

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 are 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 not acceptable.

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

TELEVISION CODE — NARTB

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. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	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. 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.

3. 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.

4. 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. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference 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.

6. 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:

I

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 Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "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).*

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 which, including commercial copy, 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 considerations 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.

V

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 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 government 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 program-wise 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.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and Setember. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

**THE TELEVISION CODE REVIEW BOARD
AUTHORITY AND RESPONSIBILITIES**

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(Continued from Page 1021)

south and southwest by mid-1952 and (7) the increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today's modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment.

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of \$600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry's war effort. At present the military backlog is well over \$65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm's business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between \$100-125 million, well over 1950's record-breaking total of \$76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public's eye as one of America's top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare.



TV PERSONALITIES 1951-1952

A Pictorial Parade of some
of the leaders of television
—from the station, agency,
network and production
fields—during the past year

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TV PERSONALITIES

HARRY BANNISTER, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.



GEORGE M. BURBACH, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.



PAUL ADANTI, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schenectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.



KENNETH H. BERKELEY, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in the radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.



MILTON BLINK, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Radio Transcriptions. Last year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.



DON EMILIO AZCARRAGA, who developed XEW, Mexico City, and Radio Programas De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilio knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.



TV PERSONALITIES

OTTO BRANDT, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.



CLARENCE G. ALEXANDER, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative asst. to the gen. mgr. of NBC-TV. After a brief tenure as asst. to Leonard Erickson, Vice-Pres. of Kenyon and Eckhart, he joined DuMont in April 1950.



HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.



CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tripped around the world, and worked with Red Cross. At the Telegram in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.



BOB BALLIN, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS. N. Y. Rauhrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon became a v.p. of the new agency. Next step was JWT where he is now responsible for Ford Motor Company's radio and television activities.



TREVOR ADAMS, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WHN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.



TV PERSONALITIES

MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, news-casting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming



Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

BURT BALABAN, dir. of programming and production for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became mgr. of



Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.

CHARLES EDWARD BELL, dir. of TV for the Jefferson Standard Bstg. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTV. Charley is a



member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

DON BLAUHUT, dir. of the radio-TV dept. of Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.



JACK BARRY, half of the package production form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penna. he took a summer school radio course at Northwestern Univ. which led to his first job at WITM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show.



Now pacted with NBC-TV for two years, Juvenile Jury has made a great success for Barry.

RICHARD B. HULL, gen. mgr. of WOI-TV, Iowa State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOI-TV, he served with a number of Minnesota stations such as WCCO, KSTP, WTCN and KUOM.



Through his efforts, the Ames-Des Moines area has seen some of the best educational features.

TV PERSONALITIES

JOHN F. KLATT, media mgr. for the Chicago office of McCann-Erickson Agcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krasselt. He gave his talents to the U. S. Army during World War II. In 1947



John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.

RICHARD DOAN, dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age.



Doan next served as asst. radio-TV editor of Variety and later as administrative head of Martin Stone Associates.

CECIL D. MASTIN, gen. mgr. of WNBC-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. "Cec" went to Binghamton in 1915, established a voice studio and founded the Binghamton Civic Music Series in 1926. He became program dir. of WNBC in 1929 and became gen. mgr. in 1932.



He became program dir. of WNBC in 1929 and became gen. mgr. in 1932.

DAVE DRISCOLL, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station



he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.

EVERARD W. MEADE, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade



returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.

HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV (San Antonio), a native of the Lone Star State and a graduate of Yale University. Following school, he joined A. B. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOAI. In 1931, he transferred to the broadcasting side of the business and in 1932, became



general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOAI owners.

TV PERSONALITIES

G. P. HAMANN, general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his hometown, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before

assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.

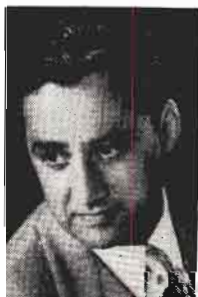


JAMES M. GAINES, v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEAJ (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.



BASIL GRILLO, executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the "Fire-side Theater" series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations

allied with show business. Grillo also has an active hand in many other Crosby ventures.



JOHN GUEDEL, v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny."

Among his other productions are "House Party," "Life With Linklater," and "You Bet Your Life."



WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq

Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.



MARK H. HAWLEY, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He

next became a TV producer at NBC and then switched to Sherman-McQuette agency before joining N. W. Ayer in 1950.



TIME TABLE ON FCC TV DECISION

MAY 6, 1948—The proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" designed to amend the Table of Television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

SEPT. 30, 1948—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the "Freeze Order." In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

JULY 11, 1949—Issuance of the "Notice of Further Proposed Rule Making" (FCC 49-918) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission's figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

SEPT. 1, 1949—First color report (FCC 50-1961) issued.

SEPT. 1949—Hearings on color television begin.

OCT. 11, 1949—Second color report (FCC 50-1221) issued.

OCT. 16, 1949—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1949 began. The hearings continued until January 31, 1951, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

MARCH 22, 1951—The "Third Notice of Further Proposed Rule Making" (FCC 51-214) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

JUNE 21, 1951—The Commission issued its third report (FCC 51-610) stating it could not at the time effect a partial lifting of the "freeze."

JULY 12, 1951—A "Fourth Report" and "Order" (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

JULY 25, 1951—A "Fifth Report and Order" (FCC 51-752) was issued amending the "freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

APRIL 14, 1952—The Commission announces the lifting of the "freeze."

CHANGES IN PRESENT ASSIGNMENTS

<i>Licensee or Permittee</i>	<i>City Affected</i>	<i>Present Channel Assign- ment</i>	<i>New Channel Assign- ment</i>
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5
Atlanta Newspapers, Inc. (WSB-TV)	Atlanta, Ga.	8	11
Birmingham Broadcasting Company, Inc. (WBRC-TV)	Birmingham, Ala... ..	4	6
Sarkes Tarzian, Inc. (WTTV)	Bloomington, Ind... ..	10	4
Balaban & Katz Corporation (WBKB)	Chicago, Ill.	4	2
Crosley Broadcasting Corporation (WLWT)	Cincinnati, O.	4	5
Radio Cincinnati, Inc. (WKRC-TV)	Cincinnati, O.	11	12
Scripps-Howard Radio, Inc. (WCPO-TV)	Cincinnati, O.	7	9
Empire Coil Company, Inc. (WXEL)	Cleveland, O.	9	8
National Broadcasting Company, Inc. (WNBK)	Cleveland, O.	4	3
Crosley Broadcasting Corporation (WLWC)	Columbus, O.	3	4
Crosley Broadcasting Corporation (WLWD)	Dayton, O.	5	2
Miami Valley Broadcasting Corporation (WHIO-TV) ..	Dayton, O.	13	7
Central Broadcasting Company (WOC-TV)	Davenport, Ia.	5	6
Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich. ..	7	8
WSAZ, Inc. (WSAZ-TV)	Huntington, W. Va.. ..	5	3
WJAC, Inc. (WJAC-TV)	Johnstown, Pa.	13	6
WGAL, Inc. (WGAL-TV)	Lancaster, Pa.	4	8
WAVE, Inc. (WAVE-TV)	Louisville, Ky.	5	3
WHAS, Inc. (WHAS-TV)	Louisville, Ky.	9	11
Memphis Publishing Company (WMCT)	Memphis, Tenn.	4	5
The Journal Company (WTMJ-TV)	Milwaukee, Wisc... ..	3	4
The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.. ..	6	8
WTAR Radio Corporation (WTAR-TV)	Norfolk, Va.	4	10
Allen B. DuMont Laboratories, Inc. (WDTV)	Pittsburgh, Pa.	3	2
The Outlet Company (WJAR-TV)	Providence, R. I... ..	11	10
Stromberg-Carlson Company (WHAM-TV)	Rochester, N. Y... ..	6	5
General Electric Company (WRGB-TV)	Schenectady, N. Y.. ..	4	6
Central New York Broadcasting Corporation (WSYR-TV)	Syracuse, N. Y... ..	5	3
WDEL, Inc. (WDEL-TV)	Wilmington, Del.	7	12

TV PRODUCTION FORECAST

By DR. ALLEN B. DU MONT, President, Allen B. DuMont Laboratories, Inc.

BARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) No all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes

during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(Continued on Page 1110)



Du Mont

HOLLYWOOD & A.B.C. TELEVISION

By ALEXANDER STRONACH, JR., Vice-President for the ABC-TV Network

TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television's ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their *live* shows where the stars



Stronach, Jr.

are, where sets could be built and remain standing without being "struck" after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on "The Ruggles" show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being dismantled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network's ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs \$150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to \$300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network's purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor's re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several "one shot" live programs—"The Professor," starring Joseph Schildkraut and "One False Step," both of which were produced in Hollywood, and both of which received excellent reviews from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.

TV PERSONALITIES

ROBERT E. DUNVILLE, pres. and gen. mgr. of the Crosley Bcstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAI, Cincinnati, then owned by the Crosley Bcstg. Corp.

In 1938 he became gen. mgr. of the two Stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.



MARTIN B. CAMPBELL, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30's, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watt and a recent addition, WFAA-TV

Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of

WQXR for two years and then moved to WINX, the Washington Post station. When WTOP became the Post station, Hayes made his switch.



HUGH HOLE, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.



LES JOHNSON, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF.

With his newspaper background he was able to build the station into a preeminent news outlet, a position which he jealously guards.



GEORGE S. JOHNSON, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator's license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.



TV PERSONALITIES

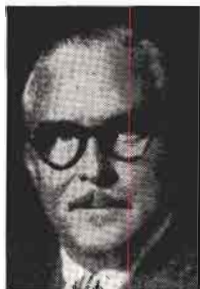
WALTER J. DAMM, v.p., and gen. mgr. of the



Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper's radio station in 1922 and was soon recognized as one of the new industry's leaders.

He was elected president of the NAB in 1930. Walter's brainchild, WTMJ-TV, launched in 1947, is the nation's seventh oldest TV station.

ARTHUR J. DALY, radio and TV dir. for Peck



Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1929. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the "Pontiac Variety Show," "The Cresta-Blanca Carnival," and in a five year stint on the West

Coast such outstanding programs as the "Colliss Archer" show. His latest are "Powerhouse" and "Johnny Olsen Rumpus Room."

E. K. JETT, v.p. and dir. of WMAR-TV, Balti-



more, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to asst. chief engineer, then chief engineer in 1938

and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

EDWARD C. HORSTMANN, chief engineer of



ABC's central division, is another quarter-century veteran in the industry. Before joining NEC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to

the newly formed Blue network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.

STANLEY E. HUBBARD, general manager and



co-founder of KSTP and KSTP TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U. S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began exper-

imenting with TV in 1939 and in April 1948, began full commercial operation of television in Minneapolis.

HAROLD FAIR, director of radio and TV for



Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio direc-

tor for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB before joining WHAS, Louisville, from where he returned to the agency.

TV PERSONALITIES

HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950.



After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental

in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.

JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio.



Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.

He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.

RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935. In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radioinc, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Television Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.



WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital. Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMBG, and in 1946, received an FM grant, WCOD.



April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabaman, born in Sumterville. Graduating from Colorado College, he began his career there, being associated with Fawcett Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947, launched the FM operation, WAFM. Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.



JULES HERBUVEAUX, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922. Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Livestock Show which was destined to develop into the National Farm and Home Hour. In 1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.



TV PERSONALITIES

TED COTT, gen. mgr. of WNBC and WNBT,



began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelanetz program. After a period with WNEW, N. Y., where he became v.p., Ted resigned and joined NBC

as gen. mgr. of WNBC and WNBT, N. Y. His defense of independent stations at the NAB annual in 1950 brought him fame and recognition.

EVERETT N. CROSBY, president of Bing Crosby



Enterprises, Inc., left his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing's Things, Inc. Ev's hand has been the guiding genius responsible for most of the over-all planning

of the Crosby organizations, a model of achievement in the American manner.

JAMES C. DOUGLASS, v.p. of radio and TV



at Erwin Wusey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-Peet Co. before joining the agency. He was actively concerned in the development of all the firm's broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and

others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

DON FEDDERSON, exec. v.p. and gen. mgr.



of KLAC and KLAC-TV, Hollywood, entered radio from the newspaper field just eight yrs. ago as salesmgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schill, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR's call letters were changed to

KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

EDWIN S. FRIENDLY, JR., national dir. of television



sales for ABC-TV, started as an asst. time buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Lefton Co. where he shortly was made radio-TV director. He joined ABC's TV sales dept. in 1950

and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

CHARLES H. CRUTCHFIELD, v.p. and gen.



mgr. of WBT and WBT-TV, Charlotte, N. C., got his start in radio with WSPA, Spartanburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBI, Charlotte, as an announcer and by 1946 was gen. mgr. and a member of the board of directors. At the same time he was

made secy-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBT-TV.

TV PERSONALITIES

PAUL ESHLEMAN, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.



JOHN E. FETZER, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Bestg. Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.



WILLIAM FAY, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made v.p. and dir. of the Stromberg Carlson Company. Bill's particular pride is the \$1,000,000 Radio City, home of WHAM.



C. RICHARD EVANS, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.



W. D. ROGERS, JR., vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.



DONALD A. NORMAN, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nieslen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC-WNBT (New York); account executive in national spot sales and manager of spot sales in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.



TV PERSONALITIES

WILFRED S. ROBERTS, director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940 became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.



TOM SLATER, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford, Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.



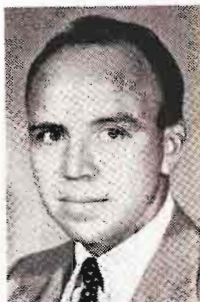
VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.



JAMES D. SHOUSE, chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.



WILLARD (Bill) SCHROEDER, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1949 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.



GOAR MESTRE, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,650 seat movie theatre, a ten story office building, restaurants, bank, drug store and other assorted shops. In TV for little more than a year, Mestre has found the means to make it a success, having sold out nearly all commercial time.



TV PERSONALITIES

JACK DeWITT, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II.

Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

MARSHALL ROSENE, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charleston), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 58 days. Later he helped establish a microwave setup connecting three stations.

CLAIR R. McCOLLOUGH, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A long-time veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.

THOMAS M. McDONNELL, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with

CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.

W. R. (BILL) McANDREW, general manager of WRC, WRC-FM and WNEW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Warfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.

HAROLD L. MORGAN, JR., vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personnel manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.

TV PERSONALITIES

TOM McDERMOTT, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Irene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.



VICTOR SEYDEL, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.



RICHARD A. MOORE, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).



ALVIN SCHROTT, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Al, though inexperienced in the broadcasting field, was selected to head the new station. Since September 15, 1948, when WJAC-TV took the air, the station's performance has more than proved the choice a good one.



JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, first serving with the OWI as chief facilities bureau in New York. Prior to his joining Cunningham & Walsh, he served at Buchanan & Co. as director of radio and television.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936, Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.



TV PERSONALITIES

ROGER PRYOR, director of television for the



New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and em-ceeing the "Gulf Screen Guild Program" and appearing on the U. S. Steel program, "The Pause That Refreshes" and "The Hildegarde

Show." He took his TV position in 1947 and has handled television productions for a number of the agency's leading accounts.

PRESTON H. PUMPHREY, in charge of tele-



vision at Maxon, Inc., since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include "The Fred Allen Show," "Metropolitan Opera

Auditions" and "Minute Mysteries." Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.

TONY PROVOST, vice president and member



of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was

associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.

OWEN SADDLER, general manager of KMTV



(Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm.

Today, he leads a busy life, shuttling between WBTM and KMA, where he still holds the post of general manager.

A. CARL RIGROD, radio and TV executive at



Donahue & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus

others and serves as director of motion picture, radio and television departments at the agency.

JAMES G. RIDDELL, president of WXYZ, Inc.

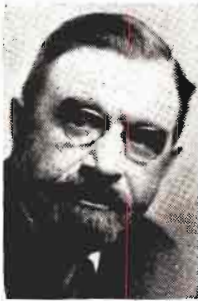


(Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The

television operation was begun under his guidance in 1950, he was named president of the corporation.

TV PERSONALITIES

COL. B. J. PALMER, owner and operator of



WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quint cities; first station to

telecast a hog auction and first station to telecast Three-I League baseball games.

WILLIAM S. PALEY, chairman of the board



of directors of the Columbia Broadcasting System, started in radio in 1928 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment: event-

sees with OWI and later was named radio chief of the Psychological Warfare Division of SHAEP.

JOHN M. OUTLER, JR., general manager of



WSB and WSB-TV (Atlanta), a native of Metcalf, Ga. and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916 and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio out-

let and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.

PAUL RAIBOURN, vice president of Paramount



Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn,

who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.

IRVING ROBERT ROSENHAUS, president and



general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a pre-

dominant role in the North Jersey market. In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.

COL. HOWARD NUSSBAUM, radio and TV



director in the Harry E. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for AEC. He remains in an ad-

visory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.

TV PERSONALITIES

EDWARD D. MADDEN, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency association Madden

had an outstanding record in the field of research, media, marketing, merchandising, and advertising.



ARDEN X. PANGBORN, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in 1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.



EDWARD R. HITZ, Eastern sales manager for NBC television, a quarter century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a term as assistant director of network sales, he moved into his present position.

JOHN HUGHES NORTON, JR., vice president in charge of the ABC Central division, graduated from the University of Maryland in 1929 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined NBC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue networks were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.



works were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.

JOHN McPARTLIN, sales manager for WNBQ (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post, in which he has been responsible for bringing some of the top accounts to the station.



WILLIAM ALEXANDER CHALMERS, v.p. and radio-TV dir. of Grey Ad Agency, Inc., came into TV with a background of experience in the movies and the theatre. He was a contract player for Paramount and Universal in Hollywood, and later acted on Broadway. During the ensuing years, "Bill" served with BBD&O, Geyer, Cornell & Newell, Erwin Wasey, The Blow Co., and Free & Peters. He joined K&E in 1947, as v.p. and radio-TV dir., later moving to the Grey Agency in the same capacity.



TV PERSONALITIES

F. VAN KONYENBURG, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on Van became a time salesman

for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.



DONALD M. McCLURE, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a wartime hitch in the Navy, became director of television production at the Ayer agency. He is a past president of the American Television Society.



ROBERT B. HANNA, station manager of WGY-WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been at his present post since only

September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.



CLYDE W. REMBERT, manager director of KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since.

Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.



JACK POPPELE, vice president in charge of engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 watt set has grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran

Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.



ADRIAN SAMISH, vice president and director of radio and TV for Danzer-Fitzgerald-Sample, Inc., since the age of 17 has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having been with Arthur Kuder and Young & Rubicam before becoming v.p. in charge of radio and TV programs for

ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.



TV PERSONALITIES

MERLE S. JONES, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTSL-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-



TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.

KEN CARTER, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He



joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.

GEORGE FREY, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs. he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946, dir. of network sales in 1947, and in 1949 he was appointed dir. of



TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.

ALFRED L. HOLLENDER, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psycho-



logical Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.

M. C. WATERS, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio with NBC following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.).



He was made a vice president two years later and in 1941, a director of the corporation.

ROBERT F. JAMIESON, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs., Inc. to get his break in 1941. He



learned the business from different angles and became mgr. of station relations in 1950.

TV PERSONALITIES

MYRON P. KIRK, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1938 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner agency in 1941 as director of radio and later became v.p. in charge of radio and television.



GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and freelanced around WLS, WEBH, and WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.



WALTER COMPTON, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs. saw him at WOSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFBC. Walter moved to WOL (D. C.) where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in 1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.



WALTER CRAIG, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bestig. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir. of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.



LYLE DeMOSS, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB, WOW was his next stop where he became production manager in 1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.



ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In 1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.



TV PERSONALITIES

ROBERT W. KELLY, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Persona Blades, White Rose Tea, and

Tarcher, Bob was serving as executive for a major oil company. He is a New England native.



DON L. KEARNEY, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.



STEVENS P. JACKSON, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post

at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.



CHARLES E. RYND, chairman of the board of the Audio-Video Products Corporation and its subsidiaries. Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts

through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.



JOHN S. DAVIDSON, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.



GEORGE FOLEY, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is

"Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.



TV PERSONALITIES

THOMAS B. McFADDEN, general manager of NBC-TV's owned and operated KNBH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NBC, assistant manager and later



manager of WNBC and WNBZ (New York). During World War II, he served first with Naval Intelligence and later with the Army.

JOHN McCORMICK, general manager of WTAM-WNEK (Cleveland), started in the industry as an announcer for WGBS (now WINS, New York) in 1929. Next step was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis). In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the



Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

PHILIP G. LASKY, exec. v.p. and gen. mgr. of KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1943. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.



CARL KING, v.p. of Sterling Television Co., was born in St. Louis and studied at the Univ. of Chattanooga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full



with production and management details, but finds time to star in his own show, "King Crossroads."

GAINES KELLEY, gen. mgr. of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham Y M C A School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.



H. PIERSON MAPES, radio and TV dir. of the Hutchins Adv. Co., Inc., N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales prom. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agcy. where he handles the Philco TV Playhouse on NBC-TV. Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.



TV PERSONALITIES

GAYLE V. GRUBB, v.p. and managing director of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mgr. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was gearing his future to a successful career by editing his college paper, writing stories and cartoons.



FREDERICK A. LONG, dir. of radio and TV at Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during World War II, as dir. of U. S. radio activities, and until 1946 was account exec. and motion picture and TV dept. head with BBD&O.



WILLIAM VON ZEHLE, is head of the advertising firm bearing his name, owner of Package Shows, Inc., and producer of DuMont's "It's In The Bag." In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has been most everything from a sailor to a salesman. Bill's father was a baron and his mother the niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.



WILSON M. TUTTLE, v.p. and dir. of radio and TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. Tuttle started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.



WILLIAM C. SWARTLEY, station manager of the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army service came next and then he returned to New England. His work today includes both radio and TV.



KENNETH W. STOWMANN, TV sales mgr. of WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken is a member of the Poor Richard Club.



TV PERSONALITIES

HY M. STEED, mgr.



of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking an

executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

FRANKLIN SNYDER, v.p. and station mgr. of



WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Mag-

netic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

R. G. WINNIE, station mgr. of WTMJ and



MTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1928, after graduation from the U. of Wisconsin, he broadcast play by play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station

manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

CLINTON F. WHEELER, JR., director of radio



and TV for Hewitt, Onivy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRU, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast Guard. Before joining

HOB&M, Clint was a member of the TV account service department of B. B. D. & O.

NAT WOLFF, v.p. in charge of radio-TV pro-



duction, at Young & Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the

latter capacity, he joined the team of Ronald and Benita Colman and Dan Quinn in "The Halls of Ivy." He joined Y & R in 1951.

SYLVESTER L. WEAVER, v.p. in charge of TV



for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y. & R, in 1936 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Co-

ordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

TV PERSONALITIES

WILLIAM L. WEDDELL, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Erwin Wasey & Co. to become radio director. Before joining Leo Burnett Agcy. in 1946, he returned to NBC.



Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.

JAMES LEONARD, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sport-caster for the Univ. of Florida's station, WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.



READ HAMILTON WIGHT, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kustor and Sons, Chicago; v.p. and Chicago mgr. of the World Bestg. System; manager of Chicago and Midwest radio department for the William Morris Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."



NATHAN LORD, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girdler Corp. In 1933 he went with the Herald Post and in the same year became v.p. and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.



WILLIAM PAUL WARWICK, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Ecats, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.



E. R. VADEBONCOEUR, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.



TV PERSONALITIES

HERBERT B. WEST, head of the TV department at BBD&O, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBD&O. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes

the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.



NICHOLAS E. KEESELEY, v.p. in charge of radio and TV for Lennen & Mitchell, Inc., Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keeseeley was instrumental in setting up the agency's TV dept. He has had a hand in the production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.



H. P. LASKER, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Peto is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts.



U. A. LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next

jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.



LINUS TRAVERS, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined WEAN, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.



C. ROBERT THOMPSON, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.



TV PERSONALITIES

LEWIS H. TITTERTON, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as



director of radio. Later, he was named vice president in charge of radio and television.

CHARLES de YOUNG THIÉRIOT, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to



his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

SARKES TARZIAN, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn, he went to Atwater Kent and later to RCA. World War II found him in charge of the latter's Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he



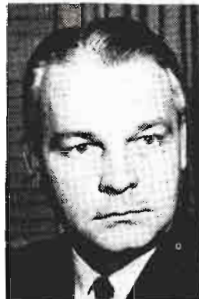
owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

ROBERT D. SWEZEY, general manager of WDSU (AM-FM-TV), New Orleans, is best known throughout the industry for his efforts in behalf of the NARTB-TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice presi-



dent and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.

P. A. SUGG, vice president of the WKY Radiophone Company and manager of WKY and WKY-TV (Oklahoma City) entered commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he be-



came manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg's guidance, was opened.

THEODORE C. STREIBERT, president of WOR (New York), has not only brought WOR and WOR-TV into a pre-eminent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one



year later and president in 1945.

Play and Story



BROKERS



Los Angeles, Calif.

Bentel, George 6606 Sunset Blvd.....	GRanite 8608
Bergerman—Breacher Agency 9629 Brighton Way, B. H.....	CRestview 6-3196
Bloom, Phil, Agency 8506 Sunset Blvd.....	CRestview 4-6064
Elwood, Maren, Agency 4949 Hollywood Blvd.....	OLympic 4786
Famous Artists Corp. 9441 Wilshire Blvd.....	CRestview 1-5222
French, Samuel, Inc. 7623 Sunset Blvd.....	HEmpstead 3146
Goldstone, Nat C. 9121 Sunset Blvd.....	CRestview 6-1071
Jaffe, Sam, Inc. 8555 Sunset Blvd.....	CRestview 6-6121
Herzbrun, Walter, Agency 9009 Beverly Blvd. (36).....	CRestview 6-4157
Irwin, Lou 9134 Sunset Blvd.....	CRestview 1-7131
Kohner, Paul, Inc. 9169 Sunset Blvd. (46).....	CRestview 1-5165
Lichtig & Englander 8776 Sunset Blvd.....	CRestview 1-2141
Literary Corp. of America 915 N. La Cienega Blvd. (46)	CRestview 5-7494
Morris, William, Agency 202 N. Canon Dr., Bev. Hills.....	CRestview 1-6161
Music Corp. of America 9370 Santa Monica Blvd., B. H.....	CRestview 6-2001
Orsatti & Co. 300 S. Beverly Dr.....	CRestview 6-6241
Preminger, The Ingo, Agency 204 S. Beverly Dr., B. H.....	CRestview 6-8775
Ring, S. E. 1054 Cherokee.....	GRanite 6412
Small Co., The 441 S. Beverly Dr., B. H.....	CRestview 5-5321
Small, Paul 8747 Sunset Blvd. (46).....	CRestview 1-5246
Swanson, H. N., Inc. 8323 Sunset Blvd.....	CRestview 15115

New York, N. Y.

American Play Co. 522 Fifth Ave.....	MUrray Hill 2-0156
Bartsch, Hans 522 Fifth Ave.....	MUrray Hill 2-0156
Brandt & Brandt 101 Park Ave.....	MUrray Hill 3-5890
Brown, Curtis, Ltd. 347 Madison Ave.....	MUrray Hill 6-6170
Century Play Co., Inc. 522 Fifth Ave.....	MUrray Hill 2-9145
Fishbein, Frieda 11 W. 42nd St.....	LONGuere 5-1379
French, Samuel 25 W. 45th St.....	UXenburg 2-4700
Hayward, Leland, Ltd. 250 W. 57th St.....	UDson 6-2580
International Literary Bureau, Inc. 11 W. 42nd St.....	LONGuere 4-5576
King, Eleanor 19 W. 44th St.....	MUrray Hill 2-6390
Leonard, Claire & Carl Cowl 516 Fifth Ave.....	MUrray Hill 7-6782
Lyons, A. & S., Inc. 515 Madison Ave.....	PJaza 3-5181
Matson, Harold 30 Rockefeller Plaza.....	CRele 6-2750
Morris, William, Agency, Inc. 1270 Ave. of the Americas.....	CRele 7-2160
National Artists Bureau 156 W. 44th St.....	UXenburg 2-3450
Paige, Ethel Rm. 605, Hotel Edison, 228 W. 47th St.	CRele 6-5000
Panker, Dr. Edmond 1639 Broadway.....	COLumbus 5-1726
Reynolds, Paul R. & Son 599 Fifth Ave.....	MUrray Hill 8-4767
Salisbury, Leah 234 W. 44th St.....	ACKawanna 4-8628
Taylor, Ethel C. 55 W. 55th St.....	CRele 5-8620
Writers Workshop, Inc. 280 Madison Ave.....	LEXington 2-9873

MANAGERS AND AGENTS

*Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago*



NEW YORK



Affiliated Artists
20 East 53rd St. PLaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

All America Artists, Inc.
1819 Broadway Circle 6-6646

Appell, James S.
400 Madison Ave. PLaza 3-7840

Ashley, Ted
545 Fifth Ave. MURray Hill 7-0576

Becker, V. S. Advertising Service
502 Fifth Ave. LUXembourg 2-1040

Bestry, Harry
251 W. 54th St. PLaza 7-0737

Briscoe & Goldsmith, Inc.
522 Fifth Ave. MURray Hill 2-6244

Brooks, Ted
134 East 57th St. PLaza 9-1344

Chase, Cleveland B. Co., Inc.
424 Madison Ave. ELdorado 5-1591

Coe, Roberts Associates
366 Madison Ave. VANDerbilt 6-3417

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza COLUMbus 5-3580

Cooper, Frank Associates
521 Fifth Ave. VANDerbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave. MURray Hill 7-9135

Ebbins, Mill
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FILMS' PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.



Shupert

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can overcome this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer's home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers

will turn to film to supply the bulk of their program needs. General David Sarnoff's recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a "fast buck" to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station's dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.

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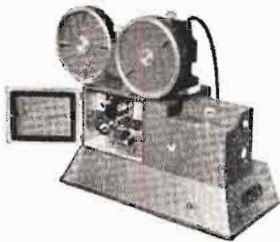
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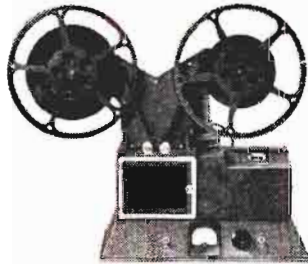
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Phone: GARfield 1-4158

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Phone: SUperior 7-8320

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Coordinator Marjorie Morrison

Story Editor Laura E. Hanson

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Phone: AX 3-3314

Directing Mgr. George E. Allen

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118 W. 57 St., New York 19, N. Y.

Phone: CIRCLE 7-1900

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Director Leopold Hainisch

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Lawrence A. Glesnes
Editorial Chief.....Lester J. Orlebeck
Script and Creative Chief....David Mathews
Animation Supervisor.....Al Stahl
Sales Representative.....Joseph R. Miller

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Writer.....Peter Packer
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15 West 44th St., New York, N. Y.

Phone: MU 7-5535

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Basch Radio & Television Productions

(See Program Producers.)

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Phone: Empire 2-1984

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Story, Narration, Research..Cheri Le Blanch

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Director.....L. G. Lambert
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Phone: HOllwood 9-8367

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Script Editor.....Donna Kellogg

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Jules Montenier, Inc
Earle Ludgin & Co.

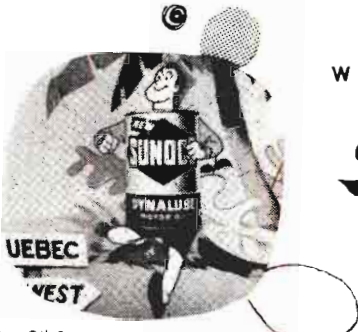


The R. T. French Company
J. Walter Thompson Co.



Zenith Radio Corporation
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New York • Chicago



TV FILM PRODUCERS

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill

Services Offered—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus

**Capitol Records, Inc.
Broadcast Division**

Sunset and Vine, Hollywood 28, Calif.
Phone: HOLLYWOOD 9-8171
N. Y. Phone: CIRCLE 5-5725

General Manager.....Clifford E. Ogden
Eastern Representative.....Alvin King
Southern Representative.....Jack Barton

Services Offered—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIRCLE 7-6111

President.....David I. Pincus
Services Offered—Industrial and TV films to order.

CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Vice-Pres. in Charge.....Merle S. Jones
Operations Director.....Fred J. Hahlstedt
Branch Offices

410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge.....Charles Reeves
63 S. Main St., Memphis, Tenn.
Phone: 37-8612

Exec. in Charge.....H. H. Holtshouser

China Film Enterprises of America, Inc.

165 West 46th St., New York 36, N. Y.
Phone: CO 5-4082

President.....Hsing-Ching Weng
Secretary.....Virginia Dzung Weng

Seaboard
STUDIOS, inc.

157 EAST 69th ST., NEW YORK 21, N.Y.

REgent 7-9200

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The Largest, Fully-Staffed, Most Completely Equipped

INDEPENDENT SOUND STUDIOS

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for the production of TV Commercials, Business and Entertainment Films,
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THREE STAGES

10 minutes from Grand Central and Radio City,
15 minutes from Times Square.

Outlines, estimates and names of satisfied agencies and
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JACKIE GLEASON
LOUELLA PARSONS
RED SKELTON**

**"You Bet Your Life"
"Life of Riley"
"My Week in Hollywood"
(Integrated Commercials)**

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(Partial List)

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Benton & Bowles

BIOW

Russell Seeds

J. Walter Thompson

Warwick & Legler

**For
Networks**

ABC

CBS

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PRODUCTIONS

**Facilities Available
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Stage**

**Fully Equipped Edit-
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Complete Lighting

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Hollywood

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WEbster 3-9281**

F. H. FODOR, Prod. Super.

**New York
Chicago**

TV FILM PRODUCERS

Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.

Phone: CIrcle 6-0951

PresidentNathan Sobel
Secretary-TreasurerIsaac Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.

Phone: TR 3-1411

Director..... Joseph Seiden
Sound Eng. (Chief).....M. Dichter
Camera Dept. (Chief).....H. H. Seiden
Prod. Supervisor.....Philip Feld
Electrical Dept.....James Pratt
Construction Dept.....R. Peterson
Editing Dept.....Ruth Gordon
Script Dept.....Matilda Blumberg
SalesM. Gordon

Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

Cinescope Films

42-45 160th St., Flushing, N. Y.

Phone: FLushing 8-1935

PresidentGeorge L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.

Phone: JUdson 2-4813

PresidentEd Woodruff
Services Offered—TV films, westerns.

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.

Phone: Hillside 7475

Executive ProducerHarry J. Lehman
SecretaryJacques R. Lehman
Cameraman.....Herman Schopp
Script Writer.....Betty Doyle

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.

Phone: SAcramento 2-5837

PresidentSam Marcus
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, duplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

Advertisement for POST PICTURES featuring stars, text: 'To Assure BIGGER AUDIENCES and HAPPIER SPONSORS', 'LUM 'N' ABNER — SCATTERGOOD BAINES', 'POST PICTURES 13 Feature Family Package', and 'KEEP POSTED WITH... POST PICTURES CORP. 115 W. 45th St., New York 36, N. Y.'



WE MEAN BUSINESS . . . AND SO DO OUR FILMS!

YOU SHOULD KNOW ABOUT ARCHER PRODUCTIONS

We set about building . . . no, creating . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we're on the right track. In three years, we've outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We're convinced one reason customers like our operation and our product is that we're in this business ALL THE WAY . . . body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

THE PERMANENT, FULL-TIME STAFF of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is talent with teamwork, in a capable and permanent unit that doesn't have to pick up an undue amount of floating, free-lance help to get an important job done.

THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking's past, we know how to buckle down and produce films that produce for you.

OUR OWN STUDIO is unsurpassed for television film production. Acoustics

are excellent, floor space is unobstructed (60' x 65') and head-room (25' ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

UP-TO-THE-MINUTE SOUND EQUIPMENT includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

OUR CREATIVE IMAGINATION . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We've got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we'll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

OUR OWN ANIMATION DEPARTMENT operates full-time, the year 'round, contains some of the finest talent in the business.

OUR CUSTOMERS include some 35 advertisers of fine reputation. Most are national in scope, but we're painstaking with smaller firms, too. In 3 years we've turned out 650 films OF VARIOUS LENGTHS and for various purposes.

OUR PRODUCT speaks for itself; we'd rather screen it for you than haul out our press clippings, the awards we've won, the letters from happy customers. We're grateful for past recognition, but want it known that our greatest work is in the future. We'd like the privilege of doing some of it for you.

Archer Productions, Incorporated

Sales Department: 35 West 53 Street, New York 19, N. Y.

Judson 8-2690

TV FILM PRODUCERS

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
 Dir. of Prod. Service.....Henry Ushijima
 Supervising Editor.....Roy Robert Luce
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-6456
 President.....Mortimer D. Sackett
 Vice-President.....Jerome S. Hyams
 Treasurer.....S. Sackett
 Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

Compagnie Francaise De Films

73 Champs Elysees, Paris
 Phone: Elysees 21-30
 President.....A. Tinchant
 TV Advisor.....Val Williams
Services Offered—Production and packag-

ing of TV shows made in France for agencies and shows.

**Consolidated Television Sales
 A Division of Consolidated Television Productions, Inc.**

Sunset at Van Ness, Hollywood 28, Calif.
 Phone: HOLLYWOOD 9-6369
 N. Y. Phone: MURRAY Hill 6-7543
 Chairman of the Board....Norman Chandler
 President.....W. B. Clum
 National Sales Manager....Peter M. Robeck
 Eastern Sales Manager....Halsey V. Barrett
 Sales Promotion Manager....John M. Asher
 Midwest Representative...Stuart V. Dawson
Services Offered—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

Frank Cooper Associates Agency

7225 Hollywood Blvd., Los Angeles 46, Calif.
 Phones: HOLLYWOOD 9-3737; Hillside 2297
 521 Fifth Ave., New York 17, N. Y.
 Phone: VANDERBILT 6-5661-2
 Owner.....Frank Cooper
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Mr. Producer
**IF IT'S SOUND
 IN THE EAST
 ...IT'S REEVES**

That's the opinion of hundreds of producers using Reeves facilities.

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 304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee Western Electric Licensee

TV FILM PRODUCERS

Courneya Productions

1566 North Gordon, Hollywood, Calif.

Phone: Granite 5920

Owner-Producer Jerry Courneya
 Production Mgr. James Fleming
 Scripts Bob Bennett
 Editor (Film) Stuart Frye
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

Bing Crosby Enterprises, Inc.

9336 Washington Blvd., Culver City, Calif.

Phone: Vermont 8-2174

Dir. of TV Sales Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crysta! Pictures, Inc.

1564 Broadway, New York 19, N. Y.

Phone: Plaza 7-5130

President Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues. Now in production several packages consisting of groups of half-hour programs in units of 13.

Shamus Culhane Productions

207 East 37th St., New York 16, N. Y.

Phone: Murray Hill 2-2243

President Shamus Culhane
 Vice-President Morris Coppersmith
 Sec. & Treas. Maxine Marx

Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designer.

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.

Phone: MU 2-0040

President Dorothy P. Maulsby

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: RIttenhouse 6-1686

Pres., Gen. Mgr. Joseph De Frenes

Services Offered—Production of 16mm. & 35mm. films, black & white, color.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7621

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.



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Your Assurance of **QUALITY**

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.



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PROGRAMS EDITED TO FIT SPECIFIC TIME SEGMENTS

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

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New York 19, N. Y.

JUdson 6-5480

TV FILM PRODUCERS

Desilu Productions, Inc.

Business Office:

7046 Hollywood Blvd., Hollywood, Calif.

Phone: HOLLYWOOD 9-2281

PresidentDesi Arnaz
 Vice-PresidentLucille Ball
 Secretary-Treasurer.....Andrew G. Hickox
 Representative.....Don W. Sharpe
 PublicityKen Morgan
Services Offered—Complete production facilities from script to final editing.

Sherman H. Dryer Productions

667 Madison Ave., New York 22, N. Y.

Phone: TEmpleton 8-7827

President.....Sherman H. Dryer
Services Offered—TV programs, talent, scripts.

The Jean Dubois Company

927 21st St., Denver 2, Colo.

Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois
 Secretary.....L. E. Turner
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

Dudley Pictures Corp.

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

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

Phone: EL 5-1076

PresidentCarl Dudley
 Bus. Mgr., Treas.....Gene Barnes
 Exec. Vice-Pres.....Don McNamara
Services Offered—Producers of theatrical, commercial television and educational short subjects.

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.

Phone: TR 3-6221

PresidentHenry Morley
 TreasurerNathan Zucker
 Production Manager.....Carson Davidson
 Editorial Chief.....Luke Bennett
 Sound Engineer.....John DeBlau
 Public Relations.....Sydney Ascher
Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

Educational Films Corp.

1501 Broadway, New York 18, N. Y.

Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
 Vice-Pres. in chg. Sales.....Roy McCune

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dynamic films, inc.

Experience Plus
 Complete Production Facilities
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TV FILM PRODUCERS

TV Script.....Henry Marcuse
Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Emerson Film Corp.

c/o Republic Studios
 4024 Radford Ave. No. Hollywood, Calif.
Phone: Sunset 2-1121

ProducerJason Bernie
 V.P. charge of Sales.....William Norins
 Production Manager.....Bartlett Carre
 CameramanWalter Streng
Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
 500 Fifth Ave., New York 36, N. Y.
Phone: Chickering 4-7257

President (N. Y.)Jules Alberti
 Vice-Pres.Dr. Harold S. Wadro
 Sec.-Treas.Hazel E. McCabe
 Chg. Prod.....E. Galey
 V-P. (W. Coast).....Stella Ross

Services Offered—Endorsements and testimonials live and film for TV.

Excelsior Pictures Corp.

1564 Broadway, New York 19, N. Y.
Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Rent various features and shorts.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
 Asst. Sales Mgr.....Murray M. Kaplan
Services Offered—Motion picture films for TV, feature and half hour length.

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
Phone: TALmadge 9-6728

Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDson 2-1101

157 E. 69 St., New York 21, N. Y.
Phone: TRafalgar 9-3352
 Pres., Exec. Producer.....Jerry Fairbanks

WILLIAM F. BROIDY PRODUCTIONS, INC.

FILMS

For

Television

Commercial

Theatrical

- “Wild Bill Hickok” current on TV for Kellogg’s (Leo Burnett Co., Inc.)
- “Trail Blazers,” TV film series starring Alan Hale, Jr. Now editing.
- “Case History,” TV film series starring Regis Toomey and Sara Haden. Now Shooting.
- “The Phantom Pirate,” TV film series starring Bob Stack. In preparation.

5545 Sunset Blvd.
 Hollywood 28, Calif.

Phone — Hempstead 6844

TV FILM PRODUCERS

V.P. Chg. of Studio Operations... Sid Rogell
 V.P. Gen. Sales Mgr..... Ralph Cattell
 Chg. Eastern Production... Robert Lawrence
 Chg. Chicago Branch Office... B. N. Darling
 Production Manager..... Raoul Pagel
 Director, Scenario Dept..... Lou Lilly
 Director, Musical Dept..... Edward Paul
 Director, Publicity Dept... Reavis Winekler
 Director, Sound Dept... Lawrence Aicholtz
 Director, Animation Dept..... Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.

40 East 40th St., New York 16, N. Y.
 Phone: MUrray Hill 5-7220

President..... Hubert V. Chain
 Vice-President..... William Haussler
 Secretary Robert Bell
 Treasurer..... John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
 Phone: Gladstone 1657
 40 E. 40th St., New York 16, N. Y.
 Phone: MUrray Hill 9-4268

President-Dir..... Paul J. Fennell
 Technical Dir..... John E. Burks
 New York Rep..... Jerome B. Harrison
Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
 Phone: HARRison 7-3395

President Irving Mack
Services Offered—TV commercials.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
 Phone: WEbster 3-9281

President Isidore Lindenbaum
 Production Director..... Ferenz H. Fodor
 Administrative Assistant..... Jack Shallow
 Client Relations..... Paul Phillips
 Director of Photography... James Van Trees
 Head Editor..... Norman Colbert
 Sound Engineer..... Paul Schmutz, Jr.

Services Offered—Film programs and film commercials made especially for TV on con-

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Optical Printing

16 MM Animation • Titles 35 MM

COLOR — BLACK & WHITE

7000 ROMAINE

Hollywood 38, California

Phone — HUDSON 2-7464

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tract for other producers, networks or agencies, or as complete packages. Complete stage, sound, editing, and other facilities available for full TV film production.

●
Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800

Manager Charles Leeds
Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

●
Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-5549

President J. H. Lenauer
Services Offered—TV film production.

●
Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800

Pres., Prod. Mgr. Joseph McCaffery

Services Offered—TV packaging, commercials, sound studios, animation, stop motion, industrial films.

●
Films of the Nations, Inc.

62 W. 45th St., N. Y. 19, N. Y.
Phone: Murray Hill 2-0040

Pres. Henry M. Moolman
V.-Pr. Birger Nordholm, Jos. P. Bourdrez
Treasurer Henry Pillichody
Secretary William Rosenfeld
Exec. Dir. Maurice T. Groen

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

●
Five Star Productions

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4807

Exec. Producer Harry Wayne McMahan
Production Dir. Chet Glassley
Technical Dir. Taylor Byars
Dir. Creative Copy Charles F. Chaplin
Casting Judy McMahan
Secretary-Treas. Bernice C. McQuown

RAY MERCER & CO.

MOTION PICTURE
and
TELEVISION SPECIAL EFFECTS
35mm and 16mm

The Only
COMPLETE
OPTICAL
DEPARTMENT

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1½ BLOCKS EAST of CITY COLLEGE
HOLLYWOOD — 27, California

NOrmandy
7838

TV FILM PRODUCERS

Services Offered—In business 12 years, Five Star Productions specializes in motion picture and TV film spots, with more than 3,000 such ad-films to its credit.

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.

Phone: MUrray Hill 8-0230

PresidentHardie Frieberg
 TreasurerBernard Samuels
 SecretaryFluff Blome

Services Offered—Program production, talent, live and film TV programs.

Gainsborough Associates

(See Program Producers)

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
 TV Consultant &

Producer.....Jason B. Goldman
 Chg. of Production.....E. J. Spiro
 Chg. of Distribution.....Herbert Dietz
 Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

General Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

TV Director.....Irvin Shapiro
Services Offered—Educational shorts nature study shorts.

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 0406

OwnerSid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

Jack Goetz

1740 Broadway, New York, N. Y.

Phone: JUdson 6-1700

OwnerJack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35mm.

On Television

GREATEST STORY EVER TOLD (Series)

FIGHTS FOR FREEDOM (Series)

(In Preparation) MISSING PERSONS & The COWBOY-DETECTIVE

Theatrical Releases

RKO-RADIO PICTURES, Inc.

TWENTIETH-CENTURY FOX

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Producers • Adapters • Consultants

TELEVISION - MOTION PICTURES - RADIO

1600 Broadway (Suite 312)

SU. 7-5672

STUDIO FACILITIES

New York—Miami Beach—Hollywood

Contract Producing for Package Producers

Producers of Sponsored Sales Influence, Commercial Films

NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
 FILM — LIVE INTEGRATION
 Method

Formerly TV
 Adapter — DIRECTOR
 (Pall Mall Cigarettes)
 THE BIG STORY

TV FILM PRODUCERS

John Guedel Radio Productions

(See Program Producers for detailed listing)

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.

Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Vice-President.....Thomas J. Shands
Dir. of Prod. & Sales.....Bert Samson

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
OwnerHerman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2450

N. Y. Phone: JUDson 2-4060

PresidentJamison Handy
Executive Vice-Pres.....Oliver Horn
V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
SecretaryAvery W. Kinney
Treasurer.....Allan E. Gedelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr.Harry C. Watts

Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.

Phones: CH. 4-3447, LA. 4-4652

PresidentBob Hannum

Services Offered—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.

Phone: JUDson 6-3750

5919 HOLLYWOOD BLVD.

HOLLYWOOD

28



730 FIFTH AVE.

NEW YORK

19

COMPLETE REAR SCREEN PROJECTION SERVICE

SCREENS — PROJECTORS — SLIDES — FOOTAGE — TRANSLUCENTS

BACKGROUNDS UNLIMITED

STILL — MOVING — SPECIAL EFFECTS

FOR LIVE OR FILM TV

ABC — NBC — CBS

“BETTER EFFECTS WITH TELEFEX”

● ● ● **TV FILM PRODUCERS** ● ● ●

PresidentAndre Lord
 SecretaryGordon Shadwick
 TreasurerLewis Abbott
Services Offered—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

●

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584

Pres. & Gen. Mgr.....Sam Hayes
Services Offered—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

●

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174

Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

●

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President.....Charles B. Alline, Jr.
Services Offered—1 minute commercials.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.

Phone: Hollywood 9-2001

ProducerPaul L. Hoefler
 Business Manager.....E. M. Bennett
 SecretaryRuby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

●

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.

Phone: Circle 6-9031

President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

●

Hollywood At Work, Inc.

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-5981

Executive Producer.....Robert Gurney
 Producer.....Larry De Soto
 Associate Producer.....Edward Belfer
 Writer-Director.....Thomas J. McGowan
Services Offered—Hollywood at Work takes a completed or almost completed feature film and makes a half hour TV film either on a personality or personalities in the feature.

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Hour Glass Productions

6525 Sunset Blvd., Hollywood 28, Calif.
 Phone: HEMPstead 1161

PresidentWanda Tuckoek
 Vice-President.....George de Normand

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
 Phone: EL 5-3508

ProducerLucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

Hurrell Productions Inc.

(Subsidiary of Walt Disney Productions)
 2400 W. Alameda Ave., Burbank, Calif.
 Phone: ROckwell 9-2158

President.....George E. Hurrell
New York Office
 RKO Bldg., 1270 6th Ave., New York, N. Y.
 Phone: JUdson 6-3442

Services Offered—TV package programs (and commercials) and production.

Illustrate, Inc.

1532 Cahuenga Blvd., Hollywood 28, Calif.
 Phone: HE 2126

N. Y. Phone: ELdorado 5-1422
 President.....Donald A. Dewar
 Secretary-Treasurer.....Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius
 Supervising Editor.....Jean Oser
 Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: CI 6-9438

Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

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International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: Circle 6-4486

Executive-Pres. J Allen Julier
Services Offered—Producers of educational motion pictures.

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800

Mgr. TV Sales..... Robert H. Reid
Services Offered—In association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

International 16mm. Corp.

(See Program Producers)

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116

President Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

General Manager..... Paul Radin
Branch Office

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121

General Manager..... Don A. Davis
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director Leon Jason
Services Offered—TV film, production, talent, puppet design.

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474

President..... James E. Jewell
Vice-President..... W. Ralph Jewell
Manager..... Charles P. Flynn
Secretary..... Jane I. Cohan
Services Offered—A complete radio and

Lalley and Love, Inc.

film spots and programs

**3 EAST 57th STREET
NEW YORK 22, N. Y.**

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TV FILM PRODUCERS

television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.

Phone: Market 2-0770

Pres. & Exec. Dir. . . . Dorothy L. McFadden
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.

Phone: PL 9-3107

Exec. Producer Bernard E. Karlen
 Associate Producer Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.

Phone: MU 8-2164

Executive Producer Roger Kay
Services Offered — Creators, producers, packagers of TV and radio programs, live,

transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.

Phone: Murray Hill 8-1707

Pres., Exec. Prod. Victor F. Kayfetz
 Client Liaison Director Allan P. Snady
 Animation Dept. Dir. . . . F. Russell Shenton, Jr.
 Art Director Wm. L. Steinel
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.

Phone: Eldorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

595 Fifth Ave., New York 17, N. Y.

Phone: Plaza 8-2000

President Fred W. Kline
Services Offered—Produce motion pictures for TV.

Selling Shoes?

. . . or gasoline? . . . or lipstick?
 . . . or cigarettes? We've helped sell all of these and a lot more* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

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TV FILM PRODUCERS

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
 Phone: Delaware 7-0400

PresidentRobert Eirinberg
 Vice-PresidentLee Blevins
 Dir. Motion Pic. & TV Dir.Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: Circle 6-9850

PresidentHoward A. Lesser
 Secy. Treas.Mary Morrissey
 Vice-PresidentThomas S. Dignan
Services Offered—Producers of all types of Motion pictures for screen and TV.

Larry Kurtze

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: RAndolph 6-5246

OwnerLarry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1382

President and Production....James A. Love
 Vice-Pres. and Sales.....John B. Lalley
 EditorBill Henry
 Assistant Director.....Art Steckler
Services Offered—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

Albert Lang Productions Inc.

1320 Edgecliffe Dr., Los Angeles, 26, Calif.
 Phone: Normandy 19536

President & Gen. Mgr.Albert E. Lang
 V.-P. & Secretary.....Olga Haney
Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,
 Hollywood 28, Calif.
 Phone: Hillside 0101

PresidentJerome Lawrence
 Vice-President.....Robert E. Lee
Services Offered—Production consultants.

Serving
 the best
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 to stations
 everywhere!

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 . . . Shamus Culhane . . . Peter Elgar
 . . . American Film Producers . . . Van
 Praag . . . Louis deRochemont . . .
 Filmwright . . . Willard Pictures . . .
 Science Pictures . . . National Screen
 Service . . . Lalley & Love

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 PLAZA 3-4840

TV FILM PRODUCERS

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.
 Phone: FRanklin 2-2100

President Les Lear
 Account Executives Milt Parlow,
 Jack Curran
Services Offered—Radio, TV and film production, Personal Management.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
 Phone: Hillside 7287

Producer-Director Gene Lester
 Cameraman John S. Nash
 Comptroller Albert J. Silverman
 Production Manager Martin Sperber
 Sound Robert Ernst
Services Offered—Complete facilities for production of 10 sec. to feature length films.

Edward Lewis Productions

Motion Picture Center Studios
 846 No. Caluenga Blvd., Hollywood 38, Calif.
 Phone: HO 9-5981, Ext. 43

Producer Edward Lewis
 Assistant Producer Paul Gerchik
 Production Manager William Stephens
Services Offered—Production of motion picture film for TV.

Jack Currier Lewis

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-0257

Owner Jack Currier Lewis
 General Manager Wm. P. Popp
 Women's Programs Margaret Tester
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

Libra Film Distributors & Producers

6255 Sunset Blvd., Hollywood 28, Calif.
 Phone: GL 7960; HE 1161

President Miss Loy Lester
 V.-P., in Ch. of Prod. Charles M. McCoy
 Sec.-Treas. M. Briese
 Exec. Director C. Mandell
 Exec. Producer Charles M. McCoy
 Producer John Leslie Hamilton
 Producer Robert Smigel
Services Offered—Extensive TV Film Production and Distribution. Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

BEFORE YOU MAKE A MOVIE
 FOR SCREEN OR TV, SEE—

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 or Fred Kelly

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THE FILM BUYING SERVICE
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- 1 Acts as your station's resident film buyer in New York.
- 2 Obtains film to fit your programming, at your budget price.
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Digby 4-3182

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Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Vice-President.....Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major-Minor Productions

5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268

Producer and Director...Stuart M. Nathanson
Producer and Director...Ronald L. Stanton
Musical Director.....Ruby Raksin
Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

Mallard TV, Inc.

120 Wall Street, New York 5, N. Y.
Phone: DIgby 4-3182

President.....S. Mukamal
Services Offered—Film Brokers for TV stations.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800

Owner, Gen. Studio Mgr.....James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-5119

President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs and spots.

Mercury International Pictures, Inc.

2330 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 9-3876

THE TEEVEE CO.

Producers of

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TV SHOW

The Short-Short-Story Sensation

Now On the Air

Coast to Coast

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CRestview 5-1076 Beverly Hills, Calif.



**HOW DO YOU DO
LADIES AND GENTLEMEN
HOW DO YOU DO?**

This is NORMAN BROKENSHERE announcing a new low-budget show “The Handy Man”, a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

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TV FILM PRODUCERS

President V. E. Ellsworth
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.
 Phone: Plaza 7-0695

President Charles Michelson
 Divisional Sales Mgr. Sidney Guber
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
 Phone: Hollywood 9-6161

President Carlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
 Phone: PLaza 3-4840

President C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod. Burgess Meredith
 Vice-President Max Kreindler
 Vice-President Barrett Gallagher
 Treasurer Martin L. Scott
 Secy. Gerald Margolis
 Tech. Supervisor Victor H. Komow

Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
 Phone: MUrray Hill 6-3717

Dir. of National Sales Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

Murphy-Lillis Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
 Phone: PLaza 7-8144



Live Photography
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 COlumbus 5-7621

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We offer an intelligent service and an extensive library to the users of television films.

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 SPECIALLY PREPARED FOR
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 A TREASURY OF HUMOR — IN
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 AN EXTENSIVE LIBRARY OF
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 NETTES 3-5 MINUTES

TV FILM PRODUCERS

PresidentOwen Murphy
 Vice-Pres. & Treas.....James M. Lillis
 Production Chief.....Elwood Siegel
 Chief Editor.....Joseph Josephson
Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

Murphy-Thomas Productions
 General Service Studios, Hollywood, Calif.

Nation Wide Television Corp.
 1501 Broadway, New York 18, N. Y.
 Phone: LOngacre 4-8234

PresidentIrvin Shapiro
 TreasurerM. Mermelstein
Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
 Phone: CIrcle 6-5700
 Adv., Publ. Director.....Melvin L. Gold
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
 Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth
 Art Dir.—Dir.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

Official Films, Inc.

(Official Television Inc.)
 25 West 15th St., New York 19, N. Y.
 Phone: PLaza 7-0100

President... William R. Goodheart, Jr.
 Chairman of the Board.....Isaac D. Levy
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
 Phone: CAAnal 6-3284
 Production Manager.....Howard Smythe
 General Manager.....Charles Beckman
 Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

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America's leading producers of TV sports programming. Famous shows include . . .

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- DICK DUNKEL'S FOOTBALL RATINGS

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Tel Ra films have been used with great success by foremost national advertisers.

TEL RA PRODUCTIONS

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 than any other
 news service.

TV FILM PRODUCERS

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5191

Producer Mitchell Gertz
Services Offered—Will produce on contractual basis TV commercials and features.

Olio Video Television Productions, Inc.

20 East 42nd St., New York 17, N. Y.
Phone: MU 2-2318

President Harvey Cort
Treasurer Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Paramount Television Productions Inc.

1501 Broadway, New York 18, N. Y.
Phone: BRyant 9-8700

Vice-President George T. Shupert
Branch Office

5451 Marathon St., Los Angeles 38, Calif.
Phone: HOollywood 9-6363

Vice-President Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Exec. Producer Paul Parry
Dir. of Photography Ray Foster
Services Offered—Production of Commercials any specified length, production of scripts to order.

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200

President Edward J. Lamm
Services Offered—Television commercial production.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NOrmandie 1-2174

President Ray Patin
Vice-President Gus Jekel
Production Manager Gerald Ray
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President Kern Moyse
Vice-Pres., Treas. R. S. Moyse
Asst. Secy.-Treas. Barbara Holz
Eastern Sales Mgr. Raoul J. Menendez
Mgr., Special Services Dept. Allan De Forest

West Coast Branch

959 Seward St., Hollywood 38, Calif.
Phone: GRanite 9223

Vice-Pres., Chg. Western Op. Victor C. Krupa
Secy., Branch Mgr. Suzon Steinle Krupa
Plant Manager Thomas E. Ayers

Services Offered—Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

Polaris Pictures, Inc.

3859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOork 8058; WEBster 3-4608

President Juan C. Hutchison
Vice-President Perry King

Services Offered—Complete production facilities on contract and sub-contract level.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President Harry A. Post
Secretary Eli W. Post
TV Sales Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111

Executive Producer J. P. Lane
Producer Richard L. Morley
Production Manager Val Lindberg

Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

300 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director Gordon Knox
Vice-President Jack Barlass
Treasurer Gordon Blair
Prod. Mgr. L. H. Holton
Writers John Capsi, Sumner Lyon, Ardis Smith.

Chief Editor Robert Webb
Distrib. Mgr. Lash Bauman

Services Offered—Production and distribution facilities for television films of all types.

TV FILM PRODUCERS

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas.Seymour Poe
TV Manager.....Virginia Phillips
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnDerbilt 6-3417

President.....Robert A. Orenbach
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America (See Program Producers)

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Sales Mgr. St. Paul Off.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Prod. Asst.....E. H. Polsfuss
Services Offered—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

RD-DR Corp. (Reader's Digest— **deRochemont**)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440

Chairman of Board....Louis de Rochemont
President.....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President.....Roland Reed
Services Offered—Complete motion picture facilities.

Reeves Sound Studios Inc.

304 East 44th St., New York, N. Y.
Phone: OR 9-3550

Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President.....Moe Kerman
Vice-Pres.....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUDson 2-0274

President.....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet
President.....Harry Michalson
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary.....Joseph Laub
Comptroller.....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Television Consultant....Edward R. Evans
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568

TV FILM PRODUCERS

President.....R. S. Robbins
 Mgr. of Prize Promotion...Edward E. Finch
Services Offered—Radio and television prizes.

Bob L. Roberts Productions

806 Seventh Ave., New York 19, N. Y.
 Phone: JU 6-0025

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
 Phone: GR 7131

President.....J. Richard Westen
 Vice-President.....J. Harry Ebbert
 Exec. Vice-President.....Harlow Wilcox
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 3183

General Manager.....Fred K. Rockett
 Production Supervision.....Betty King
 Photographic Department...Alfred Higgins
 Art Department.....George Coart
 Studio Superintendent.....James Conley
 Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Rogell Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: GRanite 3111

Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

275 So. Beverly Dr., Beverly Hills, Calif.
 CR 6-1101

President.....Roland D. Reed
 Vice-President.....Guy V. Thayer, Jr.
 Secy.-Treas.....Hazel Hall
 Production Manager.....Dick L'Estrange
 Supervising Film Editor.....Roy Luby
Services Offered—Producers of commercial, industrial and television films.

Rollow-Clark & Co.

108 Oak St., Denton, Tex.
 Phone: 1523

Co-owner.....Bill Rollow
Services Offered—TV film production.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 45401

President.....David Chudnow
 Vice-President.....Rosamond Chudnow
 Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
 Phone: Yo 2494

President & Owner.....Danny Rouzer
 Vice-President.....Jan Edgar
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
 Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
 Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack
 Sales Manager.....Julius M. Sack
 New York Office
 358 West 44th St., New York, N. Y.
 Phone: JUdson 6-2258

Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

17 E. 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-6770-6771

Co-Producers.....Sidney Sanft,
 Don Costa
Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
 Phone: MUrray Hill 8-0085

President.....Valentino Sarra
 Sales Prod. Mgr.....Jack Henderson

TV FILM PRODUCERS

Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHitehall 4-5151

Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

Screen Gems Inc.

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5044

Gen. Manager.....Ralph M. Cohn
West Coast Prod. Mgr.....Jules Bricken
Editorial Chief.....Daniel Heiss
N. Y. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Will Baltin
Business Manager.....Floyd Weber
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 6-1721

Executive Producer.....Gilbert A. Ralston
Production Manager.....Rudy E. Abel
Auditor.....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sandford R. Johnson
Vice-President.....Arthur B. Chapman
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

Seidel Films

853 Seventh Ave., New York 19, N. Y.

Phone: PL 7-1597

Manager.....Tom Seidel
Services Offered—TV film production.

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary.....George Blake
Bd. of Directors.....Patrick E. Shanahan,
George Blake, F. R. Normandin
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.

Phone: SU 7-5672

Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Jack Aichele
Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Film Editorial Supervisor.....Joe Josephson
Set Designer.....Charles Carlotti
Gen. Production Supervisor.....William Toth
Camera Directors.....Joseph Brun,
George Webber
General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep.....Albert Kelley
Services Offered—Creators and producers of television; theatrical and sales influence films; producing contractors; adapters, consultants to package producers, advertising agencies, sponsors. Distribution facilities television and theatrical, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.

Phone: ELdorado 5-2544

President.....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," and "Ozark Ike."

Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.

Phone: CR 5-4451

N. Y. Phone: LOngaere 4-3971

President.....Louis D. Snader
Vice-President.....Robert M. Snader
Director.....Duke Goldstone
Casting Director.....Phil Bloom
Musical Director.....Harry Zimmerman
Production Manager.....Jesse Corallo
Services Offered—Producers of motion picture film for television. Sales handled through Snader Telescriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.

Phone: JUDson 6-0020

President.....John Fox

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

TV FILM PRODUCERS

Al Stahl Productions

1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2992/3

President Al Stahl
Vice-President Irwin Stahl
Sales Manager Stanley Benford
Director Leroy Sylverst
Services Offered—Complete production facilities for live action production on film.

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President Irvin Shapiro
Services Offered—Major feature films and shorts.

Station Distributors, Inc.

40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953

President Walker Stuart
Services Offered—Package programs.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President Saul J. Turell
Secy.-Treasurer Robert E. Rhoades
Head of Agency Sales Bernard Schulman
Manager of TV Dept. Bernice S. Coe
Stock Shot Div. Mgr. Richard Carlton
Services Offered—Producer and distributor of TV features, shorts and film series.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President Irvin Paul Sulds
Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Taylor Productions, Inc.

6700 Sunset Blvd., Hollywood 28, Calif.
President Gordon Van Dover
Services Offered—Write produce and direct TV film spots.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: CREstview 5-1076

President Gifford Phillips
Asst. to Pres. Ludlow Flower, Jr.

V.P., Gen. Mgr. Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners Seymour Kaplan,
Mort H. Singer, Jr.
Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President Thorn L. Brooks
Vice-President Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President W. K. Hedwig
Secy.-Treas. G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Teleflex Productions

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-6211

Pres. & Gen. Mgr. Donna Fargo
Vice-President Victor Schulman
Secretary-Treasurer Lois Laudon
Mgr., Photo-Lab Dept. Joe Paul
Staff Writer Brice Knox
Staff Consultant Ted London

New York Branch

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

N. Y. Sales Manager Jerry Kelly
Services Offered—Live, recorded and film TV's only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Teleflex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Teleflex productions built around teleflex screens and employing still moving, and special effect backgrounds.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

TV FILM PRODUCERS

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOLLYWOOD 9-8321

President.....Henry B. Donovan
Secretary-Treasurer.....Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 49, Calif.
President.....C. Robert Longenecker
Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.

Phone: PENNSYLVANIA 6-1821-2

President.....Albert G. McCarthy
Vice-President.....Richard Freitas
Secretary.....Rita Fables
Services Offered—TV films.

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301

Business Mgr.....J. T. Ward
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650

Chg. of Prod.....Robert N. Brotherton,
Arthur L. Goldman
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.
Phone: WJconsin 7-2055

President.....Leonard J. Ackerman
Vice-Pres. & Mgr.....Louis N. Friedland
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television Guild Productions Inc.

210 No. Larchmont, Hollywood 4, Calif.
Phone: HO 9-2895

Production Manager.....Jack Miles
Services Offered—Complete studio facilities for rent. Producers of TV commercials and shorts.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MURRAY Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer.....Clarence Schmidt
Secretary.....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KINGSLEY 5-8540

Producer.....W. Wallace Orr
Director of Programming &
Sales.....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editor.....Raymond Brown
Film Editor.....Joe Arnold
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Times Square Productions Inc.

145 West 45th St., New York 19, N. Y.
Phone: Circle 6-4443

President.....Chas. W. Curran
V.P.-Production.....Stephen E. Fitzgibbon
V.P.-Sales.....Donald Langan
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

Time for Beany

704 No. Bronson Ave., Hollywood 38, Calif.
Phone: GRANITE 6144

Executive Producer.....Bob Clampett
General Manager.....D. J. Nocerine
Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President.....William Miesegaes
Vice-President.....Walter Lowendahl
Vice-Pres.....William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered—Complete facilities for

TV FILM PRODUCERS

production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1280

President.....Theodore A. Parisi

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.

Phone: COLUMBUS 5-0060

President.....Jack Goldstein

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKIRK 8-1323

President.....Doria Balli

Sales Manager.....Gene Grant

Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.

Phone: CHICKERING 4-1374

President.....Edward Roberts, Jr.

Vice-President.....Willard P. V. Voorhees

Treasurer.....William Mills, III

Director of Sales.....David Horwich

Director of Advertising &

Promotion.....Jacob Van Aernam, Jr.

Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6000

Director of Television....John H. Mitchell

Asst. Dir. of TV.....Miss Louise E. Raphael

East Coast Sales Rep.....Robert Brahm

West Coast Sales Rep....Miss Becky Barnes

Mid-West Sales Rep.....Robert O'Brian

Services Offered—Production and distribution of television films.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.

Phone: CHARLESTON 0-7171

New York Division— 670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow

Vice-Pres. in chg. N. Y. Office

Edward F. Cullen

Vice-President.....John Hubley

Vice-President.....A. D. Woolery

Vice-President.....Robert Cannon

Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

United Television Programs Inc.

360 N. Michigan Ave., Chicago 1, Ill.

Phone: CENTRAL 6-0041

Co-owner.....Milton Blink

Branch Offices

444 Madison Ave., New York 22, N. Y.

Phone: PLaza 3-4620

Manager.....Aaron Beckwith

140 N. La Brea, Los Angeles 36, Calif.

Phone: WEBSTER 8-9181

Co-Owner.....Gerald King

Services Offered—TV package programs.

Unity Television Corp.

1501 Broadway, New York 8, N. Y.

Phone: LONGACRE 4-8234

President.....Arthur A. Mayers

Treasurer.....Martin Mermelstein

TV Director.....C. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Vallee Video Inc.

6611 Santa Monica, Hollywood 36, Calif.

Phone: Hillside 6118

President.....Rudy Vallee

Vice-President.....B. S. Otto

Secretary.....D. Hall

Manager.....John W. Swallow

Services Offered—Full film studio for TV. Stage, Cutting Room, Projection Room. Dressing Rooms.

Van Praag Productions

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.

Phone: MU 2-0326

TV FILM PRODUCERS

President.....Henri E. Marcuse
 Writer.....Charles Cinnamon
 Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series—musical live package in full production or only as a script package.

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
 Phone: MU 8-1162

President.....George W. Goman
 Vice-Pres. chg. of Prod.....Martin Henry
 Treasurer.....A. W. Manchee
 Vice-Pres. & Film Editor..Leonard Anderson
 Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
 Phone: MU 6-3310

President.....Alfred Justin
 Vice-President.....Edward Roberts Carroll
 Sales Director.....Otto H. Sutter
 Production Chief.....Richard Grey
 Continuity Director.....Harry Doolittle
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose
 Chief Sound Engineer..Peter Protopappas
 Editor.....Lloyd Ball
 Publicity Director.....Sherel Udell
 Executive Secretary.....Nancy Gould
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
 Phone: MUrray Hill 2-2060

President.....William M. Nelson
 Art Director.....Robert Dunne
 Production Manager.....Robert J. Asherman
 Film Director.....H. Lionel Miller
 Advertising Consultant.....Weston Hill
 Office Manager.....Margaret M. Maxwell
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
 Phone: Circle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
 Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
 Phone: Circle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Frank Wisbar Productions Inc.

7324 Santa Monica, Hollywood 36, Calif.
 Phone: 2-2286

Owner.....Frank Wisbar
Services Offered—Film productions.

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
 Phone: LA 4-3450

President.....Max Wolf
 Secretary-Treas.Robert Feldman
 Exec. Producer.....Les Wintz
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.

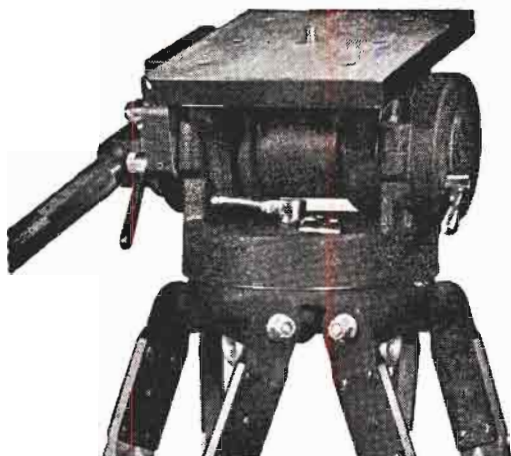
(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
 Phone: LE 2-4111

President.....Stuart Scheftel
 Exec. Vice-Pres.....Godfrey Elliott
Services Offered—Offers educational films for TV rental.

Floating Action!



FOR ALL "TV" CAMERAS "BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.



Sales • Service • Rentals
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Cameras • Moviolas • Dollies

*Complete Line of Equipment for
Production Available for Rental*

*Mitchell: Standard - Hi-Speed - NC -
BNC - 16 mm.*

*Bell & Howell: Standard - Shiftover -
Eyemos*

*Maurer: 16 mm. Cameras
Moviola: Editing Machines -
Synchronizers*

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FRANK C. ZUCKER

CAMERA EQUIPMENT CO.

1600 BROADWAY NEW YORK CITY

SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers



Costumes

TV SERVICE FIRMS

(Also see Equipment Manufacturers)



Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

Color Service

COMPANY, INC.

115 WEST 45TH STREET

NEW YORK 36, N. Y.

FOREMOST COLOR LABORATORY

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COMPLETE SERVICE IN COLOR PRINTING

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- REVERSAL • NEGATIVE — POSITIVE

16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING

TV Service Firms

SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
 Durio-Test Corp., North Bergen, N. J.
 General Electric Co., Nela Park, Cleveland, O.
 GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radio Corp. of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
 C. H. Masland & Sons, Carlisle, Pa.
 Radio Corp. of America, Camden, New Jersey.
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38).....Hillside 7471
 Anderson, Howard A.
 General Service Studios.....GRanite 3111
 1611 Cosmo St.....HUDson 2-1247
 Cinecolor, Inc.
 2800 S. Olive St., Burbank....STanley 7-1126
 Cinema Research
 7000 Romaine, Hollywood (38) HUDson 2-7464
 Consolidated Films Industries, Inc.
 959 Seward St.....HOLLYwood 9-1441
 Dunningcolor Corp.
 932 N. La Brea Ave.....GRanite 3174
 Filmeffects of Hollywood
 1153 N. Highland Ave.....HOLLYwood 9-5808
 Hansard, R. L.
 8822 W. Washington Blvd., Culver City
 TEXas 02761
 Mercer, Ray
 4241 Normal Ave.....OLympia 8436
 Pacific Title & Art Studio
 6350 Santa Monica Blvd...HEmpstead 5611
 Pathe Industries, Inc.
 6828 Santa Monica Blvd...HOLLYwood 9-3961
 Rabin, Jack
 7324 Santa Monica.....HUDson 2-5463
 Schmid, Al
 1041 N. Formosa Ave.....GRanite 5111
 Smallwood Process
 7324 Santa Monica Blvd...HOLLYwood 9-5060
 Technicolor Motion Picture Corp.
 6311 Romaine St.....GRanite 1101
 Telefax
 5732 Sunset Blvd.....PL. 7-0780
 Williams Lab
 1040 N. McCadden Place.....Hillside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
 1025 N. Highland Ave.....HOLLYwood 9-8181
 Lyons Van & Storage Co.
 6372 Santa Monica Blvd...HOLLYwood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
 630 Ninth Ave.....JUDson 6-1030
 Consolidated Film Industries,
 Div. of Republic Pictures Corp.
 1740 BroadwayJUDson 6-1700
 Lloyds Film Storage Corp.
 729 Seventh Ave.....COLumbus 6-5400
 Miles, Joseph R., Film Storage
 729 Seventh Ave.....JUDson 6-4954
 United Storage Corp.
 630 Ninth Ave.....JUDson 6-1030

LABORATORIES



LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....Hillside 7471
Art Craft Screen Service
4019 W. 60th St.....AXminster 5423
Associated Film Laboratories
5631 Hollywood Blvd., Hollywood (28)
Hillside 8195
Cinecolor Corp.
2800 S. Olive Ave., Burbank.....ROlleyb 9-1126
Cinema Research
7000 Romaine St. (38).....Hollison 2-7164
Color Reproduction Co.
7936 Santa Monica Blvd. (46).....Hillside 8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5123
Consolidated Film Industries
959 Seward St. (38).....Hollywood 9-1141
Lab: 959 Seward St. (38).....Hollywood 9-1441
Dunnagecolor Process Co., Inc.
932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151

Film Effects of Hollywood
1153 N. Highland (38).....HOLLYWOOD 9 5808
Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....Hillside 2181
Houston Color Film Co.
230 W. Olive, Burbank.....CHarleston 0-8188
Hungerford Film Lab.
6327 Santa Monica, Hollywood
Hollywood 2-3237

Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1144

Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
Hollywood 9-3961

Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35).....BRAdshaw 2-2310
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46).....WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27).....OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28).....HOLLYWOOD 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36).....Hillside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9182
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9182
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St.....YUco 6-5961
Skinner, C. R., Manufacturing Co.
294 Turk St.....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Blvd., Oak Park.....AUstin 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
Ambassador 2-1600
Chicago Film Laboratories, Inc.
1333 Belmont Ave.....Bittersweet 8-6780
Crescent Film Labs.
7510 N. Ashland.....AMBassador 2-5000
Filmmack Laboratories
1327 S. Wabash Ave.....Harrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St.....LONgbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAGnolia 1744
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAGnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave.....HANcock 6-1158
Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592
Paramount Laboratories
123 Heath St.....GARrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
2269 Ford Parkway.....EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd.....HARRison 6446

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FORT Lee 8-3400

NEW YORK, N. Y.

Acc Film Laboratories (Warner Bros.)
1277 E. 14th St., Bklyn.....ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....Columbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FORT Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIRCLE 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St.....PLaza 7-4580
Filmlab, Inc.
126 W. 46th St.....LUXemburg 2-2863
Gulfam Film Laboratories, Inc.
630 Ninth Ave.....Columbus 5-5530
Major Film Laboratories, Inc.
653 Eleventh Ave.....CIRCLE 6-6950

• • Laboratories • •

Malcolm Laboratories Corp CIrele 6-8150
 244 W. 49th St.

Mecca Film Laboratories, Inc. CIrele 6-5290
 630 Ninth Ave.

Mercury Film Laboratories, Inc. CIrele 5-4930
 723 Seventh Ave.

Movielab Film Laboratories JUDson 6-0360
 619 W. 54th St.

National Screen Service Corp. CIrele 6-5700
 1600 Broadway

Paramount Laboratory RAvenswood 8-8000
 Sixth & Pierce Sts., Astoria

Paramount News Laboratory LOnGaere 3-4300
 Office: 544 W. 43rd St.

Pathe Industries, Inc. TRafalgar 6-1120
 105 E. 106th St.

Precision Film Laboratories JUDson 2-3970
 21 W. 46th St.

Producers Laboratories, Inc. CIrele 6-5232
 457 W. 46th St.

Rainbowlab, Inc. JUDson 6-0360
 619 W. 45th St.

Star Safety Film CIrele 6-0888
 630 Ninth Ave.

Tri Art Color Corp. PLaza 7-4500
 245 W. 55th St.

CLEVELAND, O.

Escar Motion Picture Service, Inc. ENdicoit 1-2707
 7315 Carnegie Ave.

Motion Picture Productions, Inc. PProspect 1-4900
 620 W. Superior Ave.

PORTLAND, ORE.

Western Color Films EMpire 2139
 1536 S. E. 11th

PHILADELPHIA, PA.

Beswick, Harold W. SAgamore 2-7534
 1017 W. Allegheny Ave.

Hausman, Ward B. RAdeliff 5-2964
 1029 W. Rising Sun

News Reel Laboratory RIttenhouse 6-3892
 1733 Sansom St.

Welsh, Charles E. SAratoga 9-8884
 2661 S. Felton Ave.

DALLAS, TEX.

Jamieson Film Co. TEusin 3-8158
 3825 Bryant

Southwest Film Laboratory, Inc. PProspect 0153
 2015 Young

Variety Pictures, Inc. TEasin 8158
 3825 Bryant

SALT LAKE CITY, UTAH

Artis Studios 5-5592
 David Keith Bldg.

MILWAUKEE, WISC.

Film Arts Corp. DAly 8-5670
 1032 N. 6th St.

RAW STOCK

Anso

Anso Division of General Aniline & Film Corp.,
 Binghamton, N. Y.; 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.; 6424
 Santa Monica Blvd., Hollywood 9-2918, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.;
 6856 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5106;
 6700 Santa Monica Blvd., Hillside 6131, Holly-
 wood 38, Calif.; 6040 N. Pulaski Rd., Irving
 8-4064, Chicago, Ill.

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 ON THE HARD HIGHWAY...**



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- SPONSORS
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18 YEARS EXPERIENCE IN SAFEGUARDING FILM

TV Service Firms

CARTOON PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank...Rockwell 9-3461

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38)...Hillside 0406

Lantz, Walter
861 N. Seward St. (38)...Hollywood 9-2907

Metro-Goldwyn-Mayer
Culver City...TEXAS 0-3311

United Productions of America
4440 Lakeside Dr., Burbank...CHarleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave....NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas...JUDson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St....TRAfalgar 3-0720

Famous Studios
25 W. 45th St....LUXemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St....MURray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse,
New York.

Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield,
N. J.

General Elec. Co., 1 River Road, Schenectady,
N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.

McQuay, Inc., 1600 Broadway, N. E., Minneapolis
13, Minn.

National Theatre Supply, 92 Gold St., New York,
N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.

Trane Company, LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave.,
S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div.,
420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison,
N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave....HOLLYwood 9-5808

Ideal Pictures Corp.
2408 W. 7th St....DUNKirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TEXAS 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27)...OLympia 8436

Wild Life Film Co.
5151 Strohm, N. Hollywood...STANley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave....Circle 5-6873

Lloyds Film Library
729 Seventh Ave....COLumbus 5-5400

Miles Film Library
729 Seventh Ave....COLumbus 5-5400

KKO Pathe, Inc.
105 E. 106th St....SACramento 2-2800



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1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
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Telephone VANDerbilt 6-5060

TV Service Firms

COLOR PROCESSES

- Acme Film Labs**
1181 N. Highland, Hollywood 38, Calif.; Hillside 7471.
- Anderson, Howard A.**
1611 Cosmo St., Hollywood 28, Calif.; Hudson 2-1247.
- Anseo Color**
Anseo Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; Murray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; Hudson 2-3229.
- Cinecolor, Inc.**
2800 W. Olive St., Burbank, Calif.; Rockwell 9-1126.
- Cinema Research**
7000 Romaine, Hollywood 38, Calif.; Hudson 2-7464.
- Color Research Corp.**
165 E. 106th St., New York, N. Y.; SAramento 2-7830.
- Color Reproduction Co.**
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRanite 3174.
- Eastman Kodak Co.**
Rochester, N. Y.
- Film Effect**
1153 N. Highland Ave., Hollywood 38, Calif.; Hollywood 9-5808.
- Flora Color**
1103 El Centro Ave., Hollywood, Calif.; GRanite 9559.
- Kodachrome**
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)
- Monopack**
Technicolor's color negative system for use with regular black and white cameras.
- Polarcolor Process**
Polaroid Corp., Cambridge 39, Mass.
- Technicolor Motion Picture Corp.**
6311 Romaine St., Hollywood 38, Calif.; GRanite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CRele 7-7934.
- Trucolor**
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1700.

BACKGROUND MUSIC COMPOSERS

- Applebaum, Louis**
National Film Board of Canada, Ottawa, Ottawa 2-8211
- Associated Music, Inc.**
9032 Burton Way, Beverly Hills, Calif.
CRestview 4-6151

- Cain-Schumann Music Service**
4606 N. Radford Ave., N. Hollywood, Calif.
STanley 7-3732
- Filmusic, Inc.**
245 W. 55th St., New York, N. Y.
JUDson 6-4155
- Shaindlin, Jack**
245 W. 55th St., New York, N. Y.
JUDson 6-4155
- Velazco Emil**
723 Seventh Ave., New York 19, N. Y.
PLaza 7-8530

SCREENING ROOMS

LOS ANGELES, CALIF.

- Consolidated Film Industries, Inc.**
959 Seward St. HOLLYWOOD 9-1441
- Eastman Kodak Co.**
6706 Santa Monica Blvd. HOLLYWOOD 9-3101
- Hollywood Film Enterprises, Inc.**
6060 Sunset Blvd. HILLSIDE 2181
- Pathe Industries, Inc.**
6823 Santa Monica Blvd. HOLLYWOOD 9-3961
- RCA**
1016 N. Sycamore Ave. HILLSIDE 5171

NEW YORK, N. Y.

- Advance Projection Theaters**
729 Seventh Ave. JUDSON 6-4954
- Audiograph Studios**
846 Seventh Ave. PLAZA 7-6208
- Bonded's Film Center Theater**
630 Ninth Ave. JUDSON 6-1030
- Johnny Victor Theater**
40 W. 49th St. CIRCLE 6-4030
- Lloyds**
729 Seventh Ave. COLUMBUS 5-5400
- Miles Public Projection Theaters**
729 Seventh Ave. CIRCLE 5-6873
- Preview Theater**
1600 Broadway CIRCLE 6-0865

COSTUMES

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.**
160 W. 48th St. CIRCLE 5-5634
- Berthe, Mme.**
110 W. 47th St. PLAZA 7-4170
- Brooks Costumes**
1150 6th Ave. VANDERBILT 6-5060
- Eaves Costume Co., Inc.**
151 W. 46th St. PLAZA 7-3730
- Fhair Theatrical Costume Co.**
1658 Broadway PLAZA 7-3638
- Lillian Costume Co.**
1658 Broadway CIRCLE 5-5199
- Variety Costume Exchange**
1658 Broadway COLUMBUS 5-8789

WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

IT is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.



Brown

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

PROGRAMS 1951

TV AM

Titles



Sponsors



Products



Networks



TV Stations



Advertising Agencies

COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Academy Award Theatre	Rose Jewelers	WXYZ-TV	W. B. Doner Agency
Academy Theatre	Jose Escalante	KECA-TV	Guenther-Bradford
Action Theatre	Cloyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Actor's Hotel	Ronzoni	WJZ-TV	Emil Mogul Co.
Acrobat Ranch	Acrobat Shoe Co. Shoes	ABC-TV	Ruthrauff & Ryan, Inc.
Adventure Call	Ashburn Furniture Company	KTLA	Ross, Gardner & White
Adventures in Sewing	Graybar Elec. Co. Sewing Machines	KMTV	
Adventures of Ellery Queen	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Adventures of Ellery Queen	Kaiser-Frazer Sales Corp. Kaiser-Frazer Cars	DuMont	Wm. H. Weintraub & Co.
Adventures of Kit Carson	Coca Cola	WAVE-TV	D'Arcy, St. Louis
A Hair Raising Tale	Chas. Antell	WSPD-TV	
Alan's Midnight Showboat	Alan Radio & Appliance Co., Inc.	WNBQ	Dickson & Wiebe
Alan Young Show	Esso Standard Oil	CBS-TV	Marschalk Pratt Co.
Alan Young Show	Kroger Co.	CBS-TV	Ralph H. Jones Co.
Alex Dreier & the Sunday News	Home Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Alice Weston	Frigidaire	WXEL	
All-Star Revue	Kellogg Co. Cereals	NBC-TV	Kenyon & Eckhardt
All-Star Revue	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
All-Star Revue	Snow Crop Marketers Frozen Foods	NBC-TV	Maxon, Inc.

Al Pearce Show			CBS-TV	
Amateur Hour			WENR-TV	Ruthrauff & Ryan
Amazing Mr. Malone, The	Morris B. Sachs Seiberling Rubber Co. Tires		ABC-TV	Meldrum & Fewsmith, Inc.
America at Church	Bethany Reformed Church		WENR-TV	Walter Bennett
American Back to God	American Back to God, Inc.		WXYZ-TV	
American Forum of the Air	Bohn Aluminum & Brass Co. Aluminum		NBC-TV	Zimmer-Keller, Inc.
American Legion Wrestling	Graybar Elec. Co. Appliances		KMTV	
Amos 'N' Andy	Blatz Brewing Co.		CBS-TV	Wm. H. Weintraub
Animal Fare	Kasco Mills		WJBL-TV	
Animal Fair	Kasco Mills Dog Food		WSPD-TV	
Ann Alden	Stripling's Department Store		WBAP-TV	Howard Caraway
Anniversary Party	Tony's Bakery		WSPD-TV	
Armchair Shopper	Blum's Dept. Store		WAAM	L. E. Schechter
Armchair Theatre	Participation		WBNS-TV	
Armchair Theatre	Will Sales		WAVE-TV	
Armstrong Circle Theatre	Armstrong Cork Co. Linoeum, Floor Coverings, Bldg. Materials		NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Around the House With Ken Ward	Central Natl. Bank of Cleveland		WNBK	Fuller & Smith & Ross
Arrow Beer Sports	Arrow Beer		WAAM	Joseph Katz Agency
Art Museum Show	Art Museum of Toledo		WSPD-TV	
Arthur Brown & Bros. Show	Arthur Brown & Bros. Artist's Supplies		WABD	Huber Hoge & Sons
Arthur Godfrey and His Friends	Liggett & Meyers		CBS-TV	Cunningham & Walsh
Arthur Godfrey and His Friends	Pillsbury Mills		CBS-TV	L. Burnett Co.
Arthur Godfrey and His Friends	Toni, Inc.		CBS-TV	Foote, Cone & Belding
Arthur Godfrey Morning Show	Lever Bros.		CBS-TV	Ruthrauff & Ryan
Arthur Godfrey's Talent Scouts			CBS-TV	
Arthur Murray Dance Party	Arthur Murray Studios		WAAM	Joseph Katz Agency
Arthur Murray Show	Arthur Murray Dance Studios		DuMont	Ruthrauff & Ryan, Inc.
Arthur Murray Show	Arthur Murray Products Dancing Lessons		ABC-TV	Ruthrauff & Ryan, Inc.
Ashland Serenade	Ashland Oij & Refining Co.		WSAZ-TV	Byar & Bowman
A's—Phillies Baseball, 1951 Season	Atlantic Refining Co.		WFIL-TV	N. W. Ayer & Son, Inc.
Ask the Colonel	Ethyl Gasoline		WAVE-TV	Batten, Barton, Durstine & Osborne, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Bat With Bradley	Ashland Oil & Refining Co.	WSAZ-TV	Direct
At Home Show	C. H. Masland & Sons Masland Carpets	ABC-TV	Anderson & Cairns, Inc.
At Home Show	D. H. Holmes	WDSU-TV	
At Home With Holley	Participating	WKY-TV	
At Kingside With the Rasslers	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Audition Ambition	Arthur Murray	WXEL	
Austin Kiplinger	Chicago Natl. Bank	WENR-TV	J. R. Pershall
A Woman Speaks	Newman's Women's Apparel	WHBF-TV	
B			
Backgrounds for Living	Barker Bros.	KTLA	Mays & Company
Backstage	Chock Full O' Nuts Restaurant	WABD	Fairfax
Bandstand Revue	Acme Brewing Company	KTLA	Foote, Cone & Belding
Bandstand Revue	Chrysler Dealers of So. Calif.	KTLA	McCann-Erickson, Inc.
Barbershop Harmony	Diehle Beer	WSPD-TV	
Bar-5 Ranch	Chuckles Candy	WIBK-TV	
Bar-5 Ranch	Chuckles Candy Co.	WXEL	
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Baseball	Falls City Beer	WAVE-TV	Prater
Baseball Previews	Student Prince Cigars	WXEL	
Baseball Scoreboard	Crawford Door Sales	WXEL	
Beat the Champ	General Electric Supply Corp.	WXEL	George Patton Co.
Beat the Clock	Urich's Serve Yourself Stations, Inc.	KTLA	Cecil & Presbrey, Inc.
Behind Your Telephone	Sylvania Electric Products	CBS-TV	Lowie Runkle
Bert Parks Show	Southwestern Bell Telephone Co.	WKY-TV	Young & Rubicam
Bert Parks Show	General Foods	CBS-TV	Young & Rubicam
Bess Myerson Show	General Foods Corp.	NBC-TV	Huber Hoge & Sons
Better Home Show, The	Let-O, Bird's Eye, Swansdown Sootstik	WABD	J. Walter Thompson Co.
Better Living Electrically	Anthracite Institute	ABC-TV	Gillham Adv. Agency
Betty Crocker Star Matinee	Pa. Anthracite Coal	KSL-TV	Dancer-Fitzgerald-Sample, Inc.
	Utah Power & Light Co.	ABC-TV	
	General Mills, Inc.		
	Bisquick, Cheerios, Softasilk Cake Flour		

Beulah	Procter & Gamble Dreft & Oxydol	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Bigelow Theatre	Bigelow-Sanford Carpet Co.	DuMont	Young & Rubicam
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	Harry Strandhagen
Big N Little Club Party	Dr. Posner's Shoes	WPIX	Posner-Zabin Adv.
Big Ten Football	Phillips "66" Gasoline	WENR-TV	Lambert & Feasley
Bill Goodwin Show	General Electric Co. Refrigerator, Dishwashers	NBC-TV	Young & Rubicam
Bill Gwinn Show	A. C. Weber & Co.	KECA-TV	Al Carmona Adv.
Bill Pepper & the News	Geo. Byers Sons Plymouth, DeSoto	WBNS-TV	Kelly & Lamb Agency
Bill Post's Telemart	Fisher Baking Co. Bakery Products	KSL-TV	
Bill Stullia's Parlor Party	Participating	KNBH	
Bill Zipt's Farmtime	Participation	WBNS-TV	
Billy Rose Show, The	Hudson Motor Car Co. Hudson Motor Cars	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Birthday Club	Buckan's Baking Co.	KING-TV	MacWilkins, Cole & Weber Agency
Black Spider	State Sample Furniture	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
Blind Date	Gruen Watch Co. Watches	ABC-TV	McCann & Erickson Co.
Bob Murphy	Hudson Dealers	WXYZ-TV	Brooke, Smith, French & Dorrance Agency
Bob Murphy	U. S. Rubber	WXYZ-TV	Fletcher Richards Agency
Bookshop Man	Ohio Oil Co.	WAVE-TV	Stockton, West & Burkhart
Bookshop Man	Ohio Oil Marathon Products	WSPD-TV	
Boston Blackie	Buckeye Brewing	WSPD-TV	
Boston Blackie	C V Beer	WTTV	
Boston Blackie	Erin Brew	WXEL	
Boston Blackie	Ford Dealers of Washington, D. C.	WNBW	J. Walter Thompson Co. Marketers, Inc.
Boston Blackie	Milani Foods	KNBH	
Boston Blackie	Standard-Humpty-Dumpty	WKY-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co.	CBS-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co. Mum, Ipana, Sal Hepatica	NBC-TV	
Bride and Groom	Hudson Pulp and Paper	CBS-TV	Duane Jones Co.
Bride and Groom	Lehn & Fink Hinds Honey & Almond Cream	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor-Hocking Glass Corp. Beer Bottles	NBC-TV	Wm. H. Weintraub
Bubble Up Scoreboard Buddies	Bubble Up Beverage Co.	WLW-C	
Buddy Cotter	Craines Furniture Co.	WHBF-TV	
Burns & Allen	Schiff's Shoes Garnation Co.	WBNS-TV CBS-TV	Erwin Wasey & Co.
Cafe Prior	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Calling All Women	Winston Stores	WPIX	Albert Black, Inc.
Camel Movie Hour	R. J. Reynolds Tobacco Co.	WNBQ	William Esty Co.
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co.
Cameo Theatre	Noxzema Chemical Co. Noxzema	NBC-TV	S. S. C. & B.
Candid Camera	Phillips & Buttorff	WSM-TV	Marvin Smith Adv.
Candid Camera	Ruppert Brewing	WJZ-TV	Blow Co.
Can You Top This	Wine Corp. of America Wine	ABC-TV	Weiss & Geller, Inc.
Captain Video	General Foods Posts Cereals	DuMont	Benton & Bowles, Inc.
Carousel	General Electric—Home Appliances	WSM-TV	
Carrot Top Anderson	American Vitamin	WLW-C	
Cartoon Parade	Keuhman Potato Chips	WSPD-TV	
Case of Eddie Drake	Drewry's Limited	WJBK-TV	
Case of Eddie Drake	Schoening Beer	WLW-C	
Cavalcade of Bands	Drug Store Television Productions Drugs	DuMont	Product Advertising Corp.
Cavalcade of Girls	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Cavalcade of Sports	Gillette Safety Razor Co. Razors & Blades	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Products	DuMont	Product Advertising Corp.
CBS News With Douglas Edwards	General Motors	CBS-TV	D. P. Brother, Inc.
CBS Television Workshop		CBS-TV	
Celanese Theatre	Celanese Corp. of America Institutional	ABC-TV	Ellington & Co.
Celebrity Time	B. F. Goodrich	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.

Celluloid Playhouse	Vitamin Corp. of America	WNBK	Harry B. Cohen Adv. Co.
Chance of a Lifetime	Bendix Home Appliances Ranges, Washers, Dryers & Ironers	ABC-TV	Tatham-Laird, Inc.
Charlie Chase Films	Karl's Shoe Store, Ltd.	KTLA	Irwin Company, Inc.
Charlie Chase Films	Murphy Motors	KTLA	Chas. Stahl Adv.
Charlie Wild, Private Detective	Wine Corporation of America Mogen David Wine	ABC-TV	Weiss & Geller, Inc.
Cheer Corner	Neumode Shop	WTTV	
Chef Milani Show	Participating	KNBH	
Chester the Pup	Mason, Au & Magenheimer Confectionery Mason Candy Products	ABC-TV	Turner & Dyson, Inc.
Chet Huntley & News	Clinton Clothing Mfg.	KECA-TV	M. Weinberg Adv.
Chicago Playhouse	Demet Pontiac, Inc.	WNBQ	Sander Rodkin Adv.
Chicago Symphony Chamber Orch.	Chicago Title & Trust Co.	WENR-TV	Earle Ludgin
Children Should Be Seen	McLevy Salons	WPIX	Assoc. Adv. Service
Chronoscope	Longines Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Chuck Wagon	Participating	WKY-TV	
Cincinnati Reds Baseball	Burger Beer	WLW-C	
Cinema 11:30	Mawson DeMany, Inc.	WFIL-TV	Solis C. Cantor Adv. Agency
Circuit Rider, The	America for Christ Institutional	ABC-TV	Turner & Dyson, Inc.
Cisco Kid	Frito Company	WBAP-TV	Glenn Adv.
Cisco Kid	Interstate Bakeries Bread	WDAF-TV	R. J. Potts, Calkins & Holden Agency
Cisco Kid	Interstate Bakeries	WENR-TV	Caikens & Holden
Cisco Kid	Sealtest Milk	WAVE-TV	Zimmer & McClasky
Cisco Kid	Ward Baking Co.	WNBK	J. Walter Thompson
Cisco Kid	Wrigley Markets	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
City at Night	Atchison, Topeka & Santa Fe	KTLA	Leo Burnett Co., Inc.
City Hall	Vim Stores	WPIX	William Warren, Jackson & Delaney
City Hospital	Carter Products Arnd, Nair, Carter's Pills	ABC-TV	Ted Bates & Co.
Claire Mann's Glamour Show	Buitoni	WJZ-TV	Astral Adv. Co.
Cleve. Browns Quarterback Club	Carlings Beer	WXEL	
Cleve. Indians' Home Baseball Games	Leisy Bewing Co.	WXEL	
Clifton Utley & the News	Chicago Rand Shoes	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Englander Co.	WNBQ	Leo Burnett

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clifton Utley & the News	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Clifton Utley & the News	Kroehler Furniture Dealers of Chicago	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Peabody Coal Co.	WNBQ	Fitzmorris & Miller
Clifton Utley & the News	Sidney Wanzer & Sons	WNBQ	George H. Hartman
Clifton Utley & the News	Temperature Equipment Co.	WNBQ	Herbert S. Laufman
Clifton Utley & the News	Webster-Chicago Corp.	WNBQ	Fuller, Smith & Ross
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clock, The	Rhodes Pharmacal Co. Imlrin	ABC-TV	O'Neil, Larson & McMahon
Cloverleaf Film Theatre	Cloverleaf Dairy Milk, etc.	KSL-TV	Gilham Adv. Agency
Coaches Corner	Bresee Chevrolet Chevrolet	WHEN	Coolican Agency
Coaches Corner	Rusterholts & Rossell Plymouth	WHEN	
Coffee and Cakes	Dow-Corning	WXYZ-TV	Don Wagnitz Agency
Coffee and Cakes	Farm Crest Bakeries	WXYZ-TV	Grant Adv.
Coffee and Cakes	Michigan Macaroni	WXYZ-TV	Rolfe Spinning Agency
Coffee and Cakes	Michigan Sugar	WXYZ-TV	Zimmer Keller Adv.
College Bowl, The	American Safety Razor Corp. Razor Blades & Lighters	ABC-TV	Ruthrauff & Ryan
College Bowl, The	Pharma-Craft Corp. "Head" Deodorant Soap	ABC-TV	Ruthrauff & Ryan
Columbus Red Birds	Burger Brewing Co.	WLW-C	
Comedy Cameos	Cameo Shirr-Back Curtain Co.	WABD	Product Services, Inc.
Comedy Classics	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Comedy Hour	Colgate-Palmolive-Peet Co. Ajax, Palmolive Soap, Halo, Dental Cream	NBC-TV	Sherman & Marquette
Comedy Hour	Frigidaire Div., General Motors Corp. Refrigerators	NBC-TV	Foote, Cone & Belding
Community Leaders	Loveman, Berger & Teitlebaum	WSM-TV	
Cooking Can Be Fun	Franklin Vess Co.	WSM-TV	Noble-Dury
Cook's Book	Participating	WKY-TV	
Cook's Champagne Party	Schenley Industries, inc. Cook's Champagne & Dubonnet Wine	ABC-TV	Biow Co., Inc.
Coolerator Theatre	A. A. Schneiderhahn Co.	WHBF-TV	
Cosmopolitan Theatre	Drug Store Television Productions Drug Products	DuMont	Product Advertising Corp.