS, Springfield, Ill.
- WJMR-TV, New Orleans, La. (due to move from Ch. 61)
- *WAAB-TV, Worcester, Mass.
- WPAG-TV, Ann Arbor, Mich.
- *WHCU-TV, Ithaca, N.Y.
- *KCTL, Seattle, Wash.

CHANNEL NO. 21
(512-518 mc)

- WIRK-TV, W. Palm Beach, Fla.
- KQTV, Fort Dodge, Ia.
- *WKLO-TV, Louisville, Ky.
- WKNY-TV, Kingston, N. Y. (granted CP to move from Ch. 66 and move to Poughkeepsie)
- *WROH, Rochester, N. Y.
- WFMJ-TV, Youngstown, O.
- *WWLA, Lancaster, Pa.
- *KVAN-TV, Vancouver, Wash.
- WHA-TV, Madison, Wis.

CHANNEL NO. 22
(518-524 mc)

- KFSA-TV, Ft. Smith, Ark.
- *KBIC-TV, Los Angeles, Cal.
- WSIL-TV, Harrisburg, Ill.
- WWLP, Springfield, Mass.
- *WIFE, Dayton, O.
- WGBI-TV, Scranton, Pa.
- KVDO-TV, Corpus Christi, Tex.

CHANNEL NO. 23
(524-530 mc)

- WMSL-TV, Decatur, Ala.
- WGBS-TV, Miami, Fla.
- *WMCN, Grand Rapids, Mich.
- *WPTR-TV, Albany, N. Y.
- *WTVF, Buffalo, N. Y.
- *WMAC-TV, Massillon, O.
- *KOEB, Tulsa, Okla.

- WGVL, Greenville, S. C.
- *KRSM, Yakima, Wash.

CHANNEL NO. 24
(530-536 mc)

- KMJ-TV, Fresno, Cal.
- *WEDH, Hartford, Conn.
- WDAN-TV, Danville, Ill.
- *WTVE, Elmira, N. Y.
- *WBTM-TV, Danville, Va.

CHANNEL NO. 25
(536-542 mc)

- KTAG-TV, Lake Charles, La.
- *WGTV, New York, N. Y.
- KTVQ, Oklahoma City, Okla.
- WCOS-TV, Columbia, S. C.
- *WCAN-TV, Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

- *WNLC-TV, New London, Conn.
- *WHFC-TV, Chicago, Ill.
- *WCKG, New Orleans, La.
- *WUOM-TV, Ann Arbor, Mich.
- WTOB-TV, Winston-Salem, N. C.
- WTSK-TV, Knoxville, Tenn.

CHANNEL NO. 27
(548-554 mc)

- KVVG, Tulare, Cal.
- *WSTF, Stamford-Norwalk, Conn.
- *WLAP-TV, Lexington, Ky.
- WKBN-TV, Youngstown, O.
- KPTV, Portland, Ore.
- WCMB-TV, Harrisburg, Pa.
- WTOV-TV, Norfolk, Va.
- WKOW-TV, Madison, Wis.

CHANNEL NO. 28
(554-560 mc)

- WDAK-TV, Columbus, Ga.
- WAFB-TV, Baton Rouge, La.
- WNAO-TV, Raleigh, N. C.
- WBRE-TV, Wilkes-Barre, Pa.

CHANNEL NO. 29
(560-566 mc)

- KBAK-TV, Bakersfield, Cal.
- *KLIF-TV, Dallas, Tex.

- *KXYZ-TV, Houston, Tex.
- *WOTV, Richmond, Va.
- KIMA-TV, Yakima, Wash.

CHANNEL NO. 30
(566-572 mc)

- WKNB-TV, New Britain, Conn.
- *W OBS-TV, Jacksonville, Fla.
- *WCOC-TV, Meridian, Miss.
- *KFUO-TV, Clayton, Mo. (allocated to St. Louis)

CHANNEL NO. 31
(572-578 mc)

- *WNYC-TV, New York, N.Y.
- *WEOL-TV, Elyria, O.
- KBMT, Beaumont, Tex.
- *WFOX-TV, Milwaukee, Wis.

CHANNEL NO. 32
(578-584 mc)

- KSAN-TV, San Francisco, Cal.
- *WPGT, Clearwater, Fla.
- *WTLF, Evanston, Ill.
- KTVE, Longview, Tex.

CHANNEL NO. 33
(584-590 mc)

- *WMFL, Miami, Fla.
- WKJG-TV, Fort Wayne, Ind.
- *WEEU-TV, Reading, Pa.
- *WACH-TV, Newport News, Va.
- WMTV, Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

- WSBT-TV, South Bend, Ind.
- *WOSU-TV, Columbus, O.
- WILK-TV, Wilkes-Barre, Pa.
- KANG-TV, Waco, Tex.

CHANNEL NO. 35
(596-602 mc)

- *WTVM, Muskegon, Mich.
- *WTRI, Albany-Schenectady-Troy, N.Y.
- WSEE, Erie, Pa.
- WJPB-TV, Fairmont, W. Va.

CHANNEL NO. 36
(602-608 mc)

- *KTVU, Stockton, Cal.
- WJHP-TV, Jacksonville, Fla.
- *WQXI-TV, Atlanta, Ga.
- *KTVI, St. Louis, Mo.

- *WQMC, Charlotte, N. C.
- *WTVG, Mansfield, O.
- *WRAC-TV, Williamsport, Pa.

CHANNEL NO. 38
(614-620 mc)

- WSUN-TV, St. Petersburg, Fla.
- *WFTV, Duluth, Minn.
- *WKOK-TV, Sunbury, Pa.

CHANNEL NO. 39
(620-626 mc)

- WTVO, Rockford, Ill.
- *WQCY, Allentown, Pa.
- *KNUZ-TV, Houston, Tex.

CHANNEL NO. 40
(626-632 mc)

- KCCC-TV, Sacramento, Cal.
- *WINR-TV, Binghamton, N. Y.
- WAIM-TV, Anderson, S. C.

CHANNEL NO. 41
(632-638 mc)

- *WQXL, Louisville, Ky.
- WROW-TV, Albany, N. Y.
- KCOR-TV, San Antonio, Tex.

CHANNEL NO. 42
(638-644 mc)

- *KTKA, Topeka, Kan.
- *WIL-TV, St. Louis, Mo.

CHANNEL NO. 43
(644-650 mc)

- *KAKI, Visalia, Calif.
- WICC-TV, Bridgeport, Conn.
- WEEK-TV, Peoria, Ill.
- *WHTV, Syracuse, N.Y.
- WSBA-TV, York, Pa.
- *KBAS-TV, Ephrata, Wash.

CHANNEL NO. 44
(650-656 mc)

- *WOPT, Chicago, Ill.
- *WJDW, Boston, Mass.
- WTVU, Scranton, Pa. (granted CP to move from Ch. 73)

CHANNEL NO. 45
(656-662 mc)

- *WKNE-TV, Keene, N. B.
- *WKST-TV, New Castle, Pa.

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CHANNEL NO. 46
(662-668 mc)

WNDU-TV, Notre Dame, Ind.
*WFPG-TV, Atlantic City, N. J.
*WQTV, Binghamton, N.Y.

CHANNEL NO. 47
(668-674 mc)

KJEO, Fresno, Cal.
*WOKA, Macon, Ga.
*WTVQ, Pittsburgh, Pa.

CHANNEL NO. 48
(674-680 mc)

*WJLN-TV, Birmingham, Ala.
*WKAB-TV, Mobile, Ala.
*WTVX, Gastonia, N.C.
WCET, Cincinnati, O.

CHANNEL NO. 49
(680-686 mc)

WLBC-TV, Muncie, Ind
WAKR-TV, Akron, O.
WNOV-TV, York, Pa
*WKNA-TV, Charleston, W. Va.

CHANNEL NO. 50
(686-692 mc)

WEHT, Henderson, Ky (allocated to Evansville, Ind.)
*WBID-TV, Detroit, Mich.

CHANNEL NO. 51
(692-698 mc)

WLEV-TV, Bethlehem, Pa.
*WLTW, Wheeling, W. Va.

CHANNEL NO. 52
(698-704 mc)

*KCOA, Corona, Cal.
WSJV, Elkhart, Ind.
*WRAY-TV, Princeton, Ind.
*WOCN, Atlantic City

CHANNEL NO. 53
(704-710 mc)

*KBID-TV, Fresno, Cal.
WATR-TV, Waterbury, Conn.
*WPMT, Portland, Me.
*WKJF-TV, Pittsburgh

CHANNEL NO. 54
(710-716 mc)

WTOM-TV, Lansing, Mich.
*WQXN-TV, Cincinnati, O.

CHANNEL NO. 55
(716-722 mc)

WHYN-TV, Holyoke, Mass.
WHP-TV, Harrisburg, Pa.

CHANNEL NO. 56
(722-728 mc)

WTAO-TV, Cambridge, Mass.
*WTVS, Detroit, Mich.
WARD-TV, Johnstown, Pa.

CHANNEL NO. 57
(728-734 mc)

WKNX-TV, Saginaw, Mich.
WGLV, Easton, Pa.

CHANNEL NO. 58
(734-740 mc)

*WBCE-TV, Battle Creek, Mich.
*WRTV, Asbury Park, N. J.

CHANNEL NO. 59
(740-746 mc)

*WELI-TV, New Haven, Conn.
WFAM-TV, Lafayette, Ind.
*WPTV, Ashland, Ky.

CHANNEL NO. 60
(746-752 mc)

WKAR-TV, East Lansing, Mich.

CHANNEL NO. 61
(752-758 mc)

*WCBC-TV, Anderson, Ind.
WJMR-TV, New Orleans, La. (holds CP to move to Ch. 20)
WHUM-TV, Reading, Pa.

CHANNEL NO. 62
(758-764 mc)

WFIE, Evansville, Ind.
*WHEF-TV, Brockton, Mass.

WISE-TV, Asheville, N.C.

CHANNEL NO. 63
(764-770 mc)

*WCTN, Norwich, Conn.
*WAZL-TV, Hazleton, Pa.

CHANNEL NO. 65
(776-782 mc)

*WERE-TV, Cleveland, O.

CHANNEL NO. 66
(782-788 mc)

WKNY-TV, Kingston, N. Y. (granted CP for Ch. 21 and move to Poughkeepsie)

CHANNEL NO. 67
(788-794 mc)

*WFMZ-TV, Allentown, Pa.
WNOK-TV, Columbia, S.C.

CHANNEL NO. 69
(800-806 mc)

*WANE-TV, Ft. Wayne, Ind.

CHANNEL NO. 71
(812-818 mc)

*WCTB, Bridgeport, Conn.
WTPA, Harrisburg, Pa.

CHANNEL NO. 72
(818-824 mc)

*WITE-TV, Baltimore, Md.

CHANNEL NO. 73
(824-830 mc)

WIMA-TV, Lima, O.
WTVU, Scranton, Pa. (granted CP to move to Ch. 44)

CHANNEL NO. 74
(830-836 mc)

*WNOP-TV, Newport, Ky.

CHANNEL NO. 79
(860-866 mc)

*WTOH-TV, Toledo, O.

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Television Digest with **ELECTRONICS REPORTS**
WYATT BUILDING WASHINGTON 5, D. C.

TEXT OF FCC COLOR TELEVISION STANDARDS

With Description of Transmissions Under New Rules (Public Notice 53-1663)

Excerpted from Final Color Decision of Dec. 17, 1953 and Published in Full Text as Supplement to *Television Digest*

Appendix A

Description of Color Television Transmissions in Accordance with Proposed Signal Specifications

I — INTRODUCTION

1. Following is a description of color television transmissions in accordance with the proposed signal specifications under consideration. In attempting to simplify the description so that it might be intelligible to the lay reader it has been necessary from time to time to use non-technical terms. This may have resulted in some technical inaccuracies. However, engineers will find full data and descriptions in the record.

II — GENERAL

2. There is much similarity in the composition of television pictures and magazine or newspaper pictures. Printed pictures are composed of small dots and in the case of black and white pictures these dots are black and of varying size to give the impression of various shades of gray. The presence of the dot structure is not apparent to the eye under normal conditions because the distance between the viewer and the picture is such that the eye can no longer distinguish the individual dots and sees the combined effect as a single image. The sharpness of the picture is determined by the number of dots which compose the picture. The monochrome television picture, however, is composed of lines with varying degrees of grayness throughout their length to correspond to the brightness of the original object at that point. The sharpness of such an image is determined to a large extent by the rapidity with which variations in brightness can occur along the line either from black to white, or from white to black. For a given system there is a maximum rapidity with which the line can change from black to white and back again to black, which change would result in a white dot. The width of this dot determines the number of such dots which could be reproduced in a particular line and thus the number of such dots per line is a measure of the sharpness of images which can be reproduced. The television picture differs from the printed picture in that the number of equivalent dots in television is independent of the size of the television screen whereas the printed picture normally uses a fixed number of dots per inch of picture dimension. In order to create the illusion of motion it is necessary to transmit a series of still pictures in rapid succession. This principle for creating the illusion of motion is the same for both motion pictures and television, and depends upon the well known phenomenon of persistence of vision.

3. In television the tools employed for reproducing a picture are the camera, transmitter, and receiver. The function of the camera in a television system is to transform light energy into electrical energy. In principle, the television camera is not unlike a photographic camera. However, in place of film, in back of the television camera, there is substituted an electrical plate which is sensitive to light. This plate is composed of thousands of separate light-sensitive cells. When the light comes through the lens of the camera, it forms an image of the scene on the plate. The individual cells of the plate store up energy in proportion to the light which falls upon them. Thus, the cells in the bright parts of the image are filled with considerable energy while the darker parts are filled with less energy. In order to release this stored energy to the transmitter, an electron beam is caused to scan the image from left to right and top to bottom. The beam can be thought of as an electron gun which successively punctures the individual cells thus releasing the stored energy

to the transmitter. The transmitter provides a vehicle for transporting the camera signals to the receiver. This is done by generating a radio frequency signal in a part of the spectrum which has previously been determined to have the desired properties with regard to propagation, available bandwidth, etc. The camera signals including the image signals and certain other electrical pulses needed to maintain synchronism between transmitter and receiver are then superimposed on this radio frequency carrier. At the receiver a scanning beam similar to that at the camera is directed against the face of a viewing screen. The receiver scanning beam travels from left to right across each of the lines of the picture in exact synchronism with the beam at the camera. Therefore, the amount of electrical energy released at the camera at any instant will affect the beam at the receiver at that identical point in the picture. Thus, the picture is recomposed.

III — THE COMMISSION'S STANDARDS

4. When the monochrome television standards were adopted, the Commission allocated 6 mc (6 million cycles per second) for each television channel, nearly all of which is utilized for transmitting the video portion of the composite video-sound signals. The Commission's rules for monochrome require that thirty complete pictures each comprising 525 lines be transmitted each second. In a 4 mc video bandwidth 4 million pairs of elemental light and dark areas can be transmitted each second, or 8 million separate distinguishable elements. The number of elements is a limiting factor in determining the sharpness or resolution of the television picture and these may be arranged vertically or horizontally in an infinite variety of combinations. If it is decided, and the Commission's rules so provide, that it is necessary to scan 30 pictures each second in order to maintain continuity of motion and prevent flicker, 266,666 elements (i.e. 8 million divided by 30) are available for each "still" picture. Since the Commission's standards provide for 525 lines of vertical resolution, the horizontal resolution is fixed at 505 elements (i.e., 266,666 divided by 525). It should be noted that since the picture is 4 units wide for each 3 units of height the horizontal elements are thus about 40% wider than the vertical elements. In practice, the values of the number of lines and elements are reduced due to the time required for sending the synchronizing signals, limitation of equipment, and other factors.

IV — OPERATION UNDER PROPOSED SIGNAL SPECIFICATIONS

A. The Camera

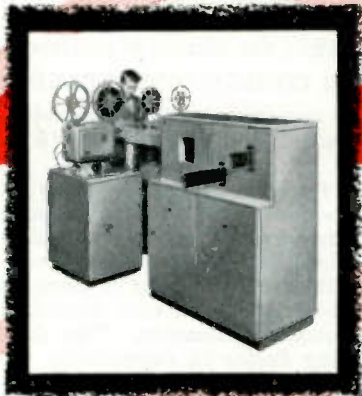
Since most colors can be duplicated by the mixture of proper amounts of three properly selected primary colors, it follows that a color television system can be based on the transmission and reception of images in the three primary colors.

5. The first step in the transmission and reception of images in the three primary colors is accomplished in the television camera. The camera generates three different signals from the information in the picture. These may be the signals corresponding to the red, green and blue components in the picture but other combinations of three such independent sets of information could be used.

6. One method that has been used is the equivalent of three monochrome cameras. These cameras are operated from a single set of controls so that the view televised by each camera is identical. In front of each camera lens there is placed a red, a blue and a green filter, respectively. Thus, while the view in front of each camera is identical, the scene reaching the light sensitive plate of each camera contains only the components passed by the

Speaking of chain reactions...

EXCELLENT MONOCHROME



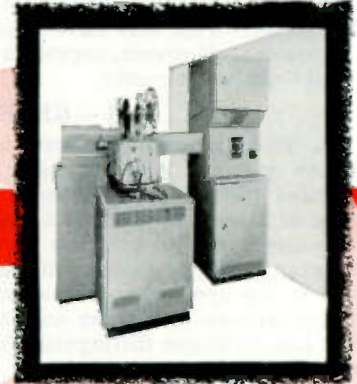
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR



3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey



the vitascan

**4 UNLIMITED
LIVE COLOR**

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

red, blue or green filters. Hence, this camera produces an image in each of the primary colors, and changes the optical images into their equivalent electrical energy.

B. The Transmitting System

7. The three components obtained from the camera are electrically processed in such a manner as to obtain a brightness signal and two color-minus-brightness signals, namely red-minus-brightness and blue-minus-brightness. The brightness signal is channeled into one circuit with the other two signals being dealt with in a separate circuit.

(1) The Brightness Component

8. The brightness circuit of the color transmitter is similar to the conventional monochrome transmitter. Both have the same function of transmitting the relative brightness of the picture in monochrome. Thus, the two systems may be considered compatible, since a receiver performing satisfactorily on the monochrome system will also receive the brightness or monochrome signals transmitted in the color system. Since the eye is most sensitive to green, less sensitive to red, and least sensitive to blue, the brightness is obtained by mixing signals in that order of proportion. The specific values of the mixture are 59% green, 30% red, and 11% blue.¹ Such a mixture will produce a picture on monochrome receivers, in shades of gray. In the color system, this mixture accomplishes the primary objective of transmitting with correct intensity the brightness signal which is one of the two components of the color picture image.

(2) The Chroma Component

9. The color-minus-brightness signals are derived by subtracting the electrical value of the brightness signal from the electrical value of the color signals. The result is called the "color-minus-brightness" signal or "color difference" signal.² Thus, the chroma circuits of the transmitter must process two signals, red minus brightness ($E_R' - E_Y'$), and blue minus brightness ($E_B' - E_Y'$). Only two signals are necessary since the similar relation for the green signal ($E_G' - E_Y'$) can be recovered at the receiver from a mathematical relationship between the other two.³ The two signals transmitted are the red minus brightness and blue minus brightness. This still presents somewhat of a problem since the two signals must be transmitted in the same circuits without interaction. The method used is to modulate⁴ the two signals on a selected

¹ Mathematically, this is written:

$$E_Y' = .59 E_G' + .30 E_R' + .11 E_B'$$

Where

E_Y' = brightness signal

E_G' = electrical signal corresponding to the green components of the picture

E_R' = electrical signal corresponding to the red components of the picture

E_B' = electrical signal corresponding to the blue components of the picture

² The brightness signal is not separated from the chroma signal until after the color image has been transformed by the camera from an optical quantity to its electrical equivalent. The reason for this is that the electrical quantity "color-minus-brightness" has no physical equivalent since the eye responds only to chroma accompanied by brightness. Chroma minus brightness would be invisible. The subtractions and additions necessary to compose the brightness and chroma signals are accomplished in a matrix unit which is a computing machine for units of electricity. Mathematically, the color minus brightness signal of the blue signal is written:

$$E_B' - E_Y'$$

$$\begin{aligned} E_Y' &= .59 E_G' + .30 E_R' + .11 E_B' \\ .59 E_G' &= E_Y' - .30 E_R' - .11 E_B' \\ E_G' &= 1.7 E_Y' - .51 E_R' - .19 E_B' \\ E_G' - E_Y' &= 7 E_Y' - .51 E_R' - .19 E_B' \\ &= .51 E_Y' - .51 E_R' + .19 E_Y' - .19 E_B' \\ &= -.51 (E_R' - E_Y') - .19 (E_B' - E_Y') \end{aligned}$$

⁴ The term modulation is used a number of times in the text of the decision. For those unfamiliar with this fundamental process the following may be helpful. A radio transmitter generates a "carrier frequency" on the frequency assigned to the station. (This carrier might be considered as a replacement for the wire in a telephone system.) The intelligence to be transmitted, whether it is sound, picture or facsimile, is imposed upon this carrier by the process of modulation. For radio and television the intelligence or modulation always a lower frequency than the carrier, is imposed upon the higher frequency for more efficient transportation to the receiver. When the desired intelligence modulates a carrier wave there results a composite signal which has the propagation characteristics of the carrier wave but also

subcarrier in a manner designed to prevent interaction.⁵ The frequency of the subcarrier is carefully selected to reduce the visibility of interaction between the chroma information and the brightness signal on the received picture.⁶

10. The relative location of the subcarrier within the channel is also an important consideration. If the subcarrier is placed too near the picture carrier there may be interference between the two. On the other hand, if the subcarrier is placed too near the edge of the channel it will restrict the width of the side-bands and limit the information which can be carried. The NTSC has compromised on a subcarrier frequency which is 3.579545 megacycles above the video carrier. Since this frequency is approximately .6 mc from the edge of the pass band (see Fig. 3, App. B), if the blue and red chroma signals were transmitted they would be limited to .6 mc. Resolution being a function of bandwidth, this would limit the resolution of color to very coarse detail. This limitation to a .6 mc bandwidth applies only when two sets of information such as the two color difference signals must be modulated on a single subcarrier. The reason for this is that in the quadrature method of modulating the subcarrier, both upper and lower side-bands of each color difference signal must be equal. It is, however, possible to send one set of information by using a single sideband. Thus, it would be possible to send two sets of information up to .6 mc and continue to a higher modulating frequency with a single set of information, e.g., a single color difference signal, using only one sideband. This is the method used in the NTSC system with the result that coarse color detail in the scene being televised which produces signals of frequency less than .6 mc is reproduced in approximately the original color. (The third color difference signal is recreated at the receiver.) Semi-fine color detail in the scene being televised which produces signals of frequencies greater than .6 mc and less than 1.5 mc is reproduced in hues which are contaminated. (With only one color difference signal being transmitted the primaries cannot properly combine at the receiver.) Very fine color detail in the scene being televised which produces signals of frequency greater than 1.5 mc is reproduced in monochrome. The NTSC has made a variation in the method of sending the red minus brightness and blue minus brightness signals. Instead of sending the blue minus brightness and the red minus brightness over the subcarrier, each of these signals is mixed with the other so that the blue minus brightness contains some red and the red minus brightness contains

⁵ A sine wave subcarrier can carry two sets of information by splitting the sine wave into two components in quadrature and amplitude modulating each component with one set of information.

⁶ The line frequency is chosen as 1/286 times the frequency difference between the sound and picture carriers (4.5 mc/sec) or 15,734.26 cycles/second. Since there are 525 lines per frame, the frame frequency becomes 29.97 cycles per second and the field frequency 59.94 cycles per second. The subcarrier frequency is chosen as an odd multiple of one half the line frequency which in this case was chosen as 455/2 of the line frequency or 3.579545 mc/sec. It will be noted that the line, field and frame frequencies are very close to the nominal values used for monochrome, namely, 15,750, 60 and 30 cycles/sec.; thus existing monochrome sets will be able to respond to such scanning rates. The above combination will result in the beat note between the quiescent sound carrier and the color subcarrier being an odd multiple of one half the line frequency. It has been determined that such a relationship results in a minimum visibility, on the received picture, of such interaction as well as a minimum visibility of the subcarrier itself due to a similar relationship of its frequency to that of the line scanning rate.

contains the original intelligence in one form or another. At the receiver the demodulation process results in recovery of the original intelligence and elimination of the carrier wave which has served its purpose. This is accomplished in a demodulator (detector) and there are a number of ways of performing the demodulation. One way is to generate in the receiver another frequency which is exactly equivalent to the transmitter carrier frequency. When these two identical carriers (frequencies) are placed in the same receiver circuit (demodulator) they have the effect of cancelling each other leaving the original intelligence. This is the system used in the recovery of the color signals described above. (The system of modulation described above is known as *amplitude modulation* because the modulation varies the amplitude of the carrier.) Other systems based on the same broad principles are called *frequency modulation* and *phase modulation*. In the latter cases, the modulation varies the frequency or phase characteristics of the carrier rather than the amplitude; however, the objective of the modulation is the same.

some blue.⁷ Corresponding changes are also made in the receiver circuits so that as long as both color mixture signals are received, i.e., in the modulation range 0.6 mc, the circuits could unscramble the mixture and deliver the red minus brightness, blue minus brightness, and green minus brightness to the viewing tube. Thus, there results no change in the coarse detail of the picture. However, when only one color mixture signal is transmitted, i.e., a .6 mc to 1.5 mc modulation, the receiver circuits unable to function as above produce a contaminated color varying from orange to cyan depending upon the actual color being televised. This contaminated color produces less noticeable distortion in the semi-fine detail of the picture than when a single pure color is transmitted. The luminosity of the picture is approximately uniform throughout its range from orange to cyan, thus further reducing the apparency of its color distortion. This distortion in fine detail is sometimes called edge distortion, the reason being that fine detail only occurs at the edge of an object where it contrasts with the background, or, with other objects or with part of the same object. Thus, while the eye is relatively insensitive to the color in these edges, nevertheless, if the color is intense or sharply different from the adjoining area, some distortion will be apparent. The NTSC system overcomes this difficulty by using a blended color which does not call attention to the transition.

(3) Synchronization

11. The NTSC color system requires no change in the black and white synchronizing standards except that additional synchronizing information, referred to as the "color burst," is added. In order to demodulate the color subcarrier the receiver must generate a subcarrier of its own of exactly the same phase and frequency. It is, in fact, so important that the received subcarrier be identical with the transmitted subcarrier that it is necessary to send along a sample of the transmitted subcarrier which can be used as a reference by the receiver. It is rather a problem of just where to put this reference "burst" so that it won't be in the way of the luminance signal, the chrominance signals or the other synchronizing pulses. The place selected was the so-called "back porch" (blanking interval) following the horizontal synchronizing pulse. This is the short period during which the picture is blanked out to prevent visible retrace while the scanning beam is returning across the picture to its starting point. Only a few cycles (9 cycles of 3.579545 megacycles) of the reference burst (derived from the color subcarrier) are transmitted.

(4) The Combined Signal

12. Prior to transmission over the air the various signals mentioned above are combined into a composite signal. This signal includes the synchronizing signals, the brightness signal, and the chroma information on the subcarrier.⁸

C. The Receiver

13. The following description of receivers now known is included to indicate how the signal can be used to produce a color picture.

14. The composite color signal arriving at the receiver antenna consists of a brightness component and a chroma component.

⁷ The amplitude of these two orthogonal components of the chrominance signals can be expressed in terms of color difference signals as follows:

$$E_{q'} = .41 (E_{b'} - E_{y'}) + .48 (E_{r'} - E_{y'})$$

$$E_{r'} = -.27 (E_{b'} - E_{y'}) + .74 (E_{r'} - E_{y'})$$

Where

$$E_{q'} = \text{narrow-band component of the color signal}$$

$$E_{r'} = \text{wide-band component of the color signal}$$

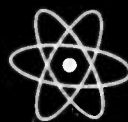
⁸ The complete color signal has the following composition:

$$E_{n'} = E_{y'} + E_{q'} \sin(\omega t + 33^\circ) + E_{r'} \cos(\omega t + 33^\circ)$$

$$E_{n'} = E_{y'} + 0.493 (E_{b'} - E_{y'}) \sin \omega t + 0.877 (E_{r'} - E_{y'}) \cos \omega t$$

where the angular frequency ω is 2 pi times the frequency of the chrominance subcarrier.

The second equation above is only valid for color difference frequencies below 500 kilocycles since the $E_{q'}$ signal is removed for frequencies above that range.



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(1) *Brightness Component*

15. If the signal is received on a monochrome television set the brightness component will pass through the receiver circuits and appear on the viewing tube as a monochrome picture. The interference from the chroma component of the incoming signal will be reduced on the monochrome receiver because of the interlacing principle previously described.⁹ If the composite color signal is received on a color set the brightness component will be processed by the receiver brightness circuits and appear at the viewing tube ready to be combined with the chroma component.

(2) *Chroma Component*

16. When the composite color signal is received on a color receiver the chroma component must be separated by means of special filters before it can be processed.¹⁰ The output of these filters is fed to the chroma demodulator

⁹ The color subcarrier frequency selection for minimum visibility of the color information on the luminance channel is sometimes called frequency interlacing.

¹⁰ The chroma signal is removed from the composite signal at about the third video amplifier and then fed through a 1.8 mc to 4.3 mc bandpass filter. This filters out the video carrier frequency and low frequency components leaving the color subcarrier and sidebands along with the high frequency components of the lumi-

which recovers the original color difference signals.¹¹ The two color difference signals thus derived are fed into a matrixing unit from which is recovered the third color difference signal (green minus brightness). In the case of the three-gun type of color tube, the three color minus brightness signals are routed to the three respective electron beams of the color tube where they are combined with the brightness signal. The result—color minus brightness plus brightness equals color, i.e., the original primary color is restored and projected on the viewing tube.

¹¹ The local oscillator supplies two signals having exactly the same frequency as the subcarrier. These two signals are placed in quadrature with each other in the same phase relationship as the two quadrature components of the subcarrier. Each quadrature component demodulates the respective color signal with which it is in phase.

nance signal. The modulations of the two color difference signals on the subcarrier remain independent only when the modulated waves each consist of like upper and lower sidebands. When the sidebands are not equal, the modulation E_q' and E_r' cross talk on each other and the color is contaminated. Since the receiver response falls off for the higher video frequencies, compensation is necessary to make the upper sideband equal the lower sideband in the region 0 to 0.6 mc from the subcarrier. This compensation consists usually of peaking coils with a peak of about 6 db in the 4.0 mc region and is inserted in the circuit to the demodulator grids.

Appendix B—Full Text of

FCC Technical Standards Amended to Incorporate Color

I. Section 3.681 is amended to read as follows:

§ 3.681 Definitions—(a) *Amplitude modulation (AM)*. A system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

(b) *Antenna height above average terrain*. The average of the antenna heights above the terrain from two to ten miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North. (In general, a different antenna height will be determined in each direction from the antenna. The average of these various heights is considered the antenna height above the average terrain. In some cases less than 8 directions may be used. See § 3.684(d)).

(c) *Antenna power gain*. The square of the ratio of the root-mean-square free space field intensity produced at one mile in the horizontal plane, in millivolts per meter for one kilowatt antenna input power to 137.6 mv/m. This ratio should be expressed in decibels (db). (If specified for a particular direction, antenna power gain is based on the field strength in that direction only.)

(d) *Aspect ratio*. The ratio of picture width to picture height as transmitted.

(e) *Aural transmitter*. The radio equipment for the transmission of the aural signal only.

(f) *Aural center frequency*. (1) The average frequency of the emitted wave when modulated by a sinusoidal signal; (2) the frequency of the emitted wave without modulation.

(g) *Blanking level*. The level of the signal during the blanking interval, except the interval during the scanning synchronizing pulse and the chrominance subcarrier synchronizing burst.

(h) *Chrominance*. The colorimetric difference between any color and a reference color of equal luminance, the reference color having a specific chromaticity.

(i) *Chrominance subcarrier*. The carrier which is modulated by the chrominance information.

(j) *Color transmission*. The transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

(k) *Effective radiated power*. The product of the antenna input power and the antenna power gain. This product should be expressed in kilowatts and in decibels above one kilowatt (dbk). (If specified for a particular direction, effective radiated power is based on the antenna power gain in that direction only. The licensed effective radiated power is based on the average antenna power gain for each horizontal plane direction.)

(l) *Field*. Scanning through the picture area once in the chosen scanning pattern. In the line interlaced scan-

ning pattern of two to one, the scanning of the alternate lines of the picture area once.

(m) *Frame*. Scanning all of the picture area once. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

(n) *Free space field intensity*. The field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

(o) *Frequency modulation (FM)*. A system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous amplitude of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the frequency of the modulating signal.

(p) *Frequency swing*. The instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

(q) *Interlaced scanning*. A scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency.

(r) *Luminance*. Luminous flux emitted, reflected, or transmitted per unit solid angle per unit projected area of the source.

(s) *Monochrome transmission*. The transmission of television signals which can be reproduced in gradations of a single color only.

(t) *Negative transmission*. Where a decreased in initial light intensity causes an increase in the transmitted power.

(u) *Peak power*. The power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

(v) *Percentage modulation*. As applied to frequency modulation, the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ± 25 kilocycles is defined as 100 percent modulation.

(w) *Polarization*. The direction of the electric field as radiated from the transmitting antenna.

(x) *Reference black level*. The level corresponding to the specified maximum excursion of the luminance signal in the black direction.

(y) *Reference white level of the luminance signal*. The level corresponding to the specified maximum excursion of the luminance signal in the white direction.

(z) *Scanning*. The process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

(aa) *Scanning line*. A single continuous narrow strip of the picture area containing highlights, shadows, and half-tones, determined by the process of scanning.



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(bb) *Standard television signal.* A signal which conforms to the television transmission standards.

(cc) *Synchronization.* The maintenance of one operation in step with another.

(dd) *Television broadcast band.* The frequencies in the band extending from 54 to 890 megacycles which are assignable to television broadcast stations. These frequencies are 54 to 72 megacycles (channels 2 through 4), 76 to 88 megacycles (channels 5 and 6), 174 to 216 megacycles (channels 7 through 13), and 470 to 890 megacycles (channels 14 through 83).

(ee) *Television broadcast station.* A station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.

(ff) *Television channel.* A band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.

(gg) *Television transmission standards.* The standards which determine the characteristics of a television signal as radiated by a television broadcast station.

(hh) *Television transmitter.* The radio transmitter or transmitters for the transmission of both visual and aural signals.

(ii) *Vestigial sideband transmission.* A system of transmission wherein one of the generated sidebands is partially attenuated at the transmitter and radiated only in part.

(jj) *Visual carrier frequency.* The frequency of the carrier which is modulated by the picture information.

(kk) *Visual transmitter.* The radio equipment for the transmission of the visual signal only.

(ll) *Visual transmitter power.* The peak power output when transmitting a standard television signal.

II. Section 3.682 is amended as follows:

Delete subparagraph (a) and substitute the following:

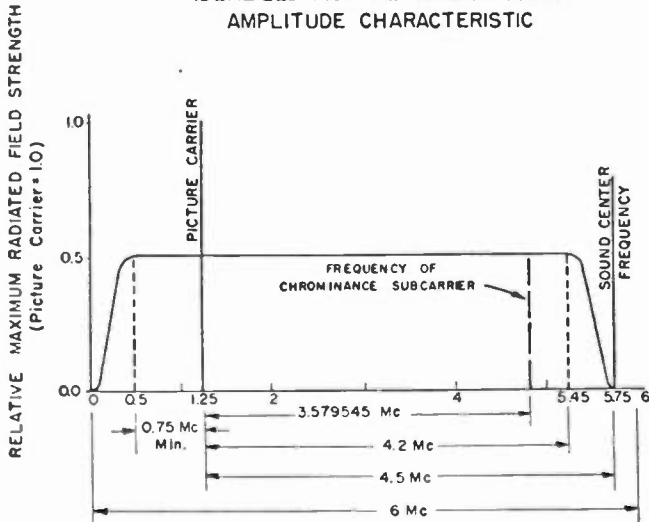
§ 3.682. **Transmission standards and changes (a) Transmission standards.** (1) The width of the television broadcast channel shall be six megacycles per second.

(2) The visual carrier frequency shall be nominally 1.25 mc above the lower boundary of the channel.

(3) The aural center frequency shall be 4.5 mc higher than the visual carrier frequency.

(4) The visual transmission amplitude characteristic shall be in accordance with the chart designated as Appendix III, Figure 3.

IDEALIZED PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC



Note: Not drawn to scale

FIGURE 3

(5) The chrominance subcarrier frequency shall be 3,579,545 mc \pm 10 cycles per second with a maximum rate of change not to exceed one-tenth cycle per second per second.

(6) For monochrome and color transmissions the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The horizontal scanning frequency shall be 2/455 times the chrominance subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734.264 \pm .044 cycles per second). The vertical scanning frequency is 2/525

times the horizontal scanning frequency; this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second). For monochrome transmissions only, the nominal values of line and field frequencies may be used.

(7) The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

(8) During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.

(9) A carrier shall be modulated within a single television channel for both picture and synchronizing signals. For monochrome transmission, the two signals comprise different modulation ranges in amplitude, in accordance with the charts designated as Appendix III, Figures 3 and 4(b). For color transmission, the two signals comprise different modulation ranges in amplitude except where the chrominance penetrates the synchronizing region and the burst penetrates the picture region, in accordance with the charts designated as Appendix III, Figures 3 and 4(a).

(10) A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).

(11) The reference black level shall be represented by a definite carrier level, independent of light and shade in the picture.

(12) The blanking level shall be transmitted at 75 \pm 2.5 per cent of the peak carrier level.

(13) The reference white level of the luminance signal shall be 12.5 \pm 2.5 per cent of the peak carrier level.

(14) The signals radiated shall have horizontal polarization.

(15) An effective radiated power of the aural transmitter not less than 50 percent nor more than 70 percent of the peak radiated power of the visual transmitter shall be employed.

(16) The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both scanning synchronizing peak and blanking level, shall not exceed 5 percent of the average scanning synchronizing peak signal amplitude.²⁰

(17) The reference black level shall be separated from the blanking level by the setup interval, which shall be 7.5 \pm 2.5 percent of the video range from blanking level to the reference white level.

(18) For monochrome transmission, the transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.²⁰

(19) The color picture signal shall correspond to a luminance component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature.

(20) Equation of complete color signal.

(i) The color picture signal has the following composition:

$$E_M = E_Y + \left\{ E_Q' \sin(\omega t + 33^\circ) + E_I' \cos(\omega t + 33^\circ) \right\}$$

where

$$E_Q' = 0.41 (E_B' - E_Y') + 0.48 (E_R' - E_Y')$$

$$E_I' = -0.27 (E_B' - E_Y') + 0.74 (E_R' - E_Y')$$

$$E_Y' = 0.30 E_R' + 0.59 E_G' + 0.11 E_B'$$

For color-difference frequencies below 500 kc (see (iii) below), the signal can be represented by:

$$E_M = E_Y + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

(ii) The symbols in (i) have the following significance: E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome

²⁰ These items are subject to change but are considered the best practice under the present state of the art. They will not be enforced pending a further determination thereof.

(black-and-white) portion of the color picture signal, corresponding to the given picture element.²¹

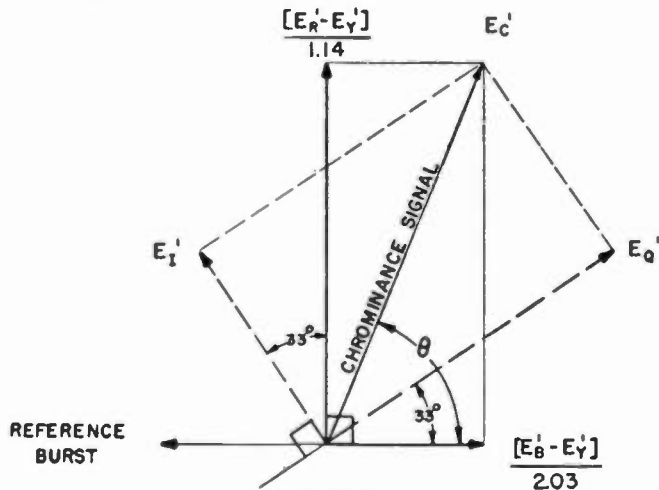
$E_{Q'}$ and $E_{I'}$ are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes.

$E_{R'}$, $E_{G'}$, and $E_{B'}$ are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element.

ω is the angular frequency and is 2π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets in (i) represents the chrominance subcarrier signal which carries the chrominance information.

The phase reference in the E_M equation in (i) is the phase of the burst + 180° , as shown in Figure 4(c). The burst corresponds to amplitude modulation of a continuous sine wave.



(iii) The equivalent bandwidth assigned prior to modulation to the color difference signals $E_{Q'}$ and $E_{I'}$ are as follows:

Q-channel bandwidth

- at 400 kc less than 2 db down
- at 500 kc less than 6 db down
- at 600 kc at least 6 db down

I-channel bandwidth

- at 1.3 mc less than 2 db down
- at 3.6 mc at least 20 db down

(iv) The gamma corrected voltages $E_{R'}$, $E_{G'}$, and $E_{B'}$ are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2²² associated with each primary color. The voltages $E_{R'}$, $E_{G'}$, and $E_{B'}$ may be respectively of the form E_{R1}/γ , E_{G1}/γ , and E_{B1}/γ although other forms may be used with advances in the state of the art.

(v) The radiated chrominance subcarrier shall vanish on the reference white of the scene.^{23a}

(vi) $E_{R'}$, $E_{G'}$, $E_{B'}$ and the components of these signals shall match each other in time to 0.05 microseconds.

(vii) The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within $\pm 10^\circ$ and their amplitudes shall be within ± 20 percent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the

²¹ Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

²² At the present state of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

^{23a} The numerical values of the signal specification assume that this condition will be reproduced as CIE Illuminant C (x = 0.310, y = 0.316).

luminance signal for the same saturated primaries and their complements shall fall between the limits of 0.8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

III. Section 3.687 is amended as follows:

A. Delete subparagraph (a) and substitute the following:

§ 3.687. Transmitters and associated equipment—(a) *Visual transmitter.* (1) For monochrome transmission only, the over-all attenuation characteristics of the transmitter, measured in the antenna transmission line after the vestigial sideband filter (if used), shall not be greater than the following amounts below the ideal demodulated curve. (See Appendix III, Figure 7.)

- 2 db at 0.5 mc
- 2 db at 1.25 mc
- 3 db at 2.0 mc
- 6 db at 3.0 mc
- 12 db at 3.5 mc

The curve shall be substantially smooth between these specified points, exclusive of the region from 0.75 to 1.25 mc.²⁷

(2) For color transmission, the standard given by § 3.687(a)(1) applies except as modified by the following: A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the composite color picture signal shall produce a radiated signal having an amplitude (as measured with a diode on the R.F. transmission line supplying power to the antenna), which is down 6 ± 2 db with respect to a signal produced by a sine wave of 200 kc. In addition, the amplitude of the signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 mc.

(3) The field strength or voltage of the lower sideband, as radiated or dissipated and measured as described in subparagraph (4) of this paragraph, shall not be greater than -20 db for a modulating frequency of 1.25 mc or greater and in addition, for color, shall not be greater than -42 db for a modulating frequency of 3.579545 mc (the color subcarrier frequency). For both monochrome and color, the field strength or voltage of the upper sideband as radiated or dissipated and measured as described in subparagraph (4) of this paragraph shall not be greater

ASSUMED IDEAL DETECTOR OUTPUT

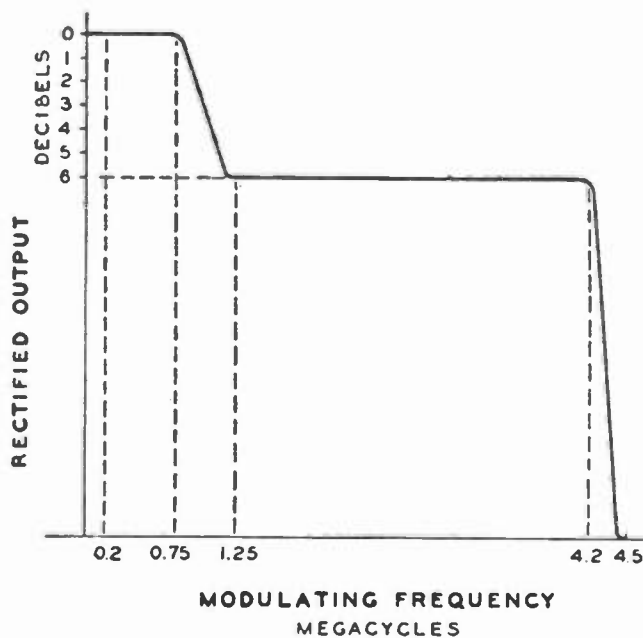


FIGURE 7

²⁷ Output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix III, Figure 7.

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4. Available for monochrome or color projection.

5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.
6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.
7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.
8. Masking amplifier actually can make final picture better than original film.



COLOR FILM CENTER

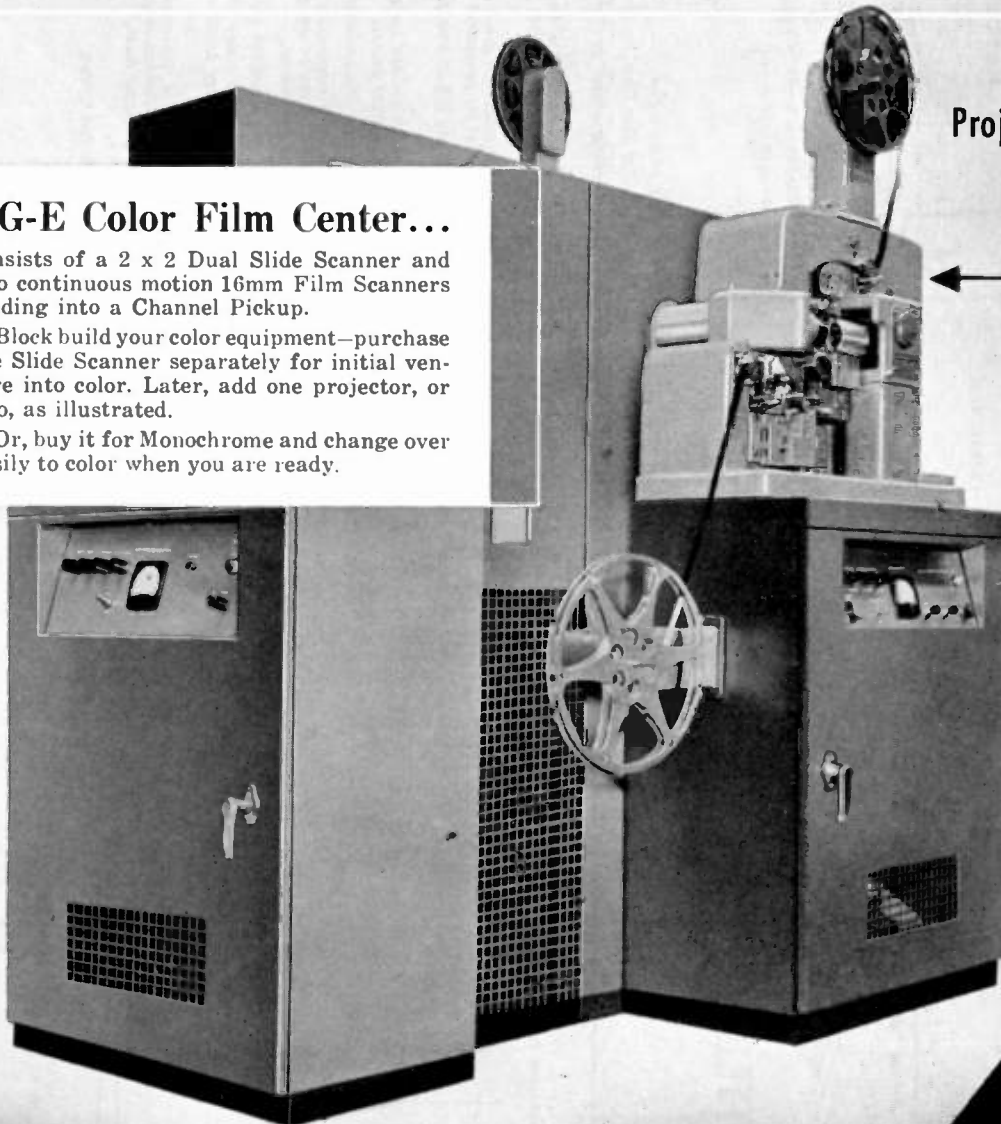
G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

• Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

Projector designed by
**EASTMAN
KODAK
COMPANY**



Miss the NARTB Show? Here's How To "Compare-it-Yourself"—at your desk! Even though you may have missed the convention and demonstration of the new G-E Color Film Center, your G-E Regional or District Manager has the detailed specifications for you. He has a handy "compare it yourself" chart for you also. Check him for the facts, or write: *General Electric Company, Section X9775, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

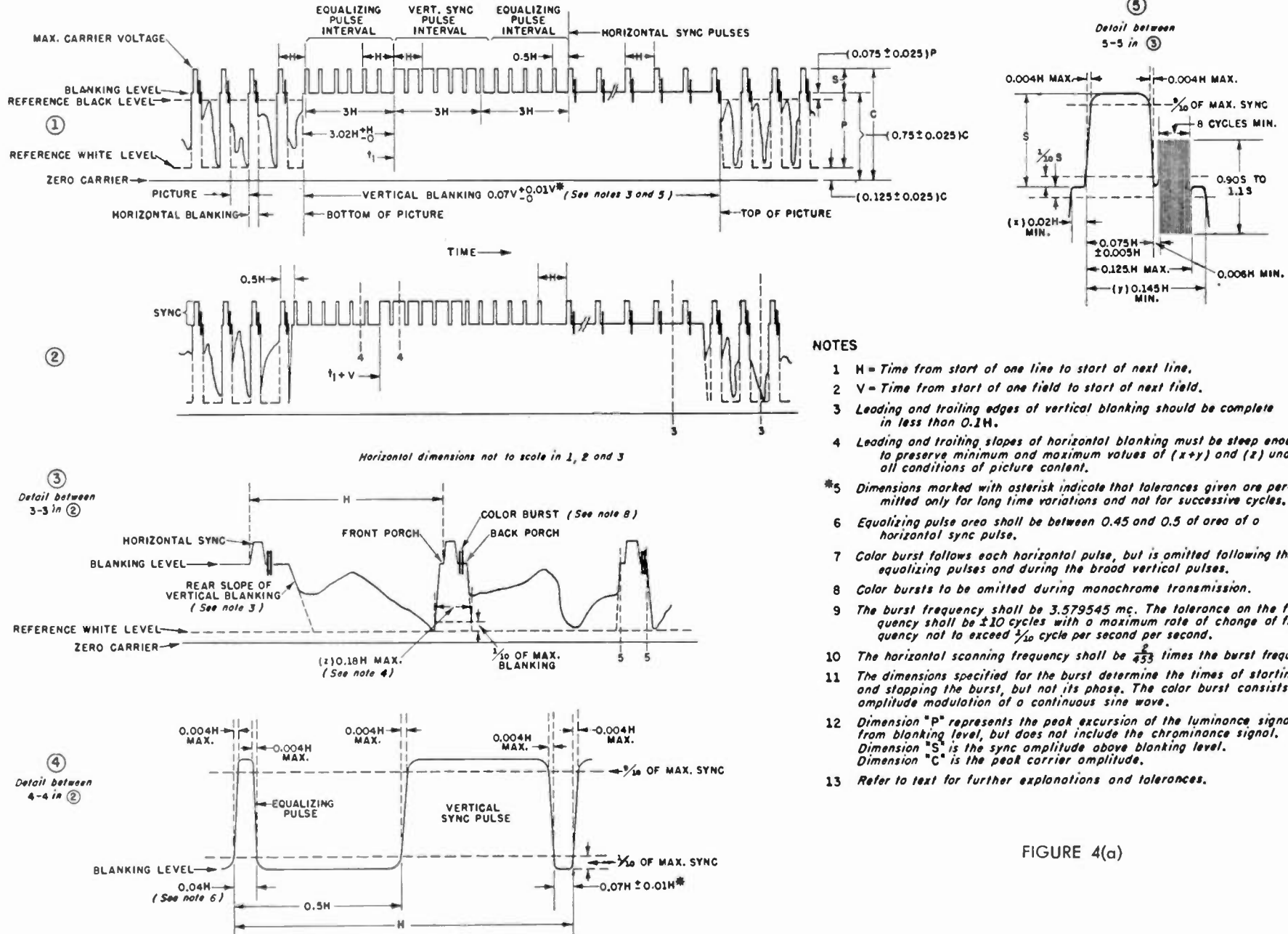


ASK GENERAL ELECTRIC TO HELP YOU
BLUE-PRINT YOUR STEPS TO COLOR

Progress Is Our Most Important Product

GENERAL  ELECTRIC

TELEVISION SYNCHRONIZING WAVEFORM FOR COLOR TRANSMISSION



NOTES

- 1 M = Time from start of one line to start of next line.
- 2 V = Time from start of one field to start of next field.
- 3 Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
- 4 Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x+y) and (z) under all conditions of picture content.
- *5 Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
- 6 Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
- 7 Color burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
- 8 Color bursts to be omitted during monochrome transmission.
- 9 The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be ±10 cycles with a maximum rate of change of frequency not to exceed 1/20 cycle per second per second.
- 10 The horizontal scanning frequency shall be 2/53 times the burst frequency.
- 11 The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
- 12 Dimension "P" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal. Dimension "S" is the sync amplitude above blanking level. Dimension "C" is the peak carrier amplitude.
- 13 Refer to text for further explanations and tolerances.

FIGURE 4(a)

TELEVISION SYNCHRONIZING WAVEFORM FOR MONOCHROME TRANSMISSION ONLY

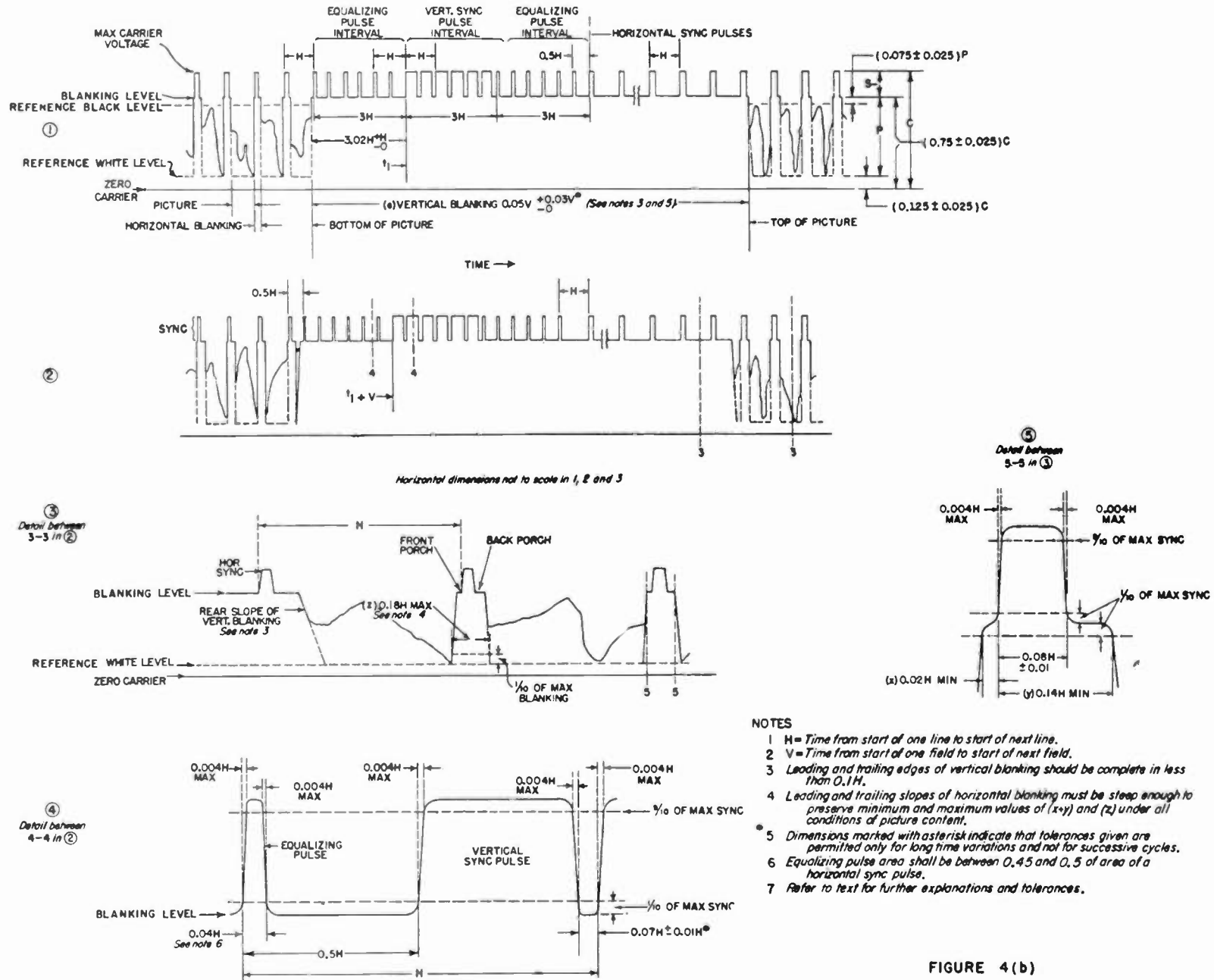


FIGURE 4 (b)

than -20 db for a modulating frequency of 4.75 mc or greater.

(4) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal²⁰ to establish peak output voltage plus a variable frequency sine wave occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value of 0.75 of peak output voltage. The amplitude of the 200 kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured. As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for mid-characteristic operation.

(5) A sine wave, introduced at those terminals of the transmitter which are normally fed the composite color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 mc, of zero microseconds up to a frequency of 3.0 mc and then linearly decreasing to 4.18 mc so as to be equal to -0.17 microseconds at 3.58 mc. The tolerance on the envelope delay shall be ± 0.05 microseconds at 3.58 mc. The tolerance shall increase linearly to ± 0.1 microseconds, down to 2.1 mc, and remain at

²⁰ Field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance, together with data on the antenna characteristics, shall be taken in place of over-all field measurements.

²¹ Television stations shall have until July 1, 1954 for compliance with the requirements of this subparagraph with respect to attenuation of the upper sidebands.

²² The "synchronizing signal" referred to in this section means either a standard synchronizing wave form or any pulse that will properly set the peak.

± 0.1 microseconds down to 0.2 mc.²³ The tolerance shall also increase linearly to ± 0.1 microseconds at 4.18 mc.

(6) The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Appendix III, Figure 4(a) or (b), as modified by vestigial sideband operation specified by Appendix III, Figure 3.

(7) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one per cent of the average interval, however, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(8) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the blanking interval. However, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(9) Sufficient monitoring equipment shall be employed to determine whether the visual signal complies with the requirements of this subpart.

(10) For color transmission the transfer characteristic (that is the relationship between the transmitter RF output and video signal input) shall be substantially linear between the reference black and reference white levels.

B. Delete subparagraph (c)(1) of § 3.687 and substitute the following:

(c) Requirements applicable to both visual and aural transmitters.

(1) Automatic means shall be provided in the visual transmitter to maintain the carrier frequency within one kilocycle of the authorized frequency; automatic means shall be provided in the aural transmitter to maintain the carrier frequency within four kilocycles of the assigned aural carrier frequency or, alternatively, 4.5 megacycles above the actual visual carrier frequency within five kilocycles. For color transmission the aural carrier shall be maintained 4.5 megacycles above the visual carrier within ± 1 kilocycle. When required by § 3.606, the visual and aural carrier frequencies are to be offset in frequency by 10 kilocycles (plus or minus, as indicated) from the normal carrier frequencies.

IV. Appendix III to subpart E is amended as follows:

Delete Figures 3, 4, and 7 and add the attached Figures 3, 4(a), 4(b), 4(c), and 7.

²³ Tolerances for the interval of 0.0 to 0.2 mc are not specified at the present time.

Experimental TV Stations Authorized by the FCC

With Applications Pending: Status as of July 15, 1955. Powers Are Peak Transmitter Outputs.

CALIFORNIA

COALINGA—KM2XGZ, CP to Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal., Ch. 47 (668-674 mc), with 5-w, for tests of UHF booster to rebroadcast signals of KJEO, Fresno.

CONNECTICUT

WATERBURY—KC2XFF, licensed to Adler Communications Laboratories, 1 LeFevre Lane, New Rochelle, N. Y., Channel 53 (704-710 mc), 10-w, for tests of booster to rebroadcast signals of WATR-TV, Waterbury.

ILLINOIS

CHICAGO—KS2XBR, licensed to Zenith Radio Corp., 135 S. La Salle St., 512-528 mc, 1-kw, for color and subscription TV tests.

MISSOURI

KANSAS CITY—Gary O. Sandstedt, 3837 Harrison Blvd. Applicant for Ch. 11 (198-204 mc), with 500-w visual, 250-w aural, to experiment with low-cost operations.

NEW JERSEY

CAMDEN—KE2XNY, licensed to Radio Corp. of America, Front & Cooper Sts., Channels 2-6 (100 kw ERP), 7-13 (316 kw), 14-83 (1000 kw).

KEARNY—KE2XRJ, CP to Product Development Co. Inc., 307 Bergen Ave., Ch. 7-13 (174-216 mc), 50-w, for tests of transmitting antennas.

NEW YORK

NEW ROCHELLE—KE2XPS, licensed to Adler Communications Laboratories, 1 LeFevre Lane, Channel 25 (536-542 mc), 10-w, for tests of UHF booster.

NEW YORK—KE2XND, Special Temporary Authorization to Allen B. DuMont Laboratories Inc., 515 Madison Ave., to use commercial station WABD (Channel 5) for tests of color and 3-D.

NEW YORK—KE2XKC, Special Temporary Authorization to General Teleradio Inc., 1440 Broadway, to use commercial station WOR-TV (Channel 9) for tests of Subscriber-Vision and Phonevision systems of subscription TV.

SYRACUSE—KE2XHX, licensed to General Electric Co., Electronics Park, Channels 2-83, 50 kw visual, 25 kw aural.

PENNSYLVANIA

EMPORIUM—KG2XDU, licensed to Sylvania Electric Products Inc., Emporium, 509-529 mc, & 870-890 mc, 300 watts visual, 100 watts aural. Also licensed for KG2XEL, 878-884 mc, 30 watts visual, 10 watts aural, to test satellite operation, and holds Special Temporary Authorization for KG2XFZ, 518-524 mc, 1-w, booster for KG2XDU.

LANCASTER—KG2XDI, licensed to Conestoga Television Assn., New Holland & Fountain Aves., 590-610 mc, 5 kw visual, 2.5 kw aural.

WASHINGTON

CLARKSTON—Orchards Community TV Assn., 3109 Fifth St., Lewiston, Ida. Applicant for Ch. 34 (590-596 mc), Ch. 40 (626-632 mc) & Ch. 46 (662-668 mc), with 10-w, for tests of multi-channel satellite to rebroadcast signals of Spokane vhf stations.

MANSON—KO2XBX, CP to Manson Community TV Co., c/o Marion McFadden, Manson, Channel 16 (482-488 mc), with 10-w, for tests of UHF satellite.

HAWAII

(VARIOUS LOCATIONS)—KU2XAM, CP to Iresco Inc., 2221 Warwick Ave., Santa Monica, Cal., Channels 4, 9 & 11, with 15-w, for tests of boosters at sites in Hawaiian Islands.

Color Status of Network Affiliates

(As of July 15, 1955)

Information Furnished by NBC, CBS, DuMont and Manufacturers. Data Not Available from ABC

Duplication of Stations on Compilations is Due to Network Sharing of Stations

Note: Shipments of color equipment to stations, affiliated and non-affiliated, are reported regularly in *Television Digest* as information is received from stations and manufacturers.

Color-Equipped NBC-TV Basic Affiliates

(All Basic Affiliates Are Now Equipped to Rebroadcast Network Color)

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Atlanta, Ga.	WSB-TV	Now	—	New Haven, Conn.	WNHC-TV	1955	—
Baltimore, Md.	WBAL-TV	Now	Now	New Orleans, La.	WDSU-TV	Now	Now
Birmingham, Ala.	WABT	—	—	New York, N.Y.	WRCA-TV	Now	Now
Boston, Mass.	WBZ-TV	Now	—	Norfolk, Va.	WVEC-TV	—	—
Buffalo, N.Y.	WGR-TV	Fall 1955	1956	Oklahoma City,	—	—	—
Chicago, Ill.	WNBQ	Now	Oct. 1955	Okla.	WKY-TV	Now	Now *
Cincinnati, O.	WLWT	—	—	Omaha, Neb.	WOW-TV	—	—
Cleveland, O.	WNBK	—	—	Philadelphia, Pa.	WPTZ	—	—
Columbus, O.	WLWC	—	—	Portland, Ore.	KPTV	Late 1955	—
Dallas, Tex.	WFAA-TV	Sept. 1955	—	Providence, R.I.	WJAR-TV	Now	—
Davenport, Ia.	WOC-TV	—	—	Rochester, N.Y.	WHAM-TV	Now	—
Dayton, O.	WLWD	—	—	Salt Lake City,	—	—	—
Denver, Colo.	KOA-TV	June 1956	Spring 1957	Utah	KTVT	Fall 1955	—
Detroit, Mich.	WWJ-TV	—	—	San Antonio, Tex.	WOAI-TV	Aug. 1955	Aug. 1955
Ft. Worth, Tex.	WBAP-TV	Now	Now	San Diego, Cal.	KFSD-TV	—	—
Grand Rapids	WOOD-TV	—	—	San Francisco	KRON-TV	Now	Now
Houston, Tex.	KPRC-TV	Oct. 1, 1955	1956	Schenectady, N.Y.	WRGB	Fall 1956	Fall 1956
Huntington, W.Va.	WSAZ-TV	Now	1955	Seattle, Wash.	KOMO-TV	Now	—
Johnstown, Pa.	WJAC-TV	Now	—	St. Louis, Mo.	KSD-TV	Now	—
Kansas City, Mo.	WDAF-TV	Now	Now	Syracuse, N.Y.	WSYR-TV	Now	—
Lancaster, Pa.	WGAL-TV	Now	Now	Tampa, Fla.	WFLA-TV	—	—
Lansing, Mich.	WJIM-TV	Jan. 1956	—	Tulsa, Okla.	KVOO-TV	Jan. 1956	Jan. 1956
Los Angeles, Cal.	KRCA	Now	Now	Utica, N.Y.	WKTV	Fall 1955 & 1956	1956
Louisville, Ky.	WAVE-TV	—	—	Washington, D.C.	WRC-TV	—	—
Memphis, Tenn.	WMCT	Nov. 1955	July 1956	Wilkes-Barre, Pa.	WBRE-TV	Jan. 1, 1956	Jan. 1, 1957
Milwaukee, Wis.	WTMJ-TV	Now	Now	Youngstown, O.	WFMJ-TV	—	—
Minneapolis-St. Paul, Minn.	KSTP-TV	Now	—				
Nashville, Tenn.	WSM-TV	Now	—				

NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1955.

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Albuquerque, N. M.	KOB-TV	—	—	Lima, O.	WIMA-TV	—	—
Alexandria, La.	†KALB-TV	—	—	Little Rock, Ark.	†KARK-TV	—	—
Altoona, Pa.	†WFBG-TV	—	—	Lubbock, Tex.	*KCBD-TV	—	—
Amarillo, Tex.	*KGNC-TV	—	—	Madison, Wis.	WMTV	—	—
Asheville, N. C.	WISE-TV	—	—	Marinette- Green Bay, Wis.	WMBV-TV	—	—
Augusta, Ga.	*WJBF	Sept. 1955	—	Medford, Ore.	KBES-TV	—	—
Austin, Tex.	*KTBC-TV	Fall 1955	Spring 1956	Meridian, Miss.	†WTOK-TV	Oct. 1956	—
Bakersfield, Cal.	*KERO-TV	—	—	Miami, Fla.	*WGBS-TV	—	—
Bangor, Me.	†WABI-TV	—	—	Mobile, Ala.	WALA-TV	—	—
Baton Rouge, La.	*WBRZ	—	—	Monroe, La.	†KNOE-TV	—	—
Bay City-Saginaw, Mich.	†WNEM-TV	—	—	Monterey-Salinas, Cal.	KSBW-TV	—	—
Bethlehem, Pa.	*WLEV-TV	—	—	Montgomery, Ala.	*WSFA-TV	—	—
Binghamton, N. Y.	*WNBZ-TV	—	—	Muncie, Ind.	*WLBC-TV	—	—
Bloomington, Ind.	*WTTT	Fall 1955	Fall 1955	Orlando, Fla.	†WDBO-TV	—	—
Burlington, Vt.	WCAX-TV	—	—	Palm Beach, Fla.	WJNO-TV	—	—
Champaign, Ill.	*WCIA	—	—	Parkersburg, W. Va.	WTAP	—	—
Charleston, S. C.	WUSN-TV	—	—	Peoria, Ill.	*WEEK-TV	—	—
Charlotte, N. C.	WBTV	Now	—	Phoenix-Mesa, Ariz.	*KVAR	—	—
Chattanooga, Tenn.	†WDEF-TV	—	—	Pittsburg, Kan.	KOAM-TV	—	—
Chico, Cal.	KHSL-TV	—	—	Pittsburgh, Pa.	*KDKA-TV	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	Pittsburgh, Pa.	†WENS	—	—
Columbia, Mo.	KOMU-TV	—	—	Portland, Me.	*WCSH-TV	—	—
Columbia, S. C.	WIS-TV	—	—	Pueblo, Colo.	†KCSJ-TV	—	—
Columbus, Ga.	WDKQ-TV	—	—	Quincy, Ill.	*WGEM-TV	Now	—
Des Moines, Ia.	*WHO-TV	July 1955	—	Roanoke, Va.	*WSLS-TV	—	—
Duluth, Minn.	KDAL-TV	—	—	Rochester, Minn.	†KROC-TV	—	—
Durham, N. C.	†WTVD	Now	—	Rockford, Ill.	WTVO	—	—
Eau Claire, Wis.	†WEAU-TV	—	—	Sacramento, Cal.	†KCCC-TV	—	—
Elkhart, Ind.	WSJV-TV	—	—	Santa Barbara, Cal.	†KEYT	Jan. 1956	1956
El Paso, Tex.	†KTSM-TV	—	—	Shreveport, La.	†KSLA	—	—
Erie, Pa.	*WICU	1955	—	Sioux City, Ia.	†KTIV	—	—
Eugene, Ore.	KVAL-TV	—	—	Sioux Falls, S. D.	KELO-TV	—	—
Evansville, Ind.	†WFIE-TV	—	—	Spokane, Wash.	*KHQ-TV	Now	—
Fargo, N. D.	WDAY-TV	—	—	Springfield, Ill.	WICS	—	—
Ft. Dodge, Ia.	KQTV	—	—	Springfield, Mass.	*WWLP	—	—
Ft. Smith, Ark.	KPSA-TV	—	—	Springfield, Mo.	†KYTV	—	—
Ft. Wayne, Ind.	*WKJG-TV	—	—	Temple, Tex.	KCEN-TV	—	—
Florence, S. C.	WBTW	—	—	Toledo, O.	*WSPD-TV	—	—
Fresno, Cal.	*KMJ-TV	—	—	Traverse City, Mich.	WPBN-TV	—	—
Great Bend, Kan.	KCKT-TV	—	—	Tucson, Ariz.	KVOA-TV	July 1956	—
Greenville, S. C.	*WFBC-TV	—	—	Waterloo, Ia.	*KWVL-TV	Now	—
Harrisonburg, Va.	WSVA-TV	—	—	Wausau, Wis.	WSAU-TV	—	—
Indianapolis, Ind.	*WFBM-TV	Now	—	Wheeling, W. Va.	*WTRF-TV	—	—
Jackson, Miss.	*WLBT	—	—	Wichita, Kan.	*KEDD	—	—
Jacksonville, Fla.	†WJHP-TV	—	—	Wichita Falls, Tex.	†KFDX-TV	—	—
Kalamazoo, Mich.	*WKZO-TV	1956	—	Wilmington, N.C.	WMFD-TV	—	—
Kingston, N. Y.	WKNY-TV	—	—	Winston-Salem, N.C.	*WSJS-TV	Sept. 1955	—
Knoxville, Tenn.	*WATE	—	—	Yakima, Wash.	†KIMA-TV	—	—
La Crosse, Wis.	WKBT	—	—	Zanesville, O.	WHIZ-TV	—	—
Lake Charles, La.	KPLC-TV	—	—				
Las Vegas, Nev.	KLRJ-TV	—	—				
Lexington, Ky.	WLEX-TV	—	—				

(Continued on next page)

Color-Equipped CBS-TV Basic Required Affiliates

City	Station	Slide & Film	Live
Atlanta, Ga.	WAGA-TV	Sept. 1955	—
Baltimore, Md.	WMAR-TV	Now	—
Birmingham, Ala.	WBRC-TV	—	—
Boston, Mass.	WNAC-TV	—	—
Buffalo, N.Y.	WBEN-TV	Now	Now
Charleston, W. Va.	WCBS-TV	Now	—
Charlotte, N.C.	WBTV	Now	—
Chicago, Ill.	WBMM-TV	—	—
Cincinnati, O.	WKRC-TV	Oct. 1956	Oct. 1956
Cleveland, O.	WXEL	Sept. 1955	—
Columbus, O.	WBNS-TV	—	—
Dallas, Tex.	KRLD-TV	—	—
Dayton, O.	WHIO-TV	—	—
Denver, Colo.	KLZ-TV	—	—
Detroit, Mich.	WJBK-TV	April 1956	—
Galveston-Houston	KGUL-TV	June 1956	Nov. 1956
Greensboro, N. C.	WFMY-TV	Now	—
Hutchinson	—	—	—
Wichita, Kan.	KTVH	—	—
Indianapolis, Ind.	WISH-TV	—	—
Jacksonville, Fla.	WMBR-TV	—	—
Kalamazoo, Mich.	WKZO-TV	—	—
Kansas City, Mo.	KMBC-TV	Now	Now
Los Angeles, Cal.	KNXT	Now	Now
Louisville, Ky.	WHAS-TV	—	—
Miami, Fla.	WTVJ	—	—
Minneapolis, Minn.	WCCO-TV	—	—

City	Station	Slide & Film	Live
Nashville, Tenn.	WLAC-TV	—	—
New York, N.Y.	WCBS-TV	Now	Now
Norfolk, Va.	WTAR-TV	Sept. 1955	Sept. 1956
Oklahoma City, Okla.	KWTV	—	—
Omaha, Neb.	KMTV	Dec. 1955	—
Philadelphia, Pa.	WCAU-TV	Nov. 1955	—
Phoenix, Ariz.	KOOL-TV	—	—
Portland, Ore.	KOIN-TV	Aug. 1956	Aug. 1956
Providence, R.I.	WPRO-TV	—	—
Rochester, N.Y.	WHEC-TV	Jan. 1956	—
—	WVET-TV	Jan. 1956	—
Rock Island, Ill.	WHBF-TV	—	—
St. Louis, Mo.	KWK-TV	—	—
Sacramento, Cal.	KBET-TV	Now	—
Salt Lake City	KSL-TV	—	—
San Antonio, Tex.	KENS-TV	—	—
San Diego, Cal.	KFMB-TV	April 1956	April 1956
San Francisco, Cal.	KPIX	—	—
Syracuse, N.Y.	WHEN-TV	—	—
Tacoma-Seattle	KTNT-TV	—	—
Tampa, Fla.	WTVT	Now	—
Toledo, O.	WSPD-TV	Now & Sept. 1955	March 1956
Tulsa, Okla.	KOTV	Nov. 1955	—
Washington, D.C.	WTOP-TV	Sept. 1955	—

Note: All CBS-TV basic affiliates are equipped for network color with exception of KGUL-TV, Galveston-Houston, which is due to be equipped in Nov. 1955, and WPRO-TV, Providence, date for which has not been established.

CBS-TV SUPPLEMENTARY INTERCONNECTED AFFILIATES

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1955.

City	Station	Slide & Film	Live
Albany, N.Y.	WROW-TV	—	—
Albuquerque, N.M.	KGGM-TV	—	—
Amarillo, Tex.	KFDA-TV	—	—
Anderson, S.C.	WAIM-TV	Oct. 1955	—
Asheville, N.C.	WISE-TV	—	—
Augusta, Ga.	WRDW-TV	—	—
Austin, Tex.	*KTBC-TV	Nov. 1955	—
Bakersfield, Cal.	*KERO-TV	—	—
Bangor, Me.	*WTWO	—	—
Baton Rouge, La.	WAFB-TV	—	—
Beaumont, Tex.	KFDM-TV	—	—
Binghamton, N.Y.	*WNBF-TV	—	—
Burlington, Vt.	WCAX-TV	—	—
Cadillac, Mich.	WWTW	—	—
Cape Girardeau, Mo.	†KFVS-TV	—	—
Carthage-Water-town, N.Y.	WCNY-TV	—	—
Cedar Rapids, Ia.	*WMT-TV	Aug. 1956	—
Campaign, Ill.	*WCIA	Nov. 1955	Nov. 1955
Charleston, S.C.	*WCSC-TV	—	—
Chattanooga, Tenn.	†WDEF-TV	—	—
Cheyenne, Wyo.	KFBC-TV	—	—
Chico, Cal.	KHSL-TV	—	—
Colorado Springs, Colo.	KKTU	—	—
Columbia, S.C.	*WNOK-TV	—	—
Columbus, Ga.	*WRBL-TV	Nov. 1955 & July 1956	Nov. 1957
Des Moines, Ia.	†KRNT-TV	—	—
Duluth-Superior	WDSM-TV	—	—
El Paso, Tex.	†KROD-TV	—	—
Erie, Pa.	†WSEE	—	—
Florence, S.C.	WBTW	—	—
Ft. Wayne, Ind.	*WINT	—	—
Fresno, Cal.	*KJEO	—	—
Green Bay, Wis.	WBAY-TV	—	—
Greenville, N.C.	†WNCT	—	—
Harrisburg, Pa.	WHP-TV	—	—
Henderson, Ky.	*WEHT	—	—
Holyoke, Mass.	WHYN-TV	—	—
Jackson, Miss.	†WJTV	—	—
Jefferson City, Mo.	†KRCC	—	—
Johnson City, Tenn.	WJHL-TV	—	—
Johnstown, Pa.	*WJAC-TV	Now	—
Joplin, Mo.	KSWM-TV	—	—
Kearney, Neb.	†KHOL-TV	—	—
Flint, Mich.	†WJRT	—	—
Knoxville, Tenn.	*WTSK-TV	Aug. 1956	—
La Crosse, Wis.	WKBT-TV	—	—
Lancaster, Pa.	*WGAL-TV	July 1955	—
Lima, O.	WIMA-TV	—	—
Lincoln, Neb.	†KOLN-TV	—	—
Lubbock, Tex.	*KDUB-TV	Now	July 1955
Lynchburg, Va.	*WLVA-TV	June 1956	—

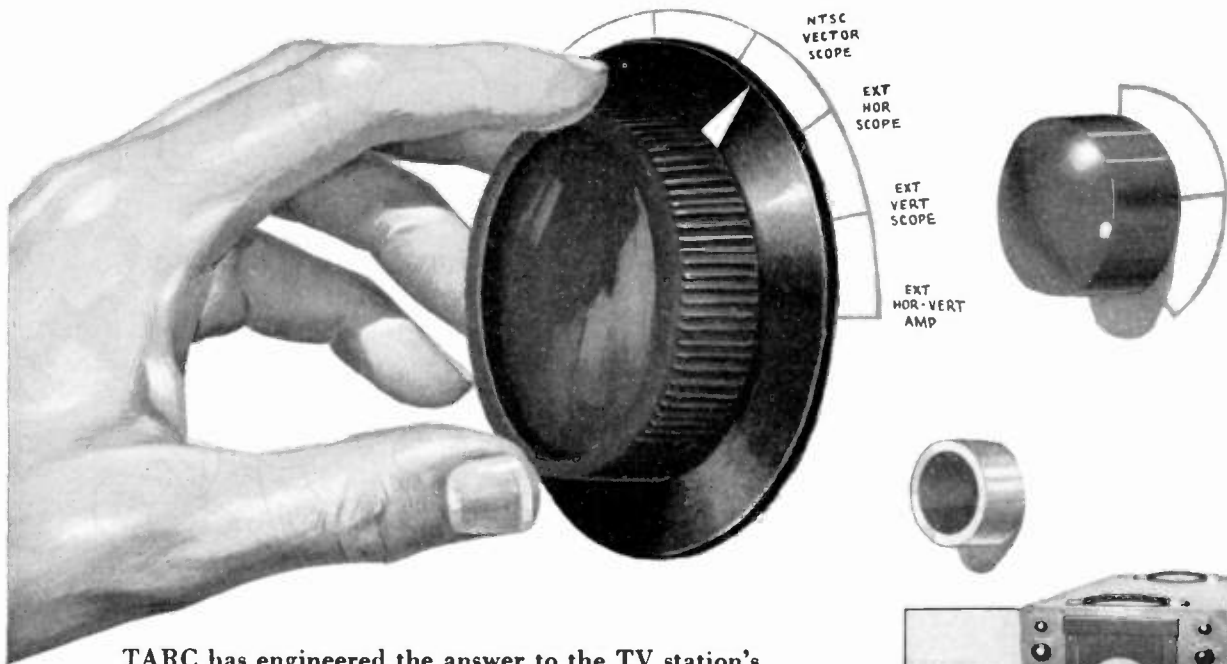
City	Station	Slide & Film	Live
Macon, Ga.	*WMAZ-TV	—	—
Madison, Wis.	*WKOW-TV	—	—
Mason City, Ia.	KGLO-TV	—	—
Medford, Ore.	KBES-TV	—	—
Memphis, Tenn.	WHBQ-TV	—	—
Meridian, Miss.	WTOK-TV	—	—
Milwaukee, Wis.	*WXIX	—	—
Minot, N.D.	†KCJB-TV	—	—
Mobile, Ala.	WALA-TV	—	—
Monroe, La.	*KNOE-TV	Sept. 1955	Sept. 1956
Montgomery, Ala.	WCOV-TV	—	—
Mt. Wash. N.H.	WMTW	Aug. 1956	Aug. 1956
Muncie, Ind.	*WLBC-TV	—	—
New Britain, Conn.	*WKNB-TV	—	—
New Haven, Conn.	*WNHC-TV	July 1955	—
New Orleans, La.	*WDSU-TV	Now	Now
Orlando, Fla.	*WDBO-TV	—	—
Peoria, Ill.	*WTVH-TV	—	—
Pine Bluff, Ark.	†KATV	—	—
Pittsburgh, Pa.	*KDKA-TV	—	—
Portland, Me.	*WGAN-TV	—	—
Quincy, Ill.	*KHQA-TV	—	—
Raleigh, N.C.	*WNAO-TV	Oct. 1955	—
Reading, Pa.	*WHUM-TV	Oct. 1956	—
Reno, Nev.	KZTV	—	—
Rockford, Ill.	†WREX-TV	Nov. 1955	—
Saginaw, Mich.	*WKNX-TV	—	—
Salinas-Monterey, Cal.	*KSBW-TV	—	—
San Angelo, Tex.	KTXL-TV	—	—
Santa Barbara, Cal.	KEYT	—	—
Savannah, Ga.	WTOG-TV	—	—
Schenectady, N.Y.	*WRGB	Fall 1956	Fall 1956
Scranton, Pa.	WGBI-TV	—	—
Shreveport, La.	†KSLA	—	—
Sioux City, Ia.	*KVTU	—	—
Sioux Falls, S.D.	KELO-TV	—	—
South Bend, Ind.	*WSBT-TV	—	—
Spokane, Wash.	†KXLY-TV	—	—
Springfield, Mo.	*KTTS-TV	—	—
St. Joseph, Mo.	KFEQ-TV	—	—
Steubenville, O.	WSTV-TV	—	—
Terre Haute, Ind.	*WTHI-TV	—	—
Texarkana, Tex.	KCMC-TV	—	—
Topeka, Kan.	*WIBW-TV	—	—
Tucson, Ariz.	KOPO-TV	—	—
Utica, N.Y.	*WKTU	Sept. 1955	Sept. 1955
Valley City, N.D.	*KXJB-TV	Now	—
Waco, Tex.	KANG-TV	—	—
Wausau, Wis.	WSAU-TV	—	—
Wichita Falls, Tex.	*KWFT-TV	—	—
Yakima, Wash.	KIMA-TV	—	—
Youngstown, O.	*WKBN-TV	—	—
Zanesville, O.	WHIZ-TV	—	—

Extended Market Plan Affiliates

City	Station	Slide & Film	Live
Bellingham, Wash.	KVOS-TV	—	—
Big Spring, Tex.	KBST-TV	—	—
Columbus, Miss.	WCBI-TV	—	—
Decatur, Ala.	WMSL-TV	—	—
Fayetteville, N.C.	WFLB-TV	—	—
Ft. Myers, Fla.	WINK-TV	—	—
Grand Junction, Colo.	KFXJ-TV	—	—
Jackson, Tenn.	†WDXI-TV	—	—
Kingston, N.Y.	WKNY-TV	—	—

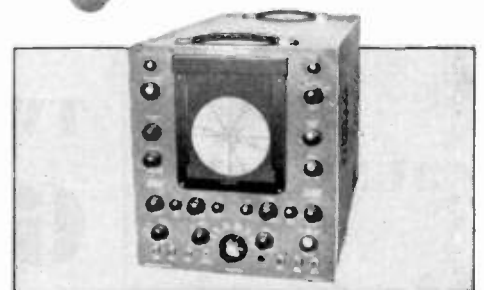
City	Station	Slide & Film	Live
Lafayette, Ind.	†WFAM-TV	—	—
Lafayette, La.	KLFY-TV	—	—
Lake Charles, La.	KTAG-TV	—	—
Las Vegas, Nev.	KLAS-TV	—	—
Missoula, Mont.	KGVO-TV	—	—
Rapid City, S.D.	KOTA-TV	—	—
Salisbury, Md.	WBOC-TV	—	—
San Luis Obispo, Cal.	KVEC-TV	—	—
Twin Falls, Ida.	KLIX-TV	—	—

TARC puts you into color TV at the turn of a switch!

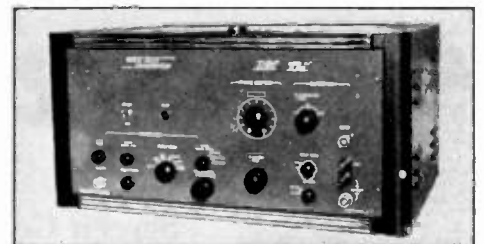


TARC has engineered the answer to the TV station's Number One question: *when will color come?* Drawing on years of specialized experience in designing multi-function video circuitry, TARC has developed a series of TV test and control instruments that handle BOTH color AND monochrome at the turn of a dial. The remarkable thing about these compact units is that the two-way versatility has been accomplished with performance quality comparable to anything now available in single-purpose monochrome instruments. This is a sampling of TARC's wide range of video equipment:

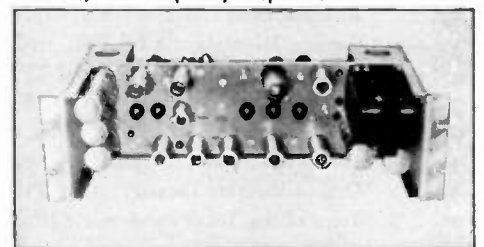
*Colorscope color signal analyzer . . . Video test generator . . .
Systems test generator . . . Frequency burst generator . . .
Blank sync mixer . . . Window generator . . . Envelope curve
tracer . . . Color and dichroic monitors . . . Video amplifier . . .
Stabilizing amplifier . . . Gamma amplifier . . . Distribution
amplifier . . . Picture generator . . . Step and R. F. envelope
generator . . . Synchronizing generator . . . Dot grating generator . . .
and a comprehensive list* of test, monitoring and distribution
instruments.*



COLORSCOPE—color and b-w signal analyzer and NTSC vectorscope, provides 10 successive video tests.



VIDEO TEST GENERATOR—evaluates differential phase and gain, high frequency transients, low frequency response.



STABILIZING AMPLIFIER—mixes sync and video, clamps video, clips-strips-reinserts sync.

*Write for complete descriptive listing of Tarc video equipment for color and monochrome.



TARC ELECTRONICS, INC.

47 URBAN AVENUE • WESTBURY, NEW YORK

what a difference



a year makes!



JUNE, 1954

TWO FIRST RUN NATIONAL PROGRAMS

65 1/2-HOURS OF FILM ENTERTAINMENT

JUNE, 1955

EIGHT FIRST RUN NATIONAL PROGRAMS

273 1/2-HOURS OF FILM ENTERTAINMENT

Screen Gems 1955-1956 Production Schedule

PROGRAM

Adventures of Rin Tin Tin...ABC-TV... Fri., 7:30 p. m.
 Captain Midnight...CBS-TV...Sat., 11:00 a. m.
 Celebrity Playhouse... National TV Spot
 Father Knows Best...NBC-TV... Wed., 8:30 p. m.
 Ford Theatre...NBC-TV...Thurs., 9:30 p. m.
 Patti Page Show... National TV Spot
 Damon Runyon Theatre... CBS-TV... Sat., 10:30 p. m.
 Tales of the Texas Rangers... CBS-TV... Sat., 11:30 a. m.

SPONSOR

National Biscuit Co.
 Wander Co.
 Falstaff Brewing
 Scott Paper Company
 Ford Motor Company
 Oldsmobile
 Anheuser-Busch
 General Mills

ADVERTISING AGENCY

Kenyon & Eckhardt
 Tatham-Laird
 Dancer-Fitzgerald-Sample
 J. Walter Thompson
 J. Walter Thompson
 D. P. Brothier & Co.
 D'Arcy Advertising
 Tatham-Laird



TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49TH STREET, NEW YORK 19, N. Y. • CIRCLE 5-5044

Directory of

TELEVISION PROGRAM SOURCES & SERVICES

Offering Film & Live Programs and Production Facilities

Revised to July 15, 1955

These listings are based on data supplied by companies known to be serving TV and responding to our questionnaires. Symbols indicate nature of services and are used by arrangement with Broadcast Information Bureau, 535 Fifth Ave., New York 17, N.Y. which also provides quarterly subscription service listing actual shows currently available from each company (see advertisement, p. 365).

SYMBOLS

(Services offered by film organizations in the field)

AN = Animation	Lab = Laboratory Facilities & Services
AR = Artists Representative	ML = Music Library
DF = Distributor of features	PFC = Producer of Film Spot Commercials
DIF = Distributor of Industrial & Educational films (lease or loan)	PFO = Producer of Film Programs on Order
DN = Distributor of newsreels	PFS = Producer of Film series
DOE = Distributor of open-end film commercials (made for TV)	PIF = Producer of Industrial & Educational films (lease or loan)
DRF = Distributor of religious films	PN = Producer of Newsreels (& special events)
DSh = Distributor of Motion Picture shorts	POE = Producer of Open-end Film Commercials (made for TV)
DFL = Distributor of Foreign Language films	PRF = Producer of Religious Films
DFS = Distributor of TV Film series	Props = Properties for Lease
Ex = Exporter of films	PSC = Producer of Slides & Balops (telops), and Slide Film Commercials
FB = Film Buyer	PSh = Producer of Theatrical Shorts
FH = Film Handlers. Service—picking up, shipping, handling, etc., film programs commercial for ad agencies, stations, or sponsors, or for producer-distributors	RF = Recording Facilities
IF = Importer of films	SF = Stock Footage
IFS = Importer of TV Film series	SR = Sales Representative
Ki = Kinescope	StF = Studio Facilities for Rent
O = Other services (Editing, processing, recording, projection room, storage, etc.)	TR = TV Rights

ABC FILM SYNDICATION Inc. (American Broadcasting-Paramount Theatres Inc.), 10 E. 44th St., New York City. Susquehanna 7-5000. George T. Shupert, pres.; Richard P. Morgan, asst. to pres.; Don L. Kearney, sales v.p.; John B. Burns, national sales director; Nat V. Donato, Eastern sales mgr.; Lee Francis, promotion mgr.; Joseph Greene, client service mgr. Branches: Chicago—20 N. Wacker Dr.; Andover 3-0800; Hollywood—1539 N. Vine St.; Hollywood 2-3141; William L. Clarke, Atlanta—86 Eleventh St. NE, Atwood 3885; Joseph Porter, Dallas—3123 McKinney Ave.; Randolph 6302; Howard Anderson, DFS.

ACADEMY FILM PRODUCTIONS Inc., 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-0128. Bernard Howard, pres. & exec. producer. PFS PFC PIF PRC.

ACADEMY FILMS, 800 N. Seward St., Hollywood 38, Cal. Hollywood 2-0741. James A. Larsen, pres. PIF PFC RF.

ACADEMY PICTURES, 588 Fifth Ave., New York 36, N.Y. Plaza 7-0744. Edward L. Gershman. Branch: Los Angeles—433 S. Fairfax Ave. PFC PIF.

ACME FILM LABORATORIES Inc., 1161 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7471. Samuel Sawelson, pres. Lab.

ACUS PICTURES Corp., 165 W. 46th St., New York City. Plaza 7-2265. Patrick E. Shanahan, pres. DF DSH.

JOHN ADASKIN PRODUCTIONS, 67 Yonge St., Toronto, Ontario. Empire 4-9296. John Adaskin, owner. DF.

ADELPHI BOOKING SERVICE, 309 N. 13th St., Philadelphia, Pa. Edward J. Gabriel, pres. SR.

ADPIX, 125 E. 39th St., New York 16, N.Y. I. Weigler. AN PFC.

ADVANCE TELEVISION PICTURE SERVICE Inc., 729 Seventh Ave., New York City. Circle 5-6873. Charles A. Allicote, pres. D.

ADVERTISERS' BROADCASTING Co., 117 W. 46th St., New York 36, N.Y. Plaza 7-3560. Sholom Rubinstein, pres. PFS O.

ADVERTISERS' TELEVISION PROGRAM SERVICE Inc., 9100 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-7496. John W. Loveton, pres.; Maurie H. Gresham, v.p.-gen. mgr. DFS SR.

AFFILIATED PROGRAM SERVICE Inc., 535 Fifth Ave., New York 17, N.Y. Murray Hill 7-1881. Paul F. Adler, pres. PFC and featurettes.

AGRA FILMS Inc., P.O. Box 967, Athens, Ga. PIF.

ALADDIN TELEVISION PRODUCTIONS, 165 N. LaBrea, Los Angeles 36, Cal. Webster 3-9437. Julius Tuchler, gen. mgr. PFS.

AL BUFFINGTON PRODUCTIONS, 6711 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-8367. Al Buffington, pres. PFO PFC.

ALEXANDER FILM Co., Alexander Film Bldg., Colorado Springs, Colo. Melrose 3-1771. Don M. Alexander, executive v.p.; M. J. McInaney, sales v.p. P DFC PIF DS DFO PFC.

ALTON ALEXANDER PRODUCTIONS Inc., 595 Madison Ave., New York 22, N.Y. Plaza 9-3277. Alton Alexander, pres. Live shows.

M & A ALEXANDER PRODUCTIONS Inc., 6040 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3414. Arthur Alexander, v.p.; Max Alexander, v.p.-secy. DF DTS.

ALL-CANADA TELEVISION (TV Film Div.), 80 Richmond St., Toronto, Ont. Empire 6-9236. Reo Thompson, mgr.; Wm. O. Steer, sales mgr. Branches: Montreal, Quebec—Dominion Square Bldg.; University 6-9868; Burt Hall, mgr. Winnipeg, Manitoba—706 Electric Railway Chamber; Telephone: 926-861; M. V. Chestnut, mgr. Calgary, Alberta—Taylor, Pearson & Carson Bldg.; Telephone: 2-5791; J. E. Cavanaugh, mgr. Vancouver, B. C.—1161 Melville St.; Tatlow 7461; J. E. Baldwin, mgr. DFS.

ALLEN'D'OR PRODUCTIONS Inc., 607 N. La Brea Ave., Los Angeles 36, Cal. Webster 8-2191. Algernon G. Walker, pres. PFC O.

ALLEN-MOORE PRODUCTIONS Inc., 7936 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 2-6319. Larry E. Layos. PIF.

PAUL ALLEY PRODUCTIONS, 619 W. 54th St., New York 19, N.Y. Judson 6-2393. Paul Alley. PFC PIF.

ALLIED ARTISTS PRODUCTIONS STUDIOS, 4376 Sunset Drive, Los Angeles 27, Cal. Normandy 2-9181. Steve Brody, pres. SF.

ALL-SCOPE PICTURES Inc., 8949 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6943. Gordon S. Mitchell, pres. PFC PIF.

ALPHA CINE SERVICE Inc., 125 E. Sixth St., Cincinnati, O. Main 4293. P-DIF.

ALPHA FILM LABORATORIES, P.O. Box 5325, Baltimore 9, Md. W. Ernest Wood. PFC StF.

ALSHER FILMS, 2017 S St. NW, Washington 9, D.C. Decatur 2-8000. Al Sherman, mgr. DIF DFL.

AMALGAMATED BUYING SERVICE, Inc., 11 W. 42nd St., New York City. Longacre 4-8257. Lewis S. Ginsburg, pres. **FB**.

AMENIC TELEVISION AGENCY, Tower Theatre, Springfield, Mo. Telephone: 6-3273. William Dale Russel, pres. **PFC PRO PIF**.

AMERICAN-BRITISH TV MOVIES Inc., 200 W. 57th St., New York 19, N.Y. Judson 6-7198. Nathan Kramer, pres.; Michael Hyams, v.p. **DF DFS**.

AMERICAN FILM Co., 1329 Vine St., Philadelphia 7, Pa. Walnut 2-1800. Ben Harris, mgr. **PFO**.

AMERICAN FILM PRODUCERS, 1600 Broadway, New York 19, N.Y. Plaza 7-5915. Robert Gross, exec. producer. **PFC PIF**.

THE AMERICAN FORUM OF THE AIR, 1627 K St. NW, Washington 6, D.C. National 8-4600. Theodore Granik. Same organization also produces "Youth Wants to Know".

AMERICAN NATIONAL STUDIOS, 7324 Santa Monica Blvd., Los Angeles 46, Cal. Hollywood 2-6281. Bernard I. Prockter. **StF**.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS, 575 Madison Ave., New York 22, N.Y. Murray Hill 8-8800. Stanley Adams, pres. **ML**.

AMERICANA PRODUCTIONS Inc., 424 Madison Ave., New York 17, N.Y. Plaza 8-2470. Donald V. Nestingen, pres. Branch: Indianapolis—2213 N. Meridian St.: Wabash 1969; J. M. Spragg. **PIF PFC O**.

ANDERSON AND ANDERSON Inc., 53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-1072. George B. Anderson, pres. **PFS PFC O**.

CLYDE ANDERSON, 334 A St., Salt Lake City, Utah. Telephone: 3-5337. **PFC PIF**.

TOBY ANGUISH MOTION PICTURE PRODUCTIONS, 8470 Melrose Ave., Los Angeles 46, Cal. Webster 3-8301. Toby Anguish, pres. **FS**.

ANIMATED PRODUCTIONS Inc., 1600 Broadway, New York 19, N.Y. Columbus 5-2942. Al Stahl. **AN PRC O**.

ANIMATION EQUIPMENT Corp., 38 Hudson St., New Rochelle, N.Y. New Rochelle 6-8138. John W. Oxberry, pres. **Mfg-AN**.

ANIMATION SERVICE Co., 1780 Broadway, New York 19, N.Y. Circle 5-4830. Douglas Baker, gen. sales mgr. **AN T**.

APEX FILM Corp., 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 3-5106. Jack Chertok, pres. **PFS**.

J. ARMSTRONG & Co., 19 W. 44th St., New York City. Murray Hill 7-0669. Joseph Armstrong, pres. **POE**.

EDDY ARNOLD ENTERPRISES Inc., Franklin Rd., Brentwood, Tenn. Nashville 8-0578. Edward Arnold, pres. **PFS**.

ARGYLE TELEVISION FILMS Inc., 60 W. 46th St., New York 19, N.Y. Circle 6-4347. Jerome S. Hyams, v.p. Branch: Hollywood—812½ N. La Brea; Hollywood 7-4882; Louis Goldstein, v.p. **DF**.

ARROW PRODUCTIONS Inc., 846 Cahuenga, Hollywood, Cal. Hollywood 4-3118. Leon Fromkess, pres. **PFS**.

ART BAER ASSOCIATES, 155 W. 46th St., New York City. Columbus 5-0200. Art Baer, pres. **P DFS**.

ARTCINEMA ASSOCIATES Inc., 729 Seventh Ave., New York City. Circle 5-6558. Emil Jensen, pres. **PF PSh**.

ARTISTS DISTRIBUTORS Inc., 9125 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7057. Arthur S. Lyons, pres.; Norton M. Locke, mgr. **SR**.

ARTISTS FILMS Inc., 8 W. 45th St., New York City. Murray Hill 7-3692. Paul Lazare, pres. **PSh**.

ASHLEY-STEINER Inc., 579 Fifth Ave., New York City. Murray Hill 8-8330. Ted Ashley, pres. **AR SR**.

ASSOCIATED ARTISTS PRODUCTIONS Inc., 345 Madison Ave., New York 17, N.Y. Murray Hill 6-2323. Elliot Hyman, pres. **DF DFS**.

ASSOCIATION FILMS Inc., 347 Madison Ave., New York 17, N.Y. Murray Hill 5-8573. J. R. Bingham, pres.; A. L. Frederick, treas.; Robert Finehout, adv. & promotion dir. Branches: Ridgefield, N.J.—Broad at Elm; Morsemere 6-8200; E. K. Pearson. Chicago—79 E. Adams St.; Harrison 7-4393; M. G. Welland. San Francisco—351 Turk St.; Prospect 5-2800; W. O. Wiler. Dallas—1108 Jackson St.; Randolph 3144; Carl Stahl. **DIF**.

THE ASSOCIATED PRESS, 50 Rockefeller Plaza, New York 20, N.Y. Plaza 7-1111. Frank J. Starzel, gen. mgr.; Oliver Gramling, asst. gen. mgr. **N**.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.), 221 Fourth Ave., New York 3, N.Y. Orchard 4-7400. Edward Hochhauser Jr., v.p.-gen. mgr. **DSh SF**.

ATLANTIC TELEVISION Corp., 130 W. 46th St., New York 36, N.Y. Judson 2-1287. Robert M. Savini, pres.; David A. Bader, v.p. **DF DSH**.

ATLAS FILM Corp., 1111 South Blvd., Oak Park, Ill. Austin 7-8620. L. P. Mominee, v.p. & gen. mgr.; Norman C. Lindquist, v.p. & dir. of TV. Branches: Chicago—228 N. LaSalle St.; Andover 3-5672; Norman C. Lindquist. Washington, D.C.—Warner Bldg.; Republic 7-2203; Roland C. Barrett. **PIF PFC Lab**.

ATLAS TELEVISION Corp., 15 W. 44th St., New York 36, N.Y. Murray Hill 7-5535. Dr. Henry Brown, pres.; Robert B. Brown, v.p.; Peter Rogers, midwestern sales mgr.; Maryellen Anderson, sales promotion dir. **DF-Sh Lib-SF**.

A.T.V. FILM PRODUCTIONS Inc., 1600 Broadway, New York 19, N.Y. Circle 7-6434. Mickey Schwarz. **PFC**.

AUDIO-MASTER Corp., 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. **ML**.

AUDIO PICTURES Ltd., 310 Lakeshore Rd., Toronto, Ont. Clifford 1-5211. Arthur Gottlieb, pres.; David Coplan, managing director. **PFO PIF PFC**.

AUDIO PRODUCTIONS Inc., 630 Ninth Ave., New York 36, N.Y. Plaza 7-0760. Frank K. Spedell, pres.; Harold R. Lipman, TV mgr. **DIF PFC PIF**.

AURORA FILM DISTRIBUTORS Inc., 1410 Howard St., Omaha 2, Nebr. Atlantic 8476. Keith T. Smith, pres.; Margaret M. Smith, treas. **DFS**.

AUSLENDER PRODUCTIONS, 139 S. Beverly Dr., Beverly Hills, Cal. Crestview 1-2131. Leland I. Auslander, managing dir. **PFO** and live shows.

AUSTIN PRODUCTIONS Inc., 232 No. Main St., Lima, O. Telephone: 9-7881. B. Otto Austin, Jr., pres. **P DIF PFC O**.

AUSTRALIAN NEWS & INFORMATION BUREAU, 636 Fifth Ave., New York City. **IF**.

AWARD TELEVISION Corp., 1501 Broadway, New York 36, N.Y. Wisconsin 7-6650. Milton J. Salzberg, pres.; David B. Dash, v.p. **P DFS**.

AZTECA FILMS Inc., 1743 So. Vermont Ave., Los Angeles 6, Cal. Republic 3-2191. Ruben A. Calderon, pres. Branches: New York City—1564 Broadway; Plaza 7-6950; Egon Klein. San Antonio—410 San Pedro Ave.; Capitol 6-7266; Jewell Truex. Chicago—410 S. Michigan Ave.; Webster 9-5899; A. Bornham. **PFO** (Spanish dialogue).

GEORGE BAGNALL & ASSOCIATES Inc., 8827 Olympic Blvd., Beverly Hills, Cal. Crestview 1-5133. Geo. L. Bagnall, pres.; J. J. O'Loughlin, sales v.p. Branches: New York City—25 Vanderbilt Ave.; Murray Hill 6-7543; Anthony Azzato. Chicago—520 N. Michigan Ave.; Michigan 2-5231; Frank Maun. Miami—P.O. Box 164, Little River Station; Les Anthony. **DF**.

BAILEY FILMS Inc., 6509 De Longpre Ave., Hollywood 28, Cal. Hollywood 4-7949. Albert R. Bailey, pres. **PIF**.

THE BALDWIN ORGANIZATION Inc., 270 Park Ave., New York 17, N.Y. Plaza 5-9830. Ted Baldwin, pres. **PIF PFC**.

Newsreels, News Photos and News Services

AMERICAN BROADCASTING Co., 7 West 66th St., New York City. Susquehanna 7-5000. Fritz Littlejohn, director of news.

AMERICAN NEWSREEL, 222 East 46th St., New York City. Murray Hill 7-2913. (Specializing in Negro news.)

ASSOCIATED PRESS PHOTOS, 50 Rockefeller Plaza, New York City. Plaza 7-1111. F. A. Resch, executive newphoto editor.

BROADCAST NEWS Ltd., 55 University Ave., Toronto, Ont. Empire 4-2692. Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer. Branches in Halifax, Montreal, Ottawa, Winnipeg, Edmonton, Vancouver.

COLUMBIA BROADCASTING SYSTEM TELEVISION NETWORK, 485 Madison Ave., New York City. Plaza 1-2345. Sig Mickelson, v.p. in charge of news & public affairs.

DuMONT TELEVISION NETWORK, 515 Madison Ave., New York City. Murray Hill 8-2600. Frank Savage, news editor.

INTERNATIONAL NEWS PHOTOS, 235 East 45th St., New York City. Murray Hill 7-8800. Edwin C. Stein, managing editor.

MARATHON TV NEWSREEL, 10 East 49th St., New York City. Murray Hill 8-0985. Konstantin Kaiser, exec. producer.

NATIONAL BROADCASTING Co., 30 Rockefeller Plaza, New York City. Circle 7-8300. Wm. R. McAndrew, director of news, radio-TV.

NATIONAL CATHOLIC WELFARE CONFERENCE, 1312 Massachusetts Ave. NW, Washington, D.C. Republic 7-3553. Frank A. Hall, director, press dept.; Burke Walsh, assistant director; William E. Barrett Jr., editor news script.

HEARST METROTONE NEWS Inc. (News of the Day and Telenews) 450 West 56th St., New York City. Plaza 7-4120. Michael D. Clofine, vice-president & managing director. Services include Telenews Daily, documentary and commercial programs, sports, fashions, women's features, children's activities, news film library.

PARAMOUNT NEWS, 544 West 43rd St., New York 36, N.Y. Longacre 3-4300. A. J. Richard, editor.

UNITED PRESS MOVIE TONE NEWS, 460 West 54th St., New York City. Columbus 5-7200. William C. Payette, manager.

UNITED PRESS NEWSPICTURES, 461 Eighth Ave., New York City. Pennsylvania 6-8500. Mims Thomason, v.p. & general manager; LeRoy Keller, v.p. & general sales manager.

UNIVERSAL NEWSREEL, 105 East 106th St., New York City. Trafalgar 6-5020. Thomas Mead, managing director.

WARNER NEWS INC., 33 W. 60th St., New York, N.Y. Murray Hill 8-2100. Walton G. Ament, vice-president & general manager; Andrew L. Gold, executive producer.



SAN FRANCISCO BEAT

Investigate at once... "San Francisco Beat"... 39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

A network-proven show, this series stands up under any investigation. As "The Line-Up," it was number one in its time period on the CBS Television Network... rated 59% higher than the average nighttime network program - 64% higher than the average network mystery program.*

"San Francisco Beat" co-stars Tom Tully and Warner Anderson... in powerful, fast-moving drama based on actual cases. Produced "on location," it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

"San Francisco Beat" is available to all stations for the first time... subject to prior sale. Get all the facts first-hand from...

CBS TELEVISION FILM SALES, INC. with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

- C. O. BAPTISTA FILMS**, Sunnyside Ave., Wheaton, Ill. Wheaton 8-4050. C. O. Baptista, pres. **P DRF**.
- THOMAS J. BARBRE PRODUCTIONS**, 1215 E. Virginia Ave., Denver 9, Colo. Race 2-4605. **PFS PFC**.
- RICHARD BARE PRODUCTION**, 4000 N. Olive St., Burbank, Cal. Hollywood 9-1251. Richard L. Bare, pres. **PFO PFC**.
- BARNETT INTERNATIONAL FORWARDERS Inc.**, 723 Seventh Ave., New York City. Circle 5-6080. William Barnett, pres. **FH**.
- BARRY, ENRIGHT & FRIENDLY Inc.**, 667 Madison Ave., New York City. Templeton 2-8600. Jack Barry, pres.; Dan Enright, v.p. **PFS**.
- GERALD C. BARRY**, 213 E. Vanderbilt Ave., Orlando, Fla. Telephone: 3-7286. Gerald C. Barry, pres. **DRF**.
- BARRY-GRAFMAN & ASSOCIATES**, 203 N. Wabash Ave., Chicago 1, Ill. **SR**.
- GERALD A. BARTELL ASSOCIATES**, 704 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-8480. Gerald A. Bartell, pres. **P DFS DOE**.
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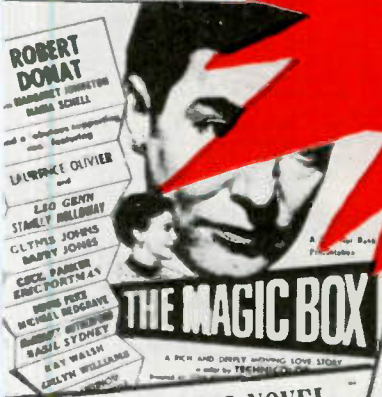
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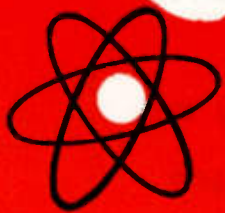
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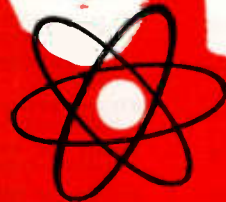
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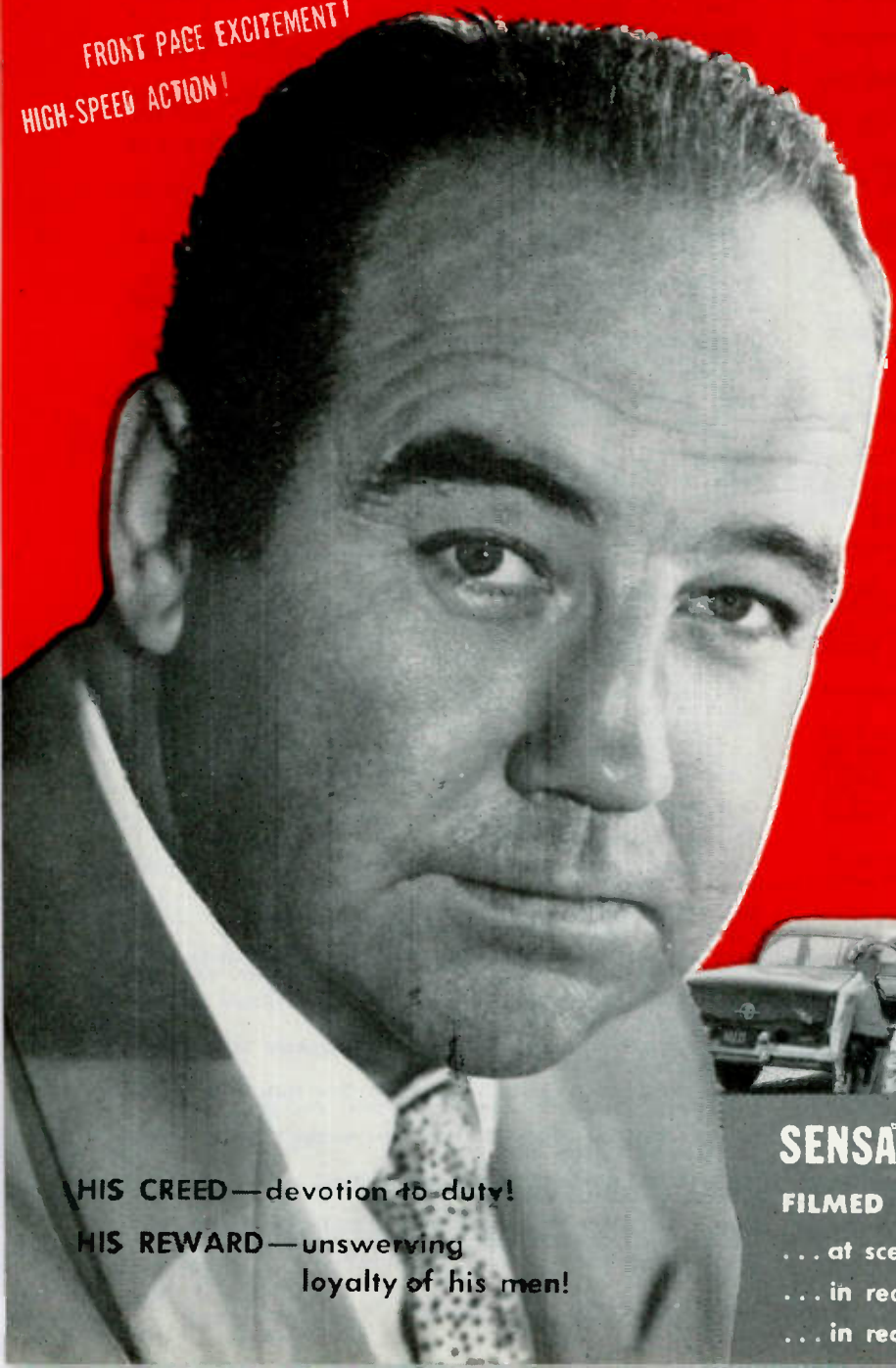
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INFORMATION PRODUCTIONS Inc., 5 E. 57th St., New York 22, N.Y. Eldorado 5-1722. Thomas H. Wolf, pres. **PIF PFC PFO.**

INGRAHAM PRODUCTIONS, 124 Anthony Court, Concord, Cal. Mulberry 5-7953. Everett Ingraham, pres. **PIF PFC.**

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INTER-CONTINENTAL TV FILMS Corp., 200 W. 57th St., New York City. Martin H. Poll. **PFS.**

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- LOVETON-SCHUBERT PRODUCTIONS**, 9100 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-7496. John W. Loveton & Bernard L. Schubert, producers. **PFS**.
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- LUTHERAN TELEVISION PRODUCTIONS**, 210 N. Broadway., St. Louis 2, Mo. Chestnut 1-8000. Melvin Schlake, exec. secy. **P-DRF**.
- MCA-TV FILM SYNDICATION DIVISION**, 598 Madison Ave., New York 22, N.Y. Plaza 9-7500. David Sutton, v.p.-in charge; Aaron Beckwith, v.p.-New York office; Louis Friedland, v.p.-station promotion sales; Tom McManus Jr., Eastern sales mgr.; Frank Brill, New York field supervisor. Branches: Beverly Hills, Cal.—9370 Santa Monica Blvd.; Crestview 6-2001; Wynn Nathan, v.p.-gen. sales mgr.; Dale Sheets, asst. gen. sales mgr.; Robert Greenberg, v.p.-Western station sales; Henry Long, Western field supervisor. Chicago—430 N. Michigan Ave.; Delaware 7-1100. John Rohrs, v.p.-Midwest sales mgr.; Karl von Schallern, Chicago field supervisor. Dallas—2102 N. Akard St., Prospect 7536; Raymond Wild, Southwestern sales mgr.; Layton Bailey, Southwestern field supervisor. Atlanta—Glenn Bldg.; Lamar 6750; Henry Curth. Boston—45 Newbury St.; Copley 7-5830; Jack King. Buffalo—136 Victoria Blvd.; Victoria 8456; Hal Golden. Cincinnati—Transportation Bldg.; Fred Harner. Cleveland—Union Commerce Bldg.; Cherry 1-6010; Do Arv Barton. Detroit—Book Tower; Woodward 2-2604. Kansas City—1615 Baltimore Ave.; Harison 7500; Jim Necessary. Minneapolis—Northwestern Bank Bldg.; Lincoln 7863; Charles Richter. New Orleans—Delta Bldg.; Raymond 8378; Ross McCausland. Pittsburgh—550 Grant St.; Grant 1-9995; Gene Adams. Roanoke—3100 Yardley Drive, NW; Roanoke 2-4857; Edward Owens. Salt Lake City—Beason Bldg.; Utah 3-4501; George Carlson. San Francisco—105 Montgomery St.; Exbrook 2-8922; Jack Brumback. Seattle—Jones Bldg.; Mutual 4567; John von Herberg. St. Louis—721 Olive St.; Central 1-8230; Henry Luhrman. Toronto—180 University Way; Empire 3-4031; Stuart Smith. London—139 Piccadilly; Mayfair 7211; Kenneth Cleveland. Paris—49 Bis Avenue Hoche; Wagram 92-41; M. Teisseire. **DFS DF**.
- MCA-TV Ltd.**, 598 Madison Ave., New York 22, N.Y. Plaza 9-7500. David V. Sutton, v.p.-in charge. Note: Branch offices are the same as for MCA-TV Film Syndication Division listed above. Owner-producer of TV film series for national sponsorship.
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- MADISON PICTURES Inc.**, 1501 Broadway, New York City. Longacre 3-6187. Armand Schneck, pres.
- MAJOR TELEVISION PRODUCTIONS Inc.**, 1270 Avenue of the Americas, New York 20, N.Y. Plaza 7-6990. Irving M. Lesser, pres. Branches: Chicago—203 N. Wabash Ave.; Central 6-1805; Howard Grafman. Washington, D.C.—922 New Jersey Ave., NW; Republic 7-0776 Myron Mills. New Orleans—221 S. Liberty St.; Canal 8703; Milton Dureau. **DF DFS**.
- MALCOLM LABORATORIES Corp.**, 244 W. 49th St., New York City. Circle 6-6150. Joe Rice Malcolm, pres. **Lab**.
- MANHATTAN FILMS INTERNATIONAL Inc.**, 1908 S. Vermont Ave., Los Angeles 7, Cal. Republic 2-3016. Robert I. Kronenberg, pres. **SR**.
- MARATHON TV NEWSREEL Inc.**, 10 E. 49th St., New York 17, N.Y. Murray Hill 8-0985. Konstantin Kaiser, pres. Lee Marcus, distribution mgr. **P-DIF O PN**.
- MARK VII Ltd.**, 2400 W. Alameda, Burbank, Cal. Victoria 9-2461. Jack Webb, pres.; J. R. Rodgers, v.p.-treas. **PFS**.
- MASTER MOTION PICTURE Co.**, 50 Piedmont St., Boston 16, Mass. Hancock 6-3592. Avner Rakov. **PFC**.
- MASTERPIECE PRODUCTIONS Inc.**, 45 W. 45th St., New York 36, N.Y. Judson 2-4717. Seymour Berdon, pres. **DF**.
- MARTIN-POLLEY PRODUCTIONS Inc.**, 108 N. Jefferson St., Richmond, Va. Richmond 2-7408. Donald T. Martin, pres.; G. Gibson Polley, v.p. **AN PIF PFC**.
- MARTERTO PRODUCTIONS Inc.**, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Louis Adelman. **PFS**.
- ROBERT MAXWELL ASSOCIATES**, 3746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6027. Robert Maxwell, pres. **PFS PFO**.
- McCADDEN Corp.**, 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 4-2141. George Burns, pres. **P-DFS PFO PFC**.
- McGOWAN PRODUCTIONS Inc.**, 1416 N. La. Brea Ave., Hollywood 28, Cal. Dorrell McGowan, pres. **PFO**.
- McLARTY PICTURE PRODUCTIONS**, 45 Stanley St., Buffalo 6, N.Y. Taylor 0332. Henry D. McLarty, exec. producer. **PIF PFC**.
- MEDALLION PRODUCTIONS AND TV SALES Corp.**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6635. John A. Ettlinger, pres. Branches: New York City—444 Madison Ave.; Eldorado 5-4335; Alfred Ettlinger. Memphis—M & M Bldg.; Fred Myers. **P-DFS SR**.

- MEDIC TV PRODUCTIONS**, 8822 Washington Blvd., Culver City, Cal. PFS.
- MERCURY INTERNATIONAL PICTURES Inc.**, 6611 Santa Monica Blvd., Hollywood 28, Cal. Hollywood 5-1101. Virgil Eugene Ellsworth, pres. PFC PFS.
- MERIDIAN PRODUCTIONS Inc.**, Goldwyn Studios, 1041 N. Formosa, Los Angeles 46, Cal. Hollywood 7-5111. William Self. PFS.
- MERIT PRODUCTIONS Inc.**, 40 E. 49th., New York 17, N.Y. Plaza 8-0117. Emanuel J. Spiro, exec. producer. PFO.
- FRANK MERRIWELL ENTERPRISES**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. PFS.
- FRED A. MEYERS, M & M Bldg.**, Memphis, Tenn. 5-5060. SR.
- HAROLD C. MEYERS & Co.**, 35 W. 53rd St., New York 19, N.Y. Columbus 5-6200. Harold C. Meyers, pres. Live Shows.
- CHARLES MICHELSON Inc.**, 45 W. 45th St., New York 36, N.Y. Plaza 7-0695. Charles Michelson, pres. DFS ML.
- MIDWEST FILM STUDIOS**, 6808 N. Clark St., Chicago 26, Ill. Sheldrake 3-1239. Alfred K. Levy, production mgr. PFO.
- MILNER PRODUCTIONS**, 3800 Liberty Heights Ave., Baltimore 15, Md. Mohawk 4-4222. Ervin M. Milner. PFO.
- WORTHINGTON MINER PRODUCTIONS**, 8822 Washington Blvd., Culver City, Cal. PFS.
- MINOT TV Inc.**, 509 Madison Ave., New York 22, N.Y. Plaza 9-7380. Charles Amory, pres.; Earl C. Donegan Jr., v.p. DFS.
- MIZRACHI ORGANIZATION OF AMERICA Inc.**, 1133 Broadway, New York City. Marc Siegel. DIF.
- MOBILE ADS Inc.**, 540 N. Emporia St., Wichita 5, Kan. Amhurst 7-0034. David D. Fishback, pres. SR.
- MODE-ART PICTURES Inc.**, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1846. James L. Baker, chairman & pres. Branches: Cleveland—Western Reserve Bldg.; Superior 1-3333; Donald C. Jones. Chevy Chase, Md.—4718 Dorset Ave.; Oliver 2-1579; Chester A. Lindstrom. Hollywood—8063 Sunset Blvd.; Hollywood 4-3183. Frederick K. Rockett. PFS PFC PIF.
- ARTHUR B. MODELL TELEVISION PRODUCTIONS Inc.**, 2166 Broadway, New York 24, N.Y. Susquehanna 7-5453. Charles H. Rosen, v.p. P-DFS PIF PFC.
- MODERN TALKING PICTURE SERVICE Inc.**, TV Div., 219 E. 44th St., New York 17, N.Y. Oxford 7-2753. J. R. Ritenour, v.p.; Thomas J. Loughlin. Branches: Chicago—420 N. Michigan Ave.; Delaware 7-3761; Peter Markovich. Los Angeles—3450 Wilshire Blvd.; Dunkirk 4-2511; John J. Lipsky. DIF DS.
- MOGULL FILM Co.**, 112 W. 48th St., New York 36, N.Y. Plaza 7-1414. Charles Mogull, pres. DFL.
- MPO TELEVISION FILMS Inc.**, 15 E. 53rd St., New York 22, N.Y. Judd L. Pollock, pres. Branches: Pittsburgh—Berger Bldg.; Court 1-2588; William D. Henning. Chicago—919 N. Michigan Ave.; Mohawk 4-5450; B. N. Darling. PIF PFC.
- NELSON MORRIS PRODUCTIONS**, 270 Park Ave., New York 17, N.Y. Plaza 3-1484. Nelson Morris. PFS.
- WILLIAM MORRIS AGENCY Inc.**, 1740 Broadway, New York 20, N.Y. Judson 6-5100. Wallace S. Jordan. Branches: Beverly Hills—202 N. Cannon Dr.; Crestview 1-6161; Sam Weisbord. Chicago—919 N. Michigan Ave. AR PS.
- MORTON PRODUCTIONS**, 64 E. Lake St., Chicago 45, Ill. Central 6-4144. Morton Jacobson, pres. Branch: Los Angeles—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine. P-DFS-IF.
- MORTON TELEVISION PRODUCTIONS Inc.**, 64 E. Lake St., Chicago 1, Ill. Central 6-4144. Morton Jacobson, pres. P-DFS-IF.
- MOTION PICTURE ADVERTISING SERVICE Co. Inc.**, 1032 Carondelet St., New Orleans, La. Raymond 2253. C. J. Mabry, pres. R. Karrigan, sales v.p. Branches: New York City—70 E. 45th St.; Murray Hill 6-3676; C. Lee. Atlanta—193 Walton St. N.W.; Alpine 5493. DFS PFS PFC PIF.
- MOTION PICTURE CENTER STUDIOS**, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-4981. Joseph Justman, pres. StF.
- MOTION PICTURE SERVICE Co.**, 125 Hyde St., San Francisco 2, Cal. Ordway 3-9162. Gerald L. Karski, pres.; Harold Zell, v.p.; Lee Rashall, TV mgr. Branch: Hollywood—6061 Hollywood Blvd.; Hollywood 4-8383. PIF PFC.
- MOTION PICTURES FOR INDUSTRY**, 2543 Kelton Ave., Los Angeles 64, Cal. Brighton 0-4757. Harry O. Hoyt, pres. PIF PFC.
- MOTION PICTURE STAGES Inc.**, 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., pres. StF.
- MOTION PICTURES FOR TELEVISION Inc.**, 655 Madison Ave., New York 21, N.Y. Templeton 8-2000. Matthew Fox, pres.; Edward D. Madden, v.p. PFS F R.
- MOTION PICTURES FOR TELEVISION (Canada) Ltd.**, 277 Victoria St., Toronto, Ont., Canada. Empire 8-8621. A. W. Perry, pres.; Alex Metcalfe, gen. mgr. Branches: Vancouver—2416 Granville St.; Fred Stone. Winnipeg—244 Smith St.; Joe McPherson. Montreal—1200 St. Alexander St.; L. Fillioux. DF DFS.
- MOULIN STUDIOS**, 181 Second St., San Francisco 5, Cal. Yukon 6-4224. Irving Moulin & Raymond Moulin, partners. PIF PFC.
- MOVIELAB FILM LABORATORIES Inc.**, 619 W. 54th St., New York 19, N.Y. Judson 6-0360. Saul Jeffee, pres. Lab.
- MOVIEZONE NEWS Inc.**, 460 W. 54th St., New York City. Columbus 5-7200. Edmund Reek, v.p. PN SF.
- MPTV FILMS Inc.**, 460 Park Ave., New York City. Murray Hill 8-5365. DF Sh.
- MR. EXECUTIVE PRODUCTION Co.**, 155 W. 46th St., New York City. Columbus 5-0200. Bob Lippman, sales mgr. PFS.
- OWEN MURPHY PRODUCTIONS Inc.**, 723 Seventh Ave., New York 19, N.Y. Plaza 7-8144. Elwood Siegel, gen. mgr. PIF PFC.
- MUTUAL TELEVISION PRODUCTIONS Inc.**, 8732 Sunset Blvd., Hollywood 46, Cal. Crestview 1-1191. Edward M. Gray. PFS.
- MICHAEL MYERBERG PRODUCTIONS**, 235 W. 44th St., New York 36, N.Y. Chickering 4-4846. Michael Myerberg, chairman; Arthur Gray Jr., pres.; John J. Bergen Jr., v.p. PF PFO PFC.
- NASSOUR STUDIOS Inc.**, 8460 W. Third St., Los Angeles 48, Cal. Webster 1-1025. William Nassour, pres. StF.
- NATIONAL ASSOCIATION OF MANUFACTURERS**, 2 E. 48th St., New York 17, N.Y. Murray Hill 8-4200. G. W. Johnstone, radio & TV public relations dir. Branches: Detroit—Natl. Bank Bldg.; Woodward 5-5900; Wm. Grier. New York—2 E. 48th St.; Murray Hill 3-4200; R. Rathbun. Portland, Ore.—831 Pacific Blvd.; Broadway 2637; J. Shields. Boston—80 Boylston St.; Liberty 2-8736; Harry Easton. Philadelphia—34 Rittenhouse Pl.; Midway 2-6103; J. Bohon. Chicago—201 N. Wells St.; Andover 3-2061; M. Doyle. St. Louis—25 S. Bemiston Ave.; Volunteer 3-8335; R. Drohlich. Atlanta—1261 Spring St. N.W.; Elgin 3633; S. Berry. Houston—Prudential Bldg.; Justin 1576; Wm. Brain. Palo Alto, Cal.—532 Emerson St.; Davenport 3-0291; J. Hammond. Los Angeles—3440 Wilshire Blvd.; Dunkirk 9-4128; P. Holle. P-DFS.
- NATIONAL AUDUBON SOCIETY**, Audubon House, 1130 Fifth Ave., New York City. Enright 9-2100. Rea King. P-DIF SF.
- NATIONAL FILM BOARD OF CANADA**, 1270 Avenue of the Americas, New York City. 2-8211. Tom L. Johnston.
- NATIONAL PICTURES Co.**, 6253 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-2324. Riley Jackson, pres. PFS.
- NATIONAL PRODUCTIONS**, 1001 Connecticut Ave., Washington 6, D.C. Sterling 3-2222. Robert L. Friend, pres.
- NATIONAL PROGRAMMING SERVICE**, 4614 Norton Lane, Columbus 13, O. Exeter 3775. Jerri Predritz, pres. PIF PFC.
- NATIONAL SAFETY COUNCIL**, 425 N. Michigan Blvd., Chicago 11, Ill. Whitehall 4-4800. Ned H. Dearborn, pres.; George C. Stewart, gen mgr. DIF.
- NATIONAL SCREEN SERVICE Corp.**, 1600 Broadway, New York 19, N.Y. Circle 6-5700. Harold L. Danson, TV dir. Branch: Hollywood—7026 Santa Monica Blvd.; Ben Ashe. PIF PT.
- NATIONAL STUDIOS**, 145 W. 45th St., New York 36, N.Y. Judson 2-1926. H. A. Rosenberg, pres. P-Slides.
- NATIONAL TELEFILM ASSOCIATES Inc.**, 60 W. 55th St., New York 19, N.Y. Plaza 7-2100. Ely Landau, pres.; Oliver Unger, exec. v.p.; Harold Goldman, sales mgr.; Martin Roberts, promotion mgr. Branches: Chicago—430 N. Michigan Ave.; Whitehall 4-3540; E. Jonny Graff. Minneapolis—1109 Currie Ave.; Lincoln 7013; Don Swartz. Boston—Statler Office Bldg.—Liberty 2-9633; N. W. Russo. Denver—2081 Broadway; Al 1769; Robert Patrick; Miami—Box 4085; Miami 87-7111; Frank Stone. DFS DF.
- NATIONAL TELEVISION FILMS**, 300 W. Third St., Charlotte, N.C. Edson 4-6426. J. Francis White, pres.; Scott Lett, sales mgr. DFS F.
- NATIONAL VIDEO PRODUCTIONS Inc.**, 105 11th St., SE, Washington, D.C. Lincoln 6-8822. F. William Hart, exec. v.p. PFO PFS PFC.
- NAYFACK FILMS**, 314 W. 44th St., New York City. Plaza 7-4188. Jules Nayfack. FB.
- NBC FILM DIVISION (National Broadcasting Co.)**, 30 Rockefeller Plaza, New York 20, N.Y. Circle 7-8300. Carl M. Stanton, v.p. in charge; Edgar G. Sisson, director; H. Weller Keever, national sales mgr. Branches: New York City—30 Rockefeller Plaza; Circle 7-8300; Leonard Warager. Chicago—Merchandise Mart; Superior 7-8300; Daniel Curtis. Hollywood—Sunset & Vine; Hollywood 9-6161; Clifford Ogden. Toronto—225 Mutual St.; Empire 3-3443; Leonard Headley. Sydney, Australia—47 York St.; A.E.R. Fox. DFS DF.
- STANLEY NEAL PRODUCTIONS Inc.**, 475 Fifth Ave., New York 17, N.Y. Murray Hill 3-6396. Donald J. Lane, pres.; Charles W. Cromer, exec. v.p.; Sobey Martin, production v.p. Branches: Washington, D.C.—Munsey Bldg.; Sterling 3-0918; A. A. Ulin. Chicago—Tribune Tower; Whitehall 4-3360; Robert Cumming. Philadelphia—1420 Walnut St., Pennypacker 5-6135; Harrison Wood; Los Angeles—1277 N. Clark St.; Crestview 4-6569; Sobey Martin. PIF PFC PFO.
- TED NEMETH STUDIOS**, 729 Seventh Ave., New York 19, N.Y. Circle 5-5147. Ted Nemeth. PIF PFC.
- THE NETHERLANDS INFORMATION SERVICE**, 10 Rockefeller Plaza, New York City. Columbus 5-6216. Henriette van Nierop.
- NEWMAN-SCHMIDT STUDIOS**, 713 Penn Ave., Pittsburgh 22, Pa. Grant 1-5414. H. W. Schmidt, owner. PIF PFC.
- NEW WORLD PRODUCTIONS**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-5827. Ted Robinson, pres. PIF PFC PFS.
- NOLA STUDIOS**, 1657 Broadway, New York 19, N.Y. Plaza 7-4870. Vincent J. Nola, pres.; V. Thomas Nola, film div. mgr. Branch: New York City—113 W. 57th St., Judson 6-0040. Lab.
- JOHN NORMAN PRODUCTIONS**, 3414 W. Dallas, Houston, Tex. Jackson 9-7336. John Norman, gen. mgr. PIF PFC PFS.
- NORTH AMERICAN TELEVISION PRODUCTIONS Inc.**, 222 E. 46th St., New York City. E. M. Glucksman, pres. P-DFS P-DIF.
- NORTHWEST MOTION PICTURES**, 1716 Thirtieth Ave. W., Seattle 99, Wash. Garfield 6391. R-y Paulsen, pres. PIF PFO.
- NORVIN PRODUCTIONS Inc.**, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 4-3118. Norman & Irving Pincus. PFS.
- OVERLINE Inc.**, 6411 Hollywood Blvd., Hollywood 28, Cal. Webster 3-9128. Oliver Berliner, pres.; Robert B. Sherman, v.p. PFO. PFS.

- OFFICIAL FILMS Inc.**, 25 W. 45th St., New York 36, N.Y. Plaza 7-0100. Harold H. Hackett, pres.; Herb Jaffe, exec. v.p.; Herman Rush, v.p.; Seymour Reed, treas. Branches: Minneapolis—Calhoun Beach Hotel; Kenwood 6-6000; Art Brecher. Philadelphia—1420 Walnut St.; Pennypacker 5-3701; Robert Conn. Atlanta—Candler Bldg.; Alpine 4013; Jeff Davis. St. Louis—415 N. 12th Blvd.; Main 1-9350; Jack Garrison. Dallas—Second Unit Santa Fe Bldg.; Randolph 5997; Ray Junkin. Chicago—360 N. Michigan Ave.; Dearborn 2-5246; Phil Mergener. Beverly Hills—121 S. Lapeer Dr.; Crestview 6-3528; Jerry Lee. Baltimore—2301 N. Charles St.; Belmont 5-4161; Barry Winton. Cleveland—2459 Fenwick Rd.; Everett Jarrett. Denver—1535 Hudson St.; Florida 5-6984; Bernard Mackall. Los Angeles—1423 Peerless Place; Chuck Kellus. **DFS.**
- LILLIAN OKUN Inc.**, 50 W. 72nd St., New York 23, N.Y. Susquehanna 7-0500. Lillian Okun. Live Shows.
- OLYMPUS FILM PRODUCTIONS Inc.**, 2222 Chickasaw St., Cincinnati 19. O. Parkway 1-2184. James B. Hill, pres. **PIF PSC.**
- ON FILM Inc.**, RFD #1, Princeton, N.J. Flanders 9-5155. Robert Bell, pres. Branch: New York City—10 E. 49th St.; Plaza 9-1976.
- OMEGA PRODUCTIONS Inc.**, 1960 Dorchester St. W., Montreal, Que. Glenview 3526. T. S. Morrissey, pres.; Pierre Harwood, gen. mgr. **PIF PFC.**
- ONYX PICTURES Corp.**, 224 W. 49th St., New York 19, N.Y. Columbus 5-2031. Sam Lake, pres. **DSh.**
- SAM ORLEANS & ASSOCIATES Inc.**, 211 W. Cumberland Ave., Knoxville, Tenn. Telephone: 3-8098. Sam Orleans, pres. **PIF.**
- ORRIN PICTURES**, 424 Beach 67th St., Arverne, L.I. New York. Belle Harbor 5-1123W. Joseph Ornstein. **DF.**
- JOHN OTT PICTURES Inc.**, 85 Hibbard Rd., Winnetka, Ill. Winnetka 6-5126. John Ott, pres. **PFS PIF PFC.**
- PACKAGED PROGRAMS Inc.**, 634 Penn Ave., Pittsburgh 22, Pa. Grant 1-4756. M. E. Fierst, gen. mgr. **P-DFS PFC PIF.**
- ALFRED T. PALMER PRODUCTIONS**, 130 Bush St., San Francisco, Cal. Douglas 8177. **PIF PFS.**
- PAN AMERICAN TELEVISION Corp.**, 1044 S. Hill St., Los Angeles 15, Cal. Richmond 7-8661. Frank Fouce, pres. Branch: Mexico City—Av. Chapultepec 18; Telephone: 10-26-62. **DF** for Latin America.
- PANDA PRODUCTIONS**, 25 W. 45th St., New York City. Plaza 7-0100. Robert Conn. **PFS.**
- PARAMOUNT TELEVISION PRODUCTIONS Inc.**, 5451 Marathon, Hollywood 38, Cal. Hollywood 9-3181. Robert Forbes. **P-DFS.**
- JACK PARKER PRODUCTIONS**, Box 1006, Beverly Hills, Cal. Dunkirk 3-2918. Jack Parker, v.p.-exec. producer; Ray Bond, v.p.-sales. **PFO.**
- PARRY FILMS Ltd.**, 181 W. Broadway, Vancouver, Canada. Express 2421. Llewelyn M. Parry. **PFO PFC.**
- PAUL PARRY PRODUCTIONS**, 7557 Sunset Blvd., Hollywood 46, Cal. Hollywood 7-4774. Paul Parry, pres. **PIF PFC PFS.**
- LINDSLEY PARSONS PRODUCTIONS Inc.**, 1416 N. LaBrea Ave., Hollywood 28, Cal. Hollywood 3-2141. Lindsley Parsons, pres. **PFC PFS.**
- PARSONNET TV FILM STUDIOS Inc.**, 46-02 Fifth St., Long Island City, N.Y. Stillwell 4-6163. Marion Parsonnet, pres. **StF.**
- PARSONNET & WHEELER Inc.**, 32 W. 53rd St., New York City. Plaza 3-6658. Marion Parsonnet, pres. **PFO PFS PFC.**
- PATHE LABORATORIES Inc.**, 105 E. 106th St., New York City. Trafalgar 6-1120. James L. Wolcott, exec. v.p. **Lab.**
- PATHESCOPE COMPANY OF AMERICA Inc.**, 580 Fifth Ave., New York 36, N.Y. Plaza 7-5200. Edward J. Lamm, pres. Studio: Long Island City, N.Y.—21-29 45th Road; Stillwell 4-2941. **PFC.**
- RAY PATIN PRODUCTIONS**, 6650 Sunset Blvd., Los Angeles 28, Cal. Hollywood 2-1147. **AN PFC.**
- P. C. Corp.**, 1450 Broadway, New York City. Wisconsin 7-2055. Milton Gettinger, pres. **DF.**
- PEARSON & LUCE PRODUCTIONS**, 26 O'Farrell St., San Francisco, Cal. Yukon 2-1272. Lloyd K. Pearson, sales mgr. **PIF PFC.**
- PEERLESS FILM PROCESSING Corp.**, 165 W. 46th St., New York City. Plaza 7-3630. Kern Moysie, pres. **FH.**
- PELICAN FILMS, Inc.**, 41 W. 47th St., New York 36, N.Y. Circle 6-1751. Thomas J. Dunford, pres. **AN PFC.**
- PHILLIPS-FLOWER TEE VEE Co.**, 211 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-1376. Marc Frederic, gen. mgr.
- PICTORIAL FILMS Inc.**, 1501 Broadway, New York City. Pennsylvania 6-3736. J. Milton Salzburg, pres. **DSh.**
- PILOT PRODUCTIONS Inc.**, 6419 N. California Ave., Chicago 45, Ill. Ambassador 2-4141. C. Robert Isely, pres. **PFO.**
- P-M SALES Co.**, 410 Barton Ave., Evanston, Ill. University 4-7208. Robert B. Parks. Branch: New York City—136 Liberty St.; Barclay 7-3568. **DF.**
- JULES POER PRODUCTIONS Inc.**, 1020 N. Rush, Chicago 11, Ill. Delaware 7-7422. Jules Power, pres. **PFO.** Live Shows.
- POLARIS PICTURES Inc.**, 5859 W. Third St., Los Angeles 36, Cal. Webster 8-2181. Perry King, pres. Branch: New York City—520 Fifth Ave.; Murray Hill 2-5844. Mark Hawley. **PFO.**
- PORTAFILMS**, Orchard Lake, Mich. Laurette C. Murray. **PIF.**
- PORTLAND PRODUCTIONS**, 1018 Pamela Dr., Beverly Hills, Cal. James Mason, pres. **PFS.**
- POST PICTURES Corp.**, 71 West 47th St., New York 36, N.Y. Judson 2-4870. Harry A. Post, pres.; Alan I. Post, TV sales. **DF DSh.**
- PRESBYTERIAN CHURCH**, Board of National Missions, 156 Fifth Ave., New York City. Algonquin 5-5000. Dr. Clayton G. Griswold, dir. **PFS.**
- PREMIER FILM AND RECORDING Corp.**, 3033 Locust St., St. Louis 3, Mo. Jefferson 1-3555. Theodore P. Desloge, pres.; Wilson Dalzell, production v.p. **Lab.**
- PRESTIGE PRODUCTIONS**, 230 Maryland Ave., N.E., Washington 2, D.C. Lincoln 4-5405. Lillian N. Claiborne, pres. **PFS PFC.**
- PRINCESS PICTURES Inc.**, 11 W. 42nd St., New York 36, N.Y. Longacre 5-1535. Burt Balaban, pres. **PTF.**
- THE PRINCETON FILM CENTER Inc.**, Carter Rd., Princeton, N.J. Princeton 1-3550. Gordon Knox, pres.; Bradford Cross, sales dir.; Robert Molusky, distribution dir. Branch: New York City—270 Park Ave.; Plaza 5-0322. **PFC P-DIF P-DFS.**
- PROCTER & GAMBLE PRODUCTIONS Inc.**, Gwynne Bldg., P.O. Box 599, Cincinnati 1. O. GA 3100. William F. Craig. Branch: Hollywood—7324 Santa Monica Blvd.; G. R. Giroux. **PFS.**
- PRODUCERS FILM STUDIOS**, 540 Lake Shore Dr., Chicago, Ill. Whitehall 3-1440. Jack H. Lieb, pres. **StF.**
- PRODUCERS REPRESENTATIVES**, 1270 Sixth Ave., New York City. Plaza 7-6990. Irving M. Lesser. **DF.**
- PRODUCTION ON FILM Inc.**, 1515 Euclid Ave., Cleveland 15, Ohio. Superior 1-9829. Robert F. Blair, pres. **PFO PN Lab.**
- PROGRESSIVE PICTURES**, 6351 Thornhill Dr., Oakland 11, Cal. Olympic 2-0560. Ray Bainbridge. **P-DIF.**
- PUBLIC SERVICE PRODUCTIONS Inc.**, 3400 Newark St. NW, Washington 16, D.C. Woodley 6-5070. Patricia Jean Beall, pres. **PFO PFC.**
- PYRAMID PRODUCTIONS**, 1 E. 57th St., New York City. Plaza 1-0430. Everett Rosenthal. **PFO.** Live shows.
- Q.E.D. PRODUCTIONS**, 556 W. 54th St., New York City. Judson 6-3919. Robert Baron. **PFS FS IF Sh.**
- QUALITY FILMS Inc.**, 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. Charles Weintraub, pres. **DF.**
- QUINTET PRODUCTIONS Inc.**, 15 W. 44th St., New York City. Murray Hill 7-5011. Peter M. Piech, pres. **P-DFS.**
- RADIO AUDIZIONE ITALIANE**, 1501 Broadway, New York City. Longacre 4-4843. Ralph Serpe. **Ex.**
- RADIO FEATURES OF AMERICA**, 37 W. 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, exec. dir. **PFC.** Live shows.
- RADIO & TELEVISION PACKAGERS Inc.**, 11 E. 40th St., New York City. Lexington 2-1717. Fred Ladd. **PFS.**
- RADIUS FILMS Inc.**, 310 W. 53rd St., New York City. Chickering 4-4114. Alexander S. Gordon, pres. **PFS.**
- RAINBOW PICTURES Inc.**, 5711 S. Dixie Highway, Miami 43, Fla. Mohawk 1-7111. Walter Resce, pres. **StF.**
- RAM PRODUCTIONS**, 661 West End Ave., New York 25, N.Y. Monument 2-5111. Ed Lindner, dir. Live shows.
- RAMPART PRODUCTIONS**, 2356 Dorris Pl., Los Angeles 31, Cal. CA 8138. Keith N. Morrison. **PFS.**
- REBEL RANDALL PRODUCTIONS**, 8255 Beverly Blvd., Hollywood 48, Cal. Webster 6-8133. T. W. Brandes Sr., pres.; Rebel Randall, sales v.p. **PFO.** Live shows.
- RAPID GRIP AND BATTEN Ltd.**, 1640 The Queensway, Toronto, Ontario, Canada. Clifford 9-7641. R. A. Batten, pres.; J. H. Batten, v.p.-gen. mgr. Branches: Toronto—181 Richmond St. W.; Empire 8-4771; K. E. Hopkins. Montreal—384 Vitre St. W.; University 1-3311; B. L. Batten. Winnipeg—290 Vaughan St.; J. G. Newton. Ottawa—370 Bank St.; Telephone: 2-2611; W. H. Batten. **Lab.**
- RARIG MOTION PICTURE Co. Inc.**, 5510 University Way, Seattle 5, Wash. Kenwood 0707. Max H. Rarig, pres.; J. H. Lawless, prod. dir. **PFO Lab.**
- REID H. RAY FILM INDUSTRIES Inc.**, 2269 Ford Parkway, St. Paul 1 Minn. Emerson 1393. Reid H. Ray, pres.; William H. Ringold, v.p. Branches: Chicago—208 S. LaSalle St.; Financial 6-1949; Frank Balkin. Los Angeles—8762 Holloway Dr.; Crestview 1-4080. **PIF PFC.**
- RCA RECORDED PROGRAM SERVICES**, 630 Fifth Ave., New York 20, N.Y. Judson 2-5011. James P. Davis, mgr.; A. B. Sambrook, sales mgr. Chicago—445 N. Lake Shore Dr.; Whitehall 4-3530; W. F. Reilly. **DF DSh.**
- REAH PRODUCTIONS**, 45 E. 51st St., New York City. Murray Hill 8-3970. Edward J. Montagne, pres. **PFS.**
- REFDLIN PRODUCTIONS Inc.**, 17609 Ventura Blvd., Encino, Cal. State 4-9133. W. A. Redlin, pres. **PFS.**
- REELA FILMS Inc.**, 17 NW Third St., Miami, Fla. Telephone: 2-2108. Stanley L. Stern, pres.; Richard F. Wolfson, v.p.; Frank J. Brodock, gen. mgr. **PFC PFS PIF DFS.**
- REEVES SOUND STUDIOS**, 304 E. 44th St., New York City. Oregon 9-3550. Hazard E. Reeves, pres. **StF.**
- REGAL PICTURES**, 246 Stuart St., Boston, Mass. **SR.**
- REGAL TELEVISION PICTURES Inc.**, 151 W. 46th St., New York City. Judson 2-1877. Arthur Kerman, pres.
- REGENCY PRODUCTIONS Inc.**, 112 W. 48th St., New York 36, N.Y. Judson 2-0274. Joseph Schaeffer, pres. **PIF PFC.**
- REPUBLIC STUDIOS**, 4024 Radford Ave., N. Hollywood, Cal. Sunset 2-1121. H. J. Yates, pres. **StF.**
- REPUBLIC TELEVISION FEATURES**, 64 E. Lake St., Chicago 1, Ill. State 2-0400. Capico Kapys, gen. mgr. **PFC.**
- STUART REYNOLDS PRODUCTIONS**, 9120 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7863. Stuart Reynolds, producer. **P-DFS.**

- CRAIG RICE ENTERPRISES**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. Tony London, pres. **PFS**.
- GEORGE RICHFIELD PRODUCTIONS**, 106 W. End Ave., New York City. Susquehanna 7-6247. **PFS**.
- MARION RIDDICK PRODUCTIONS Ltd.**, 1102 Eberhard St., Houston 6, Tex. Linden 9653. Marlon Riddick, mgr. **PIF PFS PFC**.
- WALTER A. RIVERS AND ASSOCIATES**, 60 Market St., San Francisco, Cal. Sutter 1-1284. Walter A. Rivers, pres. **PIF PFS**.
- RIVIERA PRODUCTIONS**, 1713 Via El Prado, Redondo Beach, Cal. Frontier 5-4592. F. W. Zens, exec. producer. **PFS PFC PIF**.
- RKO PATHE Inc.**, 1270 Avenue of the Americas, New York 20, N.Y. Judson 6-5050. Jay Bonafide, exec. v.p. Sidney Kramer, gen. sales mgr. **PF PIF PFC PFS PFO StF**.
- HAL ROACH ENTERPRISES**, 8822 W. Washington Blvd., Culver City, Cal. Texas 0-3361 & Vermont 9-2311. Hal Roach Jr., pres.; Sidney S. Van Keuren, v.p.-gen. mgr. Branch: 729 Seventh Ave.; Circle 5-4135; Herbert Gelbspan, Eastern sales v.p. **PFS PFC StF**.
- CLETE ROBERTS PRODUCTIONS Inc.**, 321 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-8125. Clete Roberts, pres.; Joseph Brenner, exec. v.p. **PN**.
- FREDERICK K. ROCKETT Co.**, 6063 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3183. Fred K. Rockett, pres. **PIF PFC**.
- ROCKET PICTURES Inc.**, 6108 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 7-7131. R. Richard Westen, pres. **PIF PFC**.
- RICHARD H. ROFFMAN ASSOCIATES**, 675 West End Ave., New York 25, N.Y. Riverside 9-3647. Richard H. Roffman, pres. Live shows.
- ROY ROGERS ENTERPRISES**, 1418 N. Highland, Hollywood, Cal. Hollywood 9-2168. Roy Rogers, pres. **PFS**.
- ROLAB STUDIOS**, Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2466. Henry Roger, owner. **StF**.
- ROLLER DERBY ASSOCIATES**, Broadway at 63rd St., New York City. Judson 6-4646. **PFS**.
- ROQUEMORE FILMS**, 44 Mt. Vernon Blvd., Hamburg, N.Y. Frontier 3876. Everett E. Roquemore. **PIF PFO PFC**.
- CY ROTH PRODUCTIONS**, 1225 S. Hudson Ave., Los Angeles 19, Cal. Webster 5-2895. **PFS**.
- ROTHACKER**, 729 Seventh Ave., New York 19, N.Y. Circle 5-6878. Douglas D. Rothacker Jr., owner. **DIF**.
- JACK ROURKE PRODUCTIONS**, 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-7178. Jack Rourke. Live shows.
- LESLIE ROUSH PRODUCTIONS Inc.**, 333 W. 52nd St., New York 19, N.Y. Columbus 5-6430. Leslie M. Roush, pres. **PIF PFO PFC**.
- DANNY ROUZER STUDIO**, 7022 Melrose Ave., Hollywood 38, Cal. Webster 6-2494. Danny Rouzer. **PFC**.
- JACK RUSSELL AND ASSOCIATES**, 203 N. Wabash Ave., Chicago 1, Ill. State 2-2818. William S. Vidas, sales mgr. **SR**.
- RED RYDER ENTERPRISES Inc.**, 247 Park Ave., New York 17, N.Y. Eldorado 5-2544. Hugh Sears, pres. Comic Strips.
- BARNARD L. SACKETT PRODUCTIONS**, 138 S. Ninth St., Philadelphia 7, Pa. Walnut 3-0300. Barnard L. Sackett, production mgr. **PFO PFC**.
- SACK TELEVISION ENTERPRISES**, 308 S. Harwood St., Dallas 1, Tex. Sterling 3069. Alfrad N. Sack, gen. mgr. **DF**.
- SAM SAMUELS**, 1564 Broadway, New York 36, N.Y. Judson 6-9012. Live Shows.
- ABE SAPERSTEIN TV ENTERPRISES**, 127 N. Dearborn St., Chicago 2, Ill. Dearborn 2-2427. Abe Saperstein, pres.; Samuel Rosen, v.p. Branches: Hollywood—8506 Sunset Blvd.; Crestview 4-2602; Samuel Rosen; New York City—Empire State Bldg.; Longacre 3-4677; J. Walter Kennedy. **DFS**.
- JAMES L. SAPHIER AGENCY Inc.**, 9538 Brighton Way, Beverly Hills, Cal. Crestview 1-7231. James L. Saphier, pres. Branch: New York City—6 E. 45th St.; Murray Hill 7-8370; James A. Schukle. **AR SR**.
- SARRA Inc.**, 16 E. Ontario St., Chicago 11, Ill. Whitehall 4-5151. Valento Sarra, pres.; Harry W. Lange. Branch: New York City—200 E. 56th St.; Murray Hill 8-0085; M. D. Behrend, v.p. **PFC PIF**.
- SCANDIA FILMS Inc.**, 220 W. 42nd St., New York City. Wisconsin 7-7059. Ernest Mattsson, pres. **DFL**.
- SCANDINAVIAN-AMERICAN TELEVISION Co.**, 1560 Broadway, New York City. Karl E. Moseby, v.p. **PFS**.
- BERNARD L. SCHUBERT Inc.**, 509 Madison Ave., New York 22, N.Y. Murray Hill 8-0940. Bernard L. Schubert, pres. **P-DFS**.
- ROBERT SCHULTZ ASSOCIATES**, 22 E. 67th St., New York 21, N.Y. Lehigh 5-4542. Robert Schultz, owner. **DFS AR**.
- WALTER SCHWIMMER Co.**, 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer, pres.; Bernard Crost, sales mgr. Branch: New York City—16 E. 41st St.; Lexington 2-1791; Howard Henkin, eastern sales mgr. **DFS**.
- SCOPE PRODUCTIONS Inc.**, 4557 Marcy Lane, Indianapolis 5, Ind. Henry M. Stoepplworth, pres.; Robert L. Perine, secy.-treas. **PFS PFC PIF**.
- SCREENCRAFT PICTURES Inc.**, 15 W. 44th St., New York 36, N.Y. Murray Hill 7-5011. Edward Berkson, TV v.p.; Peter M. Plech, sales v.p. Branches: Hollywood—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine, Washington, D.C.—922 New Jersey Ave., NW; Myron Mills; Chicago—203 N. Wabash Ave.; State 2-2818; Jack Russell; Memphis—M & M Bldg.; Telephone: 5-5060; Fred Meyers. **DF DSh**.
- SCREEN GEMS Inc.** (Subsidiary of Columbia Pictures Inc.), 233 W. 49th St., New York 19, N.Y. Circle 5-5044. Ralph Cohn, v.p.-gen. mgr.; John Mitchell, sales v.p.; Ben Berenberg, East Coast exec. producer; Fred Briskin, West Coast production executive; Burton Hanft, business mgr.; Henry S. White, adv. dir.; Frank Young, public relations dir. Production: Hollywood—1334 N. Beachwood; Hudson 2-3111. Branches: Chicago—230 N. Michigan Ave.; San Francisco—995 Market St.; Detroit—16603 E. Warren Rd.; Atlanta—3130 Maple Dr. NE; Dallas—4745 N. Central Expressway; Salt Lake City—Beason Bldg. **P-DFS PFC AN**.
- SCREEN GEMS OF CANADA Ltd.**, 102 Peter St., Toronto, Ont. Empire 3-4096. Joseph Dunkelmann, Lloyd Burns. **DFS**.
- SCREEN-TELEVIDEO PRODUCTIONS Inc.**, 333 S. Beverly Dr., Beverly Hills, Cal. Crestview 1-6131. Robert Lord, production v.p. **PFO**.
- SCREEN VUES Inc.**, Box 469, Des Moines, Ia. J. T. Fitch, pres. **PFC**.
- SELEVISION COMMERCIALS Inc.**, Terminal Sales Bldg., Portland 5, Ore. Atwater 5191. H. Quentin Cox, pres.-gen. mgr. **PSC**.
- SEMAPHORE FILM Corp.**, 1586 Crossroads of the World, Hollywood 28, Cal. Hollywood 4-8179. Robert C. Bennett, pres. **PIF PFC**.
- SESAC Inc.**, 475 Fifth Ave., New York 17, N.Y. Murray Hill 5-5365. Paul Heinecke, pres.; W. F. Myers, stations relations dir.; Robert S. Stone, program service dir. **ML**.
- DON W. SHARPE ENTERPRISES**, 1048 Carol Dr., Los Angeles, Cal. Crestview 6-2044. **PFO AR**.
- MELVILLE A. SHAUER AGENCY**, 9110 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-1103. Melville A. Shauer. **AR**.
- WILLIAM R. SHEEKY**, 150 Broadway, New York City. Rector 2-2495. **DSh**.
- SHERRY TV Inc.**, 2400 W. Alameda, Burbank, Cal. Victoria 9-2461. Lew Wasserman, pres. **PFO**.
- SHILIN FILM SERVICE Corp.**, 450 W. 56th St., New York 19, N.Y. Plaza 7-4868. Alan Shilin, pres. **P-DFS PIF**.
- SIMMEL-MESERVEY TV PRODUCERS**, 9113 W. Pico Blvd., Los Angeles 35, Cal. Crestview 4-6156. Louis C. Simmel, pres. **P-DFS P-DSh**.
- AL SIMON PRODUCTIONS**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 4-2141. Al Simon, pres. **PFO PFC**.
- SIMPEX RELIGIOUS CLASSICS Inc.**, 1564 Broadway, New York 36, N.Y. Plaza 7-7460. I. Rosenfeld, pres. **DRF**.
- SAMUEL SINGER & ASSOCIATES**, 961 N. La Cienega, Hollywood, Cal. Bradshaw 2-4391. **SR**.
- SKIBO PRODUCTIONS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-2265. Julia Cooke, sales mgr. **PSh**.
- SLEEPING GIANT FILMS Inc.**, 3019 Dixwell Ave., Hamden, Conn. Chestnut 8-3236. David K. Harris, pres. **PIF PFC**.
- FLETCHER SMITH STUDIOS Inc.**, 321 E. 44th St., New York 17, N.Y. Murray Hill 5-9010. Fletcher Smith, pres. **PFS PFC PIF**.
- WALTER HARRISON SMITH PRODUCTIONS**, 136 E. 57th St., New York 22, N.Y. Eldorado 5-7212. Walter Harrison Smith. **DIF**.
- WARREN R. SMITH Inc.**, 117 Fourth Ave., Pittsburgh 22, Pa. Express 1-4410. Warren R. Smith. **PFS PFC PIF AN**.
- SNADER-CASSYD STUDIO**, 1710 N. La Brea, Hollywood 46, Cal. Wyoming 2345. Louis D. Snader. **StF**.
- SNADER PRODUCTIONS Inc.**, 9130 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6651. Louis D. Snader. **PFS PFC DFS**.
- SONG ADS Co.**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 5-6181. Bob Sande, pres.; Don Estey, exec. v.p. **AN PFO PFC**.
- JOSEPH I. SONNENRICH**, 165 W. 91st St., New York 24, N.Y. Susquehanna 7-1797. Live Shows.
- SONNEY AMUSEMENT ENTERPRISES Inc.**, 1656 Cordova St., Los Angeles 7, Cal. Republic 1-7236. Dan Sonney, v.p. **SR**.
- SOUNDAC PRODUCTIONS Inc.**, 2133 NW 11th Ave., Miami 37, Fla. Telephone: 2-2655. Robert D. Buchanan, pres. **AN PFS PFC**.
- SOUND MASTERS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-6600. W. French Githens, chairman; Harold E. Wondsel, pres. **PIF PFO PFC StF**.
- SOUTHERN ATTRACTIONS Inc.**, Chatham Bldg., Charlotte, N.C. PR 5-8474. T. D. Kemp, Jr., pres. **PFO**. Live shows.
- SOUTHERN BAPTIST CONVENTION**, Radio and Television Commission, 1585 Ponce De Leon, NE, Atlanta, Ga. Cr 6431. Rev. Paul M. Stevens. **P-DRFS**.
- SOUTHWEST FILM PRODUCTIONS Inc.**, P.O. Box 183, Bellaire, Tex. Madison 0681. W. D. Woodroof Jr., mgr. **PIF PFO PFC**.
- SIGMUND SPAETH**, 400 E. 58th St., New York 22, N.Y. Plaza 8-0879. **PFS**.
- SPECIALTY TELEVISION-EXPLORER PICTURES Corp.**, 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules B. Weill, pres. **DF**.
- NORMAN SPER, JR.**, 721 Priscilla Lane, Burbank, Cal. Norman Sper, Jr. **PFS**.
- SPIN & ASSOCIATES Inc.**, 623 S. Wabash Ave., Chicago 5, Ill. Webster 9-7334. L. M. Spinn. **AN**.
- SPONSOR FILM SERVICES Corp. Ltd.**, 225 Mutual St., Toronto, Canada. Empire 4-6457. Robert L. Lee, v.p.-mgr. **O**.
- SPORT FILMS LIBRARY Inc.**, 222 E. 46th St., New York City. Murray Hill 7-2913. E. M. Glucksman, pres. **PFS**.

- SPORTSVISION Inc.**, 233 Sansome St., San Francisco 4, Cal. Ex-brook 2-3837. Al J. Madden, pres.-gen. mgr.; F. Norris West Jr.; asst. gen. mgr. Branches: Los Angeles—1161 N. Highland Ave.; Hollywood 4-9205; Don Joannes. Seattle—Central Bldg.; Elliott 4489; Hugh Felts. Chicago—20 N. Wacker Dr.; Central 6-8955; Al D. LeVine. P-DFS.
- SQUARE DEAL PICTURES Corp.**, Pine Bridge Road, Ossining, N.Y. Ossining 2-2617. Donn Marvin, v.p. P-DsH PIF.
- STAGE FIVE PRODUCTIONS Inc.**, 1040 N. Las Palmas, Hollywood, Cal. PFS.
- STANDARD TELEVISION Corp.**, 1501 Broadway, New York 36, N.Y. Longacre 4-8234. Irwin Shapiro, pres. DF.
- STANDARD TELEVISION**, 321 S. Beverly Dr., Beverly Hills, Cal. Crestview 4-6869. Bob Berger, pres. DF DFS.
- STANDARD RADIO TRANSCRIPTION SERVICES Inc.**, 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Milton M. Blink, pres.; Wallace E. Stone, v.p. ML.
- WILLIAM STANLEY PRODUCTIONS**, 5143 Illinois St., Rockford, Ill. Telephone: 7-7775. William Laven. Live Shows.
- STAR ENTERTAINMENT Corp.**, 214 W. 42nd St., New York 36, N.Y. Lackawanna 4-3450. Max Wolff, pres. Live Shows.
- WILBUR STARK-JERRY LAYTON Inc.**, 270 Park Ave., New York 17, N.Y. Plaza 3-1742. Wilbur Stark, pres.; Jerry Layton, v.p. PFO. Live shows.
- STATION DISTRIBUTORS Inc.**, 1450 Broadway, New York City. Wisconsin 7-2055. Milton M. Gettinger, pres. PFS.
- STERLING TELEVISION Co. Inc.**, 205 E. 43rd St., New York 17, N.Y. Oxford 7-2520. Saul J. Turell, pres.; Bernice Coe, sales v.p. Branches: Chicago—30 N. LaSalle St.; Dearborn 2-4455; Carl Russell. Cincinnati—205 E. Sixth St.; Main 2810; Elliott Abrams. Hollywood—6715 Hollywood Blvd.; Hollywood 4-6111; Lee Orgel. Dallas—311 S. Akard St.; Prospect 2834; John Mendonca. DSF Dsh PSE.
- J. G. STEVENS Inc.**, 1509 N. Cassil Place, Hollywood 28, Cal. Hollywood 4-8361. J. Gay Stevens. PFC.
- STEVENS PICTURES FOR TELEVISION**, 101 Walton St. NW, Atlanta 3, Ga. Walnut 3479. Ed H. Stevens, pres. Branches: Dallas—211 S. Pearl Expressway; Sterling 2306; W. B. Butz. Nashville—416 Broad St.; Telephone: 5-7480; R. B. Davis. Richmond—19 W. Main St.; Telephone: 7-2061; Martin Hogan. Miami—9536 NE 2nd Ave.; Plaza 8-2080; W. D. Besselleu. SR.
- STOCK CAR FILM Co. Inc.**, 540 N. Michigan Ave., Chicago 11, Ill. Superior 7-9160. Gerald Presson, pres. PFS.
- STOCK SHOTS TO ORDER**, 550 Fifth Ave., New York 36, N.Y. Raymond Pheelan, managing dir. PFO.
- MIKE STOKEY ENTERPRISES Inc.**, 6123 Selma Ave., Hollywood 28, Cal. Hollywood 2-1241. Mike Stokely, pres.; John Hueners & Jimmie Barnett, v.p.'s. Branch: New York City—64 W. 56th St.; Columbus 5-8610. PFS. Live shows.
- IRV STOLL Co. Inc.**, 2921 Gunkel Blvd., Toledo 6, O. Klondike 3385. Irv C. Stoll, pres. PFO.
- STORYBOARD Inc.**, 731 N. La Brea Ave., Hollywood, Cal. Webster 3-9146. Earl Klein, pres. Art PFC.
- JOHN G. STRATFORD**, 342 Madison Ave., New York 17, N.Y. Murray Hill 2-5527. AN PIF.
- WILBUR STREECH PRODUCTIONS**, 135 W. 52nd St., New York 19, N.Y. Judson 2-3816. Wilbur J. Streech, owner; Joseph C. Bowman Jr., sales mgr. PFC PIF.
- STRICKLAND FILMS Inc.**, 220 Pharr Rd. NE, Atlanta, Ga. Cherokee 5317. C. L. Strickland, pres. PFS. PIF.
- STUDIO CITY TELEVISION PRODUCTIONS Inc.**, 4020 Carpenter St. N. Hollywood, Cal. Sunset 3-8807. Morton W. Scott, pres.; Lester J. Nelson, secy.-treas. PFC PFS.
- STUDIO FILMS Inc.**, 380 Madison Ave., New York 17, N.Y. Oxford 7-2590. Sam Costello, pres.; Ben Frye, exec. v.p.; David N. Laux & George Weiss, v.p.'s.; Norman S. Ginsburg, adv. & sales promotion dir. Branch: Cleveland—1501 Euclid Ave.; Prospect 1-3580; William Weiss. P-DML P-DFS.
- STURGIS-GRANT PRODUCTIONS Inc.**, 322 E. 44th St., New York 17, N.Y. Murray Hill 9-4994. Warren Sturgis, pres.; M. C. Romilly & Dwinell Grant, v.p.'s. PIF.
- BILL STURM STUDIOS Inc.**, 723 Seventh Ave., New York 19, N.Y. Judson 6-1650. Bill Sturm, production mgr.; Albert Hecht, sales mgr. AN PFC PFO PIF.
- SUN DIAL FILMS Inc.**, 341 East 43rd St., New York City. Murray Hill 6-2046. Samuel A. Datlowe, pres. PFC PFO PIF.
- SUNSET PRODUCTIONS Inc.** (Subsidiary of Warner Bros. Pictures Inc.) 4000 W. Olive Ave., Burbank, Cal. Hollywood 9-1251. Norman N. Moray, pres.; Walton C. Ament, East Coast production v.p.; Jack Warner Jr., West Coast production v.p. Home office: New York City—321 W. 44th St.; Circle 6-1000. PFO PFC.
- SUPERMAN Inc.**, 650 N. Bronson, Hollywood, Cal. Hollywood 9-6371. PFS.
- JOHN SUTHERLAND PRODUCTIONS Inc.**, 201 N. Occidental Blvd., Los Angeles 26, Cal. Dunkirk 8-5121. John Sutherland, pres.-gen. mgr. Branch: New York City—404 Fourth Ave.; Murray Hill 6-4590; Ross Sutherland. PFO.
- SWANK FILMS Inc.**, 627 Salem Ave., Dayton 6, O. Taylor 4192. Jerrold A. Swank, pres. PIF PFC.
- SWANSTROM PRODUCTIONS**, 7657 Melrose Ave., Hollywood 46, Cal. Webster 5-8680. Carl Swanstrom, owner. PIF PFC.
- SWARTZ-DONIGER PRODUCTIONS**, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Berman Swartz, pres. PFS PFC PIF PF.
- SWIFT-CHAPLIN PRODUCTIONS Inc.**, 1136 N. Highland Ave., Hollywood 38, Cal. Hollywood 2-0761. Charles F. Chaplin. PFC.
- SYNDICATED FILMS**, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1355. H. John Kemerer, v.p.; Richard K. Laurin, sales mgr. DFS.
- TARGET PRODUCTIONS**, 2586 Hutton Dr., Beverly Hills, Cal. Crestview 1-3564. Marche Goddard, pres. PFS.
- T-BAR-V PRODUCTIONS Inc.**, 5208 Kelvin Ave., Woodland Hills, Cal. Diamond 7-3062. Donna Fargo, pres. PFS PFC O.
- T.C.A. PRODUCTIONS Inc.**, 8533 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-4345. Lou Costello, pres. PFS.
- TCF TELEVISION PRODUCTIONS Inc.** (Subsidiary of 20th Century-Fox Film Corp.), 1417 N. Western Ave., Hollywood 27, Cal. Hollywood 2-6231. Sid Rogell, TV production v.p. PFS.
- TECHNISONIC STUDIOS Inc.**, 1201 Brentwood Blvd., St. Louis 17, Mo. Parkview 7-1055. Charles E. Harrison, pres. Lab.
- TEL-AIR PRODUCTIONS Inc.**, 42 Asylum St., Hartford 3, Conn. Chapel 7-9633. Sam Pasco, pres. PIF PFC PN.
- TELECAST FILMS Inc.**, 247 W. 46th St., New York 36, N.Y. Judson 6-5480. Wm. K. Hedwig, pres.; G. W. Hedwig, treas. DF Sh DFS.
- TELEFILM ENTERPRISES**, 38 E. 57th St., New York City. Plaza 8-3360. Charles Wick, pres. DFS.
- TELEMATED CARTOONS**, 70 E. 45th St., New York 17, N.Y. Murray Hill 6-8933. Saul S. Taffet. AN PIF PFC.
- TELEMONTE PICTURES Inc.**, P.O. Box 24555, Los Angeles 24, Cal. Henry B. Donovan, pres. PFS.
- TELECINE FILM STUDIOS Inc.**, 100 S. Northwest Highway, Park Ridge, Ill. Talcot 3-1418. Byron L. Friend, pres. PFO PFC PIF.
- TELENEWS FILM Corp.**, 630 Ninth Ave., New York 36, N.Y. Charles N. Burrell, gen. mgr. PFC PIF PFS SF.
- TELEPAK-ROBERT LONGENECKER AGENCY**, 8428 Melrose Place, Los Angeles 46, Cal. Webster 3-8523. Robert Longenecker. AR.
- TELE-PICTURES Inc.**, 145 N. Robertson Blvd., Beverly Hills, Cal. Crestview 5-4535. A. J. Baumgarten, pres. DF.
- TELEPIX Corp.**, 1515 N. Western Ave., Hollywood 27, Cal. Hollywood 4-7391. Robert P. Newman, pres; Martin Weiner, sales mgr. PFC PFO PIF.
- THE TELE-POOL Corp.**, Blanchard Bldg., Southbridge, Mass. Southbridge 4-2982. James W. Miller, pres. Live shows.
- TELERAMA PRODUCTIONS**, Box 1006, Beverly Hills, Cal. Dunkirk 3-2918. Jack Parker, v.p.
- TELESCENE FILM PRODUCTIONS Co.**, 287 Tenth Ave., New York 1, N.Y. Chickering 4-0122. Robert D. Tobias. P-DFS.
- TELEVISION ADVENTURE FILMS Corp.**, 9336 W. Washington Blvd., Culver City, Cal. Texas 0-2931. Julian Lesser, pres. PFO.
- TELEVISION CLEARING HOUSE**, 7162 Melrose Ave., Hollywood 46, Cal. Webster 5-7079. S. S. Liggett, pres.; George Janes, mgr. FH.
- TELEVISION CORPORATION OF AMERICA**, 230 Maryland Ave. NE, Washington, D.C. Lincoln 4-5405. John Convery, pres. PFC PIF PFS.
- TELEVISION FILM PRODUCTIONS**, 925 Montrose Ave., Chicago, Ill. Bittersweet 8-7700. Richard C. Robbins, pres. PFO PIF PFC.
- TELEVISION FILMS OF AMERICA**—Same as Telerama Productions.
- TELEVISION GRAPHICS Inc.**, 245 W. 55th St., New York 19, N.Y. Judson 6-1922. Bernard Rubin, pres. AN PFC.
- TELEVISION INTERNATIONAL Co.**, 25 W. 45th St., New York City. Plaza 7-3450. Paul N. Robins, gen. mgr. P-DRF.
- TELEVISION LIBRARY Inc.**, 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. Marvin M. Grieve, partner. DF.
- TELEVISION MAT SERVICE Co.**, 129 E. 18th St., New York 3, N.Y. Charles Woodruff. Services: Special mat service (logos, etc.) for stations, ad agencies, sponsors.
- TELEVISION PROGRAMS OF AMERICA Inc.**, 477 Madison Ave., New York 22, N.Y. Plaza 5-2100. Edward Small, chairman; Milton I. Gordon, pres.; Michael M. Sillerman, exec. v.p.; Hardie Freiberg, eastern div. v.p. Branches: Chicago—203 N. Wabash; Dearborn 2-0123; Robert Hoffman; Hollywood—6253 Hollywood Blvd.; Hollywood 4-2194; Bruce Bells. DFS DF.
- TELEVISION AND RADIO FEATURES OF AMERICA**, 37 W. 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, exec. dir. PFO. Live shows.
- TELEVISION SCREEN PRODUCTIONS Inc.**, 17 E. 45th St., New York 17, N.Y. Murray Hill 2-8877. Charles J. Basch Jr., pres. PFS PIF.
- TELEVISION SNAPSHOTS Inc.**, 270 Park Ave., New York 17, N.Y. Plaza 5-7630. Babette J. Doniger, pres. PFC PIF.
- TEL RA PRODUCTIONS**, 1518 Walnut St., Philadelphia 2, Pa. Kingsley 6-4140. W. Wallace Orr, pres. P-DFS.
- MISCHA TERR Inc.**, 1276 N. Crescent Heights, Hollywood 46, Cal. Hollywood 2-7038. Mischa Terr, pres. PFO.
- TERRYTOONS Inc.**, 38 Centre Ave., New Rochelle, N.Y. New Rochelle 2-3466. Paul Terry, pres. PFS AN.
- TEXAS RASSLIN FILMS Inc.**, Cadiz & Industrial Blvd., Dallas, Tex. Sterling 2083. Maurice Beck, gen. mgr. PFS.
- ED THORGESEN PRODUCTIONS**, 245 W. 55th St., New York 19, N.Y. Circle 6-8935. Ed Thorgessen, exec. producer. PFS PFC.
- TIMES SQUARE PRODUCTIONS Inc.**, 145 W. 45th St., New York 36, N.Y. Circle 6-4443. Charles W. Curran, pres. PFO PFC PFS.

- TIMES TELEVISION Corp.**, 1560 Broadway, New York City. Circle 6-6918. David H. Coplan, pres. **DIF DF**.
- TODDY PICTURES Co.**, 148 Walton St. NW, Atlanta 1, Ga. Main 3117. Ted Toddy, pres.; James L. Roberts, gen. mgr. **P-DF**.
- TOMLIN FILM PRODUCTIONS Inc.**, 480 Lexington Ave., New York 17, N.Y. Plaza 8-3070. Frederick A. Tomlin, pres. **PFC PIF**.
- TOTEM FILM PRODUCTIONS Inc.**, 912A Pine St., Seattle 1, Wash. Mutual 3422. Frank F. Barrett Jr., pres. **PIF**.
- THE TOWN HALL Inc.**, 123 W. 43rd St., New York 36, N.Y. Judson 2-2424. William R. Traum, TV & radio dir. Live shows.
- TOWER PICTURES Co.**, 310 S. Harwood, Dallas 1, Tex. Randolph 7736. Harold Schwartz, owner. **DF**.
- TRANSAMERICAN BROADCASTING & TELEVISION Corp.**, 118 E. 40th St., New York City. Murray Hill 3-8684. John L. Clark, pres. **PFS PFC PIF**.
- TRANSFILM Inc.**, 35 W. 45th St., New York 36, N.Y. Judson 2-1400. William Miesegaes, pres. **PFC PIF PSC**.
- TRANS-WORLD FILMS Inc.**, Park Bldg., Pittsburgh 22, Pa. Court 1-4404. Sidney N. Strotz, pres.; Harry Kodinsky, exec. v.p. **PFS**.
- TRENDELE-CAMPBELL-MEURER Inc.**, 28 W. Adams Ave., Detroit 26, Mich. Woodward 2-9184. George Trendle, pres. **PFS**.
- TRESSSEL STUDIO**, 7905 S. Burnham Ave., Chicago 17, Ill. Regent 4-7100. George Tressel, pres. **AN PFC**.
- TRIBUNE FILMS Inc.**, 141 E. 44th St., New York City. Murray Hill 7-2590. Roma Sfreddo, pres. **DIF**.
- TRIDENT FILMS Inc.**, 510 Madison Ave., New York 22, N.Y. Plaza 9-3580. Charles F. Schwep, pres. **PFS PFC**.
- TRI-STATE 16 mm PRODUCTIONS**, P.O. Box 112, Pittsburgh 30, Pa. Geo. LaRay. **AN PIF PFC O**.
- TV ART PRODUCTIONS**, 119 N. 7th St., St. Louis 1, Mo. Central 1-4757. Daniel Bishop, pres. art.
- TV Inc.**, 9 E. 75th St., New York City. Rhinelander 4-4280. Herb Jacobs, gen. mgr. **FB**.
- TV AND MOTION PICTURE PRODUCTIONS**, 117 E. Main St., Richmond, Va. Telephone 3-4444. J. C. Eanes, pres.; H. Jeff Forbes, v.p. Branch: Norfolk—Franklin Bldg., Madison 2-0310; Dan Korman. **PFC PIF PN**.
- TV SPOTS Inc.**, 1037 N. Cole Ave., Los Angeles 38, Cal. Hollywood 5-5171. Robert Wickersham, pres. Branch: New York City—135 E. 50th St.; Plaza 5-4807; Dorothy Johnson. **AN PFC PIF**.
- TV-UNLIMITED Inc.**, 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. **ML**.
- RICHARD H. ULLMAN Inc.**, 295 Delaware Ave., Buffalo 2, N.Y. Cleveland 2066. Richard H. Ullman, pres.; Marvin A. Kempner, exec. v.p. Branch: Miami—2133 NW 11th Ave.; Telephone: 2-6355; Robert D. Buchanan. **DOE SR**.
- U.M. & M. TV Inc.**, 509 Madison Ave., New York 22, N.Y. Plaza 9-7380. Charles M. Amory, pres. **DFS PFC**.
- UNIFILMS Inc.**, 146 E. 47th St., New York 17, N.Y. Murray Hill 8-9325. Charles E. Gallagher. **PFC PIF**.
- UNIPIX PRODUCTIONS Inc.**, 721 Priscilla Lane, Burbank, Cal. Victoria 9-4995. Norman L. Sper Jr., pres. Live shows.
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- UNITED FILM & RECORDING STUDIOS Inc.**, 301 E. Erie St., Chicago 11, Ill. Superior 7-9114. William L. Klein, pres. **StF PFO PFC**.
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- UNITED PRESS ASSOCIATIONS**, 220 E. 42nd St., New York 17, N.Y. Murray Hill 2-0400. Leroy Keller. **DN**.
- UNITED PRODUCERS-DISTRIBUTORS**, 633 N. Almont Dr., W. Hollywood 46, Cal. Crestview 4-5621. Jerry Courneya, pres. **DFS-llb**.
- UNITED PRODUCTIONS OF AMERICA**, 4440 Lakeside Dr., Burbank, Cal. Thornwall 2-7171. Stephen Bosustow, pres. Branch: New York City—670 Fifth Ave.; Plaza 3-1672; Charles D. McCormick, v.p. **PFC PIF**.
- UNITED WORLD FILMS Inc.** (Subsidiary of Universal Pictures Co. Inc.), 445 Park Ave., New York 22, N.Y. Plaza 9-8000. James M. Franey, pres.; Norman E. Gluck, v.p.; James C. Beatty, adv. dir. Branches: Atlanta—287 Techwood Dr. NW; Cypress 6201; Lennie Borch. Chicago—542 S. Dearborn St.; Wabash 2-7840; Frank Mannerelli. Dallas—2227 Bryan St.; Sterling 4277; Norman Spiegel. Los Angeles—6610 Melrose Ave.; Webster 8-6125; Frank Harrington. Miami—1311 NE Bayshore Dr.; Miami 3-2464; Al Myles. Portland, Ore.—5023 NE Sandy Blvd.; Garfield 9732; Herman J. Block. Universal City, Cal.—Stanley 7-1221; George Boie. **P-DFS DSH DIF**.
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- U.S. TELEVISION NEWS**, 5417 W. Sixth St., Los Angeles 36, Cal. Webster 3-7417. Miles Ark, pres. **PN**.
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- VAN PRAAG PRODUCTIONS**, 1600 Broadway, New York 19, N.Y. Plaza 7-2687. William Van Praag, pres. **PIF PFC**.
- VARSITY PRODUCTIONS Inc.**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. Tony London, pres. **PFS**.
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- THE VENARD ORGANIZATION**, 702 S. Adams St., Peoria 2, Ill. Telephone: 4-2490. C. L. Venard. **P-DIF PFS Lib**.
- VI-BAR PRODUCTIONS Inc.**, 1040 N. Las Palmas Ave., Los Angeles 38, Cal. Hollywood 3-5106. Jack Chertok. **PFS**.
- VICTOR RADIO & TELEVISION ENTERPRISES**, P.O. Box 485, Passaic, N.J. John Nowak, pres. **PFS**.
- VIDEART Inc.**, 343 Lexington Ave., New York City. Lexington 2-7378. Joe Zuckerman, pres. **O**.
- VIDEO CRAFTS Inc.**, 80 W. 12th St., New York 11, N.Y. Chelsea 2-1150. Arthur Rankin Jr., pres. **O**.
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- VIDEO FILMS**, 1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-3400. Clifford Hanna, sales mgr. **AN PFC PIF**.
- VIDEO PICTURES Inc.**, 500 Fifth Ave., New York 36, N.Y. Lackawanna 4-2912. Martin Henry, pres. **AN PFC PIF**.
- VIDEOPIX Inc.**, Clark Bldg., Pittsburgh 22, Pa. Court 1-0930. G. S. Wasser, exec. v.p. **PFC PFS**.
- VIDEO VIEW Inc.**, 7557 Sunset Blvd., Hollywood 46, Cal. Hollywood 3-4179. Bradley Kemp. pres. **KI**.
- VIDICAM PICTURES Corp.**, 210 E. Fifth St., New York City. Algonquin 4-7102. Al Justin. **PFC PFO PIF**.
- VIKING FILMS Inc.**, 1775 Broadway, New York 19, N.Y. Judson 6-0344. Israel M. Berman, pres. **PFC PFS**.
- VIKING PRODUCTIONS**, 2586 Hutton Dr., Beverly Hills, Cal. Crestview 1-3564. Marche Goddard, pres. **PFS**.
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- VITAPIX Corp.**, 460 Park Av., New York City. Murray Hill 8-5365. Edward E. Hall, v.p.-gen. mgr. **FBR**.
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- VOLCANO PRODUCTIONS Inc.**, 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. Robert Angus, pres. **PFS**.
- ROGER WADE PRODUCTIONS**, 15 W. 46th St., New York 36, N.Y. Circle 7-6797. Roger Wade. **PFC PIF**.
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- WARD-VILLANI PRODUCTIONS**, 730 Fifth Ave., New York City. Judson 6-6500. Barney Ward, pres. **PFS**.
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WILKINS-GOODEN TV PRODUCTIONS, 6331 Hollywood Blvd., Hollywood, Cal. W. R. Wilkins, PFS.

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WILLIAMS PRODUCTIONS Inc., Goldwyn Studios, 1041 N. Formosa Ave., Hollywood 46, Cal. Granite 5111. Rene Williams, pres. PFS.

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Financial Data on Major TV-Electronics Manufacturers

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled for the *Television Digest Factbook* by

EDGAR N. GREENEBAUM JR., Financial Consultant in Electronics,
135 So. LaSalle St., Chicago, Ill., Financial 6-2137

NYSE—New York Stock Exchange

ASE—American Stock Exchange

Midwest—Midwest Stock Exchange

ADMIRAL CORP. (NYSE)

Capitalization

Debt: \$15,000,000

Common: \$1 par, 2,358,496 shares

	1950	1951	1952	1953	1954	1st Quarter 1955
Sales	\$230,397,662	\$185,925,058	\$190,724,326	\$250,931,605	\$219,565,089	\$ 50,034,396
Pre-tax earnings	37,860,124	18,794,383	19,637,005	21,397,176	15,630,554	1,805,702
Earned per share	9.73	4.97	4.43	3.48	2.78	.52
Dividends	1.00	.88	.83	1.00 & 20% stk	1.00	.25
Total Assets	67,960,665	68,756,734	87,530,549	107,642,418	109,126,766	
Price Range	39¼-17¼	29½-20¼	32¾-24¾	32¾-18½	29½-18¼	30¼-23½

AEROVOX CORP. (Unlisted)

Capitalization

Debt: \$4,489,481

Common: \$1 par, 829,580 shares

	1950	1951	1952	1953	1954	1st Quarter 1955
Sales	\$23,751,172	\$22,574,370	\$22,460,917	\$27,064,814	\$ 28,016,539	
Pre-tax earnings	3,428,572	1,610,182	2,190,749	2,406,084	1,727,919	
Net per share	2.51	1.11	1.35	1.54	1.04	
Dividends	.30	.60	.60	.60	.45	None
Total Assets	11,682,140	12,640,361	12,633,317	14,314,803	15,266,982	
Price Range	12¼-4½	10½-6½	10½-6½	12¾-9	12-8½	13¼-10¾

AIRCRAFT RADIO CORP. (Unlisted)

Capitalization

Debt: \$500,000

Common: \$1 par, 281,596 shares

	1950	1951	1952	1953	1954	1st Quarter 1955
Sales	\$3,360,292	\$7,444,324	\$8,995,835	\$9,424,869	\$ 8,460,347	
Pre-tax earnings	596,214	1,731,828	1,464,897	1,590,611	1,551,127	
Net per share	1.06	1.25	1.39	1.40	2.05	
Dividends	.60	.70	.75	.75	1.05	.20
Total Assets	2,852,417	6,364,882	6,094,349	6,510,587	5,507,425	
Price Range	6¾-5	9-6½	8¾-7¾	10-8	17-7¼	21-16

AMERICAN BOSCH ARMA CORP. (NYSE)

Debt: \$2,414,000 3¾% 1964

Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 21,700 shares

5½% convertible 2nd preferred 1952 series, \$50 par, 25,029 shares.

Common: \$2 par, 1,624,599 shares

	1950	1951	1952	1953	1954	1st Quarter 1955
Sales	\$35,643,481	\$75,898,047	\$90,539,243	\$79,367,771	\$ 74,416,211	\$ 19,544,757
Pre-tax earnings	5,200,242	7,894,820	846,048(d)	3,648,439	4,938,370	1,660,235
Net per share	1.88	1.91	.54(d)	1.02	1.58	.49
Dividends	1.05	1.20+20%	.90+2%	none	4% stock	.25+2%stk
Total Assets	22,135,487	45,580,299	48,983,258	43,783,734	39,951,806	
Price Range	20-10¼	17½-12¾	15½-10½	12¾-6¼	15¼-9	22¼-14¼

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Year ending Jan. 1

Capitalization

Debt: \$42,002,168

Preferred: 5% cumulative preferred, \$20 par, 526,124 shares.

Common: \$1 par, 3,977,096 shares

	(*)	(*)	(*)	(*)	(*)	(*)
Gross Receipts	\$ 45,879,660	\$ 58,983,129	\$167,136,730	\$172,018,661	\$188,693,663	
Pretax earnings	132,605	741,943	10,783,273	13,412,434	9,852,211	4,163,000
Net per share	.05	.22	1.34	2.14	1.11	.48
Dividends	None	None	1.25	1.00	1.00	.25
Total Assets	26,491,261	31,025,927	141,124,092	137,754,108	138,376,640	
Price Range	14¼-7¾	14½-10½	21¼-11½	15½-12½	25¼-14½	31½-22½

AMERICAN PHENOLIC CORP. (Unlisted)

Capitalization

Debt: \$1,825,000

Common: \$1 par, 400,560 shares

	1950	1951	1952	1953	1954	1st Quarter 1955
Sales	\$12,944,833	\$25,495,624	\$36,406,697	\$32,023,107	\$ 25,584,049	\$ 6,606,243
Pre-tax earnings	2,020,833	3,441,866	5,687,347	1,963,272	1,269,491	394,451
Net per share	2.30	2.35	3.19	2.00	1.70	.51
Dividends	.70	.80	.90	1.00	1.00	
Total Assets	7,757,607	14,621,200	16,065,195	16,637,597	15,066,063	
Price Range	10¾-6½	12¼-9	17¾-10¾	19-13	15½-9	16-12¾

- (*) Merger of ABC and United Paramount Theatres, Inc. effected Feb. 9, 1953. 1950 and 1951 figures for ABC only.
- (a) 6 months to May 31.
- (b) Privately owned.
- (c) Operating loss.
- (d) Deficit.
- (e) 6 months to Mar. 31.
- (f) 6 months to Jan. 31.
- (g) Common stock reclassified Apr. 25, 1955 as shown under capitalization.
- (h) Adjusted for new Class A stock.

- (i) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955.
- (j) 12 weeks to Mar. 25.
- (k) Includes profit from sale of Station WDTV.
- (l) 26 weeks to Apr. 30.
- (m) 6 months to Nov. 30.
- (n) 9 months to May 31.
- (o) Includes 116,000 shares treasury stock.
- (p) 15 weeks to Apr. 17.
- (r) Year ending May 31 of following calendar year.

- (s) 7 months to Dec. 31.
- (t) Including \$1.33 from non-recurring income.
- (u) 9 months to Mar. 31.
- (v) 9 months to Feb. 28.
- (w) 6 months to Dec. 31.
- (x) Merged with Remington-Rand July 1, 1955; new name Sperry Rand Corp.
- (y) Year ending Mar. 31.
- (z) Merger between General Dynamics and Stromberg-Carlson approved by stockholders June 28, 1955.

Financial Data on Major TV-Radio-Electronics Manufacturers

	1950	1951	1952	1953	1954	1st Quarter 1955
ARVIN INDUSTRIES INC. (NYSE)						
Capitalization						
Debt: \$3,000,000						
Common: \$2.50 par, 890,625 shares						
Sales	\$53,684,138	\$63,997,212	\$64,289,781	\$73,395,197	\$ 53,372,759	\$ 17,101,016
Pre-tax earnings	6,940,369	7,482,755	5,310,512	5,311,720	4,630,593	1,572,594
Net per share	4.05	3.02	2.48	2.53	2.50	.84
Dividends	1.67	2.00	2.00	2.00	1.60	.40
Total Assets	23,565,630	26,578,148	27,364,995	27,135,716	27,978,690
Price Range	30¼-18½	28¾-22¾	32¾-25½	32¾-25½	27-21	28¾-24
AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)						
Year ending Nov. 30						
Capitalization						
Debt: \$32,068,500						
Preferred: 135,039 shares. No par cumulative conv.						
Common: \$3 par, 8,992,584 shares						
Sales	\$256,966,971	\$286,598,113	\$326,585,641	\$414,783,527	\$375,405,820	\$ 36,708,269
Pre-tax earnings	28,735,633	22,089,214	21,578,927	5,868,598	7,509,436	553,983
Net per share	1.47	1.10	1.20	.34	.37	.03
Dividends	.50	.60	.60	.30	.10	.20
Total Assets	222,980,159	186,877,718	167,434,839	143,787,065	200,878,864
Price Range	9½-5¾	8¾-6¾	8¼-6¾	8¾-4½	7-4¾	8¼-6½
BENDIX AVIATION CORP. (NYSE)						
Year ending Sept. 30.						
Capitalization						
Common: \$5 par, 4,568,608 shares						
Sales	\$219,419,794	\$340,540,415	\$508,701,892	\$638,244,637	\$607,711,607	\$291,781,520
Pre-tax earnings	30,599,434	32,037,957	50,660,972	61,758,844	61,796,575
Net per share	4.00	2.79	3.61	4.10	5.62	2.84
Dividends	2.37½	1.50	1.50	1.50	2.00	.50
Total Assets	143,366,391	209,534,918	259,320,862	328,746,687	285,430,724
Price Range	26¾-17¼	30-23¼	32-22¾	34½-25	52¾-30	59½-48
CLAROSTAT MFG. CO. INC. (ASE)						
Capitalization						
Common: \$1 par, 418,000 shares						
Sales	\$5,985,241	\$5,914,314	\$5,584,513	\$7,755,606	\$ 5,682,093	\$.....
Pre-tax earnings	772,999	968,763	506,115	625,345	107,823
Net per share	.99	.76	.56	.59	.14
Dividends	.16	.30	.30	.10	.25
Total Assets	2,199,374	2,336,293	2,468,194	2,452,220	2,309,990
Price Range	6½-2¼	6¾-4½	6¼-4½	7-4¾	7½-5¾	8-5¾
COLLINS RADIO CO. (Unlisted)						
Year ending July 31.						
Capitalization (g)						
Preferred: 4% Convertible preferred, \$50 par, 122,500 shares						
Common: \$1 par, Class A, 735,555 shares						
\$1 par, Class B, 735,555 shares						
Sales	\$12,613,821	\$19,330,319	\$64,130,371	\$80,028,767	\$ 90,300,464	\$ 48,214,422
Pre-tax earnings	1,143,877	1,098,186	5,834,073	6,686,078	7,385,729	3,117,572
Net per share	1.60	2.23	4.24	4.48	6.83	3.01
Dividends	.50	nil	.50+25% stk.	.50+10%	.50 + 15% stk.	none
Total Assets	8,523,681	19,125,921	31,116,050	34,398,396	42,794,136	44,166,689
Price Range	11½-3¼	13½-9½	20¾-11½	22¾-15¾	69-19	23½-19½ (h)
COLUMBIA BROADCASTING SYSTEM INC. (NYSE)						
Capitalization						
Debt: \$54,178,333						
Class A: \$2.50 par, 4,014,000 shares						
Class B: \$2.50 par, 3,302,142 shares						
Sales	\$124,105,408	\$192,384,608	\$251,594,490	\$313,908,771	\$373,380,139	\$104,206,067
Pre-tax earnings	9,555,329	13,618,942	15,938,724	22,687,288	23,214,645	8,532,677
Net per share	.80	.91	.92	1.27	1.59	.53
Dividends	.53	.53	.53	.62	.63	none
Total Assets	53,833,265	101,481,809	111,720,900	136,040,997	169,298,915
Price Range	13¾-8¾	11¾-5¾	13¾-11	16¾-12¾	29½-13¾	32-27
CORNELL-DUBILIER ELECTRIC CORP. (NYSE)						
Year ending Sept. 30.						
Capitalization						
Debentures: \$3,825,000, 3¾s 1972						
Cumulative Prd: 5.25 (no par) 12,064 shares						
Sales	\$23,927,117	\$ 33,082,683	\$ 35,496,041	\$ 43,630,816	\$ 37,149,778	\$ 19,026,350
Pre-tax earnings	2,888,524	4,986,023	5,078,616	5,578,491	3,799,640
Net per share	3.07	3.06	2.86	3.12	3.25	1.96
Dividends	.78	.83	1.04	1.35+10%	1.90	1.00
Total Assets	13,664,008	17,514,482	21,581,027	23,049,255	21,456,679
Price Range	14¼-8¾	16¾-10¾	18¾-15½	26¾-18¼	36-21½	35¾-32
DAYSTROM INC. (NYSE)						
Year ending March 31.						
Capitalization						
Debt: \$6,510,000						
Common: \$10 par, 1,087,882 shares (o)						
Sales	\$ 32,763,201	\$ 42,397,508	\$ 38,592,157	\$ 46,155,154	\$ 62,472,896	\$ 73,816,645
Pre-tax earnings	1,829,136	5,432,331	1,779,854	2,946,154	3,106,924	3,581,216
Net per share	1.88	3.90	2.03	2.25	2.93	2.61
Dividends	1.25	1.50	1.00	1.00	1.00	1.25
Total Assets	21,800,160	25,487,642	38,198,973	45,821,250	44,156,237	32,120,760
Price Range	16½-10¾	20¼-15	16¾-13½	16¾-11½	23¼-11½	32½-23
DuMONT (ALLEN B) LABORATORIES (ASE)						
Capitalization						
Mortgages: \$977,303						
124,343 shares \$1 cumulative convertible \$20 par pfd.						
1,801,054 shares 10¢ par Class A Common. 560,000 10¢ par Class B Common						
Sales	\$ 76,096,028	\$ 50,591,397	\$ 76,094,030	\$ 91,450,727	\$ 91,938,025	\$ 15,989,000
Pre-tax earnings	13,200,788	2,256,538(d)	3,228,811	3,635,526	8,466,041(k)	62,000(d)
Net per share	2.87	.30(d)	.55	.60	3.17	.03(d)
Dividends	1.00	.25	.25	none	none	none
Total Assets	39,032,332	34,183,459	42,816,337	53,969,014	63,251,041
Price Range	27-13½	19-14¼	19¾-15	17¾-8¾	16¾-9½	17½-13½

(Continued on next page)

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 381)

	1950	1951	1952	1953	1954	1st Quarter 1955
DYNAMICS CORP. OF AMERICA						
Capitalization						
Debt: \$7,827,500						
Common: \$1 par, 2,635,828 shares						
Sales	\$14,780,757	\$20,876,762	\$35,660,419	\$40,719,686	\$ 36,440,014	\$
Pre-tax earnings	1,287,895	1,938,851	4,009,285	4,402,468	3,289,575
Net per share	.51	.77	1.02	.54	.55
Dividends	none	none	none	20+5%	.4010
Total Assets	13,721,583	19,549,402	24,983,569	27,089,811	28,457,912
Price Range	7 $\frac{1}{8}$ -1 $\frac{3}{8}$	5 $\frac{3}{4}$ -3 $\frac{3}{4}$	6-4 $\frac{1}{4}$	5 $\frac{3}{4}$ -3	8 $\frac{3}{8}$ -4	9 $\frac{7}{8}$ -7 $\frac{1}{4}$
ELECTRONICS CORPORATION OF AMERICA (ASE)						
Capitalization						
Debt: \$1,000,000						
Preferred: \$100 par 6% non-cumulative 4,586 shares						
Common: \$1 par, 707,428 shares						
Sales	\$ 1,536,217	\$ 1,836,768	\$ 3,627,215	\$ 4,636,565	\$ 5,990,209
Pre-tax earnings	41,379	85,283	191,342	349,031	375,956
Net per share	.05	.05	.11	.27	.19
Dividends	none	none	none	none	none
Total Assets				2,943,858	4,749,828
Price Range	(b)	(b)	(b)	(b)	16 $\frac{1}{4}$ -11	23-11 $\frac{1}{2}$
EMERSON RADIO & PHONOGRAPH CORP. (NYSE)						
Year ending Oct. 31.						
Capitalization						
Debt: \$7,500,000						
Common: \$5 par, 1,935,717 shares						
Sales	\$ 74,188,297	\$ 55,797,963	\$ 57,664,201	\$ 75,926,546	\$ 80,559,994(1)
Pre-tax earnings	11,969,778	6,875,877	4,651,625	6,499,485	3,449,209	2,197,709
Net per share	3.70	1.86	1.17	1.54	.97	.57
Dividends	1.10	1.00	.70	.50	.60	.30
Total Assets	27,320,398	36,527,980	26,148,595	38,344,638	40,971,196
Price Range	18 $\frac{3}{8}$ -7 $\frac{3}{8}$	16 $\frac{1}{8}$ -12 $\frac{3}{4}$	15 $\frac{3}{4}$ -11 $\frac{1}{2}$	14-10	15 $\frac{1}{8}$ -9 $\frac{1}{2}$	16 $\frac{3}{8}$ -13 $\frac{3}{8}$
ERIE RESISTOR CORP. (Unlisted)						
Capitalization						
Debt: \$1,125,500						
Preferred: \$1.20 convertible \$20 par, 62,500 shares						
Common: \$5 par, 277,219 shares						
Sales	\$ 10,490,919	\$ 9,317,724	\$ 10,750,936	\$ 12,845,735	\$ 14,856,936
Pre-tax earnings	1,715,272	660,989	845,476	1,160,239	700,418
Net per share	2.98	1.31	1.62	2.02	.88
Dividends	(b)	.625	.80	.80	.8010
Total Assets	5,303,827	4,989,653	5,356,564	6,531,130	9,951,069
Price Range	(b)	12 $\frac{3}{4}$ -11	14-10 $\frac{3}{4}$	15 $\frac{1}{2}$ -13 $\frac{1}{2}$	17-13	14-10 $\frac{1}{2}$
ESPEY MANUFACTURING CO. (Unlisted)						
Year ending June 30.						
Capitalization						
Common: 155,721 shares, \$1 par						
Sales	\$2,965,785	\$ 5,426,662	\$ 8,729,552	\$ 9,020,468	\$ 10,392,937
Pre-tax earnings	304,051	442,422	119,919	181,589	291,376
Net per share	1.75	1.05	0.25	.54	.84
Dividends	nil	nil	nil	nil	none
Total Assets	1,473,001	4,539,468	5,166,675	3,447,934	3,875,913
Price Range	2-1 $\frac{3}{4}$	3 $\frac{1}{4}$ -2 $\frac{3}{8}$	3 $\frac{1}{8}$ -3	3-2 $\frac{3}{4}$	3-2 $\frac{3}{4}$
FEDERAL MANUFACTURING & ENGINEERING CORP. (Unlisted)						
Year ending May 31.						
Capitalization						
Common: 234,000 shares, \$1 par						
Sales	\$ 897,647	\$ 1,148,617	\$ 3,890,409	\$ 10,246,366	\$ 7,268,968
Pre-tax earnings	142,018(d)	140,234(d)	281,266	561,265	188,210
Net per share	.68(d)	.60(d)	.91	.76	.3603(d)
Dividends	nil	nil	nil	.05	.10
Total Assets	735,453	1,775,887	2,902,092	1,719,229	1,705,576
Price Range	1 $\frac{1}{2}$ -3 $\frac{1}{4}$	3-1 $\frac{5}{8}$	3-2	3 $\frac{1}{4}$ -2 $\frac{1}{4}$	3 $\frac{1}{2}$ -1 $\frac{1}{2}$	2 $\frac{3}{4}$ -1 $\frac{3}{4}$
GABRIEL CO. (NYSE)						
Capitalization						
Debt: \$992,377						
Preferred: 60,234 shares \$5 cumulative pfd. \$10 par						
Common: 520,541 shares \$1 par						
Sales	\$ 12,670,521	\$ 15,795,488	\$ 17,888,893	\$ 21,976,182	\$ 18,310,269	\$ 3,046,769
Pre-tax earnings	1,591,672	1,009,112	21,127	376,642	51,291(d)	144,391(d)
Net per share	2.20	1.07	.04d	.35	.11(d)	.26(d)
Dividends	.55 + 10%	.45	.50	nil	.30	.15
Total Assets	6,331,749	10,382,992	11,165,324	9,974,912	8,486,682	8,357,086
Price Range	8 $\frac{3}{8}$ -7 $\frac{3}{8}$	9 $\frac{1}{8}$ -7 $\frac{3}{8}$	8-6	7 $\frac{1}{8}$ -4 $\frac{1}{2}$	7 $\frac{3}{8}$ -4 $\frac{3}{4}$	6 $\frac{7}{8}$ -5 $\frac{3}{8}$
GENERAL DYNAMICS CORP. (z) (NYSE)						
Capitalization						
Mortgage: \$2,704,395						
\$40,000,000 Debentures 3 $\frac{1}{2}$ S 1975						
Common: \$3 par, 4,366,530 shares						
Sales	\$ 41,754,339	\$ 82,638,055	\$134,551,610	\$206,644,279	\$648,641,241	\$142,248,000
Pre-tax earnings	2,506,941	7,722,203	10,567,176	12,693,803	43,895,472
Net per share	.76	2.27	2.86	3.51	4.72	.89
Dividends	.62 $\frac{1}{2}$.50	1.12 $\frac{1}{2}$	1.12 $\frac{1}{2}$	1.62 $\frac{1}{2}$.55
Total Assets	29,492,259	39,185,772	64,497,405	66,384,825	193,298,527
Price Range	10 $\frac{3}{8}$ -8	13 $\frac{3}{8}$ -8 $\frac{3}{8}$	22 $\frac{7}{8}$ -12 $\frac{1}{4}$	23 $\frac{1}{8}$ -15 $\frac{1}{2}$	41 $\frac{1}{8}$ -18	80-37 $\frac{1}{4}$
GENERAL ELECTRIC CO. (NYSE)						
Capitalization						
Common: No par, 86,673,803 shares						
Sales	\$2,232,889,000	\$2,319,347,956	\$2,623,887,509	\$3,128,127,301	\$2,959,077,548	\$765,907,000
Pre-tax earnings	399,405,000	415,616,527	415,954,808	474,227,889	390,613,221	107,069,000
Net per share	2.02	1.60	1.75	1.93	2.47	.58
Dividends	1.27	.95	1.00	1.33	1.47	.40
Total Assets	1,335,415,000	1,588,070,000	1,579,523,878	1,696,588,736	1,691,979,938
Price Range	16 $\frac{3}{4}$ -13 $\frac{3}{4}$	21 $\frac{1}{4}$ -16 $\frac{1}{2}$	24 $\frac{1}{2}$ -18 $\frac{3}{8}$	30 $\frac{3}{4}$ -22 $\frac{1}{8}$	48 $\frac{1}{2}$ -37 $\frac{7}{8}$	56 $\frac{3}{4}$ -46 $\frac{1}{2}$

(Continued on page 384)

WESTERN PIONEERS!



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HOFFMAN—FIRST to introduce modern blond and Provincial cabinet styling! FIRST to bring high fidelity sound to television! FIRST to pioneer larger picture-screen sizes! And now FIRST AGAIN—Hoffman New Black Easy Vision with "Neutrex Light Shield" that guarantees perfect picture performance under any interior light condition! NO MORE PICTURE WASHOUT! NO MORE ANNOYING REFLECTIONS!

For eight years, the optically-engineered Easy Vision lens has made TV easier to watch because it scientifically changed harsh, bluish light (found in every picture tube) into natural tones. It eliminated the cause of eye-fatigue... it increased picture detail by 15%. Now, Hoffman research does it again by adding to Easy Vision the amazing "Neutrex Light Shield." It gives you perfect TV pictures even in brightly lighted rooms—even in daylight!



Model M3011 Deluxe 21-inch "New Profile" console. Super 21 picture. New Black Easy Vision with "Neutrex Light Shield."
3-speaker Soundorama. All-wood cabinets.

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NEW BLACK EASY-VISION

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Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 382)

	1950	1951	1952	1953	1954	1st Quarter 1955
GENERAL INSTRUMENT CORP. (NYSE)						
Year ending Feb. 28.						
Capitalization						
Common: 818,273 shares, \$1 par						
Sales	\$ 13,634,582	\$ 25,850,231	\$ 18,527,974	\$ 30,407,530	\$ 32,502,305	\$ 22,795,029
Pre-tax earnings	107,184(d)	2,639,099	1,158,558(d)	1,986,332	1,695,559	839,140(d)
Net per share	.22(d)	2.02	1.63(d)	2.10	1.13	.50(d)
Dividends	.40	.25	.20	.25	.25	.75
Total Assets	8,749,655	9,093,442	8,349,061	10,185,345	11,278,619	5,296,990
Price Range	13½-8¼	11½-7¼	11½-6¼	14½-10¾	11½-9½	13-10
GENERAL PRECISION EQUIPMENT CORP. (NYSE)						
Capitalization						
Debt: \$6,500,000 4½% notes.						
Preferred: \$4.75 Cum. Pfd., no par, 100,000 shares						
Common: \$1 par, 972,412 shares						
Sales	\$ 27,072,360	\$ 29,872,429	\$ 54,326,849	\$ 87,763,925	\$123,332,634	\$ 34,187,000
Pre-tax earnings	1,591,899	1,056,546	2,955,278	7,840,349	11,725,090	2,144,000
Net per share	1.45	.99	1.88	5.09	5.54	.90
Dividends	1.00	1.00	1.00	1.00	1.90	.60
Total Assets	26,371,314	33,671,209	47,620,429	57,101,143	91,357,754	
Price Range	21¾-12½	27¾-17½	24½-16¾	27¾-21½	52¼-25	71½-44¾
GLOBE-UNION INC. (ASE)						
Capitalization						
Debt: \$3,845,103						
Common: 716,944 shares, \$5 par						
Sales	\$ 41,348,440	\$ 40,686,581	\$ 45,877,113	\$ 48,180,147	\$ 44,106,364	\$ 9,831,556
Pre-tax earnings	5,399,747	2,743,136	3,254,071	3,392,276	1,209,780	
Net per share	4.22	2.25	2.40	2.35	.79	.34
Dividends	1.90	1.00	1.25	1.10+2½%	1.20	.30
Total Assets	22,531,771	20,864,200	22,921,907	23,359,305	20,125,253	
Price Range	25¾-11	30¼-20½	27-19¾	27¾-22	24-19½	23¾-20
HALLICRAFTERS CO. (Midwest)						
Year ending Aug. 31.						
Capitalization						
Common: \$1 par, 825,000 shares						
Sales	\$ 28,513,540	\$ 35,382,718	\$ 42,001,023	\$ 43,744,074	\$ 31,054,363	\$18,415,185
Pre-tax earnings	1,877,905	1,527,740	1,157,455	2,161,617	1,647,946(d)	490,458
Net per share	1.74	.82	.46	.96	1.14(d)	.44
Dividends	nil	.39	nil	nil	none	none
Total Assets	8,942,155	17,876,643	15,330,361	19,115,680	16,037,532	
Price Range	12¾-6¾	8¾-6	8¾-5½	9½-4	6½-3¾	5¾-4¾
HAZELTINE CORP. (ASE)						
Capitalization						
Common: No par, 700,000 shares						
Gross Income	\$ 4,078,000	\$ 6,957,344	\$ 9,237,190	\$ 10,057,032	\$ 8,525,768	
Pre-tax earnings	2,783,741	5,090,090	6,742,132	7,403,305	5,862,264	
Net per share	2.04	2.30	3.10	3.19	3.98	
Dividends	.875	.875	1.50	1.50	2.00	
Total Assets		25,090,342	25,862,549	26,266,608	25,560,204	
Price Range	12½-8	23¾-11¾	26½-17¾	30-19	59¾-26½	59¾-42
HOFFMAN ELECTRONICS CORP. (NYSE)						
Capitalization						
Debt: \$2,800,000						
Common: \$0.50 par, 719,396 shares						
Sales	\$ 29,580,510	\$ 20,487,258	\$ 34,769,201	\$ 50,415,146	\$ 42,647,008	\$ 8,988,928
Pre-tax earnings	3,804,053	318,266	3,820,386	3,247,594	3,202,513	676,090
Net per share	3.37	.60	2.84	2.07	2.08	.43
Dividends	.80	.50	.25	1.00	1.00	.25
Total Assets	10,720,620	11,936,215	16,543,902	15,657,392	16,272,669	16,903,692
Price Range	21¾-7½	14-7½	15½-10½	16¾-13	24-13¾	31¾-25
HYCON MANUFACTURING CO. (Unlisted)						
Year ending Jan. 31						
Capitalization						
Debt: \$500,000 Debentures 5s 1966						
Preferred: 5½% Cum. conv. pfd., \$10 par, 120,000 shares						
Common: \$0.10 par, 2,075,190 shares						
Sales	\$ 1,411,739	\$ 1,880,906	\$ 4,154,039	\$ 3,953,000	\$ 12,115,300	\$ 11,943,793
Pre-tax earnings	105,197	30,768	203,196	192,282	124,433	982,592
Net per share	.005	.10	.02	.07	.03	.21
Dividends	None	None	None	None	None	None
Total Assets				3,493,235	4,829,717	6,806,110
Price Range				2-7½	7¾-15½	10¾-6¾
INDIANA STEEL PRODUCTS CO. (Midwest)						
Capitalization						
Debt: \$319,700 5s 1957						
Common: \$1 par, 284,298 shares						
Sales	\$ 6,071,293	\$ 7,840,671	\$ 6,385,912	\$ 8,092,637	\$ 7,055,158	Not stated
Pre-tax earnings	1,075,740	1,836,326	888,565	1,463,866	1,307,854	407,741
Net per share	1.76	2.06	1.08	1.18	2.07	.69
Dividends	.40	.62½	.55	.68¾	.75	.22½
Total Assets	3,115,307	3,365,448	3,666,359	3,806,534	4,129,037	
Price Range	5-3¾	9¼-9½	8¾-6	12¼-7¼	19¾-9	23-18½
INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)						
Capitalization						
Debt: \$250,000,000						
Common: No par, 4,098,471 shares						
Sales, Services, Rentals	\$214,916,717	\$266,798,483	\$333,728,245	\$ 8,092,637	\$ 7,055,158	
Pre-tax earnings	61,101,309	77,292,090	78,474,541	92,319,210	98,336,625	24,221,347
Net per share	8.13	6.80	7.29	8.53	11.35	2.78
Dividends	4.00+5%stk	4.00+5%stk	4.00+5%stk	4.00+5%stk	4.00+2½%stk	1.00
Total Assets	299,952,591	394,119,472	428,228,982	520,438,451	565,475,154	
Price Range	240-185	231-199½	246½-186	254½-224	375-196	450-349

(Continued on page 386)

Westinghouse Television years ahead- inside and out

inside . . . more behind the picture.

Westinghouse presents the one fully-engineered chassis with all the modern advancements! Engineering improvements you'd expect to find from Westinghouse—like the "Silver Safeguard Circuit" that virtually eliminates 90% of the causes of set trouble, exclusive tube-saver circuits that add measurably to tube life—in short, everything engineering can add to make a better-performing set.

outside . . . new functional design.

Westinghouse Television is new from the Tip-Top Front Tuning panel through the glare-free slanted screen and eye comfort filter glass to the up-slanted speaker panel that protects sound quality. Westinghouse brings a new slant to television for '56—for beauty of appearance and for beauty in performance.

YOU CAN BE SURE . . . IF IT'S

Westinghouse



THE MONTEGO
24" Console in Mahogany finish.

Westinghouse Electric Corp., Television-Radio Div.,
Metuchen, N. J.

Financial Data on Major TV-Radio-Electronics Manufacturers

(Continued from page 384)

	1950	1951	1952	1953	1954	1st Quarter 1955
INTERNATIONAL RESISTANCE CO. (ASE)						
Capitalization						
Debt: \$1,200,000						
Common: 10¢ par, 1,542,598 shares						
						(P)
Sales	\$ 11,085,109	\$ 12,973,170	\$ 11,778,836	\$ 12,755,041	\$ 13,207,649	\$ 4,199,989
Pre-tax earnings	2,209,584	2,134,675	1,372,017	1,222,620	1,254,817	442,881
Net per share	1.01	.71	.44	.38	.45	.15
Dividends	.30	.40	.30	.20	.30	.05
Total Assets	7,550,975	6,465,078	6,394,361	7,438,253	7,750,524
Price Range	6-2½	6½-4½	5¼-4	5½-3¾	5½-3¾	9¾-5
INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)						
Capitalization						
Debt: \$21,000,000						
Common: No par, 7,176,677 shares. Subsidiary preferred: \$10,990,939						
Sales	\$253,100,000	\$298,000,000	\$397,562,175	\$408,029,558	\$372,638,805	\$ 94,545,153
Pre-tax earnings	12,681,951
Net per share	2.38	2.60	3.09	3.12	2.80	.73
Dividends	nil	.60	.80	1.00	1.00	.25
Total Assets	579,705,657	602,761,430	636,969,623
Price Range	16-9¼	19½-13½	20¾-15	20¼-13¾	26¾-13¾	28¾-23¾
JEFFERSON ELECTRIC CO. (Unlisted)						
Capitalization						
Debt: \$2,510,000						
Common: \$5 par, 397,125 shares						
Sales	\$ 12,444,850	\$ 13,947,432	\$ 11,348,103	\$ 14,666,906	\$ 14,298,178	\$ 3,558,000
Pre-tax earnings	1,468,730	1,426,516	551,475	120,736	155,878
Net per share	6.05	3.87	.93	.18	.24	.14
Dividends	2.00	2.50	1.50	.60	.40	.10
Total Assets	7,016,500	7,198,125	8,052,106	9,533,434	8,487,076
Price Range	23¾-16½	27½-20¾	11-10	10¾-5¾	8¼-5¼	6¾-5½
LEAR, INC. (ASE)						
Capitalization						
Common: \$.50 par, 2,166,305 shares						
Sales	\$ 7,952,666	\$ 21,227,093	\$ 43,575,980	\$ 50,833,910	\$ 54,220,637
Pre-tax earnings	22,132-d	1,703,631	3,407,543	5,863,373	4,787,227
Net per share	.01-d	.40	.47	.59	1.01
Dividends	nil	nil	nil	nil	.30	.15
Total Assets	7,617,298	10,978,105	16,455,709	28,179,410	24,395,795
Price Range	4½-1 13/16	6¾-3¼	4½-2½	5¼-2¾	9¾-3¾	13¾-8¾
MAGNAVOX CO. (NYSE)						
Year ending June 30						
Capitalization						
Common: 796,641 shares, \$1 par						
Sales	\$ 31,716,630	\$ 44,177,645	\$ 36,837,503	\$ 57,959,669	\$ 62,974,430	\$ 42,383,971
Pre-tax earnings	3,207,982	5,624,883	2,638,775	4,648,337	5,332,530	3,991,147
Net per share	2.81	3.01	1.80	2.93	2.77	2.65
Dividends	1.00	1.25	1.50	1.50	1.12½	1.37½+5%stk
Total Assets	12,625,326	17,256,171	18,854,075	29,824,144	28,543,292
Price Range	24¼-10¾	18¼-12¼	22½-15¾	22¼-15¾	24¼-16¾	37¾-23
P. R. MALLORY & CO. (Unlisted)						
Capitalization						
Debt: \$6,533,000						
Preferred: 4½% cumulative convertible pfd., \$50 par, 145,990 shares						
Common: No par, 613,092 shares						
Sales	\$ 39,158,150	\$ 45,286,925	\$ 53,443,117	\$ 70,874,347	\$ 54,630,091	\$ 16,264,164
Pre-tax earnings	5,403,758	4,758,314	4,607,773	7,397,813	2,396,803
Net per share	4.23	3.19	3.12	3.74	1.20	.85
Dividends	.95	1.20	1.00	1.70	2.00	.50
Total Assets	19,079,931	23,531,305	29,166,043	33,084,094	33,032,115
Price Range	23¾-12¾	30¼-20¾	42¾-26	46½-39	48½-37¾	49½-44
MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)						
Capitalization						
Debt: \$35,000,000						
Common: \$1.50 par, 6,349,406 shares						
Sales	\$109,281,673	\$135,150,517	\$165,710,384	\$214,018,825	\$229,401,837	\$ 56,852,068
Pre-tax earnings	25,866,656	26,877,210	20,605,003	28,687,825	32,713,703	7,948,940
Net per share	2.39	1.58	1.50	1.65	2.42	.59
Dividends	1.25	1.12½	1.12½	1.12½	1.30	.30
Total Assets	82,696,070	112,963,041	123,910,675	133,127,715	145,710,134	140,501,650
Price Range	21¼-15½	28¾-20¾	31¼-26¾	34¼-26¾	54¾-33½	70-53
MOTOROLA INC. (NYSE)						
Capitalization						
Debt: \$7,017,769						
Common: 1,935,131 shares, \$3 par						
Sales	\$177,104,670	\$135,285,087	\$168,734,653	\$217,964,074	\$205,226,977	\$ 51,878,179
Pre-tax earnings	26,669,569	14,689,231	15,576,165	15,512,489	16,523,889	4,492,240
Net per share	7.28	4.12	3.62	3.66	3.91	1.11
Dividends	2.05	.98	1.50	1.50	1.50	.37½
Total Assets	55,008,726	61,818,769	81,162,847	86,871,213	94,531,084
Price Range	25¾-10¾	57¾-40¼	44¾-36	43½-29¼	53¾-30¼	60¾-44¼
THE MUTER CO. (ASE)						
Capitalization						
Debt: \$600,000						
Common: 721,450 shares, \$0.50 par						
Sales	\$ 14,389,725	\$ 12,387,390	\$ 12,653,060	\$ 15,190,004	\$ 12,175,971	\$ 3,162,693
Pre-tax earnings	2,034,200	1,243,423	778,018	912,255	468,595	183,161
Net per share	1.59	.91	.52	.66	.39	.14
Dividends	.45	.60	.60	.45+3%	.15+2%stk
Total Assets	5,234,673	5,281,531	5,371,762	5,254,404	5,144,773
Price Range	10½-4¾	9½-7½	9½-7½	8¾-5½	7¾-4¾	7-5¼

Financial Data on Major TV-Radio-Electronics Manufacturers

	1950	1951	1952	1953	1954	1st Quarter 1955
NATIONAL COMPANY, INC. (Unlisted)						
Capitalization						
Debt: \$1,110,000 Debentures due 1965						
Common: \$1 par, 260,100 shares						
Sales	\$ 4,175,229	\$ 4,525,219	\$ 9,261,000	\$ 7,095,593	\$ 7,298,055
Pre-tax earnings	17,476	46,859-d	232,578	486,718	518,834
Net per share	.02	.22-d	.65	.87	.84
Dividends	.05	nil	.10	.10	.20+4%stk	2% stock
Total Assets	2,823,320	4,228,097	4,861,352	4,850,767	3,819,795
Price Range	5 $\frac{1}{8}$ -1 $\frac{3}{4}$	4 $\frac{1}{4}$ -3 $\frac{1}{8}$	5 $\frac{1}{4}$ -3 $\frac{3}{8}$	7-5	12 $\frac{1}{8}$ -5	18 $\frac{1}{2}$ -12 $\frac{1}{8}$
NATIONAL UNION ELECTRIC CORP. (ASE)						
Capitalization						
Preferred: 232,200 shares, \$1 par						
Common: 1,375,766 shares, \$0.30 par						
Sales	\$ 14,799,107	\$ 13,671,113	\$ 14,464,695	\$ 12,158,045	\$ 6,758,800
Pre-tax earnings	2,690,766	947,525	139,921	258,545	1,090,059(d)
Net per share	.58	.18	.02	.08	.94(d)
Dividends	nil	nil	nil	nil	None
Total Assets	5,941,099	7,444,450	7,363,348	5,025,148	3,541,066
Price Range	5 $\frac{3}{4}$ -2 $\frac{1}{2}$	5 $\frac{1}{8}$ -3 $\frac{1}{2}$	4-2 $\frac{1}{8}$	3-1 $\frac{5}{8}$	3 $\frac{1}{4}$ -1 $\frac{3}{8}$	7 $\frac{3}{8}$ -4 $\frac{5}{8}$
OAK MANUFACTURING CO. (Midwest)						
Capitalization						
Common: 524,715 shares, \$1 par						
Sales	(r) \$ 13,145,807	(s) \$ 7,644,627	\$ 15,925,959	\$ 20,680,957	\$ 18,788,318	\$ 5,855,297
Pre-tax earnings	2,713,088	1,608,939	3,073,109	3,529,017	2,801,155
Net per share	2.26	1.14	2.10	2.36	2.52	.84
Dividends	1.40	1.05	1.40	1.40	1.40	.35
Total Assets	7,102,958	7,927,814	8,666,478	9,274,030
Price Range	18 $\frac{3}{8}$ -10 $\frac{1}{2}$	16 $\frac{1}{8}$ -13 $\frac{3}{8}$	18 $\frac{3}{4}$ -15	18 $\frac{1}{4}$ -15 $\frac{1}{4}$	24-16 $\frac{1}{2}$	29-20 $\frac{1}{8}$
OLYMPIC RADIO & TELEVISION INC. (ASE)						
Capitalization						
Debt: \$50,000						
Common: 431,925 shares, \$1 par						
Sales	\$ 21,937,175	\$ 14,467,072	\$ 12,765,709	\$ 17,667,486	\$ 18,350,454
Pre-Tax earnings	3,181,984	369,811	210,758	115,758	461,132
Net per share	4.66	1.11	.20	.14	.59	.19
Dividends	.80	.75	nil	nil	None
Total Assets	7,237,256	5,451,159	8,261,713	8,048,154	7,463,799
Price Range	12 $\frac{1}{2}$ -6 $\frac{3}{8}$	11 $\frac{3}{8}$ -7 $\frac{5}{8}$	9-6 $\frac{1}{8}$	9 $\frac{1}{8}$ -3 $\frac{1}{2}$	6-3 $\frac{1}{2}$	7 $\frac{3}{8}$ -4 $\frac{5}{8}$
PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)						
Year ended March 31.						
Capitalization						
Debt: \$738,750						
Common: 700,000 shares, A & B, \$0.50 par						
Sales	\$ 4,713,620	\$ 5,947,096	\$ 7,057,514	\$ 16,983,669	\$ 15,065,490	\$12,214,539
Pre-Tax earnings	115,635	31,866	1,108,297	366,515
Net per share14	.01	.61	.28	.37
Dividends	.05	none	none	none	none	none
Total Assets	2,414,365	3,972,312	6,637,000	5,032,151
Price Range	3 $\frac{1}{2}$ -2	3 $\frac{1}{8}$ -1 $\frac{1}{2}$	5-1 $\frac{5}{8}$	5 $\frac{1}{4}$ -2 $\frac{1}{2}$	4 $\frac{1}{8}$ -2 $\frac{3}{8}$	8-5 $\frac{1}{8}$
PACKARD-BELL CO. (Unlisted)						
Year ending Sept. 30						
Capitalization						
Debt: \$567,797						
Common: \$0.50 par, 688,400 shares						
Sales	\$ 13,894,713	\$ 18,772,528	\$ 22,724,273	\$ 32,152,750	\$ 17,744,136	\$ 11,038,822
Pre-Tax earnings	2,168,510	2,814,750	3,089,295	3,545,503	365,086(c)	584,339
Net per share	2.61	1.73	1.65	1.66	.24	.46
Dividends	1.50	1.00	1.00	1.00	.80	.05
Total Assets	4,378,079	5,492,521	9,394,702	14,028,133	9,358,050	9,550,912
Price Range	8 $\frac{3}{4}$ -4	10 $\frac{3}{4}$ -7 $\frac{1}{8}$	15 $\frac{1}{4}$ -10 $\frac{1}{2}$	13 $\frac{1}{4}$ -11	12-7	13-8
PARAMOUNT PICTURES CORP. (NYSE)						
Capitalization						
Debt: \$20,704,731						
Common: \$1 par, 2,190,021 shares						
Sales	\$ 81,825,286	\$ 94,628,572	\$104,811,289	\$110,254,081	\$108,920,798
Pre-tax earnings	10,311,275	11,034,665	10,867,159	13,304,563	15,751,802
Net per share	2.67	2.33	2.52	3.06	4.10	1.31
Dividends	2.00	2.00	2.00	2.00	2.00	.50
Total Assets	117,929,986	114,479,795	116,464,094	118,430,121	128,583,495
Price Range	22 $\frac{1}{8}$ -17 $\frac{1}{2}$	33 $\frac{1}{2}$ -21	30 $\frac{1}{8}$ -21 $\frac{1}{4}$	30 $\frac{3}{8}$ -24 $\frac{1}{2}$	40 $\frac{3}{8}$ -26 $\frac{1}{8}$	44 $\frac{3}{8}$ -36
PHILCO CORP. (NYSE)						
Capitalization						
Preferred: 100,000 shares Series A \$3.75 cumulative \$100 par						
Common: 3,771,850 shares						
Sales	\$335,318,054	\$305,328,670	\$366,963,850	\$430,419,858	\$349,276,998	\$ 96,825,000
Pre-Tax earnings	33,703,616	22,012,646	25,631,457	35,316,077	10,543,965	5,232,000
Net per share	4.50	3.35	3.15	4.86(t)	1.69	.62
Dividends	2.55	1.60	1.60	1.60 + 5%	1.60	.40
Total Assets	121,294,609	119,476,461	144,400,293	168,468,430	164,587,570
Price Range	23 $\frac{1}{4}$ -20	27 $\frac{5}{8}$ -20 $\frac{7}{8}$	36 $\frac{3}{8}$ -26 $\frac{3}{8}$	36 $\frac{1}{2}$ -26 $\frac{5}{8}$	29 $\frac{3}{8}$ -28	43 $\frac{3}{8}$ -35 $\frac{3}{4}$
RADIO CONDENSER CO. (Unlisted)						
Capitalization						
Debt: \$1,650,000						
Common: \$1 par, 419,097 shares						
Sales	\$ 9,535,998	\$ 9,718,912	\$ 14,743,068	\$ 21,465,247	\$ 13,039,972
Pre-tax earnings	932,843	908,611	1,262,106	693,405	(d) 294,890
Net per share	1.31	1.15	1.25	.92	(d) .33
Dividends15-4%stk	.10	.05
Total Assets	5,220,423	6,569,694	8,400,209	7,952,391
Price Range	15 $\frac{1}{4}$ -11	12-10	11-8

(Continued on next page)

Financial Data on Major TV-Radio Electronics Manufacturers

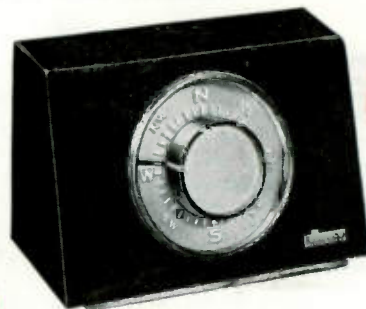
(Continued from page 387)

	1950	1951	1952	1953	1954	1st Quarter 1955
RADIO CORPORATION OF AMERICA (NYSE)						
Capitalization						
Debt: \$150,000,000						
Preferred: 900,824 shares, \$3.50 cumulative, no par						
Common: 14,031,016 shares, No par						
Sales	\$584,425,121	\$598,955,077	\$693,940,522	\$853,054,003	\$940,950,220	\$256,305,000
Pre-tax earnings	96,992,865	62,032,732	67,362,399	72,436,778	63,501,459	25,085,000
Net per share	3.10	2.02	2.10	2.27	2.66	.84
Dividends	1.50	1.00	1.00	1.00	1.20	.60
Total Assets	311,846,886	370,202,025	432,252,051	493,624,720	548,325,244
Price Range	24¼-12¼	25¼-16¾	29¾-23¼	29¾-21	39¼-22½	55¾-36¾
RAYTHEON MANUFACTURING CO. (NYSE)						
Year ending May 31.						
Capitalization						
Debt: \$7,134,411						
Preferred: 75,270 shares, \$2.40 cumulative convertible, \$50 par						
Common: 2,400,850 shares, \$5 par						
Sales	\$ 59,533,260	\$89,662,122	\$111,286,879	\$179,179,379	\$177,099,790	(v)
Pre-tax earnings	1,610,413	6,452,868	6,812,623	13,907,978	10,023,316	\$139,552,000
Net per share	.49	1.12	.84	1.68	1.53	7,657,000
Dividends	None	none	none	none	none	1.44
Total Assets	32,331,492	52,120,396	75,196,765	91,238,649	93,640,690	10% stock
Price Range	13½-6½	12¾-8¼	12¾-9½	14¾-8	14½-7¾	25¾-18
SENTINEL RADIO CORP. (ASE)						
Year ending March 31.						
Capitalization						
Debt: \$412,700						
Common: 380,000 shares, \$1 par						
Sales	\$ 9,072,994	\$20,090,708	\$ 10,126,175	\$ 15,143,134	\$13,532,457	\$12,415,085
Pre-tax earnings	77,717	2,055,196	687,777	1,276,811	327,301	115,422
Net per share	.13	1.96	.69	1.06	.40	.22
Dividends	None	none	.10	.30	none	4,804,841
Total Assets	3,280,000	8,966,682	4,346,480	5,695,100	4,719,090
Price Range	9½-3½	7¾-5	6¾-4¾	6¾-3¾	4½-3½	5¾-4½
SPARKS WITHINGTON CO. (NYSE)						
Year ending June 30.						
Capitalization						
Preferred: 3,637 shares, \$6 cumulative convertible \$100 par						
Common: 900,674 shares, no par						
Sales	\$ 17,020,260	\$ 23,978,292	\$ 20,621,271	\$ 27,556,494	\$ 30,440,062	\$ 14,140,508
Pre-tax earnings	739,299	2,255,667	1,004,293	1,901,895	514,975(d)	95,028
Net per share	.49	.95	.56	1.03	.36(d)	.01(d)
Dividends	.10	.30	.25	.30	none	None
Total Assets	8,966,682	10,613,126	10,906,861	16,581,147	14,048,039
Price Range	19¼-4½	7¾-5½	6¾-5	7¾-4¾	5¾-4	7-5
SPEER CARBON CO. (Unlisted)						
Capitalization						
Debt: \$5,250,000						
Preferred: 4,565 shares, \$7 cumulative pfd. \$100 par						
Common: 440,000 shares, \$2.50 par						
Sales	\$13,818,516	\$ 13,951,563	\$ 13,642,634	\$ 15,609,779	\$ 13,064,675
Pre-tax earnings	3,685,784	2,773,654	1,664,983	1,640,789	1,223,474
Net per share	6.62	2.37	1.56	1.31	1.08
Dividends	1.20	1.20	1.00	1.00	1.00
Total Assets	12,938,802	22,963,723	22,060,894	22,316,798	22,254,568
Price Range	27¼-13¼	33-20¼	24¼-19¼	21½-13	15¼-11¾
SPERRY CORP. (NYSE)						
Capitalization (x)						
Debt: \$18,200,000						
Common: \$1 par, 4,567,222						
Sales	\$162,454,591	\$240,933,677	\$396,218,009	\$464,071,442	\$440,906,187	\$103,683,000
Pre-tax earnings	20,308,718	33,933,161	50,930,044	52,301,411	57,354,002	13,953,359
Net per share	2.36	2.68	3.38½	3.78½	1.46	6.55
Dividends	1.00	1.00	1.00	1.50	.50+5%stk	1.75
Total Assets	106,738,978	168,686,159	237,839,933	259,075,674	223,822,376
Price Range	16¼-13	18½-13¾	22¾-15¾	24½-17¾	45¾-21¾	95¾-39¾
SPRAGUE ELECTRIC CO. (Unlisted)						
Capitalization						
Debt: \$2,665,000						
Common: \$2.50 par, 1,241,712 shares						
Sales	\$ 28,614,860	\$ 38,491,215	\$ 44,449,891	\$ 46,778,633	\$ 42,355,361
Pre-tax earnings	6,725,904	8,577,336	10,169,353	9,604,980	6,668,908
Net per share	3.04	1.61	1.86	1.67	1.79
Dividends	.60	.89	.85	.71	1.10	.30
Total Assets	15,350,554	21,096,487	21,866,421	24,424,669	26,835,820
Price Range	15¼-6¾	12½-8¾	24¼-11¾	25½-19¾	39¾-24	61-48
STANDARD COIL PRODUCTS CO. (NYSE)						
Capitalization						
Debentures: \$4,551,889—5s 1967						
Common: 1,470,000 shares, \$1 par						
Sales	\$ 35,632,396	\$ 40,302,526	\$ 65,990,177	\$ 89,270,964	\$ 72,862,113	\$ 16,325,635
Pre-tax earnings	10,464,265	5,204,208	7,394,690	8,200,115	5,136,407
Net per share	3.58	1.69	1.95	2.25	1.95	.08
Dividends	.25	1.00	1.00	1.00	1.00	.25
Total Assets	10,133,662	20,239,292	28,401,496	30,644,696	29,351,477
Price Range	11¾-9	14¾-10	18¾-12¾	17¼-12½	17¾-12¾	20¼-15¾
STORER BROADCASTING CO. (NYSE)						
Capitalization						
Debt: \$7,993,460						
Common: \$1 par, 1,686,500 shares						
Gross Revenues	\$ 6,657,114	\$ 9,560,086	\$ 11,475,618	\$ 14,901,078	\$ 17,736,531
Pre-tax earnings	1,895,085	3,406,327	3,963,304	6,161,231	7,105,103
Net per share	.39	.63	.69	.94	1.62	1.44
Dividends	.06	.10	.10	.24	.81	.30
Total Assets	11,923,761	17,446,319	27,872,630
Price Range	(b)	(b)	(b)	7¾-7	19¾-7¾	29½-19¼

Financial Data on Major TV-Radio-Electronics Manufacturers

	1950	1951	1952	1953	1954	1st Quarter 1955
STROMBERG-CARLSON CO. (z) (NYSE)						
Capitalization						
Preferred: 71,869 shares, 4½% cumulative convertible, \$50 par						
Common: 530,892 shares, \$10 par						
Sales	\$ 39,192,917	\$ 33,632,495	\$ 48,098,000	\$ 65,241,861	\$ 63,509,429	\$ 17,009,385
Pre-tax earnings	1,634,731	1,562,178	3,516,600	5,107,308	4,131,754
Net per share	2.79	1.66	3.28	3.40	3.65	1.07
Dividends	10% stock	.25 + 10%	1.00	1.50	1.52½	.40
Total Assets	22,470,978	23,731,262	30,217,662	44,305,301	41,147,813
Price Range	20-11¼	16-10½	19¼-12¾	27¼-16½	43¾-26¾	67¾-40
SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)						
Capitalization						
Debt: \$41,760,000						
Preferred: 96,051 shares, \$4 cumulative no par pfd; 148,114 shares \$4.40 convertible no par pfd						
Common: 2,923,394 shares, \$7.50 par						
Sales	\$162,514,814	\$202,806,387	\$235,023,437	\$293,267,408	\$281,641,987	\$ 73,979,627
Pre-tax earnings	19,221,185	26,153,973	17,660,625	24,486,181	18,380,941
Net per share	5.37	4.17	3.04	3.10	2.92	1.03
Dividends	2.00	2.00	2.00	2.00 + 10%	2.00	.50
Total Assets	92,880,534	150,968,617	176,418,658	204,433,298	191,379,534
Price Range	26¾-18¼	39-23¾	41¾-32¼	40-29¼	48¾-31¾	49¾-41
TEXAS INSTRUMENTS, INC. (NYSE)						
Capitalization						
Debt: \$1,825,000						
Preferred: 4.48% Series A convertible pfd., 169,945 shares						
Common: \$1 par, 2,987,013 shares						
Sales	\$ 13,511,726	\$ 16,230,812	\$ 12,829,602	\$ 6,310,000
Pre-tax earnings	2,289,738	3,219,162	2,380,718	681,000
Net per share30	.42	.40	.13
Dividends	none	none	None	None
Total Assets	13,396,944	14,900,024	15,123,336
Price Range	5¼-5½	14-5¼	16¾-12¾
TRAV-LER RADIO CORP. (Midwest)						
Capitalization						
Debentures: \$1,250,000 6s 1967—Notes: \$143,333						
Common: 761,995 shares, \$1 par						
Sales	\$ 13,892,485	\$ 8,015,622	\$ 11,860,387	\$ 14,669,624	\$ 16,347,813
Pre-tax earnings	2,309,275	1,256,162(d)	388,565	831,463	459,657
Net per share	1.52	.76(d)	.38	.54	.32
Dividends	.30 + 20%	.10	nil	.10	.22½	.07½
Total Assets	6,484,714	3,971,516	4,224,853	4,602,709	5,339,834
Price Range	5½-3¾	4½-2¾	3½-2½	3½-2½	3-2	4¼-2¾
TUNG-SOL ELECTRIC, INC. (NYSE)						
Capitalization						
Debt: \$2,050,000						
Preferred: 26,280 shares, \$2.50 cumulative convertible pfd., \$50 par						
Common: 641,787 shares, \$1 par						
Sales	\$ 29,425,022	\$ 31,484,760	\$ 35,489,558	\$ 40,017,549	\$ 39,052,458	\$ 11,892,273
Pre-tax earnings	6,280,786	5,713,572	5,558,235	4,177,229	4,302,262	1,699,214
Net per share	6.61	4.24	3.75	3.07	3.15	1.09
Dividends	2.00	1.25	1.25	1.25	1.25	.25
Total Assets	14,881,402	17,115,034	20,702,033	20,314,487	26,728,555
Price Range	20½-8¾	24¼-16¼	21¾-16¼	24¾-16½	30¼-16¼	33½-25
WEBSTER-CHICAGO CORP. (Unlisted)						
Capitalization						
Mortgage: \$53,000						
Common: 519,750, \$1 par						
Sales	\$ 19,086,151	\$ 17,971,469	\$ 19,580,686	\$ 27,757,899	\$ 31,741,046
Pre-tax earnings	2,324,494	677,596	408,951-d	1,947,162	1,139,198
Net per share	2.69	1.01	.91-d	1.87	1.09	.37
Dividends	1.50 + 20%	1.00	.50	10% in stock	.15 + 5% stk
Total Assets	8,713,877	7,878,317	10,406,339	11,827,337	12,940,996
Price Range	20¼-10¾	16¾-11¼	13½-7½	9½-7	11½-7¾	11½-8½
WELLS-GARDNER & CO. (Unlisted)						
Capitalization						
Common: 410,300 shares, \$1 par						
Sales	\$ 17,825,098	\$ 12,758,749	\$ 16,301,043	\$ 22,572,069	\$ 21,200,318
Pre-tax earnings	1,674,235	735,383	1,079,204	2,115,995	2,031,340
Net per share	2.33	1.10	1.12	1.88	2.22
Dividends	.75	.60	.80	.75	.75
Total Assets	5,643,428	4,462,000	6,385,335	7,224,465	8,076,027
Price Range	12¾-5½	8¾-6¼	8¼-6½	8¼-6¾	10-5¾	13¼-9¾
WESTINGHOUSE ELECTRIC CORP. (NYSE)						
Capitalization						
Debt: \$323,842,000						
Preferred: 500,000 shares, \$3.80 Class B \$100 par pfd.						
Common: 16,343,990 shares, \$12.50 par						
Sales	\$1,019,923,051	\$1,240,801,296	\$1,454,272,698	\$1,582,047,141	\$1,631,045,480	\$367,705,000
Pre-tax earnings	159,664,532	169,014,000	167,670,000	148,605,925	163,194,367	24,682,000
Net per share	5.36	4.03	4.23	4.53	5.06	.75
Dividends	2.00	2.00	2.00	2.00	2.50	.50
Total Assets	800,461,178	1,004,378,037	1,195,292,040	1,265,353,717	1,329,120,140
Price Range	36-29¼	42½-34¾	48¾-35¾	52½-39½	79-50½	83¼-67½
ZENITH RADIO CORP. (NYSE)						
Capitalization						
Common: 492,464 shares, no par (y)						
Sales	\$ 87,704,071	\$110,022,780	\$137,637,697	\$166,733,276	\$138,608,360	\$ 40,371,812
Pre-tax earnings	11,527,903	11,810,740	13,195,933	13,733,357	12,056,264	4,558,799
Net per share	11.43	10.91	11.87	11.44	11.53	4.21
Dividends	1.50	3.00	3.00	3.00	3.00	.50
Total Assets	51,971,284	50,275,866	54,416,548	52,042,451	62,604,970
Price Range	70¼-31½	71½-47½	88-68	84-63¼	96-63½	134-86

Packed with
PDQ



New!

Model U-98—fully automatic—it's built for the future! —incorporates 32 distinct improvements (15 engineering, 17 design and mechanical)—eliminates all arcing and consequent picture distortion—points directly, positively, instantly to target station—"just set it and forget it!"
List Price **\$39.95**

New, Improved ALLIANCE TENNA-ROTORS

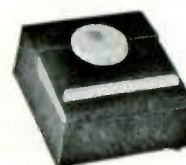
Performance
perfect synchronization,
perfect alignment.

Design
years-ahead styling,
harmonizes anywhere.

Quality
precision manufacture,
strictest production control.



New!



Model T-12 (formerly T-10)—many major improvements in this popular unit—needle stays in position—you always know where antenna points—highly accurate . . . List Price **\$29.95**

Model K-22—"economy" model. Product of the same famous Alliance precision manufacture. Neat, compact, modern design. Finger-touch control. Unequaled value! . . . List Price **\$19.95**



Model BY-90—the recognized quality converter built for top performance, long, trouble-free service. Superior reception . . . List Price **\$29.95**

ALLIANCE UHF CONVERTERS



Model UC-2—practically automatic! Single, simple control provides continuous tuning. Modern decorator styling. List Price **\$24.95**



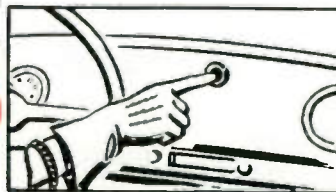
Model UC-1—"hideaway" model—mounts out of sight on back of set. Only slide rule tuning dial shows slightly. List Price **\$18.95**



Alliance Genie AUTOMATIC GARAGE DOOR OPERATORS

A "natural" for TV-dealer sales! The Alliance GENIE Lift-A-Dor is the first, low-cost, quality, automatic operator. Opens, closes, locks, unlocks garage door, turns lights on or off! Many exclusive features. Long-life, trouble-free, comes pre-assembled, factory-tested.
List Price from **\$69.95** to **\$219.95** plus installation.

PUSH ALLIANCE PRODUCTS
"known in every TV home"
FOR PDQ PROFITS



Radio Control—operates from push-button on car dash.



Key-Switch Control—operates from driver-level box.

ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio

Directory of

Manufacturers of Television Receivers (Including Assemblers of TV Sets)

Revised to July 15, 1955

Data as provided in response to questionnaires; some radio manufacturers not regularly makers of TVs.

Asterisk (*) indicates company assembles receivers only, purchasing chassis from others.

ADMIRAL CORP.

3800 W. Cortland St., Chicago 47, Ill.
Spaulding 2-0100.

Plants: TV receivers and govt. electronics equipment, 3800 W. Cortland St., Chicago; phonographs, 4150 N. Knox Ave., Chicago; cabinets, 6100 W. Grand Ave., Chicago; TV & radio table receivers, McHenry & Harvard, Ill.; TV table receivers & govt. electronics equipment, Bloomington, Ill.; refrigerators, freezers & ranges, Midwest Mfg. Corp., Galesburg, Ill. (subsidiary); cabinets, Shelbyville, Ind.; plastic cabinets, Molded Products Corp., 4533 W. Harrison St., Chicago (subsidiary); Canadian Admiral Corp., Port Credit, Ont. (subsidiary), Vincent Barreca, pres.

Distributing Branches: New York, Boston, Newark, Jacksonville, Milwaukee, Chicago, Dallas, Oklahoma City, San Francisco, San Diego, Los Angeles, Denver, Grand Rapids, Houston, Washington, Anchorage, Baltimore, Spokane.

Executives:

Ross D. Siragusa, president.
John B. Huarisa, exec. v.p. & treasurer.
W. C. Johnson, v.p. in charge of sales & pres. of distributing branches.
C. S. Tay, mgr. distributing branches.
Hal Conklin, general sales mgr.
T. Stanton Fremont, appliance merchandise mgr.
William B. Doyle, sales mgr., air conditioner-freezer div.
Jack Tenney, sales mgr., refrigerator div.
Buford Melton, sales mgr., contract div.
Martin Sheridan, director public relations.
James R. Oberly, pres., Admiral International Corp. & Admiral Interamericana Corp.
Thomas J. Lloyd, v.p., Admiral International Corp. & Admiral Interamericana Corp.
C. S. Rossate, production v.p. & mgr. of plants.
Frank H. Uriell, v.p. & general counsel.
Edmond I. Eger, v.p., advertising.
R. DeCola, director of engineering.
E. T. Morton, director of engineering, appliances.
G. E. Driscoll, secy. & asst. treasurer.
Edward P. Steele, mgr., market research dept.
William Curtis, director of traffic.
Alfred A. Medica, radio sales mgr.
Washington Representative: John Gilberte, v.p.-govt. labs div., Albee Bldg., Sterling 3-9125.

AMERICAN TELEVISION INC.

5050 N. Broadway, Chicago 40, Ill. Wabash 2-2335.

U. A. Sanabria, president.

AMERICAN TELEVISION & RADIO CO.

300 E. 4th St., St. Paul 1, Minn. Capital 2-3791.

Albert A. Goffstein, president & sales mgr.
Harold Westhoff, credit manager.
Allan Degnan, service manager.

ANDREA RADIO CORP.

27-01 Bridge Plaza N., Long Island City 1, N.Y. Stillwell 4-5411.

Executives:

Frank A. D. Andrea, president.
Harold J. Heindel, secy. & chief engineer.
John Andrea, industrial relations mgr.
Thomas McKenna, credit manager.
Ramon Masvidal, export manager.
Bruce B. Donald, purchasing.
C. Van Maanen, sales manager.
Joseph Haug, service manager.
M. J. McNicholas, electronic director.
A. Abbene, controller.

ARF PRODUCTS INC.

7627 Lake St., River Forest, Ill. Forest 9-6000.

Arthur H. Maciszewski, president.
John J. Pakan, vice-president.
Dr. Julius J. Hupert, research director.
Teresa H. Maciszewski, treasurer.
M. Stanley Danisch, sales engineer.

AVCO MFG. CORP.

Crosley & Bendix Home Appliances Divs.
1329 Arlington St., Cincinnati 25, O. Kirby 6660.

Plants: TV & radio receivers, Cincinnati (W. H. Graham, mgr.); refrigerators, upright freezers & govt. products, Richmond, Ind. (J. D. Taylor Jr., mgr.); TV and radio cabinets, Carrolton, Ky. (J. C. Hamburg, mgr.); laundry equipment, ranges & freezers, Nashville, Tenn. (W. R. Lawrence, mgr.). Also makes kitchen equipment (dishwashers, cabinet sinks, wall cabinets, base cabinets, waste disposers, water heaters).

Executives:

Chester G. Gifford, president.
Parker H. Ericksen, executive v.p.
C. G. Felix, v.p. & gen. mgr. for govt. products.
F. E. Howell, v.p. of sales & distribution.
W. A. MacDonough, director of adv. & sales promotion.
J. M. Mihalic, director of manufacturing & engineering.
S. O. Haffey, mgr. of TV-radio manufacturing.
H. J. Allen, gen. sales mgr., TV & radio.
James M. Farrell, national TV-radio field sales mgr.
Fred Gregg, mgr. of TV-radio adv. & sales promotion.
Richard H. Schneberger, TV-radio national service mgr.
Harlan Bass, director of TV-radio engineering.
H. C. Tipping, industrial & community relations director.
F. C. Partlan, general traffic mgr.
Joseph B. Smith, public relations director.
A. E. Cascino, director of marketing.
D. B. Blatz, general controller.
Harvey E. Weimer, market research mgr.
Washington Representative: Frank J. Hughes, World Center Bldg., Sterling 3-2770.

BELL TELEVISION INC.

254 W. 54th St., New York 19, N.Y.
Judson 6-4350.

Assembles remote receivers and manufactures solderless coaxial connectors, solderless TV receptacles and Yagi antennas and fittings.

Martin Sugar, president.

Charles C. Schwartz, secretary.
Lee Bunting, treas. & chief engineer.
Herbert Hewitt, service manager.

BENDIX RADIO

Television & Broadcast Receiver Div.
Baltimore 4, Md. Valley 3-2200.

Executives:

E. K. Foster, v.p. & general manager.
Hodge C. Morgan, general sales manager.
C. M. Granger, general works manager.
N. C. Henry, market research manager.
H. F. B. Kerr, credit manager.
J. M. Miller, director of engineering.
H. S. Sacks, adv. & sales promotion director.
C. J. Hassard, gen. merchandise manager.
J. F. Glover, cabinet design & styling.
B. C. Furey, assistant sales manager.
H. M. Munson, purchasing agent.
I. J. Macomber, manager of distribution.
K. H. Brown, service manager.
A. C. Boss, chief field engineer.

CALBEST ENGINEERING & ELECTRONICS CO.

828 Highland Ave., Los Angeles 38, Cal.
Hollywood 3-2119.

Manufactures TV & radio chassis, electronic equipment and remote control for TV.

I. Dubin, president.

CAPEHART-FARNSWORTH CO.

Division of IT&T.
3702 E. Pontiac St., Ft. Wayne, Ind.
Eastbrook 7571.

Executives:

L. G. Haggerty, president.
E. W. Gaughan, v.p. & gen. sales mgr.
P. H. Hartman, vice-president.
G. L. Neaderhouser, comptroller.
C. H. Wiggin, secy. & gen. attorney.
J. L. Albers, merchandise mgr.
Donald F. Miersch, marketing manager.
Ned S. Underhill, purchasing director.
Robert E. Koehler, manufacturing director.
S. A. Morrow, advertising director.
Joseph Conway, engineering director.
Mark E. Davis, sales finance manager.
L. E. Clements, chief TV engineer.
J. O. Silvey, chief color TV engineer.
R. C. Woltz, chief radio engineer.
John W. Guilfoyle, personnel director.
F. B. Ostman, service manager.
Washington Representative: 1909 Massachusetts Ave. NW.; Hobart 2-0110.

CBS-COLUMBIA

Division of Columbia Broadcasting System Inc.
3400 47th Ave., Long Island City 1, N.Y.
Exeter 2-3000.

Executives:

Henry C. Bonfig, president.
Harry Schecter, v.p. sales.
Antony Wright, v.p. engineering.
Will James, director of operations.
Merle Wick, administrative v.p.
Harold J. Schulman, assistant to pres.
Alvin C. Stewart, controller.
Joseph H. Seider, attorney & director of industrial relations.
Gerald Light, director of adv. & sales promotion.
David J. Hopkins, sales director.
Daniel Newman, service director.
Leland G. Stone, design director.
Henry A. Pope Jr., credit manager.
Robert Hartman, v.p.-govt. & industrial div.
Thomas Grieser, works manager.
Harold M. Zimmerman, purchasing director.
Leonard J. Corti, mgr. contract administration, govt. & industrial operations.
Robert Windt, radio sales mgr. & director of public relations.
Peter Reuter, mgr. contract relations, govt. & industrial operations.

*CERTIFIED RADIO LABORATORIES

5507 Thirteenth Ave., Brooklyn 19, N.Y.
Gedney 8-8080.

Manufactures TV kits & chassis, also purchases some chassis from others.
M. Selgsohn, owner.

*CHATHAM TELEVISION CO. INC.

160 E. 56th St., New York, N.Y.
Plaza 5-4892.

Nicholas Yannantuono, president.
Paul V. Dooley, vice-president.
Richard P. Niesz, secy.-treas.

COLORTRONICS INC.

3116½ Sunset Blvd., Los Angeles 26, Cal.
Normandy 3-3228.
Don Calabria, president.

CONRAC INC.

Glendora, Cal.
Edgewood 5-1241.
Manufactures TV & radio sets under Conrac & Fleetwood brands and for private label.
W. J. Moreland, president.
J. Grayson Jones, vice-president.
K. L. Peyton, treasurer.
P. C. Kemp, secretary.
W. B. Goodman, credit manager.

DEWALD RADIO MANUFACTURING CORP.

35-15 37th Ave., Long Island City 1, N.Y.
Stillwell 4-9334.
David Wald, president.
Mark Glaser, engineer.
Sidney Weinberg, production engineer.
Samuel Olchak, gen. sales manager.
Seymour Wald, asst. sales manager.

ALLEN B. DUMONT LABORATORIES INC.

750 Bloomfield Ave., Clifton, N.J.
Mulberry 4-7400.
Executives:
Allen B. DuMont, president.
Stanley F. Patten, v.p.
Keeton Arnett, v.p. administration.
Thomas T. Goldsmith Jr., v.p. research.
William H. Kelley, v.p. & general mgr.
Irving G. Rosenberg, v.p. technical products.
C. Edwin Williams, v.p. govt. contracts.
P. Well, assistant to president.
F. P. Rice, director of operations, consumer products.
Ted Bergmann, director, broadcasting div.
James L. Caddigan, director of Electronic-cam marketing.
Rodney D. Chipp, director of engineering.
Bert L. Graham, controller.
Bruce T. DuMont, gen. superintendent.
Harry Housen, industrial relations director.
Ralph B. Austrian, west coast manager.

Receiver Sales Division

35 Market St., E. Paterson, N.J.

William C. Scales, manager.
Jack Siegrist, merchandise manager.
J. Calvin Affleck, adv. & sales promotion manager.
Joseph Hatchwell, service manager.
Fred Zorn, administration & finance mgr.
Richard F. O'Brien, field sales mgr.

Receiver Manufacturing Div.

35 Market St., E. Paterson, N.J.

Paul Eshleman, manager.
Morris Spector, asst. mgr. in charge of materials.
Humbert Pacini, mgr. engineering.
William Paton, mgr. purchasing.
Sidney Schwartz, mgr. cabinets.
Charles Seelig, mgr. manufacturing.
Arthur Durage, industrial engineering.
P. Koch, mgr. cabinet inspection dept.

Technical Products Division

760 Bloomfield Ave., Clifton, N.J.

P. S. Christaldi, manager.
G. R. Mezger, general sales manager.
R. E. Kessler, gen. manufacturing mgr.
A. J. Talamini, engineering mgr.
M. Harris, production control mgr.
C. P. Martin, purchasing manager.
R. E. Svozil, manufacturing manager.
D. M. Christie, inspection manager.
J. H. Ruitter, technical adv. mgr.

Cathode-ray Tube Division

750 Bloomfield Ave., Clifton, N.J.

Alfred Y. Bentley, assistant manager.
Kenneth A. Hoagland, chief engineer.
William Carlin, manufacturing manager.
Robert Scott, sales manager.
A. R. Dutcher, purchasing agent.
Edwin B. Hinck, mgr. replacement sales.

Govt. Manufacturing Div.

35 Market St., E. Paterson, N.J.

W. J. McGinnity, manager.
P. F. Brown, assistant manager.
J. Feltman, manufacturing mgr.
S. Calafati, engineering mgr.
J. Sheeran, production control mgr.
W. Dalley, contract coordinating mgr.
L. Pierce, purchasing manager.
J. Roman, govt. manufacturing quality mgr.

Govt. Contract Division

(Negotiations & Bid)

760 Bloomfield Ave., Clifton, N.J.

C. Edwin Williams, director.
H. B. Graham, manager.
J. Nelson Lord, assistant manager.
Washington Representative: Justin R. Sypher, Pennsylvania Bldg., Metropolitan 8-1232.

Research Division

2 Main Ave., Passaic, N.J.

Robert T. Cavanagh, director circuit research.
Stanley J. Koch, director tube research.
Russell G. Felton, patents.

International Division

515 Madison Ave., New York, N.Y.
Murray Hill 8-2600

Ernest A. Marx, director.
Robert I. Gaines, assistant director.

EMERSON RADIO & PHONOGRAPH CORP.

14th & Coles Sts., Jersey City, N.J.
Swarthmore 5-3500.

Plants: TV & radio receivers, electronic equipment for Govt., 14th & Coles Sts., Jersey City, N.J.; Emerson Research Laboratories, 701 Lamont St. NW, Washington, D.C. Subsidiaries: Jefferson-Travis Inc., 32 Ross St., Brooklyn, N.Y. (woodworking plant); Jules Frank, president; Plastimold Corp., Attleboro, Mass. (plastic cabinets, etc.); Dorman D. Israel, president; Stanley L. Abrams, treas.; John Stenberg, asst. secy.; Arthur Grossberg, asst. treas.; Emerson Radio Export Corp., Plaza Hotel, New York City (Max Abrams, president; J. Kattan, v.p.); Quiet Heat Mfg. Co., Newark (air conditioners; John D. Small, president).

Executives:

Benjamin Abrams, president.
Max Abrams, secretary-treasurer.
Dorman D. Israel, executive v.p.
Louis G. Pacent, production v.p.
Harvey Tullo, purchasing v.p.
Lester Krugman, marketing v.p.
R. T. Capodanno, engineering v.p.
Sol W. Gross, sales v.p., asst. to pres.
Michael Kory, v.p. & sales director.
Morton Rome, govt. contracts v.p.
Abraham Vogel, controller.
Raymond Herzog, asst. secretary.
Abraham Rosen, asst. treas. & director govt. contracts.

Fred Abrams, assistant to treas.
G. H. Geick, asst. to executive v.p.
Joseph Kattan, distribution & export mgr.
Stanley M. Abrams, director of distributors.
Edward Kantowitz, advertising manager.
Albert Leon, sales promotion manager.
Michael Ames, mgr. publicity & public relations.

George Cohen, director of service sales.
Arnold Henderson, director of sales administration.

Leo Hahn, TV-radio sales manager.
William Vassar, chief engineer.
Walter Lukas, chief TV engineer.
F. J. Burger, chief radio engineer.
L. G. Zucker, chief mechanical engineer.
Dr. Werner Auerbacher, director govt. engineering division.

Stanley L. Abrams, director materials div.
I. M. Koelnberg, director of purchases.
Floyd Makstein, mgr. parts, sales-service dept.
William Kay, manager parts dept.
H. Bernstein, manager service dept.
Peter Certo, manager industrial personnel.

Richard A. Bobbe, manager office personnel.
Samuel Portnoy, traffic manager.
M. F. Blakeslee, mgr. distributor relations.
Israel Levine, distribution manager.
Dr. H. Goldberg, director, research labs.
Dr. D. Burcham, asst. director, research labs.

Washington Representative: W. Toole, 701 Lamont St. NW.; Tuckerman 2-6800.

FADA RADIO & ELECTRIC CO. INC.

525 Main St., Belleville, N.J.
Plymouth 9-8100.

J. M. Marks, president.
S. J. Marks, vice-president.
D. I. Marks, secretary-treasurer.
I. N. Marks, assistant secretary.

GENERAL ELECTRIC CO.

Electronics Park, Syracuse, N.Y.
Telephone: 76-4411.

ELECTRONICS DIVISION

Walter R. G. Baker, v.p. & general manager.
Ernest H. Vogel, manager marketing.
Ira J. Kaar, manager engineering.
William M. Barker, mgr. equipment, utilities & relations.
George L. Chamberlin, mgr. organization study.
Clyde H. Harris, mgr. employe relations.
Robert M. Estes, counsel.
Dr. George Haller, manager laboratories.

Radio & TV Department

Herbert Riegelman, general manager.
Jack S. Beldon, manager marketing.
Arthur A. Brandt, manager sales.
Paul H. Leslie, sales manager monochrome TV receivers.
Joseph F. Effinger, sales manager color TV receivers.
Raymond V. Bulvid, sales mgr. radio receivers.
Dunham S. Beldon Jr., sales mgr. national accounts.
Thomas J. Nicholson, sales mgr. special products.
George A. Bradford, mgr. adv. & sales promotion.
John N. Phillips, manager product planning.
John F. McAllister, manager engineering.
Aubrey R. Goodwin, manager manufacturing.
Walter A. Peterson, manager finance.
John D. Walter, manager materials.
Wm. L. Parkinson, mgr. product service.
J. Kenneth Ryan, mgr. marketing administration.
Lee Schoenfeldt, mgr. marketing research.
R. Lawrence Howes, manager employe relations.
Wesley A. Sager Jr., mgr. credits & collections.

Tube Department

1 River Road, Schenectady, N.Y.
Telephone: 4-2211.

J. Milton Lang, general manager.
K. C. De Walt, manager engineering.
Grady L. Roark, manager tube sales.
G. W. DeSousa, manager equipment sales.
John T. Thompson, mgr. replacement sales.
Eugene H. Fritschel, mgr. govt. sales.
George W. Henyan, mgr. intra-company sales.
Alfred L. Champigny, mgr. adv. & sales promotion.
Thomas B. Jacocks, mgr. Washington office.

Electronic Components Dept.

Edward L. Hulse, general manager.
Edward A. Malling, manager marketing.
R. James Biele, manager engineering.
R. W. Trickey, manager manufacturing.
Howard M. Rumbaugh, manager finance.
John M. Simpson, mgr. employe relations.

Technical Products Department

William J. Morlock, general manager.
Robert H. Platt, manager finance.

Broadcast Equipment:

Paul L. Chamberlin, general manager.
Frank P. Barnes, manager marketing.
Albert F. Wild, manager sales.
Charles J. Simon, manager product planning.
C. Wesley Michaels, manager marketing research & administration.
M. Roy Duncan, manager product service.
Roy D. Jordan, mgr. advertising & sales promotion.
C. Graydon Lloyd, manager engineering.
Glenn R. Lord, manager manufacturing.
D. H. Cutler, manager employe relations.

Communication Equipment:

Harrison VanAken, general manager.
Lacy W. Goostree, manager marketing.
Robert L. Casselberry, mgr. production planning.
L. R. Sheely, manager sales.
H. N. McNeill, manager product service.
G. H. Floyd, manager adv. & sales promotion.
Charles M. Heiden, manager engineering.
B. R. White, manager manufacturing.

Semiconductor Products:

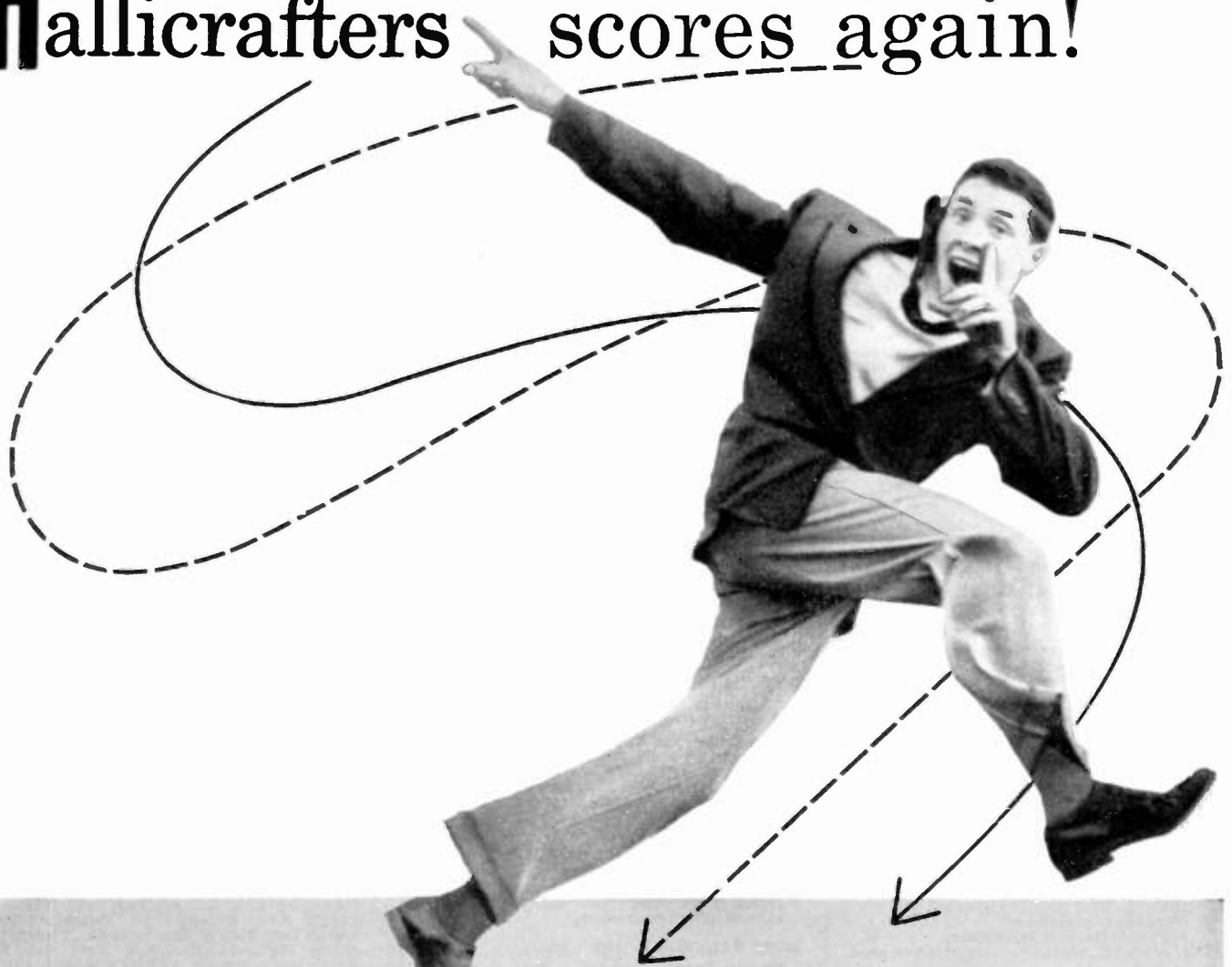
H. Brainard Fancher, general manager.
James M. Sweeney, manager marketing.
E. O. Vandeven, manager product planning.
G. O. Whelchel, mgr. marketing administration & research.
R. H. Rudolph, manager sales.
S. R. Tedford, mgr. adv. & sales promotion.
James E. Keister, manager engineering.
Theodore E. Jamro, manager manufacturing.

Heavy Military Electronic Equipment Department

John J. Farrell, general manager.
V. M. Lucas, manager marketing.
R. J. Brown, manager sales.
P. G. Fritschel, mgr. product service.
P. J. Schenk, mgr. marketing research & product planning.
F. Gangberg, mgr. marketing administration.
Edward F. Herzog, manager engineering.
Joseph A. Barratt, manager manufacturing.
Dyle L. Henning, manager finance.

(Continued on Page 394)

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Again Hallicrafters engineering leads the way . . . presenting big-screen 21-inch Color TV.

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GENERAL ELECTRIC—(Continued)
Light Military Electronic Equipment Department

Herman F. Konig, general manager.
Lee K. Alexander, manager marketing.
W. F. Hafstrom, manager sales.
C. W. Nelson, manager product service.
R. T. Pennington, mgr. marketing administration.
B. Parran, mgr. market research & product planning.
Marvin R. Johnson, manager engineering.
Harold R. Rice, manager manufacturing.
James A. Cadwallader, manager finance.
Gilbert T. Garber, mgr. employe & plant community relations.
Cyril J. Statt, manager quality control.

Equipment, Utilities & Relations Dept.

William M. Barker, manager.
Addison F. Persons, manager utilities.
Reginald A. Cook, mgr. equipment development plant.
A. Thomas Schade, manager finance.
Clyde H. Harrison, mgr. employe relations.
E. M. Trefethen, mgr. community relations.

GOTHAM TELEVISION CORP.

123 W. 64th St., New York 23, N.Y.
Trafalgar 3-3787.

Manufactures private label sets only.

Harold Shevers, president & treasurer.
Beatrice Shevers, v.p. & secretary.
Harry Snyder, general manager.
Gregory Baraks, merchandise controller.

GUILD RADIO & TELEVISION CO.

460 N. Eucalyptus Ave., Inglewood 3, Cal.
Oregon 8-7771.

Manufacturers of Guild brand TVs.

Jackerman E. Ackerman, partner.
Lou Dolgin, partner.

HALLICRAFTERS CO.

4401 W. Fifth Ave., Chicago 24, Ill.
Van Buren 6-6300.

Plants: TV receivers, components, communications & military-national service dept., 4401 W. 45th St., Chicago; radio, communications receivers, govt. electronic, general & sales offices, laboratory, 4401 W. Fifth Ave., Chicago.

Distributing Branch: Hallicrafters-Milwaukee Inc., 2976 N. Third St., Milwaukee.

Executives:

William J. Halligan, chairman.
R. W. Durst, president.
J. J. Frendreis, secy.-treasurer.
Col. Mark E. Smith, administrative asst. to pres.
M. P. Heinz, assistant treasurer.
E. J. Corcoran, assistant secretary.
Fritz Franke, products manager.
M. D. Kelly, marketing director, TV & home radio.
W. J. Halligan Jr., marketing director, communications sales.
Maj. Gen. James S. Willis, coordinator of research & development.
Wm. H. Shaw, national service mgr.
Caleb A. Shea, TV-radio distribution mgr.
Hendrix Blue, advertising manager.
Wayne Thorstensen, credit manager.
Robert F. Halligan, operations manager.
Charles Carroll, director of engineering.
J. C. Mathews, director of purchasing.
A. Dambrauskas, service manager.
R. T. Cotton, export manager.

HOFFMAN ELECTRONICS CORP.

3761 S. Hill St., Los Angeles 7, Cal.
Richmond 7-9661.
Also 820 Atlantic Ave., N. Kansas City, Mo.
Baltimore 7788.

Plants: Govt. & labs. 3761 S. Hill St., Los Angeles 7, Cal.; Richmond 7-9661. TV-radio receivers, 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151.

Distributing Branches: Los Angeles—246 W. College St.; Madison 5-2171; Jack F. Herbst, gen. mgr. San Francisco—450 Ninth St.; Underhill 3-6727; John N. Barker, branch mgr. St. Louis—3117 Locust St.; Oliver 2-5710; Joseph McFarland, branch mgr. Portland, Ore.—600 S.E. Stark St.; Fillmore 3235; Tom E. Mumford, branch mgr. Fresno—1740 Van Ness Ave.; Fresno 6-8321; J. B. Caldwell, branch mgr. Sacramento—1115 R St.; Gilbert 3-4668; Ed Faust, branch mgr. San Diego—446 W. Beech St.; Belmont 2-5101; Burt Jones, branch mgr.

Eastern Regional Office: Washington Bldg., Washington 5, D.C. Sterling 3-4658.
H. C. Briggs, v.p.; J. S. Campbell; John R. O'Brien; J. W. Jones.

Midwestern Regional Office: Harries Bldg., Dayton 2, O. Adams 8434. W. N. Hilt, mgr.

Executives:

H. Leslie Hoffman, president.
C. E. Underwood, v.p. & treasurer.
Herbert S. Hazeltine, secretary.
J. S. McGee, assistant secy. & asst. treas.
E. A. Tischler, director of advertising.
Mrs. Charlotte S. DeArmond, public relations director.

Radio Division (Receiver Factory)

M. G. Whitney, director of engineering & manufacturing.
R. W. Westerfield, director of purchasing.
J. T. McAllister, quality control manager.
J. D. Portanova, chief designer.
John Stevens, director of cabinet production & procurement.
B. J. Smilie, buyer of TV cabinets.
R. L. Unger, personnel director.
E. G. Junge, credit manager.

Radio Division (Sales & Advertising)

W. L. Stickel, general sales manager.
D. D. Spence, asst. sales mgr. & export mgr.
Richard Berggren, national adv. manager.
Paul E. Bryant, gen. mgr. Pacific Coast sales operations.
Norfleet Callicott, Eastern sales manager.

Laboratories Division

J. B. Moss, president.
G. M. Hafner, v.p. & director of manufacturing.
Carlton Wasmansdorff, v.p. & engineering director.
L. A. Mayberry, chief engineer.
R. A. Glingrich, director of purchasing.
R. O. Vaughan, general sales manager.
William R. Bush, asst. gen. sales mgr.
John H. Heck, mgr. govt. contract dept.
Bruce L. Birchard, mgr. patent dept.
John W. Atwood, director of industrial relations.
Deane Aylesworth, advertising manager.

INDUSTRIAL TELEVISION INC.

369 Lexington Ave., Clifton, N.J.
Gregory 3-0900.

Horace Atwood Jr., president & chief engineer.

L. M. Rehak, plant manager.
R. J. Harrington, sales manager.
Joseph Weinberg, purchasing agent.

KAYE-HALBERT CORP.

3623 Eastham Dr., Culver City, Cal.
Texas 0-4891.

Harry Kaye, president.
David Kaye, production manager.
Morris Adler, controller.

KENT TELEVISION INC.

505 Driggs Ave., Brooklyn, N.Y.
Evergreen 8-2272.

Jack Mendelson, general manager.
Benjamin Wax, sales manager.

LION MANUFACTURING CORP.

2640 W. Belmont Ave., Chicago 18, Ill.
Cornelia 7-6060.

Executives:

Raymond T. Moloney, president.
Andrew J. Renn, exec. v.p. & gen. mgr.
Herbert B. Jones, v.p.-govt. contracts.
Donald E. Hooker, chief engineer.
Herbert C. Kyle, purchasing director.
Paul H. Eckstein, gen. mgr., TV-radio div.
Harold J. Adler, chief TV-radio engineer.

MAGNAVOX CO.

Bueter Rd., Ft. Wayne 4, Ind.
Eastbrook 5471.

Plants: Govt. products, Bueter Rd., Ft. Wayne; TV-radio-phonographs, Magnavox Co. of Tennessee, Greeneville, Tenn.; loudspeakers, solenoids, Kentucky Division, Paducah, Ky.; veneers & plywood, Chautauqua Plywood Corp., Jamestown, N.Y.

Executives:

Richard A. O'Connor, chairman.
Frank M. Freilman, president.
Gerard M. Ungaro, v.p. & secy.
Leonard F. Cramer, v.p. & gen. mgr., TV-radio div.
Richard A. Wilson, v.p. & gen. mgr., industrial & defense products div.
M. Barry Carlton, gen. mgr. govt. products.
Edwin S. Pridham, vice-president.
J. S. Sturgeon, vice-president & treasurer.
Stewart Roberts, merchandising mgr. & asst. sales mgr.
Ray J. Yeranko, service manager.
Ellis Redden, director of advertising.
John Rankin, v.p. in charge of engineering.
R. Thornesen, director Los Angeles research lab.

Wm. H. Graham, mgr. Greeneville plant.
Robert W. Sanders, chief TV design engineer.

F. H. Goldsmith, chief components design engineer.
Judson West Jr., chief, chemical engineering.
John Cornell, chief test equipment engineer.
J. A. Kinsella, chief engineering services.
C. L. Welbaum, chief cabinet designer.
G. D. McClaren, director of industrial relations.
R. H. G. Mathews, gen. sales counsel high-fidelity div.
Russ Weber, sales training manager.
N. J. Litherland, comptroller.

Washington Representative: Frank P. Mulgannon, 815 15th St. NW. Metropolitan 8-6515.

MAJESTIC RADIO CORP.

See Wilcox-Gay Corp.

MARS TELEVISION INC.

112-33 Colonial Ave., Corona, L.I., N.Y.
Twining 8-1000.

Miles Breger, president.

MATTISON TELEVISION & RADIO CORP.

10 W. 181st St., New York 53, N.Y.
Cypress 8-1400.

Richard Mattison, president & treasurer.

MIDWEST RADIO & TELEVISION CORP.

909 Broadway, Cincinnati 2, O.
Main 2371.

Executives:

Spencer W. Cunningham, president.
Harry Smith, general manager.
Walter Farr, secretary.
Hall Park, treasurer.
David Rhoads, chief engineer.
Elmer Kist, production superintendent.

MOTOROLA INC.

4545 Augusta Blvd., Chicago 51, Ill.
Spaulding 2-6500.

Plants: Administration, consumer products sales, advertising & engineering, TV & radio receivers, 4545 Augusta Blvd., Chicago 51, Ill.; communications & electronics div., 4501 Augusta Blvd.; national defense (govt. contract dept.), 2706 Clybourn Ave., Chicago 14; communications & electronics, radio & TV service and parts manufacturing, 1450 N. Cicero Ave., Chicago 51; TV final assembly, 9401 W. Grand Ave., Franklin Park, Ill.; radio receivers, 31st & Main Sts., 17th & Locust Sts., and Main & Broadway, Quincy, Ill.; consumer products research lab, 1915 N. Elston Ave., Chicago 22; Motorola Research Lab, 3102 N. Ingleside Dr., Phoenix, Ariz.; Motorola Riverside Lab, 312 E. Ninth St., Corona, Cal.; Canadian subsidiary, Motorola Canada Ltd., 211 Geary Ave., West Toronto, Ont.

Branches (sales & service): Motorola-Chicago Co., 650 N. Pulaski Road, Chicago 24; Motorola-Detroit Co., 131 Lyndon Ave., Detroit 27; Motorola-Philadelphia Co., 120 S. 30th St., Philadelphia 4; Motorola-Baltimore Co., 522 Light St., Baltimore 5; Motorola Canada Ltd., 211 Geary St., W. Toronto, Ont.; Motorola Communications & Electronics Inc., 916 N. Kilbourn Ave., Chicago 51.

Executives:

Paul V. Galvin, president.
Robert W. Galvin, executive v.p.
Edward R. Taylor, v.p. merchandising & asst. to president.
Elmer H. Wavering, v.p. consumer products engineering.
Frank J. O'Brien, v.p. purchasing.
Edwin P. Vanderwicken, finance v.p. & treas.
Charles E. Green, secy. & corporation counsel.
David H. Kutner, director of advertising.
Allen Center, director of public relations.
Daniel E. Noble, v.p. communications & electronics div.
J. Benton Minnick, mgr. national defense dept.
Eugene S. Goebel, communications & electronics sales mgr.
Roy H. Olson, communications & electronics engineering director.
Walter B. Scott, manufacturing v.p.
Joseph A. Chambers, mgr. Phoenix lab.
John F. Byrne, mgr. Riverside lab.
Virden E. Scranton, mgr. Canadian plant.

MUNTZ TV INC.

Parent company and sales organization for sets manufactured by Tele-Vogue Inc. and Muntz Industries Inc.
1000 Grey Ave., Evanston, Ill.
Hollycourt 5-1800.
Earl W. Muntz, president.
Rex Wilson, chief engineer.

OLYMPIC RADIO & TELEVISION INC.

34-01 38th Ave., Long Island City 1, N.Y.
Stillwell 4-9302.

Subsidiaries: Olympic Appliances Inc., New York, N.Y.; J. Haizen, president. Olympic of Chicago Inc.; M. Schwartz, president. Olympic of Southern California Inc.; W. Goldy, general manager.

Executives:

A. A. Juviler, chairman.
Morris Sobin, president & gen. mgr.
Herbert Kabat, sales vice-president.
Albert Friedman, merchandising consultant.
Abraham Cooper, secretary.
Louis Haber, treasurer.
T. W. Buchter, asst. to president.
Jack Ravidin, v.p. in charge of engineering & manufacturing.
Benjamin Parzen, director of engineering & research.
E. Lee Slegmund, chief TV engineer.
Milton Auster, field sales manager.
B. Bordiga, plant manager.
W. Hegyl, director of purchases.
D. Gerstein, mgr. govt. contracts div.
Don Packer, service manager.
Robert S. Burros, adv. & sales promotion mgr.
Sol Listernick, export sales mgr.
Seymour Lipper, sales administration mgr.

PACIFIC MERCURY TELEVISION MFG. CORP.

Partly owned by Sears, Roebuck, for which it manufactures TVs, along with own brand.

8345 Hayvenhurst Ave., Sepulveda, Cal.
Empire 2-3131.

Plants: TV & electronics, 8345 Hayvenhurst Ave., Sepulveda, Cal.; cabinets & woodworking, 14500 Aetna St., Van Nuys, Cal.

Executives:

Joe Benaron, chairman & president.
Stanley Cutler, v.p., director of engineering.
Sidney G. Klier, v.p. production.
T. M. Horwith, secretary-treasurer.
Samuel Reisman, asst. secy.-counsel.
Joel H. Axe, government contracts.
F. Roy Chilton, merchandise mgr.
Bernard Diener, chief TV-radio engineer.
Malcolm Ross, director of purchasing.

PACKARD-BELL CO.

12333 W. Olympic Blvd., Los Angeles 64.
Granite 7-6721.

Plants: TV & radio receivers, phonographs, recorders, cabinets, electronic equipment for govt., 12333 W. Olympic Blvd., Los Angeles; hollow core doors & allied products, Bellwood Co. of California, wholly-owned subsidiary, 913 E. 4th St., Santa Ana, Cal.; factory service, 1101 S. Hope St., Los Angeles.

Executives:

H. A. Bell, president.
Roberts S. Bell, executive v.p.
L. R. Day, secretary-treasurer.
W. H. Moore, asst. to president & gen. counsel.
R. E. Hogan, director of personnel.
J. A. Spies, comptroller.

Home Entertainment Division

J. P. Gleis, v.p. manufacturing.
K. R. Johnson, v.p. sales.
C. A. Nichols, director of engineering.
W. P. Kennedy, purchasing agent.
J. W. Kelso, chief designer.
A. H. Suard, manager cabinet dept.
C. Lombardo, mgr. tool & die dept.

Technical Products Division

A. J. Spriggs, vice-president.
H. L. Vick, chief, contracts administration.
Sam F. Arn Jr., sales manager.
T. G. Eddy, manufacturing manager.
O. C. Bowers, chief engineer.
Gen. E. C. Langmead, advisor, aircraft systems.
Dr. E. C. Michaels, supervisor, advanced development group.

Factory Service Division

C. A. Duffy, general manager.

Bellwood Division

W. L. Bell, president.
J. H. Sawyer, v.p. & general manager.
S. G. Dugmore, treasurer.

PHILCO CORP.

Tioga & C Sts., Philadelphia 34, Pa.
Nebraska 4-5100.

Plants: Main plant, Tioga & C Sts., Philadelphia; automobile radio, Sandusky, O. (Lionel Searle, mgr.); TV & radio cabinets, Watonsontown Cabinet Div., Watonsontown, Pa. (Fred W. Rombach, gen. mgr.; W. Frazer, works mgr.); coils & tuning units, Croydon, Pa. (Daumant Kusma, mgr.); cathode-ray & receiving tubes, Lansdale Tube & Transistor Co., Lansdale, Pa. (Wm. J. Peltz, v.p. & gen. mgr.; John M. Palmer, mgr.; Raymond M. Cotter, plant mgr.); refrigerators, Connersville, Ind. (Samuel N. Regenstrief, v.p. manufacturing); electric ranges, Mt. Clemens, Mich. (Henry H. Hubbard, v.p.); washing machines & dryers, Fairfield, Ia. (Tom B. Hunt, pres. Dexter div.).

Distributing Branches: New York, Philadelphia, Chicago, Los Angeles, Newark.

Executives:

William Balderston, chairman.
James H. Carmine, president.
John M. Otter, executive v.p.
Harold W. Butler, v.p. industrial relations.
William H. Chaffee, vice-president.
Joseph H. Gillies, v.p. manufacturing.
Larry F. Hardy, v.p. product development.
Russell L. Heberling, vice-president.
Robert F. Herr, vice-president.
Thomas A. Kennally, v.p. & chairman, distribution committee.
Raymond E. George, v.p. merchandising.
Wilson H. Oelkers, v.p. purchasing.
Henry T. Paiste, v.p. product performance & service.
Courtney Pitt, v.p. finance.
Samuel N. Regenstrief, vice-president.
O. O. Schreiber, vice-president.
James M. Skinner Jr., vice-president.
David B. Smith, v.p. research.
John S. Timmons, v.p. real estate.
Leslie J. Woods, v.p., director of research & engineering.
Philip Dechert, general counsel.
William R. Wilson, treasurer.
Ernst E. Bareuther, controller.
Charles F. Steinruck, secretary.
William Wight, director public relations.
Morgan Greenwood, gen. advertising mgr.

TV Division

Frederick D. Ogilby, v.p. & gen. mgr.
James M. Skinner Jr., vice-president.
Palmer M. Craig, v.p. engineering.
Reese B. Lloyd, v.p. operations.
William H. Mattison, v.p. production.
John L. Utz, sales manager.

Radio Division

William H. Chaffee, v.p. & gen. mgr.
John J. Moran, sales mgr., home radios.

Appliance Division

Raymond A. Rich, v.p. & general manager.
Albert J. Rosenbraugh, v.p. sales.
Walter H. Eichelberger, v.p. merchandising.
Harold W. Schaefer, v.p. engineering.
Samuel N. Regenstrief, v.p. manufacturing.
Jack Cherry, sales mgr., air conditioners.

Govt. & Industrial Div.

4700 Wissahickon Ave.
Philadelphia 44, Pa.
Tennesse 8-4000.

Joseph H. Gillies, v.p. & gen. mgr.
Joseph A. Lagore, v.p. manufacturing.
James D. McLean, vice-president.
Marshall A. Williams, gen. sales mgr.
M. L. Gaskill, advertising manager.

Technical Representative Division

Robert F. Herr, vice-president.

**Electric Range Operation
Mt. Clemens, Mich.**

Henry H. Hubbard, vice-president.

Dexter Division

Fairfield, Ia.

Tom B. Hunt, president.
Ward L. Hunt, executive v.p.

Accessory Division

James L. Shallow, general manager.
Rayford E. Nugent, sales manager.

Auto Radio Division

Martin F. Shea, v.p. in charge of Detroit operations.

**Lansdale Tube & Transistor Co.
Lansdale, Pa.**

Wm. J. Peltz, vice-president & gen. mgr.
John M. Palmer, manager.

Philco International Corp.

Sydney L. Capell, president.
W. R. Wilson, v.p. & treasurer.
R. L. Romeyn, v.p. Latin America.
F. J. Willard, v.p. Europe, Africa, Asia.
Ovid Riso, v.p. advertising.

PHILHARMONIC RADIO & TELEVISION CORP.

235 Jersey Ave., New Brunswick, N.J.
Charter 7-3700.

Executives:

Bernard H. Lipplin, chairman.
Leslie Evan Roberts, president.
Eli Saltz, manufacturing v.p.
M. J. Morris, engineering v.p.
Harold Beck, director of purchasing.
E. T. Reid, director of labor relations.
Carl Graves, contract relations.

PHILMORE MFG. CO. INC.

113 University Pl., New York, N.Y.
Algonquin 4-3363.

Executives:

M. L. Granat, president.
Gary Granat, vice-president.
Murray Granat, treasurer.
Gerald L. Granat, secretary.
Reginald Burke, chief engineer.
Milton Greenker, purchasing agent.

PILOT RADIO CORP.

37-06 36th St., Long Island City, N.Y.
Stillwell 4-5455.

Executives:

Isidor Goldberg, president.
Joseph N. Benjamin, v.p.
I. W. Wyckoff, secy.-treas.
Frank Hajek, works manager.
Abraham Bleich, asst. sales mgr.
Richard Shottenfeld, chief engineer.

PRESCOTT TELEVISION CO.

7350 Beverly Blvd., Los Angeles 36, Cal.
Webster 3-7193.

Morris Prescott.
B. W. Reagan.

RADIO CORPORATION OF AMERICA

Front & Cooper Sts., Camden, N.J.
Woodlawn 3-8000.

Plants: Govt. & communications equipment, broadcasting, theatre, sound & industrial equipment, TV apparatus, Camden; TV receivers, phonographs & receiving tubes, Indianapolis; TV receivers, Bloomington, Ind.; radios, Canonsburg, Pa.; miniature tubes, Cincinnati; motion picture projectors, Detroit; receiving tubes, Harrison, N.J.; recording studio & records, Hollywood, Cal.; kinescope, power, TV camera & special purpose tubes, Lancaster, Pa.; Govt. communications equipment, Los Angeles; kinescope tubes & luminescent power, Marion, Pa.; recording studios & records, New York City; TV cabinets, Monticello, Ind.; special govt. apparatus, Moorestown, N.J.; gas & electric ranges (RCA Estate Appliance Corp.), Hamilton, O.; record players & TV receiver parts, Cambridge, O.; electronic component parts, Findley, O.; phonograph records, Rockaway, N.J.; tubes, Woodbridge, N.J.

CONSUMER PRODUCTS

Robert A. Seidel, executive v.p.

RCA Victor Television Div.

Henry G. Baker, v.p. & general manager.
C. P. Baxter, assistant general manager.
John B. Davidson, purchasing agent.
R. W. Saxon, general sales manager.
D. D. Cole, chief engineer.
W. W. Albright, general plant manager.
A. B. Mills, manager of merchandise.
G. K. Bryant, controller.
J. M. Williams, adv. & sales promotion mgr.
J. J. Bryant, personnel manager.
H. M. Rundle, mgr. product development.

RCA Victor Radio & "Victrola" Div.

James M. Toney, general manager.
Louis J. Collins, sales manager.
Orlo D. Center, controller.
J. L. Franke, chief engineer.
Thomas S. Weeks, mgr. production dept.
A. R. Baggs, mgr. product planning.
Russell E. Conley, adv. & sales promotion mgr.
Charles A. Daly, purchasing agent.

RCA Victor Record Div.

Emanuel Sacks, v.p. & general manager.
Lawrence W. Kanaga, v.p.-operations mgr.
H. L. Letts, mgr., record operations.
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G. R. Marek, mgr. artists & repertoire.
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MacDonald Ave., Belleville, Ont.
Telephone: 2860.

L. A. Young, president & general manager.
G. F. Brooks, chief accounting officer.
H. C. Mackay, assistant secretary-treas.
V. J. White, assistant gen. sales manager.

STROMBERG-CARLSON CO.

Represented by:
Hackbusch Electronics
23 Primrose Ave., Toronto, Ont.
Melrose 2453.

R. A. Hackbusch, president.
L. A. Davidge, special products.
J. Hastie, purchasing agent.
C. Pollard, service manager.
H. B. Knap, custom sound equipment.

SYLVANIA ELECTRIC (CANADA) LTD.

Sylvania Tower Bldg., Montreal, Que.
University 6-8894.

Plant at Dunville, Ont.

R. E. Niedringhaus, president.
Guy Therien, secretary-treasurer.
Bill Burke, sales promotion manager.
Regis R. Forbes, plant manager.

Canadian TV-Radio Receiver Manufacturers**ADDISON INDUSTRIES LTD.**

9 Hanna Ave., Toronto 3, Ont.
Empire 3-6692.

William P. Addison, president.
Richard J. M. Allan, exec. v.p.
Wilfred R. Binch, vice-president.
R. G. Aston, general manager.
E. R. Mitchell, director of materials.

CANADIAN ADMIRAL CORP. LTD.

501 Lake Shore Rd., Port Credit, Ont.
Clifford 9-1131.

Sales Branches: Toronto, Montreal, Quebec City, London, Vancouver, Ottawa.
Vincent Barreca, president & gen. mgr.
John M. Godfrey, secretary.
William M. Hummel, v.p. & treasurer.
Stanley Lundy, v.p. & gen. sales mgr.
Edwin Whittaker, supervisor of branches.
Denis J. Olorenshaw, advertising mgr.
Charles Sowdown, purchasing agent.
W. F. Miller, chief engineer.
A. Tyler, factory superintendent.
William Trozer, national service mgr.
Martin Kodsoll, field service manager.

CANADIAN AVIATION ELECTRONICS LTD.

8280 St. Lawrence Blvd., Montreal, Que.
Dupont 1-6201.
Manufactures under DuMont license.

K. R. Patrick, president.
Ernest L. Hall, gen. mgr., DuMont div.
Norman Skier, general sales manager.
Alan McLeod, chief engineer.
Douglas I. Macdonald, procurement administrator.

CANADIAN GENERAL ELECTRIC CO. LTD.

212 King St. West, Toronto 1, Ont.
Empire 6-7311.

Executives, TV-radio dept.:

R. Story, manager.
P. Humeniuk, mgr. manufacturing & engineering.
G. K. Free, manager finance.
E. S. Brown, manager product planning.
W. H. Meyer, manager product service.
K. C. Hartwell, manager sales.
G. S. MacDonnell, mgr. employe & community relations.
D. G. MacKenzie, manager advertising.

CANADIAN MARCONI CO.

2442 Trenton Ave., Montreal 16, Que.
Regent 8-9441.

Sales Branches: Toronto, Vancouver, Halifax, Winnipeg, Calgary & St. John's, Nfld.
S. M. Finlayson, president.
J. J. Kingan, general manager.
W. H. Hopkins, secretary-treasurer.
T. C. Adams, comptroller.
J. M. Young, mgr. patents & external relations.
H. T. G. Gill, adv. & public relations mgr.
R. E. Foreman, marine manager.
J. A. Hammond, broadcasting manager.
A. Wilkins, market development manager.
H. A. Rice, commercial products manager.
F. A. Barrow, supply manager.
S. J. Sinclair, broadcasting & TV receiver manager.
R. MacLeod, manager special services.
R. McCormick, purchasing agent.
S. Slinger, mgr. of electronic tube & components (Toronto).
W. V. George, United Kingdom representative.

CANADIAN RADIO MFG. CORP. LTD.

11 Brentcliffe Rd., Toronto 17, Ont.
Mayfair 8621.

Manufacturing company of Rogers-Majestic Radio Co. Ltd. & Philips Industries
R. Messier, chairman of board.
T. Van Dyk, president & gen. mgr.

CANADIAN WESTINGHOUSE CO. LTD.

Hamilton, Ont.
Jackson 8-3461.
Plant at Brantford, Ont.

H. H. Rogge, president.
J. D. Campbell, gen. mgr., consumer products.
R. Muniz, TV-radio division manager.
J. M. Tuteur, sales manager.

CHISHOLM INDUSTRIES LTD.

Electronic Ave. & Murray St., Port Moody, B. C.
Port Moody 240.

E. Chisholm, president.
E. Robson, chief engineer, electronics.
I. E. Schreiner, purchasing agent.
J. McKay, sales promotion.

CROSLEY RADIO & TELEVISION

Division of Avco of Canada Ltd.
Gibson & Wright Aves., Toronto 15, Ont.
Cherry 4-1171.

Donald R. Moffat, Avco executive v.p.
Ivor M. Leslie, v.p. & general manager.
J. M. Reynolds, assistant secy.-treas.
A. Peters, general sales manager.
H. G. Fisher, products manager.
F. B. Martin, purchasing agent.
A. J. Roper, works manager.
R. W. Walker, chief TV-radio engineer.
Dennis W. Holdsworth, mgr. industrial electronics.

DOMINION ELECTROHOME INDUSTRIES

39 Edward St., Kitchener, Ont.
Telephone: 3-0271.

C. A. Pollock, president.
C. D. Clive, TV-radio purchasing agent.
W. N. Hemphill, gen. purchasing agent.
C. Aligeter, mgr. furniture division.
W. E. Curry, manager TV-radio division.
S. Englert, mgr. motor & metal products div.
F. A. O. Banks, mgr. defense & industrial electronics div.

ELECTRICAL PRODUCTS MFG. CO. LTD.

5680 Fullum St., Montreal, Que.
Gravelle 9328.

Manufacturer of Fleetwood brands.
M. F. Pollock, president.
A. A. Rajak, comptroller.
F. Drucker, production manager.
M. D. Heller, chief engineer.
Mrs. Joan Polisena, purchasing agent.

EMERSON RADIO OF CANADA LTD.

74 Trenton Ave., Mount Royal, Que.
Regent 8-8006.

Selby J. Sinclair, president.
Rupert K. Grant, sales manager.

FLEETWOOD METAL INDUSTRIES

Box 40, Walkerville, Windsor, Ont.
Clearwater 6-5427.

W. Hurwitz, sales manager.
N. Hurwitz, purchasing agent.
M. Daniels, in charge of manufacturing.

Leading Manufacturers of Radio Receivers

As compiled from data from companies, RETMA and other industry sources.

- ADMIRAL CORP.**—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Radios manufactured at 3800 W. Cortland St. Ross D. Siragusa, president; John B. Huarisa, executive v.p.
- ANDREA RADIO CORP.**—27-01 Bridge Plaza N., Long Island City 1, N.Y. Stillwell 4-5411. Frank A.D. Andrea, president.
- ARTHUR ANSLEY MANUFACTURING CO.**—Doylestown, Pa. Sugas 2711. Arthur C. Ansley, president.
- ARVIN INDUSTRIES Inc.**—13th St. & Big Four RR, Columbus, Ind. Telephone: 5521. Glenn W. Thompson, chairman & president; Fred Daniel, v.p.-purchasing; Harlan Foulke, v.p.; Paul W. Tanner, director, of sales.
- AUTOMATIC RADIO MFG. CO. Inc.**—122 Brookline Ave., Boston 15, Mass. Commonwealth 6-1420. David Housman, president; A. J. Housman, v.p.; Edward L. Housman, sales mgr. Brands: Automatic Radio, Tom Thumb, Tom Thumb Jr., Tomboy.
- AVCO MFG. CORP. (Crosley and Bendix Home Appliance Division)**—1329 Arlington St., Cincinnati 25, O. Kirby 6600. Radios manufactured at 1329 Arlington St. Chester G. Gifford, president; Parker H. Ericksen, executive v.p.
- B & R ELECTRONICS CO.**—1701 Boone Ave., New York 60, N.Y. Dayton 3-3322. I. Rothman, president.
- BENDIX RADIO (Television & Broadcast Receiver Div., Bendix Aviation Corp.)**—Baltimore 4, Md. Valley 3-2200. E. K. Foster, v.p. & gen. mgr.; Hodge C. Morgan, gen. sales mgr.
- CAPEHART-FARNSWORTH CO. (Division of IT&T)**—3702 E. Pontiac St., Ft. Wayne, Ind. Eastbrook 7571. L. G. Haggerty, president; E. W. Gaughan, v.p. & gen. sales mgr.
- CBS-COLUMBIA (Division of Columbia Broadcasting System Inc.)**—Plants & executive offices at 3400 47th Ave., Long Island City 1, N.Y. Exeter 2-3000. H. C. Bonfig, president; Harry Schechter, v.p. sales; Antony Wright, v.p. engineering; Robert Windt, radio sales mgr.; Will James, director of operations.
- CONRAC INC.**—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p. Brands: Conrac, Fleetwood and private label.
- DELCO RADIO (Division of General Motors)**—1446 S. Home Ave., Kokomo, Ind. Kokomo 2-8211. B. W. Cooper, gen. mgr.; K. T. Milne, sales mgr.
- DEWALD RADIO MFG. CORP.**—35-15 37th Ave., Long Island City 1, N.Y. Stillwell 4-9334. David Wald, president; Mark Glaser, engineer.
- ALLEN B. DUMONT LABORATORIES INC.**—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400. Allen B. DuMont, president; Stanley F. Patten, v.p.; William H. Kelley, v.p. & gen. mgr., manufacturing & sales divs.
- ECKSTEIN RADIO & TELEVISION CO.**—3400 E. 42nd St., Minneapolis 6, Minn. Parkway 2-9569. E. A. Eckstein, president; H. K. Webb, sales mgr. & purchasing agent; K. W. Pietenpol, chief engineer.
- EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Radios manufactured at 14th & Coles Sts. Benjamin Abrams, president; Dorman D. Israel, executive v.p.; Leo Hahn, TV-radio sales mgr.
- ESPEY MFG. CO. Inc.**—528 E. 72nd St., New York 21, N.Y. Trafalgar 9-7000. Nathan Pinsley, president & sales mgr.; Sol Pinsley, executive v.p. & secy.; Arthur Richenthal, general counsel; Julius Zamore, purchasing agent.
- ESQUIRE RADIO CORP.**—62-01 15th Ave., Brooklyn 19, N.Y. Bensonhurst 6-2755. A. R. Lieberman, president; T. S. Block, chief engineer; D. Parker, purchasing agent; T. Ellenberg, comptroller. Manufactures radios under contract and for private label.
- FADA RADIO & ELECTRIC CO. Inc.**—525 Main St., Belleville, N.J. Plymouth 9-8100. J. M. Marks, president.
- FISHER RADIO CORP.**—21-21 44th Drive, Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, president; George P. Maerke, v.p.; Ben L. Arons, v.p.; James J. Parks, director of sales.
- GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N.Y. Telephone: 76-4411. Radios manufactured in Syracuse. Herbert Riegelman, gen. mgr., TV-radio dept.; Raymond V. Bulvid, sales mgr., radio receivers.
- GRANCO PRODUCTS Inc.**—36-17 20th Ave., Long Island City 5 N.Y. Ravenswood 1-0400. Jack Grand, chairman; Henry Fogel, president; Allan Easton, v.p. & gen. mgr.; Irwin Green, sales mgr.; Loyd Dopkins, v.p. in charge of sales; Seymour Napolin, v.p. & chief engineer. Brand: Granco.
- GUILD RADIO & TELEVISION CO.**—460 N. Eucalyptus Ave., Inglewood 3, Cal. Oregon 8-7771. Jackerman E. Ackerman & Lou Dolgin, partners. Brands: Spice Chest, Country Belle Telephone, Country Belle Music Malt.
- HALLICRAFTERS CO.**—4401 W. 5th Ave., Chicago 24, Ill. Van Buren 6-6300. Radios manufactured at 4401 W. 5th Ave. Wm. J. Halligan, chairman; R. W. Durst, president; M. D. Kelly, director of marketing for TV & home radios.
- HINNERS-GALANEK RADIO CORP.**—25-14 Broadway, Long Island City, N.Y. Ravenswood 8-7250. Frank A. Hinnners, president; Leo J. Galanek, v.p.; Herbert A. Frank, national sales mgr. Brands: Cavalier (for own distribution); Truetone (for Western Auto Supply Co., Kansas City); Aldens (Aldens Inc., Chicago); Aircastle (Spiegel Inc., Chicago); Teeco (L. Thaler, New York, N.Y.); Magic Tone (J. Modell, New York).
- HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Radios manufactured at 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151. H. L. Hoffman, president; C. E. Underwood, v.p. & treas.; M. G. Whitney, director of engineering & manufacturing.
- INDUSTRIAL DEVELOPMENT ENGINEERING ASSOCIATES INC. (I.D.E.A.)**—7900 Pendleton Pike, Indianapolis 26, Ind. Liberty 7-3521. Edward C. Tudor, president; J. B. Weaver, v.p.; R. G. True, treas.; V. L. Roberts, Regency sales mgr.; W. F. Sharkey, Monitoradio sales mgr.; A. C. Elles, industrial sales mgr.; R. A. Morris, chief engineer. Brands: Regency, Monitoradio.
- KAYE-HALBERT CORP.**—3623 Eastham Dr., Culver City, Cal. Texas 0-4891. Harry Kaye, president.
- LION MANUFACTURING CORP.**—2640 W. Belmont Ave., Chicago 18, Ill. Cornelia 7-6060. Raymond T. Moloney, president; Andrew J. Renn, executive v.p. & gen. mgr.; Paul H. Eckstein, gen. mgr., TV-radio div.; Harold J. Adler, chief TV-radio engineer.
- MAGNAVOX CO.**—Bueter Rd., Ft. Wayne 4, Ind. Eastbrook 5471. Radios manufactured at Greeneville, Tenn. Richard A. O'Connor, chairman; Frank Freilman, president; Leonard F. Cramer, v.p.-gen. mgr. of TV-radio div.; Wm. H. Graham, gen. mgr. of Greeneville plant.
- MATTISON TELEVISION & RADIO CORP.**—10 W. 131st St., New York 53, N.Y. Cypress 8-1400. Richard Mattison, president & treasurer.
- MIDWEST RADIO & TELEVISION CORP.**—909 Broadway, Cincinnati 2, O. Main 2371. Spencer W. Cunningham, president.
- MOTOROLA Inc.**—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Radios manufactured at 4545 Augusta Blvd., Chicago & Quincy, Ill. Paul V. Galvin, president; Robert W. Galvin, executive v.p.
- NATIONAL CO.**—61 Sherman St., Malden, Mass. Malden 2-7950. Joseph H. Quick, president; Thomas D. Walsh, v.p. & controller; Lynn Eaton, v.p. in charge of sales; George R. Loux, v.p. in charge of manufacturing; Eugene F. Grant, engineering director.
- OLYMPIC RADIO & TELEVISION Inc.**—34-01 38th Ave., Long Island City 1, N.Y. Stillwell 4-6961. A. A. Juviler, chairman; Morris Sobin, president & gen. mgr.
- PACIFIC MERCURY TELEVISION MFG. CORP.**—8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Joe Benaron, chairman & president; Bernard Diener, chief engineer, TV & radio. Also manufactures private label sets for Sears, Roebuck, its part owner.
- PACKARD-BELL CO.**—12333 W. Olympic Blvd., Los Angeles 64, Cal. Granite 7-6721. Radios manufactured at 12333 W. Olympic Blvd. H. A. Bell, president; R. S. Bell, executive v.p.
- PHILCO CORP.**—Tloga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. Home radios manufactured at Tloga & C Sts., auto radios in Sandusky, O. William Balderston, chairman; James H. Carmine, president; John M. Otter, executive v.p.; William H. Chaffee, v.p. & gen. mgr., radio div.
- PHILHARMONIC RADIO & TELEVISION CORP.**—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Bernard H. Lippin, chairman; Leslie Evan Roberts, president.
- PILOT RADIO CORP.**—37-06 36th St., Long Island City, N.Y. Stillwell 4-5455. Isidor Goldberg, president; Joseph N. Benjamin, v.p.
- RADIO CORPORATION OF AMERICA**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Radios manufactured in Canonsburg, Pa. Robert A. Seidel, executive v.p. for consumer products; J. M. Toney, gen. mgr. RCA Victor Radio and "Victrola" Div.
- RAYTHEON MFG. CO.**—Waltham 54, Mass. Waltham 5-5860. Radios manufactured at 5921 W. Dickens Ave., Chicago. H. F. Argento, v.p. & gen. mgr.; H. C. Mattes v.p.; C. M. Hofman, v.p.
- ROLAND RADIO CORP.**—716 S. Columbus Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. P. E. Featherstone, gen. sales mgr.
- SCOTT RADIO LABORATORIES Inc.**—1020 N. Rush St., Chicago 11, Ill. Whitehall 4-0510. Plant at Plymouth, Ind. John S. Meck, president-gen. mgr.
- SENTINEL RADIO CORP.**—2100 Dempster St., Evanston, Ill. University 4-2400. Ernest Alschuler, president-treasurer; Milton D. Block, v.p.
- SETCHELL CARLSON Inc.**—New Brighton, Minn. Nestor 8877. B. T. Setchell, pres. & chief engineer; Harold E. Tyler, gen. mgr.
- SONIC INDUSTRIES Inc.**—30-30 Northern Blvd., Long Island City, N.Y. Ravenswood 9-3118. Ben Burns, president.
- SONORA RADIO & TELEVISION CORP.**—325 N. Hoyne Ave., Chicago 12, Ill. Chesapeake 3-2323. Joseph Gerl, pres. & sales mgr.
- SPARTON RADIO-TELEVISION (Division of Sparks-Washington Co.)**—2400 E. Ganson St., Jackson, Mich. Telephone: 5131. John J. Smith, president; George Rowen, gen. mgr.
- STROMBERG-CARLSON CO.**—100 Carlson Rd., Rochester 3, N.Y. Culver 0260. R. C. Tait, president; G. G. Holt, executive v.p.; C. J. Hunt, v.p. of TV-radio div.
- SYLVANIA ELECTRIC PRODUCTS Inc.**—1740 Broadway, New York 19, N.Y. Judson 6-2424. Radios manufactured at 254 Rano St., Buffalo, N.Y. & Williamsport, Pa. Don G. Mitchell, chairman & president; Howard E. Riordon, gen. mgr., TV-radio div.

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"TELEVISION'S FINEST"
- for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N.J.

Manufacturers of

Television Picture & Receiving Tubes

Including Makers of Transmitting & Special Purpose Tubes and Associated Equipment

All firms listed make CR Tubes, unless otherwise indicated. Asterisk (*) indicates firm also makes receiving tubes

- ALLEN ELECTRONICS CORP.**—294 S. Saginaw St., Pontiac, Mich. Federal 2-6662. Charles Ellender, president. CR tube rebuilding only.
- AMERICAN STANDARD TV TUBE CORP.**—94-50 158th St., Jamaica, Long Island. Republic 9-3774. Murray Shindel, president; Harold Shaw, v.p.; Alan H. Shindel, v.p.; Jack Cherches, secy.-treas.
- AMERICAN TELEVISION MFG. CORP.**—5050 No. Broadway, Chicago 40, Ill. Wabash 2-2335. U. A. Sanabria, president. CR and thyratrons.
- AMPEREX ELECTRONIC CORP.**—230 Duffy Ave., Hicksville, L.I., N.Y. Hicksville 3-6200. Transmitting & power tubes. Sam Norris, president & sales mgr.
- ATLANTIC ELECTRONICS CORP.**—89 Jefferson St., Passaic, N. J. Prospect 9-3900. Arthur Green, president; Ann Green, v.p. & secy. Also rebuilders of CR tubes.
- BENDIX AVIATION CORP. (Red Bank Div.)**—Eatontown, N. J. Telephone: 3-1340. CR and special purpose tubes. E. F. Kolar, gen. mgr.; N. P. Barny, sales mgr.; L. Pyfe, purchasing director; Dr. W. C. Caldwell, chief engineer, electron tubes; K. Fox, chief engineer, accessories; M. Berdahl, comptroller; J. Webster, factory mgr., accessories; M. Babb, plant mgr. electron tubes.
- CALVIDEO TUBE CORP.**—5232 W. 104th St., Los Angeles 45, Cal. Stanley H. Newton, president. Oregon 8-3979.
- * **CANADIAN GENERAL ELECTRIC CO.**—Electronic Equipment Dept., 1244 Dufferin St., Toronto, Ont. Oliver 6511. Manufactures receiving, transmitting, picture, CR and special purpose tubes. Germanium products. V. B. Dowdell, mgr. of tube marketing; J. R. Dunn, product mgr.
- * **CANADIAN MARCONI CO.**—2442 Trenton Ave., Montreal, Que. Regent 8-9441. S. M. Finlayson, president; J. J. Kingan, gen. mgr.; S. Slinger, radiotrons div. mgr. (Toronto); C. P. McNamara, mgr. of commercial products div.; Harry A. Rice, mgr. of magnetron & power tube plant.
- * **CANADIAN WESTINGHOUSE CO. LTD. Electronic Tube Div.**, Hamilton, Ont. Telephone: 8-3461. Manufactures CR, receiving, transmitting, special electronic & industrial tubes and tube parts. L. A. McCalpin, gen. mgr.; H. E. Rice, mgr.; A. H. Slevert, sales mgr.; R. C. Hayhow, mgr. adv. & sales promotion; H. V. Marshall, purchasing agent.
- * **CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Danvers 2360. Other plants in Lowell, Newburyport & Salem, Mass. and Kalamazoo, Mich. Eastern sales office: 32 Green St., Newark 2, N.J. Midwestern sales office: 4935 W. Fullerton Ave., Chicago 39, Ill. Manufactures cathode-ray (including black-&-white and color picture tubes), receiving, power & transmitting tubes; rectifiers; voltage regulators; germanium and silicon diodes; transistors; special purpose and other tubes.
Executives: Charles F. Stromeyer, president; Robert G. Marchisio, v.p.; John Q. Adams, sales v.p.; Michael F. Callahan, manufacturing v.p.; Edgar K. Wimpy, director of general engineering; Alton K. Marsters, gen. sales mgr.; Dr. Russell R. Law, director of research & development; Elwood W. Schafer, mgr. color planning; Jay Farley, director of quality control; Joseph C. Harmony, Danvers plant mgr.; Albert J. Harcher, Lowell plant mgr.; Walter J. Foran, Salem plant mgr.; Charles E. Butcher, Newburyport receiving tube plant mgr.; Leonard A. Freeman, Kalamazoo plant mgr.; Walter J. Hungerford, controller; Malcolm S. Jones, credit mgr.; Harry G. Burnett, director of adv. & sales promotion; Edward R. Carroll, director of purchasing; Albert S. Nelson, director of personnel; John H. Hauser, distributor sales mgr.; Alfred E. Bourassa, merchandising coordinator; Allen J. Dusault, transistor sales mgr.; E. Gordon Burlington, sales service mgr.
- CENTRAL SALES & MANUFACTURING CO.**—2 Richwood Place, Denville, N. J. Rockaway 9-1004. Transmitting, industrial & special purpose tubes. Lyle A. Backer, president; James V. Cosman, executive v.p.; Charles L. Baxter, chief engineer; Richard L. Fahey, controller & credit mgr.; Michael J. Bufl, purchasing agent; Howard Holden, plant mgr.; Jack Babakian, engineering director.
- * **CHATHAM ELECTRONICS (Div. of Gera Corp.)**—630 W. Mt. Pleasant Ave., Livingston, N. J. Livingston 6-1100. Special purpose electronic tubes. W. L. Meler, president; A. Scala, v.p.; B. Bomhoff, sales mgr.
- CHROMATIC TELEVISION LABORATORIES Inc. (50% owned by Paramount Pictures Corp.)**—Headquarters: 1501 Broadway, New York 35, N.Y. Bryant 9-8700. West Coast Development Laboratory, 1476 66th St., Emeryville 8, Cal. Piedmont 5-8081. Developer and manufacturer of Lawrence tri-color TV tube. Paul Raibourn, chairman; Dr. Luis W. Alvarez, v.p.; Arthur Israel Jr., secy.-treas.; Howard R. Patterson, v.p.-gen. mgr.; West Coast Development Lab.; Morgan A. Gunst Jr., product mgr.; A. C. Cooley, v.p. & business mgr.
- CINESCOPIOS DE MEXICO**—Naucalpan, Mexico. Tube plant owned by El Caltollo, S. A., Zenith manufacturer & distributor for Mexico. Thomas Montemayor, engineer in charge.
- * **CLAREMONT TUBE CORP.**—36-02 35th Ave., Long Island City, N. Y. Ravenswood 1-1206. Louis Rubin, president; Milton Emmer, national sales mgr.
- CONTINENTAL ELECTRIC CO.**—715 Hamilton St., Geneva, Ill. Telephone: 4140. H. A. McIlvaine, president; W. S. Sims, executive v.p.; E. C. Hanson, sales & adv. mgr.; Wendell Grow, buyer; J. E. DeVleshower, treas.
- CONTINENTAL ELECTRONICS CORP.**—5320 Lancaster Ave., Philadelphia 31, Pa. Greenwood 7-9900. Herman Tashman, president; Charles Thal, sales mgr.; Robert J. Dowd, chief engineer; Leonard Thal, credit mgr.; Daniel Tashman, purchasing agent; Robert Pearlman, adv. mgr.
- C.R.T. ELECTRONICS CORP.**—620 S. Columbus Ave., Mt. Vernon, N. Y. Telephone: 7-4724. Stephen Weston, president; William Genz, v.p.
- DALE ELECTRONICS INC.**—31 Somerset Place, Clifton, N. J. Gregory 3-5696. Hugh W. Parsons, president.
- ALLEN B. DUMONT LABORATORIES INC. (Cathode Ray Tube Div.)**—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. TV and industrial & special purpose CR tubes.
Executives: F. P. Rice, director of operations; Alfred Y. Bentley, asst. mgr.; Robert G. Scott, sales mgr.; Kenneth A. Hoagland, chief engineer; William Carlin, manufacturing mgr.; A. R. Dutcher, purchasing agent; Edward B. Hinck, mgr. replacement sales; L. Arthur Hoyt, adv. mgr.
- EITEL-McCULLOUGH INC.**—798 San Mateo Ave., San Bruno, Cal. Juno 8-1212. Plants in Bruno and Salt Lake City. W. W. Eitel, president; J. A. McCullough, v.p. & treas.; G. F. Wunderlich, v.p. & gen. mgr.; H. E. Sorg, v.p. & research director; O. H. Brown, director of field engineering; R. W. Langley, mgr. Salt Lake City plant. Manufacturer of Elmac triode, tetrode, pentode and klystron transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, klystron circuit components, vacuum pumps, switches & gauges.
- ELECTRONIC TUBE CORP.**—1200 E. Mermaid Lane, Philadelphia 18, Pa. Chestnut Hill 7-6800. Kenneth C. Meinken, president; Gen. J. Harry La Brum, secy.; G. M. Lytell, asst. treas.; Robert I. Brummer, asst. secy.-sales mgr.; Albert Holmes, purchasing agent; Donald H. Brownell, comptroller.
- FEDERAL TELEPHONE & RADIO CO. (IT&T)**—Components Div., 100 Kingsland Road, Clifton, N. J. Nutley 2-3600. R. S. Perry, president; S. J. Powers, v.p. in charge of components div.; W. P. Maginnis, works mgr.; R. D. Osborne, v.p. & comptroller; J. A. Frabutt, gen. sales mgr.; D. W. Potter, components sales mgr.; E. L. Shaw, distributor sales mgr.; W. C. Schmitt, product line mgr.-vacuum tube; F. K. Hankinson, sales mgr.; transformers; A. A. Anderson, sales mgr., wire & cable; Crump Smith, adv. mgr.; Robert E. Chasen, director of industrial relations.
- * **GENERAL ELECTRIC CO. Electronics Div. (Tube Dept.)**—1 River Road, Schenectady 5, N. Y. Telephone: 4-2211. TV picture tubes manufactured at Syracuse & Buffalo, N. Y. Receiving tubes manufactured at Owensboro, Ky., Tell City, Ind. & Anniston, Ala. Industrial & transmitting tubes manufactured at Schenectady, N.Y. & Scranton, Pa.
Executives: J. Milton Lang, gen. mgr.; L. Berkley Davis, gen. mgr., receiving tube subdept., Owensboro; Robert O. Bullard, gen. mgr., power tube subdept., Schenectady; R. E. Lee, gen. mgr., CR tube subdept., Syracuse; Grady L. Roark, sales mgr.; G. William DeSousa, manager of equipment sales; John T. Thompson, mgr., distributor sales; Eugene H. Fritschel, mgr., government sales; Alfred L. Champigny, mgr., adv. & sales promotion; Thomas B. Jacobs, mgr. Washington office.
- GLASSCRAFT CO.**—5210 E. Olympic Blvd., Los Angeles 22, Cal. Angelus 9-7249. TV picture tubes. R. H. Seaman, owner.
- HAYDU BROTHERS (subsidiary of Burroughs Corp., Detroit)**—Mt. Bethel Rd., Box 1226, Plainfield, N. J. Telephone: 6-0876. George K. Haydu, gen. mgr.; Zoltan Haydu, plant mgr.; Walter Wolfe, controller; Arthur Shesser, sales engineer; Victor Legendre, chief engineer; Harry Dinackus, purchasing agent; Lillian Dealaman, personnel mgr.; Richard Farrell, traffic mgr.
- HUGGINS LABORATORIES INC.**—711 Hamilton Ave., Menlo Park, Cal. Davenport 3-0013. Richard A. Huggins, president; Lester A. Roberts, chief engineer. Makes special purpose tubes.
- INDUSTRIAL TUBES INC.**—Geneva, Ill. Telephone: 806. John E. Hutchings, president; Ladd Prevost, v.p. Thyratrons, rectifiers and other special electronic tubes for industrial use.
- KRISS ELECTRONICS CORP.**—191 Oraton St., Newark, N. J. Manufactures Kris-Tel CR tubes. Charles J. Kriss, president & chief engineer; Theodore Jacks, v.p. in charge of manufacturing.
- * **LANSDALE TUBE & TRANSISTOR CO. (Philco subsidiary)**—Lansdale, Pa. Telephone: 4681. Wm. J. Peltz, v.p. & gen. mgr.
- LA SALLE TUBE MANUFACTURING CO., Inc.**—155 E. Grand Ave., Chicago 11, Ill. Mohawk 4-3144. M. A. Robin, president.

(Continued on next page)

LEWIS AND KAUFMAN LTD.—17320 El Rancho Ave., Los Gatos, Cal. El Gato 4-3540. Transmitting, rectifier, power & special purpose tubes. Jack Kaufman, president & sales mgr.; Norman V. Bramley, chief engineer.

MACHLETT LABORATORIES Inc.—1063 Hope St., Springdale, Conn. Stamford 4-5781. Transmitting & special purpose tubes. W. E. Stevenson, president; H. J. Hoffman, sales v.p.; T. H. Rogers, mgr. of engineering; H. D. Doolittle, director, high-frequency development; J. A. Lambert, treas.; E. A. Henrickson, secy.

MARCONI INSTRUMENTS LTD.—44 New Street, New York, N. Y. Hanover 2-0197. Local sales office of British electronic measuring instruments. R. J. Bailey, mgr.

H. S. MARTIN & CO.—1916 Greenleaf St., Evanston, Ill. Ambassador 2-1325. Howard S. Martin, president; John S. Rovey, v.p.; H. R. Sprungman, secy-treas.; Edmund Reuter, production engineer; B. E. Lawton, electronics engineer.

MIDLAND MANUFACTURING CO. INC.—3155 Fiberglas Road, Kansas City, Kan. Finley 7950. Plant at 3151 Fiberglas Road, Kansas City, Kan. George McGrew, president; H. G. Humann, manufacturing v.p.; G. F. Fisher, engineering v.p., crystals; H. L. Pulk, v.p.-treas.; P. J. Cook, purchasing v.p.; Ben Artau, production engineer, CR tubes.

MULTI-TRON LABORATORY INC.—4624 Washington Blvd., Chicago 44, Ill. Mansfield 6-7310. Nicholas Glyptis, president & chief engineer. TV tubes, electron gun mounts, special purpose tubes; electronic tube research & development.

NATIONAL VIDEO CORP.—4300 W. 47th St., Chicago 32, Ill. Cliffside 4-5600. Asher J. Cole, president; Melbourne L. Hayes, v.p.; Donald C. Stixrood, gen. mgr.; A. D. Giacchetti, chief engineer; Harold Cole, production mgr.

PAN-AMERICAN ELECTRONICS INC.—1500 N. Miami Ave., Miami, Fla. Telephone: 82-6857. M. E. Yaraus, gen. sales mgr.

PENTA LABORATORIES INC.—312 N. Nopal St., Santa Barbara, Cal. Woodland 5-4581. Transmitting and power tubes. R. P. Leonard, president; R. L. Norton, chief engineer.

PIONEER ELECTRONICS CORP.—2235 S. Carmelina, West Los Angeles, Cal. Bradshaw 2-8053. Laurence M. Perlish, president; Victor E. DeLuca, v.p. & chief engineer; Mervin Glass, secy-treas.; John Delyea, purchasing agent; Hal M. Gardner, adv. mgr.; Z. Goodman, gen. sales mgr.

PROGRESSIVE ELECTRONICS INC.—41 Hudson St., Yonkers, N. Y. Yonkers 8-6800. Jack Sonkin, pres.; Harry Crown, v.p.

PURITAN ELECTRONICS CORP.—69 Fifth Ave., Hawthorne, N.J. Telephone: 7-5800. Thomas Stave, president.

* **RCA TUBE DIVISION**—Receiving tubes, TV picture tubes, camera pickup tubes, CR oscillograph tubes, phototubes, transmitting & special purpose tubes, transistors & germanium diodes, tube parts & machinery, dry batteries, test & measuring equipment, TV & radio transformers and coils, deflection components, speakers, RCA replacement parts. Receiving tubes manufactured in plants at Harrison and Woodbridge, N. J., Cincinnati and Indianapolis. TV picture tubes manufactured in plants at Lancaster, Pa. and Marion, Ind. Transmitting and special purpose tubes manufactured in plants at Lancaster and Harrison. Radio and TV parts manufactured in Camden, N. J. and Findlay, O. Home office: Harrison, N. J. Executives: W. W. Watts, executive v.p., electronic products; D. Y. Smith, v.p. & gen. mgr., tube div.; L. S. Thees, gen. commercial mgr.; L. F. Holleran, gen. marketing mgr.; T. J. Scanlon, purchasing agent; G. R. Shaw, chief engineer; W. H. Painter, mgr., operations control; Donald R. Weisenstein, mgr. of sales administration.

Executives, operating departments: H. F. Randolph, mgr., receiving tubes; C. E. Burnett, mgr., cathode ray & power tubes; G. C. Brewster, mgr., electronic components; H. R. Seelen, mgr., color kinescopes; A. M. Glover, mgr., semi-conductors.

Executives, marketing activities: K. G. Bucklin, mgr., receiving tubes; M. J. Carroll, mgr., cathode ray & power tubes; H. B. Wilson, mgr., electronic components; L. J. Battaglia, mgr., equipment & parts; F. F. Neuner, mgr., semi-conductors; C. W. Taylor, mgr., color kinescopes; C. B. Swope, mgr., marketing operations planning & control; H. F. Bersche, mgr., marketing services; G. Warren Kimball, mgr. of battery & renewal components marketing.

Executives, sales activities: D. M. Branigan, mgr., distributor sales; L. D. Kimmel, mgr., equipment sales; H. S. Gwynne, mgr., tube industry sales; G. R. Rivers, mgr., government sales; John J. Hemberger, administrator, monochrome sales.

RCA VICTOR CO. LTD.—1001 Lenox St., Montreal 30, Que. Wellington 7551. F. R. Deakins, president; Joseph Brouillard, mgr. tube dept.; Herbert Nixon, mgr. sales administration; Donald N. Ross, product sales mgr.; Frank O'Hara, manufacturing mgr.

RAULAND CORP. (subsidiary of Zenith Radio Corp.)—4245 N. Knox Ave., Chicago 41, Ill. Mulberry 5-5000. E. N. Rauland, president; W. E. Phillips, v.p. & gen. mgr.; C. S. Szegho, v.p. & director of research; J. J. O'Callaghan, chief engineer; F. A. Zartler, works mgr.; Aayron Anderson, chief inspector; John Lotbi, purchasing agent.

* **RAYTHEON MFG. CO.**—55 Chapel St., Newton 58, Mass. Bigelow 4-7500. Plants at Newton and Quincy, Mass., CR, receiving, special purpose tubes, semi-conductor diodes & transistors; Waltham, Mass., magnetrons, klystrons, power tubes & diathermy equipment.

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tube operations; P. T. Weeks, chief engineer, receiving tube div.; N. P. Gowell, application engineering, production engineering and quality control head, receiving tube div.; R. K. Dixon, engineering & product mgr., diodes; F. M. Dukat, engineering & product mgr., transistors; R. L. McCormack, engineering & product mgr., special tubes.

Executives: Microwave & Power Tube Operations: P. L. Spencer, v.p. & gen. mgr., microwave & power tube operations; W. M. Thompson, asst. v.p. & mgr. of procurement and purchasing; W. Edgar, production mgr.; W. C. Brown, asst. v.p. & mgr. of magnetron development labs; E. N. Kather, mgr. of magnetron production engineering; P. R. Hanson, mgr. of engineering groups specializing in reflex klystrons; R. C. Hergenrother, mgr. of beam and storage tube development; W. T. Welsh, asst. v.p. & sales mgr.; W. B. Driscoll, mgr. of electronic processing, equipment manufacture & services dept.; H. T. Pekin, tube design, standards & gen. tube consultant.

REON TUBE CORP.—2085 Bronx St., New York, N. Y. Welling-ton 3-2800. J. A. Zuvich, sales mgr.

RESITRON LABORATORIES—2908 Nebraska Ave., Santa Monica, Cal. Exbrook 3-5217. Victor E. De Luca, president; B. F. Ambrosio, v.p.-treas.; D. A. Fareed, secy. & gen. counsel. Special purpose, field emission X-ray tubes, neutron generators, camera pick-up tubes for TV & industrial uses, ceramic tubes.

SELSON ELECTRONIC TUBE CORP.—9th & Summit Sts., Darby, Pa. Sharon Hill 4400. John Stern, president.

SONOTONE CORP.—Elmsford, N. Y. Lyric 2-6400. Irving I. Schachtel, president; Dr. L. G. Hector, A. M. Letts, F. W. Kranz, J. J. Christophel, vice-presidents; George T. Sotel, treas. Vacuum tubes, miniature, sub-miniature, micro-miniature, ruggedized, reliable, special types, amplifiers, miniature electronic equipment, circuits using transistors, headsets, cable assemblies, microphones, nickel cadmium batteries, high-fidelity ceramic phono pickups, hearing aids.

* **SYLVANIA ELECTRIC PRODUCTS INC.**—1740 Broadway, New York 19, N. Y. Judson 6-2424.

TV Picture Tube Div.: Seneca Falls, N. Y. Telephone: 970. Matthew D. Burns, v.p.; W. H. Lamb, gen. mgr.; R. K. Gessford, chief engineer; Glen W. Victory, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants at Seneca Falls, N. Y., Fullerton, Cal., Ottawa, O. & Hatboro, Pa.

Radio Tube Div.: Emporium, Pa. Telephone 301. Matthew D. Burns, v.p.; Walter A. Weiss, gen. mgr.; Herbert A. Ehlers, gen. mfg. mgr.; Ralph Clausen, chief engineer; R. I. Penfield, adv. mgr. (N.Y.); J. M. Paris, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants—Altoona, Pa., receiving tubes; Emporium, Pa., receiving tubes and special machinery; Huntington, W. Va., special tubes; Mill Hall, Pa., receiving tubes; Point Pleasant, W. Va., feeder plant; Shawnee, Okla., receiving tubes; Burlington, Ia., subminiature tubes.

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Parts Div.: Warren, Pa. Marlon Pettegrew, gen. mgr.; R. H. Alexander, chief engineer; K. F. Middaugh, purchasing agent; P. M. Pritchard, sales mgr.; D. W. Gunn, gen. sales mgr. (N.Y.). Plants—Warren, Pa.; York, Pa.; Nelsonville, O.; Cleveland.

TAYLOR TUBES INC.—2312 Wabansia Ave., Chicago 47, Ill. Armitage 6-1730. B. C. Boeckeler, president; Jerry H. Worel, secy-treas.; Ivan L. Brandt, chief engineer; John R. Randis, purchasing agent. Transmitting, rectifier, thyatron, power & special purpose tubes.

TELE-RAY TUBE CO. INC.—984 Saw Mill River Rd., Yonkers, N.Y. Yonkers 5-8950. S. W. Muldowny, chairman; W. F. Genz, president.

TELEVIDEO CORP. OF AMERICA—222 N. Alameda St., Los Angeles 12, Cal. Michigan 6695. CR tubes, deflection yokes & electronic assemblies. Jaime Balugo, president & chief engineer; Ken Redshaw, v.p.; Thurman Brooms, secy. & bus. mgr.; Milton Tobias, treas.; Ed Braga, plant supervisor.

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Radio Receiver Manufacturers

(Continued from page 399)

SYMPHONIC RADIO & ELECTRONIC CORP.—Johns St., Boston 14, Mass. Richmond 2-0100. Max J. Zimmer, president; Richard J. Mahler, v.p.

TECH-MASTER CORP.—75 Front St., Brooklyn 1, N.Y. Ulster 5-3535. L. Lazoff, owner.

TELEQUIP RADIO CO.—2559 W. 21st St., Chicago 8, Ill. Bishop 7-3841. E. E. Arkin, president.

TRAV-LER RADIO CORP.—571 W. Jackson Blvd., Chicago 6, Ill. Harrison 7-9151. Joe Friedman, president; I. Edelstein, v.p.; Ellis Friedman, v.p. in charge of production.

WARWICK MANUFACTURING CORP.—4640 W. Harrison St., Chicago 44, Ill. Esterbrook 8-2727. Plant also in Zion, Ill. John S. Holmes, president.

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago 39, Ill. Albany 2-8220. G. M. Gardner, chairman; R. S. Alexander, president & gen. mgr.

WESTINGHOUSE ELECTRIC CORP. (TV-Radio Division)—Route 27, Metuchen, N.J. Metuchen 6-5000. E. J. Kelly, gen. mgr.; Dan D. Halpin, asst. gen. mgr.-marketing & gen. sales mgr.

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. E. F. McDonald Jr., president & gen. mgr.; Hugh Robertson, executive v.p.

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TV TUBE MANUFACTURERS—(Continued)

TEL-O-TUBE CORP. OF AMERICA—180 Van Riper Ave., E. Paterson, N. J. Fairlawn 6-1500. Samuel Kagan, president; Sidney Messer, secy.-treas.; Nat Malamuth, adv. & sales mgr.; Alexander Wasek, production mgr.; Michael Dorota, chief engineer; John Sansone, office mgr. & controller.

TEXAS ELECTRONIC MFG. CO.—3120 Lamar Ave., Houston, Tex. Atwood 8516. A. W. Larkin, president-treas.; Jacques Castel, v.p.; Frank B. Waters, secy.; Francis J. Salgo, plant mgr.

THOMAS ELECTRONICS INC.—118 Ninth St., Passaic, N. J. Gregory 3-4040. Thomas L. Clinton, president; Robert E. Burrows, gen. sales & adv. mgr.; Samuel J. Donnelly, controller; Bernard L. Loring, chief engineer; Carl F. Tepel, purchasing agent; Henry Schmalz, mgr. of color tube engineering.

* **TUNG-SOL ELECTRIC Inc.**—95 Eighth Ave., Newark 4, N. J. Humboldt 2-4200.

Plants: CR tubes, E. Orange, N. J.; receiving, Bloomfield, N. J.; subminiature & other special tubes, Washington, N. J.; miniature receiving tubes, Weatherly, Pa.; lamp & flasher divs., Orange St., Newark; sealed beam lamps, Boyertown, Pa. Administrative offices & flasher div., 95 Eighth Ave., Newark 4, N. J.

Executives: H. W. Harper, chairman; Louis Rieben, president; D. A. Harper, v.p.; R. E. Carlson, v.p. in charge of sales; H. M. Darling, v.p. & treas.; M. R. Schulte, v.p. electronics & flasher mfg.; J. E. Witbeck, v.p. lamp mfg.; A. K. Wright, v.p. engineering; G. E. Hallett, controller; Paul J. Hemschoot, secy.; G. E. Keown, gen. sales mgr.; J. D. Van der Veer, asst. gen. sales mgr.; J. M. Malone, mgr. initial equipment tube sales; L. E. Cotsen, mgr. renewal sales; Hugh J. Casey, mgr. export sales; H. F. Cook, mgr. adv. sales promotion & market analysis; R. H. Fidler, director of research; E. P. Garretson, director of purchases; E. J. Dannenberg, director of industrial relations; Dr. A. Melvin Skellett, mgr. of color tube planning & development.

UNIVERSAL VACUUM TUBE CORP.—137 Alexander St., Yonkers, N. Y. Yonkers 5-6435. Theodore E. Apstein, president. CR tubes and CR tube rebuilder.

VACUUM TUBE PRODUCTS—506 S. Cleveland St., Oceanside, Cal. Saratoga 2-6567. Harold W. Ulmer, president; James J. Sutherland, v.p.-treas.; Charles L. Gilles, engineering mgr.; V. P. Springstead, production supt.

VEGA ELECTRONICS CORP.—1921 Pontius Ave., W. Los Angeles 25, Cal. Granite 7-7382. Angus D. Gillis, president; E. J. Alden, v.p. & chief engineer; L. J. Gilman, credit mgr.

VICTOREEN INSTRUMENT CO.—3800 Perkins Ave., Cleveland 14, O. Endicott 1-6200. David H. Cogan, chairman; C. W. Haller, president; Richard T. Brown, secy.; R. F. Shima, v.p.-treas.

WATERMAN PRODUCTS CO.—2445 Emerald St., Philadelphia 25, Pa. Garfield 5-0474. CR oscilloscopes and associated equipment. William Waterman, president; Malcom Lane, v.p.; Samuel Marritz, secy. & purchasing agent; Morris Cooper, treas.; Frank W. Parsons, sales mgr.; William J. Sharp, mgr. CR tube sales.

WESTHOUSE ELECTRIC CORP. (Electric Tube Div.)—P.O. Box 284, Elmira, N. Y. Telephone: 9-3611. CR, X-Ray, camera pick-up tubes, industrial & broadcast power tubes manufactured in Elmira, N. Y.; receiving tubes in Bath, N. Y. Executives: Richard T. Orth, v.p. & gen. mgr.; J. A. Curtis, marketing mgr.; H. D. Hanafus, purchasing agent; D. D. Knowles, mgr. product administration; Dr. E. A. Lederer, chief engineer; Carmen E. Ramich, mgr. of engineering; F. P. Hinman, mgr. of manufacturing; H. F. Pully, Elmira plant mgr.; C. M. Clark, Bath plant mgr.

Labor Unions & Guilds

(Continued from Page 328)

SCREEN DIRECTORS GUILD, 133 E. 40th St., New York 16, N.Y. Murray Hill 9-1254. Jack Glenn, president. (Hollywood Directors Guild) 1508 Crossroads of the World, Hollywood 28, Cal. George Sidney, president.

SCREEN EXTRAS GUILD Inc., 723 North Western Ave., Los Angeles 29, Cal. Hollywood 1-9301. Richard H. Gordon, president; Franklyn Farnum, 1st v.p.; George Barton, 2nd v.p.; Tex Brodus, 3rd v.p.; Kenner Kemp, recording secy.; Jeffrey Sayre, treas.; H. O'Neill Shanks, exec. secy.; Robert W. Gilbert, counsel. Branch of Associated Actors & Artistes of America (AFL).

STAGEHANDS LOCAL 33 (IATSE-AFL), 2858 W. 8th St., Los Angeles 5, Cal. Dunkirk 2-2321. Thomas V. Hughes, pres.; Carl G. Cooper, business agent.

TELEVISION BROADCASTING STUDIO EMPLOYES Local 815 (AFL), 2400 Laurel Canyon Rd., Hollywood 46, Cal. Hollywood 4-7832. Ray Gosnell, president.

TELEVISION DIRECTORS GUILD, 114 E. 52nd St., New York 22, N. Y. Plaza 9-0949. Franklin Schaffner, international president; Newman H. Burnett, national exec. director.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA, 11 E. 51st St., New York 22, N. Y. Plaza 3-1960. Albert J. Fitzgerald, general president; Julius Emspak, general secy.-treas.; James J. Matles, director of organization.

UNITED SCENIC ARTISTS, Local 829, 319 W. 48th St., New York 36, N. Y. Circle 6-8023.

WRITERS GUILD OF AMERICA (West), 8782 Sunset Blvd., Hollywood 46, Cal. Crestview 5-1162. Edmund Hartman, president; David Dortort, pres. of TV branch. (East) 550 Fifth Ave., New York, N. Y. Plaza 7-8319. Erik Barnouw, president; Philo Higley, v.p. Result of amalgamation of Authors League of America, Radio Writers Guild, Screen Writers Guild & Television Writers of America.

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I-T-E CIRCUIT BREAKER CO. (Special Products Div.)—601 E. Erie Ave., Philadelphia 34, Pa. Garfield 6-5700. W. M. Scott Jr., president; A. T. Scott, v.p.; W. H. Harman Jr., mgr. TV bulb section; Albert Zens, sales.

SPINRAFT INC.—4122 W. State St., Milwaukee 8, Wis. Division 2-0730. Theodore Salow Jr., chairman; George A. Mast, president; George F. Farley, executive v.p.; Klementine Salow, secy.-treas.; Arnold Hildebrandt, mgr. products div.; Eugene J. Sperry, office mgr.; Frederic L. Banta, plant supt.; Gerald O'Donnell, project & methods engineer.

UNITED SPECIALTIES CO., United Air Cleaner Div.—9705 Cottage Grove Ave., Chicago 28, Ill. Regent 4-5000. TV shells & air cleaners. J. T. Beatty, president; A. Vander Muelen, v.p.-treas.; W. H. Haaksma, secy. & asst. treas.; J. Hamilton, sales v.p.; L. L. Blais, purchasing agent; M. T. Moler, adv. mgr.

Tube Blank Makers

CORNING GLASS WORKS—Corning, N. Y. Telephone: 2-5011. William C. Decker, president; Charles D. LaFollette, v.p. & director of sales; J. L. Hannigan, v.p. & gen. mgr. electrical products div.; Russell Brittingham, v.p. & gen. mgr., technical products div.; John Carter, v.p. & gen. mgr. consumer products div.; Thomas H. Truslow, gen. mgr., new products div.; Campbell Rutledge, sales mgr., new products div.; J. S. Muller, electronics dept. sales mgr.

KIMBLE GLASS COMPANY (a subsidiary of Owens-Illinois Glass Co.)—P.O. Box 1035, Toledo 1, Ohio. Fairfax 6543. Columbus plant, 711 Southwood Ave., Columbus, O. (TV bulbs). Sayreville plant, P. O. Box 7, Sayreville, N.J. (TV bulbs). Vineland plant, P.O. box 230, Vineland, N.J. (tubing & bulbs). Westwood pilot plant, 1510 Westwood Ave., Toledo (research, engineering & pilot plant; TV bulbs).

Executives: R. H. Mulford, vice president & gen. mgr.; E. B. Dennis Jr., sales v.p.; S. A. Kenworthy, production v.p.; F. D. Pinotti, v.p. & chief engineer; John P. Kearney, mgr. of new product development; J. P. Gleason, industrial & electronic div. sales mgr.

ZENITH OPTICAL CO. (Division of Polan Industries)—220 Eighth St., Huntington, W. Va. Telephone: 2-0301. E. G. Polan, president; D. W. Harris, sales.

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PITTSBURGH PLATE GLASS CO.—One Gateway Center, Pittsburgh 22, Pa. Atlantic 1-5100. H. B. Higgins, president; Richard B. Tucker, v.p.; W. R. Harper, v.p.; M. W. Marshall, mgr. industrial glass sales; R. G. Whittemore, mgr. product development dept.

Manufacturers of TV Tuners & UHF Converters

(Continued from page 406)

SPENCER-KENNEDY LABORATORIES INC.—186 Massachusetts Ave., Cambridge 39, Mass. University 4-0400. George W. W. Brewster, chairman & asst. treas. Fitzroy Kennedy, pres.; James H. Laubach Jr., treas.; Lester C. Smith, chief engineer; W. K. Headley, sales mgr.; A. W. Bridgett, engineering; W. W. Bemis, field engineering. Self-powered single-channel converters.

STANDARD COIL PRODUCTS CO. INC.—2085 N. Hawthorne Ave., Melrose Park, Ill. Fillmore 4-5680. G. E. Swanson, pres.; S. R. Andrews, v.p.; E. P. Thias, research v.p.; J. O. Burke, exec. v.p.; A. Richenthal, secy. 12 & 13-position turret tuners; UHF strips; continuous UHF tuners.

SUTTON ELECTRONIC CO.—426 W. Short St., Lexington, Ky. Telephone: 2-6249. Walter T. Sutton, pres.; S. H. Schapiro, sales mgr. VHF booster-UHF converter combinations; continuous UHF converters.

SARKES TARZIAN INC.—East Hillside Drive, Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; G. E. Teuton, sales adm.; F. T. Zoerner & A. L. Svanascini, sales engineers. VHF & UHF tuners, VHF-UHF tuners, self-powered UHF converters.

TECH-MASTER CORP.—75 Front St. Brooklyn 1, N. Y. Ulster 5-3535. L. Lazoff, pres.; B. Lazoff, v.p.; Paul Witte, sales mgr.; Harold Gropper, asst. sales mgr.; S. Miller, chief engineer; Sam Oser, purchasing agent.

VIDEON ELECTRONIC CORP.—902 E. Michigan St., Indianapolis 2, Ind. Melrose 6-5461. Arthur J. Schultz, pres. & chief engineer; Ivan J. Biscan, treas.; Charles W. Gallagher, purchasing agent.

Directory of

Manufacturers of TV Receiving Antennas

Data as Supplied by Companies in Response to Questionnaires. Brand Names in Italics.

Note: Manufacturers of TV receivers, many of whom also offer receiving antennas, are listed on pp. 391-398

- AERIAL ELECTRONICS CO.**—220 Washington St., Beardstown, Ill. Beardstown 1415. Officers: John M. James, Edwin Snyder, E. C. Leininger. *AECO, Channel Queen, Channel King, Skylark.* Outdoor only.
- ALL CHANNEL ANTENNA CORP.**—47-39 49th St., Woodside 77, N. Y. Exeter 2-1336. Marvin P. Middlemark, pres.; Wm. T. Korn, v.p.; Adrian E. Clark, adv. mgr.
- ALLIANCE MANUFACTURING CO.** (subsidiary of Consolidated Electronics Industries Corp.)—Lake Park Blvd., Alliance, O. Telephone: 1-5361. John Bentla, pres.-gen. mgr.; Arles Vernes, v.p.; R. G. Dettmer, secy.; Robert Dunn, treas.; R. E. Barrick, asst. treas. *Tenna-Rotor* antenna rotators, *Triceptor UHF-VHF* antennas.
- AMERICAN PHENOLIC CORP.**—1830 S. 54th Ave., Chicago 50, Ill. Bishop 2-1000. Arthur J. Schmitt, pres.; W. H. Rous, v.p., sales; R. C. Hall, gen. sales mgr.; L. J. Gallagher, field sales mgr.; R. E. Svoboda, distributor sales mgr.; K. F. Boldt, adv. mgr.; R. M. Sorla, director of engineering; Curt Klostermann, chief engineer. *Amphenol.* Outdoor only.
- AMERICAN SCREEN PRODUCTS CO.**—807 N.W. 20th St., Miami 37, Fla. Miami 2-7448. John D. Foskett, pres.; Ralph C. Powell, product mgr. *OOFLamp, Unicorn.*
- ANTENNEX CO.**—4060 Ocean Park Ave., Venice, Cal. Texas 0-5519. Ben Dickstein, pres.; Julius Rosenberg, secy. *Vision Master.* Outdoor only.
- BARB CITY INDUSTRIES INC.**—5th & Girard Sts., DeKalb, Ill. Telephone: 6-8531. Louis L. Ignelzi, pres.; Charles W. Blackman, v.p.; Kent G. Blackman, secy.-treas.; Sam C. Mabel, sales mgr. *Channel-Chief, Barb 400, Double Vee.*
- BESTCRAFT PRODUCTS CO. INC.**—626 Broadway, New York 12, N. Y. Algonquin 4-7920. Martin Roffman, pres.; Joseph D. Gollon, secy.-treas. *Bestenna.* Indoor only.
- BRACH MFG. CORP.** div. of General Bronze Corp.—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. J. B. Cejka, Ira Kamen, H. D. Halperin, v.p.'s.
- CAMBURN INC.**—32-40 57th St., Woodside 77, N. Y. Yellowstone 2-1100. M. B. Bernstein, pres.; R. F. Graf, engineering & sales dir., electronic equipment; J. Leidner, gen. mgr. *Zoom Up, Ultra Beam, Capri, Coronet, Video Beam, Swift Rig, Super X, Hot Rod, Savoy, Hi-Mast, Elite, Topper, Swivel.*
- CHANNEL MASTER CORP.**—Ellenville, N. Y. Telephone: 1300. Harry Resnick, pres.; Harold Harris, sales & engineering v.p.
- CLEAR BEAM ANTENNA CO.**—P.O. Box 471, 21341 Roscoe Blvd., Canoga Park, Cal. Diamond 7-2255. Harold Florence, pres.; Al Lieb, v.p.; Robert D. Raynor, sales mgr.; Harry S. Lieb, v.p.
- CORNELL-DUBILIER ELECTRIC CORP.**—South Plainfield, N. J. Plainfield 6-9000. Octave Blake, pres.-gen. mgr.; Wm. Dubilier, 1st v.p.; Halm Beyer, exec. v.p.-treas.; Paul McK. Deeley, exec. v.p. Vice presidents: Wm. M. Bailey, Felix S. Weiss, Theodore E. Abeel, Max Bleich, J. A. Bertolacci, comptroller; Mary F. Keating, secy. Outdoor only.
- DAVIS ELECTRONICS**—4002 W. Burbank Blvd., Burbank, Cal. Thornwall 2-3032. Henry J. Davis, pres.; Joseph Bare, production mgr.; Stanley B. Goldman, sales engineer; Roy Wilson, purchasing agent. *Super-Vision.* Outdoor only.
- DELSON MANUFACTURING CORP.**—126 11th Ave., New York 11, N. Y. Chelsea 3-0953. M. D. Delson, pres.; I. Yamet, secy.-treas. *Jiffy-Tenna, Gyro-Tenna.*
- DYNAMIC ELECTRONICS-NEW YORK INC.**—73-79 Woodhaven Blvd., Forest Hills, N. Y. Illinois 9-7000. J. M. Winer, pres.; Seymour Levy, exec. v.p.; Julius D. Winer, v.p.; Louis Fafarman, treas.; George Ginsberg, secy. *Tentenna, No-Ghost, Twin Ogyro* invisible antenna, *Spool-Tenna.* Indoor only.
- THE FINNEY CO.**—4612 St. Clair Ave., Cleveland 3, O. Henderson 2-2150. L. H. Finneburgh Jr., pres.; M. L. Finneburgh, v.p.; M. L. Finney Jr., sales mgr. *Finco.* Outdoor only.
- FRETCO INC.**—406 N. Craig St., Pittsburgh 13, Pa. Museum 1-8116. Joseph V. Fisher, pres.; Frank H. Robinson, v.p. *Fretline, Fretaray, Victoria, Spectrum, Super Spectrum, Mi-Tee-Ray, Saucerline, Strato-Ray, Bo Ti.*
- GENERAL ANTENNA MFG. CO.**—1652 Rockwell Ave., Cleveland 14, O. Outdoor only.
- GONSETT CO.**—801 S. Main St., Burbank, Cal. Victory 9-2222. F. R. Gonsett, owner-mgr.; W. W. Smith, engineer; R. S. Johnson, sales mgr.; C. E. Johnson, supt. *Radarray, Rocket, Gamma-Ray, Cone, Arrow.* Outdoor only.
- HI-LO TV ANTENNA CORP.**—3540 N. Ravenswood Ave., Chicago 49, Ill. Graceland 7-1890. Frank J. Klancnik, pres.; Eugenia M. Klancnik, v.p.; E. A. Goncoe, gen. mgr. *Spiralenna.* Indoor only.
- HI-PAR PRODUCTS CO.**—347 Lunenburg St., Fitchburg, Mass. Fitchburg 2-2970. V. R. Parker, P. H. Parker, H. H. Hirvonen, partners. Outdoor only.
- HOLLANDER MFG. CO.**—7390 St. Charles Rock Rd., St. Louis 14, Mo. Parkview 1-8550. H. S. Hollander, pres.; S. N. Hollander, v.p.; D. N. DeWoskin, mgr. Outdoor only.
- HY-LITE ANTENNAE INC.**—242 E. 137th St., Bronx 51, N. Y. Cypress 2-3402. Lester Dresner, pres.; Herbert Pearlman, secy.-treas. *Snap-Out, Sky-Lite, Pee Wee Vee, Vector Jay.* Outdoor only.
- INSULINE CORP. OF AMERICA**—186 Granite St., Manchester, N. H. Manchester 5-8511. Samuel J. Spector, pres.; B. L. Cahn, v.p. *ICA.*
- JFD MFG. CO. INC.**—6101 16th Ave., Brooklyn 4, N. Y. Bensonhurst 6-9200. Julius Finkel, pres.; Albert Finkel, v.p.; Edward Finkel, secy.-treas. & sales mgr.; James Saraylotes, account exec. (Delphi); Al Pollack, production mgr.; Douglas Carpenter, chief electrical engineer. *Baline, Bowtie Flector, Cascade, Commandaire, Corsair, D-Xer, Pacesetter, Plug-in, Quik-Rig, Ultra-V Beam, Super-Beam, Safe TV Guard, Sky Streak, Stan-Guard, Jetomic, Superjet, Gold Shield, Maxi-cor, Mini-cor, Pal, SuperPower Jet, Tenna, Jet-Helix Rainbow, Star-Helix Rainbow, Yagi-Helix, Color-Tenna, Venus, Dialomatic, Roto-King, Aluzoom, Sky-Lok, 3-in-1, Lightning Sentry, Tune-A-Scope, Panorama, 4-Bow, 8-Bow.*
- KAY-TOWNES ANTENNA CO.**—1511 Dean Ave., Rome, Ga. Telephone: 4-2631. J. C. Kay, pres.; C. J. Harshbarger, sales mgr.; Jack Townes, purchasing agent. Outdoor only.
- K-G ELECTRONICS CORP.**—2738 N. Sheffield Ave., Chicago 14, Ill. Sam Gertz, pres. Indoor only.
- LA POINTE ELECTRONICS INC.**—155 W. Main St., Rockville, Conn. Telephone: 5-3351. Jan H. Stillbach, pres. & treas.; J. E. Respass, sales v.p.; Larry E. Kearney, sales mgr. *Vee-D-X.*
- LYNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, Samuel Sabaroff, Donald R. Trilling. Outdoor only.
- MEDAL MFG. CO. INC.**—194 E. Silver St. Sharon, Pa. Telephone: 2-6839. Robert Routman, pres.; Alec Routman, v.p. *Captain TV.* Outdoor only.
- MILLER ELECTRONICS CO.**—2840 Naomi St., Burbank, Cal. Victoria 9-1659. John Miller, owner.
- MINI-A-TURE ANTENNA CO.**—3744 Broadway, Chicago 13, Ill. Lincoln 9-5857. L. S. Bressler, owner. *Silver Dollar.* Indoor only.
- NATIONAL ELECTRIC PRODUCTS CORP.**—Gateway Center, 140 Stanwix St., Pittsburgh, Pa. Grant 1-2852. A. L. Robinson, chairman; W. C. Robinson Jr., pres.; R. C. Bennett Jr., sales v.p.; A. J. Borelli, sales mgr. radio-TV dept.; A. J. Hughes, service mgr., radio-TV dept. *Nepco.* Outdoor only.
- NATIONAL ELECTRONIC MFG. CO.**—See Insuline Corp. of America.
- NEAL ELECTRONIC CO. INC.**—1037 Hall St., Huntsville, Ala. Jefferson 4-4331. Wm. O. Neal, pres.; Jack Giles, v.p.; Zora Neal, secy.-treas.; P. U. Towry, sales v.p.; M. Payne, credit mgr. *Fringe-Beam.* Outdoor only.
- PAYO ENGINEERING LABS**—Box 61, Quincy, Ill. Outdoor only.
- PEERLESS PRODUCTS INDUSTRIES**—812 N. Pulaski Rd., Chicago 51, Ill. Belmont 5-9883. Edwin Mraz, pres.; M. M. Mraz, secy.; R. Kriz, treas.; Walter Griffing, sales mgr.; Robert Mraz, supt. *Golden Wand, Silver Wand, Diron.* Indoor only.
- PENN TELEVISION PRODUCTS CO.**—Allegheny & Trenton Aves., Philadelphia 34, Pa. Garfield 6-3031. Leslie M. Friedman & Herman Frantz, partners. Jere H. Friedman, adv. mgr. *Penn-tena, Pennalloy, Twintena, Hilo-switch, Pennvue, No Rust.* Outdoor only.
- PHILSON MFG. CO.**—60 Sackett St., Brooklyn 31, N. Y. Ulster 5-0136. E. Morrison, pres.; Melvin Morrison, secy.-treas. Outdoor only.
- PHOENIX ELECTRONICS INC.**—50 Island St., Lawrence, Mass. Outdoor only.
- PLANTENNA CORP.**—P. O. Box 196, Silverton, Ore. Telephone: 3-6061. Errol W. Ross, pres.; Thelma Beaman, v.p.; Carl B. Anderson, secy.-treas. Indoor only.
- Q-LINE MFG. CORP.**—1562 61st St., Brooklyn 19, N. Y. Bensonhurst 6-9320. Harold L. Brenner, pres.; Israel Pollack, secy.-treas.
- RADIART CORP.** (Subsidiary of Cornell-Dubilier Electric Corp.)—3455 Vega Ave., Cleveland 13, O. Melrose 1-6660. H. C. Crawford, pres.; W. A. Schoneberger, jobber sales mgr.; J. Chadowski, exec. engineer; C. Horek, purchasing agent; B. Thomas, equipment sales mgr. *Batrpower, Hi-Ball, Hipower, Lazy-X, Loaded-X, Red Seal, Spee-Dee, Strate-Line, Super-Vee, Vipower, Superior, Super-Structure, TR-2, CDR.*
- RADIO MERCHANDISE SALES INC.**—2016 Bronxdale Ave., New York 62, N. Y. Tyrone 2-6700. Sidney Pariser, pres.; Edward M. Cappucci, gen. mgr. & dir. of sales; Reuben Agdern, mgr., antenna div.; Clifford P. Shearer, adv. mgr. *RMS.*

(Continued on next page)

RADION CORP.—1130 W. Wisconsin Ave., Chicago 14, Ill. Mohawk 4-4617, R. N. Leonard, pres.; R. A. Lucas, treas.-credit mgr.; Dan O'Connell, sales v.p.; M. Silver, secy. *Metropolitan, Suburban, Champion, Challenger, Bullseye, Superbullseye.* Indoor only.

WALTER L. SCHOTT CO.—3225 Exposition Pl., Los Angeles 18, Cal. Axminster 3-7201. Walter L. Schott, pres.; Robert Mueller, sales mgr.; Frank Hurd, purchasing agent. *Walsco.*

S/C LABORATORIES INC.—37 George St., Newark 5, N. J. N. Zanzano, pres. Combination antenna & lamp.

SKY RAY MFG. CO.—P. O. Box 128, McLeansboro, Ill. Telephone: 210-W. Warner H. Anderson, pres.; A. B. Anderson, v.p.; Wm. E. Reed, secy.-treas.; O. A. Mertz, gen. mgr. *Super-Ray.* Outdoor only.

SNYDER ANTENN-GINEERS LTD., affiliate of Snyder Mfg. Co.—14th at Birmingham Sts., Toronto 14, Ont., Canada, Clifford 1-9743.

SNYDER MFG. CO.—22nd & Ontario Sts., Philadelphia 40, Pa. Radcliff 5-6565. Benjamin L. Snyder, Gerson Snyder, partners. *Directronic, Snydermatic, Antennengineers, Redimount.* (Subsidiary Bellevue Tube Mill Inc., 2200 W. Bellevue St., Philadelphia, manufactures TV antenna masts.)

SPIRLING PRODUCTS CO. INC.—Henrietta St. & Duffy Ave., Hicksville, L. I., N. Y. Telephone: 3-6550. Milton Spirt, pres.; Eugene Wege, engineer. *Spico, Super-Phantom, IndoorTenna, E-Z-Bee, Super 6, Tom Thumb, Switch-O-Matic, Strat-O-Matic.*

SUMMIT ENGINEERING CO.—3324 Main St., Hartford 5, Conn. Chapel 6-3330. Irving I. Kahn, gen. mgr. Outdoor only.

TECHNICAL APPLIANCE CORP.—1 Taco St., Sherburne, N. Y. Telephone: 7-2211. C. F. Goudy, chairman; H. H. Brown, pres.; T. Lundahl, sales v.p.; K. H. Lippitt, engineering v.p.; J. Cullen, production v.p.; W. H. Resch, treas. *Taco, Tacoplex, Trapper, Super-Trapper.* Outdoor only.

TELESINE ANTENNA CORP.—P.O. Box 1387, Shreveport 92, La. Telephone: 5-5121. W. E. Antony, pres.; Henry B. Clay, secy.-treas.-gen. mgr.

TELETENNA CO.—1033 Indiana Ave., La Porte, Ind. Telephone 4-8922. Wm. H. C. Higgins Jr., pres. *Telecon, Ultra-Telecon.*

TELEVISION HARDWARE MFG. CO., div. of General Cement Mfg. Co.—919 Taylor Ave., Rockford, Ill. Telephone: 2-6695. S. B. Valiulis, pres.; R. G. Ellis, secy.-treas. *Telco, G-C.*

TELEVISION RADIO ELECTRONICS—Route 1, Box 291, Merced, Cal. Randolph 2-0606. J. M. Mazzei, A. F. Kurrels, partners. *Frank's Deluze.* Outdoor only.

Manufacturers of TV Tuners and UHF Converters

(Trade Names in Italics)

Note: Many TV receiver manufacturers also make or market UHF converters; see Directory of TV Receiver Manufacturers, pp. 391-398

ALLIANCE MANUFACTURING CO.—Alliance, O. Telephone: 1-5361. Murray D. Lincoln, pres.; John Bentia, exec. v.p.; A. F. Deming, v.p., engineering & production; B. M. Rainsberg, secy.-treas.; R. E. Barrick, asst. treas. Continuous UHF converters.

ANCHOR RADIO CORP.—2215 S. St. Louis Ave., Chicago 23, Ill. Rockwell 2-6320. Edward Kubkowski, pres.; Ernest Keller, secy.-treas. 12-channel VHF-UHF turret tuners.

ASTATIC CORP.—250 Harbor St., Conneaut, O. Telephone: 22-656. G. B. Fraser, pres. All-channel UHF converter-boosters.

BLONDER-TONGUE LABORATORIES INC.—526 North Ave., Westfield, N. J. Telephone: 2-7032. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr. Single-channel UHF converter-amplifiers; *Ultraverter* all-channel UHF converters; *Ultratuner* all-channel UHF tuners.

DAVID BOGEN CO. INC.—29 Ninth Ave., New York 14, N. Y. Oregon 5-6565. David Bogen, pres.; Lester H. Bogen, exec. v.p.; Vinton K. Ulrich, gen. sales mgr.; Wm. W. Sellow, secy.-treas.; Mortimer S. Sumberg, distrib. sales mgr.; Alfred M. Zuckerman, v.p.-chief engineer; David E. Pear, adv. mgr. All-channel UHF converters.

CREST LABORATORIES INC.—84-11 Rockaway Beach Blvd., Rockaway Beach 93, N. Y. Neptune 4-3328. Harold Edelstein, pres.; Albert J. Eisenberg v.p. Model *UHF-10A* single-channel UHF converters.

DEWALD RADIO MANUFACTURING CORP.—35-15 37th Ave., Long Island City 1, N. Y. Stillwell 4-9334. David Wald, pres.; Mark Glaser, engineer; Sidney Weinberg, production engineer; Samuel Olchal, gen. sales mgr. Seymour Wald, asst. sales mgr. Continuous UHF converters.

FENTON CO.—15 Moore St., New York 4, N.Y. Bowling Green 9-3445. Charles F. Fenton, pres.; Abe Kanig; Joel Erlich, sales engineer. *Fen-tone* continuous UHF converter.

TELREX INC.—Asbury Park, N.J. Prospect 5-7252. M. D. Ercolino, pres. & chief engineer; Ralph Ercolino, sales mgr. *Conical-V-Beam, Clover-V-Beam, Fishbone, Beam Power Rotaries, Tri-Band, Mini-Beam.*

TELEVISION LABORATORIES INC.—Mill St., Wauconda, Ill. Telephone: 2511. Edward F. Classen, pres.; Walter A. Schwalm, v.p. *TELTenna, TELrod.* Indoor & built-in only.

TENNA MFG. CO.—7580 Garfield Blvd., Cleveland 25, O. Vulcan 3-8080. R. R. Cull, S. Ludwig, partners.

TRICRAFT PRODUCTS CO.—1535 N. Ashland Ave., Chicago 22, Ill. Armitage 6-2013. Joseph N. Marks, gen. mgr. Dick Schultze, production mgr.; Guy Hills, chief engineer.

TRIO MFG. CO.—Griggsville, Ill., Telephone: 22. Harry A. Koppes, pres.; J. L. Wade, gen. mgr.; Roy J. Wade, sales mgr. Rotators and outdoor antennas.

TUNKL INDUSTRIES INC.—1665 Milwaukee Ave., Chicago 47, Ill. J. Tunkl, pres. Indoor only.

T-V PRODUCTS CO.—Springfield Gardens 13, N. Y. Laurelton 7-3500. Elliot March, sales mgr.; David Fox, production engineer. *Tescon, Cat's Whiskers, Rocketenna, Super-Joe, Mighty Mo, Constellation, Super-Constellation, Commando.*

VIDEO ELECTRONIC LABORATORY—304 Rodgers Rd., Des Moines 15, Ia. Telephone: 8-7712. L. W. Nolan, pres.; James L. Kelehan, secy.-treas., sales & adv. mgr.; Lloyd R. Amoo, v.p.-chief engineer. *Vela.* Outdoor only.

VIDEO INDUSTRIES Co.—42 Palmer Pl., Port Chester, N. Y. Westmore 9-4919. Sylvan Simons, owner. *Vico, Swingrig.* Outdoor only.

WALSCO ELECTRONICS CORP.—See Walter L. Schott Co.

WARD PRODUCTS CORP., div. The Gabriel Co.—1148 Euclid Ave., Cleveland 15, O. Main 1-4610. C. C. Cole, gen. mgr.; W. L. Rickards, dir. of engineering; B. Quigley, export mgr.; N. A. Hamlin, credit mgr. *8-Ball, Elektran, Long Ranger, Phantom, Sky Queen, 3x3, Can-Can, Trombone, U-Vee, Jazz Trombone, Para-Con, Tele-vane.*

WAYCO INC.—P. O. Box 115, Waynesboro, Tenn. Telephone: 7-2981. Roy F. Bundurunt, pres.; Jack Grimes, exec. v.p.; Ralph Nowlin, treas.; Joe Seiver, secy. *5-Star General, Waco-Beam, Double Diamond.* Outdoor only.

WELCO MFG. CO.—Burlington, Ia. John R. Wells, pres.

WINEGARD CO.—3000 Scotten Blvd., Burlington, Ia. Plaza 4-6595. John Winegard, pres.; Hugh Cummings, gen. mgr. Outdoor only.

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth 3, N. J. Telephone: 3-4400. A. Blumenkrantz, chairman; Monte Cohen, pres.; A. Konecny Jr., treas.; L. Scadron, secy.; L. S. Grossman, asst. secy. F. W. Sickles div., plants at Chicopee, Mass.; Danielson, Conn.; Joliet, Ill.; Waterloo, Ont. VHF turret and switch tuners, UHF tuners, combination VHF-UHF tuners.

GRANCO PRODUCTS INC.—36-17 20th Ave., Long Island City 5, N.Y. Ravenswood 1-0400. Jack Grand, chairman; Henry Fogel, pres.; Al Theeman, treas.-controller; Allan Easton, gen. mgr.; Seymour Napolin, chief engineer. Irwin Green, sales mgr. *Granco Coaxial Tuned* all-channel UHF converters; 2 & 3-cavity all-channel UHF tuners; coaxial tuning elements.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., pres.; Robert J. Harrington, secy.-treas.; Louis M. Rehak & Charles M. Puckette, v.p.'s. Continuous UHF tuners & converters.

JERROLD ELECTRONICS CORP.—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon H. Garfield, asst. to pres.; Harry Estersohn, products sales mgr.; Selman Kremer, community equipment sales mgr.; antenna mounted crystal controlled single-channel UHF converters.

P. R. MALLORY & CO. INC.—3029 E. Washington St., Indianapolis 6, Ind. Melrose 6-5353. Joseph Cain, pres.; Ray F. Sparrow, exec. v.p.; Harold Buell, v.p., sales; J. Earl Templeton, mgr. distributor div.; E. L. Nung, mgr., TV tuner div.; George Bond, adv. mgr. *Inductuner* VHF tuners; continuous UHF tuners & converters.

OAK MFG. CO.—1260 Clybourn Ave., Chicago 10, Ill. Mohawk 4-2222. R. A. O'Reilly, pres.; H. J. Veitch, v.p.-sales mgr.; E. J. Mastney, v.p.-chief engineer; E. D. Chalmers, chief tuner engineer. Switch type & continuous VHF tuners; continuous all-channel UHF tuners; VHF-UHF tuners.

RADIO CONDENSER CO.—Davis & Copewood Sts., Camden, N.J. Emerson 5-5500. Lombard 3-1238 (Philadelphia). Russell E. Cramer, pres.; Wm. W. Paul, exec. v.p.; Russ Cramer Jr., v.p.; Albert G. Shafer, v.p. western operations; Fred A. Graber, treas.; John R. Wert, secy.; Edward J. Penberthy, sales mgr.; Joseph S. Robb, dir. of engineering. Plants at Camden, N.J.; Watska & Hoopston, Ill. Owns Radio Condenser Co. Ltd., Toronto, Ont. *R/C* cascade & pentode VHF switch tuners, continuous UHF tuners.

REGENCY DIV., I.D.E.A. INC.—7900 Pendleton Pike, Indianapolis 26, Ind. Liberty 7-3581. Edward C. Tudor, pres.; Joseph B. Weaver, v.p.-secy.; Roy G. True, treas. *Regency* continuous UHF converters.

REX ELECTRONICS CORP.—1351 Deloss St., Indianapolis, Ind. Melrose 7-4301. B. B. King, pres.; Albert N. Strickland, secy.; E. J. King, treas.; Robert Lannerd, v.p. Continuous UHF tuners & converters.

(Continued on page 404)

Radio-Electronics-Television Manufacturers Assn.

777 Fourteenth St., NW. Washington 5, D.C. National 8-3902

New York Office (engineering): 11 W. 42nd St.
Longacre 5-3450 (Virgil M. Graham, in charge).

West Coast Office: 7046 Hollywood Blvd., Los Angeles.
Hollywood 2-1228 (Joseph J. Peterson, mgr.)

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Glen McDaniel, *general counsel.*
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R. E. Carlson, *v.p. tube division* (Tung-Sol)
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*C. C. Colby, Samson Electric Co. ... 1927-28
H. H. Frost, Herbert H. Frost, Inc. ... 1928-29
H. B. Richmond, General Radio ... 1929-30
Morris Metcalf, American Bosch ... 1930-31
*J. Clarke Colt, U.S. Radio & TV ... 1931-32
*Fred D. Williams, National Carbon ... 1932-34
Leslie F. Muter, Muter Co. ... 1934-33
*A. S. Wells, Wells-Gardner ... 1938-40
J. S. Knowlson, Stewart-Warner ... 1940-42
Paul V. Galvin, Motorola ... 1942-44
R. C. Cosgrove, Avco (Crosley) ... 1944-47
Max F. Balcom, Sylvania ... 1947-49
R. C. Cosgrove, Avco (Crosley) ... 1949-50
Glen McDaniel ... 1950-52
A. D. Plamondon, Jr. ... 1952-53
Glen McDaniel ... 1953-53

* Deceased

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Leading Manufacturers of Phonographs & Record Players

As compiled from Phonograph Manufacturers Assn., RETMA, and other industry sources.

- ADMIRAL CORP.**—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Phonographs manufactured at 4150 N. Knox Ave., Chicago. R. D. Siragusa, president; J. B. Huarisa, executive v.p.
- ARTHUR ANSLEY MFG. CO.**—Doylestown, Pa. Sugan 2711. Arthur O. Ansley, president.
- AUDIO INDUSTRIES Inc.**—West 4th St., Michigan City, Ind. Telephone: 7-7251. Paul Dolemo, president.
- AUTOCRAT ELECTRONICS CO.**—5024 Elm St., Skokie 8, Ill. Orchard 3-8033. R. B. Gubbins, sales mgr.
- AVCO MFG. CORP.** (Crosley & Bendix Home Appliance Divisions), 1329 Arlington St., Cincinnati, O. Kirby 6600. Chester G. Gifford, president.
- B & R ELECTRONICS CO.**—1701 Boone Ave., New York 60, N.Y. Dayton 3-3322. I. Rothman, president.
- BEAM RADIONICS CORP.**—224 N. Desplaines, Chicago, Ill. Randolph 6-9889. Bernard Schulman, president.
- BOETSCH BROTHERS**—115 Cedar St., New Rochelle, N.Y. New Rochelle 3-8500. George Boetsch, president; Fred Boetsch, production supervisor.
- DAVID BOGEN CO. Inc.**—29 Ninth Ave., New York 14, N.Y. Oregon 5-6565. David Bogen, president; Lester Bogen, executive v.p.
- CALIFONE CORP.**—1041 N. Sycamore Ave., Hollywood 38, Cal. Hollywood 2-2353. R. G. Metzner, president.
- CAPEHART-FARNSWORTH CO.** (a division of IT&T)—3702 E. Pontiac St., Ft. Wayne, Ind. Eastbrook 7571. L. G. Haggerty, president; E. W. Gaughan, v.p. & sales mgr.; P. H. Hartmann, v.p.; J. L. Albers, merchandise mgr.
- COLUMBIA RECORDS**—1473 Barnum Ave., Bridgeport 8, Conn. Bridgeport 6-0181. James B. Conkling, president; Goddard Lieberman, executive v.p.
- CRESCENT INDUSTRIES INC.**—5900 W. Touhy Ave., Chicago 31, Ill. Niles 7-8900. John S. Holmes, president.
- DEAN ELECTRONICS CORP.**—425 Devoe Ave., New York 60, N.Y. Sycamore 2-1717. Phil Simon & Mickey Reese, partners.
- DECCA RECORDS Inc.**—50 West 57th St., New York 19, N.Y. Columbus 5-2300. Milton R. Rackmil, president; Leonard W. Schneider, executive v.p.
- ALLEN B. DUMONT LABORATORIES Inc.**—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. Allen B. DuMont, pres.; Keeton Arnett, v.p. administration; William H. Kelley, v.p. & gen. mgr.
- DYNAVOX CORP.**—4005 21st St., Long Island City 1, N.Y. Stillwell 6-3770. Joe Dworcen, president.
- EDUCRAFT SALES CORP.**—150 12th Ave., Whitestone, N.Y. Flushing 3-4519. Larry Lewin, president.
- EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles St., Jersey City, N.J. Journal Square 3-5100. Benjamin Abrams, president; Dorman D. Israel, executive v.p.
- FANON ELECTRIC CO. Inc.**—150 South Rd., Jamaica 33, N.Y. Axtel 7-7700. Salo Nachtigall, president.
- FISHER RADIO CORP.**—21-21 44th Drive, Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, president; George P. Maerke, v.p.; Ben L. Arons, v.p.; James J. Parks, director of sales.
- GOTHAM TELEVISION CORP.**—123 W. 64th St., New York 23, N.Y. Trafalgar 3-2787. Harold Shevers, president & treas.
- GOTHAM TELEVISION CORP.**—123 W. 64th St., New York 23, N.Y. Trafalgar 3-3787. Harold Shevers, president & treas.
- HALLICRAFTERS CO.**—4401 W. Fifth Ave., Chicago 24, Ill. Van Buren 6-6300. William J. Halligan, chairman; R. W. Durst, president.
- HEDCO MANUFACTURING CORP.**—161 W. Huron St., Chicago 10, Ill. Whitehall 4-3201. Willard H. Cohen, president; George McCurdy, vice-president.
- HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Phonographs manufactured at 6200 S. Avalon Blvd., Los Angeles 5. H. L. Hoffman, president; C. E. Underwood, v.p.-treas.
- KRAFT BROTHERS**—1299 Jerome Ave., New York 52, N.Y. Cypress 3-4540. Jack & Harold Kraft, partners.
- LION MANUFACTURING CORP.**—2640 W. Belmont Ave., Chicago 18, Ill. Cornelia 7-6060. Raymond T. Moloney, president.
- MAGNAVOX CO.**—Bueter Rd., Ft. Wayne 4, Ind. Eastbrook 5471. Phonographs manufactured at Greeneville, Tenn. Frank M. Frelmann, president; Gerard M. Ungaro, v.p. & secy.
- MAJESTIC RADIO & TELEVISION**—79 Washington St., Brooklyn 1, N.Y. Ulster 2-6000. Leonard Ashbach, chairman & president.
- MAJOR ELECTRONICS CO.**—42 Meserole St., Brooklyn 6, N.Y. Evergreen 8-5230. Murray Schier, sales mgr.
- MARKELE ELECTRIC PRODUCTS Inc.** (Playmaster Div.)—145 Seneca St., Buffalo 3, N.Y. Mohawk 1800. Joseph Markel, president; Robert H. Jacobson, sales mgr.
- MGM RECORDS Inc.**—701 Seventh Ave., New York 36, N.Y. Circle 5-4820. Frank B. Walker, president.
- MIDWEST RADIO & TELEVISION CORP.**—909 Broadway, Cincinnati 2, O. Main 2371. Spencer W. Cunningham, president.
- MOTOROLA Inc.**—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Paul V. Galvin, president; Robert W. Galvin, executive v.p.
- NEWCOMB AUDIO PRODUCTS CO.**—6824 Lexington Ave., Hollywood 38, Cal. Hollywood 9-5331. Robert Newcomb, sales mgr.
- OLYMPIC RADIO & TELEVISION Inc.**—3401 38th Ave., Long Island City 1, N.Y. Stillwell 4-9302. Morris Sobin, president & gen. mgr.; Herbert Kabat, sales v.p.
- PACIFIC MERCURY TELEVISION MANUFACTURING CORP.**—8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Joe Benaron, president & chairman.
- PACKARD-BELL CO.**—12333 W. Olympic Blvd., Los Angeles 64, Cal. Granite 7-6721. H. A. Bell, president; Robert S. Bell, executive v.p.
- PENTRON CORP.**—777 S. Trippe Ave., Chicago 24, Ill. Sacramento 2-3201. Irving Rossman, president.
- PHILCO CORP.**—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. William Balderston, chairman of board; James H. Carmine, president; J. M. Otter, executive v.p.; Wm. Chaffe, v.p.-gen. mgr., radio div.
- PHILHARMONIC RADIO & TELEVISION CORP.**—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Bernard H. Lippin, chairman; Leslie Evan Roberts, president.
- PILOT RADIO CORP.**—37-06 30th St., Long Island City 1, N.Y. Stillwell 4-5455. Isidor Goldberg, president; Joseph N. Benjamin, v.p.
- PORT-O-MATIC CO.**—438 East 91st St., New York City. Enright 9-0662. Meyer Lehman, president.
- RADIO CORP. OF AMERICA** (RCA Victor Radio and "Victrola" Division)—Cherry Hill, Delaware Township, Camden, N.J. Woodlawn 3-8000. Phonographs & tape recorders manufactured at Cambridge, O.; radios at Canonsburg, Pa. J. M. Toney, gen. mgr.; A. R. Baggs, mgr. product planning; L. J. Collins, sales mgr.; J. L. Franke, chief engineer; T. S. Weeks, mgr. production dept.
- RAYTHEON MFG. CO.**—Waltham 54, Mass. Waltham 5-5860. Phonographs manufactured at 5921 W. Dickens Ave., Chicago 39, Ill. Berkshire 7-7000. Henry F. Argento, v.p. & gen. mgr.
- REK-O-KUT CO. Inc.**—3801 Queens Blvd., Long Island City, N.Y. Stillwell 4-7062. George Silber, president.
- ROLAND RADIO CORP.**—716 S. Columbus Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. P. E. Featherstone, gen. sales mgr.
- SCOTT RADIO LABORATORIES Inc.**—1020 N. Rush St., Chicago 11, Ill. Whitehall 4-0510. Plant at Plymouth, Ind. John S. Meck, president.
- SONIC INDUSTRIES**—30-30 Northern Blvd., Long Island 1, N.Y. Ravenswood 9-3118. Ben Burns, president.
- STELMAN PHONOGRAPH & RADIO CO. Inc.**—2-30 Anderson Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. P. E. Featherstone, gen. sales mgr.
- STROMBERG-CARLSON CO.**—100 Carlson Rd., Rochester 3, N.Y. Culver 0260. R. C. Tait, president; A. G. Schifano, gen. mgr., sound equipment div.
- SYLVANIA ELECTRIC PRODUCTS Inc.**—1740 Broadway, New York 19, N.Y. Phonographs manufactured at 254 Rano St., Buffalo 7, N.Y. Victoria 2450. Don G. Mitchell, chairman & president; B. K. Wickstrum, v.p. & director of sales.
- SYMPHONIC RADIO & ELECTRONICS CO.**—160 Washington St., Boston. Richmond 2-0100. Max Zimmer, president.
- TELE-TONE CO. OF AMERICA**—1701 Boone Ave., New York 60, N.Y. Dayton 3-3322. I. Rothman, president; Milton C. Perlmutter, exec. v.p.
- TRAV-LER RADIO CORP.**—571 W. Jackson Blvd., Chicago 6, Ill. Harrison 7-9151. Joe Friedman, president; I. Edelstein, v.p.; Ellis Friedman, v.p. in charge of production.
- TRYLON RADIO LABS**—1136 N. American St., Philadelphia 23, Pa. Walnut 2-5595. Irving Kaplan & Sidney Holtzman, partners.
- V-M CORP.**—4th & Park Sts., Benton Harbor, Mich. Walnut 5-8134. V. Miller, president; Earl M. Rush, secy. & gen. mgr.; K. L. Bishop, gen. sales mgr.; Edward Retzke, purchasing agent; K. L. Bishop, export mgr.
- VANITY FAIR**—50 S. 4th St., Brooklyn 11, N.Y. Evergreen 7-2018. Marvin J. Frank, president; Stanley Cohen, secy.-treas.
- WATERS CONLEY CO. Inc.**—501 First St. NW, Rochester Minn. Telephone: 2-2755. Fred C. Kennedy, president; Glen M. Waters, v.p.
- WEBSTER-CHICAGO CORP.**—5610 W. Bloomingdale Ave., Chicago 39, Ill. Tuxedo 9-8500. Titus Haffa, president; G. W. Wallin, engineering v.p.; A. Delighter, material procurement director; A. Clark, director of purchases.
- WESTINGHOUSE ELECTRIC CORP. (TV-Radio Div.)**—Route 27, Metuchen, N.J. Telephone: 6-5000. E. J. Kelly, gen. mgr.
- ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. E. F. McDonald, Jr., president & gen. mgr.; Hugh Robertson, executive v.p.

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Directory of

Community Television Antenna Systems

(as of July 15, 1955)

Data supplied by system operators, equipment manufacturers or
National Community Television Assn.

Asterisk (*) indicates project still in planning stage. Date indicates when service started.

For list of equipment manufacturers, see p. 312

ALABAMA

Florence—Muscle Shoals TV Cable Corp., 121 S. Court St. Phone: 4010. No. subscribers, 1900; estimated potential, 10,000. Began service March 1954. Equipment, Jerrold. W. R. Tucker, pres.; J. R. Moore, mgr. Stations: WBRC-TV & WABT, Birmingham.

Fort Payne—City TV Co. Fort Payne. Began service Aug. 1951. Equipment Entron. James L. Killian, pres.

Russellville—Better TV Cable Co., W. Lawrence St. Phone: 885. No. subscribers, 175; estimated potential, 2000. Began service June 18, 1954. Equipment, Jerrold. E. E. Stuart, John McCollum, J. Foy Guin, J. Foy Guin Jr., partners. Stations: WABT & WBRC-TV, Birmingham.

ARIZONA

Ajo—Ajo TV Service Co. Inc. 250 Plzai St. Phone: 6012. No. subscribers, 350; estimated potential, 800. Began service Nov. 1952. Equipment, Blonder-Tongue. A. E. Richards, pres. Stations: KPFO-TV & KOOL-TV, Phoenix; KVOA-TV, Tucson; KVAR, Mesa-Phoenix.

Douglas—Whitey's TV & Cable Co., Douglas. I. W. Brayer, owner. Station: KTVK, Phoenix.

Flagstaff—Flagstaff TV & Cable Co., 112 E. Aspen St. Phone: 1391. No. subscribers, 700; estimated potential, 2000. Began service Sept. 1, 1954. Equipment, Jerrold. H. J. Rosen, pres. Stations: KOOL-TV & KTVK, Phoenix; KVAR, Mesa-Phoenix.

Miami—Antennavision Inc., Box 1266. Equipment composite. Nelson Wirlick, pres.

Nogales—Clear-Vision TV, 349 Morely Ave. Phone: 1162. No. subscribers, 180; estimated potential, 1000. Began service April 1, 1954. Equipment, Jerrold. Charles G. Boice, J. H. Burbee & J. W. Allen, partners. Stations: KVOA-TV & KOPO-TV, Tucson; KOOL-TV & KTVK, Phoenix.

Prescott—TV Services Inc., 116 N. Montezuma. Phone: 1680. Estimated potential, 3000. Began service July 1953. Norman A. Hendry, pres. Stations: KPFO-TV, KOOL-TV & KTVK, Phoenix; KVAR, Mesa-Phoenix; KVOA-TV, Tucson.

ARKANSAS

Batesville—Community Antenna Co., 22nd & Main St. Phone: 1414. No. subscribers, 250; estimated potential, 1000. Began service June 1952. Equipment, Entron. Jimmy Davidson, owner. Stations: WMCT, Memphis; KARK-TV, Little Rock; KATV, Pine Bluff.

Fayetteville—Trans-Video Corp. of Arkansas, 113 S. East St. Hillcrest 2-7111. No. subscribers, 1100; estimated potential, 2000. Began service March 1, 1953. Equipment RCA. Hal Douglas, pres.; Fred J. Stevenson, v.p.-gen. mgr. Stations: KOTV & KVOO-TV, Tulsa; KYTV, Springfield; KTVX, Muskogee.

Harrison—Twin Lakes TV Corp., City Hall. Phone: 490. No. subscribers, 700; estimated potential, 2000. Began service Dec. 1, 1953. Equipment RCA. Robert S. Wheeler Jr., pres.-mgr. Stations: KYTV & KRTS-TV, Springfield; WMCT, Memphis; KARK-TV, Little Rock.

Marshall—Jack Treece, Marshall. Equipment Jerrold.

Mena—TV Signal Service, Mena. Phone: 252. No. subscribers, 220; estimated potential, 500. Began service March 1954. Equipment Ampli-Vision. Stations: KARK-TV, Little Rock; KCMC-TV, Texarkana; KATV, Pine Bluff.

Siloam Springs—L. L. Garrett. Equipment Jerrold.

CALIFORNIA

Auburn—Master Antenna Systems Inc., 941 Lincoln Way. Phone: TU 5-2137. No. subscribers, 480; estimated potential, 7-800. Began service March 2, 1952. Equipment Jerrold. James D. Owen, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KVOR, Stockton; KBET-TV, Sacramento.

Banning—Banning Communications Corp., Box 15. Phone: 2222. No. subscribers, 150; estimated potential, 500. Began service March 1, 1954. Equipment Jerrold. E. N. Knox, v.p.-mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV, Los Angeles.

Barstow—TV Relay Systems Inc., 204 W. Main St. Phone: 6377. No. subscribers, 750; estimated potential, 1500. Began service Nov. 1952. Equipment, Jerrold & Entron. D. M. DeVoe, pres. Stations: KNXT, KRCA & KABC-TV, Los Angeles.

Beverly Hills—Community TV Reception Co., 2576 Benedict Canyon. Phone HO 2-7253. No. subscribers, 300; estimated potential, 1000. Began service March 1954. Equipment composite. Allan MacDougall Jr., pres. Stations: KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA & KTTV, Los Angeles.

Carmel—Alarm Corp., 7th & Lincoln Sts. Phone: 8-0012. No. subscribers, 627; estimated potential, 2000. Began service June 1952. Equipment RCA. G. B. Henderson, pres.-treas. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Dunsmuir—Dunsmuir TV Co., Box 757. Phone: 2087. No. subscribers, 140; estimated potential, 400. Began service Feb. 1954. Equipment Jerrold. John F. Burgess, pres. Stations: KBES-TV, Medford; KHSL-TV, Chico.

Eagle Mountain Mines—Kaiser Steel Corp., Box 217, Fontana, Cal. Equipment Jerrold. E. C. Ketaly, chief electrician.

Glendale—Standard Reception Co., 912 W. Glenoaks Blvd. Citrus 4-4118. Began service Sept. 1953. Equipment, Spencer-Kennedy. Luther Opelt, pres.

Grass Valley—Community Antenna Co. Inc., 127 Neal St. Phone: 761. No. subscribers, 200; estimated potential, 650. Equipment Jerrold. John Colling, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco.

Ione—Angier Appliance, Box 864. Equipment Jerrold. Lawrence Angier, owner.

Jackson—Angier Appliance, Box 864, Ione, Cal. Equipment, Jerrold. Lawrence Angier, owner.

Laguna Beach—Tel-I-Clear Systems Inc., 334 Glenneyre St. Hyatt 4-1413. No. subscribers, 250; estimated potential, 2000. Began service June 6, 1953. Equipment Jerrold. Lewis L. Lemieux, pres. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

Martel—Angier Electric & TV, Box 13. Equipment Jerrold. Lawrence Angier, pres.

Martinez—TV Transmission Inc., 908 Ferry St. Phone: 2505. No. subscribers, 900; estimated potential, 2000. Began service March 1952. Stations: KGO-TV, KPIX & KRON-TV; San Francisco; KVOR, Stockton.

Morro Bay—TV & Appliance, 80 E St. Equipment Jerrold.

Nevada City—Community Antenna Co. Inc., 127 Neal St., Grass Valley, Cal. Phone: 761, Grass Valley. Estimated potential, 500. Began service Jan. 1954. No. subscribers, 20; estimated potential 500. Equipment Jerrold. John G. Colling, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Palm Springs—Palm Springs Community TV Corp., 192 S. Indian Ave. No. subscribers, 1649; estimated potential, 3000. Began service Jan. 1953. Equipment Ampli-Vision. Harold E. Waltz, mgr. Stations: KNXT, KRCA, KTLA, KABC-TV & KHJ-TV, Los Angeles.

Placerville—El Dorado TV Engineering Corp., 564 Main St. Phone: 140. No. subscribers, 200; estimated potential 500. Began service March 1, 1953. Equipment Jerrold. John S. Hocking, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Sacramento—J. W. Brewer Co., 2800 Stockton Blvd. Phone: HU 4-8535. No. subscribers, 102; estimated potential, 400. Began service Feb. 1954. Equipment, Ampli-Vision & Blonder-Tongue. James W. Brewer, owner. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KVOR, Stockton; KBET-TV & KCCC-TV, Sacramento.

San Bernardino—Community TV, 2230 Arrowhead Ave. Phone: 877-522. No. subscribers, 225; estimated potential, 1000-1500. Began service Jan. 1953. Equipment Jerrold. Richard J. Filanc, pres.; C. Lowell Smith, mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

San Diego—Video Antenna Systems Inc., 3686 El Cajon Blvd. Atwater 1-8146. No. subscribers, 1764; estimated potential, 5000 plus. Began service May 15, 1953. Equipment Jerrold. Roy F. Cloud, pres. Stations: KNXT, KRCA, KTTV, KCOP, Los Angeles; KFMB-TV & KFSD-TV, San Diego; XETV, Tijuana.

Santa Cruz—Pacific Telescription System, 924 Soquel Ave.

Taft—Kern Mutual Telephone Co., 307 Main St. James Kenealey. Equipment Jerrold.

Ukiah—Spanish Mountain TV Corp., 175 Seminary Ave. HO 2-5472. No. subscribers, 1029; estimated potential, 3000. Began service Dec. 1952. Equipment Jerrold. F. P. Stipp, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco; KOVR, Stockton.

Ventura—Avenue TV Coaxial Cable Service, 1963 E. Main St. MI 3-6819. No. subscribers, 325; estimated potential, 800. Began service Jan. 1951. Equipment Ampli-Vision & Jerrold. John G. George, owner. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOP, Los Angeles.

COLORADO

Alamosa—Community TV Systems of Colorado Inc., 410 San Juan Ave. Phone: 616. Estimated potential, 750. Began service July 1, 1955. Equipment Jerrold. L. W. Peay, pres. Stations: KOB-TV & KGGM-TV, Albuquerque.

Climax—Climax Molybdenum Co. Climax. Phone: 5111. No. subscribers, 500; estimated potential, 550. Began service Oct. 1953. Equipment Spencer-Kennedy. Don Stephens, public relations asst. Stations: KFEL-TV, KOA-TV, KBTV & KLZ-TV, Denver.

(Continued on next page)

COLORADO—(Continued)

- Durango**—Durango TV Network Inc., 1221 Main Ave. Phone: 739-W. No. subscribers, 350. Began service Dec. 1954. George F. Rock, pres.; John Morrissey, secy-treas.-mgr. Stations: KOB-TV & KGGM-TV, Albuquerque.
- Glenwood Springs**—Radio & TV Service, Glenwood Springs. E. J. Pocock.
- Leadville**—Leadville Community TV Co., Leadville. Equipment Jerrold.
- Salida**—Salida TV Cable Co. Inc., 804 G St. Phone: 288. No. subscribers, 350; estimated potential, 600-700. Began service Nov. 11, 1954. Equipment Jerrold. David F. Onstead, pres. Station: KCSJ-TV, Pueblo.
- Sterling**—Sterling Community TV Co., 127 S. Second St. Phone: 2031. No. subscribers, 1100; estimated potential, 2800. Began service Sept. 29, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KFEL-TV, KOA-TV, KLZ-TV, KBTB, Denver; KFBC-TV, Cheyenne.
- Trinidad**—Trinidad Community TV Co., 305 W. Main St. Phone: 1980. No. subscribers, 400; estimated potential, 800. Began service June 1, 1953. Equipment Jerrold. Donald C. Campbell, pres.; Pete Ruiz Jr., mgr. Stations: KCSJ-TV, Pueblo; KKTU, Colorado Springs.

FLORIDA

- Key West**—Cable-Vision Inc., 536 Flemming St. John M. Spottswood, pres.

IDAHO

- Craigmont**—Craigmont Cable System. Craigmont. Began service June 1954. Equipment Entron. Carl Blevins, pres.
- Grangeville**—Grangeville TV Service Co., Grangeville.
- Kamiah**—Kamiah Cable System, Kamiah. Began service June 1954. Equipment Entron. J. A. Fleischer, pres.
- Kellogg**—Kellogg TV System Inc., 102 Sidney Bldg. Phone: 2271. No. subscribers, 700; estimated potential, 1500. Began service June 1, 1953. Equipment Jerrold. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Ketchum-Sun Valley**—Woodrider TV Service, Ketchum. No. subscribers, 100; estimated potential, 400. Began service Nov. 20, 1954. Equipment Ampli-Vision. C. E. Atkinson, owner. Stations: KBOI, Boise; KID-TV, Idaho Falls; KSL-TV, Salt Lake City.
- Lewiston**—Pacific Northwest TV Inc., 710 Main St. Phone: 3-2212. No. subscribers, 1860; estimated potential, 3500. Began service July 13, 1953. Equipment Jerrold. Newell Priess, pres.; Harley Steiner, mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Moscow**—TV Cable Co., 414 S. Main St. Phone: 2165. No. subscribers, 175; estimated potential, 300. Began service May 1, 1954. Equipment, Entron. S. C. Haddock & Kyle Laughlin, partners. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane, Wash.
- Moscow**—University of Idaho. Equipment Jerrold.
- Osborn**—Television Antenna Systems, Box 500. Equipment Jerrold. Wm. Zanetti, mgr.
- Pocatello**—Bannock TV Inc., Hotel Bannock. Phillip D. Hamlin, mgr.
- Twin Falls**—Cable-Vision Inc., 440 Main S. Phone: 264. No. subscribers, 52; estimated potential, 200. Began service April 7, 1955. Equipment Jerrold. W. L. Reiber, owner. Stations: KID-TV, Idaho Falls; KBOI, Boise; KLIX-TV, Twin Falls.

ILLINOIS

- Marengo**—Marengo TV Inc., 306 S. State St. Began service Oct. 1952. Equipment Spencer-Kennedy. Frank Drake, pres.
- Peru**—TV Transmission Co., 301 Peru St. Phone: 1106. No. subscribers, 900; estimated potential, 5000. Began service Sept. 1951. Equipment, composite. Richard Stretch, pres.; Earl S. Nelson Jr., v.p.-mgr. Stations: WBBM-TV, WNBQ, WGN-TV & WBKB, Chicago; WOC-TV, Davenport; WHBF-TV, Rock Island; WCIA, Champaign.
- Taylorville**—West End TV Assn. Co-op, Taylorville. Phone: 1718. No. subscribers, 1050. Began service 1950. Equipment Jerrold. Sophronia I. Moss, secy. Stations: KSD-TV, St. Louis; WTVP, Decatur; WCIA, Champaign; WICS, Springfield.

INDIANA

- Cannelton**—Channel Towers, Madison St. Phone: 729J. No. subscribers, 100; estimated potential, 175. Began service May 1952. Equipment Jerrold. Charles G. Gerber, mgr. Stations: WHAS-TV & WAVE-TV, Louisville.

IOWA

- Dubuque**—Dubuque Jerrold TV Cable Corp., 1043 Main St. Phone: 3-9171. Began service May 9, 1955. Equipment Jerrold. Milton Shapp, pres. Stations: WMT-TV & KCRG-TV, Cedar Rapids; WOC-TV, Davenport; WHBF-TV, Rock Island; WREX-TV, Rockford; KWWL-TV, Waterloo.
- Ft. Madison**—Madison Coaxial Antenna Inc., 616 18th St. Phone: 1949. No. subscribers, 600; estimated potential, 1000. Began service April 27, 1953. Equipment Jerrold. Marie E. Carroll, pres. Stations: WOC-TV, Davenport; WHBF-TV, Rock Island; WGEM-TV, Quincy.

KANSAS

- Centralia**—Johnstone Auto & Electric, Centralia. Equipment Jerrold. Jack Johnstone, mgr.
- Longford**—Frank H. Dieter, Box 117. Phone: 63.
- Onaga**—Grim Radio & Electric. Began service Nov. 15, 1950. Equipment Jerrold. E. A. Grim, owner.

KENTUCKY

- Alva**—Black Star TV Assn., Alva. Phone: 1. No. subscribers, 142. Began service Nov. 1954. Equipment Jerrold. Raymond Burnette, mgr.; O. L. Julian, secy-treas. Stations: WATE, Knoxville; WJHL-TV, Johnson City; WBTB, Charlotte.

- Benham**—Benham Community TV Project, Benham. Phone: 51. No. subscribers, 253; estimated potential, 475. Began service March 1953. Equipment Jerrold. A. J. McCarty, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WATE, Knoxville.

- Brookside**—Harlan Collieries Co., Brookside. Harlan 3502. No. subscribers, 79; estimated potential, 300. Began service Feb. 4, 1953. Equipment Jerrold. B. W. Whitfield Jr., pres. Stations: WSAZ-TV, Huntington; WATE, Knoxville.

- Frankfort**—Community Service Inc., 129 W. Main St. Phone: 4-7513. No. subscribers, 692; estimated potential, 2000. Began service Oct. 1952. Equipment RCA. John Gerard, pres. Stations: WAVE-TV & WHAS-TV, Louisville; WCPQ-TV, Cincinnati.

- Harlan**—Harlan Community TV Inc., Box 187. Equipment Jerrold. Joe Guthrie, mgr.

- Irvine**—TV Sales, Box 36. Phone: 131. No. subscribers, 110; estimated potential, 200. Began service Jan. 1, 1953. Equipment, RCA & Taco. Frank Miller, owner. Stations: WAVE-TV, Louisville; WLWT, Cincinnati.

- Liberty**—Liberty TV Co., Liberty. No. subscribers, 105; estimated potential, 200. Began service Aug. 15, 1953. Equipment, RCA. George E. Wolford, mgr. Stations: WAVE-TV & WHAS-TV, Louisville.

- Lynch**—Union Supply Co., Dept. 50, Lynch. Equipment, Jerrold.

- Manchester**—Clyde P. House, Box 351. Equipment Jerrold.

- Paintsville**—Paintsville TV Cable Corp., College St. Phone: 211. No. subscribers, 635; estimated potential, 750. Began service May 1951. Equipment Jerrold. Dwight L. Brown, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.

- Pikeville**—Valley TV Service Inc., Pikeville. Phone: 152. No. subscribers, 400; estimated potential, 600. Began service June 1951. Equipment, Jerrold. R. G. Wells Jr., pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.

- Pineville**—Paintsville Appliance Co., Virginia Ave. Phone: Edgewood 7-3308. No. subscribers, 105; estimated potential, 300. Began service Oct. 15, 1954. Equipment Jerrold. Chester Trimble, owner. Stations: WATE, Knoxville; WJHL-TV, Johnson City; WLOS-TV, Asheville.

- Pineville**—Pineville TV, Pineville. Began service June 1954. Equipment, Entron. Dr. J. M. Brooks Jr., pres.

- Middlesboro**—Tele-Ception of Middlesboro Inc., Middlesboro. Equipment, Entron & RCA. W. Howes Meade, pres.

- Wheelwright**—Inland Steel Co., Wheelwright. Began service Sept. 27, 1951. Equipment, Jerrold. George Leatherman, mgr.

- Whitesburg**—Salyer Radio & TV Co., Whitesburg. Began service May 1, 1952. Equipment, Jerrold. R. B. Salyer, owner.

- Winchester**—Tele-Ception of Winchester Inc., Winchester. Equipment, Entron & Jerrold. W. Howes Meade, pres.

- Yancey**—Harlan Fuel Co., Harlan. Equipment, Jerrold. Joe Guthrie, mgr.

MAINE

- Biddeford**—Maine TV Inc., 115 Main St. Began service March 1952. Equipment, Jerrold. Sumner Sewall, pres.

- * **Houlton**—Houlton TV Inc., Market Square. Phone: 3697. Estimated potential, 1000. Malcolm E. York, pres. Stations: WABI-TV & WTWO, Bangor; CHSJ-TV, St. John, N. B.

MARYLAND

- Cumberland**—Potomac Valley TV Co. Inc., 100 S. Liberty St. Phone: 4908. No. subscribers, 2908; estimated potential, 10,000. Began service Dec. 20, 1951. Equipment, RCA & Entron. J. Holland Rannels, pres. Stations: WJAC-TV, Johnstown, Pa.; WFBG-TV, Altoona, Pa.; WRC-TV, WTTG, WMAL-TV & WTOP-TV, Washington; WDTV, Pittsburgh.

- Friendsville**—Yough TV Co. Inc., Friendsville. Phone: 2306. No. subscribers, 48; estimated potential, 75. Began service Dec. 1, 1951. Equipment, Jerrold. R. Earl Guard, pres. Stations: WJAC-TV, Johnstown; WDTV, Pittsburgh; WTRF-TV, Wheeling.

- Hancock**—Community TV Inc., Main St. Phone: Orchard 8-6127. No. subscribers, 175; estimated potential, 200. Began service March 24, 1952. Equipment Jerrold. Stanley M. Fulton, pres.; George Sheeder, mgr. Stations: WRC-TV, WTTG & WTOP-TV, Washington.

- Lonaconing**—Jackson TV Co., Lonaconing. No. subscribers, 110; estimated potential, 250. Began service May 1954. Equipment Blonder-Tongue & Philco. Thomas M. Connor, pres. Stations: WJAC-TV, Johnstown; WRC-TV, Washington; KDKA-TV, Pittsburgh.

MASSACHUSETTS

- Athol**—Mohawk Valley TV Inc., 503 Main St. Phone: 1986. No. subscribers, 500; estimated potential, 4000. Began service Nov. 8, 1954. Equipment Jerrold. James B. Wright, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMGT, Adams; WWOR-TV, Worcester.

- Millers Falls**—Millers Falls Antenna Corp., 12 Main St. Phone: Oldfield 9-3318. No. subscribers, 103; estimated potential, 250. Began service Oct. 1, 1954. Equipment Jerrold. Ronald M. Zschau, pres. Stations: WNAC-TV & WBZ-TV, Boston; WNHCTV, New Haven.

- Shelburne Falls**—Shelburne Falls Community Antenna Service Inc., 39 Bridge St. Phone: Madison 5-6771. No. subscribers, 320; estimated potential, 500. Began service Nov. 1953. Equipment Jerrold. Phillip Tedesco Jr., pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady.

MICHIGAN

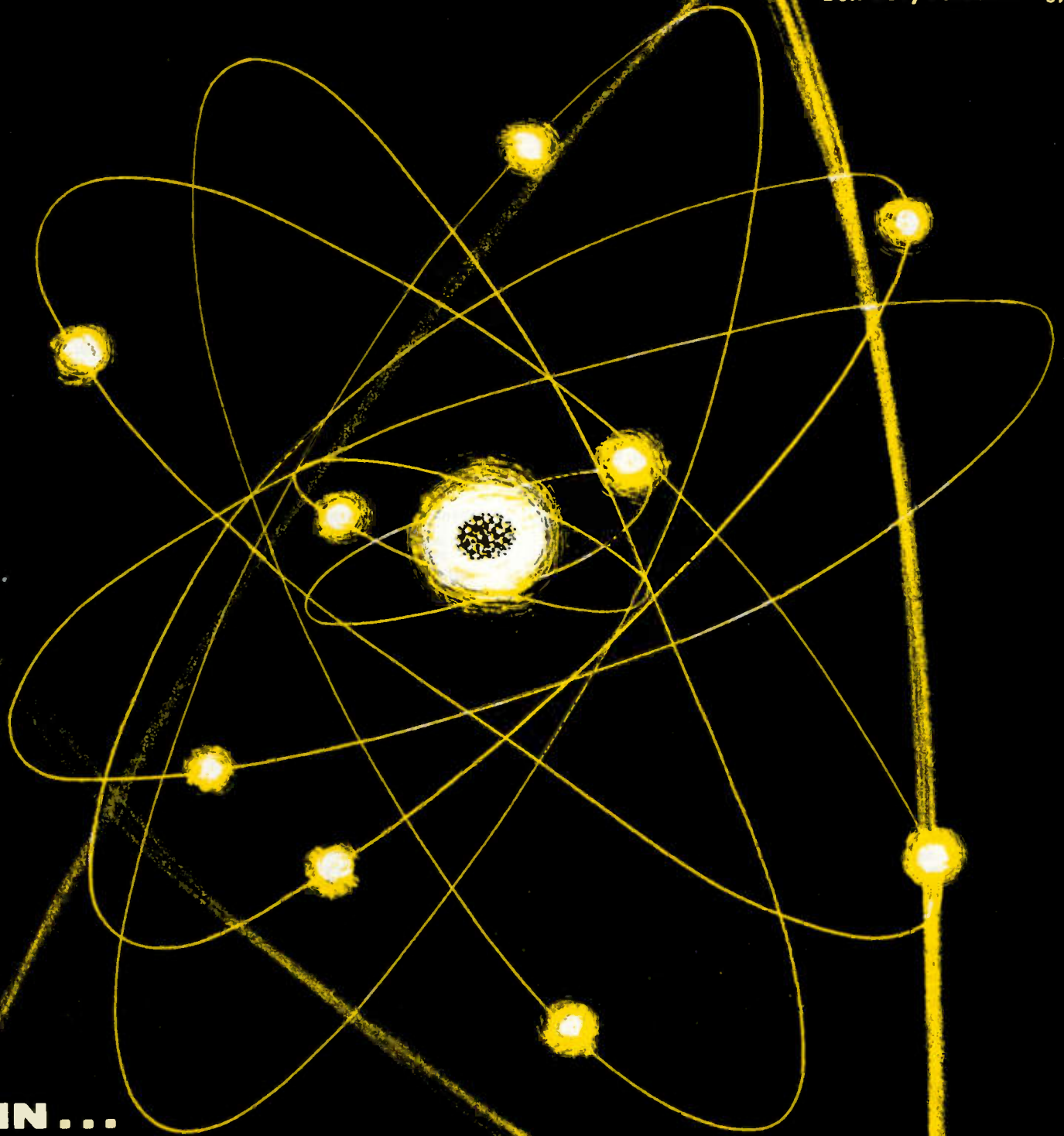
- Casplan**—Casplan TV Cooperative Inc., Casplan. Equipment Jerrold.

(Continued on Page 414)

THE TREND'S TO



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MICHIGAN—(Continued)

Flint—G.L.C. TV Inc., 2621 N. Saginaw St. Phone: CE 3-5422. No. subscribers, 175; estimated potential, 1500. Began service Aug. 15, 1954. Equipment, Jerrold. Gilbert R. Clark, pres. Stations: WBAY-TV, Green Bay; WWTW, Cadillac; WPBN-TV, Traverse City.

Houghton—Northern Community Systems, Houghton. Equipment Jerrold.

Norway—City of Norway Community TV Antenna, City Hall. Phone: 5601. No. subscribers, 320; estimated potential, 600. Began service March 15, 1954. Equipment Jerrold. Paul A. Flynn, city mgr.; Arthur Marcell, technician. Stations: WBAY-TV, Green Bay; WTMJ-TV, Milwaukee; WMBV-TV, Marinette.

Petoskey—Great Lakes Community TV Corp., c/o Horniman Electronic Lab. Equipment Jerrold.

MINNESOTA

Benson—Community TV Inc., E. Nevada St. Phone: 3-1000. No. subscribers, 27; estimated potential, 1000. Began service June 1, 1955. Equipment Community Engineering Corp. Victor Hanson, pres.; Charles E. West, mgr. Stations: KEYD-TV, WCCO-TV, KSTP-TV & WTCN-TV, Minneapolis; WDAY-TV, Fargo.

* **Willmar**—Willmar Community TV, Willmar. Phone: 744. Estimated potential, 1500-2000. Lloyd V. Stenberg, organizer. Stations: KSTP-TV, WCCO-TV, WTCN-TV & KEYD-TV, Minneapolis-St. Paul.

MISSISSIPPI

Columbus—Columbus TV Cable Corp., Commercial Dispatch Bldg. Phone: 1129. Estimated potential, 3800. Equipment Jerrold. Nelson Myers, pres.; M. M. Dunn, v.p.-mgr. Stations: WBRC-TV, WABT, Birmingham.

Greenville—Delta Video Corp., Greenville.

Hattiesburg—Perfect Video Inc., 124 W. Front St. Phone: JU 3-1317. No. subscribers, 300; estimated potential, 4000. Began service Jan. 30, 1955. Equipment Spencer-Kennedy. John A. Stiglets Jr., pres.; Robert F. Jernigan, v.p.-enr. Stations: WLBT & WJTV, Jackson; WALA-TV, Mobile; WDSU-TV, New Orleans.

Tupelo—Tupelo Community Antenna Inc., Arcade Bldg. Phone: 2231. No. subscribers, 17; estimated potential, 3000. Began service June 13, 1955. Equipment Jerrold. James L. Ballard, mgr. Stations: WHBQ-TV & WMCT, Memphis.

MISSOURI

* **Poplar Bluff**—J. E. Beiknap & Assoc., 118 S. Main St. Phone: 4638.

MONTANA

Big Timber—TV Cable Assn. Inc., Box 815. No. subscribers, 75; estimated potential, 500. Began service Nov. 17, 1954. Equipment Jerrold. McLean A. Clark, pres. Stations: KOOK-TV, Billings.

Bozeman—Bozeman Community TV Inc., 233 E. Main St. Norman Penwell, pres.

Havre—Community TV Assn. of Havre, Havre.

Helena—Helena TV Inc., 428 N. Main St. W. T. Piehl, pres.

KalisPELL—Northwest Video Inc., Box 21. Phone: 5400. No. subscribers, 235; estimated potential, 2500. Began service July 1, 1953. Equipment Ampli-Vision. E. B. Fetz, mgr. Stations: KXLY-TV, Spokane; KGVO-TV, Missoula.

Lewistown—Perfect TV Inc., Box 638. Phone: 1122. No. subscribers, 245; estimated potential, 2200. Began service March 20, 1955. Equipment Jerrold. Paul B. McAdam, pres.; Paul G. O'Neil, mgr. Stations: KOOK-TV, Billings; KFBB-TV, Great Falls.

Livingston—Livingston Community Antenna Assn., Box 691. Phone: 1000. No. subscribers, 412; estimated potential, 2000. Began service May 27, 1954. Equipment Jerrold. P. B. McAdam, pres. Station: KOOK-TV, Billings.

* **Miles City**—KATL TV Inc., Haynes Ave. Phone: 1340. Estimated potential, 1200. I. A. Elliot, mgr.

Whitefish—Big Mountain TV Inc., Box 877. Phone: 2-1791. No. subscribers, 414; estimated potential, 800. Began service July 1954. Equipment Ampli-Vision & Blonder-Tongue. Fred A. Plummer, pres. Stations: KXLY-TV & KREM-TV, Spokane; KGVO-TV, Missoula.

NEBRASKA

Falls City—Falls City TV Distribution System, 614 W. 21st St. Phone: 623. No. subscribers, 400; estimated potential, 1000. Began service Feb. 1, 1952. Equipment Jerrold. Marion L. Boatman, owner. Stations: KFEQ-TV, St. Joseph, Mo.; KMTV & WOW-TV, Omaha; WDAF-TV & KCMO-TV, Kansas City.

Scottsbluff—Pioneer Radio & TV Inc., 1517 Broadway. L. L. Hilliard, pres.

* **Sidney**—Sidney Community TV Co., 2128 Illinois St. Estimated potential, 2000. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners.

NEVADA

Reno—Community Antenna Co. Inc., 319 S. Virginia St. Phone: 30741. No. subscribers, 630; estimated potential, 10,000. Began service June 30, 1954. Harry W. Lightstone, pres.; Leo G. Hubert, mgr. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KOVR, Stockton.

Sparks—Community Antenna Co. Inc., 240 W. First St., Reno. Equipment Jerrold. John G. Colling, pres.

NEW HAMPSHIRE

Berlin—Paper City TV Cable Corp., 1 Green Square. Phone: 2148. No. subscribers, 450; estimated potential, 2000. Began service Dec. 2, 1954. Equipment Jerrold. Richard L. Blais, mgr. Stations: WNAC-TV, Boston; WMTW, Mt. Washington; WCAX-TV, Burlington; WCSH-TV, Portland; CBPT, Montreal.

Laconia—Community TV Corp., 77 Court St.

NEW JERSEY

Ventnor—South Jersey TV Cable Co., 5302 Ventnor Ave. Atlantic City 2-7246. No. subscribers, 210; estimated potential, 2000. Began service June 11, 1953. Equipment, Jerrold. Frederick T. Seving, pres.; Patrick F. Byrnes, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

NEW MEXICO

Clovis—Midwest Video Corp., 1425 Main St. Phone: 3300. No. subscribers, 925; estimated potential, 5000. Began service Dec. 1, 1954. Equipment, Spencer-Kennedy. C. E. Palmer, pres.; H. M. Whittington, mgr. Stations: KFDA-TV & KGNC-TV, Amarillo; KCBT-TV & KDUB-TV, Lubbock; KSWs-TV, Roswell.

Farmington—Tower Community TV Inc., Box 98. Phone: Davis 5-9313. Estimated potential, 1000. Began service Jan. 1, 1955. Equipment, Jerrold. Kelly A. Crawford, pres. Stations: KOB-TV & KGGM-TV, Albuquerque.

Hobbs—Hobbs TV Co., 203 E. Dunham St. Phone: 3-8600. No. subscribers, 250; estimated potential, 3500. Began service June 1, 1955. Equipment Spencer-Kennedy. C. H. Sweet, chairman; Lloyd A. Calhoun, pres. Stations: KCBT-TV & KDUB-TV, Lubbock; KMID-TV, Midland; KSWs-TV, Roswell.

Lovington—Lovington Antenna Co., 7135 Main St. Phone: 6-2171. No. subscribers, 300; estimated potential, 1900. Began service Dec. 19, 1954. Equipment Jerrold. David R. Worley, pres.; D. W. Erwin, v.p.-mgr. Stations: KDUB-TV & KCBT-TV, Lubbock; KSWs-TV, Roswell.

NEW YORK

Bainbridge—Bainbridge TV Service, 28 Juliard St. Phone: 3212. No. subscribers, 41; estimated potential, 100. Began service Nov. 1953. Equipment Blonder-Tongue. David H. Coe, engr. Stations: WBNF-TV, Binghamton; WSyr-TV & WHEN-TV, Syracuse; WRGB, Schenectady.

* **Beacon**—Beacon Co-Ax Inc., 158 Grand St., Newburgh. Phone: Newburgh 667. Est. potential, 4800. Harry Calhoun, pres.

Canisteo—Canisteo TV Inc., 24 Spruce St.

Corning—Corning Community TV Corp., 135 Bridge St. Phone: 66931. No. subscribers, 130; estimated potential, 5000. Began service Sept. 28, 1954. Equipment Entron. Charles W. Fribley Jr., pres. Stations: WSyr-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton; WBEN-TV, Buffalo; WHAM-TV, Rochester.

Dansville—Community Enterprise Signal System, 1 Exchange St. Phone: 830. No. subscribers, 200. estimated potential, 500. Began service Feb. 1951. Equipment Jerrold. Dr. Calder, pres.; John E. Durkee, mgr. Station: WHAM-TV, Rochester.

Delhi—Delhi Video Inc., Delhi. No. subscribers, 225; estimated potential, 500. Began service Oct. 1, 1954. Equipment Jerrold. Burdette D. Townsend, pres.; Wm. J. Calsam, mgr. Stations: WBNF-TV, Binghamton; WRGB, Schenectady; WSyr-TV, Syracuse.

Ellenville—Ulster Country Trans-Video, 152 Canal St. Phone: 2345. No. subscribers, 1000; estimated potential, 1600. Began service Dec. 1952. Equipment Jerrold. Norman Tennenbaum, pres. Stations: WABC-TV, WABD, WCBS-TV, WOR-TV, WPIX, WRCA-TV & WATV, New York.

Ellenville—Westwood Video Club, Ellenville. Phone: 293M. No. subscribers, 110; estimated potential, 200-300. Equipment, Spencer-Kennedy. F. Judson, pres. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

Gibson—Fribley's Radio Service, 135 Bridge St., Corning. Began service Feb. 26, 1953. Equipment, Jerrold. Charles W. Fribley Jr., mgr.

Hornell—Ford Walton TV Co., 374 Ontario St. Equipment, Entron. Ford Walton, mgr.

Hornell—Hornell TV Service Inc., 164 Main St. Phone: 1269. No. subscribers, 1000; estimated potential, 4000. Began service Nov. 1, 1951. Equipment Taco & Spencer-Kennedy. Jack E. Pryor, pres. Stations: WHAM-TV & WHEC-TV, Rochester; WBEN-TV, Buffalo.

Horseheads—Chemung Valley TV, Horseheads. Equipment Jerrold.

Ithaca—Ceracche TV Corp., 518 W. State St. Phone: 49939. No. subscribers, 1828; estimated potential, 4000. Began service May 1952. Equipment, Jerrold. Anthony Ceracche, pres.; Dale Clark, mgr. Stations: WBNF-TV, Binghamton; WHEN-TV & WSyr-TV, Syracuse.

Little Falls—John J. McDavitt, Box 711, Utica. Equipment, Jerrold.

Margaretville—Tel-Viz System, Margaretville. No. subscribers, 73; estimated potential, 100. Began service Jan. 21, 1953. Equipment, Taco. Dr. Gilbert Palen, partner. Station: WRGB, Schenectady.

Montour Falls—Montour Falls Master TV Antenna Corp., 234 Main St. Phone: 4071. Began service Aug. 25, 1951. Equipment, Jerrold. Philip Hager, pres.

Napanoch—Napanoch TV Service Club Inc., Napanoch. No. subscribers, 150; estimated potential, 200. Began service June 1953. Equipment, Spencer-Kennedy. W. C. Smith, pres. Stations: WCBS-TV, WNBT, WABD, WABC-TV, WOR-TV, WATV & WPIX, New York.

*Newburgh—Beacon Co-Ax Inc., 158 Grand St. Phone: 667. Estimated potential, 1000. Harry Calhoun, pres.

*Newburgh—Community Antenna Corp., 158 Grand St. Phone: 667. Estimated potential, 600. Seymour Cook, pres.

*Norwich—Norwich Video Inc., Norwich. Wm. J. Calsam, mgr.; Albert E. Farone, secy.

Oneonta—Oneonta Video Inc., 5 Elm St. Phone: 342. Began service Dec. 12, 1954. No. subscribers, 375; estimated potential, 3000. Equipment, Jerrold. Wm. Hoffman, pres.; Wm. J. Calsam, v.p.-mgr. Stations: WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton.

Port Jervis—Tel-Co TV Sales & Service, 9 Front St. Thomas Sarro, mgr.

Walton—Community Antenna System, Box 177. Phone: Underhill 54151. No. subscribers, 300; estimated potential, 700. Began service June 1953. Equipment Jerrold. Jack W. Haverly & Mrs. C. Haverly, partners. Stations: WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton.

Watertown—C & H TV Service Inc., 119 Stone St. No. subscribers, 2000; estimated potential, 2500. Began service June 1, 1951. Equipment Jerrold. Charles H. Curtis, pres. Stations: WSYR-TV & WHEN-TV, Syracuse; WCNY-TV, Carthage-Watertown.

Watkins Glen—Master TV, 302 N. Franklin St. Began service Dec. 31, 1952. Equipment Jerrold.

Woodridge—Woodridge Wired TV Co., Woodridge. Phone: Ellenville 1056. No. subscribers, 120; estimated potential, 200. Began service July 1954. Equipment, Spencer-Kennedy. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

OHIO

Athens—TV Cable Co., 11 W. State St. Phone: 3-1128. No. subscribers, 700; estimated potential, 1000. Began service June 1953. Equipment composite. James D. Sinyard, pres. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.

Benton—Wired TV Transmission System, Benton. Equipment Jerrold.

Cambridge—TV Cable Systems, 1005 Wheeling Ave. P. K. Ortt, owner. Equipment Jerrold.

Coshocton—Tower Antennas Inc., 620 Main St. Phone: 696. No. subscribers, 1600; estimated potential, 3000. Began service June 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WXEL & WEWS, Cleveland; WLWC, Columbus.

Logan—Logan Community TV Service, Logan. Equipment Jerrold. Phil A. Henderson & John Ayres, partners.

New Philadelphia—TV Antenna System Inc., 617 Tuscarawas Ave. Phone: 4-2794. No. subscribers, 1989; estimated potential, 3000. Began service Dec. 15, 1952. Equipment Jerrold. K. G. Walker, pres.; C. C. Daker, secy.-treas.-mgr. Stations: WEWS, WNBK & WXEL, Cleveland.

Newcomerstown—TV Cable System, 109 Canal St. Phone: 8-6121. Began service Jan. 1, 1953. Equipment Jerrold. P. K. Ortt, owner.

Sugarcreek—Tower Antennas Inc., Sugarcreek. No. subscribers, 175; estimated potential, 300. Began service May 1952. Equipment Jerrold. Claude Stevanus, pres. Stations: WXEL, WEWS & WNBK, Cleveland; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Waverly—Pike County Antenna Systems, 231 N. 4th St., Columbus, O. Equipment Jerrold. L. D. Kissinger, pres.

OKLAHOMA

Ardmore—Vumore Co., 4th & L S.W. Phone: 3660. No. subscribers, 1300; estimated potential, 3000. Began service Sept. 1952. Equipment Jerrold. Larry Boggs, pres. Stations: WKY-TV & KWTV, Oklahoma City; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls, Tex.; KTFN, Ada, Okla.

Paul's Valley—Paul's Valley TV Co., Paul's Valley. Equipment Jerrold. M. S. Biffle, mgr.

OREGON

Albany—Albany TV Distributing Corp., Hotel Albany. Phone: 1961. Began service April 1, 1953. Equipment, Jerrold. Chet Wheeler, pres.

Astoria—Clatsop TV Co., 612 Commercial St. Phone: 3320. No. subscribers, 110; estimated potential, 3000. Began service Jan. 1, 1954. Equipment composite. T. R. Williams, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Bates—Scott's Furniture, Main St. John Day, Ore. Phone: 791. No. subscribers, 20; estimated potential, 45. Began service April 1955. Equipment, Blonder-Tongue. Kenneth & Haskell Scott, partners. Station: KBOI, Boise.

Coos Bay—Bay TV Inc., 250 S. 2nd St. Phone: Congress 7-7791. No. subscribers, 550; estimated potential, 3000. Began service Oct. 1, 1954. Equipment Blonder-Tongue & Ampli-Vision. D. W. Heckathorn, pres.; J. H. Lenahan, mgr. Stations: KOIN-TV, Portland; KVAL-TV, Eugene.

Coquille—Community Cable TV, 156 N. Adams St. Phone: 692 & 8431. No. subscribers, 296; estimated potential, 425. Began service Oct. 1, 1954. Equipment Ampli-Vision. C. M. Hooker, owner. Stations: KVAL-TV, Eugene; KBES-TV, Medford; KOIN-TV, Portland.

DeLake—Lincoln TV System, Box 481. Phone: 3781. No. subscribers, 205; estimated potential, 700. Began service Oct. 22, 1954. Equipment Ampli-Vision. Charles M. Trimble, pres. Stations: KOIN-TV & KFOR, Portland; KVAL-TV, Eugene.

Fossil—Fossil Community TV Inc., Fossil. No. subscribers, 43; estimated potential, 100. Equipment Ampli-Vision. Robert Misener, pres. Station: KOIN-TV, Portland.

Heppner—Heppner TV Inc., 113 N. Main St. No. subscribers, 88; estimated potential, 200. Began service June 1, 1955. Equipment Jerrold. W. C. Rosewall, pres. Station: KEPR-TV, Pasco.

La Grande—Eastern Oregon TV Inc., 1310 Jefferson St. Phone: 1-4491. No. subscribers, 1050; estimated potential, 6000. Began service Sept. 29, 1954. Equipment Ampli-Vision. Kenneth B. Lockwood, pres. Lee Stoner, mgr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane; KBOI, Boise.

Lebanon—Lebanon TV Distributing Co., Hotel Albany, Albany, Ore. Equipment, Jerrold. Chet Wheeler, pres.

Pendleton—Pendleton Community TV System Inc., 287 S.E. First St. Phone: 4552. No. subscribers, 750; estimated potential, 2000. Began service Nov. 3, 1954. Equipment Jerrold. V. W. McCormack, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Portland—Trans-Video Co. of Oregon, 1220 S.W. Stark St. BR 5133. No. subscribers, 150; estimated potential, 500. Began service Feb. 28, 1953. Equipment, RCA. Wally Matson, pres. Stations: KOIN-TV, KPTV & KFOR, Portland.

Reedsport—Cable TV Corp., 360 Fir Ave. No. subscribers, 200; estimated potential, 600. Equipment Ampli-Vision. Wally Matson, pres.

Roseburg—Umpqua Radio & TV Inc., 1500 Harvard Ave. Phone: 3-6290. No. subscribers, 500; estimated potential, 1500. Began service March 1954. Equipment, RCA & Jerrold. Brig. Gen. J. T. Pierce, pres. Stations: KBES-TV, Medford; KVAL-TV, Eugene; KOIN-TV, Portland.

The Dalles—The Dalles TV Co., 409 Union St. Phone: 2060. No. subscribers, 1350; estimated potential, 2000. Began service June 25, 1954. Equipment, Entron. George Skaugset, pres.; G. L. Davenport, mgr. Stations: KOMO-TV, Seattle; KOIN-TV & KFOR, Portland.

PENNSYLVANIA

Ashland—Ashland Video Co., Box 146. Phone: 84. No. subscribers, 400. Began service June 1, 1951. Equipment, Jerrold & Entron. Robert N. Kyler, pres.; Harry Sharp, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Avis—Avis TV Cable Co., Central St. Phone: 516. No. subscribers, 130; estimated potential, 200. Began service Sept. 1, 1953. Equipment, Entron. Fred Charles, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WGBI-TV, Scranton.

Bangor—Clar-O-View Community TV Inc., 34 Market St. Phone: 111-L. No. subscribers, 245; estimated potential, 1000. Began service April 1952. Equipment, Jerrold. J. Brymer Roberts, pres.; John W. Arnts, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.

Bellefonte—Centre Video Corp., Petrikon Hall. Phone: Elgin 5-2970. No. subscribers, 770; estimated potential, 1500. Began service 1952. Equipment Community Engineering & Jerrold. George L. Haller, pres.; Jack C. Falk, secy.-treas.-mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.

Berwick—Lee Antenna Co. Inc., 116 E. Front St. Phone: 9625. Began service Jan. 30, 1952. Equipment Jerrold. Paul F. Lee, pres.

Bethlehem—Electronic Enterprises Inc., 714 E. 4th St. UN 8-5301. No. subscribers, 1105; estimated potential, 5000. Began service Sept. 1, 1951. Equipment Jerrold. James G. Petrakis, pres.; Augustine J. Cululi, mgr. Stations: WFIL-TV, WCAU-TV & WPTZ, Philadelphia; WPIX, New York.

Bloomsburg—Municipal TV Corp., 239 Iron St. Phone: 2949. Estimated potential, 2500. Began service Aug. 1, 1953. Equipment Jerrold. John L. Pipa Jr., pres.; Elwood M. Miller, mgr. Stations: WPTZ, WCAU-TV & WFIL-TV, Philadelphia; WHUM-TV, Reading; WGBI-TV, Scranton.

Blossburg—Williamson Road TV Corp., Blossburg. Equipment Jerrold. Wm. S. Rennie Jr., mgr.

Bradford—Bradford TV Cable Co., 129 Main St. Phone: 6991. No. subscribers, 700; estimated potential, 3000. Began service Sept. 1, 1954. Equipment, Ampli-Vision. Joseph Saricks, pres. Stations: WBNB-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WHAM-TV, Rochester.

Bradford—Parkway Antenna Co., 304 Odd Fellows Bldg. Equipment Jerrold. Victor H. Samuelson, pres.

Brandonville—Community TV Assn., Brandonville. Equipment Jerrold. Samuel Unsvcovage, secy.

Brockton—Schuylkill Valley Transvideo Corp., Brockton. Began service Aug. 29, 1952. Equipment Jerrold. Dominic Vitelli, pres.

Brockway—Brockway TV Inc., 957 Fifth Ave. Phone: 5075. No. subscribers, 420; estimated potential, 500. Began serv. April 1, 1952. Equipment RCA. George C. Morrison, chairman. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Buck Hill Falls—Buck Hill Falls TV Co., Buck Hill Falls. Equipment Spencer-Kennedy.

Carlisle—Mathew's Inc., Box 436.

Clarksville—Video Inc., 501 S. Negley Ave., Pittsburgh. HI-1-5252. No. subscribers, 52; estimated potential, 100. Began service June 1952. Equipment Jerrold. Joseph F. Missick, exec. v.p.

Clearfield—Clearfield TV Inc., 32 North Second St. Phone: 55617. No. subscribers, 650; estimated potential, 1500. Began service Feb. 1952. Equipment, Ampli-Vision. Joseph Saricks, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WDTV, Pittsburgh.

(Continued on next page)

PENNSYLVANIA—(Continued)

Conemaugh—Apex TV & Radio Service Inc., 650 Pine St., Johnstown. Phone: 6-0295. Estimated potential, 1400. Began service 1952. Equipment Jerrold. Frank Chiodo, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

Coudersport—Coudersport TV Cable Co., 30 E. Second St. Phone: 665. No. subscribers, 400; estimated potential, 600. Began service May 1953. Equipment Jerrold. Joseph A. English, pres. Stations: WBEN-TV, Buffalo; WFBG-TV, Altoona; WJAC-TV, Johnstown.

Cressona—S. L. TV Corp., Cressona. Phone: Sch. Haven 398J. No. subscribers, 90; estimated potential, 200. Began service Nov. 1952. Equipment Jerrold. G. James A. Seitz, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Elizabethville—Lykens Valley TV Co., Elizabethville. Began service June 11, 1951. Equipment Jerrold. R. L. Weaver, treas.

Everett—Everett TV Corp., Foundry & Center Sts. Began service June 1, 1952. Equipment Jerrold. C. T. Whetstone, pres.

Franklin—Coaxial Cable Co., Franklin. Equipment Jerrold.

Galeton—Galeton TV Antenna Inc., 11 Main St. Phone: 206J. No. subscribers, 600; estimated potential, 600. Began service Jan. 15, 1953. Equipment Jerrold. Wm. A. Heymann, pres. Stations: WBEN-TV, Buffalo; WBNF-TV, Binghamton.

Hamburg—Hamburg Tire Co., Hamburg. Phone: 2451. No. subscribers, 225; estimated potential, 500. Began service Jan. 1, 1953. Equipment Jerrold. D. H. & W. E. Schoener, partners. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Harrisburg—Perfect TV Inc., 263 Rely St. Phone: 4-3367. No. subscribers, 1500. Began service Sept. 1951. Equipment Jerrold. J. Calvin Frank, pres. Stations: WMAR-TV, Baltimore; WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WTPA, Harrisburg.

Hazleton—Mountain City TV Co., 86 N. Wyoming St. Gladstone 4-3841. No. subscribers, 3700; estimated potential, 5000. Began service March 1952. Equipment Jerrold. Fred Correalle, pres.; Vincent Santapoli, mgr. Stations: WCBS-TV, WRCA-TV, WPIX & WOR-TV, New York; WFIL-TV, Philadelphia.

Honesdale—Honesdale TV Service, 1133 Main St. Phone: 1282. No. subscribers, 430; estimated potential, 1200. Began service Jan. 1, 1954. Equipment composite. Henry Kalinowski and Wade E. Taylor, partners.

Honesdale—Kenneth Chapman Co., Honesdale. Equipment Spencer-Kennedy.

Isabella—Community Antenna Co., Box 121. Began service June 1951. Equipment Jerrold. Frank J. Beachley, mgr.

Jersey Shore—Hardt's Video Service, 942 Allegheny St. Phone: 1444. No. subscribers, 519; estimated potential, 1900. Equipment, Holt. Fred W. Hardt, owner. Stations: WJAC-TV, Johnstown; WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGBI-TV, Scranton; WHUM-TV, Reading; WGAL-TV, Lancaster.

Johnsonburg—Johnsonburg Community TV Inc., Box 248. No. subscribers, 836; estimated potential, 900. Began service Oct. 1953. Equipment Jerrold. Roy Nelson, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBEN-TV, Buffalo.

Lansford—Panther Valley TV Co. Inc., 171 W. Ridge St. Phone: 1427. No. subscribers, 2000; estimated potential, 3000. Began service May 1950. Equipment Jerrold. Robert J. Tarlton, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.

Lehigh—Lehigh Trans-Video Corp., 235 N. First St. Phone: 708. No. subscribers, 1000; estimated potential, 2000. Began service April 1, 1953. Equipment, Jerrold. Mahlon M. Kistler, secy. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WOR-TV & WPIX, New York.

Lewistown—Pennwire TV Co., 16 S. Dorcas St. Phone: 4075. No. subscribers, 1500. Began service Jan. 1, 1952. Equipment Jerrold. G. F. Gardner Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WHUM-TV, Reading; WGAL-TV, Lancaster.

Lock Haven—Susquehanna Valley TV Corp., 308 N. Grove St. Phone: 2003. No. subscribers, 1350; estimated potential, 2500. Began service Oct. 1951. Equipment Jerrold. Dale W. Allen, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.

Lykens—Lykens TV Extension Co., Inc., 582 Main St. Phone: 68R4. No. subscribers, 1075; estimated potential, 1200. Began service May 1952. Equipment Holt. Max E. Miller, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WHUM-TV, Reading.

Mahanoy City—City TV Corp., 100 W. Pine St. Phone: 1583. No. subscribers, 800; estimated potential, 1000. Began service Dec. 1950. Equipment Jerrold. A. P. McLaughlin, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WEEU-TV & WHUM-TV, Reading.

Mahanoy City—Service Electric Co., Main & Pine Sts. Phone: 891. No. subscribers, 10,150. Began service Dec. 1950. Equipment Holt. John Walsonavich, owner. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WPIX, New York.

Mansfield—Tyco TV Co., 50 W. Wellsboro St. Phone: 79. No. subscribers, 350; estimated potential, 450. Began service March 27, 1953. Equipment Holt. Byron A. Neal & Homer P. Neal, partners. Stations: WBNF-TV, Binghamton; WBEN-TV, Buffalo; WSYR-TV, Syracuse.

Meadville—Meadville Master Antenna Inc., First National Bank Bldg. Phone: 54-973. No. subscribers, 2500; estimated potential, 4000. Began service July 11, 1953. Equipment Jerrold. George J. Barco, pres. Stations: WEWS, WNBK & WXEL, Cleveland; WSEE, Erie; KDKA-TV, Pittsburgh.

Meyersdale—Kirchner TV Co., 231 Main St. Phone: 106-W. No. subscribers, 191; estimated potential, 300. Began service Aug. 1952. Equipment Jerrold. Robert Kirchner, pres. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WTRF-TV Wheeling.

Millersburg—Millersburg TV Co., Millersburg. No. subscribers, 388; estimated potential, 1200. Began service Oct. 1953. Equipment Jerrold. Fred R. Helwig, pres. Stations: WMAR-TV Baltimore; WGAL-TV, Lancaster; WFIL-TV, Philadelphia.

Minersville—Minersville TV Corp., 305 Sunbury St. Phone: 4-2714. No. subscribers, 750; estimated potential, 2000. Began service May 1952. Equipment RCA. F. E. Moser, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading.

Montgomery—Montgomery Video Corp., 6 N. Main St. Phone: 2881. No. subscribers, 326. Began service April 1, 1954. Equipment Entron. Francis Heinbach, pres.

Mt. Union—Mt. Union Antenna Co., Inc., Mt. Union. Phone: 569. No. subscribers, 400; estimated potential, 600. Began service Sept. 1952. Equipment Jerrold. John H. Kinsloe Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

Muncy—Muncy TV Corp., 16 W. Water St. Phone: 5120. No. subscribers, 330; estimated potential, 500. Began service June 1954. Equipment Holt. Max E. Miller, pres. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WHUM-TV, Reading; WBNF-TV, Binghamton; WGAL-TV, Lancaster.

Nesquehoning—Nesquehoning Electronics Inc., 28 W. Catawissa St.

Newport—Newport TV Co., 26 N. 2nd St. Phone: 181. Began service May 15, 1953. Equipment Jerrold. Henry O. Shiffer, pres.

Oil City—TV Cable Co., 2-4 State St. Phone: 5-3701. No. subscribers, 3000; estimated potential, 4000. Began service Dec. 1951. Equipment Jerrold. B. A. Drelick, pres. Stations: WDTV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Palmerton—Palmerton TV Signal Corp., 465 Delaware Ave. Phone: 2551. No. subscribers, 975; estimated potential, 1400. Began service, Sept. 1951. Equipment Community Engineering Corp. C. E. Reinhard, pres. Stations: WCBS-TV, WOR-TV & WPIX, New York; WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Pine Grove—Pine Grove TV Cable Service, 19 W. Pottsville St. Phone: 2631. No. subscribers, 285; estimated potential, 600. Began service, 1951. Equipment, Jerrold. Dr. Sidney Melnicove, pres.; Theodore Gibson, mgr. Stations: WPTZ, WFIL-TV, WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WHUM-TV, Reading; WSBA-TV, York.

Pottsville—Pottsville Trans-Video Corp., 2nd & Laurel Sts. Phone: 6161. No. subscribers, 3800; estimated potential, 6700. Began service Feb. 1951. Equipment RCA. M. F. Malarkey Jr., pres.; Frank K. Waters, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WPIX, New York.

Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Phone: 6381. No. subscribers, 1100; estimated potential, 1500. Began service May 1951. Equipment, Jerrold. Clarence F. Schoffstall, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WPIX, New York.

Renovo—Greater Renovo TV Corp., 103 7th St. Phone: 787. No. subscribers, 425; estimated potential, 500. Began service July 1953. Equipment Jerrold. John P. Rathmell, pres.; Ray Rathmell, treas.-mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

Ridgway—Ridgway TV Co., 119 N. Broad St. No. subscribers, 868; estimated potential, 1500. Began service Feb. 8, 1952. Equipment Jerrold. Ralph C. Possinger, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

Schuylkill Haven—Schuylkill Haven Trans-Video Corp., 101 E. Main St. Phone: 1952. No. subscribers, 1400; estimated potential, 1500. Began service Feb. 1952. Equipment Jerrold. A. M. Strause, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WHUM-TV, Reading; WGAL-TV, Lancaster.

Selinsgrove—River TV Co., 19 S. Market St. Phone: 6921. Began service Oct. 1, 1953. Equipment Jerrold. W. M. Kearney, pres.; E. M. Miller, mgr. Stations: WHUM-TV, Reading; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster.

Shamokin—Eastern Pennsylvania Relay Station Inc., 313 N. Shamokin St. Phone: 8-7131. No. subscribers, 3300; estimated potential, 6000. Began service Sept. 1, 1951. Equipment Jerrold. John J. Barni, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Shamokin—TV Extension Corp., 715 W. Walnut St. Phone: 8-4861. No. subscribers, 1600; estimated potential, 2000. Began service Aug. 1952. Equipment Jerrold. Fred Bower, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Sheffield—South Side TV Assn., 15 Church St. Phone: 4103. No. subscribers, 191; estimated potential, 250. Began service June 1953. Equipment Blonder-Tongue. F. F. Feldler Jr., pres.-mgr. Stations: KDKA-TV Pittsburgh; WBEN-TV, Buffalo; WJAC-TV, Johnstown; WFBG-TV, Altoona.

(Continued on Page 418)

For Top Performance — IT'S SKL!

It's the EXPERIENCE That Proves It...

The men who own and maintain SKL Community Antenna Television Systems know from experience that SKL equipment combines the essential factors for successful system operation. They have seen its consistent reliability 'round the clock — have enjoyed the profit-protecting economy of its low maintenance cost. And with SKL's wide-band, 12-channel distribution capacity, these men feel secure against obsolescence of their system. They know they can give the most service and the best service to their customers — any time!

SKL **SPENCER-KENNEDY**
LABORATORIES, INC.
186 MASSACHUSETTS AVE.
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PERFECT VIDEO, Inc.

P. O. BOX 1401
HATTIESBURG, MISSISSIPPI

Spencer-Kennedy Laboratories, Inc.
186 Massachusetts Avenue
Cambridge 39, Massachusetts

Gentlemen:

We certainly appreciate the fine job done by your engineers here in Hattiesburg. The initial work at the antenna site and the supervision of line construction was carried on rapidly and with real efficiency. Then, when we ran into some tough problems of co-channel and other interference in signals we were receiving, your engineers diagnosed the conditions causing them and got them corrected very nicely. This work has been a tremendous help in getting our system off to a successful start.

The area which we will serve has a population of 38,000, and our rate of hook-ups in sections we have wired has been very good. We are giving our subscribers five channels now, and later on plan to add four more available ones on your wide-band system.

Your equipment has been reliable and trouble-free right straight through. We tried a small amount of equipment of another make, but experienced a number of failures with it. This has now been replaced with SKL, so that we will have a 100% SKL system we can depend upon to do the best job in our city.

Very truly yours,

Robert F. Jerndean

Robert F. Jerndean
Vice President and Engineer

Brattleboro TV Inc.

49 ELLIOT STREET • BRATTLEBORO, VERMONT • TELEPHONE
WIRED TELEVISION

Spencer-Kennedy Labs
186 Massachusetts Ave.
Cambridge 39, Mass.

Gentlemen:

Recently we added the sixth channel on our SKL system. Our customers are enthusiastic over the great variety of television programs we are bringing them, and we're mighty glad that we have your wide-band equipment so that more channels can be added as they become available.

With 25 miles of cable strung and over half of our potential customers already hooked up, we are in a good position to know from experience the fine performance and low maintenance cost involved with SKL equipment. In one line we have 44 amplifiers cascaded, and the picture we get at the end of the line are just as good as at the antenna. One man 40 hours a week and a helper half-time is all it takes to keep the whole system under a full maintenance program.

People around here are still talking about the color television demonstration we put on last year. As far as I know, it was the first to be made on a community system. The perfect color pictures we got with no additions or adjustments to your equipment -- and the 12-channel capacity which your engineering design provides -- are good assurances that we have a system which will remain up to date where others become obsolete.

Yours truly,

Donald C. Smith

Donald C. Smith
Engineer

PENNSYLVANIA—(Continued)

Shenandoah—Shen-Heights TV Assoc. Inc., 9 W. Coal St. Phone: 2-2198. No. subscribers, 1935; estimated potential, 3200. Began service Oct. 1951. Equipment Jerrold. Frank T. Brophy, pres. Stations: WCAU-TV, WFIL-TV & WPTZ, Philadelphia; WILK-TV, Wilkes-Barre; WHUM-TV, Reading.

Shickshinny—Shickshinny TV Corp., Shickshinny. Began service Nov. 28, 1952. Equipment Jerrold. Noel B. Caverly, pres.

Slatington—Kerns' Electric & TV Antenna Inc., 619 Main St. Phone: 2281. No. subscribers, 360; estimated potential, 990. Began service March 1953. Equipment Jerrold & Com-Video. Lawrence J. Kern, pres. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia; WGLV, Easton.

Smethport—Hill St. TV Cable Assn. Inc., 215 W. Main St. Phone: 433. No. subscribers, 80; estimated potential, 200. Began service Oct. 1, 1953. Equipment Jerrold. W. E. Thomas, pres. Stations: WBEN-TV, Buffalo; WDTV, Pittsburgh.

State College—Centre Video Corp., 418 W. College Ave. Phone: AD 8-6655. No. subscribers, 227; estimated potential, 1000. Began service 1952. Equipment Jerrold & Community Engineering. George L. Haller, pres.; Jack C. Falk, secy.-treas.-mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.

St. Clair—St. Clair TV Corp., 51 N. Second St. Phone: 1344. No. subscribers, 620; estimated potential, 1200. Began service Sept. 1951. Equipment Jerrold. Bertram Silver, secy.-treas.; John S. Warner, mgr. Stations: WFIL-TV, WCAU-TV, Reading; WPTZ, Philadelphia; WPIX, New York; WHUM-TV, Reading.

St. Mary's—St. Mary's TV Co., St. Mary's. Equipment, Entron. Frank Vitarelli, mgr.

Steelton—Better TV Co., 249 Swatara St. Phone: 9-2725. Began service March 1952. Equipment Philco. M. L. Houtz, owner.

Stroudsburg—Pocono TV Relay Inc., 155 Broad St. Phone: 3950. No. subscribers, 450; estimated potential, 2000. Began service April 1, 1954. Equipment Spencer-Kennedy. John M. Price, pres. Stations: WCBS-TV, WRCA-TV, WABD & WPIX, New York; WFIL-TV, Philadelphia.

Sunbury—B.K.P. TV Systems Inc., 108 S. 10th St. Phone: 2922. No. subscribers, 3000. Began service March 1953. Equipment Jerrold. John J. Barni Jr., pres. Stations: WHUM-TV, Reading; WBRE-TV & WILK-TV, Wilkes-Barre.

Tamaqua—Tamaqua TV Inc., 109 E. Broad St. Phone: 1673. No. subscribers, 1758; estimated potential, 2000. Began service June 1951. Equipment Jerrold. Ben P. Houser, pres.; Melvin L. Boyer, mgr. Stations: WPTZ, WFIL-TV & WCAU-TV, Philadelphia.

Titusville—Titusville Cable Co., 214 W. Main St. Phone: 3-6805. No. subscribers, 400; estimated potential, 1000. Began service Nov. 20, 1953. Equipment Entron. A. D. Carlson, pres.-mgr. Stations: WJAC-TV, Johnstown; WICU, Erie; WBEN-TV, Buffalo; WNBK, Cleveland; KDKA-TV, Pittsburgh.

Warren—Warren TV Corp., 403 Laurel St. Phone: 3479. No. subscribers, 1325; estimated potential, 2500. Began service March 26, 1953. Equipment Transvision. Robert E. Dunham, pres.; William T. Loucks, v.p.-gen. mgr. Stations: WBEN-TV & WGR-TV, Buffalo; WFBG-TV, Altoona.

Warren—West Side TV Corp., 1405 Pennsylvania Ave. Equipment Jerrold. John A. Carbon, v.p.

Wellsboro—West End TV Co., Wellsboro. Equipment, Entron. Chester Pierce, mgr.

Westfield—Westfield Community Antenna Assn. Inc., c/o Eberle Tanning Co. Began service Sept. 1, 1952. Equipment Jerrold. J. P. Eberle, pres.

Wilkes-Barre—TeleService Co. of Wyoming Valley, 166 S. Main St. VA 4-8111. Began service Oct. 31, 1951. Equipment RCA. Ralph Katrosh, pres. Stations: WBNF-TV, Binghamton; WPTZ & WFIL-TV, Philadelphia; WCBS-TV & WPIX, New York.

Williamsport—Lycoming TV Corp., 1428 W. Southern Ave. Phone: 3-4677. No. subscribers, 1900; estimated potential, 8000. Equipment Entron. Francis Heinbach, pres. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WHUM-TV, Reading; WFBG-TV, Altoona; WBNF-TV, Binghamton.

Williamsport—West Branch TV Services Inc., 439 William St. Phone: 3-3701. No. subscribers, 2000; estimated potential, 4500. Began service March 27, 1952. Equipment Ampli-Vision. H. L. Stradley, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WFBG-TV, Altoona; WHUM-TV, Reading; WBNF-TV, Binghamton.

Williamsport—Williamsport TV Cable Corp., 450 William St. Phone: 2-9869. No. subscribers, 6000. Began service Sept. 1952. Equipment Jerrold. Clive Runnells Jr., pres.; Ray Schneider, mgr. Stations: WBNF-TV, Binghamton; WPTZ & WFIL-TV, Philadelphia; WFBG-TV, Altoona; WILK-TV & WBRE-TV, Wilkes-Barre; WHUM-TV, Reading.

Williamsport—Cole TV, 88 Cottage Ave. Phone: 3-5391. No. subscribers, 40; estimated potential, 2-3000. Began service Jan. 1954. Equipment Transvision. H. L. Cole, owner. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WHUM-TV, Reading; WFBG-TV, Altoona.

Youngsville—Youngsville TV Corp., 216 W. Main St. Phone: 22704. No. subscribers, 185; estimated potential, 250. Began service June 30, 1954. Equipment Jerrold. Rex E. Young, pres. Stations: WBEN-TV & WGR-TV, Buffalo. WJAC-TV, Johnstown.

SOUTH DAKOTA

* **Chamberlain**—Missouri Valley TV Co. Inc., Chamberlain. Phone: 85W. Estimated potential, 400. Equipment Jerrold. T. H. Steen, pres. Stations: KTVI & KVTI, Sioux City; KELO-TV, Sioux Falls.

Mitchell—Palace Trans-Video Co., 109 E. 2nd Ave. Phone: 3057. Estimated potential, 3400. Began service Jan. 1954. Equipment Jerrold. Allen C. Harnes, owner. Stations: KELO-TV, Sioux Falls; KVTI & KTVI, Sioux City.

TENNESSEE

Blountville—J. W. Adams Co., Box 478. Phone: 4811. No. subscribers, 25; estimated potential, 100. Began service Feb. 1953. Equipment, Blonder-Tongue & RCA. J. W. Adams, owner; George R. Cowan, mgr. Stations: WBTV, Charlotte; WJHL-TV, Johnson City; WATE, Knoxville.

Johnson City—Huntsman TV Cable Co., Johnson City. Phone: 3769. No. subscribers, 400. Began service Nov. 1952. Equipment, RCA. R. M. & Clara M. Huntsman, partners. Stations: WBTV, Charlotte; WJHL-TV, Johnson City; WLOS-TV, Asheville; WATE, Knoxville.

Kingsport—TV Cable Corp., Kingsport. CI 6-8851. No. subscribers, 1500; estimated potential, 4000. Began service Dec. 1951. Equipment, Jerrold. W. Kyle Huddle, pres.; Wm. A. Crafts, v.p.-mgr. Stations: WBTV, Charlotte; WFBC-TV, Greenville; WLOS-TV, Asheville; WATE, Knoxville.

TEXAS

Brady—TV Enterprises Ltd., 115 N. Church St. Phone: 2180. No. subscribers, 215; estimated potential, 1000. Began service Dec. 1, 1954. Equipment Jerrold. John P. Threadgill, owner. Stations: KTBC-TV, Austin; WOAI-TV, San Antonio; KRBC-TV, Abilene; KTXL-TV, San Angelo; KCEN-TV, Temple.

Breckenridge—Breckenridge TV Distributing Co., c/o Ewing-Christian Hardware Co. Equipment Jerrold.

Denison—Better TV Inc., 409 S. Mirick St. Phone: 261. No. subscribers, 820; estimated potential, 2000. Began service 1952. Equipment, composite. Charles F. Johnson, pres. Stations: WBAP-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTEK, Ada.

Graham—TV Distributing Co., 610 Oak St. Phone: 197. No. subscribers, 875; estimated potential, 1200. Began service Aug. 1951. Equipment Jerrold. Brown Walker, owner. Stations: WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KFDX-TV, Wichita Falls.

* **Laredo**—Sam Cunningham, 1302 Rosario St.

Madisonville—Madisonville Cable Corp., Madisonville. Equipment Jerrold. Lee Green, mgr.

Mineral Wells—Community Aerial System, 304 N. Oak St. Phone: 804. No. subscribers, 1100; estimated potential, 1500. Began service Sept. 1952. Equipment, RCA & composite. John Campbell, owner. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls.

Ozona—Ozona TV System, Ozona. Phone: 2. No. subscribers, 105; estimated potential, 500. Began service Feb. 9, 1955. Equipment Jerrold. Oscar Kost, W. E. White, W. D. Cooper, Sherman Taylor & W. E. Friend Jr., partners. Stations: KTXL-TV, San Angelo; WOAI-TV, San Antonio; KMID-TV, Midland.

Paducah—TV Signal Service Co., Box 507. Phone: 227. No. subscribers, 125; estimated potential, 350. Began service Sept. 1, 1954. Equipment Jerrold. V. L. Hutchinson, pres. Stations: KFDX-TV, Wichita Falls; KDUB-TV & KCBD-TV, Lubbock.

Palestine—Clearview Cable Service Corp., 207 W. Crawford. Phone: 2-5273. No. subscribers, 27; estimated potential, 5000. Began service May 1, 1955. Equipment Entron. Charles W. Weisenberg, pres.; Ray Barnes, v.p.-mgr. Stations: KLTV, Tyler; WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KCEN-TV, Temple.

Sherman—Tele-Vue Products Co., 325 W. Houston St. Phone: 801. No. subscribers, 1200; estimated potential, 3000. Began service Dec. 1951. Equipment, composite. O. P. Leonard Jr., pres.; Raymond Tucker Jr., mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

Sonora—Sonora TV Service Inc., Sonora. Phone: 2-7951. No. subscribers, 100; estimated potential, 400. Began service April 1955. Equipment Jerrold. Edwin E. Sawyer, pres. Stations: KTXL-TV, San Angelo; KENS-TV & WOAI-TV, San Antonio.

Sulphur Springs—Texas Community Antenna, Sulphur Springs. No. subscribers, 128; estimated potential, 2500. Began service Jan. 1954. Equipment, Entron. Mort Zimmerman, pres.

Tyler—TV Inc., 317 N. Broadway. Phone: 2-8251. No. subscribers, 4600; estimated potential, 5000. Began service March 1952. Equipment, Jerrold. Raymond Hedge, pres.; J. E. Man-kin, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

Uvalde—Uvalde TV Cable Corp., 222 N. Getty St. Phone: 1820. Estimated potential, 1500. Began service June 24, 1955. Equipment Jerrold. Benjamin J. Conroy Jr., pres.-mgr. Stations: KENS-TV & WOAI-TV, San Antonio.

Victoria—Tele-Tenna Corp. of Victoria, 2000 E. Rio Grande St. Equipment, Jerrold. A. B. Aikek, pres.

Wellington—Vumore Co., Wellington. Equipment Entron. Larry Boggs, mgr.

UTAH

Price—Vetere Perfect TV Inc., Price. No. subscribers, 250; estimated potential, 1100. Began service Nov. 29, 1954. Equipment Jerrold. Louis Vetere, owner. Stations: KSL-TV, KTVI & KUTV, Salt Lake City.

Salt Lake City—Sevler TV Signal Distribution Co., 2183 Berkeley St.

VERMONT

Barre—Vermont TV Inc., 61 No. Main St. Phone: 472. No. subscribers, 1000; estimated potential, 2200. Began service May 1, 1952. Equipment, Spencer-Kennedy. Leo Sanguinetti, pres.; E. Nicholas Sanguinetti, mgr. Stations: WRGB, Schenectady; WIRI, Plattsburg; WMTW, Mt. Washington; WCAX-TV, Burlington; CBMT, Montreal.

Bellows Falls—Bellows Falls Cable Corp., 114 Rockingham St. Phone: 136. No. subscribers, 450; estimated potential, 900. Began service Oct. 1953. Equipment Westbury Electronics Inc. George R. Story, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Brattleboro—Brattleboro TV Inc., 49 Elliot St. Alpine 4-4000. No. subscribers, 301; estimated potential, 1000. Began service Nov. 1, 1953. Equipment, Spencer-Kennedy. F. Elliot Barket Jr., pres. Stations: WWOR-TV, Worcester; WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Burlington—Green Mt. TV Corp., 187 Church St. Phone: 4-5749. No. subscribers, 3200; estimated potential, 6000. Began service June 1952. Equipment, Jerrold. Joseph S. Wool, pres.; Stations: WRGB, Schenectady; WMTW, Mt. Washington; WCAX-TV, Burlington; WIRI, Plattsburg; CBMT & CBFT, Montreal.

Ludlow—Okemo Vue Inc., 41 Depot St. Phone: 82381. No. subscribers, 125; estimated potential, 175. Began service May 1953. Equipment, Jerrold. Amie Pallotta, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Montpelier—Montpelier Community TV Inc., 23 Langdon St. Phone: 654. No. subscribers, 650; estimated potential, 1500. Began service Nov. 16, 1953. Equipment, Jerrold. Eugene Kramer, pres.; Phillips Lothrop, mgr. Stations: WMTW, Mt. Washington; WRGB, Schenectady; WCAX-TV, Burlington.

Northfield—Trans-Video, 37 Park Sq. Phone: 4112. No. subscribers, 300; estimated potential, 800. Began service Dec. 24, 1951. Equipment, Philco. George L. Goodrich, owner; Henry Beaudette, mgr. Stations: WRGB, Schenectady; WCAX-TV, Burlington; WMTW, Mt. Washington.

Springfield—Young's Community TV Corp., 201 Union St. Phone: 4551. Estimated potential, 2000. Began service May 15, 1953. Equipment, Jerrold. S. R. Young, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady.

Springfield—Thurber TV Sales, Springfield. Began service March 1953. Equipment, Spencer-Kennedy.

St. Johnsbury—St. Johnsbury Community TV Corp., 45 Main St. Phone: 8-2870. No. subscribers, 200; estimated potential, 750. Began service March 1, 1954. Equipment, Jerrold. Eugene F. Ellingwood Sr., pres. Stations: WCSH-TV & WGAN-TV, Portland; WMTW, Mt. Washington.

Windsor—Windsor Community Antenna Corp., 113 Main St. Phone: 740. No. subscribers, 200; estimated potential, 900. Began service, July 1954. Equipment, Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WCAX-TV, Burlington; WMTW, Mt. Washington.

Woodstock—Woodstock TV Corp., Rose Hill. Phone: 426. No. subscribers, 62; estimated potential, 200. Began service Dec. 8, 1953. Equipment, Westbury Electronics. Richard Leonard, pres. Stations: WBZ-TV, Boston; WRGB, Schenectady; WMTW, Mt. Washington.

VIRGINIA

Grundy—Grundy TV Co., Grundy. Phone: 2621. No. subscribers, 350; estimated potential, 500. Began service Jan. 1, 1953. Equipment, Jerrold & Taco. Barnes B. Rife, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WOAY-TV, Oak Hill.

Harrisonburg—Harrisonburg Trans-Video Corp., Harrisonburg. Phone: 4-4431. No. subscribers, 510; estimated potential, 2400. Began service Aug. 29, 1952. Equipment, RCA. Martin F. Malarkey, pres.

Marion—Marion TV Service Co. Inc., 515 S. Church St. E. M. Munroe, mgr.

Staunton—Staunton Video Corp., 27 Middlebrook Ave. Phone: 5-7493. No. subscribers, 600; estimated potential, 3000. Began service April 1952. Equipment, Jerrold & Community Engineering. W. R. Tucker, pres.; Thomas L. Huntley, mgr. Stations: WTVR, Richmond, WTTG & WTOP-TV, Washington.

WASHINGTON

Aberdeen—Harbor TV Corp., 208 South H St. Phone: 1986. No. subscribers, 4000; estimated potential, 7000. Began service Nov. 1952. Equipment, Ampli-Vision. Fred G. Goddard, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma.

Bellingham—Telecable Inc., Bellingham. No. subscribers, 450; estimated potential, 1000. Began service Sept. 1950. Equipment, Ampli-Vision & Blonder-Tongue. Jack Barrett, pres.-mgr. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Chehalis—KELA TV Inc., Old Pacific Highway. Phone: 8-3321. No. subscribers, 200; estimated potential, 3000. Began service June 1952. Equipment, Blonder-Tongue. Joe Chytil, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Chelan—Chelan Antenna Service, Chelan. No. subscribers, 50; estimated potential, 300. Began service May 1954. Equipment Ampli-Vision. Emory Welmer, mgr. Stations: KXLY-TV & KHQ-TV, Spokane.

Colville—Colville Video Inc., 151 N. Main St. Phone: 104. No. subscribers, 318; estimated potential, 500. Began service Aug. 14, 1953. Equipment, Jerrold. August Schwartz, pres. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.

Coulee Dam—TV Assoc. of Coulee Dam, Box 367. No. subscribers, 190; estimated potential, 300. Equipment, Ampli-Vision. George Curtiss, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Dayton—Touchet Valley TV Inc., Dayton. Phone: 10. No. subscribers, 230; estimated potential, 330. Began service Nov. 10, 1953. Equipment, Jerrold. Ben H. Kligenstein, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Ellensburg—Ellensburg-Jerrold TV Cable Corp., 505 N. Pearl St. Equipment, Jerrold.

Ephrata—Empire TV Inc., 101 B St. N.W. No. subscribers, 380; estimated potential, 1500. Began service Jan. 1954. Equipment Ampli-Vision & Blonder-Tongue. Harold Cathow, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Everett—TV Cable Inc., 2507 Broadway. Phone: CE 3171. No. subscribers, 600; estimated potential, 1800. Began service July 15, 1953. Equipment, Jerrold. Eldon A. Root, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Kennewick—Tri-City TV Service Inc., 432 Ave. "C". Phone: 9851. No. subscribers, 600; estimated potential, 4000. Began service Dec. 1953. Equipment, Ampli-Vision. R. S. McCaw, pres. Stations: KHQ-TV & KXLY-TV, Spokane; KIMA-TV, Yakima.

Lind—Lind TV Service Inc., Lind. No. subscribers, 72; estimated potential, 100. Equipment, Jerrold. John Shinek, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Montesano—Butler Community Antenna Co. Inc., 142 S. Main St. Phone: 3701. Began service Feb. 7, 1952. Equipment, Jerrold. Fred C. Butler, pres.

Moses Lake—Moses Lake TV Inc., W. 205 Ash St. Phone: RO 5-6151. No. subscribers, 350; estimated potential, 3-5000. Began service Aug. 1954. Equipment RCA & Blonder-Tongue. R. C. Hughes, pres. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

Omak-Okanogan—Okanogan Valley TV Cable Co., Tonasket, Wash. Phone: 2370. No. subscribers, 525; estimated potential, 2000. Began service April 1, 1954. Equipment Ampli-Vision, RCA & Blonder-Tongue. Melvin Rothrock, pres. Stations: KXLY-TV KHQ-TV & KREM-TV, Spokane.

Pomeroy—Christensen-Rauch Co., Pomeroy. Phone: 327. No. subscribers, 204; estimated potential, 300. Began service Aug. 1953. Equipment, composite. Wm. E. Rauch, chief engineer. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Pullman—Williams TV Cable & Appliance, 301 Paradise St. Phone: 2621. No. subscribers, 175; estimated potential, 600. Began service March 1955. Equipment Ampli-Vision & Jerrold. R. V. Williams, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Raymond—Powell's Radio & TV, 301 Duryea St. Phone: 95. No. subscribers, 600; estimated potential, 1000. Began service Feb. 1, 1951. Equipment, Jerrold. LeRoy Powell, owner; Merle C. Smith, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Richland—Richland TV Cable Corp., 503 Lee Blvd. Phone: 4-9110. No. subscribers, 1400; estimated potential, 7000. Began service May 27, 1954. Equipment Jerrold. C. Wrede Petersmeyer, chairman. Charles E. Brown, pres.-treas.; Jack L. Quinn, mgr. Stations: KEPR-TV, Pasco; KHQ-TV & KXLY-TV, Spokane.

Seattle—Holert Electronic Inc., 2300 W. Spokane St. Began service June 20, 1952. Equipment, Jerrold. Frank T. Holert Jr., pres.

Seattle—Master TV Antenna Systems, 4020 49th St. S. Equipment, Jerrold. Fred Nelson, v.p.

Soap Lake—Soap Lake TV Inc., Box 758. Phone: 3256. No. subscribers, 115; estimated potential, 275. Began service June 15, 1954. Equipment Ampli-Vision. Clifton W. Collins, mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Walla Walla—Blue Mts. TV Cable Corp., 34 S. Colville St. Phone: 8661. No. subscribers, 2000; estimated potential, 4000. Began service Oct. 15, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Frank J. Beaver, mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Waterville—Clements TV, Waterville. Waterville 5-2802. No. subscribers, 150; potential, 375. Began service Jan. 1954. Equipment, Ampli-Vision. Charles E. Clements, owner. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Wenatchee—Consolidated TV Cable Corp., 110 S. Mission St. Phone: 3-4608. No. subscribers, 2200; estimated potential, 5400. Began service Nov. 1, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Chester M. Murphy, mgr. Stations: KHQ-TV & KXLY-TV, Spokane; KING-TV, Seattle.

Wishram—Wishram TV, Wishram. No. subscribers, 85; estimated potential, 150. Began service Sept. 1, 1954. Equipment Ampli-Vision. Raymond Coffield, mgr. Stations: KOIN-TV & KLOR, Portland.

WEST VIRGINIA

Amherstdale—Durfée's Inc., Man. W.Va. Began service Jan. 1952. Equipment, Jerrold.

Bluefield—Bluefield TV Cable Corp., 616 Federal St. Phone: 7805. No. subscribers, 750; estimated potential, 4200. Began service March 1954. Equipment Jerrold. W. R. Tucker, pres.; F. Gordon Fuqua, mgr. Stations: WCHS-TV, Charleston; WLSL-TV, Roanoke; WJHL-TV, Johnson City.

Burnsville—Marlinton Cable Co. Equipment, Jerrold.

Charlton Heights—Jack Knight. Equipment, Jerrold.

Chesapeake—Chesapeake Water & Light Co., Chesapeake. Equipment, Jerrold.

Clarksburg—Clarksburg TV Cable Corp., 231 S. Third St. Phone: 4-7464. No. subscribers, 5000; estimated potential, 11,000. Began service July 15, 1953. Equipment, Jerrold. W. R. Tucker, pres.; Sandford Randolph, v.p.-mgr. Stations: WTRF-TV, Wheeling; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

Coalwood—Olga Coal Co., Coalwood. Phone: Welch 4200. No. subscribers, 350; estimated potential, 1000. Began service July 1952. Equipment, Jerrold. W. D. Dantzier, mgr. Stations: WSAZ-TV, Huntington; WLSL-TV, Roanoke; WCHS-TV, Charleston.

East Gulf—C. H. Mead Coal Co., East Gulf. Began service May 15, 1952. Equipment, Jerrold. H. G. Schmidt, pres.

(Continued on next page)

WEST VIRGINIA—(Continued)

Elkins—Tygart Valley Cable Corp., 200 Davis St. Phone 31. Estimated potential, 1500. Began service Nov. 14, 1953. Equipment Jerrold. Ralph S. Shepler, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Fairmont—Fairmont TV Cable Corp., 217 Fairmont Ave. Phone: 1020. No. subscribers, 2400; estimated potential, 7200. Began service May 1953. Equipment Jerrold. W. R. Tucker, pres.; Bertram Cousins Jr., mgr. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Follansbee—Alco Radio & Supply, Follansbee. Equipment Jerrold. Leo Cocco, mgr.

Glendale—Glen-Tenna, Box 369, Moundsville. Phone: Moundsville 400. No. subscribers, 60; estimated potential, 250. Sam Shaw, owner. Equipment Blonder-Tongue and Ampli-Vision. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Grafton—Bennett Refrigerator Co., Main St. Equipment, Entron.

Hinton—Hinton TV Corp. Hinton. Phone: 466. No. subscribers, 300; estimated potential, 600. Began service Oct. 1, 1953. Equipment Jerrold. J. V. Coste, pres. Stations: WSLSTV, Roanoke; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Keyser—Keyser TV Co. Inc., 51 N. Main St. Phone: 6426. No. subscribers, 750; estimated potential, 1200. Began service Oct. 1952. Equipment Jerrold. Dr. Harry F. Coffman, pres.; A. T. Patrick, v.p.-mgr. Stations: WTOP-TV, WMAL-TV, WTTG, Washington; WJAC-TV, Johnstown.

Lost Creek—Lost Creek TV Co., Lost Creek. Equipment Jerrold. D. B. Randolph, pres.

Man—Durfée's Inc., Man. Phone: 5581. No. subscribers, 1200; estimated potential, 3500. Began service Dec. 1, 1952. O. O. Erickson, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.

Moundsville—Clear TV Inc., Box 337. Phone: 461. No. subscribers, 550; estimated potential, 3200. Began service July 1951. Equipment Blonder-Tongue & Ampli-Vision. George Earnest, pres.; Sam Shaw, secy.-enr. Stations: KDKA-TV & WQED, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WJAC-TV, Johnstown.

Mullens—Mullens TV Cable Service, 219 Moran Ave. Phone: 32. No. subscribers, 450; estimated potential, 600. Began service April 1952. Equipment Jerrold. DeForrest Lilly, owner. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

New Martinsville—TV Cable Inc., New Martinsville. Phone: 789. No. subscribers, 100; estimated potential, 400. Began service Sept. 1953. Equipment Jerrold. P. P. McCray, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Phillippi—Phillippi Community TV, Phillippi. Began service June 1954. Equipment Entron.

Piedmont—Upper Potomac TV Co. Inc., 77 Ashfield St. Phone: 6121. No. subscribers, 1000; estimated potential, 2000. Began service March 1952. Equipment Jerrold. Homer Ferrell, pres. Stations: WRC-TV, WTTG & WTOP-TV, Washington; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Prenter—Red Parrot Coal Co., Prenter. Began service Dec. 12, 1951. Equipment Jerrold. C. G. Evans, mgr.

Princeton—Commercial TV Service Inc., 829 Mercer St. Phone: 3378. No. subscribers, 200; estimated potential, 1200. Began service June 1952. Equipment Jerrold. E. Clyde Bourne, pres. Stations: WSLSTV, Roanoke; WCHS-TV, Charleston.

Rainelle—Rainelle TV Corp., Rainelle. Phone: 3271. No. subscribers, 240; estimated potential, 450. Began service Sept. 1, 1951. Equipment Jerrold. J. E. Decker, pres. Stations: WSLSTV, Roanoke, Va.; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Richwood—Richwood TV Co. Inc., Oakford & Main Sts. Phone: 4741. No. subscribers, 371; estimated potential, 500. Began service May 1, 1952. Equipment Jerrold. Carl E. Gainer, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Ronceverte—Ronceverte TV Corp., Ronceverte.

Rowlesburg—Community Cable Co. Inc., Diamond St. Phone: 4371. No. subscribers, 40; estimated potential, 100. Began service Oct. 1953. Equipment Blonder-Tongue. S. A. Phillips Jr., pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Slab Fork—Slab Fork Coal Co., Slab Fork. Equipment Jerrold. S. Austin Caperton Jr., mgr.

Spencer—T. J. Arnold Appliance Co., 329 Market St. Phone: 893. No. subscribers, 300; estimated potential, 450. Began service 1950. Equipment Jerrold. Thomas J. Arnold, owner. Stations: KDKA-TV, Pittsburgh; WTRF-TV Wheeling; WSTV-TV, Steubenville.

War—TV Antenna Service Inc., Box 386. Phone: 9. No. subscribers, 300; estimated potential, 1200. Began service 1952. Equipment Jerrold. L. W. Coffey, pres. Stations: WSAZ-TV, Huntington; WSLSTV, Roanoke; WCHS-TV, Charleston.

Webster Springs—Webster TV, Webster Springs. Equipment Jerrold.

Weirton—Weirton TV Cable Corp., 3225 Main St. Phone: 1603. Began service April 1952. Equipment Jerrold. Victor A. Greco, pres.

Welch—Welch Antenna Co., 330 Virginia Ave. Phone: 1431. No. subscribers, 645; estimated potential, 750. Began service June 1951. Equipment Jerrold. Edmund O. Gates & Wm. Turner, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WSLSTV, Roanoke, Va.

Weston—Weston TV Cable Corp., 229 Main Ave. Phone: 607. No. subscribers, 750; estimated potential, 1500. Began service Jan. 1, 1954. Equipment Jerrold. M. Wm. Adler, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Wheeling—Wheeling Antenna Co. Inc., Box 1043. Phone: 4070. Began service Nov. 3, 1952. Equipment composite. Donald W. Levenson, pres.; Melvin C. Truax, mgr.

Whitesville—Whitesville Radio & Refrigeration Service, Whitesville. Phone: 4221. No. subscribers, 100; estimated potential, 250. Began service July 1951. Equipment Jerrold. Wm. D. Peters & James Williams, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Williamson—Williamson TV Corp., Williamson. Began service June 1952. Equipment Jerrold. Jack Gates, mgr.

WISCONSIN

Niagara—Niagara Community TV Co-op, 100 Clark St. No. subscribers, 309; estimated potential, 550. Began service Sept. 7, 1954. Equipment Jerrold. Edward Gaber, pres. Stations: WBAY-TV, Green Bay; WMBV-TV, Marinette.

Rhineland—Rhineland TV Cable Corp., Box 698. Phone: 42-W. Began service July 27, 1954. Equipment Jerrold. D. H. Goodearle, pres.; C. W. Gilley, mgr. Stations: WBAY-TV, Green Bay; WSAU-TV, Wausau; KDAL-TV, Duluth.

Richland Center—Therman Moon's TV Co., Richland Center. Equipment Jerrold.

Wausau—Center Cable Co., 309 Jackson St. Equipment Jerrold.

WYOMING

Casper—Community TV Systems of Wyoming, 218 W. Wolcott. Phone: 2-7171. No. subscribers, 2700; estimated potential, 9500. Began service Jan. 1, 1954. Equipment Jerrold. Bill Daniels, pres.; G. W. Schneider, mgr. Stations: KLZ-TV, KOA-TV, KBTW & KFEL-TV, Denver; KFBC-TV, Cheyenne.

Cody—Cody Community TV Corp., 1149 Sheridan St. Phone: 1147. No. subscribers, 160; estimated potential, 500. Began service Nov. 1, 1954. Equipment, Ampli-Vision. Harry M. Moore, pres. Station: KOOK-TV, Billings.

Cokeville—Cokeville TV Co., Box 68. Equipment Jerrold. H. L. Caraway, secy.

Jackson—Jackson Community TV System, Jackson. Everett L. Mains. Station: KID-TV, Idaho Falls.

Kemmerer—Kem-Tev Corp., 717 Pine Ave.

Laramie—Laramie Community TV Co., 24th & Baker Sts. Phone: 6100. No. subscribers, 1270; estimated potential, 4500. Began service March 10, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KFEL-TV, KOA-TV, KLZ-TV & KBTW, Denver; KFBC-TV, Cheyenne.

Mountain View—Dahlquist & Fenus, Mountain View.

Rock Springs—A. M. Carallo, 818 Bushnell Ave.

Sheridan—Clouds Peak Radio & TV, Sheridan. C. H. McHolland, Don Tannehill.

Thermopolis—Thermopolis Bestg. Co. Inc., 320 N. Railroad St. Phone: 386. No. subscribers, 50; estimated potential, 500. Began service May 1, 1955. Equipment Ampli-Vision. H. S. Taylor, pres.; J. C. Henry, v.p.-mgr. Station: KOOK-TV, Billings.

Worland—Worland TV Corp., 122 S. Eighth St. Phone: 834. No. subscribers, 350; estimated potential, 800. Began service May 5, 1954. Equipment, Ampli-Vision. Thomas Mitchell Jr., pres. Station: KOOK-TV, Billings.

ALASKA

Ketchikan—Ketchikan Alaska TV Inc., 422 Water St. Phone: 3875. No. subscribers, 335; estimated potential, 1500. Began service Nov. 17, 1953. Equipment Jerrold. R. D. Jensen, pres.; Wally Christiansen, ch. eng. Originates own signals with Dage cameras, Holmes 16mm projectors.

Canadian Community Antenna Systems

Grand'Mere, Que.—Jules Matteau TV, 1360 Sixth Ave. Phone: 3889. No. subscribers, 325; estimated potential, 1800. Began service Sept. 1, 1954. Equipment, Entron. Jules Matteau, owner. CBFT & CBMT, Montreal; CFCM-TV, Quebec.

Guelph, Ont.—Neighbourhood TV Ltd., 31 Quebec St. Phone: 3078. No. subscribers, 900; estimated potential, 3000. Began service Aug. 1953. Equipment Jerrold & Westbury. F. T. Metcalf, pres.-mgr. Tony Small, sales mgr. Stations: WBEN-TV & WGR-TV, Buffalo; CKCO-TV, Kitchener; CBLT, Toronto; CHCH-TV, Hamilton.

London, Ont.—Cablevision Ltd., 13 King St. Phone: 4-1144. No. subscribers, 20; estimated potential, 5000. Began service Oct. 1951. Equipment Spencer-Kennedy & Jerrold. E. R. Jarman, pres. Stations: WNBK, WEWS & WXEL, Cleveland.

Midland, Ont.—Tower TV Ltd., Midland. Equipment Entron. W. H. Pinchin, pres.; W. H. Cranston, v.p.

Montreal, Que.—Rediffusion Inc., 6301 Park Ave. Victoria 2501. No. subscribers, 4500. Began service Oct. 1952. Equipment Rediffusion Inc. A. Cross, pres.; K. Easton, chief engr. Stations: CBFT & CBMT, Montreal; closed-circuit originations.

*** Toronto, Ont.**—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg. EM 4-0141, W. C. Thornton Cran, pres.

Trail, B. C.—Kootenay Video Programs Ltd., Pine Ave. at Farwell. Phone: 2588. No. subscribers, 22; estimated potential, 3700. Began service Oct. 1, 1954. Equipment, Jerrold. Gordon L. Fairweather, pres.; John D. Hepburn, v.p.-mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Vancouver, B. C.—TruVu TV Ltd., 846 Howe St. Marine 6464. Began service Sept. 1, 1953. Equipment, Spencer-Kennedy. G. C. Chandler, pres. Stations: CBUT, Vancouver; KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma; KVOS-TV, Bellingham, Wash.

Note: Trans-Community Television Inc., 141 El Camino Drive, Beverly Hills, Cal., Crestview 5-4196 (Jerome L. Doff, pres.) is organized to originate all of its programs and distribute them to subscribers' homes via cable.

Radio Corporation of America

30 Rockefeller Plaza, New York 20, N. Y. Telephone Columbus 5-5900

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Telephone: Hamilton 4-8341

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* To be absorbed in new Whirlpool-Seeger Corp., owned about 20% by RCA (see *Television Digest*, Vol. 11:29-30).

Manufacturing Plants

Bloomington, Ind., 1300 So. Rogers St. Bloomington 7241. (TV sets).

Cambridge, O. Cambridge 2-3531. (Victrola phonographs, television receiver parts).

Canonsburg, Pa., Adams Ave. Sherwood 5-4200 (radios, Victrola phonographs).

Hamilton, O., East Ave. Hamilton 4-8341. (gas-electric ranges).

Hollywood, Calif., 1016 No. Sycamore, Oldfield 4-1660 (sound film recording, records).

Indianapolis, Ind., 501 No. LaSalle St. Melrose 6-5321. (TV receivers, records).

Monticello, Ind., Hanawalt Rd. Monticello 100. (TV cabinets).

New York, N. Y., 155 E. 24th St. Murray Hill 9-0500. (recording studios, records).

Rockaway, N. J. (records). Rockaway 6-1662.

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RCA Photophone of Australia, Pty., Ltd., Sydney, Australia

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Lancaster, Pa., New Holland Pike. Lancaster 3-3661. (kinescopes, power tubes, TV camera & special purpose tubes).
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- BROADCAST NEWS**, Camden, N. J. Woodlawn 3-8000. RCA Engineering Products Div. John P. Taylor, editor. Bimonthly.
- BUSINESS SCREEN MAGAZINE**, 7064 Sheridan Rd., Chicago 26, Ill. BRlrgate 4-8234. O. H. Coelln Jr., editor & publisher. Every 6 weeks.
- THE CHRISTIAN BROADCASTER**, 156 Fifth Ave., New York 10, N. Y. ALgonquin 5-5000. World Committee for Christian Broadcasting, c/o National Council of Churches of Christ. Rev. W. Burton Martin, editor, English edition. Quarterly.
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(Continued on next page)

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RADIO-TELEVISION SERVICE DEALER, 67 W. 44th St., New York 36, N. Y. Murray Hill 7-2080. Cowan Publishing Corp. Sanford R. Cowan, publisher; S. L. Marshall, editor. Monthly.

RCA REVIEW, Princeton, N. J. Phone: 2500. RCA Laboratories C. C. Foster, mgr. Quarterly.

RECORD & SOUND RETAILING, 274 Madison Ave., New York 16, N. Y. Murray Hill 5-5383. M. & N. Harrison Inc. Neil F. Harrison, publisher; Ralph Freas, editor. Monthly.

RETAILING DAILY, 7 E. 12th St., New York 3, N. Y. ALgonquin 5-5252. Fairchild Publications Inc. Louis W. Fairchild, president; Louis Goodenough, editor.

RORABAUGH REPORT ON SPOT TELEVISION ADVERTISING, 347 Madison Ave., New York 17, N. Y. Murray Hill 6-2193. N. C. Rorabaugh Co. N. Charles Rorabaugh, publisher; Stella Brauner, editor. Quarterly.

ROSS REPORTS ON TELEVISION, 551 Fifth Ave., New York 17, N. Y. Murray Hill 2-5910. Television Index Inc. Jerry Leichter, editor & publisher. Semi-weekly, monthly & annual.

SALES MANAGEMENT, 388 Fourth Ave., New York 16, N. Y. Lexington 2-1760. Raymond Bill, publisher; Philip Salisbury, editor. Semi-monthly.

SERVICE, 52 Vanderbilt Ave., New York 17, N. Y. Murray Hill 4-0170. Bryan Davis Publishing Co. Bryan Davis, pres.; Lewis Winner, editor. Monthly.

SERVICE MANAGEMENT, Box 1321, Indianapolis, Ind. MEIrose 6-5597. Lecture Bureau Publishing Co. Paul H. Wendell, editor & publisher. Monthly.

SIGNAL, 1624 I St. NW, Washington 6, D. C. EXecutive 3-3033. Armed Forces Communications & Electronics Assn. George P. Dixon, editor. Bi-monthly.

SPACE & TIME, 15 E. 40th St., New York 16, N. Y. LEXington 2-1366. Sam Shain, editor & publisher. Weekly.

SPONSOR, 40 E. 49th St., New York 17, N. Y. Murray Hill 8-2772. Norman R. Glenn, editor & president. Biweekly.

SPOT RADIO REPORT, Larchmont, N. Y. LARCHmont 2-0833. Executives Radio-TV Service. James M. Boerst, publisher.

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TELECOMMUNICATIONS REPORTS, 1208 National Press Bldg., Washington 4, D. C. DISTRICT 7-2654. Roland C. Davies, editor. Weekly.

TELE-TECH & ELECTRONIC INDUSTRIES, 480 Lexington Ave., New York 17, N. Y. PLaza 9-7880. Caldwell-Clements Inc. M. Clements, publisher. Bernard F. Osbahr, editor. Monthly.

TELEVISION, 600 Madison Ave., New York 22, N. Y. PLaza 3-3671. Frederick Kugel Co. Frederick A. Kugel, editor & publisher; Wayne Oliver, exec. editor. Monthly.

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TELEVISION DIGEST, Wyatt Bldg., Washington 5, D. C. STerling 3-1755. Radio News Bureau. Martin Codel, editor & publisher. Weekly.

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TIME BUYERS REGISTER, Larchmont, N. Y. LARCHmont 2-0833. Executives Radio-TV Service. James M. Boerst, publisher.

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TV GUIDE, 400 N. Broad St., Philadelphia, Pa. RITtenhouse 6-1600. Triangle Publications Inc. Walter H. Annenberg, editor. Weekly.

TV, THE NEWS MAGAZINE OF THE TELEVISION WORLD, 6327 Santa Monica Blvd., Hollywood 38, Cal. HUDson 2-3255. Ver Halen Publishing Co. Syd Cassidy, editor. Monthly.

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WESTERN ADVERTISING, 580 Market St., San Francisco 4, Cal. GARfield 1-8966. Allan J. Oppenheim, publisher; Frank J. Bruguere, editor. Magazine monthly. "news issue" weekly.

WESTERN APPLIANCES & TELEVISION, 274 Brannan St., San Francisco 7, Cal. EXbrook 7-0070. Frederic M. Rea, publisher; Kenneth A. Pratt, editor. Monthly.

WHO'S WHO IN ELECTRONIC DISTRIBUTION, 848 Leader Bldg., Cleveland 14, O. Prospect 1-1631. Radio & Electronic Jobber News Inc. Howard Markt, publisher; Robert A. Harris, editor & business mgr.

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- U. S. AIR FORCE**, Air Research & Development Command:
Air Force Research Center, Cambridge, Mass. University 4-4720. Maj. Gen. Raymond C. Maude, commander.
Air Development Center, Griffiss Air Force Base, Rome, N. Y. Rome 3200. Maj. Gen. Stuart P. Wright, commander.
Air Development Center, Wright-Patterson Air Force Base, Dayton, O. Kenmore 7111. Maj. Gen. Albert Boyd, commander.
- U. S. ARMY SIGNAL CORPS**, Ft. Monmouth, N. J.:
Coles Signal Laboratory, Red Bank, N. J. Eatontown 3-1060. Col. T. M. Hahn, director.
Evans Signal Laboratory, Belmar, N. J. Asbury Park 2-7400. Col. L. E. Gaither, director.
- U. S. NAVY DEPARTMENT**:
Naval Research Laboratory, 4th & Chesapeake Sts. SW, Washington 25, D. O. Johnson 3-6600. Dr. E. O. Hulburt, director of research.
U. S. Navy Electronics Laboratory, San Diego 52, Cal. Bayview 2-6311. Dr. Franz N. D. Kurle, technical director.

RETMA Monthly Reports

Factory, Distributor and Retail TV-Radio Set Sales and Inventories—1950-55

Television Receivers

	Factory Sales	Factory Inventories End of Month	Distributor Purchases†	Distributor Inventories End of Month	Shipments to Dealers	Retail Sales‡
1950						
January	427,000	46,800	427,000	136,100	377,900
February	495,800	30,900	495,800	96,300	535,600
March (5 weeks)	687,000	30,500	687,000	141,300	642,000
April	520,500	52,600	520,500	180,000	481,800
May	375,700	162,900	375,700	208,400	347,300
June (5 weeks)	464,200	201,200	464,200	395,500	277,100
July	346,000	182,700	346,000	273,400	468,100
August	796,100	107,200	796,100	240,300	829,200
September (5 weeks)	867,700	83,300	867,700	187,900	920,100
October	874,300	47,300	874,300	234,100	828,100
November	707,900	78,200	707,900	287,900	654,100
December (5 weeks)	792,900	143,800	792,900	363,500	717,300
Total	7,355,100		7,355,100		7,078,600	
1951						
January	636,000	158,500	631,750	371,200	624,050
February	667,119	170,700	664,019	386,319	648,900
March (5 weeks)	772,661	268,039	767,961	517,980	636,300
April	286,166	481,873	282,066	524,455	275,591
May	239,368	647,505	234,615	513,823	245,250
June (5 weeks)	202,852	797,153	195,852	519,361	190,314
July	145,079	801,000	139,604	534,440	124,525	280,525
August	186,484	761,221	183,984	541,708	176,716	245,716
September (5 weeks)	609,000	489,562	606,775	493,708	654,775	642,775
October	506,429	395,000	498,329	446,137	545,900	508,900
November	523,332	287,000	518,732	405,469	559,400	559,400
December (5 weeks)	537,398	216,710	532,123	439,340	498,252	655,252
Total	5,311,888		5,255,813		5,179,973	2,892,568
1952						
January	417,689	203,954	412,028	485,342	366,026	371,024
February	409,269	204,022	403,720	459,804	429,258	411,258
March (5 weeks)	480,562	234,021	474,046	469,349	464,501	497,501
April	265,175	291,724	261,580	447,519	283,410	312,410
May	203,842	397,257	201,079	415,899	232,699	276,699
June (5 weeks)	339,926	418,483	339,926	437,292	318,533	232,023
July	279,383	338,021	272,003	392,356	316,940	235,038
August	481,527	254,263	479,340	556,364	315,332	233,429
September (5 weeks)	845,349	164,579	842,103	582,576	815,891	875,290
October	791,190	97,506	787,686	456,483	913,779	847,219
November	768,713	105,170	768,713	468,341	756,855	803,327
December (6 weeks)	906,911	119,345	901,865	404,315	965,891	1,049,770
Total	6,193,644		6,139,480		6,174,505	6,144,988
1953						
January	703,351	135,228	697,515	406,743	695,087	640,073
February	735,065	130,760	731,610	485,262	653,091	537,122
March (5 weeks)	735,376	205,496	731,155	504,579	711,838	603,704
April	409,530	363,844	404,711	516,798	392,492	319,721
May	246,186	599,594	238,721	512,171	243,348	244,191
June	430,583	693,490	426,419	612,196	326,394	431,089
July	431,874	577,905	422,376	721,560	313,012	340,406
August	570,987	610,678	561,159	820,149	462,570	430,101
September	860,915	520,748	852,967	827,492	845,624	753,953
October	706,107	495,074	693,819	822,717	698,594	621,768
November	567,583	487,688	549,228	670,317	701,628	678,295
December	474,284	463,191	458,821	469,663	660,515	774,856
Total	6,870,941		6,768,501		6,656,555	6,375,279
1954						
January	525,257	360,418	520,380	380,216	612,622	731,917
February	521,556	265,795	515,358	435,196	460,378	536,017
March (5 weeks)	563,507	301,894	554,326	406,683	582,839	505,493
April	439,147	320,355	429,019	433,038	410,032	371,720
May	297,523	419,119	291,898	413,341	311,595	308,728
June (5 weeks)	414,942	548,319	406,532	522,368	297,505	351,885
July	373,198	482,106	365,712	558,506	329,574	368,634
August	629,200	486,293	618,657	710,469	466,694	484,533
September (5 weeks)	995,477	438,612	982,359	687,103	1,005,725	986,136
October	971,121	388,967	948,525	732,468	903,160	799,164
November	834,015	413,453	821,771	779,860	774,379	779,105
December (5 weeks)	839,635	407,241	809,071	574,704	1,014,227	1,093,702
Total	7,404,578		7,263,698		7,161,362	7,317,034
1955						
January	695,111	366,712	691,841	629,066	637,479	647,585
February	682,080	387,146	672,455	660,750	640,771	626,613
March (5 weeks)	763,786	454,516	751,968	722,621	690,097	669,794
April	407,260	630,430	389,260	650,779	361,102	411,748
May	241,866	855,958	233,112	635,710	348,181	416,908

† Years prior to 1952 include all factory sales. After that, figures represent factory sales in domestic markets only. ‡ Retail sales figures for TV and radio unavailable prior to July 1951. Estimates from July 1951-Aug. 1952 by Dun & Bradstreet. RETMA started own survey in Sept. 1952.

Radio Receivers

	Factory Sales	Distributor Sales	Retail Sales‡
1950			
January	934,900	818,000
February	1,036,300	1,014,500
March (5 weeks)	1,379,400	1,312,600
April	1,252,000	1,108,800
May	1,126,500	1,023,200
June (5 weeks)	1,385,400	1,231,300
July	704,800	905,600
August	1,362,400	1,316,100
September (5 weeks)	1,429,400	1,507,800
October	1,258,400	1,163,900
November	1,201,100	1,256,500
December (5 weeks)	1,571,600	1,688,300
Total	14,642,200	15,346,600	
1951			
January	1,177,995	1,118,773
February	1,313,480	1,195,624
March (5 weeks)	1,737,079	1,483,855
April	1,287,073	964,569
May	1,262,225	1,145,609
June (5 weeks)	983,205	1,017,195
July	489,805	535,463	484,107
August	555,570	533,503	505,095
September (5 weeks)	1,104,070	1,051,903	688,504
October	898,280	885,813	629,954
November	739,934	834,118	618,528
December (5 weeks)	909,289	1,111,135	1,188,332
Total	12,458,005	11,877,560	4,114,520
1952			
January	728,659	683,543	491,987
February	839,772	825,539	526,582
March (5 weeks)	1,118,100	1,004,085	634,790
April	895,877	808,457	470,739
May	790,339	755,777	502,284
June (5 weeks)	941,436	921,070	491,975
July	529,917	630,847	378,195
August	696,429	671,297	417,327
September (5 weeks)	1,036,651	1,045,994	953,816
October	941,350	959,122	647,469
November	1,016,713	832,032	562,849
December (6 weeks)	1,485,809	1,826,270	1,611,688
Total	11,021,052	10,964,033	7,689,701
1953			
January	1,054,287	922,799	862,393
February	1,147,923	1,016,182	998,589
March (5 weeks)	1,416,851	1,253,442	1,170,985
April	1,078,363	928,250	895,894
May	1,031,937	1,147,506	1,213,786
June	1,147,869	677,179	954,890
July	700,723	1,025,186	702,874
August	937,079	891,153	868,368
September	1,216,875	1,078,549	1,008,224
October	1,112,503	875,854	743,305
November	1,016,575	1,029,575	1,007,028
December	1,073,525	1,548,155	1,781,692
Total	12,934,610	12,393,830	12,208,028
1954			
January	801,349	660,868	705,065
February	727,765	611,735	594,640
March (5 weeks)	865,823	781,265	856,283
April	715,635	713,897	758,900
May	723,426	591,055	627,142
June (5 weeks)	763,026	883,025	799,023
July	534,541	529,860	602,485
August	754,500	666,692	721,065
September (5 weeks)	1,071,129	1,015,854	1,057,282
October	1,112,436	970,137	900,798
November	1,170,163	1,112,399	1,070,011
December (5 weeks)	1,344,356	1,598,750	1,698,172
Total	10,546,671	10,311,963	10,555,203
1955			
January	1,034,353	942,350	1,047,048
February	991,542	903,254	912,635
March (5 weeks)	1,391,227	1,247,170	1,209,870
April	1,062,890	977,114	931,934
May	987,324	954,387	956,894

Radio Set Production: RETMA Estimates, 1924-1954

Year	Total Units	(Mfrs.) Value	Year	Total Units	(Mfrs.) Value	Year	Total Units	(Mfrs.) Value
1924	1,500,000	1931	3,593,993	\$104,705,400	1938	7,141,811	\$112,263,000
1925	2,000,000	1932	2,446,143	54,374,700	1939	10,762,631	153,421,100
1926	1,750,000	1933	4,157,045	70,269,400	1940	11,831,187	176,626,900
1927	1,350,000	1934	4,478,907	94,859,400	1941	13,642,334	233,841,100
1928	3,250,000	1935	6,030,508	128,399,100	1942	4,306,984†	102,968,700
1929	4,428,000	1936	8,248,755	169,359,700	1946	15,955,000	434,244,000
1930	3,788,961	\$155,432,300	1937	8,083,144	165,390,900	1947	20,000,000	650,000,000

† Civilian production terminated April 22, 1942, by order of WPB.

RETMA Monthly Reports

Television Receiving Set Production, 1947-55[†]

(With Factory Values—See Footnotes)

Estimates for Industry as Whole, Compiled by Radio-Electronics-Television Manufacturers Assn.

TYPE OF SETS	Jan.	Feb.	Mar. (5 weeks)	Apr.	May	June (5 weeks)	July	Aug.	Sept. (5 weeks)	Oct.	Nov.	Dec. (5 weeks)	Total
Table Model													
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,182	53,318	48,003	58,814	69,235	62,872	82,664	102,571	646,509
1949	95,103	102,183	139,830	126,922	139,651	131,404	61,310	136,603	155,785	213,330	281,811	208,759	1,792,691
1950	222,980	214,690	328,580	269,320	230,540	204,980	127,620	234,680	267,510	259,810	276,610	304,240	2,941,560
1951	232,152	225,219	324,121	230,197	208,503	158,348	66,166	65,458	166,672	206,930	182,121	210,014	2,275,501
1952	206,961	184,662	218,512	180,456	168,019	164,907	98,463	174,147	339,837	311,918	353,556	436,097	2,837,507
1953	301,783	330,151	388,468	272,190	222,207	240,731	131,156	280,983	316,776	270,521	259,575	210,183	3,224,724
1954	234,749	239,621	374,448	309,959	246,210	332,946	185,986	376,907	487,214	519,719	471,766	469,814	4,249,339
TOTAL	1,317,328	1,330,732	1,821,672	1,431,798	1,093,939	1,294,288	724,258	1,335,576	1,826,214	1,858,612	1,922,777	1,959,441	18,084,546
1955	353,486	418,703	526,877	391,136	339,384								
Console & Consolette													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,465	37,039
1948	8,030	6,250	7,961	5,489	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,550	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,979	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,744,859
1952	185,815	209,713	284,184	137,615	136,120	188,360	91,182	203,954	380,544	371,580	392,548	452,503	3,038,895
1953	400,818	380,828	391,531	484,368	254,766	275,037	178,242	299,963	426,346	375,062	266,186	222,193	3,755,340
1954	178,932	184,733	219,312	141,115	147,049	207,559	117,807	255,199	447,339	389,177	370,649	352,665	3,011,536
TOTAL	1,359,542	1,436,415	1,759,061	1,312,618	997,391	1,197,237	676,869	1,351,622	2,008,116	2,576,429	1,860,324	1,905,383	17,576,130
1955	292,604	267,653	292,694	185,969	122,840								
Phonograph Combination													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,245	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	71,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,878
1953	16,633	19,618	30,113	11,320	4,963	8,711	6,891	22,814	26,963	34,850	34,436	17,411	235,763
1954	6,890	2,579	5,846	6,534	3,028	3,637	3,192	1,281	13,243	12,580	16,086	10,944	85,840
TOTAL	146,879	153,462	187,880	113,481	86,246	77,599	70,940	132,422	230,710	273,734	247,125	249,937	1,970,315
1955	8,492	16,158	11,585	6,069	5,170								
Total TV Set Production													
1947	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571 ¹
1948	33,836	40,370	58,552	52,129	55,403	72,325	63,767	73,443	98,708	106,378	138,183	181,906	975,000 ²
1949	150,358	147,800	226,543	206,918	202,904	200,543	98,672	230,643	278,926	378,635	514,592	363,466	3,000,000 ³
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,800	858,500	7,463,000 ⁴
1951	650,700	679,319	870,000	500,000	405,000	352,500	148,926	146,705	337,341	411,867	413,332	467,108	5,384,798 ⁵
1952	404,933	409,337	510,561	322,878	309,375	361,152	198,921	397,769	755,655	724,117	780,486	921,086	6,096,279 ⁶
1953	719,234	730,597	810,112	567,878	481,936	524,479	316,289	603,760	770,085	680,433	560,197	449,787	7,215,827 ⁷
1954	420,571	426,933	599,606	457,608	396,287	544,142	306,985	633,387	947,796	921,476	858,501	833,423	7,346,715 ⁸
TOTAL	2,823,769	2,920,509	3,768,613	2,657,927	2,345,595	2,569,125	1,471,067	2,818,590	4,065,030	4,194,899	4,030,226	4,104,621	37,760,990
1955	654,582	702,514	831,156	583,174	467,394								

¹ Factory value estimated at \$50,000,000. ² Factory value, \$230,000,000. ³ Factory value, \$580,000,000. ⁴ Factory value, \$1,350,000,000. ⁵ Factory value, \$956,986,300. ⁶ Factory value, \$1,049,000,000. ⁷ Factory value, \$1,170,151,000. ⁸ Factory value, \$1,040,466,000. [†] Pre-war TV production estimated at about 8000 (no valuation reported); and 1946 production reported to old RMA was 6476 units, valued at \$1,250,000.

RETMA Estimates of Factory

Cathode-Ray Tube Sales, 1947-55

	Initial Equipment	Renewal	Export	Govt.	Value
1947	238,427	28,649	8,402*		\$ 8,893,292
1948	1,258,797	95,816	2,225	5,090	36,215,978
1949	3,343,996	216,415	6,704	9,948	101,884,679
1950	7,530,849	494,499	13,346	19,065	214,918,874
1951	4,539,089	703,208	25,982	54,856	130,642,576
1952	6,222,706	1,447,114	87,903	60,860	178,844,275
1953	7,704,373	1,818,819	457,806	22,050	244,632,370
1954	7,596,930	1,824,849	602,499	47,770	206,075,994
1955**	2,973,690	1,033,622	247,336	14,978	81,649,060

* Combined Export and Govt.
** First 5 months only.

RETMA Estimates of Factory

Receiving Tube Sales, 1949-55

	Initial Equipment	Renewal	Export	Govt.	Value*
1949	147,298,436	39,696,297	10,072,845	1,685,717	...
1950	301,483,350	69,324,540	10,767,831	1,384,878	...
1951	247,855,249	94,596,563	24,438,351	8,753,534	...
1952	241,405,452	83,843,283	13,935,151	29,335,357	\$259,116,089
1953	293,601,162	112,785,183	20,614,075	10,091,135	191,328,171
1954	246,728,971	115,357,829	15,922,364	7,080,294	385,089,458
1955**	111,225,047	59,794,618	6,942,790	6,720,128	137,421,579

For previous years, only the combined annual totals are available from RETMA.

* Factory value statistics prior to 1952 not compiled.
** First 5 months only.

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Flint, Mich.	Worcester, Mass.
Norfolk, Va.	Binghamton-TV

Evaluations • Consultations

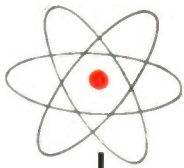
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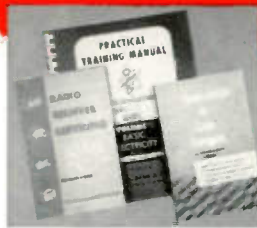
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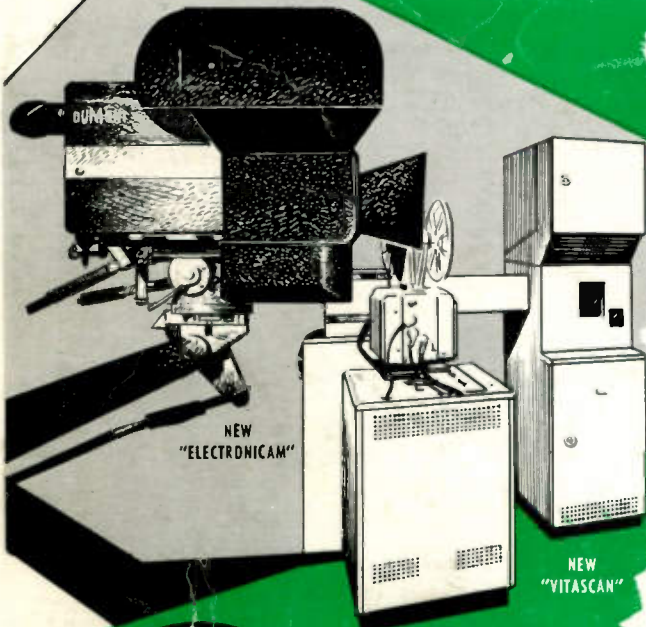
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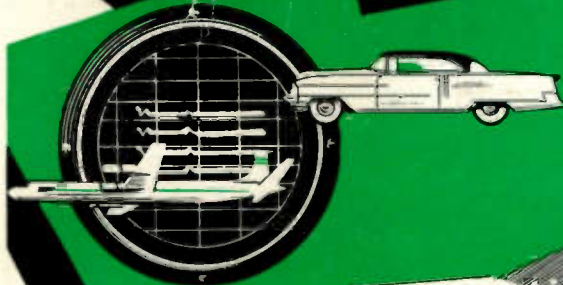


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