

1956

**INTERNATIONAL
Television
ALMANAC**

Who

What

Where in Television and Radio

... For America's Leaders
of Business and Industry...

**TV COMMERCIALS
THAT SELL,
BY
N. S. S.!**

**GENERAL
ELECTRIC**

**AMERICAN
MOTORS
NASH**

**KELVINATOR
REFRIGERATORS
AND
WASHERS**

**ELGIN
WATCHES**

**NATIONAL
BROAD-
CASTING
CO.**

**HAMILTON
WATCHES**

**NATIONAL
GYPSUM**

Du PONT

National Screen Service brings to the Television advertiser 35 years of recognized experience in the production of advertising film designed to convey your message vividly, succinctly, successfully.

Some of the distinguished leaders of American business who have availed themselves of this experience are listed. Scores of others - large and small - have found, through their advertising agencies, that National Screen Service is synonymous with quality!

NATIONAL *Screen* SERVICE

NEW YORK • 1600 BROADWAY • CIRCLE 6-5700
HOLLYWOOD • 7026 SANTA MONICA BLVD., GLADSTONE 3136

121092



"GENERAL SPORTS TIME"
sponsored by General Tire & Rubber Co.

"BETHLEHEM SPORTS TIME"
sponsored by Bethlehem Steel Co.

"THIS WEEK IN SPORTS"
sponsored by International News Service

HARRY WISMER
General Teleradio, Inc.

BUILD WITH GUILD

5 NEW GUILD WINNERS

to build station ratings
and sponsor sales

PAUL COATES' CONFIDENTIAL FILE

Exposes rackets, unmask social problems, reports on unusual personalities that make up America. Tremendous sales impact . . . Los Angeles' highest rated local show. Dynamic, exciting, unique!

THE GOLDBERGS

starring GERTRUDE BERG

They've moved to Haverville, U.S.A. and there's a fresh new flavor to America's most beloved family show as it embarks on a heart-warming new series of adventures.

I SPY

starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, recounting the true stories behind history's most famous spies. Sets a new trend for impact in mystery, intrigue and adventure.

BROTHER MARK

starring RICHARD KILEY

Television's great new dramatic discovery starring in a new and different type of high-pitch adventure drama with a bright spiritual quality, and authentic European backgrounds.

The INA RAY HUTTON Show

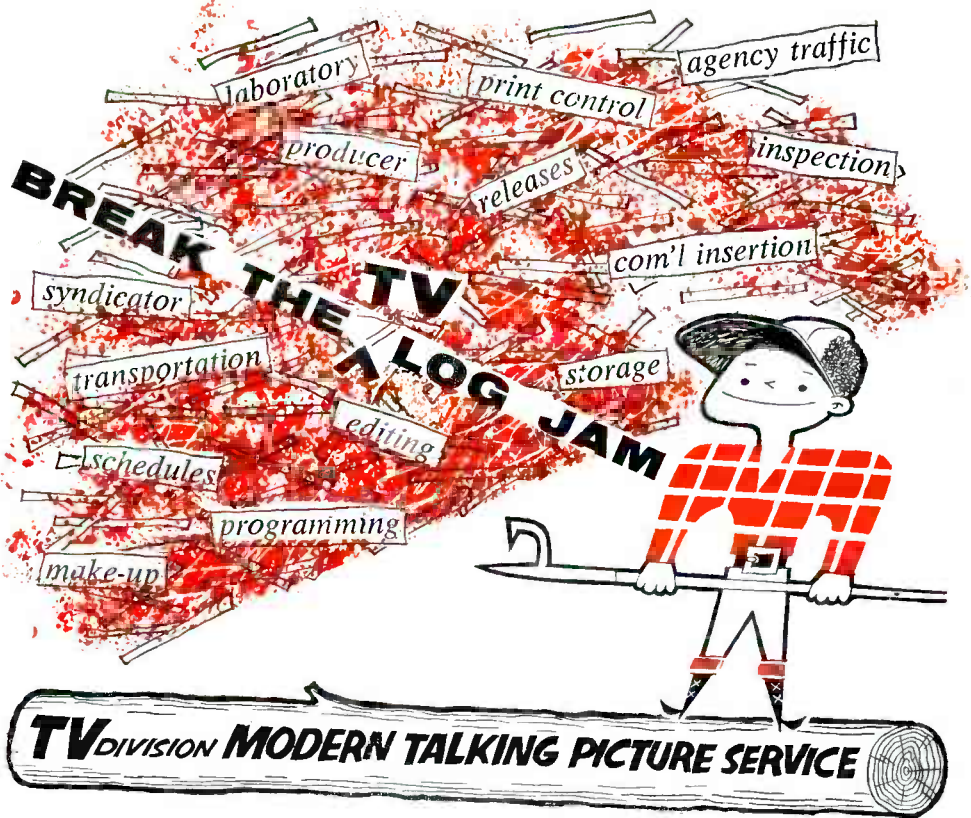
Television's first all-girl musical extravaganza. Another thrill-packed musical-variety treat from the producers of the famous LIBERACE Show.

check these
current GUILD Hits:


- LIBERACE SHOW
- FLORIAN ZABACH SHOW
- FRANKIE LAINE SHOW
- LIFE WITH ELIZABETH
- JOE PALOOKA
- CONRAD NAGEL THEATRE
- IT'S FUN TO REDUCE
- LOONEY-TUNES
- MPTV FEATURE FILMS
- JOHNNY MACK BROWN WESTERNS
- WRESTLING FROM HOLLYWOOD


GUILD  FILMS

460 PARK AVENUE • NEW YORK 22, N.Y. • MURRAY HILL 8-5365
IN CANADA S.W. CALDWELL, Ltd., TORONTO



MODERN holds the key to clear your TV traffic jam

 A COMPLETE TV FILM traffic and distribution system, backed by years of know-how and experience in association with leading advertising agencies.

 A SPECIALIZED SERVICE created exclusively to eliminate your TV film traffic and print procurement problems.

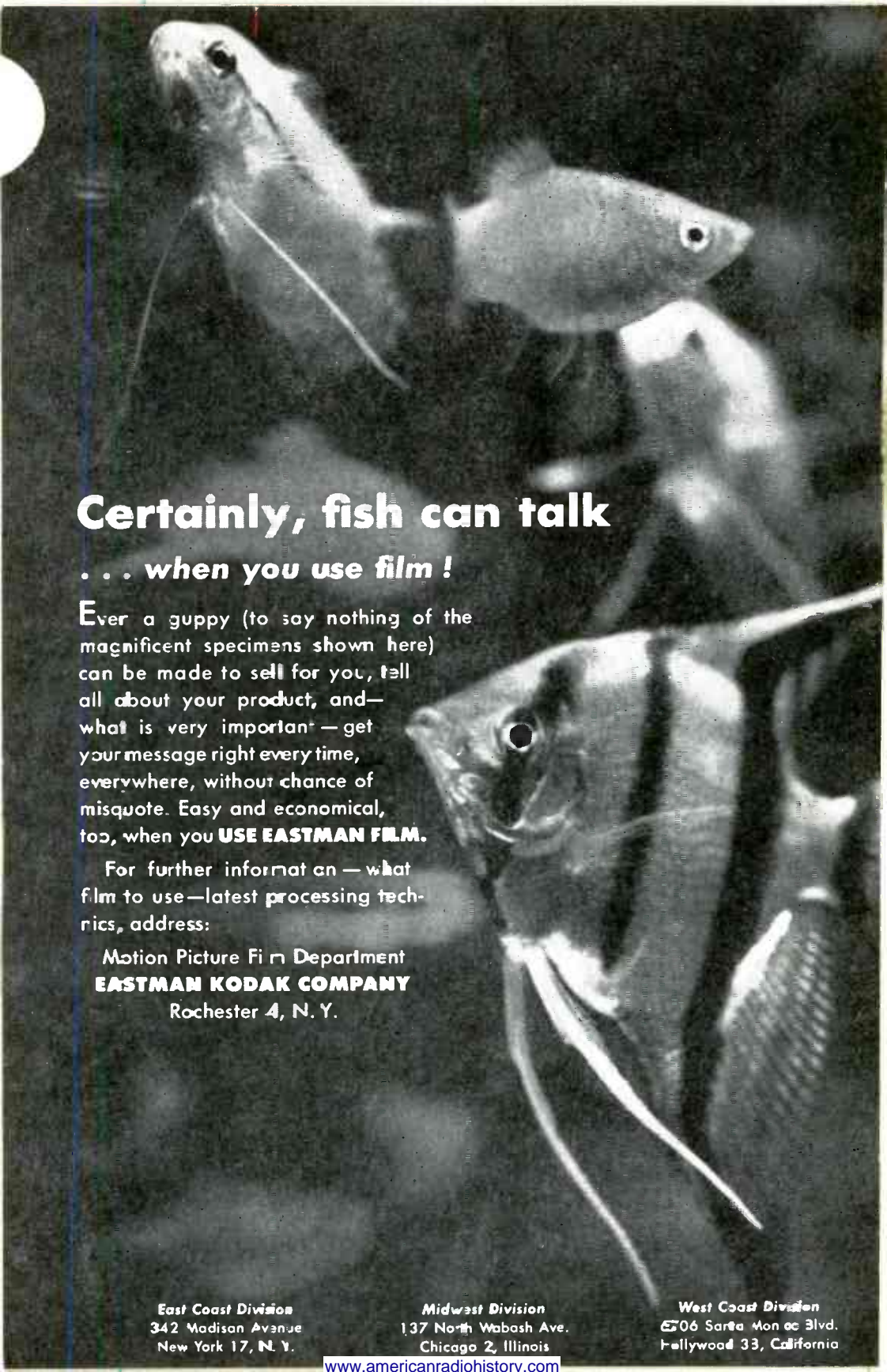
TV DIVISION
MODERN
TALKING
PICTURE
SERVICE

for further information:

NEW YORK —
 219 E. 44 St., New York 17, New York

CHICAGO —
 420 N. Michigan Ave., Chicago 11, Illinois

LOS ANGELES —
 3450 Wilshire Blvd., Los Angeles 5, Calif.



Certainly, fish can talk
... when you use film!

Ever a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you **USE EASTMAN FILM.**

For further information—what film to use—latest processing techniques, address:

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 Ave.
Chicago 2, Illinois

West Coast Division
5706 Santa Monica Blvd.
Hollywood 33, California

*F*or all your motion picture
film requirements: picture or
sound, black-and-white or color
— negative or positive —
— 16 mm or 35 mm —

the W. J. German Organization

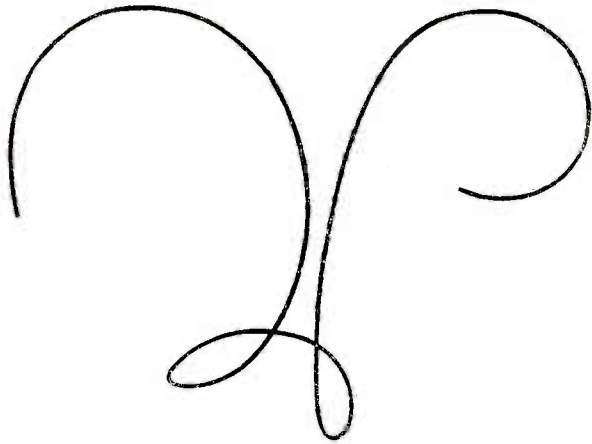
is at your service

* * * *

*Agents for the sale and
distribution of—*

EASTMAN Professional Motion Picture Film

W. J. GERMAN, INC.
Fort Lee, Chicago, Hollywood



1956

**INTERNATIONAL
TELEVISION
ALMANAC**

Edited By:

CHARLES S. AARONSON

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WILLIAM R. WEAVER, JAY REMER, PINKY HERMAN**

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VII

Foreword

This first edition of the International Television Almanac is backed by the research and statistical resources of its companion publication—the International Motion Picture Almanac, now in its 28th year. Even before World War II television was treated extensively in the Almanac. During the past several years it occupied a large part of the book. The reference needs of the television industry now are such that they can best be served by a separate volume. Within these pages will be found information relative to all phases of television. One of the unique characteristics of the Almanac is the comprehensive biographical section, while other sections include data on the men and companies responsible for providing television entertainment for the American public. This book is dedicated—as its annual successors will be—to the artistic and commercial advancement of the television industry.

—MARTIN QUIGLEY

1956 INTERNATIONAL TELEVISION ALMANAC

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STATISTICS

Network and Station Operations

There were 440 commercial stations operating in the United States as of November, 1955 located in 290 markets and serving more than 34,000,000 families.

TOTAL REVENUE OF TELEVISION NETWORKS AND STATIONS

Year	Revenue	Year	Revenue
1946	\$500,000	1950	105,900,000
1947	1,900,000	1951	235,700,000
1948	8,700,000	1952	324,200,000
1949	34,300,000	1953	432,700,000
		1954	593,000,000

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS

(Million dollars)

	1954	1953	1952	1951	1950	1949
Revenues	\$593.0	\$432.7	\$324.2	\$235.7	\$105.9	\$34.3
Expenses	502.7	364.7	268.7	194.1	115.1	59.6
Income (before Federal tax)	90.3	68.0	55.5	41.6	(9.2)	(25.3)

() Denotes loss.

TOTAL BROADCAST REVENUES OF ALL NETWORKS AND STATIONS: AM and AM-FM, FM and TV

(Total broadcast revenues are defined as total time sales, less commissions to agencies and national sales representatives, but plus incidental revenues.)

Year	No. of Stations	Revenues	Year	No. of Stations	Revenues
1937	629	\$114,223,000	1946	1,043	323,228,000
1938	660	111,358,000	1947	1,531	366,032,000
1939	705	123,882,000	1948	1,974	416,867,000
1940	765	147,147,000	1949	2,223	449,544,000
1941	825	168,785,000	1950	2,336	550,400,000
1942	862	178,894,000	1951	2,374	686,100,000
1943	852	215,428,000	1952	2,467	809,400,000
1944	885	275,550,000	1953	2,812	908,000,000
1945	912	299,715,000	1954	(Not available)	(Not available)

[The statistics herein have been compiled from varied sources within the Television industry and the Government, inclusive of the Federal Communications Commission, U. S. Department of Commerce, Radio-Electronics-Television Manufacturers Association, NBC Research Department, Publishers Information Bureau, Nielsen Television Index, American Research Bureau.]

NETWORK TELEVISION BILLINGS

Network	1949	1950	1951	1952	1953	1954	1955*
ABC	\$1,391,991	\$6,628,662	\$18,585,911	\$18,353,003	\$21,110,680	\$34,713,098	\$18,226,301
CBS	3,446,893	12,964,531	42,470,844	69,058,548	97,466,809	146,222,660	78,054,922
DuMont	955,525 (no rep't) ¹	7,761,506	10,140,656	12,374,360	13,143,919	2,685,835	
NBC	6,500,104	21,185,692	59,171,452	83,242,573	96,633,807	126,074,597	66,572,049
Total	\$12,294,513	\$40,778,885	\$127,989,713	\$180,794,780	\$227,610,400	\$320,154,274	\$165,539,107

*First five months.

¹Not available, but DuMont officially announced total network revenue as \$4,500,000.

TELEVISION NET TIME SALES*

Network	1953	1952	1951
Network	\$171,900,000	\$137,988,000	\$97,088,000
Spot	124,318,000	80,235,000	59,733,000
Local	88,474,000	65,171,000	51,304,000
Total	\$384,692,000	\$283,394,000	\$208,125,000

*Before commission to regularly established agencies, representatives, brokers and others.

Receiver Production and Sales

RETAIL TELEVISION SET SALES

Year	Total	Cumulative Total	Year	Total	Cumulative Total
1949	3,602,872*	1952	6,144,989	21,784,861
1950	6,132,000	9,734,872	1953	6,370,571	28,155,432
1951	5,905,000	15,639,872	1954	7,317,034	35,472,466

*Cumulative Total from 1941.

TELEVISION SET PRODUCTION AND MANUFACTURER'S VALUE

Year	Units	Manufacturer's value	Year	Units	Manufacturer's value
1946	6,476	\$1,250,000	1952	6,096,279	1,049,000,000
1947	178,571	50,000,000	1953	7,214,827	1,170,151,000
1948	975,000	230,000,000	1954	7,388,392	1,065,750,000
1949	3,000,000	580,000,000			
1950	7,463,800	1,350,000,000	Total	37,701,667	\$6,451,887,300
1951	5,384,798	956,986,300	1955 (Nov.)	7,026,166

TELEVISION RECEIVERS SHIPPED TO DEALERS

(First 9 months of 1955)

State	Total	State	Total
Alabama	89,564	Maryland	72,577
Arizona	27,609	Massachusetts	144,428
Arkansas	57,809	Michigan	213,501
California	448,095	Minnesota	86,422
Colorado	39,864	Mississippi	46,579
Connecticut	71,928	Missouri	135,191
Delaware	11,710	Montana	14,494
District of Columbia	48,881	Nebraska	44,059
Florida	178,658	Nevada	6,761
Georgia	113,265	New Hampshire	18,893
Idaho	20,233	New Jersey	167,236
Illinois	285,858	New Mexico	17,825
Indiana	137,253	New York	498,625
Iowa	74,527	North Carolina	131,684
Kansas	65,262	North Dakota	17,429
Kentucky	85,782	Ohio	271,212
Louisiana	110,833	Oklahoma	75,380
Maine	36,854	Oregon	62,636

State	Total
Pennsylvania	327,772
Rhode Island	25,658
South Carolina	72,719
South Dakota	18,772
Tennessee	103,183
Texas	290,099
Utah	18,908
Vermont	15,387
Virginia	92,824
Washington	87,697

State	Total
West Virginia	55,807
Wisconsin	112,471
Wyoming	5,164
U. S. TOTAL	5,155,378
Alaska	5,865
Hawaii	13,489
GRAND TOTAL	5,174,732

Advertisers

THE LEADING NATIONAL ADVERTISERS

Company	Total Investment	Network Television
1. Procter & Gamble Co.	\$44,151,220	\$23,701,228
2. General Motors Corp.	36,774,822	10,304,242
3. Colgate-Palmolive Co.	26,727,057	14,089,737
4. General Foods Corp.	25,256,953	9,728,567
5. Gillette Co.	19,499,770	11,540,452
6. Chrysler Corp.	18,378,063	8,820,955
7. General Electric Co.	17,860,888	6,961,548
8. Lever Brothers Co.	17,771,633	7,214,427
9. R. J. Reynolds Tobacco Co.	16,706,162	11,828,928
10. General Mills, Inc.	16,120,255	7,630,599
11. American Tobacco Co.	15,937,237	9,485,152
12. Ford Motor Co.	15,418,383	5,972,306
13. P. Lorillard Co.	12,752,170	6,669,859
14. Liggett & Myers Tobacco Co.	12,344,584	6,131,819
15. American Home Products Corp.	11,328,944	5,534,537
16. Campbell Soup Co.	11,068,064	4,546,362
17. National Dairy Products Corp.	10,327,232	5,884,217
18. Swift & Co.	9,099,850	2,900,885
19. Kellogg Co.	8,077,670	4,263,627
20. Miles Labs., Inc.	7,922,527	695,872
21. Pillsbury Mills, Inc.	7,882,017	4,010,683
22. Quaker Oats Co.	7,725,467	2,365,384
23. Bristol-Myers Co.	7,599,898	2,778,271
24. Sterling Drug, Inc.	7,564,729	723,983
25. Goodyear Tire & Rubber Co.	6,780,939	1,634,011

ESTIMATED VOLUME OF ADVERTISING IN U. S. (In Millions of Dollars)

	1949	1950	1951	1952	1953	1954*
Network	29.4	85.0	180.8	256.4	320.1	444.2
Spot	9.2	30.8	69.9	93.8	145.4	189.0
Local	19.2	55.0	81.6	103.7	140.7	175.9
Total	57.8	170.8	332.3	453.9	606.2	809.1

*Estimated.

Films for Television

The average station uses film 29¼ hours weekly in a year; while all stations will use 685,736½ hours of film in a year.

The amount of film made for television since 1949-50 is more than \$304,000,000. This investment covers about 7,600 hours of television-produced film fare available. This does not include 3,017 hours of feature film, 989 hours of Westerns, 216 hours of motion picture serials or 11,494 hours of motion picture short subjects available.

TYPE OF TV FILMS USED BY STATIONS (By Weekly Hours)

	To 50,000 families	50-150,000	150-500,000	500- 1,000,000	Over 1,000,000	All Stations
Feature Film						
Morning9	1.8	1.5	2.0	1.4
Afternoon	6.0	5.3	5.7	7.7	7.1	6.1
Evening	8.4	7.4	6.5	11.1	11.5	7.9
Total	14.4	13.6	14.0	20.3	20.6	15.4
Syndicated Film						
Morning2	.2	.4	.4	.3
Afternoon4	1.6	1.6	1.8	2.3	1.6
Evening	5.5	7.4	6.1	5.0	6.2	6.2
Total	5.9	9.2	7.9	7.2	8.9	8.1
Short Subjects						
Morning5	.7	.9	.4
Afternoon	1.1	1.9	1.0	1.1	3.3	1.4
Evening7	.9	.5	.2	.9	.6
Total	1.8	2.8	2.0	2.0	5.1	2.4
Film Produced by Station						
Morning1	.2	..
Afternoon1	..	.11
Evening8	.4	.2	.3	.5	.3
Total9	.4	.3	.4	.7	.4
Free Film						
Morning1	.2	.6	1.0	.1	.5
Afternoon	1.3	1.6	1.3	1.0	.8	1.3
Evening	1.4	1.3	.5	.3	.5	.7
Total	2.8	3.1	2.4	2.3	1.4	2.5
Total Film Hours						
Morning1	1.3	3.1	3.7	3.6	2.6
Afternoon	8.9	10.4	9.7	11.6	13.5	10.5
Evening	16.8	17.4	13.8	16.9	19.6	15.7
Total	25.8	29.1	26.6	32.2	36.7	28.8

Viewing Habits

More than 34,000,000 families own television sets—71% of the nation.

There are 94.3% one-set homes, 5.7% two-set homes as of June, 1955.

More time is spent each day watching television than any other activity except working or sleeping—5 hours and 49 minutes each day.

TELEVISION VIEWING HABITS BY DAY OF WEEK

	Men	Women	Children (under 16)
Monday—Friday			
Sign-On to Noon	15%	49%	36%
Noon to 6 p.m.	12%	55%	33%
6 p.m. to Sign-Off	34%	45%	21%
Saturday			
Sign-On to Noon	13%	13%	74%
Noon to 6 p.m.	46%	25%	29%
6 p.m. to Sign-Off	34%	38%	38%
Sunday			
Noon to 6 p.m.	42%	32%	26%
6 p.m. to Sign-Off	33%	39%	18%

TELEVISION VIEWING HABITS BY TIME OF DAY (U. S. Homes)

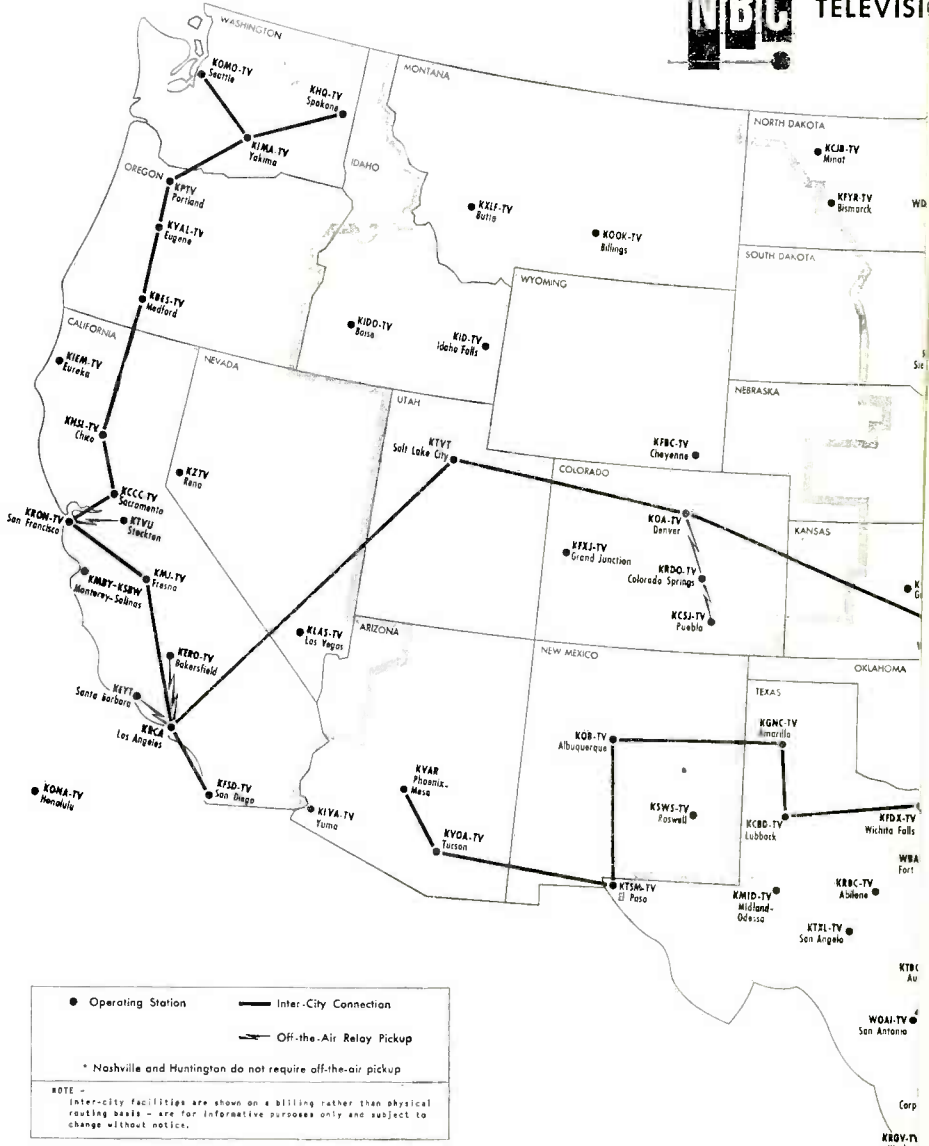
AM	1954	1955	PM	1954	1955
6- 7	33,000	83,000	3- 4	5,437,000	6,939,000
7- 8	718,000	996,000	4- 5	6,321,000	8,034,000
8- 9	1,877,000	2,556,000	5- 6	8,584,000	10,591,000
9-10	2,843,000	3,552,000	6- 7	10,378,000	13,081,000
10-11	3,919,000	4,814,000	7- 8	13,221,000	16,567,000
11-12	4,499,000	5,744,000	8- 9	16,864,000	20,650,000
PM			9-10	17,361,000	21,248,000
12- 1	5,575,000	7,570,000	10-11	15,346,000	18,426,000
1- 2	5,217,000	6,507,000	11-12	9,992,000	10,690,000
2- 3	5,272,000	6,175,000			

Employment Data

RADIO AND TELEVISION EMPLOYEE DATA

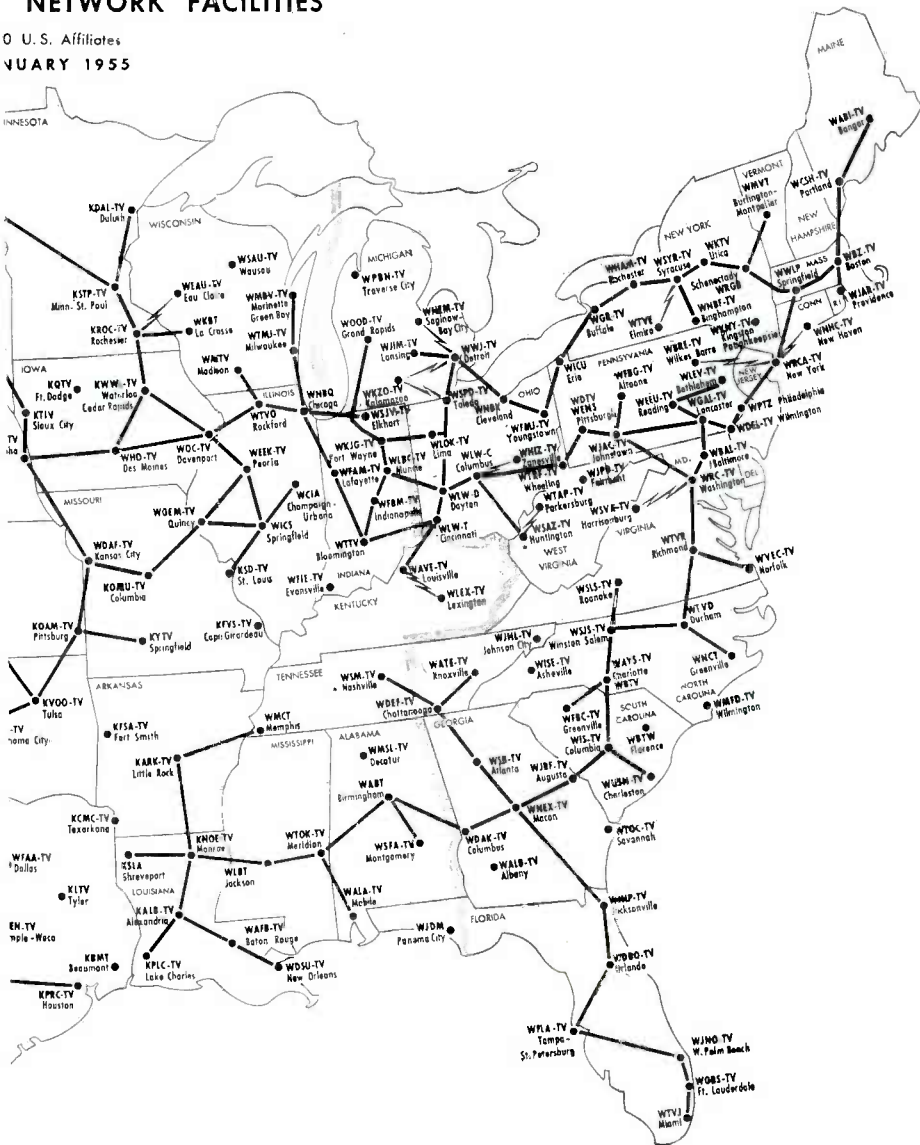
Year	Average no. full-time & part-time employees	Average annual earnings per full-time employee
1930	6,000	\$2,624
1935	14,000	2,089
1940	25,000	2,554
1945	36,000	3,515
1950	58,000	4,698
1952	65,000	5,559
1953	70,000	5,873
1954	76,000	6,087



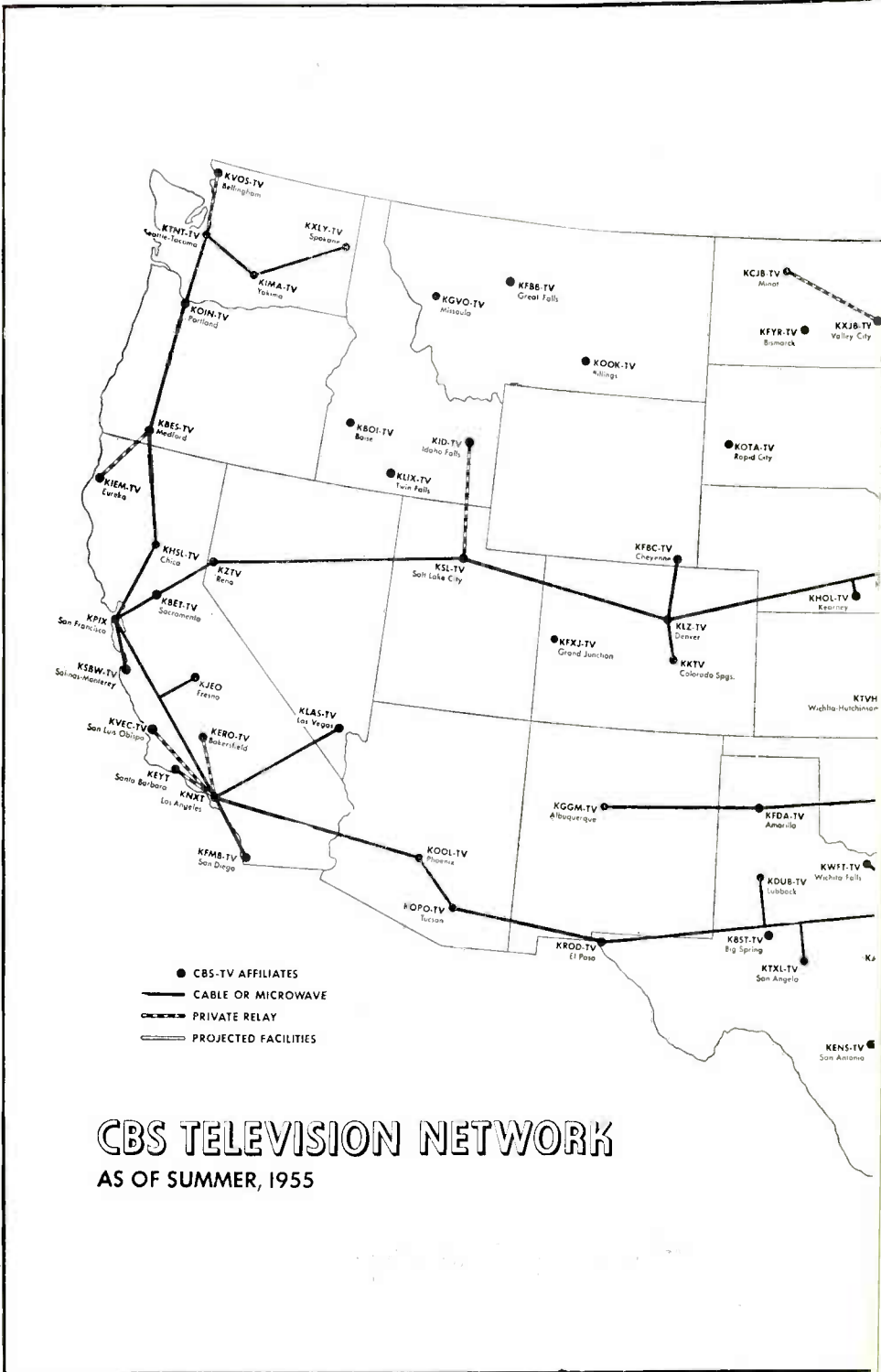


NETWORK FACILITIES

0 U.S. Affiliates
JANUARY 1955

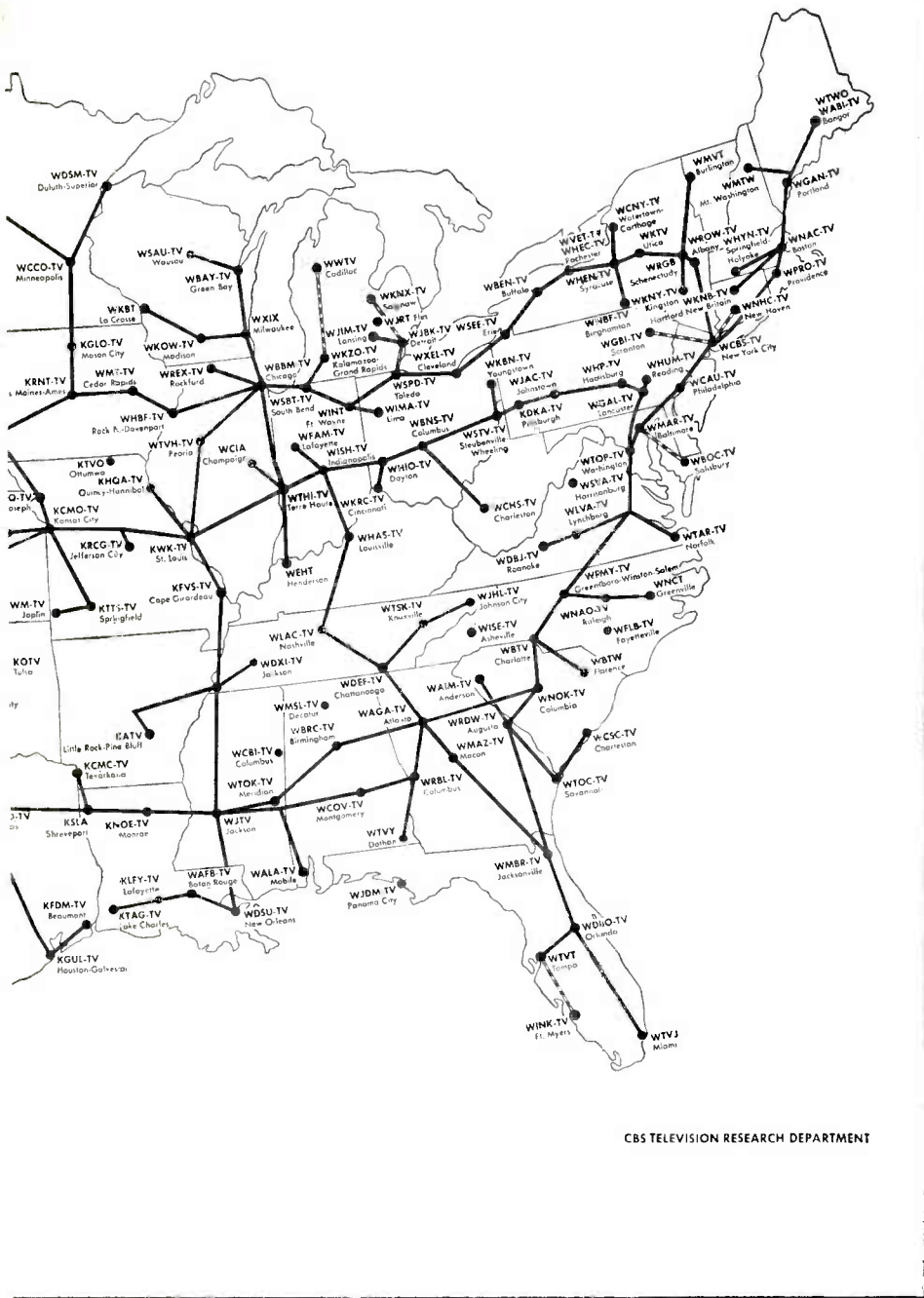


RESEARCH AND PLANNING DEPT.



CBS TELEVISION NETWORK

AS OF SUMMER, 1955



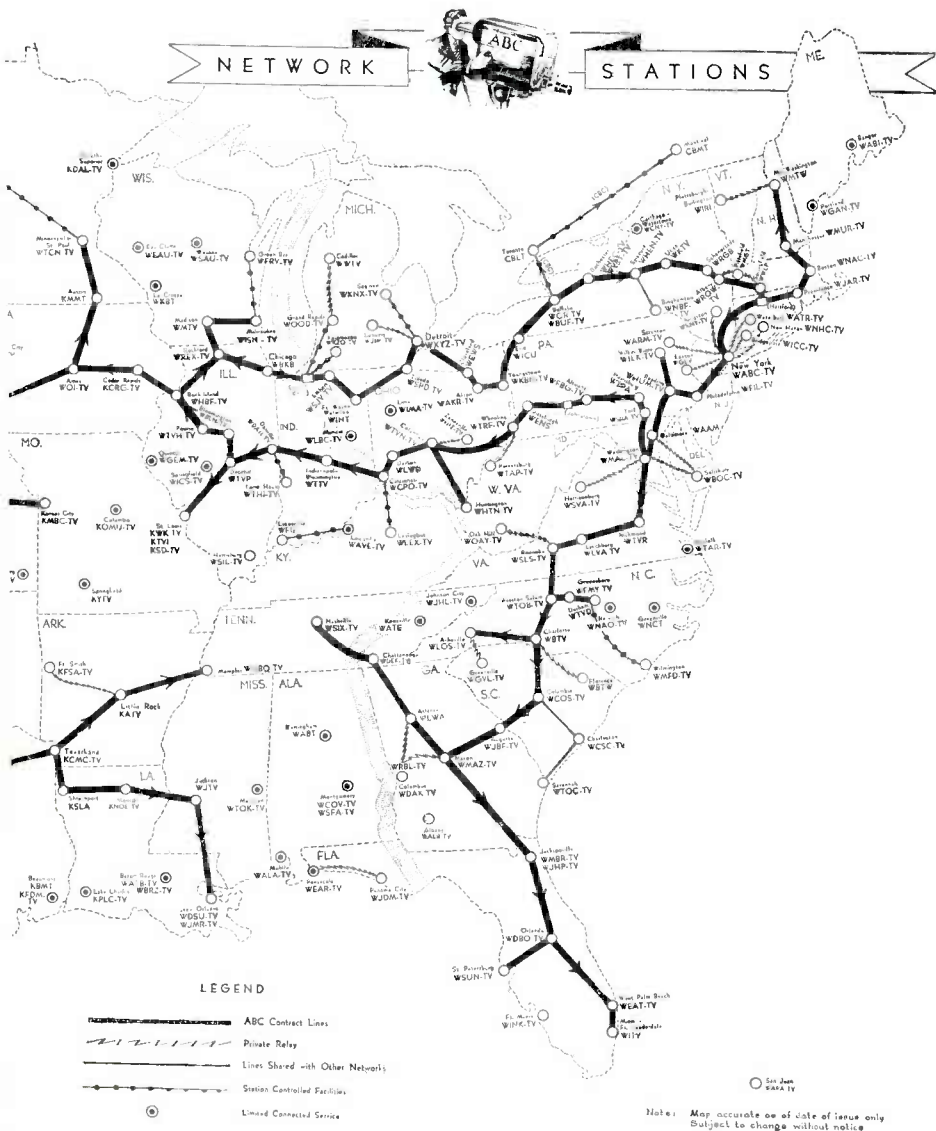
CBS TELEVISION RESEARCH DEPARTMENT

American Broad



RESEARCH DEPT. OCT. 30, 1955

Broadcasting Company



NEW PROGRAM YARDSTICKS

by THOMAS A. McAVITY

Vice-President in Charge of the NBC Television Network

"Idea television," the unconventional form of TV programming, has taken a firm place alongside the regular, familiar pattern of "hit television." Not only has "idea television" won the acceptance of the public and advertiser alike, but it may well become the rule rather than the exception in the television schedule of the future. For it has brought us completely new yardsticks for measuring program success.

When I say "hit," I mean the kind of program which finds a common denominator among us all—the regularly scheduled George Gobel's, the Dragnets, the \$64,000 Questions. These shows are successful from the point of view of audience ratings, cost per thousand, and other factors easily and quickly apparent. But they are comparatively static from a programming viewpoint.

Ratings are no longer considered the only objective in an advertiser's approach to television. Now that we have firm, healthy advertiser support for the 90-minute or two-hour Spectacular, the one-hour telementary or historical documentary, the opera or the ballet, we at NBC believe television has exploded the myth that cost per thousand is the only yardstick for a time buyer.

Our network has genuine advertiser interest for programs that are not confined to the comparatively small, short-sighted approach of hit television. This commercial support has welcomed the power to cause talk in millions of American homes, the excitement to make people think of a product above all the other things consumers have to worry about, and the built-in values needed to impress opinion-forming groups, by doing a better job than that expected of a commercial enterprise.

Throughout the past two years of Pat Weaver's and Bob Sarnoff's leadership team at NBC, the industry has come to agree that TV was saved by breaking away from the old patterns of radio, where control of individual programs rested largely with the advertising agencies. TV required more than could be obtained by conventional quarter-hour and half-hour programming. Fluid time allocations for creative talent, the one-shots, the heavy schedule of special programs in entertainment, the arts and public affairs became necessary, standard equipment for NBC's "give-them-something-better" programming and selling schedules.

"Idea television" is spearheaded by the firm belief that a network is its programming, by

knowing that the programming sets the commercial policies and in turn the network's public policies and its responsibility for influencing the minds of its viewers by offering something for everyone—this means not only presenting a Groucho Marx, a Sid Caesar and a "Hit Parade," but also a Sadlers Wells "Sleeping Beauty" ballet, a "Wide Wide World," a "Cyrano de Bergerac," a "Skin of Our Teeth," and "Assignment: India," a "Madame Butterfly," a Maurice Evans in "The Devil's Disciple," the upcoming world premiere of the three-hour motion picture, "Richard III," a "Nightmare in Red," plus a "Peter Pan" and a "Babes in Toyland."

These are great lasting productions—most of them presented in full color, and some taking as much as a year to prepare and execute. We believe they enhance our regular programs, those which have the talent and ingenuity to keep attracting the big audiences to the weekly format.

NBC believes this leavening of programming via cultural events—backdropped by a bulk of hit TV and guided by the network's policy of enlightenment through exposure—will, in the words of Mr. Weaver, "make the common man the uncommon man."

Already this is being effected by programming regular shows three weeks out of four and replacing them once a month by special programs. This is being done not only by NBC which pioneered the Spectaculars in the 1954-55 season, but now by other networks which are programming with an eye and ear to creating excitement and expectancy.

To obtain the advertiser support necessary for TV as we know it, the networks must provide useful TV selling for all national advertisers. In order to provide these advertisers with attractive circulation, the networks must offer programs of every interest for every home and every person in that home.

This can only be done by gambling on shows, talent and projects and only a forward-looking network can afford the risk.

This two-sided coin of television programming must include the ideas as well as the hits, for only then will the networks attract the entire American audience, including the influential and opinion-forming levels. And only by creating other new yardsticks for program success will advertisers continue to support the medium, which promises to dwarf all others in growth.

CBS TELEVISION — 1956

by J. L. VAN VOLKENBURG

President, CBS Television

DURING 1956 the CBS Television programming pattern will reflect integration of two highly successful policies: program continuity on the one hand, and periodic presentation of only the highest calibre of one-time broadcasts.

Over the past several years, our policy of program continuity and frequency—which, briefly, gives a program a reserved spot on the CBS Television schedule and presents it at the same time on the same day week after week—has resulted in establishing CBS Television as the largest single advertising medium in the world, with the majority of the most popular programs day and night.

It is by now well established that television is a national habit. There is no question that an exciting program, produced with skill and imagination, the television audience will stay with it week after week. I need hardly emphasize that this policy is also, of course, of incalculable benefit to advertisers. By associating his product or service week after week with a regularly scheduled television program the advertiser capitalizes on the viewing habits of millions of people—this is in essence the key-stone of our policy of program continuity and frequency.

And now there is ample evidence in the public and critical acclaim of our one-time broadcasts since September, and in the equally top quality one-timers scheduled for 1956, that CBS Television will make even greater strides in its network leadership during the coming year.

Our "Ford Star Jubilee" monthly series of 90-minute Saturday night broadcasts, and the Edward R. Murrow-Fred W. Friendly "See It Now" one-timers have had terrific impact. The "Jubilee" opener in September, with Judy Garland, hit the highest Trendex of any 90-minute television program—34.8. "The Caine Mutiny Court Martial" hit the highest Trendex for any 90-minute dramatic show, 29.3. The Mary Martin-Noel Coward offering was very well received, and at this writing, the Eddie Fisher 90-minute show in December, "I Hear America Singing" gives promise of an equally enthusiastic public reception.

As for "See It Now" its first two 90-minute one-timers, on the Vice-Presidency and on the nation's educational problems, demonstrated that serious subjects can be presented with both brilliance and entertainment values. We are sure that the "See It Now" efforts in the new year will be up to the program's most

auspicious start as it appears in its expanded format.

Carefully selected one-time broadcasts for 1956 include, on "Ford Star Jubilee" Noel Coward's "Blithe Spirit" starring Lauren Bacall, Claudette Colbert, Mr. Coward and Mildred Natwick; "The Day Lincoln Was Shot," a Paul Gregory adaptation of Jim Bishop's book of the same name; "High Tor," starring Bing Crosby in a musical version of Maxwell Anderson's drama, and others. Victor Borge will do two one-man, one-hour shows on CBS Television in 1956. And Jack Benny in addition to his alternate Sunday half-hour programs, will do a total of five special shows on the Chrysler-sponsored full hour "Shower of Stars" monthly color series.

Our expanded schedule of one-time broadcasts is a natural development at CBS Television, and we are old exponents of 90-minute programs. "Omnibus" started in 1952 on CBS Television as the first 90-minute series, and for years we have been broadcasting such great events as the "Kentucky Derby," "The Orange Bowl," and the annual round-up of our foreign correspondents called "Years of Crisis," to mention a few.

However, our faith in one-time broadcasts is justifiable only if these conditions are met:

1. We believe a one-time broadcast may be effective for advertisers if it supplements a regular campaign. In our opinion it is a mistake for an advertiser to put all of his eggs in one basket. For example, it makes excellent sense for an automobile manufacturer to initiate his selling season with an important one-time broadcast, but only, of course, if he follows this up with a regularly-scheduled series.

2. We believe that the one-time broadcast can only be justified by the dimensions of the program idea or subject. If the subject matter in terms of both popular appeal and scope—for example, a national political convention or a "Gone With the Wind"—deserves the elaborate care and treatment of a one-time shot, by all means put it on the air. On the other hand, we do not believe in the arbitrary scheduling of one-time broadcasts merely for the sake of one-time broadcasts.

One other point: Our faith in the policy of continuity and frequency does not mean we are complacent in our programming outlook. We are continually devising new program ideas which we hope will become a part of the regular viewing patterns.

165 WAYS TO BOOST SALES

by SLOCUM CHAPIN

Vice-President in Charge of Sales, ABC-TV

THERE are over 165 ways in which network television can increase sales. I use the figure of 165 because in a recent two-week count of network TV users there were that many advertisers—and a little investigation shows that each is using TV in its own way to solve its individual, specific problems.

Some are using the networks to reach women. Others are interested in reaching men, others aim for children and still others are reaching men, women and children in varied combinations. Some are on television several times a day, others once a week, others on infrequent or irregular schedules. Some have their own shows; an increasing majority share a program with others. Some sell penny items, others costly cars, while several advertisers just want to sell an idea. The aim of one sponsor is to reach doctors primarily. Others have as their target special groups such as the Government, their employees, suppliers, stockholders, major customers and/or opinion-molders.

This is just one indication of the tremendous variety and flexibility of approach which TV permits. Nine out of 10 things to be sold are sold better by TV. Instead of 165 ways, there are 1,001 ways—an infinite number of ways—in which network TV sells effectively. There is a way that is exactly suited to the needs of each advertiser, whatever the product and whether the company is big or small.

I believe the figure of 165 advertisers in network TV is far too low. I say this not from the TV industry's point of view, because the industry's income in 1955 is estimated at over one billion dollars, but because many advertisers need video's unequalled sales power.

One of the reasons why some advertisers are not in television is its alleged "high costs." To be sure, there has been a lot of talk about television's "sky-rocketing prices." This has been the result of the press' over-emphasis on the handful of performers getting fabulous salaries. But the fact of the matter is that during the past three years television's costs—time and talent—have increased less than 100 per cent. And these costs have been more than offset by the growth in television circulation.

In contrast, magazine and newspaper ad costs have increased without circulation gains. I would like to point out in passing that the television public itself spends more for electricity to view television programs and on repair and maintenance of sets than the advertisers pay. And this does not include the vast

sums that the public has invested in television sets.

The \$1,500,000,000 which Americans spent for 8,000,000 new TV sets in 1955 indicates the tremendous appeal of the medium. The vast audiences of network TV programs make it an excellent buy in terms of cost-per-1,000 homes reached. The average evening show reaches 1,000 families for approximately \$3.50. Not only is this very favorable compared with other media in quantitative terms, but qualitatively television has much greater impact—as a result of its combination of sight, sound and motion delivered directly into the home.

The cost of reaching people through network TV has been reduced through new sales concepts and formats. For instance, a one-minute participation is available on one of our new programs at the low cost of \$2,500 without including available discounts. For comparison, \$2,500 will buy only 1/10 of a page in *Life* or only one-half page in the *Chicago Tribune* or the *New York Times*. Thus, the advertiser can get a full 60-second commercial on the ABC-TV network with all the force that TV can deliver for no more money that he would spend on one newspaper in one city. With network TV now available in these economy packages there is every reason for new advertisers to try the medium. And I am certain that a fair trial will bring excellent results.

There are many advantages accruing to the advertiser using television participation programs. His message can be timely, without the long delays necessary for printing of plates. There need be no costly ad production, and on some of our ABC-TV network participation shows the services of the host to deliver live commercials are offered free. There are other advantages. In any form, TV is the most glamorous of advertising media. As such, and with its unquestionable power of selling goods and services, network TV enlists immediately the dealer and trade support necessary to make a campaign successful. Network TV is the most merchandisable and promotable means for an advertiser to move his product.

In short, I think that the broadening base of network television will expand even more in 1956. More and more small and medium size advertisers will come into network television to join the multi-million dollar giants—companies which are leaders in media research—who spend one-half of their advertising dollars in network TV. Our entire economy will profit.

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(R) indicates reissue; (C) color; (Cs) CinemaScope; (Vv) VistaVision; (Ss) SuperScope; Au.: Austrian; Aust.: Australian; Braz.: Brazilian; Can.: Canadian; Brit.: British; Czech.: Czechoslovakian; Fr.: French; Ger.: German; Gr.: Greek; Ind.: Indian; Ital.: Italian; Jap.: Japanese; Mex.: Mexican; Pol.: Polish; Russ.: Russian; So. Afr.: South African; Sp.: Spanish; Swed.: Swedish.

ALLIED ARTISTS

Prod. No.	Release Date
5419	Bowery Boys Meet the Monsters June 6, 1954
5426	Desperado, The June 20, 1954
5432	Weak and the Wicked (Brit.) July 8, 1954
5409	Return from the Sea July 25, 1954
5417	Security Risk Aug. 8, 1954
5412	Killer Leopard Aug. 22, 1954
5420	Jungle Gents Sept. 5, 1954
5427	Two Guns and a Badge Sept. 12, 1954
5501	Human Jungle, The Oct. 3, 1954
5502	Bob Mathias Story Oct. 24, 1954
5503	Target Earth Nov. 7, 1954
5504	Cry Vengeance Nov. 21, 1954
5505	Port of Hell Dec. 5, 1954
5506	Tonight's the Night (C) (Brit.) Dec. 19, 1954
5521	Bowery to Baghdad Jan. 2, 1955
5507	Treasure of Ruby Hills Jan. 16, 1955
5508	Big Combo, The Feb. 13, 1955
5509	Dial Red O Feb. 20, 1955
5510	Murder Is My Beat Feb. 27, 1955
5511	Seven Angry Men Mar. 13, 1955
5512	Big Tip Off Mar. 7, 1955
5513	Annapolis Story (C) Apr. 17, 1955
5514	High Society Apr. 24, 1955
5515	Shot Gun (C) Apr. 24, 1955
5516	Las Vegas Shakedown May 15, 1955
5517	Skabanga May 29, 1955
5518	Lord of the Jungle June 12, 1955
5519	Finger Man June 19, 1955
5521	Case of the Red Monkey (Brit.) June 26, 1955
5520	Wichita (C) July 3, 1955
5524	Betrayed Women July 17, 1955
5522	Spy Chasers July 24, 1955

STRATFORD

(ALL BRITISH)

.....	Men Are Children Twice June 15, 1954
.....	Women's Angle, A Aug. 1954
.....	House of the Arrow Oct. 1954
.....	Isn't Life Wonderful (C) Nov. 1954
.....	Will Any Gentlemen? Jan. 3, 1955
.....	The Good Beginning, The Jan. 20, 1955
.....	For Better, For Worse (C) June 22, 1955

BUENA VISTA

.....	Vanishing Prairie (C) Nov. 1954
.....	20,000 Leagues Under the Sea (C) (Cs) Dec. 1954
.....	Davy Crockett, King of the Wild Frontier (C) June 1955
.....	Lady and the Tramp (C) (Cs) July 1955

COLUMBIA

.....	Jungle Man-Eaters June 1954
.....	Black Eagle (C) June 1954
.....	Saracen Blade, The June 1954
.....	Hell Below Zero (C) July 1954
.....	Indiscretion of an American Wife July 1954
.....	Outlaw Stallion (C) July 1954
.....	Law vs. Billy the Kid (C) Aug. 1954
.....	Pushover Aug. 1954
.....	Coroner Creek (R) Aug. 1954
.....	Gunfighters (R) Aug. 1954
.....	Black Dakotas, The (C) Sept. 1954
.....	Bullet Is Waiting, A (C) Sept. 1954
.....	Human Desire Sept. 1954
.....	Caine Mutiny, The (C) Sept. 1954
.....	On the Waterfront Oct. 1954
.....	Three Hours to Kill (C) Oct. 1954
.....	Miss Grant Takes Richmond (R) Oct. 1954
.....	Affairs of Messaline (Ital.-Eng. dubbed) Nov. 1954
.....	Black Knight (C) Nov. 1954
.....	Cannibal Attack Nov. 1954
.....	Fire Over Africa (C) Nov. 1954
.....	Phiff Dec. 1954
.....	They Rode West (C) Dec. 1954
.....	Bamboo Prison, The Jan. 1955
.....	Masterson of Kansas (C) Jan. 1955
.....	Violent Men (C) (Cs) Jan. 1955

Prod. No.	Release Date
.....	Pirates of Tripoli (C) Feb. 1955
.....	Ten Wanted Men (C) Feb. 1955
.....	Women's Prison Feb. 1955
.....	Detective, The (Brit.) Mar. 1955
.....	New Orleans Uncensored Mar. 1955
.....	Wyoming Renegades (C) Mar. 1955
.....	Jungle Moon Men Apr. 1955
.....	Return of October (C) (R) Apr. 1955
.....	Thirty for the Show (Cs) (C) Apr. 1955
.....	Cell 2455, Death Row May 1955
.....	End of the Affair May 1955
.....	Seminole Unrising (C) May 1955
.....	Tight Spot May 1955
.....	Five Against the House June 1955
.....	Prize of Gold, A (C) June 1955
.....	Petty Girl, The (R) June 1955
.....	They All Kissed the Bride June 1955
.....	Chicago Syndicate July 1955
.....	Creature with the Atom Brain July 1955
.....	Long, Gray Line, The (C) (Cs) Special, 1955

I.F.E. (ITAL.)

.....	Hell Raiders of the Deep (Eng. dubbed) Aug. 1954
.....	Bread, Love and Dreams Sept. 1954
.....	Girls Marked Danger (Eng. dubbed) Oct. 1954
.....	Aida (C) Nov. 1954
.....	Theodora, Slave Empress (C) (Eng. dubbed) Dec. 1954
.....	Wayward Wife (Eng. dubbed) Jan. 1955
.....	Too Young for Love (Eng. dubbed) Apr. 1955
.....	Green Magic (C) (Eng. narration) May 1955

LIPPERT

5327	Big Chase, The June 18, 1954
5329	River Beat July 16, 1954
5405	Thunder Pass Aug. 20, 1954
5330	Terror Ship Sept. 3, 1954
5404	Silent Raiders Sept. 27, 1954
5401	Unholy Four, The Sept. 24, 1954
5402	Deadly Game Oct. 8, 1954
5323	Siege, The Nov. 26, 1954
5403	Race for Life, A Dec. 10, 1954
5407	Black Pirates, The (C) Dec. 24, 1954
5406	They Were So Young Dec. 27, 1954
5411	Silver Star, The Mar. 25, 1955
5415	Thunder Over SangoLand Apr. 8, 1955
5409	Glass Tomb, The Apr. 15, 1955
5413	Air Strike May 6, 1955
5414	Phantom of the Jungle May 20, 1955
5418	King Dinosaur June 17, 1955
5416	Lonesome Trail, The July 1, 1955

M-G-M

425	Men of the Fighting Lady (C) June 1954
424	Student Prince, The (C) (Cs) June 1954
431	Valley of the Kings (C) July 1954
430	Gone with the Wind (R) (C) July 1954
429	Her Twelve Men (C) Aug. 1954
426	Seven Brides for Seven Brothers (C) (Cs) Aug. 1954
501	Betrayed (C) Sept. 1954
503	Reggie Cop Oct. 1954
502	Beau Brummell (C) Oct. 1954
505	Woman's Face, A (R) Oct. 1954
506	Dr. Jekyll and Mr. Hyde (R) Oct. 1954
504	Brigadoon (C) (Cs) Oct. 22, 1954
507	Athena (C) Nov. 5, 1954
510	Last Time I Saw Paris (C) Nov. 19, 1954
508	Tarzan, The Ape Man (R) Nov. 12, 1954
509	Tarzan Escapes (R) Nov. 12, 1954
511	Crest of the Wave Dec. 3, 1954
513	Battleground (R) Dec. 19, 1954
514	Asphalt Jungle (R) Dec. 10, 1954
512	Deep in My Heart (C) Dec. 24, 1954
515	Bad Day at Black Rock (C) (Cs) Jan. 7, 1955
516	Green Fire (C) (Cs) Jan. 21, 1955
517	Many Rivers to Cross (C) (Cs) Feb. 4, 1955
518	Jupiter's Darling (C) (Cs) Feb. 18, 1955
519	Hit the Deck (C) (Cs) Mar. 4, 1955
520	Anchors Aweigh (C) (R) Mar. 11, 1955
521	Blackboard Jungle Mar. 25, 1955
522	Glass Slipper (C) Apr. 8, 1955
523	Bedevilled (C) (Cs) Apr. 22, 1955

Prod. No.	Release Date
523 Prodgal, The (C) (Cs)	May 6, 1955
525 Marauders, The (C)	May 20, 1955
527 Love Me or Leave Me (C) (Cs)	June 10, 1955
528 Moonfleet (C) (Cs)	June 24, 1955
529 Interrupted Melody (C) (Cs)	July 1, 1955
531 Cobweb, The (C) (Cs)	July 15, 1955
530 Wizard of Oz (C) (R)	July 8, 1955
524 Camille (R)	Special, 1955
422 Julius Caesar	Special, 1953

PARAMOUNT

5317 Elephant Walk (C)	June 1954
5318 Secret of the Incas (C)	June 1954
5325 Greatest Show on Earth (C) (R)	July 1954
5319 Knock on Wood (C)	July 1954
5321 About Mrs. Leslie	Aug. 1954
5320 Living It Up (C)	Aug. 1954
5401 Rear Window (C)	Sept. 1954
5402 Sabrina	Oct. 1954
5403 Reap the Wild Wind (C) (R)	Oct. 1954
5430 White Christmas (C) (VV)	Nov. 1954
5404 Three Ring Circus (C) (VV)	Jan. 1955
5495 Brideless Groom, The (C)	Feb. 1955
5407 Conquest of Space (C)	Mar. 1955
5409 Country Girl, The	Mar. 1955
5406 Mambo	Apr. 1955
5410 Run for Cover (C) (VV)	Apr. 1955
5411 Hell's Island (C) (VV)	May 1955
5312 Far Horizons, The (C) (VV)	May 1955
5413 Seven Little Foys (C) (VV)	July 1955
5425 Strategic Air Command (C) (VV)	July 1955
5414 We're No Angels (C) (VV)	July 1955

REPUBLIC

5304 Hell's Half Acre	June 1, 1954
5305 Laughing Anne (Brit.) (C)	July 1, 1954
5306 Make Haste to Live	Aug. 1, 1954
5308 Outcast, The (C)	Aug. 15, 1954
5307 Johnny Guitar (C)	Aug. 23, 1954
5310 Roogie's Bump	Aug. 25, 1954
5309 Toobor the Great	Sept. 1, 1954
5311 Shanghai Story	Sept. 1, 1954
5312 She-Wolf, The (Ital.)	Nov. 15, 1954
5313 Trouble in the Glen (Brit.) (C)	Dec. 1, 1954
5314 Atomic Kid	Dec. 8, 1954
5315 Hell's Outpost	Dec. 15, 1954
5430 African Manhunt	Jan. 5, 1955
5431 Trouble in Store (Brit.)	Jan. 12, 1955
5326 Carolina Cannonball	Jan. 28, 1955
5432 Square Ring (Brit.)	Jan. 28, 1955
5401 Doctor in the House (Brit.) (C)	Feb. 2, 1955
5402 Timberjack (C)	Feb. 28, 1955
5403 Yellowneck (C)	Mar. 22, 1955
5433 Day to Remember, A (Brit.)	Mar. 29, 1955
5405 Eternal Sea	May 5, 1955
5404 Santa Fe Passage (C)	May 12, 1955
5434 I Cover the Underworld	May 19, 1955
5435 Don Juan's Night of Love (Ital.)	May 26, 1955
5436 City of Shadows	June 2, 1955
5406 Road to Denver (C)	June 16, 1955
5437 Double Hardly	June 23, 1955
Green Buddha (Brit.)	July 1955
Lay that Rifle Down	July 1955
Deadline Alley	July 1955
Magic Fire (C)	July 1955
Mystery of the Black Jungle	July 1955

RKO RADIO

477 Thing, The (R)	June 1, 1954
478 Stations West (R)	June 1, 1954
414 Sins of Rome (Ital.)	June 1954
413 Silver Lode (C)	June 1954
501 Susan Slept Here (C)	July 1954
351 Hans Christian Andersen (C)	July 1954
479 Gunna Din (R)	July 1, 1954
480 Lost Patrol, The (R)	July 1, 1954
502 Africa Adventure (C)	Sept. 1954
570 Every Girl Should Be Married (R)	Sept. 1954
571 Window, The (R)	Sept. 1954
572 She Wore a Yellow Ribbon (R)	Sept. 1954
503 Passion (C)	Oct. 6, 1954
504 This Is My Love (C)	Nov. 11, 1954
505 Cattle Queen of Montana (C)	Nov. 18, 1954
508 Hansel and Gretel (C)	Dec. 25, 1954
509 Americano, The (C) (SS)	Jan. 29, 1955
506 Underwater (C) (SS)	Feb. 9, 1955
507 Tarzan's Hidden Jungle	Feb. 16, 1955
511 Rage at Dawn (C)	Mar. 26, 1955
573 Informer, The (R)	Apr. 6, 1955
512 Escape to Burma (C) (SS)	Apr. 9, 1955
574 Berlin Express (R)	Apr. 20, 1955
319 Quest for the Lost City (C)	May 4, 1955
375 Bringing Up Baby (R)	May 4, 1955
576 I Remember Mama (R)	May 18, 1955
513 Son of Sinbad (C) (SS)	June 1, 1955
577 Big Street (R)	June 1, 1955
Wakamba (C)	June 29, 1955
515 Pearl of the South Pacific (C) (SS)	July 4, 1955

Prod. No.	Release Date
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20th CENTURY FOX

415 Demetrius and the Gladiators (C) (Cs)	June 1954
414 Princess of the Nile (C)	June 1954
417 Gambler from Natchez (C)	July 1954
416 Garden of Evil (C) (Cs)	July 1954
419 Broken Lance (C) (Cs)	Aug. 1954
408 Raid, The (C)	Aug. 1954
420 Egyptian, The (C) (Cs)	Sept. 1954
421 Woman's World (C) (Cs)	Oct. 1954
418 Flight of the White Heron (C) (Cs)	Oct. 1954
424 Adventures of Hajji Baba (C) (Cs)	Oct. 1954
423 Black Widow (C) (Cs)	Nov. 1954
425 Desire (C) (Cs)	Nov. 1954
427 Outlaw's Daughter (C)	Nov. 1954
428 Black 13	Nov. 1954
426 There's No Business Like Show Business (C) (Cs)	Dec. 1954
429 Devil's Harbor	Dec. 1954
430 Other Woman, The	Dec. 1954
422 Carmen Jones (C) (Cs)	Jan. 1955
502-5 Prince of Players (C) (Cs)	Jan. 1955
503-3 White Feather (C) (Cs)	Feb. 1955
505-8 Racers, The (C) (Cs)	Feb. 1955
507-1 Untamed (C) (Cs)	Mar. 1955
511-6 Angela	Apr. 1955
509-0 Man Called Peter, A (C) (Cs)	Apr. 1955
510-8 Violent Saturday (C) (Cs)	Apr. 1955
508-2 Adventures of Sadie (Brit.) (C)	May 1955
515-7 Daddy Long Legs (C) (Cs)	May 1955
504-1 That Lady (C) (Cs)	May 1955
513-2 Magnificent Matador, The (C) (Cs)	June 1955
517-3 Seven Year Itch, The (C) (Cs)	June 1955
514-0 Soldier of Fortune (C) (Cs)	June 1955
516-5 House of Bamboo (C) (Cs)	July 1955
518-1 How to Be Very, Very Popular (C) (Cs)	July 1955
509-6 Life in the Balance	July 1955
512-4 Living Swamp, The (C) (Cs)	July 1955

UNITED ARTISTS

Challenge the Wind (C)	June 1954
GOG (C) (3D)	June 1954
Hobson's Choice (Brit.)	June 1954
Man with a Million (Brit.) (C)	June 1954
Adventures of Robinson Crusoe (C)	July 1954
Apache (C)	July 1954
Lawless Rider, The	July 1954
Return to Treasure Island (C)	July 1954
Crossed Swords (C)	Aug. 1954
Diamond Wizard, The (Brit.)	Aug. 1954
Down Three Dark Streets	Aug. 1954
Matka Story, The (Brit.)	Aug. 1954
Victory at Sea	Aug. 1954
Golden Mistress (C)	Sept. 1954
Jesse James' Women (C)	Sept. 1954
Khay-Fa Patrol (C)	Sept. 1954
Suddenly	Sept. 1954
Barefoot Contessa, The (C)	Oct. 1954
Little Kidnappers, The (Brit.)	Oct. 1954
Operation Manhunt	Oct. 1954
Sitting Bull (C) (Cs)	Oct. 1954
Shoot for Murder	Nov. 1954
Snow Creature	Nov. 1954
Twist of Fate	Nov. 1954
White Orchid (C)	Nov. 1954
You Know What Sailors Are (Brit.) (C)	Nov. 1954
Romeo and Juliet (Brit.) (C)	Dec. 1954
Steel Cage	Dec. 1954
Vera Cruz (C) (SS)	Dec. 1954
Battle Taxi	Jan. 1955
Beachcomber, The (Brit.) (C)	Jan. 1955
Black Tuesday	Jan. 1955
Canyon Crossroads	Feb. 1955
Good Bye Young, The (Brit.)	Feb. 1955
Sabaka (C)	Feb. 1955
Big House, U.S.A.	Mar. 1955
Marty	Mar. 1955
Stranger on Horseback (C)	Mar. 1955
Bulle for Joey, A	Apr. 1955
Let's Make Up (Brit.) (C)	Apr. 1955
Purple Plain (Brit.) (C)	Apr. 1955
Kiss Me Deadly	May 1955
Robber's Roost	May 1955
Tiger and the Flame (C)	May 1955
Top of the World	May 1955
Big Bluff	June 1955
Break to Freedom (Brit.)	June 1955
Othello	June 1955
Sea Shall Not Have Them, The (Brit.)	June 1955
Summertime (C)	June 1955
Man Who Loved Redheads (Brit.) (C)	July 1955
Shot As a Stranger	July 1955
Shadow of the Eagle (Brit.)	July 1955

UNIVERSAL-INTERNATIONAL

422 Drums Across the River (C)	June 1954
423 Black Horse Canyon (C)	June 1954
424 Johnny Dark (C)	July 1954

Prod. No.	Title	Release Date	Distributor
423	Tanganyika (C)	July 1954	Casino
426	Egg and I, The (R)	July 1954	Assoc. Artists
427	Francis Joins the Wags	Aug. 1954	F. E.
428	Magnificent Obsession (C)	Aug. 1954	Burstyl
429-(CS)			Kingsley
432-2D	Black Shield of Falworth (C) (Cs)	Sept. 1954	Artkino
430	Dawn at Socorro (C)	Sept. 1954	Filmakers
431	Naked Aibi	Oct. 1954	Bell
501	Bungal Brigade (C)	Nov. 1954	Bell
502	Four Guns to the Border (C)	Nov. 1954	Union
504	Ricochet Romance	Nov. 1954	Scalera
505-506	Sign of the Pagan (C) (Cs)	Dec. 1954	Favorite Att.
510	Yellow Mountain (C)	Dec. 1954	Globe
508	Destry (C)	Jan. 1955	Savoy
507	So This Is Paris (C)	Jan. 1955	Artkino
503	West of Lanzibar (Brit.) (C)	Jan. 1955	Savoy
513	Abbott and Costello Meet the Keystone Kops	Feb. 1955	Astor
512	Six Bridges to Cross	Feb. 1955	I. F. E.
511	Far Country, The (C)	Feb. 1955	Realtar
514-(CS)			Allied
515-2D	Captain Lightfoot (C) (Cs)	Mar. 1955	Favorite Att.
509	Land of Fury (Brit.) (C)	Mar. 1955	Ellis
516	Smoke Signal (C)	Mar. 1955	Casolaro
517-(CS)			Film Renters
518-2D	Chief Crazy Horse (C) (Cs)	Apr. 1955	Famous
519	Ma and Pa Kettle at Waikiki	Apr. 1955	Allied
520	Man Without a Star (C)	Apr. 1955	Ellis
523	Cult of the Cobra	May 1955	Arlan
524	Looters, The	May 1955	Brandon
521-3D			Scalera
522-2D	Revenge of the Creature (3D)	May 1955	Davis
526	Abbott and Costello Meet the Mummy	June 1955	Union
525	Man in the Bear Ridge (C)	June 1955	Astor
527	This Island Earth (C)	June 1955	Continental
529	Ain't Misbehavin' (C)	July 1955	Scalera
528	Foxfire (C)	July 1955	Scalera
530	Purple Mask, The (C) (Cs)	July 1955	Champion (R)
			Change Meeting (Brit.)
			Chandra (Ind.)
			Cheat, The (Fr.)
			Cherio (Fr.)
			Cinderella (Ital.)
			City of Sin
			Clean Seas (Ital.)
			Climbing Mount Everest (Swiss)
			Come Out Fighting (R)
			Companions of the Night (Fr.)
			Congress Dances (Ger.-Eng.) (R)
			Consellor at Law (R)
			Crashout
			Cuban Pete (R)
			Curtain Up (Brit.)
			Damned, The (Fr.)
			Dance Hall Girls (Brit.)
			Dangerous Visitor (R)
			Dark Man, The (Brit.)
			Daughter of the Sands (Fr.)
			Daughters of Destiny (Fr.-Ital.)
			Day of Triumph (C)
			Day Will Come, The (Ger.)
			Dead of Night (Brit.) (R)
			Dead Woman's Kiss (Ital.)
			Dear Mr. Prohack (Brit.)
			Dedee (Fr.)
			Desert Victory (Brit.) (R)
			Desperate Decision (Fr.-Eng. dubbed)
			Devil's Pitchfork (Jan.-Eng. narr.)
			Diamond City (Brit.)
			Diary of a Country Priest (Fr.)
			Dirty Hands (Fr.)
			Dorks of New York (R)
			Dragonfly (Russ.) (C)
			Dream Balletina (Fr.)
			Dreams of Love (Fr.)
			Eagle, The (R)
			Eagle with Two Heads (Fr.)
			Earrings of Madame De, The (Fr.)
			East Side Kids (R)
			Edge of Divorce (Brit.)
			Edward and Caroline (Fr.)
			Eight O'Clock Walk (Brit.)
			Emperor and the Golem (Czech.) (C)
			Eternal Return (Fr.)
			Fast and the Furious, The
			Fate and the Devil (Ital.)
			Father's Dilemma (Ital.)
			Fear and Desire
			Fighting Dorseys (R)
			Fighting Imperial, The (Brit.) (C)
			Fighting Rats of Tobruk
			Final Test, The (Brit.)
			Five Guns West (C)
			Flamenco (Sp.-Eng. narr.) (C)
			Flying Cadets (R)
			Flying Hellcats (Brit.) (R)
			Flying Hostess (R)
			Flying Saucer (R)
			Flying Wild (R)
			Folly to Be Wise (Brit.)
			Forbidden Games (Fr.)
			Forlorn
			Formosa (Chinese)

U-I SPECIAL FILMS DIVISION

(All British)	Title	Release Date	Distributor
485	Always a Bride	June 1954	
486	High and Dry	Sept. 1954	

WARNER BROTHERS

327	Dial M for Murder (C)	May 29, 1954	
328	Them	June 19, 1954	
329	High and the Mighty (C) (Cs)	July 3, 1954	
330	Ring of Fear (C) (Cs)	July 24, 1954	
331	King Richard and the Crusaders (C) (Cs)	Aug. 7, 1954	
332	Duel in the Jungle (C)	Aug. 21, 1954	
401	Dragnet (C)	Sept. 4, 1954	
402	Bounty Hunter (C)	Sept. 25, 1954	
404	Drum Beat (C) (Cs)	Nov. 13, 1954	
405	Track of the Cat (C) (Cs)	Nov. 27, 1954	
406	Saratoga Trunk (R)	Dec. 11, 1954	
407	Big Sleep, The (R)	Dec. 11, 1954	
409	Young Heart (C)	Jan. 1, 1955	
403	A Star Is Born (C) (Cs)	Jan. 22, 1955	
408	Silver Chalice, The (C) (Cs)	Feb. 5, 1955	
412	Unchained	Feb. 26, 1955	
411	Battle Cry (C) (Cs)	Mar. 12, 1955	
413	New York Confidential	Mar. 12, 1955	
414	East of Eden (C) (Cs)	Apr. 9, 1955	
415	Strange Lady in Town (C) (Cs)	Apr. 30, 1955	
410	Jump into Hell	May 14, 1955	
416	Sea Chase, The (C) (Cs)	June 4, 1955	
417	Tall Man Riding (C)	June 18, 1955	
419	Land of the Pharaohs (C) (Cs)	July 2, 1955	
420	Dam Busters, The (Brit.)	July 16, 1955	
418	Mister Roberts (C) (Cs)	July 30, 1955	

MISCELLANEOUS

Title	Distributor
A Nous, La Liberté (Fr.) (R)	Burstyn
Aida (C)	I. F. E.
Aleka (Russ.) (C)	Artkino
Amazing Monsieur Fabre (Fr.-Eng. dial.)	Arlan
Angel and Sinner (Fr.)	I. F. E.
Angel Street (Brit.)	Commercial
Anselka (Ger.)	Bronner
Angelo (Ital.)	Scalera
Animal Farm (Brit.) (C)	de Rochemont
Anita Garibaldi (Ital.)	I. F. E.
Anna Cross, The (Russ.) (C)	Artkino
Annapurua (C)	Kingsley
Another Shore (Brit.)	I. R. O.
Anthony of Padua (Ital.)	Casolaro
Appointment for Murder (Ital.)	I. F. E.
Atomic Monster, The (R)	Realtar
Bad Lord Byron (Brit.)	I. R. O.
Ballerina (Fr.) (R)	Burstyn
Barber of Seville (Ital.)	Excelsior
Barefoot Battalion (Gr.)	Leon Brandt
Battles of Chief Pontiac	Realtar
Beauty and the Devil (Fr.)	Arlan
Bel Ami (Au.)	Casino
Belles of St. Trinian's (Brit.)	Assoc. Artists
Belissima (Ital.)	F. E.
Bicycle Thief, The (Ital.)	Burstyl
Big Day, The (Fr.)	Kingsley
Big Family, The (Russ.)	Artkino
Bigamist, The	Filmakers
Bitter Springs (Brit.)	Bell
Black Narcissus (Brit.) (C) (R)	Bell
Blackmail (Brit.)	Bell
Blind Desire (Fr.)	Union
Bood Red Rose (Ital.)	Scalera
Body and Soul (R)	Favorite Att.
Border Street (Pol.)	Globe
Bowery Blitzkrieg (R)	Savoy
Boys from Leningrad (Russ.) (C)	Artkino
Boys of the City (R)	Savoy
Boys Prison (R)	Astor
Bread, Love and Dreams (Ital.)	I. F. E.
Breakdown	Realtar
Brief Encounter (Brit.) (R)	Allied
Broadway Gypsies (R)	Favorite Att.
Broken Horseshoe (Brit.)	Ellis
Broken Vow (Ital.)	Casolaro
Burma Victory (Brit.) (R)	Film Renters
Cabinet of Dr. Caligari (Ger.) (R)	Famous
Caesar and Cleopatra (Brit.) (C) (R)	Allied
Cage of Gold (Brit.)	Ellis
Caged Women (Swed.)	Arlan
Captain from Koenigick (Ger.)	Brandon
Carmela (Ital.)	Scalera
Carmela (Fr. and Ital.)	Scalera
Caroline Cherie (Fr.)	Davis
Casque D'Or (Story of a Blonde) (Fr.)	Union
Cat Women of the Moon (3D)	Astor
Cavalcade of Songs (Ital.) (C)	Continental
Cavalleria Rusticana (Ital.)	Scalera
Champion (R)	Champion
Change Meeting (Brit.)	Pacemaker
Chandra (Ind.)	Hoffberg
Cheat, The (Fr.)	Union
Cherio (Fr.)	Commercial
Cinderella (Ital.)	Times
City of Sin	Ellis
Clean Seas (Ital.)	Casolaro
Climbing Mount Everest (Swiss)	Imperial
Come Out Fighting (R)	Savoy
Companions of the Night (Fr.)	Arlan
Congress Dances (Ger.-Eng.) (R)	Meadow
Consellor at Law (R)	Realtar
Crashout	Filmakers
Cuban Pete (R)	Realtar
Curtain Up (Brit.)	Fine Arts
Damned, The (Fr.)	Union
Dance Hall Girls (Brit.)	Astor
Dangerous Visitor (R)	Fine Arts
Dark Man, The (Brit.)	Union
Daughter of the Sands (Fr.)	Arlan
Daughters of Destiny (Fr.-Ital.)	Arlan
Day of Triumph (C)	Schaefer
Day Will Come, The (Ger.)	Casino
Dead of Night (Brit.) (R)	Allied
Dead Woman's Kiss (Ital.)	Casolaro
Dear Mr. Prohack (Brit.)	I. R. O.
Dedee (Fr.)	Meadow
Desert Victory (Brit.) (R)	Allied
Desperate Decision (Fr.-Eng. dubbed)	Times
Devil's Pitchfork (Jan.-Eng. narr.)	Arias
Diamond City (Brit.)	Zenith
Diary of a Country Priest (Fr.)	Brandon
Dirty Hands (Fr.)	MacDonald
Dorks of New York (R)	Savoy
Dragonfly (Russ.) (C)	Artkino
Dream Balletina (Fr.)	I. F. E.
Dreams of Love (Fr.)	Davis
Eagle, The (R)	Hoffberg
Eagle with Two Heads (Fr.)	Meadow
Earrings of Madame De, The (Fr.)	Arlan
East Side Kids (R)	Savoy
Edge of Divorce (Brit.)	Kingsley
Edward and Caroline (Fr.)	Commercial
Eight O'Clock Walk (Brit.)	Assoc. Artists
Emperor and the Golem (Czech.) (C)	Artkino
Eternal Return (Fr.)	Union
Fast and the Furious, The	ARC
Fate and the Devil (Ital.)	Realtar
Father's Dilemma (Ital.)	Arlan
Fear and Desire	Burstyn
Fighting Dorseys (R)	Favorite Att.
Fighting Imperial, The (Brit.) (C)	Carroll
Fighting Rats of Tobruk	Baker-Brill
Final Test, The (Brit.)	Continental Dist.
Five Guns West (C)	ARC
Flamenco (Sp.-Eng. narr.) (C)	Martin Lewis
Flying Cadets (R)	Realtar
Flying Hellcats (Brit.) (R)	Film Renters
Flying Hostess (R)	Realtar
Flying Saucer (R)	Realtar
Flying Wild (R)	Savoy
Folly to Be Wise (Brit.)	Finn Arts
Forbidden Games (Fr.)	Times
Forlorn	River
Formosa (Chinese)	Hoffberg

Title	Distributor	Title	Distributor
Four Faces West (R)	Favorita Att.	Marriage in the Shadows (Ger.)	Globe
Four Intimate Passions, The (Fr.)	Davis	Mirage of Brigarò (Ger.)	Globe
Four Madams (Fr.)	Baker-Brill	Marry Me (Brit.)	Ellis
Francis, The First (Fr.)	Meadow	Martin Luther	de Rochemont
French Touch, The (Fr.)	Times	Massacre Hill (Brit.)	I. R. O.
Fugitive in Trieste (Ital.)	I. F. E.	Master Plan, The (Brit.)	Astor
Fuss over Feathers (Brit.) (C)	Assoc. Artists	Melody of Love (Ital.)	I. F. E.
Game of Love, The (Fr.)	Times	Merry-Go-Round (Au.)	Casino
Gang Busters	Visual Drama	Werry Wives of Vienna (Au.)	Casino
Gate of Hell, The (Jap.) (C)	Harrison	Midnight Episode (Brit.)	Fine Arts
Genesee Dragnet (Ital.)	I. F. E.	Mikado, The (Brit.) (C) (R)	Allied
Girl on the Run	Astor	Minne, The Curious Bride (Fr.)	Commercial
Golem, The (Fr.) (R)	Excelsior	Miquette (Fr.)	Union
Gran Varieta (Ital.) (C)	Continental	Miracle in Milan (Ital.)	Burstyn
Grapes Are Ripe (Ger.)	Casino	Miss Robin Hood (Brit.)	Union
Great Adventure, The (Swed.)	de Rochemont	Mr. Denning Drives North (Brit.)	Carroll
Great Dawn (Ital.)	Scalera	Mr. Hulot's Holiday (Fr.)	G-B-D Intl.
Great Expectations (Brit.) (R)	Allied	Mistress of the Mountains (Ital.)	Davis
Great Mr. Handel (Brit.) (C)	I. R. O.	Moment of Truth, The (Fr.)	Arlan
Green for Danger (Brit.) (R)	Allied	Monte Carlo Baby	Filmakers
Green Scarf, The (Brit.)	Assoc. Artists	Murder on Monday (Brit.)	Kingsley
Half-Century of Songs (Ital.) (C)	Continental	My Death Is a Mockery (Brit.)	Carroll
Hangman's Holiday (Brit.)	I. R. O.	My Hands Are Clay (Brit.)	Hoffberg
Hans Christian Andersen (Brit.)	Hoffberg	My Heart Sings (Ital.)	I. F. E.
Headline (Brit.)	English	Mystery Lake (C)	Fine Arts
Heart and Soul (Ital.)	Crest	Naked Amazon (Braz.-Eng. narr.) (C)	Times
Heart of the Matter, The (Brit.)	Assoc. Artists	Naked Heart, The (Brit.)	Assoc. Artists
Heart of Vienna, The (Au.)	Arden	Naughty Martine (Fr.)	Globe
Heartbreak Ridge (Fr.) (C)	Tudor	Next of Kin (Brit.) (R)	Film Renters
Hell Breaks Loose (R)	Favorita Att.	Northwest Stampede (C) (R)	Favorita Att.
Hell Is Sold Out (Brit.)	Realtor	Notorious Gentleman (Brit.) (R)	Allied
Hello, Elephant! (Ital.)	Arlan	O Solo Mio (Ital.)	Continental
Hell's Gateway (Can.)	Bell	Odd Man Out (Brit.) (R)	Allied
High Time (Ital.)	Atar Film Assoc.	On Approval (Brit.)	Film Renters
High Treason (Brit.)	Pacemaker	One Summer of Happiness (Swed.)	Times
Hiroshima (Jap.)	Continental Dist.	Only Yesterday (R)	Realtor
His Last 12 Hours (Ital.)	I. F. E.	Open City (Ital.)	Burstyn
Holiday for Henrietta (Fr.)	I. R. O.	Operation Malaya	Realtor
Holly and the Ivy, The (Brit.)	Arden	Operetta (Au.)	Casino
Home of the Brave (R)	Astor	Original Sin (Ger.)	Casino
Horror Maniacs	Hoffberg	Orpheus (Fr.)	Union
Hue and Cry (Brit.)	Fine Arts	Our Friends Are Coming (Ital.)	Continental
Hundred Hour Hunt (Brit.)	Fine Arts	Out of This World (C)	Carroll
Hunters of the Deep (C)	DCA	Outry (Ital.)	Crest
I Know Where I'm Going (Brit.) (R)	Allied	Outlaw Territory	Realtor
Il Trovatore (Ital.)	Globe	Overcoat, The (Ital.)	Times
Illicit Interlude (Swed.)	Hakim	Paisan (Ital.)	Burstyn
Imposter, The (Jap.)	Brandon	Paris Affair (Fr.)	Int. Film Assoc.
In Society (R)	Realtor	Paris Exhress, The (Brit.) (C)	MacDonald
Inheritance, The (Brit.)	Fine Arts	Paris Incident (Fr.)	Davis
Innocents in Paris (Brit.)	Tudor	Paris Nights (Fr.-Eng. dial.)	Union
Inspector Calls, An (Brit.)	Assoc. Artists	Paris 1900 (Fr.)	Kingsley
Interlude (Swed.)	Globe	Passion for Life (Fr.)	Brandon
Intimate Relations (Brit.)	Carroll	Passionate Sentry, The (Brit.)	Fine Arts
Intruder, The (R)	Savoy	Path to the Kingdom (Sp.)	Master
Intruder, The (Brit.)	Assoc. Artists	Peddler and the Lady (Ital.)	Continental
It Started in Paradise (Brit.) (C)	Astor	Pennywhistle Blues (So. Afr.)	Kingsley
Jacqueline Misbehaves (Brit.)	Ellis	Pepe le Moko (Fr.) (R)	Commercial
Jealous Husband (Ital.)	Crest	Perfectionist, The (Fr.)	Union
Johnny Comes Marching Home (R)	Realtor	Pickwick Papers (Brit.)	Kingsley
Journey Together (Brit.)	Film Renters	Pit of Loneliness (Fr.)	Carroll
Julius Caesar	Brandon	Private Buckaroo (R)	Realtor
Justice Is Done (Fr.)	Burstyn	Private Hell 36	Filmakers
Keepers of the Night (Ger.)	Casino	Ramrod (R)	Favorita Att.
King's Jester, The (Ital.)	Scalera	Red Inn, The (Fr.)	Davis
Kisegana, Man of Africa (Brit.) (C)	I. R. O.	Reluctant Widow, The (Brit.)	Fine Arts
La Rondle (Fr.)	Commercial	Resistance (Fr.)	Meadow
La Vie de Boheme (Fr.)	Scalera	Return of the Plainsman	Astor
Lady and the Ranger, The (R)	Realtor	Ride a Reckless Mile (R)	Astor
Lady Paname (Fr.)	Union	Rigoletto (Ital.)	Continental
Land, The (Russ.) (C)	Artkino	Ringer, The (Brit.)	Ellis
Last Laugh, The (Ger.) (R)	Famous	Road House Girl (Brit.)	Astor
Le Plaisir (Fr.)	Kingsley	Rome Eleven O'Clock (Ital.)	Times
Let's Get Tough (R)	Savoy	Run for the Hills	Realtor
Life Begins Tomorrow (Fr.)	Kingsley	Runaway Bus, The (Brit.)	Kramer-Hyams
Life of Ferdinand Raimund (Ger.)	Casino	Ruthless Men (R)	Favorita Att.
Little Fugitive	Burstyn	Safety Match (Russ.) (R)	Artkino
Lonely Night, The	Kingsley	Salome, Where She Danced (C) (R)	Realtor
Long John Silver (C) (Cs)	DCA	Savage World (Brit.)	Baker-Brill
Long Memory, The (Brit.)	Astor	Secret Document—Vienna (Fr.)	Davis
Lover Come Back (R)	Realtor	Secret of a Soul (Ger.)	Casino
Lovers, The (Ital.)	Scalera	Secret of Maveling (Fr.)	Commercial
Lovers of Toledo, The (Ital.-Eng.)	Hakim	Seven Deadly Sins (Fr.-Ital.)	Arlan
Loves of Don Juan, The (Ital.)	Scalera	Seven Journeys (Ger.)	Bell
Lower Depths, The (Fr.)	Globe	Seven Ravens (Ger.-Eng. dial.)	Meadow
Lucia di Lammermoor (Ital.)	Casino	Seventh Veil, The (Brit.)	Allied
Lucrezia Borgia (Fr.)	Meadow	Showtime (Brit.)	English
Mad at the World	Filmakers	Side Street Story (Ital.)	Burstyn
Mademoiselle Gobette (Fr.)	I. F. E.	Simple Case of Money, A (Fr.)	Union
Madonna of the Seven Moons (Brit.) (R)	Allied	Sin of Esther Waters (Brit.)	I. R. O.
Madge Box (Brit.) (C)	Kingsley	Singing Angels (Ger.)	Casino
Ma Pomme (Fr.)	Union	Sinners (Fr.)	Commander
Male Brute (Fr.)	Burstyn	Sins of Lulu Bella (R)	Favorita Att.
Man Killer (R)	Favorita Att.	Sins of Paris (Fr.)	Artkino
Man of Evil (Brit.) (R)	Bell	Skanderberg (Russ.) (C)	Artkino
Man Who Murdered Himself (R)	Favorita Att.	Skipper Next to God (Fr.)	Excelsior
Maniacs on Wheels (Brit.)	I. R. O.	Sleeping Tiger, The (Brit.)	Astor
Manon (Fr.)	Union	So Little Time (Brit.)	MacDonald
Mario du Port (Fr.)	Fine Arts	Spell of Ireland, The (C)	Celtic
Marika (Ger.) (C)	Baker-Brill	Spice of Life (Fr.)	Kingsley
		Spider and the Fly, The (Brit.)	Bell
		Stairway to Heaven (Brit.) (C) (R)	Allied

Title	Distributor
Stars Look Down, The (Brit.) (R)	Ellis
Status of Russian Ballet (Russ.)	Artkino
Stolen Identity	Union
Storm Within (Fr.)	Union
Story of Tosca (Ital.)	Scalera
Strange Conquest (R)	Realart
Strange Deception (Ital.)	Casino
Strange Ones, The (Fr.)	Kingsley
Stranger's Hand, The (Brit.)	DCA
Strangler's Morgue	Hoffberg
Stronghold of the Wild (So. Afr.)	Baker-Brill
Symphonie Pastorale (Fr.)	Fine Arts
Tanga Tika (C)	Schaefer
Tears of Blood (Ital.)	Crest
Tenderfoot Goes West, A (R)	Hoffberg
That Gang of Mine (R)	Savoy
There Was a Young Lady (Brit.)	Ellis
Third Time Lucky (Brit.)	I. R. O.
39 Steps, The (Brit.) (R)	Ellis
This Happy Breec (Brit.) (C) (R)	Allied
This Is Your Army (C)	Compo
This Wine of Love (Ital.)	Casolaro
Three Cases of Murder (Brit.)	Assoc. Artists
Three Forbidden Stories (Ital.)	Ellis
Three Steps to Murder	Astor
Tiger Island (R)	Realart
Time in the Sun (Mex.)	Brandon
Times Gone By (Ital.)	I. F. E.
To Paris With Love (Brit.) (C)	Continental Dist.
Tomorrow Is Too Late (Ital.)	Burstyn
Tonight at 8:30 (Brit.) (C)	Continental Dist.
Tony Draws a Horse (Brit.)	Fine Arts
Topaze (Fr.)	Union

Title	Distributor
Train of Events (Brit.)	Fine Arts
True and the False, The	Davis
True Glory	Film Renters
Turn the Key Softly (Brit.)	Astor
Twice Upon a Time (Brit.)	Fine Arts
Twilight (Fr.)	A. F. E.
Two Cents Worth of Hope (Ital.)	Times
Two Madonnas, The (Ital.)	Casolaro
Two Orphans (Ital.)	Globe
Ugetsu (Jap.)	Harrison
Unconquered, The	Margolies
Under Suspicion (R)	Astor
Under the Paris Sky (Fr.)	Union
Unknown, The (Ital.)	Crest
Variety Stars (Russ.) (C)	Artkino
Vienna Melodies (Ger.)	Casino
Voice in Your Heart, A (Ital.)	Scalera
Wages of Fear, The (Fr.-Eng. dubbed)	DCA
Warning to Wantons (Brit.)	I. R. O.
Waterfront Women (Brit.)	Bell
Welcome the Queen (Brit.) (C)	British Info.
Where is Zaza? (Ital.)	Casolaro
White Corridors (Brit.)	Fine Arts
Wicked Lady, The (Brit.) (R)	Allied
Wide Boy (Brit.)	Realart
Woman Accused (R)	Astor
Woman Hater (Brit.)	Bell
Women of Paris (R)	Favorite Att.
You Will Remember (Brit.)	English
Young and the Damned, The (Mex.)	Kingsley
Young Scarface (Brit.)	Kingsley



Foreign Films in the United States

THE foreign film in the United States generally fluctuates very little in quality, quantity or importance from one year to the other and this past year has been no exception. The art houses still thrive on them although several American films have successfully been given the "art house treatment" because of their offbeat quality.

Some British and Italian films are getting more playing time in more theatres, however, because many of the major distributors are acquiring these additional pictures to augment their releasing schedules. As an example, Columbia has several deals with British companies for Anglo-American productions and Republic and United Artists are releasing many important British films. I.F.E., of course, still specializes in the Italian film, both dubbed and subtitled, while the Ponti-DeLaurentiis company in Italy has a co-production deal with Paramount.

Coming into prominence for the first time is the Japanese film. Although only three or four have been released here, many are scheduled. The Japanese, unlike their French and Italian cohorts, apparently are most successful (at least in the U. S.) with the ethereal rather than the realistic.

Among the important current and upcoming films from foreign producers that the majors will release are "The Dam Busters," "The Deep Blue Sea," "Svengali," "War and Peace" and "The Divided Heart."

The new screen techniques—CinemaScope, VistaVision, et al—have begun to cross the ocean. England, France and Italy are utilizing them with more and more consistency although only a few such films were scheduled for release in the U. S. before the end of 1955. Color, always an important asset, is also finding its way into a large amount of foreign product.

Some of the important imports this past year include: (British) "Court Martial," "The Detective," "Doctor in the House," "The Little Kidnappers" and "Romeo and Juliet"; (French) "Holiday for Henrietta," "Mr. Hulot's Holiday," "The Sheep Has Five Legs" and "The Wages of Fear"; (Italian) "Aida" and "Bread, Love and Dreams"; (Japanese) "Gate of Hell" and "Ugetsu."

The number of art theatres (both full-time and part-time) is practically the same as last year. New York City has the most, numerically, followed by Los Angeles, Philadelphia, Chicago and San Francisco.

A report from the New York State Motion Picture Division, covering the period from

April 1, 1954, to March 31, 1955 showed a total of 559 foreign films reviewed. Hong Kong topped the list with 110 and was followed by Mexico with 99; England, 65; Italy, 55; Germany, 52; U.S.S.R., 38, and France, 33.

The films listed below include foreign-language—and also British—pictures with English subtitles or English dubbing, excepting some of the Greek, Hungarian, German and Spanish product. The language of the film is indicated in parentheses after the title: (Aust) Australian; (Au) Austrian; (Br) British; (Can) Canadian; (Cz) Czechoslovakian; (F) French; (G) German; (Gr) Greek; (H) Hungarian; (In) Indian; (I) Irish (It) Italian; (J) Japanese; (M) Mexican; (P) Polish; (Russ) Russian; (So. Af.) South African; (S) Spanish; (Sw) Swedish. (R) indicates a reissue and (C) a picture in color.

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PAUL GRAETZ, president.
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Brief Encounter (Br) (R)
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Dead of Night (Br) (R)
Great Expectations (Br) (R)
Green for Danger (Br) (R)
I Know Where I'm Going (Br) (R)
Madonna of the Seven Moons (Br) (R)
Mikado, The (Br) (R) (C)
Notorious Gentleman (Br) (R)
Odd Man Out (Br) (R)
Seventh Veil, The (Br) (R)
Stairway to Heaven (Br) (R) (C)
This Happy Breed (Br) (R) (C)
Wicked Lady, The (Br) (R)

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Boys From Leningrad (Russ) (C)
Emperor and the Golem (Cz) (C)
5 From Braska Street (P) (C)
Heroes of Chipka (Russ) (C)
Land, The (Russ) (C)
Safety Match (Russ) (C)
Stars of the Russian Ballet (Russ) (C)
Tiger Girl (Russ) (C)
True Friends (Russ) (C)
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Four Against Fate (Br)
Front Page Story (Br)
Fuss Over Feathers (Br) (C)
Green Scarf, The (Br)
Heart of the Matter, The (Br)
Inspector Calls, An (Br)
Intruder, The (Br)
Naked Heart, The (Br)
Teckman Mystery, The (Br)
They Who Dare (Br) (C)
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ROBERT M. SAVINI, president.

Master Plan, The (Br)
Road House Girl (Br)
Sleeping Tiger, The (Br)
3 Stops to Murder (Br)
Turn the Key Softly (Br)

AZTECA FILMS, INC., 1743 South Vermont Ave-
nue, Los Angeles, Calif.; REpublic 3-2191; 1564
Broadway, New York 19, N. Y.; PLaza 7-6950;
410 San Pedro Ave., San Antonio 1, Texas; CAPitol
6-7266; 410 S. Michigan Ave., Chicago 5, Ill.; WEB-
ster 9-5899.

RUBEN A. CALDERON, president; GUSTAVO A.
ACOSTA, secretary-treasurer.

The company has available some 700 Mexican
pictures, plus 60 Spanish films of which about 15
have subtitles.

BAKER, SAM-DAVID BRILL, ASSOCIATES,
1501 Broadway, New York 36, N. Y.; LACKAWANNA
4-1490.

SAM BAKER, DAVID BRILL, partners.

Daybreak in Udi (Br)
Fighting Rats of Tobruk, The (Br)
Four Madames, The (F)
Jedda (Aust) (C)
Marika (Au-Eng dial) (C)
Savage World (Br)
Sea Raider, The (Br)
Stronghold of the Wild (So Af)
Woman in Every Room (F)

BELL PICTURES CORP., 107-20 Continental Ave-
nue, Forest Hills, N. Y.; LIggett 4-0439.

FRANCES FRANK, secretary-treasurer.

Bitter Springs (Aust)
Blackmailed (Br)
Dance Hall Girls (Br)
Hell's Gateway (Can) (R)
Man of Evil (Br)
Seven Journeys (G)
Spider and the Fly, The (Br)
Waterfront Women (Br)
Woman Hater (Br)
You Can't Fool an Irishman (I)

BRANDON FILMS, INC., 200 W. 57th Street, New
York 19, N. Y.; Circle 6-4868.

THOMAS J. BRANDON, president.

Amphytrion (G) (R)
Antoine & Antoinette (F) (R)
Baker's Wife, The (F) (R)
Captain from Koenig (G) (R)
Diary of a Country Priest (F)
Drole de Drame (Bizarre, Bizarre) (F) (R)
Harvest (F) (R)
Impostor, The (J)
Les Miserables (Cosette & Jean Valjean) (F) (R)
Loves of Toni, The (F) (R)
Murderers Among Us (G)
Nais (F) (R)
Passion for Life (F)
Well Digger's Daughter, The (F) (R)

BRENNER, JOSEPH ASSOCIATES, 276 West 43rd
Street, New York 36, N. Y.; CHickering 4-5471.

JOSEPH BRENNER, owner.

Angelika (G)
Confessions of a Rogue (F)
His Excellency (Br)
Hoboes in Paradise (F)
Passionelle (F)
Rules of the Game (F) (R)
Street of Shadows (F)

BURSTYN, INC., 113 W. 42nd Street, New York 36,
N. Y.; LONGacre 4-7124.

FAE R. MISKE, secretary-treasurer.

A Nous La Liberte (F) (R)
Justice Is Done (F)
Male Brute, The (F)
Prisoner of Parma, The (F) (Eng. dial.)
Rebellion of the Hanged (M) (Eng. dial.)
Romantic Youth (F)
Side Street Story (It)

CARROLL PICTURES, INC., 1775 Broadway, New
York 19, N. Y.; JUDSON 6-5987.

CARROLL L. PUCIATO, president.

Alone in the Streets (It)
Fighting Pimpernel, The (Br) (C)
Four Ways Out (It) (Eng. dubbed)
Intimate Relations (Br)
Lady Godiva Rides Again (Br)
Mr. Denning Drives North (Br)
Princess Cinderella (It) (Eng. dubbed)

CASINO FILM EXCHANGE, INC., 1564 Broadway.

New York 36, N. Y.; JUDSON 6-1442-3.

MUNIO PODHORIZER, president.

Bel Ami (Au)
Damenwahl (G)
Das Kann Jeden Passieren (G)
Das Kreuz Am Jaegersteig (G)
Day Will Come, The (G)
Dein Herz Ist Meine Heimat (G)
Dein Mund Verspricht Mir Liebe (G)
Der Engel Mit Dem Flammenschwert (G)
Der Mann Meines Lebens (G)
Der Weissblaue Loewe (G)
Die Dritte Von Rechts (G)
Geliebtes Fraulien Doktor (G)
Grapes Are Ripe, The (G)
Heart of Vienna (Au)
Hochzeit Im Heu (G)
Keepers of the Night (G)
Life of Ferdinand Raimund (Au)
Lockende Gefahr (G)
Merry Go Round (G)
Operetta (Au)
Original Sin (G)
Rosen Aus Dem Sueden (G)
Secrets of a Soul (G)
Singing Angels (Au)
Strange Deception (It)
Strange Witness (It)
Tausend Rote Rosen Bluehn (G)
Vienna Melodies (Au)
Wiener Maedeln (Au)

CASOLARO FILMS DISTRIBUTING CO., 277 Canal Street, New York 13, N. Y.; WOrth 6-2122.

SALVATORE CASOLARO, president.

Anthony of Padua (It)
Baron Carlo Mazza, The (It)
Buried Alive (It)
Caravan of the Sin (It)
Desire of Sunshine (It)
Dead Woman's Kiss, A (It)
Egastolo (It)
Fisherman of Posillipo (It)
He Should Be Condemned (It)
Neapolitan Letter (It)
Remorse (It)
This Wine of Love (It)
Tombolo (It)
Voice of the Blood, The (It)
When Love Calls (It)

CELTIC FILMS, INC., 747 Madison Avenue, New York 21, N. Y.; REgent 7-5810 and PLaza 3-5442.

DANIEL DEVLIN, president.

Spell of Ireland, The (I) (C)

CLASA-MOHME, INC., 2019 South Vermont Avenue, Los Angeles 7, Calif.; RERpublic 4-4171.

G. J. MOHME, president.

Other offices of the company are located at 501 Soledad Street, San Antonio 5, Texas; 1475 Broadway, New York 36, N. Y.; 828 Twenty-First Street, Denver 2, Colo.; 1219 So. Wabash Ave., Chicago, Ill.

Clasa-Mohme Inc. specializes in the distribution of Spanish-dialogue 35mm feature films to theatres serving the Spanish-speaking Latin American population of the United States. It has over 800 films, the overwhelming majority of them produced in Mexico. It has over 125 of these films in 16mm for distribution principally to universities for use in Spanish-language classes. It also has eight features in 35mm with complete English sub-titles. A full listing of the company's product is available through the Los Angeles office. Following are the titles of the sub-titled features:

Bethsabee (F)
Dona Barbara (S)
Paloma (S)
Red Rain (S)
Rio Escondido (S)
Subida Al Cielo (S)
Three Amigos (S)

COMMANDER PICTURES CO., 1790 Broadway, New York 19, N. Y.; PLaza 7-5363.

MAX A. GOLDBERG, WILLIAM GOLDBERG, ERWIN A. LESSER, partners.

Sinners, The (F)

COMMERCIAL PICTURES, INC., 119 W. 57th Street, New York 19, N. Y.; CIrcle 6-1905.

RAYMOND HAKIM, president.

Angel Street (Br)
Cheri (F)
Edward and Caroline (F)
La Ronde (F)
Mam'zelle Nitouche (F) (C)
Minne, the Curious Bride (F)
Pepe Le Moko (F) (R)
Secret of Mayerling, The (F)
Therese Raquin (F)

CONTINENTAL DISTRIBUTING, INC., 50 W. 57th Street, New York 19, N. Y.; PLaza 7-2593.

FRANK KASSLER, president; SANFORD WEINER, sales manager.

Adorable Creatures (F)
Final Test, The (Br)
Leonardo Da Vinci (F-It-US) (C)
To Paris with Love (Br) (C)
Tonight at 8:30 (Br) (C)

CONTINENTAL MOTION PICTURES CORPORATION, 1560 Broadway, New York 36, N. Y.; PLaza 7-5548.

GEORGE MARGOLIN, president.

Cavalcade of Songs (It) (C)
Grand Variety (It) (C)
Half Century of Songs (It) (C)
Our Friends Are Coming (It)
Snowwhite and the 7 Thieves (It)

CREST FILMS, 1501 Broadway, New York 36, N. Y.; LOnagacre 3-5458.

JACK ELLIS, president.

Heart and Soul (It)
Jealous Husband (It)
Outcry (It)

DANUBIA PICTURES, INC., 729 Seventh Avenue, New York 19, N. Y.; CIrcle 5-5578.

DEZSO SZENES, president.

Hary Janos (H)
Hazajaro Lelek (Hunting Soul) (H)
Maria Ket Ejszakajia (Mary's Two Nights) (H)
Uzenet a Volgapartol (Message from Volga) (H)

DAVIS, ARTHUR, RELEASING ORGANIZATION, 55 W. 42nd Street, New York 36, N. Y.; LOnagacre 5-5517.

Bebe (F)
Caged Women (Sw)
Caroline Cherie (F)
Dreams of Love (F)
Four Intimate Passions (F)
Illicit Interlude (Sw)
Mistress of the Mountains (It)
Naked Spy, The (F)
Night Is My Kingdom, The (F)
Paris Incident (F)
Pit of Loneliness (F)
Red Inn, The (F)
Thirst (Sw)
Virgin of the Rhine (F)

DeROCHEMONT, LOUIS, ASSOCIATES, 380 Madison Avenue, New York 17, N. Y.; OXFord 7-0350.

BORDEN MACE, president.

Great Adventure, The (Sw)

DISTRIBUTORS CORPORATION OF AMERICA, 1560 Broadway, New York 36, N. Y.; JUdson 6-7800.

FRED J. SCHWARTZ, president.

Animal Farm (Br) (C)
Frisky (It)
Stranger's Hand, The (Br)
Wages of Fear, The (F) (Eng. dubbed)

ELLIS FILMS, 1501 Broadway, New York 36, N. Y.; LOnagacre 3-5457.

JACK ELLIS, president.

Broken Horseshoe (Br)
Cage of Gold (Br)
City of Sin (Br)
Inside Girls Dormitory (F)
Marry Me (Br)
Murder at 3 A.M. (Br)
One Step to Eternity (F)
Ringer, The (Br)
Stars Look Down, The (Br) (R)
Temptress, The (It)
There Was a Young Lady (Br)
Thirty-Nine Steps, The (Br) (R)
Three Forbidden Stories (It)
Thunder Rock (Br) (R)

ENGLISH FILMS, INC., 1560 Broadway, New York 36, N. Y.; PLaza 7-8547-8.

NAT SANDERS, president.

Headline (Br)
Showtime (Br)
You Will Remember (Br)

EXCELSIOR PICTURES CORP., 1564 Broadway,
New York 36, N. Y.; Circle 5-6157-8.
WALTER BIBO, president.

Barber of Seville (It)
Golem, The (F)
Skipper Next to God (F)

FILM RENTERS, INC., 1560 Broadway, New York
36, N. Y.; PLaza 7-8547-8.
NAT SANDERS, president.

Broken Jug (G) (R)
Cabinet of Dr. Caligari (G) (R)
Last Laugh, The (G) (R)
On Approval (Br) (R)
Peer Gynt (G) (R)

FINE ARTS FILMS, INC., 1501 Broadway, New
York 36, N. Y.; BRyant 9-6734.
DR. ARTHUR EPSTEIN, president; RICHARD F.
O'CONNELL, general sales manager.

Curtain Up (Br)
Dark Man, The (Br)
Folly to Be Wise (Br)
Hue and Cry (Br)
In Which We Serve (Br) (R)
Inheritance, The (Br)
Kind Hearts and Coronets (Br) (R)
Lavender Hill Mob (Br) (R)
Man in the White Suit, The (Br) (R)
Marie du Port (F)
Midnight Episode (Br)
No Way Back (G)
Passionate Sentry, The (Br)
Possession (Sw)
Promoter, The (Br) (R)
Quartet (Br) (R)
Red Shoes, The (Br) (R) (C)
Reluctant Widow, The (Br)
Strangers (It) (Eng. dubbed)
Symphonic Pastorale (F)
Tight Little Island (Br) (R)
Tony Draws a Horse (Br)
Train of Events (Br)
Twice Upon a Time (Br)
White Corridors (Br)

FOUR CONTINENTS FILMS, INC., 6040 Sunset
Blvd., Hollywood 28, Calif.; HOLlywood 4-3414.
JULIUS SPERN, president; MAX ALEXANDER, vice-
president; ARTHUR ALEXANDER, secretary-treas-
urer.

Agitator, The (Br)
Appointment with Crime (Br)
Butler's Dilemma, The (Br)
Laughing Lady, The (Br) (C)
Lisbon Story (Br)
Loyal Heart (Br)
Seventh Survivor, The (Br)
Shipbuilders, The (Br)
Springtime (Br)
Those Kids from Town (Br)
Welcome Mr. Washington (Br)
Woman to Woman (Br)

G-B-D INTERNATIONAL RELEASING CORP.,
Fine Arts Bldg., 130 E. 58th Street, New York 22,
N. Y.; PLaza 5-6819.
RICHARD DAVIS, president.

Mr. Hulot's Holiday (F)

HARRISON, EDWARD FILMS, 1501 Broadway,
New York 36, N. Y.; LACKawanna 4-1318.
EDWARD HARRISON, WILLIAM DAVIDSON, officers.

Gate of Hell (J) (C)
Ugetsu (J)

HELLENIC FILMS CORP., 220 W. 43rd Street,
New York 36, N. Y.; LONGacre 4-2616.
N. MARK JUSTIN, president.

Madamoselle—Age 39 (Gr)
Mr. Pennypincher (Gr)
Santa Tsukita (Gr)

Village School Teacher (Gr)
Wind of Hate (Gr)
Windfall in Athens (Gr)

HOFFBERG PRODUCTIONS, INC., 362 W. 44th
Street, New York 36, N. Y.; Circle 6-9031-2.

JACK H. HOFFBERG, president.

Ballet de France (F)
Chandra (In)
Hans Christian Andersen (Br)
Horror Maniacs (Br)
Khamishia (Five Tales from Israel) (Israeli) (Eng.
dial.)
Le Puritan (F)
Once a Sinner (Br)
Overnight Girl (Br)
Stranglers Morgue (Br)
Waltz by Strauss (G)

I. F. E. RELEASING CORP., 1501 Broadway, New
York 36, N. Y.; LONGacre 4-4843.

DR. RENATO GUALINO, president; BERNARD JACON,
vice-president in charge of sales.

Anita Garibaldi (It)
Appointment for Murder (It)
Bellissima (It)
Fugitive in Trieste (It)
Genocoe Dragnet (It)
His Last 12 Hours (It)
Mademoiselle Gobbette (F)
Melody of Love (It)
My Heart Sings (It)
Times Gone By (It)
For other I. F. E. releases, see Feature Releases,
1954-55, page 355.

INTERNATIONAL FILM ASSOCIATES CORP.,
550 Fifth Avenue, New York 36, N. Y.; PLaza
7-6454.

D. BERNARD KREISLER, president; EDWARD KREIS-
LER, vice-president.

High Time (It)
Paris Affair (F)

**INTERNATIONAL RELEASING ORGANIZA-
TION**, 452 5th Avenue, New York 18, N. Y.;
LONGacre 3-0516.

JULIUS GARFIELD, GEORGE GARFIELD, officers.

Another Shore (Br)
Bad Lord Byron (Br)
Beware of Pity (Br)
Great Mr. Handel, The (Br) (C)
Hangman's Holiday (Br)
History of Mr. Polly (Br)
Kisenga, Man of Africa (Br) (C)
Maniacs on Wheels (Br)
Massacre Hill (Br)
Sin of Esther Waters (Br)
Third Time Lucky (Br)
Warning to Wantons (Br)

KINGSLEY INTERNATIONAL PICT. CORP.,
1501 Broadway, New York 36, N. Y.; CIIckering
4-6421.

EDWARD L. KINGSLEY, president.

Annapurna (F—Eng. narr.) (C)
Bed, The (F & Eng. dial.) (C)
Big Day, The (F)
Court Martial (Br)
Le Plaisir (F)
Life Begins Tomorrow (F)
Magic Box, The (Br) (C)
Paris 1900 (F) (Eng. narr.)
Pennywhistle Blues (Magic Garden) (So. Af.)
Pickwick Papers, The (Br)
Scotch on the Rocks (Br)
Spice of Life, The (F)
Strange Ones, The (F)
Too Bad She's Bad (It)
Young and the Damned, The (M)
Young Scarface (Br)

MACDONALD PICTURES, INC., 1639 Broadway,
New York 19, N. Y.; JUdson 2-3636.
B. R. SCHRIFT, president.
Cash on Delivery (Br)
Dirty Hands (F)
Edith Piaf Story, The (F)
King of the Coral Sea (Aust)
Paris Express, The (Br) (C)
So Little Time (Br)

MASTER FILM DISTRIBUTORS, INC., 723 Seventh
Avenue, New York 19, N. Y.; JUdson 2-4539.
GEORGE CAPUTO, president.
The company has available approximately 100
Spanish-language films.

MEADOW, NOEL, ASSOCIATES, 229 W. 42nd
Street, New York 36, N. Y.; LOngacre 5-7763;
WISconsin 7-1014.
NOEL MEADOW, owner.
Congress Dances (G-Eng dial) (R)
Dedee (F)
Eagle with Two Heads, The (F)
Francis the First (F)
Jenny Lamour (F)
Lucrezia Borgias (F)
Resistance (F)
Seven Ravens (G-Eng dubbed)
White Legs (F)

MEXICAN FILM ENTERPRISES, INC., 6677 Sun-
set Blvd., Hollywood 28, Calif.; HOLlywood 5-5963.
I. CARNER-RIBALTA, president.
The company distributes selected Mexican and
Argentine productions.

OMNIFILMS, INC., 229 West 42nd Street, New
York 36, N. Y.; LOngacre 5-7763; WISconsin
7-1014.
NOEL MEADOW, president; AARON SLOAN, secretary-
treasurer.
This Strange Passion (M)

PACEMAKER PICTURES, INC., 1790 Broadway,
New York 19, N. Y.; PLaza 7-5363.
MAX A. GOLDBERG, president; WILLIAM GOLDBERG,
treasurer; ERWIN A. LESSER, secretary.
Chance Meeting (Br)
Happiest Days of Your Life, The (Br)
High Treason (Br)
Holly and the Ivy, The (Br)
Tempest in the Flesh (F)

PRESIDENT FILMS, INC., 1564 Broadway, New
York 36, N. Y.; CIrcle 7-7826.
JOSEPH GREEN, president.
Border Street (P)
Castles in the Skies (Yiddish) (Eng. dubbed) (R)
Il Trovatore (It)
Interlude (Sw)
Naughty Martine (F)
Unmarried Mothers (Sw)
Wishing Well Inn (Br)

RENOWN PICTURES OF AMERICA, INC., 1775
Broadway, New York 19, N. Y.; JUdson 2-5065-6.
RICHARD GORDON, president.
Adventures of Sadie, The (Br) (C)
Dance Little Lady (Br) (C)
Flaw, The (Br)
Grand National Night (Br)
Port of Escape (Br)
Svengali (Br) (C)
Time of His Life, The (Br)

SCALERA FILM, INC., 1560 Broadway, New York
36, N. Y.; PLaza 7-5548.
PIETRO BULLIO, president.
Angelo (Mulatto) (It) (R)
Blood Red Rose (It)
Boheme (F) (R)
Bridge of Glass, The (It)
Carmen (It, F) (R)
Cavalleria Rusticana (It) (R)

King's Jester (It) (R)
Lady of the Golden West, The (It)
Lovers, The (It) (R)
Officer and the Lady, The (It) (R)
Rocambole (F)
Tosca (It) (R)
Villain of Venice, The (It)
Voice in Your Heart, A (It)
Way Down, The (It)

SCREEN ART SALES COMPANY, 723 Seventh
Avenue, New York 19, N. Y.; CIrcle 6-5883.
NATHAN CY BRAUNSTEIN, general manager.
Force of Destiny, The (S)

TIMES FILM CORPORATION, 144 W. 57th Street,
New York 19, N. Y.; PLaza 7-6980.
JEAN GOLDWURM, president; WILLIAM SHELTON,
vice-president.
Cinderella (It)
Desperate Decision (F) (Eng. dubbed)
Forbidden Games (F)
French Touch, The (F)
Game of Love, The (F)
Naked Amazon (Brazilian—Eng. narr.) (C)
One Summer of Happiness (Sw)
Overcoat, The (It)
Rome 11 O'Clock (It)
Royal Affair in Versailles (F) (Eng. dial.) (C)
Two Cents Worth of Hope (It)

TOHAN PICTURES CO., 200 West 57th Street,
New York 19, N. Y.; CIrcle 6-4868.
HERBERT R. STEINMANN, president.
Ballet of Romeo and Juliet (Russ) (C)
Letters from My Windmill (F)

TUDOR PICTURES, INC., 151 West 46th Street,
New York 36, N. Y.; JUdson 2-1877.
MOE KERMAN, president; J. J. FELDER, vice-
president.
Heartbreak Ridge (F) (C)
Innocents in Paris (Br)

UNION FILM DISTRIBUTORS, INC., 1501 Broad-
way, New York 36, N. Y.; BRyant 9-5793.
PETER P. HORNER, president.
Blind Desire (F)
Casque d'Or (Story of a Blonde) (F)
Cheat, The (F)
Children of Paradise (F)
Damned, The (F)
Daughter of the Sands (F)
Eternal Return (F)
Lady Paname (F)
Ma Pomme (F)
Manon (F)
Miquette (F)
Orpheus (F)
Panic (F)
Perfectionist, The (F)
Simple Case of Money (F)
Storm Within, The (F)
Topaze (F)
Under the Paris Sky (F)
Union also distributes all Kingsley International
releases.

UNITED MOTION PICTURE ORGANIZATION,
Fine Arts Bldg., 130 E. 58th Street, New York
22, N. Y.; PLaza 5-6819.
RICHARD DAVIS, president.
Sheep Has Five Legs, The (F)

WORLD TRAVEL FILMS, Box 156, Wynnewood,
Pa.; MIDway 2-7089.
HARRY DUGAN, president and owner.
Hills of Ireland, The (I) (C)

ZENITH FEATURES, INC., 151 W. 46th Street,
New York 36, N. Y.; JUdson 2-1877.
MOE KERMAN, president; J. J. FELDER, vice-presi-
dent.
Diamond City (Br)

British Films in the United States

(See Foreign Films in the United States and Corporations Section for addresses of distributors)

Adventures of Sadie, The (C).....	20th-Fox
Agitator, The	Four Continents
Always a Bride.....	U-I
Angel Street	Commercial
Angels One Five.....	Stratford-Allied Artists
Animal Farm (C).....	Dist. Corp. of America
Another Shore.....	Intern'l Rel. Org.
Appointment with Crime.....	Four Continents
Bad Lord Byron.....	Intern'l Rel. Org.
Beachcomber, The (C).....	United Artists
Belles of St. Trinian's, The.....	Assoc. Artists
Beware of Pity.....	Intern'l Rel. Org.
Black Narcissus (R) (C).....	Allied Films
Black 13	20th-Fox
Blackmailed	Bell
Break to Freedom.....	United Artists
Brief Encounter (R).....	Allied Films
Broken Horseshoe	Ellis
Butler's Dilemma, The.....	Four Continents
Caesar and Cleopatra (R) (C).....	Allied Films
Cage of Gold.....	Ellis
Case of the Red Monkey.....	Allied Artists
Cash on Delivery.....	McDonald
Chance Meeting.....	Pacemaker
City of Sin.....	Ellis
Court Martial	Kingsley Intern'l
Curtain Up	Fine Arts
Dam Busters, The.....	Warner Bros.
Dance Hall Girls.....	Bell
Dance Little Lady (C).....	Renown
Dark Man, The.....	Fine Arts
Day to Remember, A.....	Republic
Daybreak in Udi.....	Baker-Brill
Dead of Night (R).....	Allied Films
Detective, The	Columbia
Devil's Harbor	20th-Fox
Diamond City	Zenith
Diamond Wizard, The.....	United Artists
Divided Heart, The.....	Republic
Doctor in the House (C).....	Republic
Eight O'Clock Walk.....	Assoc. Artists
Fighting Pimpernel, The (C).....	Carroll
Fighting Rats of Tobruk, The.....	Baker-Brill
Final Test, The.....	Continental Dist.
Flaw, The	Renown
Flight of the White Heron (C) (CS).....	20th-Fox
Folly to Be Wise.....	Fine Arts
Four Against Fate.....	Assoc. Artists
Front Page Story.....	Assoc. Artists
Fuss Over Feathers (C).....	Assoc. Artists
Good Die Young, The.....	United Artists
Grand National Night.....	Renown
Great Expectations (R).....	Allied Films
Great Mr. Handel, The (C).....	Intern'l Rel. Org.
Green Buddha	Republic
Green for Danger (R).....	Allied Films
Green Scarf, The	Assoc. Artists
Hangman's Holiday.....	Intern'l Rel. Org.
Hans Christian Andersen.....	Hoffberg
Happiest Days of Your Life, The.....	Pacemaker
Headline	Ellis
Heart of the Matter, The.....	Assoc. Artists
High and Dry.....	U-I
High Treason	Pacemaker
His Excellency	Joseph Brenner
History of Mr. Polly.....	Intern'l Rel. Org.
Hobson's Choice	United Artists
Holly and the Ivy, The.....	Pacemaker
Horror Maniacs	Hoffberg
Hue and Cry.....	Fine Arts
I Know Where I'm Going (R).....	Allied Films
In Which We Serve (R).....	Fine Arts
Inheritance, The	Fine Arts
Innocents in Paris.....	Tudor
Inspector Calls, An.....	Assoc. Artists
Intimate Relations	Carroll
Intruder, The	Assoc. Artists
Kind Hearts and Coronets (R).....	Fine Arts
Kisenga, Man of Africa (C).....	Intern'l Rel. Org.
Lady Godiva Rides Again.....	Carroll
Land of Fury (C).....	U-I
Laughing Anne (C).....	Republic
Laughing Lady, The (C).....	Four Continents
Lavender Hill Mob (R).....	Fine Arts
Let's Make Up (C).....	United Artists
Lisbon Story	Four Continents
Little Kidnappers, The.....	United Artists
Loyal Heart	Four Continents
Madonna of the Seven Moons (R).....	Allied Films
Magic Box, The (C).....	Kingsley Intern'l
Malta Story	United Artists
Man in the White Suit, The (R).....	Fine Arts
Man of Evil.....	Bell
Man Who Loved Redheads, The (C).....	United Artists
Man with a Million (C).....	United Artists
Maniacs on Wheels.....	Intern'l Rel. Org.
Marry Me	Ellis
Massacre Hill	Intern'l Rel. Org.
Master Plan, The.....	Astor
Midnight Episode	Fine Arts
Mikado, The (R) (C).....	Allied Films
Mr. Denning Drives North.....	Carroll
Murder at 3 A.M.....	Ellis
Naked Heart, The.....	Assoc. Artists
Notorious Gentleman (R).....	Allied Films
Odd Man Out (R).....	Allied Films
On Approval (R).....	Film Renters
Once a Sinner.....	Hoffberg
Overnight Girl	Hoffberg
Paris Express, The (C).....	MacDonald
Passionate Sentry, The.....	Fine Arts
Pickwick Papers, The.....	Kingsley Intern'l
Port of Escape.....	Renown
Promoter, The (R).....	Fine Arts
Purple Plain, The (C).....	United Artists
Quartet (R)	Fine Arts
Red Shoes, The (R) (C).....	Fine Arts
Reluctant Widow, The.....	Fine Arts
Ringer, The	Ellis
Road House Girl.....	Astor
Romeo and Juliet (C).....	United Artists
Savage World	Baker-Brill
Scotch on the Rocks.....	Kingsley Intern'l
Sea Raiders, The.....	Baker-Brill
Sea Shall Not Have Them, The.....	United Artists
Seventh Survivor, The.....	Four Continents
Seventh Veil, The (R).....	Allied Films
Shadow of the Eagle.....	United Artists
Shipbuilders, The	Four Continents
Showtime	Ellis
Sin of Esther Waters.....	Intern'l Rel. Org.
Sleeping Tiger, The.....	Astor
So Little Time.....	MacDonald
Spider and the Fly, The.....	Bell
Springtime	Four Continents
Square Ring, The.....	Republic
Stairway to Heaven (R) (C).....	Allied Films

Stars Look Down, The (R).....Ellis
 Strangers Hand, The.....Dist. Corp. of America
 Stranglers Morgue.....Hoffberg
 Svengali.....MGM
 Teckman Mystery, The.....Assoc. Artists
 There Was a Young Lady.....Ellis
 They Who Dare (C).....Assoc. Artists
 Third Time Lucky.....Intern'l Rel. Org.
 Thirty-Nine Steps, The (R).....Ellis
 This Happy Breed (R) (C).....Allied Films
 Those Kids from Town.....Four Continents
 Three Cases of Murder.....Assoc. Artists
 3 Stops to Murder.....Astor
 Thunder Rock (R).....Ellis
 Tight Little Island (R).....Fine Arts
 Time of His Life, The.....Renown
 To Paris with Love (C).....Continental Dist.
 Tonight at 8:30 (C).....Continental Dist.
 Tonight's the Night (C).....Allied Artists
 Tony Draws a Horse.....Fine Arts

Train of Events.....Fine Arts
 Trouble in Store.....Republic
 Trouble in the Glen (C).....Republic
 Turn the Key Softly.....Astor
 Twice Upon a Time.....Fine Arts
 Warning to Wantons.....Intern'l Rel. Org.
 Waterfront Women.....Bell
 Weak and the Wicked, The.....Allied Artists
 Welcome Mr. Washington.....Four Continents
 West of Zanzibar (C).....U-I
 White Corridors.....Fine Arts
 Wicked Lady, The (R).....Allied Films
 Wishing Well Inn.....President
 Woman Hater.....Bell
 Woman to Woman.....Four Continents
 Woman's Angle, A.....Stratford-Allied Artists
 You Know What Sailors Are (C).....United Artists
 You Will Remember.....Ellis
 Young Scarface.....Kingsley Intern'l

Origin of Foreign Films in the U. S.

(See Foreign Films in the United States and Corporations Section for addresses of distributors)

AUSTRALIA

Bitter Springs.....Bell
 Jedda (C).....Baker-Brill
 King of the Coral Sea.....MacDonald

AUSTRIA

Bel Ami.....Casino Film
 Heart of Vienna.....Casino Film
 Life of Ferdinand Raimund.....Casino Film
 Marika (Eng. dial.) (C).....Baker-Brill
 Operetta.....Casino Film
 Singing Angels.....Casino Film
 Vienna Melodies.....Casino Film
 Wiener Maedeln.....Casino Film

BRAZIL

Naked Amazon (Eng. narr.) (C).....Times

CANADA

Hell's Gateway (R).....Bell

CZECHOSLOVAKIA

Emperor and the Golem (C).....Artkino

FRANCE

A Nous La Liberte (R).....Burstyn, Inc.
 Adorable Creatures.....Continental Dist.
 Annapurna (Eng. narr.) (C).....Kingsley Intern'l
 Antoine & Antoinette (R).....Brandon
 Baker's Wife, The (R).....Brandon
 Ballet de France.....Hoffberg
 Bebe.....Arthur Davis
 Bed, The (also English dial.).....Kingsley Intern'l
 Beloved Vagabond (R).....A.F.E.
 Bethsabée.....Clasa-Mohme
 Big Day, The.....Kingsley Intern'l
 Blind Desire.....Union
 Boheme (R).....Scalera
 Carmen (also Italian) (R).....Scalera
 Caroline Cherie.....Arthur Davis
 Casque d'Or (Story of a Blonde).....Union
 Cheat, The.....Union
 Cheri.....Commercial
 Children of Paradise.....Union
 Companions of the Night.....Arlan
 Confessions of a Rogue.....Joseph Brenner
 Damned, The.....Union
 Daughter of the Sands.....Union
 Daughters of Destiny (also Ital.) (Eng. dial.).....Arlan
 Dede.....Noel Meadow
 Desperate Decision (Eng. dubbed).....Times
 Diary of a Country Priest.....Brandon
 Dirty Hands.....MacDonald

Doctors, The.....A.F.E.
 Dreams of Love.....Arthur Davis
 Drole de Drame (Bizarre, Bizarre) (R).....Brandon
 Eagle with Two Heads, The.....Noel Meadow
 Earrings of Madame De.....Arlan
 Edith Piaf Story, The.....MacDonald
 Edward and Caroline.....Commercial
 Eternal Return.....Union
 Forbidden Games.....Times
 Four Intimate Passions.....Arthur Davis
 Four Madames, The.....Baker-Brill
 Francis the First.....Noel Meadow
 French Touch, The.....Times
 Game of Love, The.....Times
 God Needs Men.....A.F.E.
 Golem, The.....Excelsior
 Harvest (R).....Brandon
 Heartbreak Ridge (C).....Tudor
 Hoboes in Paradise.....Joseph Brenner
 Holiday for Henrietta.....Ardee
 Inside Girls Dormitory.....Ellis
 Jenny Lamour.....Noel Meadow
 Justice Is Done.....Burstyn, Inc.
 La Ronde.....Commercial
 Lady Paname.....Union
 Le Plaisir.....Kingsley Intern'l
 Le Puritan.....Hoffberg
 Leonardo da Vinci (also Italian, U. S.)
 (C).....Continental Dist.
 Les Miserables (Cosette & Jean Valjean)
 (R).....Brandon
 Letters from My Windmill.....Tohan
 Life Begins Tomorrow.....Kingsley Intern'l
 Loves of Toni, The (R).....Brandon
 Lucrezia Borgia.....Noel Meadow
 Ma Pomme.....Union
 Mademoiselle Gobette.....I.F.E.
 Male Brute, The.....Burstyn, Inc.
 Mam'zelle Nitouche (C).....Commercial
 Manon.....Union
 Marie du Port.....Fine Arts
 Minne, the Curious Bride.....Commercial
 Miquette.....Union
 Mr. Hulot's Holiday.....G-B-D
 Moment of Truth, The.....Arlan
 Nais (R).....Brandon
 Naked Spy, The.....Arthur Davis
 Naughty Martine.....President
 Night Is My Kingdom, The.....Arthur Davis
 One Step to Eternity.....Ellis
 Orpheus.....Union
 Panic.....Union
 Paris Affair.....Intern'l Film Assoc.
 Paris Incident.....Arthur Davis
 Paris 1900 (Eng. narr.).....Kingsley Intern'l
 Passion for Life.....Brandon
 Passionelle.....Joseph Brenner

Pepe Le Moko (R).....Commercial
 Perfectionist, The.....Union
 Pit of Loneliness.....Arthur Davis
 Prisoner of Parma, The (Eng. dial.)..Burstyn, Inc.
 Red Inn, The.....Arthur Davis
 Resistance.....Noel Meadow
 Rocambole.....Scalera
 Romantic Youth.....Burstyn, Inc.
 Royal Affair in Versailles (Eng. dial.) (C)..Times
 Rules of the Game (R).....Joseph Brenner
 Secret of Mayerling, The.....Commercial
 Sheep Has Five Legs, The.....United M.P. O'gn.
 Simple Case of Money.....Union
 Sinners, The.....Commander
 Skipper, Next to God.....Excelsior
 Spice of Life, The.....Kingsley Intern'l
 Storm Within, The.....Union
 Strange Ones, The.....Kingsley Intern'l
 Street of Shadows.....Joseph Brenner
 Symphonie Pastorale.....Fine Arts
 Tempest in the Flesh.....Pacemaker
 Therese Raquin.....Commercial
 Topaze.....Union
 Under the Paris Sky.....Union
 Virgin of the Rhine.....Arthur Davis
 Wages of Fear, The (Eng. dubbed).....Dist. Corp. of America
 Well Digger's Daughter, The (R).....Brandon
 White Legs.....Noel Meadow
 Woman in Every Room.....Baker-Brill
 Women, Soldiers and Sins (also Italian)
 (Eng. dial.).....Arlan

GERMANY

Amphitryon (R).....Brandon
 Angelika.....Joseph Brenner
 Broken Jug (R).....Film Renters
 Cabinet of Dr. Caligari (R).....Film Renters
 Captain from Koenigk (R).....Brandon
 Congress Dances (Eng. dial.) (R).....Noel Meadow
 Damenwahl.....Casino Film
 Das Kann Jeden Passieren.....Casino Film
 Das Kreuz Am Jaegersteig.....Casino Film
 Day Will Come, The.....Casino Film
 Dein Herz Ist Meine Heimat.....Casino Film
 Dein Mund Verspricht Mir Liebe.....Casino Film
 Der Engel Mit Dem Flammenschwert.....Casino Film
 Der Mann Meines Lebens.....Casino Film
 Der Weissblauwe Loewe.....Casino Film
 Die Dritte Von Rechts.....Casino Film
 Geliebtes Fraulein Doktor.....Casino Film
 Grapes Are Ripe, The.....Casino Film
 Hochzeit Im Heu.....Casino Film
 Keepers of the Night.....Casino Film
 Last Laugh, The (R).....Film Renters
 Lockende Gefahr.....Casino Film
 Merry Go Round.....Casino Film
 Murderers Among Us.....Brandon
 No Way Back.....Fine Arts
 Original Sin, The.....Casino Film
 Peer Gynt (R).....Film Renters
 Rosen Aus Dem Sueden.....Casino Film
 Seven Ravens (Eng. dubbed).....Noel Meadow
 Secrets of a Soul.....Casino Film
 Seven Journeys.....Bell
 Tausend Rote Rosen Bluehn.....Casino Film
 Waltz by Strauss.....Hoffberg

GREECE

Madamoselle--Age 39.....Hellenic
 Mr. Pennypincher.....Hellenic
 Santa Tsikita.....Hellenic
 Village School Teacher.....Hellenic
 Wind of Hate.....Hellenic
 Windfall in Athens.....Hellenic

HUNGARY

Hary Janos.....Danubia
 Hazajaro Lelek (Hunting Soul).....Danubia
 Maria Ket Ejsakaja (Mary's Two Nights).....Danubia
 Uzenet A Volgapartrol (Message from Volga)
Danubia

INDIA

Chandra.....Hoffberg

IRELAND

Hills of Ireland, The (C).....World Travel
 Spell of Ireland, The (C).....Celtic
 You Can't Fool an Irishman.....Bell

ISRAEL

Khamishia (Five Tales from Israel)
 (Eng. dial.).....Hoffberg

ITALY

Affairs of Messalina (Eng. dubbed).....Columbia
 Aida (C).....I.F.E.
 Alone in the Streets.....Carroll
 Angelo (Mulatto) (R).....Scalera
 Anita Garibaldi.....I.F.E.
 Anthony of Padua.....Casolaro
 Appointment for Murder.....I.F.E.
 Barber of Seville.....Excelsior
 Baron Carlo Mazza, The.....Casolaro
 Bellissima.....I.F.E.
 Blood Red Rose.....Scalera
 Bread, Love and Dreams.....I.F.E.
 Bridge of Glass, The.....Scalera
 Buried Alive.....Casolaro
 Carmen (also French) (R).....Scalera
 Caravan of the Sin.....Casolaro
 Cavalcade of Songs (C).....Continental M.P.
 Cavalleria Rusticana (R).....Scalera
 Cinderella.....Times
 Daughters of Destiny (also French) (Eng. dial.)
Arlan
 Dead Woman's Kiss, A.....Casolaro
 Desire of Sunshine.....Casolaro
 Don Juan's Night of Love (Eng. dubbed).....Republic
 Ergastola.....Casolaro
 Fisherman of Posillipo.....Casolaro
 Four Ways Out (Eng. dubbed).....Carroll
 Frisky.....Dist. Corp. of America
 Fugitive in Trieste.....I.F.E.
 Genoece Dragnet.....I.F.E.
 Girls Marked Danger (Eng. dubbed).....I.F.E.
 Grand Variety (C).....Continental M.P.
 Green Magic (Eng. narr.) (C).....I.F.E.
 Half Century of Songs.....Continental M.P.
 He Should Be Condemned.....Casolaro
 Heart and Soul.....Crest
 Hell Raiders of the Deep (Eng. dubbed).....I.F.E.
 Hello, Elephant.....Arlan
 High Time.....Intern'l Film Assoc.
 His Last 12 Hours.....I.F.E.
 Il Trovatore.....President
 Jealous Husband.....Crest
 King's Jester (R).....Scalera
 Lady of the Golden West, The.....Scalera
 Leonardo da Vinci (also French, U. S.) (C)
Continental Dist.
 Lovers, The (R).....Scalera
 Lust.....Crest
 Melody of Love.....I.F.E.
 Mistress of the Mountains.....Arthur Davis
 My Heart Sings.....I.F.E.
 Neapolitan Letter.....Casolaro
 Officer and the Lady, The (R).....Scalera
 Our Friends Are Coming.....Continental M.P.
 Outcry.....Crest
 Overcoat, The.....Times
 Princess Cinderella (Eng. dubbed).....Carroll
 Remorse.....Casolaro
 Rome 11 O'Clock.....Times
 She-Wolf, The (Eng. dubbed).....Republic
 Side Street Story.....Burstyn, Inc.
 Sins of Rome (Eng. dubbed).....RKO
 Snowwhite and the 7 Thieves.....Continental M.P.
 Strange Deception.....Casino Film
 Strange Witness.....Casino Film
 Strangers (Eng. dubbed).....Fine Arts
 Temptress, The.....Ellis
 Theodora, Slave Empress (Eng. dubbed) (C).....I.F.E.
 This Wine of Love.....Casolaro
 Three Forbidden Stories.....Ellis
 Times Gone By.....I.F.E.
 Tombolo.....Casolaro
 Too Bad She's Bad.....Kingsley Intern'l
 Too Young for Love (Eng. dubbed).....I.F.E.
 Tosca (R).....Scalera
 Two Cents Worth of Hope.....Times
 Villain of Venice, The.....Scalera
 Voice in Your Heart, A.....Scalera

Voice of the Blood, The.....Casolaro
 Way Down, The.....Scalera
 Wayward Wife, The (Eng. dubbed).....I.F.E.
 When Love Calls.....Casolaro
 Women, Soldiers and Sins (also French) (Eng.
 dial.).....Arlan

JAPAN

Gate of Hell (C).....Edward Harrison
 Impostor, The.....Brandon
 Ugetsu.....Edward Harrison

MEXICO

Rebellion of the Hanged (Eng. dial.)..Burstyn, Inc.
 This Strange Passion.....Omnifilms
 Young and the Damned, The.....Kingsley Intern'l

POLAND

Border Street.....President
 5 From Braska Street (C).....Artkino

SOUTH AFRICA

Pennywhistle Blues (Magic Garden)
Kingsley Intern'l
 Stronghold of the Wild.....Baker-Brill

SPAIN

Dona Barbara.....Clasa-Mohme
 Fore of Destiny, The.....Screen Art
 Paloma.....Clasa-Mohme

Red Rain.....Clasa-Mohme
 Rio Escondido.....Clasa-Mohme
 Subida Al Cielo.....Clasa-Mohme
 Three Amigos.....Clasa-Mohme

SWEDEN

Caged Women.....Arthur Davis
 Great Adventure, The.....Louis de Rochemont
 Illicit Interlude.....Arthur Davis
 Interlude.....President
 One Summer of Happiness.....Times
 Possession.....Fine Arts
 Thirst.....Arthur Davis
 Unmarried Mothers.....President

U.S.S.R.

Anna Cross (C).....Artkino
 Ballet of Romeo and Juliet (C).....Tohan
 Big Family, The (C).....Artkino
 Boris Godunov (C).....Artkino
 Boys from Leningrad (C).....Artkino
 Heroes of Chipka (C).....Artkino
 Land, The (C).....Artkino
 Safety Match (C).....Artkino
 Stars of the Russian Ballet (C).....Artkino
 Tiger Girl (C).....Artkino
 True Friends (C).....Artkino
 Variety Artists (C).....Artkino

YIDDISH

Castles in the Skies (Eng. dubbed) (R)...President



Television Stations

Channel Allocations

Stations



Television Stations

[The following listing of television stations in the United States includes those in operation as well as those having a construction permit (CP) and are not operating. All stations are authorized by and operate under the approval of the Federal Communications Commission, Washington, D. C.]

ALABAMA

Andalusia

WAIQ (Channel 2) (non-com)

Alabama Educational Television Commission, 714 Protective Bldg., Birmingham 3, Ala.; 542741.

Milton K. Cummings, pres.; Raymond D. Hurlbert, gen. mgr.

Operation: 1955.

Birmingham

WABT (Channel 13) NBC, ABC, DuMont

The Television Corp., P. O. Box 2553, Birmingham 2, Ala.; 4-3506.

Henry P. Johnston, pres. & man. dir.; Ray A. Furr, vice-pres. & prog. dir.; Charles P. Grisham, comm. mgr. J. V. Sanderson, chief eng.; Nod Nelson, film dir.; Johnny Johnson, prod. mgr.; nat'l rep., Blair-TV, Inc.

Operation: 1949; TV sets in area: 255,000.

WBIQ (Channel 10) (non-com)

Alabama Educational Television Commission, 714 Protective Life Bldg., Birmingham 3, Ala.; 542741.

Milton K. Cummings, pres.; Raymond D. Hurlbert, gen. mgr.; Orbra Harrell, super. eng.

Operation: 1955.

WBRC-TV (Channel 6) CBS

Storer Broadcasting Co., Birmingham 9, Ala.; 4-4701.

George B. Storer, pres.; J. Robert Kerns, vice-pres. & man. dir.; M. D. Smith, III, prog. dir.; Oliver Naylor, sales mgr.; Robert L. Du Priest, chief eng.; nat'l rep., The Katz Agency.

Operation: 1949; TV sets in area: 225,000.

WJLN-TV (Channel 48)

Johnston Broadcasting Co., P.O. Box 5767, Birmingham, Ala.; 54-3466.

George Johnston, Jr., pres. & gen. mgr.
CP, not operating.

Decatur

WMSL-TV (Channel 23)

The Tennessee Valley Radio & Television Co., Mutual Life Bldg., Decatur, Ala.; 802.

Frank Whisenant, pres. & gen. mgr.; John V. Short, chief eng.; nat'l rep., Walker Representation Co.

Operation: 1954; TV sets in area, 22,000.

Dothan

WTVY (Channel 9) CBS

WTVY, Inc., Cottonwood Road, Dothan, Ala.; 5-2810.

Charles Woods, pres.; F. E. Busby, exec. vice-pres. & gen. mgr.; Ray Scheibe, film dir.; Arthur Creamer, prog. dir.; Joe Spears, chief eng.; nat'l rep., Adam Young Television Corp.

Operation: 1955; TV sets in area: 22,400.

Mobile

WALA-TV (Channel 10) ABC, CBS, NBC

Pape Broadcasting Co., Inc., 210 Government St., Mobile, Ala.; HE 3-3756.

W. O. Pape, pres.; H. K. Martin, exec. vice-pres.; W. B. Pape, secy. & gen. mgr.; Al Holman, prog. dir.; nat'l rep. Headley-Reed Co.

Operation: 1953.

WKAB-TV (Channel 48)

Pursley Broadcasting Service, P. O. Box 1306, Mobile, Ala.; 7-6345.

Robert H. Moore, pres.; C. L. Pursley, secy.-treas.

CP, not operating.

WKRQ-TV (Channel 5)

WKRQ-TV, Inc., Downtown Theatre Bldg., Mobile, Ala.

Kenneth R. Giddens, pres.; Joseph H. Little, vice-pres.; Andrew C. Smith, treas.

CP, not operating.

Montgomery

WCOV-TV (Channel 20) CBS, DuMont

Capitol Broadcasting Co., P. O. Box 1029, Montgomery, Ala.; 5-3561.

Oscar Covington, pres.; Clara Covington, vice-pres.; Hugh M. Smith, secy.-treas. & gen. mgr.; Gene Munger, oper. mgr.; Bob House, film dir.; W. D. Weatherly, chief eng.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area, 35,000.

WSFA-TV (Channel 12) NBC, ABC

Montgomery Broadcasting Co., Inc., P. O. Box 1013, Montgomery 1, Ala.; 5-1251.

David E. Dunn, pres.; Hoyt Andres, vice-pres. & gen. mgr.; R. F. Hudson, vice-pres.; Sebie B. Smith, tech. dir.; Robert F. Soty, prog. dir.; Robert M. Hayward, chief eng.; John C. Hughes, sales mgr.; nat'l rep., Headley-Reed Co.

Operation: 1954; TV sets in area: 35,000.

Munford

WTIQ (Channel 7) (non-com)

Alabama Educational Television Commission, 714 Protective Life Bldg., Birmingham 3, Ala.; 542741.

Milton K. Cummings, pres.; Raymond D. Huribert, gen. mgr.; Orbra Harrell, super. eng.

Operation: 1955.

Selma

WSLA (Channel 8)

Deep South Broadcasting Co., Box 1447, Montgomery, Ala.

Wm. J. Brennan, pres.; Cyril G. Brennan, vice-pres.; Wm. B. Bennis, Jr., treas. CP, not operating.

ARIZONA

Phoenix

KOOL-TV (Channel 10) CBS

Maricopa Broadcasters, Inc., 511 W. Adams St., Phoenix, Ariz.; ALpine 3-3121.

Gene Autry, pres.; Frank Baer, vice-pres.; Charles H. Garland, secy.-treas. & gen. mgr.; William J. Connelly, comm. mgr.; Douglas Carruth, prog. dir.; Clifford Miller, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953.

KPHO-TV (Channel 5) CBS basic, DuMont

Meredith Engineering Co., 631 North First Ave., Phoenix, Ariz.; ALpine 8-4511.

Richard B. Rawls, gen. mgr.; Al Larson, comm. mgr. & film buyer; Robert Martin, prog. dir.; George L. McClanathan, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 92,000.

KTVK (Channel 3) ABC

Arizona Television Company, 3435 North 16th St., Phoenix, Ariz.; AMherst 6-5691.

Gov. Ernest McFarland, pres.; Leon M. Nowell, vice-pres. & gen. mgr.; Ralph Watkins, vice-pres. & treas.; Henry Larson, secy.; Roger Van Duzer, stat. mgr. & prog. dir.; Bill LaDow, comm. mgr.; Bob Latham, chief eng.; nat'l rep., Weed Television Co.

Operation: 1955; TV sets in area: 92,000.

Phoenix-Mesa

KVAR (Channel 12) NBC

KTAR Broadcasting Co., 1101 N. Central Ave., Phoenix, Ariz.; ALpine 4-4161.

Richard O. Lewis, pres. & gen. mgr.; E. William Harvey, vice-pres. & comm. mgr.; B. R. Fulbright, secy.-treas.; Dwight Harkins, stat. mgr.; William B. Robb, Jr., prog. dir.; Arthur C. Anderson, eng. dir.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 92,000.

Tucson

KOPO-TV (Channel 13) CBS

Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz.; 4-2511.

Harold C. Tovrea, pres.; Tom Chauncey, vice-pres. & man. dir.; Charles H. Garland, secy.-treas.; E. S. Mittendorf, gen. mgr.; Bernard Perlin, sales mgr.; Cliff Stillinger, prog. dir.; Paul Bennewitz, chief eng.; nat'l rep. George P. Hollingbery Co.

Operation: 1952; TV sets in area, 46,900.

KVOA-TV (Channel 4) NBC, ABC

Arizona Broadcasting Co., Inc., P.O. Box 2911, Tucson, Ariz.; 3-2555.

R. B. Williams, pres. & gen. mgr.; Harper M. Phillips, bus. mgr.; John C. Underwood, Jr., sales mgr.; Ben L. Slack, prog. dir.; Raymond H. Holsclaw, chief eng.; nat'l rep. Paul H. Raymer Co.

Operation: 1953; TV sets in area: 46,900.

(Channel 9)

Tucson Television Co., c/o D. W. Ingram, Box 2528, Tucson, Ariz.

CP, not operating.

Yuma

KIVA (Channel 11) NBC

Valley Telecasting Co., Box 1708, Yuma, Ariz.; 6-8311.

Donald Ellsworth, pres.; Howard L. Roberts, vice-pres.; Park Dunford, vice-pres. in chge. of oper.; Russell J. Madsen, secy.-treas.; Arthur L. Fszol, gen. mgr.; Roland Yount, chief eng.; nat'l rep., W. S. Grant Co., Inc.

Operation: 1953.

Building Excitement

Late in the 1954-1955 season, Jack Gould of the New York Times wrote: "During the last season . . . NBC has had a virtual monopoly on TV excitement."

And this excitement built new and bigger audiences. Nielsen figures show that the average rating of the first 23 Spectaculars was 41.6. These 90-minute color extravaganzas reached an average of 12,300,000 homes, and became the season's most talked-of programs.

For 1955-1956, the excitement builds still higher. New shows will add strength and balance



to the strongest programming lineup in television. THE PERRY COMO SHOW, the new COLGATE SUNDAY HOUR and MAURICE EVANS PRESENTS are only three of the brilliant new additions to the NBC schedule. COLOR SPREAD weds the Spectaculars with NBC's magazine concept to provide bigger shows with more chances for participating advertisers to make selling impressions with the most impressive programs in television.

There's a big year behind NBC, and a big year ahead.

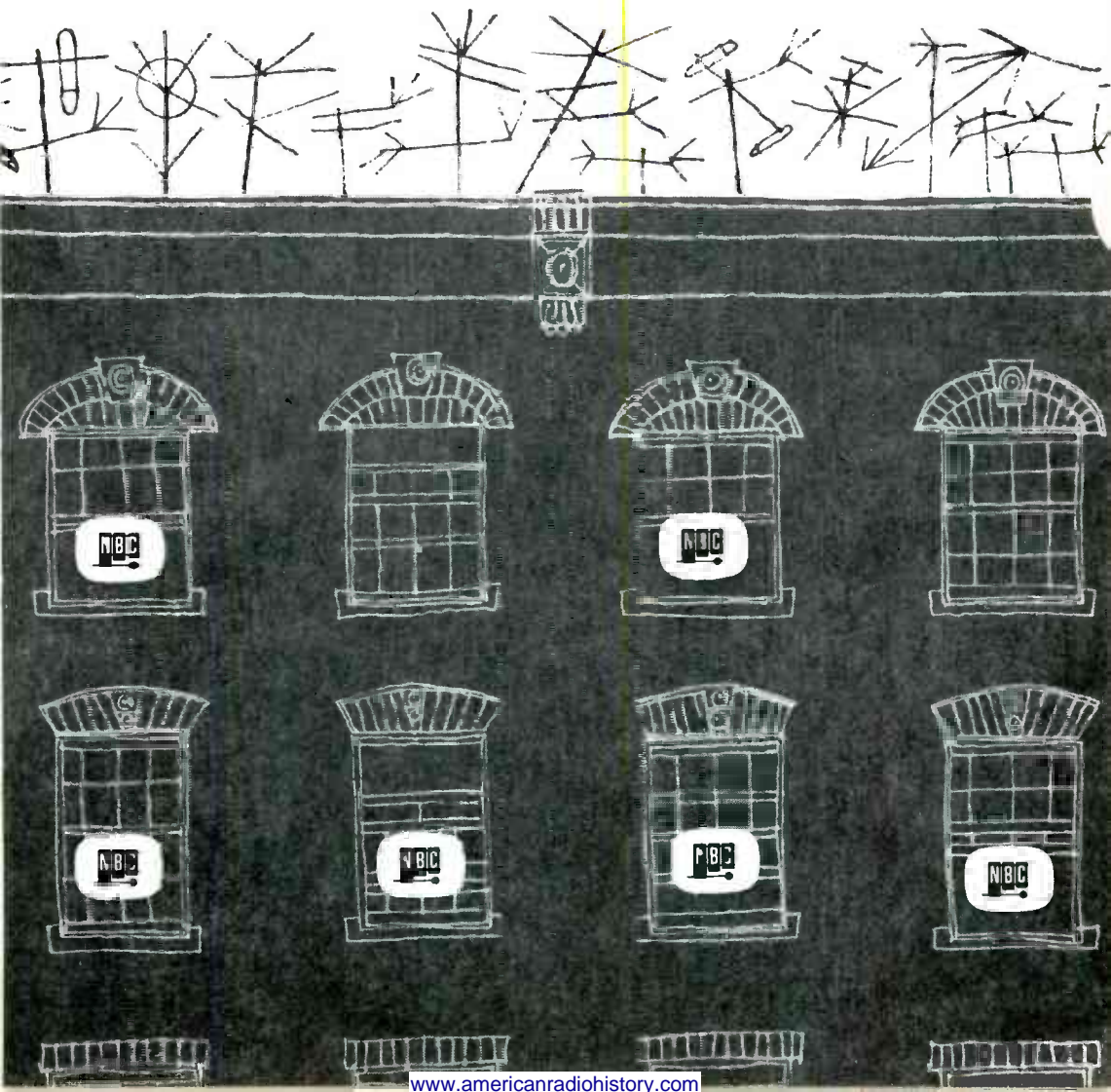
Exciting things are
happening on



Television Network

a service of  RCA

The accuracy of the above data verified by A. C. Nielsen Company



ARKANSAS

El Dorado

KRBB (Channel 10)

South Arkansas Television Co., Inc. c/o KVMA, Magnolia, Ark.

Dr. Joe F. Rushton, pres.; W. C. Blewster, vice-pres.; W. M. Bigley, secy.-treas. & mgr. CP, not operating.

Ft. Smith

KFSA-TV (Channel 22) NBC, ABC, DuMont, CBS

Southwestern Radio & TV Co., 920 Rogers Ave., Ft. Smith, Ark. SUNset 2-9125.

Donald Reynolds, pres.; Weldon Stamps, gen. mgr.; Paschal Porta, prog. dir.; Robert W. Platt, Jr., Chief eng.; nat'l rep. John E. Pearson TV, Inc.

Operation 1953; TV sets in area, 36,600.

KNAC-TV (Channel 5)

American Television Co., Inc., 15 Court St., Fort Smith, Ark.

H. S. Nakdimen, pres.; Dick Allis, vice-pres.; Edgar E. Bethel, secy.-treas.

CP, not operating.

Jonesboro

KBTH (Channel 8)

Regional Broadcasting Co., Box 794, Jonesboro, Ark.

CP, not operating.

Little Rock

KARK-TV (Channel 4) NBC, DuMont

Arkansas Radio & Equipment Co., 10th & Spring, Little Rock, Ark.; FR 6-2481.

T. K. Barton, vice-pres. & gen. mgr.; Douglas Romine, asst. gen. mgr.; Dale Hart, prog. dir.; H. Lee Bryant, comm. mgr.; Champ Smith, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area, 110,650.

KATV (Channel 7) CBS, ABC

Central South Sales Co., 620 Beech St., Little Rock, Ark.; MO 6-9401.

John T. Griffin, pres.; James C. Leake, vice-pres.; Bryan Mathes, secy.-treas.; John H. Fugate, exec. gen. mgr.; Don B. Curran, prog. dir.; A. R. Garrett, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area, 110,650.

KTHV (Channel 11) CBS

Arkansas Television Co., P. O. Box 269, Little Rock, Ark.

W. H. Bronson, chmn. of bd.; K. A. Engel, pres.; H. B. Clay, exec. vice-pres.;

C. E. Lowry, treas.; B. G. Robertson, secy. & gen. mgr.; nat'l rep., The Branham Co.

Operation: 1955; TV sets in area, 112,000.

CALIFORNIA

Bakersfield

KBAK-TV (Channel 29) DuMont

Bakersfield Broadcasting Co., Box 1448, Bakersfield, Calif.; FAirview 4-6421.

Al Constant, gen. mgr.; Don Anderson, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area, 95,000.

KERO-TV (Channel 10) NBC, CBS, ABC

Kern County Broadcasters, Inc., 1420 Truxtum Ave., Bakersfield, Calif.; FAirview 7-1441.

Gene DeYoung, pres. & gen. mgr.; Edward Urner, vice-pres.; Bryan Coleman, secy.-treas.; John Barrett, gen. sales mgr.; Kenneth Croes, dir. of oper.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 109,600.

Chico

KHSL-TV (Channel 12) CBS, NBC, ABC, DuMont

Golden Empire Broadcasting Co., Box 303, Chico, Calif.; FIreside 2-5614.

Mrs. Hugh McClung, pres.; M. F. Woodling, mgr.; Martin Jacobsen, prog. dir.; George Ross, sales mgr.; E. P. Milburn, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 30,000.

Corona

KCOA (Channel 52)

KOWL Broadcasting Co., Pico Blvd., Santa Monica, Calif.

Arthur H. Croghan, pres.

CP, not operating.

Eureka

KIEM-TV (Channel 3) CBS, DuMont, ABC, NBC

Redwood Broadcasting Co., Box 1021; Eureka, Calif.; HIllside 3-3123.

William B. Smullin, pres.; Donald H. Telford, vice-pres.; Walter Richartz, prog. mgr.; Sheila Schuerman, film dept.; Donald King, chief eng.; nat'l rep., Hoag-Blair Co.

Operation: 1953.

Fresno

KBID-TV (Channel 53)

John Poole Broadcasting Co., 1117 N St., Fresno, Calif.; 6-0791.

John H. Poole, owner.

CP, not operating.

KJEO (Channel 47) ABC, CBS

O'Neill Broadcasting Co., Box 1708, Fresno, Calif.; 7-8405.

J. E. O'Neill, pres.; J. C. Drilling, vice-pres. & bus. mgr.; Charles Theodore, vice-pres. & oper. dir.; George D. Helvey, secy.-treas.; Jack McElwain, chief eng.; nat'l rep., The Branham Co.

Operation: 1953.

KMJ-TV (Channel 24) NBC, CBS

McClatchy Broadcasting Co., 1515 Van Ness Ave., Fresno, Calif.; 3-6277.

Eleanor McClatchey, pres.; Charlotte Maloney, vice-pres., secy.-treas.; Perry Nelson, mgr.; Joe Tomes, prog. mgr.; James B. Hancock, chief eng.; nat'l rep., Paul Raymer Co.

Operation: 1953.

Los Angeles**KABC-TV (Channel 7) ABC**

American Broadcasting-Paramount Theatres, Inc., ABC Television Center, Hollywood 27, Cal.; NOrmandy 3-3311.

Robert E. Kintner, pres.; Selig J. Seligman, gen. mgr.; Elton Rule, sales mgr.; Hunt Stromberg Jr., exec. prod.; Norma Olsen, dir. of prog. oper.; Russ Landers, film dir.; Cameron G. Pierce, eng. oper. supervision; nat'l rep., Edward Petry and Co.

Operation: 1949; TV sets in area: 1,800,000.

KBIC-TV (Channel 22)

John Poole Broadcasting Co., Security Bank Bldg., Long Beach, Calif.; HEmpstead 3205.

John H. Poole, owner.

CP, not operating.

KCOP (Channel 13)

Copley Press, Inc., 1000 N. Caluenga Blvd., Hollywood 38, Cal.; HOLlywood 2-7311.

A. W. Shipton, pres.; Jack Heintz, vice-pres. & gen. mgr.; Amos T. Baron, sales mgr.; M. F. Wentworth, chief engr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 1,800,000.

KHJ-TV (Channel 9) DuMont

Don Lee Broadcasting System (a div. of General Teleradio, Inc.), 1313 N. Vine St., Los Angeles 28, Calif.; HOLlywood 2-2133.

Willet H. Brown, pres.; Ward D. Ingram, gen. mgr.; Don Lee Div.; John T. Rey-

nolds, gen. mgr., KHJ-TV; Howard L. Wheeler, sales mgr.; James D. Higson, prog. dir.; Robert Arne, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1951; TV sets in area: 1,800,000.

KNXT (Channel 2) CBS

CBS, Inc., 1313 N. Vine St., Los Angeles 28; HOLlywood 9-1212.

Frank Stanton, pres.; J. L. Van Volkenburg, pres., CBS Television; James T. Aubrey, Jr., gen. mgr.; Robert D. Wood, gen. sales mgr.; Donald M. Hine, prog. dir.; Dean D. Linger, sales prom. & pub. dir.; Herbert W. Pangborn, mgr. of tech. oper. nat'l rep., CBS Television Spot Sales.

Operation: 1950; TV sets in area, 2,187,200.

KRCA (Channel 4) NBC

National Broadcasting Co., Sunset & Vine, Los Angeles 28, Calif.; HOLlywood 9-6161.

Thomas McCray, gen. mgr.; James Parks, sales mgr.; Robert Pelegram, pub. mgr.; John Knight, chief eng.; George Burke, film dept. head; nat'l rep., NBC Spot Sales.

Operation: 1949; TV sets in area, 2,187,000.

KTHE (Channel 28) (non-com)

University of Southern California, Allan Hancock Foundation, 36th & University Ave., Los Angeles, Calif.

CP, not operating.

KTLA (Channel 5)

Paramount TV Productions, Inc., 5800 Sunset Blvd., Los Angeles 38; HOLlywood 9-3181.

Paul Raihourn, pres. (New York); Klaus Landsberg, vice-pres. & gen. mgr.; Robert Mohr, sales mgr.; Leland G. Muller, film prog. dir.; nat'l rep., Paul H. Raymer Co.

Operation: 1947; TV sets in area, 2,187,000.

KTTV (Channel 11)

KTTV, Inc., 5746 Sunset Blvd., HOLlywood 28, Calif.; HOLlywood 2-7111.

Norman Chandler, chmn. of bd.; Richard A. Moore, pres.; Harrison Chandler, exec. vice-pres.; Omar F. Johnson, vice-pres. and asst. secy.; John R. Vrba, vice-pres. in chge. of sales; Robert W. Brecknor, vice-pres. in chge. of prog.; Edward Benham, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area, 2,187,000.

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Modesto

KTRB (Channel 14)

KTRB Broadcasting Co., Inc., Box 593, Modesto, Calif.

Wm. H. Bates, Jr., pres. & treas.; I. W. Fiscalini, vice-pres.; Margie W. Cleary, secy.

CP, not operating.

Sacramento

KBET-TV (Channel 10) CBS

Sacramento Telecasters, Inc., 601 7th Avenue, Sacramento 18, Calif.; HUDSON 1-4041.

William P. Wright, pres.; John H. Schacht, vice-pres. & gen. mgr.; Peter Onnigan, chief eng.; Vincent M. Williams, prog. & prod. mgr.; nat'l rep., H-R Representatives.

Operation: 1955; TV sets in area, 260,000.

KCCC-TV (Channel 40) ABC, CBS, DuMont, NBC

Capital City TV Corp., Senator Hotel, Sacramento, Calif.; GILBERT 3-4843.

Harry W. McCart, pres.; Ashley L. Robison, exec. vice-pres.; A. J. Richards, sales vice-pres.; Paul Leake, chief eng.; John T. Edwards, prog. dir.; nat'l rep., Weed Television.

Operation: 1953; TV sets in area, 191,000.

KRCA-TV (Channel 3) NBC

KRCA, Inc., 310 10th St., Sacramento 14, Calif.; HUDSON 1-4631.

Ewing C. Kelly, pres. & gen. mgr.; C. Vernon Hansen, vice-pres.; Gerald Hansen, secy.-treas.; Frank M. Davaney, stat. mgr.; Robert E. Kelly, prog. mgr.; nat'l rep., Edward Petry & Co.

Operation: 1955; TV sets in area: 285,000.

Salinas

KSBU-TV (Channel 8) CBS, ABC, NBC

Salinas Broadcasting Corp., P. O. Box 1651, 238 John St., Salinas, Calif.; 2-6422.

John C. Cohan, pres. & gen. mgr.; Graham H. Moore, comm. mgr.; Fran Conrad, stat. mgr.; George Freeman, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 110,900.

San Diego

KFMB-TV (Channel 8) ABC, CBS, Dumont

Wrather-Alvarez, Inc., 1405 Fifth Ave., San Diego, Calif.; BELMONT 2-2114.

Jack D. Wrather, pres.; George Whitney, gen. mgr.; Bill Fox, comm. mgr.; Jim Harmon, prog. dir. & film mgr.; Charles Abel, chief eng.; nat'l rep., Edward Petry & Co.

Operation: 1949, TV sets in area, 308,000.

KFSD-TV (Channel 10) NBC

KFSD, Inc., 3642 Enterprise St., San Diego 10, Calif.; CYPRESS 8-7151.

James G. Rogers, pres.; Glen McDaniel, secy.; E. Eloise Mills, treas.; William E. Goetze, asst. secy. & gen. mgr.; Jay Grill, sales mgr.; William Hollenbeck, studio mgr. & film buyer; Leroy Bellwood, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949, TV sets in area, 308,000.

XETV (Channel 6)

Radio-Television, S.A., 4229 Park Blvd., San Diego 3, Calif.; CYPRESS 8-7191.

Frank Fouce, pres.; Alejandro Nervo, admin. mgr.; Julian M. Kaufman, gen. mgr. & prog. dir.; Joe Kopsho, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 241,000.

San Francisco

KBAY-TV (Channel 20)

Bay Television, 414 N. Camden Drive Beverly Hills, Calif.

CP, not operating.

KGO-TV (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., 277 Golden Gate Ave., San Francisco 2; UNDERHILL 3-0077.

Robert E. Kintner, pres.; James H. Connolly, vice-pres. in charge of San Francisco office; David Sacks, gen. sales mgr.; Russell Baker, prog. dir. & film buyer; Harry Jacobs, chief eng.; nat'l rep., Edward Petry & Co.

Operation: 1949; TV sets in area: 145,600.

KPIX (Channel 5) CBS

Westinghouse Broadcasting Co., Inc. (Cal.), 2655 Van Ness Ave., San Francisco 9, Calif.; PROSPECT 6-5100.

Chris J. Witting, pres. (N. Y.); Philip G. Lasky, gen. mgr.; George Mathieson, asst. gen. mgr.; William Dempsey, prog. dir.; Herbert Bachman, adv. & sales prom. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1948; TV sets in area: 1,145,600.

KQED (Channel 9) (non-com)

Bay Area Educational Television Association, 165 Post St., San Francisco 8, Calif.; YUKON 6-5910.

Vaughn D. Seidel, pres.; George Pettitt, vice-pres.; J. Paul Leonard, secy.; Raymond Reeves, treas.; James Day, gen. mgr.; Jonathan C. Rice, prog. mgr.; Robert Katz, film dir.; Larry M. Reed, chief eng.

Operation: 1954; TV sets in area: 800,000.

KRON-TV (Channel 4) NBC

The Chronicle Publishing Co., 929 Mission St., San Francisco 19, Calif.; GARfield 1-1100.

George T. Cameron, pres.; Chas. Thieriot, vice-pres. & gen. mgr.; H. P. See, stat. mgr.; Norman Louvau, sales mgr.; Douglas Ellesen, prog. mgr.; J. L. Berryhill, chief eng.; nat'l rep., Free and Peters.

Operation: 1949; TV sets in area: 1,145,600.

KSAN-TV (Channel 32)

S. H. Patterson, owner; Norwood J. Patterson (KSAN), San Francisco 3, Calif.; MArket 1-8171.

S. H. Patterson, owner; Norwood J. Patterson, gen. mgr. & comm. mgr.; Hal Simpson, chief eng.; nat'l rep., Stars National, Inc.

Operations, 1953; TV sets in area: 1,145,600.

San Jose**KNTV (Channel 11)**

Standard Radio & Television Co., 645 Park Ave.; San Jose, Calif.; CYpress 7-5577.

A. T. Gilliland, pres.

Operation: 1955.

San Luis Obispo**KVEC-TV (Channel 6) ABC, CBS, DuMont**

The Valley Electric Co., KVEC-KVEC-TV, Mt. View & Hill Sts., San Luis Obispo, Calif.; San Luis Obispo 1100-1101.

Christina M. Jacobson, pres.; Les Hacker, gen. mgr.; Robert Wilton, prog. dir.; Si Darrak, comm. mgr.; James Cochran, chief eng.; nat'l rep. W. S. Grant Co., Inc.

Operation: 1953; TV sets in area: 97,800.

Santa Barbara**KEY-T (Channel 3) ABC, CBS, NBC, DuMont**

Santa Barbara Broadcasting & Television Corp., 730 Miramonte Drive, Santa Barbara, Calif.; WOODland 5-8533.

Colin M. Selph, pres. & gen. mgr.; Cecil I. Smith, vice-pres. & treas.; Arthur F. Marquette, scy.; Russell L. Furse, dir. of oper.; Mary Ann Casey, prog. supvr.; Lloyd Jones, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 430,200.

Stockton**KOVR (Channel 13) DuMont**

Television Diablo, Inc., 225 E. Miner Ave., Stockton 2, Calif.; HOWard 6-6981.

H. L. Hoffman, chmn. of bd.; A. E. Joselyn, pres.; Terry H. Lee, gen. mgr.; William Rambo, sales mgr.; Stanton D. Bennett, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1954; TV sets in area: 1,125,000.

KTVU (Channel 36)

San Joaquin Telecasters, Senator Hotel, Sacramento, Calif.; GILbert 3-4843.

Howard Brown, Jr., pres.; beginning September 1, 1955, operated in conjunction with KCCC-TV, Sacramento, Calif.; nat'l rep., Weed Television.

Operation: 1953; TV sets in area: 191,000.

Tulare**KVVG (Channel 27)**

UHF Tel. Corp., 9155 Sunset Blvd., Hollywood, Calif.; CRestview 4-5301.

E. David Beatie, vice-pres. & gen. mgr.; Charles Smith, prog. dir.; Joe Ridgeway, film dir.; nat'l rep., Adam Young, Television Corp.

Operation: 1953; TV sets in area: 300,000.

Visalia**KAKI (Channel 43)**

c/o Irvin V. Willat, intending to do business as Sequoia Telectasting Co., 400 East Tulare St., Tulare, Calif.

CP, not operating.

COLORADO**Colorado Springs****KKTV (Channel 11) ABC, CBS, DuMont**

TV Colorado, Inc., 512 S. Tejon, Colorado Springs, Colo.; MELrose 4-2844.

Jim Russell, pres. & gen. mgr.; Betty Z. Russell, vice-pres.; Robert D. Ellis, vice-pres. & nat'l sales mgr.; Cecil Seavey, prog. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1952; TV sets in area: 59,200.

KRDO-TV (Channel 13) NBC

Pikes Peak Broadcasting Co., P. O. Box 1457, 3995 8th St., Colorado Springs, Colo.; MELrose 2-1515.

Harry W. Hoth, Jr., pres. & gen. mgr.; Jack Finlayson, prog. dir.; Herbert Schubarth, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 40,000.

Denver**KBTV (Channel 9) ABC**

TV Denver, Inc., 1089 Bannock St., Denver 4, Colo.; TAbor 5-6386.

John C. Mullins, pres.; Joseph Herold, stat. mgr.; E. L. Colbourn, exec. sales dir.; Ray Gallagher, exec. prod.; dir.; Robert W. Dupree, bus. mgr.; Marshall Faber, oper. mgr.; nat'l rep. Free & Peters, Inc.

Operation: 1952; TV sets in area: 300,000.

KFEL-TV (Channel 2) DuMont

Gotham Broadcasting Co. and Founders Corp., 550 Lincoln St., Denver, Colo.; ALpine 4681.

Jon R. McKinley, mgr.; Brad Robinson, oper. mgr.; Frank Bishop, comm. mgr.; Duncan Ross, prog. dir.; Rhea D. Cunningham, chief eng.; nat'l rep., Hoag-Blair Co.

Operation: 1952; TV sets in area: 209,900.

KLZ-TV (Channel 7) CBS

Alladin Broadcasting Corp., 131 Speer Blvd., Denver 3, Colo.; MAin 3-4271.

Hugh B. Terry, pres. & gen. mgr.; John K. Tipton, sales mgr.; Clayton H. Brace, prog. dir.; Hoffman stat. mgr.; Bill Day, pub. dir.; Jerre Wyatt, prod. mgr.; Eugene Jenkins, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 300,000.

KOA-TV (Channel 4) NBC

KOA, Inc., 1625 California St., Denver 2, Colo.; MAin 3-6211.

Wm. Grant, pres.; Don Searle, exec. vice-pres. & gen. mgr.; James Saphier, vice-pres.; Ralph Radetsky, secy.; Richard Davis, treas.; Jud Woods, dir. of TV oper.; Wm. F. Mac-Crystall, sales mgr.; Royce Nation, bus. mgr.; J. A. Slusser, dir. of eng.; Harlan Mendenhall, film dir.; nat'l rep., Edward Pety & Co.

Operation: 1953; TV sets in area: 300,000.

KRMA-TV (Channel 6) (non-com)

414 14th St., Denver 2, Colo.; AMherst 6-2255.

Operation: 1955.

Grand Junction

KFXJ-TV (Channel 5) CBS, NBC, ABC, DuMont
Western Slope Broadcasting Co., 116 Hillcrest Manor, Grand Junction, Colo.; 1300.

Rex Howell, pres. & gen. mgr.; E. Anson Thomas, vice-pres. in chge. of sales; Roy Adamson, secy-treas.; J. L. Robinson, prod. dir.; Ruth Howell, prog. dir.; Cecil Whitchurch, chief eng.; nat'l rep., Hal Holman Co.

Operation: 1954.

Pueblo

KCSJ-TV (Channel 5) NBC

Star Broadcasting Co., Inc., 2226 Television Lane, Pueblo, Colo.; LIncoln 4-5782.

Russ Truesdell, gen. mgr.; John Henry, sales mgr.; Marion Cunningham, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 56,500.

CONNECTICUT

Bridgeport

WCTB (Channel 71) (non-com)

Connecticut State Board of Education, State Office Building, Hartford, Conn.

CP, not operating.

WICC-TV (Channel 43) ABC, DuMont

The Southern Conn. & Long Island Tele. Co., Booth Hill Rd., Bridgeport, Conn.; Bridgeport 8-1601.

Philip Merryman, pres. & gen. mgr.; Manning Slater, treas. & sales mgr.; J. Kenneth Bradley, secy.; Irving Magilnick, film ed.; Alvin Andrus, chief eng.; nat'l rep., Adam Young Television Corp.

Operation: 1953.

Hartford

WEDH (Channel 24) (non-com)

Connecticut State Board of Education, State Office Building, Hartford, Conn.

CP, not operating.

WGHV-TV (Channel 18) ABC

General-Times Television Corp., 54 Pratt St., Hartford, Conn.; JACkson 7-9131.

Thomas F. O'Neil, pres.; Fred W. Wagenvoord, vice-pres. & gen. mgr.; Gordon R. Kerr, sales mgr.; John O. Downey, prog. dir.; Daniel German, film dir.; Rogers Holt, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1954.

New Britain

WKNB-TV (Channel 30) CBS, NBC

New Britain Broadcasting Co., 1422 New Britain Ave., West Hartford, Conn.; ADams 3-7511.

Julian Gross, pres.; William Ray, secy.; Peter B. Kenney, vice-pres. & gen. mgr.; David Scott, sales mgr.; Philip B. Hale, film super.; Barry Barents, prog. dir.; Helen M. Loy, prom. & pub. dir.; John P. Shipley, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area, 302,100.

New Haven

WELI-TV (Channel 59)

Conn. Radio Foundation, Inc., 221 Orange St., New Haven, Conn.

Richard W. Davis, pres.; John B. Grant, secy.; Wm. J. Falsey, treas.

CP, not operating.

WNHC-TV (Channel 8) ABC, CBS, DuMont, NBC

Elm City Broadcasting Corp., 1110 Chapel St., New Haven 10, Conn.; SPruce 7-3611.

Patrick J. Goode, pres.; Aldo DeDominicis, secy.-treas. & gen. mgr.; Edward D. Taddei, exec. vice-pres.; Vincent Callanan, vice-pres. of sales; Vincent DeLaurentis, vice-pres. of eng.; Edward C. Obrist, stat. mgr.; Kenneth Wynne, Jr., prod. mgr.; James W. Evans, prom. & pub. dir.; nat'l rep., The Katz Agency.

Operation: 1948; TV sets in area: 948,700.

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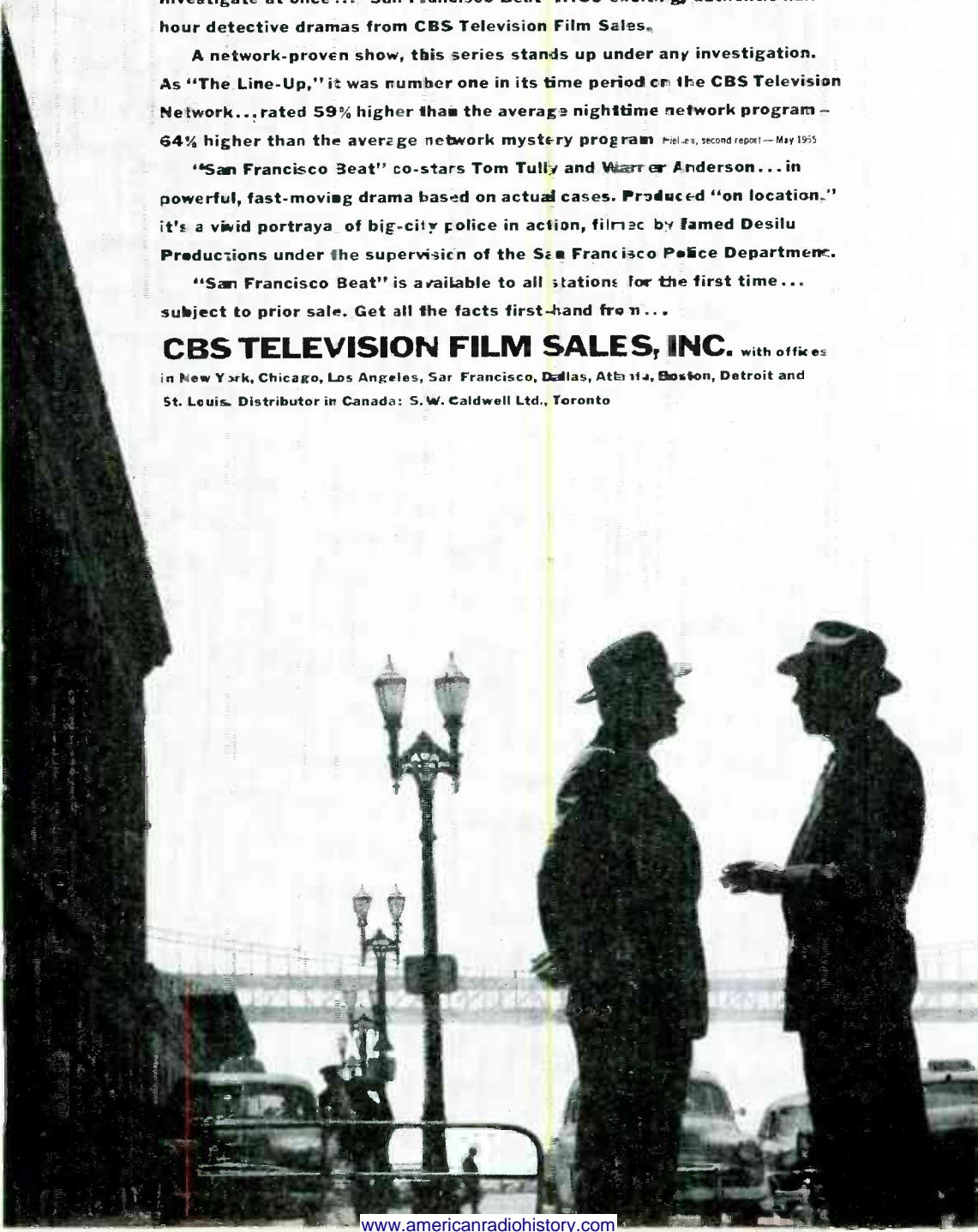
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New London

WNLC-TV (Channel 26)

The Thames Broadcasting Corp., 281 State St., New London, Conn.; 2-4365.

Gerald J. Morey, pres. & treas.; Roderick L. Morey, vice-pres. & secy.

CP, not operating.

Norwich

WCTN (Channel 63) (non-com)

Connecticut State Board of Education, State Office Building, Hartford, Conn.

CP, not operating.

Stamford

WSTF (Channel 27)

Stamford-Norwalk Television Corp., c/o Prentiss M. Brown, Washington Loan & Trust Bldg., Washington, D. C.

Prentiss M. Brown, pres.; Vincent M. Gaughan, vice-pres.; Wendell Lund, secy.-treas.

CP, not operating.

Waterbury

WATR-TV (Channel 53) ABC

WATR, Inc., 440 Meadow St., Waterbury, Conn. PLaza 5-1121.

Harold Thomas, pres.; Samuel Elman, gen. mgr. & sales mgr.; Astrid Curtis, prog. dir.; nat'l rep., Burke Stuart Co., Inc.

Operation: 1952; TV sets in area: 210,600.

DELAWARE

Wilmington

WPFH (Channel 12) NBC, DuMont

WDEL, Inc., 10th and King Sts., Wilmington; 6-2567.

Clair R. McCollough, stat. dir.; Thomas R. Numan, stat. mgr.; J. Robert Gulick, sales mgr.; Barton K. Feroe, comm. mgr.; Richard W. Getz, prog. mgr.; J. E. Mathiot, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1949; TV sets in area: 134,000.

DISTRICT OF COLUMBIA

Washington

WMAL-TV (Channel 7) ABC

Evening Star Broadcasting Co., Inc., 4461 Connecticut Ave., N. W., Washington 8, D. C.; KEllogg 7-1100.

John W. Thompson, Jr., pres.; F. S. Houwink, gen. mgr.; Neal J. Edwards, sales mgr.; Allan T. Powley, chief eng.; Charles Bishop, prog. mgr.; E. H. Meeks, prom. & pub. dir.; Philip A. Melillo, prod. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1947; TV sets in area: 625,000.

WOOK-TV (Channel 14)

United Broadcasting Co., Inc., 8th & Eye Sts., N.W., Washington, D.C. REpublic 7-8000.

Richard Eaton, pres.; Margaret G. Eaton, secy.-treas.

CP, not operating.

WRC-TV (Channel 4) NBC

National Broadcasting Co., Sheraton Park Hotel, Washington 8, D. C., ADams 4-5400.

Carleton D. Smith, vice-pres. & gen. mgr.; Joseph Goodfellow, dir. of sales; Charles de Lozier, sales mgr.; L. A. McClelland, dir. of oper.; George Dorsey, prog. mgr. & film dir.; James E. Kovach, prog. dir.; John A. Lavan, bus. mgr.; Jay Royen, pub. dir.; John Rogers, eng. in charge; nat'l rep., NBC Spot Sales.

Operation: 1947; TV sets in area, 625,000.

WTOP-TV (Channel 9) CBS

WTOP, Inc., Broadcast House, Washington 16, D. C.; EMerson 2-9300.

Philip L. Graham, chmn. of bd.; John S. Hayes, pres.; George F. Hartford, vice-pres. for TV; Thos. B. Jones, prog. dir.; Clyde M. Hunt, vice-pres. of eng.; Laurence P. Richardson, dir. of gen. services; Robert Bordley, sales mgr.; nat'l rep., CBS-TV Spot Sales.

Operation: 1949; TV sets in area: 625,000.

WTTG (Channel 5) DuMont

Allen B. DuMont Labs., Inc., Hotel Raleigh, Washington, D. C.; STerling 3-5300.

Dr. Allen B. DuMont, pres.; Leslie G. Arries, Sr., gen. mgr.; F. V. Guidice, prog. dir.; Duncan Miller, pub. & prom. mgr.; John Rule, film mgr.; Malcolm M. Bursleson, chief eng.; Nat'l rep., H-R Television, Inc.

Operation: 1947; TV sets in area: 665,000.

(Channel 20)

Washington Metropolitan Television Corp., 1125 Vermont Ave., N.W., Washington, D.C.

Morris Rodman, pres.; M. Robert Rogers, Irwin Geiger, vice-pres.; Pierson Underwood, secy.-treas.

CP, not operating.

FLORIDA

Clearwater

WPGT (Channel 32)

Pioneer Gulf Television Broadcasters, Box 1146, Clearwater, Fla.

W. Frank Hobbs, owner.

CP, not operating.

Daytona Beach

WESH-TV (Channel 2)

Telrad, Inc., 444 N. Beach St., Daytona Beach, Fla.

W. Wright Esch, pres. & treas.; Louis Ossinsky, Sr., vice-pres.; A. B. Esch, secy.
CP, not operating.

Ft. Lauderdale

WITV (Channel 17) ABC, DuMont

Gerico Investment Co., 300 E. Las Olas Blvd., Ft. Lauderdale, Fla.; 3-8252; 5500 W. Hallandale Beach Blvd., Hollywood, Fla.; 3-1566, 2-6650.

Russell E. Lowell, pres.; E. J. Richardson, vice-pres.; George W. English, secy.; Arthur L. Gray, vice-pres. & gen. mgr.; William W. Van der Busch, sales vice-pres.; William Latham, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 200,000.

Fort Myers

WINK-TV (Channel 11) ABC

Fort Myers Broadcasting Co., 54 Palm Beach Blvd., Fort Myers, Fla.; 4-1341.

Edward J. McBride, pres.; Arthur B. McBride, vice-pres.; A. J. Bauer, gen. mgr.; Bob Bradley, comm. mgr.; Frank Nodine, prog. dir.; Bob Bachman, tech. dir.; nat'l rep., Joseph Hershey McGillyvra, Inc.

Operation: 1954.

Fort Pierce

WTFV (Channel 19)

Gene T. Dyer, R.F.D. No. 4, Riviera Beach, Fla.

CP, not operating.

Jacksonville

WJHP-TV (Channel 36) NBC, ABC, DuMont

Jacksonville Journal Co., 4038 Phillips Highway, Jacksonville 7, Fla.; EXbrook 8-9751.

John H. Perry, Jr., pres. & chmn. of bd.; Farwell W. Perry, vice-pres.; E. A. Kettel, treas.; W. W. Atterbury, Jr., secy.; T. S. Gilchrist, Jr., gen. mgr.; George Booker, prog. mgr.; Willard Fraker, sales mgr.; nat'l rep., John H. Perry Associates.

Operation: 1953.

WMBR-TV (Channel 4) ABC, CBS, DuMont

WMBR an operating division of the Washington Post Co., 605 S. Main St., Jacksonville, Fla.; EXbrook 8-0501.

Glenn Marshall, Jr., pres.; Charles Stone, vice-pres.; Jerry White, sales mgr.; Harry Kalkines, prog. dir.; Windsor Bissel, prod. mgr.; Ernest Vordermark, chief eng.; nat'l rep. CBS Television Spot Sales.

Operation: 1949; TV sets in area: 243,900.

WOBS-TV (Channel 30)

Southern Radio & Equipment Co., 10 E. Forsyth St., Jacksonville, Fla.

E. D. Rivers, Sr., pres.; Jack R. Sharpe, treas.; Carmen Macri, secy.

CP, not operating.

Miami

WGBS-TV (Channel 23) NBC

Storer Broadcasting Co., 229 SE First Ave., Fort Lauderdale, Fla.; JACKSON 3-6531.

George B. Storer, pres.; Frank Riordan, man. dir.; Noran E. Kersta, mgr.; John Crosby, prog. dir.; Glen Boundy, Jr., oper. mgr.; William Needs, eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 330,000.

WMFL-TV (Channel 33)

Miami Biscayne TV Corp., Biscayne Terrace Hotel, Miami, Fla.; 82-6641.

Nathaniel J. Klein, pres.; Irving Kipnis, secy.; Edward Mercer, treas.

CP, not operating.

WTHS-TV (Channel 2) (Non-com)

Lindsey Hopkins Vocational School of Dade County Board of Public Instruction, Miami, Fla.

Angus W. Graham, chmn.; C. Raymond Van Dusen, vice-chmn.

CP, not operating.

WTVJ (Channel 4) CBS basic NBC, ABC, DuMont

Wometco Theatres, 306 N. Miami Ave., Miami 31, Fla.; 2-6262.

Mitchell Wolfson, pres.; Lee Ruwitch, exec. vice-pres. & gen. mgr.; John S. Allen, vice-pres. & gen. sales mgr.; John Shay, vice-pres. in chge. of oper.; Earl Lewis, chief eng.; Louis Wolfson, bus. mgr. & film dir.; Stan Gordoni, nat'l sales mgr.; Lee Waller, dir. of prog. oper.; nat'l rep., Free & Peters, Inc.

Operation: 1948; TV sets in area: 239,800.

Orlando

WDBO-TV (Channel 6) ABC, CBS, NBC, DuMont

Orlando Broadcasting Co., Inc., 30 S. Ivanhoe Blvd., Orlando, Fla.; 5-0541.

Harold P. Danforth, Sr., pres. & gen. mgr.; James E. Yarbrough, vice-pres. & chief eng.; J. Thomas Gurney, vice-pres. & secy.; Frank W. Reed, treas.; Walter Sickles, prog. dir. & film buyer; John Thorwald, sales & prom. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1954; TV sets in area: 60,000.

Palm Beach

WJNO-TV (Channel 5) NBC basic, CBS, DuMont

WJNO-TV, Inc., 5 Coconut Row, Palm Beach, Fla.; 3-2471.

George H. Buck, Sr., pres.; William H. Cook, exec. vice-pres.; Thomas M. Cook, secy.; H. V. McMillan, treas.; Theodore A. Eiland, gen. mgr.; Daniel F. Durniak, oper. mgr.; George W. DeBlieux, chief eng.; William F. Housner, sales mgr.; nat'l rep., Vennard, Rintoul & McConnell, Inc.

Operation: 1954; TV sets in area: 301,000.

Panama City

WJDM (Channel 7) ABC, NBC

J. D. Manly, Box 428, Panama City, Fla.; Adams 4-2251.

J. D. Manly, owner; Mel Wheeler, gen. mgr.; Harry C. Babb, Jr., stat. mgr.; Milt de Revna, asst. mgr. & nat'l sales mgr.; Jerry Williams, prog. dir.; Jim Smith, chief eng.; Jay Mills, comm. mgr.; nat'l rep. George P. Hollingbery Co.

Operation: 1953.

Pensacola

WEAR-TV (Channel 3) ABC, Dumont, CBS

Gulfport Broadcasting Co., Inc., Box 1188, Pensacola, Fla.; 8-4449.

Charles W. Smith, pres.; Mel Wheeler, vice-pres., secy., treas. & gen. mgr.; Milt de Reyna, asst. gen. mgr. & nat'l sales mgr.; Jerry Williams, prog. & film dir.; Irving Welch, comm. mgr.; Jim Smith, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1954.

WPFA-TV (Channel 15) CBS, DuMont

WPFA-TV, Inc., North O & Loleta, Pensacola, Fla. HEInlock 3-1141.

C. W. Lamar, Jr., pres.; George Blanford, gen. mgr.; Lee Caput, chief eng.; Miss Taris Savell, prog. dir.; nat'l rep., Joseph Hershey McGillivra, Inc.

Operation: 1953; TV sets in area: 175,000.

St. Petersburg

WSUN-TV (Channel 38) ABC, DuMont

City of St. Petersburg, Million Dollar Pier, St. Petersburg 1, Fla.; 5-4121.

Charles L. Kelly, mgr.; Bernard L. Kobres, sales mgr.; Robert Gilbert, prog. mgr. & film contact; Louis J. Link, chief eng.; nat'l rep., Weed Television.

Operation: 1953.

Tampa

WFLA-TV (Channel 8) NBC

The Tribune Company, 905 Jackson St., Tampa, Fla.; 20-131.

J. C. Council, pres.; George W. Harvey, gen. mgr.; William B. Faber, sales mgr.; Carl P. Bergquist, prog. mgr.; J. H. Mitchell, chief eng.; nat'l rep., Blair-TV.

Operation: 1955; TV sets in area: 190,000.

WTVT (Channel 13) CBS

Tampa Television Company, 1113 Memorial Highway, Box 1198, Tampa 9, Fla.; 71113.

Doyle E. Carlton, pres.; W. Walter Tison, vice-pres., gen. mgr. & comm. mgr.; David E. Ward, secy.-treas.; Monte Gurwit, prog. dir.; Daniel H. Smith, asst. mgr. & chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1955; TV sets in area: 185,000.

W. Palm Beach

WEAT-TV (Channel 12) ABC

WEAT-TV, Inc., P.O. Box 70, West Palm Beach, Fla.; 3-9668.

J. Robert Meachem, pres. & gen. mgr.; R. O. Morrow, vice-pres.; K. J. Horton, secy.; R. J. Blank, treas.; Jack Rathbun, oper. mgr.; Ed J. Hennessy, sales mgr.; J. Ross McPherson, chief eng.; nat'l rep., The Walker Representation Co., Inc.

Operation: 1953.

WIRK-TV (Channel 21)

WIRK-TV, Inc., 711 S. Flagler Dr., Box 2148, W. Palm Beach, Fla.; 3-1711.

Joseph S. Field, Jr., pres. & gen. mgr.; A. M. Shandloff, secy.; Arthur L. Gray, mgr. of TV oper.; William P. Heitzman, chief eng.; Sherlee Barish, prog. dir. & film buyer, nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 10,000.

GEORGIA

Albany

WALB-TV (Channel 10) NBC, ABC, DuMont

Herald Publishing Co., 138 Pine Ave., Albany, Ga.; HEInlock 5-8386.

James H. Gray, pres.; Mrs. Martha M. Nall, secy.-treas.; T. R. Stillwagon, gen. mgr.; Jack Mayer, prog. dir.; John L. Rivard, chief eng.; nat'l rep., Burn-Smith Co., Inc.

Operation: 1954.

Atlanta

WAGA-TV (Channel 5) CBS, DuMont

Storer Broadcasting Co., 1018 W. Peachtree St., N.W., Atlanta, Ga.; VERNON 3553.

George B. Storer, pres.; Glenn Jackson, man. dir.; Don Naylor, prog. dir. & film buyer; Jack Collins, stat. mgr.; Hugo Bondy, chief eng.; nat'l rep., The Katz Agency.

Operation: 1949; TV sets in area: 511,600.

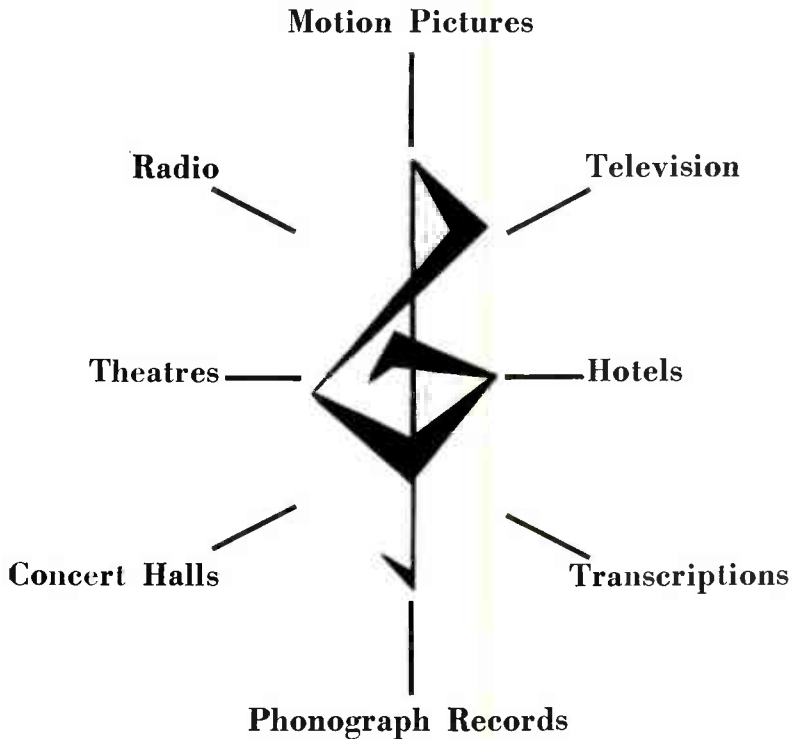
WLW-A (Channel 11) ABC

Crosley Broadcasting of Atlanta, Inc., 1611 West Peachtree St., N.E., Atlanta 2, Ga.; VERNON 1141.

Harry L. Brun, gen. mgr.; Bernard I. Ochs, gen. sales mgr.; Harvey J. Aderhold, chief eng.; Gerard Appy, prog. dir.; John



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C. Roesel, prom. dir.; Wade Perkins, film dir.; nat'l rep., Crosley Broadcasting Corp.
Operation: 1951; TV sets in area: 511,600.

—○—
WQXI-TV (Channel 36)

Robert W. Rounsaville, 3165 Mathieson Drive, N. E., Atlanta, Ga.; CHerokee 2196.
CP, not operating.

—○—
WSB-TV (Channel 2) NBC

The Atlanta Newspapers, 1601 W. Peachtree St., Atlanta, Ga.; ATwood 3827.

J. Leonard Reinsch, man. dir.; John M. Outler, Jr., gen. mgr.; Marcus Bartlett, stat. mgr.; Jean Hendrix, film dir.; M. K. Toalson, prod. mgr.; C. F. Daugherty, chief eng.; nat'l rep. Edward Petry & Co.

Operation: 1948; TV sets in area: 514,200.

Augusta

WJBF-TV (Channel 6) NBC, ABC, DuMont

Georgia-Carolina Broadcasting Co., Box 490, Augusta, Ga.; 7-7787.

J. B. Fuqua, pres.; D. M. Kelly, vice-pres. & gen. mgr.; Thomas Hennsey, oper. dir.; Ben Greer, prog. dir.; John Jopling, chief eng.; nat'l rep., Geo. Hollingbery Co.

Operation: 1954; TV sets in area: 153,200.

—○—
WRDW-TV (Channel 12) CBS

Radio Augusta, Inc., 8th & Broad Sts., Augusta, Ga.; 7-5432.

Grover C. Maxwell, Sr., pres.; Allen M. Woodall, exec. vice-pres.; Harry W. Jernigan, Sr., F. Fred Kennedy, vice-pres.; W. Ray Ringson, gen. mgr. & secy.-treas.; James W. Hicks, man. dir.; William H. MacKenzie, prog. dir.; Joseph P. Gill, chief eng.; nat'l rep. Headley-Reed Co.

Operation: 1954; TV sets in area: 153,200.

Columbus

WDAK-TV (Channel 28) NBC, ABC, DuMont

Television Columbus, Inc., 1307 First Ave., Columbus, Ga.; 2-8829.

Allen M. Woodall, pres.; Roy Martin, E. D. Martin, vice-pres.; Carl Patrick, treas.; Miles Ferguson, secy.; E. F. McLeod, stat. mgr.; Joe Windsor, comm. mgr.; John Hughes, dir. of prog., prod. & traffic; Ronnie Otwell, film dir.; Reeve Owen, chief eng.; nat'l rep. Headley-Reed Co.

Operation: 1953, TV sets in area: 185,000.

—○—
WRBL-TV (Channel 4) CBS, ABC

Columbus Broadcasting Co., Inc., 1350 13th Ave., Columbus, Ga.; 2-0601.

J. W. Woodruff, Jr., pres. & gen. mgr.; A. H. Chapman, vice-pres.; M. R. Ashworth,

secy. & treas.; Ridley Bell, Jr., stat. mgr. & film buyer; George A. Gingell, prog. and prod. dir.; Joe A. Gamble, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 185,000.

Macon

WMAZ-TV (Channel 13) CBS basic, ABC, DuMont

Southeastern Broadcasting Co., 682 Cherry St., Macon, Ga.; 2-7373.

George P. Rankin, Jr., pres. & chief eng.; Wallace Miller, vice-pres. & gen. counsel; Wilton E. Cobb, secy.-treas. & gen. mgr.; Frank Crowther, comm. mgr.; Albert Sanders, sales mgr.; Herb Johnson, oper. dir.; Ed Pendleton, film & prom. dir.; Robert Savage, prod., dir.; J. D. Lawhon, eng. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 75,600.

—○—
WOKA-TV (Channel 47)

Macon Television Co., 710 Persons Bldg., Macon, Ga.; 3-9355.

Al Lowe, exec. vice-pres.

CP, not operating.

Rome

WROM-TV (Channel 9)

WROM-TV, Inc., 121½ Broad St., Rome, Ga.; 2-0833.

Dean Covington, pres.; Charles E. Doss, vice-pres., treas. & comm. mgr.; Edward N. McKay, secy. & gen. mgr.; T. H. Robertson, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953.

Savannah

WSAV (Channel 3) NBC

WSAV, Inc., Liberty National Bank Bldg., Savannah, Ga.; 3-0234.

Harben Daniel, pres. & gen. mgr.; Donald K. Jones, vice-pres.; Meredith E. Thompson, secy.-treas. & oper. mgr.; nat'l rep., Blair-TV, Inc.

Operation: 1955; TV sets in area: 72,500.

—○—
WTOC-TV (Channel 11) CBS

Savannah Broadcasting Co., 516 Abercorn St., Savannah, Ga.; 2-0127.

William T. Knight, Jr., pres. & gen. mgr.; F. Schley Knight, vice-pres. in chge. of TV; S. P. Driscoll, vice-pres. & secy.; Ben Williams, vice-pres. & comm. mgr.; Dwight J. Bruce, vice-pres. & prog. dir.; Kyle B. Goodman, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 96,200.



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Thomasville

WCTV (Channel 6) CBS

John H. Phipps Broadcasting Stations, P. O. Box 989, Tallahassee, Fla.; 3-3666.

John H. Phipps, owner; L. Herschel Graves, gen. mgr.; W. A. Snowden, dir. of eng.; Joe Hosford, oper. dir.

Operation: 1955; TV sets in area: 44,800.

IDAHO

Boise

KBOI (Channel 2) CBS

Boise Valley Broadcasters, Inc., 311 N. 10th St., Boise, Idaho; 2-2222.

H. Westerman Whillock, pres. & gen. mgr.; Willis C. Moffat, vice-pres.; Earl Glade, Jr., secy.-treas. & stat. & sales mgr.; James A. Johntz, Jr., chief eng.; Robert Howell, film ed.; nat'l rep., Free & Peters, Inc.

Operation: 1953.

KIDO-TV (Channel 7) NBC, ABC

KIDO, Inc., 709 Crestline Drive, Boise, Idaho; 2-4611.

Mrs. Georgia Phillips Davidson, pres.; Walter E. Wagstaff, vice-pres. & gen. mgr.; Oscar M. Northwine, secy.-treas.; Harold Toedtemeier, chief eng.; Barry Tucker, comm. mgr.; Jack Link, prog. dir.; nat'l rep., Hoag-Blair Co.

Operation: 1953; TV sets in area: 30,000.

Idaho Falls

KID-TV (Channel 3) CBS, NBC, DuMont, ABC

Idaho Radio Corp., Box 701, Idaho Falls, Idaho; 3 & 4.

A. W. Schwieder, pres.; C. N. Layne, gen. mgr.; Claude Cain, sales mgr.; Roy Southwick, prog. dir.; Carroll Secrist, chief eng.; nat'l rep. Gill-Perna, Inc.

Operation: 1953; TV sets in area: 40,200.

Lewiston

KLEW-TV (Channel 3)

Lewiston TV Corp., 1411 Fourth Avenue Bldg., Seattle, Wash.

Thomas C. Bostic, pres.; J. Barry Watkinson, vice-pres.; Frank E. Mitchell, secy.-treas.

CP, not operating.

Twin Falls

KLIX-TV (Channel 11) CBS, ABC

Southern Idaho Broadcasting and Television Co., Elizabeth Blvd. & Eastland Drive, Twin Falls, Idaho; 2820.

Frank C. Carman, pres.; Frank C. McIntyre, vice-pres.; James Brady, treas.; D. Ray Owen, secy.; Joe Clements, sales mgr.; Vic Graybeal, film buyer; C. W. Evans, tech. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1955.

ILLINOIS

Bloomington

WBLN (Channel 15) ABC

WBLN Television, Inc., Box 646, Bloomington, Ill.; 4-3031.

Worth S. Rough, pres. & gen. mgr.; John Coleman, prog. dir.; nat'l rep., Joseph Hershey McGillvra, Inc.

Operation: 1953; TV sets in area: 113,000.

Champaign

WCIA (Channel 3) CBS, NBC, DuMont

Midwest Television, Inc., 509 S. Neil St., Champaign, Ill.; 6-8333.

A. C. Meyer, pres.; Guy Main, vice-pres. & dir. of sales; Russell O. Derby, secy.-treas.; James Fielding, prod. mgr.; Robert Meyers, chief eng.; John Ketterer, film ed.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 297,000.

Champaign-Urbana

WILL-TV (Channel 12) (non-com)

228 Gregory Hall, University of Illinois, Urbana, Ill.; 7-6611.

Frank E. Schooley, mgr.; Richard L. Rider, asst. mgr.; John R. Brugger, chief eng.

Operation: 1955; TV sets in area: 100,000.

Chicago

WBBM-TV (Channel 2) CBS

Columbia Broadcasting System, Inc., 410 N. Michigan Ave., Chicago 11, Ill.; Whitehall 4-6000.

H. Leslie Atlass, vice-pres. & gen. mgr.; William Ryan, prog. dir.; George Arkedis, sales mgr.; C. W. Doebler, stat. prom. dir.; Don Dillion, prod. mgr.; Vann Cominos, film dir.; Joseph Nooy, chief eng.; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 2,237-900.

WBKB (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., 20 N. Wacker Dr., Chicago 6, Ill.; ANdover 3-0800.

S. C. Quinlan, vice-pres. and gen. mgr.; James W. Beach, sales mgr.; Clar W. Heider, nat'l spot sales mgr.; Dan Schuffman, prog. mgr.; John F. Fitzpatrick, prod. mgr.; Ralph Andrews, film dir.; Elliott Henry, pub. dir.; William P. Kusack, dir. of eng.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area: 2,237,900.

WGN-TV (Channel 9) DuMont

WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.; SUperior 7-0100.

J. Howard Wood, pres.; Frank P. Schrieber, vice-pres. & stat. mgr.; Ted Weber, TV

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mgr.; Jay E. Faraghan, prog. dir.; Elizabeth Bain, film dir.; George Petterson, dir. of oper.; Jim Hanlon, pub. dir.; Carl J. Meyers, dir. of eng.; nat'l rep. WGN-TV Sales, 441 N. Michigan Ave., Chicago; 220 E. 42nd St., New York; & George P. Holmlingbery Co.

Operation: 1948; TV sets in area: 2,237,900.

WHFC-TV (Channel 26)

WHFC, Inc., 3350 S. Kedzie Ave., Chicago, Ill.

Richard W. Hoffman, pres.; Rose M. Hoffman, secy.

CP, not operating.

WIND-TV (Channel 20)

W-I-N-D Inc., 400 N. Michigan Ave., Chicago 11, Ill.; WHitehall 4-2170.

R. Atlans, pres.; John T. Carey, vice-pres. & secy.; H. Leslie Atlas, Jr., treas.

CP, not operating.

WNBQ (Channel 5) NBC

National Broadcastg. Co., Merchandise Mart, Chicago 54, Ill.; SUperior 7-8300.

Jules Herbuveaux, gen. mgr.; John M. Keys, dir. of sales; Floyd Beaton, sales mgr.; George Heinemann, prog. dir.; John Whalley, oper. dir.; Richard D. Johnson, prod. mgr.; Howard Luttgens, eng. in-charge; Isabel Cooney, film procurement; nat'l rep. NBC Spot Sales.

Operation: 1949; TV sets in area: 2,700,000.

WOPT (Channel 44)

WOPA, Inc., 408 S. Oak Park Ave., Oak Park, Ill.

Egmont Sonderling, pres.; Richard Goodman, vice-pres.; Mason Loundy, secy.

CP, not operating.

WTTW (Channel 11) (non-com)

Chicago Educational Television Association, 1761 E. Museum Drive, Chicago 37, Ill.; MUseum 4-3800.

Robert L. Fette, secy.

Operation: 1955.

Danville

WDAN-TV (Channel 24) ABC

Northwestern Publishing Co., 1500 N. Washington Ave., Danville, Ill.; 1700.

Robert J. Burow, gen. mgr.; John Eckert, sales mgr.; Max Shaffer, stat. mgr.; Honore Ronan, prog. dir.; Orville Neely, chief eng.;

Bill Dorn, prod. dir.; nat'l rep., Everett-McKinney, Inc.

Operation: 1953; TV sets in area: 35,000.

Decatur

WTVP (Channel 17) ABC, DuMont

Prairie Television Co., Television Center, South Side Drive, Decatur, Ill.; 8-4304.

W. L. Shellabarger, pres. & treas.; David S. Shellabarger, vice-pres.; Mary D. Shellabarger, secy.; Robert G. Wright, prog. dir.; Shaun F. Murphy, stat. mgr.; Hubert F. Abfalter, chief eng.; The Bolling Co., Inc.

Operation: 1953; TV sets in area: 170,000.

Evanston

WTLE (Channel 32)

Northwestern Television Broadcasting Corp., 2201 Oakton St., Evanston, Ill.

Angus F. Pfaff, pres. & treas.; Howard S. Martin, vice-pres. & secy.

CP, not operating.

Harrisburg

WSIL-TV (Channel 22) ABC

Turner-Farrar Association, 21 W. Poplar St., Harrisburg, Ill.; 373.

Oscar L. Turner, pres. & mgr.; James Bolen, prog. mgr.; Charles Gilliam, chief eng.; nat'l rep., The Walker Representation Co.

Operation: 1953; TV sets in area: 30,000.

Peoria

WEEK-TV (Channel 43) NBC

West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.; 6-5571.

Fred C. Mueller, vice-pres. & gen. mgr.; William J. Flynn, comm. mgr.; Victor Fletcher, prog. dir.; Wayne Lovely, chief eng.; F. R. Oakley, pub. & prom. mgr.; Robert F. Stockdale, III, bus. mgr.; John Jennings, film ed.; nat'l rep., Headley-Reed Co.

Operation: 1953; TV sets in area: 200,000.

WTVH-TV (Channel 19) ABC, DuMont, CBS

Peoria Journal Star, Peoria 3, Ill.; 6-5561.

Henry P. Slane, pres.; Edward G. Smith, gen. mgr.; Robert L. Javer, asst. gen. mgr. & sales mgr.; John Leslie, nat'l sales mgr.; Morton Cantor, prom. mgr.; Robert G. Holben, prog. mgr. & film buyer; Wallace Wurz, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area: 200,000.

Quincy

WGEM-TV (Channel 10) NBC, ABC

Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill.; Baldwin 2-6840.

T. C. Oakley, pres.; J. S. Bonansinga, vice-pres., gen. mgr. & treas.; J. T. Reardon, secy.;

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T. W. Austin, prod. & prog. dir.; James Muse, comm. mgr.; Mike Olds, prom. mgr.; Frank Laughlin, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 107,100.

Rock Island

WHBF-TV (Channel 4) CBS, ABC, DuMont

Rock Island Broadcasting Co., Telco Bldg., 231 18 St., Rock Island, Ill.; Rock Island 6-5441.

Ben H. Potter, pres.; Miss Marguerite F. Potter, vice-pres. & treas.; Leslie C. Johnson, vice-pres. & gen. mgr.; Maurice Corken, asst. gen. mgr.; Ted Arnold, sales mgr.; Forest W. Cooke, prog. dir. & film buyer; Robert J. Simmet, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1950; TV sets in area: 304,000.

Rockford

WREX-TV (Channel 13) CBS basic, ABC

Greater Rockford Television, Inc., P. O. Box 530, Rockford, Ill.; 8-1813.

L. E. Caster, pres.; Swan Hillman, treas.; Stanley H. Guyer, secy.; J. Michael Baisch, gen. mgr.; Jack Mазzie, prog. dir.; Rod MacDonald, prod. mgr.; Dick Peck, chief eng.; Charles Olson, prom. mgr.; Donna Mазzie, film dir.; Al Bilardello, local sales mgr.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 252,000.

WTVQ (Channel 39) DuMont, NBC

Winnebago Television Corp., N. Meridian Rd. & State, Rockford, Ill.; 3-5413.

Harry Balaban, pres.; Irwin Dubinsky, vice-pres.; Elmer Balaban, secy.; H. W. Dubinsky, treas.; Hal Froelich, stat. mgr.; John W. Kelin, prod. mgr.; Herbert Eckstein, chief eng.; Carl P. Stemler, film dir.; nat'l rep. Weed Television Corp.

Operation: 1953; TV sets in area: 252,000.

Springfield

WICS (Channel 20) NBC, ABC, DuMont

Plains Television Corp., 523 E. Capitol Ave., Springfield, Ill.; 8-0465.

L. G. Pefferle, pres.; Elmer Balaban, vice-pres.; H. L. Dewing, vice-pres.; Alfred G. Burger, vice-pres.; Herbert Scheffel, treas.; Harry Balaban, secy.; Milton D. Friedland, gen. mgr.; Warren King, local comm. mgr.; Brazil O'Hagan, chief eng.; Harold Hoskins, prog. mgr.; Robert Steffan, prod. mgr.; James M. Henneberry, sales prom. dir.; William Shaw, film dir.; nat'l rep., Adam Young Television Corp.

Operation: 1953; TV sets in area: 70,000.

INDIANA

Anderson

(Channel 61)

Great Commission Schools, Inc., Box 727, Anderson, Ind.

Paul E. Billheimer, pres.; Jenny Billheimer, secy.-treas.

CP, not operating.

Bloomington-Indianapolis

WTTV (Channel 4) ABC, CBS, NBC, DuMont

Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington, Ind.; 2-1407.

Sarkes Tarzian, pres.; Mary Tarzian, secy.-treas.; Robert Lemon, mgr.; Norman Cissna, sales mgr.; Robert Petranoff, prog. mgr.; Warren Percy, film dir.; Jerry Danzigler, prod. mgr.; Carl Onken, chief eng.; nat'l rep. Meeker TV, Inc.

Operation: 1949; TV sets in area: 265,000.

Elkhart

WSJV (Channel 52) NBC, ABC

Truth Publishing Co., P. O. Box 403, Elkhart, Ind.; 2-1518.

John F. Dille, Jr., pres.; John J. Keenan, comm. mgr.; Edwin J. Lasko, prog. dir.; John Alves, prod. mgr.; Arthur C. Whitaker, Jr., film dir.; Lester W. Zellmer, chief eng.; R. J. Gillespie, prom. dir.; nat'l rep., H-R Television, Inc.

Operation: 1954; TV sets in area: 208,200.

Evansville

WFIE (Channel 62) NBC, ABC, DuMont

Premier Television, Inc., 1115 Mt. Auburn Rd., Evansville, Ind.; 5-6201.

Jesse D. Fine, pres.; Isadore J. Fine, vice-pres.; Eugene P. Fine, secy.; Oscar K. Fine, treas.; Ted Nelson, gen. mgr.; Jay Sondheim, sales mgr.; Charles Carey, prog. mgr.; Harvey Shellito, chief eng.; nat'l rep., Vennard, Rintoul & McConnell, Inc.

Operation: 1953; TV sets in area: 90,200.

Fort Wayne

WANE-TV (Channel 69)

Radio Fort Wayne, Inc., Fort Wayne Bank Bldg., Fort Wayne, Ind.

Bruce McConnell, pres.; Frank E. McKinney, treas.; Earl H. Schmidt, secy.

CP, not operating.

WKJG-TV (Channel 33) NBC, DuMont

Northeastern Indiana Broadcasting Co., Inc., 220 E. Jefferson St., Ft. Wayne 2, Ind.; Anthony 2295.

Clarence L. Schust, pres.; H. Leslie Popp, vice-pres. & treas.; Edward G. Thoms, vice-pres., secy. & gen. mgr.; Calo Mahlock, prog. dir.; Charleton B. Evans, sales mgr.; Eugene

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A. Chase, chief eng.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 140,000.

Indianapolis

WFBM-TV (Channel 6) CBS, DuMont

WFBM, Inc., 1330 N. Meridian St., Indianapolis; LIncoln 8521.

Harry M. Bitner, Jr., pres.; William F. Kiley, vice-pres. & gen. mgr.; Melvin C. Green, secy.-treas.; William Fall, prog. dir.; Hugh L. Kibbey, film buyer; Bernard W. Carney, prom. mgr.; Harold S. Holland, chief eng.; nat'l rep., The Katz Agency.

Operation: 1949; TV sets in area: 662,000.

WISH-TV (Channel 8) ABC, CBS, DuMont

Universal Broadcasting Co., Inc., 1440 N. Meridian St., Indianapolis, Ind.; MEIrose 4-6411.

C. Bruce McConnell, pres.; Robert B. McConnell, vice-pres. & gen. mgr.; Frank E. McKinney, treas.; Earl H. Schmidt, secy.; Robert F. Ohleyer, sales mgr.; Steve Briggs, prog. mgr.; Stokes Gresham, Jr., chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1954; TV sets in area: 662,000.

Lafayette

WFAM-TV (Channel 59) DuMont, CBS

WFAM, Inc., McCarty Lane, Lafayette, Ind.; 2-4300.

O. E. Richardson, pres.; Herbert E. Nelson, mgr.; R. W. Long, prog. dir.; Richard Cochran, chief eng.; nat'l rep. Wm. G. Rambau Co.

Operation: 1953.

Muncie

WLBC-TV (Channel 49) CBS, NBC, ABC, DuMont

Tri-City Radio Corp., 420 Alden Rd., P. O. Box 271, Muncie, Ind.; 4403.

D. A. Burton, pres. & treas.; W. F. Craig, vice-pres. & comm. mgr.; Garnet M. Burton, secy.; Lee Allerton, prog. dir.; George Lee Marks, prod. mgr.; Maurice Crain, chief eng.; nat'l rep., The Walker Representation Co., Inc.; Hal Holman Co.

Operation: 1953; TV sets in area: 80,000.

Princeton

WRAY-TV (Channel 52)

Southern Indiana Tele-Casting, Inc., Outer West Broadway, Princeton, Ind.; 52.

M. R. Lankford, pres. & gen. mgr.

CP, not operating.

South Bend (Notre Dame)

WNDO-TV (Channel 46) NBC

Michiana Telecasting Corp., Juniper Road, Box 989, South Bend, Ind.; CE 3-7111.

Rev. Fr. Theo. M. Hiesburgh, pres.; Rev. Fr. Edmund P. Joyce, secy.-treas.; Bernard C. Barth, vice-pres. & gen. mgr.; Wm. Thomas Hamilton, comm. mgr.; Edward Roth, prog. dir.; Geo. B. Smith, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1955; TV sets in area: 147,000.

South Bend

WSBT-TV (Channel 34) CBS, DuMont

South Bend Tribune, 225 W. Colfax Ave., South Bend 26, Ind.; CEntal 3-3141.

Neal B. Welch, gen. mgr.; Robert J. Drain, prog. mgr.; Walter Sweitzer, film dir.; Arthur R. O'Neil, chief eng.; nat'l rep., Paul H. Raymer, Co., Inc.

Operation: 1952; TV sets in area: 185,000.

Terre Haute

WTHI-TV (Channel 10) CBS, ABC, DuMont

Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind.; Crawford 9481.

Anton Hulman, Jr., pres.; J. R. Cloutier, vice-pres. & treas.; L. C. Power, secy.; J. M. Higgins, gen. mgr.; Ben Falber, Jr., stat. mgr.; Louis Froeb, comm. dir.; Don Petit, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1954; TV sets in area: 100,600.

Waterloo-Fort Wayne

WINT (Channel 15) CBS, ABC

Tri-State Television, Inc., Waterloo, Ind.; 2215. 2105 Lincoln Tower, Ft. Wayne, Ind.; ANthony 8475.

R. Morris Pierce, pres.; Ralph Rehor, vice-pres.; E. J. Sklenicka, secy.; Fred Wolf, treas.; Ben B. Baylor, Jr., vice-pres. & gen. mgr.; Robert C. Currie, Jr., prog. mgr.; Ben K. West, prom. mgr.; Charles Bloomquist, film dir.; nat'l rep., H-R Television, Inc.

Operation: 1954.

IOWA

Ames

WOI-TV (Channel 5) ABC, DuMont

Iowa State College of Agriculture and Mechanical Arts, Ames, Ia.; CEDar 2-3400.

James H. Hilton, pres.; Richard B. Hull, dir. of WOI AM FM TV; Merritt C. Ludwig, asst. to dir.; Robert C. Mulhall, oper. mgr.; Chris Donaldson, prog. mgr.; Marguerite Theobald, prom. mgr.; Keith Ketcham, chief eng.; Warren Royer, film dir.; nat'l rep., Weed Television Corp.

Operation: 1950; TV sets in area: 315,600.

Cedar Rapids

KCRG-TV (Channel 9) ABC, DuMont

Cedar Rapids Television Co., 104 First St., S.W., Cedar Rapids, Ia.; 4-4194.

Joseph F. Hladky, Jr., exec. vice-pres.; Wade S. Patterson, gen. mgr.; Ralph D. Willey, prog. dir.; Edna A. Herbst, promo-

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DIRECTS

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tion dir.; Richard Yoakum, news editor; Carl R. Rollert, chief eng.; Joyce Ross, film dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1953; TV sets in area: 288,700.

WMT-TV (Channel 2) CBS

American Broadcasting Stations, Inc. Paramount Theatre Bldg., Cedar Rapids, Ia.; 4-0171.

Wm. B. Dolph, pres.; Wm. B. Quarton, vice-pres. & gen. mgr.; Lew Van Nostrand, gen. sales mgr.; Buzz Hassett, TV sales dir.; Douglas B. Grant, dir. of TV oper.; Don Badger, prom. mgr.; Geo. P. Hixenbaugh, chief eng.; nat'l rep. The Katz Agency, Inc.

Operation: 1953; TV sets in area: 217,600.

Davenport

WOC-TV (Channel 6) NBC

Central Broadcastg. Co., 805 Brady St., Davenport, Ia.; 3-3661.

Col. B. J. Palmer, pres.; D. D. Palmer, vice-pres. & treas.; Ralph Evans, exec. vice-pres.; P. A. Loyet, vice-pres.; Wm. D. Wagner, secy.; Ernest C. Sanders, resident mgr.; Mark L. Woodlinger, sales mgr.; Raymond J. Guth, prog. dir.; Ken Wagner, film dir.; Paul G. Arvidson, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1949; TV sets in area: 118,000.

Des Moines

KGTV (Channel 17)

Rib Mountain Radio, Inc., 2nd Ave. & Hobson Drive, Des Moines, Ia.; 8-6751.

W. C. Bridges, pres.; Morgan Murphy, vice-pres.; Norman M. Postles, secy.-treas. CP, not operating.

KRNT-TV (Channel 8) CBS

KRNT-TV Company, 9th & Pleasant St., Des Moines 14, Ia.; 3-2111.

Gardner Cowles, chmn. of bd.; Luther L. Hill, pres.; Robert W. Dillon, vice-pres. & gen. mgr.; Richard Covey, prog. dir.; Paul Elliott, comm. mgr.; nat'l rep., The Katz Agency.

Operation: 1955; TV sets in area: 196,100.

WHO-TV (Channel 13) NBC

Central Broadcasting Co., 1100 Walnut St., Des Moines 7, Iowa; 8-6511.

Col. B. J. Palmer, pres.; Dr. D. D. Palmer, vice-pres. & treas.; Ralph Evans, exec. vice-pres.; P. A. Loyet, vice-pres. & resident mgr.; W. W. Woods, asst. mgr.; W. D. Wagner, secy. & controller; Harold W. Fulton, sales mgr.; Jack Kerrigan, prog. dir.; Kenneth Gfeller, prod. mgr.; Reed E. Sny-

der, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1953; TV sets in area: 220,000.

Fort Dodge

KQTV (Channel 21) NBC, DuMont

Northwest Television Co., 912 1st Ave. South, Fort Dodge, Ia.; 4-0351.

Edward Breen, pres. & gen. mgr.; George Haire, vice-pres.; L. V. Geer, secy.; A. R. Loomis II, treas.; Max Landes, comm. mgr.; Dresel Peterson, prog. dir.; David Sinclair, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 41,250.

Mason City

KGLO-TV (Channel 3) CBS, DuMont

Lee Radio, Inc., Second & Pennsylvania, Mason City, Iowa; 2800.

Lee P. Loomis, pres.; Herbert R. Ohrt, exec. vice-pres. & gen. mgr.; Roger Sawyer, treas. & chief eng.; Doug. Sherwin, prog. & prod. dir.; Walter Rothschild, nat'l sales mgr.; Don Harrer, traffic & prom. dir.; Lloyd Loers, sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 105,900.

Sioux City

KTIIV (Channel 4) NBC

KTIIV Television Co., 10th & Grandview Blvd., Sioux City, Ia.; 8-0545.

Dietrich Dirks, pres. & gen. mgr.; Eugene Flaherty, exec. vice-pres.; L. L. McCurnin, sales dir.; Bill Lucas, prog. dir.; Max Schindler, prod. dir.; Al Smith, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1954.

KVTV (Channel 9) CBS, ABC, DuMont

Cowles Broadcasting Co., 614 Pierce Street, Sioux City 1, Ia.; 2-2711.

Gardner Cowles, pres.; Luther L. Hill, vice-pres.; Robert R. Tincher, vice-pres. & gen. mgr.; Arthur J. Smith, resident mgr.; Donald D. Sullivan, adv. dir.; Ben Roen, film dir.; Don Beedle, prom. mgr.; Clair Giles, bus. mgr.; Norman L. Bacon, prog. dir.; nat'l rep. The Katz Agency, Inc.

Operation: 1953; TV sets in area: 100,000.

Waterloo

KWWL-TV (Channel 7) NBC, DuMont

Black Hawk Broadcasting Co., Hotel Russell Lamson, Waterloo, Ia.; ADams 4-4404.

R. J. McElroy, pres. & gen. mgr.; Donald M. Graham, vice-pres.; E. Horslund, treas.; Glenn B. Beers, secy.; Donald E. Inman, sales dir.; Warren Mead, prog. dir.; Ted Hansen, TV operations mgr.; T. W. Kirksey, dir. of eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 291,500.

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KANSAS

Goodland

KWGB-TV (Channel 10)

Goodland Broadcasting Co., Goodland, Kans.

CP, not operating.

Great Bend

KCKT (Channel 2)

Central Kansas Television Co., Inc., Box 182, Great Bend, Kans.; 7868.

E. C. Wedell, pres.; Les Ware, vice-pres. & gen. mgr.; C. L. Roberts, vice-pres.; Roy W. Zimmer, secy.; Delbert Williams, treas.; Otis Cowan, dir. of oper.; Ben Butler, prog. dir.; Kenneth H. Cook, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1954; TV sets in area: 144,000.

Hutchinson

KTVH (Channel 12) CBS basic, DuMont

Hutchinson TV, Inc., 1800 N. Plum St., Hutchinson, Kans.; 5-5503.

W. D. Carey, pres.; J. H. Child, vice-pres.; R. E. Dillon, secy.; J. P. Harris, treas.; Howard Peterson, gen. mgr.; Ray Huffer, prog. dir.; Robert B. Marye, chief eng.; Harold F. Means, oper. mgr.; E. W. Dallier, Jr., sales mgr.; William S. Ritchie, prom. mgr.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 99,000.

Manhattan

KSAC-TV (Channel 8) (non-com)

Kansas State College of Agriculture & Applied Science, Manhattan, Kans.

CP, not operating.

Pittsburg

KOAM-TV (Channel 7) NBC, ABC, DuMont

Mid-Continent Telecasting, Inc., P.O. Box 603, Pittsburg, Kans.; 2508.

Lester E. Cox, pres.; R. E. Wade, gen. mgr.; Louis R. Martin, prog. dir.; Leo Stafford, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1953.

Topeka

WIBW-TV (Channel 13) CBS, DuMont, ABC

Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd., Topeka, Kansas; 3-2377.

Ben Ludy, gen. mgr.; Art Holbrook, TV mgr.; Gilbert Voiles, chief eng.; Hilton Hodges, sales mgr.; Allan Young, prom. mgr.; Bill Barton, film dir.; nat'l rep. Capper Publications, Inc.

Operation: 1953; TV sets in area: 456,300.

Wichita

KAKE-TV (Channel 10) ABC

KAKE-TV, Inc., 1500 North West St., Box 1010, Wichita, Kans.; WHitchhall 3-4221.

Mark H. Adams, pres.; Charles E. Jones, treas.; H. E. Zoller, Ted Gore, Tom Palmer, vice-pres.; Martin Umansky, gen. mgr.; John Quigley, oper. mgr.; Donovan Waldron, nat'l sales mgr.; Robert C. Payne, prom. & pub. dir.; Harold Newby, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1954.

KARD-TV (Channel 3)

Wichita Television Corp., Inc., 218-20 N. Broadway, Wichita 2, Kans.; AMherst 5-5633.

Geo. M. Brown, pres.; Wm. J. Moyer, vice-pres. & gen. mgr.; Daniel M. Moyer, secy.-treas.; Dale W. McCoy, Sr., vice-pres. & sales dir.; Tom J. Maloney, vice-pres. & prog. dir.; Robert B. Marye, chief eng.; nat'l rep., Edward Petry & Co.

Operation: 1955; TV sets in area: 255,000.

KEDD (Channel 16) NBC

KEDD, Inc., 37th off Hillside, Wichita, Kans.; Temple 8-3321.

Stanley H. Durwood, pres. & gen. mgr.; vice-pres. & gen. mgr.; Robert O. Paxson, regional sales mgr.; Francis N. McCord, sales prom. mgr.; Mary Jo Taylor, prog. mgr.; Murray Tucker, film dir.; Keith Stagg, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area: 161,000.

KENTUCKY

Ashland

WPTV (Channel 59)

Polan Industries, 321 8th St., Huntington, W. Va.

CP, not operating.

Henderson-Evansville (Ind.)

WEHT-TV (Channel 50) CBS

Ohio Valley Television Co., Box 395, Evansville, Ind.; 5-2634.

Herbert Levy, pres.; W. E. McClure, vice-pres.; E. P. Sapingsley, secy.; Leo King, treas.; Cecil M. Sansbury, gen. mgr.; Roger Garrett, asst. mgr.; Charles C. Palmisano, sales mgr.; Robert Cleveland, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1953; TV sets in area: 85,000.

Lexington

WLAP-TV (Channel 27)

American Broadcasting Corp., Radio Bldg., Lexington, Ky.

Gilmore N. Nunn, pres.; J. E. Willis, vice-pres.

CP, not operating.

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WLEX-TV (Channel 18) NBC, ABC, DuMont

Central Kentucky Broadcasting Co., Inc., 131 N. Limestone St., Lexington, Ky.; 4-8747.

J. D. Gay, Jr., pres.; Earl R. Boyles, exec. vice-pres.; H. Guthrie Bell, secy.-treas.; Wm. B. Gess, vice-pres.; Jim Pennock, sales mgr.; Jim Robertson, chief eng.; nat'l rep., Forjol-TV, Inc.

Operation: 1955.

Louisville

WAVE-TV (Channel 3) NBC basic, ABC, DuMont

WAVE, Inc., 334 E. Broadway, Louisville 2, Ky.; WABash 2201.

George W. Norton, Jr., pres.; Nathan Lord, vice-pres. & gen. mgr.; Charles Leonard, secy.-treas.; George Patterson, prog. dir.; Ralph Jackson, sales mgr.; Charles Hill, adv. & prom. mgr.; Wilbur Hudson, chief eng.; Pat O'Hara, prod. super.; nat'l rep., NBC Spot Sales.

Operation: 1948; TV sets in area: 385,000.

WHAS-TV (Channel 11) CBS

WHAS, Inc., 6th & Broadway, Louisville 2, Ky.; WABash 2211.

Barry Bingham, pres.; Mark Ethridge, vice-pres.; Lisle Baker, vice-pres. & treas.; Victor A. Sholis, vice-pres.; Neil Cline, stat. mgr.; Ralph Hansen, prog. dir.; Albert John Gillen, sales mgr.; William F. Loader, prom. mgr.; Charles McDaniel, film dir.; O. W. Towner, dir. of eng.; nat'l rep., Harrington Righter and Parsons, Inc.

Operation: 1950; TV sets in area: 470,000.

WKLO-TV (Channel 21)

Mid-America Broadcasting Corp., Henry Clay Hotel, Louisville, Ky.; Clay 4441.

Joe Eaton, pres. & gen. mgr.; Milton Trost, Wm. Veeneman, vice-presidents; Edward Altscheler, secy.-treas.

CP, not operating.

WQXL-TV (Channel 41)

Robert W. Rounsaville, 2549 S. Third St., Louisville, Ky.; Calhoun 3680.

Operation: 1955.

Newport

WNOP-TV (Channel 74)

Tri-City Broadcasting Co., 606 Monmouth St., Newport, Ky.; Juniper 7100.

James G. Lang, pres.; Vincent Harold, vice-pres.; Ann R. Lang, secy.-treas.; Wm. S. Snyder.

CP, not operating.

LOUISIANA

Alexandria

KALB-TV (Channel 5) NBC

Alexandria Broadcasting Co., Inc., 6th & Washington Sts., Alexandria, La.; 3-2543.

W. H. Allen, pres.; Grove Stafford, vice-pres.; T. B. Lanford, secy.-treas.; Willard R. Cobb, gen. stat. mgr.; Marvin Reuben, sales mgr.; Tom Palmer, prog. dir.; Jesse Sexton, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954.

Baton Rouge

WAFB-TV (Channel 28) CBS, ABC, DuMont

Modern Broadcasting Co. of Baton Rouge, Inc., 929 Government St., Baton Rouge, La.; 4-8571.

Tom E. Gibbons, pres. & gen. mgr.; Jack S. Burk, exec. vice-pres.; C. C. Barnard, vice-pres.; Francis H. Lee, secy.; Edgar B. Stern, treas.; Don Hallman, prog. dir.; Ron Litteral, comm. mgr.; Donald K. Allan, chief eng.; G. Cranow, pub. dir.; nat'l rep., Adam Young Television Corp.

Operation: 1953; TV sets in area: 85,000.

WBRZ (Channel 2) NBC, ABC

Louisiana Television Broadcasting Corp., P. O. Box 1926, Baton Rouge, La.; 8-1491.

Douglas L. Manship, pres.; Roland C. Kizer, vice-pres.; Charles P. Manship, Jr., secy.; Lewis Gottlieb, treas.; J. Roy Dabadie, gen. mgr.; nat'l rep. George P. Hollingbery Co.

Operation: 1955.

Lafayette

KLFY-TV (Channel 10)

Camellia Broadcasting Co., Inc., P. O. Box 992, Lafayette, La.; 8-9494.

Paul H. DeClouet, pres.; Thomas A. DeClouet, Harold J. Delhommer, vice-pres.; John W. Mitchell, secy.-treas.; W. A. Patton, gen. mgr.

CP, not operating.

Lake Charles

KPLC-TV (Channel 7) NBC, ABC

Calcasieu Broadcasting Co., 320 Division St., P. O. Box 1521, Lake Charles, La.; HEmlock 6-3631.

T. B. Lanford, pres.; David Wilson, gen. mgr.; Pelham Mills, Jr., comm. mgr.; William Schock, prog. dir. & chief eng.; Pauline Mahoney, prom. dir.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 66,000.



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N B C - T V

KTAG-TV (Channel 25) CBS basic, ABC, DuMont

KTAG-TV, Inc., P. O. Box 173, 631 15th St., Lake Charles, La.; HEMlock 9-9413.

Warren Berwick, pres.; T. E. Gibbens, vice-pres.; Wm. F. Hession, gen. mgr.; Harper Clarke, comm. mgr.; Lawrence Vicknair, chief eng.; nat'l rep., Adam Young Television Corp.

Operation: 1953; TV sets in area: 62,100.

Monroe

KNOE-TV (Channel 8) CBS, NBC, ABC, DuMont

James A. Noe, Knoe Road, P. O. Box 1713, Monroe, La.; 8155.

James A. Noe, pres.; Paul H. Goldman, vice-pres. & gen. mgr.; Harry Arthur, prog. dir.; Ray Boyd, vice-pres. & tech. dir.; Jack Ansell, Jr., sales & prom. mgr.; Pete McCausland, oper. mgr.; Lee Hunt, film dir.; Jack Ratliff, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 235,500.

New Orleans

WCKG (Channel 26)

WCKG Television Co., Melrose Bldg., Houston, Tex.

Lester Kamin, pres.; Pat Coon, vice-pres.; Billy B. Goldberg, secy.-treas.

CP, not operating.

WDSU-TV (Channel 6) NBC basic, CBS, ABC, DuMont

WDSU Broadcasting Corp., 520 Royal St., New Orleans 16, La.; TULane 4371.

Edgar B. Stern, Jr., pres.; Robert D. Swezey, exec. vice-pres. & gen. mgr.; A. Louis Read, vice-pres. & comm. mgr.; Lester E. Kabacoff, secy.-treas.; Tom Hicks, prog. mgr.; Stanley Holiday, oper. mgr.; Herman Liveright, prog. dir.; Marion Ammeberg, pub. dir.; Lindsey Riddle, chief eng.; nat'l rep., Blair TV, Inc.

Operation: 1948; TV sets in area: 336,300.

WJMR-TV (Channel 20) CBS, ABC

Supreme Broadcasting Co., Inc., 1500 Canal St., New Orleans 12, La.; Canal 0356.

Chester F. Owens, pres.; George A. Mayoral, exec. vice-pres. & gen. mgr.; Tom Abbott, comm. mgr.; Aubrey Moore, prog. dir.; Jack Petrick, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1953.

Shreveport

KCIS (Channel 12)

Shreveport Television Co., 516 Crockett St., Shreveport, La.

Don George, mgr.

CP, not operating.

KSLA (Channel 12) CBS, ABC

Shreveport Television Co., P. O. Box 1661, Shreveport, La.; 3-6151.

Don George, pres. & gen. mgr.; Henry Davis, prog. dir.; Carol Vinson, prom. dir.; John Renshaw, prod. mgr. & film dir.; Morris C. Barton, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 87,000.

KTBS-TV (Channel 3) NBC

KTBS, Inc., 312 E. Kings Highway, Shreveport, La.; 7-3644.

E. Newton Wray, pres. & gen. mgr.; George D. Wray, Sr., chmn. of bd.; George D. Wray, Jr., vice-pres.; Charles W. Wray, secy.-treas.; Pat White, stat. mgr.; Marie Gifford, comm. mgr.; Vlada Dimak, prod. mgr.; nat'l rep., Edward Petry & Co.

Operation: 1955 TV sets in area: 151,000.

MAINE

Bangor

WABI-TV (Channel 5) ABC, CBS, NBC, DuMont

Community Telecasting Service, 57 State St., Bangor, Me.; 8255.

Horace A. Hildreth, pres.; John M. Kimball, Carleton D. Brown, vice-pres.; Arnold L. Veague, secy.; James F. White, treas.; Leon P. Gorman, Jr., gen. mgr.; Walter Dickson, operating mgr.; Leon H. Nelson, prog. dir.; Harold M. Shaw, prod. dir.; Elmer C. Snow, eng. supervisor; nat'l rep., George P. Hollingsbery Co.; Kettell-Carter (New England).

Operation: 1953.

W-TWO (Channel 2)

Murray Carpenter and Assoc., 46 Hammond St., Bangor, Me.; 2-4822.

Murray Carpenter, gen. mgr.; Rudy Marcoux, business mgr.; William Clark, oper. mgr.; Clifton Reynolds, prod. mgr.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1954.

Lewiston

WLAM-TV (Channel 17) CBS, DuMont

Lewiston-Auburn Broadcasting Corp., 129 Lisbon St., Lewiston, Me.; 4-5401.

Elden H. Shute, Jr., pres.; Frank S. Hoy, treas.

CP, not operating.

Desilu Productions, Inc.

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Hollywood 38, California**

Desi Arnaz, president

Poland Spring

WMTW (Channel 8) CBS, ABC, DuMont

Mt. Washington TV Inc., Poland Spring, Me.; 51.

John Guider, pres.; John H. Norton, Jr., vice-pres. & gen. mgr.; John T. Madigan, prog. dir.; Lester J. Richards, prod. mgr.; Parker H. Vincent, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1954.

Portland

WCSH-TV (Channel 6) NBC, DuMont

Maine Radio and Television Co., 157 High St., Portland 3, Me.; 2-0181.

Adeline B. Rines, pres.; William H. Rines, man. dir.; Jack S. Atwood, stat. mgr. & sales mgr.; Charles R. Brown, chief eng.; Bruce McGorrell, comm. mgr.; Burnel Poole, Jr., prog. dir.; Linwood T. Pitman, prom. dir.; William Kerkos, film dir.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 173,800.

WGAN-TV (Channel 13) ABC, CBS

Guy Gannett Broadcasting Services, 390 Congress St., Portland, Me.; SPruce 2-4661.

Jean Gannett Williams, pres.; Creighton E. Gatchell, vice-pres., gen. mgr. & treas.; Richard E. Bates, sales mgr.; Samuel G. Henderson, Jr., prog. & studio mgr.; Roger Hodgkins, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 182,000.

WMPT (Channel 53) CBS, ABC, DuMont

Portland Telecasting Corp., Columbia Hotel, Portland, Me.; 2-8327.

Frank S. Hoy, pres., treas. & gen. mgr.
CP, not operating.

MARYLAND

Baltimore

WAAM-TV (Channel 13) ABC, DuMont

WAAM, Inc., Television Hill, Baltimore, Md.; MOhawk 4-7600.

Ben Cohen, pres.; Herman Cohen, vice-pres., secy. & treas.; Norman C. Kal, exec. vice-pres.; Kenneth Carter, gen. mgr.; Armand Grant, asst. gen. mgr. & sales mgr.; Herbert Caham, prog. film dir.; Herbert Steinberg, prog. oper. supervisor; Glenn H. Lahman, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1948; TV sets in area: 540,000.

WBAL-TV (Channel 11) NBC

The Hearst Corp., 2610 N. Charles St., Baltimore 18, Md.; HOplins 7-3000.

Charles B. McCabe, vice-pres. & exec. dir.; D. L. Provost, vice-pres. & gen. mgr.; Leslie H. Peard, Jr., vice-pres. & stat. mgr.; John T. Wilner, eng. vice-pres.; Freeman W. Cordall, bus. mgr.; Sydney King, John Frankenfield, prod. mgr.; prog. dir.; Jean Conwell, film editor; Willis K. Freiert, sales mgr.; William C. Bareham, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1948; TV sets in area: 540,000.

WITH-TV (Channel 72)

WITH-TV, Inc., 7 E. Lexington St., Baltimore 3, Md.; LE 7808.

Thomas G. Tinsley, Jr., pres. & gen. mgr.; Robert C. Embry, vice-pres.; Louise McClure Tinsley, secy. & treas.

CP, not operating.

WMAR-TV (Channel 2) CBS

The A. S. Abell Co., Sun Square, Baltimore 3, Md.; MULberry 5-5670.

William F. Schmick Sr., pres.; William F. Schmick, Jr., exec. vice-pres.; Hamilton Owens, vice-pres.; E. K. Jett, vice-pres. & mgr.; Emmett P. Kavanaugh, vice-pres. & secy.; Robert B. Cochrane, prog. dir.; Ernest A. Lang, com. mgr.; David V. R. Stickle, film-news, dir.; Thomas D. Severin, prog. mgr.; Robert Cochrane, prog. dir.; Edwin B. Mick, prod. mgr.; C. G. Nopper, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1947; TV sets in area: 540,000.

WTLF (Channel 18)

United Broadcasting Co. of Eastern Maryland, Inc., 912 N. Charles St., Baltimore, Md.

Richard Eaton, pres.; Margaret G. Eaton, secy.-treas.

CP, not operating.

Cumberland

WTBO-TV (Channel 17)

Cumberland Valley Broadcasting Corp., 31 Frederick St., Cumberland, Md.

Arthur W. German, pres.; Edward Murray, vice-pres.; Morris H. Bergreen, secy.-treas.

CP, not operating.

Salisbury

WBOC-TV (Channel 16) ABC, CBS

Peninsula Broadcasting Co., Radio Park, Salisbury, Md.; 6131.

John W. Downing, pres.; Charles J. Truitt, vice-pres. & gen. mgr.; I. D. Benjamin, treas.; Avery W. Hall, secy.; John W. Downing, Jr., prog. dir.; Jack W. Ward, chief eng.

Operation: 1954; TV sets in area: 51,750.



Robert Q. Lewis

MASSACHUSETTS

Adams-Pittsfield

WMGT (Channel 19) ABC, DuMont

Greylock Broadcasting Co., 8 Bank Row, Pittsfield, Mass.; 2-1553.

Leon Podolsky, pres.; Gardner S. Mose, vice-pres. & treas.; Wm. P. Geary, gen. mgr.; Allan L. Bonney, sales mgr.; Alan Vaber, prog. dir.; Leonard Lavendol, chief eng.; M. Richard Bolender, film dir.; nat'l rep., The Walker Representation Co.

Operation: 1954; TV sets in area: 507,000.

Boston

WBZ-TV (Channel 4) NBC

Westinghouse Broadcasting Co., Inc., 1170 Soldiers Field Road, Boston 34, Mass.; Algonquin 4-5670.

Gwilym A. Price, chmn. of bd.; C. J. Witting, pres.; Donald McGannon, gen. exec.; J. E. Baudino, vice-pres. (Washington); W. C. Swartley, vice-pres. (Boston) & gen. mgr.; W. H. Hauser, asst. mgr. & chief eng.; C. H. Masse, sales mgr.; Eugene Muriaty, adv. & sales prom. mgr.; R. Duffield, traffic & film mgr.; J. P. Cullinan, pub. dir.; nat'l rep., Free & Peters, Inc.

Operation: 1948; TV sets in area: 1,315,200.

WJDW (Channel 44)

J. D. Wrather, Jr., 172 Delfern Drive, Beverly Hills, Calif.

CP, not operating.

WNAC-TV (Channel 7) ABC, CBS, DuMont

General Teleradio, Inc., 21 Brookline Ave., Boston, Mass.; Commonwealth 6-0800.

T. F. O'Neil, pres. & treas.; Norman Knight, exec. vice-pres. & gen. mgr.; George Steffy, vice-pres.; Harry Whittemore, tech. dir.; James Pike, film dir.; nat'l rep., H-R Television, Inc.

Operation: 1948; TV sets in area: 1,300,000.

Brockton

WHEF-TV (Channel 62)

Trans-American Enterprises, Inc., 225 Washington St., Boston, Mass.

Harry E. Franks, pres. & treas.; Catherine De Ville, secy.

CP, not operating.

Cambridge

WGBH-TV (Channel 2) (non-com)

WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.; UNIVERSITY 4-6400.

Parker Wheatley, gen. mgr.; Hartford N. Gunn, Jr., dir. of oper.; Edward G. Sher-

burne, Jr., prog. dir.; Paul Rader, TV & film coordinator; Arthur W. Richardson, chief eng.

Operation: 1954.

WTAO-TV (Channel 56) DuMont, ABC

Middlesex Broadcasting Corp., 439 Concord Ave., Cambridge, Mass.; ELIOT 4-0500.

Frank J. Lyman, Jr., pres. & treas.; Wallie Dunlap, gen. mgr.; Richard C. Holbrook, prog. supervisor; Walter Harrington, prog. dir.; Carmen Ferraro, chief eng.; nat'l rep. Everett-McKinney, Inc.

Operation: 1953.

Springfield-Holyoke

WHYN-TV (Channel 55) CBS, DuMont

The Hampden-Hampshire Corp., 1300 Liberty Street, Springfield, Mass.; Springfield 4-1126; Holyoke 8238.

Charles N. DeRose, gen. mgr.; John T. Carsons, mgr.; Patrick J. Montague, comm. mgr.; Kendall Smith, prog. dir.; nat'l rep. The Branham Co.

Operation: 1953; TV sets in area: 190,000.

WWLP (Channel 22) NBC, ABC

Springfield Television Broadcasting Corp., 17 Pearl St., Springfield 3, Mass.; STATE 8-4521.

Roger L. Putnam, pres.; George R. Townsend, vice-pres. & chief eng.; William L. Putnam, gen. mgr.; Wallace I. Green, prog. dir.; Howard S. Keefe, asst. stat. mgr.; James H. Ferguson, Jr., sales mgr.; nat'l rep. George P. Hollingbery Co. & Kettell-Carter (New England).

Operation: 1953; TV sets in area: 190,000.

Worcester

WAAB-TV (Channel 20)

WAAB, Inc., 34 Mechanic St., Worcester Mass.; WORCESTER 2-5611.

George F. Wilson, pres. & treas.; Kathleen Wilson, secy.

CP, not operating.

WWOR-TV (Channel 14) ABC, DuMont

Salisbury Broadcasting Corp., P. O. Box 609, Worcester, Mass.; WORCESTER 7-8374.

John Z. Buckley, pres.; Ansel E. Gridley, vice-pres. & gen. mgr.; Kenneth P. Higgins, treas.; Leonard V. Corwin, comm. mgr. & asst. gen. mgr.; Thomas C. Sawyer, prog. mgr.; Norman Locke, prod. mgr.; Harold Echman, film dir.; Donald P. Wise, chief eng.; John S. McSheehy; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 45,400.



SID CAESAR

NBC-TV

MICHIGAN

Ann Arbor

WPAG-TV (Channel 20) DuMont

Washtenaw Broadcasting Co., Hutzel Bldg., Ann Arbor, Mich.; 2-5517.

Arthur C. Greene, pres. & secy.; Edward F. Baughn, exec. vice-pres., treas. & gen. mgr.; David Pringle, prog. dir. & film ed.; Kenneth MacDonald, sales mgr.; Donald Baudish, chief eng.; nat'l rep., Everett-McKinney, Inc.

Operation: 1953; TV sets in area: 27,000.

WUOM-TV (Channel 26) (non-com)

Board of Regents of the University of Michigan, 504 S. State St., Ann Arbor, Mich.

W. K. Pierpont, vice-pres.

CP, not operating.

Battle Creek

WBCK-TV (Channel 58)

Michigan Broadcasting Co., 402 Security National Bank Bldg., Battle Creek, Mich.

Robert H. Holmes, pres.; David N. Holmes, secy.-treas.

CP, not operating.

Bay City-Saginaw

WNEM-TV (Channel 5) NBC, DuMont

North Eastern Michigan Corp., 814 Adams St., Bay City, Mich.; 3-6505.

James Gerity, Jr., pres.; O. W. Myers, gen. mgr.; D. Scott Hager, secy.-treas.; Hugh M. Woolsey, chief eng.; Thomas Matthews, film ed.; nat'l rep., Headley-Reed Co.

Operation: 1953; TV sets in area: 205,000.

Cadillac

WWTN-TV (Channel 13) CBS, DuMont, ABC

Spartan Broadcasting Co., 214 N. Mitchell, Cadillac, Mich.; Prospect 5-3478.

John J. Smith, pres.; L. T. Matthews, vice-pres. & gen. mgr.; Harold M. Johnston, secy.-treas.; John F. Cundiff, sales mgr.; Donald F. Cunningham, prog. dir.; Allen W. Daubendick, chief eng.; Daryl Sebastian, oper. mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 42,800.

Detroit

WBID-TV (Channel 62)

Woodward Broadcasting Co., 3315 Barlum Tower, Detroit, Mich.

Max Osnos, pres. & treas.; Jacob Kellman, vice-pres.

CP, not operating.

WJBK-TV (Channel 2) CBS, DuMont

Storer Broadcasting Company, 500 Temple, Detroit; TEmple 3-7900.

George B. Storer, pres.; Lee B. Wailes, exec. vice-pres.; William E. Rine, district vice-pres.; Bill Michaels, man. dir.; Maurice E. McMurray, sales mgr.; Richard E. Fisher, prog. dir.; Glenn G. Boundy, Jr., prod. mgr.; George Kenyon, film mgr.; Kenneth H. Boehmer, sales prom. mgr.; Elaine von Grimmenstein, pub. dir.; Paul O. Frincke, chief eng.; nat'l rep., Katz Agency, Inc.

Operation: 1948; TV sets in area: 1,590,000.

WTVS (Channel 56) (non-com)

Detroit Educational Television Foundation, Inc., 474 N. Warren Ave., Detroit 1, Mich.; TEmple 1-5144.

C. Allen Harlan, pres.; James Cope, vice-pres.; Mrs. Frank Couzens, treas.; W. E. Stirton, exec. secy.

Operation: 1955; TV sets in area: 1,546,000.

WWJ-TV (Channel 4) NBC

Evening News Assoc., 615 W. Lafayette, Detroit; Woodward 2-2000.

Edwin K. Wheeler, gen. mgr.; Don DeGroot, asst. gen. mgr.; James Schiavone, prog. mgr.; Henry C. Rogers, bus. mgr.; Wendell Parmelee, nat'l sales mgr.; Glenn Kyker, sales prom. mgr.; E. J. Love, gen. eng. mgr.; Frank A. Picard, film mgr.; nat'l rep., Free & Peters, Inc.

Operation: 1947; TV sets in area: 1,500,000.

WXYZ-TV (Channel 7) ABC

WXYZ, Inc., Michigan Mutual Bldg., Detroit 26, Mich.; Woodward 3-8321.

James G. Riddell, pres. & gen. mgr.; John F. Pival, vice-pres. of TV; John Lee, prog. dir.; Charles Kocher, chief eng.; Ralph Dawson, sales dir.; Jack Hurford, oper. mgr.; Robert Baldrice, dir. of prom.; Joe Avesian, pub. dir.; Kenneth Sims, film dir.; nat'l rep., Blair TV, Inc.

Operation: 1948; TV sets in area: 1,546,000.

Detroit-Windsor (Canada)

CKLW-TV (Channel 9) CBC, DuMont

Western Ontario Broadcasting Co., Ltd., Guardian Bldg., Detroit, Mich.; Woodward 1-7200.

Harry Sedgwick, chmn.; J. E. Campeau, pres. & gen. mgr.; J. E. Rogers, vice-pres.; Samuel Rogers, secy.; W. H. Gatfield, treas.; E. Wilson Wardell, comm. mgr.; S. Campbell Ritchie, oper. dir.; Ifaford Kerbawy, prod. mgr.; Norman Hawkins, nat'l sales mgr.; Arthur MacColl, film dir.; W. J. Car-



JACK LESCOULIE

announcer for

JACKIE GLEASON

DAVE GARROWAY

BUICK

ter, eng. dir.; nat'l rep., Adam Young Television Corp. (U. S.), All Canada Television (Canada).

Operation: 1954.

East Lansing

WKAR-TV (Channel 60) (non-com)

Michigan State College, 600 Kalamazoo St., East Lansing, Mich.; Edgewood 2-1511.

Dr. Armand L. Hunter, dir.; Pat Callihan, prod. mgr.; Carl Williams, film dir.; J. D. Davis, prog. & oper. mgr.; Linn P. Towsley, chief eng.

Operation: 1954.

Flint

WJRT (Channel 12) CBS

WJR, The Goodwill Station, Inc., 2302 Lapeer St., Flint 3, Mich.; Cedar 2-0141.

John F. Patt, pres.; Worth Kramer, vice-pres. & gen. mgr.; F. Sibley Moore, vice-pres.; A. Donovan Faust, oper. mgr.; Franklin C. Mitchell, prog. dir.; Clarence Jones, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1955; TV sets in area: 400,000.

Grand Rapids

WMCN (Channel 23)

Peninsular Broadcasting Co., 123 Pearl St., N.W. Grand Rapids, Mich.

John D. Loeks, pres.; Edward A. McCready, Jr., vice-pres.; Howard W. Freck, vice-pres. & secy.; E. A. McCready, treas.

CP, not operating.

WOOD-TV (Channel 8) NBC basic, ABC

Grandwood Broadcasting Co., Woodland Center, 120 College Ave., S.E., Grand Rapids, Mich.; 9-4125.

Harry M. Bitner, Jr., pres.; Willard Schroeder, vice-pres., secy. & gen. mgr.; Melvin C. Green, treas.; Franklin Sisson, prog. mgr.; Art Smith, sales mgr.; John Dragomier, prom. dir.; Louis Bergemoth, chief eng.; Clark Grant, film dir.; nat'l rep., Katz Agency, Inc.

Operation: 1951; TV sets in area: 540,300.

Kalamazoo

WKZO-TV (Channel 3) CBS, ABC, DuMont

Fetzer Broadcasting Co., 124 W. Michigan Ave., Kalamazoo 99, Mich.; 5-2101.

John E. Fetzer, pres.; Carl E. Lee, vice-pres. & man. dir.; Donald W. DeSmit, Jr., sales mgr.; Charles T. Lynch, prog. dir.; Robert Dye, prom. dir.; Arthur Covell, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1950; TV sets in area: 583,000.

Lansing

WJIM-TV (Channel 6) NBC, CBS, ABC

Gross Telecasting, Inc., Town and Country House, E. Saginaw at Howard St., Lansing, Mich.; 2-1333.

Harold F. Gross, pres.; Howard K. Finch, vice-pres. & mgr.; J. Kenneth Richards, prog. dir.; Phillip Sherck, film dir.; Charles

L. Brady, tech. oper. dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1950; TV sets in area: 435,300.

WTOM-TV (Channel 54) ABC, DuMont

Inland Broadcasting Co., 407 N. Washington Ave., Lansing, Mich.; 2-1655.

Thomas B. Shull, pres. & gen. mgr.; Herbert H. Upton, vice-pres.; John A. Straus, treas.; James C. Hendley, secy.; R. S. Underhill, comm. dir.; Ed Carson, prog. dir.; Kenneth Herman, prod. dir.; Frances Wilson, film dir.; nat'l rep., Everett-McKinney, Inc.

Operation: 1953; TV sets in area: 175,000.

Marquette

WAGE-TV (Channel 6)

Peninsula Television, Inc., 2525 West Wisconsin Ave., Milwaukee, Wis.

Jerome Sill, pres.; Ethel Sill, vice-pres.; Herbert R. Herzberg, secy.-treas.

CP, not operating.

Muskegon

WTVM (Channel 35)

Versluis Radio & Television, Inc., 6 Fountain St., N. E., Grand Rapids, Mich.

Leonard M. Versluis, pres. & treas.

CP, not operating.

Saginaw

WKNX-TV (Channel 57) ABC, CBS

Lake Huron Broadcasting Corp., 221 S. Washington Ave., Saginaw, Mich.; 3-4471.

William J. Edwards, pres. & gen. mgr.; Alvin M. Bentley, vice-pres.; Howard H. Wolfe, secy.-treas.; Howard Wolfe, stat. mgr.; C. Wesley Lambert, prog. dir.; Robert M. Chandler, comm. mgr.; Otto Allen, film ed.; Robert E. Douglas, sales prom. dir.; Max W. Thomas, dir. tech. oper.; David Krenz, bus. mgr.; nat'l rep., Gill-Perna, Inc.

Operation: 1953.

Traverse City

WPBN-TV (Channel 7)

Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich.; 2700.

Lee Biederman, pres. & gen. mgr.; William H. Kiker, vice-pres. & chief eng.; Drew Mc-



COMO



NBC



Direction
GENERAL ARTISTS CORPORATION

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Clay, secy.-treas.; John Anderson, stat. mgr.; R. E. Detweiler, comm. mgr.; nat'l rep., Hal Holman Co.

Operation: 1954.

MINNESOTA

Austin

KMMT (Channel 6) ABC, CBS, DuMont

Minnesota-Iowa Television Co., 405-A N. Main, Austin, Minn.; 8836.

Harry Smith, pres.; Albert W. Smith, vice-pres.; George Wilson, secy. & treas.; Gene P. Loffer, ge. mgr.; Tom Steensland, prog. dir.; John Eklin, tech. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 90,000.

Duluth-Superior (Wis.)

KDAL-TV (Channel 3) ABC

Red River Broadcasting Co., Inc., 218 Bradley Bldg., Duluth, Minn.; Randolph 2-4466.

Dalton LeMasurier, pres & treas. & gen. mgr.; Odin S. Ramsland, vice-pres. & comm. mgr.; Robert A. Dettman, vice-pres. & chief eng.; John W. Grandy, sales mgr.; Earl Henton, prog. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954.

WDSM-TV (Channel 6) NBC

WDSM Television Co., Radio & Television Center, Duluth 2, Minn.; 7-6875.

Robert Ridder, pres.; Rodney A. Quick, vice-pres. & gen. mgr.; B. H. Ridder, Jr., treas. & secy.; Dan Ridder, Walter Ridder, J. C. Campbell, Jr., vice-presidents; Jerry Bauman, chief eng.; Tom Gavin, sales mgr.; Edwin M. Conrad, prod. mgr.; Lew Martin, prog. dir.; Paul Andersen, prom. dir.; nat'l rep., Free & Peters, Inc.

Operation: 1953; TV sets in area: 108,000.

Hibbing

KHTV (Channel 10)

North Star Television Co., 3100 First Nat'l Bank Bldg., St. Paul, Minn.

Q. J. David, pres.; William Peters, vice-pres.; Ryland Rothschild, treas.; Roland Faricy, secy.

CP, not operating.

Minneapolis-St. Paul

KEYD-TV (Channel 9)

Family Broadcasting Corp., Foslay Tower, Minneapolis 2, Minn.; Fillmore 8811.

Leslie C. Park, pres.; Lee L. Whiting, vice-pres. & gen. sales mgr.; Robert M. Purcell, man. dir.; Robert E. Johnson, prod. mgr.; Harvey V. Headen, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1955; TV sets in area: 600,000.

KSTP-TV (Channel 5) NBC

KSTP, Inc., 3415 University Ave., St. Paul or Minneapolis 14, Minn.; Prior 2717.

Stanley E. Hubbard, pres. & gen. mgr.; Kenneth M. Hance, exec. vice-pres. & treas.; Else Ryberg, secy.; Marr Rosene, gen. sales mgr.; Wm. Davey, sales prom. mgr.; Del Franklin, prog. dir.; William S. Sadler, chief eng.; nat'l rep., Edward Petry & Co.

Operation: 1948; TV sets in area: 615,000.

WCCO-TV (Channel 4) CBS

Mid-West Radio-TV, Inc., 50 S. 9th St., Minneapolis, Minn.; LIncoln 0552.

W. J. McNally, chmn. of bd.; Robert B. Ridder, pres.; E. Van Konynenburg, exec. vice-pres. & gen. mgr.; R. N. Eckstrum, sales mgr.; Charles D. Miller, prod. mgr.; John M. Sherman, dir. of eng.; Gene Godt, pub. & prom. dir.; Gwen Harvey, prog. dir.; Harry C. Jones, film dir.; nat'l rep. Free & Peters, Inc.

Operation: 1949; TV sets in area: 591,400.

WTCN-TV (Channel 11) ABC

Minnesota Television Public Service Corp., W. Lake St. at Dean Blvd., Minneapolis 16, Minn.; Mohawk 9-6771 & Prior 1690.

Robert Butler, pres.; Arthur Gluek, vice-pres.; Harold Richter, treas.; Alfred J. Lethert, secy.; Joe Merkle, gen. mgr.; David Cole, sales mgr.; Donald Kraatz, dir. of TV oper.; G. E. LaRocque, prom. dir.; Mike Fleming, tech. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1953; TV sets in area: 591,400.

Rochester

KROC-TV (Channel 10) NBC

Southern Minnesota Broadcasting Co., 100-First Ave. Bldg., Rochester; 2-7721.

Mrs. Agnes Gentling, pres.; G. David Gentling, vice-pres. & treas. & gen. mgr.; Calvin A. Smith, secy.; Don Perry, prog. mgr.; Willard N. Lampman, stat. mgr.; Warren L. Miller, gen. sales mgr.; Robert Cross, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1953; TV sets in area: 91,250.

MISSISSIPPI

Hattiesburg

WDAM-TV (Channel 9)

Lion Television Corp., P. O. Box 711 Hattiesburg, Miss.

D. A. Matison, Jr., pres.; Harold Matison, vice-pres.; Milton Fine, secy.-treas.

Operation: 1956; TV sets in area: 22,000.

Jackson

WJTV (Channel 12) ABC

Standard Life Broadcasting Co., P. O. Box 8187, Jackson, Miss.; 2-6625.



JULIUS La ROSA

W. R. Newman, pres.; C. H. Russell, chmn. of bd.; W. M. McMullan, vice-pres.; Stone Smith, secy.; L. M. Sepaugh, treas. & gen. mgr.; Owens F. Alexander, oper. mgr.; Evan Hughes, comm. mgr.; C. A. Perkins, chief eng.; Fitz Hooten, film dir.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 135,000.

WLBT (Channel 3) NBC

Lamar Life Broadcasting Co., 715 South Jefferson, Jackson, Miss.; 2-2691.

Fred L. Beard, mgr.; Maurice Thompson, prog. dir.; Frank Gentry, comm. mgr.; Robert Smathers, chief eng.; Walter Henson, prom. dir.; Cliff Bingham, film dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 135,000.

Meridian

WCOC-TV (Channel 30)

Mississippi Broadcasting Co., Threefoot Bldg., Meridian, Miss.; 7714.

D. Withers Gavin, pres., secy. & gen. mgr.; Mrs. R. S. Gavin, vice-pres.

CP, not operating.

WTOK-TV (Channel 11) CBS basic, NBC, ABC, DuMont

Southern Television Corp., Southern Bldg., Meridian, Miss.; 3-1441.

Robert F. Wright, pres. & gen. mgr.; W. B. Crooks, Jr., vice-pres. & sales mgr.; T. Y. Minnicc, secy.; S. A. Rosenbaum, treas.; Cecil Germany, prog. mgr. & prom. dir.; George Shannon, prod. dir. & film dir.; Joe Saxon, chief eng.; nat'l rep. Headley-Reed TV.

Operation: 1953, TV sets in area: 61,000.

Tupelo

(Channel 9)

Tupelo Citizens Television Co., 553 Main St., Tupelo, Miss.

Frank K. Spain, mgr.; Joseph G. Petit, chief eng.

CP, not operating.

MISSOURI

Cape Girardeau

KFVS-TV (Channel 12) CBS

Hirsch Broadcasting Co., 324 Broadway, Cape Girardeau, Mo.; 5-5511.

Oscar C. Hirsch, pres. & gen. mgr.; Geraldine F. Hirsch, vice-pres.; David E. Hoche, secy.; Robert O. Hirsch, mgr. of TV oper.; Jack Ramey, comm. mgr.

Operation: 1954.

Clayton

KFUO-TV (Channel 30)

The Lutheran Church—Missouri Synod, 210 Broadway, St. Louis, Mo.

Rev. J. W. Bchinken, pres.; Emerson Russell, gen. mgr.

CP, not operating.

Columbia

KOMU-TV (Channel 8) NBC, ABC, DuMont

The Curators of the University of Missouri, Highway 63, South, Columbia, Mo.; 2-1122.

Edward C. Lambert, dir. of radio & TV; Claude Ratliff, Jr., stat. mgr.; John Conwell, sales mgr.; Charles Sigsbee, prog. dir.; Milton E. Gross, prom. mgr.; William J. Reagan, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 98,650.

Festus-St. Louis

KACY (Channel 14)

Ozark Television Corp., 4010 Lindell Bldg., St. Louis, Mo.; Jefferson 1400 (St. Louis).

Jack G. Garrison, pres. & gen. mgr.; Carl G. McIntire, vice-pres.; Philip L. Sincoff, treas.; Robert S. Kilker, secy.

CP, not operating.

Hannibal

KHQA-TV (Channel 7) CBS, DuMont

Lee Broadcasting, Inc., 2333 Palmyra Rd., Hannibal, Mo.; 2762; WCU Bldg., Quincy, Ill.; Baldwin 2-6200.

Lee P. Loomis, pres.; Herbert R. Ohrt, exec. vice-pres.; E. L. Sparks, vice-pres.; Walter J. Rothschild, secy.-treas. gen. mgr. & nat'l sales mgr.; Merritt Milligan, asst. mgr. & prog. dir.; Ernest Gray, chief eng.; Charles Lotz, film ed.; Dick Moore, prom. dir.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 107,000.

Jefferson City

KRCG-TV (Channel 13) CBS basic

Jefferson Television Company, Jefferson City, Mo.; 6-6188.

Mrs. Frank Handy, pres. & gen. mgr.; Robert Blosser, vice-pres. & asst. gen. mgr.; Edward Schuelein, vice-pres. & chief eng.; Jean Duensing, vice-pres.; Camille Williams, secy.-treas.; nat'l rep., Hoag-Blair Company.

Operation: 1955; TV sets in area: 119,900.

Joplin

KSWM-TV (Channel 12) CBS

Air Time, Inc., 1928 W. 13th, Joplin, Mo.; MAin 3-7260.

Austin A. Harrison, pres. & gen. mgr.; Herbert Van Fleet, vice-pres.; Eleanor F. Harrison, secy.-treas.; Roland Robson, oper.

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mgr.; D. T. Knight, sales mgr.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1954; TV sets in area: 42,000.

Kansas City

KCMO-TV (Channel 5) CBS

Meredith Engineering Co., 125 E. 31st St., Kansas City 8, Mo.; Jefferson 6789.

E. K. Hartenbower, gen. mgr.; C. E. Brea-zeal, asst. mgr.; Sidney B. Tremble, comm. mgr.; Kenneth W. Heady, prog. dir.; T. R. Thompson, film dir.; F. C. Strawn, pub. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 498,350.

KMBC-TV (Channel 9) ABC

KMBC Broadcasting Co., KMBC Bldg., 11th & Central, Kansas City, Mo.; Harrison 2650.

John T. Schilling, vice-pres. & gen. mgr.; Donald D. Davis, vice-pres. of sales, adv., prog. & prom.; George J. Higgins, vice-pres. & sales mgr.; Morris Greiner, dir. of TV; Henry Goldenberg, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1953; TV sets in area: 499,900.

WDAF-TV (Channel 4) NBC

The Kansas City Star Co., 1729 Grand Ave.; Studio: 31st & Summit Sts., Kansas City; Harrison 1200.

Roy A. Roberts, president; H. Dean Fitzer, man. dir.; Bill Bates, mgr.; E. M. Russo, comm. mgr.; Jay Barrington, prog. dir.; Joseph Flaherty, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1949; TV sets in area: 499,900.

Kirkville

KTVQ (Channel 3)

KBIZ, Inc., 2513 N. Court, Ottumwa, Ia.

James J. Conroy, pres.; Merrill Gilmore, vice-pres.; Alice E. Fisher, secy.-treas.

CP, not operating.

St. Joseph

KFEQ-TV (Channel 2) CBS, DuMont

KFEQ Inc., KFEQ Bldg., St. Joseph, Mo.; 3-2528.

Barton Pitts, pres. & gen. mgr.; Glen G. Griswold, treas. & comm. mgr.; J. Ted Branson, secy.; Wally Johnson, prog. dir.; J. Wesley Koch, chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 139,000.

St. Louis

KETC (Channel 3) (non-com)

St. Louis Educational Television Commission, 6996 Millbrook Ave., St. Louis 5, Mo.; Volunteer 3-0995.

Arthur H. Compton, chmn.; Raymond H. Wittcoff, vice-chmn.; Malcolm Martin, secy.-treas.; Shelley Storck, gen. mgr.; Shelby Storck, oper. & prod. mgr.; William T. Gangle, dir. of pub. rel.; John F. White, bus. mgr.; Jack Chenoweth, chief eng.

Operation: 1954.

KSD-TV (Channel 5) NBC

The Pulitzer Publishing Co., 1111 Olive St., St. Louis 1, Mo.; MAin 1-1111.

Joseph Pulitzer, Jr., pres.; George M. Burbach, gen. mgr.; Guy E. Yeldell, sales mgr.; Harold Grams, prog. dir.; David Pasternak, prom. dir.; Ed Risk, chief eng.; nat'l rep., NBC Spot Sales.

Operation: 1947; TV sets in area: 800,000.

KTVI (Channel 36) ABC, CBS, DuMont

Signal Hill Telecasting Corp., 5915 Bert-hold Ave., St. Louis 10, Mo.; MIssion 7-3600.

Paul E. Peltason, pres. & gen. mgr.; Harry Tenenbaum, vice-pres.; Ted West-cott, prog. dir.; Juby Schainblatt, oper. mgr.; Richard J. Trompeter, chief eng.; James F. Jae, Jr., prom. dir.; nat'l rep., Radio-TV Representatives, Inc.

Operation: 1953; TV sets in area: 378,500.

KWK-TV (Channel 4)

KWK, Inc., 1215 Cole St., St. Louis 6, Mo.; MAin 1-9100.

Robert T. Convey, pres. & gen. mgr.; Ray E. Dady, vice-pres. & station dir.; V. E. Carmichael, vice-pres. & sales dir.; James E. Goldsmeith, sales mgr.; Ted Liss, prod. mgr.; John W. Timnea, exec. prog. dir. & film buyer; N. J. Zehr, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1954.

WIL-TV (Channel 42)

Missouri Broadcasting Corp., Chase Hotel, St. Louis, Mo.

Lester A. Benson, pres.; John W. Giesecke, vice-pres. & secy.

CP, not operating.

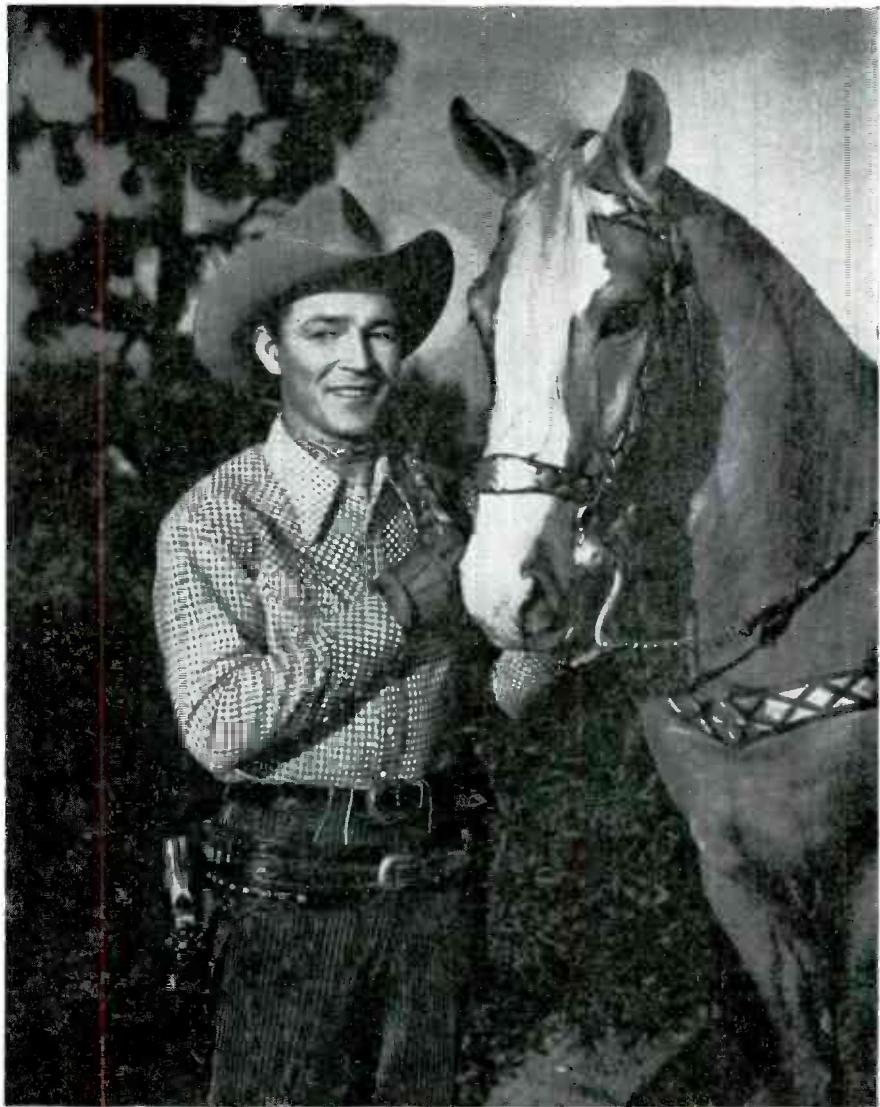
Sedalia

KDRO-TV (Channel 6)

Milton J. Hinlein, 2100 W. Broadway, Sedalia, Mo.; 4004.

Milton J. Hinlein, owner; Herbert Brandes, gen. mgr.; Jimmy Glenn, sales mgr.; Bob Smith, chief eng.; nat'l rep., John B. Pearson, Television, Inc.

Operation: 1954.



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KTTV-TV (Channel 10) CBS, DuMont

Independent Broadcasting Co., 1716 S.S.S., Springfield 4, Mo.; 2-7474.

J. H. G. Cooper, pres.; G. Pearson Ward, vice-pres. & gen. mgr.; Irving Schwab, secy.; Geo. M. Thompson, vice-pres. & treas.; Kevin McAndrews, prog. dir.; William F. Curry, chief eng.; Bob Burke, nat'l sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area; 79,800.

KYTV (Channel 3) ABC, NBC

Springfield Television, Inc., 999 W. Sunshine, Springfield, Mo.; 6-2766.

K. G. Wells, pres.; R. L. Stufflebam, co-mgr. & comm. mgr.; Carl Fox, co-mgr., prog. dir. & film buyer; E. Dennis White, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 90,800.

MONTANA

Billings

KOOK-TV (Channel 2) CBS basic, ABC, DuMont, NBC

The Montana Network, P. O. Box 1498, Billings, Mont.; 9-7788.

C. L. Crist, pres.; J. Carter Johnson, vice-pres.; Jerome Anderson, secy.; V. V. Clark, gen. mgr.; Edmund L. Peiss, dir. of oper.; Grant French, chief eng.; John Conner, comm. mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 22,000.

Butte

KXLF-TV (Channel 6) NBC, DuMont, ABC

Television Montana, 1681 George St., Butte, Mont.; 2-2696.

E. B. Craney, pres. & gen. mgr.; Jim Manning, stat. mgr.; W. Jake Walker, comm. mgr.; Jack Provis, chief eng.; nat'l rep., The Walker Representation Co.

Operation: 1953.

Great Falls

KFBB-TV (Channel 5) CBS

Buttrety Broadcast, Inc., P. O. Box 1139, Great Falls, Mont.; 4-4377.

J. P. Wilkins, pres. & gen. mgr.; E. F. Galt, vice-pres. & secy.-treas.; I. Roy Stahl, stat. mgr.; W. C. Blanchette, comm. mgr.; Paul Rahders, prog. dir.; Anthony Louch, chief eng.; Ted Funiyat, film ed.; nat'l rep., Headley-Reed Co.

Operation: 1954; TV sets in area: 23,500.

Missoula

KGVO-TV (Channel 13) CBS, ABC

Mosby's Inc., 127 E. Main, Missoula 1, Mont.; 9-7668.

A. J. Mosby, pres. & mgr.; R. Mosby, vice-pres.; Don Bradley, secy.; Charles Cromwell, prog. dir.; Hugh Bader, sales mgr.; Colleen Hayden, pub. dir.; Harold Mahairas, film dir.; nat'l rep., Gill-Perna, Inc.

Operation: 1954; TV sets in area: 20,000.

NEBRASKA

Hastings

KTVR (Channel 5)

Seaton Publishing Co., 906 West 2nd St., Hastings, Neb.

Senator Fred A. Seaton, pres.; Fay N. Seaton, vice-pres.; Richard M. Seaton, secy.-treas.

CP, not operating.

Kearney

KHOL-TV (Channel 13) CBS, ABC, DuMont

Bi States Co., 414-416 East Ave., Holdrege, Nebr.; 1012.

Dr. F. Wayne Brewster, pres.; C. E. Freas, Jr., vice-pres.; Harold J. Hamilton, secy.-treas.; Jack Gilbert, stat. mgr.; A. B. McPhillamy, comm. mgr.; Dick Hackney, sales & prom. mgr.; Bob Schueller, prog. mgr.; Jack Lewis, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1953; TV sets in area: 75,000.

Lincoln

KOLN-TV (Channel 10) CBS, ABC, DuMont

Cornhusker Radio & Television Corp., 40th & W Sts., Lincoln, Neb.; 6-2367.

John E. Fetzner, pres.; A. James Ebel, gen. mgr.; Thomas L. Young, sales mgr.; Paul Jensen, prog. dir.; Bill Hemke, prod. dir.; Ray Taylor, eng. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 129,400.

KUON-TV (Channel 12) (non-com)

University of Nebraska, 202 Stout Hall, Lincoln 8, Nebr.; 2-7631.

Jack G. McBride, stat. mgr. & prog. dir.; Norris Heineman, prod. dir.; Robert Schlatter, film & prom. dir.

Operation: 1954; TV sets in area: 100,000.

Omaha

KMTV (Channel 3) CBS, ABC, DuMont

May Broadcasting Co., 2615 Farnam St., Omaha 2, Neb.; HARNEY 3333.

Edward W. May, pres.; Owen L. Saddler, exec. vice-pres. & gen. mgr.; R. H. Sawyer, secy.; Mack Eischeid, treas.; Arden E. Swisher, sales mgr.; Glenn Harris, prog. mgr.; Lew Jeffrey, prod. mgr.; Joe H. Baker, dir. of prom. & merch.; Amos E. Eastridge, pub. dir.; R. J. Schroeder, chief eng.; nat'l rep. Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 315,000.

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WOW-TV (Channel 6) NBC, CBS, DuMont
Meredith WOW, Inc., Insurance Bldg.,
Omaha 2, Neb.; WEBster 3400.

Fred O. Bohan, chmn. of bd.; E. T. Meredith, pres.; Payson Hall, vice-pres. & treas.; Frank P. Fogarty, vice-pres. & gen. mgr.; Lyle DeMoss, asst. gen. mgr.; Fred Ebener, sales mgr.; Bill McBride, prog. dir.; Verne Reynolds, prod. mgr.; Glenn Flynn, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1949; TV sets in area: 314,500.

Scottsbluff

KSTF (Channel 10)
(Satellite of KFBC-TV, Cheyenne, Wyo.)

Frontier Broadcasting Co., 2923 E. Lincolnway, Cheyenne, Wyo.; 4-4461.

Robert S. McCracken, pres.; W. A. Corsan, vice-pres.; O. B. Koerfer, secy.; nat'l rep., George P. Hollingbery Co.

Operation: 1955.

NEVADA

Henderson-Las Vegas

KLJR-TV (Channel 2) NBC, ABC

Southwestern Publishing Co., Inc., 4850 Henderson Highway, Las Vegas, Nev.; DUDley 2-1760.

Donald W. Reynolds, pres.; A. E. Cahlan, man. dir.; Robert K. Gardner, gen. mgr.; Rick Williams, prog. dir.; Stan Sulek, chief eng.; nat'l rep., John E. Pearson TV, Inc.

Operation: 1955; TV sets in area: 28,600.

Las Vegas

KLAS-TV (Channel 8) CBS, DuMont

Las Vegas Television, Inc., Box 77, Las Vegas, Nev.; 7138.

R. G. Jolley, pres.; Marian Y. Komar, gen. mgr.; James P. Hart, prog. dir.; Ralph E. Smith, oper. mgr.; Alex Gold, sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 28,000.

Reno

KAKJ (Channel 4)

Nevada Telecasting Corp., Reno, Nev.

CP, not operating.

KZTV (Channel 8) CBS primary, NBC, DuMont, ABC

Nevada Radio-Television, Inc., 770 E. 5th St., Reno, Nev.; 3-0721 & 3-0722.

Donald W. Reynolds, pres.; Harry Huey, gen. mgr.; Ed. Cardinal, prog. dir.; Richard Colon, development dir.; Thos. Hughes, chief eng.; nat'l rep. John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 20,500.

NEW HAMPSHIRE

Keene

WKNE-TV (Channel 45)

WKNE Corp., 17 Dunbar St., Keene, N. H.; 2080.

Joseph K. Close, pres.; George W. Smith, treas.

CP, not operating.

Manchester

WMUR-TV (Channel 9) ABC

The Radio Voice of New Hampshire, Inc., 1819 Elm St., Manchester, N. H.; Manchester 5-5788.

Hon. Francis P. Murphy, pres. & treas.; Norman A. Gittleson, exec. vice-pres. & gen. mgr.; James J. Powers, Edward F. O'Brien, vice-pres.; Gordon E. Moore, sales mgr.; Charles Halle, chief eng.; Robert Boak, prod. supvr.; William Gildersleeve, prog. mgr.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 387,900.

NEW JERSEY

Asbury Park

WRTV (Channel 58)

Atlantic Video Corp., Rt. 4 Nat Rt. 35, Eatontown, N. J.

Walter Reade, Jr., pres. & treas.; Edwin Gage, vice-pres. & secy.

CP, not operating.

Atlantic City

WFPG-TV (Channel 46)

Neptune Broadcasting Corp. Steel Pier, Atlantic City, N. J.

Fred Weber, pres.; John Laux, exec. vice-pres. & secy.; Louis Berkman, vice-pres.

CP, not operating.

WOCN (Channel 52)

David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa.

CP, not operating.

Camden

WKDN-TV (Channel 17)

South Jersey Broadcasting Co., 2881 Mt. Ephraim Ave., Camden, N. J.

Ranulf Compton, pres. & treas.; Gordon Giffen, vice-pres.

CP, not operating.

WTLV (Channel 19) (non-com)

New Jersey Department of Education, State House, Trenton, N. J.

CP, not operating.



Newark

WATV (Channel 13)

Bremer Broadcasting Corp., 1020 Broad St., Newark 1, N. J.; Mitchell 2-6400 and PLaza 5-1331 (New York).

Irving R. Rosenhaus, pres. & gen. mgr.; Frank V. Bremer, Edmund S. Lennon, vice-pres.; Emanuel Pollack, secy.; Jerome Cossman, treas.; Bertram Lebhar, Jr., vice-pres. & dir. of sales; Herb Green, prog. coordinator; George Green, prog. dir.; Robert Pas-kow, film dir.; Lou Frankel, sales prom. & pub. dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1948; TV sets in area: 4,650,000.

NEW MEXICO

Albuquerque

KGGM-TV (Channel 13) CBS

New Mexico Broadcasting Co., Inc., 1414 Coal Ave., S.W., Albuquerque, N. M.; 3-4543.

A. R. Hebenstreit, pres. & gen. mgr.; S. P. Vidal, vice-pres.; N. W. Switzer, secy.-treas.; George Morgan, comm. mgr.; Bob Van Oriel, prog. dir.; Ed Sanchez, prop. mgr.; Leonard Dodds, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 60,000.

KOAT-TV (Channel 7) ABC

Alvarado Television Co., Inc., 122 Tulane Drive, S.E., Albuquerque, N. M.; 5-8716.

A. M. Cadwell, pres.; Frank Peloso, 1st vice-pres.; Walter J. Stiles, vice-pres. & gen. mgr.; Bryan Stephenson, secy.; Chuck Stanton, chief eng.; Mel Drake, sales mgr.; Dick True, prog. dir.; Bill Bozart, prod. & prom. mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 60,000.

KOB-TV (Channel 4) NBC

Albuquerque Broadcasting Co., 1430 Coal Ave., S.W., Albuquerque, N. M.; 3-4411.

Wayne Coy, pres., treas. & gen. mgr.; Weston C. Pullen, Jr., vice-pres.; Grace C. Coy, secy.; George S. Johnson, chief eng.; Rolf S. Nielsen, comm. mgr.; Dorothy Smith, prog. dir.; Dallas Wyant, prom. mgr.; nat'l rep., Branham Co.

Operation: 1948; TV sets in area: 65,000.

Roswell

KSWs-TV (Channel 8) NBC, CBS, ABC

John A. Barnett, 1723 W. Second, Roswell, N. M.; MAin 2-6450.

John A. Barnett, owner & gen. mgr.; W. L. Shackelford, asst. gen. mgr.; Paul McEvoy, sales dir.; Jack Shafer, prog. dir.; Ray Summersgill, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1953; TV sets in area: 30,000.

NEW YORK

Albany

WPTV-TV (Channel 23)

Patroon Broadcasting Co., Inc., Hotel Sheraton-Ten Eyck, Albany 1, N. Y.; 5-3345.

J. Meyer Schine, pres.

CP, not operating.

WROW-TV (Channel 41) CBS, ABC, DuMont

Hudson Valley Broadcasting Co., Inc., Box 4100, Albany, N. Y.; ALbany 3-2225.

Frank M. Smith, pres.; Thomas S. Murphy, gen. mgr.; Harry L. Goldman, stat. mgr.; Gig Pogan, dir. of TV oper.; Harry Littler, sales mgr.; Hilda Nauman, prom. & merch. mgr.; Charles Heisler, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1953; TV sets in area: 82,000.

Binghamton

WINR-TV (Channel 40)

Southern Tier Radio Service, Inc., Courthouse Square, Binghamton, N. Y.

Donald W. Kramer, pres.; James C. Col-ella, vice-pres.; Mrs. Arvida R. Duwall, treas.

CP, not operating.

WNBF-TV (Channel 12) NBC, CBS, ABC, DuMont

Triangle Publication, Inc., Radio & Tele- vision Division, P. O. Box 48, Arlington Hotel, Binghamton, N. Y.; 3-7311.

George Dunham, gen. mgr.; E. M. Scala, prog. dir.; A. G. Hubbell, sales mgr.; John Turner, prom. mgr.; I. H. Stantz, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1949; TV sets in area: 335,000.

Buffalo

WBEN (Channel 4) CBS basic, ABC, DuMont

WBEN, Inc., Hotel Statler, Buffalo 2, N. Y.; MOhawk 0930.

Edward H. Butler, pres. & treas.; Alfred H. Kirchhofer, vice-pres. & secy.; C. Robert Thompson, gen. mgr.; George R. Torge, stat. mgr.; Nicholas J. Malter, sales mgr.; Fred Keller, prog. dir.; Joseph Haefner, pub. dir.; Ralph J. Kingsley, tech. dir.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1948; TV sets in area: 567,547.

WBUF-TV (Channel 17) ABC, CBS, NBC

WBUF-TV, Inc., 184 Barton St., Buffalo, N. Y.; Summer 1717.

Sherwin Grossman, pres.; Gary L. Cohen, exec. vice-pres.; Irving Cohen, secy.; Harry J. Grossman, treas.; Robert L. Brennan, comm. mgr.; Carol S. Moe, prog. coordina- tor; Ernest E. Retz, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 567,550.

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WGR-TV (Channel 2) NBC basic, DuMont, ABC

WGR Corporation, 184 Barton St., Buffalo 13, N. Y.; SUmmer 7115.

George F. Goodyear, pres.; Myron P. Kirk, vice-pres.; Paul A. Schoellkopf, Jr., treas.; J. Frederick Schoellkopf, secy.; Joseph Bernard, gen. mgr.; Van DeVries, prog. dir.; G. Paschall Switt, nat'l sales mgr.; Warren Rossell, prod. dir.; Phillip H. Curtis, prom. mgr.; Karl B. Hoffman, gen. mgr. of eng.; nat'l rep., Headley-Reed TV.

Operation: 1954; TV sets in area: 567,500.

Carthage-Watertown

WCNY-TV (Channel 7) CBS, ABC, DuMont

The Brockway Co., Box 211, Watertown, N. Y. 410; Sales, 2930.

John B. Johnson, pres. & treas., Catherine C. Johnson, vice-pres. & secy.; Louis Saiff, Jr., gen. mgr.; James W. Higgins, dir. of TV. Alfred M. Tauroney, sales mgr.; David M. Graves, prog. & prod. mgr.; John A. LaLiberte, film dir.; Maynard B. Davis, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 69,800.

Elmira

WTVE (Channel 24)

Elmira Television, 159 Madison Ave., Box 89, Elmira, N. Y.; 3-6624.

T. K. Cassel, John S. Booth, partners.

CP, not operating.

Ithaca

WHCU-TV (Channel 20)

Cornell University, Savings Bank Bldg., Ithaca, N. Y.

Michael R. Hanna, gen. mgr.

CP, not operating.

Kingston

WKNY (Channel 66) CBS, NBC, ABC, DuMont

WKNY-TV Corp., 601 Broadway, Kingston, N. Y.; 4500.

Joseph K. Close, pres.; George W. Smith, treas.; Robert Peebles, vice-pres. & gen. mgr.; Robert L. Sabin, vice-pres.; Ernest Ward, prog. & prod. dir.; Charles B. Edwards, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1954; TV sets in area: 36,000.

New York City

WABC-TV (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., 7 W. 66th St., New York City; SUsquehanna 7-5000.

Robert E. Kintner, pres. (ABC); Geraldine Zorbaugh, secy.; Robert L. Stone, gen. mgr.; Ardian B. Rodner, prog. mgr.; Joseph Stamler, sales mgr.; Thomas Martinez, treas.; Daniel Norton, traffic & nat'l spot sales mgr.; George Rice, film dir.; DeWard Jones, pub. & prom.; Gordon Kunz, prod.

mgr.; G. Edward Hamilton, chief eng.; nat'l rep., Blair-TV Corp., Edward Petry & Co., Inc.

Operation: 1948; TV sets in area: 4,650,000.

WABD (Channel 5) Du Mont

Allen B. Du Mont Laboratories, Inc., 205 East 67th Street, N. Y.; LEhigh 5-1000.

Dr. Allen B. Du Mont, pres.; Ted Cott, gen. mgr.; George BarenBregge, stat. mgr.; Harry O. Millholland, mgr. of tech. service; William Crawford, sales mgr.; Bill Adler, dir. of prog.; Shirley S. Godley, mgr. of prom., adv. & merch.; nat'l rep., Avery-Knodel, Inc.

Operation: 1944; TV sets in area: 4,650,000.

WCBS-TV (Channel 2) CBS

Television, Division of Columbia Broadcasting System, Inc., 485 Madison Ave., New York; PLaza 1-2345.

Frank Stanton, pres. (CBS); J. L. Van Valkenburg, pres. (CBS Television Division); Sam Cook Digges, Gen. Mgr.; Clarence Worden, asst. to gen. mgr.; Hal Hough, prog. dir.; William Lacey, mgr. of film department; Frank Shakespeare, Jr., gen. sales mgr.; Haworth White, bus. mgr.; Robert G. Patt, prom. mgr.; Marion Lonsberry, oper. mgr.; Robert Fuller, pub. dir.; nat'l rep. CBS Television Spot Sales.

Operation: 1941; TV sets in area: 4,650,000.

WNYC-TV (Channel 31)

City of New York, Municipal Broadcasting System, Municipal Bldg., New York; WHitehall 3-3600.

Seymour N. Siegal, dir.; Bernard Buck, prog. mgr.; William H. Pitkin, chief eng.

CP, not operating.

WOR-TV (Channel 9)

General Teleradio, Inc., 1440 Broadway, New York; LONgacre 4-8000.

T. F. O'Neil, pres.; Gordon Gray, vice-pres. & gen. mgr.; Seymour Handy, exec. asst.; William P. Dix, Jr., sales mgr.; Perry Bascom, asst. sales mgr.; Charles H. Singer, chief eng.; Robert J. Sullivan, sales prom. mgr.; Ivan Reiner, oper. mgr.; Milford Fenster, film mgr.; Richard A. Jackson, pub. mgr.; nat'l rep., H-R Television, Inc.

Operation: 1949; TV sets in area: 4,650,000.

WPIX (Channel 11)

New York Daily News, 220 E. 42nd St., New York 17, N. Y.; MUrray Hill 2-6500.



F. M. Flynn, pres.; Fred M. Thrower, vice-pres. & gen. mgr.; Leavitt J. Pope, oper. mgr.; John Patterson, sales mgr.; Otis S. Freeman, chief eng.; Albert G. Hartigan, prog. mgr.; L. A. Hollingsworth, pub. & public relations mgr.; Keith Culverhouse, prom. adv.; research mgr.; nat'l rep. Free & Peters, Inc.

Operation: 1948; TV sets in area: 4,500,000.

WRCA-TV (Channel 4) NBC

The National Broadcasting Co., 30 Rockefeller Plaza, New York; Circle 7-8300.

S. L. Weaver, Jr., pres.; H. Shea, vice-pres. & gen. mgr.; William M. Davidson, asst. gen. mgr.; Jay Heitin, comm. mgr.; Peter Affe, oper. mgr.; Beulah Jarvis, film dir.; Stephen Krantz, prog. mgr.; Arthur Hamilton, prod. & bus. affairs mgr.; Max E. Buck, dir. of prom., adv. & merch.; Robert Blake, dir. of pub.; William Anderson, pub. mgr.; Fred E. Jackson, tech. oper. supvr.; nat'l rep. NBC Spot Sales.

Operation: 1941; TV sets in area: 4,740,000.

Plattsburg-Burlington (Vt.)

WIRI (Channel 5) NBC, ABC, DuMont

Great Northern Television, Inc., 357-361 Cornelia St., Plattsburg, N. Y.; 3070.

Carl F. Stohn, Sr., pres. & gen. mgr.; Vincent S. Jerry, vice-pres.; Thomas A. Robinson, secy.-treas.; James H. Sharman, chief eng.; Albert H. LaFrance, sales mgr.; Carl F. Stohn, Jr., prod. mgr.; nat'l rep., Joseph H. McGilvra, Inc.

Operation: 1954; TV sets in area: 97,150.

Rochester

WCBF-TV (Channel 15)

Star Broadcasting Co., Inc., 87 Seneca St., Geneva, N. Y.

Maurice R. Forman, pres.; Thomas L. Brown, vice-pres.; R. Carleton Greene, secy. CP, not operating.

WHAM-TV (Channel 5) NBC, ABC, DuMont

Stromberg Carlson Broadcasting Corp., 201 Humboldt St., Rochester 3, N. Y.; Circle 7240.

William Fay, vice-pres. and gen. mgr.; John W. Kennedy, Jr., vice-pres.; Charles W. Siverson, gen. prog. dir.; Charles Clerks, dir. of TV sales service; Walton Smith, prom. & pub. dir.; Kenneth J. Gardner, dir. of eng.; David Manning, film dir.; nat'l rep. George P. Hollingbery Co.

Operation: 1949; TV sets in area 310,000.

WHEC-TV (Channel 10) CBS, ABC

WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.; Baker 6740.

Frank E. Gannett, pres.; Paul Miller, vice-pres.; Glover Delaney, vice-pres. & gen. mgr.; H. W. Cruickshank, secy.-treas.; Lowell H. Macmillan, asst. gen. mgr.; LeMoine Wheeler, gen. sales mgr.; William Adams, prog. dir.; Richard K. Blackburn, tech. dir.; James Reidenbach, film dir.; Frederick Tillett, prod. dir.; nat'l rep. Everett-McKinney, Inc.

Operation: 1953; TV sets in area: 310,000.

WRNY-TV (Channel 27)

Genesee Valley Television Corp., 40 N. Main St., Gloversville, N. Y.

Stanley J. Bachman, pres.; Louis W. Schine, vice-pres.; Bernard S. Bachman, treas.

CP, not operating.

WVET-TV (Channel 10) CBS, basic, ABC

Veterans Broadcasting Co., Inc., 17 Clinton Ave. 5, Rochester 4, N. Y. Hamilton 4820.

Ervin F. Lyke, pres., treas. & gen. mgr.; Paul C. Louthier, vice-pres. & prog. dir.; Grantier Neville, secy.; Arthur V. Cook, film dir.; F. Chase Taylor, oper. mgr.; Ray Jobs, chief eng.; Arthur M. Murrellwright, gen. sales mgr.; nat'l rep. The Bolling Co., Inc.

Operation: 1953; TV sets in area: 310,000.

Schenectady

WRGB (Channel 6) NBC, CBS, ABC, DuMont

General Electric Co., 1 River Rd., Schenectady 5, N. Y.; 7-2261.

R. B. Hanna, dept. mgr.; R. W. Welpott, stat. mgr.; A. G. Zink, prog. mgr.; R. F. Reid, sales mgr.; J. Q. Cobb, prom. mgr.; W. J. Purcell, eng. mgr.; nat'l rep. NBC Spot Sales.

Operation: 1939; TV sets in area: 439,000.

WTRI (Channel 35)

Van Curler Bros., 15 No. Pearl St., Menands, Albany, N. Y.; 5-5291.

Col. Harry C. Wilder, pres.; Edward L. Fabian, vice-pres.; Paul L. Jacobson, treas.; Thomas W. Rourke, secy.

CP, not operating.

Syracuse

WHEN-TV (Channel 8) CBS basic, ABC DuMont

Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.; 74-5711.

E. T. Meredith, Jr., pres.; Paul Adanti, vice pres. & gen. mgr.; Payson Hall, treas.; Frank Furbush, secy.; William Bell, comm. mgr.; Gordon J. Alderman, prog. mgr.; Robert G. Piel, prom. & pub. mgr.; Frank K. Spain, dir. of eng.; Donald F. Langhan, tech. oper. dir.; nat'l rep. The Katz Agency, Inc.

Operation: 1948; TV sets in area, 368,000.

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WSYR-TV (Channel 3) NBC

Central New York Broadcasting Corp., 224 Harrison St., Syracuse 2, N. Y.; 3-7111.

E. R. Vadeboncoeur, pres. & gen. mgr.; Mitzi E. Newhouse, vice-pres. & secy.; W. V. Rothrum, vice-pres.; E. James McDonald, prog. dir.; A. J. Eicholzer, chief eng.; Thomas F. McCollum, prom. mgr.; William R. Alford, Jr., dir. of sales; Rod Swift, film ed.; nat'l rep. Harrington, Righter and Parsons.

Operation: 1950; TV sets in area 368,000.

Utica

WKTV (Channel 13) NBC, CBS, ABC, DuMont

Copper City Broadcasting Corp., P. O. Box 386; Utica, N. Y.; Phone: 3-0404.

Myron J. Kallet, pres.; William T. MacNeilly, exec. vice-pres. & treas.; Robert M. Kallet, vice-pres.; Joseph S. Kallet, secy.; Michael C. Fusco, gen. & comm. mgr.; Joseph Casaletta, film dir.; Frank Grunewald, prom. mgr.; DeForest T. Layton, Jr., chief eng.; nat'l rep. Donald Cooke, Inc.

Operation: 1949; TV sets in area: 193,000.

NORTH CAROLINA

Asheville

WISE-TV (Channel 62)

WISE-TV, Inc., 100 College St., Asheville, N. C.; 3-4793.

Harold H. Thoms, pres., treas. & gen. mgr.; Meredith S. Thoms, secy.; J. J. Master, sales mgr.; John Randolph, chief eng.; nat'l rep. The Bolling Co., Inc.

Operation: 1953.

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WLOS-TV (Channel 13) ABC, DuMont

Skyway Broadcasting Co., Box 2150, Asheville, N. C.; 2-2431.

Charles M. Britt, pres.; Charles B. Britt, exec. vice-pres. & gen. mgr.; Charles G. Lee, secy.; T. G. Moseley, treas.; R. Fred Brown, Jr., prog. dir.; Bradley H. Roberts, comm. mgr.; Charles E. Newcomb, prod. dir.; Bob Hensley, film ed.; M. D. Hunnicutt, chief eng.; nat'l rep. Venard, Rintoul & McConnell, Inc.

Operation: 1954.

Chapel Hill

WUNC-TV (Channel 4) (non-com)

Consolidated University of North Carolina, Chapel Hill, N. C.; 8-415; studios also in Greensboro, Raleigh.

Robert F. Schenckan, dir. of TV; Alan B. MacIntyre, chief eng.; Richard B. Barnhill, prod. mgr.; Ralph L. Burgin, prog. dir., Raleigh; David M. Davis, prog. dir., Greensboro; Duff Browne, prog. dir., Chapel Hill.

Operation: 1954.

Charlotte

WBTV (Channel 3) CBS, ABC, NBC, DuMont

Jefferson Standard Broadcasting Co., Jefferson Place, Charlotte 8, N. C.; EDison 3-8833.

Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. vice-pres. & gen. mgr.; J. Robert Covington, vice-pres. of sales & promotion; Kenneth I. Tredwell, vice-pres. of prog. & pub. rel.; Wallace Jorgenson, sales mgr.; Paul B. Marion, TV sales mgr.; Lacy S. Sellars, prog. supvr.; Charles Seward, film supvr.; Sam Zurich, prod. supvr.; John P. Dillon, prom. supvr.; Tom Howard, dir. of eng.; M. J. Minor, chief eng.; nat'l rep. CBS-TV Spot Sales.

Operation: 1949; TV sets in area, 500,000.

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WQMC-TV (Channel 36)

WQMC-TV, Inc., Box 3666, Dilworth Post Office, Charlotte, N. C.; FRanklin 7-5516.

Hugh A. Deadwyler, owner & gen. mgr.; Eleanor M. Deadwyler, traffic mgr.; nat'l rep., The Bolling Co., Inc.

CP, not operating.

Durham

WTVD (Channel 11) NBC, ABC

Durham Broadcasting Enterprises, Inc., Box 2009, Durham, N. C.; 22111.

Harmon L. Duncan, pres., treas. & gen. mgr.; J. Floyd Fletcher, vice-pres. & secy.; Ernie Greup, prog. mgr.; Mike Thompson, sales & comm. mgr.; Henry Cronin, tech. dir.; Harry N. Middleton, prod. coordinator; Paul Rigsbee, film dir.; nat'l rep., Headley-Rced TV.

Operation: 1954.

Fayetteville

WFLB (Channel 18)

Fayetteville Broadcasters, Inc., Box 512, Fayetteville, N. C.

Harry B. Stein, pres.; L. W. Allen, exec. vice-pres.; Neil A. Currie, Jr., vice-pres.; W. M. K. Bender, secy.-treas.

Operation: 1955; TV sets in area: 30,000.

Gastonia

WTVX (Channel 48)

Air-Pix Corp., Lowell, N. C.

Coit M. Robinson, pres.; W. C. Bivens, vice-pres.; Coit M. Robinson, Jr., secy.-treas.

CP, not operating.

Greensboro

WFMY-TV (Channel 2) CBS, ABC, DuMont

Greensboro News Co., Inc., 212 N. Davie St., Greensboro, N. C.; Phone 4-0114.

Gaines Kelley, gen. mgr.; Jack Wiggins, film dir.; Gordon Williamson, oper. & prod. mgr.; William S. Baskerville, comm. mgr.; Gomer R. Lesch, prog. dir.; Richard S. Zavan, prom. mgr.; William E. Neill, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1949; TV sets in area: 369,000.

Greenville

WNCT (Channel 9) CBS, ABC, DuMont

Carolina Broadcasting System, Inc., P. O. Box 898, Greenville, N. C.; 6181.

Earl M. Westbrook, pres.; Josh Horne, Penn T. Watson & John H. Adams, vice-pres.; A. Hartwell Campbell, secy. & gen. mgr.; Virginia Adams, treas.; John G. Clark, Jr., comm. mgr.; David W. Mosier, prom. dir.; Eck Wall, prog. dir.; Joe Reaves, prod. mgr.; Malcolm Nicholson, film ed.; Hank Tribble, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area, 131,000.

New Bern

WNBE-TV (Channel 13)

Nathan Frank, Box 810, Henderson, N. C.
CP, not operating.

Raleigh

WNAO-TV (Channel 28) CBS, ABC, DuMont

Sir Walter Television Co., 219 S. McDowell St., Raleigh, N. C.; 2-0321.

John W. English, pres.; George J. Mead, Mrs. Lydia McBrier Jarecki, Thomas Walters, vice-pres.; George J. Mead, secy.; James R. McBrier, treas.; John H. Bone, gen. mgr.; Earl Welde, sales mgr.; Leo Ribitzki, prog. dir.; Mike Silver, prod. mgr.; Peter Miller, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 60,000.

Washington

WRRF-TV (Channel 7)

North Carolina Television, Inc., Bank of Washington Bldg., Washington, N. C.

W. R. Roberson, Jr., pres. & treas.; H. W. Anderson, vice-pres.; Wm. S. Page, secy.

CP, not operating.

Wilmington

WMFD-TV (Channel 6) NBC, ABC, DuMont

WMFD-TV, Inc., 225 Princess St., Wilmington, N. C.; 3-4666.

R. A. Dunlea, pres. & treas.; D. D. Cameron, vice-pres.; Richard A. Dunlea, Jr., mgr.; Claud Oshields, sales mgr.; Gene Warren, prom. & pub. dir.; Clint Long, prod. & prog. mgr.; E. I. Herring, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954.

WTHT (Channel 3)

Wilmington Television Corp., Box 604, Wilmington, N. C.

O. C. Tucker, pres.; Glenn M. Tucker, vice-pres.; Milton Hammer, secy.; A. L. Wheeler, Treas.

CP, not operating.

Winston-Salem

WSJS-TV (Channel 12) NBC

Triangle Broadcasting Corp., 419 North Spruce St., Winston-Salem, N. C.; 5-2311.

William K. Hoyt, pres.; Harold Essex, exec. vice-pres., treas. & gen. mgr.; Wm. P. Sandridge, secy.; Phil Hedrick, oper. mgr.; Harry B. Shaw, sales mgr.; Johnny Comas, prog. mgr.; Robert C. Estes, prod. mgr.; Carl Wiegold, film mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953.

WTOB-TV (Channel 26) ABC, DuMont

Winston-Salem Broadcasting Co., Inc., 300 S. Stratford Rd., Winston-Salem, N. C.; 3-4353.

James W. Coan, pres.; Robert V. Prawley, vice-pres.; John G. Johnson, secy.-treas. & gen. mgr.; Tracy Lounsbury, prod. mgr. & film dir.; Jim Hoke, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 55,000.

NORTH DAKOTA

Bismarck

KBNB (Channel 12)

North Dakota Broadcasting Co., Inc., Bismarck, N. D.

CP, not operating.

KFYR-TV (Channel 5) NBC, CBS, DuMont

Meyer Broadcasting Co., 200½ 4th St., Bismarck, N. D.; Capital 3-0900.

Mrs. P. J. Meyer, pres. & secy.; F. E. Fitzsimonds, exec. vice-pres., treas. & gen. mgr.; Alvin Anderson, sales mgr.; Ivar Nelson, chief eng.; Cal Culver, prog. mgr.; nat'l rep. Hoag-Blair Co.

Operation: 1953; TV sets in area: 28,250.

Fargo

WDAY-TV (Channel 6) NBC, ABC, DuMont

WDAY, Inc., American Life Bldg., Fargo, N. D.; 2-3371.

E. C. Reincke, pres.; H. D. Paulson, vice-pres.; N. D. Black, Jr., secy.-treas.; Tom Barnes, mgr.; Ken Kennedy, prog. mgr.; Julius Hetland, tech. dir.; Jack Dunn, TV-radio mgr.; Roy Pedersen, prom. mgr.; Jack Gauvitte, prod. dir.; nat'l rep., Free & Peters, Inc.

Operation: 1953; TV sets in area: 78,000.

Grand Forks

KNOX-TV (Channel 10)

Community Radio Corp., c/o Carroll E. Day, Grand Forks, N. D.

Carroll E. Day, pres.; Don E. Whiteman, Adolph Lund, vice-pres.; Elmer O. Hanson, vice-pres. & gen. mgr.; Arthur Tweet, treas.; Elroy Schroeder, secy.

CP, not operating.

Minot

KCJB-TV (Channel 13) CBS, NBC, DuMont, ABC

North Dakota Broadcasting Co., Inc., 15A West Central Ave., Minot, N. D.; 5-1161.

John Boler, pres.; Mary Frances Boler, treas.; John Hjellum, secy.; William H. Johnson, vice-pres. & dir. of news & public relations; Hervey Buechler, sales mgr.; Peter Everson, prog. dir.; Judith Lawton, oper. mgr.; Herman Burkart, comm. mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 26,800.

Valley City

KXJB-TV (Channel 4) CBS

North Dakota Broadcasting Co., Inc., Granger Hill, Valley City 1, N. D.; 1500.

John W. Boler, pres. & gen. mgr.; John Hjellum, secy.; William L. Hurley, vice-pres. of sales; Lloyd Amoo, vice-pres. of eng.; William H. Johnson, vice-pres. of news & public relations; Charles O. Yates, prom. mgr.; Robert Ridgeway, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 80,000.

OHIO

Akron

WAKR-TV (Channel 49) ABC

Summit Radio Corp., 853 Copley Rd., Akron 20, Ohio; PORTage 2-8811.

S. Bernard Berk, pres.; Roger G. Berk, vice-pres. & gen. mgr.; Viola G. Berk, secy. & treas.; Kenneth M. Keegan, sales vice-pres.; Bloyce Wright, prog. dir.; Milton F. Komito, prod. mgr.; William Maorides, film ed.; Irwin L. Knopp, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 150,000.

Ashtabula

WICA-TV (Channel 15)

WICA, Inc., Jefferson Rd., Ashtabula, Ohio; 3-2126.

D. C. Rowley, pres.; John A. Collins, vice-pres. & gen. mgr.; P. Webb, secy.-treas.; D. W. Fassett, bus. mgr.; John Strasen, prog. dir.; Vern Webster, asst. bus. mgr.; Frank Bernato, chief eng.

Operation: 1953; TV sets in area: 35,000.

Cincinnati

WCET (Channel 48) (non com)

The Greater Cincinnati TV Educational Foundation, 1243 Elm, Cincinnati 10, Ohio; DUNbar 4033.

Dr. Claude V. Courter, chmn. of bd. of trustees; Rt. Rev. Msgr. Carl Ryan, vice-chmn.; Ernest I. Miller, secy.-treas.; Uberto T. Neely, gen. mgr.; Robert Huber, prog. dir.; John Morris, prod. dir.; James Leonard, chief eng.

Operation: 1954; TV sets in area: 767,700.



WCPO-TV (Channel 9) ABC, DuMont

Scripps-Howard Radio, Inc., 2345 Symmes St., Cincinnati 6, Ohio; CAPITAL 1-0777.

Jack R. Howard, president; M. C. Watters, vice-pres. and gen. mgr.; Glenn Clark Miller, asst. gen. mgr. & stat. dir.; Ed. Weston, prog. dir.; C. L. Doty, sales mgr.; Patrick H. Crafton, nat'l sales dir.; John Sweeney, bus. mgr.; Maurice Wattenberg, prom. dir.; Dolores Jennings, film dir.; Paul Adams, chief eng.; nat'l rep., The Branham Co.

Operation: 1949; TV sets in area: 767,700.



WKRC-TV (Channel 12) CBS

Radio Cincinnati, Inc., Times-Star Bldg., Cincinnati 2, Ohio; GARfield 1331.

Hulbert Taft, Jr., pres.; David G. Taft, exec. vice-pres. & gen. mgr.; Kenneth W. Church, vice-pres. & nat'l sales mgr.; Dorothy S. Murphy, treas.; Robert Taft, Jr., secy.; Robert T. Schlinkert, gen. sales mgr.; George Rogers, comm. prod. mgr.; Fred Thomas, pub. mgr.; George Wilson, dir. of eng.; Hugh J. LaCrosse, chief eng.; Paul Shumate, prog. mgr.; Emil Bergdolt, film dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 804,000.



WLW-T (Channel 5) NBC

Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, Ohio; CHerry 1-1822.

R. E. Dunville, pres. & gen. mgr.; Ward L. Quaal, vice-pres. & asst. gen. mgr.; John T. Murphy, vice-pres. & dir. of TV oper.; Harry M. Smith, vice-pres. of sales; K. T. Murphy, vice-pres. & treas.; Gilbert W.

Kingsbury, vice-pres. of public relations; R. J. Rockwell, vice-pres. & eng. dir.; Mary Renn, prog. administrator; Robert R. Boulware, stat. & comm. mgr.; Bob Roberts, prod. mgr.; Arthur Nevins, film dir.; Howard Lepple, chief eng.; nat'l rep., Crosley Broadcasting Corp. & NBC Spot Sales.

Operation: 1948; TV sets in area: 804,000.

WQXN-TV (Channel 54)

Robert W. Rounsaville, 3165 Mathieson Drive, N. E., Atlanta, Ga.

CP, not operating.

Cleveland

WERE-TV (Channel 65)

Cleveland Broadcasting, Inc., Bulkley Bldg., Cleveland 15, Ohio; Superior 1-9600.

Ray T. Miller, pres.; Richard M. Klaus, gen. mgr.; nat'l rep., Venard, Rintoul & McConnell, Inc.

CP, not operating.

WEWS (Channel 5) CBS

Scripps-Howard Radio, Inc.; 1816 E. 13th St., Cleveland 14, Ohio; Tower 1-5454.

Jack R. Howard, pres.; James C. Hanrahan, vice-pres. & gen. mgr.; J. Harrison Hartley, stat. dir.; Floyd E. Weidman, gen. exec.; J. B. Epperson, chief eng.; John H. Foley, local sales mgr.; Betty Cope, prog. mgr.; Donald E. Perris, prom. & pub. dir.; nat'l rep., The Branham Co.

Operation: 1947; TV sets in area: 1,029,000.

WHK-TV (Channel 19)

United Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio.

Sterling E. Graham, pres.

CP, not operating.

WNBK (Channel 3) NBC

National Broadcasting Co., NBC Bldg., 815 Superior Ave., Cleveland 14, Ohio; CHerry 1-0942.

Lloyd Yoder, gen. mgr.; Ted Walworth, sales mgr.; George Cyr, prog. mgr.; Albert L. Odeal, film dir.; S. E. Leonard, eng. in chge.; George F. Way, press & pub. mgr.; William Howard, tech. oper. supvr.; Clement Scerback, adv. & prom. mgr.; nat'l rep., NBC Spot Sales.

Operation: 1948; TV sets in area: 1,205,000.

WXEL (Channel 8) CBS

Storer Broadcasting Company, 1630 Euclid Avenue, Cleveland 15, Ohio; Tower 1-8989.

George B. Storer, pres.; Franklin Snyder, vice-pres. & man. dir.; Ben Wickham, dir. of prog. oper.; R. C. Wright, comm. mgr.; H. A. Brinkman, chief eng.; Barbara Snyder, pub. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 1,102,900.

Columbus

WBNS-TV (Channel 10) CBS

Dispatch Printing Co., 33 N. High St., Columbus, Ohio; Fletcher 2611.

H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.; Richard A. Borel, dir. of TV; Jerome R. Reeves, prog. dir.; Robert D. Thomas, sales dir.; Lawrence F. Rhodes, public service dir.; L. H. Nafzger, tech. dir.; M. J. Sherman, merch. dir.; nat'l rep., Blair TV, Inc.

Operation: 1949; TV sets in area: 283,000.

WLW-C (Channel 4) NBC

Crosley Broadcasting Corp., 3165 Olentangy River Rd., Columbus 2, Ohio. AMherst 3-5441.

James Leonard, vice-pres. & gen. mgr.; Charles Dodsworth, sales mgr.; Bud Gillis, prog. dir.; Richard Reed, comm. oper. dir.; Charles Sloan, chief eng.; William Clark, film dir.; Dick Zavon, client service dir.; nat'l rep., Crosley Broadcasting Corp.

Operation: 1949; TV sets in area: 350,800.

WOSU-TV (Channel 34) (non-com)

The Ohio State University, c/o Robert C. Higg, director of WOSU, Columbus 10, Ohio.

Howard L. Bevis, pres., Ohio State U.; Robert C. Higg, TV dir.

CP, not operating.

WTVN (Channel 6) ABC, DuMont

WTVN, Inc., 753 Harmon Ave., Columbus 8, Ohio; CApitol 8-5801.

Hulbert Taft, Jr., pres.; Kenneth W. Church, exec. vice-pres.; David G. Taft, vice-pres.; Robert Taft, Jr., secy.; Dorothy S. Murphy, treas.; J. W. McGough, gen. mgr.; R. C. Wiegand, asst. gen. mgr.; Edwin G. Richter, Jr., local sales mgr.; Joseph A. Jenkins, prog. dir.; Bernice Caldron, prom. dir.; Richard A. J. McKinney, film dir.; Wm. H. Hansher, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 456,900.

Dayton

WHIO-TV (Channel 7) CBS

Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio; ADams 2261.

James M. Cox Jr., pres.; Glenn L. Cox, vice-pres.; Robert C. Snyder, secy.-treas.; J. Leonard Reinsch, man. dir.; Robert H. Moody, gen. mgr.; Don R. Lyons, prog. dir.; Ernest L. Adams, chief eng.; Wade H. Alley, bus. mgr.; Charles E. Gay, prog. & prom. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1949; TV sets in area: 310,000.

WIFE (Channel 22)

Skyland Broadcasting Corp., 380 W. First St., Dayton 2, Ohio; Michigan 6501.

Ronald B. Woodyard, pres.

CP, not operating.

WLW-D (Channel 2) NBC, ABC

Crosley Broadcasting Corp., 4595 S. Dixie Highway, Dayton 9, Ohio; Walnut 2101.

H. Peter Lasker, gen. mgr.; C. R. Dods-worth, Jr., sales mgr.; Dorothy Sanders, pub. & prom. mgr.; William Bailey, prog. dir.; Lester Sturgill, chief eng.; nat'l rep., Crosley Broadcasting Corp. & NBC Spot Sales.

Operation: 1949; TV sets in area: 310,000.

Elyria

WEOL-TV (Channel 31)

Elyria-Lorain Broadcasting Co., Elyria Savings & Trust Co. Bldg., Elyria, Ohio; 2255.

Roy W. Ammel, pres.; D. O. Thomas, vice-pres.; R. J. Fitch, treas.; I. L. Porter, asst. secy.-treas.

CP, not operating.

Lima

WLOK-TV (Channel 35) NBC, CBS, DuMont, ABC

WLOK, Inc., 1424 Rice Ave., Lima, Ohio; 6-3411.

George Hamilton, pres.; Robert W. Mack, vice-pres., treas. & mgr.; Easter Straker, prog. dir.; Darrell Hunter, chief eng.; Lawrence Webb, nat'l sales mgr.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 57,250.

Mansfield

WTVG (Channel 36)

Fergum Theatres, Inc., Madison Theatre, Mansfield, Ohio.

William N. Skirball, pres.; Jack H. Skirball, vice-pres.

CP, not operating.

Massillon

WMAC-TV (Channel 23)

Midwest TV Co., 500 Security Bldg., Toledo, Ohio.

CP, not operating.

Steubenville

WSTV-TV (Channel 9) CBS

WSTV, Inc., 428 Market St., Steubenville, Ohio; Atlantic 2-6265.

Jack N. Berkman, pres.; Louis Berkman, vice-pres.; John J. Laux, exec. vice-pres. & gen. mgr.; Richard Teitlebaum, treas.; Carl A. Weinman, secy.; Joseph M. Troesch, asst. mgr. & comm. mgr.; Rod Gibson, nat'l sales mgr.; Robert E. Holt, prog. & prod. mgr.; Carl Kroskey, film ed.; Charles Shepherd, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 1,100,000.

Toledo

WSPD-TV (Channel 13) CBS basic, NBC, ABC, DuMont

The Storer Broadcasting Co., 136 Huron St., Toledo, Ohio; FU-3260.

George B. Storer, president; Allen L. Haid, vice-pres. & man. dir.; Al Ruhfel, prog. dir.; William Ashworth, nat'l sales mgr.; Lester A. Dana, asst. TV mgr.; John Saunders, prod. mgr. & asst. prog. dir.; W. M. Stringfellow, chief eng.; Elaine Phillips, film dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1948; TV sets in area: 372,000.

WTOH-TV (Channel 79)

Woodward Broadcasting Co., 3315 Cadillac Tower, Detroit, Mich.

Max Osnos, pres. & treas.; Jacob Kellman, vice-pres. & secy.

CP, not operating.

Youngstown

WFMJ-TV (Channel 21) NBC

The Vindicator Printing Co., 101 W. Boardman St., Youngstown 3, Ohio; Riverside 3-4121.

William F. Maag, Jr., pres. & gen. mgr.; Mitchell F. Stanley, stat. mgr.; Warren S. Park, TV prog. mgr.; Gene Donahay, film dir.; Frank Dieringer, chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 160,000.

WKBN-TV (Channel 27) CBS, ABC, DuMont

WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown 1, Ohio; Sterling 2-1145.

W. P. Williamson, Jr., pres. & gen. mgr.; Gladys S. Williams, treas.; Arthur L. Jones, secy.; J. L. Bowden, stat. dir.; Paul Turner, prog. dir.; B. T. Wilkens, chief eng.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV set in area: 160,000.

Zanesville

WHIZ-TV (Channel 50) NBC, CBS, ABC, DuMont

Southeastern Ohio Television System, Downard Rd., Zanesville, Ohio; 3-0361.

Allan Land, man. dir.; Reed Mellon, prog. dir.; Nate Milder, dir. of sales; William Hunt, chief eng.; Ralph Young, film oper. mgr.; Ed Fisher, prod. mgr.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 80,000.

OKLAHOMA

Ada

KTEN (Channel 10) ABC, DuMont

Eastern Oklahoma Television Co., Inc., P. O. Box 10, Ada 6, Okla.; 1010.

Dr. C. C. Morris, pres.; Bill Hoover, vice-pres. & gen. mgr.; Brown Morris, secy.-treas. & stat. mgr.; Fred Smith, chief eng.; Nadine Mullinax, prog. dir.; nat'l rep. Venard, Rintoul & McConnell, Inc.

Operation: 1953; TV set in area: 86,400.

Ardmore

KVSO-TV (Channel 12)

John F. Easley, 1614 Stanley St., Ardmore, Okla.

CP, not operating.

Enid

KGEO-TV (Channel 5) ABC

Streets Electronics, Inc., Box 168, Enid, Okla.; 835.

P. R. Banta, pres.; Bruce E. Wallace, vice-pres.; George Streets, secy. & gen. mgr.; Walter P. Scheffe, treas.; Tom Belcher, comm. mgr.; Marilyn Ellis, prog. dir.; William Teitzel, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1954.

Lawton

KSWO-TV (Channel 7) ABC, DuMont

Oklahoma Quality Broadcasting Co., East City, Lawton, Okla.; 7725.

Ross B. Baker, gen. mgr. & comm. mgr.; Paul N. Goode, comptroller & film buyer; Ralph Combs, prog. dir.; Murdoch Matthew, film supvr.; B. J. Wheatley, prod. mgr.; Willard Cochran, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 80,000.

Muskogee

KTVX (Channel 8) ABC

Tulsa Broadcasting Co., Box 9697, Tulsa, Okla.; HIckory 6-6184; 720 Eastside Blvd., Muskogee, Okla.

John T. Griffin, pres.; James C. Leake, vice-pres.; L. A. Blust, Jr., vice-pres. &

gen. mgr.; Bryan Mathes, secy.-treas.; Ben January, stat. mgr.; Ben Holmes, nat'l sales mgr.; Bill Swanson, local sales mgr.; Robert Snider, chief eng.; John Devine, prog. mgr.; George Ketcham, prom. dir.; Albert A. Dory, film mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 275,000.

Oklahoma City

KETA (Channel 13) (Non-com.)

Oklahoma Educational Television Authority, P. O. Box 2005, Norman, Okla.

Dial Currin, chmn.; Wm. D. Little, vice-chmn.; Guy H. James, secy.

CP, not operating.

KMPT (Channel 19)

KLPR Television, Inc., 128 W. Commerce, Oklahoma City 9, Okla.; CEntral 2-1341.

Byrne Ross, pres.; R. Lewis Barton, vice-pres.; Lester E. Johnson, secy.-treas.

CP, not operating.

KTVQ (Channel 25) ABC

Republic Television Company, Northwest Station, Oklahoma City, Okla.; JACkson 5-1561.

E. A. "Jack" Fariss, pres.; R. M. Lester, Jr., stat. mgr.; Ralph Sacks, sales mgr.; Dick Kirchner, prog. dir.; Buddy Myers, film dir.; John Green, chief eng., nat'l rep., Joseph Hershey McGillvra, Inc.

Operation: 1953; TV sets in area: 265,000.

KWTV (Channel 9) CBS, DuMont

Oklahoma Television Corp., 7401 Lincoln Blvd., Oklahoma City 14, Okla.; Victor 3-6641.

John Griffin, pres.; Edgar T. Bell, gen. mgr.; Fred Vance, comm. mgr.; Dave Hunt, film dir.; Morris Thomas, chief eng.; Mack Fuller, prog. dir.; Montez Tjaden, prom. & pub. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 265,000.

WKY-TV (Channel 4) NBC, ABC

WKY Radiophone Co., 500 E. Britton Rd., Oklahoma City 14, Okla.; TRinity 8-2161.

E. K. Gaylord, pres. and gen. mgr.; P. A. Sugg, vice-pres. and stat. mgr.; Edward L. Gaylord, secy.-treas.; Robert Olson, prog. dir.; Gene Dodson, admin. asst.; John M. Haberman, nat'l sales rep.; Wally Kinnan, publ. relat. & pub. mgr.; H. J. Lovell, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 341,000.

Tulsa

KCEB (Channel 23)

Elfred Beck, Lookout Mountain, Red Fork Station, Tulsa, Okla.

CP, not operating.

KOED-TV (Channel 11) (non-com.)

Oklahoma Educational Television Authority, State Capitol, Oklahoma City, Okla.

Charles Franklin Spencer, chmn.; Rex E. Pettijohn, vice-chmn.; J. B. Harper, secy-treas.

CP, not operating.

KOTV (Channel 6) CBS

KOTV, Inc., 302 S. Frankfort St., Tulsa, Okla.; Phone: 2-9233.

C. Wrede Petersmeyer, pres.; C. P. Persons, Jr., vice-pres. & gen. mgr.; Dick Campbell, oper. mgr.; Jim Randolph, prog. dir.; James C. Richdale, Jr., comm mgr.; Robert Freeland, public relations dir.; George G. Jacobs, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 248,000.

KSPG (Channel 17)

Arthur R. Olson, Box 2680, Tulsa, Okla.

CP, not operating.

KVOO-TV (Channel 2) NBC

Central Plains Enterprises, 311 S. Denver St., Tulsa 3, Okla.; LU 4-7204.

W. G. Skelly, pres.; Robert S. Kerr, Harold C. Stuart, vice-pres.; C. A. O'Donovan, treas.; C. B. Akers, gen. mgr.; John Devine, comm. mgr.; Bill Sadler, prog. dir. & prod. mgr.; Ann Fellows, prom. dir.; Wayne Taylor, film ed.; John M. Bushnell, Jr., chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1954; TV sets in area: 248,000.

OREGON

Eugene

KVAL-TV (Channel 13) NBC primary, ABC, DuMont

Eugene Television, Inc., Blanton Heights, P. O. Box 548; Eugene, Ore; 4-3245.

Robert P. Booth, pres.; C. H. Fisher, vice-pres.; Lee Bishop, treas.; Tom Winn, secy.; S. W. McCready, gen. mgr.; Bob Lowmbery, prog. & prod. mgr.; Glenn Nickell, comm. mgr.; Martin Levinson, film dir.; Alvin Barnard, chief eng.; nat'l rep., George P. Hollingbery Co.; Moore & Lund (Pacific Northwest).

Operation: 1954; TV sets in area: 56,000.

Klamath Falls

KFJI-TV (Channel 2)

KFJI Television Broadcasters, Inc., 327 Main, Klamath Falls, Ore.; 22551.

Willard D. Miller, pres.; Alan K. Abner, gen. mgr.; nat'l rep., W. S. Grant Co.

Operation: 1955.

Medford

KBES-TV (Channel 5) CBS, ABC, NBC, DuMont

Southern Oregon Broadcasting Co., Box 1189, Medford, Ore.; 3-4581.

A. E. Voorhies, pres.; Wm. B. Smullin, secy.-treas. & gen. mgr.; Edward A. Malone, vice-pres. & stat. mgr.; Everett Faber, vice-pres. & bus. mgr.; Lee Bullis, prog. dir.; N. L. Williams, chief eng.; Isobel Champ, film ed.; nat'l rep., Hoag-Blair Co.

Operation: 1953.

Portland

KLOR (Channel 12) ABC

Oregon Television, Inc., 915 N. E. Davis, Portland, Ore.; BEacon 4-9721.

Henry A. White, pres.; Stephen E. Thompson, vice-pres. & treas.; Robert L. Sabin, secy.; S. John Schile, gen. mgr.; Sam Herrick, prog. mgr.; Bob Saunders, film dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1955; TV sets in area: 310,000.

KOIN-TV (Channel 6) CBS

Mount Hood Radio & Television Broadcasting Corp., 140 S.W. Columbia St., Portland 1, Ore.; Atwater 3333.

T. R. Gamble, pres.; C. Howard Lane, vice-pres. & man. dir.; Harry Buchendahl, E. R. Vadeboncouer, vice-pres.; Clyde Phillips, secy.-treas.; Ted W. Cooke, prog. dir.; John Palmer, nat'l sales mgr.; T. M. Williams, film dir.; Frank Coffin, local sales mgr.; Louis Bookwalter, chief eng.; Roy Rector, prod. mgr.; Robert McGill, prom. dir.; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 197,000.

KPTV (Channel 27) NBC basic, DuMont

Empire Coil Co., Inc., 735 S.W. 20th Place, Portland 5, Ore.; Capitol 2-9921.

George B. Storer, pres.; Lee B. Wailes, exec. vice-pres.; Russell K. Olsen, man. dir.; Tom Harker, nat'l sales dir.; Charles White, comm. mgr.; Tom Myers, prog. dir.; Donald Louie, Jr., adv. and prom. dir.; William H. McAlister, chief eng.; nat'l rep., NBC Spot Sales.

Operation: 1952; TV sets in area, 287,300.

Roseburg

(Channel 4)

Southwest Oregon Television Broadcasting Corp., 1500 Harvard St., Roseburg, Ore.

Noble B. Goettel, pres.; John T. Pierce, vice-pres.

CP, not operating.

Salem

KSLM-TV (Channel 3)

Oregon Radio, Inc., Senator Hotel, Salem, Ore.

Glenn E. McCormick, pres.; John W. Kendall, vice-pres.; Lulu C. McCormick, secy.-treas.

CP, not operating.

PENNSYLVANIA

Allentown

WFMZ-TV (Channel 67)

Peun-Allen Broadcasting Co., N. 7th St. Pike, Allentown, Pa.

Raymond F. Kohn, pres.; Horace W. Gross, treas.; Daniel Houck, secy.; Earl J. Kohn, vice-pres.

CP, not operating.

WQCY (Channel 39)

Queen City Broadcasting Co., Inc., P. O. Box 689, Allentown, Pa.; Hemlock 3-3166.

Frank F. Hausman, pres.; Harold Stephens, Max Cornfeld, vice-presidents; Clyde R. Fry, treas.; Oden R. Davies, secy. & mgr.; C. Frank Cordaro, chief eng.; Marshall S. Cleaver, prog. dir.

Operation: 1952; TV sets in area: 150,000.

Altoona

WFBG-TV (Channel 10) ABC, CBS, DuMont, NBC

The Gable Broadcasting Co., 1320 11th Ave., Altoona, Pa.; 6467.

George P. Gable, pres.; W. Stanley Truby, vice-pres.; Jack Snyder, man. dir.; George Burgoon, oper. mgr.; Lois Huey, prog. mgr.; B. Harley Shook, film dir.; Samuel Patten, sales prom.; K. R. Brubaker, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 418,800.

Bethlehem

WLEV-TV (Channel 51) NBC

Associated Broadcasters, Inc., Savercool Ave., Fountain Hill, Bethlehem, Pa.; HEMlock 4-6278.

Clair R. McCollough, stat. dir.; Elwood C. Anderson, stat. mgr.; J. Robert Culick, nat'l sales mgr.; George H. Etele, comm. mgr.; Bernard M. Ames, prog. dir.; J. E. Mathiot, chief eng.; nat'l rep., Meeker TV, Inc.

Operation: 1953; TV sets in area: 67,500.

Easton

WGLV (Channel 57) ABC, DuMont

WGLV, Inc., 2857 Nazareth Rd., Easton, Pa.; 3-3557.

J. L. Stackhouse, pres.; Adele S. Fretz, vice-pres. & sec.; Anna M. Snyder, vice-pres.; Charles R. Thon, gen. mgr.; Nelson S. Rounsley, bus. mgr.; Robert A. Francett, chief eng.; Tom Grant, dir. of prog. & prod.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area, 90,200.

Erie

WICU (Channel 12) NBC, ABC, DuMont

Dispatch, Inc., 3515 State St., Erie, Pa.; 45201.

Edward Lamb, pres. & treas.; J. Howard McGrath, exec. vice-pres.; Frank Oswald, vice-pres.; Cecile Huebner, secy.; Ben McLaughlin, gen. mgr.; Karl Nelson, sales mgr.; Bob Lunquist, prog. dir.; Michael Csop, chief eng.; Dick Johnson, prod. supvr.; Jack Schumacher, prom. dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 218,500.

WSEE (Channel 35) CBS

Great Lakes Television Co., 1220 Peach St., Erie, Pa.; 5-7575.

George J. Mead, pres.; Charles E. Denny, exec. vice-pres. & gen. mgr.; A. R. Minadeo, James R. McBrier, vice-presidents; James A. Quisenberry, secy.-treas.; Frank B. Palmer, stat. mgr.; Don Boyce, comm. mgr.; Jack Naylor, prog. & prod. dir.; Ed Zellefrow, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 218,500.

Harrisburg

WCMB-TV (Channel 27) DuMont

Rossmoyne Corp., 228 Court St., Harrisburg, Pa.; 4-3005.

Edgar T. Shepard, Jr., pres.; Ed. K. Smith, vice-pres. & gen. mgr.; J. Howard Blair, chief eng.; Chuck Zink, prog. dir.; nat'l rep., Gill-Perna, Inc.

Operation: 1952; TV sets in area: 190,000.

WHP-TV (Channel 55) CBS

WHP, Inc., 216 Locust St., Harrisburg, Pa.; 4-3211.

E. J. Stackpole, pres. & treas.; A. K. Redmond, vice-pres. & gen. mgr.; A. H. Stackpole, vice-pres.; Bowman A. Brown, secy. & asst. treas.; Dick Redmond, prog. mgr.; E. Dan Liebensperger, chief eng.; Beatrice Potteiger, sales serv. dir.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 190,000.

WTPA (Channel 71) NBC, ABC

The Patriot News Co., 812 Market St., Harrisburg, Pa.; Studio: 3235 Hoffman St., Harrisburg, Pa.; 8-7171.

Edwin F. Russell, pres.; S. I. Newhouse, vice-pres. & secy.; Sarah Russell, treas.; David J. Bennett, gen. mgr.; Allen Solada, sales mgr.; Don Wear, prog. dir.; Roy McCauley, prod. dir.; Gladys Swift, prom. dir.; Paul Gross, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1953; TV sets in area: 190,000.

Hazleton**WAZL-TV (Channel 63)**

Hazleton Television Corp., 708 Hazleton National Bank Bldg., Hazleton, Pa.; Gladstone 4-3531-32.

Victor C. Diehm, pres. & gen. mgr.; E. H. Witney, vice-pres.; George M. Chisnell, treas.; Bill Graham, prog. dir.; Thomas Tito, sales mgr.

CP, not operating.

Johnstown**WARD-TV (Channel 56) CBS, DuMont**

Rivoli Realty Co., 502 First National Bank Bldg., Johnstown, Pa.; 8-1216.

Walter M. Thomas, pres. & treas.; Dr. George D. Gartland, vice-pres.; Margaret E. Gartland, secy.; Richard J. Butterfield, gen. mgr.; Richard Kline, chief eng.; William F. Wilson, oper. dir.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 155,000.

WJAC-TV (Channel 6) NBC, CBS, ABC, DuMont

WJAC, Inc., 329 Main St., Johnstown, Pa.; 4-1267, 9-1965 & 58-251.

Walter W. Krebs, pres.; Alvin D. Schrott, secy.-treas. & stat. mgr.; N. L. Stroub, vice-pres. & div. of techn. oper.; John H. Hepburn, sales mgr.; Frank P. Cummins, prog. dir.; Theodore Campbell, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area, 155,000.

Lancaster**WGAL-TV (Channel 8) NBC, CBS**

WGAL, Inc., 8 W. King St., Lancaster, Penna.; Phone 5246.

Clair R. McCollough, pres. & gen. mgr.; Harold E. Miller, stat. mgr.; J. Robert Gulick, gen. sales mgr.; Leroy K. Strine, comm. mgr.; Paul G. Rodenhauser, progr. dir.; Paul I. Woodland, prom. mgr.; J. E. Mathiot, chief eng.; nat'l rep., Meecker TV, Inc.

Operation: 1949; TV sets in area, 912,950.

WWLA (Channel 21)

Harold C. Burke, 2 Rona St., Interlaken, N. J.

CP, not operating.

Lebanon**WLBR-TV (Channel 15)**

Lebanon Television Corp., 8th at Cumberland, Lebanon, Pa.; 2-7651.

Lester P. Etter, pres. & gen. mgr.; Jack Schropp, vice-pres.; Eugene Silverstein, secy.; H. Raymond Stadiem, treas.

CP, not operating.

New Castle**WKST-TV (Channel 45)**

WKST, Inc., Cathedral Bldg., E. Lincoln Ave., New Castle, Pa.

S. W. Townsend, pres., treas. & gen. mgr.; Wanda E. Townsend, vice-pres.; A. W. Graham, secy.

CP, not operating.

Philadelphia**WCAU-TV (Channel 10) CBS**

WCAU, Inc., City Line Ave. & Monument Rd., Philadelphia 31, Pa.; GReenwood 7-8300.

Donald W. Thornburgh, pres. & gen. mgr.; Joseph L. Tinney, vice-pres. & asst. gen. mgr.; Charles Vanda, vice-pres. in chge. TV; John G. Leitch, vice-pres. in chge. ens.; Robert N. Pryor, vice-pres. in chge. prom. & pub.; Robert McGredy, sales mgr.; Robert A. Forrest, prog. mgr.; Mal Levine, oper. mgr.; Norman Neebron, head of film oper.; nat'l rep., CBS Television Spot Sales.

Operation: 1948; TV sets in area: 2,094,850.

WFIL-TV (Channel 6) ABC, DuMont

Radio & TV Division, Triangle Publications, Inc., 46th and Market St., Philadelphia 39, Penna.; EVergreen 2-4700.

Walter H. Annenberg, pres.; Joseph First, vice-pres. & secy.; S. C. Annenberg, treas.; Roger W. Clipp, gen. mgr.; George A. Koehler, stat. mgr.; Kenneth W. Stowman, sales mgr.; Jack Steck, TV prog. dir.; Joe Zimmermann, adv. & prom. dir.; Chet Cooper, prod. oper. mgr.; John C. Harlan, bus. mgr.; Henry E. Rhea, chief oper. & maintenance eng.; nat'l rep., Blair-TV, Inc.

Operation: 1947; TV sets in area: 2,100,000.

WPTZ (Channel 3) NBC

Westinghouse Broadcasting Co., 1600 Architects Bldg., Philadelphia 3, Pa.; LOcust 4-5500.

Chris J. Whitting, pres.; Rolland V. Tooke, gen. mgr.; Alexander W. Dannenbaum, Jr., comm. mgr.; Stan Lee Broza, prog. mgr.; E. Preston Stover, mgr. of prog. oper.; George Borden, chief eng.; Edward Wallis, prom. & pub. mgr.; Edward Murray, film buyer; nat'l rep., Free & Peters, Inc.

Operation: 1941; TV sets in area, 2,088,300.

Pittsburgh

KDKA-TV (Channel 2) NBC, CBS, ABC, DuMont

Westinghouse Broadcasting Co., Inc., 1 Gateway Center, Pittsburgh 22, Pa.; EX-press 1-3000.

Chris J. Whitting, pres.; Harold C. Lund, gen. mgr.; Lloyd G. Chapman, sales dir.; Byron Dowty, prog. mgr.; Raymond W. Rodgers, chief eng.; William Krough, asst. sales dir.; Dick Fortune, public relations dir.; Richard C. Dreyfuss, film mgr.; nat'l rep., Free & Peters, Inc.

Operation: 1949; TV sets in area, 1,134,100.

WENS (Channel 16) ABC, CBS, NBC

Telectasting, Inc., 700 Ivory Ave., Pittsburgh, Pa.; ATlantic 1-4300.

Thomas P. Johnson, pres.; Larry H. Israel, vice-pres. & gen. mgr.; William H. Rea, secy.-treas.; V. E. Oldenburg, sales mgr.; James Hurley, chief eng.; B. J. Wiley, traffic mgr.; Peter Thornton, pub. dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area: 963,000.

WKJF-TV (Channel 53)

Mrs. Agnes J. Reeves Greer, 1715 Grandview Ave., Pittsburgh 11, Pa.; HUBbard 1-2626.

Mrs. Agnes J. Reeves Greer, owner; Peter E. Pappas, chief eng.; Thomas J. Daugherty, mgr.

CP, not operating.

WQED (Channel 13) (non-com)

Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsburgh 13, Pa.; MUseum 3-1300.

Leland Hazard, pres.; Leon Falk, Jr., J. T. Ryan, Jr., vice-presidents; Dr. Earl A. Dimmick, secy.; George D. Lockhart, treas.; William A. Wood, gen. mgr.; John Ziegler, prog. mgr.; Harriet Ackerman, pub. dir.; Edward Horstman, chief eng.

Operation: 1954; TV sets in area: 636,000.

WTVQ (Channel 47)

Golden Triangle Television Corp., 5 S. Jefferson St., Dayton, Ohio.

CP, not operating.

Reading

WEEU-TV (Channel 33)

Hawley Broadcasting Co., 433 Penn St., Reading, Pa.; 6-7335.

Hawley Quier, pres.; Thomas E. Martin, exec. vice-pres. & gen. mgr.

CP, not operating.

WHUM-TV (Channel 61) CBS, ABC

Eastern Radio Corp., Skyline Drive, Reading, Pa.; 4-4805.

Humboldt J. Greig, pres. & gen. mgr.; John E. Schuler, vice-pres.; Jessie P. Greig, treas.; Paul A. Flickinger, Allan Lane, film buyer; Dana F. Baird, nat'l sales mgr.; Robert Martin, prog. dir.; Joseph Risse, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area, 297,100.

Scranton

WARM-TV (Channel 16) ABC

Union Broadcasting Co., WARM Radio & TV Center, 333 Madison Ave., Scranton 10, Pa.; DIamond 3-1245.

Martin F. Memolo, pres.; William W. Scranton, vice-pres. & treas.; John J. Memolo, vice-pres.; William M. Dawson, gen'l mgr. & secy.; Thomas A. Bennett, Jr., prog. dir.; Roswell J. Parker, chief eng.; Sam Feigenbaum, sales mgr.; Joseph Salsburg, prod. mgr.; Jay Russell, adv. & prom. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1954; TV sets in area: 260,000.

WGBI-TV (Channel 22) CBS

Scranton Broadcasters, Inc., 1000 Wyoming Ave., Scranton 9, Pa.; DIamond 2-7634.

Mrs. M. E. Megargee, pres.; Mrs. Douglas Holcomb, vice-pres.; Mrs. K. A. Megaree, secy.; George D. Coleman, gen. mgr.; R. E. McDowell, stat. mgr.; Mort Rosenthal, prog. dir. & film buyer; Doug Holcomb, prom. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1953; TV sets in area: 260,000.

WTVU (Channel 73)

Appalachian Co., Inc., Hotel Jermyn, Scranton 3, Pa.; DIamond 7-3334.

Frank J. Collins, pres.; Robert E. Scragg, secy.; Jane C. Collins, treas.; James H. Crowley, exec. vice-pres.; Thomas W. Jones, gen. mgr.; Edward Galuska, dir. of oper.; Timothy Hayes, prog. dir.; Gene Weiss, sales mgr.; Adolph Oschmann, chief eng.; nat'l rep., Everett-McKinney, Inc.

Operation: 1953, TV sets in area, 260,000.

Sunbury

WKOK-TV (Channel 38)

Sunbury Broadcasting Corp., 1150 North North Front St., Sunbury, Pa.

Harry H. Haddon, pres.; George S. Beck, vice-pres.; Basse A. Beck, treas.; Homer R. Smith, secy.

CP, not operating.

Wilkes-Barre

WBRE-TV (Channel 28) NBC

Louis G. Baltimore, 62 S. Franklin St., Wilkes-Barre, Pa.; 3-3101.

Louis G. Baltimore, owner; David M. Baltimore, gen. mgr.; F. D. Coslett, prog. dir.; Charles Sakoski, Sr., chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 270,000.

WILK-TV (Channel 34) ABC, DuMont

Wyoming Valley Broadcasting Co., 88 N. Franklin St., Wilkes-Barre, Pa.; VA 4-4666.

Mitchell Jenkins, pres.; Roy E. Morgan, exec. vice-pres. & secy.; Harold T. Gray, Vernon L. Wise, vice-pres.; Thomas Shelburne, treas. & man. dir.; Hal Berg, prog. dir.; Malcolm Dale, sales mgr.; Francis Lee, film dir.; William P. Williams, prod. mgr.; Mrs. Dorothy Albee, prom. mgr.; Theodore French, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 275,000.

Williamsport

WRAC-TV (Channel 36)

WRAC, Inc., 244 W. 4 St., Williamsport, Pa.

John E. Person, Jr., pres.

CP, not operating.

York

WNOW-TV (Channel 49) DuMont

Broadcast Division, Helm Coal Co., Box 306, York, Pa.; 27821-22.

Lowell W. Williams, gen. mgr.; Richard E. Burg, stat. mgr. & prof. dir.; Robert M. Stough, sales mgr.; J. Edward Schwalm, sales prom. dir.; Glenn Winter, chief eng.

Operation: 1953; TV sets in area: 90,000.

WSBA-TV (Channel 43) ABC

Susquehanna Broadcasting Co., 53 N. Duke St., York, Pa.

Louis J. Appell, Jr., pres. & sales mgr.; Helen P. Appell, vice-pres.; George N. Appell, treas.; Philip H. Kable, secy.; Jim Curtis, prog. dir.; Tom Miller, film dir.; Jeanne Padden, prom. dir.; Llewellyn Jones, chief eng.; nat'l rep., Adam Young Television Corp.

Operation: 1952; TV sets in area: 106,000.

RHODE ISLAND

Providence

WJAR-TV (Channel 10) NBC, ABC, DuMont

The Outlet Co., 176 Weybosset St., Providence, R. I.; GASpee 1-8255.

George O. Griffith, vice-pres. and treas.; Peter James, mgr. TV operations; Seymour Horowitz, prog. mgr.; Thomas C. J. Prior, chief eng.; Dody Sinclair, dir. of public relations & merch.; Manning V. Tesser, prod. mgr.; Edward Boghosian, sales mgr.; Jay Hoffer, prom. mgr.; nat'l rep., Weed Television Corp.

Operation: 1949; TV sets in area: 1,098,200.

WNET (Channel 16) CBS, ABC, DuMont

Channel 16 of Rhode Island, Inc., Box 1553, Providence, R. I.; UNion 1-3100.

Harold C. Arcaro, pres.; Samuel Hamin, vice-pres.; John Dunne, vice-pres.; E. James McEhane, Jr., gen. mgr.; Patricia Vayda, prog. dir.; Robert Gilmore, film dir.; Bruce White, prom. dir.; Herbert F. Evans, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.; Robert C. Foster Co. (New England).

Operation: 1954; TV sets in area: 1,098,200.

WPRO-TV (Channel 12)

Cherry & Webb Broadcasting Co., 24 Mason St., Providence, R. I.

William S. Cherry, Jr., pres.; Anna Cherry Gross, vice-pres.; Charles W. Knowles, treas.

CP, not operating.

SOUTH CAROLINA

Anderson

WAIM-TV (Channel 40) CBS

Wilton E. Hall, 1 Martin St., Anderson, S. C.; Canal 6-1511.

Wilton E. Hall, owner; Glenn P. Warnock, gen. mgr.; John Willis, dir. of eng.; Ray Barath, dir. of prog.; John McCallum, dir. of sales; Virginia Barath, prom. mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 129,600.

Camden

WACA-TV (Channel 14)

Camden Broadcasting Corp., Camden, S. C.

Haywood S. Bowden, pres.; Thomas J. Richards, vice-pres. & treas.; Harold W. Funderburk, secy.

CP, not operating.

Charleston

WCSC-TV (Channel 5) CBS, ABC

WCSC, Inc., 485 East Bay, Charleston, S. C.; 3-8371.

John M. Rivers, pres., treas. & gen. mgr.; G. L. B. Rivers, vice-pres.; Martha Rivers, secy.; Roland Weeks, stat. mgr. & nat'l comm. mgr.; Charles E. Hall, prog. mgr.; Wilbur R. Albee, chief eng.; Annie Lee Small, prom. mgr.; nat'l rep., Free & Peters, Inc.

Operation: 1953; TV sets in area: 197,100.

WUSN-TV (Channel 2) NBC, DuMont

Southern Broadcasting Co., Inc., P. O. Box 879, Charleston, S. C.; 8-4141.

J. Drayton Hastie, pres. & gen. mgr.; Douglass M. Bradham, secy. & asst. gen. mgr.; Theodore D. Maybank, vice-pres.; Grange S. Cuthbert, Jr., gen. sales mgr.; Harry R. Wagner, prod. mgr.; Walter M. Nelson, chief eng.; Harry R. Patton, film dir.; nat'l rep., H-R Television, Inc.

Operation: 1954; TV sets in area, 193,500.

Columbia

WCOS-TV (Channel 25) ABC, NBC

Radio Columbia, Cornell Arms Bldg., Columbia, S. C.; 2-2177.

C. W. Pittman, pres. & gen. mgr.; Henry W. Pittman; vice-pres.; Mrs. Margaret B. Pittman, secy.-treas.; Robert I. Lambert, Jr., chief eng.; Wayne Poucher, nat'l sales mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 97,500.

WIS-TV (Channel 10) NBC

WIS-TV Corp., 1111 Bull St., Columbia, S. C.; 3-6431.

G. Richard Shafto, pres.; Charles A. Batsan, vice-pres. & man. dir.; B. Calhoun Hipp, Herman N. Hipp, vice-pres.; Francis M. Hipp, treas.; R. R. Scales, Jr., treas.; Law Epps, sales mgr.; Barnett Goldberg, tech. spvsr.; John Bondeson, prom. mgr.; Adrian R. Munzell, prog. coordinator; nat'l rep. Free & Peters, Inc.

Operation: 1953; TV sets in area: 172,200.

WNOK-TV (Channel 67) CBS

Palmetto Radio Corp., Box 5307, Columbia, S. C.; 2-7737.

Irwin Kahn, pres.; H. Moody McElveen, Jr., gen. mgr.; Bill Routh, prog. mgr.; Charlton Bowers, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 97,500.

Florence

WBTW (Channel 8) CBS, DuMont, NBC, ABC

Jefferson Standard Broadcasting Co., Box 630, New Cashua Ferry Rd., Florence, S. C.; 2-1566.

Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. vice-pres. & gen. mgr.; J. William Quinn, man. dir.; Melvin Purvis, stat. mgr.; Wallace J. Jorgenson, gen. sales mgr.; Robert Rierson, prog. & prod. dir.; Whitefoord Smith, prom. & pub. dir.; Harry Hughes, film dir.; Emil E. Sellars, chief engr.; nat'l rep., CBS Television Spot Sales.

Operation: 1954.

Greenville

WFBC-TV (Channel 4) NBC

WMRC, Inc., 505 Rutherford St., Greenville, S. C.; 5-9653.

Robert A. Jolley, pres.; John I. Smith, vice-pres.; Clement F. Haynsworth, Jr., secy.; J. Kelly Sisk, treas.; Beverly T. Whitmire, gen. mgr.; Norvin C. Duncan, asst. mgr. & prog. dir.; Col. L. J. I. Barrett, prod. dir.; Curtis J. Guthrie, prom. dir.; Robert Q. Glass, Jr., comm. mgr.; Wilson C. Wearn, dir. of eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 75,300.

WGVL (Channel 23) ABC, DuMont

Greenville Television Co., Calhoun Towers, Greenville, S. C.; 5-0471.

Edgar M. Norris, pres.; Calvin F. Teague, secy. & treas.; Ben F. McKinnon, vice-pres. & gen. mgr.; Ben Greer, prog. dir.; Bill Banner, film dir.; John Wrightson, bus. mgr.; Harley Reynolds, chief engr.; nat'l rep., H-R Television.

Operation: 1953; TV sets in area: 75,300.

Spartanburg

WSPA-TV (Channel 7) CBS

Spartan Radiocasting Co., 291 E. Main St., Spartanburg, S. C.

Walter J. Brown, pres.; D. S. Burnside, secy.-treas.

CP, not operating.

SOUTH DAKOTA

Florence

KDLO-TV (Channel 3) NBC basic, CBS, ABC

Triple City Broadcasting Co., c. o. KELO-TV, Sioux Falls, S. D.; Sioux Falls 45841.

Joe Floyd, pres.; N. L. Bentson, vice-pres.; E. R. Ruben, secy.-treas.; Evans Nord, gen. mgr.; M. A. Stonekine, resident mgr.; John Gort, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1955; TV sets in area: 167,000.

Rapid City

KOTA-TV (Channel 3) CBS, ABC

Black Hills Broadcast Co. of Rapid City, 1819 West St. Joe St., Rapid City, S.D.; FI 2-2000.

Mrs. Helen Duhamel, pres.; J. Norman Heffron, vice-pres.; Leo D. Borin, secy.; William F. Turner, treas.: nat'l rep., Headley-Reed, TV.

Operation: 1955; TV sets in area: 6,500.

Sioux Falls

KELO-TV (Channel 11) NBC, ABC, CBS, DuMont

Midcontinent Broadcasting Co., Phillips at 8th, Sioux Falls, S. D.; 4-5841.

Joe Floyd, pres.; E. R. Ruben, secy.-treas.; Larry Bentson, vice-pres.; Evans A. Nord, gen. mgr.; Les Froke, chief eng.; Dane Dedrick, prod. mgr.; Jack Townsend, prom. mgr.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 65,000.

TENNESSEE

Chattanooga

WDEF-TV (Channel 12) NBC, CBS, ABC

WDEF Broadcasting Co., Inc., Volunteer Bldg., Chattanooga 2, Tenn.; 6-0124.

Carter M. Parham, pres.; Z. Carter Patten, vice-pres.; Edward Finlay, Jr., secy.; Alex. Guerry, Jr., treas.; Harold E. Anderson, stat. mgr.; Morris Quave, prog. dir.; B. C. Baker, chief eng.; Otis H. Segler, local sales mgr.; David Andrews, prod. mgr.; Warren Herring, prom. dir.; nat'l rep., The Branham Co.

Operation: 1953; TV sets in area: 189,000.

Jackson

WDXI-TV (Channel 7) CBS

Dixie Broadcasting Co., Williams Bldg., Jackson, Tenn.; 7-9611.

Aaron B. Robinson, pres. & gen. mgr.; Dr. Frank M. Davis, Harley M. Moses, Dave M. Palmer, Jr., vice-pres.; Jack Murphy, sales mgr.; Larry Crenshaw, prog. mgr.; Dave O'Brien, prom. & pub. dir.; James Thomas chief eng.; nat'l rep., Burn-Smith Co., Inc.

Operation: 1955.

Johnson City

WJHL-TV (Channel 11) CBS basic, NBC, ABC, DuMont

WJHL, Inc., 145 W. Main St., Johnson City, Tenn.; 2780.

W. H. Lancaster, Sr., pres.; W. H. Lancaster, Jr., vice-pres. & gen. mgr.; Mrs. Harriet B. Campbell, vice-pres.; T. F. Dooley, secy. & treas.; Walter Heeb, prog. dir.; William McDonald, prom. dir.; Jack Sausman, prod. dir.; Al Renfro, supvr. oper. eng.; Rowland Medler, super. transmitter eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 175,000.

Knoxville

WATE-TV (Channel 6) NBC, ABC

Greater East Tennessee TV, Inc., 612 Gay St., S.W., Knoxville, Tenn.; 2-7111.

Paul Montcastle, pres.; Cowan Rodgers, exec. vice-pres.; W. H. Linebaugh, vice-pres. & gen. mgr.; Herbert Madden, vice-pres.; Frank Tucker, treas.; John A. Ayers, Sr., secy.; John Reese, prog. dir.; J. T. McCloud, sales mgr.; Fred M. Andrews, chief eng.; Carl Tibbetts, prod. mgr.; Wayne Hudson, prom. mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 200,500.

WTSK-TV (Channel 26) CBS, DuMont, ABC

South Central Broadcasting Corp., Memorial Park Road on Sharps Ridge, Knoxville, Tenn.; 5-2113.

John A. Engelbrecht, pres. & ge. mgr.; George F. Stoltz, vice-pres.; Leighman D. Groves, secy.-treas.; Harold B. Rothrock, stat. mgr.; William E. Eckstein, prog. mgr.; Guy L. Smith, III, comm. mgr.; Marie Hogan, pub. & public service dir.; Joy Broyles, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 120,000.

Memphis

WHBQ-TV (Channel 13) ABC

General Teleradio, Inc. (N. Y.), 1381 Madison Ave., P. O. Box 176, Memphis 1, Tenn.; 32-1705.

John Cleghorn, vice-pres. & gen. mgr.; Bill Grumbles, oper. mgr.; L. O. Dobson, sales dir.; Gordon Lawhead, sales service mgr.; Wilson Northcross, prog. dir.; Mark Forrester, prod. dir.; Welton M. Roy, chief eng.; William C. Rucker, prom. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1953; TV sets in area: 362,900.

WMCT (Channel 5) NBC, DuMont

Memphis Publishing Co., Goodwyn Institute Bldg., P. O. Box 311, Memphis, Tenn.; Phone: 8-7464.

H. W. Slavick, gen. mgr.; Earl Moreland, stat. mgr.; Wilson Mount, prog. dir.; Charles Caldwell, Jr., film dir.; E. C. Frase, Jr., chief eng.; Edward Greaney, prod. mgr.; nat'l rep., The Branham Co.

Operation: 1948; TV sets in area: 362,000.

WREC-TV (Channel 3) CBS

WREC Broadcasting Service, Hotel Peabody Bldg., Memphis 3, Tenn.; 5-1313.

Hoyt B. Wooten, owner & gen. mgr.; Charles B. Brakefield, sales mgr.; Jack Michael, prog. dir.; Wilson Raney, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1955; TV sets in area: 335,000.

Nashville

WLAC-TV (Channel 5) CBS

WLAC-TV, Inc., 159 Fourth Ave., N. Nashville 3, Tenn.; 42-4331.

Paul Mountcastle, chmn. of bd.; Guilford Dudley, Jr., pres.; T. B. Baker, Jr., exec. vice-pres. & gen. mgr.; Alvin Beaman, secy.-treas.; Mrs. Ruth Holly, asst. to mgr.; Robert M. Reuschle, nat'l sales mgr.; Ralph L. Hucaby, dir. of eng.; Roy A. Smith, oper. mgr.; James G. Wharton, dir. of public relations; nat'l rep., The Katz Agency, Inc.

Operation: 1954; TV sets in area: 432,900.

WSIX-TV (Channel 8) ABC, DuMont

WSIX, Inc., Nashville Trust Bldg., Nashville 3, Tenn.; 5-5431.

R. D. Stanford, Jr., pres. & gen. mgr.; E. S. Tamer, vice-pres. & comm. dir.; Harry Stone, vice-pres. & dir. of TV; Charles Duke, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 250,500.

WSM-TV (Channel 4) NBC, DuMont

WSM, Inc., 301 7th Ave., Nashville, Tenn.; Phone 6-7181.

John H. DeWitt, Jr., pres.; George Reynolds, vice-pres. & tech. dir.; Irving Waugh, comm. mgr.; Brad Crandall, oper. mgr.; William R. McDaniel, pub. & prom. mgr.; Aaron Shelton, chief eng.; Elmer Cartwright, film dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1950; TV sets in area: 260,000.

TEXAS

Abilene

KRBC-TV (Channel 9) NBC, ABC, DuMont

Abilene Radio & Television Co., 4510 S. 14th St., Abilene, Tex.; 2-8491.

Dale Ackers, pres. & gen. mgr.; Lewis Ackers, vice-pres.; Jack Andrews, secy.-treas.; Forest Lane, nat'l sales mgr.; John Kelly, prog. dir.; John Renshaw, prod. dir. & film buyer; Bill Kessel, chief eng.; John Renshaw, prog. & prod. dir. & film buyer; nat'l rep. John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 30,300.

Amarillo

KFDA-TV (Channel 10) CBS, ABC

Amarillo Broadcasting Co., Inc., P. O. Box 1400, Amarillo, Texas; DRake 4-5343.

Gene L. Cagle, pres.; Charles B. Jordan, vice-pres.; Ed Moore, gen. mgr.; Jerry Gardner, prog. & prod. dir.; Dan Hayslett, sales mgr.; Bill Spiller, chief eng.; Kin Raley, public relations dir.; Laurel Knorpp, prom. & pub. dir.; Don Daniels, tech. supvr.; Dolly Roberts, film ed.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 73,500.

KGNC-TV (Channel 4) DuMont, NBC

Globe News Publishing Co., 2000 N. Polk St., Box 751, Amarillo, Tex.; DRake 4-4601.

Parker F. Prouty, pres.; T. E. Snowden, vice-pres.; Wesley S. Izzard, secy. & exec. gen. mgr.; Grady W. Camp, asst. secy. & treas.; Aubrey Jackson, asst. gen. & comm. mgr.; Bob Watson, stat. mgr.; Leon Bert, prom. mgr.; Bill Torrey, chief eng.; Calvin Handy, bus. mgr.; Clair Sheets, film ed.; Bob Saunders, prod. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 73,500.

Austin

KTBC-TV (Channel 7) ABC, CBS, NBC

Texas Broadcasting Corp., Box 717, Austin 64, Tex.; 2-2424.

Claudia T. Johnson, pres.; J. C. Kellam, vice-pres. & gen. mgr.; "Cactus" Pryor, prog. dir.; O. P. Bobbit, sales mgr.; Charles Brooks, dir. of sales prom.; Charles Brown, merch. & prom. dir.; Ben Hearn, chief eng.; Elmo Brown, film ed.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1952.

Beaumont

KBMT (Channel 31) NBC, ABC, DuMont

Television Broadcasters, Box 1192, Beaumont, Texas; 9-2476.

Randolph C. Reed, pres.; N. D. Williams, secy.-treas.; John Rossiter, vice-pres. & gen. mgr.; Frank Leins, chief eng.; Frank Browne, comm. mgr.; Walter Morris, prog. mgr.; nat'l rep., Forjoe-TV, Inc.

Operation: 1954; TV sets in area: 34,000.

KFDM-TV (Channel 6) CBS, ABC

Beaumont Broadcasting Corp., 1425 Calder Ave., Beaumont, Texas; 4-7524.

D. A. Cannan, pres.; C. B. Locke, vice-pres. & gen. mgr.; Howard Fry, secy.; Mott M. Johnson, oper. & comm. mgr.; Harold Bartlett, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1955; TV sets in area: 104,000.

Big Spring

KBST-TV (Channel 4) CBS

Big Spring Television, Inc., 1600 Kentucky Way, Big Spring, Texas 3-2611.

William J. Wallace, pres. & gen. mgr.; Howard Barrett, Robert W. Whipkey, vice-pres.; Lewis O. Seibert, secy.-treas.; nat'l rep., John E. Pearson TV, Inc.

Operation: 1955; TV sets in area: 48,500.

Corpus Christi

KVDO (Channel 22)

Coastal Bend Television Co., 409 S. Staples, Corpus Christi, Texas; TU 2-7468.

Gabriel Lozano, pres.; Aroldo C. Lerma, vice-pres.; E. E. Mireles, secy.; M. L. Ramirez, treas.; L. W. Smith, gen. mgr.; Robert Williams, comm. mgr.; Edward F. Joslyn, prog. dir.; Karl King, prod. dir.; Nestor Cuesta, chief eng.; nat'l rep., Adam Television Corp.

Operation: 1955; TV sets in area: 48,000.

Dallas

KLIF-TV (Channel 29)

Trinity Broadcasting Corp., 2104 Jackson St., Dallas, Tex.

Barton R. McLendon, chmn. of bd.; Gordon B. McLendon, pres.; Cecil Hobbs, treas. CP, not operating.

KRLD-TV (Channel 4) CBS

Dallas Times Herald, Herald Square, Dallas, Texas; RAndolph 6811.

John W. Runyon, chmn. of bd.; Clyde W. Rembert, pres. & man. dir.; D. A. Greenwell, vice-pres.; Roy M. Flynn, stat. mgr.; Gene Cuny, comm. mgr.; Ves Box, prog. dir. & film buyer; Nick Mueller, mgr. film dept.; William B. Honeycutt, tech. supvr.; nat'l rep., The Branham Co.

Operation: 1949; TV sets in area: 480,000.

WFAA-TV (Channel 8) NBC, ABC, DuMont

The Dallas Morning News, 3000 Harry Hines Blvd., Dallas 2, Tex.; Riverside 3315.

E. M. Dealey, pres.; J. M. Moroney, Sr., vice-pres. & secy.; Ralph W. Nimmons, stat. mgr.; Bob Blase, prod. supvr.; Dunlap Clark, film dir.; Mike Shapiro, comm. mgr.; Charles E. Larkins, sales prom. mgr.; Jim W. Cooper, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 337,000.

El Paso

KOKE-TV (Channel 13)

Trinity Broadcasting Corp., 4530 Delta, El Paso, Texas; 3-3658.

B. R. McLendon, chmn. of bd.; Gordon B. McLendon, pres. & exec. dir.; Joe Roddy, Jr., gen. mgr.; nat'l rep., H-R Television, Inc.

Operation: 1955; TV sets in area: 60,000.

KROD-TV (Channel 4) CBS, DuMont, ABC

El Paso Times, Inc., Wyoming & Walnut Sts., El Paso, Texas; 2-6551.

D. D. Roderick, pres.; Val Lawrence, vice-pres. & gen. mgr.; Dick Watts, sales mgr.; Edward P. Talbott, chief eng.; Bernie Bracher, prog. dir.; Ken McClure, prom. mgr.; nat'l rep., The Branham Co.

Operation: 1952; TV sets in area: 60,000.

KTSM-TV (Channel 9) NBC

Tri-State Broadcasting Co., Inc., 801 N. Oregon St., El Paso, Texas; 2-5423.

Karl O. Wyler, pres. & gen. mgr.; Roy Chapman, vice-pres. & sales mgr.; Karl O. Wyler, Jr., secy.-treas.; Jack Chapman, prog. dir.; Kenneth Walton, chief eng.; John Phelan, dept. of public relations; Jack Ryer, prod. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 74,950.

XEJ-TV (Channel 5) (Mexican Border—Juarez)

Television de la Frontera, S.A., Box 442. El Paso, Texas.; 111-511.

Pedro Meneses Hoyos, pres. & gen. mgr.; M. D. Heredia, sales mgr.; Robert Iglesias, prog. mgr.; P. G. Rojas, prod. mgr.; Miguel Garcia, prom. mgr.; Hector Gutierrez, pub. dir.; Jose Louis de Lira, chief eng.; nat'l rep., National Time Sales.

Operation: 1954.

Fort Worth

KFJZ-TV (Channel 11)

Texas State Network, Inc., 4801 West Freeway, Fort Worth 1, Texas; PE 6631.

Gene L. Cagle, pres.; Charles B. Jordan, vice-pres. & gen. mgr.; Dale Drake, sales mgr.; John Hopkins, comm. mgr.; Buck Long, oper. mgr.; Joe Haigh, chief eng.; J. Bert Mitchell, pub. & sales prom. mgr.; H-R Television, Inc.

Operation: 1955; TV sets in area: 485,000.

WBAP-TV (Channel 5) NBC, ABC

Carter Publications, Inc., 3900 Barnett, Ft. Worth 3, Texas; L0ckwood 1981.

Amon Carter, Jr., pres. & treas.; B. N. Honea, vice-pres.; Harold Hough, dir.; George Granston, mgr.; Bob Gould, prog. dir.; Miss Lynn Trammel, film dir.; Roy Bacus, comm. mgr.; Joe Wallace, dir. of pub. prom. & merch.; Phil Wygant, oper. supvr.; Robert Grammer, prod. supvr.; R. C. Stinson, eng. dir.; nat'l rep., Free & Peters, Inc.

Operation: 1948; TV sets in area: 490,000.

Galveston

KGUL-TV (Channel 11)

Gulf Television Co., 11 Video Lane, Galveston, Texas; 3-1607.

Paul E. Taft, pres. & gen. mgr.; Ballinger Mills, vice-pres.; V. W. McLeod, secy.-treas.; Robert S. Wilson, comm. mgr.; Wm. E. Sloat, chief eng.; Tommy Thompson, prog. dir.; John L. Eisele, sales prom. mgr.; William D. Evans, Jr., pub. dir.; M. B. Johnson, film dir.; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 276,000.

Harlingen

KGBT-TV (Channel 4) CBS, ABC, DuMont

Harbenito Broadcasting Co., Box 711, Harlingen, Texas.; Garfield 3-4880.

McHenry Tichenor, pres.; Troy McDaniel, secy.-treas. & stat. mgr.; J. C. Looney, vice-pres.; I. S. Roberts, sales mgr.; Ray Gordon, prog. dir. & film buyer; Alfred Beck, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 73,000.

Houston

KNUZ-TV (Channel 39)

KNUZ Television Co., Box 2631, Houston, Tex.; KEystone 6666.

Max H. Jacobs, pres.; Irving M. Shlenker, vice-pres. & treas.; David H. Morris, vice-pres.; Bailey A. Swenson, secy.

CP, not operating.

KPRC-TV (Channel 2) NBC

Houston Post. Co., P. O. Box 1234, Houston, Texas; MAdison 3-9271.

Mrs. Oveto Culp Hobby, president; Jack Harris, vice-pres. & gen. mgr.; Jack McGrew, comm. mgr.; Bert Mitchell, prog. dir.; Jack Harris, gen. mgr.; Jack Healy, local sales mgr.; James A. Ahlgrimm, sales service dir.; Kirt Harriss, prom. & merch. dir.; Patricia Breech, film dir.; Edna Forester, pub. dir.; Paul Huhndorff, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 435,000.

KTRK-TV (Channel 13) ABC

Houston Consolidated Television Co., 4513 Cullen Blvd., P. O. Box 12, Houston 4, Texas; JACkson 6-1311.

John T. Jones, Jr., pres.; Willard E. Walbridge, exec. vice-pres. & gen. mgr.; John Paul Goodwin, vice-pres.; B. F. Orr, secy.; William F. Bennett, comm. mgr.; John E. Hill, prog. mgr.; William T. Wagner, prod. mgr.; Huch Pickett, film dir.; Tom L. Hiner, chief eng.; Lee Curran, prom. & pub. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1954; TV sets in area: 424,000.

KUHT (Channel 8) (non-com)

University of Houston & Houston Independent School District, 3801 Cullen Blvd., Houston, Texas; CHarter 4-0141.

John C. Schwarzwalder, stat. mgr.; Richard Uray, news dir.; John Meaney, film dir.; Jim. Byrd, chief eng.; Roy Barthold, prog. coordinator.

Operation: 1953; TV sets in area: 337,000.

KXYZ-TV (Channel 29)

Shamrock Broadcasting Co., Gulf Bldg., Houston, Texas.

Glenn H. McCarthy, pres.

CP, not operating.

Longview-Tyler

KTVE (Channel 32)

East Texas Television Co., Box 2029, Longview Texas; Plaza 8-5551.

A. James Henry, owner & gen. mgr.; Barre Montigold, stat. mgr.; Lawrence Birdsong, prog. dir.; Bernie Bouma, sales mgr.; W. H. Dixon, chief eng.; nat'l rep., Forjoe-TV, Inc.

Operation: 1953; TV sets in area: 40,000.

Lubbock

KCBD-TV (Channel 11) NBC, ABC

Bryant Radio & Television, Inc., Box 1507, Lubbock, Texas; 4-1414.

Joe H. Bryant, pres. & gen. mgr.; George L. Tarter, vice-pres. & comm. mgr.; Robert L. Snyder, secy.-treas. & bus. mgr.; Bill Taylor, prog. mgr.; Frank Lee, chief eng.; Ray Poindexter, nat'l sales; Jack Tippit, prom. mgr.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 53,800.

KDUB-TV (Channel 13) CBS, DuMont

Texas Telecasting, Inc., 7400 College Ave., Lubbock, Tex.; Sherwood 4-2345.

W. D. Rogers, pres.; Vernice Ford, vice-pres.; W. W. Conley, secy. & treas.; Ray Trent, prog. & film dir.; George Collie, nat'l sales mgr.; Jimmie Isaacs, local sales mgr.; Rudy Starnes, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1952; TV sets in area: 53,800.

Lufkin

KTRE-TV (Channel 9)

Forest Capital Broadcasting Co., Box 701, Lufkin, Tex.; 3-7771.

Richman Lewin, vice-pres. and gen. mgr.

CP, not operating.

Midland

KMID-TV (Channel 2) ABC, DuMont, NBC, CBS

Midessa Television Co., P. O. Box 2758, Midland, Texas; 2-7322.

J. Conrad Dunigan, pres.; S. A. Grayson, vice-pres.; N. D. Noel, vice-pres.; Donald M. Oliver, secy.-treas.; Ray Herndon, gen. mgr.; Bill Ritchie, prog. dir.; Bob Cain, comm. mgr.; Carl Kennedy, film dir.; nat'l rep. Venard, Rintoul & McConnell.

Operation: 1953; TV sets in area: 31,500.

San Angelo

KTXL-TV (Channel 8) CBS, NBC, ABC, DuMont
Westex Television Co., 1015 E. 28th St.,
San Angelo, Texas; 7677.

Armistead D. Rust, pres.; B. P. Bludworth, vice-pres.; Sarah J. Rust, secy.-treas.; J. Harley Hubbard, gen. mgr.; George Olsen, comm. mgr.; Kenneth E. Markel, prom. dir.; Charles Cathey, prod. mgr.; Robert Benson, chief eng.; Jimmy Doak, film dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.
Operation: 1953; TV sets in area: 21,100.

San Antonio

KCOR-TV (Channel 41)

KCOR, Inc., 310 S. Flores St., San Antonio, Texas.

R. A. Cortez, pres. & treas.; R. A. Cortez, Jr., Wm. P. Smythe, Robert L. Bobbitt, Jr., vice-pres.; Ruth Burleson, secy. & asst. treas.
Operation: 1955.

KENS-TV (Channel 5) CBS, ABC, DuMont

Express Publishing Co., Transit Tower Bldg., San Antonio; CApital 7-8151.

Frank G. Huntress, Jr., pres.; Mrs. Carrie S. Frost, Mrs. W. Dorsey Brown, vice-pres.; Albert D. Johnson, gen. mgr.; Wayne Kearn, gen. sales mgr.; Edward Uhler, Jr., prog. mgr.; Robert Farrar, prod. mgr.; W. J. Jackson, chief eng.; Bob Gentry, film dir.; Bob Miller, prom. mgr.; nat'l rep., Free & Peters, Inc.

Operation: 1950; TV sets in area: 262,600.

WOAI-TV (Channel 4) NBC

Southland Industries, Inc., P. O. Box 2641, 1031 Navarro St., San Antonio 6, Texas; GARfield 4221.

Hugh A. L. Halff, pres. & treas.; James M. Gaines, vice-pres. & gen. mgr.; Edward V. Cheviot, sales mgr.; Robert Reed, prod. mgr.; James F. Anderson, prom. mgr.; Imogene Stanley, pub. dir.; Charles L. Jeffers, dir. of eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 190,000.

Sweetwater

KPAR-TV (Channel 12) CBS, DuMont

Texas Telecasting, Inc., 7400 College Ave., Lubbock, Texas.

W. D. Rogers, Jr., pres. & gen. mgr.

CP, not operating.

Temple

KCEN-TV (Channel 6) NBC

Bell Publishing Co., Box 188, Temple, Texas; PROspect 3-6868.

Frank W. Mayborn, pres.; Mrs. Frank W. Mayborn, vice-pres.; C. A. Schulz, secy.-treas.; Burton Bishop, gen. mgr.; Harry

Abbott, stat. mgr.; Jim Bentley, prog. dir.; nat'l rep., George P. Hollingbery Co.; Clyde Melville Co. (Texas).

Operation: 1953; TV sets in area: 125,150.

Texarkana

KCMC-TV (Channel 6) CBS, ABC, DuMont

KCMC, Inc., Summerhill Rd., Texarkana, Tex.; 32-8201.

C. E. Palmer, pres.; Walter M. Windsor, gen. mgr.; Howard Garland, prog. dir.; Charles E. Wade, prod. mgr.; Harvey Robertson, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1953; TV sets in area: 150,000.

Tyler

KETX (Channel 19)

Jacob A. Newborn, Jr., P. O. Box 1572, Beaumont, Texas; 2-0801 & 4-6309.

CP, not operating.

Tyler-Longview

KLTV (Channel 7) NBC, CBS, ABC, DuMont

Lucille Ross Lansing, Box 957, Tyler, Texas; 2-3875.

Lucille Lansing, owner; Marshall Pengra, gen. mgr.; Hudson Collins, chief eng.; Robert Norris, prog. & prod. dir.; Bonnie Lenox, traffic mgr.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1954; TV sets in area: 102,000.

Waco

KANG-TV (Channel 34) CBS, ABC, DuMont

Texas Broadcasting Corp., Box 3127, Waco, Texas; 3-1525.

Clyde Weatherby, pres. & gen. mgr.; Bob H. Walker, stat. mgr.; J. H. Smith, chief eng.; Earle Rast, Jr., sales mgr.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 113,900.

KWTX-TV (Channel 10) ABC

KWTX Broadcasting Company, 108½ S. 6th St., Waco, Texas; 3-7331.

W. W. Naman, pres.; M. N. Bostwick, vice-pres. & gen. mgr.; Robert Levy, treas.; Thomas Stribling, secy.; Charles Boland, sales mgr.; Gene Lewis, prog. dir.

Operation: 1955; TV sets in area: 113,900.

Weslaco

KRGV-TV (Channel 5) NBC

KRGV-TV, Inc., 311 Missouri Ave., Weslaco, Texas; 516-517.

O. L. Taylor, pres.; H. C. Cockburn, vice-pres.; James F. Tolleson, secy.-treas.; Byron W. Ogle, exec. dir.; Kenneth E. Markel, comm. mgr.; Jim Cook, prog. dir.; Bill Rucker, sales service dir.; Louis Hartwig,

chief eng.; Raul Gonzales, film dir.; nat'l rep., John G. Pearson Television, Inc.

Operation: 1953 TV sets in area: 82,700.

Wichita Falls

KFDX-TV (Channel 3) ABC, NBC

Wichtex Radio & Television Co., Box 2040, Wichita Falls, Texas; 2-8668.

Darold A. Cannan, pres.; Howard H. Fry, vice-pres. & gen. mgr.; Mayme Kahfuss, secy.-treas.; Mott M. Johnson, nat'l sales mgr.; Warren Silver, prog. dir.; John Adams, chief eng.; Gene Jones, film ed.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953 TV sets in area: 99,100.

KWFT-TV (Channel 6) CBS, DuMont

Wichita Falls Television, Inc., P. O. Box 420, Wichita Falls, Tex.; 3-4181.

Kenyon Brown, pres. & gen. mgr.; John H. Rowley, C. V. Jones, vice-pres.; E. H. Rowley, secy.; Frank M. Dowd, treas.; Ed Hamlyn, press ed.; Herbert T. Wiley, chief eng.; nat'l rep., Hoag-Blair Co.

Operation: 1953; TV sets in area: 99,100.

UTAH

Salt Lake City

KSL-TV (Channel 5) CBS, DuMont

Radio Service Corp. of Utah, 145 Social Hall Ave., Salt Lake City 1, Utah; 5-4641.

Ivor Sharp, exec. vice-pres.; Jay W. Wright, admin. vice-pres.; D. Lennox Murdoch, vice-pres. & mgr.; Ted Kimball, sales mgr.; Wayne Richards, prog. mgr.; Richard V. Thiriot, film buyer; Frank B. McLatchy, sales development mgr.; Dick Robertson, prom. mgr.; Henry Boren, merch. dir.; Scott R. Clawson, prod. mgr.; Vincent E. Clayton, chief eng.; nat'l rep., CBS Television Spot Sales.

Operation: 1949; TV sets in area: 178,000.

KTVT (Channel 4) NBC

Intermountain Broadcasting & TV Corp., 130 Social Hall Ave., Salt Lake City, Utah; 22-5681.

G. Bennett Larson, pres. & gen. mgr.; John M. Baldwin, vice-pres. & bus. mgr.; James Chubb, film dept.; Dan Rainger, prog. dir.; Harold Woolley, sales mgr.; Del Leeson, prom. mgr.; Allen L. Gunderson, tech. dir.; nat'l rep., The Katz Agency Inc.

Operation: 1948; TV sets in area: 175,000.

KUTV (Channel 2) ABC

Utah Broadcasting & Television Corp., 179 Social Hall Ave., Salt Lake City, Utah; 22-2505.

Frank C. Carman, pres. & gen. mgr.; Brent H. Kirk, stat. mgr. & sales dir.; Alan F. Frank, prog. & prod. mgr.; John P. Brophy, nat'l sales mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1954; TV sets in area: 181,500.

VERMONT

Montpelier

WCAX-TV (Channel 3) CBS

Mt. Mansfield Television, Inc., 135 Main St., Burlington, Vt.; Burlington 2-5761.

C. P. Hasbrook, pres. & treas.; Marcia B. Hasbrook, vice-pres.; S. T. Martin, vice-pres., gen. mgr. & prog. dir.; Richard G. Huntley, prod. mgr.; James W. Tierney, chief eng.; John A. Dobson, sales mgr.; Lee Varker, film mgr.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 122,500.

VIRGINIA

Danville

WBTV-TV (Channel 24) ABC

Piedmont Broadcasting Corp., 710 Grove St., Danville, Va.; 2350.

L. N. Dibrell, pres.; James W. Ray, vice-pres.; F. Hamilton Vass, secy. & treas.; Edward G. Gardner, vice-pres. & gen. mgr.

CP, not operating.

Hampton-Norfolk

WVEC-TV (Channel 15) NBC

Peninsula Broadcasting Corp., 812 W. 21st St., Norfolk, Va.; MA 7-7774; Box 481, Hampton, Va.; 6332.

Thomas P. Chisman, pres. & gen. mgr.; Harrol A. Brauer, Jr., vice-pres. and dir. of sales; James E. Swafford, vice-pres.; J. W. Chisman, secy.-treas.; Georgia McCarty, prom. mgr.; June Saunders, traffic mgr.; Gordon Walsh, film coordinator; Howard Keller, prog. dir.; William C. King, Jr., chief eng.; Duff Kliever, operations mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 230,000.

Harrisonburg

WSVA-TV (Channel 3) CBS, DuMont, NBC, ABC

Shenandoah Valley Broadcasting Corp., Rawley Pike, Harrisonburg, Va.; 4-4431.

Frederick L. Allman, pres. & gen. mgr.; Mary P. Allan, vice-pres.; Harold A. Wright, secy.-treas.; Robert E. Lee, prog. dir.; Howard C. Evans, sales mgr.; Warren L. Braum, chief eng.; nat'l rep., John E. Pearson Television.

Operation: 1953; TV sets in area: 114,400.

Lynchburg

WLVA-TV (Channel 13) CBS

Lynchburg Broadcasting Corp., 925 Church St., Lynchburg, Va.; 2-1242.

Edward A. Allen, pres.; Philip P. Allen, vice-pres. & gen. mgr.; J. P. Read, Jr., secy.-treas.; Joseph F. Wright, sales mgr.; Warren Uttal, prog. dir.; John T. Orth, chief eng.; nat'l rep., George P. Hollingbery Co.
Operation: 1953; TV sets in area: 175,000.

Newport News-Norfolk

WACH-TV (Channel 33)

Eastern Broadcasting Corp., 114 24th St., Newport News, Va.; 3-1631.

John Doley, pres. & treas.; Stuart A. Smith, vice-pres.; George H. Hill, secy.; H. A. Seville, gen. mgr.; Sanford Willis, chief eng.; nat'l rep., The Walker Representation Co., Inc.

Operation: 1953; TV sets in area: 270,000.

Norfolk

WTAR-TV (Channel 3) CBS

WTAR Radio Corp., 720 Boush St., Norfolk 10, Va.; Phone: MA 5-6711.

Campbell Arnoux, pres. and gen. mgr.; John C. Peffer, asst. gen. mgr.; Robert M. Lambe, gen. sales mgr.; Harold Soldinger, prod. and prog. dir.; Harry L. Nicholas, film dir.; Robert M. Davis, prom. mgr.; Joel Carlson, public service dir.; Richard Lindell, chief eng.; nat'l rep., Edward Petry & Co.

Operation: 1950; TV sets in area: 214,000.

WTOV-TV (Channel 27)

Commonwealth Broadcasting Corp., 21st & Manteo, Norfolk, Va.; 4-7786.

E. L. Scott, pres.; Robert Wasdon, exec. vice-pres. & gen. mgr.; Jack Siegel, secy.-treas.

CP, not operating.

Petersburg

WXEX-TV (Channel 8) NBC

Petersburg Television Corp., 124 West Tabb St., Petersburg, Va.; REgent 3-7876.

Thomas G. Tinsley, pres.; Irvin G. Abel-off, vice-pres. & gen. mgr.; Alexander Hamilton, secy.; Benjamin T. Kinsey, treas.; George Oliviere, sales mgr.; Charles Seward, oper. mgr.; John Costello, chief eng.; James Dodd, prog. dir.; nat'l rep., Forjoe-TV, Inc.

Operation: 1955; TV sets in area: 398,600.

Richmond

WOTV (Channel 29)

Winston-Salem Broadcasting Co., Inc., 826½ W. 4th St., Winston-Salem, N. C.

James W. Coan, pres.; John G. Johnson, secy.-treas.; Robert V. Brawley, vice-pres.

CP, not operating.

WTVR (Channel 6) NBC, ABC

Havens & Martin, Inc., 3301 W. Broad St., P. O. Box 5229, Richmond, Va.; Phone: 5-8611.

Wilbur M. Havens, pres. & gen. mgr.; Thelma M. Havens, vice-pres.; Katherine H. Germain, secy.; Walter A. Bowry, Jr., treas. & asst. mgr.; Bob Kahle, merch. & prom. dir.; John V. Shand, prog. & prod. mgr.; John Mackin, asst. prog. dir.; James W. Kyle, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area: 441,100.

Roanoke

WDBJ-TV (Channel 7) CBS

Times-World Corp., 124 W. Kirk Ave., Roanoke 2, Va.; 8131.

Ray P. Jordan, man. dir.; Paul E. Reynolds, prog. dir.; J. Robert Crowley, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1955.

WVLS-TV (Channel 10) NBC, ABC

Shenandoah Life Stations, Inc., Shenandoah Bldg., 301 1st St. S. W., Roanoke, Va.; 4-9227.

Paul C. Buford, pres.; James H. Moore, exec. vice-pres.; H. Fitzpatrick, comm. mgr.; George Cherrault, prog. dir.; J. P. Briggs, chief eng.; Fred Corstaphney, prom. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1952; TV sets in area: 247,500.

WASHINGTON

Bellingham

KVOS-TV (Channel 12) CBS, DuMont

KVOS-TV, Inc., 1151 Ellis St., Bellingham, Wash.; 790.

Rogan Jones, pres. & mgr.; C. W. Jones, secy.-treas.; Ernest E. Harper, chief eng.; Fred Elsethagen, sales mgr.; David Mintz, prod. mgr.; nat'l rep., Forjoe-TV, Inc.

Operation: 1953; TV sets in area: 192,900.

Ephrata

KBAS-TV (Channel 43)

Basin TV Co., Ephrata, Wash.

CP, not operating.

Pasco

KEPR-TV (Channel 19) CBS, NBC, ABC, DuMont

(Satellite of KIMA-TV, Yakima, Wash.)

Cascade Broadcasting Co., Inc., P. O. Box 766, Pasco, Wash.; 7766.

A. W. Talbot, pres.; Thomas C. Bostic, vice-pres. & gen. mgr.; Herchel R. Cary, sales mgr.; J. Barry Watkinson, dir. of eng.; James W. Nolan, Jr., prog. dir.; Mel Burrill, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 57,800.

Seattle

KCTL (Channel 20)

Seattle Construction Co., Inc., 200 W. Mercer St., Seattle, Wash.

Edward J. Schneider, pres.; Wm. G. Clark, vice-pres.; Frank J. Capretto, secy.-treas.

CP, not operating.

KCTS (Channel 9) (non-com)

University of Washington, Seattle 5, Wash.; MELrose 0630.

Loren B. Stone, stat. mgr.; Milo Ryan, prog. dir.; John Boor, eng. dir.; Gordon Tuell, prod. mgr.; Leslie D. Mangiantini, film dir.

Operation: 1954; TV sets in area: 400,000.

KING-TV (Channel 5) NBC, ABC

King Broadcasting Co., Radio & Television Center, 320 Aurora Ave., Seattle, Wash.; MUTual 3555.

Mrs. A. Scott Bullitt, pres.; Otto Brandt, vice-pres. & gen. mgr.; John H. Eichhorn, asst to gen. mgr.; Al Hunter, sales mgr.; Lee Schulman, prog. dir.; James Neidigh, nat'l sales mgr.; Tom Dargan, prog. oper. mgr.; Bernie Carey, prod. mgr.; James L. Middlebrooks, eng. dir.; Robert A. Ferguson, chief eng.; Mel Anderson, prom. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area: 443,600.

KOMO-TV (Channel 4) NBC

Fisher's Television Co., 100 Fourth Ave., N., Seattle 9, Wash.; SENeca 6000.

O. D. Fisher, pres.; W. W. Warren, exec. vice-pres. & gen. mgr.; Ray Baker, vice-pres. & comm. mgr.; Dave Crockett, mgr. of prog.; William Cathey, merch. & sales service dir.; Tom Rogstad, prod. mgr.; F. J. Brott, eng. dir.; nat'l rep., NBC Spot Sales.

Operation: 1953; TV sets in area: 443,600.

Spokane

KHQ-TV (Channel 6) NBC

KHQ, Inc., Radio Central Bldg., Spokane, Wash.; MADison 5131.

R. O. Dunning, pres. & gen. mgr.; William B. Hyde, secy.; M. O. Fritsch, asst. secy. & treas.; John Pindell, comm. mgr.; William Nielson, prog. dir.; Charles E. Lohnes, oper. mgr.; Rex R. Gerlach, prom. mgr.; Al Sparling, eng. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1952; TV sets in area: 140,050.

KREM-TV (Channel 2) ABC

Louis Wasmer, 4103 Regal St., Spokane 36, Wash.; KEystone 0466.

Louis Wasmer, owner; Robert H. Temple, mgr. & prog. dir.; Hommer W. Mead, chief eng.; Walt Schaar, film dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1954; TV sets in area: 139,600.

KXLY-TV (Channel 4) CBS

KXLY-TV 315 W. Sprague Ave., Spokane, Wash.; MADison 1218.

Norman Eisenstein, pres.; Richard E. Jones, vice-pres. & gen. mgr.; Robert Struble, sales mgr.; Gene Roth, prog. dir.; Dave Green, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 148,000.

Tacoma

KTNT-TV (Channel 11) CBS, DuMont

Tribune Publishing Co., Tacoma 5, Wash.; FULTon 2561.

L. H. Higgins, mgr.; Burke Ormsby, prog. dir.; Larry Carino, comm. mgr.; Max Bice, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 443,600.

KTVW (Channel 13)

KTVW, 5544 N. 35th St., Tacoma 7, Wash.; Skyline 3544; 230 8th Ave., Seattle 9, Wash.; SENeca 3113.

J. Elroy McCaw, owner; William Vene-man, exec. asst.; Roger D. Rice, stat. mgr.; John Courcier, dir. of oper.; Charles Morris, chief eng.; Don Wood, prog. dir.; Edna K. Hanna, prom. & pub. mgr.; nat'l rep., Adam Young Television Corp.

Operation: 1954; TV sets in area: 445,000.

Vancouver

KVAN-TV (Channel 21)

KVAN, Inc., 707½ Main St., Vancouver, Wash.

Sheldon F. Sackett, pres.; D. Elwood Caples, vice-pres.

CP, not operating.

Yakima

KIMA-TV (Channel 29) CBS, NBC, ABC, DuMont

KEPR-TV (Pasco, Wash.), satellite

Cascade Broadcasting Co., Inc., Radio & Television Center, Yakima, Wash.; 6104.

A. W. Talbot, pres.; Thomas C. Bostic, vice-pres. & gen. mgr.; Frank E. Mitchell, treas.; J. D. Rolfe, secy.; Herchel Cary, sales mgr.; Jim Nolan, prog. dir.; J. Barry Watkinson, chief eng.; Tom Ewing, prod. mgr.; Joe Ryan, prom. mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 58,000.

KRSM (Channel 23)

Chinook Television Co., c/o Radio Station KYAK, Box 172, Yakima, Wash.

CP, not operating.

WEST VIRGINIA**Bluefield****WHIS-TV (Channel 6) NBC**

Daily Telegraph Printing Co., Municipal Bldg., Bluefield, W. Va.; 7114.

Jim Shott, pres.; Hugh I. Shott, Jr., vice-pres.; Ned Shott, secy.-treas.; P. T. Flanagan, stat. mgr.; John F. Byers, chief eng.; Donald K. Lamb, prog. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1955; TV sets in area: 100,000.

Charleston**WCHS-TV (Channel 8) CBS, DuMont**

WCHS-TV, Inc., 1111 Virginia St. E., Charleston, W. Va.; 6-5358.

Lewis C. Tierney, pres.; John T. Gelder, Jr., vice-pres. & ge. Mgr.; George L. Kallam, treas.; Sam G. Rahall, secy.; John L. Sinclair, Jr., sales mgr.; Morton S. Cohn, prog. dir.; Frank Annand, prod. mgr.; Frohman Johnson, prom. & pub. dir.; William E. Dixon, chief eng.; nat'l rep., The Branham Co.

Operation: 1954.

WKNA-TV (Channel 49)

Joe L. Smith, Jr., Inc., 804 Kanawha Blvd., Charleston 1, W. Va.; 25-153.

Joe L. Smith, Jr., pres. & treas.; Virginia N. Cooper, exec. vice-pres., secy. & bus. mgr.

CP, not operating.

Clarksburg**WBLK-TV (Channel 12)**

Ohio Valley Broadcasting Corp., 211 5th St., Parkersburg, W. Va.

Austin V. Wood, pres.; George H. Clinton, vice-pres.; Louis F. Committe, secy.-treas.

CP, not operating.

Fairmont**WJPB-TV (Channel 35)**

WJPB-TV, Inc. (assoc. with Beacom Broadcasting Enterprises), TV-Radio Centre, Fairmont, W. Va.; 5000.

J. Patrick Beacom, owner, pres. & treas.; R. M. Drummond, vice-pres. & gen. mgr.; T. P. Beacom, secy.

CP, not operating.

Huntington**WHTN-TV (Channel 13) ABC, DuMont**

Greater Huntington Radio Corp., 625 4th Avenue, Huntington, W. Va.; 3-3453.

Sol J. Hyman, chmn. of bd. & vice-pres.; Fred Weber, pres. & gen. mgr.; Julian Sil-

verstein, secy.; George R. Snell, prog. & oper. mgr.; George A. Miller, Jr., comm. mgr.; Harold F. Sturm, chief eng.; John S. Phillips, stat. mgr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955; TV sets in area: 315,000.

WSAZ-TV (Channel 3) NBC basic, ABC

WSAZ, Inc., WSAZ Building, 201 Ninth Street, Huntington 18, W. Va.; 4-4126.

Col. J. H. Long, pres.; Lawrence H. Rogers, vice-pres. & gen. mgr.; Leroy E. Kilpatrick, vice-pres. & tech. dir.; C. Tom Garten, asst. gen. mgr.; James H. Ferguson, prog. dir.; Ned R. Brooke, TV prod. mgr.; Gayle McCracken, film dir.; Elizabeth Conaty, nat'l sales dir.; Robert E. White, local sales mfg.; William T. Romaine, dir. of public affairs; John P. Clay, chief eng.; Charles W. Dinkins, prom. & pub. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 583,600.

Oak Hill**WOAY-TV (Channel 4) ABC**

Robert R. Thomas, Jr., Box 251, Oak Hill, W. Va.; 651.

Robert R. Thomas, Jr.; owner & mgr.; James Pridemore, prog. & prod. mgr.; Vic Ludington, sales mgr.; Kenneth Rice, chief eng.; nat'l rep., John E. Parson Television, Inc.

Operation: 1954; TV sets in area: 357,200.

Parkersburg**WTAP (Channel 15) NBC, ABC, DuMont**

Zanesville Publishing Co., 121 W. 7th St., Parkersburg, W. Va.; 7-4580.

Milton F. Komito, stat. mgr.; William Hunt, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 35,900.

Wheeling**WLTV (Channel 51)**

Polan Industries, 321 8th St., Huntington, W. Va.

CP, not operating.

WTRF-TV (Channel 7) NBC, ABC

Tri-City Broadcasting Co., 1329 Market St., Wheeling, W. Va.; Wheeling 1177.

Thomas M. Block, pres.; Robert W. Ferguson, exec. vice-pres. & gen. mgr.; Albert V. Dix, vice-pres.; Gordon C. Dix, secy.-treas.; H. Needham Smith, sales mgr.; Louis Meyer, prog. dir.; Howard Daubemeyer, chief eng.; Gary Voorhees, prod. mgr.; Greg Van Camp, prom. mgr.; Albert Jones, merch. mgr.; William Ney, film mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1953.

WISCONSIN

Eau Claire

WEAU-TV (Channel 13) NBC, ABC, DuMont
Central Broadcasting Co., 2415 S. Hastings Way, Eau Claire, Wisc.; 2-3589.

W. C. Bridges, pres.; M. B. Atkinson, vice-pres.; Morgan Murphy, secy.-treas.; Harry S. Hyett, gen. mgr.; Richard Kepler, TV mgr.; Robert Trurap, sales mgr.; T. O. Jorgenson, chief eng.; nat'l rep. George P. Hollingbery Co.

Operation: 1953.

Green Bay

WBAY-TV (Channel 2) CBS, ABC, DuMont
Norbertine Fathers, 115 So. Jefferson St., Green Bay, Wisc.; HEMlock 2-3331.

H. R. Evans, gen. mgr.; Burkette Farquhar, stat. mgr.; Robert C. Nelson, sales mgr.; Jim Krause, film dir.; Leo B. Persselin, prog. dir.; Robert M. Meister, prom. mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 45,000.

WFRV-TV (Channel 5)

Valley Telecasting Co., Northern Bldg., Green Bay, Wisc.

Clayton Ewine, pres. & treas.; Russell W. Boyda, vice-pres.; Meyer M. Cohen, secy. CP, not operating.

La Crosse

WKBT (Channel 8) NBC, CBS, DuMont
ABC

WKBH Television, Inc., 141 So. 6th St., La Crosse, Wisc.; 2-4678.

Howard Dahl, pres. & mgr.; Ray O. Skaran, prog. dir.; Al Leeman, chief eng.; Robert Z. Morrison, Jr., sales mgr.; nat'l rep., Headley-Reed TV.

Operation: 1954; TV sets in area: 98,000.

Madison

WHA-TV (Channel 21) (non-com)

State of Wisconsin—State Radio Council, Madison, Wis.; ALPine 5-2988.

H. B. McCarty, dir.; Wm. G. Harley, prog. dir.; John Stiehl, chief eng.; John P. Highlander, prod. supvr.

Operation: 1954.

WKOW-TV (Channel 27) CBS

Monona Broadcasting Co., 215 W. Washington Ave., Madison 3, Wisc.; 3-5329.

Stewart Watson, pres.; E. B. Rundell, George W. Icke, vice-pres.; E. C. Severson, treas.; B. W. Hulskamp, secy.; Ben J. Hovel,

gen. mgr.; Audrey Bland, prog. dir.; Cloven Smith, tech. supvr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 42,500.

WMTV (Channel 33) NBC, ABC, DuMont

Bartell Television Corp., Madison, Wisc.; CEDar 3-5381.

Gerald A. Bartell, pres. & gen. mgr.; David Bartell, vice-pres.; Morton J. Wagner, stat. & sales mgr.; Gene C. Harrison, prod. mgr.; John Sigrist, studio mgr.; William Edwards, film ed.; Wanda Montz, prom. mgr.; L. Stanley Sadler, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 125,000.

Marinette-Green Bay

WMBV-TV (Channel 11) NBC, ABC

M & M Broadcasting Co., Inc., Radio Park, Marinette, Wisc.; 2-6631.

William E. Walker, pres.; Joseph D. Mackin, secy.-treas. & gen. mgr.; William R. Walker, stat. mgr.; Pat Kehoe, prog. dir.; Alister Alexander, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1954.

Milwaukee

WCAN-TV (Channel 25)

Midwest Broadcasting Co., 5445 N. 27th St., Milwaukee 3, Wisc.; BRoadway 6-2154.

Lou Poller, pres. & gen. mgr.; Cy Blumenthal, secy.-treas.; Alex Rosenman, vice-pres.; Theodore Rosenak, exec. vice-pres.

CP, not operating.

WFOX-TV (Channel 31)

Business Management, Inc., Milwaukee, Wisc.

CP, not operating.

WISN-TV (Channel 12) ABC

WISN Division—The Hearst Corp., 540 No. Plankinton Ave., Milwaukee 1, Wisc.; BRoadway 1-4644.

I. E. Showerman, gen. mgr.; Joseph Sergio, business mgr.; L. A. Larson, sales mgr.; L. A. Wittenberg, chief eng.; Dean McCarthy, prog. mgr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1954; TV sets in area: 764,000.

WTMJ-TV (Channel 4) NBC

The Journal Co., Radio City, 720 E. Capitol Dr., Milwaukee 1, Wisc.; BRoadway 1-6000.

Walter J. Damm, vice-pres. & gen. mgr. TV & radio; R. G. Winnie, asst. gen. mgr.;

George Comte, stat. mgr.; Neale V. Bakke, sales mgr.; L. W. Herzog, research & development coordinator; Hugo Birmingham, prod. supvr.; Jim Fitzgerald, film ed.; Edwin L. Cordes, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1947; TV sets in area: 880,200.

WXIX (Channel 19) CBS

Columbia Broadcasting System, Inc., 704 W. Wisconsin Ave., Milwaukee 3, Wisc.; BRoadway 1-3480.

Edmund C. Bunker, gen. mgr.; Leon Drew, prog. dir.; Theodore F. Shaker, gen. sales mgr.; John Lathrop Viemeister, bus. mgr.; Arthur F. Schoenfuss, dir. of oper.; By Colvig, prom. & pub. dir.; Ralph E. Evans, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 287,500.

Neenah-Appleton-Menasha

WNAM-TV (Channel 42)

Neenah-Menasha Broadcasting Co., Box 602, Neenah, Wisc.; 2-6471.

S. N. Pickard, pres.; R. D. Molzow, secy.-treas.; Don C. Wirth, vice-pres.

CP, not operating.

Wausau

WSAU-TV (Channel 7) CBS, NBC, ABC, DuMont

Wisconsin Valley Television Corp., 714 5th St., Wausau, Wisc.; 2-1021.

John C. Sturtevant, pres.; George T. Frechatte, vice-pres. & gen. mgr.; Artemes Berner, secy.; O. Charles Lemke, treas.; Richard D. Dudley, asst. gen. mgr. & comm. mgr.; James K. Harelson, prog. mgr.; Roland W. Richards, chief eng.; Bart Kallen Hauser, film dir.; nat'l rep., Meeker TV, Inc.

Operations: 1954; TV sets in area: 76,100.

WYOMING

Cheyenne

KFBC-TV (Channel 5) CBS, ABC, NBC, DuMont

Frontier Broadcasting Co., 2923 East Lincolnway, Cheyenne, Wyo.; 4-4461.

Robert S. McCracken, pres.; W. A. Corson, vice-pres.; O. B. Koerier, secy.; Wm. C. Grove, treas. & gen. mgr.; C. P. Cahill, comm. mgr.; D. E. Allen, sales mgr.; Robert C. Pfannenschmid, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1954; TV sets in area: 40,000.

U. S. TERRITORIES & POSSESSIONS

ALASKA

Anchorage

KENI-TV (Channel 2) NBC, ABC

Midnight Sun Broadcasting Co., 4th Ave. Theatre Bldg., P. O. Box 939; 5-2201, 2-0301.

A. G. Cooley, pres.; Miriam Kinsey, vice-pres.; A. O. Bramstedt, secy.-treas.; Jack D. Ellison, mgr.; James Duncan, sales mgr.; Dave Hassinger, oper. supvr.; Dick Rand, prog. dir.; Richard Randlett, prod. dir.; Thad Harris, chief eng.; nat'l rep., Midnight Sun Broadcasting Co.

Operation: 1953; TV sets in area: 21,300.

KTVA (Channel 11) CBS, DuMont

Northern Television, Inc., Mt. McKinley Bldg., Anchorage, Alaska; 5-4321; 4-4301.

A. G. Hiebert, pres. & gen. mgr.; Jack M. Walden, vice-pres. & chief eng.; B. J. Gottstein, treas.; Wm. J. Wagner, vice-pres.; M. B. Kirkpatrick, secy.; C. M. Conner, comm. mgr.; Hal Knutson, prog. mgr.; nat'l rep., Alesk Radio-TV Sales.

Operation: 1953; TV sets in area: 21,300.

Fairbanks

KFAR-TV (Channel 2) NBC, ABC

Midnight Sun Broadcasting Co., Lathrop Bldg., P. O. Box 910, Fairbanks, Alaska; 2125.

Don McCune, mgr.; John Miller, prog. dir.; Charles Gray, chief eng.; nat'l rep., Midnight Sun Broadcasting Co.

Operation: 1955; TV sets in area: 5,500.

KTVF (Channel 11) CBS, DuMont

Northern Television, Inc., Box 590, 3rd & Lacey Streets, Fairbanks, Alaska; 3636.

A. G. Hiebert, pres. & gen. mgr.; Jack M. Walden, vice-pres. & tech. dir.; Wm. J. Wagner, vice-pres. in chge. of sales; B. J. Gottstein, treas.; M. B. Kirkpatrick, secy.; Walter A. Welch, stat. mgr.; nat'l rep., Alaska Radio-TV Sales.

Operations: 1955; TV sets in area: 5,000.

HAWAIIAN ISLANDS

Hilo, Hawaii

KHBC-TV (Channel 9) CBS

Hawaiian Broadcasting System, Ltd., Box 1476, Hilo, Hawaii; 4616.

J. Howard Worrall, pres.; C. Richard Evans, vice-pres.; Ralph Davison, Jr., gen. sales mgr.; K. C. Wong, treas.; Robert Costa, prog. dir.; Dan Hunter, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1955.

Honolulu, Oahu

KGMB-TV (Channel 9) ABC, CBS, NBC

Hawaiian Broadcasting System, Ltd., 1534 Kapiolani Blvd., Honolulu; 9-0914.

J. Howard Worrall, pres.; C. Richard Evans, vice-pres. & gen. mgr.; Robert Costa, prog. dir.; Ralph Davison, sales mgr.; John T. Quinlan, prom. dir.; Larry Stevens, local

sales mgr.; Sheridan D. Reid, prod. mgr.; Dan Hunter, chief eng.; nat'l rep., Free & Peters, Inc.

Operation: 1952; TV sets in area: 85,050.

KONA (Channel 2) NBC

Radio Honolulu, Ltd., 206 Koula St., Honolulu; 6-2366.

John D. Keating, pres. & gen. mgr.; J. Elroy McCaw, Paul H. Anderson, vice-pres.; Allen McGuire, secy.-treas.; Trent Christman, prog. mgr.; James Wethington, gen. sales mgr.; Lawrence Trombly, chief eng.; Miss Gene Terrell, prom. & pub. mgr.; nat'l rep., NBC Spot Sales.

Operation: 1952; TV sets in area: 71,200.

KULA-TV (Channel 4) ABC, DuMont

Pacific Frontier Broadcasting Co., Ltd., 1290 Ala Moana Blvd., Honolulu, Hawaii; 6-3666.

Herbert L. Pettey, pres.; Jack A. Burnett, exec. vice-pres. & gen. mgr.; Hugh Ben LaRue, vice-pres. & gen. sales mgr.; Winston C. Ingman, secy.; Wm. B. Dolph, treas.; Art Sprinkle, asst. gen. mgr.; Bob Sevey, prod. mgr.; Ronald T. Miyahira, chief eng.; nat'l rep., Adam Young Television Corp.

Operation: 1954; TV sets in area: 71,200.

Wailuku, Maui

KMAU (Channel 3)

Hawaiian Broadcasting System, Ltd., Box 54, Wailuku, Maui, T.H.

J. Howard Worrall, pres.; C. Richard Evans, vice-pres.; Ralph Davison, Jr., gen. sales mgr.; K. C. Wong, treas.; Robert Costa, prog. dir.; Dan Hunter, chief eng.

Operation: 1955.

KMVI-TV (Channel 12) NBC

Maui Publishing Co., Ltd., Box 374, Wailuku, Maui, T.H.; 33-981.

J. Walter Cameron, pres.; R. M. Allen, vice-pres.; M. C. Shaver, secy.-treas.; Ezra J. Crane, gen. mgr.; R. M. Mawson, stat. dir.; George Tam, chief eng.; Frank Kovacic, sales mgr.; nat'l rep., NBC Spot Sales.

Operation: 1955; TV sets in area: 3,000.

PUERTO RICO

Mayaguez

WORA-TV (Channel 5)

Supreme Broadcasting Co., Inc. of Puerto Rico, Box 43, Mayaguez, Puerto Rico; 1150.

Alfred R. de Arellano, pres.; Chester Owens, vice-pres.; George Mayoral, exec. vice-pres.; Esther V. R. de Arellano, secy.-treas.

Operation: 1955; TV sets in area: 30,000.

San Juan

WAPA-TV (Channel 4) NBC, ABC, DuMont

Ponce de Leon Broadcasting Co., Inc., Ponce de Leon #357, San Juan, Puerto Rico; 3-3006.

Jose Ramon Quinones, pres.; Segismundo Quinones, secy.; Delfin Fernandez, gen. mgr.; Jose E. Franco, prog. dir.; Camilo Fraticelli, sales mgr.; Luis Pominguez, prod. mgr.; Walter Quinn, tech. dir.; Howard Hayes, chief eng.; Jose E. Viguie, film ed.; nat'l rep., Caribbean Networks, Inc.

Operation: 1954; TV sets in area: 70,000.

WIPR-TV (Channel 11) (non-com)

Department of Education, Zequeira Bldg., Stop 34, San Juan, Puerto Rico; 6-1100.

Mariano Villaronga, secy. of education; Rafael Delgado Marquez, gen. mgr.; Perdo L. Jimenez, chief eng.

CP, not operating.

WKAQ-TV (Channel 2) CBS

El Mundo, Inc., Box 1072, San Juan; 3-3800.

A Ramos, pres.; Jack Tudor, chief eng.; nat'l rep., Inter-American Publications, Inc.

Operation: 1954; TV sets in area: 96,000.



TV Channel Allocations

On April 13, 1952, the Federal Communications Commission announced lifting of the "freeze" on new television station construction which had been in effect since September 30, 1948. In so doing, it also made public the allocation of the new ultra-high frequency channels and some changes in the existing very-high frequency bands. Theoretically, allocation of the ultra-high frequency channels makes possible 2,053 new stations in 1,291 communities. This includes 242 exclusive educational outlets and is in addition to the 108 TV stations then on the air. Following is the complete list of cities and the channels assigned to each. The population of each community is given in parentheses. The asterisk (*) preceding a channel number indicates a frequency reserved for educational use.

Town and population	Channel No.	Town and population	Channel No.
ALABAMA			
Andalusia (9,162)	*2, 29	Arkadelphia (6,819)	34
Anniston (31,066)	70	Batesville (6,414)	30
Auburn (12,939)	*56	Benton (6,277)	40
Bessemer (28,445)	54	Blytheville (16,234)	64, 74
Birmingham (326,037)	6, *10, 13, 42, 48	Camden (11,372)	50
Brewton (5,146)	23	Conway (8,610)	62
Clanton (4,640)	14	El Dorado (23,076)	10, 26
Cullman (7,523)	60	Fayetteville (17,071)	*13, 41
Decatur (19,974)	23	Forest City (7,607)	22
Demopolis (5,004)	18	Fort Smith (47,942)	5, *16, 22, 39
Dothan (21,584)	9, 19	Harrison (5,542)	24
Enterprise (7,288)	40	Helena (11,236)	54
Eufula (6,906)	44	Hope (8,605)	15
Florence (23,879)	41	Hot Springs (29,307)	9, 52
Fort Payne (6,226)	19	Jonesboro (16,310)	8, 39
Gadsden (55,725)	15, 21	Little Rock (102,213)	*2, 4, 11, 17, 23
Greenville (6,783)	49	Magnolia (6,918)	28
Huntersville (5,253)	31	Malvern (8,072)	46
Huntsville (16,437)	31	Morrilton (5,483)	43
Jasper (8,589)	17	Newport (6,254)	28
Mobile (129,009)	5, 10, *42, 48	Paragould (9,668)	58
Montgomery (106,525)	12, 20, *26, 32	Pine Bluff (37,162)	7, 19
Munford	7	Russellville (8,166)	19
Opelika (12,295)	22	Searcy (6,024)	33
Selma (22,840)	8, 58	Springdale (5,835)	35
Sheffield (10,767)	27	Stuttgart (7,276)	14
Sylacauga (9,606)	44	CALIFORNIA	
Talladega (13,134)	64	Alturas (2,819)	9
Thomasville	27	Bakersfield (34,784)	10, 29
Troy (8,555)	38	Brawley (11,922)	25
Tuscaloosa (46,396)	45, 51	Chico (12,272)	12
Tuskegee (6,712)	16	Corona (10,223)	52
University	*74	Delano (8,717)	37
ARIZONA			
Ajo (5,817)	14	El Centro (12,590)	16, 56
Bisbee (3,801)	15	Eureka (23,058)	3, 13
Casa Grande (4,181)	18	Fresno (91,669)	12, *18, 24, 47, 53
Clifton (3,466)	25	Hanford (10,028)	21
Coolidge (4,306)	30	Los Angeles (1,970,358)	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Douglas (9,442)	3	Madera (10,497)	30
Eloy (3,580)	3	Merced (15,278)	34, 66
Flagstaff (7,663)	9, 13	Modesto (17,389)	14, 58
Globe (6,419)	34	Monterey (16,205) (see Salinas)	62
Holbrook	14	Napa (13,579)	62
Kingman (3,342)	6	Oakland (see San Francisco)	
Mesa (16,790)	12	Oxnard (21,567)	32
Miami (4,329)	28	Palm Springs	14
Morenci (6,541)	31	Petaluma (10,315)	68
Nogales (6,153)	17	Pittsburgh	16
Phoenix (106,818)	3, 5, *8, 10	Port Chicago	70
Prescott (6,764)	15	Porterville	55
Safford (3,756)	21	Red Bluff (4,905)	15
Tucson (45,454)	4, *6, 9, 13	Redding (10,256)	7
Williams (2,152)	25	Riverside (46,764)	40, 46
Winslow (6,518)	16	Sacramento (137,572)	3, *6, 10, 40, 46
Yuma (9,145)	11, 13	Salinas (13,917) - Monterey	8, 35
		San Bernardino (63,058)	18, *24, 30

Town and population

Channel No.

San Buenaventura(16,534)	38
San Diego(334,387)	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose(95,280)	11, 48, *54, 60
San Luis Obispo(14,180)	6
Santa Barbara(44,913)	3, 20, 26
Santa Cruz(21,970)	56
Santa Maria(10,440)	44
Santa Paula(11,049)	16
Santa Rosa(17,902)	50
Stockton(70,853)	13, 36, *42, 64
Tulare(12,445)	27
Ukiah(6,120)	18
Visalia(11,749)	43, 49
Watsonville(11,572)	22
Yreka City(3,227)	11
Yuba City(7,861)	52

COLORADO

Alamosa(5,354)	19
Boulder(19,999)	*12, 22
Canon City(6,345)	36
Colorado Springs(45,472)	11, 13, *17, 23
Craig(3,080)	19
Delta(4,097)	24
Denver(415,786)	2, 4, *6, 7, 9, 20, 26
Durango(7,459)	6, 15
Fort Collins(14,937)	44
Fort Morgan(5,315)	15
Grand Junction(14,504)	5, 21
Greeley(20,354)	50
La Junta(7,712)	24
Lamar(6,829)	18
Leadville(4,081)	14
Longmont(8,099)	32
Loveland(6,773)	38
Montrose(4,964)	10, 18
Pueblo(63,685)	3, 5, *8, 28, 34
Salida(4,553)	25
Sterling(7,534)	25
Trinidad(12,204)	21
Walsenburg(5,596)	30

CONNECTICUT

Bridgeport(158,709)	43, 49, *71
Hartford(177,397)	3, 18, *24
Meriden(44,088)	65
New Britain(73,726)	30
New Haven(164,443)	8, 59
New London(30,551)	26, 81
Norwalk(49,469) (see Stamford)	
Norwich(23,429)	57, *63
Stamford(74,293)-Norwalk	27
Waterbury(104,477)	53

DELAWARE

Dover(6,223)	40
Wilmington(110,356)	12, *59, 83

DISTRICT OF COLUMBIA

Washington(802,178)	4, 5, 7, 9, 20, *26, 50
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FLORIDA

Belle Glade(7,219)	25
Bradenton(13,604)	25
Clearwater(15,581)	32, 50
Daytona Beach(30,187)	2, 53
De Land(8,652)	44
Fort Lauderdale(36,328)	17, 39
Fort Myers(13,195)	11
Fort Pierce(13,502)	19
Gainesville(26,861)	*5, 20
Jacksonville(204,517)	4, *7, 12, 30, 36
Key West(26,433)	14, 20
Lake City(7,571)	33
Lakeland(30,851)	16, 22
Lake Wales(6,821)	14
Leesburg(7,395)	26
Marianna(5,845)	17
Melbourne	37
Miami(249,276)	*2, 4, 7, 10, 23, 33
Ocala(11,741)	15
Orlando(52,367)	6, 9, 18, *24, 47
Palatka(9,176)	17
Panama City(25,814)	7, *30, 36

Town and population

Channel No.

Pensacola(43,479)	3, 15, *21, 46
Quincy(6,505)	54
St. Augustine(13,555)	25
St. Petersburg(96,738) (see Tampa)	
Sanford(11,935)	35
Sarasota(18,896)	34
Tallahassee(27,237)	*11, 24, 51
Tampa(124,681)-St. Petersburg	*3, 8, 13, 38
West Palm Beach(43,162)	5, 12, *15, 21

GEORGIA

Albany(31,155)	10, 25
Americus(11,389)	31
Athens(28,180)	*8, 60
Atlanta(331,314)	2, 5, 11, *30, 36
Augusta(71,508)	6, 12
Bainbridge(7,562)	35
Brunswick(17,954)	28, 34
Cairo(5,577)	45
Carrollton(7,753)	33
Cartersville(7,270)	63
Cedar town(9,470)	53
Columbus(79,611)	4, 28, *34
Cordele(9,462)	43
Dalton(15,968)	25
Douglas(7,428)	32
Dublin(10,232)	15
Elberton(6,772)	24
Fitzgerald(8,130)	53
Fort Valley(6,820)	18
Gainesville(11,936)	52
Griffin(13,982)	39
La Grange(25,025)	50
Macon(70,252)	*41, 47
Marietta(20,687)	57
Milledgeville(8,835)	51
Moultrie(11,639)	48
Newnan(8,212)	61
Rome(29,615)	9, 59
Savannah(119,638)	3, *9, 11
Statesboro(6,095)	22
Swainsboro(4,300)	20
Thomasville(14,424)	6, 27
Tifton(6,831)	14
Toccoa(6,781)	35
Valdosta(20,046)	37
Vidalia(5,819)	26
Warner Robins	13
Waycross(18,889)	16

IDAHO

Blackfoot(5,180)	33
Boise(34,393)	2, *4, 7
Burley(5,924)	15
Caldwell(10,487)	9
Coeur d'Alene(12,198)	12
Emmett(3,067)	26
Gooding(3,099)	23
Idaho Falls(19,218)	3, 8
Jerome(4,523)	17
Kellogg(4,913)	33
Lewiston(12,985)	3
Moscow(10,593)	*15
Nampa(16,185)	6, 12
Payette(4,032)	14
Pocatello(26,131)	6, 10
Preston(4,045)	41
Rexburg(4,253)	27
Rupert(3,098)	21
Sandpoint(4,265)	9
Twin Falls(17,600)	11, 13
Wallace(3,140)	27
Weiser(3,961)	20

ILLINOIS

Alton(32,550)	48
Aurora(50,576)	16
Belleville(32,721)	54
Bloomington(34,163)	15
Cairo(12,123)	24
Carbondale(10,921)	34, *61
Centralia(13,863)	32, 59
Champaign(39,563)-Urbana(22,834)	3, *12, 21, 27, 33
Chicago(3,620,962)	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville(37,864)	24
Decatur(66,269)	17, 23
De Kalb(11,708)	*67

Town and population	Channel No.
Dixon(11,523)	47
Elgin(44,223)	28
Freeport(22,467)	23
Galesburg(31,425)	40
Harrisburg(10,999)	22
Jacksonville(20,387)	29
Joliet(51,601)	48
Kankakee(25,856)	14
Kewanee(16,821)	60
La Salle(12,083)	35
Lincoln(14,362)	53
Macomb(10,592)	61
Marion(10,459)	40
Mattoon(17,547)	46
Moline(37,397) (see Davenport, Iowa)	
Mt. Vernon(15,600)	38
Olney(8,612)	16
Pekin(21,858)	69
Peoria(111,856)	8, 19, *37, 43
Quincy(41,450)	10, 21
Rockford(92,927)	13, 39, *45
Rock Island(48,710) (see Davenport, Iowa)	
Springfield(81,628)	2, 20, *66
Streator(16,469)	65
Urbana (see Champaign)	
Vandalla(5,471)	28
Waukegan(38,946)	22

INDIANA

Anderson(46,820)	61
Angola(5,081)	15
Bedford(12,562)	68
Bloomington(28,163)	4, *30, 36
Columbus(18,370)	42
Connersville(15,550)	38
Elkhart(35,646)	52
Evansville(128,636)	7, 50, *56, 62
Fort Wayne(133,607)	*27, 33, 69
Gary(133,911)	50, *66
Hammond(87,594)	56
Hatfield	9
Huntington	21
Indianapolis(427,173)	6, 8, 13, *20, 26, 67
Jasper(5,215)	19
Kokomo(38,672)	31
Lafayette(35,568)	*47, 59
Lebanon(7,631)	18
Logansport(21,031)	51
Madison(7,006)	25
Marion(30,081)	29
Michigan City(28,395)	62
Muncie(58,479)	49, 55, *71
Princeton	52
Richmond(39,539)	32
Shelbyville(11,734)	58
South Bend(115,911)	34, *40, 46
Tell City(5,735)	31
Terre Haute(64,214)	10, *57, 63, 73
Vincennes(18,831)	44
Washington(10,987)	60

IOWA

Algona(5,415)	37
Ames(22,898)	5, 25
Atlantic(6,480)	45
Boone(12,164)	19
Burlington(30,613)	32, 38
Carroll(6,231)	39
Cedar Rapids(72,296)	2, 9, 20, *26
Centerville(7,625)	31
Charles City(10,309)	18
Cherokee(7,705)	14
Clinton(30,379)	64
Creston(8,317)	43
Davenport(74,549) Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah(6,060)	44
Des Moines(177,965)	8, *11, 13, 17, 23
Dubuque(49,671)	56, 62
Estherville(6,719)	54
Fairfield(7,299)	24
Fort Dodge(25,115)	21
Fort Madison(14,954)	50
Grinnell(6,828)	71
Iowa City(27,212)	*12, 24
Keokuk(16,144)	44
Knoxville(7,623)	33
Marshalltown(19,821)	49

Town and population	Channel No.
Mason City(27,980)	3, 35
Muscatine(19,041)	58
Newton(11,723)	65
Oelwein(7,801)	28
Oskaloosa(11,024)	52
Ottumwa(31,570)	15, 63
Red Oak(6,526)	32
Shenandoah(6,938)	20
Sioux City(83,991)	4, 9, *30, 36
Spencer(7,446)	42
Storm Lake(6,954)	34
Waterloo(65,198)	7, 16, *22, 46
Webster City(7,611)	27

KANSAS

Abilene(5,775)	31
Arkansas City(12,903)	49
Atchison(12,792)	60
Chanute(10,109)	50
Coffeyville(17,133)	33
Colby(3,859)	22
Concordia(7,175)	47
Dodge City(11,262)	6, 23
El Dorado(11,037)	55
Emporia(15,669)	39
Fort Scott(10,335)	27
Garden City(10,905)	9, 11
Goodland(4,690)	10, 31
Great Bend(12,665)	2, 28
Hays(8,625)	7, 20
Hutchinson(35,575)	12, 18
Independence(11,335)	20
Iola(7,094)	44
Junction City(13,462)	29
Larned(4,447)	15
Lawrence(23,351)	*11, 17
Leavenworth(20,579)	54
Liberal(7,134)	14
McPherson(8,689)	26
Manhattan(19,056)	*8, 23
Newton(11,590)	14
Olathe(5,593)	52
Ottawa(10,081)	21
Parsons(14,750)	46
Pittsburg(19,341)	7, 38
Pratt(7,523)	36
Salina(26,176)	*34
Topeka(78,791)	13, 42, *48
Wellington(7,747)	*22
Wichita(168,279)	3, 10, 16, *24
Winfield(10,264)	43

KENTUCKY

Ashland(31,131)	59
Bowling Green(18,347)	13, 17
Campbellsville(3,477)	40
Corbin(7,744)	16
Danville(8,686)	35
Elizabethtown(5,807)	23
Frankfort(11,916)	43
Glasgow(7,025)	28
Harlan(4,786)	73
Hazard(6,985)	19
Hopkinsville(12,526)	20
Lexington(55,534)	18, 27, 64, 70
Louisville(369,129)	3, 11, *15, 21, 41, 51
Madisonville(11,132)	26
Mayfield(8,990)	63
Maysville(8,632)	24
Middlesborough(14,482)	57, 63
Murray(6,035)	33
Owensboro(33,651)	14
Paducah(32,828)	6, 43, 72
Pikeville(5,154)	14
Princeton(5,388)	45
Richmond(10,268)	60
Somerset(7,097)	29
Winchester(9,226)	37

LOUISIANA

Abbeville(9,338)	27
Alexandria(34,913)	5, 62, 74
Bastrop(12,769)	53
Baton Rouge(125,629)	2, 28, *34, 40
Bogalusa(17,798)	69, 78
Crowley(12,784)	21
De Ridder(5,799)	14

Town and population	Channel No.	Town and population	Channel No.		
Eunice (8,184)	64	East Tawas	25		
Franklin (6,144)	46	Escanaba (15,170)	3, *49		
Hammond (8,010)	57	Flint (163,143)	12, 16, *22, 28		
Houma (11,505)	30	Gladstone (4,831)	40		
Jackson (6,772)	18	Grand Rapids (176,515)	8, *17, 23		
Jennings (9,663)	48	Hancock (5,223)	10		
Lafayette (33,541)	10, 38, 67	Houghton (3,829)	19, *25		
Lake Charles (41,272)	7, *19, 25, 60	Iron Mounian (9,679)	9, 27		
Minden (9,787)	30	Iron River (4,048)	33		
Monroe (38,572)	8, *13, 43	Ironwood (11,466)	12, 31		
Morgan City (9,759)	36	Jackson (51,088)	48		
Natchitoches (9,914)	17	Kalamazoo (57,704)	3, 36, *74		
New Iberia (16,467)	15	Lansing (92,129)	6, 54		
New Orleans (570,445)	4, 6, *8, 20, 26, 32, 61	Ludington (9,506)	18		
Oakdale (5,598)	54	Manistee (8,642)	15		
Opelousas (11,659)	58	Manistique (5,086)	14		
Ruston (10,372)	20	Marquette (17,202)	6, 17, *35		
Shreveport (127,306)	3, 12	Midland (14,285)	19		
Thibodaux (7,730)	24	Mount Pleasant (11,393)	47		
Winnfield (5,629)	22	Muskegon (48,429)	29, 35		
MAINE					
Auburn (23,134)	23	Parma-Onondaga	10		
Augusta (20,913)	10, 29	Petoskey (6,468)	31		
Bangor (31,558)	2, 5, *16	Pontiac (73,681)	44		
Bar Harbor (2,572)	22	Port Huron (35,725)	34		
Bath (10,644)	65	Rogers City (3,873)	24		
Belfast (5,960)	41	Saginaw (92,918)	51, 57		
Biddeford (20,836)	59	Sault Ste. Marie (17,912)	8, 10, 28, *34		
Calais (4,589)	7, 20	Traverse City (16,174)	7, 20, *26		
Dover-Foxcroft (2,566)	18	West Branch	21		
Fort Kent (3,001)	17	MINNESOTA			
Houlton (6,029)	24	Albert Lea (13,545)	57		
Lewiston (40,974)	8, 17	Alexandria (6,319)	36		
Millinocket (5,755)	14	Austin (23,100)	6, 51		
Orono (3,634)	*12	Bemidji (10,001)	13, 24		
Portland (77,634)	6, 13, *47, 53	Brainerd (12,637)	12		
Presque Isle (9,954)	8, 19	Cloquet (7,685)	44		
Rockland (9,234)	25	Crookston (7,352)	21		
Rumford (7,888)	55	Detroit Lakes (5,787)	18		
Van Buren (3,732)	15	Duluth (104,511) - Superior, Wisc.	3, 6, *8, 32, 38		
Waterville (18,287)	35	Ely (5,474)	16		
MARYLAND					
Annapolis (10,047)	14	Fairmont (8,193)	40		
Baltimore (949,708)	2, 11, 13, 18, *24, 72	Faribault (16,028)	20		
Cambridge (10,351)	22	Fergus Falls (12,917)	16		
Cumberland (37,679)	17, 30	Grand Rapids (6,019)	20		
Frederick (18,142)	62	Hastings (6,560)	29		
Hagerstown (36,260)	52, 68	Hibbing (16,276)	10		
Salisbury (15,141)	16	International Falls (6,269)	11		
MASSACHUSETTS					
Amherst	*82	Little Falls (6,717)	14		
Barnstable (10,480)	25	Mankato (18,809)	15		
Boston (801,444)	*2, 4, 5, 7, 38, 44, 56	Marshall (5,923)	22		
Brockton (62,860)	62	Minneapolis (521,718) - St. Paul	*2, 4, 5, 9, 11, 17, 23		
Easthampton	61	Montevideo (5,454)	19		
Fall River (111,963)	46, 68	New Ulm (9,348)	43		
Greenfield (15,075)	58	Northfield (7,487)	26		
Holyoke (54,661) (see Springfield)		Owatonna (10,191)	45		
Lawrence (80,536)	72	Red Wing (10,645)	63		
Lowell (97,249)	32	Rochester (29,885)	10, 55		
New Bedford (109,189)	28, 34	St. Cloud (28,410)	7, 33		
North Adams (21,567)	19, *80	St. Paul (311,349) (see Minneapolis)			
Northampton (29,063)	36	Stillwater (7,674)	39		
Pittsfield (53,348)	64	Thief River Falls (6,926)	15		
Springfield (162,399) - Holyoke	22, 55	Virginia (12,486)	26		
Worcester (203,486)	14, 20	Wadena (3,058)	27		
MICHIGAN					
Alma (8,341)	41	Willmar (9,410)	31		
Alpena (13,135)	9, *11, 30	Winona (23,031)	61		
Ann Arbor (48,251)	20, *26	Worthington (7,923)	32		
Bad Axe (2,973)	46	MISSISSIPPI			
Battle Creek (48,666)	58, 64	Biloxi (37,425)	13, *44, 50		
Bay City (52,523)	5, 63, *73	Brookhaven (7,801)	37		
Benton Harbor (18,769)	42	Canton (7,048)	16		
Big Rapids (6,736)	39	Clarksdale (16,539)	6, 32		
Cadillac (10,425)	13, 45	Columbia (6,124)	35		
Calumet	13	Columbus (17,172)	4, 28		
Chesoygan (5,687)	4, 36	Corinth (9,785)	29		
Coldwater (8,594)	24	Greenville (29,936)	21, 27		
Detroit (1,849,568)	2, 4, 7, 50, *56, 62	Greenwood (18,061)	24		
East Lansing (2,325)	60	Grenada (7,388)	15		
		Gulfport (22,659)	56		
		Hattiesburg (29,474)	9, 17		
		Jackson (98,271)	3, 12, *19, 25, 47		
		Kosciusko (6,753)	52		
		Laurel (25,038)	33		
		Laurel Pachuta	7		
		Louisville (5,282)	46		
		McComb (10,041)	31		

Town and population	Channel No.
Meridian(4,893)	11, 30, *36
Natchez(22,740)	29
Pascagoula(10,805)	22
Picayune(6,707)	14
Starkville(7,107)	34
State College	*2
Tupelo(11,527)	9, 38
University	*20
Vicksburg(27,948)	41
West Point(6,432)	56
Yazoo City(9,746)	49

MISSOURI

Cape Girardeau(21,578)	12, 18, 69
Carthage(11,188)	56
Caruthersville(8,614)	27
Chillicothe(8,694)	14
Clinton(6,075)	49
Columbia(31,994)	8, 16, 22
Farmington(4,450)	52
Festus(5,199)	14
Fulton(10,052)	24
Hannibal(20,444)	7, 27
Jefferson City(25,099)	13, 33
Joplin(38,711)	12, 30
Kansas City(456,622)	4, 5, 9, *19, 25, 65
Kennett(8,685)	21
Kirksville(11,110)	3, 18
Lebanon(6,808)	23
Marshall(8,850)	40
Marysville(6,834)	26
Mexico(11,623)	45
Moberly(13,115)	35
Monett(4,771)	14
Nevada(8,009)	18
Poplar Bluff(15,064)	15
Rolla(9,354)	46
St. Joseph(78,588)	2, 30, *36
St. Louis(856,796)	4, 5, *9, 11, 30, 36, 42
Sedalia(20,354)	6, 28
Sikeston(11,640)	37
Springfield(66,731)	3, 10, *26, 32
West Plains(4,918)	20

MONTANA

Anaconda(11,254)	2
Billings(31,834)	2, 8, *11
Bozeman(11,325)	*9, 22
Butte(33,251)	4, 6, *7, 15
Cut Bank(3,721)	20
Deer Lodge(3,779)	25
Dillon(3,268)	20
Glasgow(3,821)	16
Glendive(5,254)	18
Great Falls(39,214)	3, 5, *23
Hamilton(2,678)	17
Hardin	4
Havre(8,086)	9, 11
Helena(17,581)	10, 12
Kalispell(9,737)	8
Laurel(3,663)	14
Lewistown(6,573)	13
Livingston(7,683)	16
Miles City(9,243)	*3, *6, 10
Missoula(22,485)	*11, 13, 21
Polson	18
Red Lodge(2,730)	18
Shelby(3,058)	14
Sidney(3,987)	14
Whitefish(3,268)	16
Wolf Point(2,557)	20

NEBRASKA

Alliance(7,891)	13, 21
Beatrice(11,813)	40
Broken Bow(2,396)	14
Columbus(8,884)	49
Fairbury(6,395)	35
Falls City(6,203)	38
Fremont(14,762)	52
Grand Island(22,682)	11, 21
Hastings(20,211)	5, 27
Hays Center	6
Kearney(12,115)	13, 19
Lexington(5,068)	23
Lincoln(98,884)	10, 12, *18, 24
McCook(7,678)	8, 17

Town and population	Channel No.
Nebraska City(6,872)	50
Norfolk(11,335)	33
North Platte(15,443)	2, 4
Omaha(251,117)	3, 6, 7, *16, 22, 28
Scottsbluff(12,858)	10, 16
York(6,178)	15

NEVADA

Boulder City(3,903)	4
Carlin	14
Carson City(3,082)	37
Elko(5,393)	10
Ely(3,558)	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson(3,643)	2
Las Vegas(24,624)	8, *10, 13
Lovelock	18
McGill	8
Reno(32,497)	4, 8, *21, 27
Tonopah	9
Winnemucca(2,847)	7
Yerington	33

NEW HAMPSHIRE

Berlin(16,615)	26
Claremont(12,811)	37
Concord(27,988)	75
Durham(4,172)	*11
Hanover(4,999)	*27
Keene(15,638)	45
Laconia(14,745)	43
Littleton(3,819)	24
Manchester(82,732)	9, 48
Nashua(34,669)	54
Portsmouth(18,830)	15
Rochester(13,776)	51

NEW JERSEY

Andover	*69
Asbury Park(17,094)	58
Atlantic City(61,657)	46, 52
Bridgeton(18,378)	64
Camden(124,555)	*80
Freehold(7,550)	*74
Hammonton(8,411)	*70
Montclair(43,927)	*77
Newark(438,776)	13
New Brunswick(38,811)	*19, 47
Paterson(139,336)	37
Trenton(128,009)	41
Wildwood(5,475)	48

NEW MEXICO

Alamogordo(6,783)	17
Albuquerque(96,815)	4, *5, 7, 13
Artesia(8,244)	21
Atresco-Five Points(7,367)	18
Belen(4,495)	24
Carlsbad(17,975)	6, 23
Clayton(3,515)	27
Clovis(17,318)	12, 35
Deming(5,672)	14
Farmington(3,637)	17
Gallup(9,133)	3, *8, 10
Hobbs(13,875)	46
Hot Springs	19
Las Cruces(12,325)	22
Las Vegas	14
Lordsburg(3,525)	23
Los Alamos(9,934)	20
Lovington(3,134)	27
Portales(8,112)	22
Raton(8,241)	46, *52
Roswell(25,738)	*3, 8, 10
Santa Fe(27,998)	2, *9, 11
Silver City(7,022)	*10, 12
Socorro(4,334)	15
Tucumcari(8,419)	25

NEW YORK

Albany(134,995)—Schenectady-Troy . . .	6, *17, 23, 35, 41
Amsterdam(32,240)	52
Auburn(36,722)	37

Town and population

Channel No.

Batavia (17,799)	33
Binghamton (80,674)	12, 40, *46
Buffalo (580,132) (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland (18,152)	56
Dunkirk (18,007)	46
Elmira (49,716)	18, 24
Glens Falls (19,610)	39
Gloversville (23,634)	29
Hornell (15,049)	50
Ithaca (29,257)	*14, 20
Jamestown (43,354)	58
Kingston (28,817)	66
Lake Placid	5
Malone (9,501)	20, *66
Massena (13,137)	14
Middletown (22,586)	60
New York (7,891,957)	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (90,872) (see Buffalo-Niagara Falls)	
Ogdensburg (16,166)	24
Olean (22,884)	54
Oneonta (13,564)	62
Oswego (22,647)	31
Patchogue	75
Plattsburg (17,738)	28
Poughkeepsie (41,023)	21, *83
Rochester (332,488)	5, 10, 15, *21, 27
Rome (41,682) (see Utica)	
Saranac Lake (6,913)	18
Schenectady (91,785) (also see Albany)	35
Syracuse (220,583)	3, 8, *43
Troy (72,311) (see Albany)	
Utica (101,531) -Rome	13, *25, 54
Watertown (34,350)	48

NORTH CAROLINA

Ahoskie (3,597)	53
Albemarle (11,798)	20
Asheville (53,000)	13, *56, 62, 78
Burlington (24,560)	63
Burnsville	18
Chapel Hill (9,177)	*4
Charlotte (134,042)	3, 9, 36, *42
Durham (71,311)	11, *40, 46, 73
Elizabeth City (12,685)	31
Fayetteville (34,915)	18, 54
Gastonia (23,069)	48
Goldensboro (21,454)	34, 72
Greensboro (74,389)	2, *51, 57
Greenville (16,724)	9
Henderson (10,996)	52
Hendersonville (6,103)	27
Hickory (14,755)	30
High Point (39,973)	15
Jacksonville (3,960)	16
Kannapolis (28,488)	59
Kingston (18,336)	45
Laurinburg (7,134)	41
Lumberton (9,186)	21
Mount Airy (7,192)	55
New Bern (15,812)	13
Raleigh (65,679)	5, *22, 28
Roanoke Rapids (8,156)	30
Rocky Mount (27,697)	50
Salisbury (20,102)	80
Sanford (10,013)	38
Shelby (15,508)	39
Southern Pines (4,272)	49
Statesville (16,901)	64
Washington (9,690)	7
Wilmington (45,043)	3, 6, 29, *35
Wilson (23,010)	56
Winston-Salem (87,811)	12, 26, *32

NORTH DAKOTA

Bismarck (18,640)	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake (6,427)	8, 14
Dickinson (7,469)	2, 4, *17
Fargo (38,256)	6, 11, *34, 40
Grafton (4,901)	17
Grand Forks (26,836)	*2, 10
Harvey	22
Jamestown (10,697)	7, 42

Town and population

Channel No.

Lisbon	23
Minot (22,032)	*6, 10, 13
New Rockford	20
Rugby (2,907)	38
Valley City (6,851)	4, 32
Wahpeton (5,125)	43
Williston (7,378)	8, 11, *34

OHIO

Akron (274,605)	49, *55, 61
Ashabula (23,696)	62
Athens (11,660)	15
Bellefontaine (10,232)	63
Bowling Green	*70
Cambidge (14,739)	29
Canton (116,912)	26
Chillicothe (20,133)	56
Cincinnati (503,998)	5, 9, 12, *48, 54, 74
Cleveland (914,808)	3, 5, 8, 19, *25, 65
Columbus (375,901)	4, 6, 10, *34, 40
Coshocton (11,675)	20
Dayton (243,872)	2, 7, *16, 43
Defiance (11,265)	53
Findlay (23,845)	43
Fremont	59
Gallipolis (7,871)	72
Hamilton (57,951) -Middletown	65
Lancaster (24,180)	28
Lima (50,246)	35, 73
Lorain (51,202)	31
Mansfield (43,564)	36
Marion (33,817)	17
Massillon (29,594)	23
Middletown (33,695) (see Hamilton)	
Mount Vernon (12,185)	58
Newark (34,275)	60
Oxford (6,944)	*14
Piqua (17,447)	44
Portsmouth (36,798)	30
Saxtusky (29,375)	42
Springfield (78,508)	52, 76
Steubenville (35,872) (see Wheeling, W. Va.)	
Tiffin (18,952)	47
Toledo (303,616)	11, 13, *30, 79
Warren (49,856)	67
Youngstown (168,330)	21, 27, 73
Zanesville (40,517)	18, 50

OKLAHOMA

Ada (15,995)	10, 50
Altus (9,735)	36
Alva (6,505)	30
Anadarko (6,184)	58
Ardmore (17,890)	12, 55
Bartlesville (19,228)	62
Blackwell (9,199)	51
Chickasha (15,842)	64
Claremore (5,494)	15
Clinton (7,555)	32
Duncan (15,325)	39
Durant (10,541)	27
Elk City (7,962)	15, 26
El Reno (10,991)	5, 21, *27
Enid (36,017)	44
Frederick (5,467)	48
Guthrie (10,113)	20
Guymon (4,718)	23
Hobart (5,380)	14
Holdenville (6,192)	21
Hugo (5,984)	34
Lawton (34,757)	7, *28, 34
McAlester (17,878)	47
Miami (11,801)	58
Muskogee (37,289)	8, *45, 66
Norman (27,006)	31, *37
Oklahoma City (243,504)	4, 9, *13, 19, 25
Okmulgee (18,317)	26
Pauls Valley (6,896)	61
Ponca City (20,180)	40
Pryor Creek (4,486)	54
Sapulpa (13,031)	42
Seminole (11,863)	59
Shawnee (22,948)	53
Stillwater (20,238)	29, *69
Tulsa (182,740)	2, 6, *11, 17, 23
Vinita (5,518)	28
Woodward (5,915)	8

Town and population

OREGON

	Channel No.
Albany(10,115)	55
Ashland(7,739)	14
Astoria(12,331)	30
Baker(9,471)	37
Bend(11,409)	15
Burns(3,093)	16
Corvallis(16,207)	*7, 49
Eugene(35,879)	*9, 13, 20, 26
Grants Pass(8,116)	30
Klamath Falls(15,875)	2, 17
La Grande(8,635)	13
Lebanon(5,873)	43
McMinnville(6,635)	46
Medford(17,305)	5
North Bend(6,099)	16
Pendleton(11,774)	28
Portland(373,628)	6, 8, *10, 12, 21, 27
Roseburg(8,390)	4, 28
Salem(43,140)	3, *18, 24, 66
Springfield(10,807)	37
The Dalles(7,676)	32

PENNSYLVANIA

Allentown(106,755)	39, 67
Altoona(71,177)	10, 19, 25
Bethlehem(66,340)	51
Bradford(17,354)	70
Butler(23,482)	43
Chambersburg (17,212)	46
Du Bois(11,497)	31
Easton(35,632)	57
Emporium(3,646)	42
Erie(130,803)	12, 35, *41, 66
Harrisburg(89,544)	27, 55, 71
Hazleton(35,491)	63
Irwin	4
Johnstown(63,232)	6, 56
Lancaster(63,774)	8, 21
Lebanon(28,156)	15
Lewistown(13,894)	38
Lock Haven(11,381)	32
Meadville(18,972)	37
New Castle(48,834)	45
Oil City(19,581)	35, 64
Philadelphia(2,071,605)	3, 6, 10, 17, 23, 29, *35
Pittsburgh(676,866)	2, 11, *13, 16, 47, 53
Reading(109,320)	33, 61
Scranton(125,536)	16, 22, 44
Shamokin	65
Sharon(26,454)	39
State College(17,227)	*48
Sunbury(15,570)	38
Uniontown(20,471)	14
Washington(26,280)	63
Wilkes-Barre(76,826)	28, 34
Williamsport(45,047)	36
York(59,953)	43, 49

RHODE ISLAND

Providence(248,674)	10, 12, 16, *36
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SOUTH CAROLINA

Aiken(7,083)	54
Anderson(19,770)	40, 58
Camden(6,986)	14
Charleston(70,174)	2, 5, *13, 17
Clemson	*68
Columbia(86,914)	10, *19, 25, 67
Conway(6,073)	23
Florence(22,513)	8, 60
Georgetown(6,004)	27
Greenville(58,161)	4, 23, *29
Greenwood(13,806)	21
Lake City(5,112)	55
Lancaster(7,159)	31
Laurens(8,658)	45
Marion(6,834)	43
Newberry(7,546)	70
Orangeburg(15,322)	44
Rock Hill(24,502)	61
Spartanburg(36,795)	7, 17, 74
Sumter(20,185)	47
Union(9,730)	65

Town and population

SOUTH DAKOTA

	Channel No.
Aberdeen(21,051)	9, 17
Belle Fourche(3,540)	23
Brookings(7,764)	*8, 25
Hot Springs(5,030)	17
Huron(12,788)	12, 15
Lead(6,422)	5, 26
Madison(5,153)	46
Mitchell(12,123)	5, 20
Mobridge(3,753)	27
Pierre(5,715)	6, 10, *22
Rapid City(25,310)	3, 7, 15
Sioux Falls(52,696)	11, 13, 38, *44
Sturgis(3,471)	20
Vermillion(5,337)	*2, 41
Watertown(12,699)	3, 35
Winner(3,252)	18
Yankton(7,709)	17

TENNESSEE

Athens(8,618)	14
Bristol, Tenn(16,771)-Bristol, Va.	5, 46
Chattanooga(131,041)	3, 12, 43, 49, *55
Clarksville(16,246)	53
Cleveland(12,605)	38
Columbia(10,911)	39
Cookeville(6,924)	24, *69
Covington(4,379)	19
Crossville	77
Dyersburg(10,885)	46
Elizabethton(10,754)	22
Fayetteville(5,447)	27
Gallatin(5,107)	48
Harriman(6,389)	67
Humboldt(7,426)	25
Jackson(30,207)	7, 16
Johnson City(27,864)	11, 34
Kingsport(19,571)	28
Knoxville(124,769)	6, 10, *20, 26
Lawrenceburg(5,442)	50
Lebanon(7,913)	58
Lexington	*11
McMinnville(7,577)	46
Maryville(7,742)	51
Memphis(396,000)	3, 5, *10, 13, 42, 48
Morristown(13,019)	54
Murfreesboro(13,052)	18
Nashville(174,307)	*2, 4, 8, 30, 36
Oak Ridge(30,229)	32
Old Hickory	5
Paris(8,826)	51
Pulaski(5,762)	44
Shelbville(9,456)	62
Sneedville	*2
Springfield(6,506)	42
Tullahoma(7,562)	68
Union City(7,665)	55

TEXAS

Abilene(45,570)	9, 33
Alice(16,449)	34
Alpine(5,261)	12
Amarillo(74,246)	*2, 4, 7, 10
Athens(5,194)	25
Austin(132,459)	7, 18, 24, *70
Ballinger(5,302)	25
Bay City(9,427)	33
Beaumont(94,014)-Port Arthur	4, 6, 31, *37
Beeville(9,348)	38
Big Spring(17,286)	4, 34
Bonham(7,049)	43
Borger(18,059)	33
Brady(5,944)	33
Breckenridge(6,610)	14
Brenham(6,941)	52
Brownfield(6,161)	15
Brownsville(36,066) (also see Brownsville- Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5
Brownwood(20,181)	19
Bryan(18,102)	54
Childress(7,619)	40

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Town and population	Channel No.
Cleburne(12,905)	57
Coleman(6,530)	21
College Station(7,925)	*3, 48
Conroe(7,298)	20
Corpus Christi(108,287)	6, 10, *16, 22, 43
Corsicana(19,211)	47
Crockett(5,932)	56
Crystal City(7,198)	28
Cuero(7,498)	25
Dalhart(5,918)	16
Dallas(434,462)	4, 8, *13, 23, 29, 73
Del Rio(4,211)	16
Denison(17,504)	52
Denton(21,372)	*2, 17
Eagle Pass(7,276)	26
Edinburg(12,353)	26
El Campo(6,237)	27
El Paso(130,485)	4, *7, 9, 13, 20, 26
Falfurrias(6,712)	52
Floydada(3,210)	45
Fort Stockton(4,444)	22
Fort Worth(278,778)	5, 11, 20, *26
Gainesville(11,246)	49
Galveston(66,568)	11, 35, 41, *47
Gonzales(5,659)	64
Greenville(14,727)	69
Harlingen(23,229) (also see Brownsville-Harlingen-Weslaco)	23
Helbronville(4,302)	58
Henderson(6,833)	42
Hereford(5,207)	19
Hillsboro(8,363)	63
Houston(596,163)	2, *8, 13, 23, 29, 39
Huntsville(9,820)	15
Jacksonville(8,607)	36
Jasper(4,403)	49
Kermit(6,312)	14
Kilgore(9,638)	59
Kingsville(16,898)	40
Lamesa(10,704)	28
Lampasas(4,869)	40
Laredo(51,910)	8, 13, *15
Levelland(8,264)	38
Littlefield(6,540)	32
Longview(24,502)	32, 38
Lubbock(71,747)	5, 11, 13, *20, 26
Lufkin(15,135)	9, 46
McAllen(20,067)	20
McKinney(10,560)	65
Marfa(3,603)	19
Marshall(22,347)	16
Mercedes(10,081)	32
Mexia(6,621)	50
Midland(21,713)	2, 18
Mineral Wells(7,801)	38
Mission(10,765)	14
Monahans(6,311)	9
Mount Pleasant(6,342)	35
Nacogdoches(12,327)	40
New Braunfels(12,210)	62
Odessa(29,495)	7, 24
Orange(21,174)	43
Pampa(16,583)	17
Paris(21,643)	33
Pearsall(4,481)	31
Pecos(8,054)	16
Perryton(4,417)	22
Plainview(14,044)	29
Port Arthur(57,530) (See Beaumont)	42
Quanah(4,589)	42
Raymondville(210)	17
Rosenberg(52,093)	3, 8, 17, *23
San Angelo(408,442)	4, 5, *9, 12, 35, 41
San Benito(13,271)	48
San Marcos(9,980)	53
Seguin(9,733)	14
Seymour(3,779)	24
Sherman(20,150)	46
Snyder(12,010)	30
Stephenville(7,155)	32
Sulphur Springs(8,991)	41
Sweetwater(13,619)	12
Taylor(9,071)	58
Temple(25,467)	6, 16, 22
Terrell(11,544)	53
Texarkana(24,753)	6, *18, 24
Tyler(38,968)	7, 19, 72
Uvalde(8,674)	20

Town and population	Channel No.
Vernon(12,651)	18
Victoria(16,126)	19
Waco(84,706)	10, *28, 34
Waxahachie(11,204)	45
Weatherford(8,093)	51
Weslaco(7,514) (see Brownsville-Harlingen-Weslaco)	
Wichita Falls(68,042)	3, 6, *16, 22

UTAH

Brigham(6,790)	36
Cedar City(6,106)	5
Logan(16,032)	12, 30, *46
Ogden(57,112)	9, *18, 24
Price(6,010)	6
Provo(28,937)	11, 22, *28
Richfield(4,212)	13
St. George(4,562)	18
Salt Lake City(182,121)	2, 4, 5, *7, 20, 26
Tooele(7,269)	44
Vernal(2,845)	3

VERMONT

Bennington(8,002)	74
Brattleboro(9,606)	77
Burlington(33,155)	3, *16, 22
Montpelier(8,599)	40
Newport(3,217)	46
Rutland(17,659)	49
St. Albans(8,552)	34
St. Johnsbury(7,370)	30

VIRGINIA

Blacksburg(3,358)	*60
Bristol(9,768) (see Bristol, Tenn.)	
Charlottesville(15,954)	*45, 64
Covington(5,860)	44
Danville(35,066)	24
Emporia(5,664)	25
Farmville(4,375)	47
Fredericksburg(12,158)	47
Front Royal(8,115)	39
Harrisonburg(10,810)	3, 14
Lexington(5,976)	54
Lynchburg(47,727)	13, 16
Marion(6,982)	50
Martinsville(17,251)	35
Newport News(42,358) (see Norfolk-Portsmouth-Newport News)	
Norfolk(213,513) (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth	3, 10, 15, *21, 33
Norton(4,315)	52
Petersburg(35,054)	8, 41
Portsmouth(80,039) (see Norfolk-Portsmouth-Newport News) and also see Norfolk-Portsmouth-Newport News	
Pulaski(9,202)	37
Richmond(230,310)	6, 12, *23, 29
Roanoke(91,921)	7, 10, 27, *33
South Boston(6,057)	14
Saunton(19,927)	36
Waynesboro(12,357)	42
Williamsburg(6,735)	17
Winchester(13,841)	28

WASHINGTON

Aberdeen(19,653)	58
Anacortes(6,919)	34
Bellingham(34,112)	12, 18, 24
Bremerton(27,678)	44, 50
Centralia(8,657)	17
Ellensburg(8,430)	49, *65
Ephrata(4,589)	43
Everett(33,849)	22, 38
Grand Coulee(2,741)	37
Hoquiam(11,123)	52
Kelso(7,345)	39
Kennewick(10,106) (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview(20,339)	33
Olympia(15,819)	60
Omak(3,791) Okanogan	*35
Okanogan (see Omak)	
Pasco(10,228) (also see Kennewick-Richland-Pasco)	19

Town and population	Channel No.
Port Angeles(11,223)	16
Pullman(12,022)	*10, 24
Richland(21,809) (also see Kennewick-Richland-Pasco)	31
Seattle(467,591)	4, 5, 7, *9, 20, 26
Spokane(161,721)	2, 4, 6, *7
Tacoma(143,673)	11, 13, *56, 62
Walla Walla(24,102)	5, 8, *22
Wenatchee(13,072)	*45, 55, 67
Yakima(38,486)	23, 29, *47

WEST VIRGINIA

Beckley(19,397)	4, 21, 66
Bluefield(21,506)	6, 41
Charleston(73,501)	8, *43, 49
Clarksburg(32,014)	12, 22, 69
Elkins(9,121)	40
Fairmont(29,346)	35
Hinton(5,780)	31
Huntington(86,353)	3, 13, *53
Logan(5,079)	23
Martinsburg(15,621)	58
Morgantown(25,525)	*24
Parkersburg(29,684)	15
Welch(6,603)	25
Weston(8,945)	5, 32
Wheeling(58,891) (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson(8,624)	17

WISCONSIN

Adams	*58
Appleton(34,010)	42
Ashland(10,640)	15
Beaver Dam(11,867)	37
Beloit(29,590)	57
Chilton	*24
Eau Claire(36,058)	13, *19, 25
Fond du Lac(29,936)	54
Green Bay(52,738)	2, 5, 70
Janesville(24,899)	63
Kenosha(54,368)	61
La Crosse(47,535)	8, *32, 38, 72
Madison(96,056)	3, *21, 27, 33
Manitowoc(27,598)	65
Marinette(14,178)	11, 32, *38
Milwaukee(637,392)	4, *10, 12, 19, 25, 31
Oshkosh(41,084)	48
Park Falls(2,924)	*18
Portage(7,334)	17
Prairie du Chien(5,392)	34
Racine(71,193)	49, 55
Rhineland(8,774)	22
Rice Lake(6,893)	21
Richland Center(4,608)	15, *66
Sheboygan(42,365)	59
Shell Lake	*30
Sparta(5,893)	50
Stevens Point(16,564)	20, 26
Sturgeon Bay(7,054)	44

Town and population	Channel No.
Superior(35,325) (see Duluth, Minn.)	
Wausau(30,414)	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids(13,496)	14

WYOMING

Buffalo(2,674)	29
Casper(23,673)	2, 6
Cheyenne(31,935)	3, 5
Cody(3,872)	24
Douglas(2,544)	14
Evanston(3,863)	14
Gillette	31
Green River(3,187)	16
Greybull	40
Lander(3,349)	17
Laramie(15,581)	*8, 18
Lovell(2,508)	36
Lusk	19
Newcastle(3,395)	28
Powell(3,804)	30
Rawlins(7,415)	11
Riverton(4,142)	10
Rock Springs(10,857)	13
Sheridan(11,500)	9, 12
Thermopolis(2,870)	15
Torrington(3,247)	27
Wheatland	24
Worland(4,202)	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage(11,060)	2, *7, 11, 13
Fairbanks(5,625)	2, 4, 7, *9, 11, 13
Juneau(5,818)	*3, 8, 10
Ketchikan(5,202)	2, 4, *9
Seward(2,063)	4, 9
Sitka(2,080)	13

HAWAIIAN ISLANDS

Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu(245,612)	2, 4, *7, 9, 11, 13
Wailuku, Maui(7,411)	3, 8, *10, 12
Iiilo, Hawaii(27,019)	2, 7, 9, 11, 13

PUERTO RICO

Arecibo(28,500)	13
Caguas(33,733)	6
Mayaguez(58,744)	3, 5
Ponce(99,190)	7, 9
San Juan(223,949)	2, 4, *11

VIRGIN ISLANDS

Christiansted(4,110)	8
Charlotte Amalie(11,463)	10, 12



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Producers and Distributors

ABC-TV Film Syndication, Inc.

10 East 44 St., New York 17, N. Y.; SUsquehanna 7-5000. George T. Shupert, president. (Distribute filmed series.)

- Racket Squad (98); The Playhouse (104); Kieran's Kaleidoscope (104); Passport to Danger (39); Douglas Fairbanks Presents (78).

ATV Film Productions, Inc.

35-01 Northern Blvd., Long Island City 1, N. Y.; EXeter 2-4949. Mickey Schwarz, president; Jack L. Lemmon, vice president; sales; Frank Beckwith, production director; Milton Cohen, production manager; Murphy McHenry, sales promotion manager. (Producers of commercials.) (See also page 530)

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago, Ill.; MICHigan 2-0128. SUperior 7-9413. Bernard Howard, president. (Produce live and filmed shows and commercials.)

- Bob Elsons Interviews of the Century (17).

Academy Pictures, Inc.

588 Fifth Avenue, New York 36, N. Y.; Plaza 7-0744; 433 South Fairfax, Los Angeles 36, Calif.; WEBster 1-8156. Edward L. Gershman, president; C. Moray Foutz, vice-president; George S. Gladden, director of sales; Murray Fairbairn, production manager, N. Y.; William Lightfield, production manager, Calif.; William Tytla, supervising director, N. Y.; Arthur Babbitt, supervising director, Calif. (Produce TV commercials, animation.)

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.; PLaza 7-2265. P. E. Shanahan, treasurer; George Blake, secretary. (Distributors of feature films.)

- 8 feature films.

Adelphi Company

33 Key St., Eastport, Me., Eastport 308. Tamar Lane, production manager; Ma' Merrit, business manager. (Produce filmed programs, commercials and musicals.)

Advance Film Productions, Inc.

729 Seventh Ave., New York 19, N. Y.; CIRCLE 5-6873. Charles A. Alicoate, president; Bert Kean, executive vice-president in charge of production. (Produce filmed shows and commercials.)

Advertisers' Television Program Service, Inc.

9100 Sunset Blvd., Hollywood 46, Calif.; CRestview 6-7496. Maurice H. Gresham, vice-president and general manager; Charles C. Alsop, sales manager. (Distributors of filmed TV series.)

- Mr. and Mrs. North (57).

Affiliated Artists Representatives

730 Fifth Avenue, New York 19, N. Y.; CIRCLE 5-8410. Irene Etkin, partner. (Packages.)

Affiliated Program Service Inc.

535 Fifth Ave., New York 17, N. Y.; MU 7-1881. Paul F. Adler, president. (Distribute filmed series.)

- Wolf in Chef's Clothing (13).

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Calif.; WEBster 3-9437. Harry M. Popkin, presi-

dent; Julius F. Tuchler, vice-president and associate producer. (Producer of filmed series.)

- Kid Magic (13).

Alexander Film Co.

Colorado Springs, Colo.; Melrose 3-1771. J. Don Alexander, president; Don Alexander, Jr., vice-president; Earl Austin, TV manager. (Produces commercials.)

Alexander, Alton, Productions, Inc.

595 Madison Ave., New York 22, N. Y.; PLaza 9-3277. Alton Alexander, president; Dr. Robert Lustgarten, vice-president. (Produce programs, commercials.)

- Do It Together, Lie Detector, Your Lucky Numbers (all live).

Alexander, M. & A. Productions, Inc.

6040 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 4-3414. Arthur Alexander, president; Max Alexander, vice-president. (Produce and distributes filmed series, feature films, shorts.)

- Renfrew of the Royal Mounted (13); Chico and Pablo (13); Boss Lady (13); 198 features; 46 westerns.

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Calif.; STate 9-4952. William Lava, president and executive producer. (Produce filmed series.)

Allen & Allen Productions

3947 W. 59th Place, Los Angeles 43, Calif.; AXminster 3-3314. George E. Allen, directing manager. (Produces filmed series.)

- Wild Life (series).

Allend'or Productions, Inc.

607 No. La Brea Ave., Los Angeles 36, Calif.; WEBster 8-2191. Aigernon G. Walker, president; J. L. Siegel, vice-president. (Produces commercials.)

Alley, Paul, Productions

619 W. 54 St., New York 19; JUDson 6-2393-4. Paul Alley, president. (Produces filmed programs.)

Allied Artists Productions

1560 Broadway, New York 36, N. Y.; PLaza 7-3070. G. Ralph Branton, president; Lloyd Lind, vice-president & national sales manager. (Produce and distribute features, dramatic programs, westerns, musicals, shorts.)

All-Scope Pictures, Inc.

8949 Sunset Blvd., Hollywood 46, Calif.; CRestview 4-6943. Gordon S. Mitchell, president; C. D. Owens, vice-president. (Produce filmed series, live and animated commercials.)

- Learning Sports (39).

Alpha Television Productions, Inc.

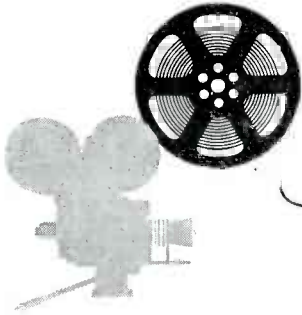
7324 Santa Monica Blvd., Los Angeles 46, Calif.; OLdfield 4-2800. Chester Erskine, president & producer; Joe D. Brown, vice-president & general manager. (Produces filmed programs.)

- TV Reader's Digest (network series).

American-British TV Movies, Inc.

200 W. 57 St., New York 19, N. Y.; JUDson 6-7198. Nat Kramer, president; Michael Hyams. (Producer and Distributor of filmed series, feature films.)

- 93 British features; Muffin the Mule (32); Case Histories of Scotland Yard (26); Cafe Continental (26).



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American Film Company

1329 Vine St., Philadelphia 7, Pa.; WA 2-1800.
Ben Harris, manager. (Produce film commercials.)

American Film Producers

1600 Broadway, New York 19, N. Y.; PLaza 7-5915. Robert Gross, executive producer-partner; Lawrence A. Glesnes, executive producer-partner. (Produce and distribute commercials.)

American TV Enterprises

7324 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-3658. Louis DeWitt, president. (Producers of commercials.)

Anderson, Clyde, Productions

334 A. Street, Salt Lake City 3, Utah. 3-5337.
L. Clyde Anderson, mgr., owner. (Produce filmed programs.)

Anderson, Leonard

115 W. 45 Street, New York 36, N. Y.; PLaza 7-4162. Leonard Anderson, owner. (Produce films, commercials.)

Anguish, Toby, Motion Picture Productions

4100 Cahuenga Blvd., North Hollywood, Calif.; Stanley 7-1529. Toby Anguish, general manager & producer; Ada Fancher, sales manager. (Produces filmed programs.)

- Popular science (111), Adventure Album (25).

Animated Productions, Inc.

1600 Broadway, New York 19, N. Y.; Columbus 5-2942. Al Stahl, president; Irwin Stahl, vice-president. (Producers of programs, commercials, cartoons and shorts.)
(See also page 526)

Anton, Evan J., Productions, Ltd.

60 W. 46 St., New York 36, N. Y.; Circle 6-0118. Evan J. Anton, president; Vera Kay, vice-president. (Producers of commercials.)

Argyle Television Films, Inc.

60 W. 46 St., New York 36, N. Y.; Circle 6-4347; Louis Goldstein, president; Bob Seidelman, vice-president; Jerome Hyams, treas. (Distributors of feature films.)

Armstrong, J., & Co.

19 West 44th St., New York 36, N. Y.; Murray Hill 7-0669. Joseph Armstrong, president. (Producers of commercials.)

Arnell, Peter, Productions

750 Park Ave., New York 21, N. Y.; TRafalgar 9-5097. Peter Arnell, owner & producer; Jean Heaton, production manager. (Producers of live and filmed shows.)

- I'll Buy That, What's In a Word, Wheel of Fortune (live); The Name's the Same (live, in association with Goodson-Todman Productions).

Arrow Productions, Inc.

846 No. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 4-3118. Edw. Small, Milton Gordon, Leon Fromkess, principal officers. (Producers and distributors of filmed programs.)

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.; TEXas 0-7619. Ed Beloin, producer; Burt Harris, business manager. (Produces packages filmed series.)

- So This Is Hollywood (network series); Schlitz Playhouse of Stars (network series).

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"Brooklyn Dodgers
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Brewing Co.



Artex Film Productions, Inc.

157 E. 69th St., New York 21, N. Y.; REgent 7-9200 Sam Eisenberg, president. (Producer of features, commercials.)

Associated Artists Productions, Inc.

345 Madison Ave., New York 17, N. Y.; MURray Hill 6-2323. Branches: 35 Lombardy Way, N.E., Atlanta, Ga.; ELgin 3028; 203 N. Wabash Ave., Chicago, Ill.; DEarborn 2-4040; 310 So Harwood St., Dallas, Tex.; RAndolph 7736; 1908 So. Vermont Ave., Los Angeles, Calif.; REpublic 2-3016. Eliot Hyman, president; Kenneth Hyman, vice-president; W. Robert Rich, general sales manager. (Distributors of feature films, film series.)

• Johnny Jupiter (series); Candid Camera (189); 111 feature films.

Associated Broadcast Advertising Co.

1001 No. Western Ave., Los Angeles 29, Calif.; HOLlywood 5-0580. Irwin T. Porter, Gertrude T. Porter, partners. (Produce commercials.)

Associated Enterprises

735 N. Vine St., Hollywood 38, Calif.; HOLlywood 4-2049. Robert Struble, owner. (Package shows, commercials.)

Associated Press, The

50 Rockefeller Plaza, New York 20, N. Y.; PLaza 7-1111. Frank J. Starzel, general manager; Oliver Gramling, assistant general manager. (Producers of newsreels, special news features.)

Associated Program Service, Division of Muzak Corp.

221 Fourth Ave., New York 3, N. Y.; ORchard 4-7400. Ed Hochhauser, Jr., gen.

mgr. (Distributor of filmed series, feature films for TV.)

• American History Series (14); Americans at Work (26); Great American (26); Our Political Heritage (13); American Standard of Living Series (52); Democracy in Action (13); Here's to Your Health (13); How To's in Arts and Crafts (13); Made in America (26); Nature Time (39); Science for Living (39); What Do You Know About You? (13); What Makes a Champion? (13); Armchair Traveler (39); Children All over the World (18); Know America Series (13); Home Making Series (13); 1,186 feature films; also foreign language educational films and holiday programs.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.; MURray Hill 5-8573. Exchanges in: Ridgefield, N. J.; Chicago, Dallas, San Francisco. J. R. Bingham, president; A. L. Fredrick, treasurer. (Distributors of filmed programs.)

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y. JUdson 2-1287. Robert M. Savini, president; David A. Bader, vice president. (Distributors of feature films.)

• 100 features; 31 westerns. (See also page 476)

Atlas Film Corp.

1111 South Boulevard, Oak Park, Ill.; AUstin 7-8620. L. P. Mominee, vice-president and genl. mgr.; Norman C. Lindquist, vice-president and dir. of TV; Albert S. Bradish, vice-president, production. (Produces filmed commercials.)

MEL
ALLEN



Atlas Television Corp.

15 W. 44, New York 36, N. Y.; Murray Hill 7-5535. Henry Brown, president; Robert B. Brown, vice president; Jackson E. Dube, eastern sales mgr.; Peter S. Rogers, midwestern sales mgr.; William Jones, Jr., southwest sales mgr.; Maryellen Anderson, agency representative. (Film production and distribution.)

• Captain Z-RO (26); Hollywood to Broadway (13); Grantland Rice (13); Your Family Theatre (39); 115 feature films; 50 westerns; 350 shorts.

Audience Tested Productions

1150 So. Beverly Drive, Los Angeles 35, Calif.; BRadshaw 2-8561. Bernard D. Cirlin, president. (Film producer, commercials.)

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.; PLaza 7-0760. Frank K. Speidell, president; Herman Roessle, vice-president; Harold Lipman, manager, TV dept. (Producers of filmed commercials.)
(See also page 493)

Audio-Visual Eng. Co. (Avec Production)

218 East Huron St. Chicago 11, Ill.; MOhawk 4-4435. Wm. J. Dee, in charge of production; Alfred M. Zemlo, studio mgr. (Produce films.)

Aurora Film Distributors, Inc.

1410 Howard St. Omaha 2, Nebraska; ATLantic 8476. Keith T. Smith, president; Donald W. Smith, vice-president. (Distributor of feature films and shorts.)

• Sleepy Joe (13); Life and Songs of Stephen Foster (13); 11 westerns; 30 shorts.

Award Television Corp.

1501 Broadway, New York 36, N. Y.; WISconsin 7-6650. Milton J. Salzborg, president; David B. Dash, vice-president. (Produce filmed series, commercials.)

• Jimmy Demaret Show (13).
(See also page 481)

B & R Enterprises, Inc.

846 No. Cahuenga Blvd., Hollywood, Calif.; HOLlywood 9-5981. Stanley Shapiro, president; E. D. Leshin, associate producer; Argyle Nelson, production manager. (Producers of filmed series.)

• Ray Bolger Show (60).

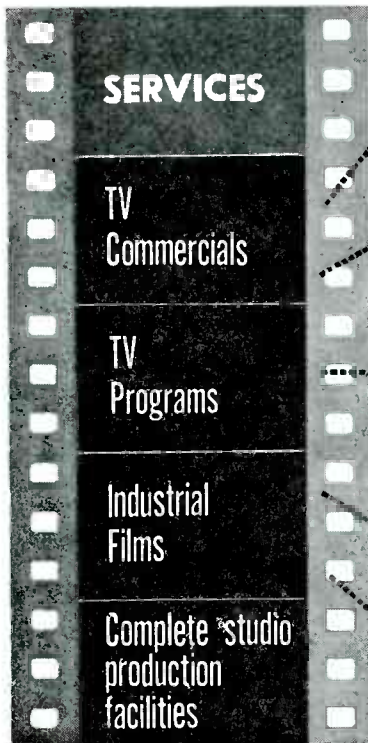
Bagnall, George, and Associates

8827 Olympic Blvd., Beverly Hills, Calif.; CRestview 1-5133; Branches: 25 Vanderbilt Ave., New York 17, N. Y.; 520 N. Michigan Ave., Chicago 11, Ill. Geo. L. Bagnall, president; J. J. O'Loughlin, vice-president and general sales mgr.; Fred Lindquist, secretary. (Distributors of filmed series, features.)

• This Is Hawaii (13); Scene with a Star (13); Sportsmirror (26); Spotlight on Hollywood (13); Let's Draw with Frank Webb (52); World of Wolo (13); Hollywood Half-Hour (39); Front Page Detective (39); Public Prosecutor (26); Jackson and Jill (13); Ringside with the Rasslers (52); Paradise Island (26); Crusader Rabbit (195); TV Closeups (26); Going Places with Uncle George (26); I Search for Adventure (26); 32 features.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.; HOLlywood 4-7949. Albert R. Bailey, president. (Packaged film programs.)



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Bailey, Tom, Productions, Inc.

722 North Fourth Ave., Tucson, Ariz.; Phone 21907. Tom Bailey, president and executive producer; William Freytag, vice-president. (Distribute features and Australian film series.)

Baldwin Organization, Inc., The

270 Park Ave., New York 17, N. Y.; PLaza 5-9830. Ted Baldwin, president. (Produces filmed programs.)

Barbre, Thos. J., Productions

1215 E. Virginia Ave., Denver 9, Colo.; RAce 2-4605. Thos. J. Barbre, manager. (Producer, distributor of filmed shows, producer of film commercials.)

- Side Road (13).

Barry & Enright Productions, Inc.

667 Madison Ave., New York 21, N. Y.; TEmpleton 2-8600. Jack Barry, president; Dan Enright, Edwin Friendly, Myron Oppenheimer, vice-presidents. (Produce live and film package shows.)

- Juvenile Jury, Life Begins at 30, Winky Dink and You, Old Baby (live).

Basch Radio & TV Productions

17 E. 45th St., New York 17, N. Y.; MUrray Hill 2-8877. Frances Scott Basch and Charles J. Basch Jr., partners. (Produce live and film shows and commercials.)

- Jim and Judy in Teleland (52).

Battison, John H., Enterprises

4515 Saul Road, Kensington, Md.; OLYmpic 7-9593. (Produces filmed series, commercials.)

- Woman in the House (13).

Baym, Zach Films

60 East 42nd St., New York 17, N. Y.; MUR-

ray Hill 2-4813. Zach Baym, owner. (Distributor of feature films, produce, distributor of filmed series.)

- World Closeup (26) 52 features; 52 westerns.

Beacon Television Features, Inc.

118 Newbury St., Boston 16, Mass.; COM-monwealth 6-6881. J. L. Sanderson, president; Barbara Keane, treasurer. (Produce filmed series, commercials, packages.)

- Goin' Places with Gadabout Gaddis (26).

Becker, V. S. Productions

551 Fifth Avenue, New York 17, N. Y.; MUrray Hill 2-0777. Viola S. Becker, owner. (Produces live and filmed package shows and commercials.)

Bell Pictures Corporation

630 Ninth Ave., New York 36, N. Y.; CIrcle 6-1383. Lawrence Kulick, vice-president. Distribute filmed programs.)

Bemiller Productions

2350 Hyperion Ave., Hollywood 27, Calif.; NORmandy 5-5137. Richard T. Bemiller, Business mgr.; Ted C. Bemiller, Cinematography mgr. Robert H. Bemiller, Animation Div. (Produces live and animated commercials.)

Bengal Pictures

3102 Quincy St., Albuquerque, N. M.; Phil E. Cantonwine, producer; Tom Pillsbury, cameraman; Cheri Le Blanche, writer, narrator. (Producers of films and commercials.)

Biddick, Guy

1151 South Broadway, Los Angeles 15, Calif.; RICHmond 6184. Guy Biddick, owner and manager. (Producers of animated commercials, filmed spots.)



CHARLES SANFORD

Musical Director

MAX LIEBMAN

PRODUCTIONS

NBC-TV

Black, Albert, Television Productions

9 Rockefeller Plaza, New York 20, N. Y.; Circle 5-7466. Albert Black, president and exec. producer; Michael Lippert, genl. mgr. and producer. (Produces live and filmed shows, commercials.)

Blinkey Productions, Inc.

149 Broadway, New York, N. Y.; BEekman 3-8275. Murray King, production director; Syd Parker, production supervisor. (Producer of film series, packages, commercials.)

- Adventures of Blinkey (26).

Boyd, William, Productions, Inc.

3901 Wilshire Blvd., Beverly Hills, Calif.; CRestview 4-5248. William Boyd, president; Robert Stabler, vice-president. (Producers of filmed series.)

- Hopalong Cassidy (continuous).

Brandon Films, Inc.

200 W. 57th St., New York 19, N. Y.; Circle 6-4868. (Distributes feature films.)

- 13 feature films.

Bray Studios, Inc.

729 Seventh Ave., New York 19, N. Y.; Circle 5-4582. John R. Bray, president; Paul A. Bray, vice-president; B. D. Hess, film distribution manager; Max Fleischer, director; Bray-Fleischer, animation division. (Producers and distributors of features, cartoons, filmed series.)

- Of All Things (13); Adventures in Science (13); 65 cartoons.

British Information Services, Film Division

30 Rockefeller Plaza, New York 20, N. Y.; Circle 6-5100. (An agency of the British Government.) Charles H. Dand, director;

Lester Schoenfeld, distribution mgr.; Joe Slevin, publicity & adv. mgr. (Official distributor in the U. S. of British Government produced films.)

- See and Enjoy (13); Science—Quest and Conquest (13); Diversion (13); All on a Summer's Day (13).

(See also page 499)

Broadcasting and Film Commission of National Council of the Churches of Christ in the USA

220 Fifth Ave., New York 1, N. Y.; OREGON 9-2968. S. Franklin Mack, executive director; Wesley B. Goodman, associate executive director; Alexander B. Ferguson, director of films; Albert Crews, director of television; Frank B. Nichols, associate director of television; Elizabeth Lee, television producer.

- What's Your Trouble (51); The Pastor (26); Bible Puppets (9); 18 feature films.

Broadcasting Foundation of America

Suite 1026, 165 Broadway, New York 6, N. Y.; WOrth 2-8028-9. Frank N. Freeman, president; Seymour N. Siegel, executive vice-president & treasurer; Lewis Hill, George E. Probst, vice-presidents; Myron K. Wilson, secretary, general counsel. (Produces and distributes educational programs.)

Broidy, William F., Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 2-7241. William F. Broidy, president; Edward J. Kay, vice-president. (Producers of filmed series, packages.)

Bruce-Hall Productions

6 West Ontario St., Chicago 10, Ill.; Whitehall 3-0462. Laurin Hall Healy and Robert



DENNIS JAMES

Personal Mgt.

AARON B. STEINER

Bruce Hicks, partners. (Producers of live and film package programs.)

• This Is Your Navy (live); Cavalcade of Wings (filmed series); Indoor Polo shows (live); Pony League Baseball (live).

Buffington, Al, Productions

6711 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 9-8367. Albert B. Buffington, sales and program mgr.; Milford Capman, staging mgr. (Producers of live and filmed package shows, filmed commercials.)

Burrud, Bill, Productions

5746 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 2-7111. Bill Burrud, president; Rick Spalta, vice-president; Reed Bingham, treasurer; Miles Hinshaw, secretary. (Producers of film series, commercials, packages.)

• Assignment America, Wanderlust (series).

Butterfield & Wolf, Inc.

5 East 57th St., New York 22, N. Y.; PLaza 9-8620. Alfred Butterfield, chairman; Thomas H. Wolf, president. (Distributors of feature films.)

• 1 documentary film.

Byron, Inc.

1226 Wisconsin Ave., Washington 7, D. C.; DUpont 7-1300. Byron S. Roudabush, president; Dudley Spruill, vice-president and general manager; Ray N. Mahan, sales manager. (Production of features and commercials.)

Byron Productions

8 E. 52 St., New York 22, N. Y.; PLaza 3-6936. Edward A. Byron, president. (Distribute package shows.)

CBS Television Film Sales, Inc.

485 Madison Ave., New York 22, N. Y.; PLaza 1-2345. Branches: 800 Peachtree St., N.E., Atlanta, Ga.; Statler Office Bldg., Boston, Mass.; 410 No. Michigan Ave., Chicago, Ill.; 1000 Fidelity Union Life Bldg., Dallas, Tex.; 902 Fisher Bldg., Detroit, Mich.; 1313 No. Vine St., Hollywood, Calif.; Palace Hotel, San Francisco, Calif.; 401 So. 12th Blvd., St. Louis, Mo. Leslie Harris, vice-president & general manager; Wilbur S. Edwards, general sales manager. (Distributes film series.)

• Amos 'n' Andy (78); Cases of Eddie Drake (13); Files of Jeffrey Jones (39); The Whistler (39); Annie Oakley (52); Holiday in Paris (13); Range Rider (78); Adventures of Long John Silver (26); Newsfilm (continuous).

Calhoun Studios, Inc.

266 E. 78 St., New York 21, N. Y.; LE 5-2120. Brian Calhoun, president; William S. Kent, vice-president; Howard Kaiser, operations; Charles P. Gennell, sales mgr. (Produces and distributes filmed programs, commercials.)

• 3 feature films.

Cambridge Productions

1011 Olympia Theatre Bldg., Miami 32, Fla.; Tel.: 82-1216. H. Hunt, president; J. L. Nisbett, executive vice-president; Ted Edwards, vice-president. (Produces films, commercials.)

Camera Craft

6764 Lexington Ave., Hollywood 38, Calif.; HOLLYWOOD 3-6856. (Produce commercials.)

Campus Film Production

14 East 53rd St., New York 22, N. Y.; PLaza 3-3280. Nat Campus, executive producer. (Producer of films.)

Gilbert L. Kay

Director

"Treasury Men In Action"

"Man Behind The Badge"

"Reader's Digest"

"Passport To Danger"

"Hollywood Profile"

Representation

MCA

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for
Television and
Industry

Palley and Love Inc.

565 FIFTH AVENUE
New York 17, N. Y.
ELdorado 5-1382

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.; Circle 7-6110. David I. Pincus, pres.; Albert Z. Carr, sales v.-p.; Calhoun McKean, in chge. of TV films and commercials. (Produces filmed programs and commercials.)

Carlson TV Films

210 No. Larchmont, Hollywood, Calif.; Normandie 1-0586. Ken Carlson, president. (Produces commercials.)

Cascade Pictures of California, Inc.

1027 No. Seward St., Hollywood 38, Calif.; HOLlywood 2-6481. B. J. Carr, president; Roy Seawright, vice-president, photography director; Vaughan Paul, production coordinator; Philmore Phipps, producer. (Produces commercials.)

Caston Productions

8611 Sunset Blvd., Hollywood 46, Calif. Robert L. Cashy and Milton L. Cashy, co-owners and producers. (Film producers.)

Cavalcade Pictures, Inc., and Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-4144; OLdfield 4-4796. Harvey Pergament, president. (Producer, distributor and importer of filmed programs.)

- Famous Guests (13); This Is Hawaii (13); Unk & Andy ABC Adventures (26); Tales of the Old West (13); Double Play (Greatest Names in Baseball) (26); Double Play (Greatest Names in Sports) (13); 39 Spanish features.

Cavalier Productions

Box 7 Hillside Manor, New Hyde Park, N. Y.; Pioneer 2-0500; 1164 Ave. of the Americas, New York 36, N. Y.; Circle 7-8466. Dr. Joseph L. Levit, executive producer; R. Miles Master, talent and promotion; Phillip St. Clair, tech. dir. (Producers of filmed programs.)

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.; CRestview 6-4174. Robert G. Young, president; Eugene B. Rodney, vice-president in charge of production; Ben Bisgeier, secretary. (Producers of filmed series.)

- Father Knows Best (series).
- (See also page 501)

Central Telefilms, Inc.

810 No. Sheridan Road, Peoria 5, Ill.; Tel. 5-7611. Herbert K. Landon, president and general manager. (Produces commercials.)

Chad Associates, Inc.

40 East 49th St., New York 17, N. Y.; PLaza 1-0711. Chad Grothkopf, president. (Producers of commercials.)

Chapman, Bruce, Co.

55 W. 42nd St., New York 36, N. Y.; WISconsin 7-9244. Bruce Chapman, president; Edna Chapman, vice-president; Michael Alexander, Europe mgr. (Producer distributor of films, commercials and shorts.)

- The Answer Man (13).

Charter Oak Tele-Pictures

846 7th Ave., New York 19, N. Y.; Circle 6-2508. Louis Cavrell, producer. (Produces and distributes filmed series, commercials.)

- Roy Doty Show (40).

Chatham, Lew, Associates

Chatham Bldg., Claremore, Okla.; 1122, 1640 J 1, 1624. L. A. Chatham, manager. (Film producer, commercials.)

Chertok, Jack, Productions, Inc.

1040 N. Las Palmas, Hollywood, Calif.; HOLlywood 3-5106. Jack Chertok, president. (Producer of filmed series, commercials.)

- What's New? (series).

Cheryl-TV Corp.

442 N. La Cienega Blvd., Los Angeles 48, Calif.; OLeander 5-8440; 630 Ninth Ave., New York N. Y.; CIRCLE 6-1717. Simon Lipson, president; Jack Broder, vice-president; John Eftlinger, national sales manager. (Distributors of feature films.)

- 20 feature films.

Cheshire and Associates

6696 Selma Ave., Hollywood 28, Calif.; HOLlywood 9-4580. Bob Reichenbach, Harry V. (Pappy) Cheshire, partners; Bob Reichenbach, general manager. (Producers of live and filmed shows.)

- The M.J.B. Show (live); Capsule Mysteries (39).

China Film Enterprises of America, Inc.

165 W. 46th St., New York 36, N. Y.; PLaza 7-2320. Hsing-ching Weng, president. (Documentary and informational films on Chinese art, culture, etc.)

Ciemar (S.A.R.L.)

52 Av. des Champs Elysees, Paris 8e, France; BALzac 56-24. Maurice Marvie, gerant; Rene Molin, director. (TV film producer.)

Cinegraphics, Inc.

5 E. 57th St., New York 22, N. Y.; PLaza 9-8620; Francis C. Thayer, president. (Production filmed series, commercials.)

- The World Through Stamps (26).

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.; TRafalgar 3-1411. Joseph Seiden, president. (Produces films and commercials.)

Cinema-Vue Corporation

(Subsidiary of Cinepix, Inc.)

243 West 55th St., New York, N. Y.; CIRCLE 6-0888. Joseph P. Smith, president; Fran-

cis D. Smith, vice-president in charge of sales. (Distributors of feature films, cartoon packages.)

• 151 British feature films; 100 animated cartoons; 300 Hal Roach-Mack Sennett comedies; 79 westerns.

Cinepix, Inc.

243 West 55th St., New York, N. Y.; CIRCLE 6-0888. M. Klinerman, president; Francis D. Smith, general sales manager. (Distributors of feature films and cartoons.)

- 52 features; 52 westerns; animated cartoons.

Cinescope Films

25 Robin Hill Road, Scarsdale, N. Y.; SCarsdale 3-3963. George L. George, president. (Film programs and commercials.)

Cine-Tele Productions

Film Service Bldg. 6325 Santa Monica Blvd., Hollywood 38, Calif.; HOLlywood 5-3376. Harry J. Lehman, executive producer; Jacques R. Lehman, co-ordinator; Jesse Davis, camera; Gale McKiddy, prod. (Producer and distributor of filmed series, commercials.)

- Caliente Races (39); Your Road to Romance (13).

Cine-Video Productions, Inc.

Boston Post Road and Cedarhurst Lane, Milford, Conn. TRinity 4-6590. Garo W. Ray, president. (Producers of educational films.)

Cited Films, Inc.

30 Rockefeller Plaza, New York 20, N. Y.; CIRCLE 7-3673. Joe Weil, president. (Film producer and distributor.)

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MARTHA
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Cable: NYCOMOVER

RUTH
HUSSEY

RANDOLPH
SCOTT

ADOLPH
MENJOU

ELEANOR
POWELL

Clairmont Films

1973 Palmerston Place, Hollywood 27, Calif.;
NOrmandy 2-4732, WEBster 9-1491. Leon-
ard Clairmont, owner.

Colson & Company, Inc.

1122 Jackson St., Dallas, Texas; STerling
2878. Harrison D. Colson, president and
general manager. (Producer of live and
filmed shows.)

Combined Television Pictures, Inc.

241 So. Beverly Drive, Beverly Hills, Calif.;
CRestview 5-1114. John A. Byers, presi-
dent. (Distributes filmed series.)

- Dick Tracy (39).

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Calif.;
CRestview 1-7106. Walter White, Jr., presi-
dent and executive producer; William C.
Heath, associate producer. (Distributors
of film series.)

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.; Circle
5-6456. Mortimer D. Sackett, president; S.
Sackett, treasurer. (Producers and distri-
butors of filmed programs, feature
films.)

- 125 feature films; 34 westerns; 350 car-
toons.

Condor Pictures, Inc.

1536 Viewsite Terrace, Hollywood 46, Calif.;
CRestview 6-0053. Milton Simon, president.
(Produce commercials.)

Consolidated Television Sales

109 N. LaCienega Blvd., Beverly Hills, Calif.;
CRestview 15133—Branch offices, 439 S.
LaCienega, Los Angeles, Calif.; 25 Vander-
bilt Ave., N. Y. 17; 520 N. Michigan Ave.,

Chicago 11, Ill. J. J. O'Loughlin, general
sales manager. (Distribute film series.)

Continental International Pictures

448 Harrison Ave., Greenville, Ohio. 870-R.
Walter D. MacFarland, executive pro-
ducer. (TV film producer.)

Cooper, Frank, Associates

521 Fifth Ave., New York 17, N. Y.; VANDer-
bilt 6-5661; 6277 Selma Ave., Hollywood,
Calif.; HOLLYWOOD 4-7258. Frank Cooper,
Sy Fischer, chief officers. (Live and film
packages.)

Cornell Films, Inc.

Paramount Bldg., 1501 Broadway, New York
36, N. Y.; Wisconsin 7-6650-1-2. J. Milton
Salzburg, president; David B. Dash, vice-
president. (Producers and distributors of
filmed programs. shorts, cartoons.)
(See also page 481)

Cornwall Productions

30 W. 56th St., New York 19, N. Y.; Circle
6-2082. Ella Raines, president; William
Dozier, executive vice-president. (Pro-
ducer of filmed programs.)

Coronet Instructional Films

65 E. South Water St., Chicago 1, Ill.; D'Far-
born 2-7676. Branches in Fort Worth, Tex.,
Little Rock, Ark., Maplewood, N. J., Mas-
sillon, O., Maywood, Ill., Oklahoma City,
Okla. John Smart, president; A. L.
Blinder, executive vice-president; Els-
worth C. Dent, director of distribution.
(Produces and distributes filmed series.)

- Your Health and Safety (13); Your Days
at School (13); Dating, Marriage and
Family Living (13); Exploring Science
(13); Personality Development (13); How

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TV Films
INDUSTRIAL
DOCUMENTARY
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We also have the largest selection of SOUND
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a "CAT'S MEOW to a LION'S ROAR."

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PLEASE SEND ME FREE (Check Boxes)

- Major sound effects record catalogue.
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NAME
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We arrange for mood music clearances.

Others Live (13); Career Planning (13); Reading Enjoyment (13) Stories for Children (13); Home Management (13); World of Yesterday (13); Nature in Action (13); Getting Along Socially (13); Democracy at Work (13); Animal Adventures for Children (13); Sport Skills (13); American Heritage (13).

Corradine, Tom J., & Associates

5746 Sunset Blvd., Hollywood 28, Calif.; HO 2-4448. Branch office in New York. Tom Corradine, president; Kyle C. Thomas, Vice-President & General Manager; Haan Tyler, Sales Manager. (Distribute filmed series, feature films.)

- The Ruggles (91) 409 feature films; 192 westerns; 350 shorts. Western distributors for: Big Game Hunt (26); Buster Crabbe Show (26); Eddie Arnold Time (26); Championship Bowling (26).

Cosman Productions, Inc.

8533 Sunset Blvd., Los Angeles 46, Calif.; CRestview 6-4345. Lou Costello, president. (Produces filmed programs.)

Courneya, Jerry, Productions

633 No. Almond Drive, West Hollywood 46, Calif.; CRestview 4-5621. Jerry Courneya, owner & producer; Paul Frees, executive producer. (Producers of filmed series, shorts, features, commercials, packages.)

- Adventures of Noah Beery, Jr. (15); Chimp Comedy-Mysteries (13); Lash LaRue Westerns (39); also features westerns.

Cousens, Clayton W., Productions

436 W. 57th St., New York 19, N. Y.; Columbus 5-7380. Clayton W. Cousens, owner. (Producers of film commercials.)

Cowan, Louis G., Inc.

575 Madison Ave., New York 22, N. Y.; PLaza 9-3700. Branch office in Chicago.

Harry Fleischman, president; Steven R. Carlin, vice president. (Produce and package live programs.)

- Stop The Music (live); Down You Go (live); \$64,000 Question (live); Quiz Kids (live); Hy Gardner Calling (live).

Crandall, Roland D., Productions

31 Heusted Drive, Old Greenwich, Conn.; NE 7-0425. Roland D. Crandall, owner. (Produces animated commercials.)

Craven Film Corporation

108 West 56th St., New York 19, N. Y.; Circle 6-8387. Thomas Craven, president; Frynne Hamden, vice-president; Michael Wyler, production manager. (Producers of filmed series, commercials.)

- The World through Stamps (26); The World Around Us (26).

Creativision

1780 Broadway, New York 19, N. Y.; Circle 5-4830. Winfield Hoskins, creative director; Victor Kayfetz, associate director. (Produces live and animated commercials.)

Crest Productions, Inc.

55 W. 42nd St., New York 36, N. Y.; LAckawanna 4-2261. Joe Graham, president; John Fisher, executive vice-president. (Produce commercials.)

Crest Television Productions

10361 McCormick St., No. Hollywood, Calif.; SUNset 2-3138. Lloyd Friedgen, president; Elva Fraser, secretary-treasurer; (Distributor and producer of features.)

Crosby, Bing, Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Calif.; CRestview 1-1171; New York branch office. Everett N. Crosby, president; Basil F. Grillo, executive vice-president; Chas. B.



ED & PEGEEN FITZGERALD

Brown, vice-president, director of sales; John O'Melveny, vice president. (Produces filmed series.)

- Where Were You (26); Counterpoint (26); Royal Playhouse (52); Curtain Call (39); The Chimps (13).

Crown Pictures International

961 N. La Cienega Blvd., Los Angeles 46, Calif.; CRestview 6-6139. S. Michelson, secretary-treasurer. Distributors of feature films.)
20 features; 10 shorts.

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.; PLaza 7-5130. Melvin M. Hirsh, president. (Distribute features, Westerns, packages.)
15 features; 9 sports shorts.

Culhane, Shamus, Productions, Inc.

207 E. 37th St., New York 16, N. Y.; MURray Hill 2-8243. Shamus Culhane, president, director. (Produces commercials.)

DBA Consolidated Television Sales

(see Bagnall, George, and Associates)

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.; MURray Hill 2-0040. Dorothy P. Maulsby, president; Maurice Groen, director of operations. (Producer of commercials.)

Dawson, Ronald, Associates

545 Fifth Ave., New York 17, N. Y.; MURray Hill 7-6865. Ronald Dawson, owner. (Live and filmed programs.)

Day, Gordon M., Productions

108 E. 30th St., New York 16, N. Y.; ORegon 9-3595. Gordon M. Day, writer-producer; Carol Bulkley, casting-direction. (Produce package shows and commercials.)

Demby Productions, Inc.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.; PLaza 9-2495. Emanuel Demby, president; Harvey Miltzer, vice-president; Al Marshack, special projects. (Produce live and film packages, features, commercials.)

- Hollywood to Broadway (13); What's Playing (live); Carnival (live).

Denove, Jack, Productions, Inc.

5823 Santa Monica Blvd., Hollywood 28, Calif.; HOLlywood 4-8881. Jack Denove, president; Dick Denove, vice president. (Produce filmed series, commercials.)

- Cavalcade of America (series).

Department of the Army, Radio & TV Branch

Public Information Division, Washington 25, D. C. Liberty 5-6700. Lt. Col. Tom O. Mathews. (Producers and distributors of filmed programs.)

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.; BEacon 2-5722. Joseph Dephoure, owner. (Film commercials, program films.)

Depicto Films, Inc.

254 West 54th St., New York 19, N. Y.; COLUMbus 5-7620. John Hans, president; Charles S. Hans, vice-president; Carl V. Ragsdale, production manager. (Producers of filmed commercials.)

Desilu Productions, Inc.

846 N. Cahuenga Blvd., Hollywood 38, Calif.; HOLlywood 9-5981. Desi Arnaz, president; Lucille Ball, Martin Leeds, Andrew Hickox, Argyle Nelson, Edward H. Feldman, vice-presidents; Samuel Marx, executive producer; Ken Morgan, public relations

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Commercials

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GLEASON
SHOW"
CBS-TV

"The PLAIN-
CLOTHES-
MAN"
Du Mont

Management
Charles Conaway



director. (Produce & distribute film series, commercials.)

• I Love Lucy (network series); December Bride (network series); Willy (network series); Those Whiting Girls (13). (See also page 403)

Disney, Walt, Productions

2400 West Alameda Ave., Burbank, Calif.; Victoria 9-3461; 477 Madison Ave., New York, N. Y.; PLaza 9-3880. Walter E. Disney, chairman of the board; Roy O. Disney, president; Gunther R. Lessing, vice-president, general counsel; Oliver B. Johnson, vice-president in charge, character merchandising; Paul L. Pease, treasurer; James A. Johnson, secretary; Leo F. Samuels, sales manager. (Produces filmed series.)

• Disneyland (network series).

Dougfair Corporation

666 N. Robertson Blvd., Los Angeles 46, Calif. H. Alexander MacDonald, Pres.; Fred Hoar, Vice-president-treasurer; Christine de Lima, Secretary (Produce filmed series.)

• Douglas Fairbanks Presents (117); Terry and the Pirates (18).

Douglas, Jack, Productions

Centaur Studios, 7657 Melrose Ave., Hollywood, Calif.; HOLlywood 4-7574. Jack Douglas, producer, director. (Produces and distributes filmed series.)

• I Search for Adventure (26).

Dryer, Sherman H., Productions

667 Madison Ave., New York 22, N. Y.; TEMpleton 8-7827. Sherman H. Dryer, president. (Produce programs.)

Dube, Harry S.

10 Rockefeller Plaza, New York 20, N. Y.; COLUMbus 5-7035. Harry S. Dube, owner. (Live and film shows, commercials.)

Dubois, Jean M. F., Motion Pictures

(The Jean Dubois Co.), 2214 Dahlia St., Denver 7, Colo.; EAst 8122 and MAIn 5401. Branch office: 927 21 St., Denver 2, Colo.; MAIn 5408. Jean M. F. Dubois, owner, general manager; Lyle Liggett, editor. (Produce reels, shorts, and features.)

Dudley TV Corporation

9908 Santa Monica, Beverly Hills, Calif.; CRestview 1-7258. Carl Dudley, president; Don McNamara, executive vice-president. (Produce commercials.)

Du Mont Television Network

515 Madison Ave., New York 22, N. Y.; MURray Hill 8-2600. Ted Bergmann, managing director; Gerry Martin, director of sales; James L. Caddigan, director of programming; Robert S. Woolf, manager of film syndication dept. (Package programs, live and film shows, commercials.)

• Scotland Yard (13); Pathe Hy-Lights (26); 28 feature films.

Dunn, Cal, Studios

159 E. Chicago Ave., Chicago 11, Ill.; WHitehall 3-2424. Cal Dunn, president. (Produces commercials.)

Dynamic Films, Inc.

112 W. 89th St., New York 24, N. Y.; TRafalgar 3-6221. Henry Morley, president; Nathan Zucker, board chairman. (Producers of filmed commercials.)



**WARREN
HULL**

"Strike It Rich"

- On Stage With Monty Woolley (13); Speed Classics (13); Christmas Carols (20); The Continental (13).

Educational Films Corporation

1501 Broadway, New York 18, N. Y.; PENNSYLVANIA 6-1780. Earl W. Hammons, president; Glen Lambert, general manager. (Produce live and film shows.)

Edwards, Ralph, Productions

1655 No. Cherokee, Hollywood 28, Calif.; HOLLYWOOD 5-3769. Ralph Edwards, owner. (Produces live package shows.)

- Truth or Consequences; This Is Your Life; Place The Face; Funny Boners (live). (See also page 479)

Elan-Porter Productions, Inc.

19 West 45th St., New York, N. Y.; TRAFALGAR 9-4830. Ralph Porter, production manager; Raphael Elan, business and sales manager. (Producers of filmed shows, commercials.)

Elgar, Peter, Productions, Inc.

18 E. 53 St., New York, N. Y.; MURRAY HILL 8-5626. Peter Elgar, president; Julius Edelman, vice-president (Produce filmed programs, commercials.)

Elliot, Unger and Elliot, Inc.

414 W. 54 St., New York 19, N. Y.; JUDSON 6-5582. Steven Elliot, president; William H. Unger, vice-president. (Produce films, spots.)

Emerson Film Corp.

301 E. Erie St., Chicago 11, Ill.; SUPERIOR 7-9295. (Produces commercials.)

Emperor Films, Inc.

1650 Broadway, New York 36, N. Y.; COLUMBUS 5-8649. Martin Ross, president. (Distributes feature films.)

- 26 feature films.

Empire Films, Inc.

580 Fifth Ave., New York 36, N. Y.; PLAZA 7-3770. A. Joseph Handel, president. (Distributor of TV films.)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.; PLAZA 9-4500. Arthur Lubo, president; Fred De Jaeger, vice-president; Helen D. Kelleher, secretary-treasurer; William Reilly, general manager; David H. Lyon, executive producer. (Producers of live and filmed commercials, packages.) (See also page 501)

Enders, Robert J., Inc.

1001 Connecticut Ave., N. W., Washington 6, D. C.; STERLING 3-2222. Robert J. Enders, president; Howard A. Enders, vice-president; Ray Hill, vice-president in charge of sales; Robert L. Friend, executive producer. (Produces filmed series, commercials, packages.)

- Charles Goren on Bridge (series); Roger Hornsby Baseball School (series).

Endorsements, Inc. (TV)

500 Fifth Ave., New York 36, N. Y.; CHICKERING 4-7257; branch office in Hollywood. Jules Alberti, president; Hazel F. McCabe, secy.-treas. (Produce live and film commercials.)

Enos, Brandt, Associates

270 Park Ave., New York 17, N. Y.; PLAZA 5-2294. Brandt Enos, producer; Donald Higgins, editorial director; Ted Wear, production manager; David Cazalet, supervising film editor. (Documentary film series, shorts.)

- America's Arts and Skills (9); World's Great Religions (10).

ATLANTIC TELEVISION CORPORATION

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President



DAVID A. BADER
Vice President

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Cables: Astorpac, N. Y.**

Ettelson, David, & Associates

111 W. Washington St., Chicago, Ill.; DE 2-0853. (Produce, distribute films.)

Explorers Pictures Corp.

1501 Broadway, New York 36, N. Y. Longacre 4-5592. Jules B. Weill, president; Murray M. Kaplan, executive assistant to president. (Producer and distributor of feature films, packages.)

Fair Deal Motion Picture Service

2040 Chatterton Ave., New York 61, N. Y.; TAMadge 9-6778. Louis D. Colson, owner & president. (Distributes package films.)

Fairbanks, Jerry, Productions

6052 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 2-1101. Jerry Fairbanks, president and executive producer; John McKennon, production manager. (Produces film programs and commercials.)

- Front Page Detective (39); Hollywood Half Hour (37); Jackson and Jill (13); Public Prosecutor (26); TV Closeups (26); Crusader Rabbit (195).

Fairbanks, "Tiny", Enterprises, Inc.

1775 Broadway, New York 19, N. Y.; CIRCLE 7-5549. "Tiny" Fairbanks, president. (Produces live and filmed programs.)

Falk, Richard R., Associates

220 West 42nd St., New York, N. Y.; CHICKERING 4-5797. Richard R. Falk, president; Mel Ducat, sales manager; Don Softness, media director. (Producers of live and filmed programs, commercials.)

Family Films, Inc.

1364 North Van Ness Ave., Hollywood 28, Calif.; HOLLYWOOD 4-1176. Sam Hersh, president; Charles Wayne, S. Roy Luby, Pierre

Couderc, vice-presidents. (Production and distribution of inspirational films.)

- This Is The Life (feature film).

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Calif.; HOLLYWOOD 2-1317. Rev. Patrick Peyton, C.S.C., producer; Rev. Jerome R. Lawyer, C.S.C., associate producer; Motion Picture Division, James J. Ambrose, manager, 6327 Santa Monica Blvd., Hollywood, Cal. (Distribute religious, biblical films.)

- 9 religious feature films.

Famous Artists Corporation

9441 Wilshire Blvd., Beverly Hills, Calif.; CRestview 1-5222. Chas. K. Feldman, president; T. F. Greenhow, radio-TV dept. (Package shows.)

Fedderson, Don, Productions

120 El Camino, Beverly Hills, Calif.; BRADshaw 2-8031. Don Fedderson, president; Fred Henry, producer. (Produce programs.)

- The Millionaire (network series).

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.; HOLLYWOOD 7-5111; branch office in New York. William Collier, president; Harry Joe Brown, vice-president. (Producer of filmed programs.)

- Adventures of the Falcon (39).

Ferrin, Frank, Productions

6528 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 9-3628. (Produce TV films.)

Film Arts Productions, Inc.

1032 North 6th St., Milwaukee 3, Wisc.; BRoadway 6-5670. A. K. Hadley, president; Harlan P. Croy, general manager, secretary & treasurer. (Produce commercials.)



JOHN GART

Composer-Conductor

Film Associates, Inc.

4600 S. Dixie Ave., Dayton 9, Ohio; **Walnut 2164. E. Raymond Arn, president; Mildred G. Arn, vice-president; Edward R. Lang, general manager.** (Produce film commercials, package programs.)

Film Classic Exchange

1611 N. La Brea Ave., Hollywood 28, Calif.; **HOLLYWOOD 7-4255.** (Produce, distribute filmed series, features.)

• **Charlie Weaver and his Mt. Idy Friends (13); The Living Past (7);** 104 cartoons; 30 features; 15 westerns.

Film Creations, Inc.

112 W. 89 St., New York 24, N. Y.; **SUquehanna 7-6024. Joseph Barnett, president; William Groody, secretary; Edward R. Carroll, treasurer.** (Produce commercials.)

Film Images, Inc.

1860 Broadway, New York 23, N. Y.; **Circle 7-1877. Rosalind Kossoff, president; Kenneth Mead, director of distribution.** (Distributes filmed shorts.)

Film Makers, Inc.

322 E. 24th St., New York 10, N. Y.; **MURray Hill 5-3358. J. H. Lenauer, president.** (Produce films, commercials, packaging.)

Film Network, Inc.

853 Seventh Ave., New York 19, N. Y.; **JUDson 2-3026. West Hooker, president.** (Films for TV.)

Film Studios of Chicago, Ill.

135 So. LaSalle St., Chicago 3, Ill.; **CE 6-8417. George L. Reasor, owner; H. A. Spanuth, general manager, director.** (Distribute sports, religious and feature films.)

• 100 features.

Film Vision Corp.

1501 Broadway, New York 36, N. Y.; **Longacre 3-6187. Jerome Balsam, executive.** (Feature film distributor.)

• 95 features; 63 westerns.

Filmack Studios

1327 S. Wabash Ave., Chicago 5, Ill.; **HARRison 7-3395. 630 Ninth Ave., New York 36, N. Y.; PLaxa 7-0900. Irving Mack, president; Don Mack, vice-president in charge of sales (N. Y.); Jack Saperstein, TV production (N. Y.); Lou Kravitz, sales manager; Bernie Mack, secretary; Joseph Mack, treasurer; Vi Dane, promotion manager; Pat Cascio, TV production; Dick Pitts, advertising.** (Produce filmed commercials.)

Filmcraft Productions

8451 Melrose Ave., Hollywood 46, Calif.; **WEBster 3-9281. I. Lindenbaum, president.** (Produces films and commercials.)

Films For Industry

129 W. 52nd St., New York 19, N. Y.; **JUDson 2-3025. Subsidiary: Westchester Motion Picture Studios, 439 North Ave., New Rochelle, N. Y. Joseph McCaffery, executive producer; Chris Cross, Wm. Gallinson, producers.** (Filmed commercials, TV packages.)

Films for Television of Hollywood, Inc.

1041 No. Formosa Ave., Hollywood 46, Calif.; **HOLLYWOOD 7-5111. Jack H. Skirball, president.**

Films of the Nations, Inc.

62 W. 45 St., New York 36, N. Y.; **MURray Hill 2-0040. Henry M. Moolman, president; Birger Nordholm, vice-president.** (Producers and distributors of filmed programs.)

"BREAK THE BANK"**"PENNY TO A MILLION"****"MASQUERADE PARTY"**

starring

starring

starring

BERT PARKS**PETER DONALD****BILL GOODWIN**

for

for

for

**Dodge Division of
Chrysler Corp.****Knemark Mfg. Co.
(Esquire Shoe Polish)****Raleigh Cigarettes****ABC-TV Sun.
10:00 p.m. EST****ABC-TV Wed.
9:30 p.m. EST****ABC-TV, Wed.
9:00 p.m. EST****WOLF ASSOCIATES****WOLF PRODUCTIONS****WOLF ENTERPRISES****420 MADISON AVE., NEW YORK, N. Y.**

Ralph Edwards



This Is Your Life

Wednesday

10 P.M. EST

HITS ON NBC

Filmways, Inc.

241 W. 54th St., New York 19, N. Y.; PLaza 7-3396. Edwin T. Kasper, president; Martin Ranshoff, executive vice-president; L. Dowling, secretary-treasurer; Mickey Dubin, TV sales director. (Producer of commercial films.)
(See also page 463)

Filmwright Productions, Inc.

3 E. 57 St., New York 22, N. Y.; Eldorado 5-6038. Max Glandbard, president. (Produce commercials.)

Fiore Films

128 Mallory Ave., Jersey City 4, N. J.; Henderson 2-4474-5. Albert A. Fiore, TV & film director. (Produce filmed programs, commercials.)

First National Film Productions

7324 Santa Monica Blvd., Hollywood 46, Cal.; Bernard Prockter, executive producer; Edward Conne, charge of studio operations. (Produce films for TV.)

Fishbein, Frieda

353 West 57th St., New York 19, N. Y.; Circle 7-4398; Frieda Fishbein, owner. (Live and film programs.)

Five Star Productions, Inc.

6530 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 3-4807. Chet Glassley, president & executive producer. (Produce filmed commercials.)

Flamingo Films, Inc.

509 Madison Ave., New York 22, N. Y.; MUR-ray Hill 8-4800; Branches: 1741 Ivar St., Hollywood, Calif.; 9842 Lemmon Ave., Dallas, Tex.; 646 No. Michigan Ave., Chicago, Ill.; 5245 Centre Ave., Pittsburgh, Pa. Joseph Harris, president; Sy Weintraub, executive vice-president; James Harris, secretary-treasurer. (Distributors of feature films, filmed series.)

• Stars of the Grand Ole Opry, Hollywood Preview, Superman, Wild Bill Hickock (series); Cowboy G-Men (39); Beulah (78); Flamingo Theatre (30); Top Secret (26); Superman Cartoons (16); Telecomics (165); TV's Baseball Hall of Fame (78); TV's Football Hall of Fame (26); 26 feature films.

Flash Television Films, Inc.

72 East Ave., Rochester 4, N. Y.; BAKER 1466. Elmer Foote, president; Thelma Prinzivalli, treasurer; Jean Schantz, vice-president (Distributor of filmed programs.)

Fleetwood Films, Inc.

10 Fiske Place, Mount Vernon, N. Y.; MOUNT Vernon 4-5051. Myron Bresnick, president; Sally Fagin, vice-president; Renee Bresnick, secretary; Leonard Fagin, treasurer. (Produces filmed programs.)

• Captain Quest (13).

Flying A Pictures, Inc.

6920 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 9-1425. Armand Schaefer, president; Mitchell J. Hamilburg, vice-president and treasurer. (Producers of filmed series.)

• Gene Autry (91); Range Rider (78); Annie Oakley (52); Death Valley Days (36); Cavalcades of America (6); Buffalo Bill Jr. (26).

Fordel Films, Inc.

1187 University Ave., New York 52, N. Y.; LUDlow 8-5100. Blifford F. Potts, president; Gordon Hessler, vice-president. (Producers of filmed programs.)

Foreign Service Film Corp.

6677 Sunset Blvd., Hollywood 28, Calif. HO 5-5963. J. Carner-Ribalta, president; Eugene B. Gould, sec.-treas. (Foreign distributor for independent American features.)

This Is Your Life

Wednesday

10 P.M. EST

Truth
Or
Consequences

Friday
8 P.M. EST

TWO RALPH EDWARDS' HITS ON NBC



Jack Bailey

Formont Film Corporation

129 East 61st St., New York 21, N. Y.;
TEmpleton 8-5040. Art Ford, president;
Charles Joseph, studio supervisor; Michael
Schwartzwald, coordinator of production;
Nancy Clough, office manager. (Producers
of filmed series, features.)

- I Cover Crime (13); Juvenile Delinquent (13); 1 feature film.

Fortune Features, Inc.

1501 Broadway, New York 36, N. Y.; LOn-
acre 4-5592. Jules Weill, president. (Dis-
tribute feature films.)

- 70 feature films.

Fortune Merchandising Corp. (Productions Division)

442 No. La Cienega, Los Angeles, Calif.;
OLympia 2-1000. Leonard Shane, president;
Maxim Konecky, executive vice-presi-
dent. (Producers of filmed commercials.)

Foundation Films Corp.

Citizens Bank Bldg., Pasadena 1, Calif.;
SYcamore 6-2649, RYan 1-8121. Richard D.
Pearsall, president. (Distribute religious
films.)

- Reading the Bible (13); special holiday features.

Four Star Productions, Inc.

1052 Carol Drive, Los Angeles 46, Calif.;
CRestview 4-6253. Don K. Sharpe, presi-
dent; Dick Powell, Charles Boyer, David
Niven, vice-presidents. (Producer of film
series.)

- Four Star Playhouse (network series);
The Star and the Story (39).

Framer, Walt, Productions

1150 Ave. of Americas, New York 36, N. Y.;
OXford 7-3322. Walt Framer, producer; Joe

Gottlieb, associate producer. (Offer pack-
age audience participation and quiz
shows.)

- Strike It Rich (live); The Big Payoff (live).

(See also page 490)

Fremantle Overseas Radio & Television, Inc.

366 Madison Ave., New York 17, N. Y.; MUR-
ray Hill 7-4344. Branch office: Mexico,
D. F.; representatives in Rome, Berlin,
London, Tokyo, Sydney, Johannesburg,
Caracas, and San Juan. Paul Talbot, presi-
dent; Lee Volker, secretary-treasurer. (In-
ternational distributors of feature films,
cartoons, shorts for firms such as Sterling
Television Co., Atlantic Television Films,
Associated Program Service.)

(See also page 471)

Frieberg, Hardie, Television Enterprises, Inc.

545 Fifth Ave., New York 17, N. Y.; MUR-
ray Hill 7-6865. Hardie Frieberg, president;
Bernard Samuels, treasurer. (Producers of
live and film shows.)

Funt, Allen A., Productions

100 Central Park South, New York 19, N. Y.;
JUDson 6-5227. Allen A. Funt, president;
Al Slep, production executive. (Produce
and distribute live and film programs,
commercials.)

- Candid Camera (189).

GBA Productions

727 Meriden Rd., Waterbury 4, Conn.; PLaza
3-5272. J. G. Gallucci, president; N. T.
Gallucci, general manager; L. W. Gallucci,
sales manager. (Produce films and com-
mercials.)

G-L Enterprises, Inc.

270 Park Ave., New York 17, N. Y.; PLaza
5-9473. Marion Gering, president. (Produce
filmed series.)

GERTRUDE BERG and the GOLDBERGS

Cherney Berg
Associate Producer

REPRESENTATION :
TED ASHLEY ASSOCIATES

• 26 features (Spanish, English dubbed); Famous Jury Trials (26); Gentlemen of Fortune (13).

G. & W. Television Production, Inc.

307 E. 44th St., New York 17, N. Y.; MURRAY Hill 5-4258. Felix Greenfield, president; Robert Whiteman, secretary-treasurer. (Producers of live, filmed shows & commercials.)

Gainsborough Associates, Inc.

2090 Seventh Ave., New York 27, N. Y. OREGON 9-2720. Mitchell Jablons, president; Josephine Savoca, vice-president. (Live and filmed shows, commercials.)

Galaxy Productions, Inc.

Box 1774, Miami 10, Fla.; Tel.: 82-1216. (Subsidiary of Cambridge Productions, Inc.) F. V. Neurode, president; Ted Edwards, vice-president; Gregory M. Friedrich, secretary-treasurer. (Produces feature films, travelogues, shorts.)

Ganz, William J., Co., Inc.

40 E. 49 St., New York 17, N. Y.; ELdorado 5-1443. William J. Ganz, president; Herbert R. Dietz, TV consultant and producer. (Producers of films.)

General Artists Corp.

New York, 1270 6th Ave., Circle 7-7550. Thomas Rockwell, president; Arthur Weems, Milton Krasny, vice-presidents. Chicago, 8 South Michigan Ave. STate 2-6288. P. A. Lombard, vice-president. Beverly Hills, 9650 Santa Monica Blvd. CRestview 1-8101. Henry Miller, vice-president. Branch offices: Cincinnati, Dallas. (Live and film TV shows, commercials.)

General Entertainment Corp.

128 E. 56th St., New York 22, N. Y.; ELdorado 5-3520. Howard G. Barnes, president, treasurer; A. Edward Masters, vice-president, secretary; Hugh Brooks, general manager. (Live and film programs and spots, commercials.)

General Teleradio, Inc., Film Division

1440 Broadway, New York, N. Y.; LONgacre 4-8000; 9121 Sunset Blvd., Los Angeles 46, Calif.; CRestview 5-5285; 435 No. Michigan Ave., Chicago, Ill.; WHITEhall 4-5060. Thomas F. O'Neill, president; Dwight Martin, general manager; Peter Robeck, sales manager; Sumner Moulton, promotion director. (Distributors of feature films, filmed series.)

• Children's Animated Fairy Tales (13); The Greatest Drama (39); Uncommon Valor (26); Fulton Lewis, Jr. (13); 42 feature films.

General Television Enterprises, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.; HOLlywood 5-4146. Gordon W. Levoy, president. (Producer, distributor of filmed series.)

• Strange Adventure (52).

Geographic Film Corp.

5440 Hollywood Blvd., Hollywood 28, Calif.; HOLlywood 2-2670. A. Harry Keatan, president. (Film producer.)

Gertz, Mitchell, Agency, Inc.

338 No. Rodeo Drive Beverly Hills, Calif.; CRestview 4-5491. Mitchell Gertz, president. (Producers and distributors of live and filmed shows, packages.)

• Nothing New Under The Sun (13).

UNIT OR SERIES
IT IS SURE TO BE
OUTSTANDING

FULL
PRODUCTION

Gibbs, John E., & Co., Inc.

1270 Avenue of the Americas, New York 20, N. Y.; PLaza 7-5959. John Gibbs, president; Francis Head, director of writers department. (Producers of programs.)

Glenar Productions

6618 Sunset Blvd., Hollywood 28, Calif.; HOLLYWOOD 4-0406. Sid Glenar, owner. (Produces educational films, commercials.)

Globe Film Distributors, Inc.

200 W. 57 St., New York, 19, N. Y.; JUDson 6-7198. Joseph Green, president; Michael Hyams, vice-president. (Distributor of foreign films.)

Globe TV Corporation

8580 Sunset Blvd., Hollywood 46, Calif.; CRESTview 5-0816. Edward Sherman, president; Samuel Markovitch, vice-president-treasurer. (Distributors of feature films.)

- 43 British features.

Gold, Mel, Productions, Inc.

1639 Broadway, New York 19, N. Y. JUDson 6-5444. Melvin L. Gold, president; Robert E. Gips, production supervisor; Dennis D. Carlin, executive producer. (Producer and packager of live and film programs, commercials.)

Goldburg, Jack, Productions

1650 Broadway, New York, 19, N. Y.; PLaza 7-2760-1-2. Jack Goldberg, president; A. Allen Saunders, vice-president and treasurer. (Produce and distribute filmed programs.)

Golden Key Productions, Inc.

1921 Hillhurst Ave., Hollywood 27, Calif.; NORmandy 3-9421. Dr. Gene Spiller, presi-

dent; Charles S. Davis, vice-president. (Produces filmed programs.)

Goldstone, Nat C., Productions, Inc.

120 El Camino Drive, Beverly Hills, Calif.; CRESTview 6-1071. Nat Goldstone, Charles Goldstone, Herb Tobias, chief officers. (Producers of filmed programs.)

Gomalco Enterprises

9100 Sunset Blvd., Hollywood 46, Calif.; CRESTview 4-5921. George Gobel, David P. O'Malley, partners. (Producers of live programs.)

- George Gobel Show (live).

Goodman, Harry S. Productions

19 E. 53rd St., New York 22, N. Y.; PLaza 5-6131. Harry S. Goodman, general manager; Everett F. Goodman, sales manager; Bill Baron, office manager; Frank Gerche, traffic manager. Branches in Toronto, Canada; London, England; Sydney, Australia. (Produce and distribute live and filmed series, commercials.)

- A Word From the Stars (13); Jump Jump of Holiday House (65); Streamlined Fairy Tales (13); TV Telephone Game (live); Dilemma (13); Cyclone Malone (65); Bert and Elmer (13).

Goodman, Martin, Productions

65 W. 54 St., New York, 19, N. Y.; JUDson 6-1180. Martin Goodman, president; George Spota, vice-president. (Package production.)

Goodson-Todman Productions

41 E. 57th St., New York 22, N. Y.; PLaza 1-0600; Goodson-Todman Enterprises, Ltd. 449 S. Beverly Drive, Beverly Hills, Calif.;

THE MOST **WANTED** FILMS IN TV!

For **TOPS** in Ratings! For **TOPS** in Programming!

ALVIO, IVL.

1501 BROADWAY

NEW YORK 36, N. Y.

Wisconsin 7-6650-1-2

481

Inter

NEW YORK: 1560 Broadway Plaza 7-3070

482

CRestview 4-7357. William S. Todman, Mark Goodson, partners; Gil Fates, executive producer; Howard F. Todman, business manager; Harris Kattleman, director of West Coast office. (Producers of live programs.)

- What's My Line, Two For The Money, I've Got A Secret, The Name's The Same, Beat The Clock (all live).
- (See also page 399)

Governor TV Attractions, Inc.

151 W. 46 St., New York 36, N. Y.; JUDson 6-4221. Arthur Kerman, president. (Distributors of feature films, shorts, cartoons, packages.)

- 72 features; 236 shorts.

Gray, O'Reilly Studios

480 Lexington Ave., New York 17, N. Y.; PLaza 5-2060. John F. O'Reilly, James E. Gray, owners. (Produces film commercials.)

Green Associates

520 N. Michigan Ave., Chicago 11, Ill.; Whitehall 4-0818. Lewis G. Green, general manager. (Producers of commercials.)

Greene, Ben, Film Productions

1650 Broadway, New York 19, N. Y.; PLaza 7-3858. Ben Greene, owner. (Film producer.)

Greenfield, Ernest Wm., Adv. Inc.

1518 Walnut St., Philadelphia, 2, Pa.; KI 5-5628. Alfred Finge, man, TV coordinator. (Live and film programs and commercials.)

Greshler, Abner, Productions, Inc.

324 S. Beverly Dr., Beverly Hills, Calif. Abner Greshler, president. (Produce and distribute filmed programs.)

- 12 feature films.

Gross, Gerry-Norman Baer Productions, Inc.

Savoy Plaza Hotel, New York 22, N. Y. MURray Hill 8882. Gerry Gross, president Norman Baer, vice-president-treasurer. (Producers of live packages, filmed show.)

- Junior Champions (live); Maggi McNellis Show (live).

Gross-Krasne, Inc.

650 No. Bronson Ave., Los Angeles 4, Calif.; HOLlywood 9-8321. Jack J. Gross, president; Philip N. Krasne, vice-president; Lee Savin, executive vice-president; Vernon Clark, vice-president in charge of commercial division. (Produce filmed series.)

- Lone Wolf (39); Big Town (series); Mayor of the Town (39) (co-producer).

Grossman, Al.

1270 6th Ave., New York 20, N. Y.; CIRCLE 5-8422. Al Grossman, owner. (Produces live shows, packages.)

Guedel, John, Productions

8321 Beverly Blvd., Los Angeles 48, Calif. WEBster 6-6291. John Guedel, vice-president; Art Linkletter, vice-president; Groucho Marx, vice-president. (Produce and package live and filmed shows.)

- People Are Funny, You Bet Your Life, Linkletter And The Kids (filmed series); House Party (live).

Guild Films Co., Inc.

460 Park Ave., New York 22, N. Y.; MURray Hill 8-5365; 5746 Sunset Blvd., Hollywood 28, Calif. Branches in Kansas City, Chicago, Cleveland, Detroit, Columbia, S. C., Boston, and Dallas. Reub Kaufman, president; Lou Shainmark, Manny Reiner, Jos-

HARRY VON ZELL

Featured With

BURNS and ALLEN



P.S. Also sells for
TEXACO

Represented by:
M.C.A.

eph P. Smith, C. Peter Jaeger, vice-presidents. (Producers & distributors of packaged shows, filmed series & feature films.)

• Conrad Nagel Theatre (26); Joe Palooka (26); Liberace Show (52); Florian ZaBach Show (39); Life With Elizabeth (52); Frankie Lane Show (26); I Spy (39); Looney Tunes (191); 39 features.

(See also page 11)

Hack, Herman, Production and Scripture Films

2441 No. Beachwood Drive, Hollywood 28, Calif.; HOLLYWOOD 7-0557. Herman Hack, manager. (Produces filmed religious and youth programs.)

• Frontier Parson (series).

Hammond, Laurence, Productions, Inc.

455 East 51st St., New York 22, N. Y.; PLaza 9-2210. Laurence Hammond, president and general manager; Merikay Howard, vice-president. (Live and filmed packages.)

Handel Film Corporation

6926 Melrose Ave., Hollywood 38, Calif.; WEBster 6-5924. Leo A. Handel, president; John Mansure, vice-president; Monroe Manning, secretary; Sam Zagon, legal advisor. (Produces filmed series.)

• Magic of the Atom (26); Harbor Patrol (series).

Hankinson Studio, Inc.

15 W. 46th St., New York 36, N. Y.; JUdson 6-0133. Frederick L. Hankinson, owner. (Producers of commercials.)

Harris-Tuchman Productions

751 N. Highland Ave., Hollywood 38, Calif.; WEBster 6-7189; 185 N. Wabash Ave., Chicago, Ill.; ANdover 3-6988. Ralph G. Tuchman, sales director; Fran Harris, creative director. (Producers of commercials.)

Harriscope, Inc.

355 North Beverly Drive, Beverly Hills, Calif.; CRestview 6-4632. Burt I. Harris, president; Irving B. Harris, Don P. Nathanson, vice-presidents. (Production distribution of filmed programs.)

• Jalopy Races From Hollywood (26); Main Event Wrestling (65); Beyond The Yukon (13); Christie Comedies (104); All Girl Wrestling (26); Blackstone, The Magician (39); Vaudeville-Musicals (160).

Hartley Productions, Inc.

339 East 88th St., New York 17, N. Y.; ELDorado 5-7762. Irving Hartley, president; Elda Hartley, vice-president. (Produce filmed series, commercials.)

• Marion Palmer Workshop (7); Inside Decoration (4).

Hawley-Lord, Inc.

205 E. 43rd Street, New York 17, N. Y.; OXford 7-2520. Andre Lord, president; Lewis D. Abbott, executive vice-president, treasurer. (Produce shorts.)

Hawley, Mark, Associates, Inc.

520 Fifth Ave., New York, N. Y.; MUrray Hill 2-5844. Mark H. Hawley, president. (Package shows, films, shorts, serials.)

Hayes, Sam, Productions

6000 Sunset Blvd., Hollywood, 28, Calif.; HOLLYWOOD 3-1515. Sam Hayes, president and general manager; Hazel Thornton, secretary. (Filmed news and sport commentaries.)

Helso Pictures Corp.

244 West 49th St., New York 36, N. Y.; CIRCLE 6-6150. Joe Rice, president. (Distributors of feature films.)

• 17 features.



JACK LAIRD

Representation:

Frank Cooper Associates

Beverly Hills
New York

Current and Choice:

CAVALCADE OF AMERICA

(Chertok)

FALSTAFF CELEBRITY THEATRE

(Screen Gems)

KRAFT TV THEATRE

(NBC)

DR CHRISTIAN (PILOT)

(Ziv TV)

I LOVE A MYSTERY (PILOT)

(Ziv TV)

Henley, Arthur, Productions

Shelton Hotel, 49th St. & Lexington Ave., New York 17, N. Y.; PLaza 5-7145. Arthur Henley, producer; Lee Wallace, production coordinator; Ruth Salmon, production assistant. (Produces live programs.)

- Make Up Your Mind (live).

Hirsch, Sidney

225 Potter Road, West Palm Beach, Fla.; Tel.: 2-7737. Sidney Hirsch, owner. (Distributes feature films, westerns, serials, cartoons, comedies.)

Hoffberg Production, Inc.

362 W. 44th St., New York 36, N. Y.; Circle 6-9031. Jack H. Hoffberg, president. (Producers and distributors of filmed series, feature films, shorts.)

- Opera Highlights and Ballets (13); 57 features; 150 shorts.

Hollywood Film Commercials

932 No. La Brea Ave., Hollywood 38, Calif.; HOllywood 4-2181. David Commons, president; Jay Eisman, executive vice-president. (Producers of filmed commercials.)

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood 28, Calif.; HOllywood 4-2181. Mickey Kaplan, president; Robert Warde, vice-president; Thomas H. Emmett, secretary-treasurer. (Distributors of feature films, shorts.)

- 65 silent features; 28 educational films; 15 religious films.

Hollywood Television Productions

505 Fifth Ave., New York, 17, N. Y.; MUrray Hill 2-0326. Studios, 880 Bergen Ave., Jersey City, N. J.; JO 4-3104. Jack McGowan, president; Michael Bennet, vice-president.

(Produce and distribute documentary films, commercials.)

Hollywood Television Service, Inc.

4020 Carpenter Ave., No. Hollywood, Calif.; SUNset 3-8807; 1740 Broadway, New York 19, N. Y.; JUdson 6-1700. Branches in 32 cities. (Subsidiary of Republic Pictures Corp.) Earl R. Collins, president, general sales manager; Richard G. Yates, vice-president. (Distributors of feature films, filmed series, serials, packages, commercials.)

- Stories of the Century (39); Commando Cody (13); 264 features; 93 westerns; 85 serials.

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Calif.; HOllywood 2-2301. Wanda Tuchock, producer; George de Normand, director. (Producers of film series.)

- Man of Tomorrow (13).

Howard Radio-TV Productions

(See Academy Film Productions, Inc.)

Hoyt, Harry O., Productions

2543 Kelton Ave., Los Angeles 64, Calif.; BRighton 0-4757. Harry O. Hoyt, president, manager; Frank Ragsdale, sales manager; Eric Neilson, production manager. (Produce films and commercials.)

Hu Chain Associates

40 E. 40th St., New York 16, N. Y.; MUrray Hill 5-7220. Owner: Hubert Chain. (Produce filmed programs.)

Hudiburg, Lucille, Productions

131 E. 51 St., New York 22, N. Y.; ELdorado 5-3508. Lucille Hudiburg, producer. (Packagers; film producers on assignment.)

JACKSON BECK

Announcer

The United States
Steel Hour
Ken Murray Show—
Webster Cigars

Actor

The F.B.I. in Peace
and War
Brady Kaye

Narrator

Radio—TV—Films

Spot Radio & TV

Chock Full O'Nuts
Coffee
Dr. Caldwell Syrup
Pepsin—



MU 8-6600



*Excerpts from New York World
Telegram & Sun, Sept. 15, 1955*

TELEVISION HAS ITS EYE ON YOU

By SAUL LEVINSON

"We've known all along that people are watching television, and now comes emphatic proof that television is watching people. . . . The National Audience Board is a mighty youngster composed of people devoted to the idea that high standards must be maintained by the TV industry. . . . That power is in the grasp of the National Audience Board is beyond doubt since a group representing industry has come to it for counsel. Soon the doors of the board will be open to you, and since you are involved in its function, it might be a good idea to have a look beyond the sill."

NATIONAL AUDIENCE BOARD

152 East End Ave., New York 28, N. Y.
MU 8-2360

Hullinger Productions

5200 KIngle St., N.W., Washington 16, D. C.;
Woodley 6-9487. Edwin Ware Hullinger,
president, production manager. (Film
package programs, commercials.)

Hurrell Productions, Inc.

333 North Rodeo Drive, Beverly Hills, Calif.;
CRestwood 1-8593. George E. Hurrell,
president. (Produce and distribute pack-
age shows and commercials.)

Hygo Television Films, Inc.

1501 Broadway, New York 36, N. Y.; Long-
acre 4-8234; 812½ No. La Brea Ave., Holly-
wood 38, Calif.; HOLlywood 7-4882. Jerry
Hyams, president; Louis Goldstein, vice-
president. Produce and distribute film
series, feature films and shorts.)

• Wild Bill Elliot (26); 100 features; 156
cartoons; 95 westerns.
(See also page 376-377)

IFA-TV Corp.

550 Fifth Ave., New York, N. Y.; PLaza
7-6454. B. Bernard Kreisler, president.
(Producers of filmed series, feature shorts,
commercials.)

• 2 series; 3 features.

I.F.E. Television Department

1501 Broadway, New York 36, N. Y.; Long-
acre 4-4843. Ralph Serpe, director. (Pack-
ager of Italian films, arrange co-produc-
tion of films.)

IMPS, Inc.

515 Madison Ave., New York 22, N. Y.; EL-
dorado 5-6620. Ben Gradus, president.
(Produce feature films, commercials.)

IWF, Inc. (Imperial World Films)

49 East Oak St., Chicago 11, Ill.; MICHigan
2-6200. R. W. Davis, president; Gene Lucas,
general sales manager. (Produce and
distributes filmed series.)

• Raymond Massey Reads the Bible (65);
Wrestling, International Amphitheatre
(continuous).

Ideal Pictures, Inc.

58 E. South Water St., Chicago 1, Ill.; FI-nan-
cial 6-5480, 5481. Branches in 27 cities.
Paul R. Foght, president; Wm. Kirkpat-
rick, Jr., vice-president & secretary. (Dis-
tributors of shorts.)

• 281 shorts.

Imppro Productions, Inc.

American National Studios, 7324 Santa Mon-
ica Blvd., Los Angeles, Calif.; HOLlywood
2-6281. Herbert L. Strock, president; Rich-
ard G. Taylor, vice-president. (Feature
films, commercials, shorts.)

Independent Producers Film Exchange, Inc.

6325 Santa Monica Blvd., Los Angeles, Calif.;
HOLlywood 4-2719. J. Sandler, president.
(Producers of filmed series.)

Information Productions, Inc.

5 East 57th St., New York 22, N. Y.; PLaza
9-8620. Thomas H. Wolf, president; Alfred
Butterfield, director; Lee Hazen, secre-
tary-treasurer. (Producer of filmed shows,
commercials.)

• Herblock's Week (13); See It Now
(filmed section only); 1 feature film.

Intercinema, Inc.

1025 Connecticut Ave., N.W., Washington 6,
D. C.; REpublic 7-8040; STerling 3-6545.
Edmund M. Sciuolo, president; John del
Re, managing director. (Producer and dis-
tributor for filmed programs.)

Inter-Continental Television Corp.

200 West 57th St., New York, N. Y.; JUDson
6-1890. Edward Gruskin, chairman; Mar-
tin H. Poll, president. (Producers of filmed
programs.)

International Film Foundation, Inc.

345 East 46th St., New York, N. Y.; OXford 7-1888. Julien H. Bryan, executive director. (Produce and distribute documentary shorts.)

International Geographic Pictures

1776 Broadway, New York 19, N. Y.; CIRCLE 6-4486. J. Allen Julier, executive president. (Produce educational films.)

International News Service

235 E. 45 St., New York 17, N. Y.; MURray Hill 7-8800. Branch offices in 29 cities. Seymour Berkson, general manager; Robert H. Reid, TV sales manager. (Distributes daily, weekly news and sports films.)

• INS-Telenews Daily Newfilm, INS-Telenews Weekly News Review, INS-Telenews This Week in Sports (continuous series); news and sports features.

International 16mm. Corporation

165 W. 46 St., New York 36, N. Y.; PLaza 7-2265. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Producers and distributors of filmed programs, specializing in classical music.)

• 26 features; Musical Moods (series).

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.; MURray Hill 7-9116. Paul F. Moss, president. (Producers of commercials, filmed programs.)

Interstate Television Corp.

4376 Sunset Drive, Hollywood 27, Calif.; NORmandy 2-9181; 1560 Broadway, New York 36, N. Y.; PLaza 7-3070; 307 S. Harwood St., Dallas, Tex.; 1115 High St., Des

Moines, Iowa; 1250 S. Wabash, Chicago, Ill.; 1635 Central Parkway, Cincinnati, Ohio. G. Ralph Branton, president; S. Brody, chairman of the board; George D. Burrows, executive vice-president, treasurer; Harold J. Mirisch, Lloyd L. Lind, vice-presidents. (Prouder and distributor of TV films.)

• Ethel Barrymore Theatre (13); Tales of Hans Christian Andersen (26); Little Rascals (100); Adventures of Blinkie (26); Popular Science Newsreels (78); Adventure Album (26); 138 features. (See also page 482)

Jaffe Agency, The, Inc.

8553 Sunset Blvd., Hollywood 46, Calif.; CRESTview 6-6121. Sam Jaffe, president. (Producers of live and film shows.)

Jam Handy, Organization, The

2821 E. Grand Blvd., Detroit 11, Mich.; Trinity 5-2450. Branch offices: 1775 Broadway, New York 19, N. Y.; JUDson 2-4060; 230 N. Michigan Ave., Chicago 1, Ill.; STATE 2-6757; 310 Talbot Bldg., Dayton 2, Ohio, ADams 6289; 1402 Ridgewood Place, Hollywood 28, Calif.; HOLLYwood 3-5809; Colonel Henry Bouquet Bldg., Pittsburgh 22, Pa., EXpress 1-1840. Jamison Handy, president; Oliver Horn, executive vice-president; George Finch, sales manager. (Producers of commercials.)

Jan Productions, Inc.

7136 Sunset Blvd., Hollywood 46, Calif.; HOLLYwood 4-8136. Ann Farileigh, president; Jack Denove, vice-president. (Produce filmed programs, commercials.)

• This Is Your Music (26).

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Jewell Radio and Television Productions

185 N. Wabash Ave., Chicago 1, Ill.; Financial 6-4474. James E. Jewell, president; W. Ralph Jewell, vice-president. (Producers and distributors of filmed series, live, and filmed commercials.)

- The Silver Eagle (13).

Joseph, Robert, Television Productions

4455 Carpenter Ave., N. Hollywood, Calif.; SUNset 1-1331. Robert Joseph, president; Deane Andrews vice-president in charge of production; Alan Levinger, director of publicity. (Producers of films and shorts, live shows.)

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.; MArket 2-0770. (Distribute package shows for children.)

KRK Productions, Inc.

501 Fifth Ave., New York 17, N. Y.; VAnDerbilt 6-3889. Eleanore J. Kendrick, president; Robt. Breckenridge, secretary-treasurer; Natalie M. Kalmus & Rudy Martinelli, vice-presidents. (Producers of films.)

Kaie Deei Television Talent

1674 Broadway, New York 19, N. Y.; COlumbus 5-3623 & TUrnbul 7-0238. Kaie Deei, owner. (Specialists in non-Caucasian talent, packages, commercials.)

Karlen, Bernard E., Productions

270 Park Ave., New York 17, N. Y.; PLaza 9-3107. Bernard E. Karlen, executive producer; Roland N. Karlen, associate producer. (Produce film and live package shows.)

Kayfetz, Victor, Productions, Inc.

1780 Broadway, New York 19, N. Y.; Circle

5-4830. Victor Kayfetz, president, executive producer. (Producers of filmed series, and commercials.)

- Water World (13).

Keith, Allan, Productions

550 Fifth Ave., New York, N. Y.; PLaza 7-6454. Allan Keith, president. (Distributors of filmed programs.)

- Foodini the Great (40).

Kelsey-Fraser Productions

2132 Fordem Ave., Madison, Wis.; CH 4-3528. W. M. Fraser, president; W. A. Korbel, vice-president; Fenton Kelsey, Jr., treasurer. (Producers and distributes filmed series, live and animated commercials.)

- TV Kitchen (26).

Kerkow, Herbert, Inc.

480 Lexington Ave., New York 17, N. Y.; PLaza 1-1833. Herbert Kerkow, president; Rosemond Kerkow, secretary. (Producers of commercials.)

Key Productions, Inc.

18 E. 41st St., New York 17, N. Y.; LEXington 2-4111. Morton Schindel, president; James D. Kantor, vice-president. (Produce films, package shows.)

Kier Film Co.

154 Davis Court, San Antonio, Texas; TRavis 0652, T-9984. H. W. Kier, owner. (Producers films.)

King, John Reed, Enterprises, Inc.

443 W. 50th St., New York 19, N. Y.; COlumbus 5-0343. John Reed King, president; Jean Abbott King, vice-president, treasurer. (Live shows.)

EVE
ARDEN



Kling Film Productions

601 N. Fairbanks Court, Chicago 11, Ill.; DElaware 7-0400; 1058 W. Washington Blvd., Chicago 7, SEeley 8-4181; 1416 N. La Brea, Hollywood 28, Calif.; HOLlywood 3-2131. Robert Eirinberg, president; Lee Blevins, director West Coast operations; Fred A. Niles, vice-president & director film-TV division. (Producers of package shows, commercials.)

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.; CIrcle 6-9850. Howard A. Lesser, president; Thomas S. Dignan, vice-president; Mary Morrissey, secretary-treasurer. (Film producers.)

Lakeside Television Co., Inc.

1465 Broadway, New York 36, N. Y.; LONGacre 5-4582. Richard Stevers, president; Bernard Schulman, vice-president. (Produce & distribute filmed series, shorts, packages, features.)

• Wild Life In Action (52); Where In The World (78); Opera & Ballet (13); Adventure Is My Job (13); Fun With Felix (13); The Bible (39); Magic Vault (52); Out Of The Past (39); This Is Hawaii (26); 39 features.

Lalley & Love, Inc.

565 Fifth Ave., New York 17, N. Y.; ELdorado 5-1382. James A. Love, president. (Producers of film spots and programs.)

• Professor Yes 'N' No (26).
(See also page 470)

Landau, Ely, Inc.

60 West 55th St., New York 19, N. Y.; PLaza 7-2100. Ely A. Landau, president; Harold Kovner, secretary. (Producer of filmed shows.)

• Bill Corum Sports Show (26); The Pas-serby (26); Man's Heritage (13).

Landt, Karl, Radio-TV

7 East 47th St., New York 17, N. Y.; ELdorado 5-7785. Karl Landt, president; Ted Persons, publicity director. (Producers of live and filmed commercials.)

Lang, Albert, Productions

KITV, Sunset Blvd., Hollywood 28, Calif.; HUDson 2-7111. Albert Lang, president and general manager; Olga Haney, vice-president and secretary. (Producers and distributors of commercial films.)

Larchmont TV Studios, Inc.

(See TV Guild Productions, Inc.)

Lassner, Wynn

1619 Broadway, New York 19, N. Y.; PLaza 7-0876. Wynn Lassner, president & treasurer. (Commercials, film & live programs.)

• Variety Shows (live & film); Tales of Robin Hood (series).

Latin-America Radio & TV Corporation

500 Fifth Ave., New York, N. Y.; LONGacre 4-7980. Joseph Novas, Jr., president; Anthony Suarez, New York manager; Buck Canel, chief announcer. (Producers and distributors of sports films for Latin American market; Latin American distributors of U. S. filmed series; U. S. distributors of Latin American filmed series.)

Laufman, Herbert S., & Company

221 No. LaSalle St., Chicago 1, Ill.; RANdolph 6-4086. Herbert S. Laufman, president; James A. Jennings, Jr., vice-president. (Producers of live programs, commercials.)

• The Doctor Answers (live).

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Lawrence, Robert, Productions, Inc.

418 W. 54 St., New York 19, N. Y.; JUDSON 2-5242. Robert L. Lawrence, president; Philip Kornblum, treasurer; Henry Traiman, vice-president in charge of editorial supervision; Gabriel Bayz, Doris Reichbart, production supervisors; Roy Lockwood, producer-director. Louis Mucciollo, vice-pres. in charge of studio operations; Barbara Cooper, casting director. (Produce filmed series and commercials.)

- Sightseeing With The Swayzes (13).

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.; Mitchell Leichter, president and head of production; Jean Rich, general manager. (Produce and distribute filmed programs.)

Lesser, Sol-Jack Denove TV Films, Inc.

RKO Pathe Studio, 9336 W. Washington Blvd., Culver City, Calif.; TEXAS 0-2931. Sol Lesser, chairman of the board; Jack Denove, president; Norman Freeman, Richard Denove, vice-presidents. (Produce filmed series.)

- Tarzan (series).

Lester, Gene, Productions

1487 N. Vine St., Hollywood 28, Calif.; HOLLYWOOD 4-7287. Gene Lester, producer and director; Robert Ernst, chief technician. (Produce film packages and commercials.)

- Calling All Stars (26).

Levene, Carol, Productions

1736 Stockton, San Francisco 11, Calif.; SUTTER 1-5022. Carol Levene, owner. (Producer of commercial packages.)

Lewis & Martin Films, Inc.

1431 No. Wells St., Chicago 10, Ill.; WHITEHALL 4-7477. Martin Schmidhofer, president; Arthur E. Kaplan, Richard C. Lewis,

vice-presidents; Herschell C. Lewis, secretary-treasurer. (Producers of filmed programs, commercials.)

- Back to God Hour (13); Chuck Wagon Boys (series).

Lewis, Edward, Productions

846 N. Cahuenga Blvd., Hollywood 38, Calif.; HOLLYWOOD 9-1673. Edward Lewis, producer; Paul Gordon, associate producer. (Produce filmed programs.)

- Play of the Week (26).

Lewis, Lester H., Associates

11 E. 48th St., New York 17, N. Y.; PLAZA 3-5083. Lester Lewis, Juliet Lewis, partners. (Live and film packages.)

Lewis Sound Films

75 West 45th St., New York 36, N. Y.; JUDSON 2-1322. Vernon Lewis, president; Frank Herman, director; Robert Rubin, Henry Tretter, production assistants; Rosario Alcestra, sales manager. (Produces commercials.)

Lewisler Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hills, Calif.; CRESTVIEW 6-7173. Thomas H. A. Lewis, president. (Produce filmed shows, commercials.)

- Loretta Young Show (network series).

Libra Film Distributors & Producers

6525 Sunset Blvd., P. O. Box 1104, Hollywood 28, Calif.; HO 3-1161, HO5-7960. Charles M. McCoy, vice-president; Loy Lester, secretary. (Live and film shows, commercials.)

Library Films, Inc.

25 W. 45th St., New York 36, N. Y.; PLAZA 7-3450. Paul N. Robins, president. (Distributor of feature films.)

- 11 features.

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Lilly, Lou, Productions

5746 Sunset Blvd., Los Angeles, Calif.;
Hollywood 5-6325. Lou Lilly, executive
producer; Raoul Pagel, production man-
ager; Manny Gould, director of animation.
(Producers of filmed commercials.)

Lloyd, Jack, & Associates

4119 Los Feliz Boulevard, Los Angeles 27,
Calif.; NORmandy 4-1214. Jack Lloyd, execu-
tive director. (Live and film package
programs, commercials.)

Longacre Programs, Ltd.

(subsidiary of Times Square Productions,
Inc.)

145 W. 45th St., New York 36, N. Y.; Circle
6-4443. Charles W. Curran. (Producers of
live and film commercials, programs.)

- Piano Magic (film); You Are What You
Write (15 min. sponsored).

Longenecker, Robert, Agency

(See Telepak)

Lord, Phillips H., Inc.

501 Madison Ave., New York 22, N. Y. PLaza
5-2211. Phillips H. Lord, president. (Pro-
duces package programs.)

Loucks & Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.; Circle
7-2366. John A. Norling, president; Hans
Tiesler, vice-president; Gertrude Tiesler,
treasurer. (Producers of commercials.)

Loveton, John W.

9100 Sunset Blvd., Hollywood 46, Calif.;
CRestview 5-2834. John W. Loveton, own-
er. (Producers filmed series, commercials.)

- Mr. and Mrs. North (57).

Loveton-Schubert Productions, Inc.

9100 Sunset Blvd., Hollywood 46, Calif.;
CRestview 5-2834. John W. Loveton, pres-
ident. (Producers of filmed series.)

- Topper (79).

Luotto, Andre, Productions, Inc.

30 Rockefeller Plaza, New York 20, N. Y.;
Columbus 5-0771. Andre Luotto, president.
(Produces filmed programs.)

- Conrad Nagel Theatre (26).

MC Pictures, Inc.

1501 Broadway, New York 36, N. Y.; LONg-
acre 3-6187. Armand Schneck, president;
Jerome Balsam, Alexander J. Beck, vice-
presidents. (Distributors of feature films.)

- 45 feature films; 35 westerns.
(See also page 502)

MCA-TV, Ltd. (Film Syndication Division)

598 Madison Ave., New York 22, N. Y.; PLaza
9-7500. Branch offices: 515 Glenn Bldg.,
Atlanta, Ga.; 9370 Santa Monica Blvd.,
Beverly Hills, Calif.; 45 Newbury St., Bos-
ton, Mass.; 430 No. Michigan Ave., Chi-
cago, Ill.; 3790 Gardner Ave., Cincinnati,
Ohio; 1172 Union Commerce Bldg. Cleve-
land, Ohio; 2102 No. Akard St., Dallas,
Tex.; 837 Book Tower, Detroit, Mich.; 1045
Northwestern Bank Bldg., Minneapolis,
Minn.; 504 Delta Bldg., New Orleans, La.;
6014 W. 76th Terrace, Overland Park, Mo.;
550 Grant St., Pittsburgh, Pa.; 116a West
Kirk Ave., Roanoke, Va.; 212 Beacon Bldg.,
Salt Lake City, Utah; 1700 Liggett Drive,
St. Louis, Mo.; 105 Montgomery St., San
Francisco, Calif.; 203 White Bldg., Seattle,
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Wynn Nathan, vice president, sales; Tom

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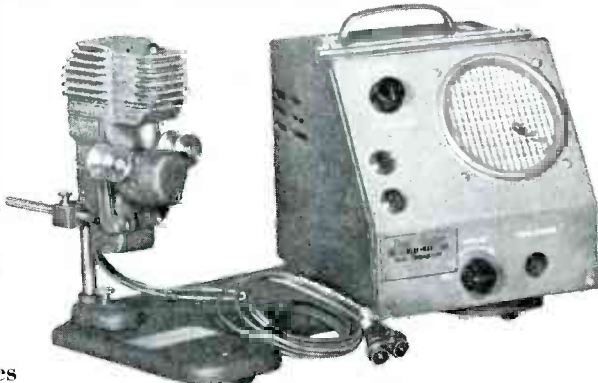
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• Abbott and Costello (52); Biff Baker, USA (26); City Detective (65); Counterpoint (26); Curtain Call (39); Dr. Hudson's Secret Journal (39); Famous Playhouse (200); Follow That Man (39); Guy Lombardo (39); Heart of the City (91); Hollywood Offbeat (13); I'm the Law (26); Lone Wolf (39); Man Behind the Badge (39); Mayor of the Town (39); Playhouse 15 (78); Pride of the Family (40); Rocky Jones, Space Ranger (39); Royal Playhouse (52); Telesports Digest (52); Touchdown (13); Waterfront (78); Where Were You? (26).

(See also page 391)

MPA Service Co., Inc.

(see U. M. & M., Inc.)

MPO Productions, Inc.

15 E. 53 St., New York, 22, N. Y.; MURRAY Hill 8-7830. Judd L. Pollock, president; Lawrence Madison, vice-president. (Produce commercials.)

Madison, Noel & Associates, Inc.

8947 Sunset Blvd., Los Angeles 46, Calif.; CRestview 4-5481. Noel Madison, president, treasurer; Louis Kaminar, secretary. (Produce filmed programs.)

Major Television Productions, Inc.

1270 6th Ave., New York 20, N. Y.; PLaza 7-6990. (Subsidiary of Producers Representatives, Inc.) Irving Lesser, Seymour Poe, chief officers. (Distributors of feature films.)

• 51 feature films.

Marathon TV Newsreel, Inc.

10 E. 49th St., New York 17, N. Y.; MURRAY Hill 8-0985. Konstantin Kalser, president and executive producer; Kenneth Baldwin, vice president and production supervisor; Arlene Litt, distribution mgr.; Jean Hauck, office manager. (Distribute shorts, films; worldwide news service.)

March of Time, The

369 Lexington Ave., New York 17, N. Y.; JUDson 6-1212. Arthur Murphy, manager; Frank Shea, sales director. (Producers of films.)

Mardys Films, Inc.

270 Park Ave., New York 17, N. Y.; PLaza 5-9473. Marion Gering, president; Gladys Spero, secretary. (Producers of feature films.)

• 3 feature films.

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.; VICTORIA 9-2461. Stanley Meyer, producer; Jack Webb, director. (Produce dramatic series.)

• Dragnet (network series).

Marquis, Arnold, Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Calif.; CRestview 6-8796. Arnold Marquis, president. (Live & film producers & packagers.)

Marterto Productions, Inc.

William Morris Bldg., 151 El Camino Road, Beverly Hills, Calif.; CRestview 1-1815. Danny Thomas, president; Rosemarie Thomas, vice president; Louis F. Edelman, producer. (Producers of filmed series, commercials.)

• Make Room for Daddy (30); It's Always Jan (26).

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Associate Producer

and

Director

MAX LIEBMAN PRODUCTIONS

NBC-TV

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.; JUdson 2-4717. Seymour Berdon, president; F. Kaplan, treasurer. (Distributes feature films.)

- 25 feature films.

Masterson, Reddy & Nelson

10 E. 49th St., New York 17, N. Y.; PLaza 9-1120. John Masterson, John Reddy, John Nelson, partners. (Producers of live and filmed shows.)

Mavro Television Company

380 Madison Ave., New York 36, N. Y. OXford 7-0239. Arthur Rosenblum, president; Ruth Cade, vice-president in charge of sales. (Packaged film shows, commercials.)

Maxwell, Robert, Associates

5746 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 2-6027. Robert Maxwell, Dusty Bruce, producers; Rudy Abel, associate producer; Peter Frank, assistant producer. (Produces filmed series.)

- Lassie (series).

McCadden Productions

1040 No. Las Palmas Ave., Hollywood Calif.; HOLlywood 4-2141. (Produce film series.)

- Burns and Allen Show (series).

McConkey, Mack, Productions

1822 N. Wilcox, Hollywood 28, Calif.; HOLlywood 3-7141. (Produce and distribute filmed programs.)

- Blackstone, the Magician (39).

McCrow, John Studios

Visual Education Center Bldg., Floral Park, N. Y.; Fieldstone 7-3109. John R. McCrory, director. (Producers of commercials.)

McGowan Productions, Inc.

Kling Studios, 1416 N. La Brea Ave., HOLlywood 28, Calif.; HOLlywood 2-0804. Dorrell McGowan, Stuart McGowan, co-owners. (Producer and packager of filmed programs.)

McQueen, Alexander, & Associates

5222 N. Lakewood Ave., Chicago 40, Ill.; RAvenswood 8-9010. Alexander McQueen, owner. (Live and film programs.)

Medallion Productions & TV Sales Corp.

6000 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 2-6635. John A. Ettlinger, production. (Producer of film programs and commercials, packagers of live programs, local and network.)

- View the Clue (52); Wrestling From Canada (52); Paddy the Pelican (6); 52 features.

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood, 38, Calif.; HOLlywood 5-1101. V. E. Ellsworth, president; D. L. Monahan, vice-president. (Produce filmed programs.)

Meridian Pictures

Samuel Goldwyn Studios, 1051 No. Formosa Ave., Hollywood, Calif.; HOLlywood 7-5111. William Self, producer; Ralph W. Nelson production manager; George E. Clemens, camera. (Producers of filmed programs.)

- Schlitz Playhouse of Stars (network series).

Merit Productions

40 East 49th St., New York 17, N. Y.; PLaza 8-0117. Emanuel J. Spiro, president. (Producers of filmed commercials.)

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New York 36, N. Y.

Merriwell, Frank, Enterprises

1040 North Las Palmas Ave., Hollywood 38, Calif.; HOLLYWOOD 2-6311. Tony London, Ira Uhr, producers. (Producers of filmed series.)

- The Adventures of Frank Merriwell (series).

Metro Artist Bureau

730 Fifth Ave., New York, 19, N. Y.; Circle 6-8471. T. M. Nelson, director. (Live packages.)

Michelson, Charles, Inc.

45 West 45th St., New York 36, N. Y.; PLaza 7-0695. Charles Michelson, president; Aaron Michelson, vice president, export manager; Martin Diamond, traffic manager. (Producers and distributors of filmed series.)

- Capsule Mysteries (39); Famous Jury Trials (200); The Plainsclothes Man (260).

Milverne Productions, Inc.

Suite 2207, 130 W. 42nd St., New York 36, N. Y.; Wisconsin 7-0342. Milton E. Stanson, Vernon F. Becker, executive producers. (Producers of film and live programs, film commercials.)

Minot TV, Inc.

(see U. M. & M., Inc.)

Modell, Arthur B., TV Productions, Inc.

2166 Broadway, New York 24, N. Y.; SU-suehanna 7-5453. Arthur B. Modell, president & producer; Charles H. Rosen, vice-president & executive producer; Morton Zimmerman, associate producer-director. (Live shows, film packages, commercials.)

- Dione Lucas Cooking Show (78); Tiny Fairbanks Show (13); Door Prize (series); Dione Lucas Cooking Show (live).

Modern Talking Pictures Service, Inc.

45 Rockefeller Plaza, New York, 20, N. Y.; JUDson 6-3830. Branch offices, TV Div., 219 E. 44th St., New York (TV); 420 N. Michigan Ave., Chicago (TV); Store 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles (TV). F. H. Arlinghaus, president; J. R. Ritenour, vice president in charge of television; Pete Markovich, Chicago manager; John Lipsky, Los Angeles manager. (Distribute filmed programs.)

(See also page III)

Mogull's Films

112-114 W. 48th St., New York 36, N. Y.; PLaza 7-1414. Charles Mogull, president. (Distributes films.)

Morris, William, Agency, Inc.

1740 Broadway, New York 19, N. Y.; JUDson 6-5100. Abe Lastfogel, president; Nat Lefkowitz, treasurer; Morris Stoller, secretary; Wallace S. Jordan and George Gruskin, heads of radio-TV dept. (Live and film TV shows, commercials.)

Morton Television Productions, Inc.

64 East Lake St., Chicago 1, Ill.; Central 6-4144-5. Morton Jacobson, president; Cecilia Jacobson, secretary, treasurer. (Producers of live and film shows.)

- This Is the Story (52); What's Wrong with this Picture (260).

Moss, Herbert M., Productions

2 W. 46 St., New York 36, N. Y.; JUDson 6-5577. Herbert M. Moss, president; Rose Gray, secretary and treasurer. (Produce and distribute live and filmed shows.)

Motion Picture Productions, Inc.

Western Reserve Bldg., Cleveland 13, Ohio. Donald Clark Jones, president; James L. Baker vice president. (TV films, commercials.)

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125 Hyde St., San Francisco 2, Calif.; OR-dway 3-9162. Gerald L. Karski, president. (TV film commercials, animation and live action.)

Motion Pictures for Television, Inc.

655 Madison Ave., New York 21, N. Y.; TEmpleton 8-2000. Mathew Fox, president and board chairman; Edward D. Madden, Lew Kerner, Erwin H. Ezzes, vice-presidents. (Producers of filmed programs, features, shorts.)

- Drew Pearson Washington Merry-Go-Round (26).

Movie Advertising Bureau

70 E. 45 St., New York 17, N. Y.; MUrray Hill 6-3717. Claude F. Lee, director of national sales. A. E. Smith, office manager. (Produce and distribute spot commercials, filmed programs.)

Movietonews, Inc.

460 W. 54 St., New York 19, N. Y.; COlumbus 5-7200. W. C. Michel, president; Edmund Reek, vice president. (Producer of news-reels, shorts and film commercials.)

- United Press Movietone (continuous).

Murphy, Owen, Productions, Inc.

723 Seventh Ave., New York 19, N. Y.; PLaza 7-8144. Owen Murphy, president; Charles L. Turner, vice-president, production; Elwood Siegel, general manager; Edward Boughton, supervising editor; Don Tompkins, general sales manager. (Producers of film shows, packages, commercials.)

Musical Features, Inc.

444 Madison Ave., New York, N. Y.; PLaza 3-2114. Gus Haenshen, president. (Spot commercials.)

Mutual Television Productions, Inc.

8732 Sunset Blvd., Hollywood 46, Calif.; CRestview 1-1191. Edward M. Gray, president. (Produce, distribute film series.)

- International Playhouse (26).

Myerberg, Michael, Productions, Inc.

234 W. 44th St., New York 36, N. Y.; CHickering 4-4846. Michael Myerberg, chairman; Arthur Gray, Jr., president; John J. Bergen, Jr., vice-president. (Producers of commercials.)

NBC Film Division

30 Rockefeller Plaza, New York 20, N. Y.; CIRCLE 7-8300. Sales offices: 30 Rockefeller Plaza, New York 20, N. Y. (Leonard F. Warager); Merchandise Mart, Chicago, Ill. (H. Weller Keverer); Sunset & Vine, Hollywood, Calif. (Clifford Ogden). Carl M. Stanton, NBC vice-president in charge; Edgar G. Sisson, director; Charles A. Henderson, director of publicity; Robert A. Anderson, business manager; John B. Cron, national sales manager; Frank C. Lepore, manager of film & kinescope operation; Stanton M. Osgood, manager of film production; David Savage, manager of film procurement; Jay H. Smolin, manager of advertising and promotion. (Film sales and syndication.)

- Adventures of the Falcon (39); Badge 714—"Dragnet" (series A, 48; series B, 39); Captured—"Gangbusters" (26); Dangerous Assignment (39); The Great Gildersleeve (39); His Honor, Homer Bell (39); Hopalong Cassidy (series A, 26; series B, 26; one hour, 52); Inner Sanctum (39); Life of Riley (series A, 26; series B, 39; series C, 39); Lilli Palmer Show (26); Paragon Playhouse—"Douglas Fairbanks Presents" (39); Steve Donovan, Western Marshal (39); Victory at Sea (26); The Visitor (44); Watch the World (26). (See also page 537)

Nassour Pictures, Inc.

8460 West 3rd St., Los Angeles 48, Calif.; OLive 3-0400. William Nassour, president; Edward Nassour, vice-president, treasurer; Fred Nassour, secretary. (Produce film programs, feature films and commercials.)

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National Productions

(see Enders, Robert J., Inc.)

National Telefilm Associates, Inc.

60 West 55th St., New York 19, N. Y.; PLaza 7-2100. Ely Landau, president; Oliver Unger, executive vice-president; Harold Goldman, vice-president in charge of sales. (Distributor of feature films, filmed series.)

• Bobo the Hobo (26); Bill Corum Sports Show (26); China Smith (26); Design for Living (39); Find a Hobby (26); Hal Roach Laff Time Show (13); Hand to Heaven (13); Health and Happiness Club (105); Holiday (26); International Playhouse (26); James Mason Show (26); Layman's Call to Prayer (52); M. D. (130); Man's Heritage (13); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (26); Pantomime Quiz (13); The Passerby (26); Play of the Week (26); Police Call (26); 214 feature films.

(See also page 393)

National Television Films

120 S. Poplar St., Charlotte, N. C.; FRanklin 5-6051; 1591 Cross Roads of The World, Hollywood 28, Cal.; HOLlywood 9-4428. J. Francis White, president; Joy N. Houck, vice-pres.; Scott Lett, sales manager. (Distribute television films.)

• Lash of the West (39); Secret Chapter (13); 13 features.

Neal, Stanley, Productions, Inc.

475 Fifth Avenue, New York 17, N. Y.; MUrray Hill 3-6396. Branch offices: Washington, D. C., Munsey Building; Sterling 3-0918; Los Angeles, Calif., 1277 No. Clark St.; Crestview 6-8865; Chicago, Ill., 1809 Tribune Tower; Whitehall 4-3360; Philadelphia, Pa., 1420 Walnut St.; PENNypacker 5-6135. Donald J. Lane, president; Charles W. Cromer, executive vice-president; Sobey Martin, vice-president in charge of production; Louise C. Neal, secretary-treasurer. (Produce filmed programs, commercials.)

Nelson, Ted, Associates

730 Fifth Ave., New York 19, N. Y.; Circle 6-8470. Ted Nelson, director. (Packages.)

Nemeth, Ted, Studios

729 Seventh Ave., New York 19, N. Y.; Circle 5-5147-8. Ted Nemeth, production director; M. E. Bute, art director. (Producers and distributors of shorts and commercials.)

• 9 shorts.

Neptune Productions Co.

50 Rockefeller Plaza, New York 20, N. Y.; Circle 7-8300. John Gibbs, Robert Montgomery, partners. (Produce live TV shows.)

New Albion Films, Inc.

991 Tennessee St., San Francisco 7, Calif.; VAlencia 4-8484. Mrs. Enid Thompson Sales, president; Grover G. auman Sales, sales manager. (Produces filmed series.)

• The World of Wolo (13).

Nicoll, Oliver W., Productions

37 W. 46th St., New York 36, N. Y.; JUdson 2-5130. Oliver W. Nicoll, executive director; Sandra Munsell, associate director. (Program production, live and film package shows.) See Radio Features of America.

Norman, John, Productions

2704 Sackett, Houston 6, Texas; LYnchburg 7336. John Norman, general manager. (Live shows, film commercials.)

North American Television Productions, Inc.

22 East 46th St., New York, N. Y.; MUrray Hill 7-2913. E. M. Glucksman, president; Joseph Plunkett, vice-president; L. B. Glucksman, secretary-treasurer. (Produce filmed programs.)

Official Films, Inc.

25 W. 45th St., New York 36, N. Y.; PLaza 7-0100. Branches: 333 Candler Bldg., Atlanta, Ga.; 121 S. Lapeer Drive, Beverly Hills, Calif.; 419 Boylston St., Boston, Mass.; 360 N. Michigan Ave., Chicago, Ill.; 2459 Fenwick Rd., Cleveland, Ohio; Santa Fe Bldg., Dallas, Tex.; 1535 Hudson St., Denver, Colo.; 3100 Raleigh Ave., Minneapolis, Minn.; 1420 Walnut St., Philadelphia, Pa.; 808 E. Essex St., Glendale (St. Louis), Mo. Isaac D. Levy, chairman of the board; Harold L. Hackett, president; Herb Jaffe, vice-president in charge of sales; Herman Rush, Robert Sanford, vice-presidents. (Producer, distributor of filmed series, features, shorts.)

• Adventures of the Scarlet Pimpernel (39); Bozo the Clown (13); Colonel March of Scotland Yard (26); Dateline Europe (78); Meet the O'Briens (39); My Hero (33); My Little Margie (126); Overseas Adventure (39); Secret File, U. S. A. (26); Sports News—Events (45); The Star and the Story (39); Terry and the Pirates (18); This Is Your Music (26); The Trouble with Father—"Stu Erwin Show" (130); 117 features; 26 sports features; 1,864 shorts.

Okun, Lillian, Productions

Hotel Ruxton, 50 W. 72th St., New York 23, N. Y.; SUsquehanna 7-0500. Lillian Okun, president. (Live shows—children and teen-age, women's.)

On Film, Inc.

10 East 49th St., New York, N. Y.; PLaza 9-1976. Robert Bell, president. (Producers of commercials.)

Onyx Picture Corp.

224 West 49th St., New York, N. Y.; PLaza 7-4667. Sam Lake, president. (Distributes film series, features.)

• Our Gang Comedies (52); Craig Kennedy series (26); Thrill of Your Life (13); Canine Comment (13); Jim and Judy in Teleland (15); Little Story Shop Christmas shows (5); 29 features; 120 westerns; 6 wrestling films.

Opera Cameos TV Productions

551 Fifth Ave., New York 17, N. Y.; Murray Hill 2-8061. Carlo Vinti, president; Joseph Vinti, Jim Knisely, vice-presidents; Anne Marie Andreuzzi, secretary; F. X. Giaccone, coordinator. (Produces live series.)

• Opera Cameos (live).

Owens, Harry, Television Productions

6710 Melrose Ave., Hollywood 38, Calif.; WYoming 1491. Harry Owens, president; Homer O'Donnell, vice-president. (Film producer.)

PTE, Inc. (formerly Prockter Television Enterprises) (see Pyramid Productions, Inc.)

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.; GRant 1-4756. M. E. Fierst, general manager. (Produce and distribute live and film shows, commercials, film news.)

• Mr. Rumpole Bumble (15); Home Is Happiness (198).

Palisade Television Productions, Inc.

157 East 69th St., New York 21, N. Y. George F. Foley, president; J. C. Halahan, vice-president; Daniel Vilardi, film sales manager; M. E. MacMurray, program sales manager. (Package shows, filmed programs.)

Palladium Radio Productions, Inc.

445 Park Avenue, New York 22, N. Y.; PLaza 9-8644. Monroe W. Greenthal, president; S. George Gallu, vice-president and general sales manager. (Producer and distributor of programs.)

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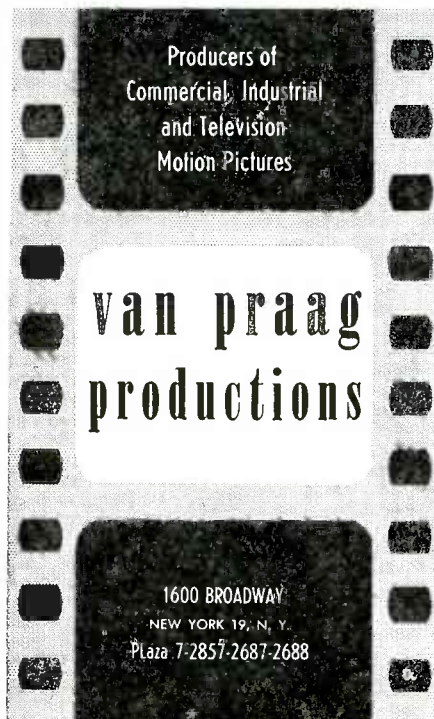
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Pan American Productions

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Pan-American Television Corp.

1044 So. Hill St., Los Angeles, Calif.; Richmond 7-8661. Frank Fouce, president; Frank L. Fouce, vice-president; Herbert T. Silverberg, secretary. (Film product in English with Spanish titles and films in Spanish.)

Paramount Television Productions, Inc.

5451 Marathon St., Hollywood 38, Calif.; Hollywood 9-3181. (Subsidiary of Paramount Pictures Corp.) Paul Raibourn, president; Klaus Landsberg, vice-president, general manager; Bernard Goodwin, vice-president. (Produce and distribute packages, filmed series.)

- Wrestling from Hollywood (continuous series).

Parry, Paul, Productions

7557 Sunset Blvd., Hollywood 46, Calif.; Hollywood 7-4774. Paul Parry, president; Diane Parry, vice-president; Charles L. Lauder, secretary, treasurer. (Film programs and commercials.)

Parsonnet-Wheeler, Inc.

32 West 53rd St., New York 19, N. Y.; PLaza 3-6658-59-60. Stirling Wheeler, president; Anthony Z. Landi, executive vice-president; Bally Marcin, secretary-treasurer. (Producers of commercials, filmed series.)

- Brother Mark (39); The Visitor (44).

Parsons, Lindsley, Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-7111. Lindsley Parsons, president; Sam Wallis, treasurer. (Produce films and commercials.)

Partington, Jack, Television Productions

300 W. 53rd St., New York 19, N. Y.; PLaza 7-0316. Jack A. Partington, Jr., president. (Film producer, package shows.)

Pathescope Productions

580 Fifth Ave., New York 19, N. Y.; PLaza 7-5200. (Pathescope Company of America, Inc.) Edward J. Lamm, president; William M. Nelson, executive director; Rogers Keene, director and supervising editor; James Pierce, production manager. (Produce programs and commercials.)

Patin, Ray, Productions

6650 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-1147. Ray Patin, owner; Gus Jekel, production manager. (Produce live and filmed commercials.)

Pearson & Luce Productions

26 O'Farrell St., San Francisco, Calif.; YUkon 2-1272; Studios: Bellevue Hotel, Geary & Taylor, San Francisco; Prospect 6-6335. Lloyd K. Pearson, sales manager; Ralph W. Luce, production manager. (Film shorts, commercials, newsreels.)

Pentagon Films, Inc.

(Subsidiary of Cambridge Productions, Inc.) Box 1774, Miami 10, Fla. Edward Vaughn, president; Ted Edwards, vice-president; F. Neurode, secretary-treasurer. (Produces filmed programs, packages.)

Philsco TV Enterprises

2725 Malcolm Ave., West Los Angeles 64, Calif.; ARizona 9-3139. Michael Phillips, president. (Film producers.)

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.; PENNSYLVANIA 6-3756-7-8. Frank Soule, chairman of the board; Milton Salzburg, president; Hyman Rosner, vice-president, treasurer. (Producer and distributor of shorts.)

- 69 shorts.

Polaris Pictures, Inc.

5859 W. Third St., Los Angeles 36, Calif.; Webster 8-2181; 520 Fifth Ave., New York, N. Y.; Murray Hill 2-5844. Juan C. Hutchinson, president; Perry King, vice-president. (Producers of commercials.)

Polish Program Service (see Victor Radio Enterprises, Inc.)

Portland Productions, Inc.

1018 Pamela Drive, Beverly Hills, Calif.; CRestview 5-6457. J. N. Mason, president; V. K. Osborne, vice-president; Pamela Mason, secretary, treasurer. (Produce filmed series.)

- The Readers (29).

Post Pictures Corp.

71 W. 47th St., New York 36, N. Y.; JUDson 2-4870. Harry A. Post, president; E. W. Post, secretary; Alan I. Post, TV sales. (Feature films and shorts.)

- 13 features; 49 shorts.

Power, Jules, Productions, Inc.

1020 N. Rush St., Chicago 11, Ill.; DELaware 7-7422; 9 E. 75th St., New York 21, N. Y.; REgent 4-1370. Jules Power, president; Bernard I. Miller, vice-president & treasurer; John Pennish, secretary. (Packagers & producers of shows, live and film.)

- All About Baby (live); Watch Mr. Wizard (live); Tip Top Time and Tip Top Fun (live).

Princess Pictures, Inc.

11 W. 42nd St., New York 36, N. Y.; LONGacre 5-1535. Burt Balaban, president. (Producers and distributors of feature films.)

- 26 features.

Princeton Film Center, Inc.

Carter Road, Princeton, N. J.; 1-3550. Gordon Knox, president; Bradford K. Cross, director of sales; Robert Molusky, director of TV distribution. New York address: 270 Park Avenue, PLaza 5-0322. (Producer and distributor of package shows, films & commercials.)

- The Handy Man (52); Shooting Straight with Tim Holt (2); 29 shorts.

Pyramid Productions, Inc.

1 East 52nd St., New York 22, N. Y.; PLaza 1-0430. Everett Rosenthal, president; Leonard Loewinthan, executive vice-president. (Producers of live and filmed series.)

- The Big Story (live); Treasury Men in Action (series); Man Behind the Badge (39).

Quintet Productions

6052 Sunset Blvd., Los Angeles, Calif.; Peter Piech, president; Russ Hayden, vice-president. (Produce filmed series.)

- Judge Roy Bean (series).

RD-DR Corp. (Reader's Digest-deRochemont)

35 W. 45 St., New York 36, N. Y.; JUDson 2-1440. Louis deRochemont, chairman of the board; Borden Mace, president; Thomas Orchard, Lother Wolf, vice-presidents; Martin Maloney, treas. (Produce features and commercials.)

RKO-Pathé, Inc.

1270 Ave. of Americas, New York 20, N. Y.; JUDson 6-5050. Daniel T. O'Shea, president; Jay Bonafield, executive vice-president; Douglas Travers, vice-president in charge of production; Sidney Kramer, general sales manager. (Produce filmed programs, commercials.)

Radio and Television Packagers, Inc.

9 East 40th St., New York, N. Y.; LEXington 2-1717. William Cayton, president; Fred Ladd, director; D. Strickland, sales man-



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ager. (Produces and distributes filmed series.)

- Jungle (39); Combat (39).

Radio City Associates

32 East 68th St., New York 21, N. Y.; LEhigh 5-9850. Morton D. Catok, director of sales; Eugene Aretsky, director of programming, promotion; Norman B. Alt, director of production. (Producers of live programs.)

- What's New; Surprise Party (live).

Radio Corporation of America (Recorded Program Services Department)

155 East 24th St., New York, N. Y.; MURRAY Hill 9-7200; branches in Atlanta, Chicago, Dallas, Hollywood. A. B. Sambrook, manager. RCA-Victor Recorded Program Services Department; G. Field, field representative. (Distributors of packages, feature films.)

- 18 feature films.

Radio Features of America

37 W. 46th St., New York 36, N. Y.; JUDson 2-5130. Oliver W. Nicoll, executive director; Sandra Munsell, associate director. (Program production, live and film package shows, commercials.) See Television and Radio Features of America.

Rainbow Island Productions, Inc.

3061 Kapiolani Blvd., Honolulu, Hawaii. Chuck Smouse, president; George Vanderbilt, vice-president. (Producers.)

Ram Productions

661 West End Ave., New York 25, N. Y.; MONument 2-5111. Ed Lindner, director. (Producers of live package programs, medical films and programs, commercials.)

- Medical Reporter (live); Vera Wallace, Private Investigator (live); Time & Again (live); Eben & Egburt (live); Animal Inn (live).

Rawlins-Grant, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.; HOLLYwood 9-8321. John Rawlins, president; Marshall Grant, vice-president. (Film series producers, commercials.)

- Mayor of the Town (39) (co-producer).

Ray, Reid H., Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.; EMERSON 1393. Branch offices in Chicago, Los Angeles. Reid H. Ray, president; William H. Ringold, vice-president. (Produce and distribute film series and commercials.)

- Walt's Workshop (39).

Redlin Productions, Inc.

17609 Ventura Blvd., Encino, Calif.; STATE 4-9133. William A. Redlin, president; Emil F. Redlin, secretary, treasurer. (Live and film programs.)

Reed, Roland, Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Cal. Crestview 6-1101. Roland Reed, president. (Produces filmed series, package programs.)

- Beulah (78); Rocky Jones, Space Ranger (39); Waterfront (78); Meet the O'Briens (39).

Reela Films, Inc.

17 N. W. Third St., Miami 32, Fla.; Tel.: 2-2108. Stanley Stern, president; Dick Wolfson, vice-president; Frank Brodock, general manager; Michael Brown, executive producer. (Producers of filmed series, packages, commercials.)

Reemack Enterprises, Inc.

1270 Ave. of the Americas, New York 20, N. Y.; Circle 6-7300. Lou Goldberg, president. (Producers of live shows.)

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.; LUXemburg 2-1877. Moe Kerman, president; Joseph Felder, vice-president. (Feature films and shorts.)

Regency Productions, Inc.

112 W. 48th St., New York 36, N. Y.; JUDson 2-0274. Joseph Schaeffer, president; E. L. Finnan, treasurer. (Producer of film commercials and shows.)

Regent Pictures, Inc.

729 Seventh Ave., New York 19, N. Y.; PLaza 7-8645. Robert Plk, president. (Distributor of feature films, shorts and cartoons.)

- 13 features; 24 shorts.

Republic Television Features

64 East Lake St., Chicago 1, Ill.; STate 2-0460. Capico Kapps, president; Joseph Kapps, vice-president. (Producers and distributors of live and transcribed shows.)

Revue Productions, Inc.

9370 Santa Monica Blvd., Beverly Hills, Calif.; HOLlywood 4-5483. (Produces filmed series.)

- City Detective (65); Famous Playhouse (200); General Electric Theatre (26); Pepsi Cola Playhouse (series); Pride of the Family (40); Ray Milland Show (series); Bill Baker, U. S. A. (26).

Reynolds, Stuart, Productions

9120 Sunset Blvd., Los Angeles 46, Calif.; CRestview 4-7863. Stuart Reynolds, president. (Distributes package shows, film series.)

- General Electric Theatre (26); Sovereign Theatre (26); Your Jeweler's Showcase (26).

Rice, Craig, Enterprises

1040 North Las Palmas Ave., Hollywood, Calif.; HOLlywood 2-6311. Tony London, producer; Sam Neuman, writer-director. (Producer of filmed series.)

- The Craig Rice Theater (series).

Riddick, Marion, Productions

1102 Eberhart St., Houston 6, Tex.; JACKson 4-9653. William M. Riddick, director. (Producer and distributor of filmed series, commercials.)

- Modelette Television Dramatics (26).

Riviera Productions

1713 Via El Prado, Redondo Beach, Calif.; FRontier 5-4592. F. W. Zens, executive producer; Lionel Grover, associate producer. (Produces filmed series, commercials.)

- Punch and Trudy (6); Teletunes (15).

Roberts, Bob L. Productions

152 West 54th Street, N. Y. 19, N. Y. PLaza 7-4315. Bob L. Roberts, president. (Produce live and film shows.)

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.; HOLlywood 7-7131. J. Riernard Westen, president; J. Harry Ebbert, vice-president in charge of sales; Harlow Wilcox, vice-president; Don Bartelli, prod. mgr. (Producers of films and programs.)

Rockett, Frederick K., Co.

6063 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 4-3183. Fred K. Rockett, general manager; Alfred Higgins, production supervisor. (Producers of commercials.)

Rockhill Productions

18 E. 50 St., New York 22, N. Y.; PLaza 9-7979. Stanley J. Wolf, president. (Produce and distribute live and film shows.) (See also page 423)

Rodney-Young Prod.

(see Cavalier Prod.)

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Longacre 3-6187

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Riverside 9-3647. Richard H. Roffman,
president; Maurice Roffman, Alvin Rubin,
Herman Jaffe, Lila King, Emanuel Targum,
vice-presidents. (Producers of
shows.)

Rogell Productions, Inc.

224 N. Canon Drive, Beverly Hills, Calif.;
CRrestview 1-0568. Albert S. Rogell,
producer-director; Arlan W. Moore, secretary-
treasurer. (Features, other films.)

Rogers, Roy, Productions

Samuel Goldwyn Studio, 1041 N. Formosa
Ave., Hollywood 46, Calif.; GRanite 5111.
Roy Rogers, executive producer; Jack
Lacey, producer. (Produce Westerns.)

- Roy Rogers Show (series).
- (See also page 417)

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.;
CRestview 4-5401. David Chudnow, president;
Rosamond Chudnow, vice-president.
(Produce films for TV.)

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.;
Hollywood 2-6464. Frank K. Danzig, Bart
Ross, partners. (Packager of live shows.)

- California Living, Musical Chairs (live).

Rourke, Jack, Productions

6331 Hollywood Blvd., Hollywood 28, Calif.;
HEmpstead 7178. Jack Rourke, president;
Richard Wendelken, production manager;
Fred Fuld, Jr., treasurer. (Live programs
and sporting events.)

Roush, Leslie, Productions, Inc.

333 W. 52 St., New York 19, N. Y.; Columbus
5-6430. Leslie M. Roush, president; Jules K.
Sindic, vice-president. (Produce films and
commercials.)

Rouzer, Danny, Studio

7022 Melrose Ave., Hollywood 38, Calif.;
WEBster 6-2494. Danny Rouzer, president.
(Produce films.)

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.; Circle
5-5640. Edward Ruby, production manager;
Sidney Nannes, office manager. (Produce
filmed programs.)

Rusk, John, Productions, Inc.

527 Lexington Ave., New York, N. Y.; PLaza
5-5136. John Rusk, president. (Produce
live & filmed programs.)

Sack Television Enterprises

358 W. 44th St., New York 36, N. Y.; JUdson
6-2258 and Film Exchange Bldg., Dallas,
Texas; STerling 3069. Alfred N. Sack, general
manager; Julius M. Sack, sales manager.
(Producer and distributor of filmed
series, features.)

- Hillbilly Jamboree (13); 29 features; 150
shorts.

Sackett, Barnard L., Productions

Suite 210, 138 South 9th St., Philadelphia 7,
Pa.; WALnut 3-0300. Barnard L. Sackett,
owner. (Producer of live shows and cartoon
films and commercials.)

Samuels, Sam

1564 Broadway, New York 36, N. Y.; JUdson
6-9012. Sam Samuels, owner. (Package
shows.)

Saperstein, Abe, TV Enterprises

127 No. Dearborn Ave., Chicago, Ill.; DEarborn
2-2427; Suite 7614, Empire State Bldg.,
New York 1, N. Y.; LOnacre 3-4677; 8506
Sunset Blvd., Hollywood, Calif.; CRrest-
view 4-2602. Abe Saperstein, president;
Samuel Rosen, vice-president in charge
of production; Fay Saperstein, Walter
Kennedy, producers. (Distributes filmed
series.)

- Kid Magic (13); Tic Toc Tales (13).

Saphier, James L., Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif.; CRestview 1-7231; 65 E. 45 St., New York; MURray Hill 7-8370. James L. Saphier, president. (Production of live and filmed programs.)

- Bob Hope Show (live); Tony Martin Show (live).

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.; MURray Hill 8-0085 and 16 E. Ontario St., Chicago 11, Ill.; Whitehall 4-5151. Valentino Sarra, president; Morris D. Behrend, general manager. (Production of film commercials and package programs.)

Schafer, Kermit, Radio & Television Productions

45 E. 51st St., New York, N. Y.; PLaza 8-2675. Kermit Schafer, president; Harry Lee, general manager. (Produce and distribute live and film programs.)

Schubert, Bernard L., Inc.

509 Madison Ave., New York 19, N. Y.; MURray Hill 8-0940. Bernard L. Schubert, president. (Package live and film shows.)

- Movie Quick Quiz (780).

Schultz, Robert, Associates

22 East 67th St., New York 21, N. Y.; LEhigh 5-4542. Robert Schultz, owner; Gloria Mamber, associate. (Producers of live and animated commercials.)

Schwarz, Mickey, Productions, Inc.

1600 Broadway, New York, N. Y.; Circle 7-6434. Mickey Schwarz, president; Jack L. Lemmon, vice-president. (Produces commercials.)

Schwimmer, Walter, Productions, Inc.

75 E. Wacker Drive, Chicago 1, Ill.; N. Y. Tel.: LExington 2-1791; 16 East 41st St., New York, N. Y.; LExington 2-1791. Walter Schwimmer, president; George Guyan, vice-president; Bernard Crost, sales manager. (Produce and distribute film series, package programs.)

- Movie Quick Quiz (780); Eddy Arnold Time (26); Championship Bowling (26).

Screen Gems, Inc.

233 W. 49 St., New York 19, N. Y.; Circle 5-5044 and 1334 N. Beachwood, Hollywood 28, Calif.; HUDson 2-3111. Branch Offices: 230 N. Michigan Ave., Chicago, Ill.; 995 Market St., San Francisco, Calif.; 16603 E. Warren Rd., Detroit, Mich.; 3130 Maple Drive, N. E., Atlanta, Ga.; 4924 Greenville Ave., Dallas, Tex.; 212 Beason Building, Salt Lake City, Utah. Ralph Cohn, vice-president and general manager; John Mitchell, vice-president in charge of sales; Burton Hanft, business mgr.; Fred Brisikin, production executive (Hollywood); Ben Berenberg, executive producer (East Coast); Henry S. White, advert. sing director; Frank Young, public relations director. (Produce, distribute programs, animated and live film commercials.)

- Adventures of Rin Tin Tin (network series plus 39 for syndication); Big Play-back (52); Jet Jackson (39); Music to Remember (13); Professor Yes 'N' No (26); Top Plays of 1955 (44); Your All Star Theatre—"Ford Theatre" (117); Jungle Jim (26); Damon Runyon Theatre (network series); Father Knows Best (network series); Ford Theatre (network series); Captain Midnight (network series).

Screen-Televideo Productions, Inc.

333 South Beverly Drive, Beverly Hills, Calif.; CRestview 1-6131. Robert Lord, executive vice-president and producer; Jacques Braunstein, president and auditor. (Produce and distribute filmed programs, commercials.)

DAVID LOWE

Producer-Director

"THE BIG SURPRISE" NBC-TV

A Louis G. Cowan Production

**WILBUR
STARK**

**JERRY
LAYTON
INC.**

**Television and
Radio Productions**

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PLaza 3-1742



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 KTTV
 CBS-TV ● NBC-TV
 ABC-TV

Management
 MCA



HOWARD MORRIS

featured on
 CAESAR'S HOUR—NBC-TV

Screenkraft Pictures, Inc.

15 W. 44th St., New York 36, N. Y.; MURRAY Hill 7-5011. Edward Berkson, vice-president in charge TV; Peter Piech, sales manager TV. (Distributors of features and Westerns.)

- 90 features; 76 westerns.
- (See also page 502)

Scripture Film (see Hack, Herman, Prod.)

Selznick, Leon D., Television Productions
 16177 Sunset Blvd., Pacific Palisades, Calif.
 Leon D. Selznick, owner. (Producer of films and commercials.)

Semaphore Film Corporation (Capitol Productions) (Motion Pixies)
 1586 Cross Roads of the World, Hollywood 28, Calif.; HOLLYWOOD 4-8179-0. Robert C. Bennett, president, general manager; Albert Kelley, vice-president in charge of production; Elliot W. M. Bennett, sales manager. (Feature films, playlets and serials, commercials, packaging.)

Sharpe, Don, Enterprises
 1052 Carol Drive, Los Angeles 46, Calif.; CRestview 6-2044. (Producers of filmed programs.)

- Sheena, Queen of the Jungle (26).

Shellric Corp.
 6 West 57th St., New York 19, N. Y.; JUdson 6-7715. Sid Caesar, president; Florence Caesar, vice-president; Milton N. Mound, treasurer; Effie S. Cummings, secretary. (Producers of live programs.)

- Caesar's Hour; Caesar Presents (live).

Showcase Productions, Inc.
 Hal Roach Studios, Culver City, Calif.; VERmont 8-2185. Hal Roach, Jr., president; Carroll Case, vice-president, producer; E. H. Goldstein, treasurer. (Producer of film series.)

Simmel-Merservey TV Productions
 9113 W. Pico Blvd., Los Angeles 35, Calif.; BRadshaw 2-3874. Louis C. Simmel, president. (Producers and distributors of filmed series.)

- Yesterday's World Today (13); Isles of Mystery (5); Ghost Towns (13).

Simon, Al, Productions
 1040 No. Las Palmas Ave., Hollywood 38, Calif.; HOLLYWOOD 4-2121. Al Simon, owner. (Film producer, commercials.)

Sixteen Screen Service Co.
 6710 Melrose Ave., Hollywood 38, Calif.; WEBster 9-1491. Leonard Clairmont, Homer O'Donnell, partners. (Produces commercials.)

Skibo Productions, Inc.
 165 W. 46 St., New York 36, N. Y.; PLaza 7-2265. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Distribute various types of films.)

- 70 shorts.

Skinner, Charles E., Productions
 1600 Broadway, New York 19, N. Y.; CIRCLE 6-6915. Charles E. Skinner, executive producer-director; Raymond J. Rand, associate & general manager; Tom Curtis, production supervisor; Albert Kelley, consultant-director; Nelson Gidding, supervising editor. (Producers of filmed series, commercials.)

- Sergeant Preston of the Yukon (52).

Slesinger, Stephen, Inc.
 247 Park Ave., New York 17, N. Y.; ELDorado 5-2544. Hugh Sears, president. (Produce films.)

Smith, Fletcher, Studios, Inc.
 321 East 44th St., New York 17, N. Y.; MURray Hill 5-9010. Fletcher Smith, president; Charles Schettler, vice-president; Peter Caldera, secretary-treasurer. (Producer of commercials.)

Snader Productions, Inc.
9130 Sunset Blvd., Hollywood 46, Calif.;
CRestview 4-6651. Louis D. Snader, president. (Producer of filmed series.)

- Korla Pandit (13).

Song Ads Co.
6000 Sunset Blvd., Hollywood 28, Calif.;
Hollywood 5-6181. Robert Sande, president, production director; Del Porter, vice-president, creative director; Don Estey, vice-president, director of sales; Larry Greene, vice-president, music director; Michael Doyle, Jr., director of film division; Lloyd Vaughn, director of animation division; Hugh Hudson, national sales manager. (Produce live shows, live and filmed commercials.)

- Tell It to Oscar (live).

Sonnenreich, Joseph I.
165 West 91st St., New York 24, N. Y.; SU-
quehanna 7-1797. Joseph I. Sonnenreich,
owner. (Live and film programs.)

Sonney Amusement Enterprises, Inc.
1656 Cordova St., Los Angeles 7, Calif.;
REpublic 7-7236. Branch offices in San
Francisco. Edward Sonney, president;
Daniel Sonney, vice-president; Jesse J.
Goldburg, foreign sales mgr. (Producers,
distributors of domestic and foreign
films.)

Sound Masters, Inc.
165 W. 46th St., New York 36, N. Y.; PLaza
7-6600. W. French Githens, chairman of
the board; Harold E. Wondsel, president;
Francis Carter Wood, Jr., vice-president,
secretary; Frank Donovan, vice-president;
Walter Kullberg, treasurer. (Producers of
commercials.)

Southwest Film Productions, Inc.
5301 Post Oak Road, Houston, Tex. Howard
T. Tellepsen, chairman of bd.; John Paul
Goodwin, president; Harlan Mendenhall,
executive vice-president and general
manager. (Produce package programs and
commercials.)

Souvaine Co., The
119 W. 57th St., New York 19, N. Y.; Circle
6-6100. Henry Souvaine, Howard Taylor,
chief officers. (Distributor of package
shows and feature films.)

Sovereign Productions, Inc. (see Reynolds,
Stuart Productions)

Spaeth, Sigmund
400 E. 58th St., New York 22, N. Y.; PLaza
8-0879. Sigmund Spaeth, president,
general manager; Mrs. H. Richel, secretary,
treasurer. (Live and film programs deal-
ing with music of all kinds, packages.)

- Music for Everybody (13)

Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.; LOn-
acre 4-5592. Jules B. Weill, president;
Murray M. Kaplan, vice-president. (Pro-
ducer and distributor of film packages.)

- 26 features.

Sportsvision, Inc.
232 Sansome St., San Francisco 4, Calif.;
EXbrook 2-3837. Branches: 20 No. Wacker
Drive, Chicago 6, Ill.; 1161 No. Highland
Ave., Hollywood 28, Calif.; Central Bldg.,
Seattle 4, Wash. Al J. Madden, president;
Keith Alderson, vice-president and treas-
urer; F. Norris West, Jr., secretary. (Pro-
duces and distributes filmed series.)

- All American Game of the Week for 1955 (13); Big Ten Football Hilites (13); Pacific Coast Conference Football Hilites (13); Gridiron Cavalcade (13); Summer Football (39).

Spotlite News (Hollywood Spotlite Newfilm Services, Inc.)
607 No. La Brea Ave., Los Angeles 36, Calif.;
WEBster 8-2191. J. L. Siegal, president and

WILLIAM HARMON

PRODUCER-DIRECTOR

CURRENT:

"JIMMY DURANTE SHOW"

Representation

WILLIAM MORRIS



HERB SHELDON



JOE GRAHAM

Writer — Director

JERRY WINTERS
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DIRECTOR-PRODUCER

Television — Live
 and
 Motion Pictures

PRODUCER-DIRECTOR

of

Herman Melville's

"MOBY DICK"

with

THOMAS MITCHELL

Narrator

The Eastman Color Featurette now
 being distributed in theatres by

JOSEPH BURSTYN, INC.

general manager; A. G. Walker, vice-president, production manager. (Produces newsreels.)

- **Spotlite on Hollywood** (weekly series).

Square Deal Pictures Corp.

Pines Bridge Rd., Ossining, N. Y.; OSSining 2-2617. Horace Ayers, president; Donn Marvin, vice-president, general manager. (Produce and distribute filmed programs.)

Stage Five Productions

1040 No. Las Palmas Ave., Hollywood, Calif.; HOLLYWOOD 7-3456. Ozzie Nelson, producer, director; Leo Pepin, assistant producer. (Produces filmed series.)

- **Adventures of Ozzie and Harriet** (series).

Standard Television Corp.

321 South Beverly Drive, Beverly Hills, Calif.; CRestview 4-6869. Lawrence Berger, president. (Film distributor.)

- **Pan American Showtime** (13); 20 features.

Star Entertainment Corporation

214 W. 42nd Street, New York 36, N. Y.; LACKawanna 4-345c. Max Wolff, president; Al Roth, vice-president. (Film packager.)

Stark, Wilbur-Jerry Layton, Inc.

270 Park Ave., New York, N. Y. Wilbur Stark, Jerry Layton, owners. (Package producers.)

- **Modern Romances** (live); Col. Humphrey Flack (live); Rocky King, Detective (live); Ladies' Choice (live).

(See also page 503)

Station Distributors, Inc.

1450 Broadway, New York 36, N. Y.; WISconsin 7-2055. Milton Gettinger, president. (Distribute filmed series.)

- **Call the Play** (52).

Stempel, Frank, Agency

717 N. La Cienega Blvd., Hollywood 46, Calif. Frank Stempel, owner. (Live & film shows.)

Stephens, William, Company

6666 Santa Monica Blvd., Hollywood 46, Calif.; William Stephens, production supervisor. (Producer of film series.)

Sterling Television Co., Inc.

205 East 43 St., New York 17, N. Y.; Oxford 7-2520. Branch offices: 6715 Hollywood Blvd., Hollywood, Calif.; 30 N. LaSalle St., Chicago, Ill.; 205 East 6th St., Cincinnati, O.; 311 South Akard St., Dallas, Tex. Saul J. Turell, president; Robert E. Rhoades, secretary-treasurer; Bernice Coe, vice-president in charge of sales; Richard Carlton, vice-president, operations; Carl King, vice-president. (Producer and distributor of features, shorts and film series.)

- **Adventures in the News** (13); **Adventures in Sport** (26); **Animal Time** (104); **Armchair Adventure** (104); **Beat the Experts** (65); **Betsy and the Magic Key** (39); **Building for Peace** (26); **Camera's Eye** (39); **Fearless Fosdick** (13); **Feminine Touch** (26); **For the Ladies** (104); **Gigi and Jock** (13); **Going Places with Gadabout Gaddis** (26); **Hollywood Scrapbook** (26); **Into the Night** (26); **Invitation Playhouse** (26); **Junior Crossroads** (104); **King's Crossroads** (104); **Little Show** (26); **Little Theatre** (52); **Movie Museum** (100); **Music for Everybody** (13); **Oklahoma Chuck Wagon Boys** (13); **Old Time Comedies** (52); **Paul Killam Show** (39); **Photoquiz** (260); **Playtime with Jerry** (13); **Ray Forrest Show** (39); **Safari** (26); **Sports on Parade** (104); **Tales of Tomorrow** (26); **This Is Charles Laughton** (26); **This Is the Story** (52); **This Land of Ours** (26); **This World of Ours** (26); **Tropic Hazard** (13); **Turn of a Card** (13); **Vienna Philharmonic Orchestra** (13); **World We Live In** (52); **Wonders of the Wild** (39); 28 features; 176 cartoons; 3,000 miscellaneous shorts.

Stevens, Mark, Productions, Inc.

7324 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-2800. Mark Stevens, president; Charles Goldstone, vice president; George Gottfried, secretary. (Producers of filmed series.)

- Big Town (network series). (See also page 395)

Stokey, Mike, Enterprises, Inc.

6123 Selma Ave., Hollywood 28, Calif.; HOLLYWOOD 2-1241; 64 West 56 St., New York 19, N. Y.; COLUMBUS 5-8610. Mike Stokey, president; John Hueners, Jimmie Barnett, vice-presidents and asst. producers. (Producer of live and filmed shows.)

Streech, Wilbur, Productions

135 W. 52nd St., New York 19, N. Y.; Wilbur J. Streech, owner; Joseph C. Bowman, Jr., sales manager; Harry Wuest, production manager. (Produce commercials.)

Strickland Film Co.

220 Pharr Road, N. E., Atlanta, Ga.; Cherokee 5317. Robert B. Strickland, owner; C. L. Strickland, general manager. (Distributors of filmed series, producers of commercials.)

- Smokey Mountain Jamboree (13).

Studio City TV Productions, Inc.

4020 Carpenter, No. Hollywood, Calif.; SUNSET 3-8807. Morton W. Scott, president; Lester J. Nelson, secretary-treasurer. (Production of films, commercials.)

- Stories of the Century (39); Behind the Scenes (39); Adventures of Dr. Fu Manchu (78).

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.; OXFORD 7-2590. S. A. Costello, president; Ben Frye, executive vice-president; David N. Laux, vice-president; Norman S. Ginsburg, director of advertising sales promotion. (Produce and distribute filmed series, shorts.)

- Showtime (39); 1,120 musical shorts.

Sturm, Bill, Studios, Inc.

723 7th Ave., New York 19, N. Y.; JUDSON 6-1650. Bill Sturm, Orry Calpini, directors; William A. Gilmartin, production manager. (Filmed programs, commercials, animation.)

Sun Dial Films, Inc.

43rd St. at United Nations Plaza, New York 17, N. Y.; MURRAY HILL 6-2046-7. Samuel A. Datlowe, president. (Produces commercials.)

Sutherland, John, Productions, Inc.

201 No. Occidental Blvd., Los Angeles 26, Calif.; DUNKIRK 8-5121; 404 Fourth Ave., New York 16, N. Y.; MURRAY HILL 6-4590. John Sutherland, president and general manager; Ross Sutherland executive vice-president. (Producers of filmed shows.)

Swift-Chaplin Productions, Inc.

1136 North Highland Ave., Hollywood 38, Calif.; HOLLYWOOD 2-0761. Charles F. Chaplin, president; Howard Swift, vice-president. (Producer of commercials.)

Syndicated Films

1022 Forbes St., Pittsburgh 19, Pa.; EXPRESS 1-1355. H. John Kemerer, president. (Distributes filmed series.)

- 67 Melody Lane (13); Outdoors with Harris Breth (series); Sportsman's Club (78).

T-bar-V Productions, Inc.

5208 Kelvin Ave., Woodland Hills, Calif.; DIAMOND 7-3062. Donna Fargo, president; Lois Landon, vice-president; Ned Davenport, camera director; Gail Davenport, script editor. (Live and film western and outdoor packages.)



GENE HAMILTON

"Dr. Gino"

NBC



MICHAEL FITZMAURICE

Radio Registry



"Miss" Sydney Smith

"BY LINE"

WRCA's

WOMAN'S EDITOR



PHIL TONKEN

Producer. Announcer. Narrator. Actor.

"Alec Templeton Show"

"The Big Picture"

"Youth Wants To Know"

Radio

Registry MU 8-6600

TV

- Rodeo Revue (live or film); Tom-Tom Tales (series); Trader Lee (live); T-bar-V Stories (film); The Winner's Circle (live); Caldwell's Corner (live).

T.C.A.

8533 Sunset Blvd., Los Angeles, Calif.; CRestview 6-4345. Lou Costello, president; Pat Costello, vice-president. (Produces filmed series.)

- Abbott and Costello (52).

TCF Television Productions, Inc. (Subsidiary of Twentieth-Century-Fox Film Corp.)

1417 No. Western Ave., Hollywood 27, Calif.; HOLLYWOOD 2-6231. Spyros P. Skouras, president; William C. Michel, Joseph H. Moskowitz, Sig Rogell, Lew Schreiber, vice-presidents; Otto Lang, executive producer. (Produces filmed series.)

- General Electric (20); Flicka series (39).

TV Ads, Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.; DU 8-1323. Doria Balli, president; Charles A. Larrain, sales manager. (Film commercials.)

TV Attractions

565 Fifth Ave., New York 17, N. Y.; ELdorado 5-1540. Milton H. Blackstone, director; Roy Newman, associate. (Live and film packages.)

TV Guild Productions, Inc.

(Larchmont TV Studios, Inc.)
210 N. Larchmont Blvd., Los Angeles 4, Calif.; HO 9-2895. Jack Miles, president. (Film commercials and programs.)

TV Movie Club, Inc.

1501 Broadway, New York 36, N. Y.; BRyant 9-6734. Dr. Arthur M. Epstein, president. (Children's film series.)

TV Spots, Inc.

1037 N. Cole Ave., Hollywood, Calif.; HOLLYWOOD 5-5171. Robert L. Wickersham, president; Dorothy Johnson, sales manager; Verne Whittaker, asst. to the president. (Animated and live action commercials.)

TV Unlimited, Inc.

17 East 45th Street, New York 17, N. Y.; OXFord 7-0725. Herbert Rosen, president. (Producer of films, package shows.)

TeeVee Company, The

211 S. Beverly Drive, Beverly Hills, Calif.; CRestview 5-1076. Gifford Phillips, president; Marc Frederic, vice-president and general manager. (Producer of filmed series.)

Teitel Television Films

410 So. Michigan Ave., Chicago 5, Ill.; HARrison 7-3025. Charles Teitel, president. (Distributors of feature films, shorts.)

- 20 feature films; 52 shorts.

Tel Ra Productions

1518 Walnut Street, Philadelphia 2, Pa.; KINGSley 6-4140. George J. Kerrigan, Jr., director of programming and sales. (Producer of film shows and commercials.)

- Sports Spotlight (series); Telesports Digest (52); Touchdown (13).

Telamerica, Inc.

270 Park Ave., New York 17, N. Y.; ELdorado 5-1422. John Whitaker, president. (Produce films.)

Tele-America, Inc.

364 No. Camden Drive, Beverly Hills, Calif.; CRestview 4-5381. Thor L. Brooks, president; Howard Taylor, vice-president. (Producer of live and filmed shows and commercials.)

Telecast Films, Inc.

247 West 46th St., New York, N. Y.; JUdson 6-5480. W. K. Hedwig, president; G. W.

Hedwig, treasurer, secretary. (Feature films and shorts, commercials.)

- 31 features; 141 shorts.

Telecine Film Studios, Inc.

100 So. Northwest Highway, Park Ridge, Ill.; TA 3-1418. Byron L. Friend, president; William Sprague, production manager; June A. Friend, secretary-treasurer. (Producers of filmed series, commercials.)

- Zoo Parade; Home Show; This Is the Midwest (series).

Telecraft Productions

1270 6th Avenue, New York 20, N. Y.; Circle 5-8422. Al Grossman, president and general manager. (Shows for television.)

Telefilm Enterprises

38 E. 57th St., New York, N. Y.; PLaza 8-3360. Charles Wick, president. (Distributor of film series.)

- Fabian of Scotland Yard (39).

Telefilm, Inc.

6039 Hollywood Blvd., Hollywood 28, Calif.; HOLlywood 9-7205. J. A. Thomas, president; Peter Comandini, secretary-treasurer. (Package film, commercials.)

Teleated Cartoons

70 E. 45th Street, New York 17, N. Y.; MURray Hill 6-8933. Saul Taffet, producer-director. (Producer of film commercials.)

Telemount Pictures, Inc.

P. O. Box 24555, Los Angeles 24, Calif. Henry B. Donovan, president and producer. (Producers of Cowboy G-Men film series.)

- 39 Westerns; 13 shorts.

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.; JUdson 6-2450. Herbert Scheffel, president; Alfred G. Burger, executive vice-president; Charles N. Burris, general manager. (Producers of programs, film commercials.)

- Adventures in Sport (26).

Telepak

(Robert Longenecker Agency)
8428 Melrose Pl., Los Angeles 46, Calif.; WEBster 1-2267. C. Robert Longenecker, president. (Film series, commercials, live shows.)

Tele-Pictures, Inc.

145 No. Robertson Blvd., Beverly Hills, Calif.; CREstview 5-4535. E. J. Baumgarten, president; Madison Schwer, secretary-treasurer; William J. Magginetti, operations manager. (Distributes feature films.)

- 110 features; 13 featurettes.

Teleprograms, Inc.

1270 Sixth Ave., New York 20, N. Y.; Circle 7-8300. Robert Wald, producer-director; Hal Thompson, associate producer. (Producers of live and filmed public information programs.)

Telescene Film Productions Co.

287 10th Ave., New York 1, N. Y.; CHickering 4-0122. Robert D. Tobias, sales manager. (Producers and distributors of filmed series.)

- Pulse of the City (26); Judge's Chambers (series).

Television Adventure Films Corp. (TAFCO)

RKO-Pathé Studio, 9336 W. Washington Blvd., Culver City, Calif.; TEXas 0-2931. Julian Lesser, president; Jack Douglas, vice president. (Producer of filmed series.)

- I Search for Adventure (52).

Television and Radio Features of America

17 W. 46th St., New York 36, N. Y.; JUdson 2-5130. Oliver W. Nicoll, executive director; Sandra Munsell, associate director.



PAUL TAUBMAN



CARL REINER

featured on

CAESAR'S HOUR—NBC-TV

DONALD VOORHEES

Conductor

16th Year

Bell Telephone Hour . . NBC

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developments in
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Television Today

Published every Monday
in conjunction with
Motion Picture Daily

(Program production, live and film package shows, commercials.) See Radio Features of America.

Television Clearing House

7162 Melrose Ave., Hollywood 46, Calif.; WEBster 5-7079. S. Samuel Liggett, owner; George Janes, manager. (Distribution of filmed series, features.)

Television Exploitation

1450 Broadway, New York 36, N. Y.; WISconsin 7-2055. Milton M. Gettinger, president; Robert Gettinger, vice president. (Distributes feature films.)

• 25 features.

Television Films of America

Box 1006, Beverly Hills, Calif. Jack Parker, vice-president, executive producer. (Film programs and commercials.)

• Voice of Experience (260); Voice of Experience Views The News (series); Racket Investigator (52); Board of Human Relations (52); Modern Homemaker Institute (260).

Television Graphics, Inc.

245 W. 55 St., New York 19, N. Y.; JUDson 6-1922. Bernard Rubin, president. (Producer of film commercials.)

Television International Co.

25 W. 45th St., New York 36, N. Y.; PLaza 7-3450. Paul N. Robins, owner.

• 59 features.

Television Library, Inc.

3 East 57th St., New York 22, N. Y.; PLaza 3-4840. Marvin M. Grieve, vice-president. (Distributes feature films.)

• 3 feature films.

Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.; PLaza 5-2100. 203 No. Wabash Ave., Chicago Ill.; DEarborn 2-0123; 6253 Hollywood Blvd., Hollywood, Calif.; HOLLYwood 4-2194. Milton A. Gordon, president; Michael M. Sillerman, executive vice-president; Bruce Eells, vice president, Western Division; Har- die Frieberg, vice president, Eastern Division. (Producer, distributor of film series and features.)

• Adventures of Ellery Queen (32); Captain Gallant of the Foreign Legion (39); Ramar of the Jungle (52); Science in Action (39); Your Star Showcase (52); Count of Monte Cristo (39); 27 features. Halls of Ivy (network series); Lassie (network series).

Television Screen Productions, Inc.

17 E. 45th St., New York 17, N. Y.; MURray Hill 2-8877. Charles J. Basch, Jr., president; Frances Scott, vice-president, secretary. (Produce and distribute live and film commercials and programs.)

• Jim and Judy in Teleland (52).

Television Snapshots, Inc.

54 Park Ave., New York 16, N. Y.; MURray Hill 9-6874. Babette J. Doniger, president; Dwight Godwin, Jess Meeker, partners, vice presidents. (Produces and distributes filmed programs, commercials.)

Telorama Productions, Inc.

Citizens Bank Bldg., Pasadena 1, Calif.; SY 2-6476. Richard D. Pearsall, president. (Religious and educational films.)

Terr, Michael, Inc.

1276 N. Crescent Heights, Hollywood 46, Calif.; HUDson 2-7038. John Reinhardt, director; Michael Terr, producer. (Film programs and commercials.)

Theatre Guild, The

Television Department, 23 W. 53rd St., New York 19, N. Y.; COLUMbus 5-6170. Alma Marshall, executive director, television department. (Live and filmed programs.)

• U. S. Steel Hour (live).

Thorgersen, Ed

245 W. 55th Street, New York 19, N. Y.; Circle 6-8935. Ed Thorgersen, executive producer. (Producer of news and sports package programs.)

Thorndike, Jensen & Parton, Inc.

551 Fifth Ave., New York, N. Y.; MURRAY Hill 2-6551. Joseph J. Thorndike, Jr., pres.; Oliver Jensen, vice-president. (Produce films.)

Thunderbird Film Productions, Inc.

1536 Viewsite Terrace, Hollywood 46, Calif.; CRestview 6-0033. Milton Simon, president. (Films on musical varieties, sports, drama.)

Times Square Productions, Inc.

145 W. 45th St., New York 36, N. Y.; Circle 6-4443. Charles W. Curran, president; Fred Kelly, associate producer. (Produce and distribute filmed programs and commercials.)

- You Are What You Write (series).

Times Television Corp.

1560 Broadway, New York 36, N. Y.; Circle 6-6918; 7162 Melrose Ave., Hollywood, Calif. David H. Coplan, president; Nat Liebeskind, general manager; Sam Liggett, Hollywood manager. (Produce and distribute series, features.)

- Window on Canada (13); On The Spot (39); Eye Witness (60).

Toddy Pictures Co.

148 Walton St., Atlanta 1, Ga. Ted Toddy, president. (Distributor of films.)

- 27 features.

Tower Productions

11541 Landale St., No. Hollywood, Calif. Helen L. Moser, owner. (Live programs.)

- Space Patrol (live, plus 300 half hour and 200 15 minute kinescopes).

Trans Continental Films

723 Seventh Ave., New York 19, N. Y.; PLaza 7-6844. J. A. Cordero, president. (Distributors of Spanish-language films.) (See also page 497)

Transfilm, Inc.

35 W. 45th St., New York 36, N. Y.; JUDson 2-1400. William Miesegaes, president; Walter Lowendahl, executive vice-president; Robert Klaeger, vice-president in charge of production; William Burnham, vice-president in charge of sales. Michael A. Palma, secretary-treasurer. (Produce commercials.)

Transvideo Corporation of America

2 W. 46th St. New York 36, N. Y.; JUDson 2-1280-1. Theodore A. Parisi, president; George Luttinger, secretary; Marie R. Passannante, treasurer. (Musical films.)

Trans-World Films, Inc.

2209 E. 75th St., Chicago 49, Ill.; BAYport 1-3203. E. T. Myers, president; R. H. Larsen. E. H. Mann, vice-presidents. (Produce films.)

Tressel Television Productions, Inc.

7905 Burnham Ave., Chicago 17, Ill. Frank Tracey, president & general manager. (Producer of commercials.)

20th Century-Fox Television Productions, Inc.

444 W. 56 St., New York 19, N. Y.; COlumbus 4-3320. 1518 No. Western Ave., Los Angeles, Calif. Lem Jones, vice-president & director of sales; Clayton Bond, national sales representative. (Produce and distribute films and packages.)

U. M. & M., Inc.

509 Madison Ave., New York 22, N. Y.; PLaza 9-7380. Charles M. Amory, president. (Affiliates: United Film Service, Inc., 2449 Charlotte St., Kansas City, Mo.; MPA Service Co., Inc., 1032 Carondelet St., New

Orleans, La.; Minot TV, Inc., 509 Madison Ave., New York 21, N. Y.) (Distributors of filmed series.)

- Sherlock Holmes (39); Paris Precinct (26); N. O. P. D. (New Orleans Police Department) (39); Duffy's Tavern (39); Hank McCune (52); Janet Dean (39); Flash Gordon (39); Junior Science (39); Tim McCoy (39); Gabby Hayes (52); Do You Know Why? (300); Television Court (26); Washington Merry-Go-Round (39).

Ullman, George, Agency

8979 Sunset Blvd., Los Angeles 46, Calif.; CRestview 4-5238. George Ullman, president; Jack Easton, vice-president. (Live and film shows and commercials.)

Ullman Richard H., Inc.

295 Delaware Ave., Buffalo 2, N. Y.; CLeve-land 2066. Richard H. Ullman, president; Marvin A. Kempner, executive vice-president. (Distributors of filmed and live programs.)

- Watch the Birdie (repr. Soundac Productions, Inc.) (52); Dollar Derby (live).

Unifilms, Inc.

146 E. 47 St., New York 17, N. Y.; MURray Hill 8-9325. Charles E. Gallagher, president. (Producers of film commercials.)

United Film and Recording Studios

301 E. Erie St. Chicago 11, Ill.; SUperior 7-9114. William L. Klein, president; William C. Hutchings, executive vice-president; Egmont Sonderling, general manager. (Producers of filmed series and commercials.)

- Adventures of Capt. Hartz (13); Prof. Pet (26); Amy Vanderbilt (78); Herald of Truth (39); Joe Emerson Show (13).

United Film Service, Inc.

(see U. M. & M., Inc.)

United Press Associations

220 E. 42nd St., New York 17, N. Y.; MURray Hill 2-0400. Frank H. Bartholomew, president; Earl J. Johnson, vice-president, general news manager; Jack Bisco, vice-president, general business manager; LeRoy Keller, vice-president, general sales manager; Mims Thomason, vice-president, general manager, United Press Newspictures. (Distribute filmed news programs.)

- United Press Movietone News (continuous series).

United Producers-Distributors

633 North Almont Drive, West Los Angeles 46, Calif.; CRestview 4-5621. Jerry Courneya, president; Donna MacDonald, secretary. (Produce and distribute filmed series packages.)

- Strange Adventure (52); Adventures of Noah Beery, Jr. (26); The Chimps (13); World of Adventure (13); 41 features. 39 westerns.

United Productions of America

4440 Lakeside Drive, Burbank, Calif.; THornwall 2-7171; 670 Fifth Ave., New York 19, N. Y.; PLaza 3-1672. Stephen Bostow, president and executive producer; Robert Cannon, vice-president; C. D. McCormick, vice-president UPA-NY; J. L. Kaufman, advertising & publicity director. (Produce commercials and program films in animation.)

United Telefilm Co.

106 W. 39th St., New York 18, N. Y.; LOn-g-acre 5-3137-6802. Branches in Hollywood and Washington, D. C. Jesse L. Stern, Milton L. Stern, owners. (Feature films and shorts, film packages.)

United World Films, Inc.

1445 Park Ave., New York, N. Y.; TR 6-5200. Branches: 542 So. Dearborn St., Chicago, Ill., F. Manarelli, br. mgr.; 2227 Bryan St.,

Dallas, Tex. Norman Spiegel, br. mgr.; 6608 Melrose Ave., Los Angeles, Calif. F. Harrington, br. mgr.; 287 Techwood Drive, N.W., Atlanta, Ga., L. Berch, br. mgr.; 5023 N. E. Sandy Blvd., Portland, Ore., Herman Block, br. mgr.; 1311 N. E. Bayshore Drive, Miami, Fla.; Al Myles, br. mgr. (Produce and distribute filmed series, packages, commercials.) Subsidiary of Universal Pictures Co., Inc. James Franey, president; Norman Gluck, vice-president, television sales manager. (Film series, shorts, commercials.) M. Goodman, v.p. Castle Home Movies; John Desmond, sales mgr., special sales, entertainment features.

- Animal Fun and Mischief (17); Baseball and Track (17); Going Places (39); Great Moments on the Gridiron (15); Headlines on Parade (26); Sportscholar (52); Stranger than Fiction (65); also Holiday films.

Unity Television Corp.

1501 Broadway, New York 36, N. Y.; Longacre 4-8234. Joseph H. Seidelman, president; Len Firestone, sales manager. (Unity Television Corp. of California, 8951 Sunset Blvd., Los Angeles, Calif. Jerry Weisfeldt, branch manager, western division.) (Distributors of filmed series, packages, cartoons, features and shorts.)

- Crusade in Europe (26); Stars on Parade (20); Three Guesses (26); 300 features.

Unusual Features Syndicate

333 N. Michigan Ave., Chicago 11, Ill.; FRanklin 2-3862. Dean Schaefer, owner; Willard P. Allen, sales. (Filmed programs, package shows, film commercials.)

Van Praag Productions

1600 Broadway, New York 19, N. Y.; PLaza 7-2687; 2301 Dime Bldg., Detroit, Mich. William Van Praag, president; Marc S. Asch, executive vice-president; William Robert Woodburn, vice-president; Gilbert M. Williams, production director. (Film commercials, programs, foreign language services, animation.) (See also page 498)

Van, Wally, Productions

42 W. 35th St., New York, N. Y.; Wisconsin 7-0200. Wally Van, president. (Film producer.)

Vavin, Inc.

134 East 57th St., New York 22, N. Y.; MURray Hill 8-5897. Richard de Rochemont, chairman of board; Helen de Rochemont, Gilbert Comte, N. Z. Moreno, Joseph Stultz, Gerald Weiler, vice-presidents; Ruth Teksmi, secretary and asst. treasurer. (Produce filmed programs, commercials.)

- "Mr. Lincoln" (5) (produced for Omnibus program of Ford Foundation's TV-Radio Workshop).

Victor Radio Enterprises, Inc.

P. O. Box 485, Passaic 1, N. J.; PRescott 7-7013; 2509 Goodson, Hamtramck 12, Mich.; TRinity 3-0993. John Victor Nowak, president; Charles Maycher, vice-president; Gordon Knox, general mgr.; Jack Marshall, director of talent; Eugene Brominski, talent director (Michigan). (Producers of filmed series, commercials.)

- On Stage (52); Medicine in Progress (26); Tales of Old Bavaria (52).

Video Events, Inc.

535 Fifth Ave., New York 17, N. Y.; MURray Hill 7-1668. Julienne Dupuy, president. (Live programs, commercials.)

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.; WOODward 2-3400. Clifford Hanna, William R. Witherell, Jr., partners. (Producers of commercials.)

- Commercials, Spots, Animation.

Video Pictures, Inc.

Executive and sales offices: 500 5th Avenue, New York 22, N. Y.; LACKawanna 4-2912; Studio: 510 W. 57th Street, New York 19, N. Y.; Circle 7-2062. Martin Henry, president; Richard Goman, vice-president. (Producers of commercials.) (See also page 466)

Vidicam Pictures Corporation

210 East 5th St., New York, N. Y.; ALGonquin 4-7102. Alfred Justin, president. (Producer of film programs and commercials.)

Vincent, Chick, Co.

509 Madison Ave., New York 22, N. Y.; ELdorado 5-0734. Chick Vincent, producer, director. (Producers of filmed packages, features, commercials.)

Visual Drama, Inc.

129 No. Vermont Ave., Los Angeles 4, Calif.; DUNKirk 8-0525. William J. Faris, producer. (Producers filmed series, features.)

- Gangbusters (series); 1 feature film.

Visual Media, Inc.

21-29 45th Road, Long Island City 1, N. Y.; STillwell 4-2941. William M. Nelson, president; Laura E. Nelson, secretary; Robert J. Moffett, gen. mgr. (Producers of commercials.)

Vogue Wright Studios

469 E. Ohio St., Chicago 11, Ill.; MOhawk 4-5600. Branch offices in Hollywood, New York. Albert W. Dungan, president; William D. Faivre, vice-president; James E. Holmes, v.p., film dir.; Jack J. Conrad, prod. mgr. (Producers of commercials, packages, shorts.)

Volcano Productions, Inc.

1040 N. Las Palmas Avenue, Hollywood 38, Calif.; HOLLYwood 4-6481. James A. Bank, president; Robert Angus, vice-president. (Producer of features and commercials.)

Wade, Roger, Productions

15 W. 46th St., New York 36, N. Y.; CIRCLE 7-6797. Roger W. Wade, owner. (Producers of commercials.)

Wallach, George, Productions

14 Lawrence St., New Hyde Park, N. Y.; FLoral Park 4-6795; c/o Joe Popkin, California Studios, 650 No. Bronson Ave., Hollywood, Calif.; HOLLYwood 5-8904. George Wallach, producer, director; J. Paul Popkin, associate producer; Kenneth Peach, director of photography. (Producers commercials, supervises production of film series.)

Weiss, Adrian, Productions

655 No. Fairfax Avenue, Los Angeles 36, Calif.; WEbster 8-5287. Adrian Weiss, producer. (Producer of film shows.)

- Craig Kennedy, Criminologist (26).

Weiss, Louis, & Co.

655 No. Fairfax Avenue, Los Angeles 36, Calif.; WEbster 8-5287. Adrian Weiss, distribution director; Louis Weiss, assistant. (Distributor of filmed series, features, shorts.)

- Craig Kennedy, Criminologist (26); Thrill of Your Life (13); Canine Comments (13); 120 westerns; 29 features; 180 shorts.

Werling, Rupe

Hidden Haven, Chalfont, Bucks County, Pa.; LEXington 707. Rupe Werling, owner. (Producers live and film commercials.)

Westward Productions, Ltd.

1270 6th Ave., New York 20, N. Y.; PLaza 7-7900; Studio: 1041 N. Formosa Ave., Los Angeles 46, Calif. Samuel Goldwyn, Jr., executive producer. (Producer of filmed programs.)

Whitehead TV Pictures, Inc.

36 W. 20th St., New York, N. Y.; CHelsea 2-8922. Charles G. Whitehead, president. (Producer of film commercials, features and shorts.)

Wilding Picture Productions, Inc.

1345 Argyle St., Chicago 40, Ill.; LOnGbeach 1-8410. Branches in Detroit*, New York, Cleveland, Cincinnati, St. Louis, Pittsburgh, Hollywood*. *Studio facilities in addition to those in Chicago. C. H. Bradford, Jr., president; H. W. Fish, executive vice-president; Lang S. Thompson, vice-president, sales; Clinton B. Hatcher, secretary-treasurer; James A. Kellock, vice-president, operations. (Producer of commercials.)

William Films, Inc.

35 West 53rd St., New York 19, N. Y.; JUdson 6-1966. William Goldman, president; William L. Snyder, vice-president; William Zimmerman, vice-president, treasurer.

(Producers and distributors of filmed series.)

Williams-Nickolas, Animated Productions

4133 $\frac{1}{2}$ Somerset Drive, Los Angeles, Calif.; HOLlywood 9-8948. Nick J. Nickolas, president, general manager; William H. Williams, vice-president, treasurer. (Filmed live action and animated commercials.)

Williams Productions, Inc.

Goldwyn Studios, 1041 No. Formosa Ave., HOLlywood 46, Calif. Rene Williams, president; Lazar Bernard, treasurer; Ruth Williams, secretary. (Producers of film series.)

Winik Films Corp.

250 W. 57th St., New York 19, N. Y.; CIRcle 6-7360. Leslie Winik, president; Richard Winik, vice-president. (Produce filmed series, commercials.)

• Madison Square Garden (26); Greatest Sport Thrills (104); Famous Fights (39).

Winston, Lou R.

8530 Sunset Blvd., HOLlywood 46, Calif.; BRAdshaw 2-4455. Lou R. Winston, president. (Produce films.)

Wisbar, Frank, Productions, Inc.

7324 Santa Monica Blvd., HOLlywood 46, Calif.; HUdson 2-2286. Frank Wisbar, president, producer, director; Benjamin H. Kline, vice-president; Arnold Leader, secretary, treasurer. (Dramatic film series.)

Wolf Associates, Inc.

420 Madison Ave., New York 17, N. Y.; PLaza 5-2050. Edward Wolf, president and general manager; Herbert Wolf, vice-president. (Producers of live programs.)

• Break the Bank (live); Masquerade Party (live); Penny To A Million (live). (See also page 478)

Wolff, Raphael G., Studios

5631 HOLlywood Blvd., HOLlywood 28, Calif.; HOLlywood 7-6126. N. Y. representative: Dicran Nahigian, 330 Park Avenue, New York 22; Chicago representative: Carl Wester, 2103 Orrington Ave., Evanston,

Ill.; Detroit representative: Harold R. Troy, 19741 James Couzens Highway, Detroit, Mich.; Robert M. Sampson, 811 Federal Reserve Bank Bldg., Cincinnati. Raphael G. Wolff, president, treasurer; MacDonald MacPherson, vice-president and executive director, creative department; Sally Assin, executive secretary. (Produce films and commercials.)

Workshop Productions, Inc.

611 N. Orchard Drive, Burbank, Calif. Ernest Baumeister, president; Paul Garrison, vice-president. (Produce films, commercials.)

Wrather Television Productions, Inc.

9363 Wilshire Blvd., Beverly Hills, Calif.; CRestview 5-4586. (Producers of film series.)

Wright, Carter, Enterprises

6533 HOLlywood Blvd., HOLlywood 28, Calif.; HOLlywood 9-0944. Carter Wright, president; Dorothy Bellamy, secretary, treasurer. (Live and film shows, commercials.)

Wright, Norman, Productions, Inc.

8414 Melrose Ave., HOLlywood 46, Calif.; OLive 3-4292. Norman Wright, president; Robert Butts, vice-president; C. M. Wright, treasurer. (Producers of live and animated commercials.) (See also page 489)

Yorke, Emerson, Studio

245 W. 55th Street, New York 19, N. Y.; JUdson 2-2216-2217. Emerson Yorke, owner and executive producer. (Producer of filmed programs.)

• This Is Baseball (26).

Zahler Productions, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.; CRestview 5-4373. Gordon R. Zahler, president; Millard Jacobs, vice-president. (Producer of filmed programs.)

Ziv Television Programs, Inc.

488 Madison Ave., New York 22, N. Y.; MURray Hill 8-4700. Branches: 1529 Madison Rd., Cincinnati, Ohio; 7324 Santa Monica Blvd., Los Angeles, Calif. Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rifkin, vice-president in charge of sales. (Producer and distributor of filmed series.)

• Boston Blackie (58); Cisco Kid (130); The Eddie Cantor Comedy Theatre (39); Favorite Story (78); I Led Three Lives (78); The Living Book (13); Meet Corliss Archer (39); Mr. District Attorney (78); Science Fiction Theatre (39); Sports Album (104); Story Theatre (26); Times Square Playhouse (39); The Unexpected (39); Yesterday's Newsreel (137); TV Theatre (120); Highway Patrol (39).

Zouary, Maurice H. Television Productions

129 W. 52nd St., New York 19, N. Y.; CIRCLE 8-6529. Maurice H. Zouary, owner. (Produce filmed programs, packages, commercials.)

• Film Scrapbook (13).



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Rental Studios and Production Facilities

BOSTON

DEKKO FILM PRODUCTIONS, INC., 126 Dartmouth; Kenmore 6-2511.
MASTER MOTION PICTURE CO., 50 Piedmont St.; Hancock 6-3592.
TELAVIX STUDIOS, 216 Tremont St.; Liberty 2-9161.

CHICAGO

ATLAS FILM CORP., 1111 South Blvd., Oak Park; Austin 7-8620.
NORMAN C. LINDQUIST.
CHICAGO FILM STUDIOS, 56 E. Superior; Whitehall 4-6971.
DOUGLAS PRODUCTIONS, 1425 So. Racine, 8; Haymarket 1-0409.
LAWRENCE-PHILLIP STUDIOS, 343 S. Dearborn; Wahash 2-1945.
SCIENTIFIC FILM CO., 909 E. 31st St., LaGrange Park; Fleetwood 2-0330.
SONIC FILM RECORDING, INC., 548 N. Lake Shore; Whitehall 3-1440.
TRESSEL STUDIOS, 7905 S. Burnham; Regent 4-7100.

CLEVELAND

CINE-CRAFT PRODUCTIONS, INC., 2515 Franklin Ave.; Superior 1-2300.
ESCAR MOTION PICTURE SERVICE, INC., 7315 Carnegie Ave.; Endicott 1-2707.
FARIS, HERB, STUDIOS, INC., 1706 Euclid Ave.; Superior 1-4323.

DALLAS

SELLERS COMPANY, 2102 Jackson St.; RI 5836.

DENVER

HUGHES SOUND FILMS, 3110 E. Alameda Ave.; Spruce 7-0191.

DETROIT

CINE-FILMS, 940 Mace-Royal Oak; Lincoln 5-1864.
MOVICON MOTION PICTURES, 2148 Gratiot; Woodward 1-9111.
REGAN FILM PRODUCTIONS, 19730 Ralston; Tulsa 3-4334.

LOS ANGELES

AMERICAN NATIONAL STUDIOS, INC., 7234 Santa Monica Blvd., Hollywood 46; Crestview 5-4116.
BERNARD J. PROCKTER.
CINEMA RESEARCH CORP., 7000 Romaine St., Hollywood 38; Oldfield 4-4117.
HAROLD A. SCHEIB.
COMPLETE FILM SERVICE COMPANY, 932 N. LaBrea Ave., Hollywood 38; Hollywood 5-4126.
DAVID COMMONS.
LARCHMONT TV STUDIOS, INC., 210 N. Larchmont Blvd., Los Angeles 4; Hollywood 9-2895.
JACK MILES.
LIBRA FILM DISTRIBUTORS AND PRODUCERS, 6525 Sunset Blvd., Hollywood 28; Hollywood 3-1161.
CHARLES W. McCOY.
MEYER, LOUIS, STUDIOS, 6337 Santa Monica Blvd., Hollywood 38; Hollywood 9-8209.
LOUIS MEYER.
MOTION PICTURE CENTER STUDIOS, 846 N. Cahuenga Blvd., Hollywood 38; Hollywood 9-5981.
JOSEPH JUSTMAN.

MOVIOLA MANUFACTURING CO., 1451 Gordon St., Hollywood 28; Hollywood 7-3178.

MARK SERRURIER.
OLESEN, OTTO K., CO., 1534 Cahuenga Blvd., Hollywood; Hollywood 5-5194.

(See also page 537)
ROACH, HAL, STUDIOS, INC., 8822 W. Washington Blvd., Culver City; Vermont 8-2185.

HAL ROACH, JR.
(See also page 419)

ROCKETT, FREDERICK E., CO., 6063 Sunset Blvd., Hollywood 28; Hollywood 4-3183.

FRED K. ROCKETT.

ROUZER, DANNY, STUDIO, 7022 Melrose Ave., Hollywood 28; Webster 6-2494.
DANNY ROUZER.

STEWART TRANS-LUX CORP., 1111 West Sepulveda Blvd., Torrance; Davenport 6-1422.

ROY C. STEWART.
(See also page 533)

TELEFILM, INC., 6039 Hollywood Blvd., Hollywood 28; Hollywood 9-7205.

J. A. THOMAS.
UNITED PRODUCERS-DISTRIBUTORS, 633 No. Almont Drive, West Los Angeles 46; CR 4-5621.
JERRY COURNEYA.

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REELA FILMS, INC., 17 N.W. Third St., 32; 2-2108.
STANLEY STERN.

MILWAUKEE

DOUGLAS PRODUCTIONS, 925 No. Jackson; Broadway 2-5680.

NEW YORK

ATV FILM STUDIOS, INC., 35-01 Northern Blvd., Long Island City, 1; EXeter 2-4949.

MICKEY SCHWARZ.
(See also page 530)

ANDERSON, LEONARD, 115 W. 45th St., 36; Plaza 7-4162.

CALHOUN STUDIOS, INC., 266-268 E. 78th St., 21; LEhigh 5-2120.

BRIAN CALHOUN.
CAMPUS FILM PRODUCTIONS, 14 E. 53rd St., 22; PLaza 3-3280.

NAT CAMPUS.
CINEMA SERVICE CORP., 106 West End Ave., 23; TRafalgar 3-1411.

JOSEPH SEIDEN.
CINEMA SOUND STAGE CORP., 206 E. 95th St.; LEhigh 4-6164.

MARTIN RANSHOFF.
DICHTER SOUND STUDIOS, 414 West 54th Street, New York, N. Y.; PLaza 7-8716.

MURRAY DICHTER.
(See also page 514)

DYNAMIC FILMS, INC., 112 W. 89th St., 24; TRafalgar 3-6221.

HENRY MORLEY.
EMPIRE PRODUCTIONS CORP., 480 Lexington Ave., New York 17, N. Y.; PLaza 9-4500.

ARTHUR LUBO.
(See also page 501)

FILMWAYS, INC., 241 E. 54th St., 17; PLaza 7-3396.

EDWIN T. KASPER.
(See also page 463)

FINE SOUND STUDIOS, 711 Fifth Avenue, New York, N. Y.

ROBERT FINE.
IMPS, INC., 515 Madison Ave., 22; ELdorado 5-6620.

BEN GRADUS.
K & W FILM SERVICE CORP., 1657 Broadway, 19; Circle 5-8081-2.

NORMAN WITLEN.
(See also page 495)

KERKOW, HERBET, INC., 480 Lexington Ave., 17; PLaza 1-1833.

MANNON SOUND STAGES, 112 West 89th Street, New York, N. Y.; TRafalgar 3-1800.
JAMES P. PAGLIARO.
MOTION PICTURE STAGES, INC., 3 E. 57th St., 22; PLaza 3-4840.
CHARLES F. VETTER, JR.
NEWSREEL SERVICE, 5 Centre Market Place, 13; Canal 6-3284.
HOWARD SMYTHE.
NOLA SOUND STUDIOS, INC., 113 W. 57th St., 19; JUDson 6-0040.
VINCENT J. NOLA.
NORPAT SALES, INC., 113 W. 42nd St., New York 36, N. Y.; BRyant 9-5055.
M. D. FAIGE.
(See also page 529)

OLMSTEAD SOUND STUDIOS, INC., 1 E. 54th 17; PLaza 5-1646.
HENRY OLMSTEAD.
PARSONNET-WHEELER TV FILM STUDIOS, INC., 46-02 5th St., Long Island City; STilwell 4-6163.
MARION PARSONNET.
PATHE SOUND STUDIOS, 105 East 106th Street, New York, N. Y.; TR. 6-1120.
W. S. PRUSIEWICZ.
PHOTO-MAGNETIC SOUND STUDIOS, 3 East 57th Street, New York; MURray Hill 8-8690.
JOHN ARVONIO.
PLUCER STUDIOS, INC., 248 E. 35th St., New York, N. Y.; MURray Hill 3-8557.
JERRY PLUCER

PRESTOSEAL MANUFACTURING CORP., 37-27 33rd St., Long Island City 1, N. Y.; STillwell 4-6832.
LEONARD A. HERZIG.
(See also page 528)

R.C.A. SOUND STUDIOS, 411 Fifth Avenue, New York, N. Y.; MURray Hill 3-7611.
REEVES SOUND STUDIOS, 304 East 44th Street, New York, N. Y.; ORegon 9-3550.
CHESTER STEWART.
(See also page 494)

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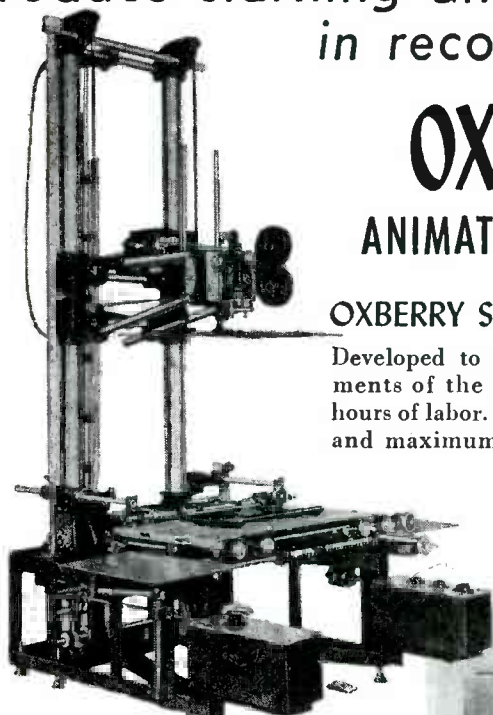
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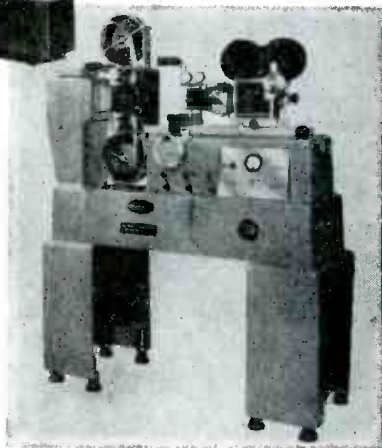


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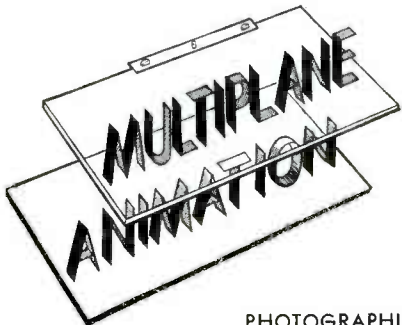
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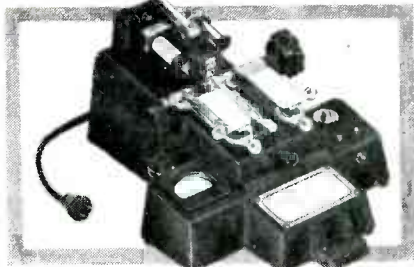


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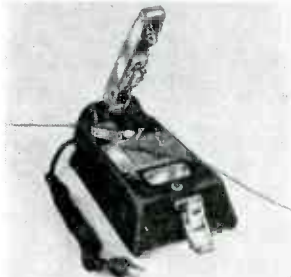


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(See also page 526)
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TELEVISION CLEARING HOUSE, 7162 Melrose Ave., 46; WEBster 7079.

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CONSOLIDATED FILM INDUSTRIES (main office), 1740 Broadway, New York 19, N. Y. JUDSON 6-1700.

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ANSCO RAW FILM DIVISION, 1001 North La-Brea, Hollywood, Cal. HEMPstead 7181. (Distributor of films manufactured by Anso—division of General Aniline and Film, Binghamton, N. Y.)

DUPONT DE NEMOURS, E. I., AND CO., INC., Photo Products Department, Wilmington 98, Delaware, Wilmington 4-5121; 248 W. 18th Street, New York 11, N. Y., WAtkins 4-3100; 6656 Santa Monica Boulevard, Los Angeles 38, Calif., HOLLYwood 9-5147; 805 Peachtree St., Atlanta 5, Ga., Emerson 2841; 140 Federal Street, Boston 10, Mass., Hancock 6-1711; 3289 North California Avenue, Chicago 18, Ill., Cornelia 7-1411; 1033 Union Commerce Building, Cleveland 14, O., Cherry 1-1348; 225 South 15th Street, Philadelphia 2, Pa., Pennypacker 5-6160; 506 Tower Petroleum Building, Dallas 1, Tex., Riverside 1404. (Manufacturer of motion picture raw stock).

EASTMAN KODAK CO., 343 State Street, Rochester 4, N. Y.; LOCust 6000; 6706 Santa Monica Boulevard, Hollywood 38, Calif.; HOLLYwood 9-3101; 342 Madison Avenue, New York 17, N. Y.; MURray Hill 7-7080; 137 N. Wabash Ave., Chicago, Ill., Financial 6-2554. (See W. J. German). (See also page IV)

GERMAN, W. J., INC., distributor of Eastman motion picture film, John Street, Fort Lee, N. J., LONGacre 5-5978-79-80; FORT Lee, 8-5100; 6700 Santa Monica Boulevard, Hollywood 38, Calif., HILLSide 6131; 6040 North Pulaski Road, Chicago 30, Ill., IRving 8-4064. (See also page V)

GEVAERT CO. OF AMERICA, INC., distributor of Gevaert motion picture film. Executive offices: 321 W. 54th Street, New York 19, N. Y., JUDson 6-2770; Branches: 150 North Wacker Drive, Chicago, Ill., FRanklin 3485; 6370 Santa Monica Boulevard, Hollywood, Calif., HOLLYwood 9-7329; Gevaert Canada (Ltd.), 345 Adelaide Street, W., Toronto 2B, Ont.

Stock-Shot Film Libraries

(All major studios have film libraries for stock-shots; the newsreels—see INDEX, under NEWSREELS—are similarly equipped, but only Warner-Pathe and 20th Century-Fox Movietone operate public stock-shot libraries.)

HOLLYWOOD-LOS ANGELES

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(Sales personnel of national distributors are listed under each company in Corporations Section)

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20th Century-Fox Film Corp., 1052 Broadway; ALbany 3-1203; Clayton G. Pantages, mgr.
Universal Film Exchange, Inc., 1054 Broadway, ALbany 4-4177; Norman Weitman, mgr.
United Artists Corp., 443 No. Pearl St.; ALbany 6-1283; Stanley Kositsky, mgr.
Warner Bros. Pictures Distributing Corp., 1058 Broadway; ALbany 4-1197; R. S. Smith, mgr.

ATLANTA

Allied Artists Southern Exchanges, Inc., 163 Walton St., N. W.; Walnut 3959; Arthur C. Bromberg, pres.; J. E. Hobbs, mgr.
Astor Pictures Co. of Georgia, 164 Walton St., N. W.; Main 9845; W. M. Richardson, mgr.
Buena Vista Film Distribution Corp., 87 Walton St.; Ken Laird, mgr.
Columbia Pictures Corp., 131 Walton St.; WA-1524; R. J. Ingram, dist. mgr.; Paul Hargette, br. mgr.
Howco Exchange, Roy Nicaud, mgr.; AL-5688.
I. F. E. Releasing Corp., 115 Walton St., N. W.; Cypress 5868-9; John Jarvis.
Kay Film Exchange, 158-160 Walton St., N. W.; Lamar 0261.
Loew's Inc., 198 Luckie St., N. W.; CY-2736; Russell Gaus, br. mgr.
Paramount Film Distributing Corp., 154 Luckie St., N. W.; CY-1636; Foster Hotard, mgr.
Republic Pictures Corp., 162 Walton St.; Jackson 5230; Ed Brauer, br. mgr.
RKO Radio Pictures, Inc., 195 Luckie St., N. W.; Cypress 1971; Ira Stone, br. mgr.
Toddy Pictures Co., 148 Walton St., N. W.; Main 3117; J. Roberts, mgr.
20th Century-Fox Film Corp., 197 Walton St., N. W.; CY-4633; Dan Coursey, mgr.
United Artists Corp., 191 Walton St.; Walnut 6386; Byron Adams, br. mgr.
Universal Film Exchanges, Inc., 201 Walton St.; CY-5081; Bill Kelly, mgr.
Wallace Film Exchange, 164 Walton St., N. W.; Walnut 9527; Howard Wallace, owner.
Warner Bros. Pictures Distributing Corp., 197 Luckie St., N. W.; CY-3495; Charles T. Jordan, Jr., br. mgr.

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Vogelstein, Harry, 140 N. Front St.; Saratoga 7-9883.

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Buena Vista Film Distributing Co., 110 Arlington St.; HANcock 6-1114; Herbert Schaefer, mgr.
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Columbia Pictures Corp., 57 Church St.; HANcock 6-9890; Harry Rogovin, mgr.
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Ideal Pictures Co., 40 Melrose St.; HANcock 6-1133; Jerry Wells, mgr.
Italian Film Exchange, 14 Piedmont St.; LIBerty 2-9396; Al Herman, mgr.
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United Artists Corp., 52 Church St.; HANcock 6-8346; Harry Segal, mgr.
Universal Film Exchanges, Inc., 60 Church St.; HANcock 6-8760; E. Myer Feltman, br. mgr.
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Columbia Pictures Corp., 505 Pearl St.; WA-3523; Benjamin Felcher, br. mgr.
Lieser Film Distributing Co. (Lippert), 505 Pearl St.; MA 3856; Lewis J. Lieser, br. mgr.
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 Christian Film Service Corp., 1302 E. 4th St.; telephone 35249.
 Columbia Pictures Corp., 225 W. 4th St.; telephone 2-2156; R. D. Williamson, br. mgr.
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 Howco Productions, 120 S. Poplar St.; FR 5-6051; J. F. White, Jr., pres.
 Italian Film Export, 123-146 Brevard Court; FRanklin 5-1350; Dave H. Williams, br. mgr.
 Kay Film Exchange, 225 S. Church St.; telephone FRanklin 5-5771; J. W. Bishop, mgr.
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 Observer Transportation Company, 600 S. Tryon St.; Phone EDison 4-1651; J. G. Ward, mgr.
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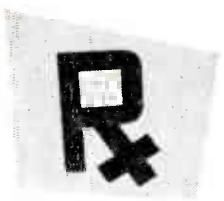
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 Loew's Inc., 1307 So. Wabash; William J. Devaney, mgr.; WABash 2-6500.
 Paramount Pictures, Inc., 1306 So. Michigan Ave.; HARRison 7-2760; J. H. Stevens, mgr.
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 20th Century-Fox Film Corp., 1260 So. Wabash Ave.; WABash 2-9625; Tom Gilliam, br. mgr.
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 Universal Film Exchanges, Inc., 1232 S. Michigan Ave.; WABash 2-7885; Lou Berman, br. mgr.
 Warner Bros. Pictures Dist. Corp., 1307 So. Wabash Ave.; HARRison 7-6052; George Lefko, mgr.

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 Columbia Pictures Corp., 1634 Central Parkway; CH-6883; Phil Fox, br. mgr.
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 Loew's, Inc., 1625 Central Parkway Blvd.; CHerry 3557; E. M. Booth, br. mgr.
 Paramount Pictures, Inc., 1214 Central Parkway; CHerry 6150.
 Realert Pictures of Cincinnati, 1632 Central Parkway; MAIN 4852; Jay Goldberg, mgr.
 RKO Radio Pictures, Inc., 1634 Central Parkway; CHerry 1470; Lloyd Krause, mgr.
 Republic Pictures Corp., 1632 Central Parkway; CHerry 6150.
 Screen Classics, Inc. of Cincinnati; CHerry 1-3671; 1632 Central Parkway; Edward Salzberg, mgr.
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 United Artists Corp., 1634 Central Pkwy. Blvd.; CHerry 1546; Jack Finberg, br. mgr.
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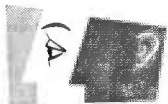
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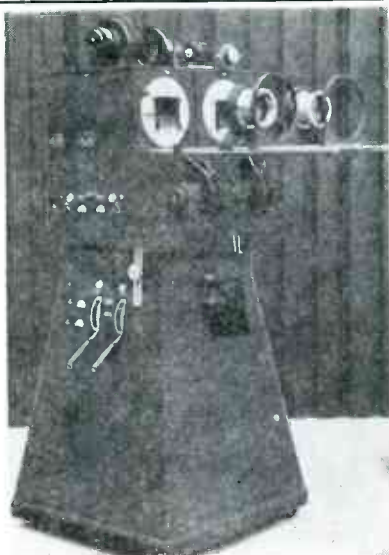


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Brandon Films Inc., 200 W. 57th St., 19; Circle 6-4868; T. J. Brandon.
Buena Vista Film Dist. Co., Inc., 477 Madison Ave.; PLaza 9-3880; Leo F. Samuels.
Burstyn, Joseph, Inc., 113 W. 42nd St., 36; LONgacre 4-7124; Fae R. Miske, sec. treas.
Casolaro Films Distributing Co., 277 Canal St., 13; WOrth 6-2112.
Class-Mohme, Inc., 1475 Broadway, 36; BR. 9-7968; Max Ehrenreich.
Columbia Pictures Corp., 630 Ninth Ave., 36; Circle 6-0900; N. J. Cohn, dist. mgr.
Commercial Pictures, Inc., 119 W. 57th St., 19; Circle 6-1905; Raymond Hakim.
Continental Motion Pictures Corp., 1560 Broadway, 36; PLaza 7-5548; George Margolin.
Davis, Arthur, Releasing Orgn., 55 W. 42nd St., 36; LO. 5-5517; Arthur Davis.
Ellis Films, Inc., 1501 Broadway, 36; LONgacre 3-5457; Jack Ellis.
English Films, Inc., 165 W. 46th St., 36; PLaza 7-8547; Nat Sanders.
Equity Film Exchanges, Inc., 15 W. 44th St., 36; MURray Hill 7-5011; Myron Mills.
Excelsior Pictures Corp., 1564 Broadway, 36; Circle 5-6157; Walter Bibo.
Exclusive Pictures, 723 Seventh Ave., 19; Circle 5-6456; Sol Solomon.
Famous Pictures Film Exchange, 630 Ninth Ave., 36; Circle 5-9025; Harry Goldstone, Sam Goldstone.
Favorite Pictures Exchange of New York, 630 Ninth Ave., 36; Circle 6-0980; Jack Bellman.
Film Images, 1860 Broadway; Circle 7-1877; Rosalind Kossoff.
Film Rights International, Ltd., 1501 Broadway, 36; YONgacre 4-8234; Joseph H. Seidelman, pres.
Fine Arts Films, Inc., 1501 Broadway, 36; BRyant 9-6734; Dr. Arthur M. Epstein, pres.
Globe Film Distributors, Inc., 8 Gramercy Park; GR. 3-1337; Joseph Green.
Herald Pictures, Inc., 1650 Broadway 19; PLaza 7-2760; Jack Goldberg.
Hoffberg Productions, Inc., 362 W. 44th St., 36; Circle 6-9031; J. H. Hoffberg.

I.F.E. Releasing Corp., 1501 Broadway, 36; LONGacre 4-4840; Seymour Schluskel.
International Releasing Orgn., 452 Fifth Ave., 18; LONGacre 3-0516; Julius Garfield.
Jewel Productions, Inc., 165 W. 46th St., 36; PLaza 7-6227; Samuel Cummins.
Kingsley International Pictures Corp., 1501 Broadway, 36; CHickering 4-6421; Edward Kingsley.
Lewis, Martin J., 1501 Broadway, 36; PENnsylvania 6-8183; M. J. Lewis.
Lippert Pictures, Inc. See: Favorite Pictures Exchange of New York.
Loew's Inc., 630 Ninth Ave., 36; Circle 6-6200; Saal Gottlieb, metropolitan dist. mgr.; L. Allerhand, br. mgr.
Lopert Films Distributing Corp., 148 W. 57th St., 19; PLaza 7-3330; Max Felleman.
Madison Pictures, Inc., 1501 Broadway, 36; LONGacre 3-6187; Armand Schneek.
Modern Film Corp., 729 Seventh Ave., 19; Circle 5-5175; George Barnett.
Naylack Films, 314 W. 44th St., 36; PLaza 7-4188; Jules J. Naylack.
Pallas Films, Inc., 580 Fifth Ave., 36; COlumbus 5-4921; Del Handel.
Paramount Film Distributing Corp., 331 W. 44th St., 36; Circle 6-6160; Myron Sattler.
Premier Pictures Co., 630 Ninth Ave., 36; PLaza 7-4667; Sam Lake.
Principal Film Exchange, Inc., 630 Ninth Ave., 36; Circle 6-6660; S. S. Krellberg.
RKO Radio Pictures, Inc., 630 Ninth Ave., 36; Circle 6-4700; Herman Silverman.
Realart Film Exchange of New York, Inc., 630 9th Ave., Circle 6-1717; George Waldman.
Republic Pictures Corp., 630 Ninth Ave., 36; Circle 6-0760; Joseph Wohl.
Scalera Film, Inc., 1560 Broadway, 36; PLaza 7-5548; Pietro Bullio.
Times Film Corp., 144 W. 57th St., 19; PLaza 7-6980; William Shelton, Jean Goldwurm.
20th Century-Fox Film Corp., 345 W. 44th St., 36; Circle 6-6700; Abe Dickstein.
Union Film Distributors, Inc., 1501 Broadway, 36; BRyant 9-5793; Peter Horner.
United Artists Corp., 630 Ninth Ave., 36; Circle 6-5480; Joseph Sugar.
Universal Film Exchanges, Inc., 630 Ninth Ave., 36; Circle 6-4747; David A. Levy.
Warner Bros. Pictures Distributing Corp., 315 W. 44th St., 36; Circle 6-1000; Ernest Sands.

OKLAHOMA CITY

Allied Artists Distributing Corp., 704 W. Grand St.; CE. 2-6483; W. G. Carmichael, br. mgr.
Columbia Pictures Corp., 702 W. Grand Ave.; Phone: CE. 2-0263; C. A. Gibbs, br. mgr.
Loew's Inc., 629 W. Grand Ave.; Phone: FO. 5-5301; George Fisher, br. mgr.
National Screen Service Corp., 624 W. Grand Ave.; REgent 9-2454; Gilbert Clark, br. mgr.
Okla. City Shipping & Inspection Bureau, 706½ Grand Ave.; REgent 6-5026; Alford Baird, mgr.
Paramount Pictures, Inc., 701 W. Grand Ave.; Oklahoma City; FO. 5-5461; C. H. Weaver, mgr.
RKO Radio Pictures, Inc., 710 W. Grand Ave.; Okla. City; CE. 2-0271; R. B. Williams, mgr.
Realart Pictures, 708 W. Grand St.; RE. 6-7125; Lois Scott, br. mgr.
Republic Pictures Corp., 623 W. Grand Ave.; FO. 5-6651; J. L. Guiles, Jr., br. mgr.
Screen Guild Productions of Oklahoma, Inc., 708 W. Grand St.; REgent 6-7125; Lois Scott, mgr.;
Theatre Poster Service, 19 N. Shartel; Tel.: FO. 5-9500; Robert Smith, mgr.
20th Century-Fox Film Corp., 10 N. Lee Ave.; CE. 2-1105; M. W. Osborne, mgr.
United Artists Corp., 20 North Lee St.; FO. 5-3306; Wanda McClain, booker.
Universal Film Exchanges, Inc., 625 W. Grand Ave.; Oklahoma; FO. 5-4351; Charles Hudgens, mgr.
Warner Bros. Pictures Distributing Corp., 630 W. Grand Ave.; REgent 6-7544; Don Tullins, br. mgr.

OMAHA

Allied Artists Distributing Corp., 1506 Davenport St.; Atlantic 1953; Sol Francis, mgr.

Capitol-Hollywood Pictures, 1 Film Exch. Bldg.; Jackson 1161; Meyer Stern, br. mgr.
Columbia Pictures Corp., 1516 Davenport St.; Jackson 2424; J. H. Jacobs, br. mgr.
Lippert, 1 Film Exchange Bldg.; Jackson 1161; Meyer Stern, br. mgr.
Loew's, 1512 Davenport St.; Atlantic 4314; Vincent Flynn, mgr.
Paramount Pictures, Inc., 309 North 16th St.; Atlantic 1550; M. E. Anderson, mgr.
RKO Radio Pictures, Inc., 1508 Davenport St.; Atlantic 5424.
Republic Pictures Corp., 1514 Davenport St.; Atlantic 7474; Paul Webster, mgr.
20th Century-Fox Film Corp., 1502 Davenport St.; Jackson 4860; George Regan, mgr.
United Artists Corp., 1508 Davenport St.; Atlantic 9944; D. V. McClucas, mgr.
Universal Film Exchanges, Inc., 1524 Davenport St.; Atlantic 8918; I. M. Weiner, mgr.
Warner Bros. Pictures Distributing Corp., 1401 Davenport St.; Jackson 4838; F. J. Hannon, mgr.

PHILADELPHIA

Allied Artists Productions, 1241 Vine St.; Rittenhouse 6-8342; Maxwell Gillis, mgr.
American Film Co., 1329 Vine St.; Walnut 2-1800; Benny Harris, mgr.
Capital Film Exchange, 309 No. 13th St.; LOcust 7-2698; Edward J. Gabriel, mgr.
Columbia Pictures Corp., 302 No. 13th St.; Market 7-5825; Lester Wurtele, br. mgr.
Ideal Pictures, 1729 Sansom St.; Rittenhouse 6-3892; Louis W. Kellman, owner.
Jack H. Harris Productions, 1243 Vine St.; Locust 4-1373; Jack H. Harris, mgr.
Jack Jaslow (Foreign Films), 1239 Vine St.; Rittenhouse 6-5895.
Loew's Inc., 1233 Summer St.; LOcust 7-5150; Wm. A. Madden, mgr.
Paramount Pictures, Inc., 248 No. 12th St.; Locust 7-3672; Ulrik F. Smith, manager.
RKO Radio Pictures, Inc., 250 No. 13th St.; Locust 7-3555; Charles Zagrans, mgr.
Republic Pictures Corp., 248 N. Clarion St.; LOcust 7-4712; Norman Silverman, branch mgr.
Rosen, David, 1237 Vine St.; LOcust 4-4429.
Screen Guild Productions of Philadelphia, 1315 Vine St.; Lombard 3-9020; Joe Engel, mgr. (Lou Kellman and Jack H. Harris, franchise holders).
20th Century-Fox Film Corp., 314 No. 13th St.; Walnut 2-2828; Sam Diamond, br. mgr.
United Artists Corp., 1322 Vine St.; Walnut 2-1102; Gene Tunick, branch mgr.
Universal Film Exchanges, Inc., 251 No. 13th St.; LOcust 4-3980; Edward Heiber, mgr.
Warner Bros. Pictures Distributing Corp., 230 No. 13th St.; Rittenhouse 6-9530; Charles Beilan, branch mgr.

PITTSBURGH

Acme Distributing Co., Inc., 1701 Blvd. of Allies; Atlantic 1-3514; Louis E. Hanna, mgr.
Allied Artists, 1709 Blvd. of Allies; Atlantic 1-2202; Abe Weiner, mgr.
Columbia Pictures Corp., 1623 Blvd. of the Allies; Atlantic 1-0808; Jack Judd, mgr.
Crown Film Co., 1705 Boulevard of the Allies; Atlantic 1-8359; Max Shuigold, manager.
Franklin Film Exchange, 1701 Blvd. of Allies; Atlantic 1-3514; Lou Hanna, mgr.
Loew's Inc., 1623 Boulevard of the Allies; Atlantic 1-6690; Ralph Pielow, mgr.
Paramount Pictures, Inc., 1727 Blvd. of the Allies; Atlantic 1-9270; D. Kimmel, mgr.
RKO Radio Pictures, Inc., 1809-13 Blvd. of the Allies; Grant 1-2237; Dave Silverman, mgr.
Republic Pictures Corp., 1709 Blvd. of the Allies; Atlantic 1-4858; Lawrence Seidelman, mgr.
Screen Guild Productions of Western Pennsylvania, 415 Van Braam St.; Atlantic 1-1630; Milton Brauman, mgr.
20th Century-Fox Film Corp., 1715 Blvd. of the Allies; Grant 1-3572; Nat Rosen, mgr.
United Artists Corp., 1717 Blvd. of the Allies; Grant 1-8960; James Hendel, mgr.

Universal Film Exchanges, Inc., 1825 Blvd. of the Allies; COurt 1-6704; F. J. Guehl, mgr.
Warner Bros. Distributing Corp., 1801 Blvd. of the Allies; GKant 1-1857; Jack Kalmenson, mgr.

PORTLAND, ORE.

Allied Artists of N. W., 925 N.W. 19th Ave.; Beacon 1131; Dick Carlson, br. mgr.
Columbia Pictures Corp., 1927 N.W. Kearney St., BE-3101; J. R. Beale, br. mgr.
Loew's, 1963 N. W. Kearney St.; Broadway 2521; L. Amacher, mgr.
Northwest Releasing Corp., 1806 N.W. Kearney St.; Broadway 5465; Jack Engerman and Zolly Volchock, br. mgrs.
Paramount Pictures, Inc., 909 N. W. 19th Ave.; BR-3477; Wayne Thiriot, br. mgr.
RKO Radio Pictures, Inc., 915 N. W. 19th Ave.; Broadway 6535; R. H. Lange, br. mgr.
Republic Pictures Corp., 1816 N.W. Kearney St.; AT-9-405; Jack C. Partin, mgr.
Star Film Exchange, 925 Northwest 19th Ave.; Broadway 4900; Howard Mapes, mgr.
20th Century-Fox Film Corporation, 1932 N.W. Lovejoy St.; BEacon 6129; Chas. F. Powers, mgr.
United Artists Corp., 1816 N.W. Kearney St.; AT 9405; Jack O'Bryan and M. Siegel, representatives.
Universal Film Exchanges, Inc., 1953 N. W. Kearney St.; Broadway 1231; Richard Colbert, mgr.
Warner Bros. Pictures Distributing Corp., 935 N.W. 19th Ave.; Broadway 5624; Al Oxtoby, mgr.

ST. LOUIS

Allied Artists Prod., Inc., 3212 Olive St.; JE 3-0477; Maurice Schweitzer, mgr.
Buena Vista Distrib. Corp., 3216 Olive Street; JE 5-1159.
Columbia Pictures Corp., 3306 Olive St.; FR-2265; C. D. Hill, mgr.
Concordia Pictures, 3142 Olive St.; JE 3-9074.
Goldberger, Edward H., 4322 Olive St.; JE 3-0518.
Hardcastle Films, 25 So. Bemiston; PA. 6-0202.
Loew's, Inc., 3010 Olive St.; JE 3-0201; Thomas E. Bailey, mgr.
O'Brien, H. J., 3238 Olive St.; JE 5-8827.
Paramount Film Distrib. Corp., 2949 Olive St.; JE 3-4348; Harry Haas, mgr.
RKO Radio Pictures, Inc., 3143 Olive St.; JE 3-3000; Thomas Williamson, mgr.
Realart Pictures of St. Louis, Inc., 3216 Olive St.; JE 3-6397; George Phillips and Herman Gorelick, co-mgrs.
Republic Pictures Corp., 3320 Olive St.; JE 3-6548; R. J. McCafferty, mgr.
20th Century-Fox Film Corp., 3330 Olive St.; JE-3-3185; Gordon F. Halloran, mgr.
United Artists Corp., 3316 Olive St.; JE-3-0346; Bud Edle, br. mgr.
Universal Film Exch., Inc., 3203 Olive St.; JE-3-3800; Harry Hynes, Sr., mgr.
Warner Bros. Pictures Distributing Corp., 3304 Olive St.; JE-3-8656; Lester Bona, mgr.
Wilding Picture Productions, 3940 Lindell; JE 5-7422.

SALT LAKE CITY

Allied Artists, 254 E. First South St.; Tel.: 4-2007; Don Tibbs, mgr.
Associated Film Exchange, 258 E. First South; Phone 3-6867; J. Marcan-Nercesian, manager.
Clark Distributors, 264 E. First South St. Rear.
Columbia Pictures Corp., 206 E. First South St.; Phone 4-1919; Sam McFadden, br. mgr.
Lippert Pictures, Inc., 246 E. First South St.; Ph.: 3-6867; Fred Palosky, mgr.
Loew's Inc., 123 S. 2nd East St.; C. P. Nedley, mgr.
Paramount Pictures, Inc., 270 E. First South St.; Salt Lake City 4-5506; F. H. Smith, mgr.
RKO Radio Pictures, Inc., 204 E. 1st South St.; Salt Lake City 3-3855; G. Davison, mgr.
Republic Pictures Corp., 214 E. 1st South St.; Salt Lake City 3-5709; James L. Ecker.
Standard Pictures Exchange, 258 E. 1st St., S.; G. Le Sueuer, mgr.

20th Century-Fox Film Corp., 216 East 1st South St.; Kenneth Lloyd, mgr.
United Artists Corp., 210 E. 1st South St.; Salt Lake City 3-6736-7; W. W. McKendrick, mgr.
Universal Film Exchange, 208 E. 1st South St.; Salt Lake City 3-4559; C. R. Wade, mgr.
Warner Bros. Pictures Distributing Corp., 200 E. 1st South St.; Salt Lake City 4-1897-8; Wm. F. Gordon, mgr.

SAN ANTONIO, TEX.

Alamo Booking Center, 342 W. Norwood St.; T. 5641; William C. Rau, br. mgr.
Azteca Films, Inc. (Spanish Films), 410 San Pedro Ave.; CApitol 6-7266; Jewell Truex, mgr.
Class-Mohme, Inc., 501 Soledad St.; Garfield 0247; Gordon B. Dunlap, manager.
Constellation Attractions, Hi-Ho Theatre Bldg.; 4610 S. Presa St.; L. 4-3911; Jake Webb, br. mgr.
Film Arts (Eng. & Spanish, 16mm.), 306 Oriental Ave.; C-0367; A. G. Benavides, br. mgr.
Glasscock & Nine, Majestic Theatre Bldg.; F-2661; L. D. Glasscock and Forrest Nine, mgrs.
Independent Film Exchange, 216 University Ave.; Pershing 7501; R. W. Barron, manager.
Kier Film Company, 154 Davis Court; Travis 9984; H. W. Kier, owner.
Mann, Robert L., 501 Evans Ave.; UNiversity 6-1061.
Safety Screen Advertising Agency, c/o S. San Theatre, Quintana Rd.; W. 2-0001; Ted Waggoner, mgr.

SAN FRANCISCO

Allied Artists Productions, Inc., 191 Golden Gate Ave.; Hemlock 1-2315; James P. Myers, mgr.
Astor Pictures, 166 Golden Gate Ave.; Orday 3-0750; Sam Sobel, owner.
Columbia Pictures Corp., 229 Golden Gate Ave.; Un.: 1-4345; Mel Klein, br. mgr.
Favorite Films of Calif. Inc., 170 Golden Gate Ave.; PProspect 6-4409; N. P. Jacobs, pres.; Hal Gruber, br. mgr.
Lippert Pictures of Northern Calif., 255 Hyde St.; Orday 3-9846; N. P. Jacobs, owner, mgr.
Loew's Inc., 259 Hyde St.; Prospect 5-1613; S. J. Gardner, resident mgr.
Paramount Pictures, Inc., 205 Golden Gate Ave.; Market 1-0816; Jack Stevenson, mgr.
RKO Radio Pictures, Inc., 251 Hyde St.; Orday 3-2808; J. C. Emerson, br. mgr.
Republic Pictures Corp., 221 Golden Gate Ave.; Market 1-6880; George Mitchell, mgr.
Rosener Herbert, 816 Larkin St.; Prospect 5-3811; Herbert Rosener, proprietor.
20th Century-Fox Film Corp., 245 Hyde St.; Prospect 5-1600; Jack Erickson, mgr.
United Artists Corp., 201 Golden Gate Ave.; Underhill 1-6390; Frank Harris, br. mgr.
Universal Film Exchange, 129 Hyde St.; Prospect 3-3660; Theodore Reisch, mgr.
Warner Bros. Pictures Distributing Corp., 215 Golden Gate Ave.; Underhill 1-1067; Al Shmitken, mgr.

SEATTLE

Allied Artists of N. W., 2418 Second Ave.; Mutual 2460; Edmond Cruca, br. mgr.
Columbia Pictures Corp., 2415 Second Ave., Elliott 5349; L. N. Walton, br. mgr.
Favorite Films of California, Inc., 2419 Second Ave.; Seneca 6566; Lloyd V. Lamm, mgr.
Goodman & Kaufman, Inc., 2329 Fourth Ave., Elliott 2276.
Inland Northwest Film Service, 2330 Third Ave., Seneca 0241; Don Hoidale, pres.
Lippert Pictures, Inc., 2414 Second Ave.; Seneca 4787; Jack J. Engerman, br. mgr.
Loew's Inc., 2331 Second Ave.; Elliott 4056; S. Davis, mgr.
Northwest Film Service, 2330 Third Ave.; Seneca 0241; Art Slater, pres.
Paramount Pictures, Inc., 2312 Second Ave.; Main 4287; H. W. Haustein, mgr.
RKO Radio Pictures, Inc., 2316 Second Ave.; Elliott 8225; Donald H. Conley, mgr.
Republic Pictures Corp., 2420 Second Ave.; Elliott 8678; Paul McElhinney, mgr.
Saffles Theatre Service, 2325 Fourth Ave.; Elliott 5177; Maury Saffle, pres.

Smith Enterprises, 2414 Second Ave.; ELIott 2276; Buck Smith, pres.
20th Century-Fox Film Corp., 2421 Second Ave.; ELIott 7815; Jack Burk, mgr.
United Artists Corp., 2403 Second Ave.; Main 3788; A. J. Sullivan, mgr.
Universal Film Exchange, 2401 Second Ave.; Main 3246; Arthur Greenfield, br. mgr.
Warner Bros. Pictures Distributing Corp., 2405 Second Ave.; Main 0046; Vete Stewart, mgr.

TAMPA

Realart Productions of Georgia; See Atlanta.
Republic Pictures, Corp., 115 S. Franklin St.; Harold Laird, mgr.

WASHINGTON, D. C.

Allied Artists, 913 New Jersey Ave. N.W.; Metropolitan 8-6450; Milton Lipsner, br. mgr.
Clark Service, Inc., 922 New Jersey Ave. N.W.; RPublic 7-5960; John Obert, mgr.
Columbia Pictures Corp., 928 New Jersey Ave. N.W.; National 8-4035; Ben Caplon, br. mgr.; Sam Galanty, divisional sales mgr.
Equity Film Exchanges, Inc., 922 New Jersey Ave. N.W.; RPublic 7-0776; Myron Mills, rep.
I. F. E. Releasing Corp., 920 New Jersey Ave. N.W.; DI 7-5688; Irving Schiffman, mgr.
Lippert Pictures, Inc., 1013 New Jersey Ave. N.W.; STerling 3-1652; Fred Sandy.
Loew's, Inc., 1009 New Jersey Ave. N.W.; District 7-6530; Herbert Bennin, br. mgr.; Rudolph Berger, southern sales division mgr.
Paramount Film Dist. Co., 306 H St. N.W.; National 8-7661; Herb Gillis, br. mgr.
Peerless Dist. Co., 203 Eye St. N.W.; District 7-7571; Teddy Shull, owner.
RKO Radio Pictures, 932 New Jersey Ave. N.W.; District 7-3672; J. B. Brecheen, br. mgr.
Republic Pictures Corp., 203 Eye St. N.W.; RPublic 7-0155; Jake Flax, br. mgr.
Sandy Film Exchange, 1013 New Jersey Ave. N.W.; Executive 3-4613; Fred Sandy, owner and mgr.
20th Century Fox Film Corp., 415 3rd St. N.W.; District 7-8420; Ira Sichelman, br. mgr.
United Artists Corp., 924 New Jersey Ave. N.W.; National 8-6316; Sidney Cooper, br. mgr.
Universal-International Pictures, 227 H St. N.W.; Metropolitan 8-4141; Harold Saltz, br. mgr.
Warner Bros. Pictures Dist. Co., 901 New Jersey Ave. N.W.; National 8-1130; Ben Bache, br. mgr.; Robert B. Smeltzer, dist. mgr.
Wheeler Film Co., 920 New Jersey Ave. N.W.; STerling 3-8938; Sam Wheeler, owner.

CANADA

CALGARY, ALTA.

Cardinal Films, Ltd., 714 Sixth St. W.; 6-2600; F. L. Scott, mgr.
Columbia Pictures of Canada Ltd., 708A Eighth Ave.; 2-2551; Hector Ross, mgr.
Empire-Universal Films, Ltd., Eighth Ave. and Sixth St., West; 2-4574; J. Gartin, mgr.
International Film Distributors, Ltd., 710 Eighth Ave.; 6-1447; Ralph Zelickson, mgr.
Metro-Goldwyn-Mayer Pictures of Canada, Ltd., Eighth Ave. and Sixth St., West; 2-5455; Albert Genaske, mgr.
Paramount Film Service Ltd., 702 Eighth Ave. West; MAin 4937; William Kelly, mgr.
RKO Distributing Corp. of Canada, Ltd., Eighth Ave. West at Sixth St.; MAin 9178; A. E. Elliott, mgr.
Rank, J. Arthur, Film Distributors (Canada) Ltd., 714 Sixth St. W.; 6-2600; F. L. Scott, mgr.
Twentieth Century-Fox Film Corp., 717 Sixth St. W.; Bob Cringan, mgr.
United Artists Corp. Ltd., 708 Eighth Ave. W.; 2-3779; Robert Radis, mgr.
Warner Bros. Pictures Distributing Co. Ltd., 704 Eighth Ave., West; 2-1606; Arthur Hersh, mgr.

MONTREAL, QUE.

Allied Artists Pictures Ltd., 5801 Monkland Ave.; ELwood 1131; Eugene Venne, mgr.
Cardinal Films Ltd., 1200 St. Alexander St.; UNiversity 6-2877; George Koppelman, special rep.

Columbia Pictures of Canada Ltd., 5971 Monkland Ave.; ELwood 1144; I. Levitt, mgr.
Compagnie Cinématographique Canadienne Ltée., 637 Craig St. W.; UNiversity 6-4711; Maurice Trudeau, Secretary.
Empire-Universal Films, Ltd., 1200 St. Alexander St.; UNiversity 6-5071; M. J. Isman, mgr.
General Films Ltd., 263 Craig St. W.; UNiversity 1-2665.
International Film Distributors Ltd., 5801 Monkland; ELwood 1131; Eugene Venne, mgr.
Metro-Goldwyn-Mayer Pictures of Canada, Ltd., 1200 St. Alexander St.; UNiversity 6-4751.
Paramount Film Service, Ltd., 5955 Monkland Ave.; ELwood 1153; Robert Murphy, mgr.
RKO Distributing Corp. of Canada Ltd., 5969 Monkland Ave.; Walnut 2781; Harry Cohen, mgr.
Rank, J. Arthur Film Distributors (Canada) Ltd., 1200 St. Alexander St.; UNiversity 6-2877; J. R. Johnston, mgr.
Twentieth Century-Fox Film Corp., 5963 Monkland Ave.; ELwood 1197; Gerald Chernoff, mgr.
United Artists Corp. Ltd., 5975 Monkland Ave.; ELwood 1186; Sam Kunitzky, mgr.
Warner Bros. Pictures Distributing Co. Ltd., 5957 Monkland Ave.; ELwood 1192; Archie Cohen, mgr.

ST. JOHN, N. B.

Alliance Films, Ltd.-SRO, 162 Union; Tel.: 3-3877; E. Whelpley, mgr.
Allied Artists Productions, 12 Hazen Ave.; 3-3287; G. Hoyt, sales rep.
Cardinal Films, Ltd., 162 Union; Tel.: 3-2784; F. Murphy, mgr.
Columbia Pictures of Canada, Ltd., 12 Hazen Ave.; Tel. 3-1473; Louis Simon, mgr.
Empire-Universal Films, Ltd., 133 Princess St.; phone 3-1241; J. Bellamy, mgr.
International Film Distributors, Ltd., 162 Union St.; phone 3-2784; F. Murphy, mgr.
Metro-Goldwyn-Mayer Pictures of Canada, Ltd., 131 Princess St.; phone 3-6335.
Paramount Film Service, Ltd., 136 Princess St.; Tel. 3-2583; P. J. Hogan, mgr.
RKO Distributing Corp. of Canada, Ltd., 92 Union St.; phone 3-1213; Kenneth Snelgrove, br. mgr.
Rank, J. Arthur, Film Distributors Ltd., 12 Hazen Ave.; 3-3287; G. A. Matthews, mgr.
Twentieth Century-Fox Corp., Ltd., 12 Hazen Ave.; phone 3-3207; R. G. March, mgr.
United Artists Corp., Ltd., 96 Union St.; Tel. 2-3361; J. J. Davis, mgr.
Warner Bros. Pictures, Ltd., 12 Hazen Ave.; phone 2-6671; M. Komar, mgr.

TORONTO, ONT.

Alliance Films, Ltd., 21 Dundas Sq.; EM. 8-8096; Jay Smith, gen. mgr.
Allied Artists Pictures of Canada Ltd., 386 Victoria St.; EM 6-8083; John Bernstein, sales manager; I. Shapero, mgr.
Astral Films Ltd., 130 Carlton St.; WA 2-3163; I. H. Allen, mgr.
Cardinal Films, Ltd., 277 Victoria St.; EMpire 6-6511; H. J. Allen, pres.
Columbia Pictures of Canada Ltd., 72 Carlton St.; RA. 8931; Harvey Harnick, gen. sales mgr.; Abe Cass, branch mgr.
Empire-Universal-Films Ltd., 277 Victoria St.; EM. 8-8621; A. W. Perry, pres.; Mark Plottel, Sales mgr.; Abe Garfin, mgr.
Fine Arts Pictures Ltd., 277 Victoria St.; EMpire 6-6511.
Film Classics (Canada) Ltd.; See Fine Arts Pictures Ltd.
General Films Ltd., 18 Breadalbane; WA 2186; A. J. Seigo, mgr.
Grand National Films Ltd.; See Screen Guild Productions (Canada) Ltd.
International Film Distributors Ltd., 386 Victoria St.; EM. 6-8083; D. V. Rosen, gen. mgr.
Metro-Goldwyn-Mayer Pictures of Canada Ltd., EM. 3-5703; 340 Victoria St.; Henry L. Nathanson, pres.; Garfield Cass, mgr.
Paramount Film Service Ltd., 111 Bond St.; EM. 4-0376; Gordon Lightstone, gen. mgr.; Al Iscove, mgr.
Peerless Films Ltd., 277 Victoria St.; EM. 8-2258; Jack Roher, mgr.

RKO Distributing Corp. of Canada Ltd., 277 Victoria St.; EM, 4-6121; Jack Labow, gen. mgr.; Meyer, Nackimson, mgr.
Rank, J. Arthur, Film Distributors (Canada) Ltd., 277 Victoria St.; EMpire 3-5251; F. H. Fisher, gen. mgr.; Irving Stern, mgr.
Republic Pictures of Canada, 277 Victoria St.; EM, 8-8621; A. W. Perry, gen. mgr.; Mark Plottel.
Screen Guild Productions (Canada) Ltd., 277 Victoria St.; EM, 6-6511; H. J. Allen, gen. mgr.
Twentieth Century-Fox Corp. Ltd., 110 Bond St.; EM, 4-7222; Peter Meyers, gen. mgr.; Vic Beattie, mgr.
United Artists Corp. Ltd., 277 Victoria St.; EM, 4-3371; Charles Chaplin, gen. mgr.; George Heiber, br. mgr.
Warner Bros. Pictures Distributing Co. Ltd., 70 Carlton St.; KI, 5145; Haskell M. Masters, gen. mgr.; Irvin Coval, mgr.

VANCOUVER, B. C.

Alliance Films Ltd., 837 Davie St.; TAtlow 4646; Steve Rolston, mgr.
Allied Artists Productions, 1246 Burrard St.; Marine 1404.
Astral Films, 1208 Burrard St.; Marine 9623; L. Segal, mgr.
Audion Pictures, 837 Davie St.; MArine 9623; Howard Boothe, mgr.
Cardinal Films, Ltd., 1208 Burrard St.; Marine 9623; L. Segal, mgr.
Columbia Pictures of Canada, Ltd., 1210 Burrard St.; Marine 6841; Nat Lavant, mgr.
Empire Universal, 1218 Burrard St.; Marine 8548; Perry Wright, mgr.
General Films, Ltd., 737 Hamilton St.; Murray Gillespie, mgr.
International Film Distributors, Ltd., 1208 Burrard St.; Marine 9623; Lou Segal, manager.
Metro-Goldwyn-Mayer Pictures of Canada, Ltd., 1204 Burrard St.; Marine 8467; Charles Ramage, mgr.
Paramount Film Service, Ltd., 960 Davie St.; Marine 8589; Robert Lightstone, mgr.
Parry Film Productions, 181 West Broadway; FA, 2017; Lew Parry, mgr.
RKO Distributing Corp. of Canada, 1212 Burrard St.; Marine 5729; James Davie, mgr.
Rank, J. Arthur, Film Distributors (Canada) Ltd., 1246 Burrard St.; MArine 1404; Jack Reid, mgr.
Sovereign Film Distributors, Ltd., 2416 Granville St.; CE, 5662; MArine 3843; Fred Stone, mgr.
Trans-Canada Films Ltd., Film Exchange Bldg.; PAcific 1458; Wally Hamilton, mgr.
Twentieth Century-Fox Film Corp. Ltd., 1214 Burrard St.; MArine 4187; J. E. Patterson, mgr.
United Artists Corp., Ltd., 1206 Burrard St.; Marine 6932; Harry Woolfe, mgr.
Warner Bros. Pictures Distributing Co., Ltd., 970 Davie St.; Pacific 5641; Earl Dalgleish, mgr.

WINNIPEG, MAN.

Alliance Films Limited, 303 Donalds Block; Charles Krupp, mgr.
Cardinal Films Ltd., 333 Good St., 722-594; Stuart McQuay, mgr.
Columbia Pictures of Canada Ltd., Cinema Centre; Phone 722-477; Sam Perlman, mgr.
Empire-Universal, 293 Colony St.; Phone 3-7051; Len Norrie, mgr.
International Film Distributors Ltd., Cinema Centre; Phone 35-688; Max Schneir, mgr.
Metro-Goldwyn-Mayer Pictures of Canada, Ltd., 297 Colony St.; Phone 37226; A. G. Levy, mgr.
Paramount Film Service Ltd., 281 Colony St.; Phone 3-7041; Syl Gunn, mgr.
RKO Distributing Corp. of Canada Ltd., 283 Colony St.; Winnipeg 3-3770; Barry Meyers, mgr.
Rank, J. Arthur, Film Distributors (Canada) Ltd., 333 Good St.; Phone 722-594; Stuart McQuay, mgr.
Twentieth Century-Fox Film Corp. Ltd.; 287 Colony St.; Phil Geller, mgr.
United Artists Corp. Ltd., Cinema Center, 289 Colony St.; Phone 3-4455; A. Feinstein, mgr.
Warner Bros. Pictures Distributing Co. Ltd., 295 Colony St.; Phone 3-7291; Frank Davis, mgr.

Distributors of Trailers

ALBANY

NATIONAL SCREEN SERVICE, 443 No. Pearl St., ALBany 5-1740. John A. Bylanck, manager.

ATLANTA

NATIONAL SCREEN SERVICE, 167 Walton Street, Northwest; CyPress 5881; Charles P. Lester, district manager.
POSTER EXCHANGE, 163 Walton St.; AL-0935.
STRICKLAND FILM COMPANY, 220 Pharr Road, N. E.; CH-5317; Lomie Strickland, manager.

BALTIMORE

ALPHA FILM LABORATORIES, Falls Road, Baltimore 9; VAlley 3-6617; Ernest Wood.
KUNZ MOTION PICTURE SERVICE, 426 North Calvert Street; VErnon 7-5438.
LEWY STUDIOS, 853 N. Eutaw St.; MULberry 5-2009.

BOSTON

AMBUTER MOTION PICTURE COMPANY, 42 Melrose Street. HANcock 6-1158. David A. Ambuter, manager.
MASTER MOTION PICTURE COMPANY, 50 Piedmont Street. HANcock 6-3592. Maurice Master, pres.
NATIONAL SCREEN SERVICE, 95-97 Broadway. Liberty 2-4476; Harry Kirchgessner, manager.

BUFFALO

NATIONAL SCREEN SERVICE, 505 Pearl Street. MA, 7586; Harold Bennett, manager.

CHARLOTTE

NATIONAL SCREEN SERVICE, 300 West Third Street. ED 3-6628. Robert Simril, manager.

CHICAGO

FILMACK TRAILER CO., 1327 South Wabash Avenue. HARRison 7-3395. Irving Mack, executive.
NATIONAL SCREEN SERVICE, 1307 South Wabash Avenue. HARRison 7-8211. Arthur Manheimer, mgr.

CINCINNATI

NATIONAL SCREEN SERVICE, 1635 Central Parkway. MAIn 8900. William J. Bien, manager.

CLEVELAND

ESCAR MOTION PICTURE SERVICE, 7315 Carnegie Avenue; ENdicott 1-2707; E. S. Carpenter, president.
NATIONAL SCREEN SERVICE, 2336 Payne Avenue; PRespect 1-8282; Nat Barach, manager.

DALLAS

JAMIESON FILM CO., 3825 Bryan St. TEAnison 3-8158; Hugh V. Jamieson, owner.
NATIONAL SCREEN SERVICE, 2012 Jackson Street; PR, 8315; Paul Short, dist. mgr.
NATIONWIDE PICTURES, Melba Bldg.; RA, 5973; H. K. Carrington, owner.

DENVER

NATIONAL SCREEN SERVICE, 2136 Champa Street. CErry 4-4413. James Parsons, manager.

DES MOINES

NATIONAL SCREEN SERVICE, 1003½ High St., Des Moines 4-0187. Milton Feinberg, manager.
PARROT FILM STUDIO, 1700 Keo Way. Phone 2-4211. T. B. Grinspan, manager.

DETROIT

NATIONAL SCREEN SERVICE, INC., 2943 Cass Ave.; TEmple 1-0790; Ivan Clavet, mgr.
SIMON FILM SERVICE, 2206 Cass Ave.; WOOlward 3-9255; Peter A. Simon, owner.

INDIANAPOLIS

AFFILIATED ADVERTISING DIST., 443 N. Illinois Street; ME 5-6421; Earl W. Penrod, mgr.
ALTEC SERVICE CORP., 2128 East Kelly Street; GARfield 6845; C. L. Castleman, service inspector.
GER-BAR, INC., 442 N. Illinois St.; ME 4-1727; Ben Hopkins, mgr.
NATIONAL SCREEN SERVICE, 328 North Illinois Street. ME 4-1573; Ted Liebttag, manager.
NATIONAL THEATRE SUPPLY CO., 436 North Illinois Street; ME 4-4517; B. N. Peterson, mgr.
STATES FILM SERVICE, INC., 441 North Illinois Street; ME 5-6016; Paul K. Wessel, manager.

KANSAS CITY, MO.

NATIONAL SCREEN SERVICE CORP., 1800 Baltimore Avenue; Victor 5893. Louis Patz, manager.

LOS ANGELES

NATIONAL SCREEN SERVICE, 2018 South Vermont Avenue; REpublic 1-4166; Bernard R. Wolf, manager.
PACIFIC TITLE & ART STUDIOS, 6350 Santa Monica Boulevard; HOLlywood 3-5611; Larry Glickman, owner.
STANDARD SCREEN SERVICE, 7901 Santa Monica Boulevard; OLdfield 4-1314; Hal Chasnoff, owner.

MEMPHIS

MONARCH THEATRE SUPPLY, 492 S. Second St.; Tel.: 37-4584; N. B. Blount, mgr.
NATIONAL SCREEN SERVICE, 500 South Second St. Phone 8-7454. Jack Lustig, manager.
NATIONAL THEATRE SUPPLY, 412-414 S. Second St.; Tel.: 5-6616; R. L. Bostick, mgr.

MILWAUKEE

FILM ARTS CORP., 1032 North Sixth Street; BRoadway 6-5670; Milton H. Abram II, manager.
NATIONAL SCREEN SERVICE, 812 North Eleventh Street; BRoadway 1-7540; John Mednikow, manager.

MINNEAPOLIS

FILM ADVERTISING AGENCY, 411 So. Cedar Lake Road; KENwood 5434; E. M. Dougherty, owner.
INDEPENDENT POSTER EXCHANGE, 1109 Currie Ave. N.; LIncoln 7013; Don Swartz, owner.
NATIONAL SCREEN SERVICE, 1105 Currie Avenue. ATLantic 5571. J. W. MacFarland, manager.
SLY-FOX FILMS, 627 First Avenue, North. BRidgeport 5267; Earle C. Sly, manager.

NEW HAVEN

NATIONAL SCREEN SERVICE, 82 State Street. New Haven 6-3109. Harry Wenzel, representative.

NEW ORLEANS

BARNETT FILM SERVICE, c/o 8969 Sunset Boulevard. HOLlywood 46, Calif.; Ben Sharer. Apt. 6, 1751 Poplar Ave., Memphis, Tenn. New Orleans & Memphis territory rep.
COMMERCE PICTURES, 525 Poydras St., MAGnolia 5026; Robert Wiegand, pres.
DAVIS, LILLIE M., 1075 S. Clark; Audubon 4491; University 5994.
HERMANN, JOHN L. & ASSOCIATES, INC., 2034 St. Charles Avenue. TULane 3469.
J&M RECORDING STUDIOS, 838 N. Rampart; TULane 0421.
KIRK FILMS, 627 St. Phillip St., CAnal 6715.
MODERN FILM DISTRIBUTORS, John Kenlo, representative, 1918 Monroe, Alexandria, La.
MOTION PICTURE ADVERTISING SERVICE, CO., INC., 1032 Chalondelet Street; RAYmond 2253; C. J. Maybry, president.
NATIONAL FILM SERVICE, 1215 Seventh St.; JACKson 4770.
NATIONAL SCREEN SERVICE, 1429 Cleveland Avenue. RAYmond 9588. Louie Boyer, manager.
PAN AMERICAN FILMS, 735 Poydras; RAYmond 4895; Frank Richard, Jr. & John M. LeBlanc, owners.

PANORAMA PICTURES CORPORATION, Ritz Theatre Bldg., Meridian, Miss.
REBEL PRODUCTIONS, INC., 223 So. Liberty St.; CAnal 2191.
TRAHAN ROY, 7718 Ferret; WALnut 5558.

NEW YORK CITY

FILMACK TRAILER CO., 630 Ninth Ave.; PLaza 7-0900; Irving Mack, president.
MOTION PICTURE ADVERTISING SERVICE CO., INC., 70 E. 45th St. MURrayhill 6-3717. Claude F. Lee, mgr.
NATIONAL SCREEN SERVICE, 630 Ninth Avenue; JUDson 6-4100; Al Rothchild, manager.
WELGOT TRAILER SERVICE, 630 Ninth Avenue. Circle 6-6450; Martin Gottlieb, Charles L. Welsh.

OKLAHOMA CITY

NATIONAL SCREEN SERVICE, 624 W. Grand Ave.; REgent 9-2454; Gilbert Clark, manager.

OMAHA

NATIONAL SCREEN SERVICE, 1508 Davenport Street. ATLantic 4848. I. Sokolof, manager.

PHILADELPHIA

KUNZ MOTION PICTURE SERVICE, 1319 Vine Street. MArket 7-4600. Carl J. Kunz, owner.
LIPPINCOTT PICTURES, INC., 4729 Ludlow Street. GRANite 2-0150. H. P. Lippincott, owner.
NATIONAL SCREEN SERVICE, 1201 Vine Street. RIttenhouse 6-9580. Stanley Goldberg, branch mgr.

PITTSBURGH

NATIONAL SCREEN SERVICE, 1627 Boulevard of the Allies; ATLantic 1-1808; Perry Nathan, manager.

PORTLAND, ORE.

NATIONAL SCREEN SERVICE, 909 Northwest 19th Ave.; BEacon 3741; Harry Lewis, mgr.

ST. LOUIS

ARGRO FILM PRODUCERS, 7015 Ethel; ST. 1-6090.
CHULACK PRODUCTIONS CORP., 4749 McPherson; FO. 1-5109.
CONDOR FILMS, INC., 1006 Olive St.; MA. 1-8876.
GOLDBERGER, EDW. H., 3908 Olive St.; JE. 3-0518.
HARDCASTLE FILMS, 818 Olive St.; CE. 1-7620.
INDUSTRIAL FILM LAB., 3333 Iowa; PR. 2-2845.
KLEIMAN PRODUCTIONS, 7815 Milan; VO. 3-6777.
PICTOSOUND PRODUCTIONS, 4010 Lindell Blvd.; JE. 5-5900.
PREMIER-HARDCASTLE TV PRODUCTIONS, 3033 Locust; JE. 1-3555.
WILDING PICTURE PRODUCTIONS, INC., 4378 Lindell Blvd.; JE. 5-0986.

ST. PAUL

REID H. RAY FILM INDUSTRIES, INC., 2269 Ford Parkway; EMerson 1393; Reid H. Ray, owner.

SALT LAKE CITY

ASSOCIATED FILM EXCHANGE, 260 E. First South St.
CLYDE ANDERSON FILM LABORATORY, 201 Boston Building. Phone 3-5337. L. Clyde Anderson, manager.
NATIONAL SCREEN SERVICE, 212 East First S. Street. Phone 5-7482. Kenneth Friedman, mgr.
M. B. RUSSELL, 1416 East 13th South Street. Phone 6-8129. Mervin B. Russell, owner.

SAN FRANCISCO

MOTION PICTURE SERVICE CO., 125 Hyde Street. ORDway 3-9162. Gerald L. Karski, president; Norma Niggemeyer, manager.
NATIONAL FILM SERVICE, 666 Ellis St.; ORDway 3-1272. PRespect 6-0240; T. W. Gilhoy.
NATIONAL SCREEN SERVICE, 140 Leavenworth St.; TUXedo 5-6878; J. D. Marpole, mgr.

SCRANTON, PA.

KUNZ MOTION PICTURE SERVICE, INC., 1905 Sanderson Avenue. SCRANTON 4-1482.

SEATTLE

NATIONAL SCREEN SERVICE, 2413 Second Avenue. SENeca 2882. Bernard Brody, manager.

WASHINGTON, D. C.

NATIONAL SCREEN SERVICE, 920 New Jersey Ave., N.W.; METropolitan 8-5016; George Nathan, representative.

CANADA

MONTREAL, QUE.

ASSOCIATED SCREEN NEWS, LTD., 200 Northcliffe Avenue; DExter 1186.

TORONTO, ONT.

ASSOCIATED SCREEN NEWS, LTD., 108 Peter St.; EMpire 6-3054; Jack Chisholm, manager.

AUDIO PICTURES OF CANADA, LTD., 310 Lake Shore Road; CL. 1-5211; Arthur Gottlieb, pres.

FILM ART TRAILER SERVICE, 455 Spadina Ave.; KI. 6575; S. L. Vinsen, pres.

FILM LABORATORIES OF CANADA, LTD., 310 Lake Shore Road; CL. 1-5211; Arthur Gottlieb, pres.

SHELLY FILMS, LTD., Toronto 14; Lake Shore Rd., New Tor.; CL. 9-1193; Leon C. Shelly, mgr.

Film Carriers

ALBANY

CLARK FILM DISTRIBUTORS, INC., 1064 Broadway; ALbany 4-1255.

FIRLIK FILM SERVICE, 141 South Hawk Street; Telephone: 3-3712.

SMITH HOWELL FILM SERVICE, Myrtle Ave. & Partridge St.; Telephone: 2-0924.

ATLANTA

BENTON BROS. FILM EXPRESS, 192 Luckie Street, N.W.; CYpress 0511.

THEATERS SERVICE CO., 282 Hayden Street, N.W.; WALnut 4989.

BOSTON

FILM EXCHANGE TRANSFER CO., INC., 13-17 Piedmont Street; HANcock 6-6969. S. J. Marshall, manager.

BUFFALO

SMITH & HOWELL FILM SERVICE, INC., 971 South Park Ave. WOODlawn 3866.

CHARLOTTE

CAROLINA DELIVERY SERVICE CO., INC 301 South Poplar Street; ED 3-5197.

OBSERVER TRANSPORTATION CO., 600 S. Tryon St. ED 4-1651.

CHICAGO

ALLIN FILM DELIVERY SERVICE, 1325 S. Wabash Avenue; HARRison 7-2522; J. B. Allin and J. J. Allin, owners.

CLARK FILM DIST., INC., 1301 S. Wabash Avenue; WABash 2-6953; Fred Hanzelin, mgr.

DINSE FILM DELIVERY, 1301 So. Wabash Ave.; HARRison 7-0106; Ralph McLaughlin, mgr.

EMERY AIRFREIGHT, 4616 W. 55th Street; REgent 5-3200.

FILM DELIVERY SERVICE, 1325 South Wabash Avenue; HARRison 7-2522; J. B. Allin and J. J. Allin, owners.

L. E. FOWLER, 1136 Bresseau, Elkhart, Ind.; Elkhart L-3809; L. E. Fowler, owner.

KOERNER MOTOR EXPRESS, 55 E. 28th Street; CALumet 5-0668; Gregory Koerner, owner.

LAVIN FILM DELIVERY, 6328 N. Richmond Ave.; BRiargate 4-9827; William Lavin, owner.

McELWAIN SERVICE, Kewanee, Ill.; Kewanee 4355; Louis McElwain, owner.

McLAUGHLIN, RALPH, 1306 S. Wabash, HARRison 7-0106.

SWANSON, V., 1306 So. Wabash, HARRison 7-0106.
UNITED FILM CARRIERS, 1306 S. Wabash Ave.; HARRison 7-0895; Ralph Packard, pres.; W. W. Rice, vice-pres.; Ward K. Deobler, sec.

CINCINNATI

FILM SERVICE CO., 1717 Logan Street; CHerry 5986.

CLEVELAND

ALBRECHT FILM DELIVERY SERVICE, 1500 Lakeside Ave.; SUperior 1-9594.

CENTRAL SHIPPING TERMINAL, 1836 East 23rd St.; CHerry 1-1871; L. C. Gross, mgr.

FILM TRANSIT CO., Film Exchange Bldg., 2108 Payne Ave.; PROspect 1-7996. P. L. Tanner, 3327 Montecello Blvd., Cleveland Heights, YELLOWstone 2-4595; Art Marchand, 6545 Aylesworth Dr., TUrvedo 5-0635.

JOHNSON, E. S., Film Exchange Bldg., 2108 Payne Ave.; PROspect 1-3689.

MASH MESSENGER SERVICE, 308 Film Exchange Bldg., 2108 Payne Ave.; MAIn 1-9376; 1618 Auburn Ave.; PROspect 1-2443.

STATE FILM CO., 1745 East 23rd St.; Shipper, Harry Schoenenberg, PROspect 1-3723. Franchise owner; P. K. Wessell, State Film Co., Cincinnati, Ohio.

COLUMBUS, O.

COLUMBUS-CINCINNATI TRUCKING CO., 700 Shoemaker Ave.; WALnut 9339.

FILM DELIVERIES, INC., 862 W. Third Avenue; UNiversity 4177.

DALLAS

DALLAS FILM SERVICE, 2021 Young St.; PR-4361; George Sorenson, owner.

LIBERTY FILM LINES, INC., 2025 Young Street; RIVERSide 3807; R. V. Martin, mgr.

MORGAN EXPRESS, 2021 Young St.; PR-1594.

TEXAS FILM SERVICE, 1808 Canton St.; RA-8191; Paul E. Dahlman, mgr.

WHITE EXPRESS, INC., 2021 Young St.; PR-6603; G. A. White, owner.

DENVER

SOUTHWESTERN FILM SERVICE, 2118 Stout Street; CHerry 4-2287; R. J. Wadley, mgr.

DES MOINES

FILM TRANSPORTATION CO., 1101 Grand Avenue; Telephone: 4-7636.

INLAND EXPRESS, 1211½ Grand Street; Telephone: 3-7667.

IOWA FILM DELIVERY, 1312 Grand Avenue; Telephone: 3-0509.

IOWA FILM INSPECTION & SHIPPING DEPOT, 210 15th Street; Telephone: 3-2753.

KING DELIVERY SERVICE, 906 Locust Street; Telephone: 3-5269.

DETROIT

EXHIBITORS SERVICE, 2310 Cass Ave.; WOODward 1-1073; Charles Simpson, owner.

FILM TRUCK SERVICE, INC., 2310 Cass Ave.; WOODward 5-0652; Ray Branch, pres.

GRAND ISLAND, NEB.

RAPID FILM SERVICE, 416 N. Sycamore Street. Telephone 2713.

HOBOKEN, N. J.

HIGHWAY EXPRESS LINES, INC.; Telephone in New York City, WHitehall 3-9188.

HOUSTON, TEX.

G. A. WHITE EXPRESS, 1401 Dowling Street; ATwood 8401.

INDIANAPOLIS

BRADFORD FILM TRANSIT CO., 120 Tippecanoe Street; ME 4-6112; Lowell F. Heath, pres.
INDIANA FILM TRANSIT CO., 220 Osage Street; ME 4-4453; Marjorie Waggoner, mgr.

KANSAS CITY, MO.

EXHIBITORS FILM DELIVERY & SERVICE CO., INC., 120 W. 17th Street; GGrand 2094.

LINCOLN, NEB.

MILLS FILM TRANSFER, 2801 S. 16th Street; Telephone 2-1197.

LOS ANGELES

B & W FILM DELIVERY, 1639 Cordova, Los Angeles, Calif.; REpublic 5-8383.
BARNETT INTERNATIONAL FORWARDERS, INC., 6364 Santa Monica Blvd.; HOLlywood 4-8221.
FILM TRANSPORT COMPANY OF CALIFORNIA, 1525 West 23rd Street; REpublic 4-4141.
GARDNER FILM DELIVERY, 1631 Cordova; REpublic 5-0308.
GILBOY CO. OF LOS ANGELES, 1512 West 21st Street; REpublic 4-9169.

MEMPHIS

FILM TRANSIT, INC., 311 South Second Street; Telephone 5-6840; M. H. Brandon, president.

MILWAUKEE

FILM SERVICE, INC., 1032 No. Eighth St.; BRoadway 1-5224.

MINNEAPOLIS

CENTURY MATTHEWS MOTOR FREIGHT, 2707 Territorial Road, St. Paul; NEstor 1831; Steve Bonetto, pres.; Roy W. Mix, Minneapolis representative, 72 Glenwood Ave.; BRidgeport 2203.
DAKOTA FILM SERVICE, Sioux Falls, S. D.
DAKOTA TRANSFER, 11 S. E. Oak Street; FIlmore 7831; R. J. Babeck, mgr.
FILM TRANSFER CO., 78 Glenwood Avenue; GEneva 3505; W. R. Alexander, mgr.
MIDDLEWEST FILM EXPRESS, Willmar, Minn.; Gordon Johnson, mgr.
PITTS FILM SERVICE, 149 Jackson Ave. N., Hopkins, Minn.; WEst 8-7290; Raymond O. Pitts, mgr.
THEATRE SERVICE CO., Post Office Box 638, Loring Station; Dave Gardner, mgr.
TWIN CITIES NEWSPAPER SERVICE, 1011 Currie Ave. N.; BRidgeport 4624; D. H. Williams, mgr.
TWIN CITY FARGO FREIGHT & OVERNIGHT EXPRESS, 122 S. E. Eighth Street; ATLantic 4403; Al Schultz, mgr.
TWIN CITY FILM SERVICE, 2146 Berkeley Avenue, St. Paul; DE Soto 8517; Wes Shugard, mgr.

NEW HAVEN

FILM EXCHANGE TRANSFER CO., INC., 95 Meadow Street; Telephone, 8-8436.
ROSEN FILM DELIVERY SYSTEM, INC., 39 Prout Street; Telephone: 6-4041.

NEW ORLEANS

CLICK DELIVERY SERVICE, INC., 1740 Carondelet Street; Raymond 0703 & Canal 2770.
MOVIE TIME IN DIXIE HEADQUARTERS, 219 S. Liberty St.; MAgnolia 2850.
RAILWAY EXPRESS AGENCY, INC., 1550 Julia St.; RAYmond 4351.
SCHAFFER FILM SERVICE, INC., 227 So. Liberty Street; MAgnolia 5189.
TECHE GREYHOUND LINES, Regional office: 720 So. Galvez St., TULane 3614; Bus Depot & Ticket Office: 1520 Canal; RAYmond 9371.
TRAILWAYS, 1314 Tulane Avenue; RAYmond 4201.
TRANSWAY, INC., 235 S. Genois St.; AUdubon 0861.

NEW YORK CITY

BARNETT INTERNATIONAL FORWARDERS, INC., 723 7th Ave.; Circle 5-6080.
(See also page 533)
DAILY FILM DELIVERY CO., INC., 326 W. 44th Street; COLUMbus 5-3245.
ELK FILM DELIVERY CORP., 630 Ninth Avenue; Circle 6-4994.
HIGHWAY EXPRESS LINES, INC., 219 Grand Street, Hoboken, N. J.; WHitehall 3-9188-9.
HUDSON FILM DELIVERY CORP., 630 Ninth Avenue; Circle 6-4994.
PALISADE FILM DELIVERY CORP., 630 Ninth Avenue; Circle 6-0662.
PRUDENTIAL FILM DISTRIBUTORS CORP., 630 Ninth Avenue; COLUMbus 5-6884.
ROCKLAND FILM SERVICE, INC., 630 Ninth Avenue; Circle 6-0662.
STATE FILM DELIVERY, 630 Ninth Avenue; JUDson 6-2860.
STATE FILM SERVICE, 630 Ninth Avenue; Circle 6-4994.
TACME FILM SERVICE, INC., 630 Ninth Avenue; Circle 6-0662.
TRANS-WORLD INTERNATIONAL SERVICE CO., 333 W. 52nd St.; Circle 6-7636.
(See also page 539)

OKLAHOMA CITY

MISTLETOE EXPRESS SERVICE, INC., 10 Northwest Fifth Street; REgent 6-7651; Jack LaMonte, mgr.
O. K. STATE MOTOR EXPRESS, 815 West Grand Street; Telephone: CE. 2-7335; Nolan Nuckols.
PANHANDLE FILM SERVICE, 625 W. California Street; REgent 6-3257; A. D. Smith, mgr.
UNITED FORWARDING CO., 815 W. Grand Street; Telephone: CE. 2-7335; Nolan Nuckols.

OMAHA

FILM TRANSPORT CO., 1501 Davenport Street; ATLantic 2045; Frank Gartner, mgr.

PHILADELPHIA

HIGHWAY EXPRESS LINES, INC., 236 No. 23rd Street; LOcust 4-0100.
NATIONAL FILM CARRIERS, INC., 236 N. 23rd St.; LOcust 4-0100.
NEW JERSEY MESSENGER SERVICE, 250 North Juniper Street; LOcust 7-4822.

PIERCE, NEB.

PIERCE FILM SERVICE; Telephone, 240 Cedar.

PITTSBURGH

EXHIBITORS SERVICE CO., 85 Helen St., McKees Rocks; SPaulding 1-5010; George Callahan, Jr., pres.

PORTLAND, ORE.

BELL, HOWARD FILM SERVICE, 1935 N.W. Kearney St.; CA. 6428 and VE. 4087; Howard Bell.
OREGON FILM SERVICE, 1841 N.W. 22nd Ave.; CA. 9813; George & Fred McBreen, mgrs.
PACIFIC POSTER COMPANY, 1935 N.W. Kearney St.; CA. 6428 and VE. 4087; Howard Bell, mgr.
PORTLAND NATIONAL FILM SERVICE (Miscellaneous Film Service and Storage), 1812 N.W. Kearney St.; BR. 7590; A. E. Williams Jr., mgr.

PORTSMOUTH, OHIO

HUNTINGTON - CINCINNATI TRUCKING LINES, LTD., 1006 Gay Street; Tel., 1502.

ST. LOUIS

HARRY KAHAN FILM DELIVERY, 3330 Olive St.; FR. 1-6572.

SALT LAKE CITY

DELIVERY SERVICE CO., 117 East First Street, South; Telephone: 4-5569.
HILL TRANSFER CO., 251 East Second Street, South; Telephone: 9-4795.
WYCOFF CO., INC., Box 366; Phone 4-1835.

SAN ANTONIO, TEX.

VALLEY FILM SERVICE, 508 S. Main Avenue;
Phone FAnnin 2911.
TEXAS FILM SERVICE, 508 S. Main Avenue;
Telephone FAnnin 2911.

SAN FRANCISCO

GILBOY CO., 666 Ellis Street; ORdway 3-1272;
Thomas W. Gilbov, owner, mgr., partner.
FILM MESSENGER SERVICE, 147 Hyde Street;
ORdway 3-0171; Jack Frazier.

SEATTLE

LOCAL FILM DELIVERY, 2330 3rd Ave.
NORTHWEST FILM SERVICE, 2330 Third Ave-
nue; SEneca 0241.

SYRACUSE, N. Y.

SMITH & HOWELL FILM SERVICE, INC.,
309 Fabius St.; Telephone: 75-9921-22.

TOLEDO, O.

THEATRE TRANSPORT CO., 205 First St.
Telephone, ADams 1612.

WASHINGTON, D. C.

HIGHWAY EXPRESS LINES, INC., 1638 Third
Street, Northeast; DUpont 7-7200; Ralph E. Binns,
vice-pres.

CANADA**CALGARY, ALTA.**

FREDDIE'S TRANSPORT, 410 Riverside Blvd.;
2-2136; J. F. Teare, mgr.

MONTREAL, QUE.

BAIRD, JAMES, LTD., 6967 Monkland Ave.;
TRenmore 7450; James Baird, pres.

ST. JOHN, N.B.

FITZPATRICK TRANSFER, 178 King St. E.;
2-3544; J. F. Fitzpatrick, mgr.

TORONTO, ONT.

MAVETY FILM DELIVERY, 277 Victoria Street;
EMpire 3-2413; George Altman, pres.

WINNIPEG, MAN.

FILM DELIVERY SERVICE, Cinema Centre; 925-
994; Charles Krupp, prop.

Screening Rooms

ALBANY

20TH CENTURY-FOX FILM CORP. SCREEN-
ING ROOM, 1052 Broadway; ALbany 3-1203.
STANLEY WARNER MANAGEMENT CORP.
SCREENING ROOM, 110 No. Pearl St.; ALbany
4-9161.

ATLANTA

20TH-CENTURY FOX EXCHANGE, 197 Walton
St., N. W.; CY, 4633.
RKO EXCHANGE, 195 Luckie St. N. W.; CY, 1971.

BALTIMORE

VALENCIA THEATRE, 18 W. Lexington Street;
SARatoga 7-6800.

BOSTON

AMERICAN THEATRES CORP., 646 Washington
St.; HA 6-4530.
DEPARTMENT OF PUBLIC SAFETY (State
Screening Room), 1010 Commonwealth Avenue;
LO 6-4500.
E. M. LOEW THEATRES, 177 Huntington Ave.;
CO 7-2420.
MGM, 46 Church Street; HA 6-0044.
NEW ENGLAND THEATRES, INC., 260 Tremont
St.; HU 2-6300.
PARAMOUNT, 58 Berkeley St.; HA 6-1070.
RKO, 122 Arlington St.; HA 6-0457.
20TH-FOX, 115 Broadway; HA 6-2180.
UNIVERSAL, 60 Church St.; HA 6-8670.

BUFFALO

MOTION PICTURE OPERATORS SCREENING
ROOM, 498 Pearl St.; MO, 2722.

CHARLOTTE

PARAMOUNT SCREENING ROOM, 307 S. Church
St.; Tel.: ED 2-5101.
20TH CENTURY-FOX SCREENING ROOM, 308
S. Church St.; Tel.: ED 2-7101.

CHICAGO

BALABAN AND KATZ CORPORATION, 177 N.
State St.; RAndolph 6-5300.
H. & E. BALABAN THEATRES, 190 N. State St.;
FRanklin 2-2262.
ESSANESS THEATRES CORPORATION, 54 W.
Randolph; DEarborn 2-7465.
IGEL'S, 1301 S. Wabash; HArrison 7-0001.
PARAMOUNT PICTURES CORP., 1306 S. Michi-
gan Ave.; HArrison 7-2760.
RKO RADIO PICTURES, INC., 1300 S. Wabash
Ave.; HArrison 7-3629.
TWENTIETH CENTURY-FOX FILM CORP.,
1260 S. Wabash Ave.; WAbash 2-9625.
UNIVERSAL FILM EXCHANGES, INC., 1232 S.
Michigan Ave.; WAbash 2-5781.
WARNER BROTHERS, INC., 1307 S. Wabash
Ave.; HArrison 7-6052.

CINCINNATI

PALACE THEATRE, 12 East Sixth St.; CHerry
2482.
PARAMOUNT PICTURES, INC., 1214 Central
Parkway; CHerry 6150.
20TH CENTURY-FOX FILM CORP., 1632-38 Cen-
tral Parkway; CHerry 6460.
UNIVERSAL FILM EXCHANGES, INC., 1628
Central Parkway; GARfield 3820.

CLEVELAND

PARAMOUNT SCREEN ROOM, 1735 E 23rd St.;
PROsper 1-3914.
20TH CENTURY-FOX FILM CORP., 2219 Payne
Ave.; TOwer 1-2257.

DENVER

PARAMOUNT EXCHANGE, 2100 Stout St.;
CHerry 4-9193.
TWENTIETH CENTURY-FOX EXCHANGE, 2101
Champa St.; TABor 5-5331.

DES MOINES

PARAMOUNT SCREENING ROOM, 1125 High
St.; Telephone: 4-3197.
TWENTIETH CENTURY-FOX EXCHANGE, 1300
High St.; Telephone: 4-4281.

DETROIT

FILM EXCHANGE BUILDING, 2310 Cass Ave.;
WOodward 3-0375.
FOX THEATRE, 2211 Woodward Ave.; WOodward
3-7700.
PARAMOUNT FILM DISTRIBUTING CORP.,
479 Ledyard Ave.; WOodward 2-4741.
TWENTIETH CENTURY-FOX FILM CORP.,
2211 Cass Ave.; WOodward 1-3726.

INDIANAPOLIS

PARAMOUNT PICTURES, INC., 116 W. Michigan Street; ME 4-7563; G. R. Frank, mgr.
TWENTIETH CENTURY-FOX FILM CORP., 326 N. Illinois Street; ME 4-5581; Robert Coran, mgr.
UNIVERSAL FILM EXCHANGES, INC., 517 N. Illinois Street; ME 4-5452; Samuel Oshry, mgr.

JACKSONVILLE

FLORIDA STATE THEATRES SCREENING ROOM, Florida Theatre Building, 128 E. Forsyth St.; Telephone: EL 6-1341.

KANSAS CITY

FOX MIDWEST THEATRES, INC., 3706 Broadway; LOgan 3650.
PARAMOUNT FILM DIST. CORP., 1800 Wyandotte St.; GRand 0410; H. R. Hamburg, br. mgr.
20TH CENTURY-FOX FILM CORP., 1720 Wyandotte St.; HArrison 7253; Joseph Neger, br. mgr.

MILWAUKEE

FOX THEATRES, 1324 West Wisconsin Ave.; DIvision 4-3400.
PARAMOUNT PICTURES, 1121 No. 8th St.; BRoadway 1-7340.
20TH CENTURY-FOX FILM, 1016 No. 8th St.; BRoadway 1-5710.
STARLEY WARNER, 212 West Wisconsin Ave.; BRoadway 1-0852.

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BONDED FILM STORAGE CO., INC., 630 9th Ave.; JUdson 6-1030.
JOHNNY VICTOR THEATRE, RCA Exhibition Hall, 40 W. 49th St.; JUdson 6-3800.
LLOYDS FILM STORAGE CORP., 729 7th Ave.; COlumbus 5-5100.
MOVIELAB THEATRE SERVICE, INC., 619 W. 54th St.; JUdson 6-0367.
MUSEUM OF MODERN ART FILM LIBRARY, 11 W. 53rd St.; CIrcle 5-8900.
PREVIEW THEATRE, 1600 Broadway; CIrcle 6-0865.

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IMPERIAL THEATRE, 814 Hagen Ave.; GAlvez 9396; Rene Brunet.
LAKEVIEW THEATRE, 800 Harrison Ave.; GAlvez 4091; S. J. Wright, Jr., Frank Lais, Jr.
PARAMOUNT, 215 So. Liberty St.; RAYmond 3357.
PITT THEATRE, 6201 Elysian Fields Ave., EVergreen 1611.

PITTMAN THEATRES, INC., 2925 Franklin Ave.; VALley 6252.
TWENTIETH CENTURY-FOX, 200 So. Liberty St.; RAYmond 9858.

OKLAHOMA CITY

PARAMOUNT STUDIOS, 701 W. Grand; FO 5-5461.
TWENTIETH CENTURY-FOX, 10 N. Lee; CE 2-1105.

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TWENTIETH CENTURY-FOX, 1501 Davenport; JAckson 4860.

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PARAMOUNT PICTURES, 248 No. 12th Street; LOcust 7-3672.
STANLEY-WARNER MANAGEMENT CORP., 1300 Arch St.; LOcust 4-1200.
VINE STREET SCREENING ROOM, 250 No. 13th Street; LOcust 4-3980.
WARNER BROTHERS, 230 No. 13th St.; RIttenhouse 6-9530.

PORTLAND, ORE.

PARAMOUNT, 909 N. W. 19th Ave.; BR 3477.
B. F. SHEARER CO., 1947 N. W. Kearney St.; AT 7543.
STAR, 925 N. W. 19th Ave.; BR 4900.

ST. LOUIS

PARAMOUNT FILM, 2949 Olive St.; JE 3-4348.
RKO RADIO PICTURES, 3143 Olive St.; JE 3-3000.

WASHINGTON

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PARAMOUNT PICTURES, 306 H St. N.W.; NA-tional 8-7661.
RKO RADIO, 932 New Jersey Ave. N.W.; DIstrict 7-3672.
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FLES, BARTHOLD LITERARY AGENCY, 507 Fifth Ave., 17; MUr-ray Hill 7-7248.
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HUB, CARLTON, 1674 Broadway, 19; COlumbus 5-4231.
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LIEBLING, WILLIAM, 44 W. 44th St., 36; MUr-ray Hill 7-5694.
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NATIONAL CONCERT & ARTISTS CORP., 711 5th Ave., 22; PLaza 9-6000.
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Programs

- ◆ NETWORK
 - STAR
 - PRODUCER
 - SPONSOR — AGENCY
 - SUSTAINING SHOWS

- ◆ SYNDICATED
 - STAR
 - PRODUCER
 - DISTRIBUTOR

- ◆ POLL AND AWARD WINNERS



Television Programs

[The listings below include star (m.c., narrator), producer, sponsor, advertising agency, network, running time, live or film—for network shows; star, producer, distributor, running time—for syndicated shows. Sustaining network programs are also included. All programs are weekly unless otherwise indicated.]

- ABBIE NEAL AND HER RANCH GIRLS** Abbie Neal and her Ranch Girls. Warren R. Smith prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- ABBOTT AND COSTELLO** Bud Abbott, Lou Costello. TCA. prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- ADVENTURE** Charles Collingwood. Robert Northshield, prod. Sustaining. CBS Network. Half-hour. Live.
- ADVENTURE ALBUM** Wallace Taber. Toley Anguish, prod. Interstate Television Corporation, dist. Syndicated. Quarter-hour. Film.
- ADVENTURE IS MY JOB** Various. Hal Harrison, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- ADVENTURE OUT OF DOORS** Jack Van Coevering. Jack Van Coevering, prod. Van Coevering Prod., Dist. Syndicated. Quarter-hour. Film.
- ADVENTURES IN SEWING** Louise Winslow. Home Craft Films, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- ADVENTURES IN THE NEWS** Hugh James. Telenews Productions, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES IN SPORT** Various. Telenews Productions, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF BLINKEY** Blinkey. Blinkey Productions, Inc. Murray King, prod. Interstate Television Corp., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF CHAMPION** Champion. Louis Gray, prod. Sustaining. CBS Network. Half-hour. Film.
- ADVENTURES OF DANNY DEE** Roy Doty. Irwin N. Rosee, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- ADVENTURES OF ELLERY QUEEN** Hugh Marlowe. Norvin Productions, Inc., prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film.
- ADVENTURES OF LONG JOHN SILVER** Robert Newton. Connie Gilchrist. Joseph Kaufman, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- ADVENTURES OF NOAH BEERY, JR** Noah Beery, Jr. Jerry Courneya, prod. United Producers Distributors, dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF OZZIE & HARRIET** Ozzie & Harriet Nelson. Stage Five Productions, Inc.—Ozzie Nelson. Hotpoint Company—Maxon, Inc.; Quaker Oats Co.; J. Walter Thompson Co.; Norwich Pharamcal—N. W. Ayer & Son, Inc. ABC Network. Half-hour. Film.
- THE ADVENTURES OF RIN TIN TIN** Lee Aaker, James Brown. Screen Gems, Inc. Herbert E. Leonard. National Biscuit Co.—Kenyon & Eckhardt, Inc. ABC Network. Half-hour. Film.
- THE ADVENTURES OF RIN TIN TIN** Lee Aaker, James Brown, B. Leonard, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film.
- THE ADVENTURES OF ROBIN HOOD** Richard Greene. Sapphire Films, Ltd.—Hannah Weinstein. Johnson & Johnson—Young & Rubicam, Inc.; Wildroot Co., Inc.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Film.
- ADVENTURES OF THE FALCON** Charles McGraw. Federal Telefilms, Inc., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- THE ALCOA HOUR** Various. Herbert Brodtkin, prod. Aluminum Co. of America—Fuller, Smith & Ross. NBC Network. Hour (alternate weeks). Live.
- ALFRED HITCHCOCK PRESENTS** Various. Alfred Hitchcock, prod. Bristol-Myers Company (Sal Hepatica, Ipana Toothpaste, Bufferin, Vitalis, Mum)—Young & Rubicam, Inc. CBS Network. Half-hour. Film.
- ALL AMERICAN WRESTLING** Neal Van Ellis. Crosley Broadcasting Corp., prod. Kling Film Productions, dist. Syndicated. Hour. Film.

AMATEUR HOUR Ted Mack. Reemack Enterprises, Inc.—Lewis Graham. Pharmaceuticals, Inc.—Edward Kletter Assoc., Inc. ABC Network. Half-hour. Live.

THE AMERICAN FORUM Various. Theodore Granik, prod. Sustaining. NBC Network. Half-hour. Live.

AMERICAN HERITAGE SERIES Various. Coronet Films. Syndicated. Quarter-hour. Film.

AMERICAN HISTORY SERIES Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

AMERICAN INVENTORY Tex Antoine. Robert Wald, prod. Sustaining. NBC Network. Half-hour. Live.

AMERICAN STANDARD OF LIVING SERIES Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Half-hour. Film.

AMERICANS AT WORK Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

AMOS 'N' ANDY Spencer Williams, Alvin Childress, Freeman Gosden, Charles Correll, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.

AMY VANDERBILT'S ETIQUETTE Amy Vanderbilt. National Telefilm Associates. Syndicated. 5 min. Film.

ANIMAL ADVENTURES FOR CHILDREN Various. Coronet Films. Syndicated. Quarter-hour. Film.

ANIMAL FUN AND MISCHIEF Various. United World Films, Inc. Syndicated. 10 min. Film.

ANIMAL TIME Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

ANNIE OAKLEY Gail Davis. Flying "A" Pictures—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.

THE ANSWER MAN Albert Mitchell. The Bruce Chapman Co. Syndicated. Quarter-hour. Film.

ANSWERS FOR AMERICANS Harty Burt. Facts Forum, Inc. Syndicated. Half-hour. Film.

ARMCHAIR ADVENTURE Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

ARMCHAIR TRAVELER Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

ARMSTRONG CIRCLE THEATRE Various. David Susskind, prod. Armstrong Cork Co.—Batten, Barton, Durstine & Osborn, Inc. NBC Network. Hour (alternate weeks). Live.

ART LINKLETTER'S HOUSE PARTY Art Linkletter, John Guedel, prod. Hawaiian Pineapple Co.—N. W. Ayer & Son, Inc.; Lever Brothers Co. (Surf, Good Luck Margarine, Lifebuoy)—Batten, Barton, Durstine & Osborn, Inc.; Pillsbury Mills, Inc.—Leo Burnett Co., Inc.; Kellogg Company—Leo Burnett Co., Inc. CBS Network. Half-hour (5 days a week). Live.

ARTHUR GODFREY AND HIS FRIENDS Arthur Godfrey, Fred Hendrickson, prod. The Toni Co.—Weiss & Geller, Inc.; CBS-Columbia—Ted Bates & Co.; Pillsbury Mills, Inc.—Leo Burnett Co., Inc.; Kellogg Company—Leo Burnett Co., Inc. CBS Network. Hour. Live.

ARTHUR GODFREY TIME Arthur Godfrey, Frank Musiello, prod. Varied Sponsors. CBS Network. Hour (4 days a week). Live.

ARTHUR GODFREY'S TALENT SCOUTS Arthur Godfrey, Jack Carney, prod. Thomas J. Lipton, Inc.—Young & Rubicam, Inc.; The Toni Co.—Weiss & Geller, Inc. CBS Network. Half-hour. Live.

BADGE 714 (DRAGNET) Jack Webb. Dragnet Production Co., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.

BASEBALL AND TRACK Various. United World Films, Inc. Syndicated. 10 min. Film.

BEAT THE CLOCK Bud Collyer. Goodson-Todman Productions, Jean Hollander, Sylvania Electric Products, Inc.—J. Walter Thomson Co. CBS Network. Half-hour. Live.

BEAT THE EXPERT Various. Telenevs Productions, prod. Sterling Television Co., dist. Syndicated. 5 & 10 min. Film.

BEHIND THE SCENES IN INDUSTRY Various. Hollywood Television Productions, Syndicated. Quarter-hour. Film.

BERT AND ELMER Johnny Coons, Bob Schriev. Balbreath Productions, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.

BETSY AND THE MAGIC KEY Marionettes, Jamieson-Dallas, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.

BEULAH Louise Beavers, Ethel Waters, Roland Reed, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.

BEYOND THE YUKON Various. Eskimoland Pictures, prod. Harriscopes, Inc., dist. Syndicated. Quarter-hour. Film.

BIFF BAKER, U. S. A. Alan Hale, Jr., Randy Stuart, Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.

THE BIG FIGHT Various. The Big Fights, Inc. Syndicated. Half-hour, Hour. Film.

- THE BIG PAYOFF** Randy Merriman, Bess Myerson, Joe Gottlieb, prod. Colgate-Palmolive Co.—Wm. Esty Co., Inc. CBS Network. Half-hour (5 days a week). Live.
- THE BIG PLAYBACK** Bill Stern, Jimmy Powers, Benedict Berenbourg, prod. Screen Gems, Inc., dist. Syndicated. Quarter-hour. Film.
- BIG STORY** Ben Grauer, Pyramid Productions, Everett Rosenthal, exec. prod.; Robert Lewis Shayon, prod. The American Tobacco Co.—Sullivan, Stauffer, Colwell & Bayles, Inc.; The Simoniz Company (Simoniz Non-Scuff Floor Wax, Hilite and Sponges, Body Sheen)—Sullivan, Stauffer, Colwell & Bayles, Inc. NBC Network. Half-hour. Live.
- BIG SURPRISE** Jack Barry, Louis G. Cowan, prod. Purex Corp.—Weiss & Geller, Inc.; Spaidel Corp.—Sullivan, Stauffer Colwell & Bayles, Inc. NBC Network. Half-hour. Live.
- THE BIG TOP** Jack Sterling, Charles Vanda, prod. National Dairy Products Company.—N. W. Ayer & Son. CBS Network. Hour. Live.
- BIG TOWN** Mark Stevens, Mark Stevens, prod. Lever Brothers Company (Lifebuoy Soap, Rinso Blue, Good Luck Margarine)—Sullivan, Stauffer, Colwell & Bayles, Inc.; A. C. Spark Plug Division of General Motors Corp. D. P. Brother & Co. NBC Network. Half-hour. Film.
- BILL CORUM SPORTS SHOW** Bill Corum, Ely Landau, Inc., prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- BLACKSTONE THE MAGICIAN** Blackstone the Magician, McConkey Productions, prod. Harscope, Inc., dist. Syndicated, 3 min. Film.
- THE BOB CROSBY SHOW** Bob Crosby, Gil Rodin, prod. Varied sponsors. CBS Network. Half-hour (5 days a week). Live.
- THE BOB CUMMINGS SHOW** Bob Cummings Show, Paul Henning, prod. R. J. Reynolds Tobacco Co. (Winston Cigarettes)—Wm. Esty Co., Inc. CBS Network. Half-hour. Film.
- BOB ELSON'S INTERVIEWS OF THE CENTURY** Bob Elson, Academy Film Productions, Inc. Syndicated. Quarter-hour. Film.
- BOBO THE HOBO** Puppets, Fantasy Features, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- BOSS LADY** Lynn Bari, Jack Wrather, prod. M. & A. Alexander, dist. Syndicated. Half-hour. Film.
- BOSTON BLACKIE** Kent Taylor, Lois Collier, Ziv Television programs, Inc. Syndicated. Half-hour. Film.
- BOXING FROM RAINBO** Jack Dress, Kling Film Productions, Syndicated. Half-hour. Film.
- BRAVE EAGLE** Keith Larsen, Michael North & Arthur Rush, prod. Sustaining. CBS Network. Half-hour. Film.
- BREAK THE BANK** Bert Parks, Wolf Associates—Herb Wolf & Jack Rubin, Dodge Division-Chrysler—Grant Advertising, Inc. ABC Network. Half-hour. Live.
- THE BRIGHTER DAY** Blair Davies, Allen Potter, prod. Procter & Gamble Co. (Ivory Flakes, Cheer)—Young & Rubicam, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- BUFFALO BILL, JR.** Dick Jones, Flying "A" Pictures—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- BUILDING FOR PEACE** Various, United Nations, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- CAESAR'S HOUR** Sid Caesar, Nanette Fabray, Carl Reiner, Howard Morris, Shellric Productions—Sid Caesar, American Chicle Co. (Clorets, Dentyne Chewing Gum, Roloids)—Dancer-Fitzgerald-Sample, Inc.; Helen Curtis Industries, Inc. Earl Ludgin; Radio Corporation of America—Spitzer and Millo, Ltd.; Remington Rand, Inc. (Electric Shavers)—Young & Rubicam. NBC Network. Hour (3 out of 4 weeks). Live.
- CAFE CONTINENTAL** Isobel Bigley, American-British TV Movies, Inc. Syndicated. Quarter-hour. Film.
- CALIENTE FACES** Joe Hernandez, Harry Lehman, prod. Cine-Tele Productions, dist. Syndicated. Half-hour. Film.
- CALL THE PLAY** Various, Leonard Key, prod. Station Distributors, Inc., dist. Syndicated. 5 min., Quarter-hour. Half-hour. Film.
- CAMERA'S EYE** Various, The Teever Co., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- CANDID CAMERA** Alan Funt, Alan Funt, prod. Associated Artists Productions, dist. Syndicated. Quarter-hour and half-hour. Film.
- CANINE COMMENTS** David Wade, David Wade, prod. Louis Weiss & Co., dist. Syndicated. Quarter-hour. Film.
- CAPSULE MYSTERIES** Glenn Langan, Charles Michelson, Inc. Syndicated. 5 min. Film.
- CAPTAIN GALLANT OF THE FOREIGN LEGION** Buster Crabbe, Frantel, Inc.—Gilbert A. Ralston, prod. Television Programs of America, Inc., dist. H. J. Heinz Company—Maxon, Inc. NBC Network. Half-hour. Film.

- CAPTAIN GALLANT OF THE FOREIGN LEGION** Buster Crabbe, Cullen Crabbe. Frantel, Inc., prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film.
- CAPTAIN HARTZ AND HIS PETS** Ned Locke. Harry Trigg, prod. Hartz Mountain Products Corp.—George H. Hartman Co. NBC Network. Quarter-hour. Live.
- CAPTAIN KANGAROO** Bob Keeshan. Jack Miller, prod. Participating sponsorship. CBS Network. Hour. Live.
- CAPTAIN MIDNIGHT** Richard Webb. Screen Gems, Inc. George Bilson. Wander Company (Ovaltine)—Tatham-Laird, Inc. CBS Network. Half-hour. Film.
- CAPTAIN QUEST AND HIS JUNIOR EXPLORERS** Richard Coogan. Fleetwood Films, Inc. Syndicated. Quarter-hour. Film.
- CAPTAIN Z-RO** Roy Steffens. Kathleen Rawlings. Henry Brown, prod. Atlas Television Corp., dist. Syndicated. Half-hour. Film.
- CAPTURES (GANGBUSTERS)** Chester Morris. Phillips H. Lord, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- CAREER PLANNING** Various. Coronet films. Syndicated. Quarter-hour. Film.
- CASE HISTORIES OF SCOTLAND YARD** Edgar Lustgarten. American-British TV Movies, Inc. Syndicated. Half-hour. Film.
- CASES OF EDDIE DRAKE** Don Haggerty. Patricia Morison. Imppro Productions, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.
- CAVALCADE OF SPORTS, BOXING BOUTS** Jimmy Powers, Tom Gallery, prod. Gillette Safety Razor Co.—Maxon Inc. NBC Network App. hour, depending on length of fight. Live.
- CELEBRITY PLAYHOUSE (FALSTAFF CELEBRITY PLAYHOUSE)** Various. Screen Gems, Inc. Syndicated. Half-hour. Film.
- CHAMPIONSHIP BOWLING** Various. Peter de Met Productions, prod. Walter Schwimmer Productions, Inc., dist. Syndicated. Hour. Film.
- CHANCE OF A LIFETIME** Dennis James. Robert Jennings-Herbert Moss. Emerson Drug Company—Lennen & Newell, Inc. Olin Mathieson Chemical Corp.—Cunningham & Walsh, Inc. ABC Network. Half hour. Live.
- CHARLIE WEAVER AND HIS MT. IDY FRIENDS** Cliff Arquette. Tam Productions, Inc., prod. Film Classic Exchange, dist. Syndicated. Quarter-hour. Film.
- THE CHEVY SHOW** Bob Hope, others. Various producers. Chevrolet Motor Division, General Motors Corp.—Campbell-Ewald Co. NBC Network. Hour (1 out of 3 weeks). Live.
- CHICO AND PABLO** Gilbert Roland, Duncan Renaldo. Phil Krasne, prod. M. & A. Alexander Productions, Inc., dist. Syndicated. Hour. Film.
- CHILDREN ALL OVER THE WORLD** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- CHILDREN'S ANIMATED FAIRY TALES** Various. Primrose Productions, Ltd., prod. General Teleradio Film Division, dist. Syndicated. 10 min. Film.
- CHILDREN'S CLASSIC FAIRY TALES** Various. Otto Austin, prod. Major TV Productions, Inc., dist. Syndicated. Half-hour. Film.
- THE CHIMPS—BONZO.** Bing Crosby Enterprise, Jerry Courneya, prod. United Producers Distributors, dist. Syndicated. Quarter-hour. Film.
- CHINA SMITH** Dan Duryea. Tableau Productions, Bernard Tabakin, prod. National Telefilm Associated, dist. Syndicated. Half-hour. Film.
- CHRISTIE COMEDIES** Various. Paramount Pictures Corp., prod. Harriscopes, Inc., dist. Syndicated. Quarter-hour. Film.
- CHUMMY'S ANIMAL THEATRE** Chummy. J. A. Eisenbach, prod. Independent Producers Film Exchange, dist. Syndicated. 3½ minutes. Film.
- THE CISCO KID** Duncan Renaldo. Leo Carillo, Ziv Television Programs, Inc. Syndicated. Half-hour. Film.
- CITY DETECTIVE** Rod Cameron. Revue Productions, prod. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.
- CLIMAX** Bill Lundigan, Martin Mannis, prod. Chrysler Corp.—McCann-Erickson, Inc. CBS Network. Hour (3 out of 4 weeks). Live.
- COKE TIME STARRING EDDIE FISHER** Eddie Fisher. MCA, prod. The Coca-Cola Company—D'Arcy Advertising Company. NBC Network. Quarter-hour (2 days a week). Live.
- THE COLGATE VARIETY HOUR** Various stars and producers. Colgate-Palmolive Co. (Ajax, Palmolive Soap, Halo, Colgate Dental Cream, Palmolive Shave Cream and After Shave Lotion, Fab)—William Esty Co., Inc. NBC Network. Hour (3 out of 4 weeks). Live.
- COLLEGE PRESS CONFERENCE** Ruth Geri Hagy. Ruth Geri Hagy, prod. Sustaining. ABC Network. Half-hour. Live.

- COLONEL MARCH OF SCOTLAND YARD** Boris Karloff. Panda Productions, prod. Official Films, dist. Syndicated. Half-hour. Film.
- COLOR SPREAD** Various Producers & Stars. Participating sponsorship. NBC Network. Hour-and-half (1 out of 4 weeks). Live or film.
- CONFIDENTIAL FILE** Paul Coates. Confidential Telepictures, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film.
- CONRAD NAGEL THEATRE** Conrad Nagel. Andre Lutotto Productions, prod. Guild Films Co., dist. Syndicated. Half-hour. Film.
- CONTEST CARNIVAL** Gene Crane. Robert A. Forrest, prod. Sustaining. CBS Network. Half-hour. Live.
- THE CONTINENTAL** Renzo Cesana. Dynamic Films, Inc. Syndicated. Quarter-hour. Film.
- COUNT OF MONTE CRISTO** George Dolenz. Television Programs of America, Inc. Syndicated. Half-hour. Film.
- COUNTERPOINT** Various. Bing Crosby Enterprises, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- COWBOY G-MEN** Russell Hayden. Jackie Coogan. Henry B. Donovan, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- CRAIG KENNEDY, CRIMINOLOGIST** Donald Woods. Adrian Weiss, prod. Louis Weiss & Co., dist. Syndicated. Half-hour. Film.
- CROSS CURRENT** Gerald Mohr. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated. Half-hour Film.
- CROSSROADS** Various. Federal Telefilms, Inc.—Bernard L. Schubert. Chevrolet Motor Division-General Motors Corp.—Campbell-Ewald Co. ABC Network. Half-hour. Film.
- CRUSADE IN EUROPE** Westbrook Van Voorbis. TCF, Inc., prod. Unity Television Corp., dist. Syndicated. Half-hour. Film.
- CRUSADER** Brian Keith. Richard Lewis, prod. R. J. Reynolds Tobacco Co. (Camel Cigarettes)—Wm. Esty Co., Inc. CBS Network. Half-hour. Film.
- CRUSADER RABBIT** Cartoon. Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated. 5 min. Film.
- CURTAIN CALL** Various. Bing Crosby Enterprises, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- CYCLONE MALONE** Marionettes. Consolidated TV, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.
- DAILY TELENEWS** Various. Hearst Metrotone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- DAMON RUNYON THEATRE** Various. Screen Gems, Inc. Lou Breslow. Anheuser Busch, Inc. (Budweiser Beer)—D'Arcy Advertising Company. CBS Network. Half-hour (3 out of 4 weeks). Film.
- DANGEROUS ASSIGNMENT** Brian Donlevy. Donlevy Development Corp., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- A DATE WITH LIFE** Logan Field. T. Lewis, prod. The Borden Company—Young & Rubicam, Inc. NBC Network. Quarter-hour (5 days a week). Live.
- DATELINE EUROPE (FOREIGN INTRIGUE)** Jerome Thor. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- DATING, MARRIAGE AND FAMILY LIVING** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- DEAN PIKE** Very Rev. Dr. James A. Pike. Dean Pike, prod. Sustaining. ABC Network. Half-hour. Live.
- DECEMBER BRIDE** Spring Byington. Desilu Productions—Frederick de Cordova. General Foods Corp. (Instant Maxwell House Coffee)—Benton & Rowles, Inc. Half-hour. Film.
- DEMOCRACY AT WORK** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- DEMOCRACY IN ACTION** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- DESIGN FOR LIVING** Dr. Fletcher Harding. National Telefilm Associates. Syndicated. 5 min. Film.
- DILEMMA** Various. Galbreath Productions, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.
- THE DINAH SHORE SHOW** Dinah Shore. Bob Banner, prod. Chevrolet Motor Division-General Motors Corp.—Campbell-Ewald Company. NBC Network. Quarter-hour (2 days a week). Live.
- DING DONG SCHOOL** Dr. Frances Horwich. Dr. Frances Horwich, prod. Participating sponsorship. NBC Network. Half-hour (5 days a week). Live.

- DISNEYLAND** Walt Disney. ABC-Walt Disney. American Dairy Assoc.—Campbell-Mithun, Inc.; American Motors Corp.—Geyer Advertising, Inc.; Brooke, Smith, French & Dorrance, Inc.; Derby Foods, Inc.—McCann-Erickson, Inc. ABC Network. Hour. Film.
- DO YOU KNOW WHY?** Bruce Wyatt. Motion Picture Advertising Service, prod. U. M. & M., Inc., dist. Syndicated. 5 min. Film.
- DR. FIXUM.** Art Youngquist. Ed Skotch, prod. Jack Russell & Associates, dist. Syndicated. Half-hour. Film.
- DR. HUDSON'S SECRET JOURNAL** John Howard. Authors Playhouse, prod.—MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- DR. SPOCK** Dr. Benjamin Spock. William Parish, prod. Beech-Nut Packing Co.—Kenyon & Eckhardt, Inc. NBC Network. Half-hour. Film.
- DOLLAR A SECOND** Jan Murray. Dollar a Second, Inc.—Dave Brown. Mogen David Wine Corp.—Weiss & Geller, Inc. ABC Network. Half-hour. Live.
- DOTTY MACK SHOW** Dotty Mack. WCPO-TV, Cincinnati, prod. Sustaining. ABC Network. Half-hour. Live.
- DOUBLE PLAY** Leo Durocher. Laraine Day. Marted Productions, prod. Cavalcade Television Programs, dist. Syndicated. Quarter-hour. Film.
- DOUGLAS EDWARDS WITH THE NEWS** Douglas Edwards. CBS news staff, prod. American Tobacco Co. (Pall Mall Cigarettes)—Sullivan, Stauter, Colwell & Bayles, Inc.; American Home Products Corp. (Anacin, Aero Shave, Heet)—Biow, Beirn & Toigo, Inc.; Ronson Corporation—Norman, Craig & Kummel, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- DOUGLAS FAIRBANKS PRESENTS** Douglas Fairbanks. Dougfair Corp., prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- DRAGNET** Jack Webb, Ben Alexander. Jack Webb, prod. Liggett & Myers Tobacco Co. (Chesterfield Cigarettes, L&M Filter Cigarettes)—Cunningham & Walsh, Inc. NBC Network. Half-hour. Film.
- DREW PEARSON WASHINGTON MERRY-GO-ROUND** Drew Pearson, Milton Hammer, Inc., prod. U. M. & M., Inc., dist. Syndicated. Quarter-hour. Film.
- DUFFY'S TAVERN** Ed Gardner. Hal Roach, Jr., prod. U. M. & M. Inc., dist. Syndicated. Half-hour. Film.
- DuPONT CAVALCADE THEATRE** Various. Don W. Sharp, prod. E. L. DuPont de Nemours & Co., Inc.—Barton, Barton, Durstine & Osborne, Inc. ABC Network. Half-hour. Film.
- THE ED SULLIVAN SHOW** Ed Sullivan. Marlo Lewis & Ed Sullivan, prod. Lincoln-Mercury Dealers—Kenyon & Eckhardt, Inc. CBS Network. Hour. Live.
- EDDIE CANTOR COMEDY THEATRE** Eddie Cantor. Ziv Television Program, Inc. Syndicated. Half-hour. Film.
- EDDY ARNOLD TIME** Eddy Arnold, Betty Johnson. Walter Schwimmer Co. Syndicated. Half-hour. Film.
- ENCHANTED MUSIC** Robert Lawrence. George Richfield, prod. Major TV Production, dist. Syndicated. Half-hour. Film.
- ETHEL BARRYMORE TV THEATRE** Various. Lee Savin, Edward Morey, Jr., Richard Heermance, prod. Interstate Television Corp., dist. Syndicated. Half-hour. Film.
- EXPLORING SCIENCE** Various. Coronet Films. Syndicated. 10 min. Film.
- EYE ON THE WORLD** Walter Cronkite. CBS Television Film Sales, Inc. Syndicated. Half-hour. Film.
- FABIAN OF SCOTLAND YARD** Bruce Seaton. Trinity Productions, Inc., prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- FACE THE NATION** Stuart Novins. Ted Ayers, prod. Sustaining. CBS Network. Half-hour. Live.
- FAITH FOR TODAY** Rev. & Mrs. W. A. Fagal. W. A. Fagal, prod. Faith for Today, Inc.—World Broadcasters Assoc. ABC Network. Half-hour. Live.
- FAMOUS FIGHTS** Marty Glickman, Jimmy Powers. Winik Films Corp. Syndicated. Quarter-hour. Film.
- FAMOUS FILM FESTIVAL** Allyn Edwards. ABC-Ken Rockefeller. Participating Sponsorship. ABC Network. 90 minutes. Film.
- FAMOUS GUESTS** Tito Guizar, Perez Prado. Cavalcade Television Programs. Syndicated. Half-hour. Film.
- FAMOUS JURY TRIALS** Various. Transamerica, prod. Charles Michelson, dist. Syndicated. Half-hour. Film.
- FAMOUS PLAYHOUSE** Various. Revue Productions, prod. MBA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- FATHER KNOWS BEST** Robert Young, Jane Wyatt. Screen Gems, Inc.—Eugene B. Rodney, Scott Paper Co.—J. Walter Thompson Co. NBC Network. Half-hour. Film.
- FAVORITE STORY** Adolph Menjou. Ziv Television Programs, Inc. Syndicated. Half-hour. Film.

- FEARLESS FOSDICK** Cartoon. Times TV Corp., prod. Sterling Television Co., Inc., dist. Syndicated. Half-hour. Film.
- FEATHER YOUR NEST** Bud Collyer. William Esty Co., Inc., prod. Colgate Palmolive Co. (Colgate Dental Cream)—William Esty Co., Inc.; R. J. Reynolds Tobacco Co. (Winstons, Cavaliers)—William Esty Co., Inc. NBC Network. Half-hour (5 days a week). Live.
- FEMININE TOUCH** Various. Sterling Television Co., Inc. Syndicated. Half-hour. Film.
- FILES OF JEFFREY JONES** Don Haggerty, Gloria Henry. Linsley Parsons, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- FIND A HOBBY** Various. Houston Color Film Laboratory, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- FIRST LOVE** Patricia Barry, Tod Andrews. Al Morrison, prod. The Andrew Jergens Co.—Robert W. Orr & Associates, Inc. NBC Network. Quarter-hour (5 days a week). Live.
- FLAMINGO THEATRE** Various. Screen Televideo Productions, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- FLASH GORDON** Steve Holland. Inter-Continental TV Films, prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- FLORIAN ZABACH SHOW** Florian Zabach. Guild Films, Co., Inc. Syndicated. Half-hour. Film.
- FOLLOW THAT MAN** Ralph Bellamy. William Esty Co., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- FOODINI THE GREAT** Puppets. Fletcher Smith, prod. Allan Keith Productions, dist. Syndicated. Quarter-hour. Film.
- FOR THE LADIES** Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.
- FORD STAR JUBILEE** Various Stars & Producers. Ford Division of the Ford Motor Co.—J. Walter Thompson Co. CBS Network. Hour-and-half (1 out of 4 weeks). Live.
- FORD THEATRE** Various. Screen Gems, Inc.—Fred Briskin, Joseph Hoffman, Irving Starr. Ford Motor Co., Ford Division—J. Walter Thompson Co. NBC Network. Half-hour. Film.
- FOUR STAR PLAYHOUSE** Dick Powell, David Niven, Charles Boyer, Ida Lupino (alternating). Four Star Productions, Inc.—Don Sharpe, Singer Sewing Machine Co.—Young & Rubicam, Inc.; Bristol-Myers Company (Bufferin, Ipana, Vitalis, Ban)—Young & Rubicam, Inc. CBS Network. Half-hour Film.
- FOY WILLING AND THE RIDERS OF THE PURPLE SAGE** Foy Willing, Riders of the Purple Sage. Foy Willing Television Productions, prod. Radio Corp. of America, dist. Syndicated. Quarter-hour. Film.
- FRANKIE LAINE SHOW** Frankie Laine, Connie Haines. Guild Films Co., Inc. Syndicated. Half-hour. Film.
- FRONT PAGE DETECTIVE** Edmund Lowe, Raymond Hutton. Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated. Half-hour. Film.
- FRONTIER** Various. Worthington Miner, exec. prod.; Carroll Case, prod. Reynolds Metals Company—Clinton E. Frank, Inc., Buchanan & Company (New York). NBC Network. Half-hour (3 out of 4 weeks). Film.
- FRONTIERS OF FAITH** Various. Doris Ann, prod. Sustaining. NBC Network. Half-hour. Live.
- FULTON LEWIS, JR.** Fulton Lewis, Jr. Washington Video Productions, Inc., prod. General Teleradio Film Division, dist. Syndicated. Quarter-hour. Film.
- FUN WITH FELIX** Felix Greenfield. Emil-Katzka-Fletcher Smith Studios, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- FURY** Bobby Diamond, Gypsy, Peter Graves. Television Programs of America, Inc.—Leon Fromkess. General Foods Corporation (Post Cereals)—Benton & Bowles, Inc. NBC Network. Half-hour. Film.
- GABBY HAYES** George "Gabby" Hayes. Motion Pictures for Television, Inc., prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- THE GARRY MOORE SHOW** Garry Moore. Herb Sanford, prod. Varied sponsors. CBS Network. Half-hour (4 days a week). Hour-and-half (1 day a week). Live.
- GENE AUTRY** Gene Autry. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.
- THE GENE AUTRY SHOW** Gene Autry. Flying "A" Productions—Armand L. Schaefer. Wm. Wrigley Jr., Co. (Doublemint Gum)—Ruthrauff & Ryan, Inc. CBS Network. Half-hour. Film.
- THE GENE AUTRY SHOW** Gene Autry. Pat Buttram. Flying "A" Pictures.—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- GENERAL ELECTRIC THEATRE** Various. Mort Abrahams, prod. General Electric Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Live.
- GENERAL ELECTRIC THEATRE** Various. Revue Productions, prod. Stuart Reynolds, dist. Syndicated. Half-hour. Film.

- THE GEORGE GOBEL SHOW** George Gobel, Peggy King, Hal Kanter, prod. Armour and Company (Dial Deodorant and Shampoo)—Foote, Cone & Belding; Pet Milk Co.—Gardner Advertising Co. NBC Network. Half-hour (3 out of 4 weeks). Live.
- GETTING ALONG SOCIALLY** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- GHOST TOWNS OF THE WEST** Various. Edward Simmel, prod. Simmel-Meservey TV Productions, dist. Syndicated. Quarter-hour. Film.
- GIGI AND JOCK** Puppets. Tee-Vee Co., prod. Sterling Television Co., dist. Syndicated. Half-hour. Film.
- GOING PLACES** Various. United World Films, Inc. Syndicated. Quarter-hour. Film.
- GOING PLACES WITH GADABOUT GADDIS** Vernon Gaddis. Beacon Television Features, Inc., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- GOING PLACES WITH GEORGE** Dick Elliot. Jerry Fairbanks Productions, prod. George Bagnall & Associates, Inc. Syndicated. 10 min. Film.
- THE GOLDBERGS** Gertrude Berg. William Berke, prod. Guild Films Co., dist. Syndicated. Half-hour. Film.
- THE GOODYEAR HOUR** Various. Herbert Brodtkin, prod. The Goodyear Tire & Rubber Co.—Young & Rubicam, Inc. NBC Network. Hour (Alternate weeks). Live.
- GRAND OLE OPRY** Various. WSM-TV, Nashville (for ABC)—Irving Waugh. Ralston Purina Co. (Chows Division—Gardner Advertising Co. ABC Network. Hour. Live.
- GRANTLAND RICE** Various. Grantland Rice, prod. Atlas Television Corp., dist. Syndicated. Quarter-hour. Film.
- GREAT AMERICANS** Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- THE GREAT GILDERSLEEVE** Willard Waterman. Matthew Rapp, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- GREAT MOMENTS ON THE GRIDIRON** Various. United World Films, Inc. Syndicated. 5 min., 10 min. Film.
- THE GREATEST DRAMA** Various. Fox Movietone News. Mike Sklar, prod. General Teleradio Film Division, dist. Syndicated. Quarter-hour. Film.
- GREATEST FIGHTS OF THE CENTURY** Various. Mannie Baum Enterprises Corp. Syndicated. Quarter-hour. Film.
- GREATEST SPORT THRILLS** Marty Glickman. Stan Lomax. Witik Films Corp. Syndicated. Quarter-hour, Half-hour. Film.
- GRIDIRON CAVALCADE** Don Klein. Sportsvision, Inc. Syndicated. Quarter-hour. Film.
- GUIDED TOUR** Lula Ellen McNew. Beverly Lannon. Hollywood Television Productions. Syndicated. Quarter-hour. Film.
- THE GUIDING LIGHT** James Lipton, Lynne Rogers. Lucy Ferri, prod. Procter & Gamble Co. (Ivory Soap, Duz, Crisco, Gleem)—Compton Advertising, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- GUNSMOKE** James Arness. Charles Marquis Warren, prod. Liggett & Myers Tobacco Co. (Chesterfield Cigarettes, L & M Cigarettes)—Cunningham & Walsh, Inc. CBS Network. Half-hour (3 out of 4 weeks). Film.
- GUY LOMBARDO** Guy Lombardo. Guy Lombardo Films, Inc. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.
- HALLMARK HALL OF FAME** Maurice Evans—Maurice Evans, prod.; Jack Rayel, network exec. prod. Hallmark Cards, Inc.—Foote, Cone & Belding. NBC Network. Hour-and-half (once a month). Live.
- HAND TO HEAVEN** Joe Uhlig, Bob Daniels. National Telefilm Associates. Syndicated. Half-hour. Film.
- THE HANDYMAN** Norman Brokenshire. Princeton Film Center, Inc. Syndicated. 5 min. Film.
- HANK McCUNE SHOW** Hank McCune. A. C. Burger, prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- HANS CHRISTIAN ANDERSON TALES** Various. Interstate Television Corp. Syndicate. Half-hour. Film.
- HEADLINES ON PARADE** Various. United World Films, Inc. Syndicated. Quarter-hour. Film.
- HEALTH AND HAPPINESS CLUB** Philena Barden. National Telefilm Associates. Syndicated. 5 min. Film.
- HEART OF THE CITY** Pat McVey, Jane Nigh. Gross-Krasne, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- HERE'S TO YOUR HEALTH** Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

- HIGHWAY PATROL** Broderick Crawford. Ziv Television Programs, Inc. Syndicated. Half-hour. Color.
- HIS HONOR HOMER BELL** Gene Lockhart. Galahad Productions, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- HOLIDAY** Joan Fontaine, Edmond O'Brien, Ida Lupino. Filmmakers, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- HOLIDAY IN PARIS** Dolores Gray. John Nasht, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.
- HOLLYWOOD HALF HOUR** Diana Lynn, Ward Bond. Jerry Fairbanks, prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.
- HOLLYWOOD OFF-BEAT** Melvyn Douglas, Marion Parsonnet, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- HOLLYWOOD PREVIEW** Conrad Nagel. Flamingo Films, Inc. Syndicated. Half-hour. Film.
- HOLLYWOOD SCRAPBOOK** Jack Rourke. Jack Rourke, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- HOLLYWOOD TO BROADWAY** John Conte. Emanuel Demby, prod. Atlas Television Corp., dist. Syndicated. Quarter-hour. Film.
- HOME** Arlene Francis. Richard Linkroum, prod. Participating Sponsorship. NBC Network. Hour (5 days a week). Live.
- HOME IS HAPPINESS** Various. Packaged Programs, Inc. Syndicated. Quarter-hour. Film.
- HOME MAKING SERIES** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- HOME MANAGEMENT** Various. Coronet Films. Syndicated. 10 min., Quarter-hour. Film.
- THE HONEYMOONERS** Jackie Gleason. Art Carney. Audrey Meadows. Jack Philbin, exec. prod.; Jack Hurdle, prod. General Motors Corp. Buick Motor Division—Kudner Agency, Inc. CBS Network. Half-hour. Live-on-Film.
- HOPALONG CASSIDY** William Boyd. William Boyd Productions, Inc., prod. NBC Film Division, dist. Syndicated. Half-hour. Hour. Film.
- THE HORMEL GIRLS** Hormel Girls Orchestra. Kling Film Productions. Syndicated. Quarter-hour. Film.
- HOW DOES YOUR GARDEN GROW?** John Nash Ott, Jr. John Ott Pictures, Inc., prod. International Film Bureau, dist. Syndicated. Half-hour. Film.
- HOW OTHERS LIVE** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- HOW TO'S IN ARTS AND CRAFTS** Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- HOWDY DOODY** Bob Smith. Roger Muir, prod. Atlantic Sales Corp.—Richard A. Foley, Advertising; Colgate-Palmolive Co. (Colgate Dental Cream)—Ted Bates & Co., Inc.; Continental Baking Co., Inc. (Wonder Bread, Hostess Cakes)—Ted Bates & Co., Inc.; Standard Brands—Ted Bates & Co., Inc. NBC Network. Half-hour (5 days a week). Live.
- I LED THREE LIVES** Richard Carlson. Ziv Television Film Programs, Inc. Syndicated. Half-hour. Film.
- I LOVE LUCY** Lucille Ball, Desi Arnaz. Desilu Productions, Inc.—Jess Oppenheimer. General Foods Corp. (Instant Sanka Coffee, Post's Cereals)—Young & Rubicam, Inc.; Procter & Gamble Co. (Lilt Home Permanent Wave)—Biow, Beirn & Toigo, Inc. CBS Network. Half-hour. Film.
- I SEARCH FOR ADVENTURE** Jack Douglas. Julian Lesser-Sol Lesser Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.
- I SPY** Raymond Massey. Guild Films Co., Inc. Syndicated. Half-hour. Film.
- INS—TELENEWS—THIS WEEK IN SPORTS** Harry Wismer. Hearst Metrotone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- INS—TELENEWS WEEKLY NEWS REVIEW** Various. Hearst Metrotone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- I'M THE LAW** George Raft. Cosman Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- IMPACT** Various. Herbert Bregstein, prod. National Telefilm Associates, dist. Syndicated. Hour. Film.
- INNER SANCTUM** Various. Galahad Productions, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- INTERNATIONAL PLAYHOUSE** Various. Mutual TV Productions, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- INTO THE NIGHT** Various. Sterling Television Co., Inc. Syndicated. Half-hour. Film.
- INTRODUCTION TO ART** Mary Holmes. University of California. Syndicated. Quarter-hour. Film.
- INVITATION PLAYHOUSE** Various. R. Williams, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.

IS THIS MAGIC? Various. Atlas Television Corp. Syndicated. 5 min. Film.

ISLES OF MYSTERY Various. Simmel-Meservey Productions. Syndicated. Quarter-hour. Film.

IT CAN HAPPEN TO YOU Dr. Louis H. Evans. Pacific Productions, Inc., prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.

IT'S A GREAT LIFE Michael O'Shea, William Bishop, James Dunn. Raydic Productions—Ray Singer & Dick Chevillat. Chrysler Corporation—McCann-Erickson, Inc. NBC Network. Half-hour. Film.

IT'S ALWAYS JAN Janis Paige. Arthur Stander, prod. Procter & Gamble Co. (Gleem, Prell)—Compton Advertising, Inc. CBS Network. Half-hour (3 out of 4 weeks). Film.

IT'S FUN TO REDUCE Margaret Firth. Guild Films Co., Inc. Syndicated. Quarter-hour. Film.

I'VE GOT A SECRET Garry Moore. Goodson-Todman Productions—Allan Sherman. R. J. Reynolds Tobacco Co. (Winston Cigarettes)—Wm. Esty Co., Inc., CBS Network. Half-hour. Live.

THE JACK BENNY PROGRAM Jack Benny, Ralph Levy, exec. prod. American Tobacco Co. (Lucky Strike Cigarettes)—Batten, Barton Durstine & Osborn, Inc. CBS Network. Half-hour (alternate weeks). Live & Film.

JACK PAAR SHOW Jack Paar. Ted Fetter, prod. Sustaining. CBS Network. Half-hour (5 days a week). Live.

JACKSON AND JIL Helen Chapman, Todd Karnes. Jerry Fairbanks, prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.

JALOPY RACES FROM HOLLYWOOD Various. Harriscop, Inc. Syndicated. Half-hour. Film.

JAMES MASON SHOW James Mason, Pamela Mason, Richard Burton, Portland Productions, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.

JANET DEAN, REGISTERED NURSE Ella Raines. Cornwall Productions, prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.

JET JACKSON, FLYING COMMANDO (CAPTAIN MIDNIGHT) Richard Webb. George Bilson, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film.

JIM AND JUDY IN TELELAND Various. Charles J. Basch, Jr., prod. Television Screen Productions, Inc., dist. Syndicated. 5 min. Film.

THE JIMMY DEMARET SHOW Jimmy Demaret. Award Television Corp. Syndicated. Quarter-hour. Film.

JOE PALOOKA Joe Kirkwood, Cathy Downs. Guild Films Co., Inc. Syndicated. Half-hour. Film.

JOHN DALY & THE NEWS John Daly. ABC, prod. Miles Laboratories, Inc.—Geoffrey Wade Adv.; Tide Water Assoc. Oil Co.—Buchanan & Co., Inc. ABC Network. Quarter-hour (5 days a week). Live.

JOHN KIERAN'S KALEIDOSCOPE John Kieran. International Telefilms Productions, Paul Moss, prod. ABC Film Syndication, dist. Syndicated. Quarter-hour. Film.

THE JOHNNY CARSON SHOW Johnny Carson. Ben Brady, prod. General Foods Corp. (Jello, Minute Rice, Instant Sanka Coffee)—Young & Rubicam, Inc. CBS Network. Half-hour. Live.

JOHNNY JUPITER Wright King. Kagan Corp., prod. Associated Artists Productions, Inc., dist. Syndicated. Half-hour. Film.

JUDGE ROY BEAN Edgar Buchanan, Jack Buettel, Russell Hayden. Quintet Productions, prod. Screen-craft Pictures, Inc., dist. Syndicated. Half-hour. Film.

JUMP JUMP OF HOLIDAY HOUSE Mary Hickox, Harry Hickox, Mary and Harry Hickox, prod. Harry S. Goodman Productions, Inc., dist. Syndicated. Quarter-hour. Film.

JUNGLE Santos Ortega. Radio and Television Packagers, Inc. Syndicated. Quarter-hour. Film.

JUNGLE JIM Johnny Weissmuller. Screen Gems, Inc. Syndicated. Half-hour. Film.

JUNIOR CROSSROADS Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

JUNIOR SCIENCE Dr. Gerald Wendt. Junior Science, Inc., prod. U. M. & M., Inc., dist. Syndicated. Quarter-hour. Film.

JUSTICE William Prince. Talent Associates—John Rust. The American Tobacco Co. (Herbert Tareyton Cigarettes)—M. H. Hackett Co. NBC Network. Half-hour. Live.

KID MAGIC Frank Scannel. Aladdin TV Productions, Inc., prod. Abe Saperstein TV Enterprises, Inc., dist. Syndicated. Quarter-hour. Film.

KIDDY KITCHEN Various. Edwin James, prod. Dagger Productions, dist. Syndicated. Half-hour. Film.

KING'S CROSSROADS Carl King. Sterling Television Co., Inc. Syndicated. Half-hour. Film.

KNOW AMERICA SERIES Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

KORLA PANDIT Korla Pandit. Snader Productions, Inc. Syndicated. Half-Hour. Film.

- KRAFT TELEVISION THEATRE** Various. Maury Holland, prod. Kraft Foods Company (Velveeta, Kraft Deluxe Slices, Miracle Whip, Parkay Margarine, Kraft Philadelphia Cream Cheese, Cheese)—J. Walter Thompson Co. NBC Network. Hour. Live.
- KUKLA, FRAN & OLLIE** Burr Tillstrom, Fran Allison, ABC-Beulah Zachary, Gordon Baking Co. (Silvercup Bread)—D'Arcy Advertising Co. ABC Network. Quarter-hour (5 days a week). Live.
- LAMP UNTO MY FEET** Dr. Lyman Bryson, Pamela Illott, prod. Sustain. CBS Network. Half-hour. Live.
- LASH OF THE WEST** Lash LaRue, Aleuzzy St. John, Western Adventure Productions, prod. National Television Films, dist. Syndicated. Quarter-hour. Film.
- LASSIE** Tommy Rettig, Jan Clayton, George Cleveland, Robert Maxwell Associates, prod. Campbell Soup Co.—Batten, Barton, Durstine & Osborn, Inc.; Kellogg Company—Leo Burnett Co., Inc. CBS Network. Half-hour. Film.
- LAWRENCE WELK SHOW** Lawrence Welk, ABC-Edward Sobel, Dodge Division—Chrysler Corp.—Grant Advertising, Inc. ABC Network. Hour. Live.
- LAYMAN'S CALL TO PRAYER** Various. Transco TV, prod. National Telefilm Associates, dist. Syndicated. 5 min. Film.
- LET'S DRAW WITH FRANK WEBB** Frank Webb, Valerie Landon, James Howlett Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. Quarter-hour. Film.
- LET'S TAKE A TRIP** "Sonny" Fox, Ginger MacManus, Brian "Pud" Flanagan, Stephen Fleischman, prod. Sustaining. CBS Network. Half-hour. Live.
- LIBERACE** Liberace, Guild Films Co. Syndicated. Half-hour. Film.
- LIFE AND SONGS OF STEPHEN FOSTER** The King's Men, Admiral Pictures, prod. Aurora Film Distributors, Inc., dist. Syndicated. Quarter-hour. Film.
- LIFE BEGINS AT 80** Jack Barry, Barry & Enright Productions, Inc.—Mike Oppenheimer, Pharmaceuticals, Inc.—Edward Kletter Assoc., Inc. ABC Network. Half-hour. Live.
- LIFE IS WORTH LIVING** Bishop Fulton J. Sheen, Fred Heider, prod. Admiral Corporation—Russel M. Seeds Co., Inc. ABC Network. Half-hour. Live.
- THE LIFE OF RILEY** William Bendix, Tom McKnight, prod. Gulf Oil Corp.—Young & Rubicam, Inc. NBC Network. Half-hour. Film.
- THE LIFE OF RILEY** William Bendix, Tom McKnight, prod. Gulf Oil Corp.—Young & Rubicam, Inc. Half-hour. Film.
- LIFE WITH ELIZABETH** Betty White, Guild Films Co., Inc. Syndicated. Half-hour. Film.
- LIFE WITH FATHER** Leon Ames, Lurene Tuttle, McCadden Corp.—Fletcher Markle, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.
- LILLI PALMER SHOW** Lilli Palmer, Charles Kebbe, prod. NBC Film Division, dist. Syndicated. Quarter-hour. Film.
- THE LINEUP** Warner Anderson, Tom Tully, Jamie Del Valle, prod. Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)—Ted Bates & Co., Inc.; Procter & Gamble Co. (Cheer)—Biow, Beirn & Toigo, Inc. CBS Network. Half-hour. Film.
- LITTLE RASCALS** Various. Monogram Pictures—Hal Roach, prod. Interstate Television Corp., dist. Syndicated. 10 min. Film.
- THE LITTLE SHOW** Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.
- LITTLE THEATRE** Various. Teevee Co., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THE LIVING BOOK** Various. Forest Lawn Memorial Park, prod. Ziv Television Programs, Inc., dist. Syndicated. Half-hour. Film.
- THE LONE RANGER** Clayton Moore, Jack Chertok Productions, Inc. American Dairy Assoc.—Campbell-Mithun, Inc.; General Mills, Inc.—Dancer-Fitzgerald-Sample, Inc. ABC Network. Half-hour. Film.
- THE LONE RANGER** Clayton Moore, Jack Chertok Productions, Inc. General Mills, Inc. (Cheerios, Wheaties, Kix)—Dancer, Fitzgerald & Sample, Inc. CBS Network. Half-hour. Film.
- LONE WOLF** Louis Hayward, Gross-Krasne Productions, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- LOOK UP AND LIVE** Merv Griffin, Ted Sack, prod. Sustaining. CBS Network. Half-hour. Live.
- LOONEY-TUNES** Cartoon. Sunset Productions, Inc., prod. Guild Films Co., Inc., dist. Syndicated. 8-10 min. Film.
- THE LORETTA YOUNG SHOW** Various. Lewislor Films, Inc.—Bert Granet, Procter & Gamble Co. (Tide, Lilt, Gleen)—Benton & Bowles, Inc. NBC Network. Half-hour. Film.
- LOVE OF LIFE** Bonnie Bartlett, Richard Dunn, prod. American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Over Cleaner, Wizard Wick Deodorizers)—Biow, Beirn & Toigo, Inc. CBS Network. Quarter-hour (5 days a week). Live.

- LOVE STORY** Jack Smith. Art Stark, prod. Procter & Gamble Co. (Oxydol, Dreft, Ivory Snow, Camay)—Benton & Bowles, Inc. CBS Network. Half-hour (5 days a week). Live.
- THE LUCY SHOW** Lucille Ball, Desi Arnaz. Desilu Productions, Inc.—Jess Oppenheimer. Lehn & Fink Products Corp. (Dorothy Gray Cosmetics, Lysol Disinfectant, Etiquet Deodorant)—McCann-Erickson, Inc. CBS Network. Half-hour. Film.
- LUX VIDEO HEATRE** Various. Stanley Quinn, exec. prod.; Cal Kuhl, prod. Lever Brothers Company (Lux Toilet Soap, Lux Flakes, Lux Liquid, Spry, Rinso, Good Luck Margarine, Pepsodent)—J. Walter Thompson Co. NBC Network. Hour. Live.
- M.D.** Various. National Telefilm Associates. Syndicated. 5 min. Film.
- MGM PARADE** George Murphy. MGM Pictures—Leslie Petersen. American Tobacco Co.—Sullivan, Stauffer, Colwell & Bayles, Inc.; General Foods—Benton & Bowles, Inc. ABC Network. Half-hour. Film.
- THE MAD WHIRL** Various. Leo Seltzer, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- MADE IN AMERICA** Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- MADISON SQUARE GARDEN** Marty Glickman, Stan Lomax. Winik Films Corp. Syndicated. Quarter-hour, Half-hour. Film.
- MAGIC LAMP** Michael Bennett. Hollywood Television Productions. Syndicated. Half-hour. Film.
- MAGIC OF THE ATOM** Marvin Miller. Leo A. Handel, prod. Handel Film Corp., dist. Syndicated. Quarter-hour. Film.
- MAGIC VAULT** Various. Lakeside Television Co., Inc. Syndicated. Half-hour. Film.
- MAKE ROOM FOR DADDY** Danny Thomas, Jean Hagen. Marterto Productions—Louis Edelman. Dodge Division—Chrysler Corp.—Grant Advertising, Inc.; American Tobacco Co.—Sullivan, Stauffer, Colwell & Bayles, Inc. ABC Network. Half-hour. Film.
- MAMA** Peggy Wood. Carol Irwin, prod. General Foods Corp. (Maxwell House Coffee, Post's Cereals)—Benton & Bowles, Inc. CBS Network. Half-hour. Live.
- MAN BEHIND THE BADGE** Charles Bickford. Bernard Prockter, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- MAN OF TOMORROW** Various. Wanda Tuchock, prod. Hour Glass Productions, Inc., dist. Syndicated. Quarter-hour. Film.
- MAN'S HERITAGE** Raymond Massey. Ely Landau, Inc., prod. National Telefilm Associates, dist. Syndicated. 10 min. Film.
- THE MARTHA RAYE SHOW** Martha Raye. Karl Hoffenberg, prod. Radio Corporation of America—Kenyon & Eckhardt, Inc.; Whirlpool Corp.—Kenyon & Eckhardt, Inc.; Sunbeam Corp.—Perrin-Paus Co. NBC Network. Hour (1 out of 3 weeks). Live.
- MASQUERADE PARTY** Peter Donald. Wolf Associates—Herbert Wolf. Knomark Mfg. Co., Inc.—Emil Mogul Co., Inc.; Pharmaceuticals, Inc.—Edward Kletter Assoc., Inc. ABC Network. Half-hour. Live.
- MATINEE THEATRE** John Conte. Albert McCleery, prod. Participating Sponsorship. NBC Network. Hour (5 days a week). Live.
- MAX LIEBMAN PRESENTS** Various. Max Liebman, prod. Oldsmobile Division, General Motors Corp.—D. P. Brother & Co. NBC Network. Hour-and-half (1 out of 4 weeks). Live.
- MAYOR OF THE TOWN** Thomas Mitchell. Gross-Krasne, Rawlins-Grant, prod. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.
- MEDIC** Richard Boone. Worthington Miner, exec-prod.; Frank LaTourette, prod. The Dow Chemical Company (Saran Wrap, Saran Fabric, Styron Plastics, Dow Latex Pants, Water Softener)—MacManus, John & Adams, Inc.; General Electric Co.—Batten, Barton, Durstine & Osborn, Inc. NBC Network. Half-hour (3 out of 4 weeks). Film.
- MEDICAL HORIZONS** Don Goddard, J. Walter Thompson Co.—Fred Carney & Robert Foster. CIBA Pharmaceutical Products, Inc.—J. Walter Thompson Co. ABC Network. Half-hour. Film.
- MEET CORLISS ARCHER** Ann Baker. Bobby Ellis. Ziv Television Programs, Inc. Syndicated. Half-hour. Film.
- MEET MILLIE** Elena Verdugo, Florence Halop, Marvin Kaplan. Alex Gottlieb, prod. Carter Products, Inc. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)—Sullivan, Stauffer, Colwell & Bayles, Inc.; Pharmaceuticals, Inc.—Edward Kletter Associates, Inc. CBS Network. Half-hour. Film.
- MEET THE O'BRIENS** David O'Brien. Roland Reed, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- MEET THE PRESS** Lawrence Spivak, Ned Brooks. Lawrence Spivak, prod. Johns-Manville Corp.—J. Walter Thompson Co.; Pan American World Airways—J. Walter Thompson Co. NBC Network. Half-hour. Live.
- MICKEY MOUSE CLUB** Mickey Mouse. Bill Walsh for Walt Disney, prod. Participating Sponsorship. ABC Network. Hour (5 days a week). Film.

- MIDWESTERN HAYRIDE** Hugh Cherry, Peter Katz, exec. prod.; Edward Ewing, prod. American Home Products Corp. (Anacin)—Biew-Beirn-Toigo, Inc.; AVCO Manufacturing Corp.—Earle Ludgin & Co. NBC Network. Half-hour. Live.
- THE MILLIONAIRE** Marvin Miller, Don Fedderson, prod. Colgate-Palmolive Co. (Lustre-Creme Shampoo, Colgate Dental Cream, Colgate Barber Shave, Fab)—Ted Bates & Co., Inc. CBS Network. Half-hour. Film.
- THE MILTON BERLE SHOW** Milton Berle, Irving Gray, exec. prod.; Milton Berle, prod. Radio Corporation of America—Kenyon & Eckhardt, Inc.; Whirlpool Corporation—Kenyon & Eckhardt, Inc.; Sunbeam Corporation—Perrin-Paus Co. NBC Network. Hour (1 out of 3 weeks). Live.
- MR. DISTRICT ATTORNEY** David Brian, Ziv Television Film Programs, Inc. Syndicated. Half-hour. Film.
- MR. AND MRS. NORTH** Barbara Britton, Richard Denning, John W. Loveton Productions. Syndicated. Half-hour. Film.
- MR. RUMPLE BUMPLE** Mr. Rumble Bumble, Packaged Programs, Inc. Syndicated. 3 min. Film.
- MR. WIZARD** Don Herbert, Don Herbert, prod. Sustaining. NBC Network. Half-hour. Live.
- MODELETTE TELEVISION DRAMATICS** Various, Marion Riddick Productions, Inc. Syndicated. Quarter-hour. Film.
- MODERN ROMANCES** Martha Scott, Wilbur Stark-Terry Layton, Inc. Colgate-Palmolive Co. (Halo Shampoo, Cashmere Bouquet Soap)—Bryan Houston, Inc. NBC Network. Quarter-hour (5 days a week). Live.
- THE MORNING SHOW** Dick Van Dyke, Walter Cronkite, Charlie Andrews, prod. Participating Sponsorship, CBS Network. Hour (5 days a week). Live.
- MOVIE MUSEUM** Paul Killiam, Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.
- MOVIE QUICK QUIZ** Various, Walter Schwimmer, prod. Bernard L. Schubert, dist. Syndicated. Quarter-hour. Half-hour. Film.
- MUFFIN THE MULE** Puppets, American-British TV Movies, Inc. Syndicated. Quarter-hour. Film.
- MUSIC FOR EVERYBODY** Dr. Sigmund Spaeth, Music for Everybody, prod. Sterling Television Co., dist. Syndicated. Half-hour. Film.
- MUSIC FOR MILLIONS** Miklos Schwalb, George Richfield, prod. Major TV Productions, dist. Syndicated. Quarter-hour. Film.
- MUSIC OF THE MASTERS** Milton Cross, Eternal Films, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- MUSIC TO REMEMBER** Rome Philharmonic Orchestra, Screen Gems, Inc. Syndicated. Half-hour. Film.
- MUSICAL MOMENTS** Various, Dynamic Films, Inc. Syndicated. 5 min. Film.
- MY FAVORITE HUSBAND** Barry Nelson, Vanessa Brown, Edmund Hartmann, prod. General Motors Corp., Frigidaire Division—Kudner Agency, Inc. CBS Network. Half-hour. Film.
- MY HERO** Robert Cummings, Julie Bishop, McCadden Productions—Don Sharpe, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- MY LITTLE MARGIE** Gale Storm, Charles Farrell, Roland Reed Productions, Hal Roach, Jr., prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- NAME BAND MUSICALS** Various, Associated Artists Production, Syndicated. Quarter-hour. Film.
- NAME THAT TUNE** George DeWitt, Art Stark, prod. American Home Products Corp. (Anacin)—Biew, Beirn & Toigo, Inc. CBS Network. Half-hour. Live.
- NATURE IN ACTION** Various, Coronet Films, Syndicated. Quarter-hour. Film.
- NATURE TIME** Various, Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- NAVY LOG** Various, Sam Gallu, prod. Maytag Company—Leo Burnett Co., Inc.; W. A. Sheaffer Pen Co.—Russel M. Seeds Co., Inc. CBS Network. Half-hour. Film.
- NEW ADVENTURES OF CHINA SMITH** Dan Duryea, Tableau Productions—Bernard Tabakin, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- NEW ORLEANS POLICE DEPARTMENT** Stacey Harris, Motion Picture Advertising Service Co., prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- NEWS CARAVAN** John Cameron Swaze, NBC News, prod. R. J. Reynolds Co. (Camel Cigarettes, Cavalier King Size Cigarettes)—William Esty Co., Inc.; Plymouth Division, Chrysler Corp.—N. W. Ayer & Son, Inc. Quarter-hour (5 days a week). Live.
- NEWSFILM** Various, CBS Television Film Sales, Inc. Syndicated. Quarter-hour. Film.
- NOTES AND NONSENSE** Linda Harper, Ivory Mitchell, Alan Abel, prod. Bell Productions, dist. Syndicated. Quarter-hour. Film.
- NOTHING NEW UNDER THE SUN** Various, Mitchell Gertz Agency, Syndicated. 5 min. Film.

NOW I'LL TELL ONE Jack Brickhouse. Jack Strausberg Productions. Syndicated. 5 min. Film.

OF ALL THINGS Various. Bray Studios, Inc., prod. Lakeside Television Co., dist. Syndicated. Quarter-hour. Film.

OH BABY Jack Barry. Barry & Enright Productions, Inc. Syndicated. 5 min. Film.

OKLAHOMA CHUCK WAGON BOYS Oklahoma Chuck Wagon Boys. Lewis and Clark, prod. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

OLD AMERICAN BARN DANCE Bill Bailey, Tennessee Ernie. Kling Film Productions. Syndicated. Half-hour. Film.

OLD TIME COMEDIES Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

OMNIBUS Alistair Cooke. Ford Foundation—Robert Saudek, Aluminum Co. of Canada—J. Walter Thompson Co.; Scott Paper Co.—J. Walter Thompson Co. CBS Network. Hour-and-half. Live.

ON STAGE WITH MONTY WOOLLEY Monty Woolley, Blanche Yurka. Nathan Zucker, prod. Dynamic Films, dist. Syndicated. Quarter-hour. Film.

ON YOUR ACCOUNT Dennis James. Bob Quigley, prod. Procter & Gamble Co. (Tide, Prell)—Benton & Bowles, Inc. CBS Network. Half-hour (5 days a week). Live.

OPERA AND BALLET Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.

OPERETTAS AND BALLETS Merrill Joel. Hoffberg Productions, Inc. Syndicated. Quarter-hour. Film.

ORIENT EXPRESS Various. John Nasht, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.

OUR MISS BROOKS Eve Arden. Desilu Productions, Inc.—Larry Berns. General Foods Corp. (Swansdown Cake Mixes, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant Pudding)—Young & Rubicam, Inc. CBS Network. Half-hour. Film.

OUR POLITICAL HERITAGE Various. Encyclopaedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.

OUT OF THE PAST Various. Lakeside Television Co., Inc. Syndicated. Half-hour. Film.

OUTDOORS WITH HARRIS BRETH Various. Byron, Inc., prod. Syndicated Films, dist. Syndicated. Quarter-hour. Film.

OUTSIDE, U. S. A. Quincy Howe. Robert Carlisle, prod. Sustaining. ABC Network. Half-hour. Live and Film.

OVERSEAS ADVENTURE (FOREIGN INTRIGUE) James Daly. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.

OZARK JUBILEE Red Foley. Radiozark Enterprises. Sustaining. ABC Network. Hour-and-half (3 weeks out of 4), half-hour (1 week out of 4). Live.

PAN AMERICAN SHOWTIME Gale Robbins. Matty Kemp, prod. Standard Television, dist. Syndicated. Half-hour. Film.

PANTOMIME QUIZ Mike Stokey. William F. Broidy, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.

PARADISE ISLAND Danny O'Neill. Anne Sterling. Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated. Quarter-hour. Film.

PARADOX Various. Kling Film Productions. Syndicated. 5 min. Film.

PARAGON PLAYHOUSE (DOUGLAS FAIRBANKS PRESENTS) Various. Douglas Fairbanks, Jr., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.

PARIS PRECINCT Louis Jourdan, Claude Dauphin. Etoile Productions, prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.

THE PASSERBY Various. Ely Landau, Inc., prod. National Telefilms Associates, dist. Syndicated. Quarter-hour. Film.

PASSPORT TO DANGER Caesar Romero. Hal Roach, Jr., prod. ABC Film Syndication, Inc., dist. Syndicated. Half-hour. Film.

PAUL KILLIAM SHOW Paul Killiam. Museum of Modern Art, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.

THE PAUL WINCHELL AND JERRY MAHONEY SHOW Paul Winchell. Hudson Faussett, prod. The Lionel Corp.—Grey Advertising, Inc. NBC Network. Half-hour. Live.

PEOPLE ARE FUNNY Art Linkletter. John Guedel, prod. The Toni Co. (Sofstyle Curlers, Deep Magic)—Weiss & Geller, Inc.; Tame—Tatham-Laird, Inc.; From Home Permanent—Leo Burnett, Inc.; Pamper—Clinton E. Frank, Inc.) Paper-Mate Pen Co.—Foote, Cone & Belding. NBC Network. Half-hour (3 out of 4 weeks). Film.

THE PEOPLE'S CHOICE Jackie Cooper. Irving Brecher—McCadden Productions. The Borden Co. (Instant Coffee, Starlac, Lady Borden Ice Cream, Dairy Products)—Young & Rubicam, Inc. NBC Network. Half-hour. Film.

- THE PERRY COMO SHOW** Perry Como. George F. McGarrett, exec. prod. Lee Cooley, prod. International Cellucotton Products Co. (Kleenex)—Foote, Cone & Belding; Gold Seal Co. (Glass Wax, Snowy Bleach)—Campbell-Mithun, Inc.; Noxzema Chemical Co.—Sullivan, Stauffer, Colwell & Bayles; Dormeyer Corp.—John W. Shaw Advertising, Inc.; Armour & Co.—Tatham-Laird, Inc. NBC Network. Hour. Live.
- PERSON TO PERSON** Edward R. Murrow. John A. Aaron & Jesse Zousmer, prod. American Oil Co. (Amoco Gasoline)—Joseph Katz Co. (East); Hamm Brewing Co.—Campbell-Mithun, Inc. (Midwest); Elgin National Watch Co.—Young & Rubicam, Inc. (Cost-to-Coast). CBS Network. Half-hour. Live.
- PERSONALITY DEVELOPMENT** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- PHOTOQUIZ** Various. Telenews Productions, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THE PINKY LEE SHOW** Pinky Lee. Lee Wainer, prod. Participating Sponsorship. NBC Network. Half-hour (6 days a week). Live.
- THE PLAINCOTHS MAN** Kenneth Lynch. J. L. Clark, prod. Charles Michelson, Inc., dist. Syndicated. Half-hour. Film.
- PLAY OF THE WEEK** Various. Edward Lewis, Productions, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- THE PLAYHOUSE (SCHLITZ PLAYHOUSE OF STARS)** Various. Meridian Pictures, Inc.—William Self, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- PLAYHOUSE 15** Various. Bernard Prockter, prod. MCA-TV Film Syndication Division, dist. Syndicated. Quarter-hour. Film.
- PLAYTIME WITH JERRY** Jerry Bartell. Apollo Pictures, Ltd., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- PLAYWRIGHTS "56"** Various. Fred Coe, prod. Pontiac Motor Division, General Motors Corp.—MacManus, John & Adams, Inc. NBC Network. Hour (alternate weeks). Live.
- POLICE CALL** Various. PTE, Inc., prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- POPULAR SCIENCE** Various. Paramount Pictures, Inc., prod. Interstate Television Corp., dist. Syndicated. Quarter-hour. Film.
- PRIDE OF THE FAMILY** Paul Hartman, Fay Wray. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- PRIVATE SECRETARY** Ann Sothern. Chertok Television, Inc.—Jack Chertok, American Tobacco Co. (Lucky Strike Cigarettes)—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour (alternate weeks). Film.
- PRODUCERS' SHOWCASE** Various stars & producers. Ford Motor Co., Ford Division—Kenyon & Eckhardt, Inc.; Radio Corp. of America—Kenyon & Eckhardt, Inc. NBC Network. Hour-and-half (1 out of 4 weeks). Live.
- PROFESSOR YES 'N' NO** Various. Lalley & Love, prod. Screen Gems, Inc., dist. Syndicated. Quarter-hour. Film.
- PUBLIC PROSECUTOR** John Howard, Anne Gwynne. Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated. Quarter-hour. Film.
- PULSE OF THE CITY** Various. Robert D. Tobias, prod. Telescene Film Productions Co., dist. Syndicated. Quarter-hour. Film.
- RACKET SQUAD** Reed Hadley. Showcase Productions, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- RAMAR OF THE JUNGLE** Jon Hall. Television Programs of America, Inc. Syndicated. Half-hour. Film.
- THE RANGE RIDER** Jack Mahoney. Flying A Pictures—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- RAY BOLGER SHOW** Ray Bolger. Jerry Bressler, Stanley Shapiro, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- RAY FORREST SHOW** Ray Forrest. Ray Forrest, prod. Sterling Television Co., Inc., dist. Syndicated. Half-hour. Film.
- RAYMOND MASSEY READS THE BIBLE** Raymond Massey. IWF, Inc. Syndicated. 5 min. Film.
- READING ENJOYMENT** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- READING THE BIBLE** Henry Wilcoxon. O. J. Keiper, prod. Foundation Films for Television, dist. Syndicated. Quarter-hour. Film.
- RED BARBER'S CORNER** Red Barber. Craig Allen, prod. State Farm Insurance Companies—Needham, Louis & Brorby, Inc. NBC Network. Follows "Cavalcade of Sports" and length depends on fight. Live.
- THE RED SKELTON SHOW** Red Skelton. Cecil Barker, prod. S. C. Johnson & Son, Inc.—Foote, Cone & Belding, Inc.; Pet Milk Co.—Gardner Advertising Agency. CBS Network. Half-hour. Live.
- RENFREW OF THE ROYAL MOUNTED** James Newill. M. & A. Alexander Productions, Inc. Syndicated. Half-hour. Film.

- REPORT CARD** Dr. Lyman Bryson. Bill Weinstein, prod. Sustaining. CBS Network. Half-hour. Live.
- RESORTS** Various. Hollywood Television Productions. Syndicated. Quarter-hour. Film.
- RINGSIDE WITH RASSLERS** Various. Jerry Fairbanks Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. Hour. Film.
- ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM** Robert Montgomery. Robert Montgomery, exec. prod. S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate & Car-Nu, Jubilee Wax, Hard-Gloss, Paste Wax)—Needham, Louis & Brorby, Inc. NBC Network. Hour (alternate weeks). Live.
- ROBERT MONTGOMERY PRESENTS THE SCHICK TELEVISION THEATRE** Robert Montgomery. Robert Montgomery, exec. prod. Schick, Inc. (Electric Shavers)—Kenyon & Eckhardt. NBC Network. Hour (alternate weeks). Live.
- THE ROBERT Q. LEWIS SHOW** Robert Q. Lewis. Irving Mansfield, prod. Corn Products Refining Co.—C. L. Miller Co.; Lanolin Plus, Inc.—Duggan-Phelps Advertising; Ralston Purina Co.—Guild, Bascom & Bonfigli, Inc. CBS Network. Half-hour (5 days a week). Live.
- ROCKY JONES, SPACE RANGER** Richard Crane. Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- ROY ROGERS** Roy Rogers. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.
- THE ROY ROGERS SHOW** Roy Rogers, Dale Evans. Roy Rogers Productions—Jack C. Lacey. General Foods Corp. (Instant Pudding, Gaines Dog Food)—Benton & Bowles, Inc. NBC Network. Half-hour. Film.
- ROYAL PLAYHOUSE (FIRESIDE THEATRE)** Various. Bing Crosby Enterprises, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- THE RUGGLES** Charlie Ruggles. Robert Raisbeck, prod. Tom Corradine Associates, Inc., dist. Syndicated. Half-hour. Film.
- SAFARI** Various. Sterling Television Co., Inc. Syndicated. Half-hour. Film.
- THE SAM SNEAD SHOW** Sam Snead. Scope Productions, Inc., prod. Radio Corp. of America, dist. Syndicated, 5 min. Film.
- SAN FRANCISCO BEAT** Warner Anderson. Desilu Productions—Jaime del Valle, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- SCENE WITH A STAR** Various. Karl Herzog, prod. George Bagnall & Associates, Inc., dist. Syndicated. Quarter-hour. Film.
- SCHLITZ PLAYHOUSE OF STARS** Various. Meridian Productions—William Self. Schlitz Brewing Co.—Lennen & Newell, Inc. CBS Network. Half-hour. Film.
- SCIENCE FICTION THEATRE** Various. Ziv Television Programs, Inc. Syndicated. Half-hour. Film.
- SCIENCE FOR LIVING** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- SCIENCE IN ACTION** Dr. Earl S. Herald. California Academy of Sciences, prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film.
- SCREEN DIRECTORS PLAYHOUSE** Various. Hal Roach, Jr., exec. prod. Eastman Kodak Co.—J. Walter Thompson Co. NBC Network. Half-hour. Film.
- SEARCH FOR BEAUTY** Ern Westmore. Product Services, Inc.—John Masterson. Charles Antell, Inc. (Formula 9 Liquid Makeup)—Product Services, Inc. (3 days a week). NBC Network. Half-hour (5 days a week). Live.
- SEARCH FOR TOMORROW** Mary Stuart. Myron Golden, prod. Procter & Gamble Co. (Joy, Spic & Span, Gleem)—Biow, Beirn & Taigo, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- SECRET CHAPTER** Various. Howco Productions, Inc., prod. National Television Films, dist. Syndicated. Quarter-hour. Film.
- SECRET FILE, U. S. A.** Robert Alda, Arthur Dreifuss, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- SECRET STORM** Peter Hobbs. Richard Dunn, prod. American Home Products Corp. (Aero Wax, Wizard Wick, Easy Off Oven Cleaner, Anacin, Heet)—Biow, Beirn & Taigo, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- SEE IT NOW** Edward R. Murrow, Fred Friendly & Edward R. Murrow, prod. General Motors Corp. (Pontiac Cars)—MacManus, John & Adams, Inc. CBS Network. Various. Live.
- SERGEANT PRESTON OF THE YUKON** Richard Simmons. Charles E. Skinner, prod. Quaker Oats Co.—Wherry, Baker & Tilden, Inc. CBS Network. Half-hour. Film.
- SEW EASY** Lucille Rea. Iowa State College—Home Craft Films, prod. Home Craft Films, dist. Syndicated. Quarter-hour. Film.
- SEWING ROOM** Elizabeth Chapin. George Bagnall & Associates, Inc. Syndicated. Quarter-hour. Film.
- SHEENA, QUEEN OF THE JUNGLE** Irish McCalla. Don Sharpe, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.

- SHERLOCK HOLMES** Ronald Howard. Sheldon Reynolds, prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- SHOWER OF STARS** Bill Lundigan & Various. Ralph Levy, prod. Chrysler Corp.—McCann-Erickson, Inc. CBS Network. Hour (1 out of 4 weeks). Live.
- SHOWTIME** Frankie Fontaine. Studio Films, Inc. Syndicated. Half-hour. Film.
- THE SHUTTERBUG** Kevin Patrick. Hollywood Television Productions. Syndicated. Quarter-hour. Film.
- SIDE ROAD** Various. Thomas J. Barbre Productions. Syndicated. Quarter-hour. Film.
- SIGHTSEEING WITH THE SWAYZES** John Cameron Swayze. Robert Lawrence Productions, Inc. Syndicated. Quarter-hour. Film.
- THE \$64,000 QUESTION** Hal March. Louis G. Cowan, Inc.—Joe Cates. Revlon Products Corp.—Norman, Craig & Kummel, Inc. CBS Network. Half-hour. Live.
- 67 MELODY LANE** Ken Griffin. Mode-Art Pictures, prod. Syndicated Films, dist. Syndicated. Quarter-hour. Film.
- SLEEPY JOE** Jimmy Scribner. Sleepy Joe Productions, prod. Aurora Film Distributors, dist. Syndicated. Half-hour. Film.
- SMOKEY MOUNTAIN JAMBOREE** Rambling Tommy Scott, Curly Williams. Tommy Scott, prod. Strickland Films, dist. Syndicated. Quarter-hour. Film.
- SOVEREIGN THEATRE** Various. Sovereign Productions, Inc., prod. Stuart Reynolds Productions, dist. Syndicated. Half-hour. Film.
- SPEED CLASSICS** Various. Dynamic Films, Inc. Syndicated. Quarter-hour & half-hour. Film.
- SPORT SKILLS** Various. Coronet Films. Syndicated. 10 min. & quarter-hour. Film.
- SPORTS ALBUM** Various. Ziv Television Programs. Syndicated. 5 min. & quarter-hour. Film.
- SPORTS MIRROR** Paul Zimmerman. Braven Dyer. Wickham Film Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. Quarter-hour. Film.
- SPORTS NEWS—EVENTS** Various. Official Films, Inc. Syndicated. 5 min. & 10 min. Film.
- SPORTS ON PARADE** Various. Sterling Television Co., Inc. Syndicated. Quarter-hour & half-hour. Film.
- SPORTS SPOTLIGHT** Bob Wilson. Tel Ra Productions. Syndicated. Quarter-hour. Film.
- SPORTSCHOLAR** Various. United World Films, Inc. Syndicated. Quarter-hour. Film.
- THE SPORTSMAN'S CLUB** Various. Mode-Art Pictures, prod. Syndicated Films, dist. Syndicated. Quarter-hour & half-hour. Film.
- SPOTLITE ON HOLLYWOOD** Various. Hollywood Spotlite Newsfilm Service, Inc., prod. George Bagnall & Associates, Inc., dist. Syndicated. Quarter-hour. Film.
- STAGE SHOW** Dorsey Bros. Orchestra. Jack Philbin, exec. prod.; Al Span, prod. Nestle Co., Inc. (Nescafe)—Bryan Houston, Inc. CBS Network. Half-hour. Live.
- THE STAR AND THE STORY** Various. Four Star Productions, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- STAR STAGE** Various. Music Corp. of America—Mort Abrahams. Campbell Soup Co.—Batten, Barton, Durstine & Osborn, Inc.; Chesebrough-Ponds, Inc. (Pond's Cold Cream, Pond's Dry Skin Cream, Angel Face, Angel Skin, Lipstick, Makeup Mist)—J. Walter Thompson Co. NBC Network. Half-hour. Live or film.
- STAR TONIGHT** Various. J. Walter Thompson Co.—Harry Herrman. Brillo Manufacturing Co.—J. Walter Thompson Co. ABC Network. Half hour. Live.
- STARS OF THE GRAND OLE OPRY** Ernest Tubbs, Carl Smith. Gannaway Productions, Inc., prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- STARS ON PARADE** Various. Albert Lewin, prod. Unity Television Corp., dist. Syndicated. 10 min. Film.
- STEVE DONOVAN, WESTERN MARSHAL** Douglas Kennedy. Vi-Bar Productions, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- STOP THE MUSIC** Bert Parks. Louis G. Cowan, Inc.—Joe Cates. Necchi Sewing Machine Sales Corp.—Grey Advertising Agency, Inc.; Quality Goods Manufacturers Assn., Inc.—Grey Advertising Agency, Inc. ABC Network. Half-hour. Live.
- STORIES FOR CHILDREN** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- STORIES OF THE CENTURY** Various. Studio City TV Productions, Inc.—Morton W. Scott, prod. Hollywood Television Service, Inc. dist. Syndicated. Half-hour. Film.
- STORY THEATRE** Various. Grant-Realm, prod. Ziv Television Programs, dist. Syndicated. Half-hour. Film.
- STRANGE ADVENTURE** Various. Ace Pictures. Teleplay Productions, Pyramid Productions, prod. General Television Enterprises, Inc., dist. Syndicated. Quarter-hour. Film.

- STRANGER THAN FICTION** Various. United World Films, Inc. Syndicated. Quarter-hour. Film.
- STREAMLINED FAIRY TALES** Various. Harry S. Goodman Productions, Inc. Syndicated. Quarter-hour. Film.
- STRIKE IT RICH** Warren Hull. Walt Frammer, prod. Colgate-Palmolive Co. (Colgate Dental Cream, Vel Super Suds, Palmolive Soap, Fab, Ajax)—Wm. Esty Co., Inc. CBS Network. Half-hour (5 days a week). Live.
- STUDIO ONE** Various. Felix Jackson, prod. Westinghouse Electric Corp.—McCann-Erickson, Inc. CBS Network. Hour. Live.
- STUDIO TELESCRIPTIIONS** Various. Studio Films, Inc. Syndicated. 5 min. Film.
- STUDS' PLACE** Studs Terkel. Anderson & Anderson, prod. Harry S. Goodman Productions, dist. Syndicated. Half-hour. Film.
- SUNDAY NEWS SPECIAL** Walter Cronkite. CBS News Staff, prod. Norwich Pharmacal Co. (Pepto Bismol, Aspirin, Unguentine, Teek)—Benton & Bowles, Inc. CBS Network. Quarter-hour. Live.
- SUPER CIRCUS** Claude Kirchner. Phil Patton, prod. Chunky Chocolate Co.—Hilton & Riggio, Inc. ABC Network. Hour. Live.
- SUPERMAN** George Reeves. Superman Productions, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- TV CLOSEUPS** Various. Jerry Fairbanks Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. 5 min. Film.
- TV DISC JOCKEY FILMS** Various. Benedict Berenberg, prod. Screen Gems, dist. Syndicated. 5 min. Film.
- TV KITCHEN** Mrs. Florence Pierce. Kelsey-Fraser Productions, Inc. Syndicated. Half-hour. Film.
- TV READER'S DIGEST** Hugh Reilly. Chester Erskine Productions—Chester Erskine, Studebaker-Packard Corp.—Ruthrauff & Ryan, Inc., Roche Williams & Cleary, Inc. ABC Network. Half-hour. Film.
- TV'S BASEBALL HALL OF FAME** Various. James B. Harris, prod. Flamingo Films, Inc., dist. Syndicated. Quarter-hour. Film.
- TV'S FOOTBALL HALL OF FAME** Various. Ray Gordon, prod. Flamingo Films, Inc., dist. Syndicated. Quarter-hour. Film.
- TALES OF THE FOREIGN LEGION** Errol Flynn. Anthony Bartley, Jersey Corporation, Baring Associates, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.
- TALES OF THE OLD WEST** Various. Bengal Pictures—Phil E. Cantonwine, prod. Cavalcade Television Programs, dist. Syndicated. Quarter-hour. Film.
- TALES OF THE TEXAS RANGERS** Willard Parker, Harry Lauter. Screen Gems, Inc.—Colbert Clark. General Mills, Inc. (Ready-To-Eat Cereals, Dog Food, Baking Mixes, Frostings)—Tatham-Laird, Inc. CBS Network. Half-hour. Film.
- TALES OF THE TEXAS RANGERS** Willard Parker, Harry Lauter. Screen Gems, Inc. Syndicated. Half-hour. Film.
- TALES OF TOMORROW** Various. George F. Foley, Inc., prod. Sterling Television Co., Inc., dist. Syndicated. Half-hour. Film.
- TALKAROUND** Katherine Copeland. Katherine Copeland, prod. Sustaining. CBS Network. Half-hour. Live.
- THE TALKING PICTURES LETTER** Bruce Bennett. Hollywood Television Productions. Syndicated. Half-hour. Film.
- TELE-MUSICALS** Various. McConkey Productions, prod. Harriscopes, Inc., dist. Syndicated. 5 min. Film.
- TELESPORTS DIGEST** Bob Wilson. Tel Ra Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- TELETUNES** Various. Riviera Productions. Syndicated. 5 min. Film.
- TELEVISION COURT** Various. Motion Picture Advertising Service Co., Inc., prod. U. M. & M., Inc., dist. Syndicated. Half-hour. Film.
- TENNESSEE ERNIE FORD SHOW** Tennessee Ernie Ford. Clifflie Stone, prod. Dromedary Co., Division of National Biscuit Co.—Ted Bates & Co., Inc.; Miles Laboratories, Inc. (Alka-Seltzer, Bactine, Tabacin, Nervein, One-a-Day Vitamins)—Geoffrey Wade Advertising; Minute Maid—Ted Bates & Co., Inc.; Procter & Gamble Co.—Benton & Bowles, Inc.; Standard Brands—Ted Bates & Co., Inc. NBC Network. Half-hour (5 days a week). Live.
- TERRY AND THE PIRATES** John Baer, William Tracy. Dougfair Corporation, prod. Official Films, dist. Syndicated. Half-hour. Film.
- TEXACO STAR THEATRE** Jimmy Durante. Edward Buzzell, prod. The Texas Co.—Kudner Agency, Inc. NBC Network. Half-hour (3 out of 4 weeks). Live or film.
- TEXAS RASSLIN'** Various. Ed McLemore, prod. Texas Rasslin' Films. dist. Syndicated. Half-hour & hour. Film.
- THIS IS CHARLES LAUGHTON** Charles Laughton. Paul Gregory & Associates, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.

- THIS IS HAWAII** Alfred Apaka. John J. Franklin. prod. George Bagnall & Associates, dist. Syndicated. Half-hour. Film.
- THIS IS MY STORY** Ed Prentiss. Morton TV Productions, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- THIS IS YOUR LIFE** Ralph Edwards. Ralph Edwards, prod. Hazel Bishop, Inc.—Raymond Spector Co., Inc.; Procter & Gamble Co.—Benton & Bowles, Inc. NBC Network. Half-hour. Live.
- THIS IS YOUR MUSIC** Byron Palmer, Joan Weldon. Jan Productions, Inc., prod. Official Films, dist. Syndicated. Half-hour. Film.
- THIS LAND OF OURS** Art Gilmore. Dudley TV, prod. Sterling Television Co., dist. Syndicated. 10 min. Film.
- THIS WORLD OF OURS** Art Gilmore. Dudley TV, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THOSE WHITING GIRLS.** Margaret Whiting, Barbara Whiting. Desilu Productions, Inc. Syndicated. Half-hour. Film.
- THREE GUESSES** Roger Forster. Movietone News, prod. Unity TV Corp., dist. Syndicated. Quarter-hour. Film.
- THRILL OF YOUR LIFE** Various. Thrills Unlimited, prod. Louis Weiss & Co., dist. Syndicated. Half-hour. Film.
- TIC TOC TALES** Various. Donald B. Poynter, prod. Abe Saperstein TV Enterprises, Inc., dist. Syndicated. Quarter-hour. Film.
- TIM MC COY** Tim McCoy. Motion Pictures for Television, Inc., prod. U. M. & M., Inc., dist. Syndicated. Quarter-hour. Film.
- TIMES SQUARE PLAYHOUSE** Herbert Marshall. Ziv Television Programs, Inc. Syndicated. Half-hour. Film.
- TODAY** Dave Garroway. Jerry Greene, prod. Participating sponsorship. NBC Network. 2 hours (five days a week). Live.
- TOMORROW'S CAREERS** Henry Barnes. ABC in cooperation with Johns Hopkins University. Sustaining. ABC Network. Half-hour. Film.
- TONIGHT** Steve Allen. Mort Werner, exec. prod.; Bill Harbach, prod. Participating sponsorship. NBC Network. Hour-and-half (5 days a week). Live.
- THE TONY MARTIN SHOW** Tony Martin. Alan (Bud) Yorkin, prod. Webster Chicago Corp.—John W. Shaw Advertising; Associated Products, Inc. (Five Day Deodorant Pads)—Grey Advertising, Inc. NBC Network. Quarter-hour. Live.
- TOP PLAYS OF 1955 (FIRESIDE THEATRE)** Various. Frank Wisbar, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film.
- TOP SECRET** Paul Stewart. Marion Parsonnet, prod. Flamingo Films, Inc., dist. Syndicated. Quarter-hour. Film.
- TOPPER** Anne Jeffreys, Robert Sterling. John W. Loveton, prod. Standard Brands, Inc.—Compton Advertising, Inc. ABC Network. Half-hour. Film.
- TOWN AND COUNTRY TIME** Jimmy Dean. Radio Corp. of America. Syndicated. Quarter-hour & half-hour. Film.
- TRAVELER'S DIARY** Various. United World Films, Inc. Syndicated. 10 min. Film.
- TROPIC HAZARD** Various. Tele-Tropic Productions—William Beal, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THE TROUBLE WITH FATHER (STU ERWIN SHOW)** Stu Erwin, Jane Erwin. Roland Reed Productions—Hal Roach, Jr., prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- TRUTH OR CONSEQUENCES** Jack Bailey. Ed Bailey, prod. P. Lorillard Co. (Old Gold, Muriel Cigars, Briggs Tobacco)—Lennen & Newell, Inc. NBC Network. Half-hour. Live.
- TURN OF A CARD** Sydney Radner. Larry Lasky, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- 20TH CENTURY FOX HOUR** Joseph Cotten. 20th Century-Fox—Jules Bricken. General Electric Co.—Young & Rubicam, Inc. CBS Network. Hour (alternate weeks). Film.
- TWO FOR THE MONEY** Herb Shriner. Goodson-Todman Productions—Gil Fates. P. Lorillard Co. (Old Gold Cigarettes)—Lennen & Newell, Inc.; W. A. Sheaffer Pen Co.—Russel M. Seed Co., Inc. CBS Network. Half-hour. Live.
- UN IN ACTION** Larry LeSueur, George Hicks. Bill Weinstein, prod. Sustaining. CBS Network. Half-hour. Live.
- UNCOMMON VALOR** Gen. Holland M. Smith, U. S. M. C. Executive Production, prod. General Teleradio Film Division, dist. Syndicated. Half-hour. Film.
- THE UNEXPECTED** Various. Ziv Television Programs, Inc. Syndicated. Half-hour. Film.

- UNITED PRESS MOVIE TONE** Various. Movietone News, prod. United Press, dist. Syndicated. Half-hour. Film.
- UNITED STATES STEEL HOUR** Various. The Theatre Guild, prod. United States Steel Corp.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Hour (alternate weeks). Live.
- UNK & ANDY ABC ART ADVENTURES** Jack Kenestan. Kenestan Productions, Inc., prod. Cavalcade Television Programs, dist. Syndicated. Quarter-hour. Film.
- VALIANT LADY** Flora Campbell. Leonard Blair, prod. General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)—Dancer, Fitzgerald-Sample, Inc.; The Toni Co. (Prom, White Rain Shampoo)—Weiss & Geller, Inc.; Wesson Oil & Snowdrift Sales Co.—Fitzgerald Advertising Agency, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- VICTORY AT SEA** Leonard Graves. NBC Film Division. Syndicated. Half-hour. Film.
- VIDYO** Various. March Productions, Inc., prod. Jack Russell & Associates, dist. Syndicated. 5 min. Film.
- VIENNA PHILHARMONIC ORCHESTRA** Eugene Sharin, Vienna Philharmonic. Eugene Sharin, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- VIEW THE CLUE** Art Balinger. John A. Ettlenger, prod. Medallion Productions, Inc., dist. Syndicated. Half-hour. Film (live contestants).
- THE VISE** Various. Edward J. & Harry Lee Danziger, prod. Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc. ABC Network. Half-hour. Film.
- THE VISITOR** Various. Marion Parsonnet, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.
- VOICE OF FIRESTONE** Howard Barlow. Fred Heider, prod. Firestone Tire & Rubber Co.—Sweeney & James Co. ABC Network. Half-hour. Live.
- WALT'S WORKSHOP** Walt Durbahn. Redi H. Ray Industries, prod. Sterling Television Co., dist. Syndicated. Half-hour. Film.
- WANTED** Walter McGraw. Peg & Walter McGraw, prod. American Home Products Corp. (Anacin, Hop-per Clay Pack, Infra-Rub)—Biow, Beirn & Toigo, Inc. CBS Network. Half-hour. Film.
- WARNER BROTHERS PRESENTS.** Gig Young. Warner Bros.—Harve Foster, Jerome C. Robinson. General Electric Co.—Maxon, Inc.; Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc.; Monsanto Chemical Co.—Needhan, Louis & Brorby, Inc. ABC Network. Hour. Film.
- WATCH THE BIRDIE** Various. Soundac Productions, prod. Richard H. Ullman, Inc., dist. Syndicated. 5 min. Quarter-hour & half-hour. Film.
- WATCH THE WORLD** Don Goggard. George Wallach, prod. NBC Film Division, dist. Syndicated. Quarter-hour. Film.
- WATERFRONT** Preston Foster, Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- THE WEDNESDAY NIGHT FIGHTS** Russ Hodges. International Boxing Club (with ABC)—William Warwick, The Mennen Co.—McCann-Erickson, Inc.; Pabst Brewing Co. & Subsidiary & Affiliated Cos. Warwick & Legler, Inc. ABC Network. Hour. Live.
- WHAT DO YOU KNOW ABOUT YOU?** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- WHAT MAKES A CHAMPION?** Various. Encyclopedia Britannica Films, prod. Associated Program Service, dist. Syndicated. Quarter-hour. Film.
- WHAT'S MY LINE?** John Daly. Goodson-Todman Productions—Bob Bach. Jules Montenier, Inc. (Stoppete, Poof, Finesse)—Earle Lugdin & Co. CBS Network. Half-hour. Live.
- WHAT'S THE GOOD WORD?** Cartoon. Warren R. Smith, Inc., prod. Cavanaugh Morris Advertising, dist. Syndicated. 5 min. Film.
- WHAT'S WRONG WITH THIS PICTURE?** Various. Morton Television Productions, Inc. Syndicated. Quarter-hour. Film.
- WHAT'S YOUR EYE-Q?** Various. Lewis & Clark Productions, prod. Lakeside Television, dist. Syndicated. 5 min., quarter-hour & half-hour. Film.
- WHERE IN THE WORLD?** Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.
- WHERE WERE YOU?** Ken Murray-Bing Crosby Enterprises, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- THE WHISTLER** Paul Kelly. Millard Mitchell. Joel Malone, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- WIDE WIDE WORLD** Dave Garraway. Barry Wood, exec. prod. General Motors Corp. Divisions (Delco Battery, AC Spark Plug, Guide Lamp, United Motors)—D. P. Brother and Co., Campbell-Ewald Co. NBC Network. Hour-and-half. Live.
- WILD BILL ELLIOTT** Bill Elliott. Hygo Television Films, Inc. Syndicated. Hour. Film.
- WILD BILL HICKOK** Guy Madison. Andy Devine. William F. Broidy Productions. Kellogg Co.—Leo Burnett Co., Inc. CBS Network. Half-hour. Film.
- WILD BILL HICKOK** Bill Williams. William F. Broidy Productions, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.

- WILD LIFE IN ACTION** Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.
- WILLY** June Havoc. Desilu Productions, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- WINKY DINK AND YOU** Jack Barry. Barry & Enright, Inc.—Dan Enright. Ideal Toy Co.—Grey Advertising Agency, Inc. CBS Network. Half-hour. Live.
- WONDERS OF THE WILD** Various. Borden Productions, Inc., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- A WORD FROM THE STARS** Various. Daniel R. Goodman, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour and Half-hour. Film.
- WORLD CLOSE-UP** Various. Zach Baym Films. Syndicated. Half-hour. Film.
- WORLD OF ADVENTURE** Curtis Nagel, William Moore. Jerry Courneya, prod. United Producers Distributors, dist. Syndicated. Quarter-hour. Film.
- WORLD OF MR. SWEENEY** Charlie Ruggles. Sam Schiff, prod. Dromedary Co., Division of National Biscuit Co.—Ted Bates & Co., Inc.; Miles Laboratories, Inc.—Geoffrey Wade Advertising. NBC Network. Quarter-hour (5 days a week). Live.
- WORLD OF WOLO** Wolo. E. T. Sales, prod. New Albion Films, Inc., dist. Syndicated. Quarter-hour. Film.
- WORLD OF YESTERDAY** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- THE WORLD WE LIVE IN** Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.
- WORLD'S GREATEST FIGHTERS IN ACTION** Various. The Big Fights, Inc. Syndicated. Quarter-hour. Film.
- WRESTLING, ALL GIRL** Various. Harriscop, Inc. Syndicated. Half-hour. Film.
- WRESTLING FOR TV** Various. Crosley Broadcasting Corp. Syndicated. Hour. Film.
- WRESTLING FROM HOLLYWOOD** Dick Lane. Paramount Television Productions, Inc. Syndicated. Hour. Film.
- WRESTLING—INTERNATIONAL AMPHITHEATRE** Russ Davis. IWF, Inc. Syndicated. Quarter-hour, half-hour & hour.
- WRESTLING, MAIN EVENT** Various. Harriscop, Inc. Syndicated. Half-hour & hour. Film.
- WYATT EARP** Hugh O'Brian. 616 Co.—Louis F. Edelman. General Mills, Inc.—Dancer-Fitzgerald-Sample, Inc.; Parker Pen Co.—Tatham-Laird, Inc. ABC Network. Half-hour. Film.
- YESTERDAY'S NEWSREEL** Various. Ziv Television Programs, Inc. Syndicated. Quarter-hour. Film.
- YESTERDAY'S WORLD TODAY** Marvin Miller. Simmel-Meservey TV Productions. Syndicated. Quarter-hour. Film.
- YOU ARE THERE** Walter Cronkite. James Fonda, prod. Prudential Insurance Co.—Calkins & Holden, Inc. CBS Network. Half-hour. Film.
- YOU ASKED FOR IT** Art Baker. Wayne Steffner Productions, Inc.—Wayne Steffner. Skippy Peanut Butter. Division of Best Foods, Inc.—Guild, Bascom & Bonfigli, Inc. ABC Network. Half-hour. Film.
- YOU BET YOUR LIFE** Groucho Marx. Filmercraft Productions—John Guedel. De Soto Division, Chrysler Corp.—Batten, Barton, Durstine & Osborn, Inc. NBC Network. Half-hour. Film.
- YOU'LL NEVER GET RICH** Phil Silvers. Nat Hiken, prod. Amana Refrigeration, Inc.—Maury, Lee & Marshall; R. J. Reynolds Tobacco Co. (Camel Cigarettes)—Wm. Esty Co., Inc. CBS Network. Half-hour. Film.
- YOUR ALL-STAR THEATRE (FORD THEATRE)** Various. Screen Gems, Inc. Syndicated. Half-hour. Film.
- YOUR DAYS AT SCHOOL** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- YOUR FAMILY THEATRE** Raymond Massey. Wendy Barrie. Atlas Television Corp. Syndicated. Half-hour. Film.
- YOUR HEALTH AND SAFETY** Various. Coronet Films. Syndicated. Quarter-hour. Film.
- YOUR HIT PARADE** Dorothy Collins, Gisele MacKenzie, Snooky Lanson. Don Lounsbury, prod. American Tobacco Co. (Lucky Strike Cigarettes)—Batten, Barton, Durstine & Osborn, Inc.; Warner-Lambert, Inc. (Quick Home Permanents)—Kenyon & Eckhardt, Inc. NBC Network. Half-hour. Live.
- YOUR JEWELER'S SHOW CASE** Various. Sovereign Productions, prod. Stuart Reynolds, dist. Syndicated. Half-hour. Film.
- YOUR STAR SHOWCASE** Edward Arnold. Sovereign Productions, Inc., prod. Television Programs of America, dist. Syndicated. Half-hour. Film.
- YOUR TV THEATRE** Various. Frank Wisbar, prod. Ziv Television. Programs, dist. Syndicated. Half-hour. Film.
- YOUTH WANTS TO KNOW** Various. Theodore Granik, prod. General Dynamics Corp.—Morey, Humm & Johnstone, Inc. NBC Network. Half-hour. Live.
- ZOO PARADE** Marlin Perkins. Reinald Verrenrath, prod. American Chicle Co. (Beeman Pepsin Gum, Chiclets, Clorets & Mints, Roloids, Dentyne Gum. Certs)—Ted Bates & Co., Inc.; Mutual Benefit Health & Accident Assn. of Omaha—Bozell & Jacobs, Inc. NBC Network. Half-hour. Live.

Poll and Award Winners

QUIGLEY PUBLICATION AWARDS TV CHAMPIONS

Winners of the 6th annual poll conducted by Motion Picture Daily and Fame among television critics of the United States in 1954 were:

- Best Network Program*—(1) Toast of the Town, (2) Disneyland, (3) Omnibus.
- Best Television Performer*—(1) George Gobel, (2) Jackie Gleason, (3) Jack Webb.
- Most Promising Female Star*—(1) Eva Marie Saint, (2) Elizabeth Montgomery, (3) Pat Carroll.
- Most Promising Male Star*—(1) Dick Shawn, (2) Orson Bean, (3) Steve Hill.
- Most Effective Color Use*—(1) Max Liebman Presents, (2) The Best of Broadway.
- Best Comedian*—(1) George Gobel, (2) Jackie Gleason, (3) Sid Caesar.
- Best Comedienne*—(1) Lucille Ball, (2) Imogene Coca, (3) Martha Raye.
- Best Comedy Team*—(1) Lucille Ball & Desi Arnaz, (2) Dean Martin & Jerry Lewis, (3) George Burns & Gracie Allen.
- Best Comedy Show*—(1) The Jackie Gleason Show, (2) George Gobel Show, (3) I Love Lucy.
- Best Variety Program*—(1) Toast of the Town, (2) The Jackie Gleason Show, (3) Colgate Comedy Hour.
- Best Panel Discussion*—(1) Meet the Press, (2) American Forum of the Air.
- Best New Dramatic Program*—(1) Medic, (2) Climax, (3) The Best of Broadway.
- Most Unique New Program*—(1) Disneyland, (2) Tonight.
- Best Dramatic Program*—(1) Studio One, (2) United States Steel Hour, (3) Robert Montgomery Presents.
- Best Mystery Program*—(1) Dragnet, (2) Danger, (3) Sherlock Holmes.
- Best Male Vocalist*—(1) Perry Como, (2) Eddie Fisher, (3) Gordon MacRae.
- Best Female Vocalist*—(1) Dinah Shore, (2) Jane Froman, (3) Jo Stafford.
- Best Musical Show (Classical)*—(1) Voice of Firestone, (2) NBC Opera, (3) Chicago Symphony.
- Best Musical Show (Popular)*—(1) Your Hit Parade, (2) Perry Como Show, (3) Dinah Shore Show.
- Best Audience Participation Quiz Show*—(1) Groucho Marx Show, (2) Two for the Money, (3) Break the Bank.
- Best Panel Quiz Show*—(1) What's My Line, (2) I've Got a Secret, (3) Twenty Questions.
- Best Master of Ceremonies*—(1) Ed Sullivan, (2) Steve Allen, (3) Garry Moore.
- Best Announcer*—(1) George Fenneman, (2) Jack Lescault, (3) Rex Marshall.
- Best News Commentator*—(1) John Cameron Swayze, (2) Edward R. Murrow, (3) Douglas Edwards.
- Best Sportscaster*—(1) Mel Allen, (2) Bill Stern, (3) Tom Haymon.
- Best Daytime Program*—(1) Today, (2) Garry Moore Show, (3) Home.
- Best Children's Program*—(1) Ding-Dong School, (2) Howdy-Doody, (3) Kukla, Fran & Ollie.
- Best Commercial (audience viewpoint)*—(1) Lucky Strike, (2) Kraft Theatre, (3) General Electric.

Winners of the preceding polls were:

- Best Network Program*—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Omnibus, 1953.
- Best Television Performer*—Milton Berle, 1949; Sid Caesar, 1950; Jimmy Durante, 1951; Lucille Ball, 1952; Donald O'Connor, 1953.

- Most Promising Female Star*—Felicia Montealegre, 1949; Imogene Coca, 1950; Lucille Ball, 1951; Maria Riva, 1952; Audrey Meadows, 1953.
- Most Promising Male Star*—Dave Garroway, 1949; Jerry Lewis, 1950; Herb Shriner, 1951; Wally Cox, 1952; Julius LaRosa, 1953.
- Best Comedian*—Sid Caesar, 1950; Sid Caesar, 1951; Sid Caesar, 1952; Jackie Gleason, 1953.
- Best Comedienne*—Imogene Coca, 1950; Imogene Coca, 1951; Lucille Ball, 1952; Imogene Coca, 1953.
- Best Comedy Team*—Sid Caesar & Imogene Coca, 1953.
- Best Comedy Show*—Texaco Star Theatre, 1949; Colgate Comedy Hour, 1950; Your Show of Shows, 1951; I Love Lucy, 1952; Colgate Comedy Hour, 1953.
- Best Variety Program*—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Toast of the Town, 1953.
- Best Panel Discussion Program*—Meet the Press, 1952; Meet the Press, 1953.
- Best New Dramatic Program*—United States Steel Hour, 1953.
- Best Dramatic Program*—Studio One, 1949; Studio One, 1950; Studio One, 1951; Studio One, 1952; Studio One, 1953.
- Best Mystery Program*—Suspense, 1950; Man Against Crime, 1951; Dragnet, 1952; Dragnet, 1953.
- Best Male Vocalist*—Perry Como, 1952; Perry Como, 1953.
- Best Female Vocalist*—Dinah Shore, 1952; Dinah Shore, 1953.
- Best Musical Show (Classical)*—Voice of Firestone, 1950; Voice of Firestone, 1951; Voice of Firestone, 1952; Voice of Firestone, 1953.
- Best Musical Show (Popular)*—Fred Waring Show, 1950; Fred Waring Show, 1951; Your Hit Parade, 1952; Your Hit Parade, 1953.
- Best Quiz Show*—(One category to 1951): Who Said That?, 1949; You Bet Your Life, 1950; You Bet Your Life, 1951.
- Best Audience Participation Quiz Show*—Groucho Marx Show, 1952; Groucho Marx Show, 1953.
- Best Panel Quiz Show*—What's My Line, 1952; What's My Line, 1953.
- Best Master of Ceremonies*—Bert Parks, 1950; John Daly, 1951; John Daly, 1952; Ed Sullivan, 1953.
- Best Announcer*—Bud Collyer, 1950; George Fenneman, 1951; Dennis James, 1952; George Fenneman, 1953.
- Best News Commentator*—John Cameron Swayze, 1950; John Cameron Swayze, 1951; John Cameron Swayze, 1952; John Cameron Swayze, 1953.
- Best Sportscaster*—Dennis James, 1950; Jimmy Powers, 1951; Mel Allen, 1952; Mel Allen, 1953.
- Best Daytime Program*—Ransom Sherman, 1950; Kate Smith Show, 1951; Kate Smith Hour, 1952; Garry Moore Show, 1953.
- Best Children's Program*—Kukla, Fran & Ollie, 1949; Kukla, Fran & Ollie, 1950; Kukla, Fran & Ollie, 1951; Kukla, Fran & Ollie, 1952; Ding Dong School, 1953.
- Best Commercial (audience viewpoint)*—Texaco, 1949; Lucky Strike, 1950; Lucky Strike, 1951; Ford, 1952; Ford, 1953.

QUIGLEY PUBLICATION AWARDS RADIO CHAMPIONS

Winners of the 19th annual poll conducted by Motion Picture Daily and Fame among the radio columnists of the daily press throughout the United States in 1954 were as follows:

- Best Program*—(1) Friday with Garroway, (2) Jack Benny Show, (3) Lux Radio Theatre.

Best Performer—(1) Dave Garroway, (2) Jack Benny, (3) Bob Hope.
Most Promising Star—(1) Jimmie Nelson, (2) Gary Crosby.
Best Comedian—(1) Jack Benny, (2) Hob Hope, (3) Groucho Marx.
Best Comedienne—(1) Eve Arden, (2) Marion Jordan, (3) Mary Livingston.
Best Comedy Team—(1) Fibber McGee & Molly, (2) Amos & Andy, (3) Dean Martin & Jerry Lewis.
Best Variety Program—(1) Friday with Garroway, (2) Edgar Bergen Show, (3) Breakfast Club.
Best Popular Vocalist (Male)—(1) Perry Como, (2) Eddie Fisher, (3) Bing Crosby.
Best Popular Vocalist (Female)—(1) Dinah Shore, (2) Rosemary Clooney, (3) Jo Stafford.
Best Classical Vocalist (Male)—(1) Robert Merrill, (2) Ferruccio Tagliavini, (3) Ezio Pinza.
Best Classical Vocalist (Female)—(1) Rise Stevens, (2) Patrice Munsel, (3) Roberta Peters.
Best Dramatic Program—(1) Lux Radio Theatre, (2) Hall of Fame, (3) Suspense.
Best Mystery Program—(1) Dragnet, (2) Suspense, (3) Mr. Keen, Tracer of Lost Persons.
Best Master of Ceremonies—(1) Dave Garroway, (2) Art Linkletter, (3) Don McNeill.
Best News Commentator—(1) Edward R. Murrow, (2) Morgan Beatty, (3) Martin Agronsky.
Best Announcer—(1) George Fenneman, (2) Tony Marvin, (3) Don Wilson.
Best Sportscaster—(1) Bill Stern, (2) Mel Allen, (3) Harry Wismer.
Best Classical Orchestra—(1) New York Philharmonic, (2) Firestone, (3) NBC Symphony, Telephone Hour (tie).
Best Popular Orchestra—(1) Guy Lombardo, (2) Sauter-Finegan, (3) Ralph Martieri.
Best Classical Musical Show—(1) Voice of Firestone, (2) New York Philharmonic, (3) Telephone Hour.
Best Popular Musical Show—(1) Perry Como Show, (2) Dinah Shore Show, Ring Crosby Show (tie), (3) Friday with Garroway.
Best Country Music Show—(1) Grand Ole Opry, (2) Saturday Night Country Style, (3) Tennessee Ernie, Old Dominion Barn Dance (tie).
Best Quiz Show—(1) Groucho Marx Show, (2) Two for the Money, (3) Stop the Music.
Best Children's Program—(1) Let's Pretend, (2) Big Jon and Sparkie.
Best Daytime Program—(1) The Breakfast Club, (2) Arthur Godfrey Time, (3) House Party.
Best Educational Program—(1) Meet the Press, (2) Invitation to Learning, (3) Youth Wants to Know.
Best Public Service—(1) Meet the Press, (2) Weekend, (3) American Forum of the Air.
Best Network Publicity—(1) NBC, (2) CBS, (3) MBS.
Best Individual Publicity—(1) Young & Rubicam, Bureau of Industrial Service; (2) J. Walter Thompson Co., (3) Baten, Barton, Durstine & Osborn.

ACADEMY OF TV ARTS AND SCIENCES AWARDS

Seventh annual awards of the Academy of Television Arts and Sciences covering 1954 were:

Best Individual Program of the Year—Operation Undersea, Disneyland.
Best Dramatic Series—United States Steel Hour.
Best Situation Comedy Series—Make Room for Daddy.
Best Variety Series Including Musical Varieties—Disneyland.
Best News Reporter or News Commentator—John Daly.
Best Cultural, Religious or Educational Program—Omnibus.
Best Children's Program—Lassie.
Best Actor in a Single Performance—Robert Cummings in Twelve Angry Men, Studio One.
Best Actress in a Single Performance—Judith Anderson in Macbeth, Hallmark.
Best Actor Starring in a Regular Series—Danny Thomas.

Best Actress Starring in a Regular Series—Loretta Young.
Best Supporting Actor in a Regular Series—Art Carney.
Best Supporting Actress in a Regular Series—Audrey Meadows.
Best Western or Adventure Series—Stories of the Century.
Best Mystery or Intrigue Series—Dragnet.
Best Audience, Guest Participation or Panel Program—This Is Your Life.
Most Outstanding New Personality—George Gobel.
Best Male Singer—Perry Como.
Best Female Singer—Dinah Shore.
Best Sports Program—Gillette Cavalcade of Sports.
Best Daytime Program (Network)—Art Linkletter's House Party.

GEORGE FOSTER PEABODY TELEVISION AWARDS FOR 1954

Radio-Television News—John Daly, ABC.
Television Entertainment—George Gobel, NBC.
Television Education—Adventure, CBS.
Television Special Awards—Omnibus, CBS; The Search, CBS.
Television for Youth and Children—Disneyland, ABC.
Television National Public Service—Industry on Parade, National Association of Manufacturers.
Television Regional Public Service—WJAR-TV, Providence, R. I., for Hurricane Carol.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS AWARDS

Winners of awards made by the Society of Motion Picture and Television Engineers are:

1955: Progress Medal—DR. ELMER W. ENGSTROM; *Samuel L. Warner Memorial Award*—DR. HARRY F. OLSON; *David Sarnoff Gold Medal Award*—BERNARD D. LOUGHLIN; *Journal Award*—RICHARD S. O'BRIEN.
1954: Achievement Award—EARL I. SPONABLE and HERBERT E. BRAGG; *Samuel L. Warner Memorial Award*—LORIN D. GRIGNON; *David Sarnoff Gold Medal Award*—RAY D. KELL; *Journal Award*—ARMIN J. HILL.
1953: Progress Medal—FRED WALLER; *Samuel L. Warner Memorial Award*—DR. W. W. WETZEL; *David Sarnoff Gold Medal Award*—ARTHUR V. LOUGHREN; *Journal Award*—R. J. SPOTTISWOODE, N. L. SPOTTISWOODE, CHARLES SMITH.
1952: Progress Medal—JOHN J. CRABTREE; *Samuel L. Warner Memorial Award*—DR. HERBERT T. KALMUS; *David Sarnoff Gold Medal Award*—AXEL G. JENSEN; *Journal Award*—D. L. MACADAM.
1951: Progress Medal—EARL I. SPONABLE; *Samuel L. Warner Memorial Award*—EARL I. SPONABLE; *David Sarnoff Gold Medal*—OTTO H. SCHAEZ; *Journal Award*—A. B. JENNINGS, W. A. STANTON, J. P. WEISS.
1950: Progress Medal—DR. VLADIMIR ZWORYKIN; *Samuel L. Warner Memorial Award*—CHARLES R. FORDYCE; *Journal Award*—DR. FREDERICK J. KOLB, JR.

SYLVANIA TV AWARDS FOR 1954

Grand Award—James E. Moser, for Medic.
For Their Work in Connection with Medic—Worthington Miner, Dow Chemical Co., NBC.
For the Most Outstanding Television Series for Children of All Ages—Disneyland; Walt Disney, American Motors Corporation, American Dairy Association, Derby Foods, Inc., ABC.
For the Finest Local Children's Show—Little Schoolhouse; Mrs. Eleanor Hemple, KTTV.

For the Best Educational Series—The Search: Irving Gitlin, CBS.

Television Comedian of the Year—George Gobel. *Documentary Program of the Year*—Three, Two, One . . . Zero: Henry Salomon, Jr., NBC.

For Excellent Showmanship in Variety Entertainment—Toast of the town: Ed Sullivan, Marlo Lewis, CBS.

For Local Public Service—Our Beautiful Potomac: Stuart Finley, WRC.

For Superior Camera Direction—Franklin Schaffner, CBS.

For Public Information Service—John Daly, ABC.

For the Best Dramatic Series—Philco-Goodyear Television Playhouse: Fred Coe, Gordon Duff, Philco Corp., Goodyear Tire & Rubber Co., NBC.

For the Finest Television Play of the Year—Man on Mountain Top: Robert Alan Arthur, Arthur Penn, NBC.

For the Dramatic Actor and Actress of the year—Steven Hill, Eva Marie Saint.

For the Character Actor and Actress of the Year—E. G. Marshall, Eileen Heckart.

For the Outstanding Comedy Team on TV—Jackie Gleason, Art Carney, Audrey Meadows, CBS.

For Local Television News Coverage—John Tellman, Con Edison, WPIX.

For Wholesome Family Entertainment—Father Knows Best: Robert Young, Jane Wyatt, P. Lorillard Co., CBS.

OTHER TELEVISION AWARDS

Fifth annual television awards of Look Magazine for 1954 are as follows: *Special Awards*—George Gobel, Fred Coe, Jack Webb, Garry Moore; *Best Educational Program*—Omnibus; *Best Dramatic Program*—U. S. Steel Hour; *Best News Program*—Camel Caravan, John Cameron Swayze; *Best Variety Program*—Toast of the Town; *Best Sports Program*—Cavalcade of Sports; *Best Quiz or Panel Show*—You Bet Your Life, Groucho Marx; *Best Children's Program*—Ding Dong School, Dr. Frances Horwich; *Best Religious Program*—Life Is Worth Living,

Bishop Fulton J. Sheen; *Best Public Affairs Program*—See It Now, Edward R. Murrow.

WOMAN'S HOME COMPANION television awards for 1954 were: *Favorite Female Star*—Lucille Ball, followed by Loretta Young, Joan Davis; *Favorite Male Star*—George Gobel, followed by Jackie Gleason, Arthur Godfrey; *Favorite Program*—I Love Lucy, followed by the Jackie Gleason Show, Toast of the Town.

MCCALL'S Mike Awards to Women in Radio and Television for 1954 were: *Outstanding Woman in Radio and Television for 1954*—Angela McDermott, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.; *Executive Performing the Greatest Public Service to Her Community*—Mrs. Dorothy Daniel, WQED, Pittsburgh, Pa.; *Executive Performing the Greatest Public Service for Women*—Bee Baxter, KSTP-TV, St. Paul, Minn.; *Executive Performing Greatest Public Service to Youth*—Josephine Wetzler, WLS, Chicago, Ill.; *Service to Community*—Marian Young Taylor, WOR, New York, N. Y.; *Service to Women*—Mary Jones, WFIL, Philadelphia, Pa.; *Service to Youth*—KPX, San Francisco, Calif.

INSTITUTE OF RADIO ENGINEERS Awards for 1954 were: *IRE Medal of Honor*—Harold T. Friis; *Morris Liebman Memorial Prize*—Arthur V. Loughren; *Harry Diamond Memorial Award*—Bernard Salzbud; *Zworykin Television Prize*—Harold B. Law; *Thompson Memorial Prize*—Blanchard D. Smith, Jr.

Second annual LEE DE FOREST Award of the National Association for Better Radio and Television was given in 1954 to Harvey S. Firestone, Jr.

Semi-annual CHRISTOPHER Awards for the period ending September 30, 1955 were: *For Pajama Game, Ozzie and Harriet Show*—Ozzie Nelson, Leo Penin, Dick Bensfield, Perry Grant, Don Nelson; *For Judge Contain's Hotel, Kraft Theatre*—Maury Holland, William Murne; *For The Narrow Man, Armstrong Circle Theatre*—David Susskind, Paul Bogart, Anne Howard Bailey; *For Deal a Blow, Climax*—Martin Manulis, John Frankenheimer, Robert Dozier.

Second Annual AMERICAN CINEMA EDITORS Television award for 1955 was given to Bernard Burton, Samuel Beetley, Roland Gross for Four Star Playhouse.



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Branch offices: Hollywood, New York.
- BYER & BOWMAN ADVERTISING AGENCY**, 66 S. 6th St., Columbus 15, Ohio. CA 1-7751.
HERBERT BYER, Gus K. BOWMAN, JOEL BURGHALTER, partners; JOHN D. METZGER, TV dir.
- HAROLD CABOT & CO., INC.**, 136 Federal St., Boston 10. HANcock 6-7600.
HAROLD CABOT, pres.; ROBERT GRIFFIN, prod. mgr.
- CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH, INC.**, 247 Park Ave., New York 17. PLaza 5-6900.
HAROLD L. McCLINTON, pres.; PETER A. KRUG, dir. of TV.
Branch offices: Chicago, Los Angeles, Minneapolis.
- CAMPBELL-EWALD CO.**, General Motors Bldg., Detroit 2, Mich. TRinity 2-6200.
HENRY G. LITTLE, pres.; P. L. McHUGH, v.p., TV.
Branch offices: Atlanta, Chicago, Los Angeles, New York, San Francisco, Dallas, Kansas City, Washington.
- CAMPBELL-MITHUN, INC.**, 1300 Northwestern Bank Bldg., Minneapolis 2, Minn. LINcoln 8824.
RAY O. MITHUN, pres.; ARTHUR H. LUND, v.p. in chge. TV.
Branch offices: Chicago, Los Angeles.
- CARTER ADVERTISING AGENCY**, 912 Baltimore, Kansas City 5, Mo. HA 1356.
CHARLES W. CARTER, pres.; WILLIAM G. ROWE, exec. v.p.
- CASMIER ADVERTISING CO., INC.**, 551 Fifth Ave., New York 17, N. Y.; Murray Hill 2-2014.
DAVID C. CASMIER, pres.; MARVIN CASMIER, v.p.
- CAYTON, INC.**, 9 E. 40th St., New York 16. LEXington 2-1711.
WILLIAM D'ARCY CAYTON, pres.; DONNA QUIGLEY, TV dir.
- W. CRAIG CHAMBERS, INC.**, 513 Second Ave., Pittsburgh 19, Penna.
W. CRAIG CHAMBERS, pres.; HAL MCCOY, TV dir.
- NELSON CHESMAN COMPANY**, 240 E. 11th St., Chattanooga 1, Tenn. 6-4942.
HARRY A. LUNDBORG, pres.; RICHARD H. LEIPER, sec. treas. and gen. mgr.
- JAMES THOMAS CHIRURG CO.**, 414 Park Square Bldg., Boston 16. HANcock 6-7310.
JAMES THOMAS CHIRURG, pres.; EDWARD B. POPE, media dir.
Branch offices: New York, Philadelphia.
- C. P. CLARK, INC.**, James Robertson Hotel, Nashville 3, Tenn. 6-4179.
D. G. GOODWIN, pres. & treas.; SARA NOLAN, v.p. & secy.
- COE ADVERTISING AGENCY, INC.**, 307 S. Townsend St., Syracuse 2, N. Y. Phones 76-7456, 7-8.
SMITH S. BINNING, dir. of TV.
- THE ARNOLD COHAN CORP.**, 130 East 59th St., New York, N. Y.; Murray Hill 8-4664.
ARNOLD COHAN, pres. & treas.; EDNA FLEISCHMAN, secy.
- HARRY B. COHEN ADVERTISING CO., INC.**, 41 E. 42nd St., New York 17. OXFord 7-0660.
HARRY B. COHEN, pres.; PETER FINNEY, v.p., radio, TV.
- RUSSELL C. COMER CO.**, 3203 Summit, Kansas City 6, Mo. JEFFerson 4298.
R. ELOISE COMER, owner; JON YOST, dir., Hollywood.

- COMPTON ADVERTISING, INC.**, 261 Madison Ave., New York 16, N. Y. OXford 7-2400.
BARTON CUMMINGS, pres.; LEWIS H. TITTERTON, ROBERT D. HOBROOK, pres.; LEWIS H. TITTERTON, v.p. & dir. of TV prod.
Branch offices: Chicago, Cincinnati, Hollywood, Milwaukee.
- COMSTOCK & CO.**, 651 Delaware Ave., Buffalo 2, N. Y. MOhawk 2252.
HENRY W. COMSTOCK, H. EARL CLOSE, FRANK J. HESS, partners; MISS DAUNE MILLER, TV dir.
- CONNER, JACKSON, WALKER, McCLURE**, 461 Market St., San Francisco 5. YUkon 6-0196.
E. W. CONNER, pres.; BILLIE GROVE, media buyer.
- THOMAS F. CONROY, INC.**, 1101 Majestic Bldg., San Antonio, Tex. CA 7-3456.
THOMAS F. CONROY, pres.; MARGARET STAIR, media dir.
- CO-ORDINATED ADVERTISING CORP.**, 16 West 46th St., New York 36, N. Y. JUdson 2-2100.
LESTER L. WOLFF, pres.; CHARLOTTE ARMSTRONG, TV dir.
- COWAN & DENGLER, INC.**, 17 East 45th St., New York 17. MURray Hill 2-0940.
STUART D. COWAN, pres.; T. H. MOORE, TV dir.
- COX & TANZ ADVERTISING**, 950 Drexel Bldg., Philadelphia 6. LOmbard 3-1720.
EUGENE R. TANZ, dir.; JAMES KIRKONNELL, TV dir.
- JOHN GILBERT CRAIG ADVERTISING, INC.**, 913 Washington St., Wilmington, Del. 5-6185.
J. GORMAN WALSH, pres.; KATHLEEN A. WALSH, secy.
- THE KRAMER-KRASSELL CO.**, 733 N. Van Ruren St., Milwaukee 1, Wisc. BRoadway 6-3500.
A. W. SEILER, pres.; ROGER W. LeGRAND, TV dir.; LORETTA MAHAR, TV time buyer; R. LeGRAND, K. HEGARD, J. PRITCHARD, TV acct. svpr.
- CRITCHFIELD & CO., INC.**, 520 N. Michigan Ave., Chicago 11, Ill. SUperior 7-3061.
E. P. NESBITT, pres.; R. D. CUNNINGHAM, v.p. in chge. TV.
- CUNNINGHAM AND WALSH, INC.**, 261 Madison Ave., New York 16, N. Y. MURray Hill 3-4900.
F. H. WALSH, chairman of board; J. P. CUNNINGHAM, pres.; JOHN R. SHEEHAN, v.p. in chge. of radio & TV.
Branch office: Hollywood.
- CURTIS ADVERTISING COMPANY**, 270 Park Ave., New York 17, N. Y. PLaza 5-6333.
LAWRENCE R. CURTIS, pres.; S. R. COMBS, vice-pres.; E. R. SHAPIRO, radio-TV dir.
- DANCER - FITZGERALD - SAMPLE, INC.**, 347 Madison Ave., New York 17. ORegon 9-0600.
C. L. FITZGERALD, chmn. of bd.; H. M. DANCER, pres.; J. J. NEALE, v.p. & dir. of radio & TV.
Branch offices: Chicago, Hollywood, San Francisco, Toronto.
- D'ARCY ADVERTISING AGENCY**, 515 Madison Ave., New York 22. PL 8-2600.
PAUL LOUIS, v.p. in charge of radio and TV.
Main office: St. Louis.
Branch offices: Atlanta, Cleveland, Toronto.
- JIMM DAUGHERTY, INC.**, 706 Chestnut St., St. Louis 1. MAin 0790-1.
JAMES M. DAUGHERTY, pres.; PAULINE OTTO DAUGHERTY, secy. & treas.
- DAVIS & COMPANY**, Pacific Mutual Bldg., Los Angeles. MIchigan 3908.
ROBERT J. DAVIS, pres.; R. J. DAVIS, Jr., TV dir.
- DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.**, 350 Fifth Ave., New York 1. BRyant 9-0445.
DONALD K. CLIFFORD, pres.; WILLIAM E. STEERS, exec. v.p.; NORMAN W. GLENN, TV dir.
- DONAHUE & COE**, 1270 Ave. of the Americas, New York 20, N. Y. COlumbus 5-2772.
E. J. CHURCHILL, pres.; A. CARL RIGROD, dir. motion pictures, radio & TV; JAMES CALEB BEACH, dir. gen. accts, radio & TV; EVELYN LEE JONES, bus. mgr., radio & TV.
Branch offices: Atlanta, Montreal.
- W. B. DONER & CO.**, 515 Washington Blvd. Bldg., Detroit 26. WOODward 2-8050.
W. B. DONER, pres.; CHARLES F. ROSEN, exec. v.p.
Branch offices: Chicago, Milwaukee.
- DOREMUS & COMPANY**, 120 Broadway, New York 5. WOrth 4-0700.
WILLIAM H. LONG, JR., chairman of the board; LOUIS W. MUNRO, pres.; WILLIAM T. MANN, acct. exec. & TV dir.
Branch offices: Boston, Chicago, Philadelphia, San Francisco.
- DOREMUS-ESHLEMAN COMPANY**, 1522 Locust St., Philadelphia 2. KINGSley 5-2590.
E. HOWARD YORK, III, v.p.; JOSEPH R. ROLLINS, Jr., dir. of radio & TV; RICHARD B. BEAL, dir. of media.
- JOHN C. DOWD, INC.**, 212 Park Square Bldg., Boston 16. HUbbard 2-8050.
JOHN C. DOWD, pres.; JOSEPH L. TULLY, TV dir.; WILLIAM H. MONOGHAN, space buyer.
Affiliated office: Dowd, Redfield & Johnstone, Inc., New York.
- DOWD, REDFIELD & JOHNSTONE, INC.**, 501 Madison, New York 22. MURray Hill 8-1275.
L. L. REDFIELD, chmn. of bd.; JOHN C. DOWD, pres.; EDMUND F. JOHNSTONE, exec. v.p.; TYLER DAVIS, radio & TV dir.
- DOYLE, DANE, BERNBACH**, 20 W. 43rd St., New York 36. LOngacre 5-7878.
NED DOYLE, MAXWELL DANE, WILLIAM BERNBACH, partners; MARVIN CORWIN, TV dir.; CHARLES GREEN, TV producer; HARRY PARNAS, media dir.; NINA FLINN, JEAN SIMPSON, time buyers.
Branch office: Los Angeles.
- ROY S. DURSTINE, INC.**, 655 Madison Ave., New York 19. TE 8-4600.
ROY S. DURSTINE, pres.; JOHN MALONE, JR., v.p.; WILLIAM SLOAN, Los Angeles office.
Branch offices: Los Angeles, San Francisco.
- ADAM F. EBY & ASSOCIATES**, 336 Andrews Bldg., Buffalo 2. MADison 2921.
ADAM F. EBY, owner; VIRGINIA EBY, treas.
- EDELSTEIN-NELSON ADVERTISING AGENCY INC.**, 203 N. Wabash St., Chicago 1. ANdover 3-4867
EDWARD EDELSTEIN, pres.
- ELLINGTON & CO.**, 535 Fifth Ave., New York 17. MURray Hill 7-4300.
JESSE T. ELLINGTON, chmn. of the bd.; C. L. LONDON, pres.; HAL JAMES, v.p. and dir. of radio and TV.
- ELLIS ADVERTISING CO.**, Erlanger Theatre Bldg., Buffalo 1. CI 6780.
MICHAEL ELLIS, JEROME R. ELLIS, partners; MARCIA PINKHAM, TV dir.
Branch offices: Toronto, Vancouver.
- ROBERT J. ENDERS, INC.**, 1001 Connecticut Ave., N.W., Washington 6, D. C. STerling 3-2222.
ROBERT J. ENDERS, pres.; HOWARD A. ENDERS, exec. v.p.; ANNE MERRIMAN, TV dir.; ROBERT L. FRIEND, TV film dir.
Branch offices: Hollywood, New York.
- ERWIN, WASEY & CO.**, 420 Lexington Ave., New York 17. LEXington 2-8700.
LOUIS R. WASEY, chmn. of bd.; HOWARD D. WILLIAMS, pres.; MICHAEL LEVIN, TV dir.; CHARLES F. LOWE, coast TV dir.
Branch offices: Chicago, Los Angeles, Minneapolis, Montreal, Oklahoma City, Toronto.

- WILLIAM ESTY CO., INC.**, 100 E. 42nd St., New York 17, N. Y. Oxford 7-1600.
JAMES J. HOULAHAN, president; SAMUEL NORTH-CROSS, v.p. & TV dir.; STALNEY LOMAS, v.p. & com. TV dir.
Branch office: Hollywood.
- EVANS & ASSOCIATES**, 909 Dan Waggoner Bldg., Fort Worth, Tex. Edison 9521.
ALBERT EVANS, JR., STANLEY SCHLENTHER, partners.
- THE EVERLING ASSOCIATES, INC.**, 1015 Chestnut St., Philadelphia 7. Market 7-2617.
FRANK J. CORKERY, pres. & TV dir.; LESTER J. HARMON, TV prod.
- EWELL & THURBER ASSOCIATES**, 23 E. Jackson Blvd., Chicago 4. Ill. Webster 9-0911.
HAL H. THURBER, exec. v.p.; JAMES CADY EWELL, pres.; C. E. RICKERD, v.p.; BYRON F. FELLOWS, JR., pres.
- FARQUHAR AND COMPANY, INC.**, First National Bank Bldg., Utica 2, N. Y. 2-6109.
JOHN T. FARQUHAR, pres.; ELEANOR CRIMMINS, media buyer.
- FEIGENBAUM & WERMAN ADVERTISING AGENCY**, 1922 Spruce St., Philadelphia 3. LO 4-1536.
HARRY FEIGENBAUM, DAVID WERMAN, partners; STANLEY GOLDSTEIN, TV dir.
- FELLOWS ADVERTISING AGENCY**, 511 East Fayette St., Syracuse 2, N. Y.
BYRON F. FELLOWS, JR., pres.
- COURTLAND D. FERGUSON, INC.**, Rm. 315, National Press Bldg., Washington 4, D. C. National 8-7713
COURTLAND D. FERGUSON, pres.; LUCILLE PIERCE FERGUSON, v.p. & secy.; GILBERT MEEKINS, art director; NAN HANNUM, TV-Radio time buyer; G. KENNETH ADAMS, account executive; BERTRAM CLEAVES, production manager.
- LAWRENCE FERTIG & CO., INC.**, 149 Madison Ave., New York 16. Murray Hill 9-7100.
LAWRENCE FERTIG, pres. & treas.; JOSEPH H. MINTZER, TV time buyer & dir.
- ROBERT G. FIELDS & CO.**, Sudekum Bldg., Nashville 3, Tenn. 6-1977.
ROBERT G. FIELDS, pres.; W. R. CULBERTSON, acct. exec.
- FIORE AND FIORE ADVERTISING**, 128 Mallory Ave., Jersey City 4, N. J. Henderson 2-8200.
MICHAEL A. FIORE, pres. and TV dir.; D. J. CRITELLI, prod. mgr.
- M. M. FISHER ASSOCIATES**, 134 N. LaSalle St., Chicago 2. Ill. Central 6-1610-1.
JACK L. FISHER, owner; JACK L. FISHER, JR., TV director.
- FITZGERALD ADVERTISING AGENCY**, Lee Circle Bldg., New Orleans. Tulane 3131.
WILLIAM THOMAS, television dir.; A. DAVID CLOUD, television production dir.; WALTER COLLINS, television film dir.; MARIE O'MEARA, time buyer.
- FOLEY ADVERTISING AGENCY**, 1012 NBC Bldg., Cleveland 14, O.; Cherry 1-1490.
ROBERT B. FOLEY, pres.; HELEN M. LITTLE, sec. treas.
- THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.**, 1528 Walnut St., Philadelphia 2, Pa. Kingsley 5-1560.
CHARLES H. EYLES, pres.; FRANK KNIGHT, TV dir.
- FOOTE, CONE & BELDING**, 247 Park Ave., New York 17, N. Y. Murray Hill 8-5000.
ROBERT F. CARNEY, chmn. of bd.; ROGER PRYOR, v.p. chgr. radio & TV; THOMAS McDONNELL, dir of prog. dev.
Branch offices: Chicago, Hollywood, Houston, Los Angeles, Portland (Ore.), San Francisco.
- ALBERT FRANK-GUENTHER LAW, INC.**, 131 Cedar St., New York 6. Cortlandt 7-5060.
HOWARD W. CALKINS, chmn. of bd.; FRANK J. REYNOLDS, pres.; ROBERT W. DAY, TV dir.
Branch offices: Boston, Washington, Chicago, Philadelphia, San Francisco.
- FRANKEL, JONES, CO.**, 180 N. Wabash Ave., Chicago 1. Dearborn 2-5745.
JONES B. FRANKEL, pres.; HOWARD S. STONE, TV dir.
- THE FREDERICK-CLINTON CO.**, 545 Fifth Ave., New York 17. Murray Hill 2-7433.
F. C. BURGER, pres.; HAROLD S. RIEFF, exec. v.p. & TV dir.
- CURT FREIBERGER & CO.**, 1439 Court Pl., Denver 2, Colo. Alpine 2048.
C. J. FREIBERGER, pres.; STEVE DEMAREST, TV dir.
- AD FRIED ADVERTISING AGENCY**, 318 15 St., Oakland 12, Calif. Higate 4-6580.
AD FRIED, owner, TV dir.; BETTY H. SIMMONS, TV time buyer; GERHARD JACOBS, art and prod. dir.; AL WILSON, copy chief.
- FRIEND REISS, McGLONE**, 221 W. 57th St., New York. Plaza 7-8030.
R. M. REISS, partner & gen. mgr.; EDWARD RATNER, TV dir.
- HARRY M. FROST CO., INC.**, 260 Tremont St., Boston 16. Liberty 2-0183.
KARL M. FROST, pres.; HAROLD E. BESSOM, v.p.
- FULLER & SMITH & ROSS, INC.**, 230 Park Ave., New York 17. Murray Hill 6-5600.
ROBERT E. ALLEN, pres.; A. E. DURAM, v.p., TV-radio dept. mgr.
Branch offices: Cleveland, Chicago.
- GARDNER ADVERTISING CO.**, 915 Olive St., St. Louis 1, Mo.
E. G. MARSHUZF, pres.; C. E. CLAGGETT, sen. v.p. & gen'l mgr.; WILLIAM D. FISHER, v.p. in chgr. of radio & TV; ROLAND MARTINI, N. Y. v.p.
Branch office: New York.
- GEARE-MARSTON, INC.**, 22nd & Locust, Philadelphia 3. Locust 4-0530.
NORMAN W. GEARE, pres.; FRANK C. MURPHY, TV dir.
Branch office: New York.
- GERTH-PACIFIC ADVERTISING AGENCY**, 604 Mission St., San Francisco 5. Garfield 1-1081.
E. P. GERTH, pres.; J. W. CLARK, v.p.
- THE GETSCHAL CO., INC.**, 49 E. 51st St., New York 22. Plaza 8-1100.
BUDD GETSCHAL, pres.; THOMAS D. MURRAY, v.p.
- GEYER ADVERTISING, INC.**, 745 Fifth Avenue, New York 22, N. Y. PLaza 1-3300.
B. B. GEYER, pres.; GEORGE WOLF, v.p. & dir. of radio & TV.
Branch offices: Dayton, Detroit, Hollywood.
- GIBBONS ADVERTISING AGENCY, INC.**, 802 Daniel Bldg., Tulsa 3. Luther 7-2444.
J. BURR GIBBONS, pres. & treas.; JOHN B. GIBBONS, v.p.; DEE FREIDAY, TV dir.
- GIBRALTAR ADVERTISING AGENCY, INC.**, 17 E. 45th St., New York 17. Murray Hill 7-7896.
CHARLES I. BASCH, III, pres.; FRANCES SCOTT, TV dir.; GLORIA LUBIN, TV time buyer.
- GILLHAM ADVERTISING AGENCY**, 500 Continental Bank Bldg., Salt Lake City 1, Utah. 4-5516.
M. C. NELSON, pres. & treas.; HERB G. WOLSEY, TV dir.
- BERT S. GITTINS ADVERTISING**, 739 N. Broadway, Milwaukee 2. BR 6-5948.
BERT S. GITTINS, president; GERALD L. SEAMAN, TV director; VERNE LAUSTSEN, TV exec.
- GOODKIND, JOICE & MORGAN, INC.**, 919 N. Michigan Ave., Chicago 11. Superior 7-6746.
CLYDE M. JOICE, pres.; FLORENCE A. NEIGHBORS, media director.

- GOTHAM-VLADIMIR ADVERTISING, INC.**, 2 HIRSHON-GARFIELD, INC., 745 Fifth Ave., New York 22, N. Y. MURRAY Hill 8-8900.
W. 46th St., New York 36, JUdson 8-9393.
DUNCAN D. SUTPHEN, chmn., exec. comm.; IRWIN VLADIMIR, pres.; ARTHUR A. KRON, exec. v.p. & TV dir.
Branch offices: Sydney, Australia; Mexico City, Mexico.
- GRANT ADVERTISING, INC.**, 655 Madison Ave., New York 21, N. Y. TEmpleton 8-9393; 919 N. N. Michigan Ave., Chicago, Ill. SUperior 7-6500.
WILL C. GRANT, pres.; E. M. MOORE, TV dir., Chicago; ROY A. MEREDITH, TV dir., New York.
Branch offices: Dallas, Detroit, Hollywood, Miami, Portland, Ore., San Francisco.
- GRAY & ROGERS**, 12 S. 12th St., Philadelphia 7, Pa. WALnut 2-4808.
JEROME B. GRAY, EDMUND H. ROGERS, ROBERT W. GRAHAM, RUSSELL K. CARTER, SHERMAN G. LANDERS, WILLIAM B. EDWARDS, ATHONTON SEELEY, DAVID B. ARNOLD, ALBERT R. BOCHROCH, FRANKLIN P. JONES, GRANVILLE WORRELL, THELMA BERESIN, partners; EDMUND H. ROGERS, partner.
TV dept supervisor & production head.; WALTER M. ERICKSON, TV dept. director & media head; DAVID E. HENDERSON, production assistant.
- N. C. GREENFIELD**, 570 Seventh Ave., New York 18. LOnacre 4-4464.
S. R. GREENFIELD, pres.; JOE MALINA, TV dir.
- MONROE GREENTHAL CO., INC.**, 445 Park Ave., New York 22. PLaza 9-8640.
MONROE W. GREENTHAL, pres. & treas.; HARVEY SCHULMAN, radio and TV director.
- GREY ADVERTISING AGENCY, INC.**, 430 Park Ave., New York, N. Y.; PLaza 1-3500.
LAWRENCE VALENSTEIN, pres.; ALFRED L. HOLLENDER, TV dir.
- THE GRISWOLD-ESHELMAN CO.**, 1300 Terminal Tower, Cleveland 13, O. TOWER 1-3232.
KENNETH W. AKERS, pres.; RICHARD C. WOODRUFF, Radio-TV dir.
- ART GRUBER ASSOCIATES, ADVERTISING**, 4401 East Lake St., Minneapolis 6, Minn. PARKway 1-1661.
ARTHUR R. GRUBER, pres. & treas.; E. M. GRUBER, sec.
- LAWRENCE C. GUMBINNER ADVERTISING AGENCY, INC.**, 655 Madison Ave., New York 21, N. Y. TEmpleton 8-1717.
MILTON GOODMAN, pres.; PAUL GUMBINNER, TV dir.
- JOHN L. HALPIN ADVERTISING**, 207 State St., Schenectady 5. FRanklin 2-0492.
JOHN L. HALPIN, MARION G. HALPIN, partners.
- HART-CONWAY CO., INC.**, Genesee Valley Trust Bldg., Rochester 14. LOncust 3520.
H. LYMAN HART, pres. & treas.; HAROLD E. KENNEDY, exec. v.p.
- GEORGE H. HARTMAN CO.**, 307 N. Michigan Ave., Chicago 1. ANDover 3-0130.
GEORGE H. HARTMAN, pres.; JOHN D. BERG, TV dir.
- THE F. H. HAYHURST COMPANY LIMITED**, 7 King St. East, Toronto, Ont. EMpire 6-0731.
W. P. HAYHURST, pres.; R. D. AMOS, TV dir.
Branch office: Montreal, Quebec.
- HENRI, HURST & McDONALD, INC.**, 121 W. Wacker Dr., Chicago 1. FRanklin 2-9180.
W. B. HENRI, pres.; JOHN SCOTT KECK, TV dir.; L. R. HALL, TV time buyer.
- AL HERR ADVERTISING AGENCY**, 225 E. Michigan St., Milwaukee 2, Wisc. BRoadway 1-2710.
AL HERR, pres.; PAT KOCIAN, TV dir.
- HICKS AND GREIST, INC.**, 420 Lexington Ave., New York 17, N. Y. MURray Hill 6-6800.
H. L. HICKS, pres. & sec.; THEODORE J. GRUNEWALD, TV dir.
Branch office: Los Angeles.
- HUBER HOGE & SONS, INC.**, 699 Madison Ave., New York 21, N. Y. TEmpleton 8-0200.
CECIL C. HOGE, pres.; LYNN WALKER, radio, TV dir.
Branch office: Boston.
- WILLIAM F. HOLLAND**, Holland Bldg., 2530 Auburn Ave., Cincinnati 19. CApital 1252-3-4.
WILLIAM F. HOLLAND, owner; EARL HOLLAND, TV dir.
- HONIG-COOPER COMPANY**, 1275 Columbus Ave., San Francisco 11. ORdway 3-4469.
S. R. HUTTON, pres. & treas.; JOHN W. DAVIS, media dir. & time buyer.
Branch office: Seattle, Wash.
- HORTON-NOYES COMPANY**, 1800 Industrial Trust Bldg., Providence 3, R. I. GASpee 1-2087.
FREDERICK C. NOYES, partner; MILDRED C. TILLEY, TV prod.
- HOUCK & COMPANY, INC., ADVERTISING**, 625 First St., S. W., Roanoke 16, Va.; 2-3411.
C. B. HOUCK, pres.; WILLIAM B. HOUCK, v.p. & TV dir.
Branch office: Houck & Co. of Florida, Inc., Miami, Fla.
- CHARLES W. HOYT CO., INC.**, 551 Fifth Ave., New York 17, N. Y. MURray Hill 2-2000.
WILLIAM PHILIP SMITH, TV dir.
Branch office: Hartford.
- HUTCHINS ADVERTISING COMPANY, INC.**, 42 East Ave., Rochester 4, N. Y. HAmilton 1160.
FRANK M. HUTCHINS, pres.; FRANK A. HUTCHINS, dir.
Branch offices: Philadelphia, New York City, Toronto, Ontario, Canada.
- JACKSON & COMPANY**, 62 Worth St., New York 13, N. Y. WOrth 4-7005.
PAUL E. JACKSON, managing partner; JOSEPH G. FERRARA, TV director.
- DUANE JONES COMPANY, INC.**, 570 Lexington Ave., New York 22. PLaza 3-4848.
DUANE JONES, chmn. of bd. & pres.; JOHN QUICK, acct. exec. & asst. secy.
- RALPH H. JONES COMPANY**, 3100 Carew Tower, Cincinnati 2, O. GARfield 1-2300.
C. M. ROBERTSON, JR., pres. & treas.; ANN SMITH, radio, TV dir.; JOAN BAUDENISTEL, film buyer.
- KAL, EHRLICH & MERRICK, INC.**, 314 Evening Star Bldg., Washington 4, D. C. EXecutive 3-3700.
NORMAN C. KAL, pres.; HARRY L. MERRICK, v.p.; ALVIN Q. EHRLICH, v.p. in chge. TV; DAVID P. THOMAS, TV dir.; NELLA MANES, TV time buyer.
- THE KAPPS CO.**, 64 E. Lake St., Chicago 1, Ill. SState 2-0460.
CAPICO KAPPS, v.p. and TV dir.
- H. W. KASTOR & SONS ADVERTISING CO.**, 75 E. Wacker Dr., Chicago 1, Ill. CEntral 6-5331.
A. G. KASTOR, pres.; JAMES H. WEST, TV dir.
- KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.**, 274 Madison Ave., New York 16. OREGon 9-4440.
H. KASTOR KAHN, chmn. of board; HARRY WALSH, TV dir.
- THE JOSEPH KATZ COMPANY**, 488 Madison Ave., New York 22. MURray Hill 8-1223; 10 W. Chase St., Baltimore 1, Md. LE 9-1500.
JOSEPH KATZ, pres.; ROBERT G. SWAN, v.p., Radio-TV dir. (Baltimore); RICHARD KATZ, TV dir. (N. Y.).
- HENRY J. KAUFMAN & ASSOCIATES**, 1419 H St., N. W., Washington 5, D. C. DiStrict 7-7400.
HENRY J. KAUFMAN, managing director; ROBERT S. MAURER, TV dir.
- KEELING & CO., INC.**, 1028 Chamber of Commerce Bldg., Indianapolis 4, Ind. MELrose 5-5434.
HAL R. KEELING, pres. & treas.; M. C. DILL, TV time buyer.

- KEELOR & STITES CO.**, 3001 Carew Tower, Cincinnati 2, O. Parkway 1-1310.
P. R. HUME, pres.; A. A. RADKEY, TV dir.
- THE KEILSON CO.**, 117 W. 46th St., New York 36, N. Y. JUdson 2-1797.
M. KEILSON, J. KEILSON, I. KEILSON, partners; PHYLLIS PION, prog. dir.
- KENYON AND ECKHARDT, INC.**, 247 Park Ave., New York 17, MURray Hill 8-5700.
THOMAS D'ARCY BROPHY, chmn. of bd.; WILLIAM B. LEWIS, pres.; WICKLIFFE W. CRIDER, v.p. & TV dir.
Branch offices: Detroit, Hollywood, San Francisco, Toronto, Philadelphia, Atlanta, Chicago.
- KETCHUM, MacLEOD & GROVE, INC.**, 411 Seventh Ave., Pittsburgh 19, Pa. COurt 1-5100.
ROBERT E. GROVE, chairman of board; GEORGE KETCHUM, president; EDWARD T. PARRACK, executive v.p., service; W. STANLEY REDPATH, executive v.p., administration; LANSING B. LINDQUIST, v.p. & director, Radio-TV.
Branch offices: Buffalo, Harrisburg, Richmond, Washington.
- KIESEWETTER, BAKER, HAGEDORN & SMITH, INC.**, 9 E. 40th St., New York 16, N. Y. LEXington 2-0023.
HORACE HAGEDORN, v.p. and TV dir.; SAMM S. BAKER, v.p.
- ABBOTT KIMBALL CO., INC.**, 250 Park Ave., New York 17, N. Y. PLaza 3-9600.
ABBOTT KIMBALL, chmn. of bd.; W. C. MATTHEWS, pres.; ARTHUR M. EHRlich, TV dir.; MIRIAM TRAEGER, assoc. TV dir.
Branch offices: Chicago, Los Angeles, San Francisco.
- LEW KING PRODUCTIONS**, 17 W. McDowell Rd., Phoenix, Ariz. ALPine 4-5548.
LEW KING, owner; JACK BEVERIDGE, TV dir.
- KIRCHER, HELTON & COLLETT, INC.**, 19th Floor, Hulman Bldg., Dayton 2, Ohio. Phone: FULTon 5161.
RALF C. KIRCHER, pres.; C. B. HELTON, TV dir.
- KUDNER AGENCY, INC.**, 575 Madison Ave., New York 22, MURray Hill 8-6700.
J. H. S. ELLIS, pres.; MYRON P. KIRK, exec. dir. of TV; AL REIBLING, gen. mgr., TV.
Branch offices: Detroit, San Francisco.
- KUTTNER & KUTTNER, INC.**, 646 N. Michigan Ave., Chicago 11, Ill. SUPerior 7-7940.
S. S. KORSHAK, TV dir.
Branch office: New York.
- LANDSHEFT & BARBER, INC.**, 2009 Liberty Bnk Bldg., Buffalo 2, N. Y. MO 9500.
HENRY L. BARBER, pres.; E. T. DRULLARD, v.p.
- PHILIP J. LANE ADVERTISING**, 1 East 42nd St., New York, N. Y. MURray Hill 7-5417.
PHILIP J. LANE, owner; B. FREIDMAN, media dir.
- LANG, FISHER & STASHOWER, INC.**, 1010 Euclid Ave., Cleveland 15, Ohio. MAin 1-6579.
J. JACK LANG, pres.; FRED B. STASHOWER, v.p. & treas.; ALVIN B. FISHER, v.p. & TV dir.
- C. J. LaROCHE & CO., INC.**, 247 Park Ave., New York, N. Y. PLaza 5-7711.
JAMES D. WEBB, pres.; STUART D. LUDLUM, TV dir.
- AL PAUL LEFTON CO., INC.**, 1617 Pennsylvania Blvd., Philadelphia 3, Pa. RIttenhouse 6-1500.
AL PAUL LEFTON, pres.; A. R. GRIFFIN, TV dir.
Branch offices: Chicago, New York.
- LENNEN & NEWELL, INC.**, 380 Madison Ave., New York 17, N. Y. MURray Hill 2-5400.
PHILIP W. LENNEN, chmn. of bd.; ADOLPH TOIGO, pres.; NICHOLAS E. KESELY, senior v.p. in chge. of radio and TV; FRANCIS C. BARTON, JR., v.p., gen. mgr., Radio-TV.
Branch offices: Beverly Hills, Detroit, Milwaukee.
- LEWIN, WILLIAMS & SAYLOR, INC.**, 40 E. 49th St., New York 17, N. Y. MURray Hill 8-6200.
A. W. LEWIN, pres.; WILLIAM R. SETH, v.p. radio, TV.
Branch office: Newark.
- LILLER, NEAL & BATTLE**, 810 Walton Bldg., Atlanta 3, Ga. CYpress 6521.
JAMES L. BATTLE, C. K. LILLER, WILLIAM W. NEAL, partners.
Branch offices: Columbia (S. C.), New York.
- LESTER LOEB ADVERTISING**, 25 W. 45th St., New York 36, N. Y. JUdson 6-8488.
LESTER LOEB, pres. & TV dir.
- THE W. E. LONG CO.**, 188 W. Randolph St., Chicago 1, Ill. RANDolph 6-4606.
E. E. HANSON, pres.; EDWARD C. FRITZ, JR., radio and TV dir.; D. HAYES, asst. radio, TV dir.
- LORD & RICHMOND, INC.**, 550 Fifth Ave., New York 36, N. Y. ClRcle 5-6815.
FLORENCE LORD, pres.; TRUDY RICHMOND, v.p.
- EARLE LUDGIN & CO.**, 121 W. Wacker Dr., Chicago 1, Ill. ANdover 3-1888.
EARLE LUDGIN, bd. chmn.; VINCENT R. BLISS, president; JANE DALY, v.p. & TV dir.
- ANDRE LUOTTO PRODUCTIONS, INC.**, 30 Rockefeller Plaza, New York 20, N. Y. COlumbus 5-0771.
ANDRE LUOTTO, pres.
- LYNN-FIELDHOUSE**, 15 S. Franklin St., Wilkes-Barre, Pa. VALley 2-7182.
S. C. B. LYNN, L. S. FIELDHOUSE, partners; W. P. McLANGLIN, TV dir.
Branch office: New York.
- W. D. LYON CO.**, 303 Second Ave., Cedar Rapids, Iowa. Phone: 4-2451.
W. D. LYON, pres.; R. H. SCHUBERT, TV dir.
- MacFARLAND, AVEYARD & CO.**, 333 N. Michigan Ave., Chicago 1, Ill. RANDolph 6-9360.
HAYS MacFARLAND, chairman; A. E. AVEYARD, pres.; ALLEN B. DICTUS, exec. v.p.; JAMES C. SHIELBY, v.p. & dir., TV-Radio; WILLIAM B. GOODRICH, asst. dir., TV-Radio.
- MacLAREN ADVERTISING CO., LTD.**, 111 Richmond St. West, Ontario 1, Canada. EMpire 4-0321.
E. V. RECHNITZER, pres.; H. HORLER, TV dir.
Branch offices: Montreal, Vancouver, Winnipeg.
- MacMANUS, JOHN & ADAMS**, Bloomfield Hills, Mich. MIDwest 6-1000.
W. A. P. JOHN, chmn. of bd.; JAMES R. ADAMS, pres. & treas.; HANK POWNES, TV dir. (N. Y.)
Branch office: New York.
- MALCOLM-HOWARD**, 203 N. Wabash Ave., Chicago 1, Ill. ANdover 3-0022.
ARTHUR HOLLAND, owner; G. JANDA, R. SPENCER, TV dept.
- MARSCHALK & PRATT DIVISION, McCANN-ERICKSON, INC.**, 535 Fifth Ave., New York 17, N. Y. VANDerbilt 6-2022.
CURT A. PETERSON, v.p. in chge. of Radio-TV.
- J. M. MATHES, INC.**, 260 Madison Ave., New York 16, N. Y. LEXington 2-7450.
J. M. MATHES, pres.; READ H. WIGHT, v.p. in chge. TV.
- MATHISSON & ASSOCIATES, INC.**, 411 E. Mason St., Milwaukee 2, Wisc. BRoadway 6-7181.
C. A. MATHISSON, pres.; EDWARD G. BALL, vice-pres.; JACK E. SEVERSON, TV media director; ROBERT P. GEARY, time buyer.
Branch offices: Los Angeles, New York.
- MAXON, INC.**, 2761 E. Jefferson Ave., Detroit 7, Mich. LOrain 7-5710.
LOU R. MAXON, pres.; ED WILHELM, TV dir.
Branch offices: Chicago, New York.
- THE MAYERS CO., INC.**, 2301 W. Third St., Los Angeles 57, Calif. DUNkirk 8-2111.
HENRY MAYERS, pres.; BETH BROBERG, media dir.
- McCANN-ERICKSON, INC.**, 50 Rockefeller Center, New York 20, JUdson 6-3400.
ALFRED J. SCALPONE, v.p. in chge. TV; TERENCE CLYNE, management supvr., radio & TV dept.; HENDRIK BOORAEM, JR., v.p. & dir. of radio-TV planning.
Branch offices: Boston, Detroit, Houston, Dallas, Chicago, Louisville, San Francisco, Los Angeles. (See also Marschalk & Pratt).

- WALTER MCCREERY, INC.**, 9344 Wilshire Blvd., Beverly Hills, Calif. CRestview 5-5533.
WALTER K. MCCREERY, pres.
Branch office: San Francisco.
- McKEE & ALBRIGHT, INC.**, 1809 Walnut St., Philadelphia 3, Pa. LOcust 7-4737.
ROY J. McKEE, pres.; DAVID R. ALBRIGHT, v.p. & treas.; JAMES A. McFADDEN, v.p. of TV.
- ARTHUR MEYERHOFF & CO.**, 410 N. Michigan Ave., Chicago 11, Ill. DEla-vare 7-7860.
ARTHUR E. MEYERHOFF, pres.; STUART L. NOVY, TV dir.; GEORGE RICH, III, assoc. TV dir.
Branch office: Milwaukee.
- H. L. MIHIC & CO., INC.**, 250 W. 57th St., New York 19, N. Y. PLaza 7-2034.
HUBERT L. MIHIC, pres.
- DAN B. MINER CO.**, 304 S. Kingsley Dr., Los Angeles 5, Calif. DUmkirk 8-3301.
DAN B. MINER, chairman of board; JOHN C. MORSE, president; HILDRED SANDERS LEVINGS, v.p. in charge of Radio and TV; ALBERT BUFFINGTON, radio and TV producer.
- MOGGE-PRIVETT, INC.**, 712 S. Carson Ave., Los Angeles 36, WEhster 6-7243.
SNOWDEN M. HUNTER, dir. of media.
- EMIL MOGUL CO., INC.**, 250 W. 57th St., New York 19, N. Y. JUdson 2-5200.
EMIL MOGUL, pres.; CHARLES L. ROTHSCHILD, exec. v.p.; LESLIE D. DUNIER, TV, radio dir.; NAT EISENBERG, TV prog. dir.
- THE CHESTER C. MORELAND CO.**, 1104 Times-Star Tower, Cincinnati 2, Ohio, PARKway 1178.
CHESTER C. MORELAND, pres.; CARL H. PRESS, v.p. & time buyer.
- MOREY, HUMM & JOHNSTONE, INC.**, 350 Fifth Ave., New York 1, N. Y. LONGacre 4-2240.
SYLVESTER M. MOREY, pres.; LEWELLYN B. VAN DOREN, exec. v.p.; W. L. WERNICKE, TV and radio dir.
- RAYMOND R. MORGAN COMPANY**, 6233 Hollywood Boulevard, Hollywood 28, Calif. HOLLYwood 3-4194.
RAYMOND R. MORGAN, pres.; SHERMAN K. ELLIS, ch. of the board; ROBERT C. TEMPLE, executive v.p.; TED BLISS, TV & radio director.
Branch office: San Francisco.
Affiliate: Goodkind, Joice & Morgan, Chicago.
- MORSE INTERNATIONAL, INC.**, 122 E. 42nd St., New York 17, N. Y. OXford 7-2100.
A. T. PREYER, chmn. of bd.; J. PATTERSON, pres.; M. F. HOUSE, exec. v.p. & treas.; ORRIN E. CHRISTY, JR., TV time buyer; L. E. WADDINGTON, TV prod. dir.
- MOSELLE & EISEN ADVERTISING**, 522 Fifth Ave., New York, N. Y. MURray Hill 2-4939.
ROSE MOSELLE, HENRY EISEN, partners; BETTY SCHER, TV time buyer.
- MOSER & COTINS, INC.**, 10 Hopper St., Utica 3, N. Y. 3-7544.
ARTHUR S. COTINS, pres. & treas.; LYLE B. REIGLER, v.p.; A. MONTGOMERY HUNTINGTON, v.p.; MILDRED S. BENSON, secy.
- MOSS ASSOCIATES**, 415 Lexington Ave., New York 17, N. Y. MURray Hill 7-7377.
JOSEPH H. MOSS, pres.; BETTY MATH, TV dir.
- C. WENDEL MUENCH & CO.**, 75 E. Wacker Dr., Chicago 1, Ill. FINancial 6-3481.
C. W. MUENCH, pres.; VICTOR FABIAN, media dir.
- NATIONAL EXPORT ADVERTISING SERVICE, INC.**, 405 Lexington Ave., New York 17, N. Y. MURray Hill 9-6835.
PAUL R. KRUMING, pres.; JAMES G. ZEA, TV dir.
- NEEDHAM, LOUIS & BRORBY, INC.**, 135 S. LaSalle, Chicago 3, S. TATE 2-5151.
MAURICE H. NEEDHAM, pres.; JAMES G. COMINOS, v.p. & TV, radio dir.; ALAN WALLACE, v.p. & in chge prog. & prod.
Branch offices: Hollywood. New York.
- GEORGE R. NELSON, INC.**, 208 State St., Schenectady 5, N. Y. Phone 4-4135.
GEORGE R. NELSON, pres. & treas.; ROBERT STONE, TV dir.
Branch office: New York.
- TED NELSON ASSOCIATES**, 730 Fifth Ave., New York 19, N. Y. CIrcle 6-8470.
TED NELSON, owner; PERRY BRUSKIN, CHARLES DURAND, TV dir.
- NEWMAN, LYNDE & ASSOCIATES, INC.**, 1628 San Marco Blvd., Jacksonville 7, Fla. 98-9721.
HUNTER LYNDE, pres.; DAVID E. ROBESON, v.p. & TV dir.
- R. T. O'CONNELL CO.**, 420 Madison Ave., New York 17, N. Y. PLaza 3-5412.
R. T. O'CONNELL, pres. & TV dir.; ETHEL MERKLEN, exec. v.p.
- OGILVY, BENSON & MATHER, INC.**, 589 Fifth Ave., New York 17, N. Y. MURray Hill 8-6100.
DAVID OGILVY, president; HOWARD CONNELL, radio-TV director; FRANK BRANDT, radio-TV bus. mgr.; MARTIN KANE, ANNE JANOWICZ, time buyers.
- OLIAN ADVERTISING CO.**, 4110 Lindell, St. Louis 8, Mo.; JE 1-4977.
IRWIN A. OLIAN, chmn. of bd.; HAROLD A. THOMAS, pres.; PEGGY LEONHARDT, radio and TV prod. dir.
- OLMSTED & FOLEY**, 1200 Second Ave., So., Minneapolis 3, Minn. ATLantic 8166.
WARD H. OLMSTED, JOHN T. FOLEY, exec. partners; WARREN T. WAY, time buyer.
- O'NEIL, LARSON, McMAHON**, 230 N. Michigan Ave., Chicago 1, Ill. ANdover 3-4470.
NELSON J. McMAHON, EDWARD H. LARSON, partners; WILLIAM CLINE, media dir.
Branch offices: New York, Toronto.
- ROBERT W. ORR & ASSOCIATES, INC.**, 4 W. 58th St., New York 19, N. Y. PLaza 9-8050.
ROBERT W. ORR, pres.; F. RUSSELL RAYCROFT, v.p., radio and TV department.
- MERRITT OWENS ADVERTISING AGENCY, INC.**, 365 New Brotherhood Bldg., Kansas City 11, Kansas. DR 7250.
MERRITT OWENS, pres.; EARL ALLVINE, TV dir.
- PACIFIC NATIONAL ADVERTISING AGENCY**, 2124 Fourth Ave., Seattle 1, Wash. ELliott 1401.
WILLIAM H. HORSLEY, chairman; TREVOR EVANS, president.
Branch offices: Portland (Ore.), Spokane, San Francisco.
- PECK ADVERTISING AGENCY, INC.**, 400 Madison Ave., New York 17, N. Y. PLaza 3-0900.
HARRY PECK, chmn. of bd.; HARRY KRAWIT, pres.; SYLVAN TAPLINGER, TV dir.
- THE PHILLIPS-RAMSEY CO.**, 304 Ivy, San Diego 1, Calif. BELmont 4-6401.
WILLIAM L. PHILLIPS, chairman of the board; CHARLES C. RAMSEY, president; JAMES G. HOLLOWAY, vice-president; HERBERT FREDMAN, secretary-treasurer; ORVA W. HUFF, TV prod. dir.
- PICARD, MARVIN & REDFIELD, INC.**, 48 E. 43rd St., New York 17, MURray Hill 2-3883.
R. A. PICARD, pres. & TV dir.
- PITLUK ADVERTISING CO.**, 123 Auditorium Circle, San Antonio 5, Texas. CAthedral 3-6131.
JACK N. PITLUK, SR., JACK N. PITLUK, JR., LOUIS H. PITLUK, partners; DAVE HUBBARD, TV, radio dir.
- R. J. POTTS-CALKINS & HOLDEN, INC.**, 2233 Grand Ave., Kansas City 8, Mo. GRand 5775.
R. J. POTTS, chmn. of board; J. B. WOODBURY, pres.; WILLIAM J. BREWER, TV dir.
- PRATER ADVERTISING AGENCY, INC.**, 705 Chestnut St., St. Louis 1, Mo. GArfield 1-6490.
GEORGE L. PRATER, pres.; M. T. PRATER, v.p.; BARBARA BLOCK, radio, TV dir.

PRODUCT SERVICES, INC., 17 E. 45th St., New York 17, N. Y. MURRAY Hill 7-0204.
LES L. PERSKY, pres.; CHARLES K. HEPNER, v.p.; ST LEWIS, radio, TV dir.; N. R. LORMAN, v.p., dir. pub. rel.

THE RANDALL COMPANY, 75 Pearl St., Hartford 3, Conn. Phone 7-1179.
WILBUR W. RANDALL, pres.; FLORENCE F. GRADY, TV dir.

REACH, YATES & MATTOON, INC., 720 Fifth Ave., New York 19, N. Y. PLaza 7-7676.
HENRY A. MATTOON, president; JAMES YATES, executive v.p.; CHARLES DALLAS REACH, chairman of the board and treasurer.
Branch office: Newark.

KNOX REEVES ADVERTISING, INC., 600 First Nat'l-Soo Line Bldg., Minneapolis 2, Minn. Fillmore 7701.
E. E. SYLVESTRE, chmn. of the board of directors; WAYNE HUNT, president; R. E. NEFF, v.p. & TV dir.; DR. A. R. ROOT, v.p. & media dir.

REINCKE, MEYER & FINN, INC., 520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7440.
WALLACE MEYER, pres.; FRANK M. BAKER, TV dir.; JOHN PRIEBE, media dir.

THE REINGOLD CO., INC., 10 State St., Boston 9, Mass. Capital 7-7611.
HAROLD I. REINGOLD, pres. & treas.; MARY COLOMBOSIAN, film editor.

REINHARDT ADVERTISING, INC., 1736 Franklin St., Oakland 12, Calif. TEmplebar 2-2408.
EMIL REINHARDT, pres.; LES BOWMAN, time buyer.

JOSEPH REISS ASSOCIATES, 101 W. 57th St., New York 19, N. Y. Circle 6-4260.
JOSEPH REISS, pres.; CLIFF GREENE, media dir.

FLETCHER D. RICHARDS, INC., 10 Rockefeller Plaza., New York 20, N. Y. JUdson 6-5400.
FLETCHER D. RICHARDS, chmn. & pres.; E. A. ELLIOT, v.p. & media dir.; ROBERT C. COLODZIN, TV prod. chief.
Branch offices: Chicago, Los Angeles, San Francisco.

R. C. RIEBEL ADVERTISING AGENCY, 151 S. 5th St., Louisville 2, Ky. WABash 6039.
R. C. RIEBEL, owner and mgr.; GLORIA SCHRADER, TV dir.

ELWOOD J. ROBINSON & CO., 1111 Wilshire Blvd., Los Angeles 17. MUTual 6293.
ELWOOD J. ROBINSON, pres.; LEE LAUFER, TV dir.

ROCHE, WILLIAMS & CLEARY, INC., 135 S. LaSalle St., Chicago 3, Ill. RAndolph 6-9760.
J. P. ROCHE, pres.; D. J. KELLY, treas.

IRVING ROCKLIN & ASSOCIATES, 32 W. Randolph St., Chicago 1. RAndolph 6-2324.
IRVING ROCKLIN, pres. & TV dir.; BETTY ZIDELL, prod. head.

ROGERS & SMITH ADVERTISING AGENCY, 20 North Wacker Dr., Chicago 6, Ill. DEarborn 2-0020.
W. J. KREBS, pres.; EDWARD E. KASH, TV dir. & prod.
Branch offices: Dallas, Kansas City (Mo.).

RUDER & FINN, 32 E. 68th St., New York, N. Y. TRafalgar 9-3600.
DAVID FINN & WILLIAM RUDER, partners; RENE SCHENKER, TV dir.

CHARLES L. RUMRILL & CO., INC., 339 East Ave., Rochester 4, N. Y. BAKER 7900.
C. L. RUMRILL, pres.; ALAN BROWN, TV dir.

LOWE RUNKLE CO., 1305 Liberty Bank Bldg., Oklahoma City 2, Okla. REgent 6-3521.
LOWE RUNKLE, pres.; KEITH MATHERS, TV dir.

RUTHRAUF AND RYAN, INC., 405 Lexington Ave., New York 17. MURray Hill 6-6400.
ROBT. M. WATSON, pres.; GEORGE WOLF, v.p. in charge of Radio-TV.
Branch offices: Chicago, Cincinnati, Dallas, Detroit, Hollywood, Houston, St. Louis, St. Paul, San Francisco, Seattle, Toronto, Washington, Los Angeles.

LEWIS EDWIN RYAN, 726 Jackson Pl., N.W., Washington 6, D. C. REpublic 7-7606.
LEWIS EDWIN RYAN, owner; WILLIAM J. GREEN, TV dir.

BEN SACKHEIM, INC., The Plaza, 2 West 59th St., New York 19, N. Y. PLaza 1-2200.
BEN SACKHEIM, pres.; JEROME HAHN & BILL GALKER, TV dept.

ST. GEORGES & KEYES, INC., 250 Park Ave., New York 17, N. Y. PLaza 5-1180.
STANLEY J. KEYES, pres.; JAMES J. FREEMAN, v.p. & media dir.
Branch office: Baltimore.

RICHARD SALINGER ADVERTISING, 99 Chauncey St., Boston 11, Mass. LIBerty 2-5332.
RICHARD SALINGER, pres.; IRVING I. SACKS, TV dir.

SALOW & ASSOCIATES, 30 Howe Ave., Passaic, N. J. GREGory 3-1414.
H. HARVEY SALOW, pres.; in charge of TV.

WALKER SAUSSY ADVERTISING, 823 Perdido St., New Orleans 12, La. Magnolia 3218.
WALKER SAUSSY, owner.

SAVAGE-LEWIS, INC., 1807 Lyndale Ave., South Minneapolis 5, Minnesota. Fillmore 7286.
EARLE B. SAVAGE, JR., president; CARROLL E. CRAWFORD, TV director.

FRANK B. SAWDON, INC., 270 Park Ave., New York 17, N. Y. PLaza 5-1324.
FRANK B. SAWDON, pres.; JERRY BESS, v.p. & TV dir.; JAMES HACKETT, radio-TV coordinator.
Branch office: Chicago.

SHECK ADVERTISING AGENCY, INC., 9 Clinton St., Newark 2, N. J. MARKET 2-0480.
JULIUS SHECK, pres.; E. GRANT SHECK, v.p. & TV dir.

SCHUIDELER, BECK & WERNER, INC., 487 Park Ave., New York 22, N. Y. MURray Hill 8-8866.
JOSEPH SCHUIDELER, pres.; WALTER WARE, TV dir.

SCHOLTS ADVERTISING SERVICE, 1201 W. 4th St., Los Angeles 17, Calif. MICHigan 2396.
T. D. SCHOLTS, owner; FAYTH VENT, TV dir.

GORDON SCHONFARBER & ASSOCIATES, INC., 58 Weybosset St., Providence 3, R. I. GASpee 1-4813-4-5.
GORDON SCHONFARBER, v.p.; ROBERT J. MCVICKER, JR., TV dir.

J. B. SEBRELL ADVERTISING AGENCY, 300 S. Los Angeles St., Los Angeles 13, Calif. MADison 6-9397.
J. B. SEBRELL, owner & dir.; P. W. THOMAS, media dept.

RUSSEL M. SEEDS CO., INC., 919 No. Michigan Ave., Chicago 11, Ill. WHITEhall 3-2133.
FREEMAN KEYES, pres.; HARRY H. MAUS, exec. v.p.; RUSSELL B. YOUNG, radio & TV director.
Branch offices: Hollywood, Indianapolis.

JOHN W. SHAW ADVERTISING, INC., 51 East Superior St., Chicago 11, Ill. MOhawk 4-6323.
JOHN W. SHAW, pres. & treas.; HOWARD KETTING, TV director; BOBBIE LANBERS, TV buyer.

SILBERSTEIN-GOLDSMITH, 16 E. 40th St., New York 16, N. Y. OREGon 9-3100.
ALFRED J. SILBERSTEIN, pres.; ANN LOFSER, TV dir.

SILTON BROTHERS, INC., 131 Clarendon St., Boston 16, Mass. COpley 7-3730.
MYRON L. SILTON, pres.; JASON N. SILTON, v.p. & media dir.; RAMON H. SILTON, treas., radio-TV director; EARLE W. HOFFMAN, vice-pres., radio-TV producer.

- SIMON & GWYNN**, 3329 Poplar Ave., Memphis 11, Tenn. 62-1691.
MILTON SIMON, H. N. GWYNN, partners; W. E. DAVIDSON, JR., TV dir.
Branch office: Nashville.
- SIMONS-MICHELSON CO.**, 1126 Lafayette Bldg., Detroit 26, Mich. Woodward 3-3000.
LEONARD N. SIMONS, LAWRENCE J. MICHELSON, partners; RICHARD N. HUGHES TV dir.; ARTHUR H. COPLAND, prod. mgr.
- SMITH, TAYLOR & JENKINS, INC.**, 223 Fourth Ave., Pittsburgh 22, Pa. Atlantic 1-9312.
RONALD P. TAYLOR, pres.; ROBERT M. JENKINS, chmn. of bd.; THOMAS J. MACWILLIAMS, TV dir.
- RAYMOND SPECTOR CO., INC.**, 445 Park Ave., New York 22, N. Y. MUrray Hill 8-4407.
RAYMOND SPECTOR, pres.; BERT SCHWARTZ, gen. mgr.; DON BLAUHUT, radio-TV dir.
Branch office: Hollywood.
- SPITZ ADVERTISING AGENCY, INC.**, 530 Oak St., Syracuse, N. Y. 9-5581.
WILLIAM SPITZ, owner; ED HERR, radio-TV dir.
- BARTON & STEBBINS ADVERTISING**, 3142 Wilshire Blvd., Los Angeles 5, Calif. DUncirk 8-8131.
BARTON A. STEBBINS, owner.
- HAL STEBBINS, INC., ADVERTISING**, 714 West Olympic Blvd., Los Angeles 15, Calif.; RIcmond 9-5317.
PAUL WINANS, v.p.
- STERLING ADVERTISING AGENCY, INC.**, 535 5th Ave., New York 17, N. Y. MUrray Hill 7-3400.
S. M. BROUN, chmn. of bd.; JOSEPH S. EDELMAN, pres.; ALFRED B. UDOW, TV dir.
- STOCKTON, WEST, BURKHART, INC.**, 1300 First National Bldg., Cincinnati 2, Ohio. DUbar 1-5600, 1, 2, 3.
WILLIAM Z. BURKHART, ch. bd.; JOSEPH D. NELSON, JR., pres.; C. THOMAS MARTIN, exec. v.p.; KENNETH SNYDER, TV director.
- STORM ADVERTISING CO., INC.**, 72 East Avenue, Rochester 4, N. Y. BAker 9140-9.
MORRY STORM, president and treasurer; JEAN SCHANTZ, executive v.p. and radio & TV dir.
- SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.**, 477 Madison Ave., New York 22, N. Y. MUrray Hill 8-1600.
RAYMOND F. SULLIVAN, pres.; PHILIP H. COHEN, v.p. & TV dir.; FRANK J. REED, business manager, TV-Radio dept.
Branch office: Hollywood.
- J. WALTER THOMPSON CO.**, 420 Lexington Ave., New York 17, N. Y. MUrray Hill 3-2000.
STANLEY RESOR, pres.; H. BART MCHUGH, ROBERT BALLIN, RICHARD DE ROCHEMONT vice-presidents in charge of TV; CORNWELL JACKSON, v.p. in Los Angeles.
Branch offices: Chicago, Detroit, Los Angeles, San Francisco; Lakeland, Fla.; Coral Gables, Fla.
- TRACY, KENT & CO., INC.**, 515 Madison Ave., New York 22, N. Y. ELdorado 5-4404.
WM. IRWIN TRACY, chmn. of bd.; FRANK S. KENT, pres.; P. A. BAECKER, TV dir.
- TRACY-LOCKE CO., INC.**, 2501 Cedar Springs Rd., Dallas 1, Texas. STerling 4741.
MORRIS HITE, pres.; CLAY W. STEPHENSON, JR., exc. v.p.
Branch offices: Houston, New Orleans.
- VICTOR VAN DER LINDE CO.**, 683 Fifth Ave., New York 22, N. Y. ELdorado 5-5185.
VICTOR VAN DER LINDE, CHARLOTTE RAINS, partners; AGNES KINGSLEY, gen. mgr.
- VANSANT DUGDALE & CO.**, 15 E. Fayette St., Baltimore 2, Md. LExington 9-5400.
ROBERT V. WALSH, TV dir.
- CARLO VINTI ADVERTISING**, 551 Fifth Ave., New York 17, N. Y. MUrray Hill 2-8061.
CARLO VINTI, pres. & TV dir.
- J. FRANKLYN VIOLA & CO.**, 152 W. 42nd St., New York 36, N. Y. CHickering 4-3254.
J. FRANKLYN VIOLA, pres.; LEAH D. ROTH, sec.
- WILLIAM VON ZEHLE & CO., INC.**, 441 Lexington Ave., New York 17, N. Y. MUrray Hill 2-9010.
WILLIAM VON ZEHLE, pres., TV, radio dir.
- GEOFFREY WADE ADVERTISING**, 20 N. Wacker Dr., Chicago 6, Ill. STate 2-7369.
ALBERT G. WADE, II, exec. dir.; PAUL MCCLUER, gen. mgr.; BOOTH LUCK, TV dir.; L. J. NELSON, media director; D. S. WILLIAMS, TV time buyer.
Branch office: New York.
- HUGO WAKENSEIL & ASSOCIATES CO.**, Talhott Bldg., Dayton 2, Ohio. HEMlock 5542.
HUGO WAGENSEIL, pres.; F. R. HARWOOD, TV dir.
- WALKER & DOWNING GENERAL ADVERTISING, INC.**, 532 Oliver Bldg., Pittsburgh 22, Pa. GRant 1-1900.
WILLIAM S. WALKER, pres.; R. B. STEVENS, TV dir.; WILLIAM BURGE, FRANK ORR, prod.
- WILLIAM WARREN, JACKSON & DELANEY**, 45 W. 45th St., New York 36, N. Y. JUdson 6-0350.
HARRY SOLOW, JR., WILLIAM W. SOLOW, S. P. JACKSON, partners; S. P. JACKSON, TV dir.; EDWARD O'BREIN, TV prog. dir.
- WARWICK & LEGLER, INC.**, 230 Park Ave., New York 17, N. Y. MUrray Hill 4-5800.
H. PAUL WARWICK, pres.; WILLIAM P. WARWICK, dir. of TV; ROBERT STEEN, JOE GRATZ, asst. dir. of TV.
Branch office: Los Angeles.
- WARRNER, KAY & PHILLIPS, INC.**, Clark Bldg., Pittsburgh 22, Pa. GRant 1-5752.
G. S. WASSER, pres.; ALVIN ROTH, TV dir., film buyer.
- WATTS, PAYNE-ADVERTISING, INC.**, 900 S. Main St., Tulsa 3, Okla. Phone: 3-8100.
DON WATTS, pres.; DON S. MITCHELL, TV dir.
- WEAVER-GARDNER, INC.**, 405 Oppenheim Bldg., Saint Paul 1, Minn. Capital 4-4715.
LUTHER WEAVER, president and TV dir.
- WILLIAM H. WEINTRAUB & CO., INC.**, 488 Madison Ave., New York 22, N. Y. PLaza 1-0900.
WILLIAM H. WEINTRAUB, pres.; ELKIN KAUFMAN, exc. v.p.; W. CRAIG, v.p. in chrg. TV dept.
Branch office: Toledo, Ohio.
- WEISS & GELLER, CHICAGO, INC.**, 400 North Michigan Ave., Chicago, Ill.; WHitehall 3-2100.
EDWARD H. WEISS, president; v.p., TV dir., BRUCE M. DODGE (N. Y.); IRVING AUSPITZ, v.p., creative dir.; JACK BARD, media dir.
Branch offices: New York, Beverly Hills.
- WEISS & GELLER, NEW YORK, INC.**, 400 Madison Ave., New York 17, N. Y. PLaza 3-4070.
MAX A. GELLER, pres.; MAX TENDRICH, TV dir.
- WESTERN ADVERTISING AGENCY, INC.**, 4848 Wilshire Blvd., Los Angeles 5, Calif. WEbster 8-2681.
EDWARD E. KEELER, pres.; EDMUND A. LYTLE, radio-TV dir.
- WARD WHELOCK CO.**, 2400 Lincoln Liberty Bldg., Philadelphia 7, RIttenhouse 6-7500.
ARTHUR A. BAILY, pres.; RUSS JOHNSTON, v.p. and dir. of TV; ROBERT C. ALEXANDER, genl. mgr. of TV dept.
- WINIUS-BRANDON CO.**, 1706 Olive St., St. Louis 3, Mo. Chestnut 6380.
ENNO D. WINIUS, pres.; V. L. MORELOCK, v.p. & TV dir.; ROSALIE A. PIETUCH, asst. TV dir.
- YOUNG & RUBICAM**, 285 Madison Ave., New York 17, MUrray Hill 9-5000.
SIGURD S. LARMON, pres.; NAT WOLFF, v.p. & dir. of program development; ROBERT P. MOUNTAIN, v.p. & dir., Radio-TV dept.; CHARLES FELDMAN, v.p. in chrg. comm.
Branch offices: Chicago, Detroit, Los Angeles, Hollywood, San Francisco.

Station Representatives

AM RADIO SALES COMPANY, 400 North Michigan Ave., Chicago 1, Ill.; MOhawk 4-6555.

RALPH L. ATCLASS, pres.; A. R. ELLMAN, vice-pres. Branch offices: Hollywood 28, Calif.: 5939 Sunset Blvd., HOLLYWOOD 9-5341, Robert Block; New York 19, N. Y.: 1657 Broadway, COlumbus 5-3739, W. H. Losee; San Francisco, Calif.: 607 Market St., GARfield 1-0716, Ken Carey.

AIRSPOT SALES, 64 East Lake St., Chicago 1, Ill. STate 2-0460.

JOSEPH KAPPS, gen. mgr.

ALASKA RADIO-TV SALES, 370 Lexington Ave., New York, N. Y. MUrray Hill 2-1303.

CHARLES E. SODEN, network sales mgr.

ALL-CANADA RADIO FACILITIES LTD., 80 Richmond St. W., Toronto, Ont., Can.; EMpire 6-7691.

JOHN W. TREGALE, mgr.

ALL-CANADA TELEVISION, 80 Richmond St. W., Toronto, Ont., Canada; EMpire 6-9326.

REO THOMPSON, mgr.

Branch offices: Calgary, Alta.: Taylor-Pearson & Carson Bldg., 2-5791, J. E. Cavanaugh; Montreal, Que.: Dominion Square Bldg., UNiversity 6-9868, Burt Hall; Vancouver, B. C.: 1161 Melville St., TAtlow 7461, J. E. Baldwin; Winnipeg, Man.: Electric Railway, CHambers 926 and 861, M. V. Chesnut.

AVERY-KNODEL INC., 720 Fifth Ave., New York 19, N. Y. JUdson 6-5536.

LEWIS H. AVERY, president; J. W. KNODEL, vice-president.

Branch offices: Atlanta 3, Ga.: 41 Marietta St., N.W., CYpress 7545, Charles C. Coleman; Chicago 1, Ill.: 75 E. Wacker Drive, ANdover 3-4710, J. W. Knodel; Dallas 1, Texas: 1915 Elm St., STerling 1558, Clyde B. Melville; Los Angeles 48, Calif.: 6363 Wilshire Blvd., WEbster 3-9583, Murray Grabhorn; San Francisco 4, Calif.: 235 Montgomery St., YUkon 2-2053, David H. Sandeberg, David Meblin.

HIL F. BEST CO., Suite 1005, Park Ave. Bldg., Detroit 26, Mich. WOodward 2-7298.

HIL F. BEST, gen. mgr.; MICHAEL BEST, sales mgr. Branch offices: Atlanta, Ga.: Mortgage Guaranty Bldg., ALPine 5084; Chicago 1, Ill.: 228 N. La Salle St., STate 2-5096; HOLLYWOOD 28, Calif.: 6000 Sunset Blvd., HOLLYWOOD 5-6667; New York 17, N. Y.: 101 Park Ave., LEXington 2-3783; Portland 12, Ore.: 2745 N.E. Broadway, GARfield 6292; San Francisco, Calif.: 15 Harriet St., UNderhill 3-6480; Seattle, Wash.: 203 White-Henry Blvd., SEneca 7997.

WALTER BIDDICK CO., 1151 S. Broadway, Los Angeles, 15, Cal. RIchmond 8-6184.

GUY BIDDICK, mgr.

JOHN BLAIR & CO., 150 East 43rd St., New York 17 N. Y. MUrray Hill 2-6900.

JOHN P. BLAIR, chairman; RICHARD D. BUCKLEY, pres.

Branch offices: Atlanta, Ga.: 101 Marietta St. Bldg., ALPine 6482, Charles F. Dilcher; Chicago 11, Ill.: 520 N. Michigan Ave., SUperior 7-8569, Paul Ray; Dallas, Texas: 467 Rio Grande National Bldg., RIVERSide 4228, Steve Beard; Detroit 26, Mich.: 524 Book Bldg., WOodward 1-6030, Charles Fritz; Los Angeles 28, Calif.: 3460 Wilshire Blvd., HOLLYWOOD 7-6103, Carleton E. Coveny; St. Louis 1, Mo.: 1037 Paul Brown Bldg., CHestnut 1-5688, Tom Harrison; San Francisco 4, Calif.: 3010 Russ Bldg., DOUGlas 2-3188, Heribert Smith, Jr.

BLAIR-TV, INC., 150 E. 43rd St., New York 17, N. Y. MUrray Hill 2-5644.

JOHN P. BLAIR, chairman; WILLIAM H. WELDON, president.

Branch offices: Boston, Mass.: Statler Office Bldg., HUBbard 2-3163, Bruce Pattysen; Chicago 11, Ill.: 520 N. Michigan Ave., SUperior 7-5580, John W. Davis; Dallas, Texas: 467 Rio Grande National Bldg., RIVERSide 4228, Steve Beard; Detroit 26, Mich.: 524 Book Bldg., WOodward 1-6030, Gabe Dype; Jacksonville, Fla.: 1402 Barnett Bank, 6-5570, Harry E. Cummings; Los Angeles 5, Cal.: 3460 Wilshire Blvd., DUNkirk 7-1333, Frank Moreland; St. Louis 1, Mo.: 1037 Paul Brown Bldg., CHestnut 1-4459, Richard Quigley; San Francisco 4, Calif.: 3010 Russ Bldg., YUkon 2-7068, Lindsey Spight; Seattle, Wash.: 3337 White-Henry Stuart Bldg., ELLIott 6270, John Burr.

HASKELL BLOOMBERG, 208 Fairmount St., Lowell, Mass. GLEnview 5-5823.

HASKELL BLOOMBERG, gen. mgr.

Branch offices: Cambridge, Mass.: 28 Carleton St., KIRkland 7-2355, Mrs. Josephine Bishop; Lawrence, Mass.: CREGG Bldg., 2-2148, Ruth Evans.

GUY BOLAM ASSOC., INC., 370 Lexington Ave., New York 17, N. Y. MUrray Hill 5-1300.

GUY BOLAM, president.

Branch offices: London W1, England: 38 Hertford St., G. Clement Cave; Paris 3, France: 3 Place de Valois, P. G. Duprat.

THE BOLLING COMPANY, INC., 247 Park Ave., New York 17, N. Y. PLaza 9-8150.

GEORGE W. BOLLING, pres.; E. SCHUYLER ENSELL, vice-president; G. RICHARD SWIFT, TV vice-president.

Branch offices: Beverly Hills, Calif.: 204 S. Beverly Drive, BRAdshaw 2-0544, G. W. Bolling, III; Boston 16, Mass.: 80 Boylston St., HUBbard 2-0346, Richard A. Keating; Chicago 11, Ill.: 435 N. Michigan Ave., WHIttehall 3-2040, John D. Stebbins; San Francisco 3, Calif.: 5 Third St., GARfield 1-6740, John T. Coy.

LOUIS J. BORGATTI, INC., 419 Boylston St., Boston, Mass. COmmonwealth 6-0718.

LOUIS J. BORGATTI, pres. and treas.

THE BRANHAM COMPANY, 99 Park Ave., New York 16, N. Y.; MUrray Hill 2-4606.

E. F. CORCORAN, pres.; J. F. TIMLIN, exec. vice-pres.

Branch offices: Atlanta 3, Ga.: Rhodes-Haverty Bldg., WALnut 3025, H. L. Ralls; Charlotte 2, N. C.: Liberty Life Bldg., 2-8839, B. C. Finch; Chicago 1, Ill.: 360 N. Michigan Ave., CEntral 6-5726, Dudley Brewer; Dallas 1, Texas: Fidelity Life Bldg., STerling 5831, G. T. Harding; Detroit 2, Mich.: General Motors Bldg., TRinity 1-0440, F. A. Weber; Los Angeles 48, Calif.: 6399 Wilshire Blvd., WEbster 1-1551, Norman E. Noyes; Memphis 3, Tenn.: Sterick Bldg., MEMphis 8-2344, S. L. Nichols; Miami, Fla.: 496 N.E. 29th Terrace, 9-4685; Dan Gattson; St. Louis 1, Mo.: Title Guaranty Bldg., CHestnut 1-6192, John J. Schwarz; San Francisco 3, Calif.: 703 Market St., YUkon 2-1582, Walter F. Patzlaif, James M. Lowman.

BROADCAST TIME SALES, 149 California St., San Francisco 11, Calif.; SUTter 1-8656.

CARL SCHUELE, owner.

Branch office: Los Angeles 28, Calif.: 1540 N. Highland Ave., HOLLYWOOD 5-1755 and HOLLYWOOD 5-5884, Jim Gates.

- HOWARD C. BROWN CO.**, 7765 Torreyton Dr., Hollywood, HOLLYWOOD 9-3095.
HOWARD C. BROWN, mgr.
- BURKE STUART CO., INC.**, 270 Park Ave., New York 16, N. Y.; PLaza 3-0542.
JACK MASLA, vice-pres.
Branch office: Los Angeles 28, Calif.: 6636 Hollywood Blvd., HOLLYWOOD 4-0388, Jack Porter.
- BURN-SMITH CO., INC.**, 19 W. 44th St., New York 18, N. Y. MURray Hill 2-3245.
C. STANLEY BAILEY, v.p. and eastern mgr.
Branch offices: Chicago 1, Ill.: 307 N. Michigan Ave., Central 6-4437, John A. Toothill, pres.; Los Angeles 57, Calif.: 672 S. Lafayette Park Place, DUckirk 2-3200, Harlan G. Oakes; San Francisco 4, Calif.: 235 Montgomery St., YUKon 6-5819, Norman Cunningham.
- CBS RADIO SPOT SALES**, 485 Madison Ave., New York 22, N. Y. PLaza 1-2345.
HENRY R. FLYNN, gen. sales mgr.; MILTON F. ALLISON, eastern sales mgr.
Branch offices: Atlanta 5, Ga.: 31 Third St., N.E., ELgin 0727, David Kittrell; Chicago 11, Ill.: 410 N. Michigan Ave., Whitehall 4-6000, Gordon Hayes; Detroit 2, Mich.: 902 Fisher Bldg., TRinity 2-5500, Ralph Patt, Jr.; Los Angeles 28, Calif.: 6121 Sunset Blvd., HOLLYWOOD 9-1212, Jack Woolley; San Francisco 5, Calif.: Palace Hotel, YUKon 2-7000, Jack Donahue.
- CBS TELEVISION SPOT SALES** (service of CBS TV), 485 Madison Ave., New York 22. PLaza 1-2345.
MERLE S. JONES, vice-pres. in charge; CLARK B. GEORGE, gen. sales mgr.; BEN MARGOLIS, bus. mgr.; EDWARD A. LARKIN, Eastern sales mgr.
Branch offices: Atlanta 5, Ga.: Peachtree Bldg., N.E., ELgin 0727, H. H. Holtshouser; Chicago 11, Ill.: 410 N. Michigan Ave., Whitehall 4-6000, Jack A. Schneider; Detroit 2, Mich.: Fisher Bldg., TRinity 2-5500, Tony Aloe; Los Angeles 28, Calif.: 1313 N. Vine St., HOLLYWOOD 9-1212, J. Richardson Loughrin; San Francisco 5, Calif.: Palace Hotel, YUKon 2-7000, MacLean Chandler.
- CANADIAN BROADCASTING CORP.**, 354 Jarvis St., Toronto, Ont., Canada; WALuu 3-5481.
W. E. POWELL, comm. mgr.
Branch office: Montreal, Que.: Radio Canada Bldg., UUniversity 6-2571, M. Valiquette.
- CAPPER PUBLICATIONS, INC.**, 1035 Topeka Blvd., Topeka, Kans. Phone: 3-2377.
BEN LUDY, gen. mgr.; HILTON HODGES, comm. mgr.
Branch offices: Chicago 1, Ill.: 333 N. Michigan Ave., Central 6-5977, Frank Gaughen, Bernard Clark; Cleveland 14, Ohio: Union Commerce Bldg., MAn 1-6674, Felix Morris, Andrew Gent; Kansas City 6, Mo.: 21 W. Tenth St., HARRison 4700, Joe Story; Los Angeles 15, Calif.: 1151 S. Broadway, RICHmond 6184, Walter Biddick Co.; San Francisco 4, Calif.: Russ Bldg., DOuglas 5220, Fred Jameson.
- CARIBBEAN NETWORKS, INC.**, 200 W. 57th St., New York 19, N. Y. CIrcle 5-7433.
J. R. QUINONES, pres.; A. M. MARTINEZ, exec. vice-pres.; VINCENT RAMOS, vice-pres.; J. J. CERNA, sec.-treas.
- HENRY I. CHRISTAL CO., INC.**, 579 Fifth Ave., New York 17, N. Y. MURray Hill 8-4414.
HENRY I. CHRISTAL, mgr.
Branch offices: Boston 16, Mass.: 581 Boylston St., COpley 7-1180, Richard Charlton; Chicago 1, Ill.: 333 N. Michigan Ave., Central 6-6357, James L. Thompson; Detroit 26, Mich.: 2107 Book Bldg., WOODward 3-2365, Joseph R. Spadea; San Francisco 4, Calif.: Russ Bldg., YUKon 2-1204, Richard E. Green.
- THOMAS F. CLARK COMPANY, INC.**, 1 E. 54th St., New York 22, N. Y. PLaza 5-0376.
THOMAS F. CLARK, pres. and mgr.
Branch offices: Atlanta, Ga.: 992, William-Oliver Bldg.; LAMar 7088, Harry Cannon; Chicago, Ill.: 35 E. Wacker Drive, STate 2-1663, Paul Elshbery; Detroit, Mich.: Penobscot Bldg., TRinity 1-8981, Paul Pequinot.
- COLLEGE RADIO CORPORATION**, Delaware Rd., Columbus 16, Ohio; FRanklin 2-5277.
EDWARDS R. HOPPLE, pres.; WILLIAM B. IRVINE, sales mgr.
Branch office: New York 36, N. Y.: 14 W. 45th St., OXford 7-0890, Robert R. Vance, Jr., vice-pres.
- CONTINENTAL RADIO SALES**, 21st & Panama St., Philadelphia 3, Pa.; Rittenhouse 6-8139.
R. BUTCHE, mgr.
Branch offices: New York 17, N. Y.: 285 Madison Ave., LExington 2-2450, Stephanie Maytyas, mgr.; Chicago, Ill.: 228 N. LaSalle St., FRanklin 2095, R. Olson.
- DONALD COOKE, NC.**, 331 Madison Ave., New York 17, N. Y. MURray Hill 2-7270.
DONALD COOKE, pres. & sales-TV mgr.
Branch offices: Chicago 1, Ill.: 228 N. La Salle St., STate 2-5096, Fred Jones; Los Angeles 48, Calif.: 111 N. LaCienega Blvd., CRestview 5-2022, Lee O'Connell; San Francisco 4, Calif.: 233 Sansome St., YUKon 6-2396, William A. Ayres.
- H. QUENTON COX & ASSOCIATES**, Terminal Sales Bldg., Portland 5, Ore.; ATwater 5191.
H. QUENTON COX, MERRILL RAWSON, executives.
- R. C. CRISLER & CO. INC.**, 1109 Fifth Third Bank Bldg., Cincinnati 2, Ohio; DUNbar 1-7775.
RICHARD C. CRISLER, pres.
Branch offices: Ft. Lauderdale, Fla.: P. O. Box 3126, Bahia Mar, LOgan 4-3312, Linton Wells; New York, N. Y.: 41 E. 42nd St., MURray Hill 7-8437.
- CROSLBY BROADCASTING CORP.**, 140 W. Ninth St., Cincinnati 2, Ohio; CHerry 1822.
HARRY MASON SMITH, GEORGE HENDERSON, executives.
Branch offices: Atlanta, Ga.: 1161 W. Peachtree St., N.E., VErnon 1141, George P. Moore, Jr.; Chicago 1, Ill.: 360 N. Michigan Ave., STate 2-6693, Harry P. Albrecht; Miami 36, Fla.: 3001 S.W. Fourth Ave., MIami 2-4772, Walter A. Callahan; New York 20, N. Y.: 630 Fifth Ave., CIrcle 6-1616, Bernard Musnik.
Company is represented in Detroit and on Pacific Coast by NBC Spot Sales.
- HARRY E. CUMMINGS**, 1402 Barnett Bank Bldg., Jacksonville 2, Fla.; 6-5770.
HARRY E. CUMMINGS, owner.
- DEVNEY & CO.**, 535 Fifth Ave., New York 17, N. Y. MURray Hill 7-5365.
E. J. DEVNEY, president.
Branch office: Chicago, Ill.: 64 East Lake St., FRanklin 2-0016, Hal Holman.
- DORA-CLAYTON AGENCY, INC.**, 502 Mortgage Guarantee Bldg., Atlanta 3, Ga. ALpine 7841-2.
DORA C. COSSE and CLAYTON J. COSSE, operators.
- EVERETT-McKINNEY, INC.**, 40 E. 49th St., New York 17, N. Y. PLaza 9-3747.
MAX M. EVERETT, pres.; POWELL ENSIGN, v.p.
Branch offices: Chicago 11, Ill.: 400 N. Michigan Ave., SUperior 7-9052, Robert Meskill; Los Angeles 48, Calif.: 111 N. LaCienega Blvd., CRestview 5-2022, Lee F. O'Connell; San Francisco, Calif.: 233 Sansome St., YUKon 6-2396, William Ayres.
- HUGH FELTIS & ASSOCIATES**, Central Bldg., Seattle 4, Wash.; ELiot 4489.
HUGH FELTIS, owner.
- FORJOE-TV, INC.**, 580 Fifth Ave., New York 36, N. Y.; JUlson 6-3100.
JOSEPH BLOOM, pres.; JOSEPH RUGGIERO, gen. mgr.; ZANGWILL GOLOBE, vice-pres.; AL SHEPARD, dir. of TV station relations; EUGENE LITT, sales mgr.
Branch offices: Atlanta 3, Ga.: Mortgage Guarantee Bldg., ALpine 7841, Clayton Cosse, Dora Cosse, Paul Sanford; Chicago 11, Ill.: Tribune Tower, DELaware 7-1874, Tom Cinquina, Harry Jacobs, Jr.; Dallas 18, Texas: 9718 Tralee Drive, DAVIS 7-4541, Hal Falter; Los Angeles 17, Calif.: 1127 Wilshire Blvd., MADison 6-8329, Lawrence Krasner, vice-pres.; Boh Witte; San Francisco 5, Calif.: 593 Market St., SUtter 1-7569, Zona Samson.

- FREE & PETERS, INC.**, 250 Park Ave., New York 17, N. Y.; PLaza 1-2700.
H. PRESTON PETERS, pres.; **RUSSEL WOODWARD, exec. vice-pres.**; **LOYD GRIFFIN, vice-pres. and dir. of TV.**
 Branch offices: Atlanta 3, Ga.: Glenn Bldg., Main 5667, Wm. J. Stubbs; Chicago 1, Ill.: 230 N. Michigan Ave., FRanklin 2-6373, John A. Cory, vice-pres., William J. Tynan; Detroit 26, Mich.: Penobscot Bldg., WOODward 1-4255, Lon A. King; Fort Worth 2, Texas: 406 W. Seventh St., FORTune 3349, Hal Thompson; Hollywood 28, Calif.: 6331 Hollywood Blvd., HOLLYwood 9-2151, Hal W. Hoag, vice-pres., John A. Serrao; San Francisco 4, Calif.: Russ Bldg., SUTter 1-3798, Wm. A. Exline.
- GILL-PERNA, INC.**, 654 Madison Ave., New York 21, Templeton 8-4740.
HELEN GILL, pres.; **JOHN J. PERNA, Jr., exec. v.p.**
 Branch offices: Chicago 1, Ill.: 75 East Wacker Drive, FRanklin 2-8665, Walter Beadell; Los Angeles, Calif.: 2330 W. Third St., DUinkirk 7-4388, Robert W. Walker; San Francisco, Calif.: 57 Post St., SUTter 1-5568, Rogers Parratt.
- W. S. GRANT CO., INC.**, 703 Market St., San Francisco 3, Calif.; EXbrook 2-6685.
W. S. GRANT, pres. and gen. mgr.
 Branch offices: Chicago, Ill.: 612 N. Michigan Ave., SUPERior 7-8177, Burt Sears; Los Angeles, Calif.: 1127 Wilshire Blvd., MADison 9-2653, George Grant; New York, N. Y.: 33 W. 42nd St., BRyant 9-1374, Jack Davis.
- IRENE GRIFFITH, 1341 N. Cahuenga Blvd., Hollywood 28, HOLLYwood 4-3912.**
IRENE GRIFFITH, exec. in chge.
- MELCHOR GUZMAN COMPANY, INC.**, 45 Rockefeller Plaza, New York 20, N. Y. Circle 7-0624.
MELCHOR GUZMAN, pres.
 Represent stations in Latin America.
- H-R TELEVISION, INC. (H-R REPRESENTATIVES, INC.)**, 380 Madison Ave., New York 17, N. Y. OXIord 7-3120.
FRANK M. HEADLEY, pres. and treas.; **DWIGHT S. REED, exec. vice-pres.**
 Branch offices: Atlanta 3, Ga.: The 101 Marietta St. Bldg., CYprus 7797, Bill McRae; Chicago 1, Ill.: 35 E. Wacker Drive, RANDolph 6-6431, Dwight S. Reed, Carlin S. French; Dallas, Texas: 452 Rio Grande National Bldg., RANDolph 5149, Clarke R. Brown; Hollywood 28, Calif.: Equitable Bldg., HOLLYwood 2-6453, Harold Lindley, vice-pres.; Houston, Texas: 520 Lovett Blvd., JACKson 8-1601, Jack Lee; San Francisco, Calif.: 155 Montgomery St., YUKon 2-5701, John T. Bradley.
- JOS. A. HARDY & CO. LTD.**, 39 St. John St., Quebec, P. Q., Canada; 5-7373.
ROLAND SEGUIN, TV mgr.
 Branch offices: Montreal, Que.: 1489 Mountain St., Plateau 1101, Gilles Losler; Toronto, Ont.: 129 Adelaide St. W., EMpire 3-6009, R. C. Armstrong.
- HARRINGTON, RIGHTER & PARSONS, INC.**, 589 Fifth Ave., New York 17, N. Y.; MURray Hill 8-7050.
JOHN E. HARRINGTON, JR., president; **VOLNEY RIGHTER, v.p.**; **JAMES O. PARSONS, JR., v.p.**
 Branch offices: Chicago 11, Ill.: Tribune Tower, Whitehall 4-0074, Carroll Layman; San Francisco 4, Calif.: 235 Montgomery St., SUTter 1-4125, Frank Dougherty.
- HEADLEY-REED TV AND RADIO**, 420 Lexington Ave., New York 17, N. Y. MURray Hill 5-8701.
FRANK W. MILLER, SR., chairman of the board; **STERLING BEESON, pres.**; **I. N. HARDING, vice-pres. & sales mgr.**
 Branch offices: Atlanta 3, Ga.: Palmer Bldg., CYpress 4311, Eli W. Sweatman, Jr., William E. Ellwell; Chicago 1, Ill.: 230 N. Michigan Ave., FRanklin 2-4686, John H. Wrath, exec. vice-pres.; Hollywood 28, Calif.: Taft Bldg., Hillside 7738, Clark Barnes, Art Astor; Philadelphia, Pa.: Lincoln-Liberty Bldg., LOcust 4-6027, Robert S. Dome; San Francisco, Calif.: 300 Montgomery St., YUKon 6-1265, Frank Tessin.
- HOAG-BLAIR CO.**, 405 Lexington Ave., New York 17, N. Y.; MURray Hill 4-3722.
ROBERT B. HOAG, pres.; **RICHARD L. FOOTE, Eastern sales mgr.**
 Branch offices: See listing for Blair-TV, Inc., parent company.
- GEORGE P. HOLLINGBERY CO.**, 307 N. Michigan Ave., Chicago 1, Ill. DEARborn 2-6060.
GEORGE P. HOLLINGBERY, pres.
 Branch offices: Atlanta 3, Ga.: 223 Peachtree St., LAMar 5710, Richard N. Hunter; Los Angeles 13, Calif.: 411 W. 5th St., MADison 6-1531, Harry H. Wise, Jr.; New York 18, N. Y.: 500 5th Ave., OXFord 5-5560, F. E. Spencer, Jr., John I. Peterson; San Francisco 5, Calif.: 625 Market St., DOUGlas 2-2541, George E. Lindman.
- HAL HOLMAN COMPANY**, 64 East Lake St., Chicago 1, Ill. FRanklin 2-0016.
HAL HOLMAN, owner.
 Branch offices: Los Angeles 28, Calif.: 6381 Hollywood Blvd., HOLLYwood 2-2351, Tracy Moore; New York 17, N. Y.: 535 5th Ave., MURray Hill 7-5365, Ed Devney; San Francisco 5, Calif.: 607 Market St., GARfield 7-0426, Roy Soderlind.
- INDIE SALES, INC.**, 60 E. 42nd St., New York 17, N. Y. MURray Hill 2-4813.
JACK KOSTE, pres.
 Branch offices: Atlanta, Ga.: P. O. Box 6102, EXchange 1490, Ed Newton; Chicago 1, Ill.: 228 N. LaSalle St., STATE 5096, Hooper Jones; Detroit 26, Mich.: WOODward 2-7298, Hil Best; Los Angeles 28, Calif.: 6000 Sunset Blvd., HOLLYwood 3-6667; San Francisco 3, Calif.: 15 Harriet St., UNDERhill 3-6480, Louis Lafontese.
- INTER-AMERICAN PUBLICATIONS, INC.**, 41 E. 42nd St., New York 17, N. Y.; MURray Hill 2-0884.
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The Industry in Canada

- ◆ INDUSTRY DEVELOPMENTS
- ◆ STATIONS
- ◆ AD AGENCIES
- ◆ PRODUCERS, DISTRIBUTORS
- ◆ TRADE ORGANIZATIONS
- ◆ STUDIOS AND LABORATORIES
- ◆ SERVICES, see page 515



TELEVISION IN CANADA

TORONTO, October, 1955
SPARKED by TV's growth south of the border, Canadian TV has in three years built 28 stations, with eight others under construction, sold over a million and a half receivers and is held responsible for closing some motion picture theatres.

Control of TV in this country is in the hands of the state-owned Canadian Broadcasting Corporation. In addition to having exclusive operation of stations in the key centers of the country, covering 65 per cent of the retail market areas, it also has regulatory powers including passing on licenses. It operates stations in Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver.

Private enterprise has its stations in the secondary centers, with their signals competing for the viewer's eye in the major centers along with the innumerable American stations beaming into this side of the border. Withal, TV is available to 75 per cent of the country's population.

CBC's policy and role in TV was set by the report of the Massey Commission. It said the CBC should provide a national program service through operation of the key centers before private enterprise was to be allowed in those spots.

All this may be reversed following a new study by a Royal Commission set up by Parliament. Actually members of the Commission haven't been appointed nor have hearings begun yet, and its terms of reference are vague, reading as its purpose "to study and revise the whole question of radio and television in Canada."

In the meantime, the CBC receives its financial support from advertising revenue as well as 15 per cent sales tax on all TV sets sold. The Government loaned the CBC the money for capital construction.

As a Government-controlled body, the CBC must provide stations with a minimum of 10 and a half hours a week of program service. This service commits the CBC to a regular expenditure of well over \$100,000 a year simply for providing lines to carry these programs.

The stations are subsidized in yet another form, as are the large advertisers in this country. The Massey Report recommended that Canadian talent be developed to the nth degree. As a result it may be assumed that most of the advertisers pay about one half of the actual cost of shows produced in this country.

This country's biligualism is another problem for the CBC. There are no French-language programs available from any of the other markets, with the result most of it must come from its production.

The national service going to the stations is a bit over 50 per cent Canadian-produced, representing 25 to 30 hours per week of national English-language production. A corresponding amount of work is provided the French-language group.

Color TV is on the agenda, as soon as the prices of sets are right, according to the CBC. Meantime, one station, CFPL-TV, London, Ont., is preparing with construction of special equipment to carry the new signals.

Operators of TV outlets in this country, for the most part, are owners of and operators of radio stations. Famous Players Canadian Corporation, subsidiary of Paramount Pictures, has a 50 per cent interest in each of the stations at Kitchener, Ont. and Quebec City, P. Q.

TV's growth in Canada has materially assisted motion picture production insofar as commercials are concerned. Lack of facilities has prevented the production of anything more important. There are some 46 motion picture companies in the field, with only a dozen of any consequence.

Most of the major TV film distributors have either director outlets or operate through franchise holders. Although theatrical motion pictures must face censorship by each of the 10 provinces, the CBC puts all films through a very severe test before they can be shown on any station in the country. The CBC has declared itself as a Federal Government body, above and beyond the jurisdiction of the provincial censorship bodies.

Still a question mark in this country as in the U. S., toll TV is still a question mark, with the Telemeter franchise held by Famous Players Canadian Corporation. The CBC has said it has rejected toll TV for itself. However, the question of licensing it in this country has not yet arisen.

Canadian Broadcasting Corp.

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Vancouver

CBUT

Owned and operated by the Canadian Broadcasting Corporation, 701 Hornby St., Vancouver, B. C.
Channel: 2

ALBERTA

Calgary

CHCT-TV

Owned by Calgary Television Ltd.

Channel: 2

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MANAGER

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Representatives: Canada: All Canada Television;

U. S. A.: Weed Television.

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Owned and operated by Sunwapta Broadcasting Co. Ltd., 109 CPR Bldg., Edmonton.

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CJLH-TV

Owned and operated by Lethbridge Television Ltd.

Channel: 7

MANAGING DIRECTOR

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Representatives: Canada: All-Canada Television;

U. S. A.: Weed Television.

SASKATCHEWAN

Regina

CKCK-TV

Owned and operated by Trans-Canada Communications Ltd., Leader-Post Bldg., Regina.

Channel: 2

GENERAL MANAGER

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L. WESTMORELAND

PRODUCTION MANAGER

LARRY GLOVER

Representatives: Canada: All-Canada Television;

U. S. A.: Weed Television.

Saskatoon

CFQC-TV

Owned and operated by A. A. Murphy & Sons Ltd., 216 1st Ave. N., Saskatoon.

Channel: 8

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CKX-TV

Owned and operated by Western Manitoba Broadcasters Ltd. Offices and Studios, Victoria Ave. W. at 30th St., Brandon, Man. Phone 5393.

Channel: 5

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PROGRAM MANAGER

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Representatives: Canada: All-Canada Television;

U. S. A.: Weed Television.

Winnipeg

CBWT

Owned and operated by The Canadian Broadcasting Corporation, 541 Portage Ave. W., Winnipeg.

Channel: 4

ONTARIO

Barrie

CKVR-TV

Owned and operated by Ralph Snelgrove Television Ltd., Box 69, Barrie, Ont. Studios and business offices: Highway 27, 2 miles south of Barrie.

Channel: 3

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RALPH SNELGROVE

Representatives: Canada: Paul Mulvihill & Co., Montreal, Toronto; U. S. A.: Canadian Station Representatives Ltd.

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CHCH-TV

Owned and operated by Niagara Television Ltd., 163 Jackson St. W., Hamilton, Ont. Jackson 2-1121.

Channel: 11

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CKWS-TV

Owned and operated by the Frontenac Broadcasting Co. Ltd., 170 Queen St., Kingston, Ont.

Channel: 11

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STATION MANAGER

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Owned and operated by Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.

Channel: 13

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CFPL-TV

Owned and operated by London Free Press Printing Co. Ltd., Box 488, Commissioners Road, London, Ont.

Channel: 10

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Channel: 9

OTTAWA

CBOT

Owned and operated by the Canadian Broadcasting Corp., Chateau Laurier, Ottawa, Ont.

Channel: 4

Peterborough

CHEX-TV

Owned and operated by the Kawartha Broadcasting Co. Ltd., Box 657, Peterborough, Ont.

Channel: 2

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VICE-PRESIDENT

R. H. THOMSON

STATION MANAGER

D. R. LAWRIE

Representatives: Canada: All-Canada Television; U. S. A.: Weed & Co.

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CFPA-TV

Owned and operated by Ralph H. Parker Ltd., 87 N. Hill St., Port Arthur, Ont.

Channel: 2

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Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Sault Ste. Marie

CJIC-TV

Owned and operated by Hyland Radio-TV Ltd., 119 East St., Sault Ste. Marie, Ont.

Channel: 2

PRESIDENT AND MANAGING DIRECTOR

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Sudbury

CKSO-TV

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Channel: 5

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Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Toronto

CBLT

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Channel: 9

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CKLW-TV

Owned and operated by Western Ontario Broadcasting Co. Ltd., Riverside Dr. W., Windsor, Ont. CL 4-1155.

Channel: 9

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Channel: 8

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Channel: 2

Montreal

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Channel: 6

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Channel: 4

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CJBR-TV

Operated by The Central Public Service Corp., 6 St. John St., Rimouski, P. Q.

Channel: 3

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Channel: 6

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THE BRITISH TELEVISION YEAR

by PETER BURNUP

London, October, 1955

TELEVISION became an accepted fact in Britain in 1929 when Baird Television, Ltd., a company formed by a visionary Scotsman named John Logie Baird, was formally permitted to transmit programmes to the BBC's station in Oxford Street, London. The Baird system involved 30 scanning lines with $12\frac{1}{2}$ pictures transmitted per second; and a BBC studio in its Broadcasting House headquarters was so equipped in due course and came into operation in 1932.

Other interests forthwith engaged in high-definition TV experiments and by August, 1936, the BBC was sending out from its newly opened TV station at Alexandra Palace in a London suburb alternate programmes on two systems: (a) Baird System: 240 lines, 25 pictures per second, sequential scanning. (b) Marconi-E.M.I. System: 405 lines, 25 pictures per second with interlaced scanning giving 50 frames per second.

February 6, 1937, the BBC went over exclusively to the Marconi-E.M.I. system adapted to the following single set of standards: Number of lines per picture—405 interlaced; Number of frames per second—50; Ratio of synchronising impulses to picture—30:70.

That system is the one which has been employed by the BBC ever since, with positive modulation of the vision signal and with both sound and vision transmissions being amplitude modulated and vertically polarized.

CHAVINISTS here continue to maintain that Britain indeed was the true birthplace of effective television. Baird's successful transmissions in 1929 had been preceded by many years' experiments in the face of severe and obscurantist opposition. Moreover, the imaginative Scots scientist had pointed the way to another phase of the future when in February, 1939, his company—by then acquired by Gaumont-British's Isidore Ostrer—demonstrated dramatically the potentiality of TV on theatre-size screens in two Ostrer cinemas.

Significantly also another British experimenter—A. A. Campbell-Swinton—had proposed as long ago as 1908 the use of cathode-ray tubes as both transmission and reception mediums in television and had greatly developed his theories in a presidential address to the Rontgen Society in 1911. Certainly, by the outbreak of war in 1939 when all transmission had perforce to be suspended, the BBC's TV Service had become an organized pattern for the world.

The BBC reopened its Alexandra Palace transmitter June 7, 1946, with high hopes and most ambitious expansion plans. In 1951 the Government of the day was driven to put a curb on capital investment, nevertheless the Corporation lately was able to announce that its grid of transmitters of varying powers covered virtually the whole of the country. It had acquired the J. Arthur Rank Shepherds Bush Film Studios as a production centre. No less a capital sum than £4,250,000 had been expended on various development projects.

The number of domestic reception licences had increased from the 20,000 current at the time of resumption (and all in the London area) to more than 4,500,000: representing on the BBC's computation a maximum viewing audience of something approaching 30 million. Great Britain had indeed become in effect the only country in the world with nationwide coverage. The corporation, moreover, has other far-reaching plans involving thirteen more transmitters, an alternate national programme and colour transmissions.

The British Broadcasting Corporation is a unique institution. It operates under a Royal Charter, which designates it Britain's national broadcasting service. It has been described as "an instance of a nationally owned and controlled activity." Yet it is in no sense a part of the civil service; it is not comparable, for instance, to the Post Office, as is frequently pointed out here. It is not state-owned or "Government-run"; it is not controlled by a Ministry. Nor, on the other hand, is it a commercial concern existing basically for profit and paying dividends to shareholders.

THE Royal Charter narrowly defines the corporation's powers and functions. It is ruled by a board of governors appointed by the Queen in Council, with the board, in effect, "acting as trustee for the national interest." The distinguished persons who constitute the governors' board have nothing to do with the day-to-day operation of broadcasting. They have the duty of appointing a director-general who thus becomes probably the world's most powerful single individual in the field of broadcasting.

The corporation's income is derived from the proceeds paid for domestic reception licences, which are issued at £1 per annum for sound-radio licence only, or £3 for a combined sound-and-television licence. But not the whole of those proceeds goes to the BBC.

The Exchequer retains £2 million from the license revenue and the Post Office receives a proportion of around £1,600,000 a year to cover the cost of collecting fees and dealing

with interference on the air. In the year ended March 31, 1955, the corporation had a license revenue of £20,032,782, but in addition thereto the considerable sum of £1,772,205 came in under the heading of "net revenue from publications." The later is another unique feature in the BBC's setup. Each week, for example, more than 8,000,000 copies of "Radio Times"—in which details of the Corporation's programmes are printed—are sold in seven separate editions. To the slight perturbation of conventional periodicals, the paper is looked upon as one, if not the principal, of the country's most fertile fields of advertising.

Of a total TV expenditure in the year of £5,043,908, the amount spent on programmes was £1,965,418. In all, the corporation had an excess of income over expenditure of £3,024,875. Most of this will be transferred to capital account for future development.

It is conceded on all hands that the BBC does a number of things superbly. It may not, for example, issue "any broadcast matter expressing the opinion of the corporation on current affairs or on matters of public policy," but, on the other hand, it is left to exercise its own discretion in permitting broadcasts on controversial subjects. The quality and impartiality of its news bulletins are regarded throughout the world as a model of such things. Certain debates of highly controversial subjects which the corporation has organised—especially in its television service—have also had a fine and most salutary robustness which have attracted large viewing audiences. Moreover, on great occasions—witness the Coronation of Queen Elizabeth—the BBC's TV service attains heights of vast excellence and loveliness. But in the day-to-day business of diverting the populace the corporation has been subjected to a growing volume of criticism and protests.

A variety of reasons are advanced therefor. Apologists for the corporation claim that the funds available to it are not sufficient to bring entertainment of the premier choice to its audience. The true explanation probably lies in the pattern devised for the corporation's operations. On the opening page of the Royal Charter the BBC has laid upon it the duty of carrying on its service as a means of "disseminating information, education and entertainment."

Show-business manifestly is not likely to flourish in such a diversity of functions. There's a primness, not to say amateurishness, in many of the TV programmes bordering on devastating dullness. That undoubtedly accounts for the circumstance that whereas Britain has a virtual nationwide TV grid, its maximum viewing audience represents half the populace only, with around one-tenth of the optimum number looking in on everyday run-of-the-mill programmes.

The wide dissatisfaction among the public and loud protests at the low entertainment quotient on BBC programmes also undoubtedly led to the Winston Churchill Govern-

ment issuing in May, 1952, its momentous White Paper with the now famous policy declaration "that in the expanding field of Television, provision should be made to permit some element of competition, when the calls on capital resources at present needed for purposes of greater national importance make this feasible." Sir Winston, in all his majesty and dignity a superb showman himself, manifestly saw the need of showmen taking a hand in this "expanding field" of show-business.

The Churchill declaration and the subsequent introduction of an authorising Bill in Parliament provoked a controversy which took on the similitude of a Holy War, not only among politicians and in newspapers, but among people of all sorts up and down the country. Noble Lords and the Bench of Bishops in Parliament's Upper House denounced the Government's proposals as a debasement of public standards. Lesser men, dipping deep in their consciences as though some treasured tenet of Faith were involved, foresaw a plague of blatant vulgarity overwhelming the aloof and rigid pattern painfully established by the BBC. The Government's Bill, nevertheless, became law in 1954; albeit as a project tightly hedged in with safeguarding provisions to appease the zealots and protesting critics and certainly conforming in no kind of way with the conduct of American television.

The Act of Parliament established a controlling body—known as the Independent Television Authority—with a board of members analogous to that of the Governors of the BBC and with an active director-general. Chairman of the Authority is Sir Kenneth Clark, who for eleven years was Director of the National Gallery, and its members embrace respected persons in several walks of life, including two women, one of whom was formerly principal of an esteemed Ladies' College. The Authority's appointed director-general is Australian-born journalist Sir Robert Brown Fraser, who since 1946 had been in charge of the Government's Central Office of Information.

The Act of Parliament requires the Authority to provide television programmes "of high quality, both as to transmission and as to the matter transmitted, for so much of the United Kingdom, the Isle of Man and the Channel Islands, as may from time to time be reasonably practical." To that end, I.T.A. receives an annual grant of not more than £750,000 from the Exchequer and, in addition, Exchequer advances up to £2 million in five years to defray initial costs and capital charges involved, as, for instance, in the construction and maintenance of transmitters. But with that the Authority's analogy with the BBC ends.

The Government expects the Authority to be self-supporting in a given number of years. But the Act lays it down that programmes will be provided by "programme contractors" except on occasion when the Authority itself may feel it necessary to provide items to

secure a proper balance in the programmes, or to fill gaps between contracts. "Programme contractors" derive their revenue from advertising time on the air, but their operations in this regard are tightly hedged-in.

The Government gave Parliament a pledge that no form of sponsoring would be tolerated in I.T.A.'s programmes and the Act accordingly ordains that nothing will be included in any programme or advertisement "which suggests or implies that any part of any programme broadcast by the Authority has been supplied or suggested by any advertiser."

Advertisements—so the Act demands—must be clearly distinguishable from the programmes and the amount of time given to them must not be so great as to detract from the value of the programmes as a medium of entertainment, instruction, or information.

There must be no unreasonable discrimination either against or in favour of a particular advertiser and in any event a programme contractor is always subject to a ruling from the Authority as to the matter or method of advertising and to the frequency of advertising sequences. In practice, only five or six minutes in an hour are given over to advertising.

Equally rigid regulations attach to the matter and manner of the programme contractors' transmissions. The Act requires that programmes shall be predominantly British in tone and style, of high quality and well-balanced in subject matter. Nothing is to be included which offends against good taste or decency or which "is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling."

Accuracy and impartiality are to be observed in the presentation of news and as regards matter of political or industrial controversy or current public policy. Religious broadcasting will be permitted only on the advice of a religious advisory committee. Religious and political bodies will not be permitted to advertise, nor will advertisements directed primarily to religious ends be accepted.

I.T.A. or its contractors are forbidden to secure monopoly rights in the televising of State Occasions—e.g. a Coronation or Opening of Parliament—or outstanding sporting events. Rights to such telecasts must be shared with the BBC.

The Act provides also that a "proper proportion of the films and other recorded matter included in the programmes shall be of British origin." That provision was introduced in fulfilment of a pledge given to Parliament and in answer to Opposition complaints that programmes might otherwise be "swamped by old American films which could be bought for £50 or so." If the provision fails in its object the Government will introduce a detailed quota system in line with that relating to the exhibition of films in cinemas. Despite those and other restrictions, the Authority found itself faced with an abundance of ap-

plicants — substantial and otherwise — for franchises as contractors.

It is planned that before the end of 1956, three (or possibly four) I.T.A. transmitters will be operating and covering, respectively, the London Area, the Midlands, and the Lancashire-Yorkshire region (Scotsmen must await 1957 before competitive television reaches their country). In issuing his licences, the Authority's Sir Kenneth Clark was mindful of the obligation laid upon him to ensure that "there is adequate competition . . . between programme companies." Instead, therefore, of appointing one company exclusively to a given area, Sir Kenneth has evolved an interlocking system whereby one of the four appointed contractors, for example, will operate in the Midlands area on Monday to Friday and in London on Saturday and Sunday.

There will, however, be national coverage on occasion through a network programme. And, in any event following the Government directive, the news service will be on a national basis and furnished by a separate company. Sir Kenneth also felt that the prime qualification in a programme contractor—apart from the substantial financial guarantees demanded—was a prior association with what he called "communications with the public." That relationship he claimed, existed only in people interested in radio or public entertainment or the Press. So, connected with one or other of the contracting concerns are to be found executives of the well-established radio equipment makers Pye Ltd., directors of the powerful Associated Press (proprietors of *The Daily Mail* and other newspapers), experienced showmen like Prince Littler and Val Parnell, and the prosperous Granada Circuit of motion picture theatres.

Outcome of the great experiment is charged with imponderables. An unassessed number of home reception sets will be found unable to "tolerate" the Wave Band on which the new Authority's programmes will be transmitted, without expensive convertor gear. On the very eve of the inauguration of the London service, the Chancellor of the Exchequer put another curb on personal expenditure here, so that even the Radio Industry Council estimated that only 250,000 sets in the vast London Region would be found "tolerable" to the appointed wave-band. Nevertheless, all programme contractors claim to be entirely happy with their prospects.

In the haze of uncertainties one circumstance becomes clear beyond peradventure: namely, that BBC programmes spurred on by the threat of competition, already have improved and promise to improve still further in the near future. After a period of lamentation that "commercial" interests had coaxed a number of key-men from its cozy security, the corporation has produced an impressive ten-year plan of development. Which is doubtless the happy issue which Sir Winston had in mind in demanding "an element of competition in the expanding field of television."

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(Set up under the Television Act, 1954 which provides for setting up an Independent Television Authority to provide for ten years, or longer if Parliament so determines hereafter, television broadcasting services additional to those of the British Broadcasting Corporation.)

The members of the Authority will be appointed by the Postmaster-General and will consist of a chairman and deputy chairman and from five to eight other members, of which three will make the interests of Scotland, Wales and Monmouthshire and Northern Ireland, respectively, their special care.

The Authority's powers will include power to provide and work the requisite wireless stations under license from the Postmaster-General.)

13/14 Princess Gate, London, S. W. 7.

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Women's Programmes: Mary Hill.

Drama: Peter Cotes.

Outside Broadcasts: Keith Rogers.

Head of Script Department: D. S. Bull.

Costing: Weston Drury.

Coordinator of Production: Ernest Gartside.

3. **MANCHESTER TRANSMITTER**—Monday to Friday programmes

GRANADA-TV. LTD.

36 Golden Square, London, W.1. Telephone: Gerrard 8040.

Directors: Sidney L. Bernstein, Cecil G. Bernstein.

Executive Producers: Denis Forman, Harry Wat.

Administrative Executive: Victor Peers.

Chief Engineer: Reginald Harry Hammans.

4. **BIRMINGHAM TRANSMITTER**—Saturday & Sunday programmes.

MANCHESTER TRANSMITTER—Saturday & Sunday programmes.

(To Be Appointed)

TV Program Material — Producers and Distributors

ADVERTISING FEATURES LTD.

35 Portland Place, London, W.1. Telephone: Langham 2000.

Directors: Leon Goodman, Richard Meyer, Harry Alan Towers.

(Shopping Guides).

ADVISION LTD.

83 New Bond Street, London, W.1. Telephone: Mayfair 4864.

Directors: K. S. Hibberd, J. Gordon, H. Marshall, G. K. Whetstone.

(Cartoon, puppet and live action commercials; Studio facilities).

ALLIANCE FILM STUDIOS LTD.

(Controlling company of Diadem Films Ltd., Kenilworth Film Productions Ltd., Coronet Films Ltd.).

Twickenham Studios, The Barons, St. Margaret's, Twickenham, Middlesex. Telephone: Popesgrove 9063.

Directors: H. Lewis, M. Shipman.

(T.V. Films).

ALMANAK FILM PRODUCTIONS LTD.

54 Kensington Gardens Square, London, W.2. Telephone: Bayswater 0497.

Directors: K. W. Breckett, Otto Kreisler, C. H. Bonner.

(T.V. Films).

ANGLO-SCOTTISH PICTURES LTD.

London Film Studios, Shepperton, Middlesex. Telephone: Chertsey 3341.

Directors: B. Davies, L. Reeve, J. E. C. Slagg.

ANVIL FILMS LTD.

Beaconsfield Studios, Beaconsfield, Bucks. Telephone: Beaconsfield 557.

Directors: Ken Cameron, Ralph N. May, R. K. T. Scrivener, R. I. C. H. Warren, Eve Grey, Derek Faraday.

(T.V. shorts and studio facilities).

ASHLEY FILM AND TELEVISION PRODUCTIONS LTD.

9 Cavendish Square, London, W.1.

Directors: Neville Clark (producer), Ingram Fraser.

ASSOCIATED BRITISH-PATHE LTD.

133-5 Oxford Street, London, W.1. Telephone: Gerrard 4314.

Producer-in-chief: Howard Thomas.

T.V. Executive: Harry Field.

(Commercials and studio facilities).

ASSOCIATED BROADCASTING DEVELOPMENT COMPANY LTD.

25 Catherine Street, Aldwych, London W.C.2. Telephone: Temple Bar 5116.

Directors: Norman Collins, Viscount Duncannon, Sir Alexander Korda, Sir Robert Renwick, Bart. K.B.E.; C. O. Stanley, C.B.E.

(Programme Producers).

BANTOCK PRODUCTIONS (GREAT BRITAIN) LTD.

11 Salisbury Square, London, E.C.4. Telephone: Central 7741.

Directors: Donald Archer (Managing), E. M. Barclay.

(Programme producers and advertising consultants).

PAUL BARRALET PRODUCTIONS LTD.

110a Southampton Row, London, W.C.1. Telephone: Chancery 2686.

Directors: A. Paul Barralet, E. R. Barralet, Granville Squiers.

(Documentary Films).

PATRICK BARRINGTON (ARTISTS) LTD.

48 Chandos Place, London, W.C.2. Telephone: Covent Garden 1621.

(Commercials).

BASIC FILMS LTD.

1 Soho Square, London, W.1. Telephone: Gerrard 7015.

Directors: J. B. Napier-Bell, Leon Clore (Managing), John Taylor, E. P. Aizlewood, B. Vincent.

(Live action and cartoon commercials).

ANTHONY BEAUCHAMP (LONDON) LTD.

Flat 1, 30 Hyde Park Gardens, London, W.2.

Directors: Anthony Beauchamp, Sarah Beauchamp.

(Producers T.V. Films).

BELVISION LTD.

8 Park Street, Park Lane, London, W.1.
 Telephone: Grosvenor 6159.
Directors: Mae Murray, Norman Alexander.
 (Production of films from short stories by E. Phillips Oppenheim).

THE BIG SIX FILM UNIT

162 Brompton Road, London, S.W.2. Telephone: Knightsbridge 4488/9.
 Studios and cutting rooms: 35 Endell Street, London, W.C.2. Telephone: Temple Bar 7852.
Producer: Edward Cook.
 (T.V. Films).

BIRMINGHAM COMMERCIAL FILMS LTD.

8 Lozells Road, Birmingham 19. Telephone: Birmingham North 3090.
 (Studio facilities, newsreels).

BOULTON-HAWKER FILMS LTD.

Hadleigh, Suffolk. Telephone: Hadleigh 2235.
Directors: Gilbert Hawker, K. Peter Boulton.

BRITISH FILMS LTD.

199 Piccadilly, London, W.1. Telephone: Regent 2828.
Directors: The Marquess of Linlithgow (Chairman), K. L. Lockstone (Managing), H. Russell Smith, M. Lockstone.
 (Live commercial, animation, special effects, studio facilities).

BRITISH NEWSREEL SERVICES LTD.

Nascreno House, Soho Square, London, W.1. Telephone: Gerrard 3177.
Directors: Sir Gordon Graig, L. Castleton Knight, E. J. H. Wright, H. Thomas, Kenneth N. Hargreaves.
 (Newsreel service).

CINEAD LTD.

132 Fleet Street, London, E.C.4. Telephone: Central 0670.
Directors: Michael Deelev and Henry Booth.
 (Commercials, studio facilities).

COLUMBIA BROADCASTING SYSTEM INC.

26, Hallam Street, London, W.1. Telephone: Langham 1166.
London Director and European Representative: Howard K. Smith.
 (News, radio and film coverage).

CROYDON-PASSMORE PRODUCTIONS LTD.

88/90 Rochester Row, London, S.W.1. Telephone: Victoria 3753.
Directors: John Croydon, Henry Passmore.
 (T.V. Films).

C.T.V. PRODUCTIONS AND DIRECTION LTD.

49 Wigmore Street, London, W.1. Telephone: Welbeck 3302-3.
Directors: J. P. Livingstone, J. W. Mallard, P. G. Shepherd.
 (Publicity, Documentary Films).

DATA FILM PRODUCTIONS LTD.

21 Soho Square, London, W.1. Telephone: Gerrard 2826.
 (Documentaries, entertainment and advertising films).

FRANCIS DAY AND HUNTER LTD.

16 Soho Square, London, W.1. Telephone: Gerrard 8276-6.
Executive: Bryan Bradley.
 (Recorded music library).

BERNARD DELFONT TELEVISION PRESENTATIONS LTD.

Broadmead House, Panton Street, London, W.1.
Directors: Bernard Delfont, C. A. W. Hurren.

R. J. DILWORTH ADVERTISING LTD.

Rotherhithe Studios, 53 Neptune Street, Rotherhithe, London, S.E.16. Telephone: Bermondsey 4455-7.
Directors: J. L. Vaughan, R. J. Dilworth, H. Bracey, T. D. Gardiner.
 (Studio Facilities).

WALT DISNEY FILM DISTRIBUTORS LTD.

119 Wardour Street, London, W.1. Telephone: Gerrard 7446.
Directors: Thomas Swan, M.A., LL.B., Cyril James, Cyril Edgar, S. L. Forwood, F.C.A., E. J. Davis.
 (Distributors T.V. Films).

DORLAND ADVERTISING LTD.

Dorland House, 18-20 Regent Street, London, S.W.1. Telephone: Whitehall 0112.
Directors: A. D. McLean (Chairman and Managing director), G. Farrar, R. Hale.
 (Commercials, studio facilities, viewing theatre).

DRUMMER FILMS LTD.

42 Worpole Way, Harrow, Middlesex. Telephone: Pinner 9466.
Producer: Martin M. Harris.
Director: Jan K. Barnes.
Production Manager: Frank Wheeler.
 (Studio and animation facilities).

EDITORIAL FILM PRODUCTIONS LTD.

Cine House, 8 St. Anne's Court, Wardour Street, London, W.1. Telephone: Gerrard 8332-3.
Producer: J. Mellor.
 (T.V. Films, cutting rooms, preview theatre).

EMPIRE FILM PRODUCTIONS

Radnor House, 93-7 Regent Street, London, W.1. Telephone: Mayfair 9901-7.
Directors: Earl Jermyn, Moss Goodman.
 (Animated cartoon and entertainment films).

DOUGLAS FAIRBANKS LTD.

National Studios, Boreham Wood, Elstree, Herts. Telephone: Elstree 1644.
Directors: Douglas Fairbanks, K.B.E., D.S.C., Sir Edwin Herbert, H. Allan Hawes, F.C.A., W. Mills, F.C.A., Harold Huth, Tom White, M.B.E., Peter A. C. Marriott.
 (T.V. Films).

FILM CENTRE LTD.

24/25 Conduit Street, London, W.1. Telephone: Mayfair 8661.
Directors: Sir Arthur Elton, Margaret Ann Elton, John Grierson, Stuart Legg, Sinclair Road, Ernestine Roberts.
 (International distribution T.V. material).

FILM PARTNERSHIP LTD.

155 High Holborn, London, WC.1. Telephone: Chancery 3524-5.
Directors: R. M. Angell, G. Jennison, M. E. Johns, A. G. Wooster.
 (Commercials).

MAURICE FORD TELEVISION SERVICE

3 Blandford Road, London, W.5. Telephones: Ealing 6180, 4347. Cables: Ferrexted, Ealux, London.

FOUNTAIN FILMS

63 Cadogan Square, London, S.W.1. Telephone: Sloane 3910.

FOUR FALCONERS LTD.

National House, 60, Wardour Street, London, W.1. Telephone: Gerrard 5158.
Directors: James Robertson Justice, Richard Meyer.
 (T.V. Programme Producers).

FOUR PROVINCES FILMS LTD.

Rere 30, Lansdowne Road, Dublin. Telephone: Dublin 64725.
Directors: John Ford, Brian Desmond Hurst, The Lord Killanin, Tyrone Power, Michael Scott.
 (T.V. Films).

FUTURE PRODUCTIONS LTD.

(Subsidiary Associated-Rediffusion Ltd.). Carlton House, Lower Regent Street, London, S.W.1. Telephone: Whitehall 0221.
 Wafham Green Studios, London, S.W.6.
Directors: William Collins, Eric Keep.
 (T.V. Producers).

GATEWAY FILM PRODUCTIONS LTD.

470 Green Lanes, Palmers Green, London, W.13. Telephone: Palmers Green 1003.

Directors: W. H. Baddeley (Managing), C. W. Bending, E. J. Chard, L. F. Minter, A. M. Wright.
(Industrial, advertising, educational and religious films).

GRENDON FILMS LTD.

88/90 Rochester Row, London, S.W.1. Telephone: Victoria 3753.

Producers: John Croydon, Henry Passmore. (T.V. Films).

GUILD TELEVISION SERVICE LTD.

Guild House, Upper St. Martin's Lane, London, W.C.2. Telephone: Temple Bar 5420.

Directors: E. P. L. Pelly (Chairman), A. T. Burlinson (Joint Managing Director), K. Lockhart Smith (Joint Managing Director), Mrs. P. G. Windebank, Ian Latimer, G. E. Sumner. (Commercials).

HALAS AND BATCHELOR CARTOON FILMS LTD.

10a Soho Square, London, W.1. Telephone: Gerrard 7682.

Directors: John Halas, Joy Batchelor, E. Allan Crick.
(Commercials, studio facilities).

PETER HAMISH LTD.

49 Wigmore Street, London, W.1.

Directors: J. W. Mallard, P. G. Shepherd, J. P. Livingston.
(Producers television programmes).

HAWKE STUDIOS LTD.

22 Cheries Street, London, W.C.1. Telephone: Museum 7441.
(Advertising designers).

HEARST METROTONE NEWS, INC.

Telenews—News of the Day, 72/78 Fleet Street, London, E.C.4. Telephone: Central 5641-1418.

London Representative: A. A. Tunwell.
(Theatrical and T.V. Commercials).

HULTON VISUAL PRODUCTS LTD.

(Subsidiary of Hulton Press)
Colley House, 3/7 New Street Square, London, E.C.4.

Adviser: Kenneth Adams.
(Programme material).

INCORPORATED TELEVISION PROGRAMME CO. LTD.

Regent House, 235 Regent Street, London, W.1. Telephone: Regent 1022.

Chairman: Prince Littler.
Managing Director: Val Parnell.
Directors: Stewart Cruickshank, J. A. L. Drummond, Anthony Gishford, Lew Grade, Leslie Grade, Philip Hyams, Sid Hyams, Harry Alan Towers, Suzanne Warner.
In Charge of Production: Harry Alan Towers.
(Programme Producers).

INTERVISION LTD.

c/o Rubenstein Nash, 6 Raymond Buildings, Gray's Inn, London, W.1.

Directors: Rodney Phillips, Tessa Vance.
(Producers programme material).

KINOCRAT FILMS LTD.

Kinocrat House, Cromwell Road, London, S.W.7. Telephone: Frobisher 1018-9.

Cables: Kinocrat, London.
Directors: Gerald Cookson, Walter Bird, Hubert Davey, Victor Hughes.
(Commercials and studio facilities).

KAVANAGH PRODUCTIONS LTD.

201 Regent Street, London, W.1. Telephone: Regent 7811-4.

Directors: Ted Kavanagh, Frank Muir, Denis Norden, Sid Colin, Kevin Kavanagh.
(T.V. writers representation).

MARTIN FILMS LTD.

29 Whitehall, London, S.W.1. Telephone: Whitehall 4000.

Directors: John Martin, G. Baird Smith.
(T.V. Films).

MASH ENGINEERING MODELS LTD.

Avenue House, 25 Shaftesbury Avenue, London, W.1. Telephone: Gerrard 3362.

General Manager: H. J. Anthony.
(Scale models and displays).

MOTION PICTURE AND TELEVISION FACILITIES LTD.

262 Watford Way, Hendon, London, N.W. Telephone: Sunnyhill 0131.

Directors: S. D. Onions, Victor M. Gover, Helen Wiggins, Charles W. Green.
(Producers programme material).

M.T.F. STUDIO PRODUCTIONS LTD.

Nelson House, 2 Moor Street, Birmingham 2. Telephone: Birmingham Midland 4021.

Directors: E. W. Grayshields, P. E. Wood.
(Live, cartoon and animated T.V. films. Models T.V. training school).

CECIL MUSK LTD.

Seven Hills Road, Cobham, Surrey. Telephone: Cobham 2617.

Directors: Edward Cecil Musk, Gretchen Roma Musk.
(Producers programme material).

NATIONAL BROADCASTING COMPANY INC.

2, Mansfield Street, London, W.1. Telephone: Langham 7778/9.

London Director: Romney Wheeler.
Officer Manager: Miss Florence Peart.
Cameraman: Guy Blanchard.
Sound Technician: Alan Blowey.

NATIONAL FILM AGENCY

62 Victoria Street, Manchester 3. Telephone: Blackfriars 0334-5.

Directors: E. Barrow (Managing), F. Stott, W. A. Stott (Secretary).
(Newsreel coverage. Studio facilities).

NATIONAL INTEREST PICTURE PRODUCTIONS LTD.

21 Soho Square, London, W.1. Telephone: Gerrard 5843.

Directors: H. T. De Vere Clifton (Chairman), D. F. Cartlay, A. E. C. Hopkins (Managing).
(Commercials).

NATIONAL SCREEN SERVICE LTD.

Nascreno House, Soho Square, London, W.1. Telephone: Gerrard 4851-5.

Managing Director: Arnold Williams.
(Producers trailers, short T.V. films).

ORB FILM DISTRIBUTION LTD.

42/3 Wardour Street, London, W.1. Telephone: Gerrard 8282.

Directors: Nat Miller, Louise Miller, G. B. Holland.
(T.V. Films).

PEARL & DEAN (PRODUCTIONS) LTD.

33 Dover Street, London, W.1. Telephone: Mayfair 7494 and Southall Studios, Gladstone Road, Southall, Middlesex. Telephone: Southall 3281.

Directors: E. Pearl, R. W. Dean, C. Pearl, E. Dane, E. Lane, J. Lewis, B. Lloyd.
(Commercials).

PENNANT FILMS (MAYFAIR) LTD.

4 Albermarle Street, London, W.1. Telephone: Mayfair 9361-2.

Directors: B. Charles-Dean (Executive Producer), E. Dean.
(All types T.V. shows and commercials, Production facilities).

PEREGRINE FILM PRODUCTIONS LTD.

4 Kensington Park Gardens, London, W.11. Telephone: Park 5356.

Directors: Kay Mander, Deborah Chesshire.
(Children's shorts).

POLYTECHNIC STUDIOS LTD.

Stockwells, Taplow, Bucks. Telephone: Maidenhead 2473.

Directors: W. O. Smedley, M.C., F.C.A. (Chairman), Pete Collins (Joint Managing Director), E. Smith Morris (Joint Managing Director), T. Scott Sutherland, H. Ranning Richardson.
(Animation and live action facilities).

- S. PRESBURY & CO. LTD.**
 Gloucester House, 19 Charing Cross Road, London, W.C.2. Telephone: Whitehall 3601.
Directors: P. S. Presbury (Governing), J. Guy Presbury, R. Salisbury, W. J. Smith.
 (Live, animated and puppet commercials).
- PRIMROSE PRODUCTIONS LTD.**
 61 Regents Park Road, London, W.1. Telephone: Primrose 3306.
Directors: Louis Hagen, Vivien Milroy, Margot Lovell.
 (Animated films).
- HUGH QUEKETT LTD.**
 35 Dover Street, London, W.1. Telephone: Hyde Park 1219.
 (Plays for T.V.).
- RADIO LUXEMBOURG (LONDON) LTD.**
 38 Halford Street, London, W.1. Telephone: Grosvenor 3562.
General Manager: G. Clement Cave.
 (Representatives of European television production group—Societe Internationale de Programmes Pour Telediffusion. British representatives of Tele-Luxembourg).
- RADIOVISION LTD.**
 St. Stephen's Chambers, Moorgate, London, E.C.2. Telephone: Metropolitan 0438.
Directors: H. Scott-Thompson, William Smithson, N. D. Miller.
 (Film units including cartoons, features and animation).
- RANDOM FILM PRODUCTIONS LTD.**
 40 Pall Mall, London, S.W.1. Telephone: Trafalgar 4911.
Directors: F. G. Woosnam-Mills, M. R. Woosnam-Mills.
 (Documentaries).
- J. ARTHUR RANK SCREEN SERVICES LTD.**
 11 Hill Street, Berkeley Square, London, W.1. Telephone: Grosvenor 6353.
Directors: J. Arthur Rank (Chairman), G. A. Holdsworth (Managing Director), J. M. Archibald, John Davis, K. N. Hargreaves, Mark Ostrer, K. Winckles.
 (Commercials).
- RAYANT PICTURES LTD.**
 11 St. James's Place, London, S.W.1. Telephone: Grosvenor 5442.
Directors: Douglas Hill (Chairman), Anthony Gilkison (Managing), T. G. Gilkison, A. M. Hill.
 (Puppet, model and animated films).
- REPUBLIC PRODUCTIONS (GREAT BRITAIN) LTD.**
 38 Soho Square, London, W.1. Telephone: Gerrard 5791-6.
Directors: R. W. Altschuler (U.S.A.), Reginald Armour (U.S.A.), G. A. Fernback, G. F. Shipman, H. L. Clyne.
 (T.V. Films).
- HECTOR ROSS RADIO PRODUCTIONS LTD.**
 85 New Cavendish Street, London, W.1. Telephone: Langham 2941.
- STANLEY SCHOFIELD PRODUCTIONS LTD.**
 6, 7 & 8 Old Bond Street, London, W.1. Telephone: Mayfair 4642.
 (T.V. Producers).
- SCIENCE FILMS LTD.**
 The Studios, College Slip, Bromley, Kent. Telephone: Ravensbourne 5150.
Directors: H. Bruce Woolfe, W. E. Woolfe (Managing), K. L. Lockstone, W. L. Winney.
 (Scientific, animated diagrams and cartoons).
- SIMPL LTD.**
 1-4 Lambeth High Street, London, S.E.1. Telephone: Reliance 1488.
Directors: R. McV. Weston, E. M. Weston, D. C. Stewart.
 (T.V. test charts, studio facilities).
- STEWART FILMS**
 Orchard Road, Malvern, Worcs. Telephone: Malvern 1975.
Executive: John R. F. Stewart.
 (T.V. Shorts).
- SWIFT FILM PRODUCTIONS**
 165 Old Brompton Road, London, S.W.7. Telephone: Freemantle 8560.
Director: T. Peter Hadingham.
 (Industrial, advertising and documentary films).
- TELEFILMS & RECORDERS (LONDON) LTD.**
 Nascreno House, 27/28 Soho Square, London, W.1. Telephone: Gerrard 5969.
Directors: C. W. Green, A. M. Inst. B.E., P. Wall.
 (Recording studio and library sound effects and music).
- TELE-PRODUCTIONS LTD.**
 67 New Cavendish Street, Portland Place, London, W.1. Telephone: Langham 9694.
Directors: Eric Robinson, George Clouston.
 (Musical Service).
- TELERECORDING LTD.**
 24 Austin Friars, London, E.C.2. Telephone: London Wall 1804-6.
Directors: Freida G. Firebrace, H. Hammond-Seaman.
 (Maintains advertising sponsor spots records).
- TELEVISION AND RADIO ADVERTISING SERVICES LTD.**
 51 Mount Street, London, W.1. Telephone: Grosvenor 7644.
Executive: Geoffrey B. Rigby.
 (Producers T.V. programmes).
- TELEVISION AUDIENCE MEASUREMENT LTD.**
 Chantrey House, Eccleston Street, London, W.1. Telephone: Sloane 0311.
Governing Director: Belford Attwood.
Director and Manager: Martin Maddan.
 (T.V. audience measurement).
- TELEVISION FACILITIES (LONDON) LTD.**
 48a Charlbert Street, St. John's Wood, London, N.W.8. Telephone: Primrose 5098.
 (T.V. Films).
- TELEVISION FILM STUDIOS LTD.**
 Barnet Trading Estate, Park Road, High Barnet, Herts.
Directors: D. H. Densham, J. S. McCartney, D. Welsh.
 (T.V. commercials, newsreels, animations, studio facilities including roving cameraman).
- TELEVISION PROGRAMME DISTRIBUTORS**
 16 Sheraton Street, London, W.1.
Directors: Vernon Burns, R. B. Atkinson.
- TELEVISION WORKSHOP PRODUCTIONS LTD.**
 Aulsom House, St. Martin's Street, London, W.C.2. Telephone: Whitehall 8396-7.
Directors: Maxwell Munden (Managing), Dennis Randolph Shand.
 (Entertainment programmes and commercials).
- THEATRE AND VARIETY PRODUCTIONS LTD.**
 35 Portland Place, London, W.1. Telephone: Langham 2000.
Directors: Richard Meyer, Mrs. R. E. Palmer.
 (T.V. Films).
- TIMES PRODUCTIONS LTD.**
 260 Deansgate, Manchester 3. Telephone: J. Sutro, Carry W. Fennell, Peter Proudman, Frank Thrower.
 (Newsreels and commercials).
- TOWERS OF LONDON LTD.**
 84 Hallam Street, London, W.1. Telephone: Langham 6248, 5050.
Managing Director: Harry Alan Towers.
 (Production and distribution T.V. Films).
- TRIUMPH FILMS INC.**
 10 Blomfield Villas, Hyde Park, London, W.1.
Producer: Peter Hanmer-Farmer.
 (Producers documentary, advertising films).

T.V. ADVERTISING LTD.

1 Old Burlington Street, London, W.1. Telephone: Regent 0936.

Directors: L. S. Hargreaves (Chairman), M. Dansichewsky, R. W. Dickenson, S. E. Linnit (alternate J. L. Dunfee), C. J. Maples, F.C.A., Stanley J. Passmore, Rt. Hon. Earl of Warwick and Brooke.
(T.V. commercials, shopping guides, motoring magazines).

T.V. COMMERCIALS LTD.

35 Portland Place, London, W.1. Telephone: Langham 2000.

Directors: Leon Goodman (Chairman), Richard L. Meyer, Harry Alan Towers, Roger D. Proudlock.
(T.V. commercials including animation).

T. V. SCRIPTS LTD.

21 Hertford Street, London, W.1. Telephone: Mayfair 8651.

Directors: Eric Maschwitz, J. A. Roberts.
(Programme company).

VIDEO SHOWS LTD.

24 Austin Friars, London, E.C.2. Telephone: London Wall 3000.

Directors: Oliver Smedley, J. A. Collins, T. Scott Sutherland, H. B. Richardson, E. Smith-Morris.
(T.V. Programme material).

VIDESCOPE PRODUCTIONS LTD.

"One Elm", Norwood Lane, Iver, Bucks. Telephone: Iver 680.

Directors: Harman Blaser, Eric Cross.
(T.V. Films and commercials).

VOICE OF LONDON LTD.

7-7b New Oxford Street, London, W.1. Telephone: Temple Bar 9393.

Executive Producer: D. P. Weiner.
Executive Sales: John Barton.
(Commercials, studios).

WHAT'S YOUR URGE LTD.

17 Shaftesbury Avenue, London, W.1.

Directors: Dicky Leeman, Derek Roy.
(All T.V. Programmes).

DERICK WILLIAMS PRODUCTIONS LTD.

Charter House, 52 Gloucester Place, London, W.1. Telephone: Welbeck 3521-2.

Directors: Derick Williams (Managing), Jack Harrison, G. Brian Herbert, Douglas A. Duncan.
(Commercials).

WILLOUGHBY FILM PRODUCTIONS LTD.

25 Sackville Street, London, W.1. Telephone: Regent: 0030. Cables: Medivac, London.

Directors: George W. Willoughby, W. J. Kenney, F.C.A.
(T.V. Films).

WINDMILL THEATRE TELEVISION CO. LTD.

17-19 Great Windmill Street, London, W.1. Telephone: Gerrard 6294.

Directors: Vivian Van Damm, Sheila Van Damm, Leslie V. Pearkes, Betty Angel.

WINNICK TELERADIO PRODUCTIONS

18 St. George Street, Hanover Square, London, W.1. Telephone: Mayfair 9631.

Executive Producer: Maurice Winnick.

WORLD WIDE ANIMATION LTD.

44/48 Clapham High Street, London, S.W.4.

Directors: Reginald Jeffreys, James Carr, Hindle Edgar, V. L. Price.
(Cartoon, diagram, model films).

WORLD WIDE PICTURES LTD.

10a Soho Square, London, W.1. Telephone: Gerrard 1736-8.

Directors: James Carr, Hindle Edgar, V. L. Price.
(Filmed interviews).

Services for TV Producers

CAMERAS — ACCESSORIES FILM STOCK — TELE-CINE EQUIPMENT

ACMADE LTD.

Colneside Works, Oxford Road, New Denham, Bucks.

R. R. BEARD LTD.

10 Trafalgar Avenue, London, S.E.15.

BRITISH THOMSON HOUSTON CO. LTD.

Head Office and Main Works: Rugby.

J. FRANK BROCKLISS LTD.

167/169 Wardour Street, London, W.1.

CINEMA-TELEVISION LTD.

Worsley Bridge Road, Lower Sydenham, London, S.E.26.

CINETECHNIC LTD.

169 Oldfield Lane, Greenford, Middlesex.

W. F. DORMER LTD.

14 Edgworth Avenue, London, N.W.4.

DUFAY LTD.

14/18 Cockspur Street, London, S.W.1.

G. B-KALEE LTD.

37/41 Mortimer Street, London, W.1.

GEVAERT LTD.

Acton Lane, Harlesden, London, N.W.10.

GEORGE HUMPHRIES & CO. LTD.

71/77 Whitfield Street, London, W.1.

ILFORD LIMITED

Cine Sales Dept., 104 High Holborn, London, W.C.1.

KODAK LTD.

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- ROLES & PARKER LTD.**
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B. C. YOUNG
6 Melville Street, Edinburgh, Scotland. Tele-
phone: Edinburgh 32275.

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T.V. Executive: Dan Ingman.

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Chairman: Dan Ingman.
Vice-chairman: Allan Blomfield.
Hon. Treasurer: Leonard Garland.
Joint Hon. Secretaries: Drew Farrish, F. J.
Adnum.

(Objects: to provide, for advertising agency TV executives, discussions, lectures, meetings and conferences to promote a better understanding of commercial television, to keep members informed of trends and advances, to aim constantly to improve the standards of commercial television, to uphold the codes of standards that may be laid down and generally agreed and, where necessary, to advise or suggest additions or amendments to maintain a high standard of practise. Membership is open to those continuously employed in a senior capacity in the commercial TV activities of a recognised advertising agency. Annual subscription is two guineas.)

THE ADVERTISING ASSOCIATION
1 Bell Yard, London, W.C.2. Telephone:
Chancery 4783.

(Aims are (1) To establish advertising as the essential factor in the marketing of produce and manufactured goods; (2) To conserve the common interests of those engaged in advertising by promoting co-operative action and instituting protective measures; (3) To encourage the study of the theory and practice of advertising and the improvement of its technique by the institution of courses of study, the holding of examinations and awarding of diplomas.)

Director General: L. E. Room.
Assistant General Secretary: W. Metson.

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14 Great Chapel Street, London, W.1.

(Objects: To promote the consideration and discussion of all questions affecting television, broadcasting services additional to those of the B.B.C., such as will become permissible by reason of the Television Act of 1954.)

**ASSOCIATION OF CINEMATOGRAPH AND
ALLIED TECHNICIANS**
(Affiliated to Trades Union Congress and Labor Party). 2 Soho Square, London, W.1.
Telephone: Gerrard 8506.

President: The Hon. Anthony Asquith.
Vice-Presidents: Teresa Bolland, Ian Struthers
Max Anderson, Jim Garrett, F. Fuller, Kenneth
Gordon.

Secretary: George H. Elvin, F.C.I.S.
(The Association is the recognized Trade Union for film technicians and negotiates salaries and working conditions. It also controls the A.C.T. Employment Bureau as an agency exclusively for film technicians.)

**ASSOCIATION OF SPECIALISED FILM
PRODUCERS**

3 Portman Chambers, 7-9 Baker Street, Lon-
don, W.1. Telephone: Welbeck 1104. Tele-
grams: Shorfilm, Wesdo, London.

Founder and Past President: H. Bruce Woolfe,
C.B.E.

President: Frank A. Hoare.
Vice-President: Howard Thomas.
Secretary: Laurence G. Parker, LL.B.
Assistant Secretary: Richard T. Edom.

(Official organization representing all branches of the specialized film production industry. Advises and consults with Government Departments, other Trade Associations, etc., on all matters relating to specialized films—educational, industrial, scientific, documentary, propaganda, advertising, instructional, entertainment, television.)

B.B.C. STAFF ASSOCIATION
69 Shirland Road, London, W.9. Telephone:
Cunningham 6188.
General Secretary: T. L. Littlewood.

BRITISH ACTORS' EQUITY ASSOCIATION
8 Harley Street, London, W.1. Telephone:
Museum 6367. Cables Britequity, London.

President: Felix Alymer, O.B.E.
Honorary Treasurer: Charles Farrell.
General Secretary: Gordon Sandison, M.A., LL.B.

BRITISH INSTITUTION OF RADIO ENGINEERS
9 Medford Square, London, W.C.1. Tele-
phone: Museum 1901/1903.

BRITISH KINEMATOGRAPH SOCIETY
164 Shaftesbury Avenue, London, W.C.2.
Telephone: Temple Bar 8915-6.

President: H. S. Hind.
Vice-President: F. N. G. Leever.
Past President: Baynham Honri.
Hon. Treasurer: Marcus Cooper.

Secretary: Miss J. Poynton.
Technical Committee: W. D. Kemp (Chairman),
H. S. Hind, G. J. Craig, T. C. Nuttall, A. W.
Langridge, N. R. Phelps, J. P. Shepherd, W. S.
Sharps.

**BRITISH RADIO VALVE MANUFACTURERS'
ASSOCIATION**
16 Jermyn Street, London, S.W.1. Tele-
phone: Regent 5188.

BRITISH SCREEN AND TELEVISION WRITERS ASSOCIATION

(Affiliated to the Society of Authors). 4 St. James's Place, London, S.W.1. Telephone: Hyde Park 9029.

President: Frank Launder.
Vice-President: J. B. Williams.
Honorary Secretary: Dudley Leslie.
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ELECTRICAL TRADES UNION

Hayes Court, West Common Road, Hayes, Bromley, Kent. Telephone: Hurstway 1251/3. London Area Office: 39 Highbury Place, London, N.5. Telephone: Canonbury 6811/2. (Representing electrical operatives engaged in studio production.)

General Secretary: F. L. Haxell.

FILM LABORATORY ASSOCIATION

(A trade association of companies engaged in the printing and processing of cinematograph film). Queen's House, Leicester Square, London, W.C.2. Telephone: Gerrard 0328-9.

Secretary: W. Strachan, M.A., LL.B.

FILMS OF SCOTLAND

20 Melville Street, Edinburgh 3, Scotland. Telephone: Edinburgh 32522.

Chairman: Sir Alexander B. King, C.B.E., D.L., J.P.

Hon. Treasurer: Hugh Fraser, D.L., J.P.

Director: H. Forsyth Hardy.

(Objects: The Films of Scotland Committee was set up by the Scottish Council (Development and Industry) in consultation with the Secretary of State for Scotland to promote the projection of Scotland on the cinema and the television screens. Short films are made in collaboration with industries and local authorities and advice and assistance are given to Commercial Film Producers and Television Companies operating in Scotland.)

THE INCORPORATED SOCIETY OF BRITISH ADVERTISERS

117 Regent Street, London, W.1. Telephone: Regent 2319.

(Objects: Buyers as distinct from sellers of advertising. Protection and advancement of the sales of advertising interests of member firms by organised representation, co-operation, action and exchange of information and experience.)

Director: Alan Whitworth, O.B.E.

General Secretary: L. H. S. Chevallier.

Radio and TV Committee: H. F. Chilton (Chairman). C. A. G. Brown, M. Quinn, N. F. Fabricius, C. D. Thomson, W. M. York, Sir Harry Hagué, P. B. Redmayne.

INTITUDE OF PRACTITIONERS IN ADVERTISING

44 Belgrave Square, London, S.W.1. Telephone: Sloane 0494.

Director: Drummond L. Armstrong.

Secretary: J. P. O'Connor, A.C.I.S.

TV, Film and Radio sub-committee.

Chairman: R. A. Bevan.

Vice-Chairman: Brian F. MacCabe.

MUSICIANS' UNION

29 Catherine Place, Buckingham Gate, London, S.W.1. Telephone: Victoria 1348. Cables: Amuse, Wesphone, London.

General Secretary: Hardie Ratcliffe.

(This organisation is a Trade Union composed mainly of members of Symphony, Theatre, Kinema, Music Hall, Broadcasting and Recording, Orchestras and Dance Bands.)

NATIONAL ASSOCIATION OF THEATRICAL AND KINE EMPLOYEES

(Incorporating kinema and film studio operatives and projectionists.) Seymour House, 17 Waterloo Place, London, S.W.1. Telephone Whitehall 1986. Telegraphic Address: Stageland, Piccy, London.

President: J. L. Wilson.

Vice-President: G. J. J. De Wan.

General Secretary: Tom O'Brien, M.P.

Officer in Charge TV Section: F. M. Dimbley.

NATIONAL UNION OF GENERAL AND MUNICIPAL WORKERS

"The Bryn" 47 Ashley Road, Epsom, Surrey: Telephone: Epsom 5751.

General Secretary: T. Williamson.

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POPULAR TELEVISION COMMITTEE

(To press for the introduction of Competitive Television programmes, independent of the BBC.) 78 Buckingham Gate, London, S.W.1. Telephone: Abbey 4437, 5763.

President: The Rt. Hon. The Earl of Derby, M.C.
Secretary: Ronald Simms.

RADIO AND ELECTRONIC COMPONENT MANUFACTURERS' FEDERATION

22 Surrey Street, London, W.C.2. Telephone: Temple Bar 6740.

THE RADIO AND TELEVISION RETAILERS' ASSOCIATION

26 Fitzroy Square, London, W.1. Telephone: Euston 2662.

(Affiliated Association is: Electrical Appliance Dealers Association. Same address and telephone number as above.)

THE RADIO INDUSTRY COUNCIL

59 Russell Square, London, W.C.1. Telephone: Museum 6901.

Director: Vice-Admiral J. W. S. Dorling, C.B., M.I.E.E.

Secretary: R. P. Browne, O.B.E., B.Sc.

RADIO SOCIETY OF GREAT BRITAIN

28/30 Little Russell Street, London, W.C.1. Telephone: Holborn 7373.

Gen. Secretary and Editor: Alderman John Clarricoats, O.B.E.

RELAY SERVICES ASSOCIATION OF GREAT BRITAIN

12 Hanover Square, London, W.1. Telephone: Grosvenor 2127.

SOUND FILM MUSIC BUREAU LTD.

29 Maddox Street, London, W.1. Telephone: Mayfair 7861-3. Telegrams: Sofimus, Westdo, London.

Manager: Joyce M. Dixey.

Secretary: Anne Bolton.

(Objects: Membership of the Bureau covers the majority of English music publishers and other owners of copyright music. The function of the Bureau is to act on behalf of its members in respect of the use of their copyright music in sound films. Applications for permission to make such use of music under its control should be made in writing to the Bureau.)

TELECOMMUNICATION ENGINEERING AND MANUFACTURING ASSOCIATION

Stafford House, Norfolk Street, Strand, London, W.C.2. Telephone: Temple Bar 6824.

Director: H. Faulkner, C.M.G.

TELEVISION SOCIETY

164 Shaftesbury Avenue, London, W.C.2. Telephone: Temple Bar 3330.

President: Sir Vincent de Ferranti, M.C.

Secretary: G. Parr, M.I.E.E.

(Objects: The Television Society at the present time has a membership of over 1,000 the majority being engaged in television professionally. It accepts applications from all interested in television, whether as viewers, engineers, students, or retailers. Although certain aspects of programmes and production are of interest to its members it is not a Viewers Society, and does not cater primarily for non-technical interests.)

It is not the policy of the Society to act as a qualifying body, as this function is already performed by the professional institutions. It is recognised, nevertheless, that the membership of the Society carries with it a degree of proficiency in the theory and practice of television and a responsibility towards those who look to the professional man for disinterested advice and help.)

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Telephone: Enfield 3322.

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Directors: Sir Robert Renwick, Bart., K.B.E. (Chairman), Graham H. Martin (Managing), V. Cavendish-Bentineck, C.M.G., F. B. Duncan, P. J. A. Lachelin, C. O. Stanley, C.B.E.

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Worsley Bridge Road, London, S.E.26. Telephone: Hither Green 4600.

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1 Brixton Road, London, S.W.9. Telephone: Reliance 8111.

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The World Market

ARGENTINA

Total number of receivers: It is difficult to specify, but the amount may be estimated within 15-25,000 units.

Total number of commercial TV stations: Actually only one: LR3-TV RADIO BELGRANO. In authorized circles it is assured that a new station will be put into service next year.

Total number of government stations in the country: Officially none.

Argentina actually has only one television station which operates under the name of LR3-TV RADIO BELGRANO, handled by the same enterprise that has the concession of RADIO BELGRANO radio broadcast station. This TV station telecasts through channel 7 and commences its programs at 4:30 p.m. until around midnight, when the showing of the last part of the program, which may consist of a film or a legitimate theatre show, ends. The actual director of this station is Carlos Cipoletti and the address is Calle Ayacucho 2075, Buenos Aires.

It is assured that next year (1956) Radio El Mundo, another important radio broadcasting station, will be authorized to inaugurate a TV station.

TV was started in this country by the end of 1951. The quantity of receivers already placed in this market is rather difficult to tell, but the amount may be placed in any number between 15 and 25,000, considering all those sold to homes, bars, clubs, etc. One of the drawbacks in the spreading of television is the high cost of receivers. The cheapest costs around 14,000 pesos (About \$500). If we consider that an average salary may be calculated around 1,400 pesos per month, ten months is required in salary to buy one. No taxes are imposed for the use of same.

The programs have a duration of 15, 30 and 60 minutes, and the most popular ones are those dedicated to sports. Daily a newsreel specially filmed for this purpose, with the most important happenings of the city and running 15 minutes, is telecast. Another popular feature is a "Answers and Reply" program. The last program of the day is generally a legitimate theatre performance, telecast directly from the stage of the theatre, and in other opportunities, plays specially designed for TV, are telecast from the studio. Films are also shown, generally very old, of native origin or foreign independent.

—NATALIO BRUSKI

AUSTRALIA

There is, as yet, no Television in Australia. Following an investigation, the Postmaster General announced his allocation of commercial Television licences in Sydney and Melbourne. A feature of the announcement was the definite restriction on overseas interests in the groups which won the licences. The successful applicants were those that had been predicted by most observers for some time. In N.S.W. they went to Amalgamated Television Services Pty. Ltd. and Television Corporation Ltd.

Shareholders in Amalgamated Television Services Pty. Ltd., are Associated Newspapers Ltd. (Sydney Sun), John Fairfax and Sons Pty. Ltd. (The Sydney Morning Herald), Radio 2UE Sydney Pty. Ltd., Broadcasting Station 2GB Pty. Ltd., Macquarie Broadcasting Service Pty. Ltd., Artransa Pty. Ltd., Amalgamated Wireless (Australia) Ltd., Australian Broadcasting Co. Pty. Ltd. (2UW Sydney).

Television Corporation Ltd., a company to be formed, comprises Consolidated Press Ltd., Associated Newspapers Ltd. (Daily Mail, London), Philips Electrical Industries Pty. Ltd., Broadcasting Station 2SM, 2KY Broadcasting Station, Tivoli Circuit Aust. Ltd. Paramount Film Service Pty. Ltd.

In Victoria the successful licensees were: General Television Corporation Pty. Ltd., a com-

pany composed of David Syme and Co. Ltd. (The Age), The Argus and Australasian Pty. Ltd., Hoyts Theatres Ltd., Greater Union Theatres Pty. Ltd., Electronic Industries Ltd., J. C. Williamson Theatres Ltd., Efttee Broadcasters Pty. Ltd. (3XY) Nilsen's Broadcasting Co. Pty. Ltd., and Cinesound Productions Pty. Ltd.

The Herald and Weekly Times Ltd., proprietor of the Melbourne Herald and radio stations 3DB and 3LK.

As a result of Cabinet refusal to issue licences on the basis of the original applications, three of the four successful applicants will have to reconstitute this proposed capital structure. Federal Cabinet has laid down the following conditions for all commercial Television stations:

Not less than 80% of the issued capital of a licensee company shall be held by Australian residents or companies controlled by Australian residents.

Not more than 15% of the issued capital of a licensee company shall be held by any person who is not an Australian resident, or by any company which is controlled directly or indirectly, by persons other than Australian residents.

The memorandum and article of association of the licensee must contain provisions ensuring that voting rights of shareholders shall be those required of companies listed upon the Australian Stock Exchange.

No change in the proportionate shareholding or beneficial ownership of any of the constituent corporations of any licensee shall be made without the approval of the Minister.

Each licensee company must make a declaration each half-year that it is complying with the conditions of the issued capital.

The Government will grant licences for an initial five years from the date on which the four companies satisfy the minister they have complied with conditions of capital and control.

The licence will be renewable after that period for periods not exceeding one year.

The allocation of time for the televising of political and controversial matter shall be strictly on the basis of equal treatment for all parties.

The allocation of time for the televising of religious matter must be arranged on the same basis as that governing the present broadcasting of religious matter from commercial broadcasting stations.

The licensee shall observe the standard of technical equipment and operation of the station as the Control Board determines.

Periods during which the station operates shall be those determined by the board.

The licensee shall provide programs and shall supervise the televising of them in such a manner to comply with standards the board determines.

All advertising matter televised "shall be in accordance with such standards as the board determines."

The Government's decision gives film industries a definite leg-in on TV. Fox is represented in Melbourne through Hoyts and the Rank interests through Greater Union. While in Sydney, Paramount has a small interest in one of the companies.

Reaction to the grant of applications has been, as only can be expected, mixed. Mr. T. Dougherty, Leader of the Australian Worker's Union and an unsuccessful applicant, claimed the successful groups were the "stooges" of the present Federal Government. Another unsuccessful applicant, Mr. C. G. Scringour of Associated TV said: "The Government's decision is like giving the rights of an electrical development to a gas company."

While the president of Actor's Equity, regretting that no TV quota to Australian talent had been fixed, said: "There will be a stormy industrial beginning for TV!"

—FRANK O'CONNELL

BELGIUM

Slowly but surely TV is penetrating in the life of the Belgians. After a couple of experimentation years, TV was officially established in the beginning of the current year. The first technical difficulties were soon overcome, and now Belgian TV boasts a rather big success. Transmissions take place every evening, and as a rule they satisfy the viewers.

Up to now, no official dues are required, but soon there will be a tax. It is estimated that already about 40,000 receiving sets are in use throughout the country. American, British, French and German, as well as Belgian-made receivers are on the market, and people choose what they like best.

An agreement between the motion picture industry and TV stipulates that only old films are allowed to be transmitted by video. Every week an attractive publicity for new films is made by means of TV.

There are two transmitting-stations in Brussels, one using the Flemish (i.e. Dutch) language and one the French language. Two relaying stations, one in Antwerp and one in Liege, take care of the transmission in the Flemish and in the Walloon part of the country. Transmissions from Holland and France are regularly televised, whereas at regular intervals the so-called Eurovision, i.e. the European TV collaboration, enables the relaying of foreign TV shows.

The Belgian TV is directed by Bert Leyssen, Dautzenbergstraat 31, Brussels, for the Flemish part of the country, and by L. Ph. Kammens, Dautzenbergstraat 33, Brussels, for the Walloon part.

It is expected that next year there will be a considerable increase of the number of TV receivers in use. According to a prudent estimate, there will be about 100,000 TV receiving sets in use at the end of this year (1955).

The continually increasing quality of the transmissions make an extremely good impression, and this allows us to foresee a steady growth of TV in Belgium.

—MARC TURFKRUYER

BRAZIL

The number of televiewers is reported at 60,000 in Sao Paulo, and 40,000 in Rio de Janeiro, only Brazilian cities having TV stations. The first television station was TV Tupi in Sao Paulo, which opened in 1950. There are at present four television transmission stations in Brazil, all of which are commercial ones; no government-owned or controlled stations exist.

The fact that there has been no greater development of television in the country, as well as that no more stations have been installed in other cities, is due to the general commercial, industrial and financial situation of Brazil, which also accounts for the relatively high cost of television receivers; this of course holds down the number of televiewers and thus reduces the effect of TV publicity and thence its interest. However, several radio broadcasting stations in Rio de Janeiro and Sao Paulo have advised that they will install TV stations, but there has been no information as to the date when his will happen.

The main type of programs is live theatre, which also appears to be the one preferred by the public, being followed by sports programs and filmed shows, according to statistics published by IBOPE, a Brazilian kind of Gallup institute. The average extent of live theatre shows is from 15 to 30 minutes. Programs are classified, according to their cost, as big, medium and small, the medium type being the main kind, costing around 12,000 cruzeiros (the official exchange rate is around 20 cruzeiros per dollar, and the free market rate about 85 cruzeiros).

There are taxes on both transmitting stations and receivers.

Data on the presently existing TV stations are as follows: Rio de Janeiro: TV Tupi—manager

Fernando Chateaubriand; TV Tupi — manager Edmundo Monteiro; TV Paulista—manager Ortiz Monteiro; TV Record—manager Paulo Machado de Carvalho.

—R. EKERMAN

DENMARK

Total number of receivers in Denmark: 4,000.

Total number of commercial TV stations: None.

Total number of Government stations: 1.

After one year of experimenting the official opening date for Television in Denmark was October 1, 1954, at which time there were a few hundred receivers. A total of 3,500 receivers were calculated to be working after the first year but on May 1, 1955, already 4,000 receivers were going, and the number was expected to double before the end of the first year (i.e. if the manufacturers can follow the demand).

Taxation on TV receivers is 15% of the wholesale price, including a tax of Kr. 3.15 per tube in each receiver. The license to the State is Kr. 50.— per year as against Kr. 20.— per year for radio sets. There are nine fixed sending hours per week plus coverage of all topical events.

On May 15, 1955, the old transmitter of 400 watts was replaced by an entirely new one Marconi of 10 kilowatts. This transmitter being situated right outside of Copenhagen is 250 meters high and will, together with two new transmitters (in Odense and Aarhus, planned to be ready within a year), cover well above 50% of the population (4,000,000 people). It should be noted that they are all built for showing colour in TV.

TV has the disposal of seven new cameras (Image Oricon) recently imported from England, three placed in the studio, three in the reporting cars and one kept for reserve.

In the beginning TV had to fight against bans from sports unions, etc., and a long fight has been going on with the association of Danish stage actors. Now the parties concerned seem to have found a solution so that the programs which have hitherto been of a rather educational character will improve considerably during the coming season.

—BORGE SLOT

FINLAND

Finnish-Russian relations, always in a somewhat precarious state, are further complicated by television. Beginning November 1, 1955, the Russians began telecasting programs in Finnish, as well as in Russian and Estonia, from Tallinn, the capital of Soviet Estonia, only 35 miles from Helsinki across the Gulf of Finland. To make sure that their programs are received, the Russian government presented gift TV sets, having 10-inch screens, to various Finnish leaders, including the President, and propose to sell their sets to the Finnish public for about 50,000 marks, approximately one-third of what they cost in Russia and about half of what a comparable western set costs.

The rub is that the Finns, fearing a Russian television monopoly, would like to decline the Russian favors, but are not sure how to do it without causing hard feelings. There too are other factors: the Russian telecasting system is such that sound and picture can be received fully only with the Russian type of set, and, the Finnish Government has limited the importation of Russian sets because they present fire and other hazards—which defects, reportedly, can be remedied.

At the present time, the Finnish radio station does not have the funds to build its own TV station, but a group of important, private Finnish interests are known to be seeking government authorization to build a private station. Finnish officials, faced with the prospect of a Russian TV monopoly, would much prefer to tie in with a Scandinavian TV network, but the nearest station, in Stockholm, is too far from Helsinki for experimental broadcasts.

—SVEN G. WINQUIST

FRANCE

The total number of TV receiving sets in France amounts to about 200,000. There may be more which do not pay the tax but these, of course, would be illegal.

All TV stations are Government owned. Paris, of course, is the central station and most of its programmes are also put out over Strasbourg, Marseilles, Lyon, Lille and Metz. Further, four other stations are building or planned. They are Mulhouse, Mont Pilat, Nancy and Forbach.

There is little doubt that television is growing in France but its rate of growth is slower than in Britain or in the U. S. because of different economic and social conditions. Sets are relatively expensive in France but now credit is being introduced. Further the French spend most of their spare time out in the cafés so fewer TV sets are being bought for the home.

On the other hand cafés are buying them and paying tax on public performance where it is necessary. In the villages of France schoolmasters and priests are forming TV clubs. Money is contributed by the village and a set is bought. It is generally installed in the home of one of the members and every night the village comes around to watch the programme. This growth of TV has seriously hit provincial cinemas. On Saturday nights, for example, villagers use to cycle into the nearest town to go to the movies. Now they watch TV.

There is no advertising over French TV and at the moment it does not look as if there will be any. Changes, of course, in the future are always possible.

On the other hand the French Government, through financial interests in a holding group called SOFIRAD, has interests in various TV stations situated in territories outside France. These are Monte Carlo, the Saar, Luxembourg. All these stations take TV advertising.

The French Government has been severely criticised for its attitude as it is pointed out that it is sheer hypocrisy to forbid advertising over French TV while having financial interests in foreign TV. Indeed the interest is controlling in some cases.

Undoubtedly attacks against the Government will continue but the result is difficult to foresee. It may be that advertising will be permitted over French TV or it may result in the end of SOFIRAD and French interest in these "periphery stations" as they are called.

—HENRI KAHN

GERMANY

German television, which goes back to 1955 (the Olympic games of 1936 were transmitted to special studios, open to the public) was started again on an experimental scale in 1950 by the North West-German Broadcasting Company (NWDR). The other five regional broadcasting systems followed. Coordinating in a common organization called **Deutsches Fernsehen** (German Television) they instituted a combined program of several hours daily, starting October 1, 1954. Programs totaling 100,000 minutes were carried during the last year.

It is estimated that, in developing German television, \$30 million were invested by broadcasting companies, the postal service and industry. The former still carry the main burden of current expenses, but the revenue accruing from receivers contributions (the fee is \$1.20 per month and set) is gradually taking over. This revenue at present amounts to about \$1,500,000 per year but is growing steadily. The present television systems are semi-public institutions.

There are no commercials as yet and there will not be until at least a quarter million receivers are registered, which is not expected before 1956. Whether such commercials will be carried by the existing system which, though not Government-owned, is under public supervision, or whether a second, private system will be admitted has not yet been decided.

The 22 TV stations in Western Germany are reaching about 60 per cent of the population. There are also two stations in the Soviet zone. Some 75 per cent of the programs are live presentations.

There were 126,774 receivers registered in West-Germany on April 1, 1955. The number is steadily increasing, and so are the general interest in the new medium and the quality of programs. Thus television in Germany is looking forward with confidence to a development of steady progress in the future.

Chief executive officers of Television in Germany:

Deutsches Fernsehen, Dr. Werner Pleister, Co-ordinator of the Program Conference, NWDR, Gazellenkamp, Hamburg-Lockstedt 1, Telephone 580221, Teletype 021 2529.

NWDR—Fernsehen, same.

Fernsehen des Bayerischen Rundfunks, Munich.

Director Dr. Clemens Muenster, Rundfunkplatz 1, Munich 2.

Fernsehen des Hessischen Rundfunks, Frankfurt am Main. Program Director Dr. Lange, Bertram St. 8, Frankfurt am Main.

Sender Freies Berlin (Fernsehabeitung), Mr. Heinz Riek, Heidelberger Platz 3, Berlin-Wilmersdorf.

Fernsehen des Sueddeutschen Rundfunks, Stuttgart. Fernsehbeauftragter Dr. Jedele, Neckar St. 145, Stuttgart O.

Fernsehen des Suedwestfunks, Baden-Baden. Abteilungsleiter Mr. Kurt Hinzmann, Hand Bredow St. 5, Baden-Baden.

—VOLKMAR von ZUHLSDORFF

HOLLAND

The approximate number of TV sets: 20,000.

This is a rather optimistic maximum. In this number, cafes, restaurants, etc. are included.

There are no commercial stations in Holland.

Television is organized in Holland by the Nederlandse Televisie Stichting (under Governmental control), with 5 sub-divisions: a Roman Catholic section, a Protestant section, a political (social democratic) division, another Christian section and a neutral division. The situation in Holland is a very special one, just because the broadcasting companies represented by the before mentioned divisions, want to have their influence on TV.

The approximate costs to buy a TV set, antennae included, are f 650.— to f 1800.— (\$1.— = f 3.88).

There are no taxes for those who are owners of a TV set, but it is expected that in the near future a contribution must be paid to the Government of f 30.— a year.

Types of programs differ.

Frequency: a) every fortnight a picture on Wednesday night at 8:15. These pictures are old ones, mostly French or Italian, because the Nederlandse Bioscoop Bond (trade organization of film-theatres and distributors) does not permit to televise new pictures;

b) every Tuesday night a stage play or something similar;

c) Wednesday afternoon at 5 o'clock 45 minutes for children;

d) every week on Thursday night special "cultural" night;

e) every fortnight on Thursday, Television for ladies;

f) every Saturday night popular program and quiz.

Specialties.

Members of the Nederlandse Bioscoop Bond (producers-department) furnish the Nederlandse Televisie Stichting with actual newsreel shots, such in concert with the Government.

There are two main reasons why the development of TV in Holland is very slow.

a) Programs are not very interesting.

b) People prefer to buy scooters instead of TV sets.

This may be a very peculiar reason but it is a fact that in a bicycle riding country like Holland the demand for scooters is very important. A scooter must be considered in this country like a car in the United States.

There is one Television station here in Bussum.

The most important Television directors here are: Eric de Vries, Fons Rademaker, and Cor Lugtenburg, whereas an important Television reporter is Mr. Siebe van der Zee.

Philips is a big manufacturer of TV sets.

The expectations are that the development of TV will take years and years in this country. For coming years TV does not mean any competition for the film trade.

—PHILIP de SCHAAP

ISRAEL

This is to report that no Television installation exists in this country up to the moment, nor is it contemplated to have any such installation in the near future. This is due particularly to the high cost involved, which cannot presently be provided by the Government.

—ALBERT de MATALON

ITALY

Television is a Government owned and controlled monopoly in Italy. Officially it opened January 1, 1954.

Presently a territory with about 20 million inhabitants is served by television in Italy, which is 40% of the population and includes the most developed areas of north Italy. About 35 million people will be served by December 31, 1955, and all Italian territory by 1956.

Experiments were made in Italy since 1933. They were promoted again in 1948 with a General Electric equipment (American standard) supplied to the Italian Government under the E.R.P. system (Marshall Plan). The European standard (5.5 MHz video and 7 MHz channel) was adopted definitively in Italy in 1951 following the decisions of the Comité Consultatif International de Radiodiffusion.

The Government company: Radio Televisione Italiana or RAI—headquarter: Via del Babuino 9, Rome—is the Government owned and controlled company which has the monopoly of all radio and television transmissions.

The RAI is a private enterprise, formally. Most of the stocks (estimatedly 80%) belong, however, to the I.R.I. (Istituto per la Ricostruzione Industriale) which is a Government owned corporation established by Mussolini on January 23, 1933. Since that date I.R.I. has become owner of very large Italian factories (shipyards, foundries, steel plants, etc.) including radio and TV sets manufacturers. The value of the whole property of I.R.I. is estimated around 600 million U.S. dollars.

Other stocks of the RAI belong to companies owned also by I.R.I., so that practically all radio and TV stations are Government owned in Italy.

All transmissions are also controlled by the Government. Political transmissions are controlled by a Parliamentary Committee (Commissione Parlamentare di Vigilanza) members of which are about 30 Deputies and Senators of all political parties. Other programs are quarterly submitted to the Consultative Committee headed by the Ministro Delle Poste e Telecomunicazioni (Minister of the State Dept. for Postoffices and Telecommunications). Names of the artistic field, of literature and journalism are the members of this consultative committee. The control on the fulfilment of the patent right contract between the RAI and the Government is committed to the General Postoffice and Telecommunication headquarters.

The RAI got the monopoly of all Radio and Television services for a 25-year term under a bill approved by the Parliament in 1953.

Total number of receivers: They were estimated about 150,000 in May, 1955. People who had paid the special subscription-tax (see below: Tax) were 126,246 on April 1st, 1955. The subscribers to radio-transmissions were 5,153,235 at the same date with an estimated number of about 7 million radio receivers.

Number of TV stations (Channel 5): Eleven were the stations operating at the end of April 1955, three of which were telecenters (Milan, Turin and Rome) and eight were telepeaters (Trieste, Monte Venda, Monte Penice, Portofino, Monte Serra, Monte Peglia, Paganella, S. Cerbone). The RAI has also 12 cars equipped for live shows and two moveable stations.

Subscription-tax: The owner of one or more TV receivers must pay a compulsory subscription or "subscription-tax" part of which goes to RAI and part to the Government.

The annual rate of the subscription-tax is 18,000 lire (28 U.S. dollars) for the owner of TV receivers or of TV and radio sets. It is 3,350 lire (5.30 U.S. dollars) for the owner of the radio set only.

The share which goes to the Government is about 10,500 lire (16.50 dollars) and 2,125 lire (3.30 dollars) respectively.

A ten per cent is also deducted from the share which goes to RAI. It is given to the Presidency of Cabinet Council and used for subsidies to Opera Houses and Musical Academies.

Advertising: According to the patent right contract, no advertising by television is allowed to RAI, for the moment. However it is expected that advertising now confined only to radio broadcastings, will be extended to the television transmissions shortly.

SIPRA—headquarter: Via Pomba 20, Turin—is the Government-owned company entrusted with the monopoly of all radio and TV advertising. All net proceeds of the advertising goes, however, to RAI, though all stocks of SIPRA belong to I.R.I.

Cost of TV equipment and transmissions: The cost of the TV stations equipment had reached about 10 million dollars at the end of 1954, according to the annual report of I.R.I. SIRTU, the Italian sole agency of Siemens & Halske was entrusted with the setting up of most of the TV stations equipment.

As to the cost of TV transmissions, the TV service is included in the general statement of accounts of the RAI which was not published any more after 1952. Estimatedly the RAI receives about 2,200,000 dollars per year from owners of TV sets which is only 13% when compared to 17 million dollars which was the estimated cost paid by RAI for TV transmissions in 1954.

The cost of transmissions is around 4,700 U.S. dollars per hour.

Price of receivers: Receivers are manufactured in Italy on national or foreign patents. The most important American and European radio & TV sets factories have their own branches in Italy. Receivers made overseas should be adjusted to the Italian standard. This makes those receivers practically more expensive than the same trade-mark sets made in Italy.

Receivers which sale only about 150 dollars were exhibited at the 1955 edition of the International Fair in Milan. To the date, however, the price of a good TV set (17 inches) is not less than 320 dollars, owing to the high custom duties on some parts of the receivers and chiefly on tubes. The best receivers made on American patents are on sale for about 800 to 1,000 U.S. dollars.

Programs: There is only one program for all the TV stations in Italy, with 5½ to 6 hours of transmissions on weekdays and 7 to 8 hours on Sundays. The weekly average is around 42 hours, i.e. the same extent of hours of the British and French TV programs.

Table-time: 17:30 to 23:00 on weekdays and 10:00 to 12:00 and 16:30 to 23:30 on Sundays.

Live shows take more than 50 per cent of the weekly hours of transmissions. They include social transmissions (e.g.: researches and interviews of common people of the different Italian regions); political transmissions (e.g.: the election of the President of the Republic of Italy or of the Parliament, etc.); religious transmissions (e.g.: Beatifications, Sunday Mass, etc.); sport with the only exception of the most popular sport in Italy which is soccer; interviews with Italian and foreign names, etc.

Film shows include shorts, documentaries, feature films for TV and normal feature films. Besides this, most of the TV transmissions for children and schools are film shows. Shorts and documentaries may be produced only for TV or chosen among the ones already shown in movie houses.

Most of the film shows are pictures hought from American companies or supplied by the U.S.I.S. (United States Information Service).

Long feature films are Italian and foreign pictures already shown in the Italian circuits. According to the agreement between AGIS, which

is the Italian Association of Exhibitors, and the RAI, the latter is only entitled to show long feature films which had been shown previously in movie-houses for at least five years.

Eurovision: Early in 1954, an agreement was reached between the European TV companies for an organized cooperation which actually started in June 1954 with the transmissions of the Beatifican of Pius X in St. Peter's in Rome, for all the European TV networks.

I.R.I. (Istituto Ricostruzione Industriale, Via Veneto 89, Rome—major stockholder of RAI): President: Ing. Isidoro Bonini; Gen. Mgr.: Dr. Arturo Ferrari.

RAI—Radio Televisione Italiana: (headquarter: Via Babuino 9, Rome) President: Prof. Antonio Carrelli; Executive Vice-President: Ing. Filiberto Guala; Gen. Mgr.: Ing. Giovanbattista Vicentini; Assistant to Gen. Mgr.: Dr. Marcello Bernardi. Dr. Carlo De Biase is the head of the Information Office.

For the TV Section of RAI, Dr. Sergio Pugliese is directing programs. Technical director is Ing. Sergio Bertolotti. (Program director of radio Section of RAI: M. Giulio Razzi; Technical Director: Ing. Gino Castelnuovo).

Chief executive officers of each television station: Prof. Aldo Angelini, Via Asiago 10, Rome, director of the Rome telecentre; Dr. Antonio Viarengo, Via Arsenale 21, Turin, director of the Turin telecentre; Dr. Aldo Passante, Corso Sempione 21, Milan, director of the Milan telecentre.

SIPRA (monopoly of radio and TV advertising), Via Pomba 20, Turin. President: Ing. Aldo Valente. Gen. Mgr.: Dr. Enrico Martini Mauri.

—DR. ARGEO SANTUCCI

JAPAN

Total number of Receivers in Japan: 90,000.

Total number of commercial TV stations: 4.

Total number of government-sponsored stations: 3.

Television is booming in Japan despite the proportionately high prices of receivers to the average Japanese income and a lack of understanding among manufacturers of institutional advertising. The number of sets in use does not give a true picture of the TV audience since many of the sets are located in bars and tea shops, and other giant screen sets are located in public places to attract crowds which sometimes number as high as 10,000 at one set for special events.

Heavy taxation on receivers (30% on 17-inch screens, 12% on sets smaller than 14-inch) is instrumental in keeping sales down but high prices set by manufacturers keep many families from investing in a set which costs the equivalent of six months of their income (\$544 for a 17-inch console). Several manufacturers have promised lower prices in the future and one American company plans to put a locally-manufactured 17-inch set on the market for \$189 which should increase sales drastically. At present new sets are being purchased at the rate of about 6,000 per month. Some American sets are being imported and others reach the Japanese market through sale by the American Security Forces, though all such sets must be converted to Japanese stations. The government-sponsored network charges each set owner 83¢ per month.

Sport programs top the list with Sumo (Japanese wrestling) closely followed by baseball and boxing. Other popular programs include quizzes, giveaways, audience participation, amateur hours as well as Japanese and American-type musicals. Films shown are mostly Japanese but some European and a few American ones are used. It is customary for the film company to use 50% of the \$833 fee for advertising on the same station. American newsreels, including Telenews, are popular.

The Government's special juridical body, the Broadcasting Corporation of Japan, has broadcasted regular programs less than three years while the first commercial outfit, Japan Television Network Corporation, is in its second year. In 1955 it was joined by Radio Tokyo Television Network.

Broadcasting times are limited at present—most stations signing on at noon and off again at 2 P.M. unless there is a special afternoon sports event.

In the evenings they sign on at 6 P.M. and sign off about 9:30 P.M. except on special occasions. Unlike their American counterparts they allow programs at times to go past their scheduled times, and this, especially with the interspersing of advertising, may change listed program times. TV advertising is relatively cheap: \$833 per hour between 7 P.M. and 10 P.M., \$694 for other hours, with a 20% boost after 6:30 P.M. Saturdays and all day Sunday. A 20-second spot is from \$152 to \$111 while 10 second spots bring \$69 to \$55.

The American Armed Forces Network are negotiating at present for TV channels and may be on the air shortly. Japan expects the number of sets to exceed 500,000 in 1957 and 3 million in 1962.

Stations: NHK, Broadcasting Corporation of Japan—Tokyo (JOAK-TV)—2 Uchisaiwai-cho, Chiyoda-ku, Tokyo. President: Tetsuro Furugaki.

Osaka Broadcasting Station of NHK—Osaka (JOBK-TV)—6, 4-chome Baba-cho Higashi-ku, Osaka. Representative: Tetsuro Furugaki.

Nagoya Central Broadcasting Corp. (NHK)—Nagoya (JOCK-TV)—Minami Sotōhori Naka-ku, Nagoya. Representative: Tetsuro Furugaki.

Japan Television Network Corporation—Tokyo (JOAX-TV)—14, 2 bancho, Chiyoda-ku, Tokyo. President: Matsutaro Shoriki.

Television Bureau, Radio Tokyo Inc.—Tokyo (JOKR-TV)—Yuraku-cho Chiyoda-ku, Tokyo. President: Sei Adachi.

CBC, Chubu Broadcasting Corp.—Nagoya (JOAR-TV)—Chubu Nihon Hoso, Nagoya. (Connected with Radio Tokyo TV).

OTV, Osaka Television Corp.—Osaka (JOBX-TV)—Osaka TV Building, Osaka. (Connected with Radio Tokyo TV).

—A. C. PINDER

MEXICO

Although television in Mexico is young, began in 1950, and small, just three stations, it is a highly promising infant. All video in Mexico is at present commercial. There are now no indications that the Government and some cultural groups will take on TV, as they have done with radio. TV stations, all in Mexico City, pay the same taxes, proportionate to the levies on radio stations that correspond to them in size and scope. Video sets enjoy exemption from any tax as do radio receivers.

The latest authentic survey (compiled by Walter Thompson de Mexico, S. A.) reports 90,000 video receivers in service in Mexico, all in the Federal District (Mexico City) and adjoining Puebla City, Cuernavaca, Toluca, Orizaba, Jalapa and the Port of Vera Cruz.

The survey estimates that 4.5 persons use each set, which at the peak time, 9:30 P.M., of this entertainment, 61,110 sets are going, on the average, and diverting 274,995. The most recent estimate of Mexico's population is that it crowds 30 million, and that of the Federal District is near 4,000,000. According to this report, radio in Mexico only really starts at 4 P.M., with 28,530 sets on, and 128,385 persons watching them.

Many more live programs are presented, beer, cigarette, automobile and cosmetics companies being the principal sponsors. But many films, Mexican and American, titles in Spanish serving the English of the latter, continue in use. Adolfo Fernandez Bustamante, chief of the Federal District Amusements Supervision department, he who in 1952 ceilinged at 32 cents the admission price of the District's cinemas, avers that video is no competition whatsoever to the cinema because of the poorness of TV programs and the price of sets being beyond the economic reach of many. Dramas, comedies and novelties, such as friendly contests between top cartoonists, constitute most live programs.

Complaint continues about too much wrestling, and over showing prize fighting. But practically no complaint is made against horse racing. The pony show is only once a week. But wrestling and boxing is screened practically every day.

The Mexican Catholic Legion of Decency recently extended its campaign to TV Stations immediately pledged themselves to hold strictly to clean shows.

The stations and directors general are:
XHTV, channel 4 (the pioneer), Romulo O'Farrill, Jr.
XEWTV, channel 2, Emilio Azcarraga, Jr.
ZHGC, channel 5, Guillermo Gonzalez Camarena.
All stations recently combined into Telesistema.
—LUIS BECERRA CELIS

NEW ZEALAND

By Government order Television is non-existent in New Zealand at the present time and it appears to be several years away yet. Trial telecasts have been made by equipment suppliers from time to time in order to arouse public interest and support but the Government are firm in their decision to veto the introduction of Television in the meantime.

The main reason appears to be the conflict in the British and American types of TV and the consequent programing problems if tied to one or the other system. There are also geographical difficulties that will involve the expenditure of a very large sum of money to overcome—but here again the Government's thought is that it is better to watch how these problems are overcome elsewhere and to take advantage of technical developments overseas.

The regular provision of live shows for TV would be not only too costly for the small scattered population here—just over 2,000,000 people but it would be practically impossible to supply the artists. Hence a goodly portion of the programs will need to be obtained from England or America—which one—is the question that has caused the delay. The main agitation for TV so far has come from vested interests—there being very little public criticism of the Government's decision to wait and see before we get TV.

—R. A. USMAR

NORWAY

The television situation in Norway still is in its embryo-stage only. Some experiments are going on at the Government broadcast station, but the public is not yet included, and television apparatus is not for common sale.

A few private experimentalists in the south of Norway are trying to take in and once in a while succeed in obtaining England. It is expected that it will still take years before developments of any importance will take place.

—FINN NYMANN

PUERTO RICO

In November, 1955, Puerto Rico had 53,862 TV sets in operation of one for every 42 of the commonwealth's 2,250,000 population. Most of the public places, such as restaurants, have television for their patrons and the medium is available in local hotels upon request.

Programs are in English and Spanish even though most Puerto Ricans know English. WKAQ-TV, 100,000 watt station, channel 4, San Juan, is installing a new tower and 6-bay antenna, adding two studios, two additional cameras, and more lighting equipment at a cost of \$140,000. This station has 30% programs in English of which 10% have Spanish sub-titles.

WAPA-TV, 60,000 watts, channel 2 has 65% of programs in Spanish and 35% in English of which 5% have Spanish sub-titles.

WKAQ-TV produces 90 live show weekly in only 60 hours of programming which compares more than favorably with the two major TV networks on the mainland U.S. over a similar period of time. This station is on the air from 3 P.M. to 11:15 P.M. seven days a week. WAPA-TV is on the air from 4:30 P.M. till 11 P.M. and produces 35 live shows weekly.

Puerto Rico is fast developing top video talent of its own. Kinescope versions of such top shows as 1 Love Lucy, Studio One, Schlitz Playhouse of Stars,

Public Defender, Toast of Town, The Unexpected, Public Prosecutor, The Perry Como Show, Dinah Shore Show, Life is Worth Living, Your Hit Parade, The Eddie Fisher Show, Stop the Music, Dollar a Second and others are represented on both stations. Puerto Rico has granted tax holiday till 1958 on all television stations equipment, etc. and television receivers. However, if you purchase a TV receiver with combination record player, you pay an ad valoren excise tax of 10%. If the TV receiver is purchased alone in United States or foreign countries, no tax is paid. TV stations are tax free, until 1958.

—E. SANCHEZ ORTIZ

SOUTH AFRICA

South Africa, as yet, has no Television.

The country's biggest problem in respect of its introduction is probably that of its small, and limited population. The large financial reciprocal response to the vast sums expended by sponsors overseas thus is unobtainable here. We have no large masses of people building up revenue returns by radio licence fees as has England, or resulting trade turnover justifying the American commercial expenditure on TV.

The geology of South Africa too, forms one of the basic problems. The country is extremely mountainous, and TV installation would necessitate a more than normal amount of relay stations to cover its widespread terrain. This obviously ups, disproportionately the cost per capita of the country's TV audience potential.

The lack of star talent is another difficulty to be overcome here, which fact may necessitate the abnormal use of "canned" programmes for TV when it does arrive.

In regard to its ultimate introduction, it is well known that the Schlesinger Organisation with its British affiliate, the J. Arthur Rank Organisation have been on Television stand-by in this country for some years. Quite recently the S.O. had one of their men, Michael Silver over in the States on a "routine trip," so evidently they are still pursuing their original undertaking. When approached, however, they were non-committal saying that your correspondent's questions were "calling for a reply too extensive and of too confidential a nature to discuss regretting that they were unable to offer any comment."

The South African Broadcasting Corporation, the state-controlled radio network work here, and the more likely of the two to introduce TV, replied to a battery of questions put by your reporter through the Director General himself, Gideon Roos said, "Although it is obvious that Television must come to South Africa at some time in the future, the whole thing is so problematic at this stage that it would be irresponsible of me to attempt to make forecasts."

"I can say no more than the S.A.B.C. tries to stay in close touch with developments in the sphere of television overseas, and has given considerable attention to some of the problems that would be created by the introduction of the medium into South Africa. We have, however, not yet reached the stage where any concrete decisions can be taken."

Much speculation is rife though as to when TV will arrive here with guesses ranging from one year to ten.

But unless someone has some deeply guarded secret hidden it is your correspondent's guess that South Africa will have to wait at least three years before its first TV transmitter goes into operation, and much longer than that for the whole country to be served.

—S. M. KIRSCH

SPAIN

In spite of some years of preparatory practice, it is too soon to say that TV definitely established in Spain. There is only one transmitter station "Madrid-Chamartin De La Rosa" in experimental work:

Video transmitter, 500 watts; Sound transmitter, 300 watts.

Diplexer, transmission line and antenna 'Super-tunstyle' of 3 elements, with capacity for 5 Kw.

Link system for metric waves made up by transmitter, receiver and transmission antennas.

Two complete chains of mobile cameras with orthicon of image.

A 'Flying-stop' system of tele-cinema for 35 mm. All the equipment is operated on the standard continental, 625 lines 25 images per s.

Audio MC/S. 60850. Video MC/S. 55.250.

It is hoped to reform the station totally. This reform means setting up also a new one in Barcelona. So next year when the coaxial cable installation between Madrid and Barcelona and the French border is completed by the *Compagnie Télévision* Spanish TV can be linked to the French network and extended to all Europe under Eurovision Plan.

The station which is now operating is nationally owned and so will be the new one. Spanish TV is controlled by the Ministry of Information and Tourism, through the Dirección General de Radiodifusión (Broadcasting) and the official broadcasting organization called Radio Nacional de España.

This station is operating on experimental lines only, five hours per week distributed in three programmes: On Tuesdays, cinema, features, news-reels and documentary films. On Thursdays, children's programs, circus items and educational pictures. On Saturdays, theatre, miscellaneous and reports.

It is not easy to predict the future of TV in Spain. People concerned believe that it will be prosperous in near future. The fact is that there are hardly 1,000 receivers in Madrid, none in the rest of the country, and the increase in number during these experimental years has been practically void.

First experiences begun in 1950, but the station was open in 1952 with the experimental character it has today. TV here, it is felt, cannot survive unless there is Government support. The price of a receiver is not too high (from 16,500 to 60,000 pesetas—\$400 to \$1,500) and its cost probably will decline, with a reasonable sales average. Development in any case would be very slow, due to the enormous expenses of a TV station. Despite that, the cost of a TV program (one hour) is 10,000 pesetas (\$250) which is a little more the publicity prices in broadcasting.

There is no charge for receivers. Only a small tax (the same as radio sets) between 60 and 150 pesetas (\$1.50 to \$4) private or public. But there is no specific plan for the future. The system now in operation will continue: a few hours per week until anybody may find the formulae to foster the programs and so to increase the number of receivers. Then would follow a rising of commercial interest in the plan.

TV authorities in Spain are:

Ilmo. Sr. D. Jesus Suenos, Director General de Radiodifusión (Broadcasting Director General). Juan Bravo 6, Madrid.

D. José Ramón Alonso, Director General of Radio Nacional de España, Paseo de la Castellana, 42, Madrid.

D. José Luis Colina, Programme editor (Manager of the station at Madrid-Chamartin de la Rosa), Av. Reina Victoria 25, Madrid.

D. Joaquín Sánchez-Cordoves, Radio Engineer, Chief engineer of the Station at Madrid-Chamartin de la Rosa. Av. de la Habana 77, Madrid.

—JOSEPH E. DORRELL

SWITZERLAND

Total number of receivers in the country: By Jan. 15, 1955, exactly 4,686, of which 1,532 in public rooms, i.e. Bars, Tea-Rooms, Restaurants.

Total number of commercial TV stations in Switzerland: None. TV is governmental controlled in Switzerland.

Total number of government controlled stations in Switzerland: Four. Uetliberg (Zurich), Bantiger (Bern), Chrischona (Basel) and La Dôle-Jura (for the French speaking part of Switzerland).

Taxation on receivers: 60.—Swiss francs for

home receivers. 120.—Swiss francs for receivers in public rooms (which may charge a small admission). Amounts are per annum.

Time of transmissions per week: Only 12 hours for the whole week.

Use of live and/or film shows: For the second half of 1954: Film shows 36%, live shows 64%.

In over-all charge is the governmental department PTT (Post, Telegraph and Telephone). Until Sept. 30, 1955, TV in Switzerland was only on a trial run. Some time after that date there will be a decision who will be responsible in the future. For the moment:

Responsible for technical service: PTT.

Responsible for programmes: Schweizerische Rundspruchsgesellschaft (Radio Cooperation of Switzerland).

Director of Programmes: Mr. Eduard Haas, (Fernsehstudio Bellerive, Kreuzstrasse 2, Zurich).

Second Director of Programmes (only for the French speaking part of Switzerland): M. Frank Tappolet, Studio de Télévision Mon Repos, 112, Rue de Lausanne, Genève.

—ARTHUR GOEPFERT

U.S.S.R.

The "Rassegna Settimanale della Stampa Radio e TV estera" (Weekly Review of foreign Radio & TV Press) edited by RAI, the Italian radio & TV Government operated company, reports all the available information on the development of TV in Russia.

According to that information, the first experiments of TV were made in Russia a few months before the second world war. Then they were discontinued and revived in 1945. Six stations are operating presently. One of the most important is in Kiev, which covers an area of about 200 miles. The station of Moscow can be detected within 45 miles.

The TV receivers operating are estimated at about 700,000. According to official figures, 300,000 receivers were made in 1954; while about 700,000 should be manufactured in 1955. Most of the receivers are of eight to ten inches. Very few have a 15-inch screen. Receivers of 17 and 21 inches are announced to be put on sale within a year. The 8-inch receivers are sold at about 1,275 rubles (\$300) which is two months' wages of the best paid workers.

Criticisms to the programs are frequent in the Russian press. The patrons complain that feature films and newsreels are transmitted very rarely. They complain also that most of the transmissions are of soccer games.

They have five to six hours of transmission on weekdays and six to eight hours on holidays. There are no transmissions at all on Thursdays.

—DR. ARGE SANTUCCI

VENEZUELA

Approximate number of television receivers: 60,000.

There are two commercial television stations in Caracas.

1. Radio Caracas—TV—Director Amable Espina Channel 2.

2. Televisa—Director Jaime Ballentyne Channel 4 Caracas, Venezuela is the address needed on these.

There is one government-owned station, Channel 5, Director Heriberto Ramirez, Caracas. Station called Televisora Nacional.

At the present time television is received only in Caracas and towns in a radius of fifteen miles outside of the city. Plans are being made to beam the programs to the interior of the country, covering about seven major cities, with a total population of around 1,500,000. At the present time with television only received in Caracas and very nearby area, it is viewed by only about 800,000.

There is no taxation of any kind on either receivers or stations. While television has been before the public for a little over a year and a half, advertisers are still reluctant to sponsor programs to such a small audience and the two commercial stations have been losing money.

It is hoped that when the programs can guarantee an audience of over 2,000,000 advertisers will see the advantage of this type of investment. At present sponsors are slowly being won over but it is a matter of education of sponsors before the stations contemplate more equitable reaction. Radio Caracas—TV for example expects it will take about another year before it is out of the red.

About seventy-five per cent of the programs are live shows. The balance consists mainly of 16 mm films mostly from the United States.

—MONA L. CALDWELL

YUGOSLAVIA

Television in Yugoslavia is still in an experimental stage, although the first experiments started in 1949.

The most recent information from technical sources indicate—thanks to increased interest of the Government in television—three TV centers (Belgrade, Zagreb and Ljubljana, the principal towns of Serbia, Croatia and Slovenia) will be ready to broadcast early in 1957.

The first experimental TV station was established in Ljubljana, Slovenia, in 1949, in which several Yugoslav best electrotechnical experts, most of them the university professors, work and keep the Government fully informed on their work and the needs in funds and various equipments.

These three stations, according to the experts, would have the power to cover a part of the territory with over 1,500,000 from Yugoslavia's 17,000,000 population. The locations have been already chosen for the projected TV stations in Serbia, Croatia and Slovenia: on Fruska Gora (the only small hill in the Vojvodina plain, the bread basket of Yugoslavia) near Belgrade, on Sljeme, near Zagreb and on Hrib, near Ljubljana. The cost to build the three TV stations on these locations would amount to 51 million dinars (\$170,000), providing that part of the materials be produced locally. With such costs, which are considered pretty low, the subscription would not exceed 3,000 dinars (\$10), just the annual subscription of the present radio fee.

The 1,500,000 Yugoslavs who will be within the range of the three projected TV stations would require at least 17,000 TV receiving sets so that every 94th person would have one. Now comes the question whether every 94th Yugoslav would be capable to buy a TV receiving set, when a locally produced one costs between 130 and 140 thousand dinars (\$445 and \$465). Very few people in Yugoslavia can afford nowadays to spend a "fortune" for a receiving set, even on the installment arrangement. But, on the other hand, there are a lot of institutions, as are coops cultural homes, libraries, clubs, restaurants and factories, which can afford such expense.

The economic policy makers of the Yugoslav Government had discussed recently the problem of television in the country, and made serious recommendations to the technical institutes to increase the efforts thus to enable Yugoslavia to get TV stations of her own in the shortest possible time.

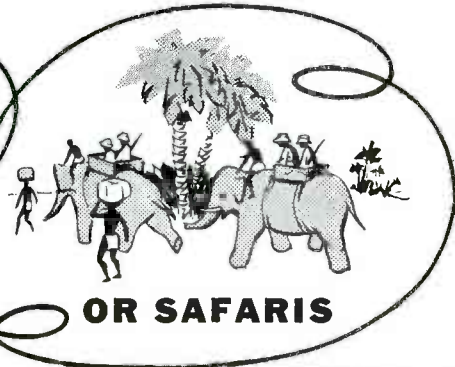
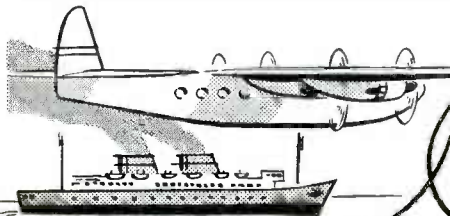
Despite the fact that Yugoslavia has not yet the TV stations of her own in some parts of the country, the television is not unknown in the country. The range of the TV stations from neighbouring Italy and Hungary is reaching some parts of Yugoslavia—Istria on the Adriatic and some parts of Vojvodina, the plain bordering Hungary and Romania, thus many Yugoslavs in these parts already have TV sets.

The Belgrade radio industry enterprise "Nikola Tesla" decided recently to invest 50 million dinars in the experimental works for introducing television in Yugoslavia as quickly as possible. The building of new experimental station in Belgrade is well under way. The range of this new TV station will be 70 kms. It is expected, an executive said that Yugoslavia will have her own TV stations by the end of next year or early in 1957.

The elaborate plans have been made and approved by the Government, the Government earmarked sufficient funds and insured the imports of necessary equipments, which gave tremendous hope to the Yugoslavs to believe that it will come true, that by the end of the next or early in 1957 it will be possible to hear the TV programs in their own language.

—STOJAN BRALOVIC

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Television Code



The Television Code

A NEW CODE of standards and practices for the television industry went into effect March 1, 1952 following a series of developments almost a year in the making.

The code is an aftermath of a meeting held in Washington in June, 1951 at which NBC made public a code of its own. Set up as a standard of operations in television, this code bore an essential resemblance to the instrument earlier adopted by the same network for radio broadcasting. Both NBC codes, a Code of Standards adopted for radio by the National Association of Broadcasters—predecessor organization of the National Association of Radio and Television Broadcasters—in Atlantic City in 1947 and now the industry-wide TV code, drew upon the Motion Picture Production Code for their pattern.

Four subcommittees were active in preparation of the television code throughout the summer of 1951. Their tentative draft was approved by the NARTB board in September and a final polishing job undertaken in Washington shortly before the text was ratified in Chicago, October 19, 1951.

The TV code provides for a review board consisting of five members of NARTB. This board is empowered to enforce the rules governing programming and advertising. There will be issued a Seal of Approval, available to subscribing members whether affiliated with NARTB or not. While the power to hold in check unfair and unscrupulous acts will be vested in the Review Board, the common impression in television is that this will be largely an unwritten power.

Intensive promotion on behalf of the seal is contemplated. Subscribing stations will be permitted to televise it so long as they adhere to the code itself. The Review Board will be charged with the policing task and report violations to the board of directors of NARTB who will be empowered to revoke the seal by a two-thirds' vote from which there will be no appeal.

In those phases that deal with programming and its approaches, the code bears striking similarity to the Motion Picture Production Code, conceived and formulated in 1929 by Martin Quigley, and ratified by the Motion Picture Producers and Distributors Association of America, Inc. which became the Motion Picture Association of America, Inc. late in 1945 when Eric Johnston was named president.

Meeting in Bandera, Tex. in February, TV board members of NARTB approved a review board of five and adopted a plan for financing administration of the code as well as an operating budget of \$40,000 for the first year of operations.

The review board, designed to be a preliminary hearing group in considering com-

plaints that specific TV programs and advertising practices violate the code, included the following:

John E. Fetzer, owner of TV station WKZO-TV at Kalamazoo, as the chairman; J. Leonard Reinsich, vice-president, WSB, Atlanta; Mrs. Scott Bullitt, owner of KING-TV, Seattle; William B. Quarton, vice-president and general manager, WMT-TV, Cedar Rapids and G. Richard Shafto, president of WIS-TV, Columbia, S. C.

Under the financing plan, each subscribing TV station pays \$405 a year. If it is an NARTB member, \$250 of this is credited against NARTB dues, leaving \$155 for defraying code administration costs.

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Text of the 1954 revised code follows:

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

1. Commercial television provides a valuable means of augmenting the educational and cultural

influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies, and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

- a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
- b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
- c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

- a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
(ii) Words (especially slang) derivative of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
(iii) The Television Code Review Board (*see Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities*) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.
- b) (i) Attacks on religion and religious faiths are not allowed.
(ii) Reverence is to mark any mention of the name of God, His attributes and powers.
(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.
- c) (i) Contests may not constitute a lottery.
(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (*see Contests.*)
- d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.
- e) Illicit sex relations are not treated as commendable.
- f) Sex crimes and abnormalities are generally unacceptable as program material.
- g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

- i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.
- j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.
- k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.
- l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.
- m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. (*see News.*)
- n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.
- o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.
- p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.
- q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime in the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.
- r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.
- s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.
- t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.
- y) Treatment of Animals. The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (*Attention is called to the general items listed under Acceptability of Program Materials.*) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally

be expected to have the opportunity of viewing television shall exercise care in the following regards:

- a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- d) In eliminating reference to kidnaping of children or threats of kidnaping.
- e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.
2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.
3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.
4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.
5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner. care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

7. A television broadcaster should exercise due

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

- a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
- b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

- a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
- b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
- c) Religious programs should be presented by responsible individuals, groups, and organizations.
- d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

Presentation of Advertising

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:

a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by

following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.

- c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.
- d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.
- e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.
- f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.
- g) A charge for television time to churches and religious bodies is not recommended.

Acceptability of Advertisers and Products—General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

- a) The advertising of hard liquor should not be accepted.
 - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.
 - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
 - d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.
 - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
 - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
 - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.
2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies

with pertinent Federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:

- a) A television broadcaster should not accept advertising material which in his opinion, offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.
- b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see *Time Standards for Advertising Copy*.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Advertising Message (Minutes and Seconds)

Length of Program		News Programs	All Other Programs
(Minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its honor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following regulations and procedures shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

Name

The name of this Code shall be The Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. ELIGIBILITY

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use, the "NARTB Television Seal of Good Practice," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable"—*By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2.B.(4).*

Section 3. DURATION OF SUBSCRIPTION

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. SUSPENSION OF SUBSCRIPTION

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by registered mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing

is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. ADDITIONAL PROCEDURES

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special consideration shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION OF CONTRACTS

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay "administrative" rates in accordance with such schedule, at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII, section 2.B. (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

The Television Code Review Board

Section 1. COMPOSITION

The Television Board of Directors shall establish a continuing committee entitled The Television Code Review Board, upon the promulgation of the Television Code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. QUORUM

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY AND RESPONSIBILITIES

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the Television Code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires programwise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.



The Press

- ◆ TRADE PUBLICATIONS
- ◆ NEWSPAPER EDITORS AND WRITERS
- ◆ FAN MAGAZINES
- ◆ GENERAL MAGAZINES
- ◆ SYNDICATES



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Texarkana, *Gazette*—Bob Mundella.
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Waco, *Times-Herald*—Lee Lyons.

Utah

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Burlington, *News*—Robert E. Cronin.

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Richmond, *News Leader*—John Stratton.
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Roanoke, *Times*—Horace Hood.
Roanoke, *World-News*—A. G. Smith.

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Bremerton, *Sun*—Dot Lackey.
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Wausau, *Record-Herald*—W. J. Freund.

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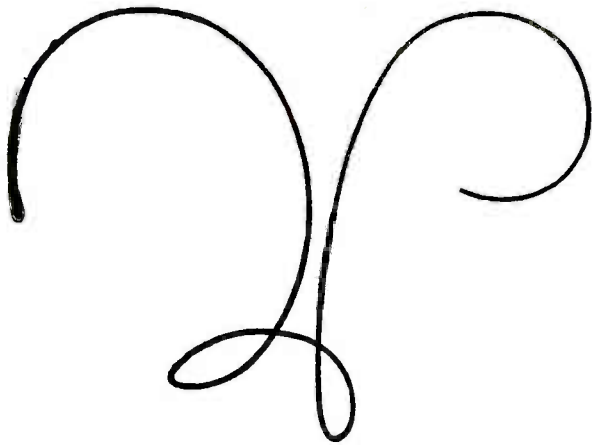
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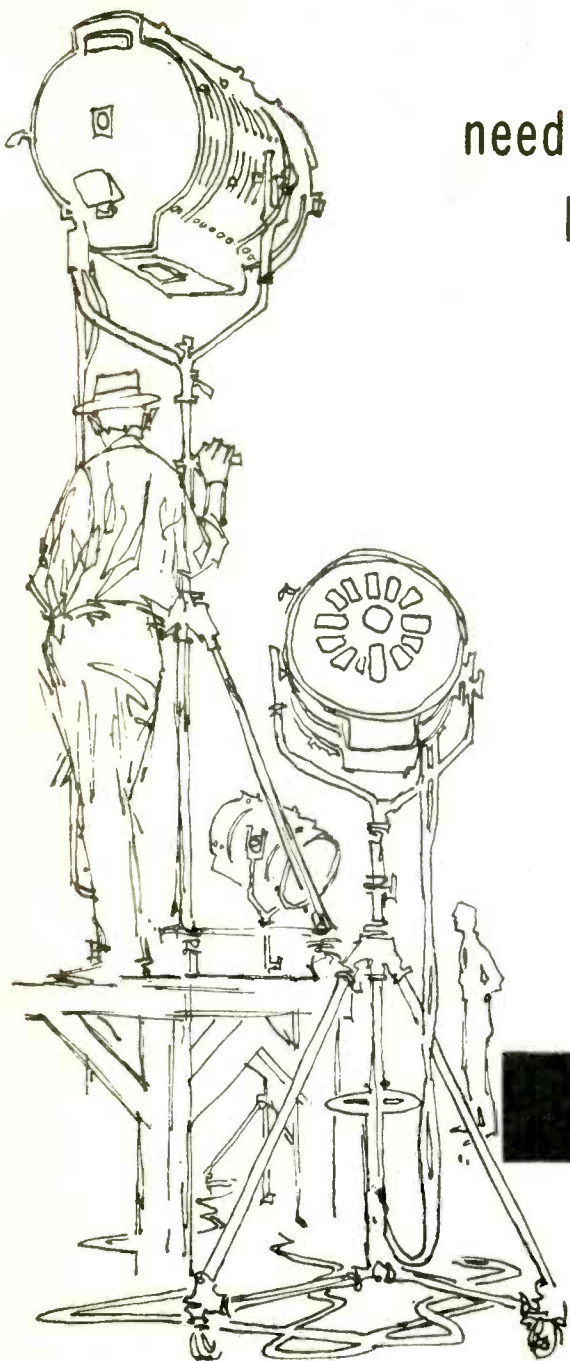
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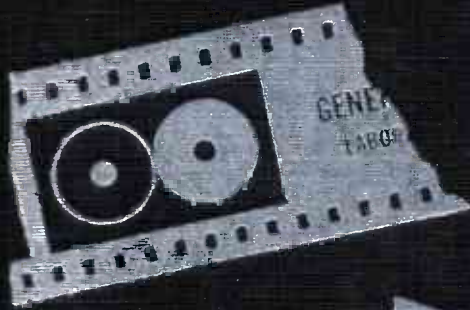
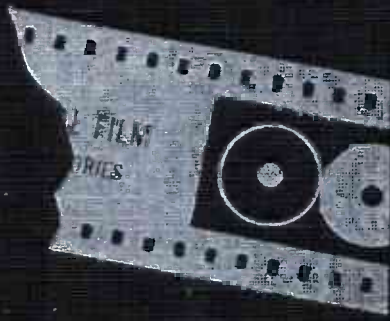
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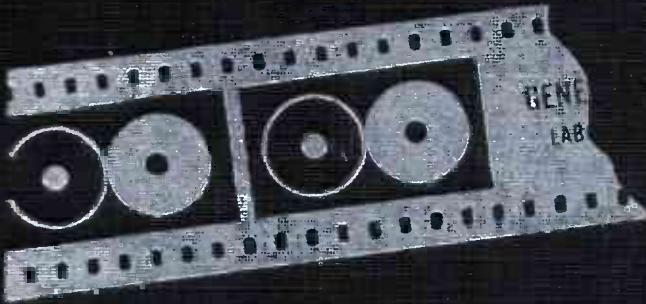
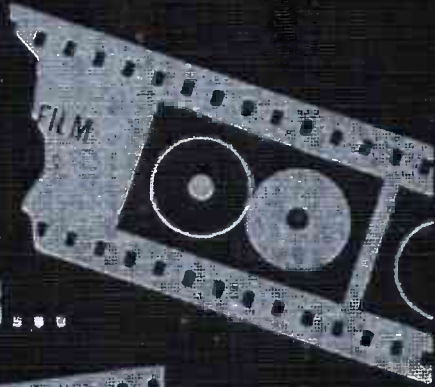


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